

Chapter 2

Gamification Transformed: Gamification Should Deliver the Best Parts of Game Experiences, Not Just Experiences of Game Parts

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ABSTRACT

Gamification may provide new venues for offering customer experiences. The chapter compares three models of game play analyzed through user experience research. In section 1, the three models are presented: Grind Core, Freemium, and Immersion. These models are differentiated as value delivered, and user experience. Value and experience are defined across four categories: function, emotion, life change and social impact. In section 2, the role of emotion, value, and experience are described to inform how games can be transformative, providing the life change and social impact through the immersion experience model. This chapter is intended to help developers identify what kind of value experience they want to provide their customers, and provide a new view of gamification.

GAMIFICATION: TWO VIEWS

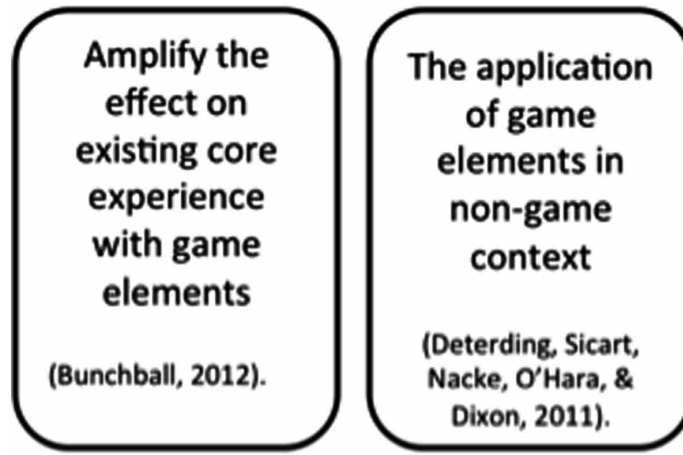
Games can offer user experiences that build customer loyalty through providing value to the user. However, there is some confusion about how to translate great game experiences into gamification. Traditionally, there have been two views of gamification that are similar (Figure 1).

These two views are problematic. Neither of these views describes which game elements deliver great user experience, how to provide value to the user, or how to deliver these experiences. For example:

- Using game elements in non-game contexts can lead to a confusing user experience. Which elements of games are useful? Digital experiences require an investment of time and resource, and adding game elements to an experience may result in a lack of coherence. What if those game elements don't deliver a game-like experience? This definition could result in providing chocolate-

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Figure 1. Two views of gamification



covered broccoli as gamification. Will chocolate make the broccoli better? If there is no game experience, then is it gamification?

- Amplification often depends upon behavioural modification techniques to increase engagement. In high-value interactions with customers, employees, patients, and partners this approach can backfire. User research data has shown that behavioural techniques may lead to short-term engagement, but create long-term resentment and feelings of manipulation.

Gamification: A New Perspective

Today the concept of selling experiences has spread beyond theaters and theme parks (Pine & Gilmore, 1998). Customer experience is an interaction that begins with a customer's first attraction, and evolves into awareness, cultivation, purchase, and advocacy. Customer experience implies a holistic perspective, with customer involvement at different levels - such as rational, emotional, sensorial, physical, and spiritual. Customers are able to recall interactive experiences much more effectively and accurately than passive activities. However, this can also have a negative effect on the customer's experience. Just as interactive, hands-on experiences can greatly develop value creation; it can also greatly facilitate value destruction (Tynan, McKechnie, & Hartley, 2014). This is related to a customer's satisfaction of their experience. By understanding what causes satisfaction or dissatisfaction of a customer's experience, one can adapt and provide optimal experiences to customers (Ren, Qiu, Wang, & Lin, 2016). Digital games offer similar interactive high value experiences to customers, and can extend reach and influence by providing users with meaningful experiences. To provide a meaningful experience, which may provide a sensational, emotional, and even spiritual experience, research on the user experience can provide insight and evidence into how the user experiences all dimensions of an experience.

Traditionally, customer value has been examined from the perspective of business requirements and performance. Many companies now understand that they are providing services to increase the perceived and experienced value of their product. A customer-based approach that considers value within the broader context of a customer's life world (Tynan et al., 2014). Companies that invest in providing excellent customer service are consistently invested in ways to grow and improve how they can add value through

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