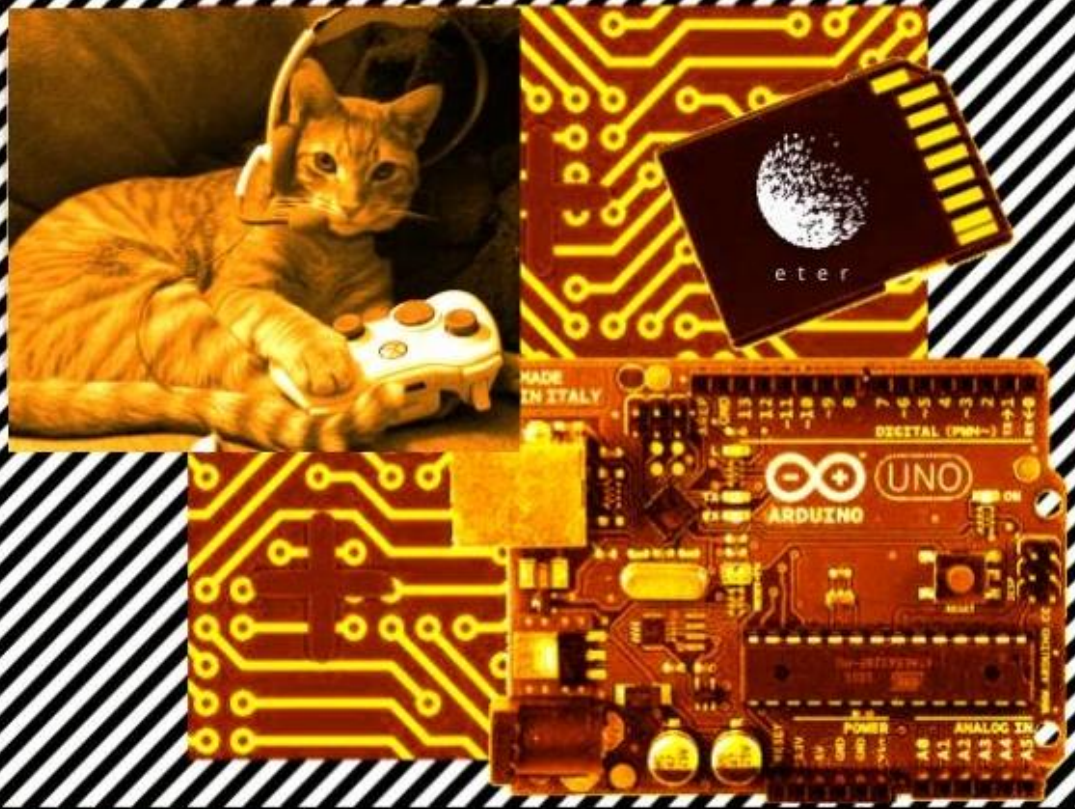
#BetterGamify

ENCUENTRO 4



Img: powerman666

Jueves 28/06 18.30h
Av. Roque Saenz Peña 832 - CABA
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UNIVERSIDAD NACIONAL DE SAN MARTÍN

moz://a

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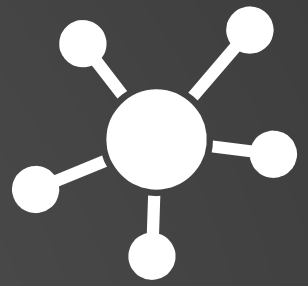
LUDIFICAR



- la Ludificación hace uso de **recursos que son propios del juego como disciplina** y se implementa como una **estrategia para motivar**, acercar o convocar a usuarios a ejecutar determinada **acción** o incorporar conocimiento sobre un área, con el claro objetivo de estimular y facilitar al usuario la incorporación de saberes específicos y de **incrementar el compromiso** con aquello que se busca estimular.

Algunas definiciones – aclarando panorama -

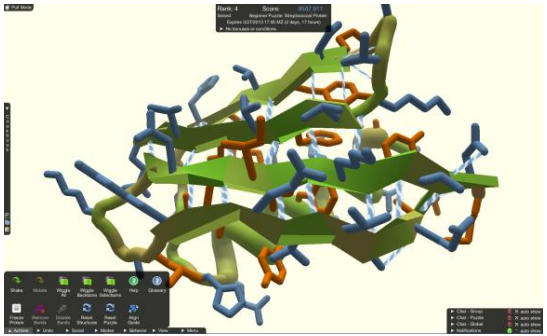
(Kapp, Blair, Mesch)

SIMULACIÓN

https://phet.colorado.edu/en/simulations/category/new

La simulación es un ambiente realista, controlado, donde quienes participan pueden practicar comportamientos y experimentar el impacto de sus decisiones.

