



organiq

Changing things with fun  
Interaction | Design & Multimedia





# ABOUT ME

## Andries van Vugt

*Owner / entrepreneur @ Organiq Interactive*





# ABOUT HIM

## FONS VERHOEF

*Student*







AWARDED

10

points

AWARD



# Contents

1. Changing the game!
2. Are people motivated?
3. Gamification facts & figures
4. Rules of engagement
5. So, what's new?!
6. Cases: Van5naar4 and LOL Thuistrainer
7. Awards + questions / feedback



Changing **the game!**



# The World's Biggest Problems



**Economic Collapse** : Fragilities in the current global economy could tip the developed world into conditions not seen since the 1920s.

**Peak Oil** : Petroleum has powered the modern world for almost 100 years; today, many industry insiders say that we may be reaching a permanent peak in oil production.

**Global Water Crisis** : Over the last 50 years the human population has nearly tripled, while industrial pollution, unsustainable agriculture, and poor civic planning have decreased the overall water supply.

**Species Extinction** : Certain species that human beings depend upon for our food supply are going extinct; if their numbers fall too low we may face extinction ourselves.

**Rapid Climate Change** : While the debate rages on about the causes of climate change, global warming is an empirical fact.



# LINEAR ECONOMY



TECHNICAL & BIOLOGICAL MATERIALS MIXED UP

ENERGY FROM FINITE SOURCES

ARTIST: W. P. DE VRIES / ILLUSTRATION: ANDREW BRUNNEN

 ELLEN MACARTHUR FOUNDATION  
Rethink the future

[WWW.ELLENMACARTHURFOUNDATION.ORG/EDUCATION](http://WWW.ELLENMACARTHURFOUNDATION.ORG/EDUCATION)

# CIRCULAR ECONOMY



ENERGY FROM RENEWABLE SOURCES

PRINCIPLES OF A CIRCULAR ECONOMY

WASTE = FOOD  
DIVERSITY = STRENGTH  
ENERGY → RENEWABLES  
PRICE = REAL COST

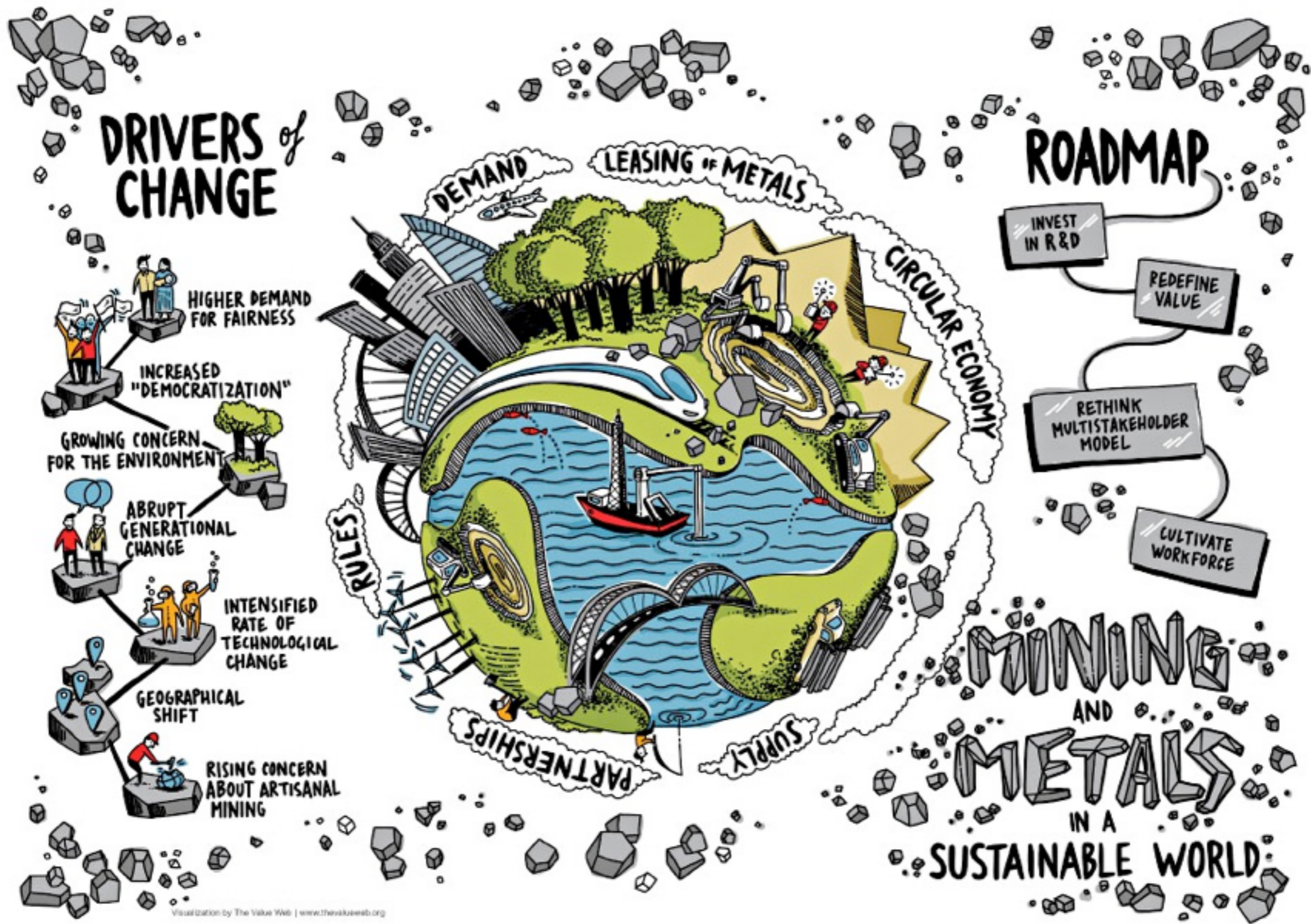
BIOLOGICAL MATERIAL  
SAFELY ENRICHES  
NATURAL SYSTEMS...



TECHNICAL MATERIALS DO NOT  
COMPOST, THE PRODUCTS ARE  
MADE TO BE MADE AGAIN...

