



# Motivation by Gamification

Julie Price



# Tech

# Coach

# Games



15 marathons

Coach runners  
of all ages,  
from all over  
the world



## Will Train for Chocolate





# A Choice



# Option 1

Walk around



Explore

# Option 2

Points



Prizes



# Option 3

Warning



# Vote



1. Walk & explore
2. Earn points & win prizes
3. Save the conference!





# Exercise & Gaming





# Barriers to exercise



1. It's boring  
Fun & exciting

2. Lacking support  
Friends & rewards

3. Hate it  
Easy & good at it

4. Can't stick with it  
Behavior design





# Games



# Barriers to exercise



1. It's boring  
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Behavior design



# Fun & Exciting

## Story



# Fun & Exciting Strategy





# Fun & Exciting Story + strategy

Survive by finding food  
Enhance wellbeing by finding recipes



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# Fun & Exciting Dance



# Fun & Exciting

At the gym





# Barriers to exercise



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Fun & exciting

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**Friends & rewards**

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Behavior design



# Friends & Rewards

## Nexercise

Make working out a **FUN GAME** rather than a chore!

Home

LOG EARN CONNECT

**Benjamin**  
15,786 XP to Level Up! Level 85

This Week

S M T W T F S

Rank : #8 | XP : 2,107 | Time : 3h 03m

Arnita did Running for 1 hr  
3 h ago

Valerii did Running for 47 min  
6 h ago

**STAY ACCOUNTABLE**  
Your private network = motivation

Home Friends

Rankings for this week (Sun-Sat)

	<b>Troy H</b> Skilled Grand Master 6,490 XP	1
	<b>Krista J</b> Expert Grand Master 6,112 XP	2
	<b>Maurice D</b> Polished Master 4,352 XP	3
	<b>Blasian R</b> Proficient Grand Master 3,444 XP	4
	<b>Arnita B</b> Polished Superhero 2,965 XP	5
	<b>Boomie from Nexercise</b> Seasoned Grand Master	6
	<b>You</b> Talented Grand Master 2,107 XP	8

