

Engage through

GAMIFICATION



A **full guide** to gamifying
your software

QUESTS

LEVELS

PROGRESS BARS

BADGES

REWARDS

POINTS

LEADERBOARDS



Index.

GAMIFICATION

CHARACTERISTICS

USAGE

ROADBLOCKS

ETHICAL STANDARDS

1. Introduction to Gamification



2. Impact of Gamification



3. When Gamification Isn't The Answer



4. When to Use Gamification



5. Gamification Ideas to Get you Started



6. Qualities of Successful Gamification Strategies

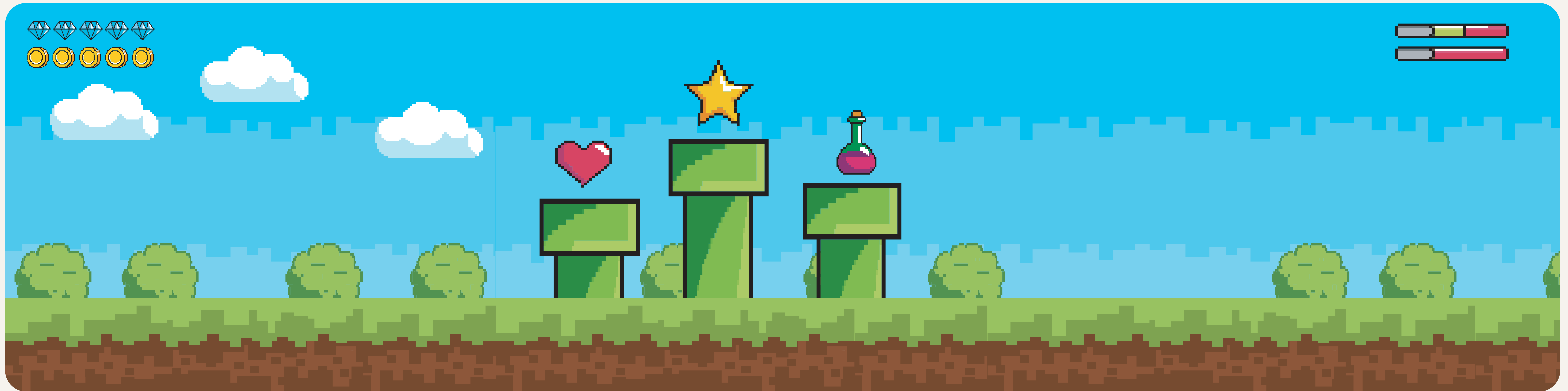


7. Technical Requirements



8. Ethical Considerations





NO, you're not about to create the next Mario Kart or Minecraft.

This guide isn't about turning your project into a full-blown game.

Games are designed primarily for entertainment. Gamification, which this guide is all about, is **adding game-like elements** to your existing systems.

Take the **Starbucks Rewards app**, for example. It doesn't turn your coffee run into a game, but it does use gamified elements like **points**, **rewards**, and **badges** to motivate users to engage more with the brand.



In fact, upon its launch, Starbucks saw a **\$2.65 billion revenue boost and a 25% rise in loyal customers** through its membership program. For Starbucks patrons, each coffee purchase triggers a dopamine rush, linking buying with the thrill of winning.

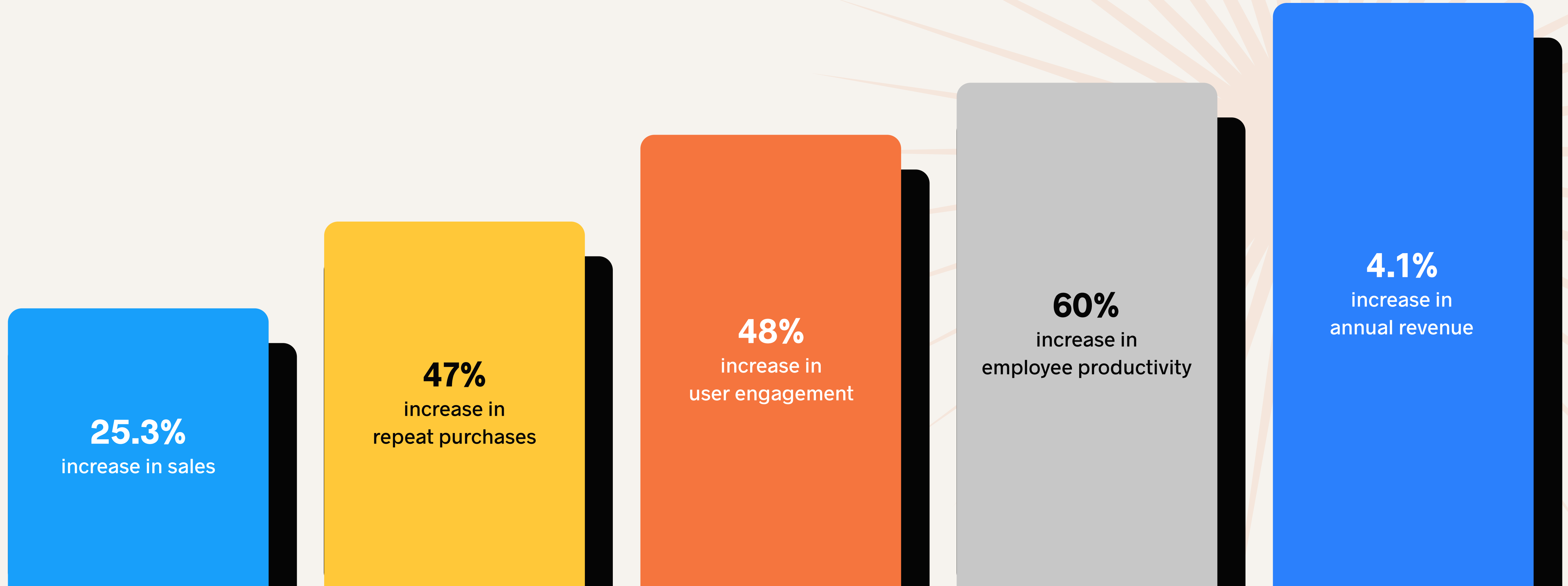
So, while a game is a complete package designed for entertainment, **gamification is a tool to enhance other activities**. While gamification can be fun, its main goal is to drive behavior, educate, change minds, or explain new concepts. **Games are an end in themselves, whereas gamification is a means to an end.**



Impact of Gamification

Now, if you're still wondering if this guide is worth reading, let these numbers speak for themselves.

The potential for gamification continues to grow, promising even greater benefits across various sectors.



When Gamification might not be the answer?

Gamification is a powerful tool, but it's not a one-size-fits-all solution.

Now, let's explore scenarios where gamification might actually backfire and do more harm than good.

Forced Fun

For example, in a health-tracking app, introducing a feature where users earn virtual coins by watching ads or sharing the app on social media can distract users from their health goals and undermine the app's reliability.

Short-Term Gains

Sure, offering sign-up bonus points can draw users in initially, but if that's all your gamification strategy involves, you're missing the point. **Gamification should be part of a long-term strategy**, not just a quick fix for user acquisition.

One-Time Use Case

For apps that serve basic functions, like a calculator or recipe viewer, adding gamification can overcomplicate the user experience without adding significant value.

Core Functionality Suffers

Overemphasizing gamification at the expense of core features, such as bombarding users with points for every item they view, regardless of whether they make purchases, may lead to a temporary increase in user activity. However, it does not contribute to the app's primary goal of increasing sales.

Focus on the Wrong Thing

Gamification isn't a band-aid for a poorly designed product or service. If the core experience isn't good, points and badges won't keep users engaged for long.



When your goal is to drive user action

Gamification leverages psychological principles to encourage behaviors through rewards and competition. **Starbucks**, for example, has gamified its rewards program where users can earn stars for each purchase, redeemable for free drinks and food. The tiered system encourages repeat purchases and boosts brand loyalty by offering better rewards at higher levels.

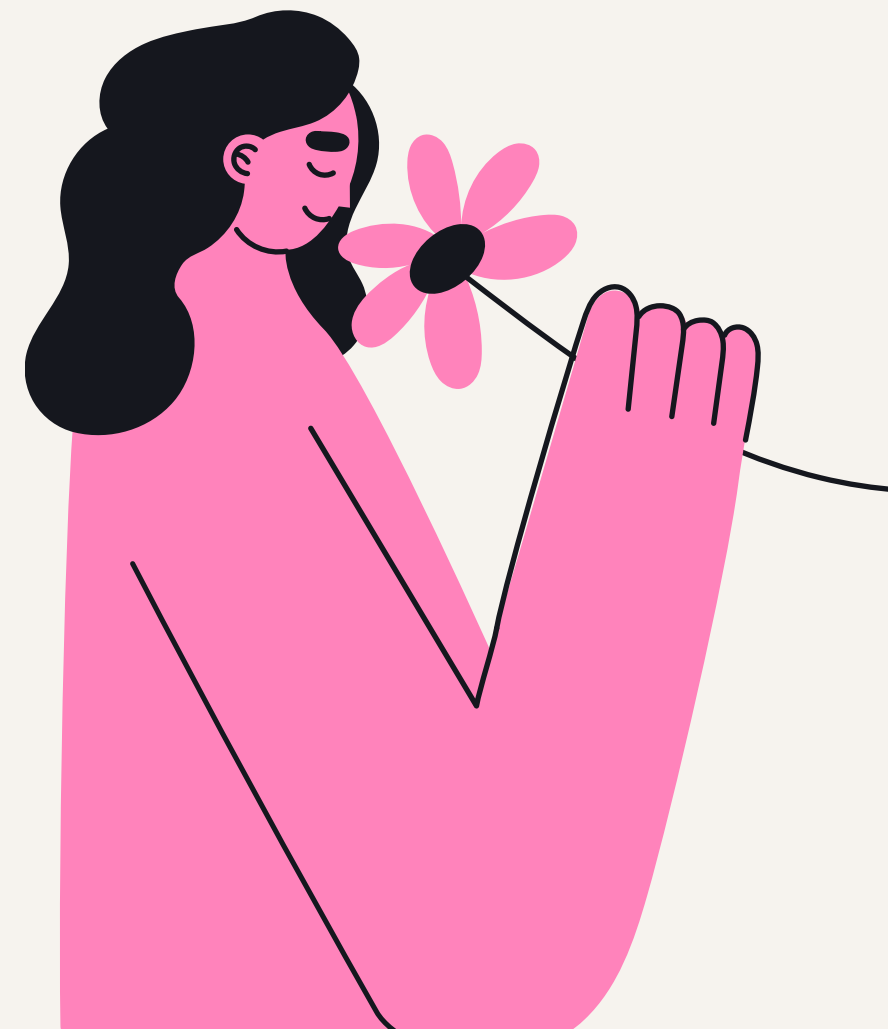
When you want to improve user retention and engagement in your current software