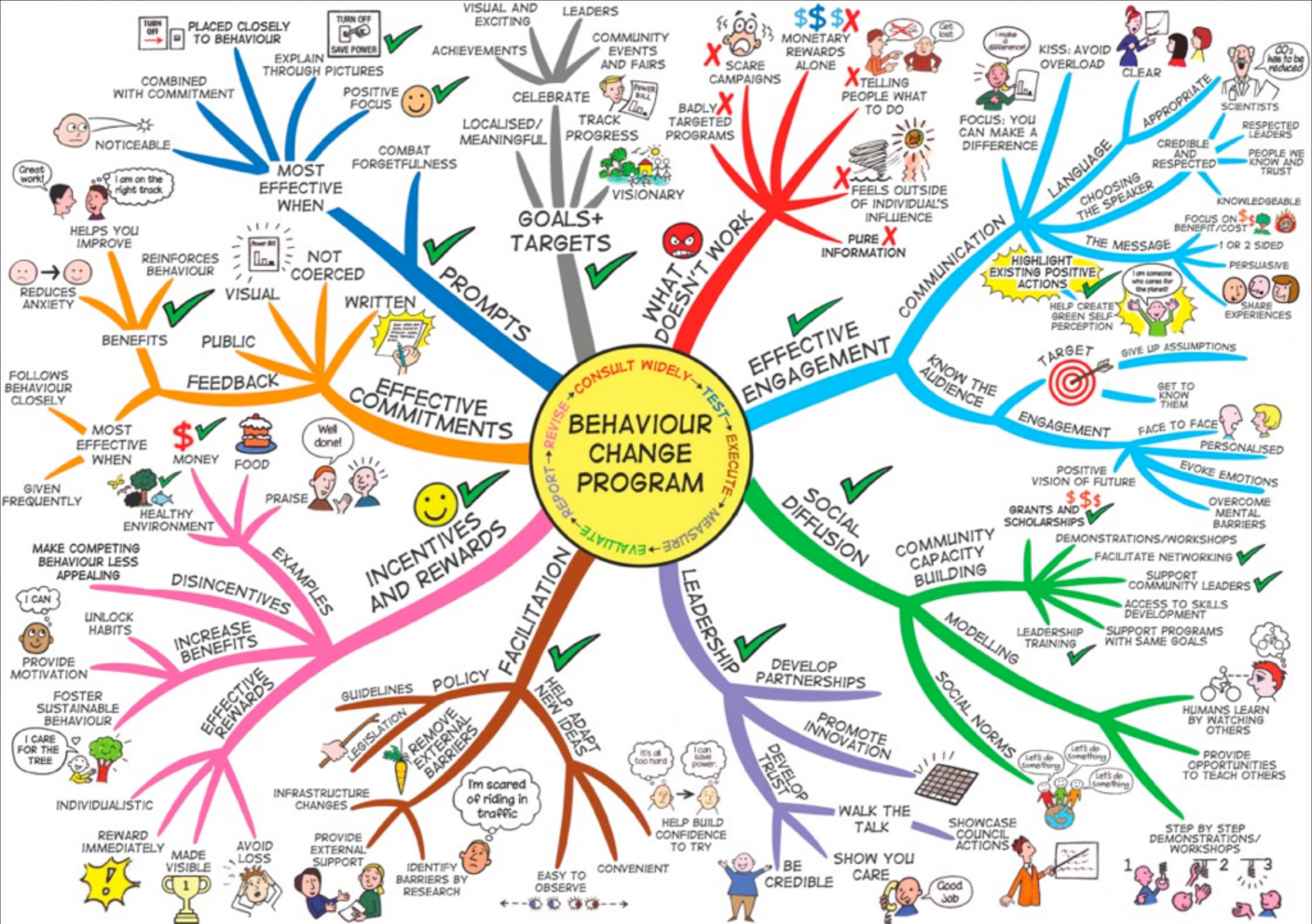






Visualization by The Value Web | www.thevalueweb.org







Are people **motivated?**



# First world problems?!











FROM THE PRODUCER OF RUSH HOUR AND DINNER FOR SCHMUCKS



# SECOND WORLD PROBLEMS

IF THEY CAN'T KEEP IT TOGETHER  
EVERYTHING COULD FALL APART

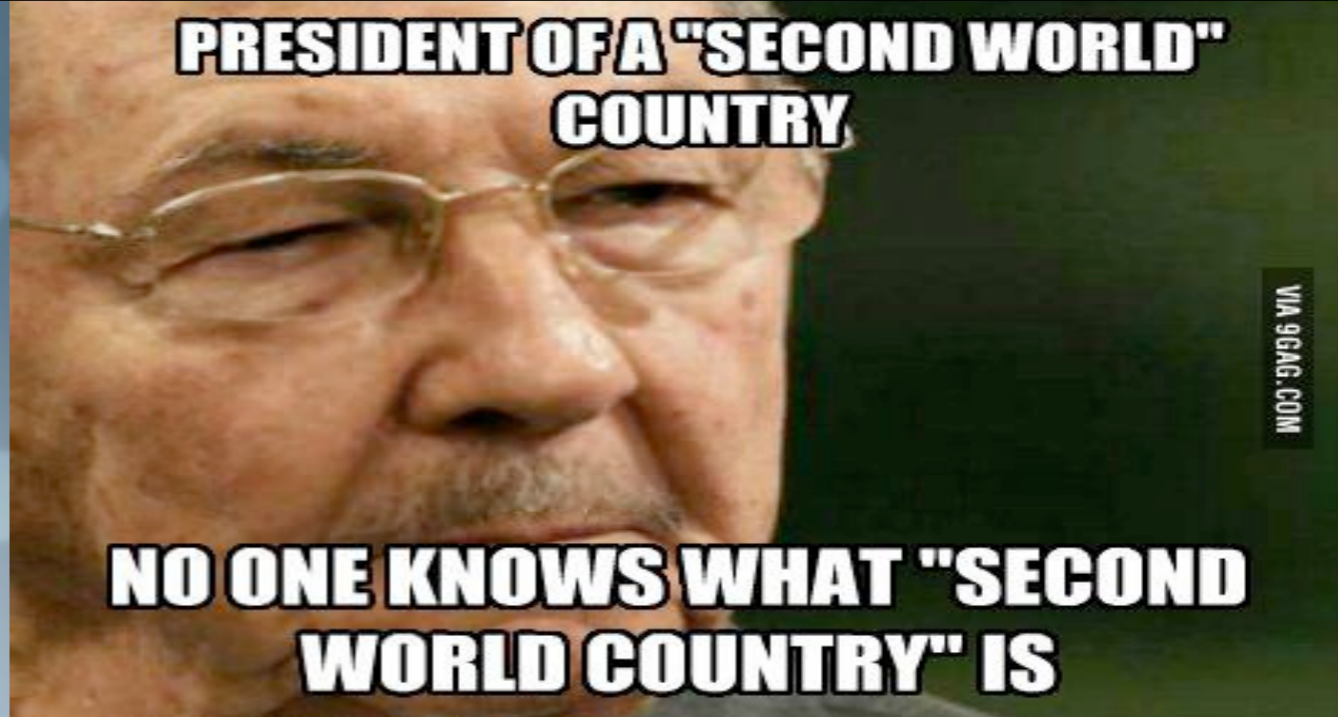
**R** RESTRICTED  
UNDER 17 REQUIRES ACCOMPANYING  
PARENT OR ADULT GUARDIAN

COMING SOON

[secondworldproblems.com](http://secondworldproblems.com)

