Vampire Hunter

Example of a Gamification Project

Janaki Kumar
SAP Labs | janaki.kumar@sap.com

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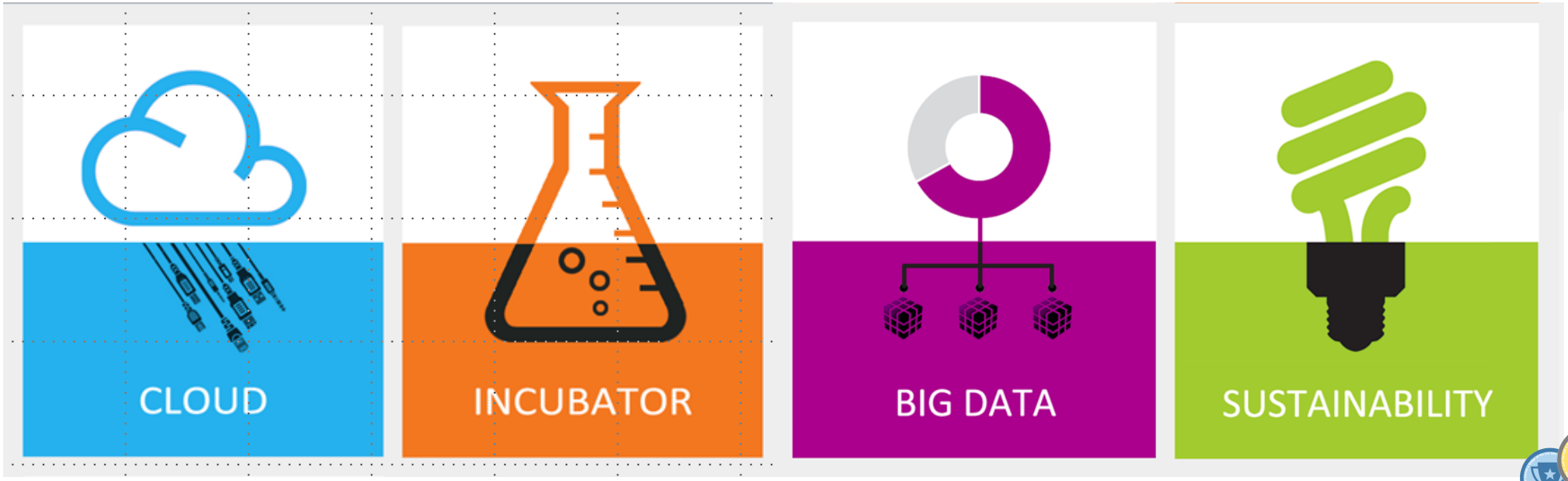
About You

- Enterprise Software Designer
- Head of Strategic Design Service, America

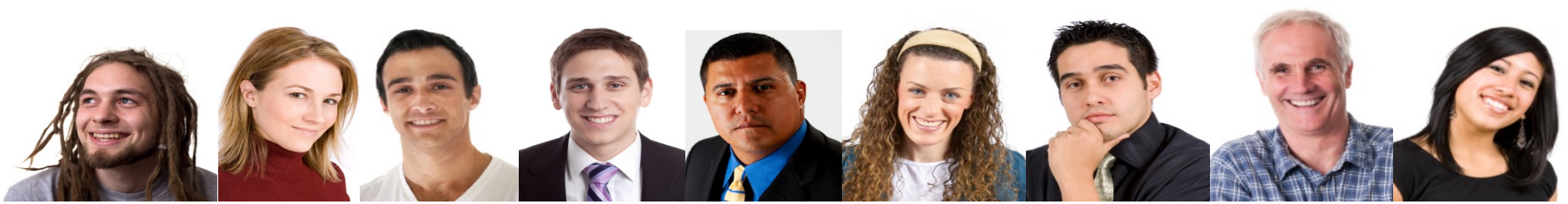
  Design & Co-Innovation Center, SAP Labs Palo alto
- Lead of team of Interaction designers working on Business Software
- Collaborate with Mario Herger – SAP Community Network