Gamification can significantly boost user retention and engagement by making routine interactions more enjoyable and rewarding. For instance, **Duolingo** uses streaks and points to motivate users to continue their language learning journey. This system fosters a sense of commitment, encouraging users to return daily and develop a habit of consistent learning.



When to use Gamification?

So when does it **ACTUALLY** work? To get it right, you need to understand where it fits and where it doesn't.



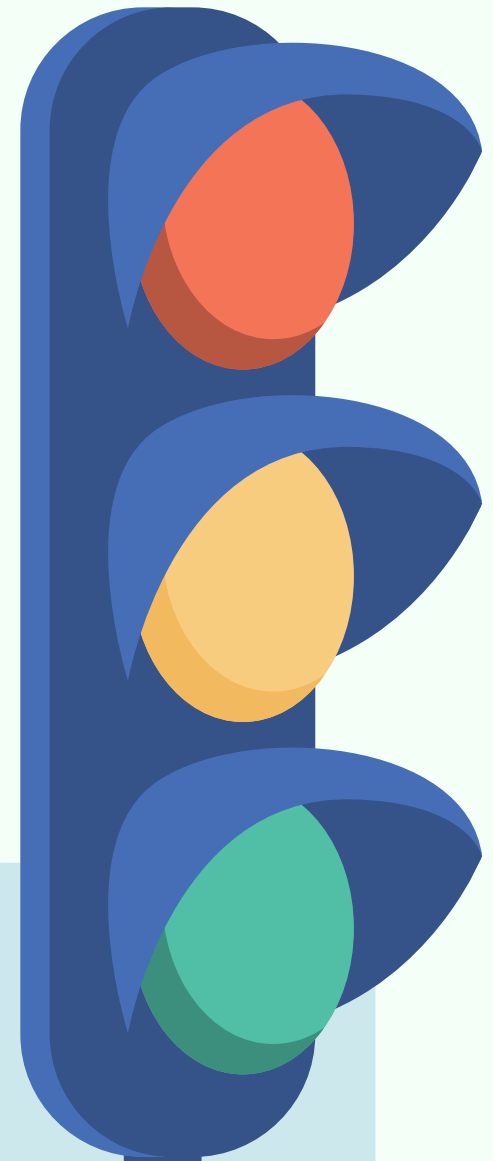
When you want to improve your onboarding experience

Gamification transforms mundane processes into an engaging, interactive experience that makes learning more enjoyable and reinforces key information by applying it in practical contexts. **Adobe**, for instance, uses a "choose-your-own-adventure" style for new hires, making learning their roles fun and efficient while speeding up integration into the company.

Gamification

Ideas to Get You Started





Redirect Your Traffic to Other Pages



Ever noticed how people come to your platform, read one article, and then just...**disappear**?

A simple solution is to suggest related content within your articles. When someone finishes reading, **offer them options to explore a bit more**. This keeps them engaged and encourages them to discover more of what you have to offer.

It's a **small tweak, but it can lead to more clicks, longer visits**, and a more interesting experience for everyone who stops by.

De tu interés

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Create Engagement in Your Community Platform ✨

Many users struggle to establish a genuine sense of community on platforms, finding it difficult to connect with profiles that align with their interests or hobbies.

One effective solution is to add a **"recommended accounts" feature** that highlights other accounts users might find appealing based on their preferences and interactions.

This **small yet impactful addition** can transform their experience on your platform and foster a sense of community, allowing them to connect with like-minded individuals and expand their networks effortlessly.



Prevent Users from Missing Important Articles

We all know how busy life can get, and it's not uncommon for users to stumble upon interesting articles but not have the time to read them right away.

A great way to address this is by adding a **“save for later” feature**. This way, users can **bookmark articles they want to read** and come back to them whenever they get a chance. It takes the pressure off having to read everything in one go and **makes their experience on your platform way better**.

To keep your users even more engaged, you might consider adding **personalized reading suggestions** or sending them **friendly reminders about new articles** on their favorite topics. These little touches can help build a loyal user base that appreciates what your platform offers

Elementos guardados

-  Catalunya fomenta la implementación de plantas de biogás en las granjas
-  Bases técnicas para el control práctico del PRRS (ES003)
-  Distribución del ingreso en la cadena de la carne porcina en Argentina.

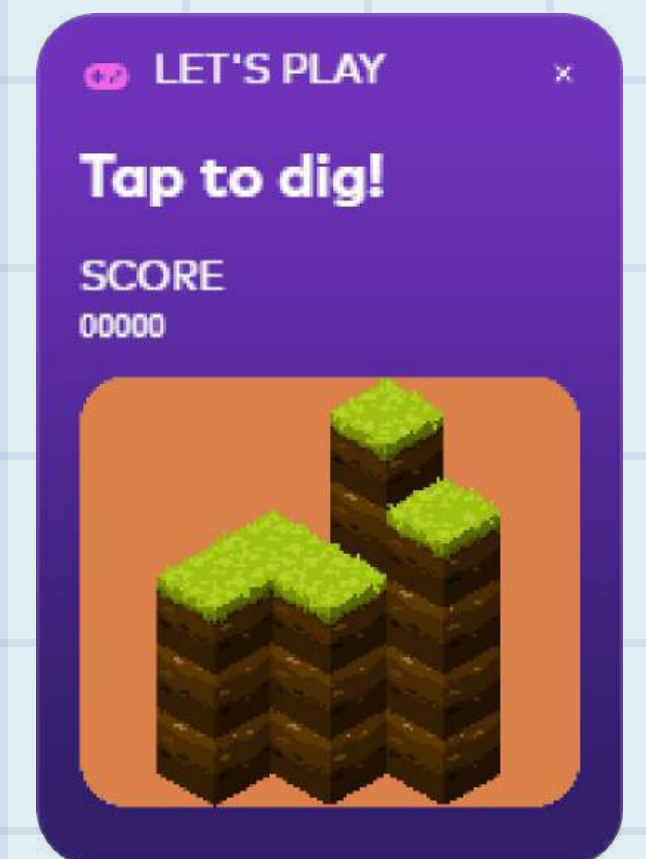
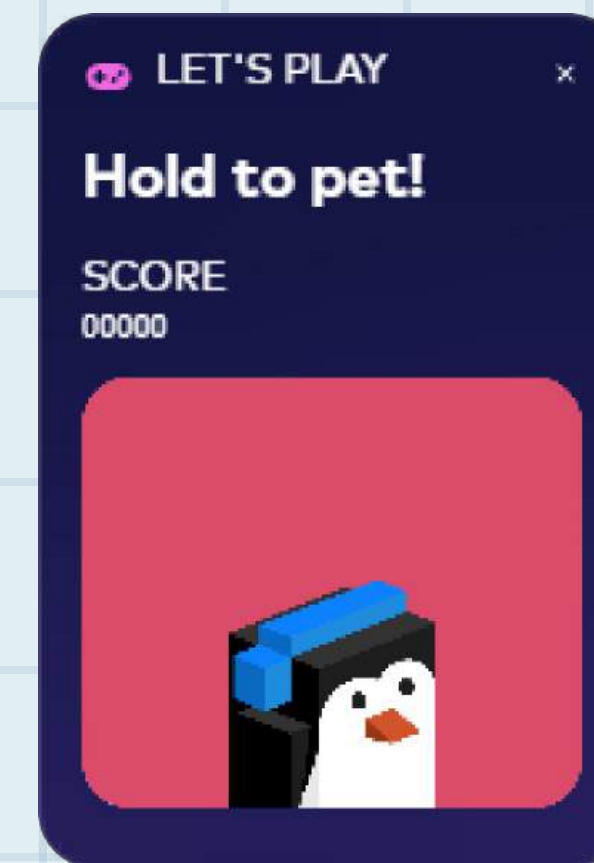
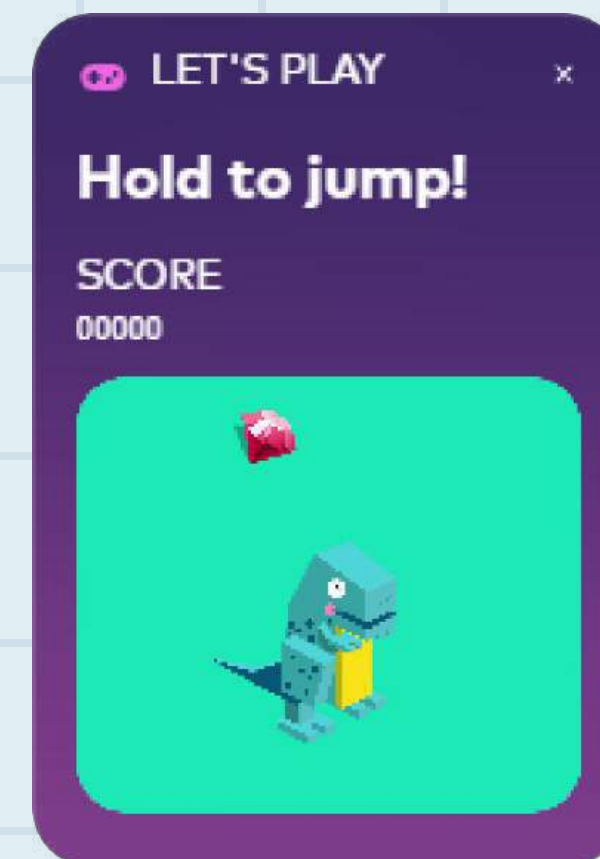
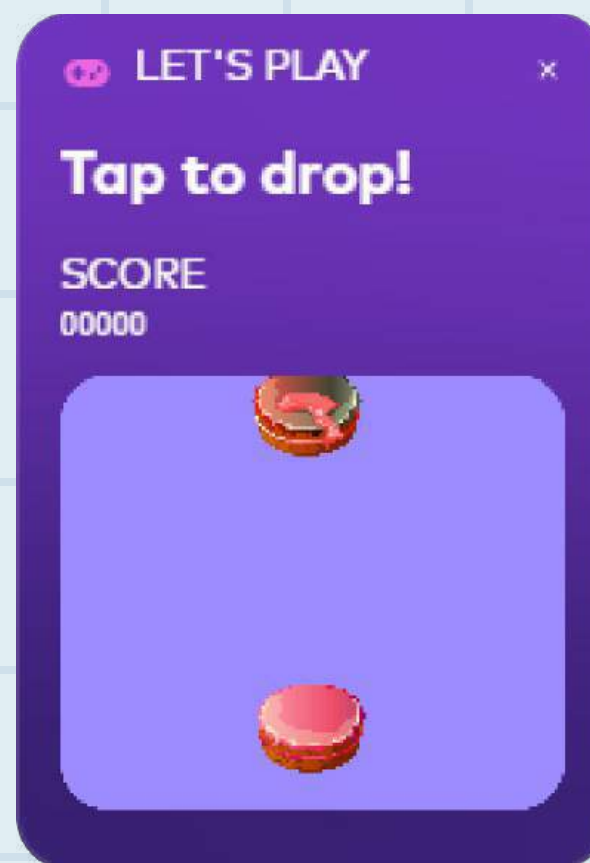
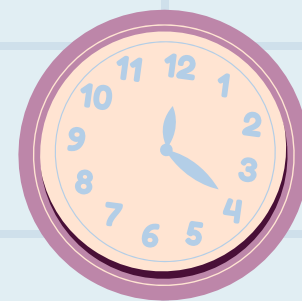
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Increase User Average Time Spent on Your Website