NEXT  
MOVIE

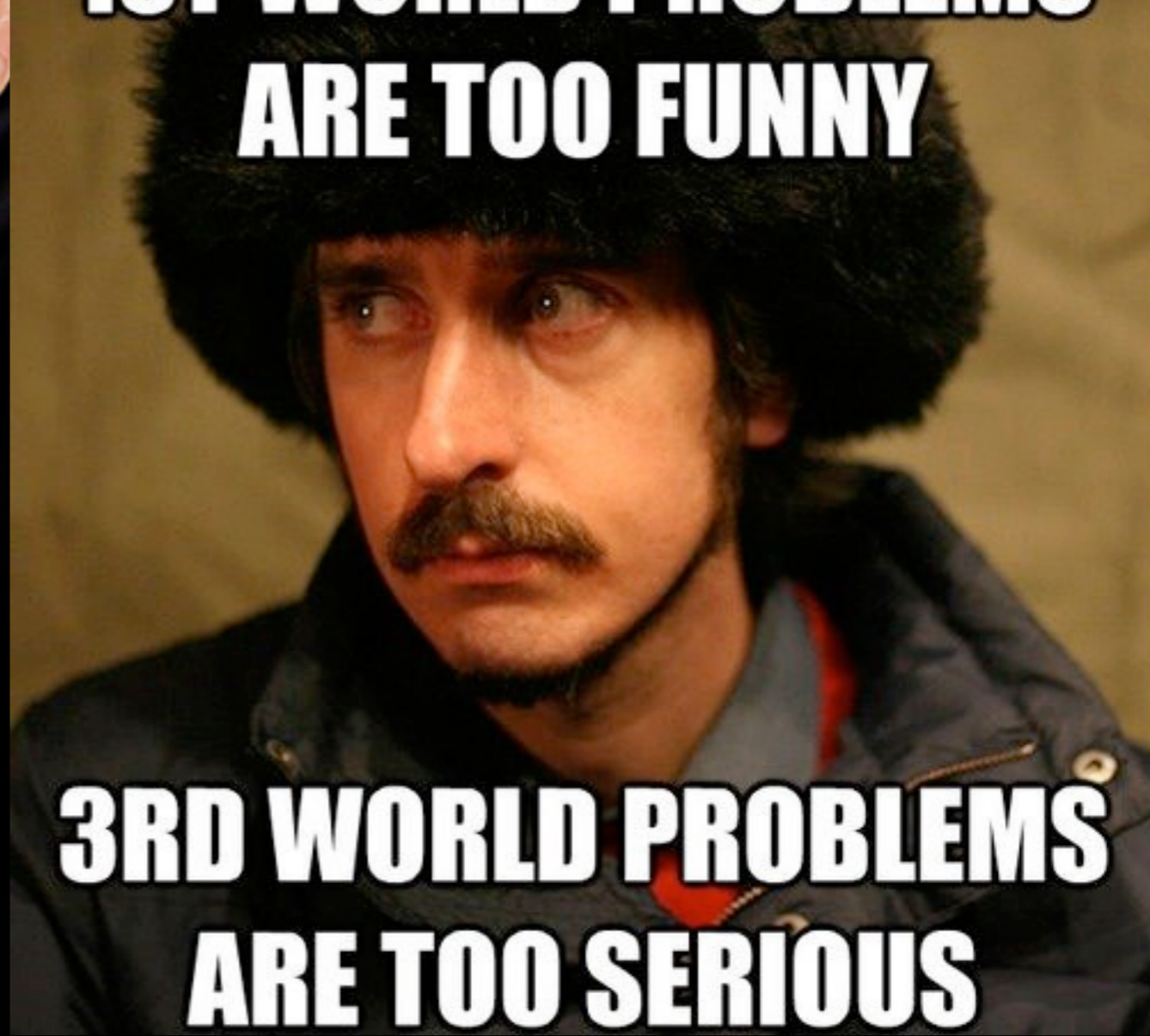
**PRESIDENT OF A "SECOND WORLD"  
COUNTRY**



VIA 9GAG.COM

**NO ONE KNOWS WHAT "SECOND  
WORLD COUNTRY" IS**

**1ST WORLD PROBLEMS  
ARE TOO FUNNY**



**3RD WORLD PROBLEMS  
ARE TOO SERIOUS**





make games, not war

**SERIOUS  
GAMING**



**make fun**



**not war**





# Facts & Figures







## Gamification is BIG!

An estimated one billion people spend at least one hour every day playing computer and videogames.

