



KALLIDUS



# RIP Gamification. Hello Gameful Design.

Kallidus Pocket Guide to Gameful Design

# The power of play

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Despite the hype, gamification hasn't quite taken off to the extent people expected. Badges, trophies, points and leader boards alone will never win learners' hearts and minds.

RIP gamification and the use of superficial engagement tactics. Hello gameful design and the power of play.

This guide will help you think like a game designer to produce a learning experience that's truly fun, engaging and effective rather than one that relies on the gimmicks that plague the industry's misunderstanding of gamification.



# What is gameful design?



**Gameful design captures the enjoyment factor of games.**

We play games because we want to, because we're motivated to take on challenges and succeed. When we are enjoying what we're doing and are having fun through play, we are far more likely to learn.

No amount of awards, badges or leader boards are going to make us do something we don't really want to do. And this is the problem with gamification which is all too often used to sugar coat poor e-learning.

Gameful design is about designing a solution from the ground up that will delight and excite learners and keep them coming back for more.



# Differences between gamification and gameful design

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## **Gamification:**

- Added to an existing course or platform
- Uses extrinsic motivation:  
Relies on positive reinforcement (operant conditioning) - the learner is motivated by rewards like points
- Uses superficial short-term psychological hooks from games eg. badges, trophies, points and leaderboards
- Tends not to require a great deal of skill from the learner and is often not challenging or fun
- Rewards such as badges are often awarded too easily rather than for hard-earned achievement

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## **Game based learning:**

- Integrated into learning design from the ground up
- Uses intrinsic motivation:  
The joy and satisfaction comes from the activity itself rather than the reward.
- Uses the deeply satisfying properties of games including emotion, immediate feedback and agency (putting the learner in control and letting them make meaningful choices)
- Immerses the learner more deeply, enabling them to practice and master new skills
- Awards provide hard-earned recognition for genuine accomplishments and success

# It's a winner

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You can use **gameful design** to:

- create an interactive and immersive learning environment
- make learning fun
- increase knowledge retention
- explore risks and consequences in a safe environment
- change behaviour
- truly motivate and engage learners

# Why VR and gameful design go hand in hand

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Virtual reality and gamification go hand in hand, creating a truly unique and enjoyable learning experience. For both the use of narrative is more important than ever.

Get set to see the rise of VR-based gameful design being used in e-learning to:

- Enable learners to see, experience and interact with things that couldn't otherwise be accessed
- Motivate learners and boost learning attention spans.
- Allow learners to practice new skills in a safe environment that is more realistic than ever
- Give learners the freedom to fail and ultimately succeed by learning from their mistakes
- Boost creativity and innovation, resulting in more effective learning content

# Top tips for gameful design

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There's everything to play for if you follow these simple tips:

- **Design with the user experience in mind from the outset**  
Be clear on what you're trying to achieve and how you are going to achieve it
- **Find the fun and design around it**  
If we enjoy learning, we learn more
- **Don't be scared to change content**  
Sometimes you'll need a step-change in approach to make the learning fun
- **Tell a story**  
Strong narrative is the most powerful tool to engage with a learner
- **Learners are people**  
Design a learning experience that you would want to complete



- **Scenarios are your gateway to gameful design**

Scenarios allow learners to make choices and see the consequences of their actions

- **Focus on awards rather than rewards**

Use meaningful awards for genuine achievement and when the learner has overcome a challenge

- **Use gamification mechanics with caution**

Points, badges and leader boards should only be added to a learning package as a carefully planned option. They are used to support gameful design, not to be the design

- **Keep it intrinsic**

Make sure that learners take pleasure in the activity itself and are not merely chasing their next dopamine hit from a random reward

# Game over

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Here are the three most common mistakes people make when using gamification. Avoid them at your peril!

- **Using gamification for the sake of it**

Just because it's possible to gamify most e-learning courses, it doesn't mean you should.

- **Adding points, leader boards, badges and trophies as an afterthought**

You need to create an environment where learners feel they have genuinely achieved something.

- **Using gamification to sugar-coat bad e-learning**

Gamification can help you find the sweet spot of learning, but it won't mask bland content

# Game on?

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Kallidus is on a mission to deliver powerful, engaging, game-changing content – every time. We use gameful design to make learning fun, change behaviour and tackle e-learning content dissatisfaction head on.

If you're game on to transform your learning then we'd love to show you some of the multi-award winning e-learning content we've developed for well known brands and organisations across a host of different industry sectors.



Want to play? Get in touch.

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