

# La Gamification au service du Mobility Management

Techniques, leviers et exemples



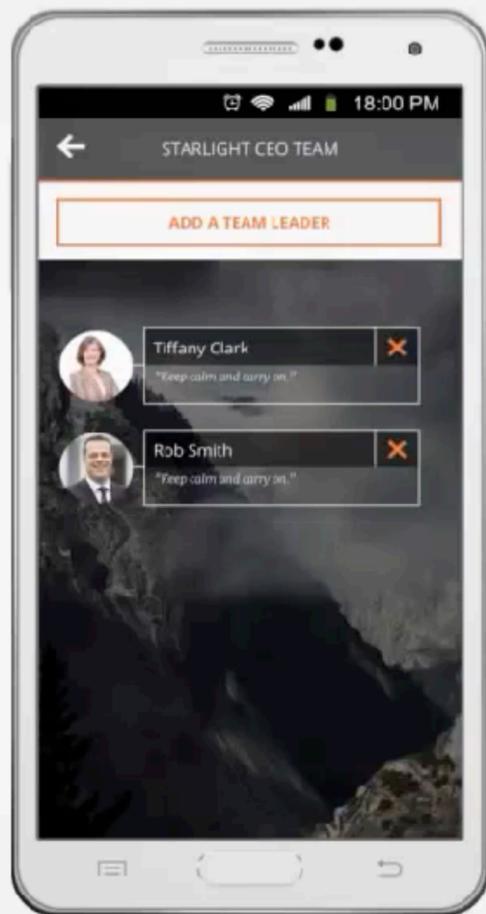


**ØPP**  
STUDIO



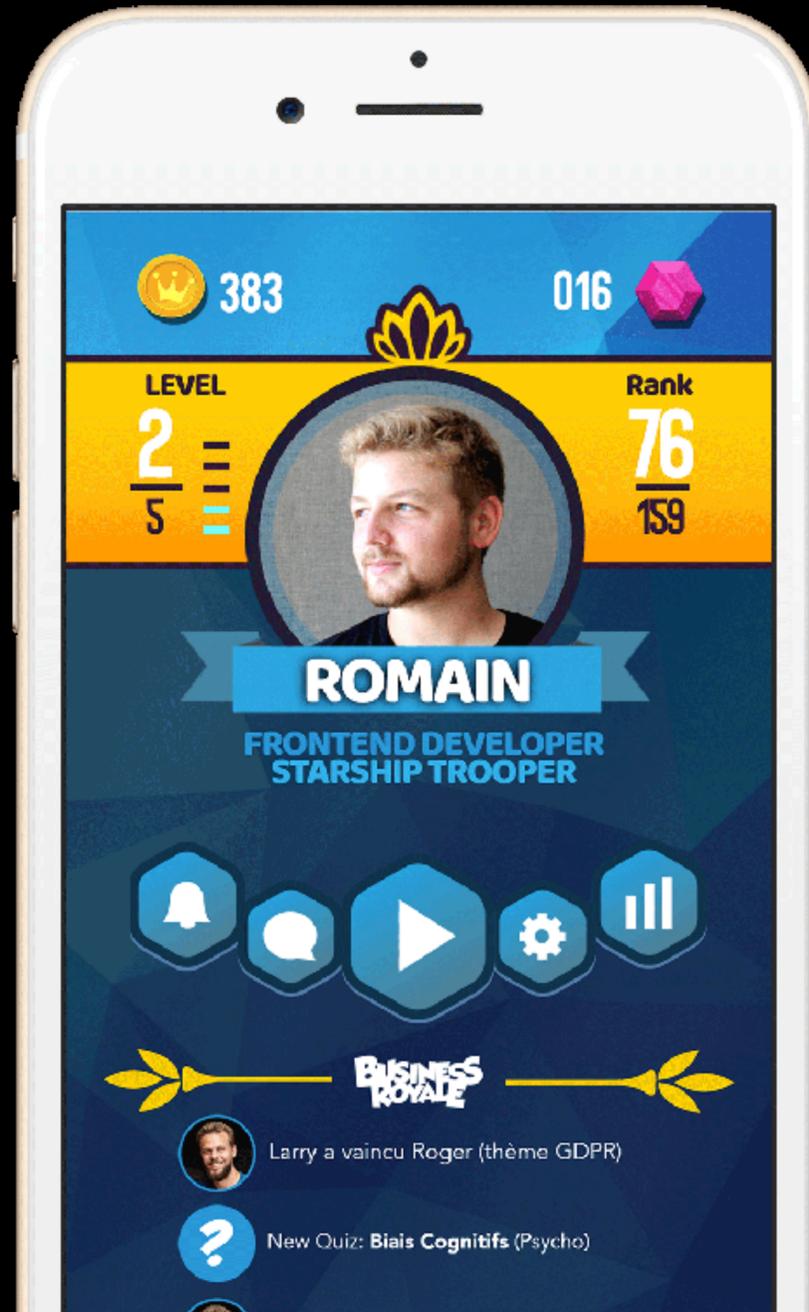
# PEAK ME UP

Sell more. Have fun.



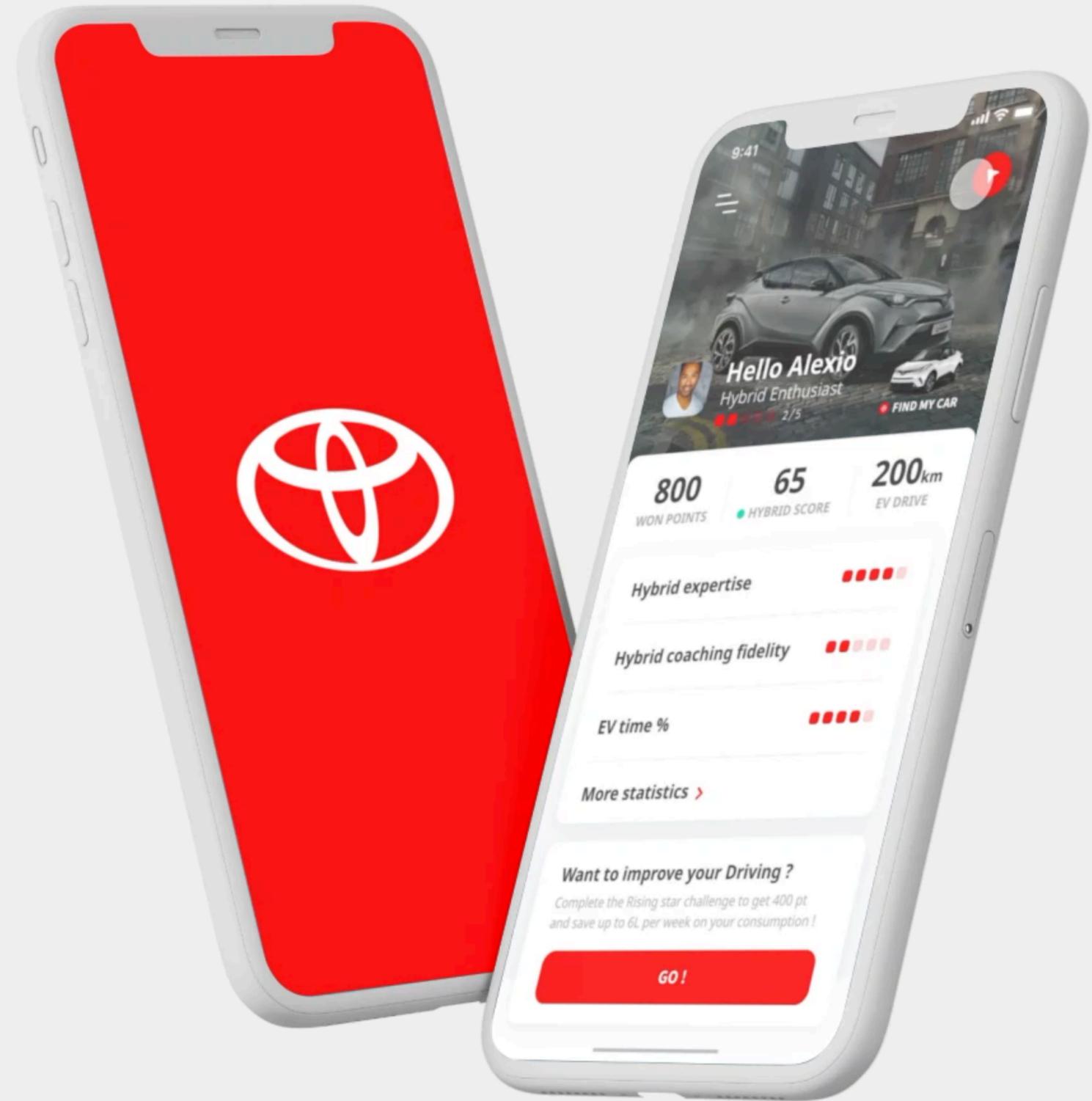


# BUSINESS ROYALE



MOBILE APP FOR DRIVERS

# TOYOTA





**YOU'LL KNOW MORE ABOUT  
SOMEONE WITHIN 1 HOUR OF PLAY  
INSTEAD OF 1 YEAR OF  
CONVERSATION**

**(PLATO)**

# WHAT IS GAMIFICATION?



**GAMIFICATION IS THE  
BEST USE OF GAMING  
TECHNIQUES TO CREATE  
ENGAGEMENT OR  
GENERATE ACTIONS.**

**SOMETIMES, IT IS THE  
BEST WAY TO GET OUT OF  
A NON-ENGAGING  
ENVIRONMENT.**

**BUT IT IS NOT,  
OR RARELY, A GAME.**

**EXTRINSIC**

**MOTIVATION**

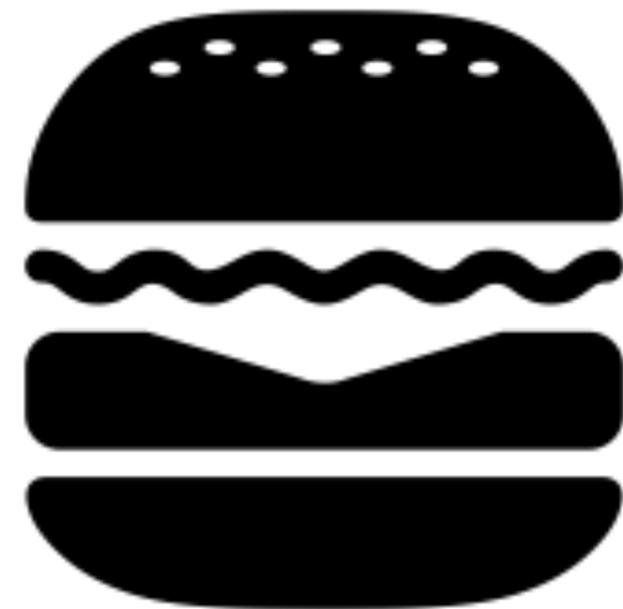
**DO SOMETHING FOR AN EXTERNAL REASON**

**INTRINSIC**

**MOTIVATION**

**DO SOMETHING YOU ENJOY**

# EXTRINSIC MOTIVATION







# The **NUDGE EFFECT**







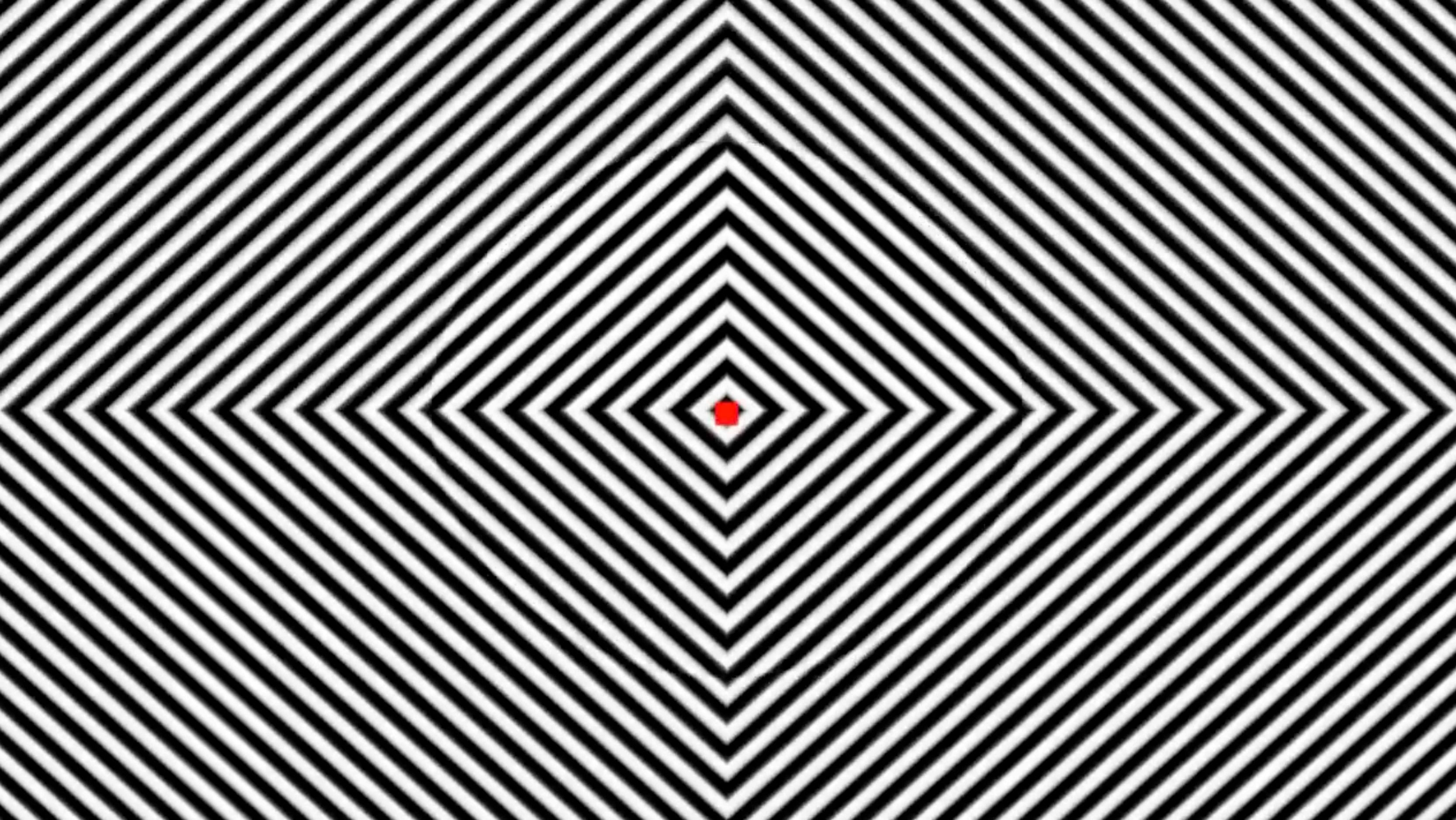
**Email**

email@domain.com

**Password**

Show







# **INTRINSIC MOTIVATION**

**I LOVE WHAT I AM DOING. HOW CAN I DO IT BETTER?**

# 72%

amateur runners using  
a self motivation gamified app







**ZOMBIE**  
**RUN**, LLC

The logo is set against a background of a sunset over a field with trees. It features two black silhouettes: a runner on the left and a zombie on the right. The word "ZOMBIE" is in large, white, distressed block letters with a black outline. The letter "O" contains a biohazard symbol. Below it, "RUN" is in red, slanted block letters with a black outline. To the right of "RUN" is ", LLC" in a smaller, white, sans-serif font. Red splatters are scattered around the text.