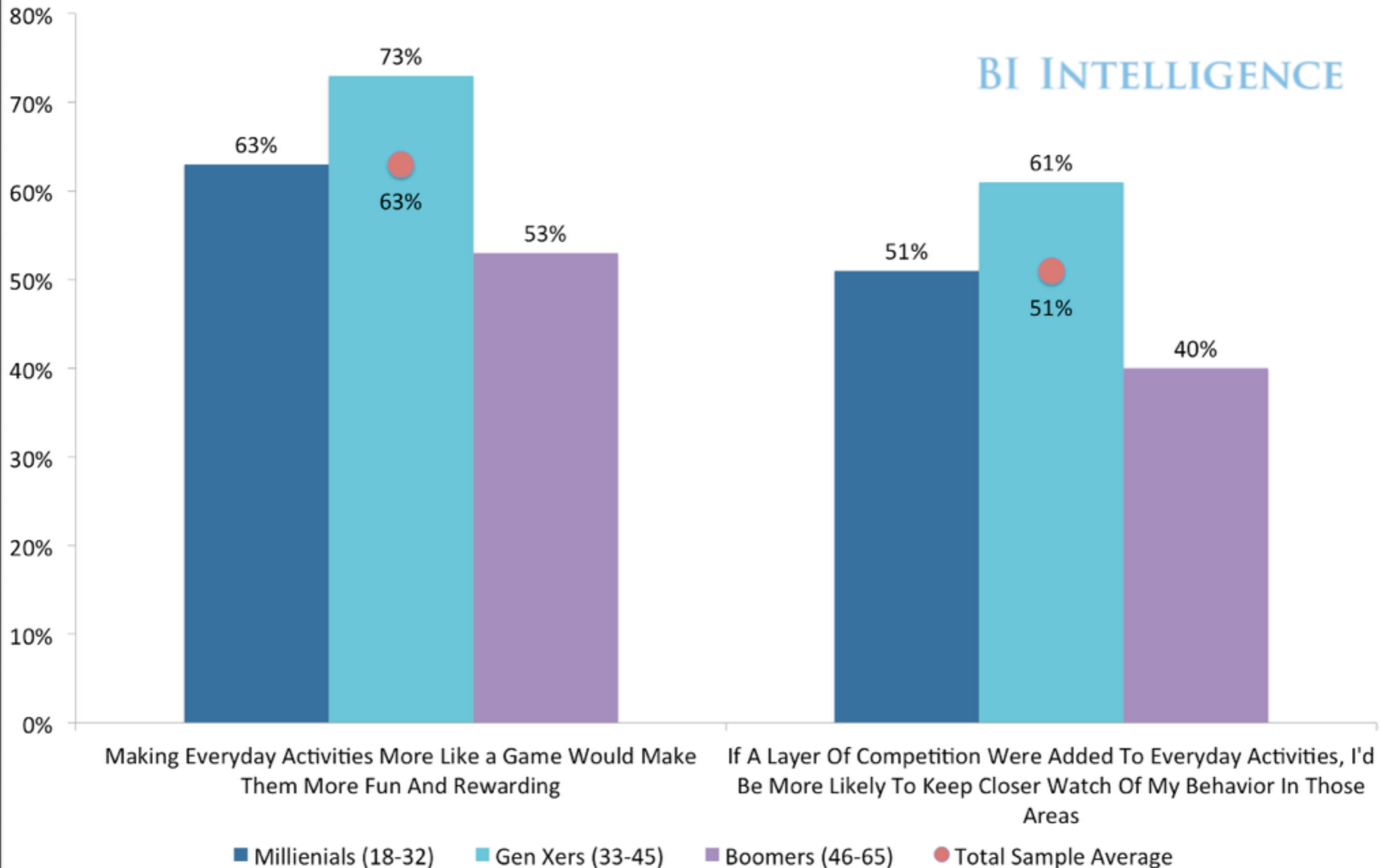
**1+ Billion hours every day!**



# Gamification's Effect On Everyday Life

*% Of Adults Who Agree With Statement*

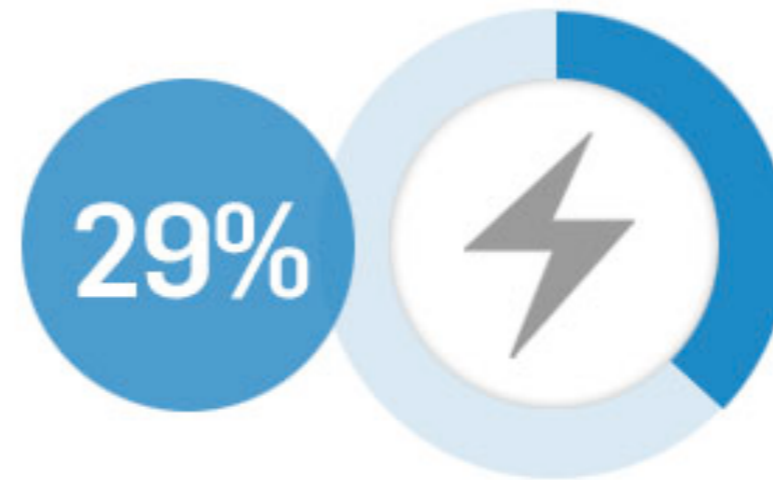
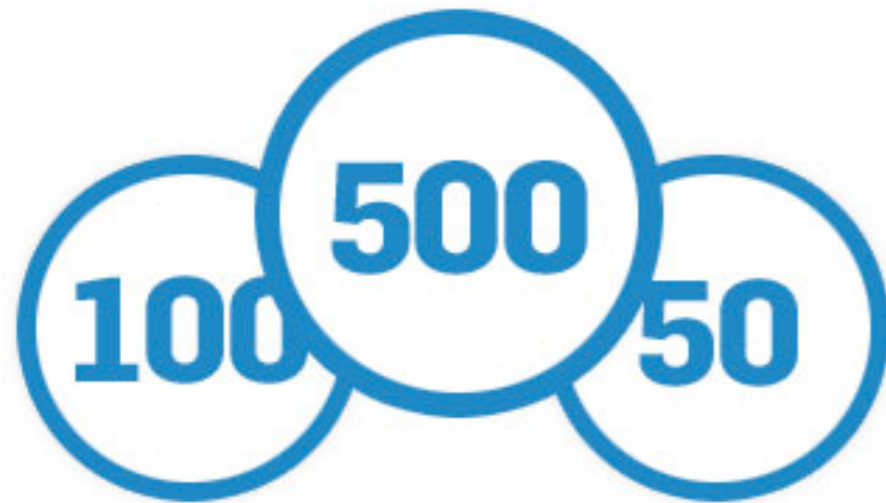
BI INTELLIGENCE





# Gamification: Real Results, Not Hype

*How gamification increases valuable online behavior*



Websites with gamification experience a **29% increase in site actions**

## Increases in Plugin Engagement on Websites with Gamification



### COMMENTING

Gamification increases commenting by 13%



### SHARING

Gamification increases social sharing by 22%



### ACTIVITY FEED

Gamification amplifies content discovery, increasing activity feed engagement by 68%