The challenge with static web pages is that they often **lack user interaction**, making it easy for users to lose interest. To **keep users engaged**, you need to give them something to do. Without interactive features, visitors are just skimming through.

One way to liven things up is by adding **interactive elements** like digital toys, quizzes, or mini-games that can give your users something fun and engaging to explore on your platform.

Another good example is our work for Unit9's project for Nissan Kicks, in partnership with Spotify, to create a **personalized music experience**. The website featured a sleek music visualizer and a "Fresh Score" that rated users' music preferences using Spotify data. This interactive approach established a brand presence that resonated with users long after their visit.



Shopping Made Fun ✨

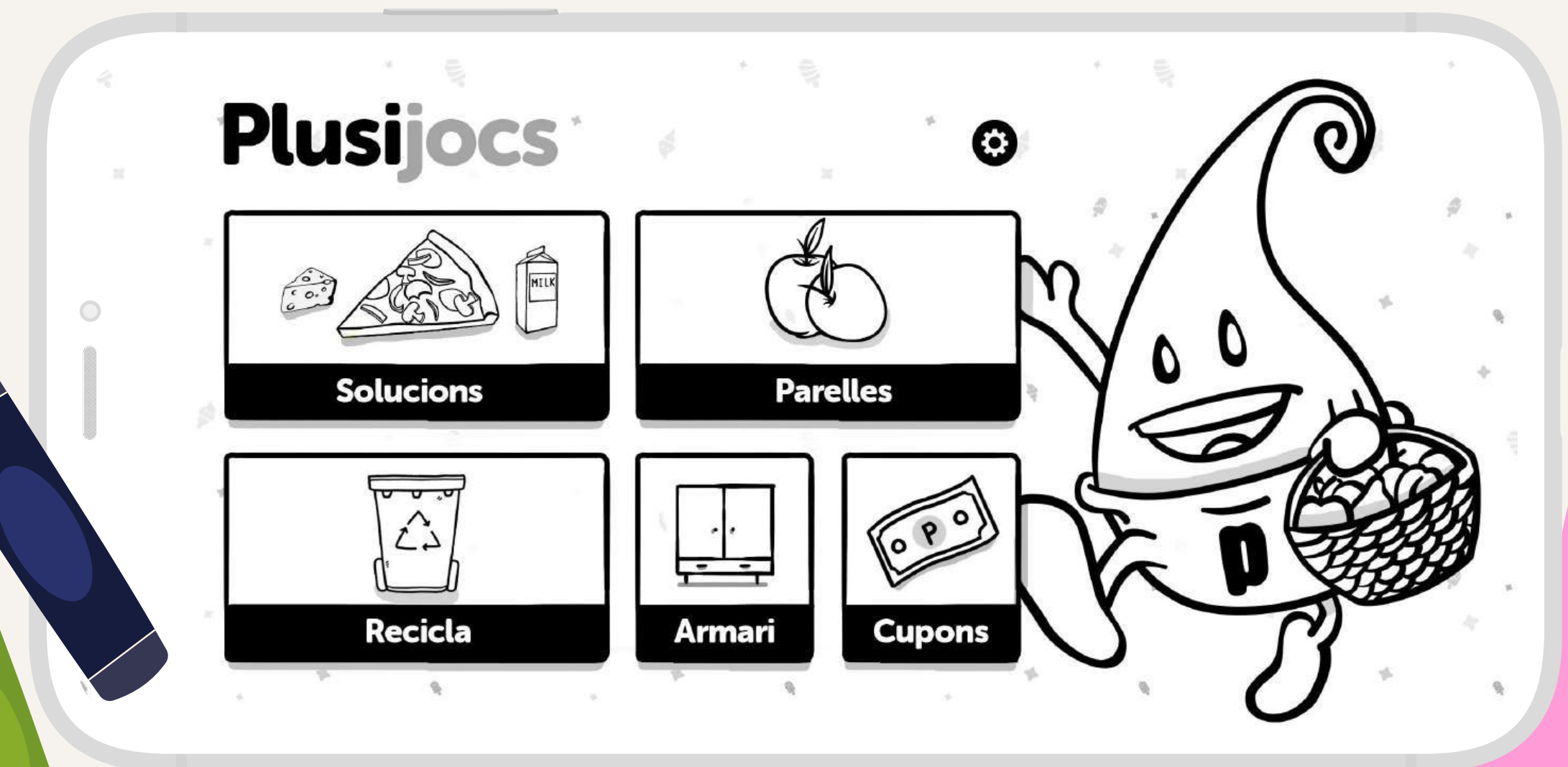
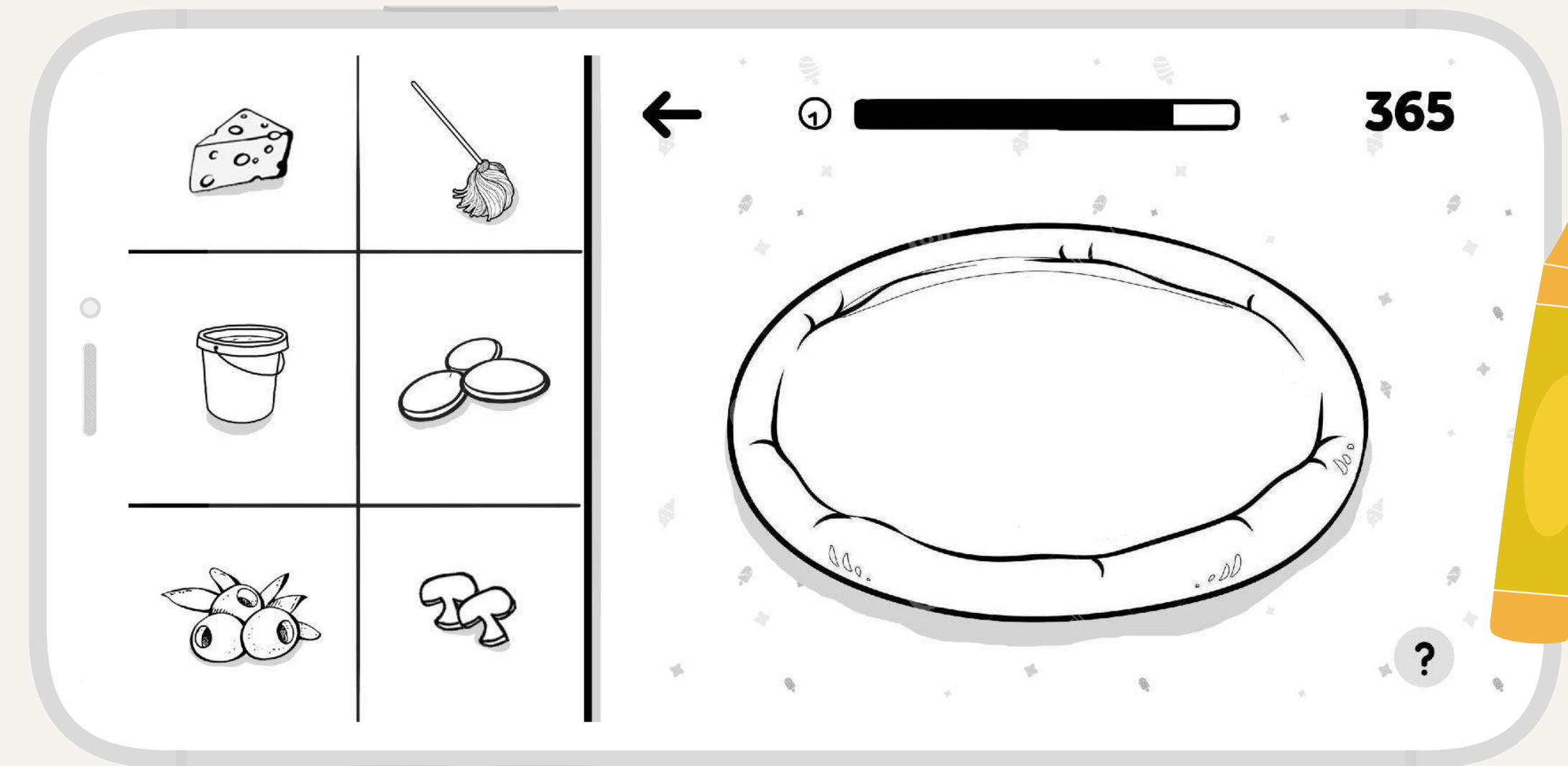
Parents often struggle to keep their kids entertained while managing everyday tasks. **Grocery shopping**, for example, can quickly become chaotic with restless kids, making the experience stressful.