# **EXTRINSINC**

**COMPENSATION**

**WAGE**

**REWARD**

**AVOID PENALTY**

# **INTRINSIC**

**PLEASURE**

**PROGRESSION**

**AUTONOMY**

**MASTERY**

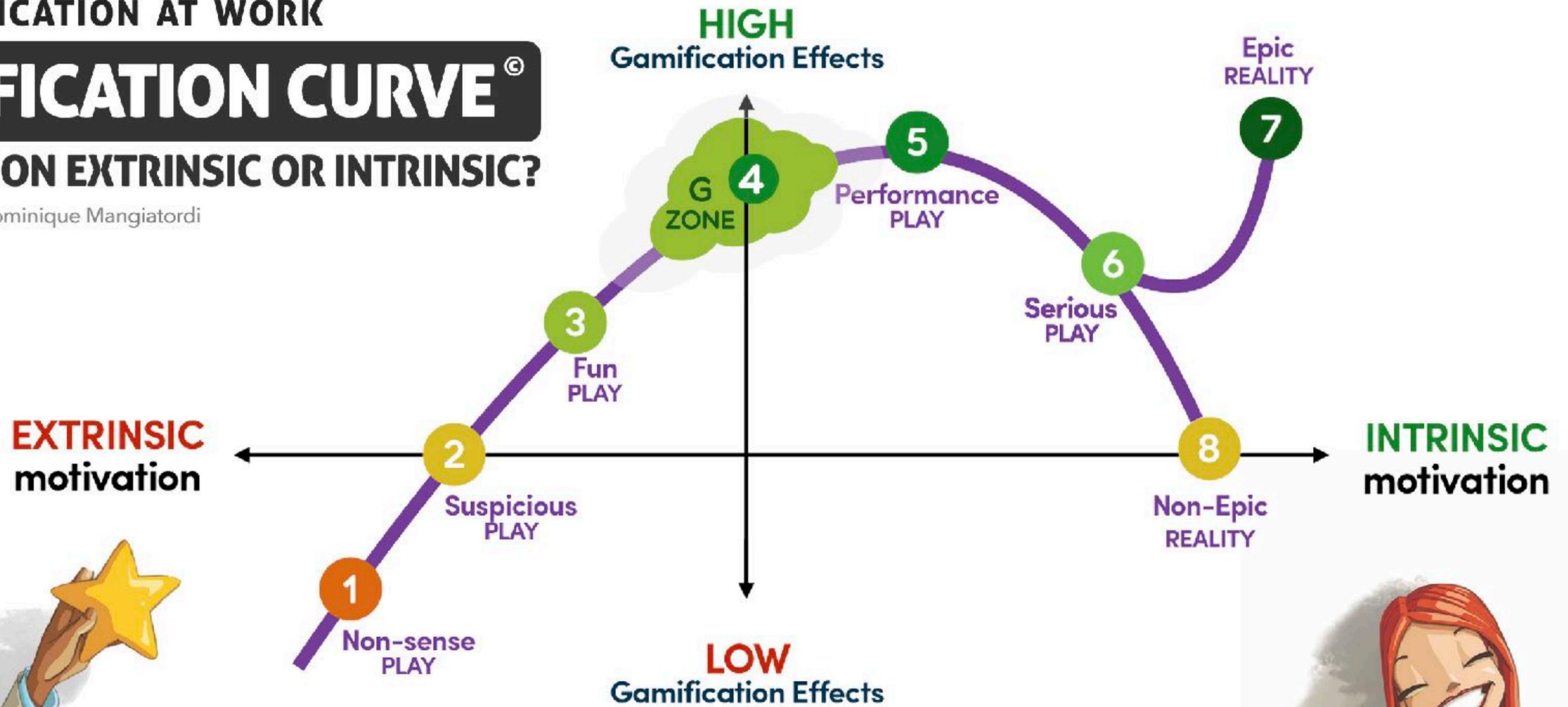
**ACHIEVEMENT**

# GAMIFICATION AT WORK

## THE GAMIFICATION CURVE<sup>®</sup>

IS YOUR MOTIVATION EXTRINSIC OR INTRINSIC?

© Dominique Mangiatordi



Wanna know more about the 8 curve points?

[dominique@opp.mx](mailto:dominique@opp.mx)



# THE PLAYER'S

# JOURNEY

(Kevin Werbach)

IDENTIFICATION

ONBOARDING

ECHAFAUDAGE

MAÎTRISE







**WHAT'S THE NAME OF THIS GAME?**



**GAMIFICATION =  
WEIRD term**



**FUNCTION  
-FOCUSED**

**DESIGN**

**HUMAN-  
FOCUSED**

**DESIGN**



VS.



# GAMIFICATION

## APPLICATION FIELDS

**DAILY  
ACTIVITIES**

**TRAINING  
& MANAGEMENT**

**INTERFACES  
AND USER  
EXPERIENCES**

**MARKETING  
& FIELD MARKETING**

# GAMIFICATION FIELD #1

## DAILY ACTIVITIES

We now 'play' to remain engaged in so many activities... even quit smoking can be gamified.

## GAMIFICATION FIELD #2

# HUMAN MANAGEMENT

Sales, project management, ideation, recruitment... new interfaces and old processes are reshaped to create more engagement thanks to gamification.



## GAMIFICATION DOMAINE #3

# USER INTERFACES AND UX/CX

To gamify an interface is to add engagement triggers where it makes sense.





## GAMIFICATION FIELD #4

# MARKETING GAMIFICATION

Engaging clients into a progression, or via nudge effect, or other gamification techniques that will increase their experience and retention.

Get to know your  
**BENEFITS**<sup>1</sup>



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**GOLD LEVEL | 300+ STARS**

*(Includes All Green-Level Benefits)*



**Monthly Double-Star Days**



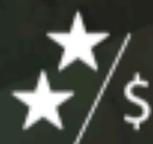
**Personalized Gold Card**



**Star Reward Every 125 Stars**

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**GREEN LEVEL | 0-299 STARS**



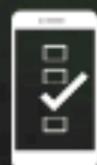
**2 Stars per \$1 Spent**



**Free Birthday Reward**



**Pay by Phone**



**Order Ahead<sup>2</sup>**

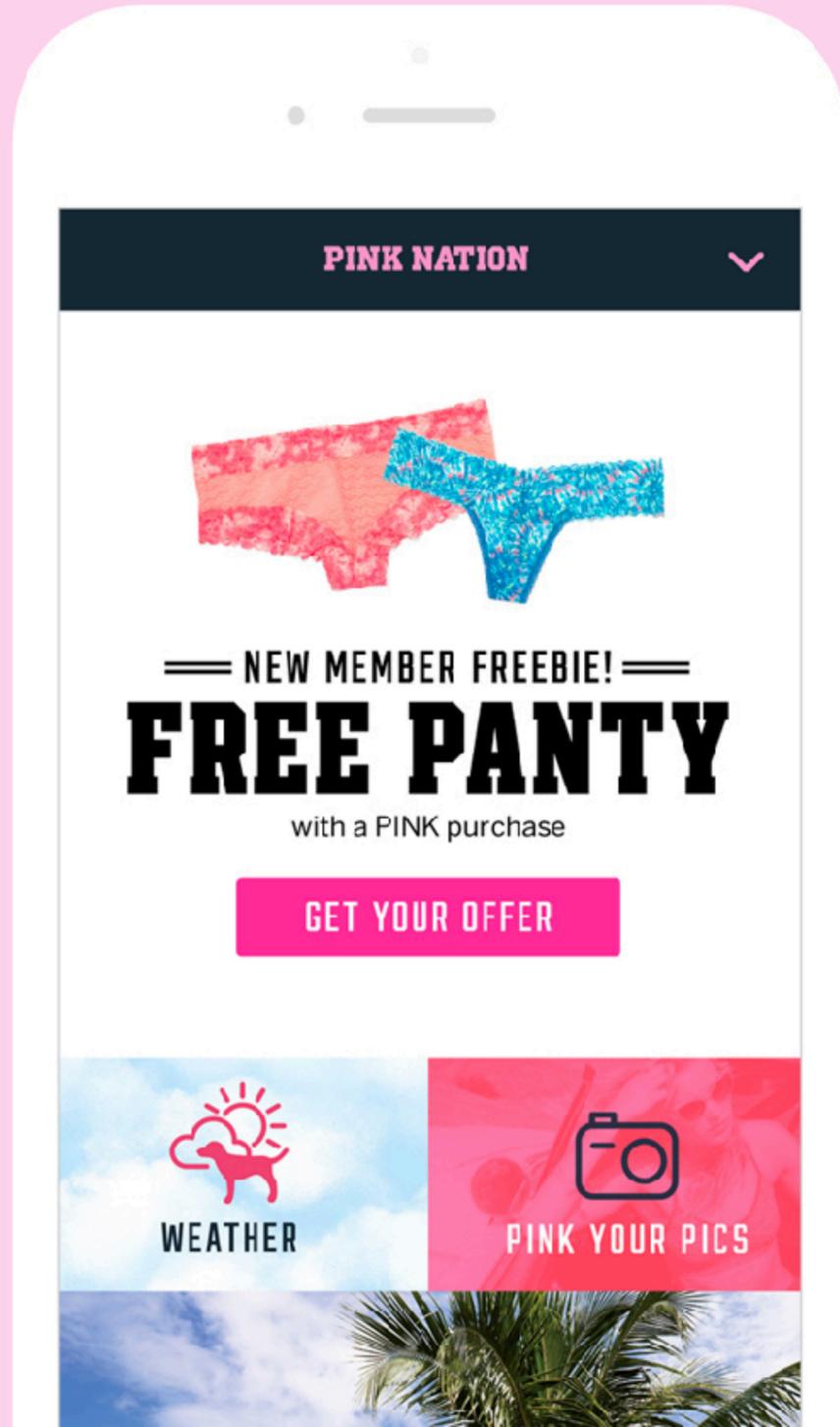


**Free In-Store Refills**

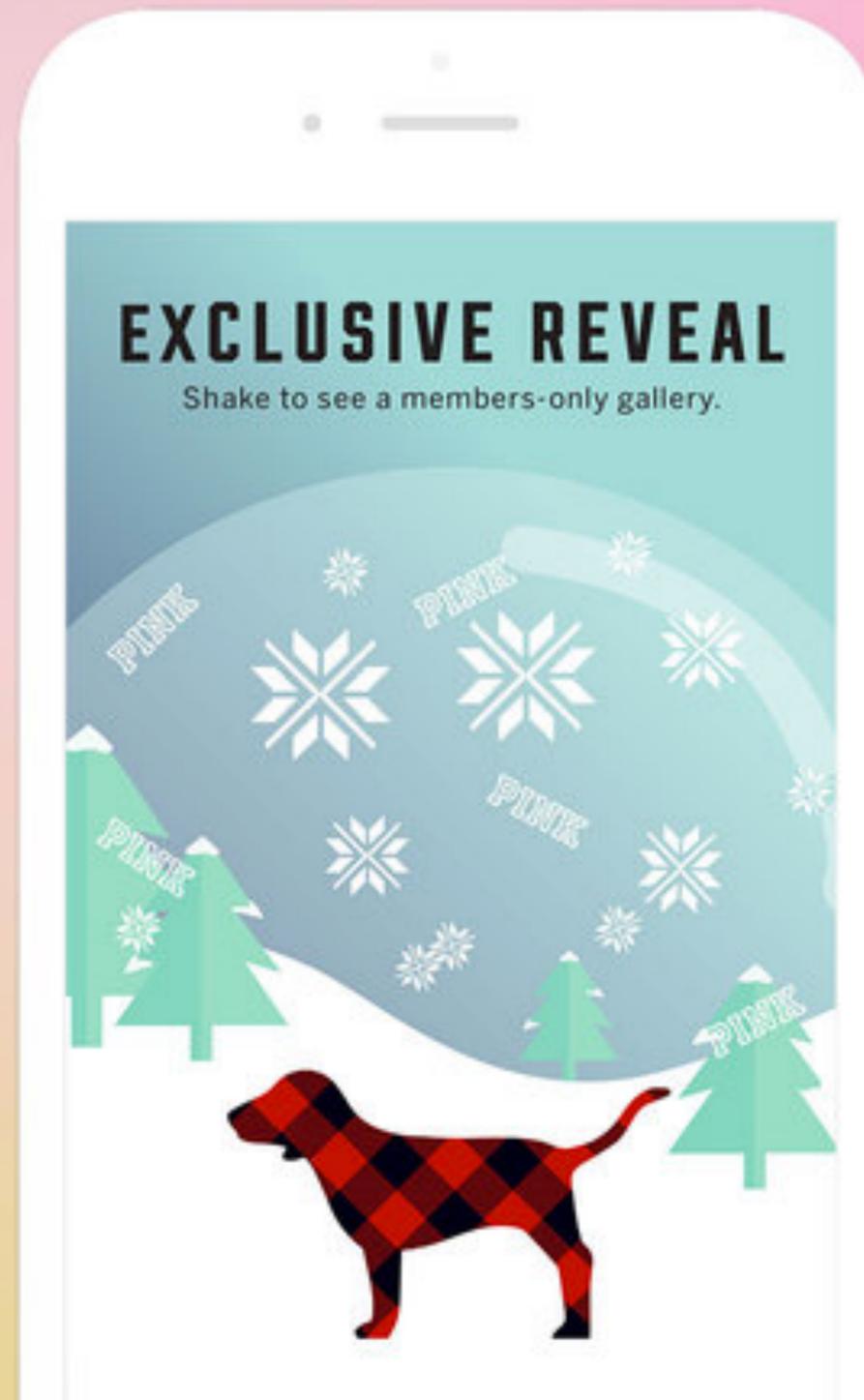


**Member Events & Offers**

**JUST JOINED?**  
NEW MEMBERS GET A SWEET OFFER.



**SNEAK PEEKS**  
SEE THE LATEST PINK GEAR  
BEFORE EVERYONE ELSE



# MEMBERS ONLY

Hi Guest, scratch the panel below to reveal a little love from PINK!