JUEGO/VIDEOJUEGO

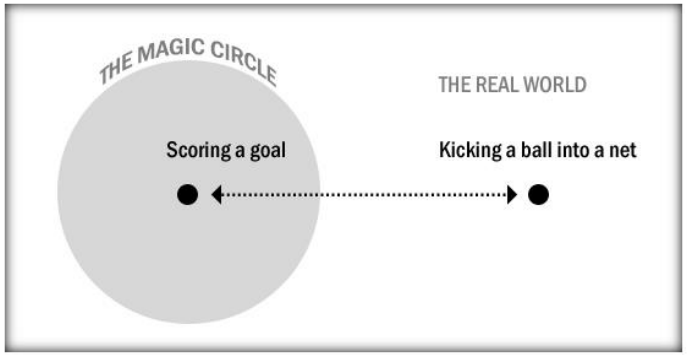


Sistema en donde los jugadores se abstraen en desafios definidos por reglas, interactividad y resultados cuantificables.

LUDIFICACIÓN

http://www.app-ear.com.ar/

Ludificación es utilizar elementos basados en los juegos como mecánicas, estética y acciones de juego para convocar a la gente, motivarlos, promover el aprendizaje y resolver problemas.



Huizinga.

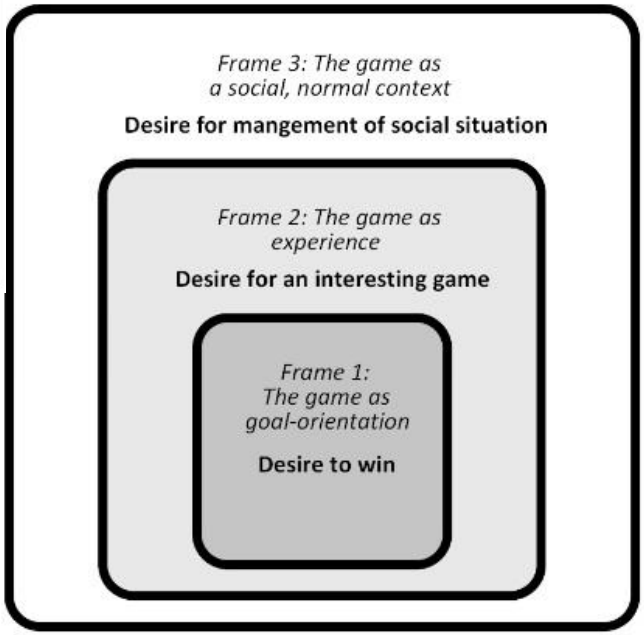


Fig. 2: Three Frames for Every Game Action (Juul 2009)

From Magic Circle to Puzzle Piece?

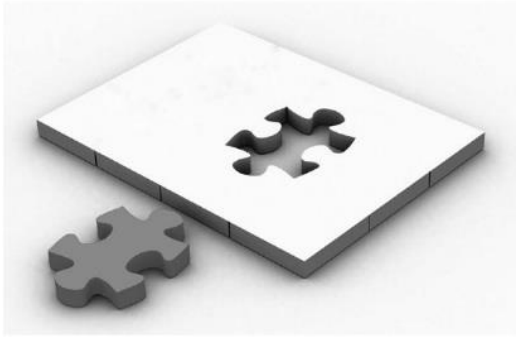


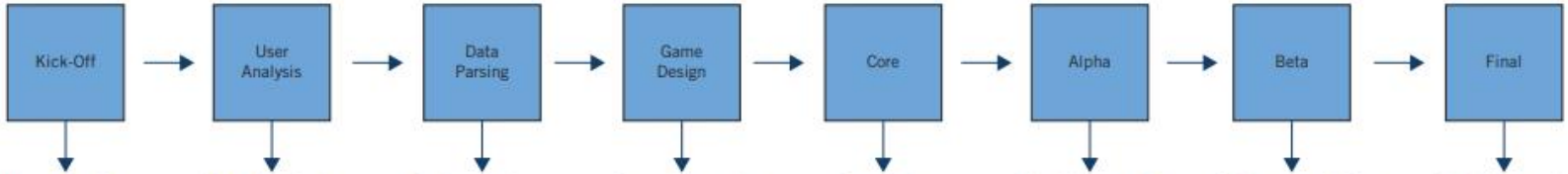
Fig. 3: A Game as a Puzzle Piece that Fits in a Context (Fotolia.com)

