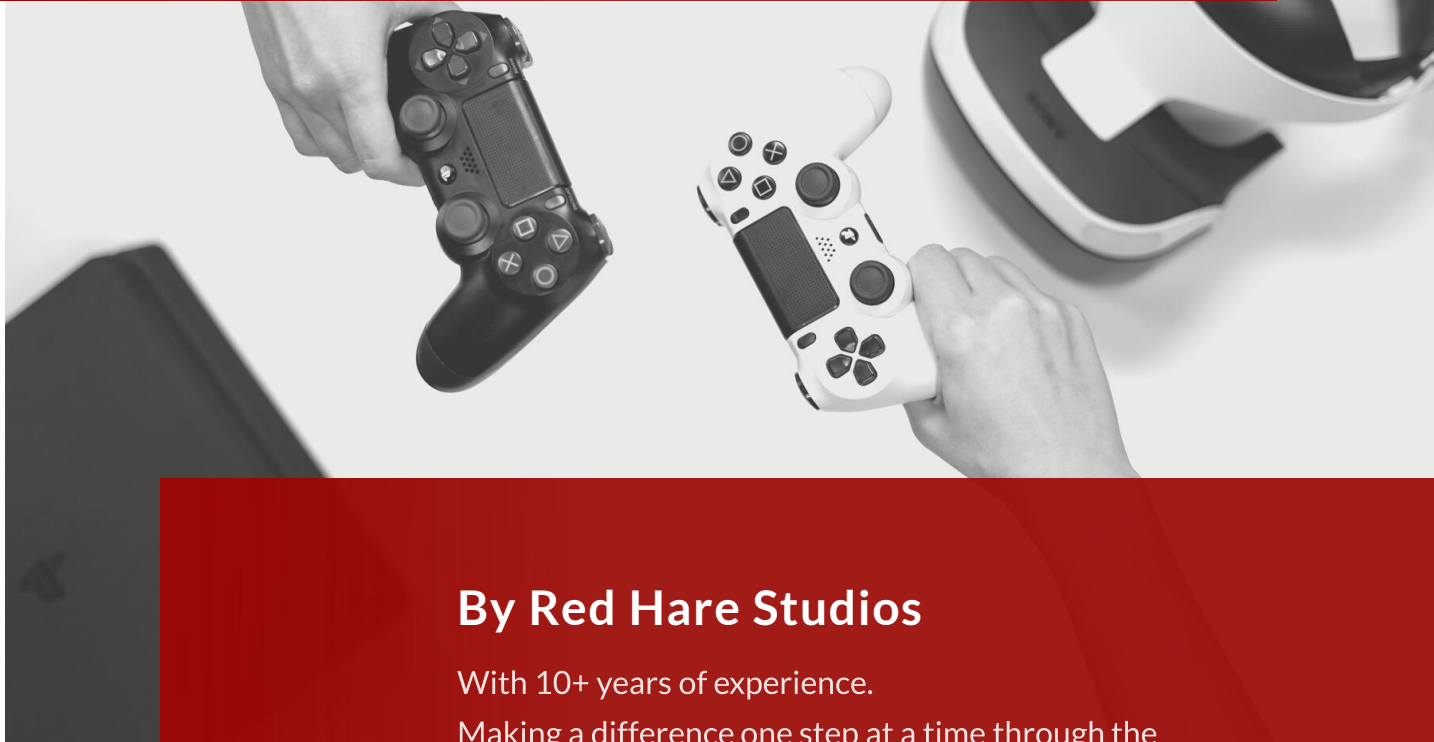# RedHare
STUDIOS

Gamification for You
Adding Motivation to Processes

By Red Hare Studios

With 10+ years of experience.
Making a difference one step at a time through the
development of solutions and interactive adventures.

TABLE OF CONTENTS

1

What is Gamification?   3

2

How does Gamification Work?   10

3

How does Red Hare Studios do Gamification?   15

1

WHAT IS GAMIFICATION?

" The art of making something monotonous or uninspiring into something entertaining to do. "

1.1 GAMIFICATION IS DESIGNING PROCESSES

You may have heard of these terms before: serious games, game-based learning and gameful design.

How are they different from gamification?

Essentially, there is not much distinction. They are generally interchangeable depending on how users wish to package them. Serious games tend to be used for high-level government organisations, institutions and corporate officials to emphasise on the medium's ability to tackle serious topics in a playful manner.