One great way to **make shopping a little easier** is through gamified educational apps. Imagine an app where kids can take care of a virtual pet that grows based on eco-friendly choices, like recycling or picking healthy snacks.

While parents shop, **the kids stay engaged**, earning rewards like **store discounts** that parents can use at checkout.

Plus, **supermarkets can also promote specific items** by offering collectible costumes that kids can unlock by purchasing those items in-store.

This approach not only smooths the shopping experience for parents but also keeps kids entertained and teaches them valuable habits, all while boosting engagement for stores.

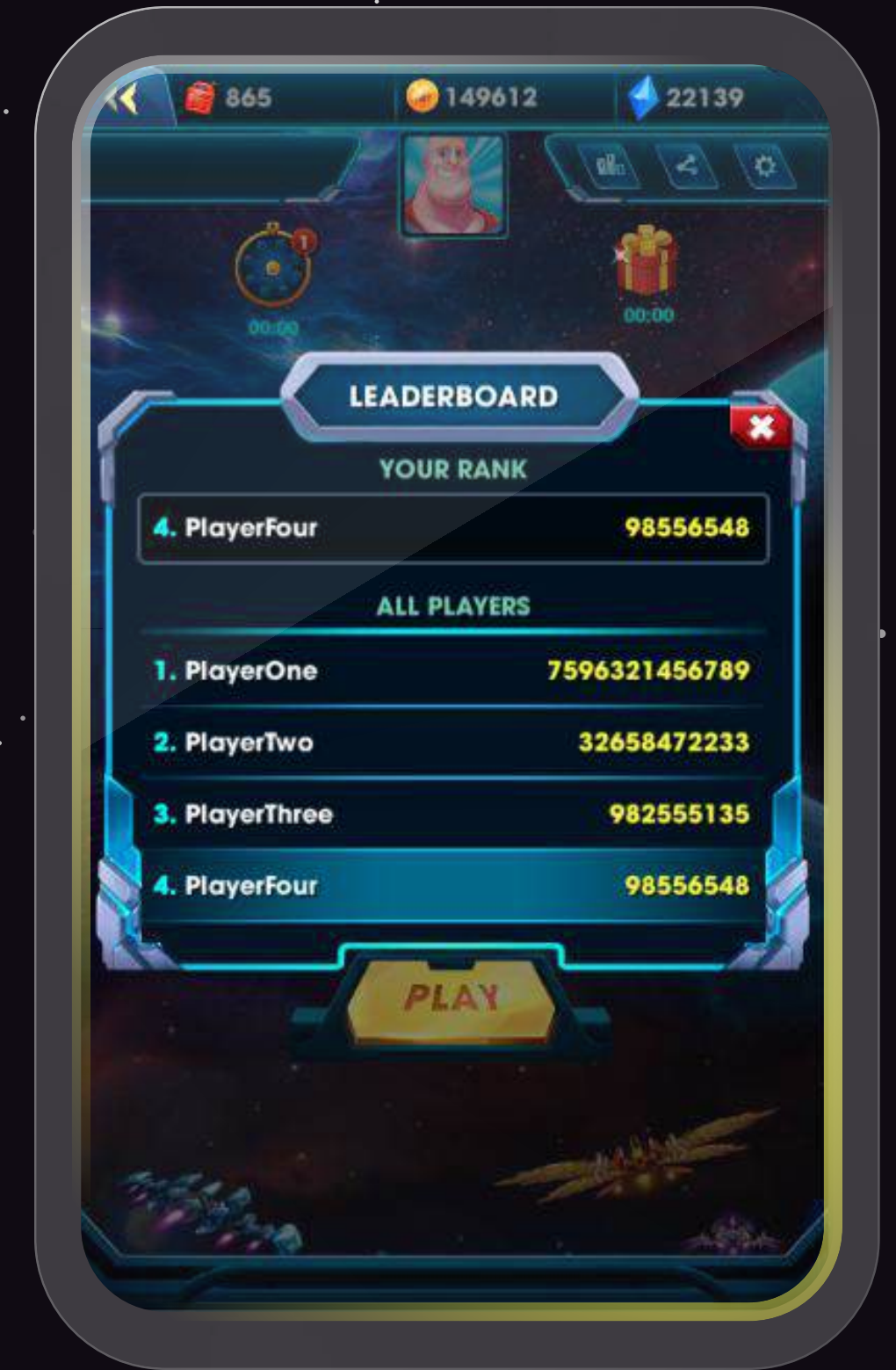


Foster Team Spirit in Your Workplace

In fast-paced industries, **keeping teams engaged and connected** can be a real challenge. Traditional methods often fall short, but a fun, branded game might be just what you need to spark excitement.

For example, consider adding a **leaderboard where team members can compare their scores** and share a bit of banter during breaks or at home with their families. You could even introduce **cooperative or competitive games** after meetings, much like what's done on platforms like Gather or Discord, to create a lively atmosphere and **encourage team bonding**. This approach not only helps break the ice but also makes the workplace feel fresh and vibrant.

By trying out these fun ideas, you can create a sense of community that goes beyond just the workday, making the **workplace** feel **more dynamic** and **connected**.





Make Profile Completion Fun For Your Users

Are you struggling to encourage users to complete their profiles on your platform? It can be a common challenge, but there's a **simple solution** that might just do the trick!

Consider implementing a **progress bar that visually tracks** how much of their profile they've completed.

When users can see their progress in real time, it **motivates them to fill in those details**. In fact, some platforms have reported a **boost in profile completion rates of up to 50%**. If you want to make this even more engaging, consider **adding other gamification elements** like badges or rewards for completing specific sections to create a more interactive experience.