# 700 Million People Worldwide Play Online Games



46%  
women



54%  
men



## Top Game Categories per Group

### Girls

Cooking Games

Dress Up Games

Pet Caring Games

### Women

Puzzle, Quiz, Word Games

Matching Games

Mahjong-style Games

### Boys & Men

Racing Games

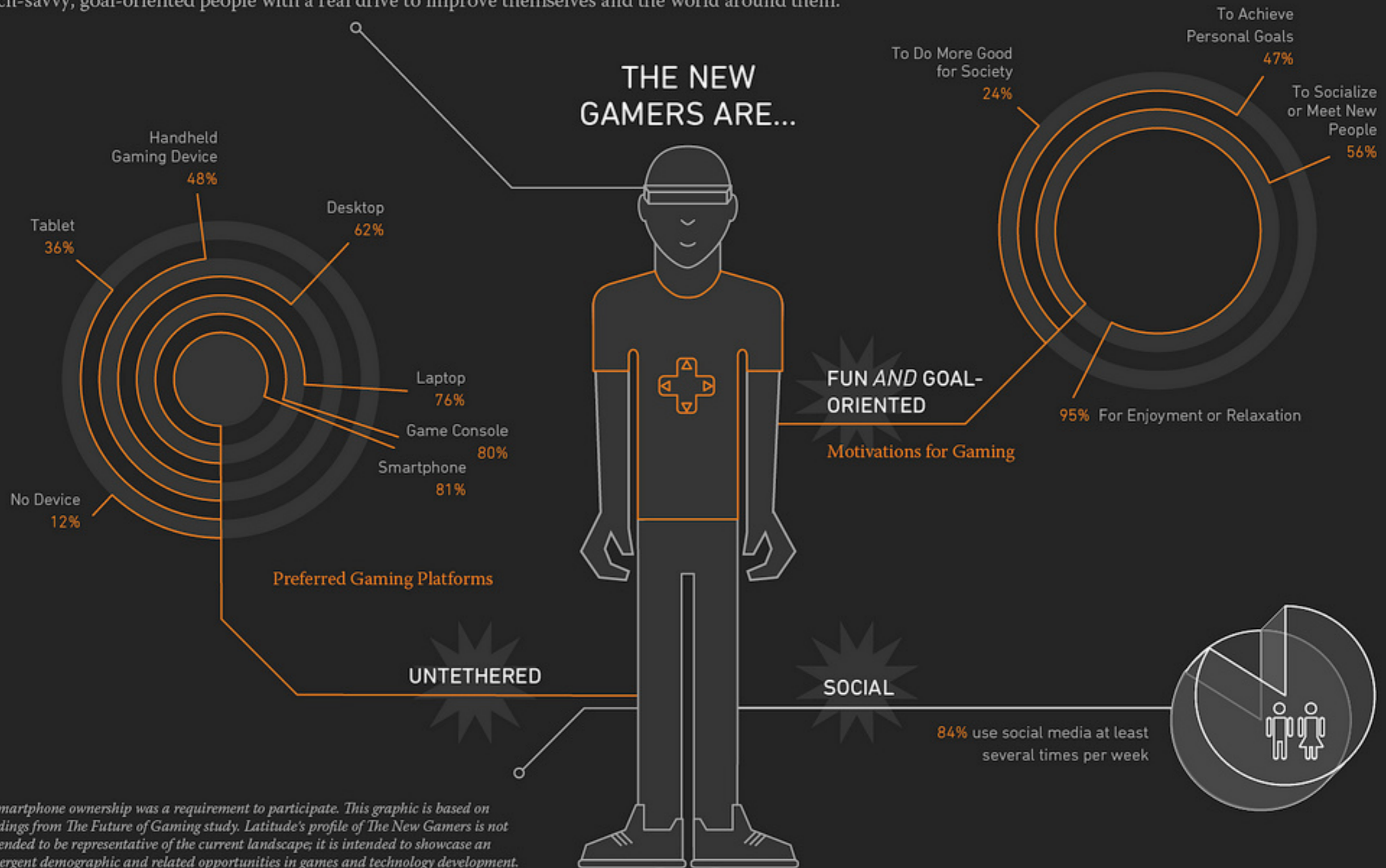
Sports Games

Action Games



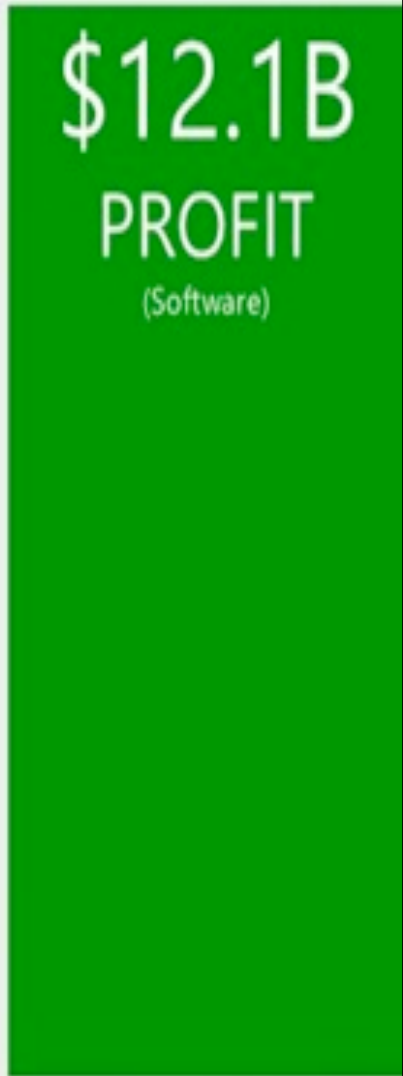
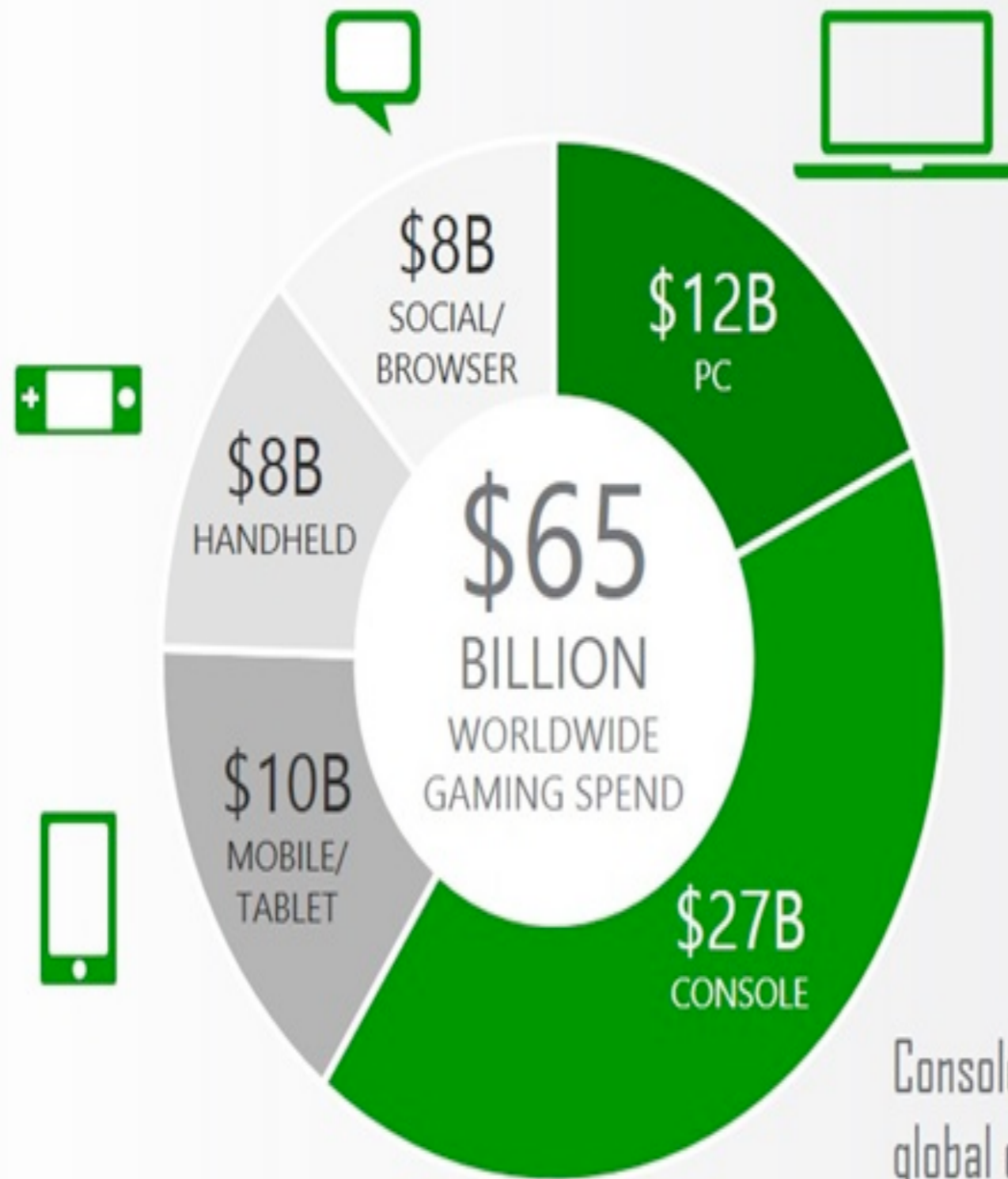
# WHO ARE THE NEW GAMERS?

The stereotype of the reclusive gamer is outdated. These days, games are everywhere, and gamers are social, tech-savvy, goal-oriented people with a real drive to improve themselves and the world around them.