Game-based learning is used for education and gameful design is used for general applications. In spirit, they are all gamification in some ways. Gamification is mostly a convenient umbrella term to describe making something more 'game-like'.

At its most basic level, gamification is the art of making something monotonous or uninspiring into something entertaining to do. It is the application of game-style mechanics and dynamics in areas that are not traditionally regarded as games.

Gamification is a powerful technique to encourage certain behaviours or improve experiences in industries beyond entertainment. In other words, it is about finding ways to usefully incorporate motivational processes commonly found in games into non-game contexts.

1.2 HOW USEFUL IS GAMIFICATION?

Since gamification is a form of **design thinking**, it can be applied to any industry or situation that requires attracting participation such as marketing, education, and even healthcare. It deals with the same thought cycles that we formulate when designing interactions like the controller for the BMW's iDrive system and adding conveyor belts to sushi outlets. It is an excellent way to encourage users to complete tasks, purchase products and gain intuitive awareness about concepts.

Gamification has been used to improve everything from **customer experience** to **on-the-job training**, with some of the most successful applications in the realm of business recently coming to light in the e-commerce and financial service industries.

CASE STUDY 1: MONDAY.COM [1]

What is it?

Monday.com is a customisable Work Operating System that powers users to run workflows and projects smoothly.
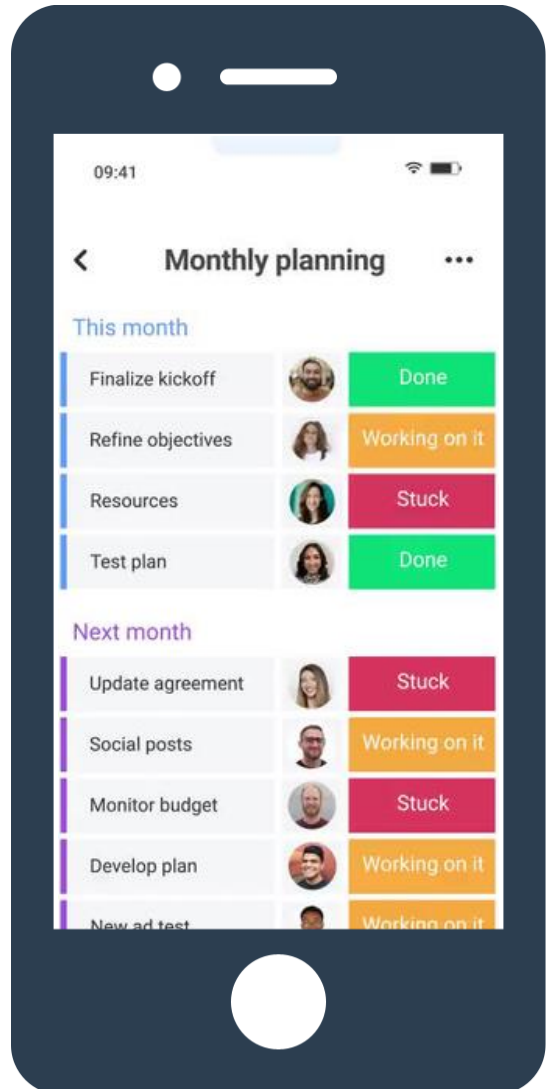
Category

Productivity software.

How is gamification done?

- Progress bar
  - Integrated in the dashboard and tasks to create a sense of accomplishment and forward-momentum at every step.
- Colour-coded tasks
  - Green means complete, red means stuck. The urge to turn every square green is the crux of what makes this app work.

How successful it is

Monday.com has emerged as one of the leaders in project management software that eased the path when scaling up the workforce for many well-known startups such as Wix [2] and Fiverr [3]. The results of the app are as expected. Its users have shown improved motivation, higher level of commitment as well as deeper understanding of their workflows.

[1] https://monday.com, last accessed 23th June 2022.

[2] https://cdn.featuredcustomers.com/CustomerCaseStudy.document/Wix.pdf, last accessed 23th June 2022.

[3] https://cdn.featuredcustomers.com/CustomerCaseStudy.document/Fiverr.pdf, last accessed 23th June 2022.

CASE STUDY 2: SHOPEE [4]

What is it?

Shopee is an e-commerce platform for retailers that originated from Singapore.

Category

E-commerce

How is gamification done?