**AND WIN REWARDS**  
when you're on your game!

218 28,239 m

Gemstone Student ID Case 28,000 m

mPOINTS Headphones 24,500 m

Walmart Gift Card \$5 Walmart Gift Card 12,500 m

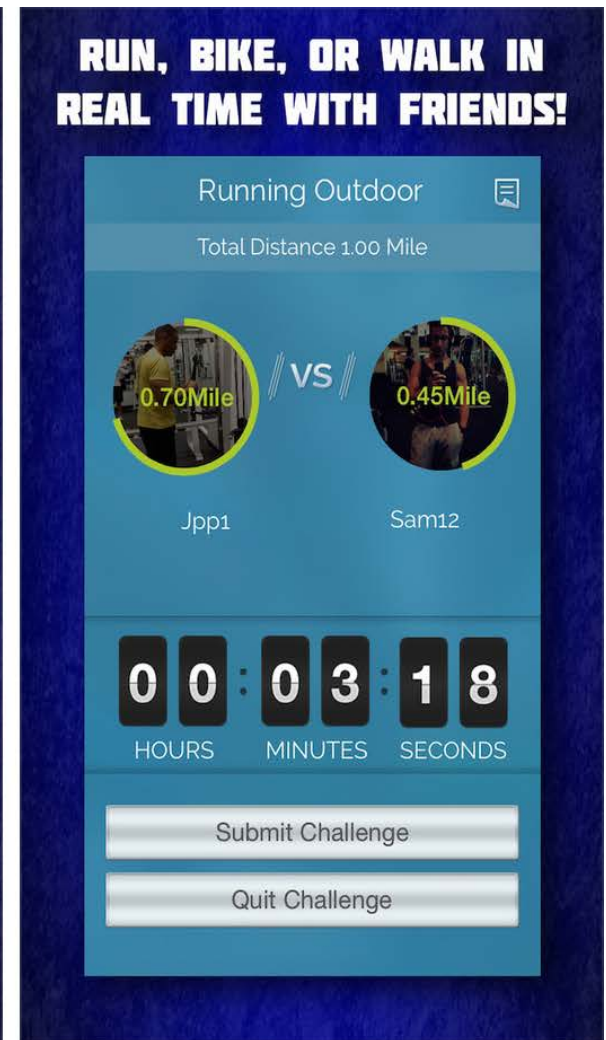
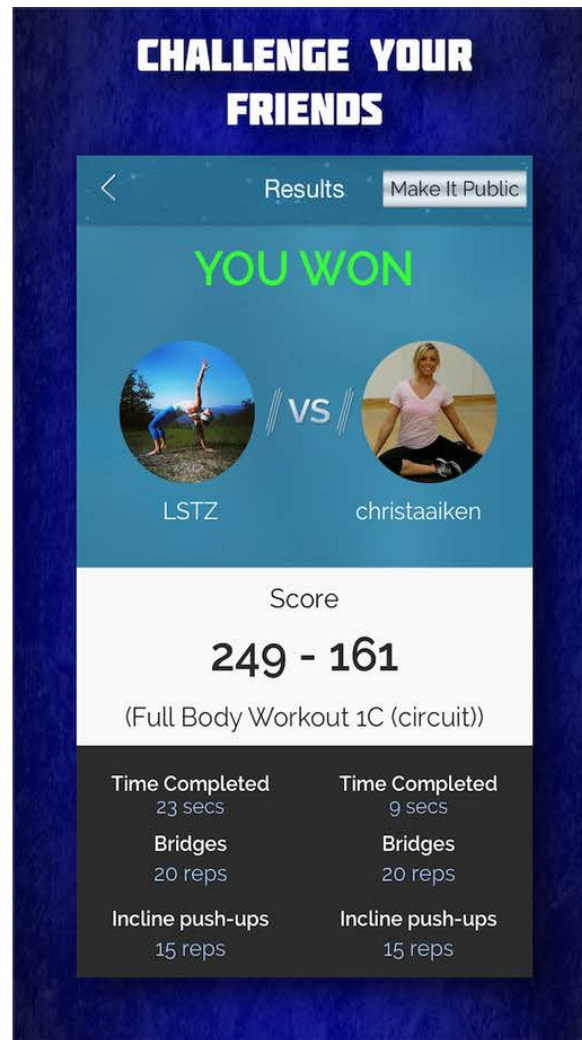
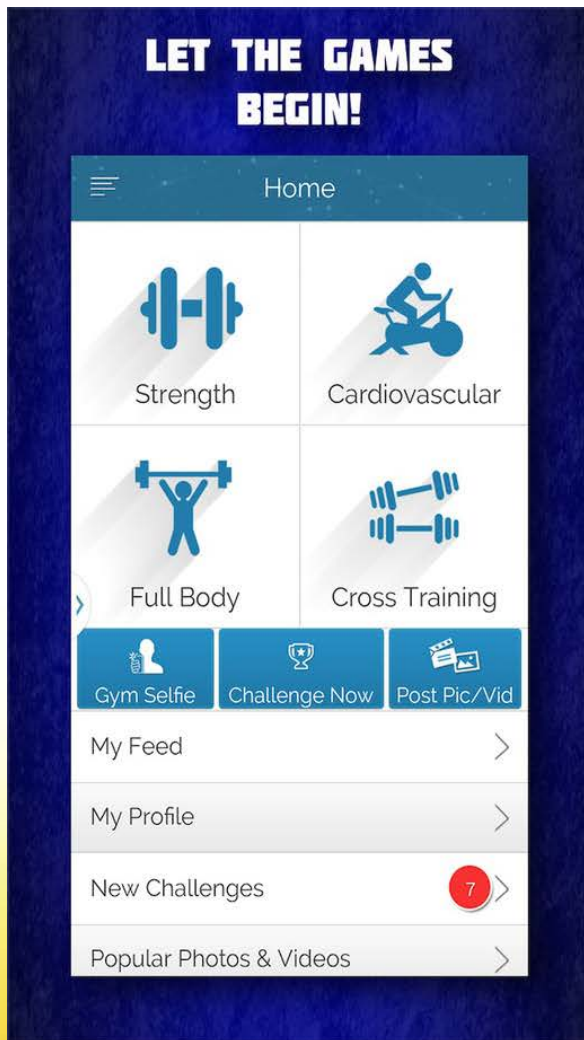
Cold Tumbler 34,425 m