Home



Facebook



Puppy Love



Exclusives

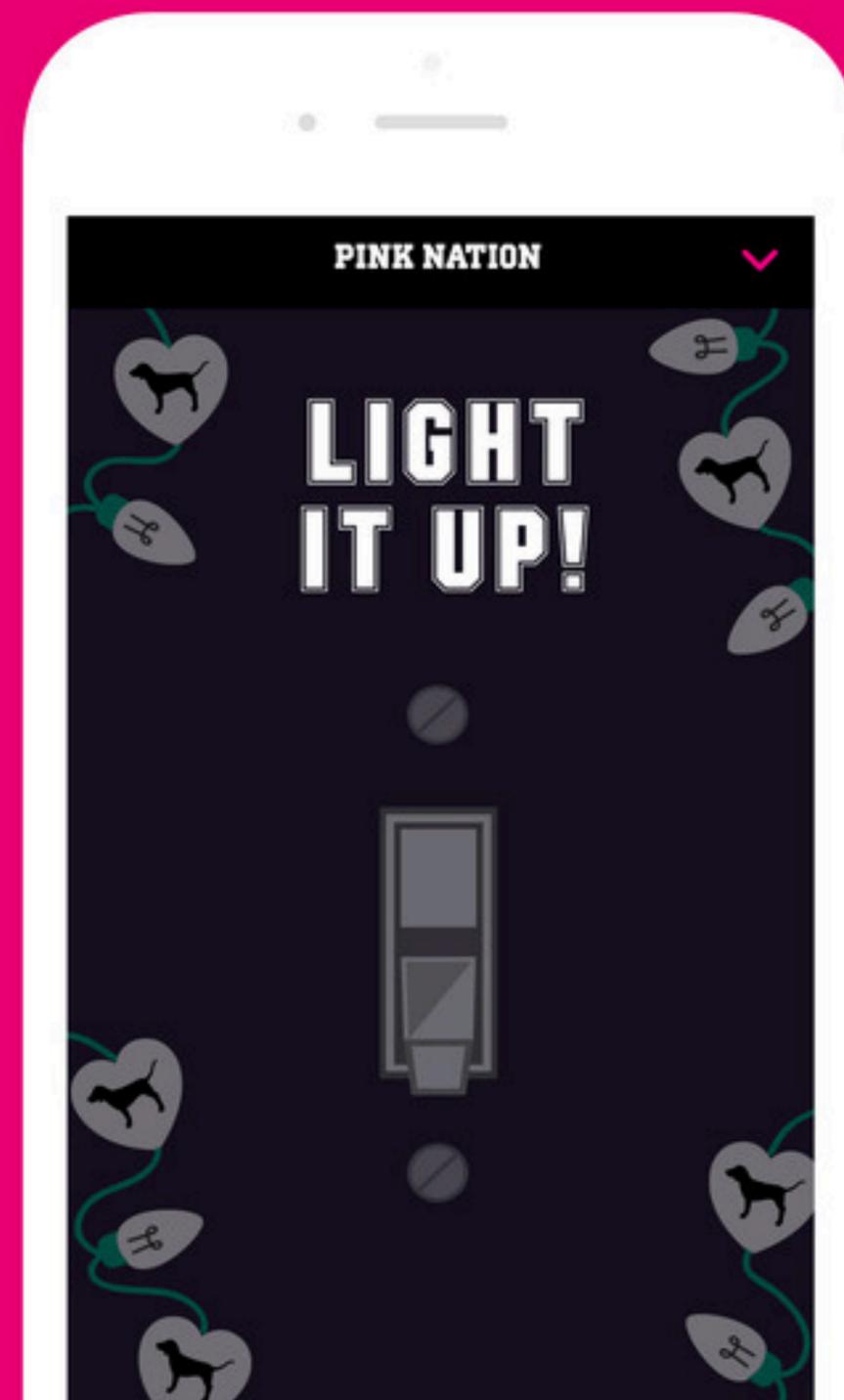


Check In

LIMITED TIME!

# LIGHT IT UP!

FLIP OUR HOLIDAY LIGHT SWITCH  
EVERY DAY FROM 11/7-11/22



**PINK NATION** 

13,337,759 MEMBERS EXCLUSIVE ACCESS FOR PINK'S #1 FANS

[Join PINK Nation](#) · [Sign In](#)**HEART****HEART**Ready, set, heart your  
fave pics![JOIN OR SIGN IN TO PLAY >](#)

# OH, SNAP!

Send us your most creative snaps (prettied up with your fave filters) via Instagram, Twitter, Pinterest and the PINK Nation app and your pic could end up right here!

[# LIVEINWHATYOULOVE](#) | [SIGN IN TO SUBMIT >](#)

## PINK YOUR PICS!

Get the PINK Nation app for super fun photo filters and so much more.





**WHAT'S THIS GAME?**



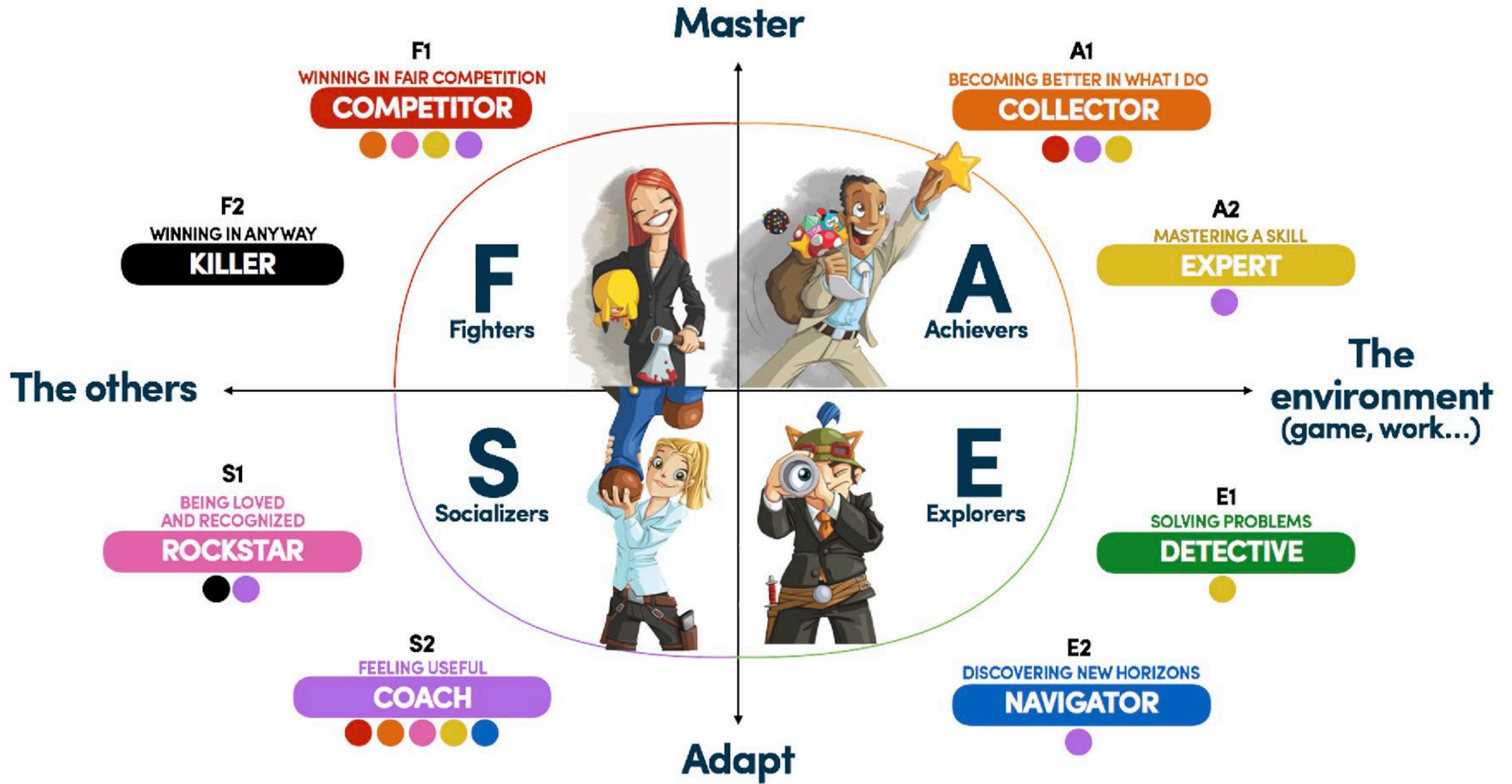


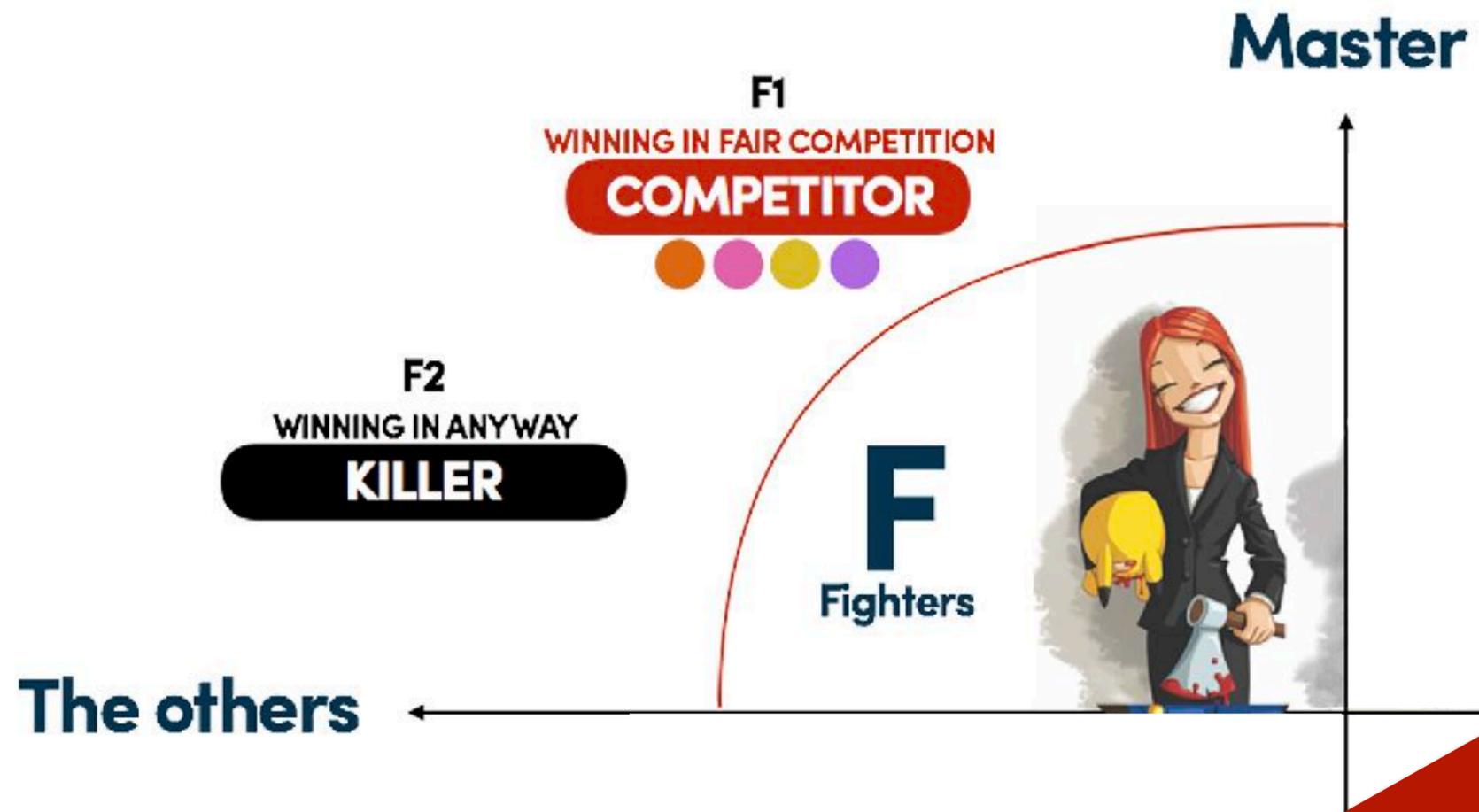
**1. I want to have more fun with my friends**