- Daily check-in system
  - Gives daily rewards to encourage users to log into the app everyday.
- Badges
  - Given to spenders based on the total amount of money spent. Each kind of badge comes with different tiers of rewards to motivate users to spend more.
- Mini-games
  - Gives a variety of rewards for play to attract active users and improve retention rates. The games also increase session count and session time.
- Countdown clock
  - Issues a challenge and adds time pressure to motivate users to make purchases.
- Sale items stock bar
  - Creates a sense of scarcity and popularity to persuade users to buy on a whim.

How successful it is

In 2020, these games reached 2.7 billion plays within just one day during the 12.12 sales event plus a 40 percent increase in duration of app use. During the 9.9 sales event in 2021, the number of plays rose to 4.9 billion. Shopee is ranked 13th in the most downloaded app in 2021 and is one of the only two non-gaming apps in this list [5].

[4] https://shopee.sg/, last accessed 23th June 2022.
[5] https://omr.com/de/daily/shopee-meesho-shein-gamification/, last accessed 23th June 2022.

CASE STUDY 3: FITBIT [6]

What is it?

Fitbit is a step-tracker wearable device that comes with an app. It measures how much physical activity in general that users have every day.

Category

HealthTech

How is gamification done?

- Daily and monthly challenges
  - Gives users a list of manageable goals to create a sense of accomplishment after each challenge.
- Leaderboard and rank
  - Allows competitive individuals to compare their stats with each other to create mutual encouragement.
- Badges
  - Given when users hit certain targets. Users can share on social media to show off their achievements.

How was it successful?

A study [7] done on the Fitbit app has shown that the user interaction with achievement and progression-oriented game elements both directly and indirectly increases user engagement and has a beneficial effect on continued-use intention. On the other hand, interaction with social-oriented elements has an indirect impact on continuous use intention, word of mouth intention, and app rating.

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[6] https://www.fitbit.com/global/us/home, last accessed 23th June 2022.
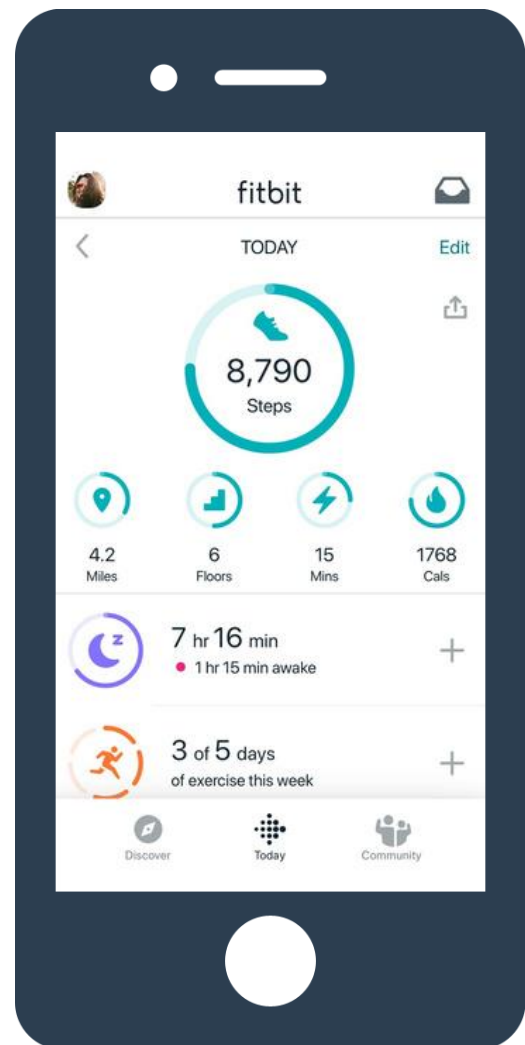
[7] https://www.sciencedirect.com/science/article/pii/S0148296321002666, last accessed 23th June 2022.

CASE STUDY 4: DUOLINGO [8]

What is it?
DuoLingo is a game-style language learning platform that supports more than 38 languages, including both endangered and the most spoken languages.

Category
EduTech

How is gamification done?

- Unit progress bar
    - Diminishes the longer users leave that unit so that the user feels compelled to return to that unit in order to 'top up' their progress.

- Outfits
    - For mascot customisation; received by exchanging hard earned virtual currency; to provide more ownership and pride in app usage.

- XP and virtual currencies
    - Given after completing activities in the app to provide a sense of progression and accomplishment from accumulating digital wealth.