# More people are playing video games than ever before



Over 1 Billion People Play Games Worldwide

Console leads w/ 42% global consumer spend

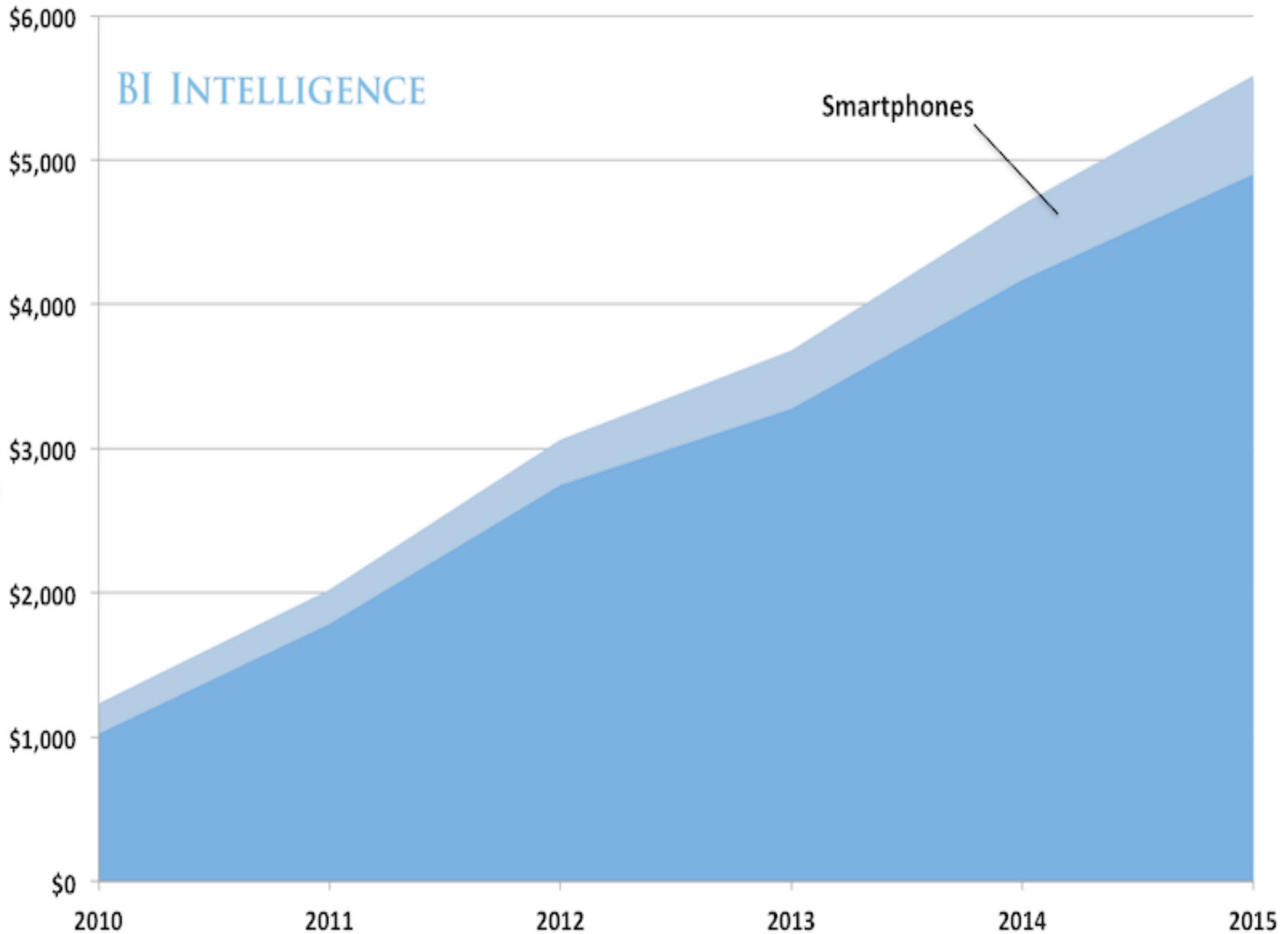


# Social Gaming Revenue Forecast (U.S.)

BI INTELLIGENCE

Smartphones

Total  
Revenue  
(millions)













# Rules of engagement



# Wat games moeten kunnen...



A diagram consisting of a vertical lime green bar on the left. A lime green circle is centered on this bar, containing the word 'GAMING'. A horizontal magenta line extends from the right side of a magenta circle containing the word 'PLAYER' to the right edge of the frame. The magenta circle is positioned to the right of the 'GAMING' circle.

PLAYER

GAMING



# PLAYER TYPES

Explorer

Achiever

Socializer

Killer





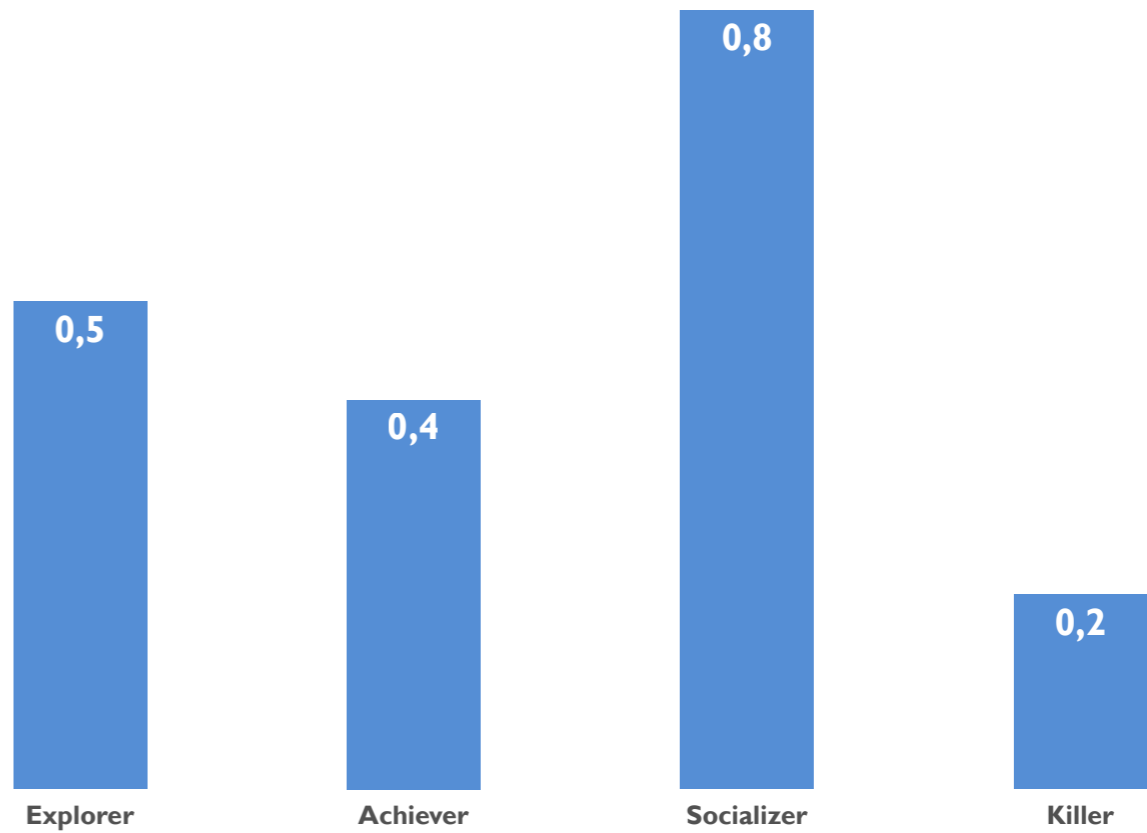
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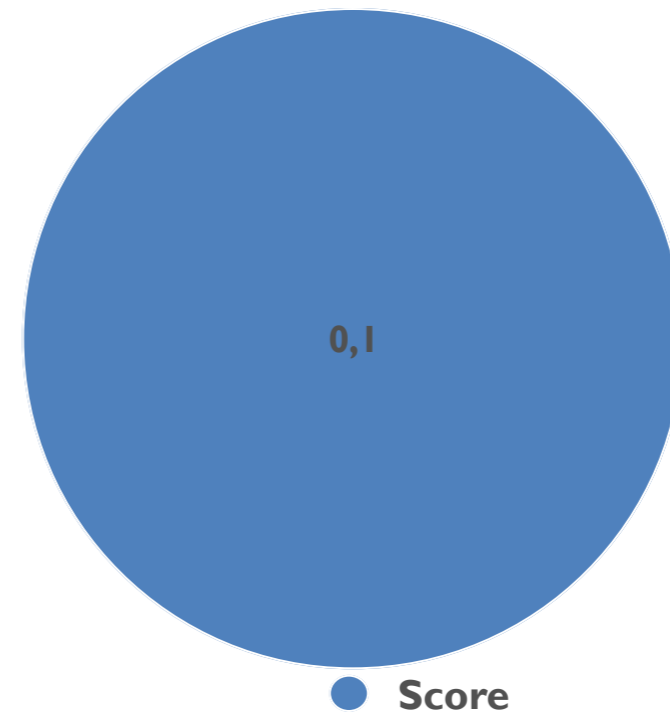
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# DESIGN VOOR DE SOCIALIZER: SOCIALE STATUS