Player Centered Design

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

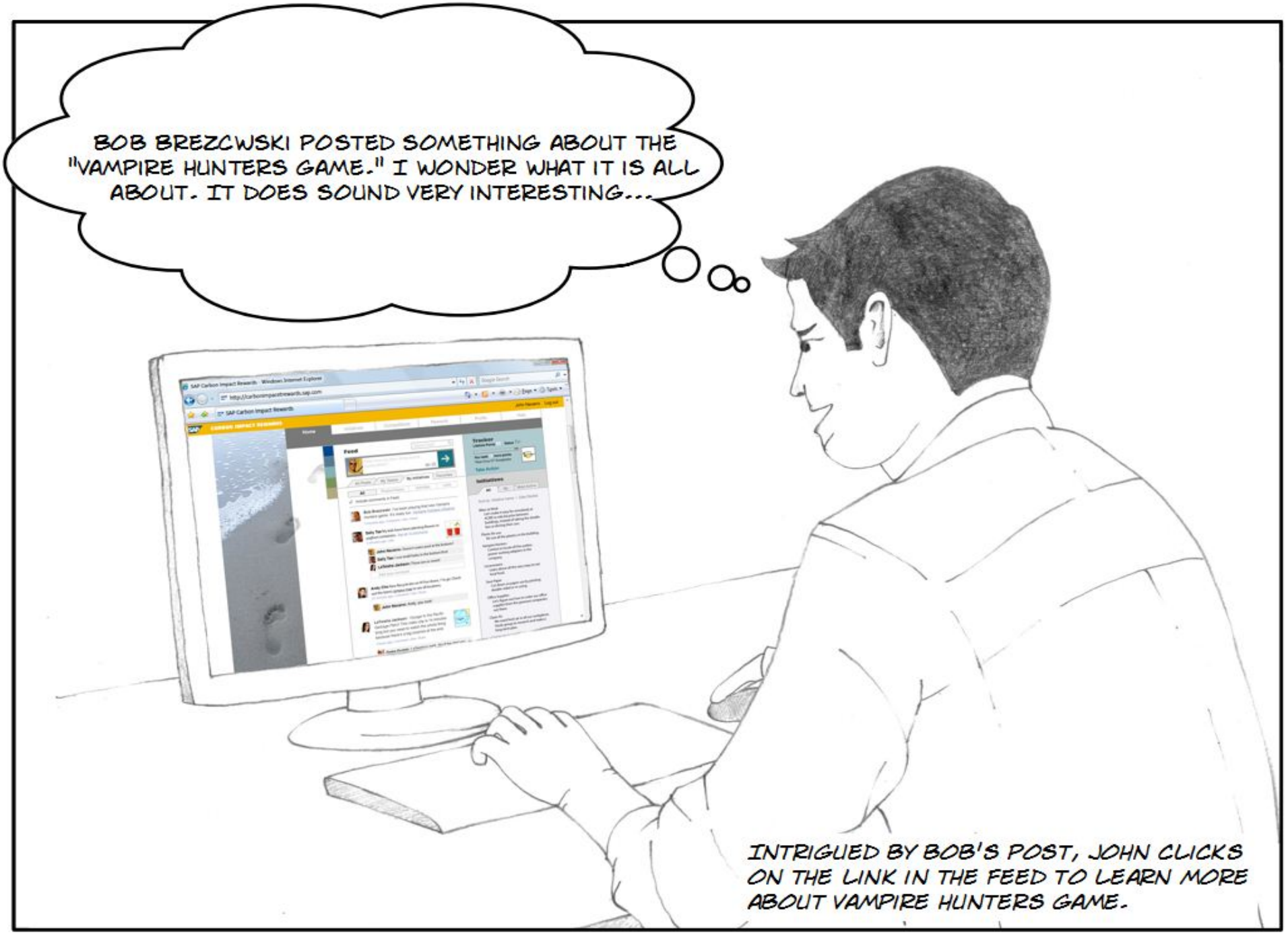
JOHN NAVARRO

