World of Work Game Guide

MMORPG Principles

**Motivation**
How to invoke engagement with the game

**Mechanics**
How the game is engaged/played

**Outcomes/Goal**
What drives the game in a specific direction

**Rules**
Boundaries/parameters directing the game

**Progress**
Feedback indicating game advancement

**Gamer**
The target player of the game (including their needs and desires)
Outcomes/Goal:

Outcomes: The desired behavior change(s) we are looking to achieve
Goal: Represents the reason for obtaining the desired Outcome(s)

Identifying Your Outcomes and Goal
• Goal: Describe how your world is different after the change?
• Outcome: What are 1-3 behaviors you are looking to change?
• Outcome Target: What quantifiable end-state do you desire for each Outcome?

Gamer
• The Movers: Those gamers who are already proponents of the change initiative
• The Movables: Those gamers who are neither for or against, but can be swayed
• The Immovables: Those actively against your change effort

Progress
• Short-Term Progress: Feedback that is provided constantly and is meant to be quick!
• Mid-Term Progress: Feedback the gamer expects over the course of one session
• Long-Term Progress: Feedback that happens over the course of the game (ex. levels)

Rules
• Reduce uncertainty and enables freedom...they make a game fun!
• Make games challenging based on the skill level of the gamer (to help enable flow)

Mechanics

<table>
<thead>
<tr>
<th>Points</th>
<th>Avatars</th>
<th>Alfred Effect</th>
<th>Mentorship</th>
<th>Torture Breaks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badges</td>
<td>Milestones</td>
<td>The Rockstar Effect</td>
<td>Trophy Room</td>
<td>Glowing Choice</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Competition</td>
<td>Performance Graphs</td>
<td>Group Quest</td>
<td>Mystery Boxes</td>
</tr>
<tr>
<td>Progress Bars</td>
<td>Levels</td>
<td>Profile Development</td>
<td>Social Treasure</td>
<td>Easter Eggs</td>
</tr>
<tr>
<td>Boosters</td>
<td>Humanity Hero</td>
<td>Choice Perception</td>
<td>Social Prods</td>
<td>Lottery</td>
</tr>
<tr>
<td>Quests</td>
<td>Elitism</td>
<td>Build from Scratch</td>
<td>Collection Set</td>
<td>Rightful Heritage</td>
</tr>
<tr>
<td>Missions</td>
<td>Beginners Luck</td>
<td>Conformity Anchor</td>
<td>Dangling Task</td>
<td>Countdown Timer</td>
</tr>
<tr>
<td>Narrative</td>
<td>Free Lunch</td>
<td>Exchangeable Points</td>
<td>Appointments</td>
<td>Fear of Missing Out</td>
</tr>
</tbody>
</table>

Motivation (from Octalysis)

Epic Meaning & Calling
Doing something greater than yourself

Development & Accomplishment
Mastering and overcoming obstacles

Empowerment & Creativity
Creating your own path

Ownership & Possession
You feel in control something

Social Influence & Relatedness
Being socially acceptance by the community

Scarcity & Impatience
The lack of something or wanting it now

Unpredictability & Curiosity
The joy of unexpected surprises

Loss & Avoidance
Doing something to avoid losing something

Game Mechanic Classifications:
• Explicit Mechanics: Obviously game-like
• Implicit Mechanics: Subtle gamification

Game Mechanic Types
• Play Space Mechanics: Where does the game take place (environment)
• Journey Mechanics: How the gamer experiences the game (Quests/Missions)
• Reward Mechanics: Tangible and nontangible forms of reward
• Progress Mechanics: Feedback mechanics