Gift Card



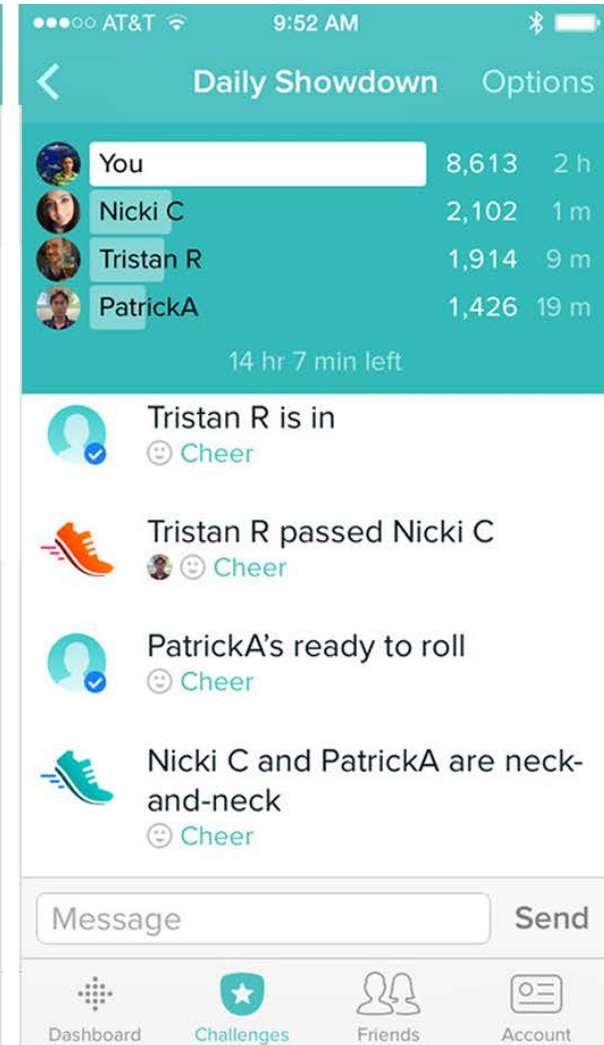
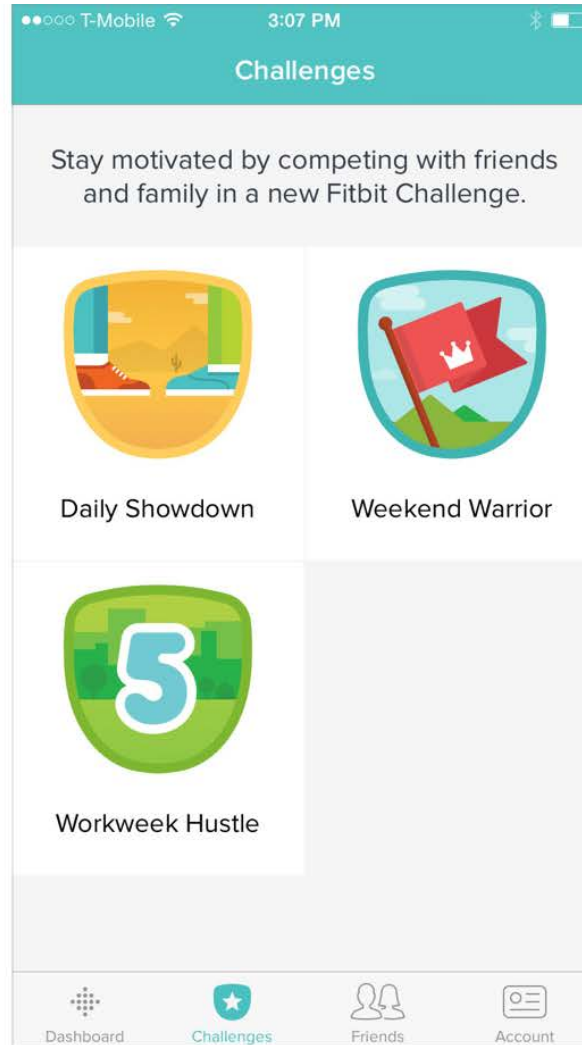
# Friends & Rewards