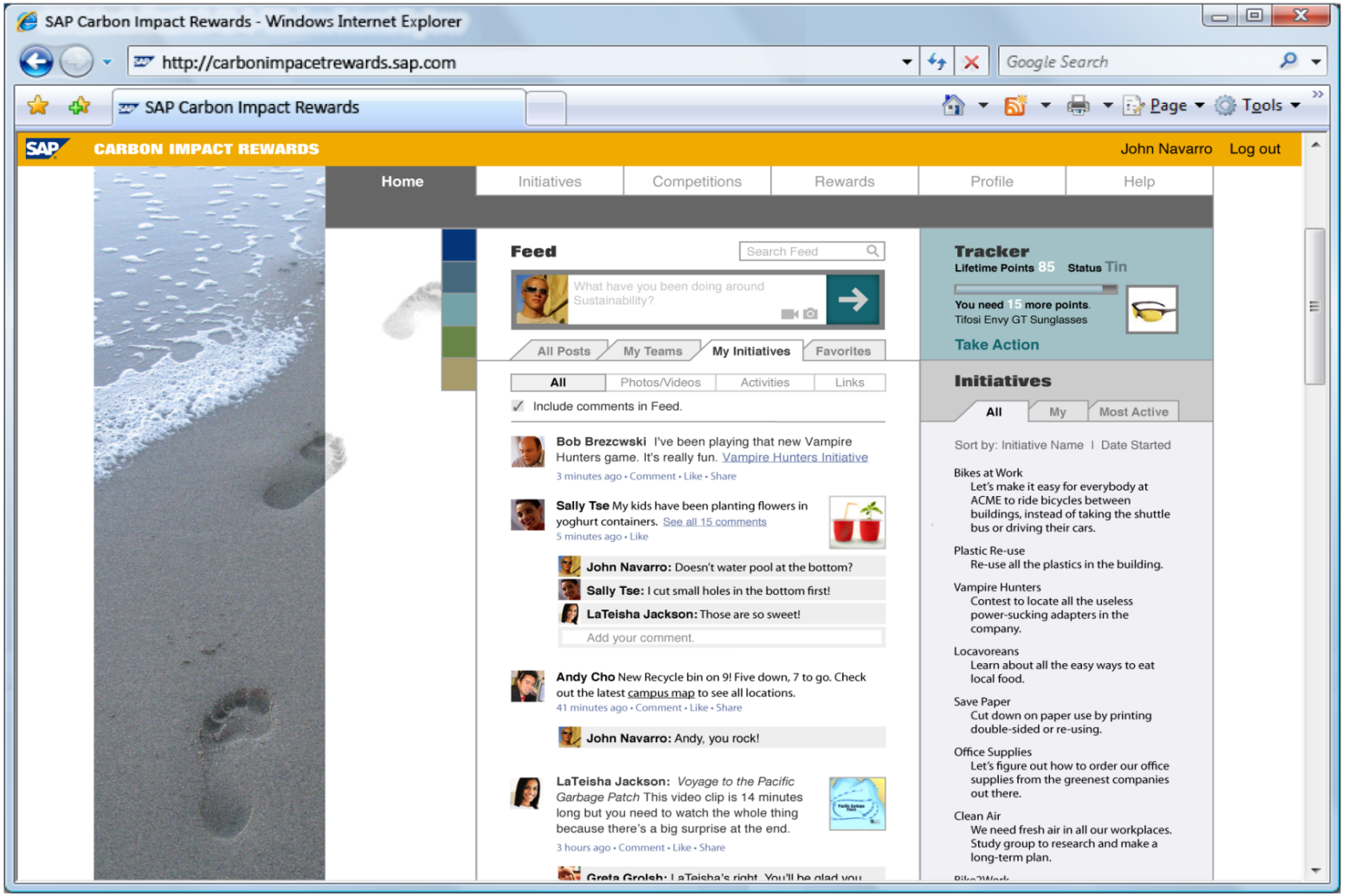
NEW TO VAMPIRE HUNTERS GAME

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.

