Vampire Hunter

Example of a Gamification Project

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About You

• Enterprise Software Designer

• Head of Strategic Design Service, America Design & Co-Innovation Center, SAP Labs Palo alto

• Lead of team of Interaction designers working on Business Software

• Collaborate with Mario Herger – SAP Community Network
Player Centered Design

enterprise context

legal considerations

Measure
Mechanics

Mission

Monitor
Motivation

Player

keep it fun!

ethical considerations
Design Process: Data Gathering

- **Purpose of User Research**
  - Explore peoples’ attitudes and reactions
  - Identify key areas of user concern
  - Determine what motivates people to take personal action
  - Examine the language used around sustainability

- **Four types of User Research conducted**
  - Media Content Analysis
  - “Man on the Street” user interviews
  - Focus Groups
  - Surveys

- **108 potential product users participated in research**
Design Principles

• Fit into daily lives
• Motivate effectively
• Leverage community influence
• Build Trust
• Leverage Persuasion Theory
SCENARIO: VAMPIRE HUNTERS GAME

JOHN NAVARRO
NEW TO VAMPIRE HUNTERS GAME

SALLY TSE
AN EXPERIENCED VAMPIRE HUNTER
HAHA... THIS VIDEO OF THE WEEK POSTED BY PETER SWEITZER IS AWESOME!

DURING BREAKS, JOHN ALWAYS GET ON THE INTERNET TO SEE WHAT'S NEW AT ACME...
BOB BREZCWSKI POSTED SOMETHING ABOUT THE "VAMPIRE HUNTERS GAME." I WONDER WHAT IT IS ALL ABOUT. IT DOES SOUND VERY INTERESTING.

INTRIGUED BY BOB'S POST, JOHN CLICKS ON THE LINK IN THE FEED TO LEARN MORE ABOUT VAMPIRE HUNTERS GAME.
null
Vampire Energy

Even when household appliances are turned off, most are still using some electricity. Appliances are either in passive standby mode (the clock on the microwave is still ticking) or active standby mode (the VCR is off, but programmed to record something).

These numbers are for average standby modes, showing how much electricity is sucked out annually, in kilowatt hours, and what it costs you—assuming 11 cents per kilowatt hour. Red lines show passive standby mode; blue lines show active standby mode.

Radio: 12.1 ($1.44)
Cell phone base station: 34.1 ($3.18)
LED monitor: 2.2 ($0.25)
Computer: 311.6 ($34.71)
Laptop: 144.5 ($15.90)
Laser printer: 113.0 ($12.43)
Plasma TV: 1,452.4 ($155.78)
VCR: 92.0 ($10.12)
DVD player: 78.6 ($8.97)
Game console: 233.9 ($25.72)
Refrigerator: 35.0 ($3.85)
Rechargeable toothbrush: 12.3 ($1.39)

Vampire energy is estimated to cost U.S. consumers $3 billion a year.

Sources: 2005 Invasive Residential Standby Service Report; Department of Energy
HUNT ME DOWN, OR I'LL DRAIN ALL OF YOUR ENERGY... WAAHAHAHA.

= ENERGY WASTES

E.g. Old lightbulbs, equipment in standby mode

THE VAMPIRE HUNTERS GAME WILL HELP INFORM AND DEVELOP A LIST OF PROJECTS FOR THE FACILITIES DEPARTMENT AT ACME. IT WILL ENABLE ACME TO ACHIEVE ITS ENERGY GOALS AND RECEIVE A GOVERNMENT TAX BREAK.
JOHN DECIDES TO CHECK OUT THE VAMPIRE HUNTERS GAME. HE TAKES OUT HIS MOBILE TO SEARCH FOR THE LOCATION AND TIME THAT HE CAN PARTICIPATE...

AHA... THERE'S ONE JUST TWO FLOORS ABOVE ME AT 3PM... HOW CONVENIENT!
Hey guys, let's start hunting at 3:10. We are going to meet again in this room at 3:20 to share results. Besides taking photos of the vampires, please don't forget to fill out the description, time, and location as well.

John walks to the location where he meets Sally Tse, who helps him and other new vampire hunters get started....
At 3:10 PM, the Vampire Hunters start spreading out to hunt the vampires around the floor.

I got one!

Make it two!

Here's a big one!
THERE ARE NOW ENERGY EFFICIENT SURGE PROTECTORS THAT STOP CHANNELING CURRENT TO DEVICES THAT ARE FULLY CHARGED. THE FULLY CHARGED DEVICES PLUGGED INTO THIS OLD SURGE PROTECTOR WILL CONTINUE DRAINING POWER. I BETTER REPORT THIS!

IN A COLLABORATIVE ENVIRONMENT LIKE THIS, JOHN IS ALSO ABLE TO SHARE HIS SUSTAINABILITY KNOWLEDGE WITH OTHER VAMPIRE HUNTERS.
John, you can also tap the map function to see how many vampires you discovered and where each was. Let me show you.
**Vampire Hunters**

8 vampires found.
400 kWh energy saved.

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Vampires Found</th>
<th>Energy Saved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Peter</td>
<td>33</td>
<td>980 kWh</td>
</tr>
<tr>
<td>2</td>
<td>John</td>
<td>30</td>
<td>975 kWh</td>
</tr>
<tr>
<td>3</td>
<td>Paul</td>
<td>27</td>
<td>900 kWh</td>
</tr>
<tr>
<td>4</td>
<td>Ringo</td>
<td>21</td>
<td>850 kWh</td>
</tr>
</tbody>
</table>

*ONE MORE THING, JOHN... ONCE YOUR FINDINGS HAVE BEEN CONFIRMED AND VAMPIRES REPLACED, YOU'LL BE ABLE TO SEE HOW MUCH ENERGY YOU SAVED. TODAY, I'VE SAVED 400 KWH SO FAR. NOT BAD!*
Design Organisation

• 2008 – 2012 Centralized UX organization
• 2012 – Decentralized organization

• Project teams around Enterprise application topics, not around gamification
Challenges, Issues, Pitfalls

This concept is still under development evaluation:

• Gamification frameworks immature
• Legal and ethical issues of Gamification in the Enterprise
• 2008 G8 favorable for Sustainability, 2012 focused on Economic crises

Next steps…

• This example has inspired Gamification in other areas of SAP like CRM, HR
• Gamification platform under evaluation
• Customers interested in incorporating Gamification into their business Software
Next Steps

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- Gamification platform under evaluation
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