Completa tu perfil



- Añadir foto de perfil
- Añadir foto de portada
- Rellenar información general
- Rellenar actividad
- Añadir nombre

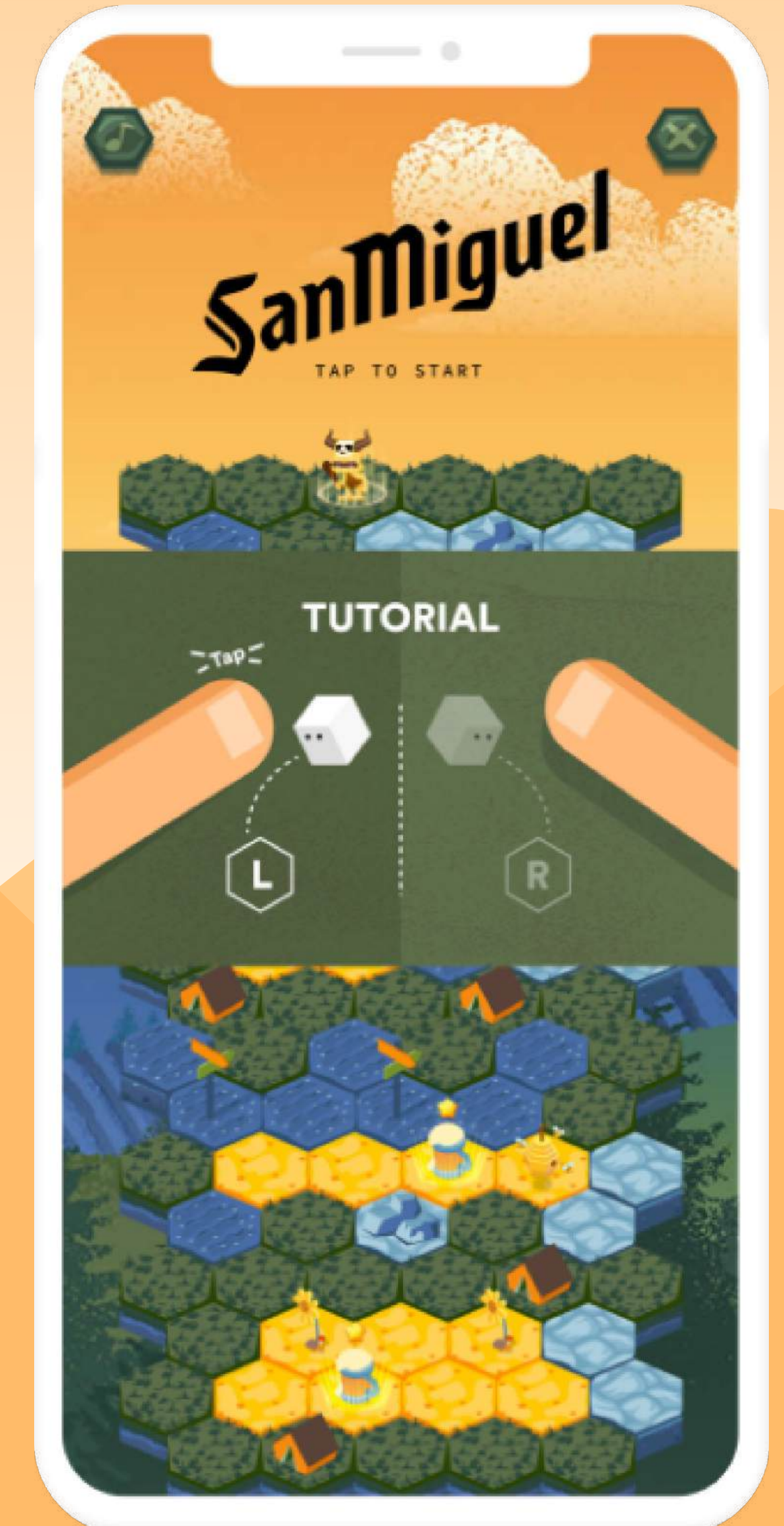
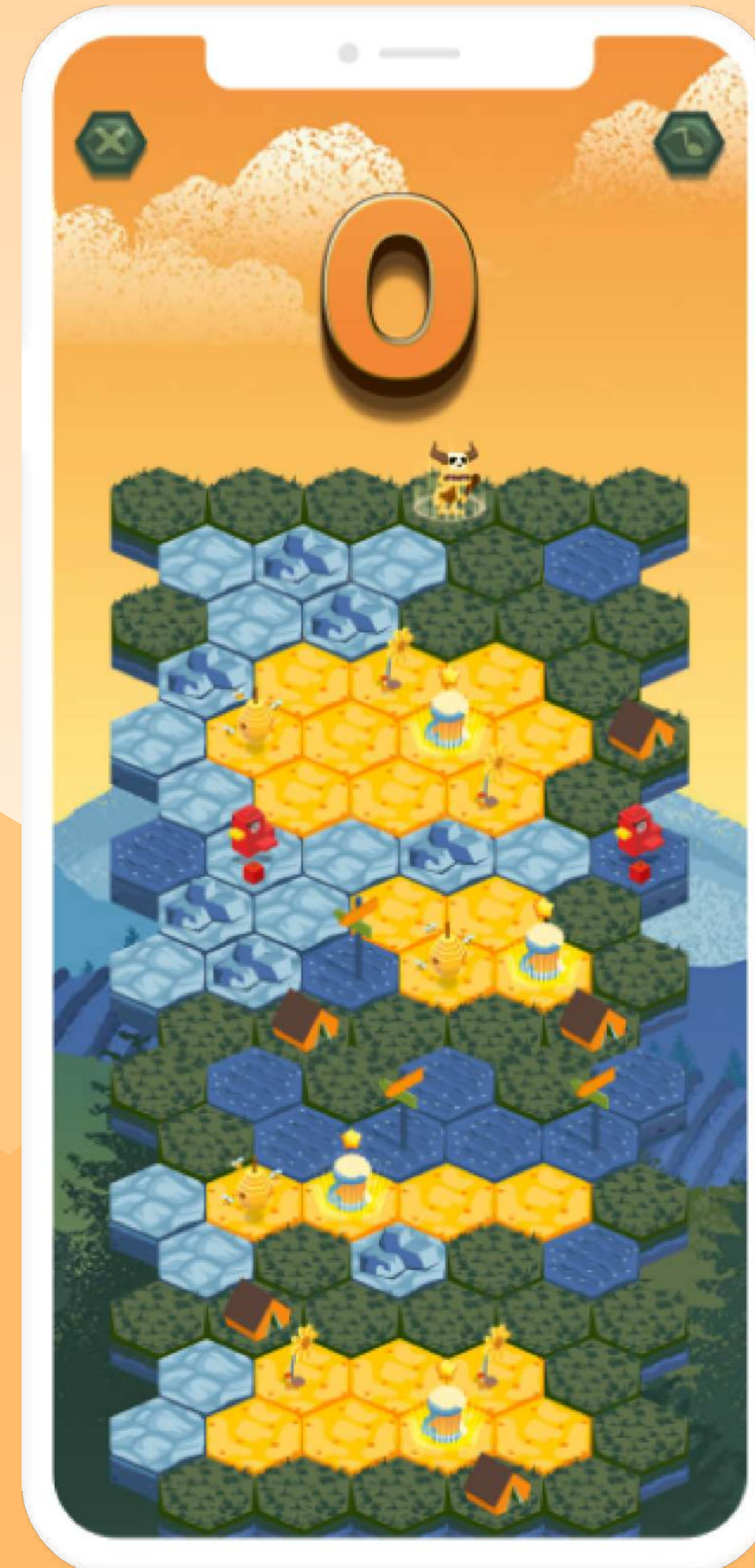
Increase Your Brand Awareness and Sales

Remember the **surge in mobile gaming during the pandemic?** As people sought new ways to entertain themselves, many turned to their smartphones.

This trend created a unique **opportunity for brands to connect with their audience** in a fun and engaging way.

For example, one idea we had for Mahou San Miguel was to consider **integrating their products into hyper-casual games**, where users could access the Solana store and purchase the Yakima Valley IPA pack.

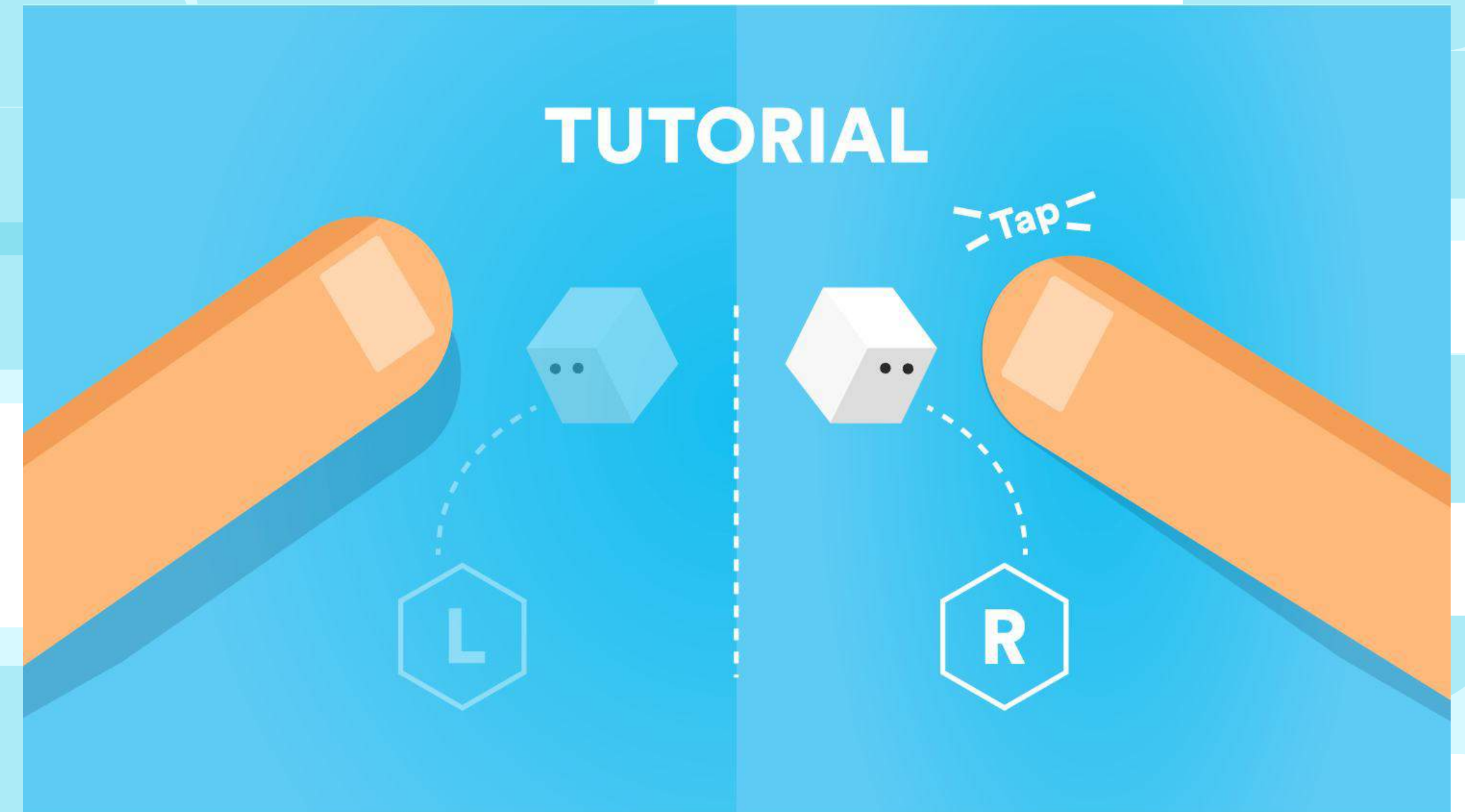
The goal here was to make it super simple for players to buy products and have fun at the same time. Plus, this could help boost user engagement and improve how people see the brand.