Juul

CÍRCULO MÁGICO

Huizinga-Jesper Juul - Coppock

RETRO Game Development Model



	Kick-Off	User Analysis	Data Parsing	Game Design	Core	Alpha	Beta	Final
	Discuss timeline, meeting schedules, expectations from both parties.	Who will be playing the game and how they will be playing it.	Review all relevant information about the project including the SoW and the tech documents.	Game design asks how can we get learning objects into the game through game elements?	Create basic functionality and mechanics. Do this iteratively adding new mechanics in short cycles and play testing frequently.	Playabel demo with all key functionality listed in the SoW.	All features and LOs included.	Polished game play and art
Production responsibilities	Timeline Budget	Meeting agendas Meeting minutes Set up comm lines	Meeting agendas Meeting minutes Work with client to aquire all info	Meeting agendas Meeting minutes	Meeting agendas Meeting minutes	Oversee Alpha delivery Meeting agendas Meeting minutes	Oversee Beta delivery Meeting agendas Meeting minutes	Oversee delivery Final and the Final report
Designer responsibilites	Take notes Formulate ideas	Need assessment doc Learner analysis doc	Bloom's taxonomy and LOs.	Game design doc One page design	Create and populate iterative list Plan narrative	Oversee implementation Play/bug test Alpha instructions	Oversee implementation Play/bug test Beta instructions	Oversee implementation Play/bug test Final instructions
Programmer responsibilites	Take notes Formulate ideas	Look into system specs and needs of client to determine best programming solution	Review Technical documents and SoW	Follow design progress and plan ahead based on data review	Meet iterative requests and submit weekly swfs for review	Incorporate design reqs. Incorporate art assets Fix bugs	Incorporate design reqs. Incorporate art assets Fix bugs	Incorporate design reqs. Incorporate art assets Fix bugs
Artist responsibilites	Take notes Formulate ideas	Look into user analysis for art style direction	Review Technical documents and SoW.	Early sketches and samples	Create assets key to core	Create basic art	Create final art	Polish art

Key: Heavily tasked | Moderately tasked | Lightly tasked

Scientific Discovery

RNA of the Mason–Pfizer monkey virus (M-PMV)

Scientists had been studying the M-PMV crystal structure for **15 YEARS.**

In 2008, University of Washington researchers released an online puzzle video game about protein folding.

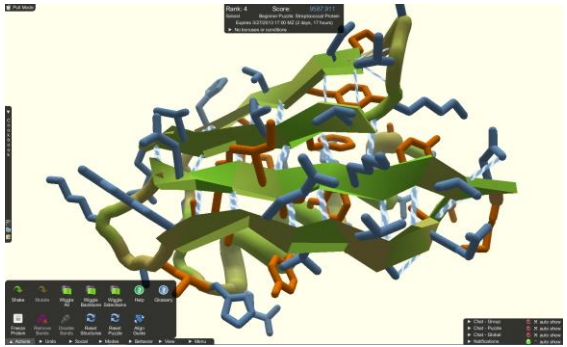
It took **57,000+ PLAYERS** **10 DAYS** to solve the problem those scientists were studying.

Find more statistics on video games at

Videojuegos tipo “puzzles” Ciencia Ciudadana

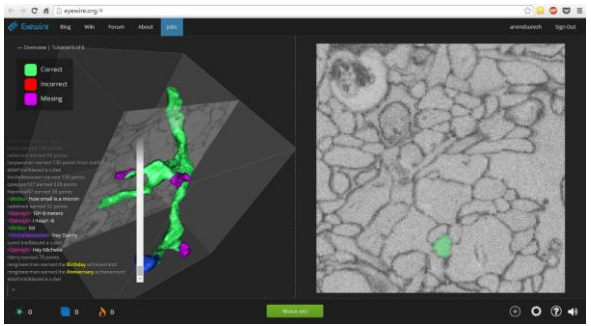
FOLD IT

https://fold.it/portal/



EYEWIRE

https://eyewire.org/explore



eterna

https://eternagame.org/web/

“

Pertaining to Citizen Science communities, Raddick et al. (2010), Jackson, Østerlund, Crowston, Mugar, and Hassman (submitted), and Tinati, Luczak-Roesch, Simperl, and Shadbolt (2014). have discussed the role of intrinsic themes such as altruism, collaboration, personal interest, and learning in the behaviour of amateur scientists. Extrinsic motivations have been shown to drive participation as well, especially when CS is gamified (Bowser, Hansen, & Preece, 2013; Iacovides, Jennett, Cornish-Trestrail, & Cox, 2013; Rotman et al., 2012). However, the use of gamification within citizen science has been shown to be task and domain specific (Eveleigh et al., 2013; Prestopnik & Tang, 2015), and has the danger if reducing the chance of repeat participation.