## The Fitness Games



# Friends & Rewards

## Fitbit: Challenges



# Barriers to exercise



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**Easy & good at it**

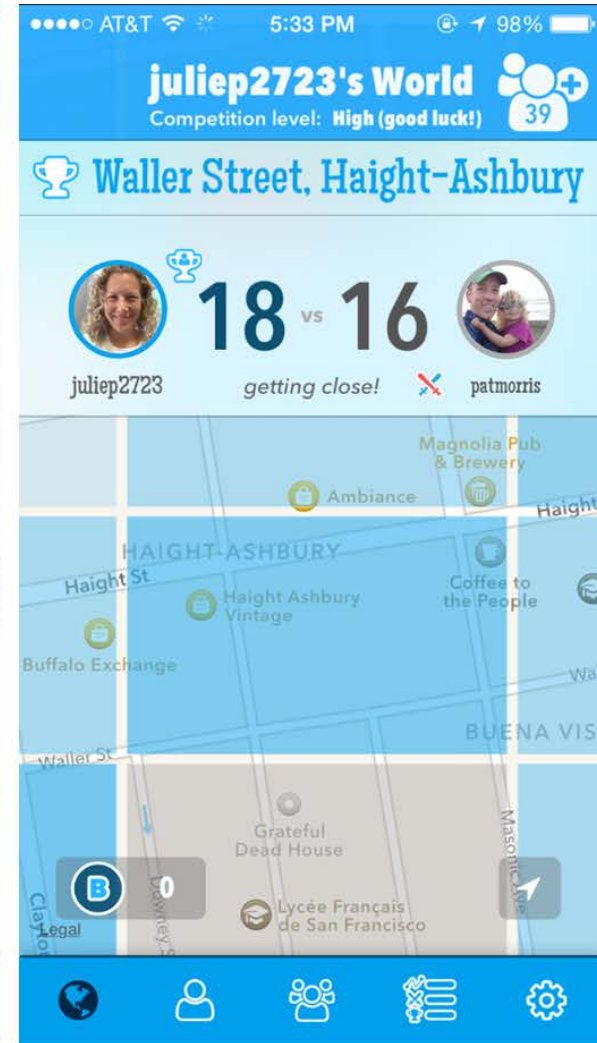
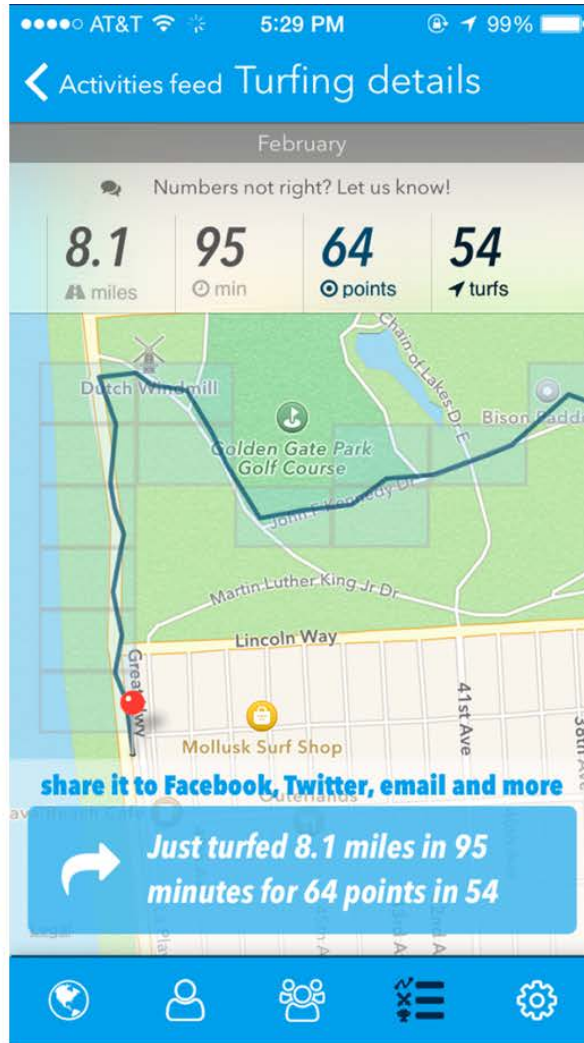
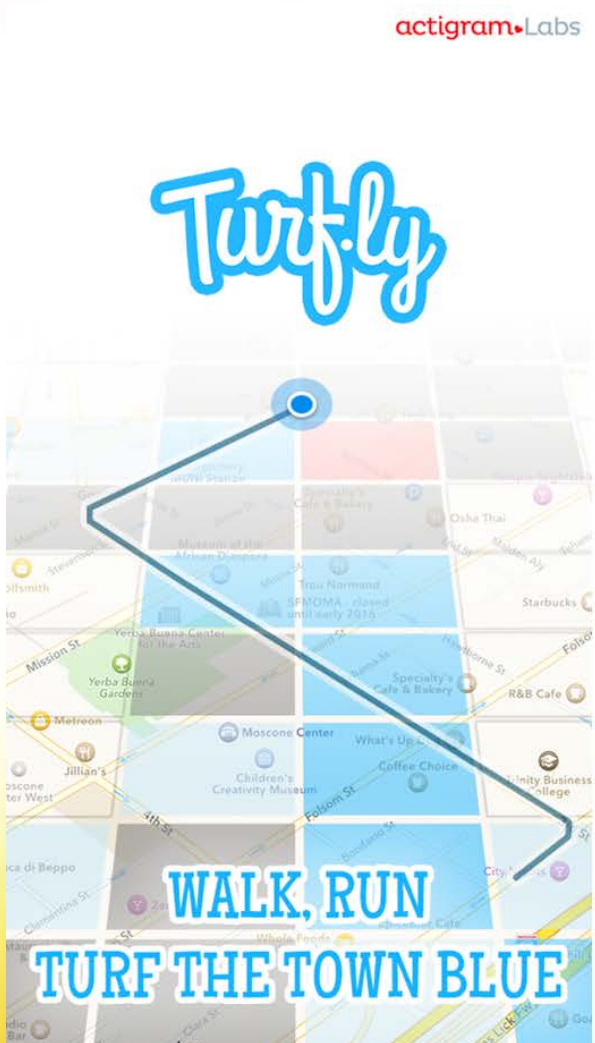
4. Can't stick with it  
Behavior design