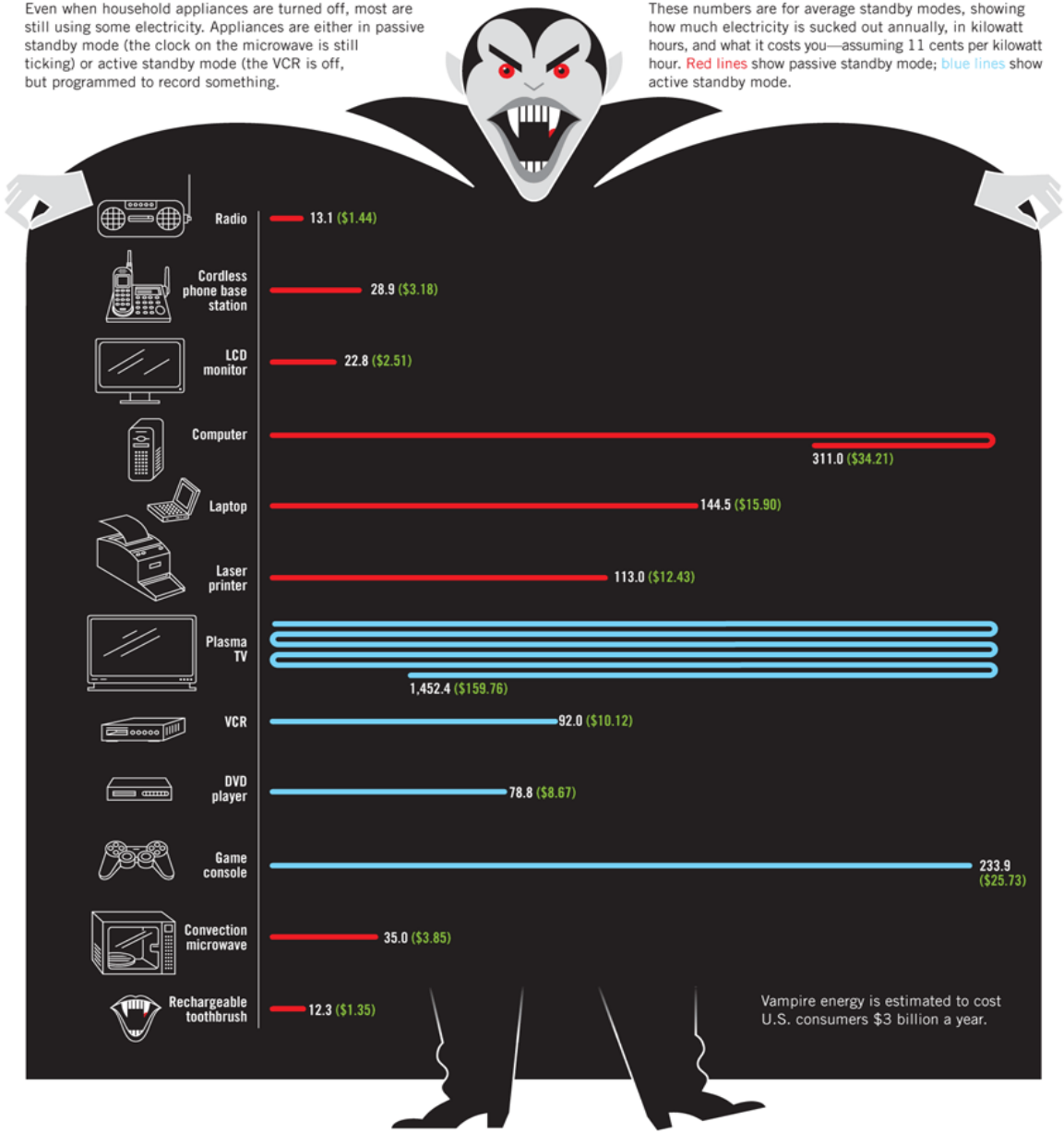

SAP Carbon Impact Rewards - Windows Internet Explorer
http://carbonimpacetrewards.sap.com
Google Search
SAP Carbon Impact Rewards
Page
Tools
CARBON IMPACT REWARDS
John Navarro
Log out
Home
Initiatives
Competitions
Rewards
Profile
Help
Feed
Search Feed
What have you been doing around Sustainability?
All Posts
My Teams
My Initiatives
Favorites
All
Photos/Videos
Activities
Links
Include comments in Feed.
Bob Brezcwski I've been playing that new Vampire Hunters game. It's really fun. Vampire Hunters Initiative
3 minutes ago • Comment • Like • Share
Sally Tse My kids have been planting flowers in yoghurt containers. See all 15 comments
5 minutes ago • Like
John Navarro: Doesn't water pool at the bottom?
Sally Tse: I cut small holes in the bottom first!
LaTeisha Jackson: Those are so sweet!
Add your comment.
Andy Cho New Recycle bin on 9! Five down, 7 to go. Check out the latest campus map to see all locations.
41 minutes ago • Comment • Like • Share
John Navarro: Andy, you rock!
LaTeisha Jackson: Voyage to the Pacific Garbage Patch This video clip is 14 minutes long but you need to watch the whole thing because there's a big surprise at the end.
3 hours ago • Comment • Like • Share
Tracker
Lifetime Points 85 Status Tin
You need 15 more points.
Tifosi Envy GT Sunglasses
Take Action
Initiatives
All
My
Most Active
Sort by: Initiative Name | Date Started
Bikes at Work
Let's make it easy for everybody at ACME to ride bicycles between buildings, instead of taking the shuttle bus or driving their cars.
Plastic Re-use
Re-use all the plastics in the building.
Vampire Hunters
Contest to locate all the useless power-sucking adapters in the company.
Locavoreans
Learn about all the easy ways to eat local food.
Save Paper
Cut down on paper use by printing double-sided or re-using.
Office Supplies
Let's figure out how to order our office supplies from the greenest companies out there.
Clean Air
We need fresh air in all our workplaces. Study group to research and make a long-term plan.

SAP Carbon Impact Rewards - Windows Internet Explorer
http://carbonimpacetrewards.sap.com
Google Search
SAP Carbon Impact Rewards
Page
Tools
SAP
CARBON IMPACT REWARDS
Peter Sweitzer
Log out
Home
Initiatives
Competitions
Rewards
Profile
Help
All Initiatives
Participate
Initiative Home
Become a Fan
Join
Vampire Hunters
