Gamification on the Rise 🎮
Gamification is the incorporation of aspects of games into business processes. It is a massively increasing trend that has drawn huge interest in the past years. In fact, we are going to see a tsunami of gamification in the next few years; the facts speak for themselves.

**Gamification Predictions:**

- In just one year it is estimated that 70% of the leading 2000 global businesses will include at least one aspect of a gamified application or system.

- In two years analysis suggests that a quarter of redesigned business processes will include an element of gamification.

- In three years gamification is projected to be a $2.8 billion dollar industry of itself.

These facts suggest that no one in an executive or IT position can ignore the phenomenon. It’s on the rise. This white paper examines what Gamification is and what it is not. Most importantly, we will show you what it can do to help your business.
Introduction

A Gamification system takes elements of games, such as: fun, transparent competition, a progressive challenge, incentivization and aesthetically pleasing design. It then applies them to real world tasks. The areas Gamification can assist with are vast; it can incorporate everything from improving routine office tasks to promoting a corporate brand. The ultimate objective of Gamification is to improve productivity.

The term Gamification is a relatively new one that has generally become accepted within the last five years; however, the idea is certainly not a new one: harried moms have been playing the “who can be the quietest game” with their rowdy children for ever. Firms have run employee of the month contests and sales leader boards for decades.

Is Gamification New?

One of the biggest detractors of Gamification is the video games industry itself. An often used criticism is, “if the job itself is tedious and repetitive, such bells and whistles can come across as patronising.” A correctly designed Gamification system is more than dressing up monotonous tasks. It seeks to tap into innovation that has sprung from the gaming industry to increase productivity. The criticism above does however, have validity; a poorly designed or implemented Gamification system is unlikely to be successful.

The simple idea behind Gamification is to identify the relevant magic that the gaming industry uses to motivate people to voluntarily complete repetitive tasks because they enjoy them. You then apply this magic to business and in the process boost productivity and increase efficiency. There are four broad areas Gamification can assist a business with.
Trying to define this magic is not easy and not always directly transferable to the corporate world. We at Technology Advice use the classic key principles of Gamification that were established by Chuck Coonradt, who is considered to be the grandfather of the genre, in 2007.

Managing staff and organizing structures against these broad principles can introduce a Gamification system into almost any business. At this juncture, the point must be made that Gamification is a part of management; in fact the principles outlined above have been known to managers for decades. The key with Gamification is to improve current systems, not to be a substitute for poor management.

For example, Microsoft produced Ribbon Hero 2, an add-on game, for their famous Microsoft Office suite of software. It trains users to operate the software more efficiently and uses many aspects of Gamification. Ribbon Hero 2 has become one of the most popular releases in this genre and has resulted in much increased user engagement.
Conclusion

We have shown that Gamification is going to be simply too big to ignore. And it’s still on the rise. This fact alone accounts for some of the hype. It does not explain why it has achieved so much traction in the management sector from a standing start in just a few years. The temptation is to think of it as a spell, which will be cheap to implement and boost efficiency and motivation. This view perhaps accounts for its growth in management circles and is not entirely false. Gamification can help to motivate employees, retain customers and crowd source incredible intellectual horsepower. Against this momentum, should be balanced an understanding of the classics of business and good management. A good Gamification system will build upon these fundamental building blocks and not usurp them.