**2. I want to finish in less than 4h00'**

**3. I want to discover what a big running event is**

**4. I don't want to finish as last of the group**





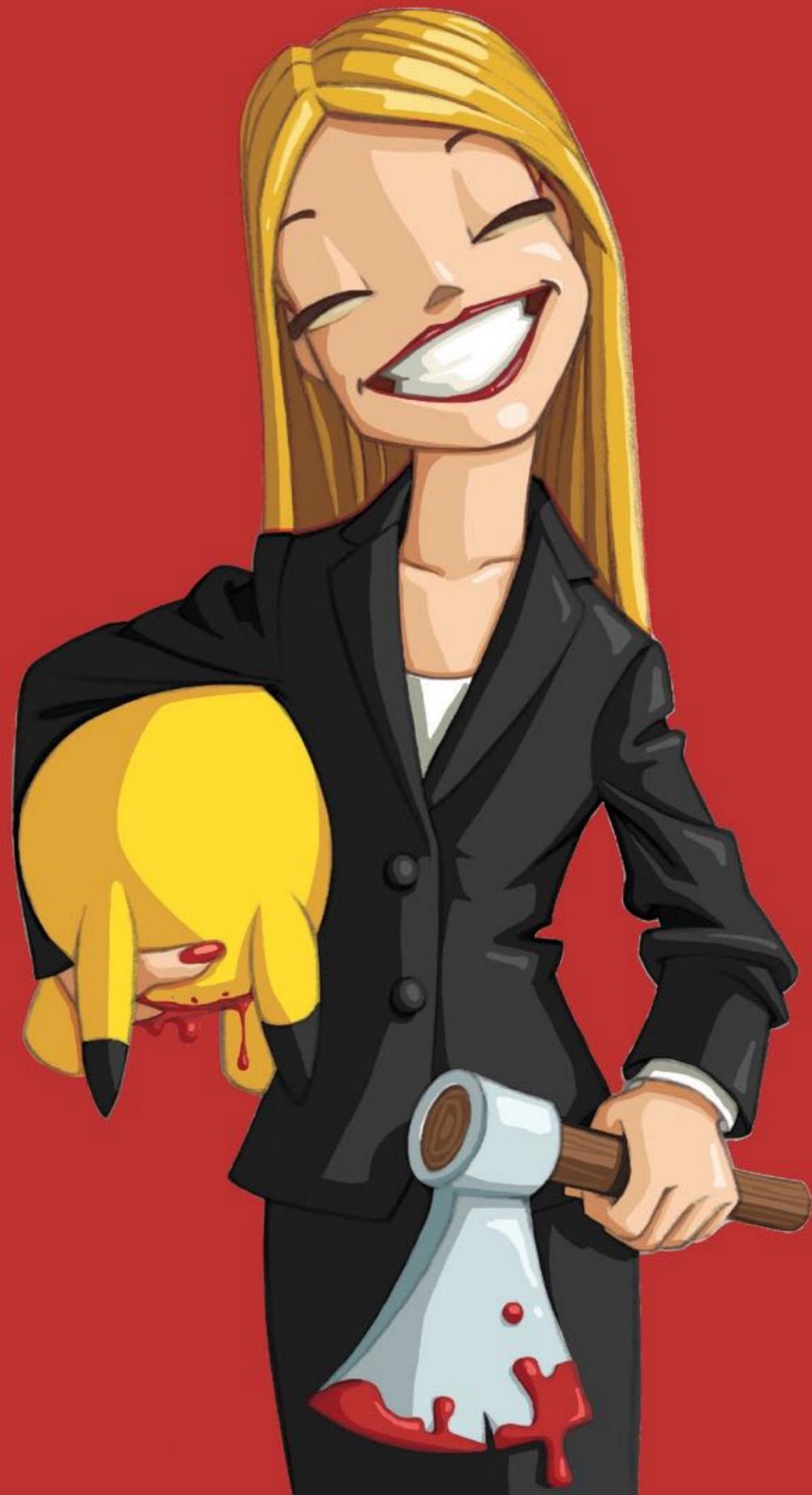
# THE FIGHTERS

# THE COMPETITOR

BE BETTER THAN THE OTHERS  
WHILE RESPECTING THE RULES

RANKINGS  
AWARDS  
LEVELS  
FRUSTRATIONS

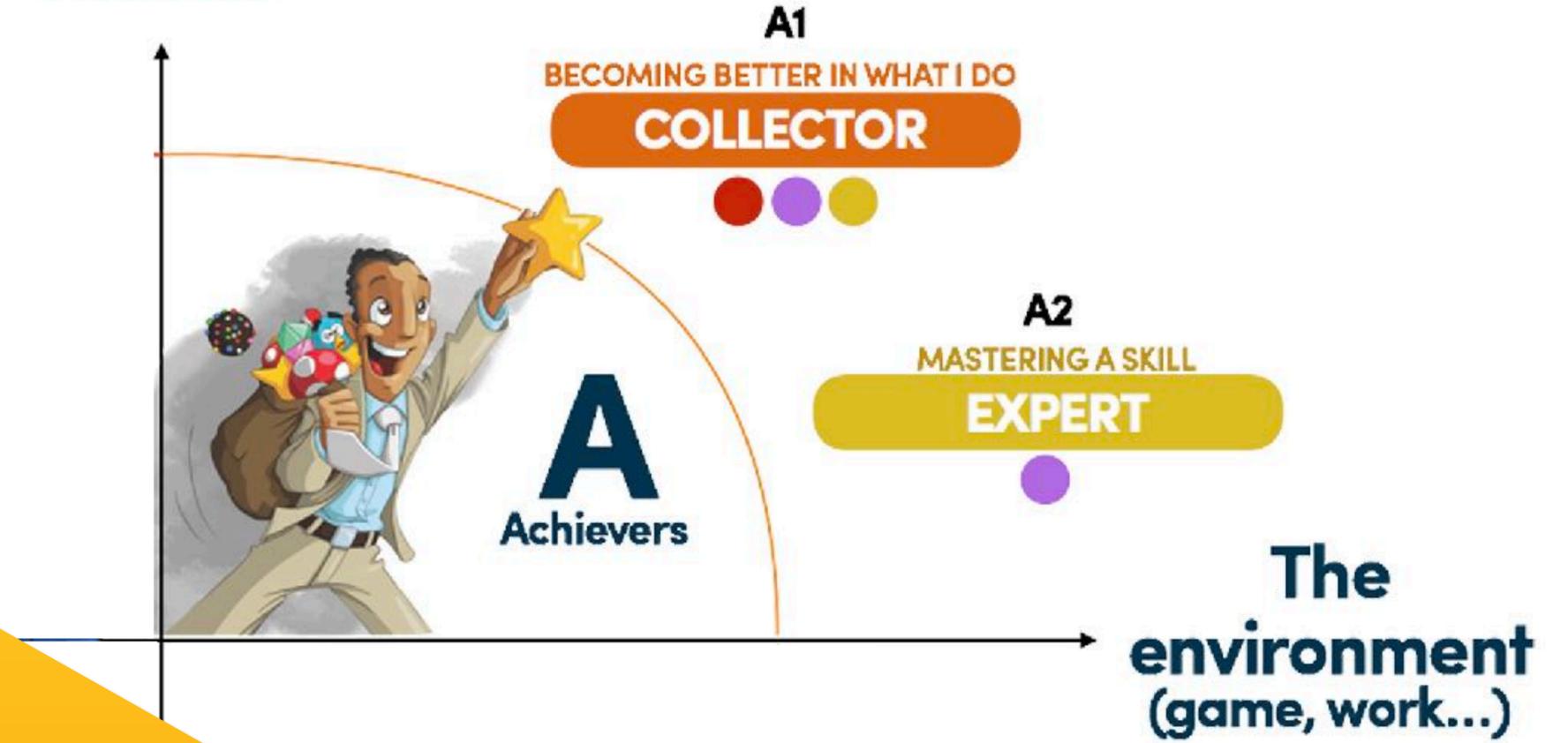




# THE KILLER

VICTORY AT ALL COSTS  
TITLES MORE THAN LEVELS  
RANKINGS ARE THE WORLD'S LAW

Master



# THE ACHIEVERS



# THE COLLECTOR

MAKE PROGRESS, ALWAYS

FEEDBACK  
LEVELS

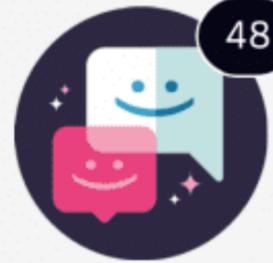
TRANSITION BADGES  
NEW LIMITS, MOVING OBJECTIVES



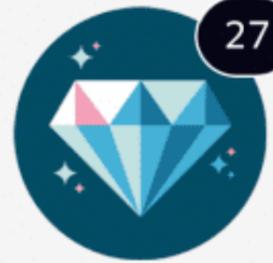
# RIDER COMPLIMENTS

98 BADGES

26 NOTES



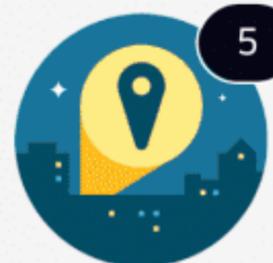
Great Conversation



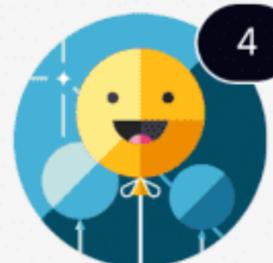
Excellent Service



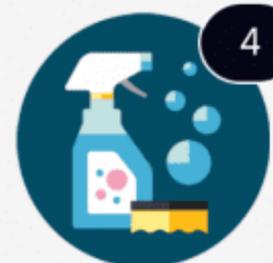
All Star Driver



Late Night Hero



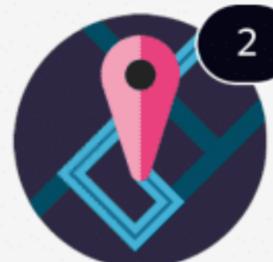
Entertaining Driver



Neat and Tidy



Above and Beyond



Expert Navigation



Cool Car

# THE EXPERT

BE THE BEST I CAN

FEEDBACK  
OBSESSION FOR OBJECTIVES  
LEVELS



# THE EXPLORERS





# THE NAVIGATOR

EXPLORE, MORE AND MORE!

NEW FRONTIERS  
NEW POWERS  
MILESTONES UNLOCK  
HIDDEN ZONES

# THE DETECTIVE

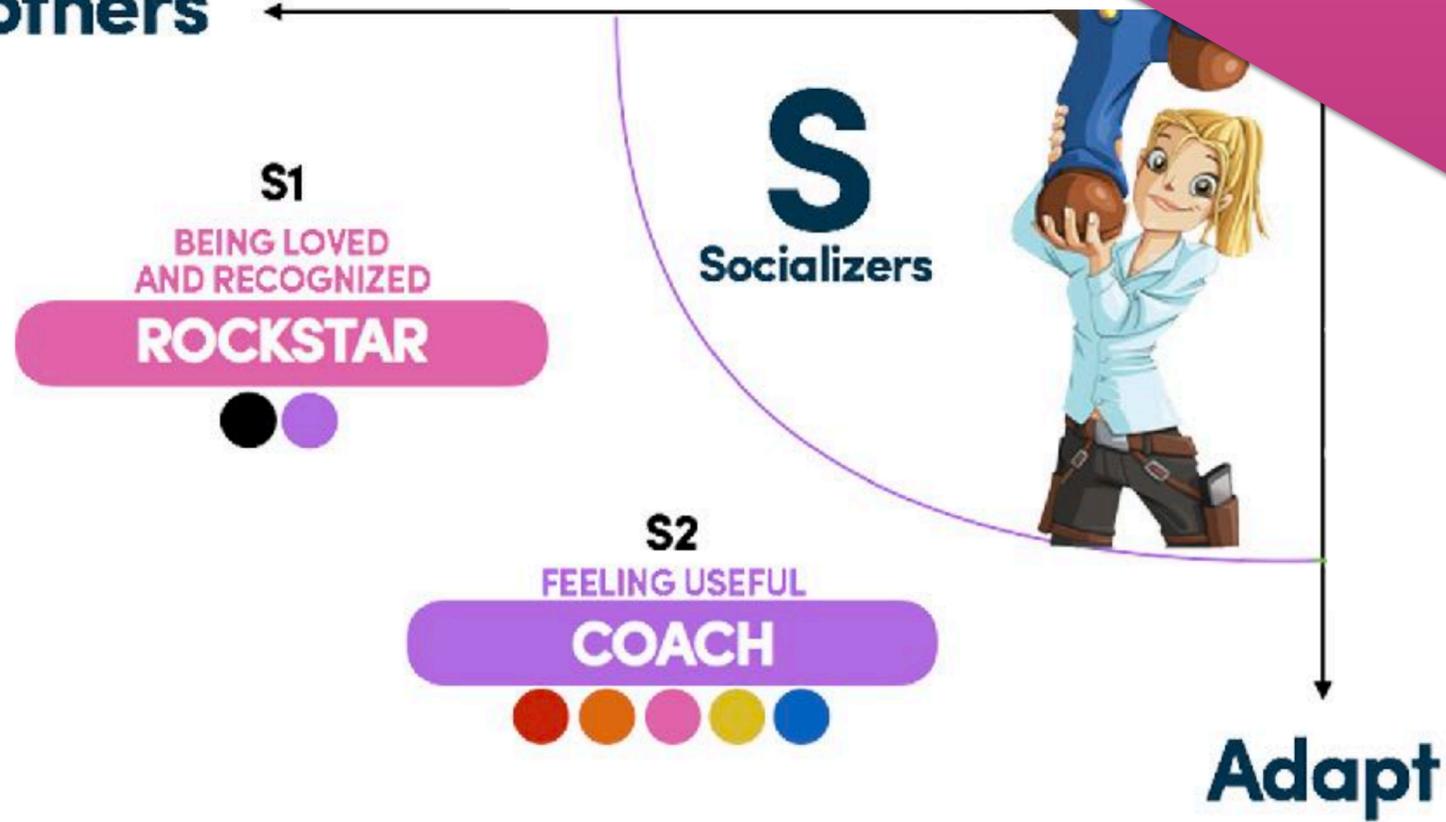
SOLVE, SEE THINGS OTHERS DON'T

ENIGMAS  
'OUT OF THE BOX'  
LEARN  
UNLOCK  
CREATE



# THE SOCIALISERS

The others





# ASTRONEER

Pre-alpha build: 0.2.89.0

You are playing a Pre-Alpha version of Astroneer. To help us out, be sure to join the discussion and send any feedback you have to our forum: <http://forum.systemera.net>



# THE COACH

BE USEFUL

FIND A PLACE IN A GROUP  
INDIRECT SCORING OR TEAM SCORING  
AFFECTIVE SCORE





# Local Guides

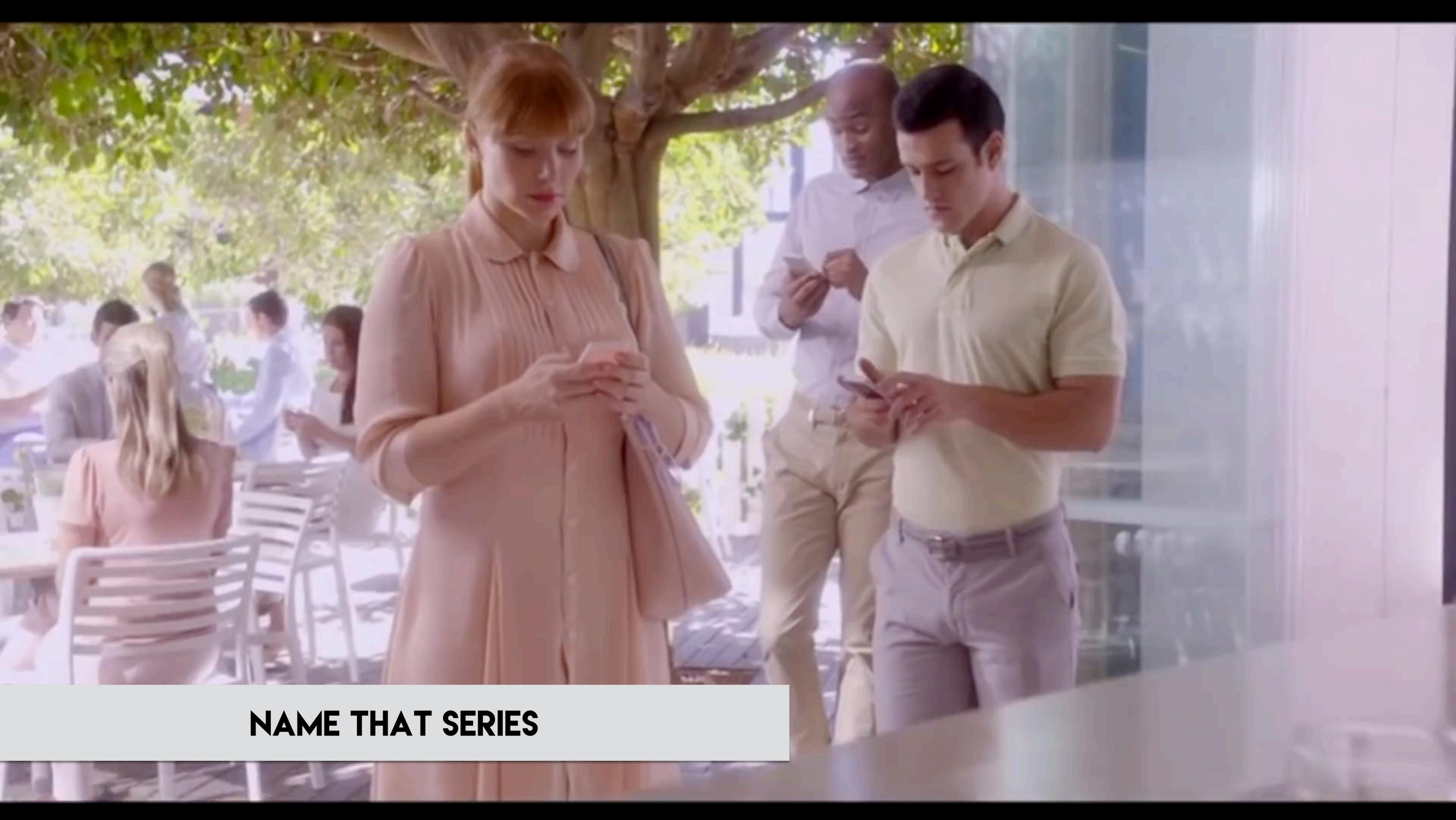




# THE ROCKSTAR

UNDER SOCIAL INFLUENCE

BE POPULAR  
BE IN THE GROUP  
CONFORMITY BIA

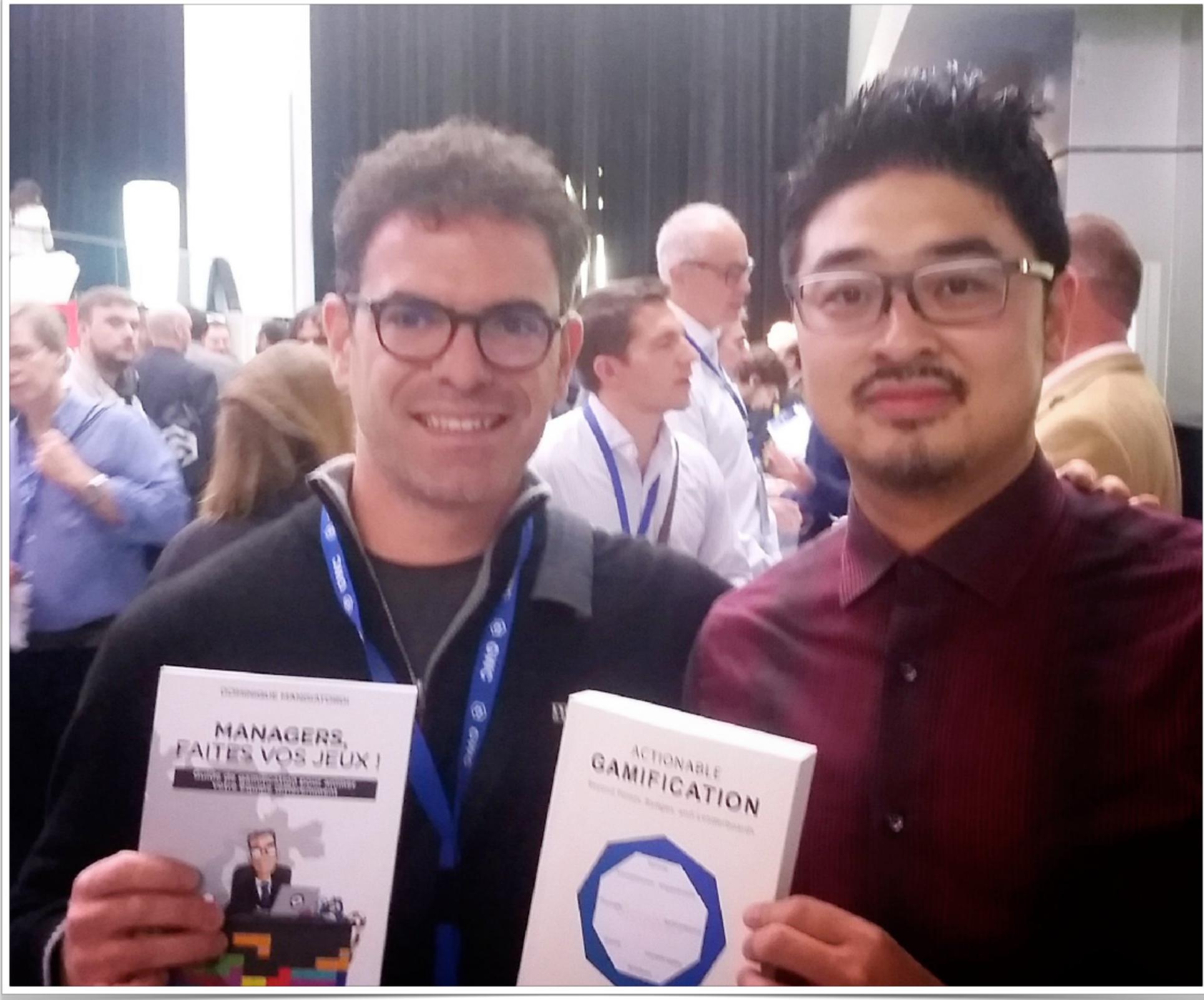


**NAME THAT SERIES**

**Next session**

**8**

**CORE DRIVES**



**YU KAI CHOU**

**‘ACTIONABLE  
GAMIFICATION’**

**RUN FOR A  
POSITIVE CAUSE.**



**CORE DRIVE**

**#1**

**EPIC  
MEANING**

**THIS IS THE DRIVE  
WHERE PEOPLE ARE  
MOTIVATED  
BECAUSE THEY  
BELIEVE THEY ARE  
ENGAGED IN  
SOMETHING THAT IS  
BIGGER THAN  
THEMSELVES.**