Increase App Usage

Keeping users hooked on your app isn't always easy.

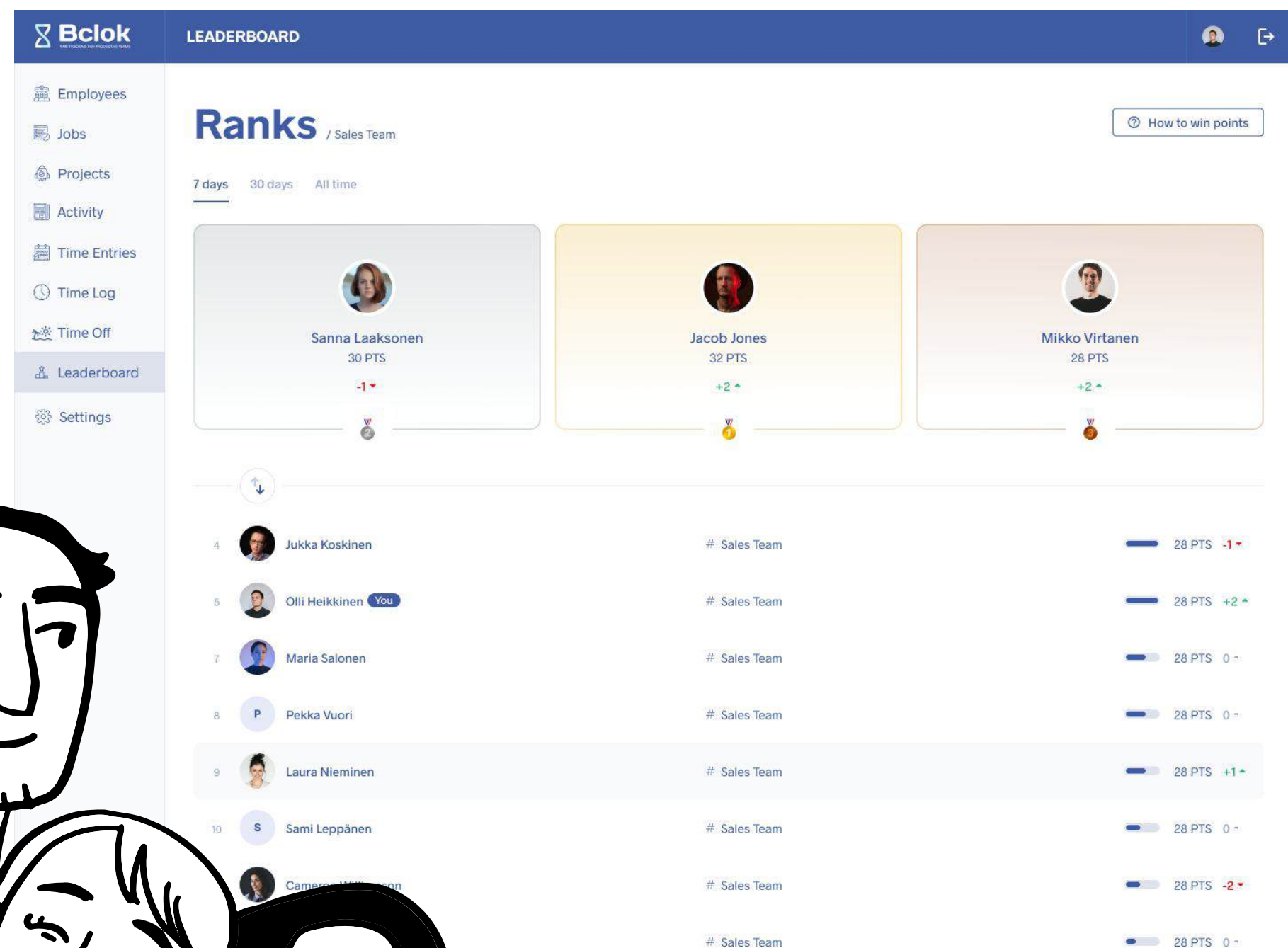
And if you're finding yourself in that boat, **adding mini-games on your platform** could be a game-changer!



Take Fidelity, for example—they were struggling with user retention because users weren't sticking around. By exploring the trend of **hyper-casual games**, which accounts for **about 12.5% of all game installs**, we identified a potential way for them to attract new users and keep them entertained with fun, engaging content.

You can enhance this by offering **daily rewards for users** who participate in the games to encourage regular logins and help them explore more of your app's features.

Motivate Your Team with Gamified Challenges



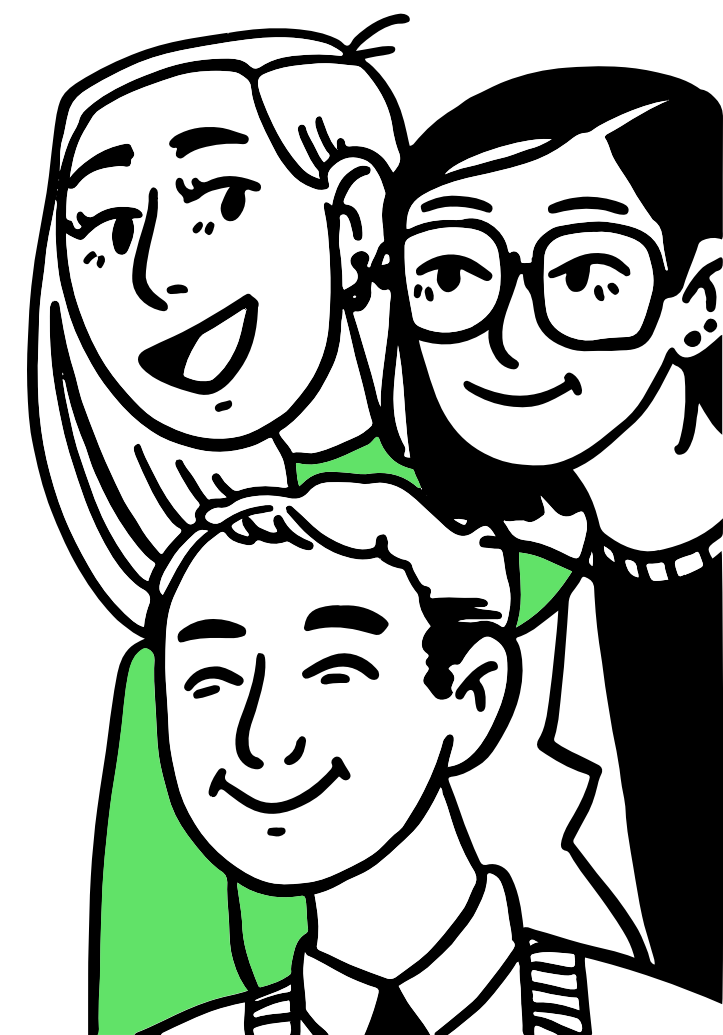
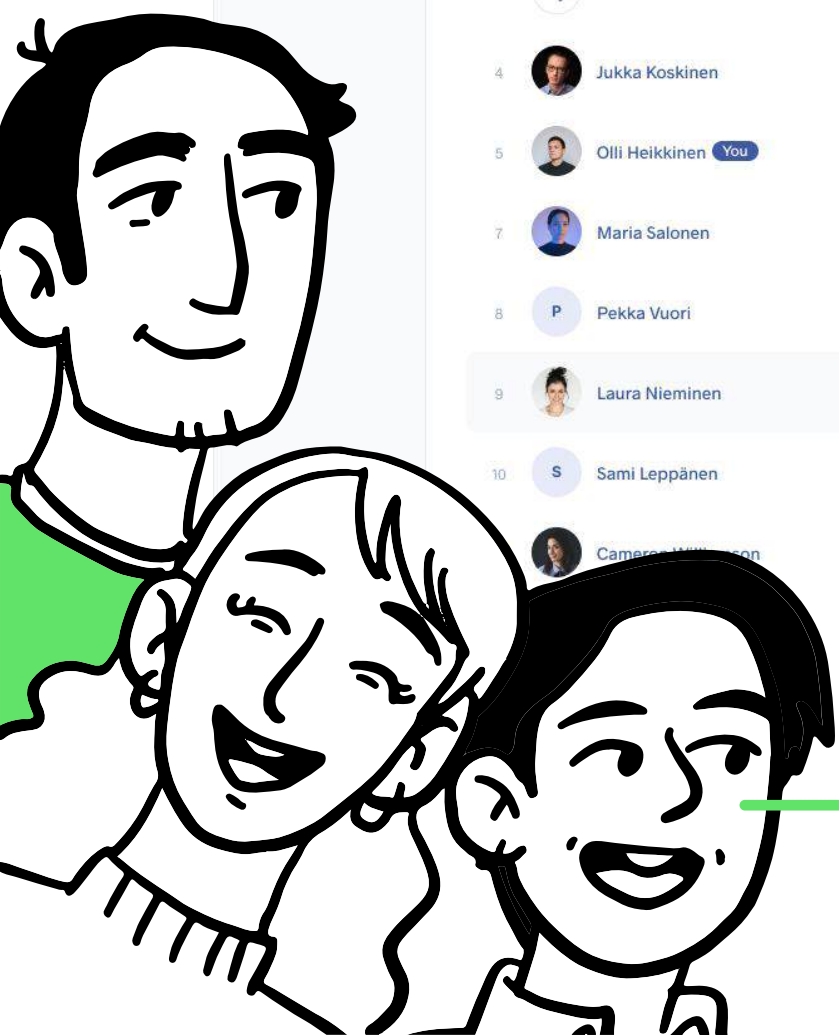
Sometimes, **team engagement can feel stagnant**, and it's easy to accept it as the norm. But what if there were a way to shake things up?

