

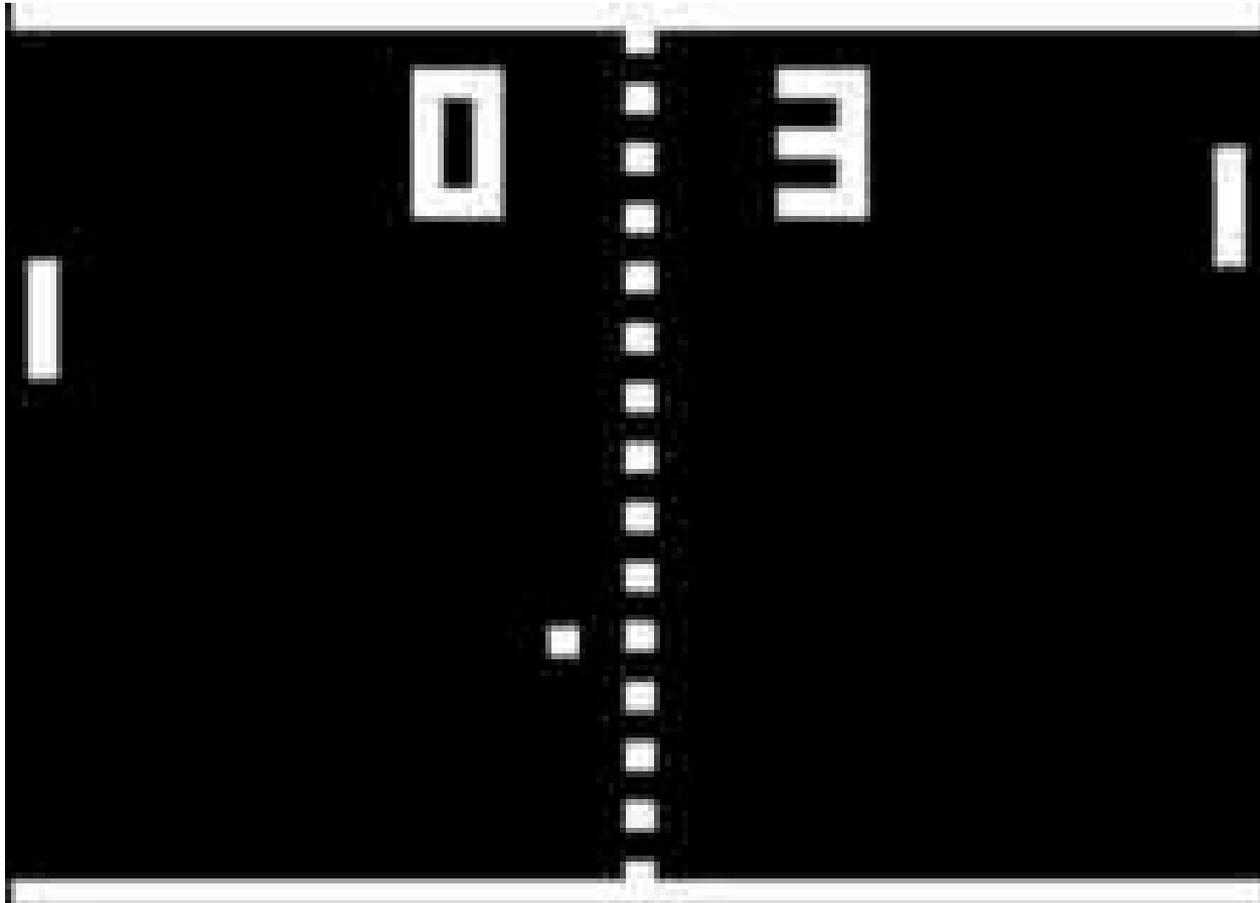
# What's a game?

- Rules
- Adversarial conditions
- A win state
- Scoring or success measuring
- Low stakes

(The difference between a game and a simulation is that games come with their own motivation built in, while simulations require the user to bring their motivation with them.)



# Pong



# World of Warcraft

The screenshot shows a raid encounter in World of Warcraft. The central focus is a large, orange, multi-limbed boss. The raid members are positioned around the boss, with various abilities and effects visible. The UI includes a top status bar with player health and mana, a left sidebar with buffs and debuffs, a right sidebar with a class roster, and a bottom chat window with raid logs. The raid leader's name, [Samooja], is visible in the chat.

**Top Status Bar:**

- Ursu 60 Warrior: 4148 / 5929 (69% HP), 23 / 100 (23% Mana)
- Elgiemao 60 Warlock: 8839 / 5534 (87% HP), 6039 / 6103 (59% Mana)
- Papu 60 Priest: 3974 / 4607 (86% HP), 7039 / 9054 (78% Mana)
- Uti 60 Hunter: 5486 / 5486 (100% HP), 2880 / 3870 (74% Mana)

**Left Sidebar (Buffs/Debuffs):**

- Genation Favor
- Mark of the Wild (7m)
- Thorns (7m)
- Aspect of the Wild (7m)
- Arcane Intellect (13m)
- Greater Blessing of Kings (13m)
- Greater Blessing of Light (13m)
- Greater Blessing of Wisdom (13m)
- Prayer of Fortitude (58m)
- Increased Stamina (9m)
- Dire Bear Form
- Leader of the Pack
- Fear Ward (9m)
- Blood Pact
- Battle Shout (2m)
- Weakness (4s)
- Inspiration (6s)
- Rejuvenation (6s)
- Regrowth (16s)
- Toxic Volley (15s)