WIKIPEDIA

GAME TECHNIQUE / MEANING

# THE EPIC STORY





**GAME TECHNIQUE / MEANING**

# **ELITISM**

**Allowing your users or customers to form a prideful group based on ethnicity, beliefs, or common interests makes them feel like they are part of a larger cause.**



## ENGAGEMENT TECHNIQUE / MEANING

# HUMANITY HERO

**If you can incorporate a world mission into your offerings, you can gain even more buy-in during the on-boarding process. The way this works is to tie the actions you want people to take to something that will make the world a better place.**



# Local Guides







ENGAGEMENT TECHNIQUE / MEANING

# BEGINNER'S LUCK

**This is the “Calling” in Epic Meaning & Calling. Calling makes people think they are uniquely destined to do something. And one of the Game Techniques that can introduce the sense of Calling is Beginner's Luck.**



## GAME TECHNIQUE / MEANING

# FREE LUNCH

Using the on boarding phase to offer a special gift or reward, early in the game, can give the impression that you are very good at it.



**CORE DRIVE**

**#2**

**ACHIEVEMENT**  
**-progression-**



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**Where people are  
driven by a sense of  
growth towards a goal  
and accomplishing it.**

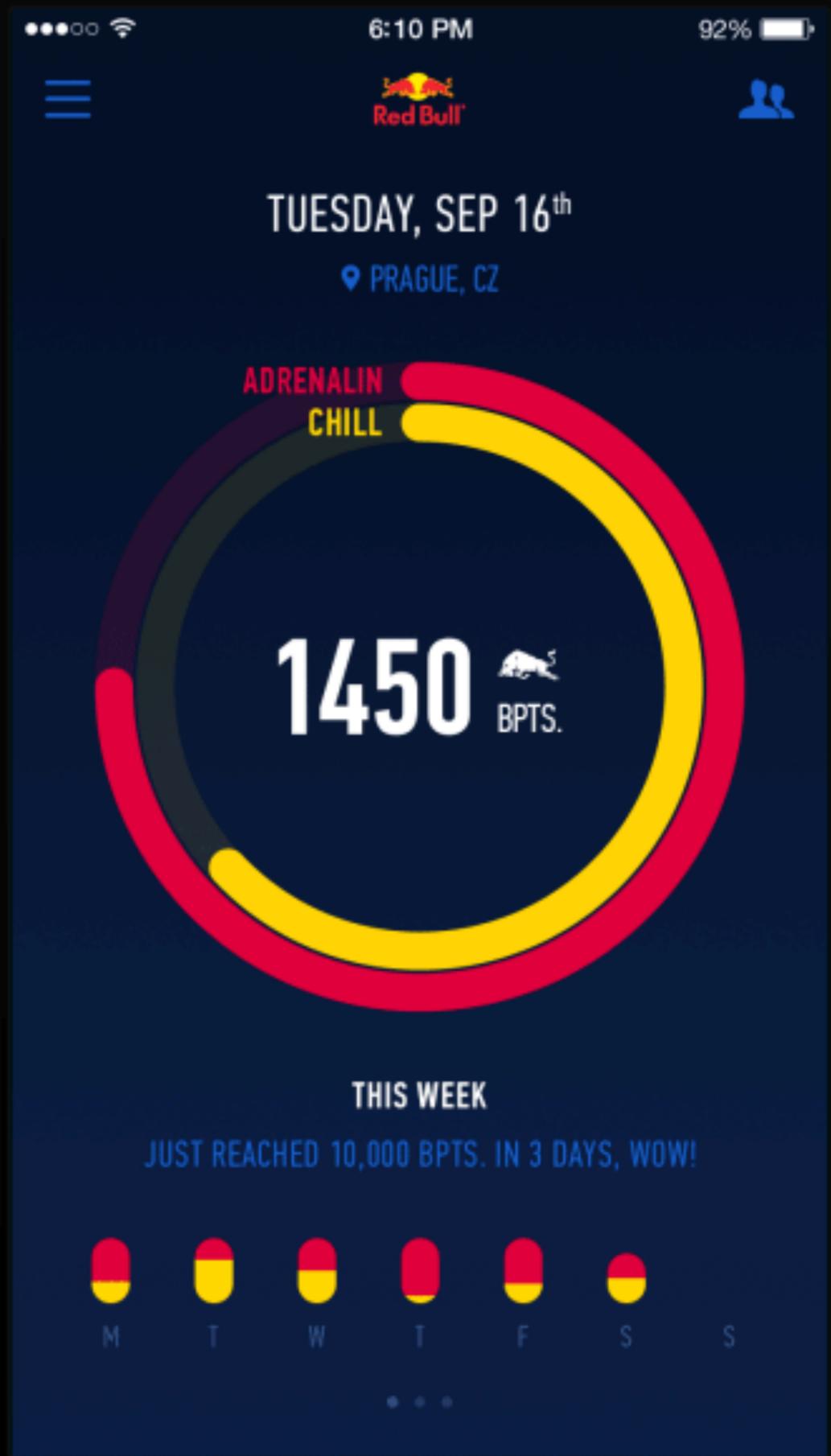
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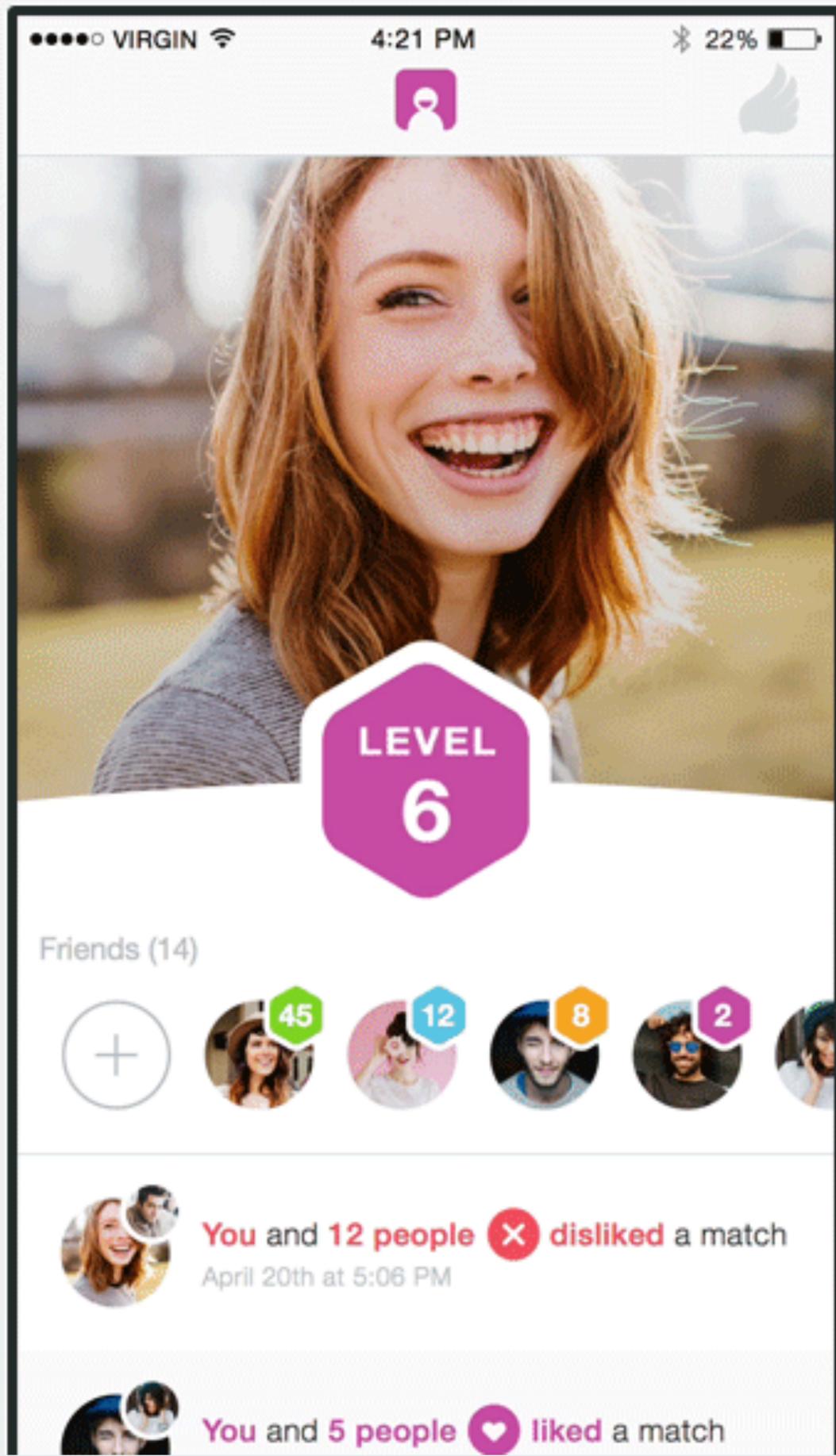
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**This is also the most common implementation of gamification we see in the market, as most of the PBLs – points, badges, and leaderboards – appeal heavily to this drive.**

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# GAME TECHNIQUE / ACHIEVEMENT POINTS



# GAME TECHNIQUE / ACHIEVEMENT LEVELS

PROBABLY THE BEST  
LEVER EVER.