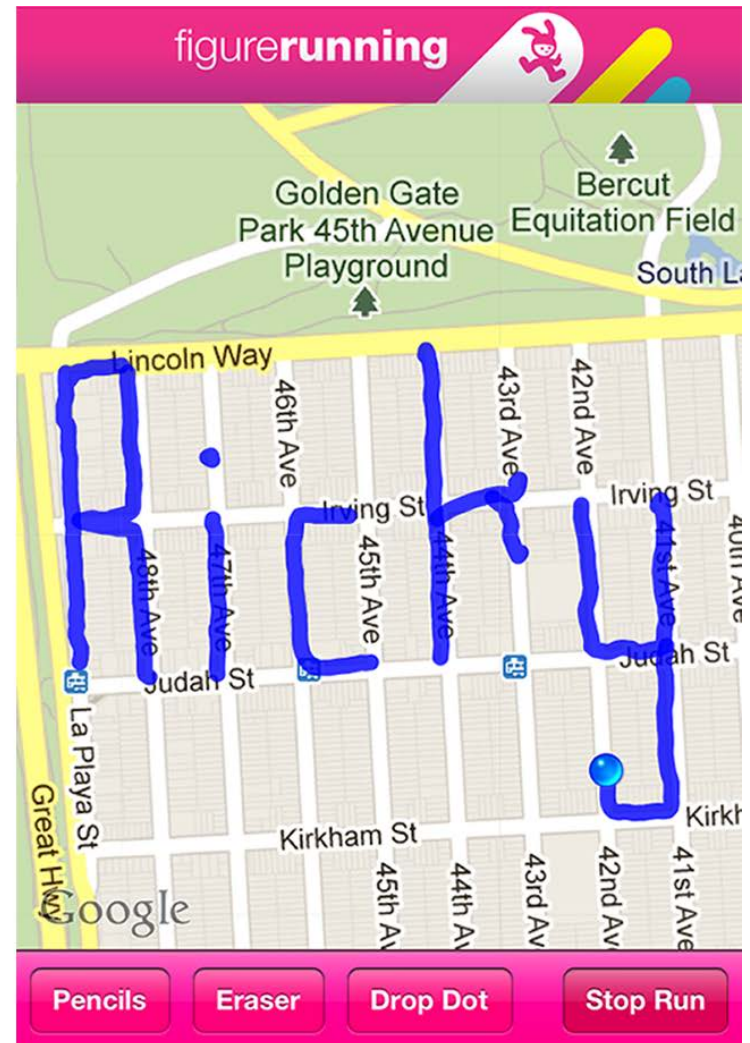
# Easy & Good At It

## Turf.ly



# Easy & Good At It

## Figure Running





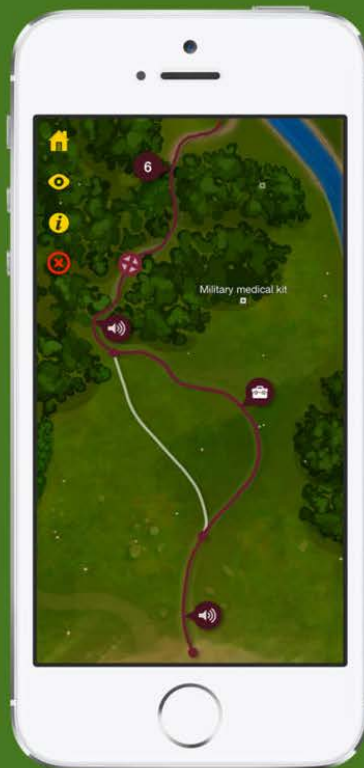
# Easy & Good At It

## The Walk

Awesome Fitness Tracker  
+ Game + Story



Walk in the real world to  
move in the game



A gripping story where  
every step counts



Discover clues hidden in 65  
gorgeous maps



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**Behavior design**



# Behavior Design

## Skinny City



**Arya Stark**

Veggies & Fruits:  
Mostly Fruits & Veggies today  
+ My Rules

**Success**

Want to skip this? **Skip**

**My Rules**

1. A salad a meal [edit](#)
2. 60 minutes of exercise [edit](#)
3. Max 1 sweet/bad snack a day [edit](#)
4. Try to take 3 breaths before eating [edit](#)

**My History**

Current streak: 0 Days  
Longest Streak: 4 Days  
Skip's left: 2

**Recent Activity**

**Comment**

Arya Stark, 7pm  
I'm going to float away after all this water.  
[2 Comments](#) [Like](#)

Nina Princess, 5pm  
Epic fail with too mch stress and too many cookies today. Tomorrow I'll be back on track.  
[Comment](#) [Like](#)



- Travelers**
- Arya Stark 1
  - Dynamite Dani 2
  - Mini Me
  - Ninja Princess
  - Raven
  - Ricky Rock 1
  - The Wallet 3