- Streaks
    - Tracks the consecutive days that lessons are finished to drive users to not break their learning momentum and improve retention rates.
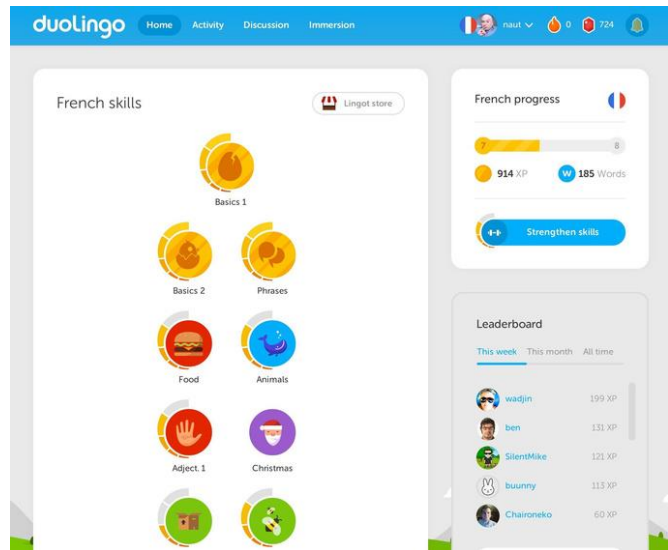
How was it successful?
In 2020, DuoLingo was one of the most downloaded apps in the world, ranked third worldwide in both App Store and Google Play downloads. Moreover, it is the second most popular online education website with 55.6 million website visitors [9]. By 2021, Duolingo has achieved 40 million monthly active users.

[8] https://www.duolingo.com/, last accessed 23th June 2022.
[9] https://mobilemarketingreads.com/duolingo-revenue-and-usage-statistics-2020/, last accessed 23th June 2022.

2

HOW DOES GAMIFICATION WORK?

" We can be obsessed with solving a puzzle that yields no practical returns; or slog through mundane quests to get a cool item. "

2.1 THE DESIGN OF CURIOSITY AND MOTIVATION

The underlying psychology behind gamification can be explained by Self-Determination Theory (SDT) [10]. According to SDT, there are 3 key psychological areas that need to be addressed for individuals to feel more motivated to take action.

Competence

is the capacity to regulate outcomes and achieve mastery of a task or skill. Competence here refers to our desire for challenge and efficiency. We like to feel good at doing something, and we like to be recognised for it. To be motivated, we must believe that our objectives are attainable, either via progression mechanisms or through practice.

Autonomy

is the freedom to exert control over one's life and behave accordingly. Autonomy is linked to a player's desire to finish a task in a personal way. We want to feel like we are in control of our actions and situations. Unlike media such as books or videos, games are interactive and offer multiple ways to act upon a scenario. Even failure is one of many ways to play.

Relatedness

is the urge to engage and connect with people in an empathetic manner. We like to be part of a discussion and to know our feelings are shared by others. In games, a common feature to encourage relatedness is multiplayer support. Players can even relate to fictional characters and feel relatedness through dialogues and quests to help others.

[10] https://www.researchgate.net/publication/303948263_Self-Determination_Theory_in_Digital_Games, last accessed 23th June 2022.

The theory is further expanded in the Kaleidoscope of Effective Gamification (KEG) [11]. This framework illustrates the interconnectedness of behaviour in gamification, and gives useful design guidelines by dividing motivations into intrinsic and extrinsic.
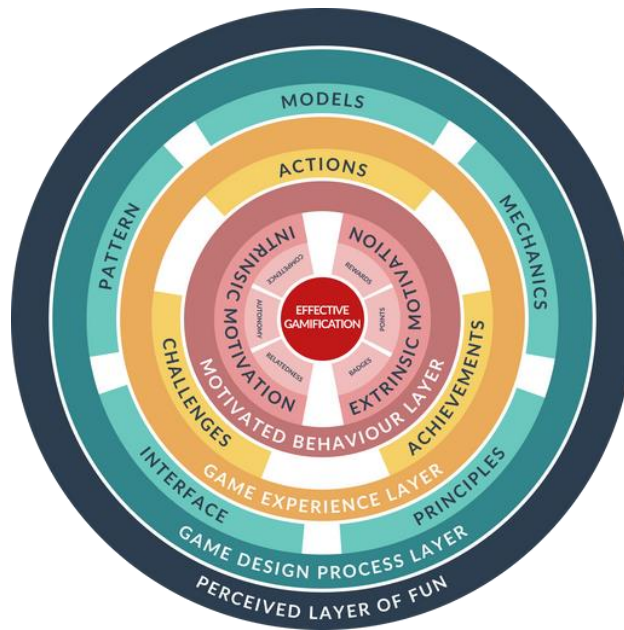
Intrinsic motivation

is about the pleasure of doing the task itself. The motivations mentioned in SDT can be considered intrinsic as they are inherent satisfactions of doing the task rather than some separable consequences.

