



Gamification at Work: Designing Engaging Business Software

Janaki Mythily Kumar, Mario Herger

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Gamification is becoming a common buzzword in business these days. In its November 2012 press release, Gartner predicts that "by 2015, 40% of Global 1000 organizations will use gamification as the primary mechanism to transform business operations". In the same report, they also predict that "by 2014, 80% of current gamified applications will fail to meet business objectives, primarily due to poor design". What is gamification? Does it belong in the workplace? Are there design best practices that can increase the efficacy of enterprise gamification efforts? Janaki Kumar and Mario Herger answer these questions and more in this book *Gamification @ Work*. They caution against taking a "chocolate covered broccoli" approach of simply adding points and badges to business applications and calling them gamified. They outline a methodology called Player Centered Design which is a practical guide for user experience designers, product managers and developers to incorporate the principles of gamification into their business software. Player Centered Design involves the following five steps: 1. Know your player 2. Identify the mission 3. Understand human motivation 4. Apply mechanics 5. Manage, monitor and measure Kumar and Herger provide examples of enterprise gamification, introduce legal and ethical considerations, and provide pointers to other resources to continue your journey in designing gamification that works! Keywords: Gamification, Enterprise Gamification, Gamification of business software, enterprise software, business software, User experience design, UX, Design, Engagement, Motivation.

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