# Barriers to exercise



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Behavior design







**You've got my  
attention,  
but can you  
keep me?**





# What's missing?

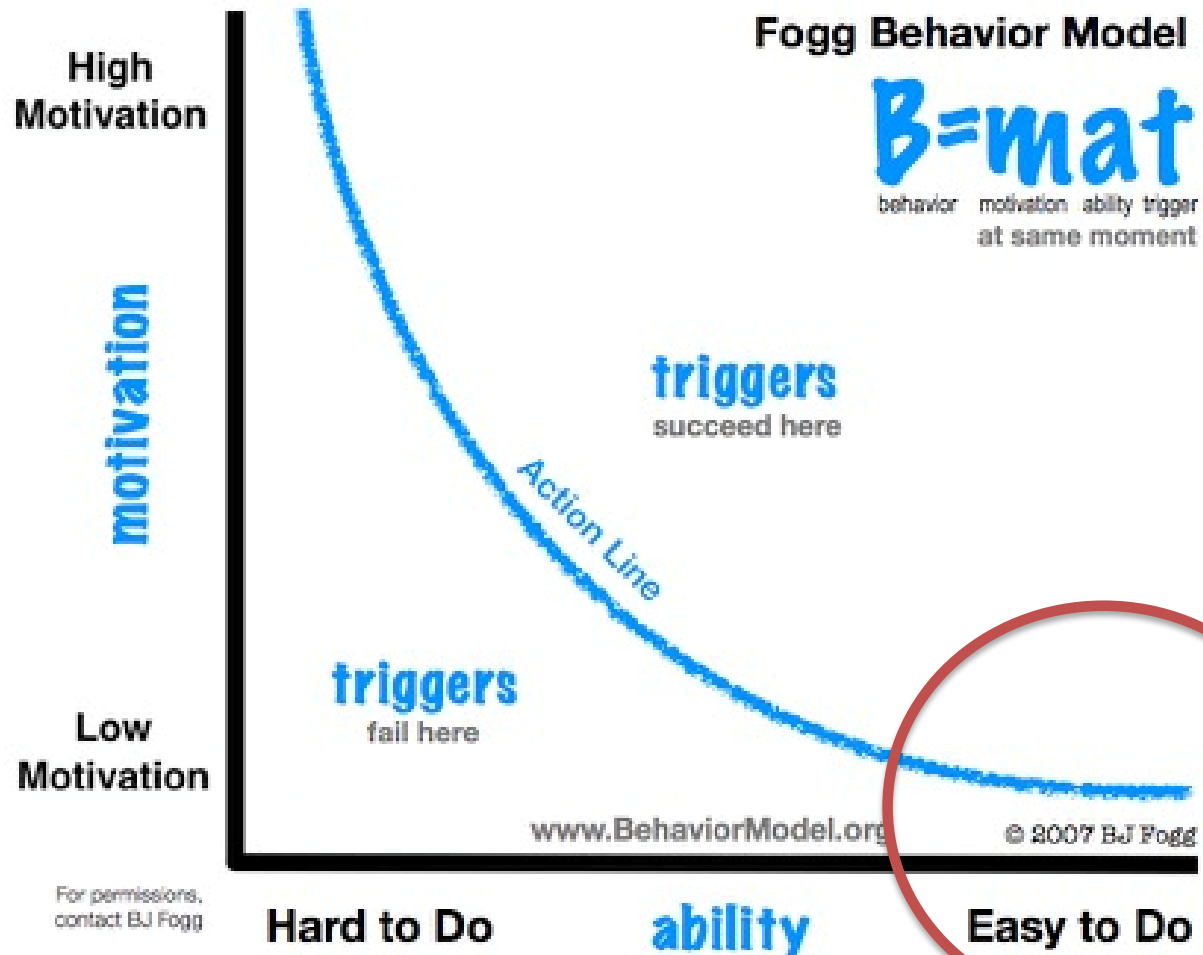


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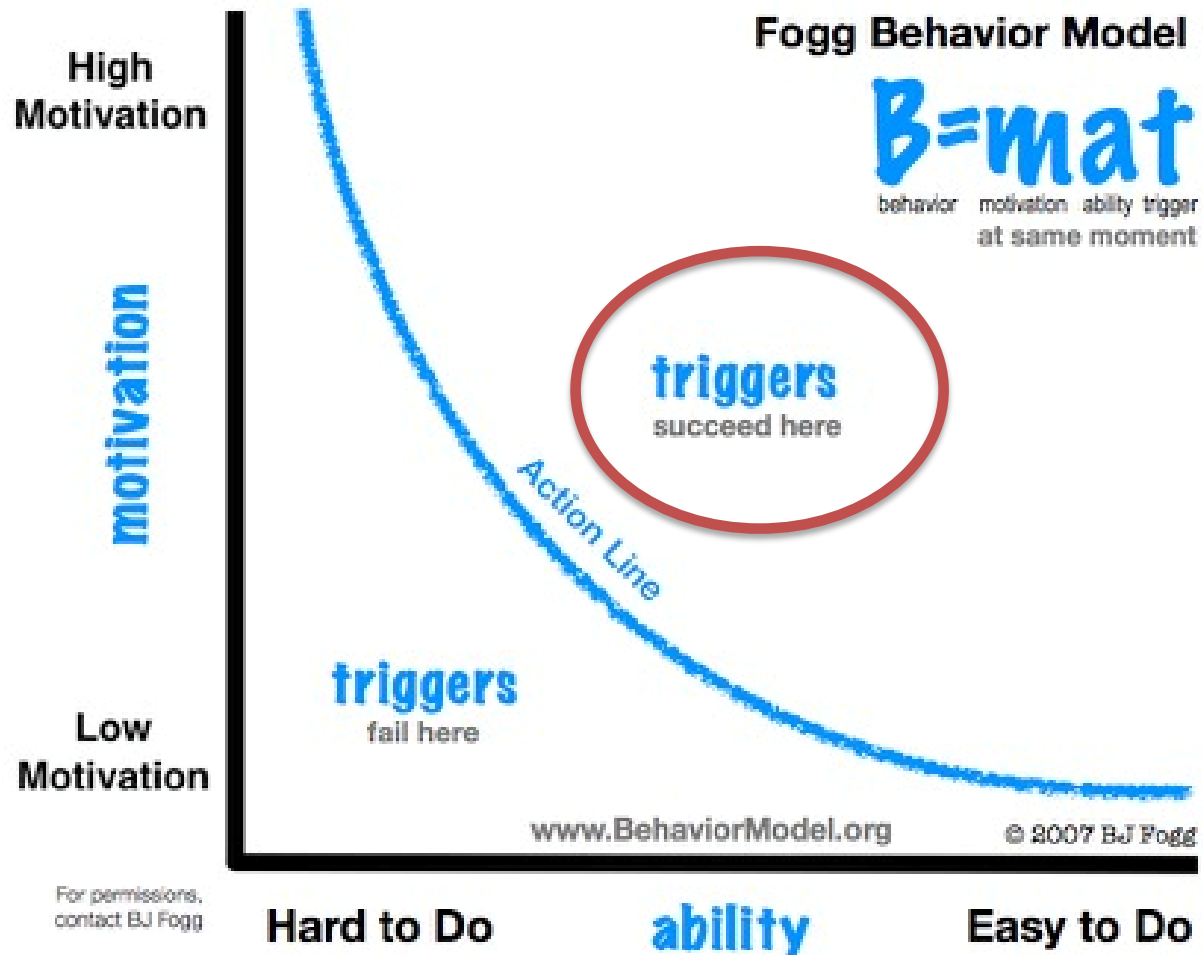


