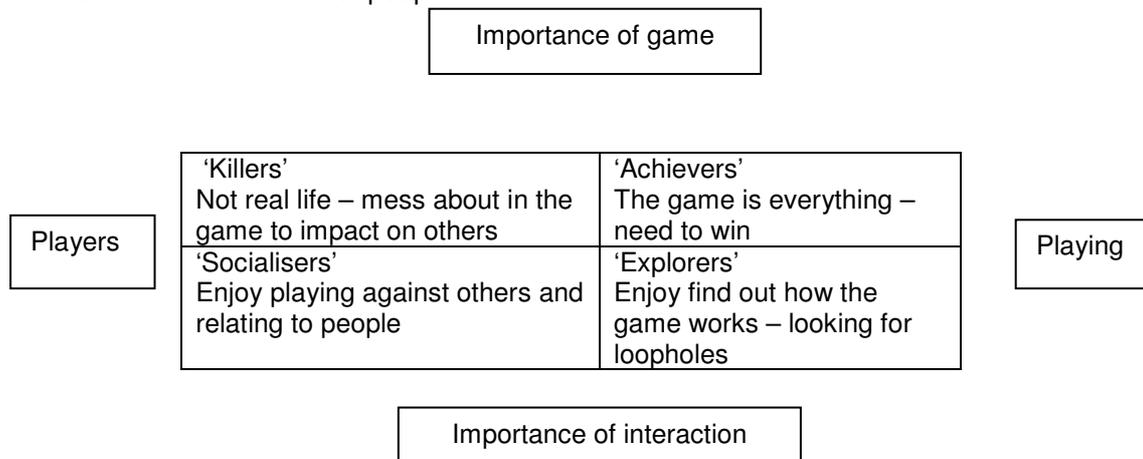




Notes from the workshop on gamification

1. When designing a digital game certain ideas need to be considered:
 - a. It needs to be challenging, but not too challenging
 - b. There needs to be a level of skill to operate it, and that level should slowly need to increase as you continue through the game
 - c. Needs to be a goal – perhaps a changing goal – as you use the game
2. Players are likely to expect the rewards to be obvious and in the present (most used format is to have a ranking and leader-board with players gaining status as they progress)
3. The FourSquare app has a huge following in America where even supermarkets will set aside parking spaces for people reaching ‘mayor’ status in a town. Can have businesses buying into the game e.g. a coffee shop offering a prize of a free cup if you visit and log in at four different locations. FourSquare is getting quite a following in the Netherlands as well
4. There are probably four main types of gamers depending on how they view the game and the interaction with other people



The age of the player probably does not affect the positioning in the grid

5. Example of Nike who took the idea of a simple run and introduced a chip that if carried around and records through GPS where the run took part and can then be fed into a web site to help set up records of achievements and goals to help retain interest in running
6. The ideas about the new PARK APP is to help manage visitors and behaviour in the park by rewarding wanted behaviour – getting out into the park; showing interest in what is there; participating in good behaviour; spreading the work to others



7. There will be routes to follow through a GPS related map (with the idea of a pac-man type icon eating up the dots as you follow the correct route to help retain interest for children). Along the routes will be tags – points of information that can be about a wide variety of matters. These can be filtered according to different interests. There will also be a ranking system where through interactions on the route you will be able to up-load elements at the end that position you in a status ranking. (The finer details of all this still need to be developed and finalised and at this stage ideas are being explored)
8. The chosen path/theme can be altered by the park ranger – perhaps according to seasons, priorities in interpretation etc.
9. The app would be downloaded before going on the walk. This might be at home in preparation for the visit (and hopefully the motivation to do this would come from ‘leaders’ who try the game and then through their social networking tell others it was good and worth doing which if it is good should then spread quite quickly). As likely will be downloading it once in the park/at the visitor centre or promotional point which would need to have wi-fi or some form of connection to download the app.
10. The user would then filter according to interest. The initial thinking might relate to their interests – wildlife, history, landscape etc. - though the workshop group also indentified that it might be possible to develop the filtering and themes to reflect different users (e.g. for families, for groups of young people, for explorers, for older/curious people).
11. Each tag could be text, picture, video, audio – and could be straight information, multiple choice or quiz point. There would be ‘points’ awarded for interacting /looking at/responding to the tags.
12. There could be points along the route with QR codes to be scanned by the phone and so gain extra points - e.g. visiting a certain place, perhaps a bit off the route and so encouraging positive behaviour. Scanning a code when rubbish was put in a bin was mentioned as well. Having your picture taken by a ‘cut out animal’ along the route. All this would help you go up the ranking of the leader-board for the game and/or collect status changes.
13. The ‘gamers’ are thinking that the next exciting step is to get the users to submit their own material to increase/change the tag and so keep making the game different. The uploads could happen instantly if there was wi-fi coverage on the route. If not it would have to wait until the person was back in range of wi-fi or at home with their own connection.
14. The challenge therefore to get good engagement is to have
 - a. Challenge
 - b. Intrigue
 - c. Rewards
 - d. Status
 - e. Socialisation (e.g. off through facebook or twitter)
15. This will mean the ranger needs to keep updating the game though some/much of this may come from the uploads of players.