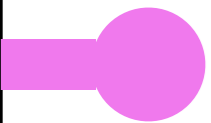
# Wat games moeten kunnen...



**SOCIALE STATUS**







# VAARDIGHEDEN

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Beginner



Expert



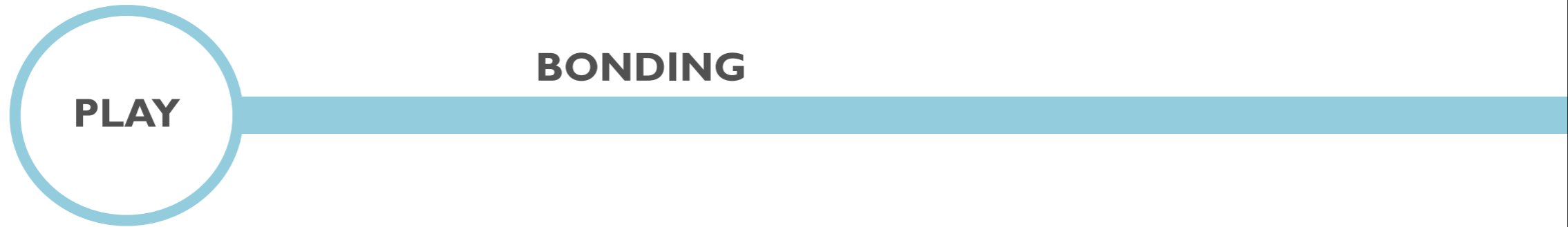
Visionair

# **DESIGN VOOR DE BEGINNER: BONDING**





# Wat games moeten kunnen...



Authenticiteit

Gebruiksvriendelijkheid

Addictieve Gameplay

Minimale Interactie



## FLOW OBSTAKELS



**DESIGN VOOR FLOW: FUN**



# Wat games moeten kunnen...





# Wat games moeten kunnen...



...om gedrag te veranderen

**MOTIVATIE**

**Socially-Connected  
Augmented Reality**

---

Beloningsstructuur

Customization

Onboarding

Sociale Engagemment

Positieve Participatie

**GAMING**







So.. what's **New**?!

+ applause ;)



Gamification is **very old!**

God told Adam and Eve, "don't touch this one tree and I will reward you" (they didn't win the game in the end).





So.. what's **different?**!

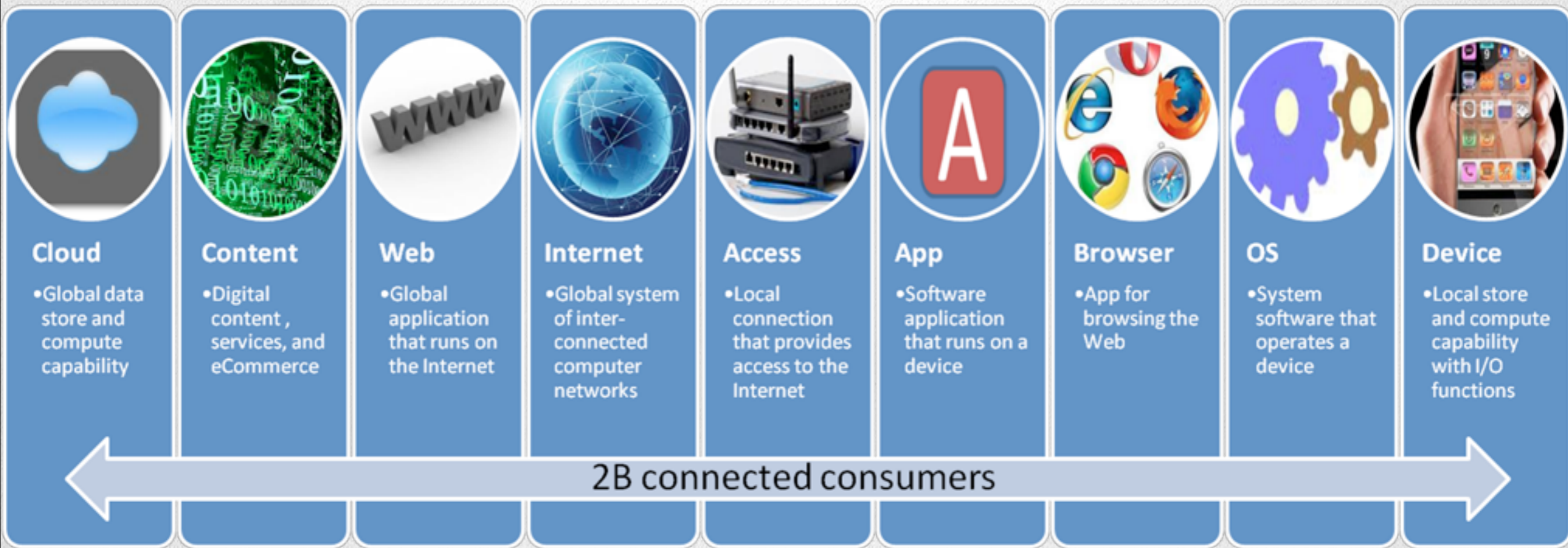




web.uri.edu



# Connected Consumer Ecosystem



The METISfiles, 2011







OK *let's solve a problem!*



Let's make fun not war!

The average person generates 4.3 pounds  
of waste per day.  
How do we change that?





Please **do not litter!**







**Do not  
drop litter.  
Use the bins  
provided**







**Gregg Wallace**  
@GreggAWallace



Follow

The cleaner didn't turn up at my flat last week. Hope she comes soon, the bin is almost full.