The goal of this game is to locate "vampires", electronic devices that waste energy, on the ACME campus. This information will be used by the Facilities department to install energy efficient surge protectors, light bulbs, and other efficiency controls that will help us to achieve our energy goals. Participation not only helps the company, but benefits future generations—and you can win great prizes. Read more...
Participate in this Initiative
Click on an Action or Event to select it
Pts. Actions
Add to Favorites
20 Replace old equipment
15 Exchange light bulbs
Pts. Events
Add to Favorites
50 Energy Efficiency Task Force Meetings
2nd Wednesdays, 1:00 pm
10 Play Vampire Hunters
28 Jan 2011, 4:15 pm
10 Identify Vampires
29 Jan 2011, 12:30
Play Vampire Hunters
31 Jan 2011, 12:30
Add Action to My Favorites List
Inform me when new actions and events are added.
Resources
Search Resources
$4 billion
These fun video clips will get you all fired up about the vampire hunt. Amazing what a difference the little things make.
Posted by Greta Grolsh 8 Jan 2011
Vampire Hunters Feed
Search Feed
What's your Vampire Hunters news?
All
Photos/Videos
Activities
Links
Include comments in Feed.
Sally Tse: I just bought a Kill a Watt. It tells me all about how efficient my appliances are. It's great!
6 Minutes ago • Comment • Like • Share
LaTeisha Jackson: Where do I get one?
Sally Tse: I bought mine online for $25! Just search for Kill a Watt!
Greta Grolsch: The Carbon Impacts Rewards Council has installed a solar powered charger in the outside cafeteria! Use the sun to charge your devices during your lunch hour.
21 Minutes ago • Comment • Like • Share
John Navarro: There will be someone monitoring devices left charging between 11:00 and 1:00, FYI
46 Minutes ago • Comment • Like • Share
Bob Brezscski: Hey, we just installed a brand new super energy efficient fridge in the BLDG 3: FL 7 break room! Facilities is collecting all the personal fridges from offices, so bring your beer to our new fridge!
2 hours ago • Comment • Like • Share
Tom Ackerman: Is that a coded party invitation? If so, count me in.
Bob Brezscski: You're in!
A.P. Narayan: Energy-efficient beer—I like it!
Lifetime Points 85
Status Tin
You need 15 more points.
Tifosi Envy GT Sunglasses
Take Action
Members
Greta Grolsch
Sally Tse
Bob Brezscski
LaTeisha Jackson

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.



