Submission Phase

1. Do assignment ☑ (/gamification-002/human_grading/view/courses/970314/assessments/9/submissions)

Evaluation Phase

2. Evaluate peers ☑ (/gamification-002/human_grading/view/courses/970314/assessments/9/peerGradingSets)

3. Self-evaluate ☑ (/gamification-002/human_grading/view/courses/970314/assessments/9/selfGradingSets)

Results Phase

4. See results ☑ (/gamification-002/human_grading/view/courses/970314/assessments/9/results/mine)

Your effective grade is 10

Your unadjusted grade is 10, which was calculated based on a combination of the grade you received from your peers and the grade you gave yourself.

See below for details.

Project Part III: Design Document

Now that you know the essential concepts about gamification and game design, it's time to use them. For this final task, we ask you to bring together creativity, technical feasibility, and business realities.

You are approached by Rashmi Horenstein, the CEO of ShareAll, a prominent company in the hot collaborative consumption space. (If you aren't familiar with the concept, some good resources are CollaborativeConsumption.com (http://www.collaborativeconsumption.com/) and the March 9, 2013 cover story in the Economist (http://www.economist.com/news/leaders/21573104-internet-everything-hire-rise-sharing-economy).) She knows you are one of the top experts on gamification, which she has heard can revolutionize business. She asks you to present a proposal for a gamified system to take her business to the next level.

ShareAll's mission is to make shared use of products and services as common as individual purchases. It follows the path of companies such as AirBnB (http://www.airbnb.com), Buzzcar (http://www.buzzcar.com), and Uber (http://www.uber.com), which allow sharing of particular products (cars, housing, etc). ShareAll's patented technology makes it easy for consumers and business to share any product or service. ShareAll has also developed a global virtual currency, called Shares, which can be used to purchase access to any asset in the system. Shares can be exchanged for real money, and users can generate more Shares by sharing items or volunteering their time to complete tasks for others.

ShareAll charges a small transaction fee whenever Shares are generated, traded, or spent. Therefore, the more activity, the more money ShareAll makes. Horenstein tells you that she cares about the social benefits of sustainability. However, ShareAll is a for-profit company, with investments and partnerships from some of the world's largest corporations, so profits matter. Horenstein believes gamification could significantly help ShareAll's business. She is eager to read your ideas.

Provide a detailed description of your proposal, organized according to the design framework described in the lectures in Unit 7:

1.   Define business objectives
2.   Delineate target behaviors
3.   Describe your players
4.   Devise activity loops
5.   Don't forget the fun!
6.   Deploy the appropriate tools

A summary of each concept is provided on the Gamification Design Framework (https://class.coursera.org/gamification-002/wiki/view?page=GamificationDesignFramework) page.

Format: Maximum of 1500 words. A normal answer will have descriptive text, and/or a set of bullet points, for each of the six sections of the design framework. This is your final project. It is the most complex and worth the most points toward your overall score, so you have two weeks to complete it.

Please remember that you have agreed to the Coursera Honor Code as part of your enrollment for this course. Your submission must be your own work, and not copied from another student or an online resource such as Wikipedia. Graders will be instructed to assign a score of "0" to plagiarized work.

Write your answer in the text box below (1500 word maximum).

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[From ESL student]
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Dear Ms. Horenstein,

I have designed a gamification framework that will allow you to drive ShareAll to the next level. It is divided into six clear sections:

1. Define Objectives business

The main objective is to achieve the fullest use of ShareAll technology, for which we must achieve:

- People registering with ShareAll (onboarding), becoming our users.

- Users tendering their goods or services.

- Users demanding tools or services of other users.

- To continue doing the above two points constantly.

The gamification allows us to:

- Convert a single action into habit (before buying something new I'll look into ShareAll).

- Converting an isolated activity (put up posters around the neighborhood) in social interaction (involving my social circle in ShareAll)

- Converting a too ambitious goal (like achieve 100% responsible for personal consumption) in a series of smaller and affordable goals (I will offer my lawnmower now that I don't need it), giving the process a sense of progression (tomorrow also offer my gardening knowledge and skills).

- Helping people become better themselves by exploiting their intrinsic motivations, like doing good for the community or the planet.

2 . Delineate target behaviors

Our gamification framework is designed to increase the activity and, therefore, more "shares" be generated, traded and spent. To do this we must achieve the following things from our users:

- <u>Get more offer: Find out what you can offer</u>. We need to facilitate the start of the "player journey trip". Through a few simple questions and their answers (quizzes) we get the user begins to feel as "player" and be aware of what are their "powers" in the game, which will run from now. At this stage the user is able to know what goods he have at home and can provide and what help or services is able to provide to others through their experience or personal skills. The user is aware that the more "powers" (goods and services) is able to offer optimally, the higher its leading role in this game.

- <u>Getting more demand: See how much you can save: to you and the planet</u>. When a user finds a good or service he need, the system will show the money he is saving in respect of a new product. For example, if I 'm looking for a drill because I need to hang some pictures now but then maybe no longer need it again in months, ShareAll tells me the difference between "shares" that I must spend to get a drill borrowed just for the weekend and the price to buy it real. Also, the system will show me the impact on CO_2 to produce a new drill and the equivalence, for example, in burned gas.

- <u>Getting more users: Find out how you can help your friends</u>. The system guides the user to build their own community in which exchange goods and services. Thus we can achieve an exponential increase in the critical mass of users, an increase of demand, supply and, therefore, of the "shares" transactions (which would increase our profits).

3. Describe your players

The ShareAll "players" are people:

- Young enough to be advanced Internet users.