One approach that's made a difference is creating **gamified challenges** where team members **earn points for everyday contributions**—joining meetings, completing tasks, participating in company events.

Points are automatically assigned by the system, an admin, or even the clients they work with and can be **redeemed for tangible rewards**.

By aligning these small actions with company-wide goals, teams can tap into a new sense of purpose and see the impact of their daily efforts in a whole new way.

This gamification strategy not only **motivates employees to align with company objectives** but also fosters a happier, more collaborative workplace.



Training on the Go for Busy Doctors

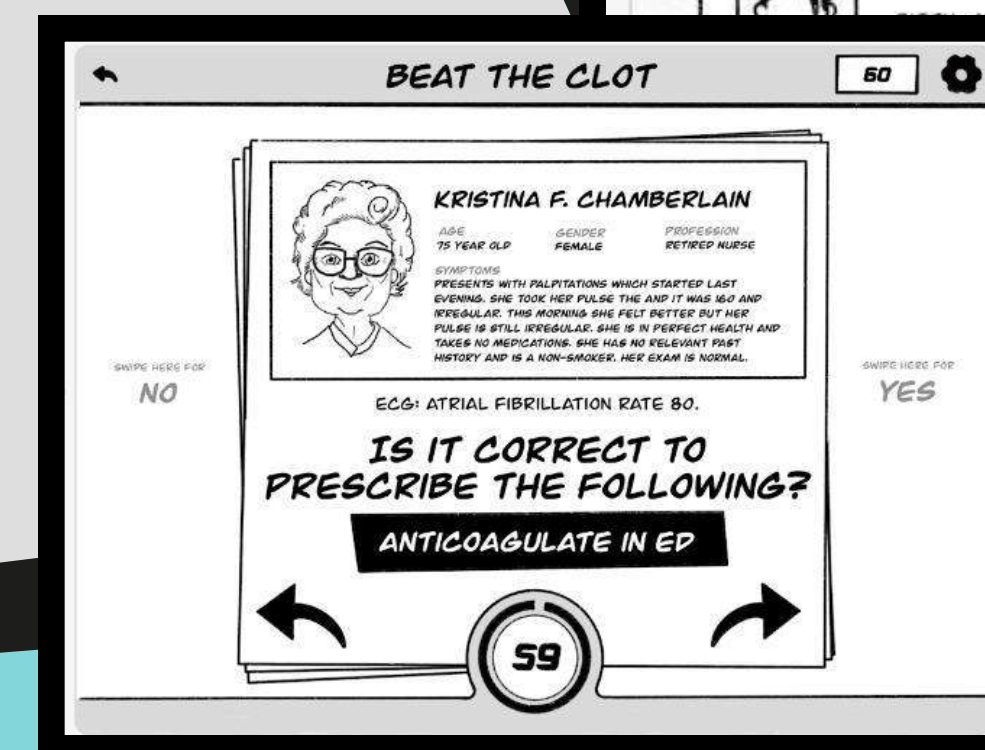
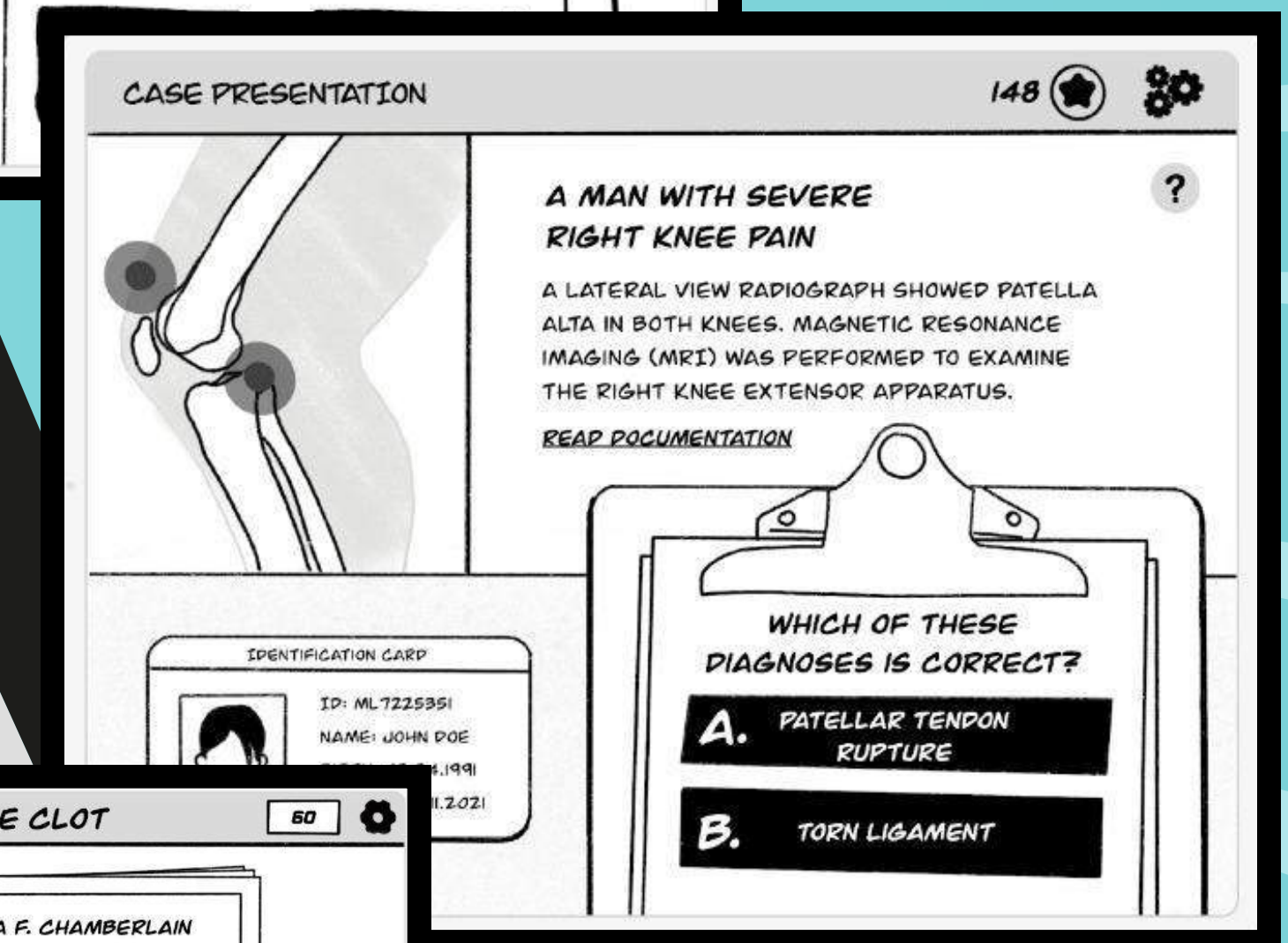
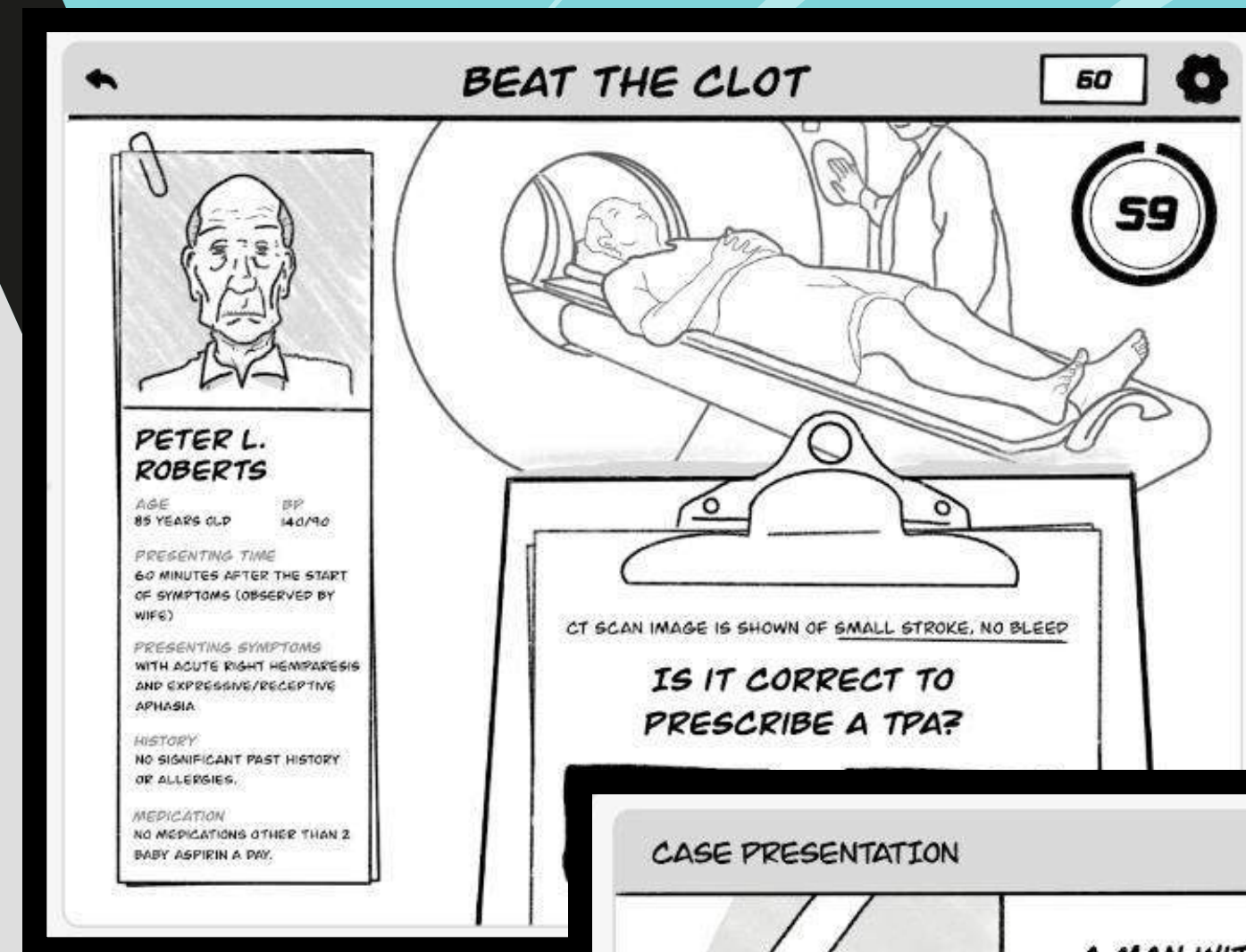
Healthcare professionals often **struggle to find time for continuous learning** amid their busy schedules. At first, it might seem like there's no way to address this without sacrificing essential work hours.