3. Hate it  
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Behavior design

# Behavior Design



# Behavior Design



For permissions,  
contact BJ Fogg

# Hooked Model



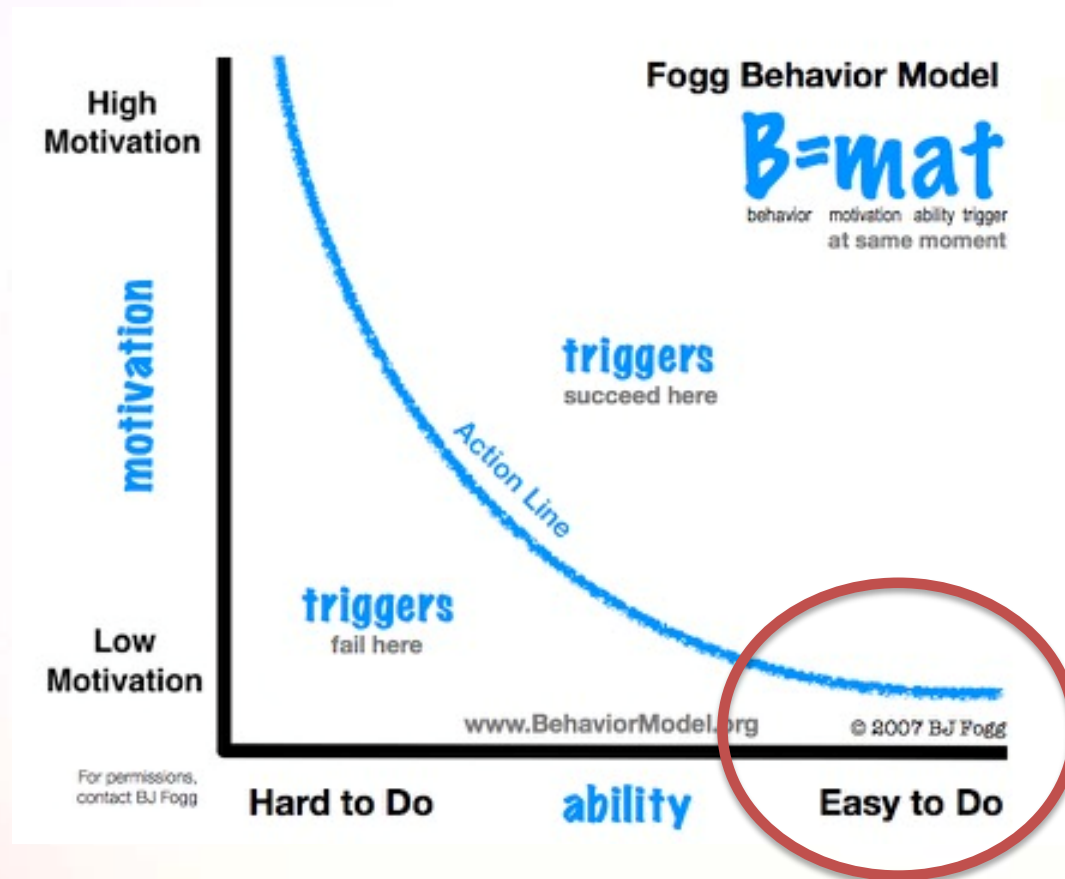


# 5 Opportunities in Gaming

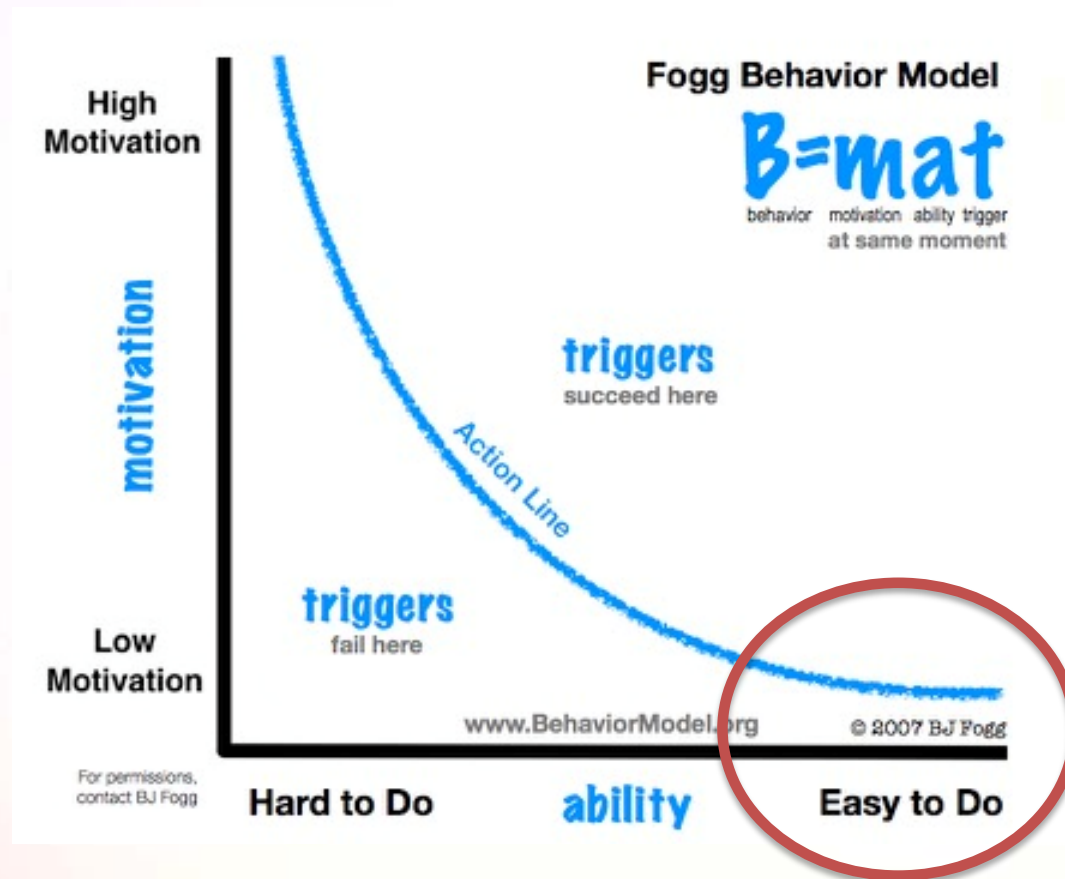




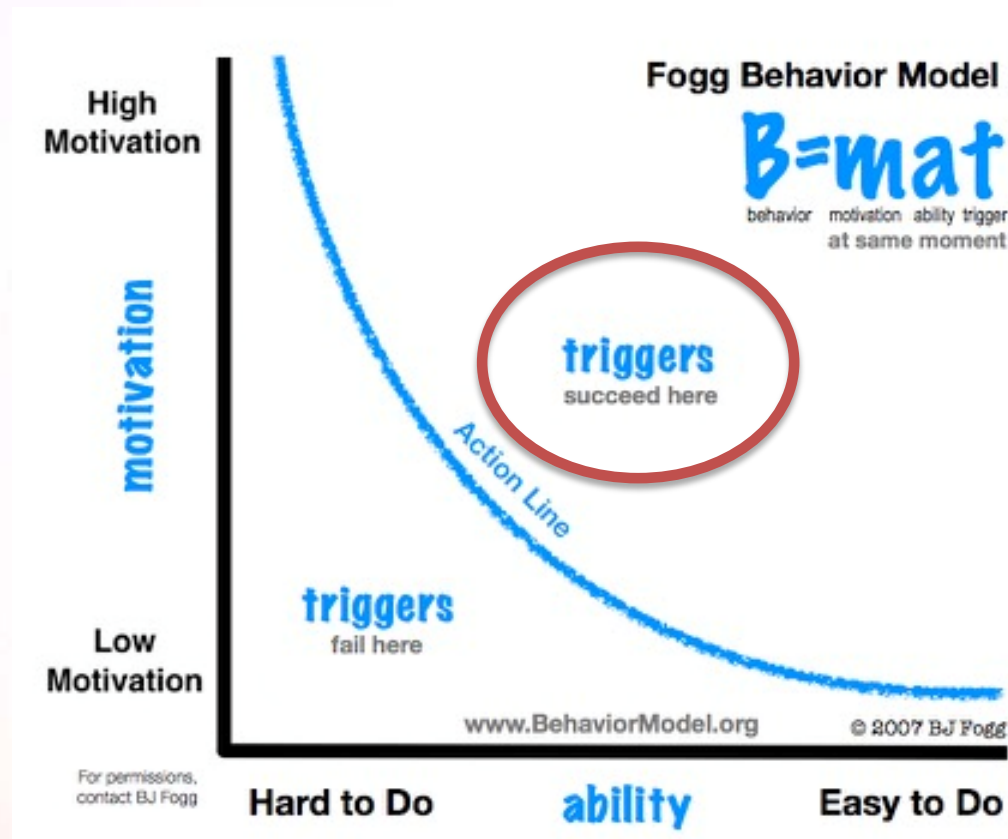
# 1. Make it easy



# 2. Make it progressive



# 3. Focus on triggers



# 4. Keep it rewarding





5. Make sure it's...

**FUN**



# Games Summary

1. Games address **some** barriers
2. Problem: continued engagement
3. Opportunities:
  - ❶ Easy
  - ❷ Progressive
  - ❸ Triggers
  - ❹ Rewarding
  - ❺ Fun!





# Thank you

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