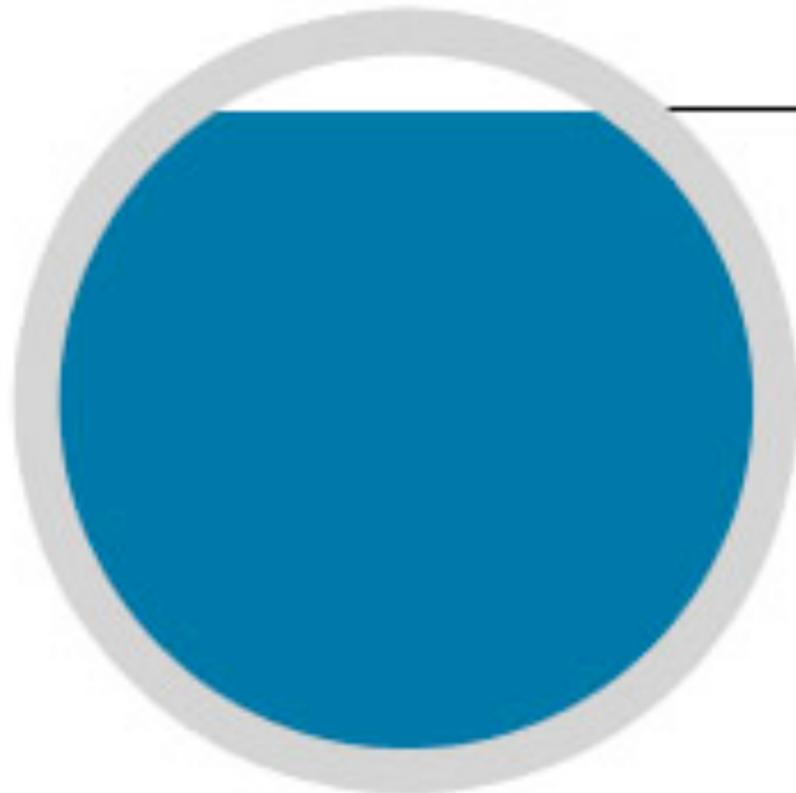
**ENGAGEMENT TECHNIQUE / ACHIEVEMENT**

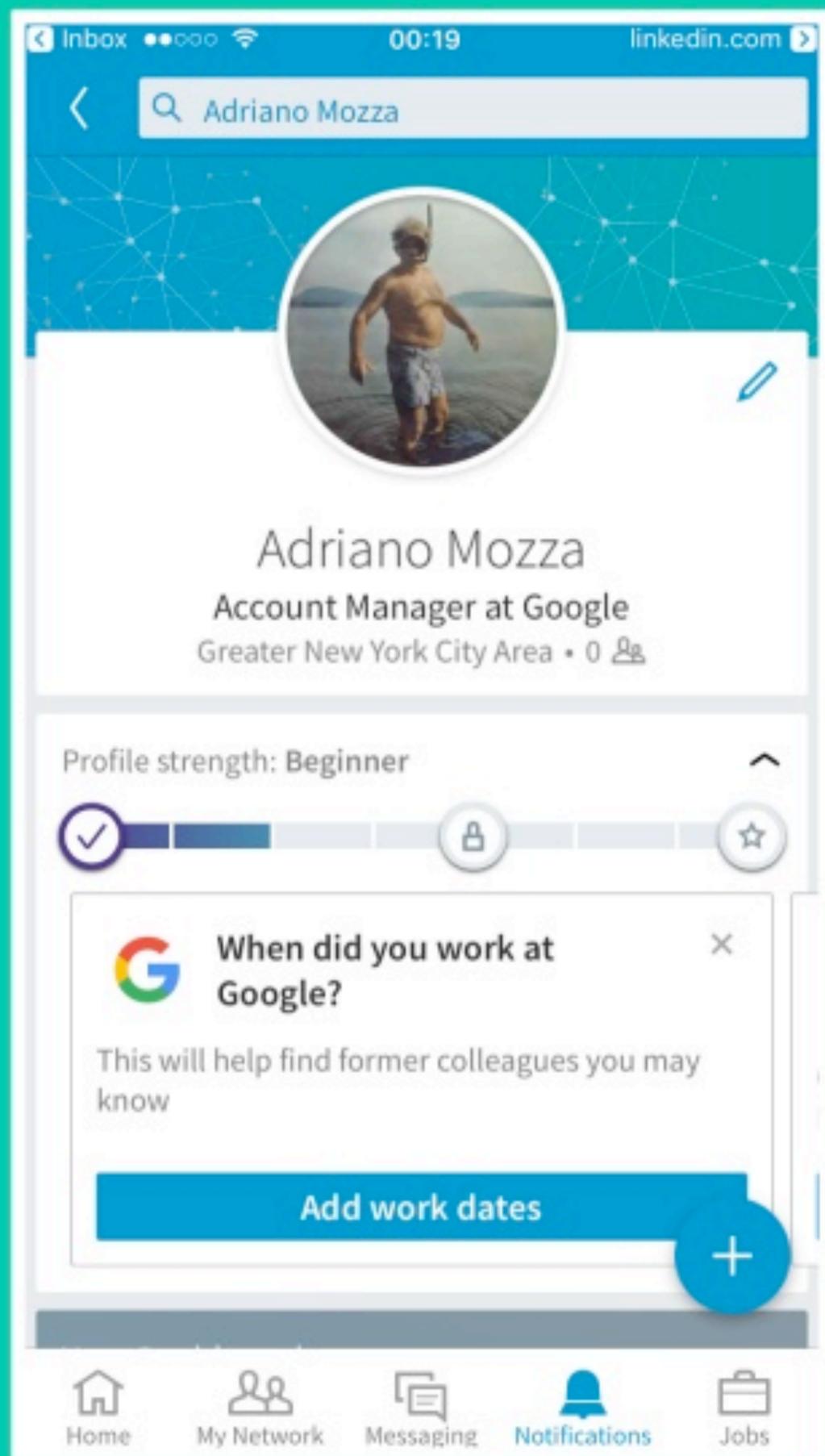
# **PROGRESS BAR**



PROFILE STRENGTH

All-Star

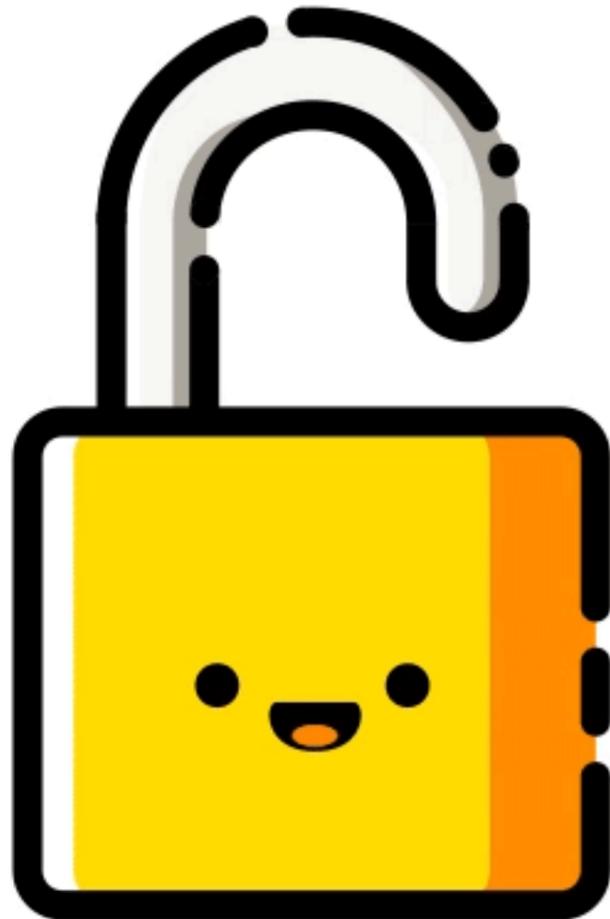




Showing the profile strength drives people to take steps towards 100% completion.

**ENGAGEMENT TECHNIQUE / ACHIEVEMENT**

# **MILESTONE UNLOCK**



**“when I achieved a major milestone in my career, no employer really opened up a new world for me. The only time new worlds opened for me, it was mainly when I left to join another firm, so I created my own milestone unlock scenario”.**



# PRO HOODIE 2019

GET IT





# Say hello to Bots!

The most advanced way to learn a language.



You should choose the polka dot shirt



All right! Which shoes do you like?

zapatos



Escribe en inglés



NECESITO AYUDA

Q W E R T Y U I O P

A S D F G H J K L

¡Buena Conversación! +5 EXP



¡Alcanzaste tu meta diaria!



What is Robert eating?



Robert are eat a pizza

Mejor: Robert is eating a pizza

+2EXP



Yes! Robert is eating pizza. He is a chef.

Escribe en inglés



NECESITO AYUDA

Q W E R T Y U I O P

A S D F G H J K L



**ENGAGEMENT TECHNIQUE / ACHIEVEMENT**

# **BOOSTERS**

**BOOSTERS SUCH AS GETTING A JUMPING STAR IN SUPER MARIO IS LIMITED BY TIME, AND FOR THE NEXT DOZEN SECONDS, A PLAYER WOULD RUSH AS QUICKLY AS HE CAN AS HE ENJOYS THE ADRENALINE RUSH OF USING HIS LIMITED INVINCIBILITY**

CORE DRIVE

#3

CREATIVITY



**NAME THAT GAME**

The logo for StarCraft II, featuring the word "STARCRRAFT" in a stylized, metallic, blue-tinted font. The letters are three-dimensional and have a weathered, industrial appearance. The number "2" is replaced by a large, ornate Roman numeral "II" that is vertically oriented and serves as a central pillar. The entire logo is set against a dark, black background with a subtle blue glow around the central "II" element.

STARCRRAFT

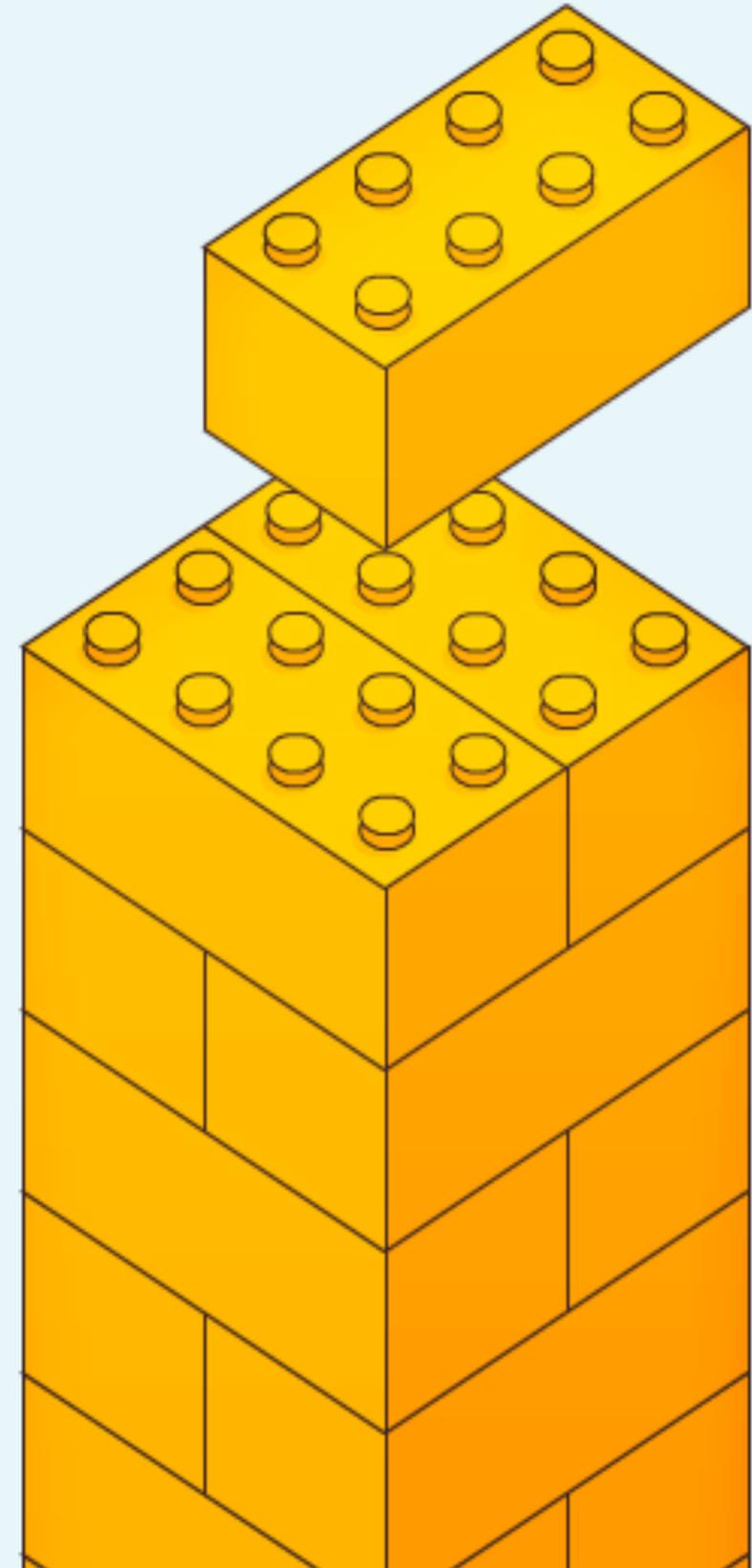
**“IN A STUDY DONE BY QUEEN MARY  
UNIVERSITY OF LONDON AND  
UNIVERSITY COLLEGE LONDON IN  
2013 COMPARING THE EFFECTS OF  
DIFFERENT GAMES ON THE BRAIN.  
AFTER SIX TO EIGHT WEEKS, THE  
STUDY SHOWED THAT STUDENTS WHO  
PLAYED STARCRAFT ROUGHLY AN  
HOUR A DAY IMPROVED THEIR  
MEMORY, VISUAL SEARCH,  
INFORMATIONAL FILTERING, AND  
OTHER COGNITIVE SKILLS.”**

---

**MAYBE THE MOST  
'NATURAL' WAY TO PLAY.**

**LOOK AT LEGO  
BLOCKS.**

---



**NAME THAT GAME**



**CORE DRIVE**

**#4**

**POSSESSION**



---

**Wait, is this mine?  
I value it!**

---



---

**POKEMON GO?**  
**this is so “last  
week”...**

---

Everywhere:		Pokemon appear exclusively in their area. Rarity listed here is how common they are in their respective area.
Virtually Everywhere:		One per evolutionary line.
Very Common:		
Common:		
Uncommon:		
Rare:		
Very Rare:		
Epic:		
Mythical:		Made by RotomGuy
Special:		
Region Exclusive:		
Not Currently Obtainable:		

GAME TECHNIQUE / OWNERSHIP

# THE GRUNT WORK



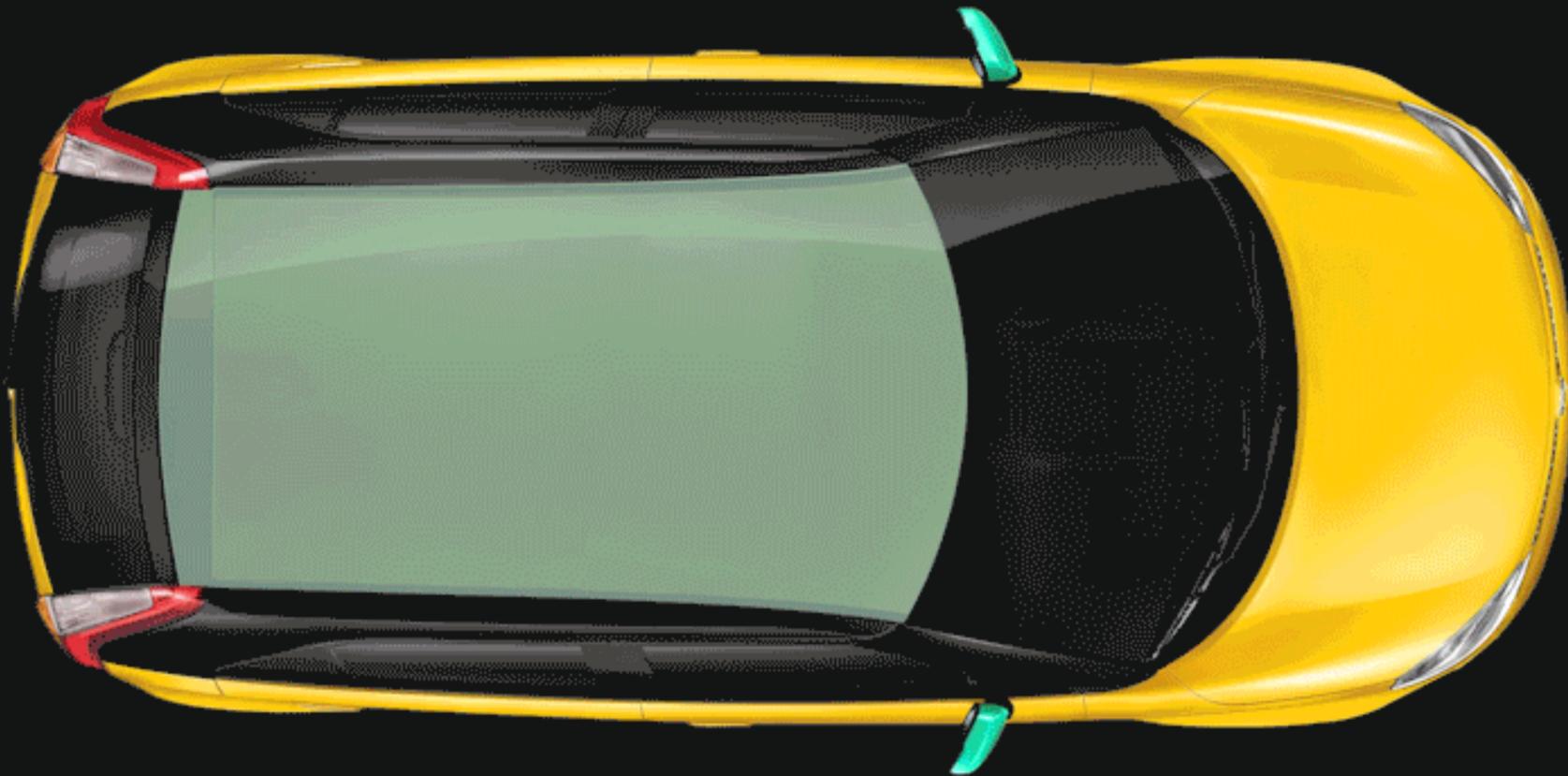


**ENGAGEMENT TECHNIQUE / POSSESSION**  
**EXCHANGEABLE POINTS**

**To own something in a collection game, you shall earn ‘money’ that increases the value perception of it. They both work together, and this is why the grunt work is efficient here.**

ENGAGEMENT TECHNIQUE / POSSESSION

# THE ALFRED EFFECT



**The Alfred Effect is when users feel that a product or service is so personalized to their own needs that they cannot imagine using another service.**



# ENGAGEMENT TECHNIQUE / POSSESSION

# THE PROTECTOR QUEST

**Protector Quest is a concept based on the occurrence that people start to develop a relationship with something that they are protecting.**