Extrinsic motivation

is about the outcomes that are given as a result of the task. These rewards are generally separable from the act of the tasks such as points, grades, prizes and leaderboards.

When we play games, we can be obsessed with solving a puzzle that yields no practical returns; or slog through mundane quests to get a cool item. These sorts of incentives motivate us using mystery and anticipation [12].

These motivations are wrapped under layers of rules, objectives, interface interactions, and attractive aesthetics to create fun experiences for players.

[11] https://www.researchgate.net/publication/257347108_The_Kaleidoscope_of_Effective_Gamification_Deconstructing_Gamification_in_Business_Applications, last accessed 23th June 2022.
[12] https://www.researchgate.net/publication/268351726_Game_Reward_Systems_Gaming_Experiences_and_Social_Meanings, last accessed 23th June 2022.

2.2 GAMIFICATION LIMITATIONS

While gamification boosts many advantages to improve motivation and engagement, it is crucial to understand the flaws and myths behind the process. Here is a list of common overlooked challenges.

Sloppy implementation of gamification

Successful gamification isn't as simple as slapping points, badges or leader-boards on application. Many gamification attempts mindlessly duplicate trends or rigidly apply game mechanisms to unsuitable areas without considering the relevance to the underlying activity and the psychology within players.

Finding the right balance

Extrinsic rewards can be a double-edged sword because their value may diminish after repeated exposure. Too much focus on extrinsic rewards can cause players to find the tasks meaningless. Finding the right balance between the two types of motivation requires understanding of the value propositions surrounding users.

It takes time and money

Gamification requires a lot of studying, designing, testing… you name it. It takes sufficient budget and effort to produce an engaging system that is centred around the users. While generic solutions or templates are cheaper and faster to provide over customised solutions, templates may not be effective for more uncommon topics or goals.

It is not all about competition

Gamification can be collaborative or about individual growth. It does not need to always pit players against each other. An over-emphasis on competition can demotivate participants who lose to others often. It can also drive players to use exploitative methods to gain an advantage over competitors in their desire for victory.

It is not an all-purpose solution

Gamification alone cannot fix any engagement issue. Do not expect gamification to replace having to actually teach or provide quality customer service. In most areas, gamification plays a supplementary role in creating awareness and intuition surrounding a concept. It works best when strategies of adoption are well-defined.

3

HOW DOES RED HARE STUDIOS DO GAMIFICATION?

❝ We are passionate about helping our customers by learning and listening to their concerns. ❞

3.1 CREATING WORLDS FROM THE HEART

We aspire to apply games to all aspects of life, not only for entertainment. We have dedicated our talents to the skill tree of game creation. We believe that games are about making worlds from our core ideals. Games are about learning from shared experiences. Let us help you build a better future through games and immersive media.

We seek Innovation

We research and create games that slash through genres and preconceptions.

We value Community

Games are messages from the developers to the players about our cultures and beliefs.

We promote Education

We aim to promote gaming literacy and game design as a life skill to be taught and appreciated.

3.2 OUR GAMIFICATION FRAMEWORK

We are passionate about helping our customers by learning and listening to their concerns. We specialise in the design and development of reliable and high-quality solutions to aid in your businesses and campaigns. We create fun and engaging experiences for both commercial and educational markets on multiple platforms.

Step1: Analysis

- Define, justify and prioritise project objectives
- Identify and understand the context
- Define strategies and success metrics
- Identify user needs, motivations and behaviour
- Create personas
- Estimate budget and time schedules

Step 2: Ideation

- Brainstorm and consolidate ideas
- Design high-level concepts that fit the goals
- Outline meaningful user experiences
- Devise intrinsic and extrinsic motivators
- Prepare documents, proposals and presentations
- Construct and test prototypes to MVPs

Step 3: Full Development

- Customise mechanics to meet purposes
- Program frontend and backend infrastructures
- Design UI/UX and screen-responsive layouts
- Create art assets and sounds
- Perform iterative production and QA testing
- Integrate feedback and optimise processes

Step 4: Implementation & Evaluation

- Finalise documentation and instructions
- Archive and organise project files for handover
- Arrange for guided deployment and monitoring
- Measure and investigate project effectiveness
- Supply post-development maintenance
- Provide recommendations for scaling

3.3 MAKE YOUR IDEAS REAL

With **10+ years of experience** in designing PC and mobile solutions, we continue to offer content that satisfies learning, engagement and entertainment. We collaborate with public, private and education organisations to fulfill their ideas and enhance their operations. We offer our services to those seeking innovation and hybrid designs.