16. Making sure the app was not too big in size would limit the area covered by the map (or its complexity) with initial thoughts that 10-15 km² would be the limit

Points raised during the discussion of what had been presented

1. Is there a relationship with 'geo-caching'? (The hiding of 'treasure' in various places in the countryside that can be found from information on the web and then tracking down a point using a GPS enabled device)
2. When material is up-loaded there probably needs to be a filtering system to ensure it is appropriate. Some people might put up information that is wrong. Tina's response was that it was possible and to lessen the workload of the ranger perhaps this could be subject to 'approval' by other gamers – needing to be 'liked'/ticked by a certain number as valid and correct before it becomes accepted as new tag information. Discussion also brought in that it could be that up-loads are (initially?) just kept to pictures which are likely to be less harmful (and could be useful) and probably quicker to scan and filter.
3. Once you have the record of the person who has downloaded, they can be contacted – with prompts to say things have changed; with follow up information about preferences they have shown (e.g. you filtered for information about history – would you like to come on a guided walk about the history on date X etc)
4. Status would be a major point of motivation for a gamer
5. Could be taken into schools and promoted so reaching a number of children who may then connect through social media.
6. Discussion around does this need to focus on getting people for return visits (who are likely to be nearer residents) or could you also cater for the one off/distant visitor who might want the motivation to move up the ranking of status within a day (visiting a number of routes/attractions in that day to do so?). Rewards might also be as quick – e.g. free cup of coffee on your return to the visitor centre if you achieved a certain number of points. Thinking was this was possible and might be sensible.
7. The concept allowed the idea of building up different layers of information enabling the users to probe deeper and find out more in the subjects they were interested in.
8. Questioned whether it would be possible to know if others were others playing the game at the same time and was there scope to then use it to meet up with others and so use it to help socialise? This would need full wi-fi coverage it was thought but not impossible. Would be demanding on battery power
9. There was a question of how long would the novelty last? Is this a lot of effort for something that would lose appeal as it becomes common on technology moves on?



10. Is there a danger of the technology taking over the experience itself? There as agreement you did not want it to dominate – apart from perhaps younger people who might be motivated to join adults on a walk by the fun of the game. At the same time it was pointed out that the technology allowed access to far greater information and this might add to motivation and interest for many.
11. Games that could be done in a day might be able to have some additions that helped suggest the person should come back on another day to try something different (emailed encouragement? Discount for second visit?)
12. If you use the same basic database of information it is easier to provide it for electronic tags than to produce the paper copy. With mobile connections coming down to be very cheap this should mean the work done to produce the tags is small and the returns effective.
13. There was some discussion about how the finances might work. Apps are mainly downloaded for free – but there might be ways to bring in commercial sponsorship to help – with tags providing information to the user that is of benefit to the business. There may also be the opportunity to make use of the email information picked up for download – e.g. selling on database of contacts (with users' permission) for commercial gain.
14. Maybe ways that the ranger could go round with a QR code and when s/he sees good behaviour s/he rewards it by letting the user scan the code and so gain extra points. (May be a way to add new interest by emailing out that the ranger would be doing the walk on day X and if you are there and see them and perhaps tell them something of interest you can get extra 'scanned points'. This is an example of the way we may need to develop new approaches to get the maximum from the technology)
15. Maybe ways to have an app within the app that provides a financial return. E.g. extra special information becomes available to purchase if you reach a certain point on the walk – perhaps in depth information about a certain feature. It maybe there is a secondary game that can be purchased. Maybe there are sets of different / exclusive icons that can be purchased when you reach certain status. (Maybe they are part of rewards for people showing commitment – e.g. volunteers helping with monitoring of wildlife in the park.)