CORE DRIVE

#5

SOCIAL INFLUENCE

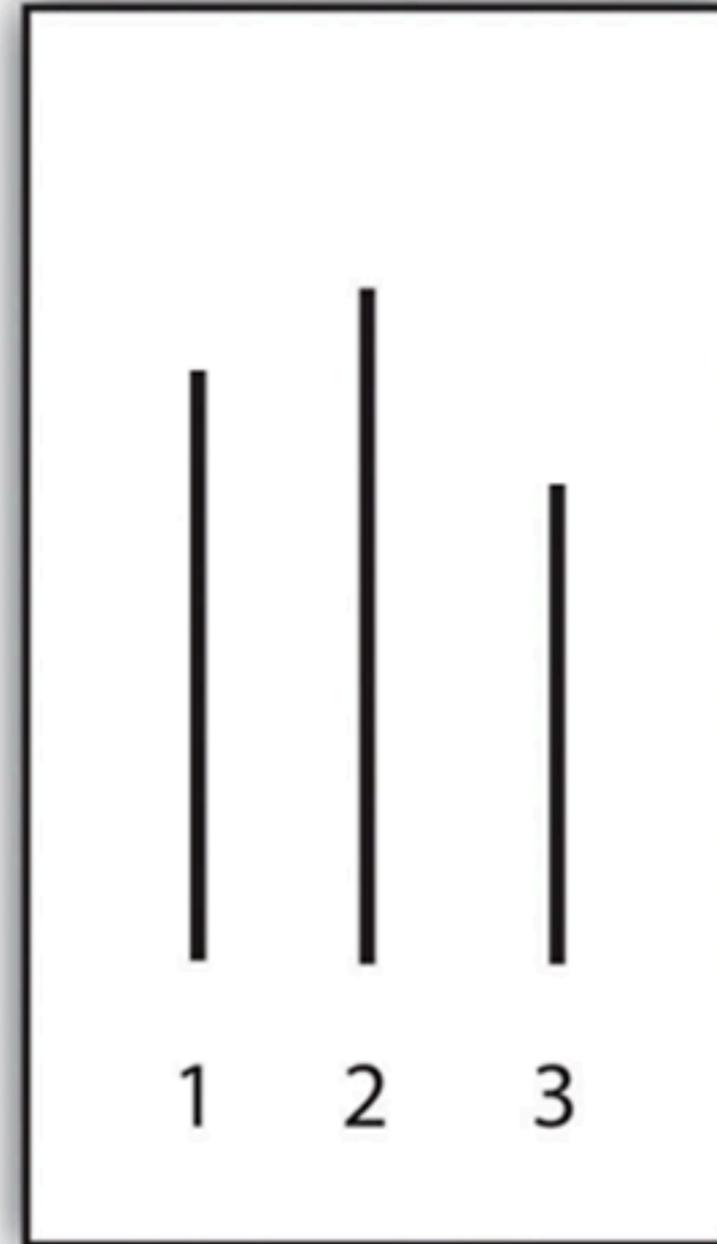
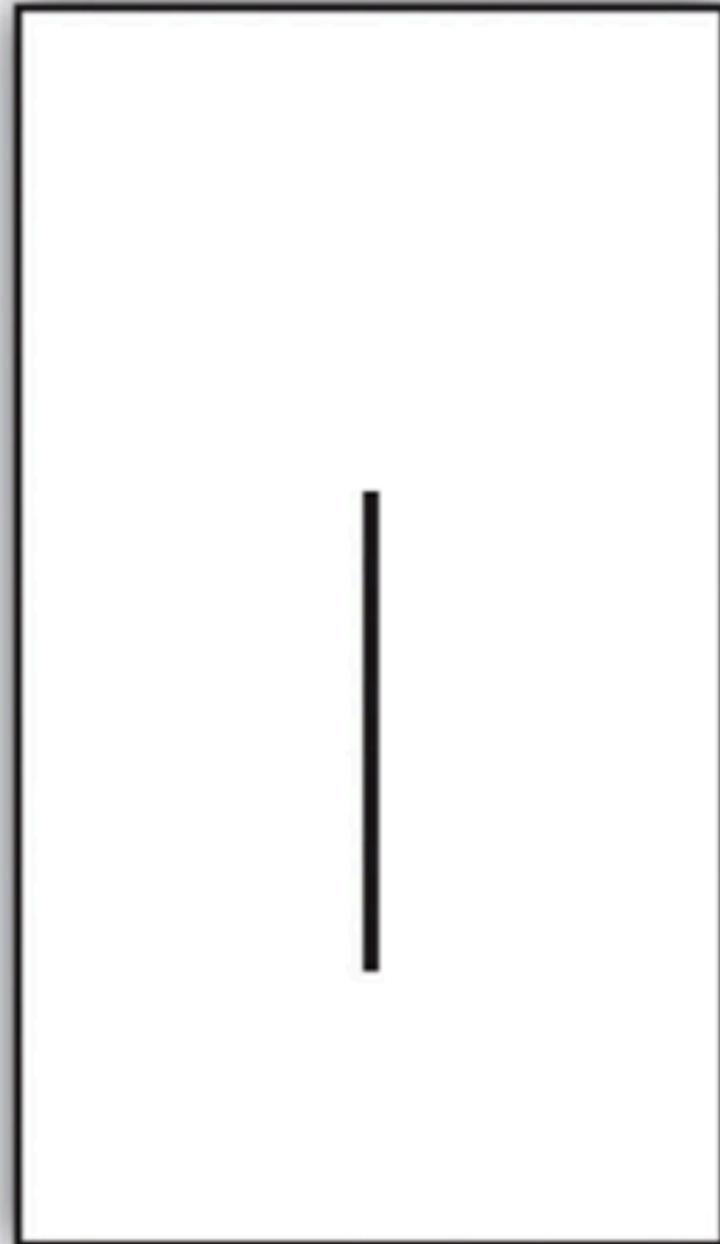
CORE DRIVE

**#5**

**SOCIAL  
CONFORMITY**

ENGAGEMENT TECHNIQUE / SOCIAL CONFORMITY

# THE ASCH EXPERIMENT





ENGAGEMENT TECHNIQUE / SOCIAL INFLUENCE

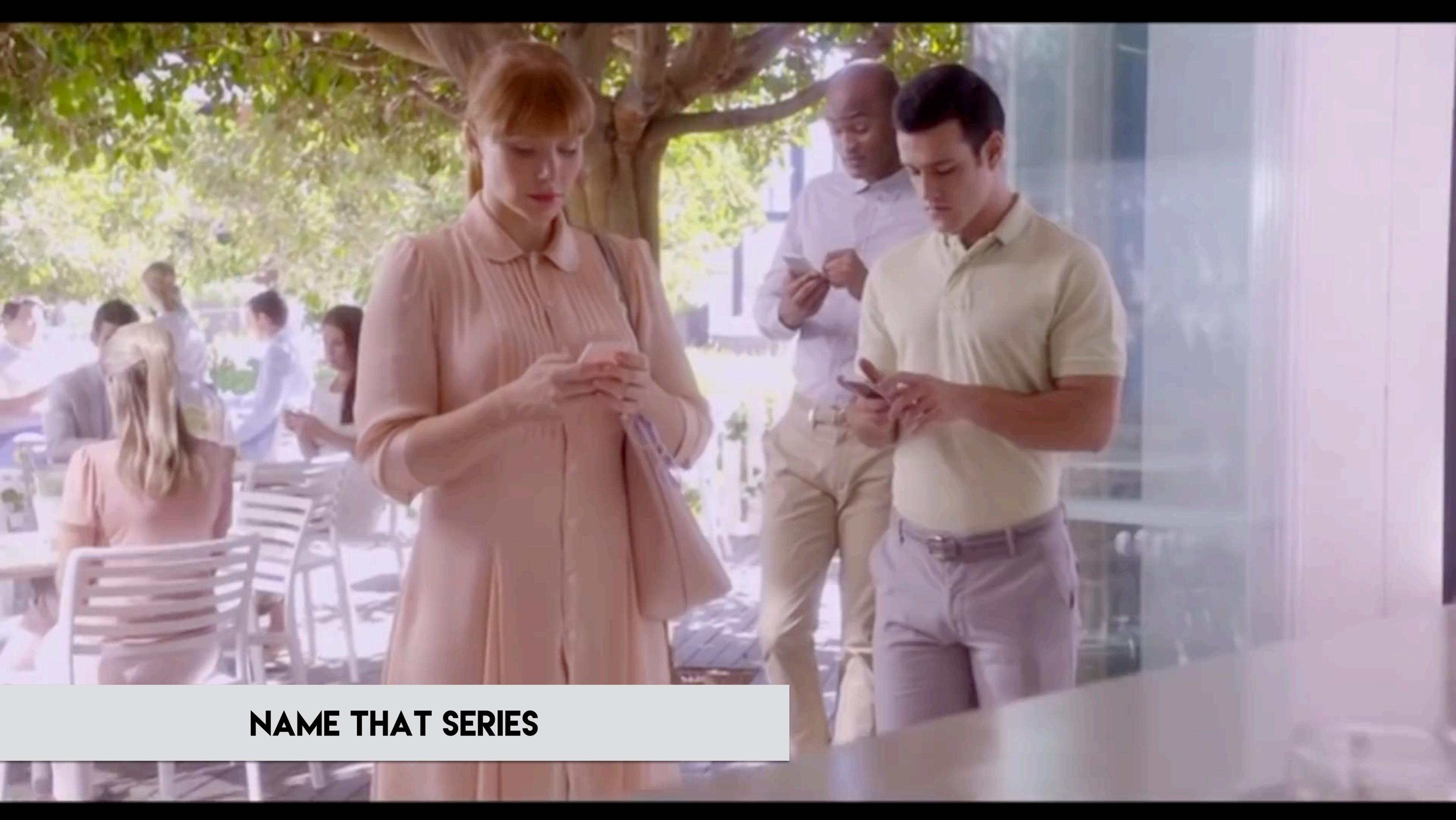
# MENTORSHIP



CORE DRIVE

**#5**

**SOCIAL  
POPULARITY**

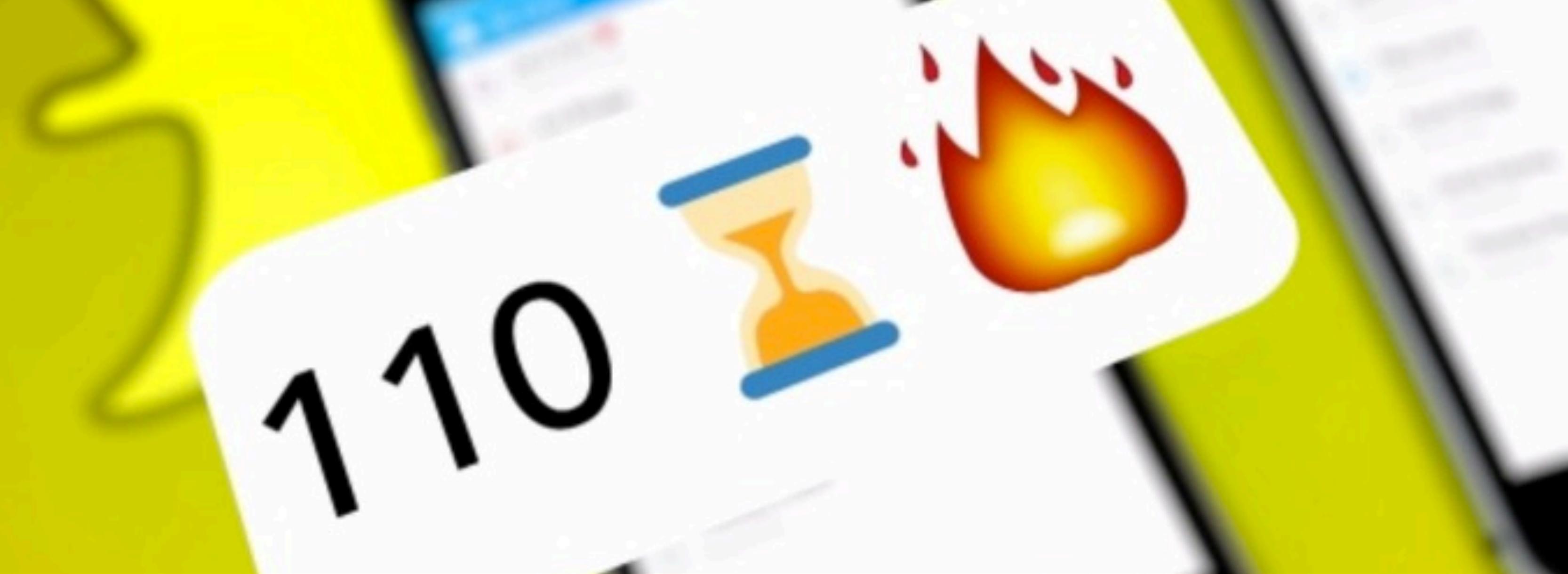


**NAME THAT SERIES**

**ENGAGEMENT TECHNIQUE / ACHIEVEMENT**

# **THE ROCKSTAR EFFECT**





110

**A Snapstreak occurs when two people have sent each other Snapchats back and forth for more than three consecutive days. When you start a Snapstreak with someone, you'll see a fire emoji next to their name in the app. The number next to the fire emoji indicates how long the Snapstreak has been going.**

**ENGAGEMENT TECHNIQUE / SOCIAL INFLUENCE**

# **MENTORSHIP**



**cafe  
press**™



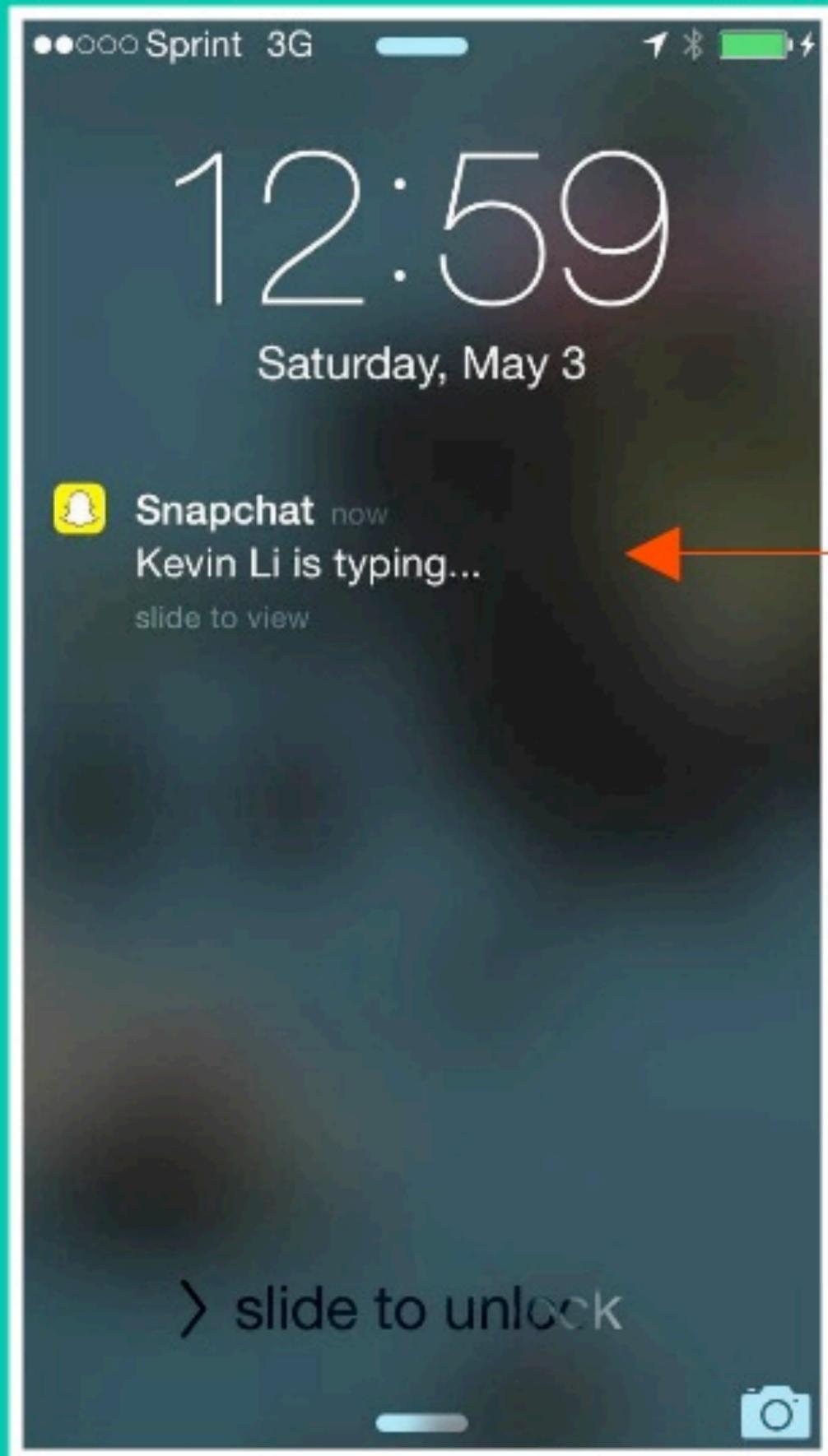
**ENGAGEMENT TECHNIQUE / SOCIAL INFLUENCE**  
**GROUP QUESTS**