But what if there was a way for them to squeeze in some learning during their little breaks?

Take, for example, a **timed quiz game designed for doctors** to quickly test their knowledge about diseases and medications.

It's a fun way to **engage without taking too much time**. Plus, by including educational content and cross-promotions in the app, these quizzes turn into a fast and engaging way for healthcare professionals to reinforce what they know and **stay updated on the latest advancements**.

This ultimately helps them in their daily practice and **improves patient care**.





What Makes **Gamification Work**

Key Characteristics of Successful Gamification Strategies

Now, let's discuss the key characteristics or qualities that make gamification strategies successful and impactful for both users and businesses.

User's Perspective

Users must be aware of what they are trying to achieve.

Experience should be engaging and meaningful to capture and maintain user interest.

Perceived value outweighs any costs (time, effort, etc.) involved.

Users must be able to receive immediate feedback and see their progress and achievements clearly.

Goal/Purpose

Interactivity

Cost

Measurability/Impact

Business's Perspective

Should be aligned with business objectives such as increasing sales, improving productivity, or enhancing customer engagement.

Focus on fostering meaningful engagement and collaboration among users.

Cost-effective to implement and maintain relative to expected benefits and ROI.

Metrics like engagement, retention rates, productivity, or learning outcomes.

Technical Requirements:

Design

Know your users

Understand who they are and what they want.

Set clear goals

Define what you want users to achieve and make sure the game mechanics help reach those goals.

Offer rewarding experiences

Give users something to work towards. Make rewards meaningful and relevant.

Show Progress

Let users see their advancement. Provide feedback on their performance.

Encourage Social Interaction

Allow users to play together or compete.

Test and Improve

Evaluate your gamification system through user testing and data analysis. Gather feedback to identify areas for improvement.



When designing gamification mechanics, always keep the user in mind.

HTML



Implementation

Gamification can be integrated into any technology or SaaS.

For basic gamification features, you can use standard web technologies like **HTML5**, **CSS3**, and **JavaScript**.

However, if you want to create more complex game-like experiences with better graphics, animations, or intricate gameplay, you might need a specialized game engine like **Unity** or **Construct 3**. These tools provide advanced capabilities to make your software more interactive and engaging.



JS



Risk

Companies may stick to safer, traditional approaches even if these may be less effective due to perceived risks.

Expertise

Lack of specialized knowledge within organizations.

Ethics

Concerns about manipulation and exploitation

Measurement

Difficulty in quantifying the impact of gamification

Creativity

Coming up with fresh, unique concepts that fit the brand and audience can be challenging.

Cost

High cost of hiring a skilled team.

obstacles

Gamification has proven effective but here are some reasons why some companies are hesitant to adopt gamification.



Start Small and Scale

Start with a basic gamification element first, then build on it as you learn more from user feedback and data. It can be cheaper and less risky than doing everything at once.

Research and Benchmarking

Check out what's worked in similar industries to spark creative ideas.

User Research and Testing

Get feedback from target users throughout the design process to ensure the gamification resonates with them.

Consider External Expertise

Hire game designers or consult with gamification agencies for specific projects, rather than building a full in-house team.

Track Meaningful Metrics

Focus on metrics that show actual user behavior changes such as time spent on tasks, repeat purchases, or customer satisfaction surveys. Test different gamification elements and reward structures to see which ones drive the desired outcomes.

Alternative Approaches

Get feedback from target users throughout the design process to ensure the gamification resonates with them.

Ethical Considerations

Ethical considerations to keep in mind when implementing gamification:



Be transparent about data collection and usage. Comply with regulations like GDPR and CCPA.



Ensure your gamification strategy fosters genuine engagement, not just rewarding users to drive specific behaviors.



Make sure it's accessible to all users, regardless of their abilities or preferences. Offer options beyond just the gamified elements.

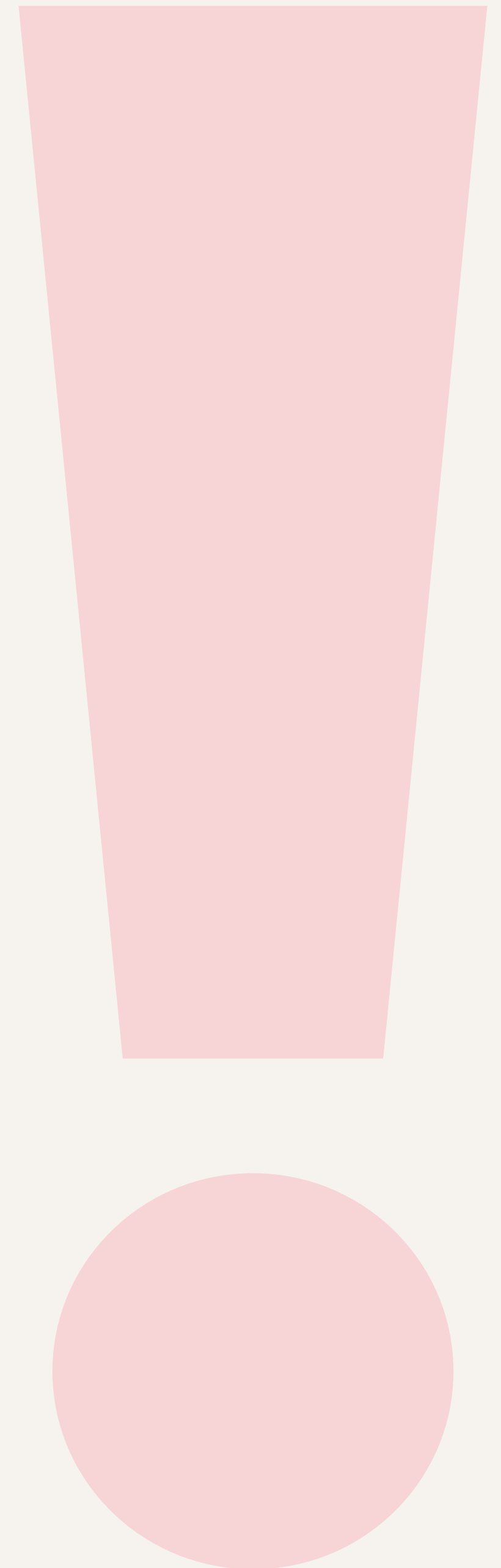


Focus on enhancing the user experience based on their interests, not exploiting their weaknesses for commercial gain.



Avoid creating systems that favor users with more resources or privileges.

Remember, ethical gamification is about creating a win-win situation for both the brand and its customers.





Bored with your software?

Get in touch with us, **we're
happy to share some ideas**

✉ | hello@starshotsoftware.com