**Common goals that Red Hare Studios can help you achieve:**

- Improve participation and engagement through the promise of fun.
- Encourage immersion and retention to build long-term relationships.
- Generate awareness and positive impressions to influence social behaviour.
- Accumulate data to aid in research through play.
- Add greater interactivity to promotional and educational campaigns.

Our services include:

Small Custom Games

We design to fit your goals, whether it be advergames, serious games or games-for-learning.
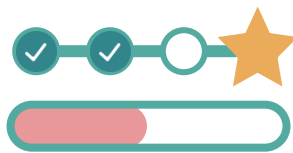
Behavioural Influence

We look into creating user experiences that motivates and directs your audience towards action.

Social Play Integrations

We include features like user management, leaderboards and competitive play to drive shared interactions.

3.4 OUR PROJECTS

MONSTERS OF THE DEBT

2019
Web browser
GIC and MOE

Monsters of the Debt is a game that helps lower secondary school children learn about financial literacy. The goal is to raise awareness of the concept of needs vs wants and credit obligations. Spend your money carefully to acquire the tools you'll need to fend off the monsters that are coming at you.

SMALL TALK

2022
IOS
ALIVE and Tan Tock Seng Hospital

Small talk is a game-based speech therapy app targeting patients with aphasia. This app is developed to benefit the english-speaking aphasic population in singapore by allowing users to practice their speech and conversations, based on local contexts, with the software in lieu of a physical human therapist.

SAGA CITY

2019
Android and iOS
Temasek Junior College and Bedok South Secondary School

Saga City was created as a fun and engaging tool to teach students about the difficulties faced by city states as they progress through several phases (from village to town to city to metropolis). The game features several lessons from Singapore's history and geography curricula.
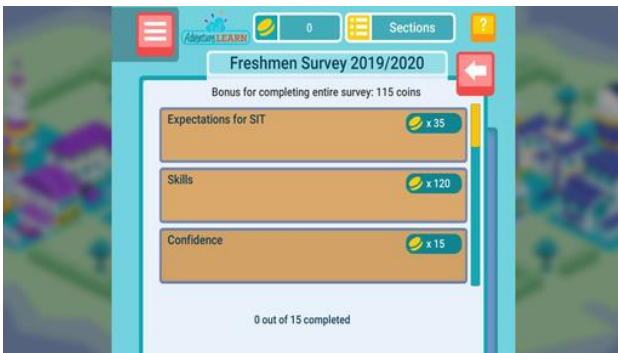
ADVENTURELEARN

2019
Web browser
SIT CoLEAD

AdventureLearn is a gamified survey & micro-learning platform. Its purpose is to educate students of their own learning traits and how they can make self-adjustments to be better learners through suggested learning content. Short-listed at the Reimagine Education Conference & Awards 2019 and THE Awards Asia 2020.

THE ALGEBRA INSPECTORS

2014
Android and iOS
Kranji Secondary School

The Algebra Inspectors is a game about the fundamental rules and concepts of algebra formulas done in the theme of a police action thriller. Carefully defuse the bombs set up by the Mad Math-ster by solving his mathematical conundrums before time runs out. Make too many mistakes and… BOOM!
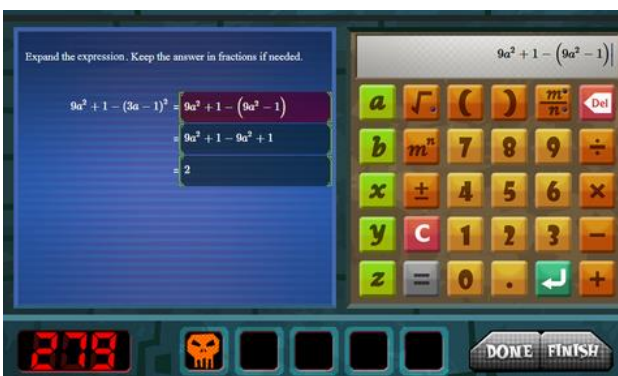
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THANK YOU

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http://www.redharestudios.sg