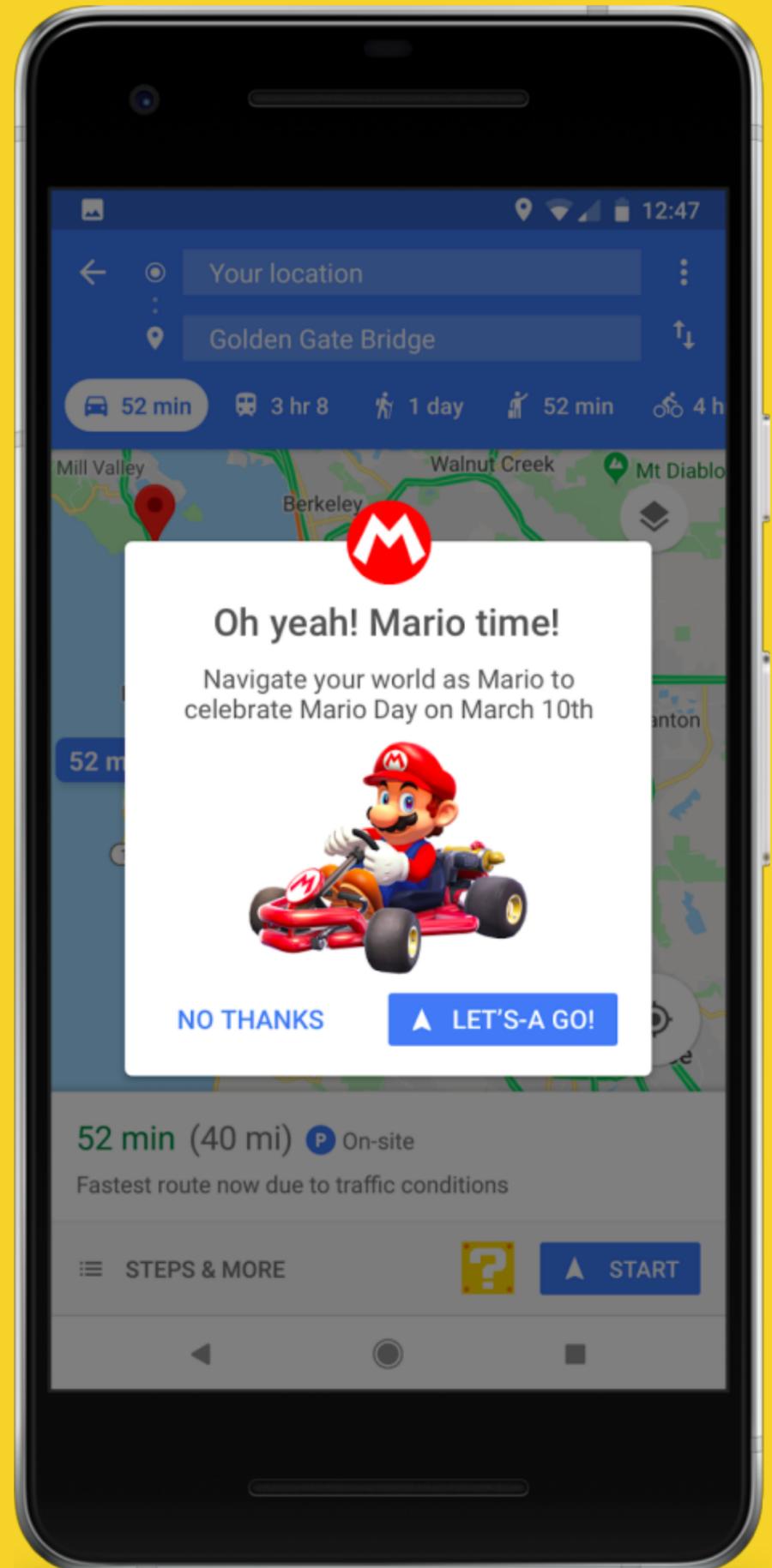
**CORE DRIVE**

**#6**

**SCARCITY  
CURIOSITY  
IMPATIENCE**



Instead of pushing a notification after a friend sent you a message, it's pushed while your friend is typing!



### Oh yeah! Mario time!

Navigate your world as Mario to celebrate Mario Day on March 10th



NO THANKS

▲ LET'S-A GO!

52 min (40 mi) P On-site

Fastest route now due to traffic conditions

☰ STEPS & MORE



▲ START

*The Fox*  
happy  
HOUR



**\$6** *Pints &  
Glasses  
of Wine*

*Mon-Fri 4-6pm*

ENGAGEMENT TECHNIQUE  
SCARCITY & IMPATIENCE

APPOINTMENT  
DYNAMICS



**APPOINTMENT DYNAMICS**

**SMART KOREAN  
SHOPPING CENTER**

**ENGAGEMENT TECHNIQUE  
SCARCITY & IMPATIENCE**

# **TORTURE BREAKS**

**KEEP OR ENFORCE  
THE ENGAGEMENT  
WHILE STOPPING OR  
BRAKING THE PLAYER.**



TECHNIQUE  
& IMPATIENCE

# WALKTHROUGH LEVEL 473



CORE DRIVE

#7

UNPREDICTABILITY

---

**Me against  
the chance.  
(I'll be stronger)**

---



# RANDOM FOOD DISTRIBUTION



BOULANGER

PATISSIERE

ARTISAN

*Les Artisans du Pain*

01.42.72.75.56

*Les Artisans du Pain*



*vous accueillent*

...

du Lundi

au Vendredi

de 07h00 à 20h00

FERME

Samedi et Dimanche



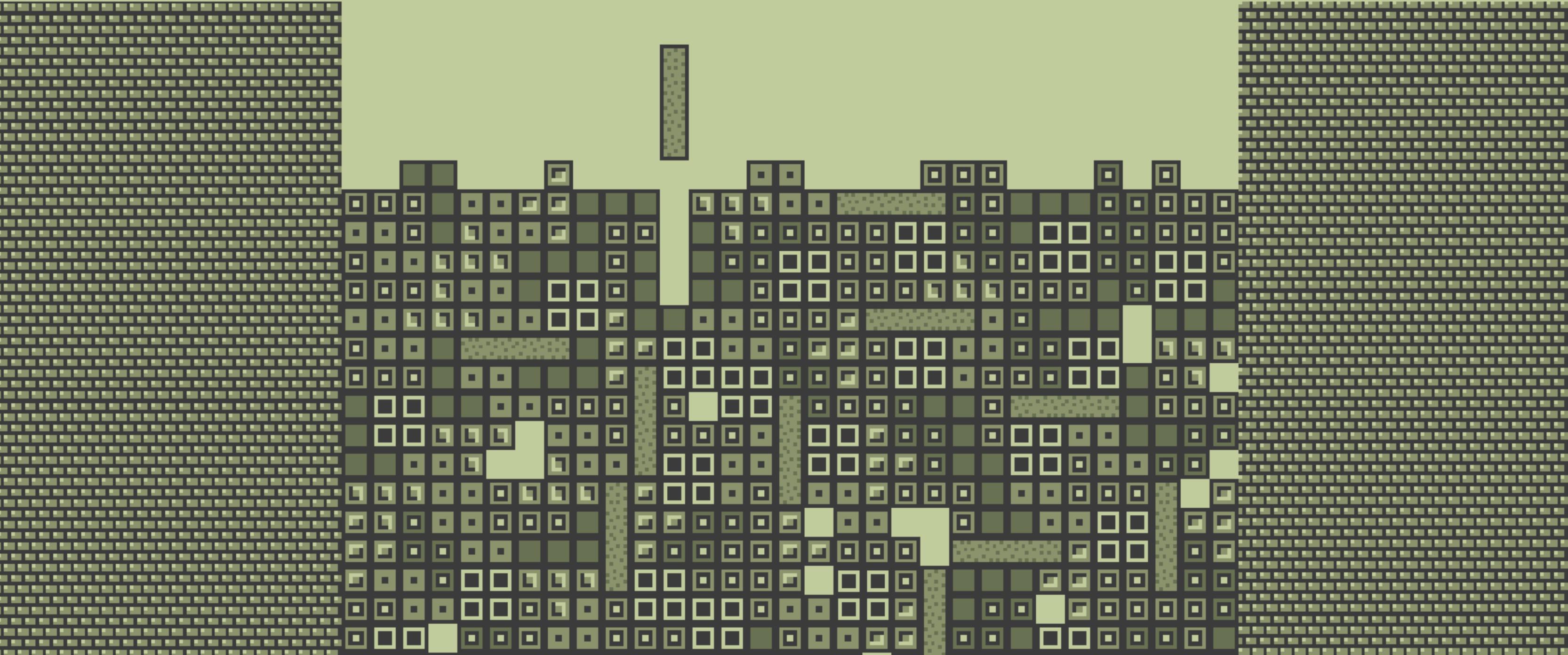


# Alexey Pajitnov

## Ex-USSR secret services

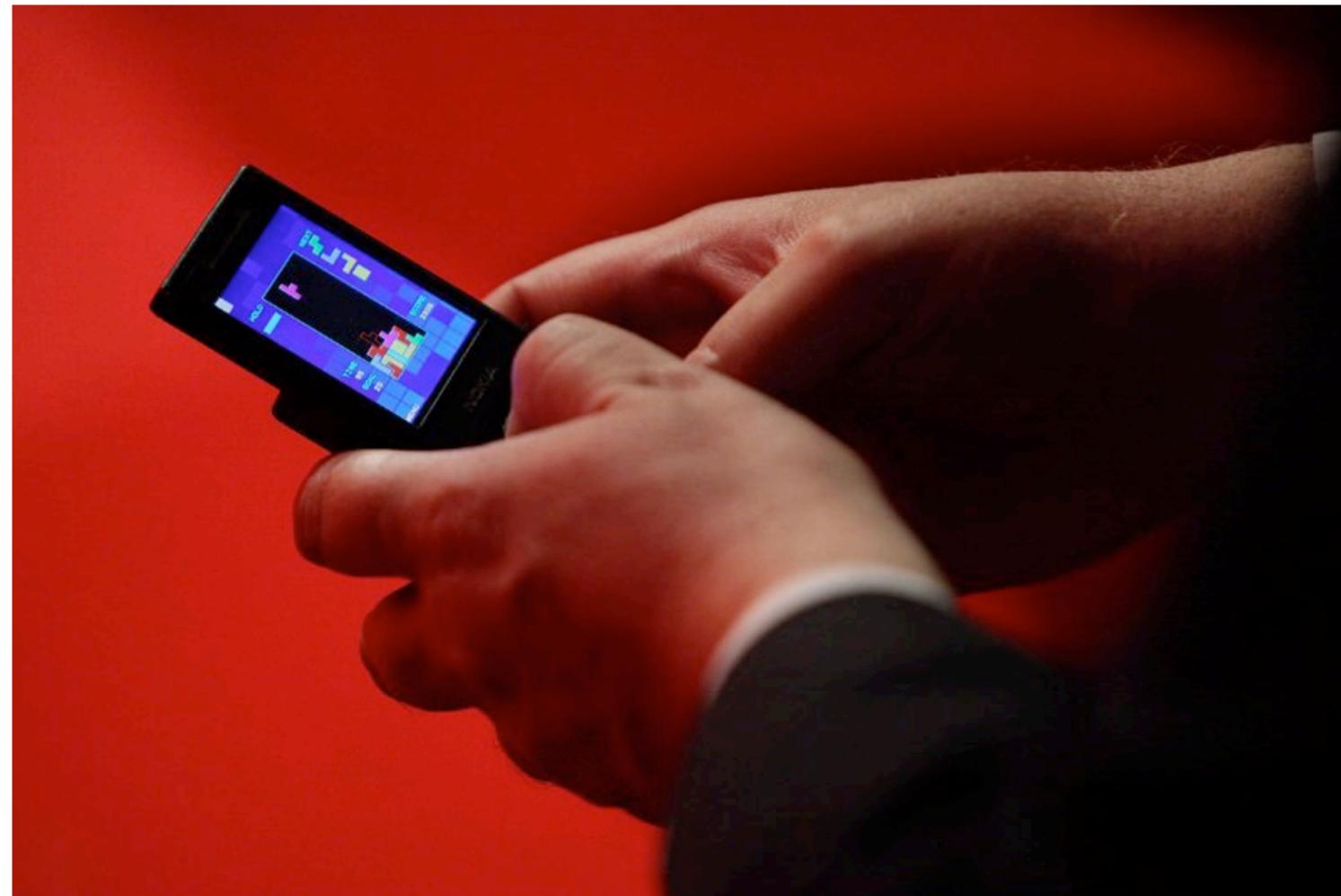
**WHAT GAME DID HE INVENT IN 1984?**

# TETRIS



# TETRIS AS A CURE FOR POST- TRAUMATIC SYNDROMES

Jessica Griggs



**CORE DRIVE**

**#8**

**FEAR OF LOSS  
OR AVOIDANCE**

✦ **ENGAGEMENT TECHNIQUE / LOSS & AVOIDANCE**

# **EXPIRATION DATE**



**Cognitive bias that gives you the illusion of a loss, even if you don't really own something.**

**See Farmville or Smurf Village, again**

A 3D rendered character with a mask and a backpack, standing on a glowing orb. The character has a white mask with a wide, toothy grin and a brown backpack. The character's arms are outstretched, and they are standing on a glowing, golden orb. The background is dark and textured.

**ENGAGEMENT TECHNIQUE / LOSS & AVOIDANCE**  
**EVANESCENT OPPORTUNITY**

Whisky	3.6€	Bière 50cl		Bière bouteille	
Supérieur 4cl	8.1€	Bud	-0.2€	Guinness	-2.5€
Hendrick s	5.2€	Leffe	+5.1€	Cubanisto	+1.3€
Nikka	8.7€	Leffe Ruby		Shooter 3cl	+32€
Grey Goose	7.2€	Gir.De Bud	+3€	Jager bomb	
Diplomatico	5.7€	Vin 12cl	-0.4€	VodkAromatisé	
Jack daniels	8.9€	Rge Côte du Rh.		Neymar	-2.2€
	5.2€	Chardonnay	+1.5€	Sextoy	+1.2€
	10.2€	Rosé		Cocktail Création	
	7.8€	Coupe Champ.		Dark & Stormy	
	7.5€	Bte de vin	-1.9€	Le Guitoune	-1.8€
	14.6€	Bte Champagne		East Side	-1.8€
	7.4€	Mumm Bl.de Bl		Old Fashioned	+1.4€
		Sans alcool 33cl		Le Shop	
		Soft	+4.1€	Poppers	+4.5€
		Red bull 25cl	-0.2€		



*Handwritten menu on a chalkboard:*

**aperitif**  
*Création*

**Dark & Stormy**  
*Capitaine Morgan, jus de citron, Angostura, sirop de sucre*

**East Side**  
*Gu, concombre, jus de citron, vinaigre*

**Old Fashioned**  
*Boston, jus de citron, sirop de sucre, Angostura, sirop de sucre*

**Le Guitoune**  
*Vodka, jus de citron, jus de citron, jus de citron, jus de citron*

*Drink ice cold!*

# Questions ?