R. Tinati, M. Luczak-Roesch, E. Simperl, y W. Hall, «An investigation of player motivations in Eyewire, a gamified citizen science project», Comput. Hum. Behav., vol. 73, pp. 527-540, ago. 2017.

“

Self-Determination Theory (Deci & Ryan, 1985) describes human motivation based on two types of motivations: intrinsic and extrinsic (Brabham, 2008; Organisciak, 2008; Ryan & Deci, 2000b). Intrinsic motivations are those which apply when the individual finds fulfilment in performing the activity (i.e., just for fun). Alternatively, extrinsic motivations are related to the attainment of a goal (i.e., to gain a promotion), or some external outcome (e.g., a reward such as a financial gain). Intrinsic and extrinsic motivations are closely linked (Deci, Koestner, & Ryan, 1999), and studies have shown, the relationship between the two are often antagonistic

R. Tinati, M. Luczak-Roesch, E. Simperl, y W. Hall, «An investigation of player motivations in Eyewire, a gamified citizen science project», Comput. Hum. Behav., vol. 73, pp. 527-540, ago. 2017.

MOTIVACIONES

Extrínseca

?

Premios - interfaz

Ciencia
COMUNIDAD

Intrínseca

?

El juego – diversión – ayudar a la comunidad

CREATING PART 1

PERSONAS

UX Knowledge Base Sketch #13

PREREQUISITES

- ✓ DOMAIN KNOWLEDGE
- ✓ OPTIONAL: PROVISIONAL PERSONAS
- ✓ LIKELY ROLES ARE IDENTIFIED
- ✓ RESEARCH PLAN

↓

PERSONA CREATION IS BASED ON RESEARCH

USER INTERVIEWS START WITH 5/ROLE (THEN ADD MORE LATER – DOMAIN COMPLEXITY IS THE KEY FACTOR HERE)

ADDITIONAL RESOURCES

CONTEXTUAL INQUIRY

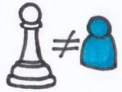
SURVEY

DIARY STUDIES

PERSONA: REPRESENTATION OF A GROUP OF USERS, AN ARCHETYPE, THAT REFLECTS PATTERNS BASED ON BEHAVIOR, GOALS, ATTITUDE AND OTHER VARIABLES.

BENEFITS

- ↗ USER-CENTERED MINDSET
- ↗ HELPS DESIGN DECISIONS: „IS THIS SOLUTION GOOD FOR THIS PERSONA?"



ROLE ≠ PERSONA

↓ DEFINED BY ↓

TASKS — BEHAVIOR, GOALS, NEEDS, CHALLENGES ETC.

GO THROUGH YOUR NOTES

SEARCH FOR:

- GOALS & NEEDS
- PAIN POINTS / CHALLENGES
- TASK FREQUENCY
- PRIORITIES
- MENTAL MODELS
- SKILLS
- WHAT/WHO PLAYS AN IMPORTANT ROLE IN THE PROCESS (E.G. LIGHT CONDITIONS OR ANOTHER PERSON)
- DEMOGRAPHICS – ONLY IF IT IS CLOSELY RELATED TO BEHAVIOR

»» TO BE CONTINUED IN PART 2! ««

WHO ARE YOU DESIGNING FOR?

HOW MANY PERSONAS SHOULD BE CREATED?

DEPENDS ON THE COMPLEXITY, 2-6 BY ROLE IS GOOD IF IT IS NOT THAT COMPLEX.

BRAINSTORMING SESSION WITH THE DESIGN TEAM

GOAL: FINDING PATTERNS

WRITE ~20 VARIABLES ON A WHITEBOARD

DO 1 ROLE AT A TIME

VARIABLES CAN HAVE 3 FORMS

SPECTRUM

SOMETHING IS IMPORTANT — SOMETHING IS NOT IMPORTANT

PAIR ◉ YES ○ NO

MULTIPLE CHOICE — REASON FOR...

☐ REASON 1 ☐ REASON 2 ☐ REASON 3 ☐ REASON 4

Otros Proyectos similares

- http://www.hackair.eu/