SOURCES 2005 Intrusive Residential Standby Service Report; Department of Energy

HUNT ME DOWN, OR I'LL DRAIN ALL OF YOUR ENERGY... WAHAHAHA.

= 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.

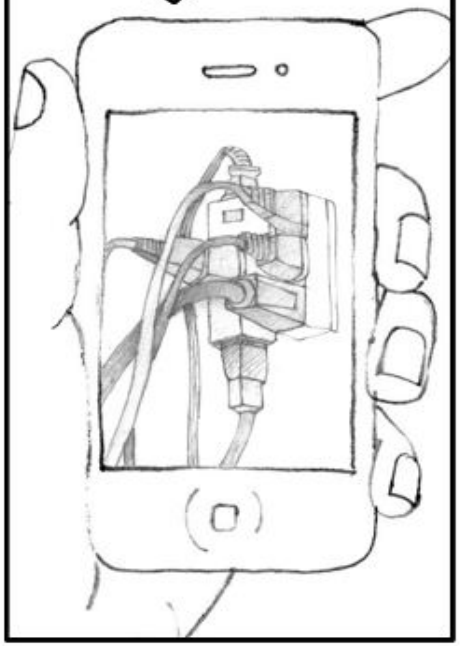
JOHN DECIDES TO CHECK OUT THE VAMPIRE HUNTERS GAME. HE TAKES OUT HIS MOBILE TO SEARCH FOR THE LOCATION AND TIME THAT HE CAN PARTICIPATE...

AHA... THERE'S ONE JUST TWO FLOORS ABOVE ME AT 3PM... HOW CONVENIENT!

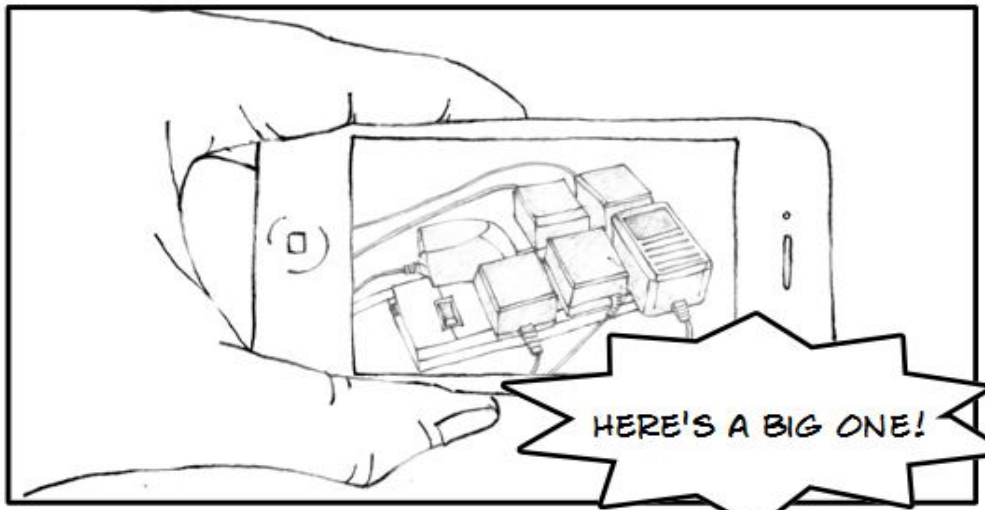
HEY GUYS, LET'S START HUNTING AT 3:10. WE ARE GOING TO MEET AGAIN IN THIS ROOM AT 3:20 TO SHARE RESULTS. BESIDE TAKING PHOTOS OF THE VAMPIRES, PLEASE DON'T FORGET TO FILL OUT THE DESCRIPTOIN, TIME, AND LOCATION AS WELL.
JOHN WALKS TO THE LOCATION WHERE HE MEETS SALLY TSE, WHO HELPS HIM AND OTHER NEW VAMPIRE HUNTERS GET STARTED...

AT 3:10PM, THE VAMPIRE HUNTERS START SPREADING OUT TO HUNT THE VAMPIRES AROUND THE FLOOR.

I GOT ONE!