- Older enough to have accumulated sufficient goods or experience or skills to offer.

- They have enough money to be able to purchase those goods or have been educated, but not enough money to be able to buy anything no matter the price.

- They have an environmental consciousness quite developed, although it is not a mandatory condition because our system can be very useful to them simply to save money.

Therefore, they are people in an age range between 20-45 years, a range of lower-middle class and upper middle class rather urbanites and accustomed to e-commerce and social networking.

On the other hand, ShareAll is an attractive enviroment for the following types of "players", in according to a mixed Bartle and Ami Jo Kim schemes:

- <u>Socializers / Collaborators</u>: They are people who care about the community and able to encourage others to take part in an activity that is win-win for all as ShareAll offer, where everyone wins, also the planet.

- Explorers: Due to the "game mechanics" to apply, these players will feel very attracted to find out how far people are willing to share instead of buying. They widen ShareAll market.

- Articullators: Interested in providing the best goods and services to earn as many "shares" as possible that can even be exchanged for money.

4. Devise activity loops

The system will provide continuous feedback to users from the very beginning with the objectives of:

- Achieving "onboarding" and building the player journey trip.

- Achieve progression through the system so that this is attractive to both new users to the more advanced ones.

The feedback will include:

- "Shares" earned and available today. The system will award 10 welcome "shares" when the user enters their first good or service to share. Sense of control.

- Quizzes. Through games of questions and answers the system guides the users from baseline to the "mastery". At first they will understand the importance of sharing its own economy, later how important that is to their community and friends and family and, finally, for the planet. Intrinsic motivations.

- Progression bar. Through the questions, the system will know what type of goods and skills the user has. Seeing a progress bar he will know what percentage of them he is already offering on ShareAll and what average "shares" might get if he offered those not yet being offered. Extrinsic motivations.

- Mysterious maps. The system shows to the user a map with the kinds of goods and services he has provided or benefited, but all the goods and services he has not offered or even enjoyed will appear opaque and he can not know what they are and the "shares" representing each one until he provides it or enjoy it. If he clicks on a dark area, the system offers one of these goods or services.

5. Do not forget the fun!

Having fun is essential to enhance the intrinsic motivations of users: if user activities are fun, they will repeat it more times and the activity will be increased (and ShareAll benefits too).

Kind of fun most suitable for this project is "People Fun" as collaborative consumption requires social interaction. So we take advantage of the following ways:

- Interacting with others. After having provided a service or a good to another user, the system will ask you what was the experience. In addition to technically evaluate the other (He's trustworthy, he returned my drill in good condition, taught me to use it more effectively, etc..) The system will also ask if you had a good time and if you consider this person as "a friend".

- "Working as a team. The system will allow the user to form teams with other users (previous guests: friends, family, etc.., Or made friends within the system). The system periodically report to team about the Co2 and money they have managed to save between all by consuming collaboratively. Leaderboards segmented by similar results will be published. The system will also create joint services (for example, a brigade of "handyman") with others and share the "shares" they won or spend it together (for example, together attending a cooking class).

Moreover, the system also provides "hard fun":

- Challenges and problem solving. The system also allows users to say what they need if they have not found in their area. Thus, the system will show users whose needs are in your community or area of influence (someone needs a Spanish class) and will challenge you to meet that need or find someone who can. This will report the user more reputation in the metric system, represented by the badge "Winston Wolf", in memory of the character in Pulp Fiction, which is really fun.

6. Deploy the Appropriate tools

This system is based on a technological structure accessible from the Internet through:

- A computer or laptop (Web)

- A smartphone (app)

- A tablet (app)

The system allows users to:

- Register and get a public and private profile as collaborative consumer

- Offer and manage their goods and services

- Manage and spend their "shares" demanding goods and services

- Discover new ways to consume certain goods and services that had not imagined before.

- Build their own collaborative consumers community by geographic affinity and / or topic.

- Assess technically and emotionally collaborative consumption experiences with others. And be assessed too.

- Obtain information on how much money they are saving and how much have saved at all times thanks to the use of the system.

- Obtain information on how much Co2 the planet has avoided consuming collaboratively rather than buying new products.

Keys to the success of the system:

- There should be a rigorous study of usability and user experience in the technical design of the system interface.

- Should be effectively integrated with other social networks like Facebook and Twitter to make easier to invite new users and let them know every achievement realized through the system.

Evaluation/feedback on the above work

Note: this section can only be filled out during the evaluation phase.

Rubric (points scaled x4)

There is only one component to the score for this assignment. You may optionally also provide free-form feedback to the student.

The submission should be the student's own work. If you conclude that a substantial portion has been copied without attribution from another student or an online resource, assign a score of "0" to both components.

0 No answer or completely irrelevant answer.

1 Addresses three or fewer of the six sections of the design framework.

2 Addresses four or more of six sections of the design framework, but fails to describe a gamified system that the grader can envision.

3 Describes a gamified system and addresses four or more of the six sections of the design framework, but does so in a way that is obvious or vague. For example, "The players are people who use ShareAll."

4 Describes a gamified system and addresses all six sections of the design framework, but fails to adequately explain how the proposed system would address ShareAll's goals.

5 Describes a specific, realistic gamified system and addresses all six sections of the design framework in a manner that is generally thoughtful, consistent, and insightful.

Score from your peers: **5**

Score from yourself: **5**

Overall evaluation/feedback

Note: this section can only be filled out during the evaluation phase.

What I liked was...

peer 2 → your real-life examples and the idea of the mysterious map!

peer 5 → It's really clear and logical. Demonstrates good thinking and creativity.

What could have made this submission better was...

peer 5 → Nothing I can see.