ZERO WASTE is POSSIBLE







Game play





A decorative waste bin shaped like a troll on a donkey. The troll is wearing a red hat and a red tunic, and is riding a grey donkey. The donkey has a saddle with red and yellow floral patterns. The entire sculpture is mounted on a wooden post. Below the sculpture is a scroll-shaped sign with the text "Papier hier!". The background shows a white stone wall with a window and a door, and some greenery.

# Gamified Waste bins

Papier hier!









Hajé  
blikvanger

YES!

com  
0320 - 2  
www.co







More *examples*



# Gamified Traffic





# Gamified Stairs

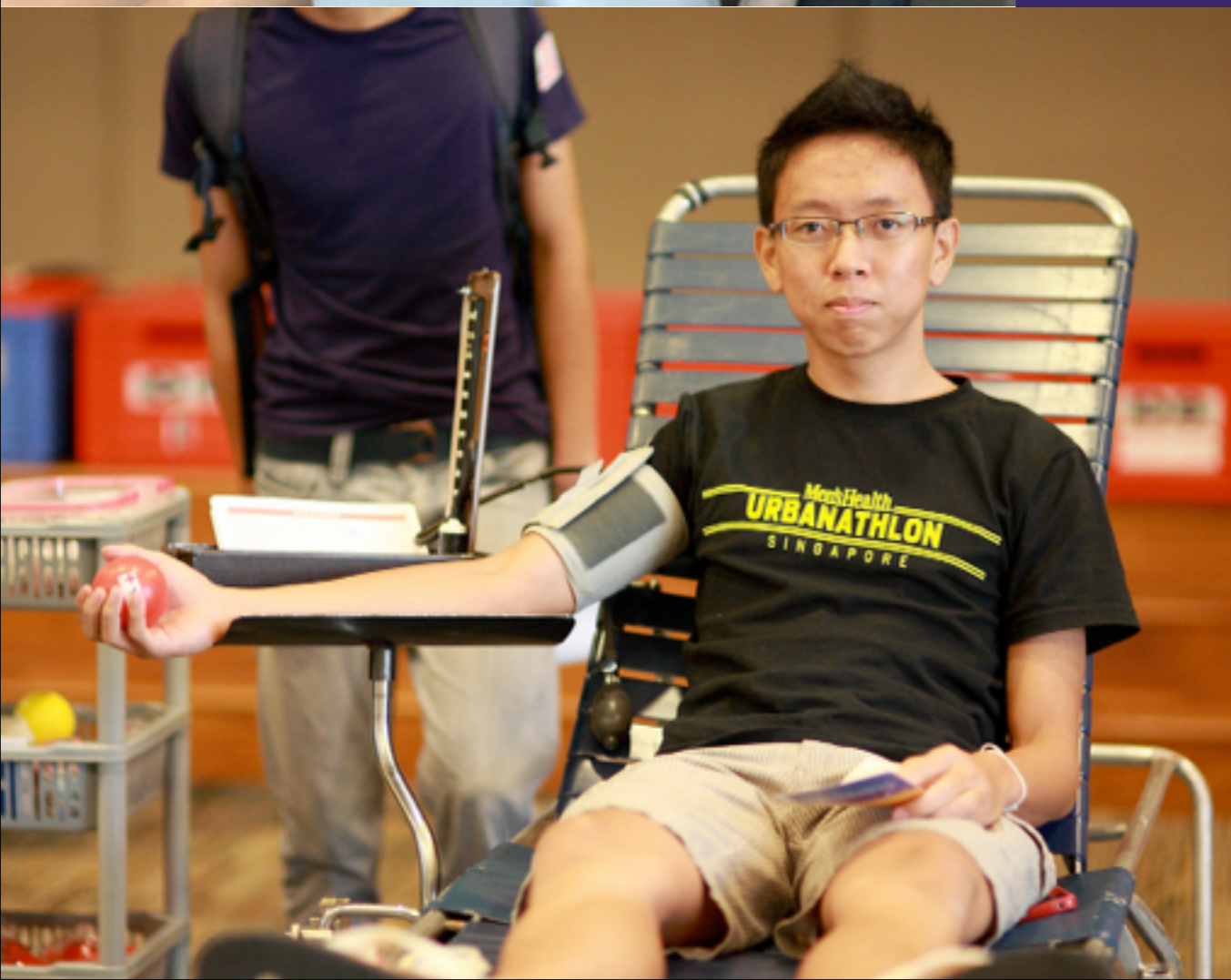






# Gamified Healthcare

“Gamification Works... Even In Healthcare”







HOME

SHOP NIKE+

WHAT IS NIKEFUEL?

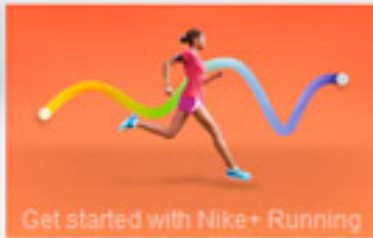
JOIN NIKE

LOG IN

# MAKE IT COUNT WITH NIKE+



Introducing the Nike+ Fuelband



Get started with Nike+ Running

Already a member? Login



# Gamified Sports

NIKE+ RUNNING



More from your run.

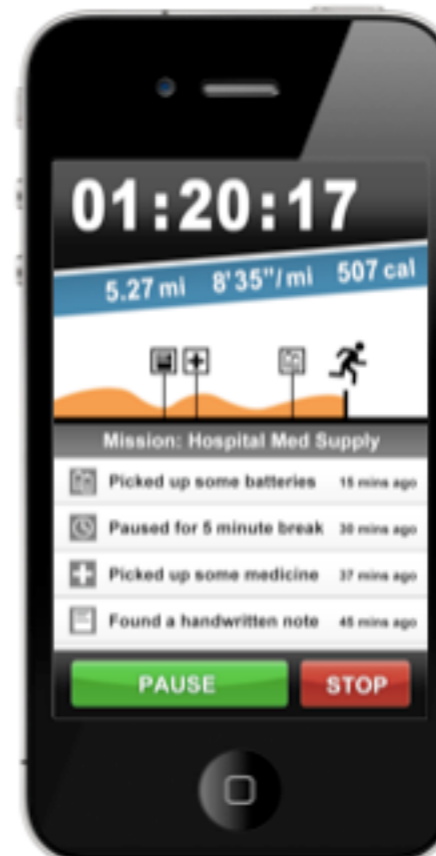
NIKE+ FUEL BAND



Life is a sport. Make it count.

NIKE+ TRAINING

Coming soon.











Principles  
of Gamification  
Badge

★ **WINNER** ★

Category:  
**GAMIFICATION**







Case 1. **Van5Naar4**





# Fons. *Scorecard*



# Andries. Demo

[www.van5naar4.nl](http://www.van5naar4.nl)







# Case 2. **Thuis**trainer



# Case 2. Video/Missie

[www.loikidzzproeflesthustrainer.nl/c](http://www.loikidzzproeflesthustrainer.nl/c)





**BEST  
AUDIENCE  
UUT TWENTE**

★ **WINNER** ★

Category:  
**GAMIFICATION**



VRAGEN OF FEEDBACK?





organiq

Let's make a difference  
Interaction | Design & Multimedia



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[www.organiq.nl](http://www.organiq.nl)