**Right Sidebar (Class Roster):**

- Rogue: Diamond, Ownari, Jamiro, Ulli, Stormcall
- Priest: Samooja, Giliad, Esari, Pohioistur, Chrystal
- Mage: Nethris, Mandelbr, Ridcully, Skarnik, Equali
- Warrior: Ursu, Paukkoo, Izaak, Smetton, Arcathan, Pultsari
- Paladin: Machilli, Thororin, Kurko, Morgur
- Warlock: Rauno, Jaken, Ihq, Frozen
- Druid: Ilvinsabod, Galazer, Enkeli, Zippoh, Tempress

**MT Targets:**

- Princess Yau Arcathan
- Princess Yau Arcathan
- Lord Kri
- Enkeli

**Chat Window:**

- [18:23] [Daemos] says: boxi
- [18:23] [Daemos] says: vikaa naamassa
- [18:23] [Ilvinsabod] says: ?
- [18:23] [Tempress] says: kiva päivikalju morgulla =D
- [18:23] [Daemos] says: haha
- [18:24] [Raid Leader] [Samooja]: <-CT Raid> Samooja has performed a ready check.
- [18:25] [Raid] [Enkeli]: Grawl failed on - Boss Lord Kri, (resisted)
- [18:25] [You] Regrowth fades
- [18:25] [You] gain Regrowth
- [18:25] [You] Frenzied Regeneration heal [You] for +90
- [18:25] [Lord Kri] Cleava hits [You] for 816
- [18:25] [Lord Kri] paries
- [18:25] [You] Regrowth heal [You] for +192
- [18:25] [You] Frenzied Regeneration heal [You] for +200
- [18:25] [You] Frenzied Regeneration fades
- [18:25] [Lord Kri] hits [You] for 1151 (crushing)
- [18:25] [Lord Kri] Toxic Volley hits [You] for 734
- [18:25] [You] afflicted by Toxic Volley

**Bottom Bar:**

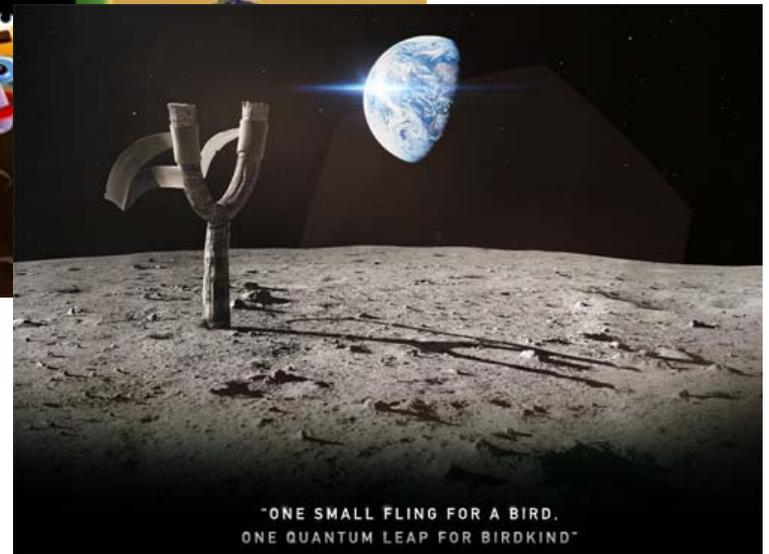
- Ammo/Thrown: 0
- Rage: 76/92
- Item Bonuses: 62 @ 88 @
- Durability: 88%
- 6.6 185m 42.044MB
- task
- CL: 1138/2345
- 18:24

# Moonbase Alpha



[www.nasa.gov/moonbasealpha](http://www.nasa.gov/moonbasealpha)

# Angry Birds Space



# Gamification

"Gamification describes the broad trend of employing game mechanics to non-game environments such as innovation, marketing, training, employee performance, health and social change. Enterprise architects, CIOs and IT planners must be aware of, and lead, the business trend of gamification, educate their business counterparts and collaborate in the evaluation of opportunities within the organization." Brian Burke, an analyst at Gartner, April 2011.

By 2015, more than 50 percent of organizations that manage innovation processes will gamify those processes, according to Gartner, Inc.

The goals of gamification are to achieve higher levels of engagement, change behaviors and stimulate innovation. The opportunities for businesses are great – from having more engaged customers, to crowdsourcing innovation or improving employee performance.

# Means of Driving Engagement

## 1. Accelerated feedback cycles

In the real world, feedback loops are slow (e.g., annual performance appraisals) with long periods between milestones. Gamification increases the velocity of feedback loops to maintain engagement.

## 2. Clear goals and rules of play

In the real world, where goals are fuzzy and rules selectively applied, gamification provides clear goals and well-defined rules of play to ensure players feel empowered to achieve goals.

## 3. A compelling narrative

While real-world activities are rarely compelling, gamification builds a narrative that engages players to participate and achieve the goals of the activity.

## 4. Tasks that are challenging but achievable

While there is no shortage of challenges in the real world, they tend to be large and long-term. Gamification provides many short-term, achievable goals to maintain engagement.

# Ribbon Hero 2



# Federal Games Group

- Inter-agency community founded to foster government use of games as powerful tools to tackle challenges in education, health, energy, defense and other key areas.
- The goal of the community is to build capacity for knowledge sharing, distributing expertise, identifying shared challenges and solutions, identifying cross-agency needs and setting grand challenges and finding ways to tackle them.
- Led by the White House Office of Science and Technology Policy, the group was established in November, 2011.
- Membership is open to federally badged individuals.