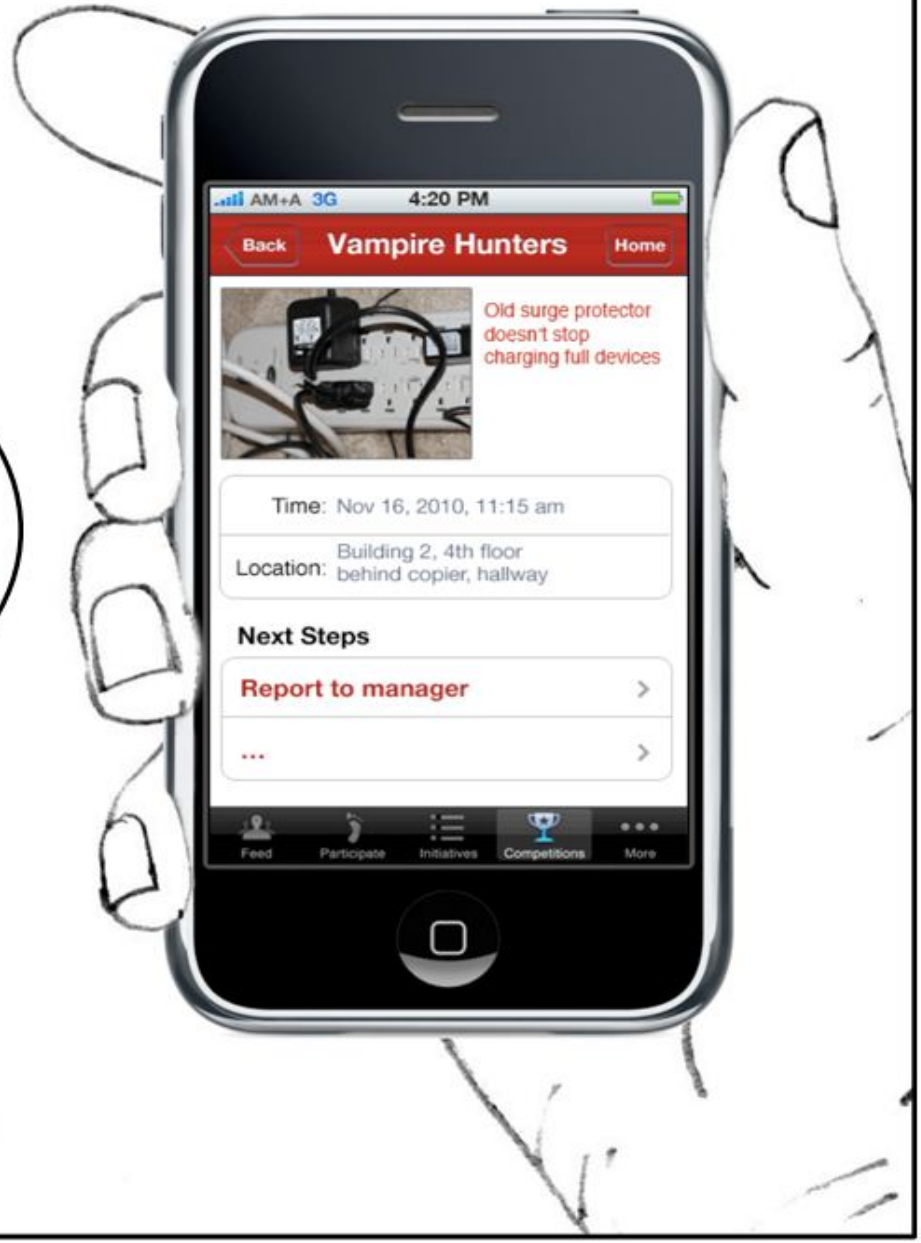


MAKE IT TWO!



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.

AM+A 3G
4:20 PM
Back
Vampire Hunters
Home
Energy Saved
My Team
My Points
8 vampires found.
400 kWh energy saved.
Highest Scoring Person
Highest Scoring Team
No. Name Vampires Found Energy Saved
1 Peter 33 980 kWh
2 John 30 975 kWh
3 Paul 27 900 kWh
4 Ringo 21 850 kWh
Feed
Participate
Initiatives
Competitions
More
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 incorpoarting Gamifictaion into their business Software

Next Steps

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- Gamification platform under evaluation
- Customers interested in incorporating Gamification into their business Software