
JUST PRESS PLAY


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LOGIN


At this time Just Press Play is only open to IGM majors. ([Find out more?](#))

Create. Learn. Explore. Socialize.


JUST PRESS PLAY



“We should get achievements for being Awesome.”



Just Press Play is about recognizing the fun things, the important things, the things that happen in college life that are worth noting – and sharing.



Just Press Play adds a game layer to our undergraduates' daily life. We invite students in RIT's School of Interactive Games and Media to engage in a playful way with their educational environments and experiences.

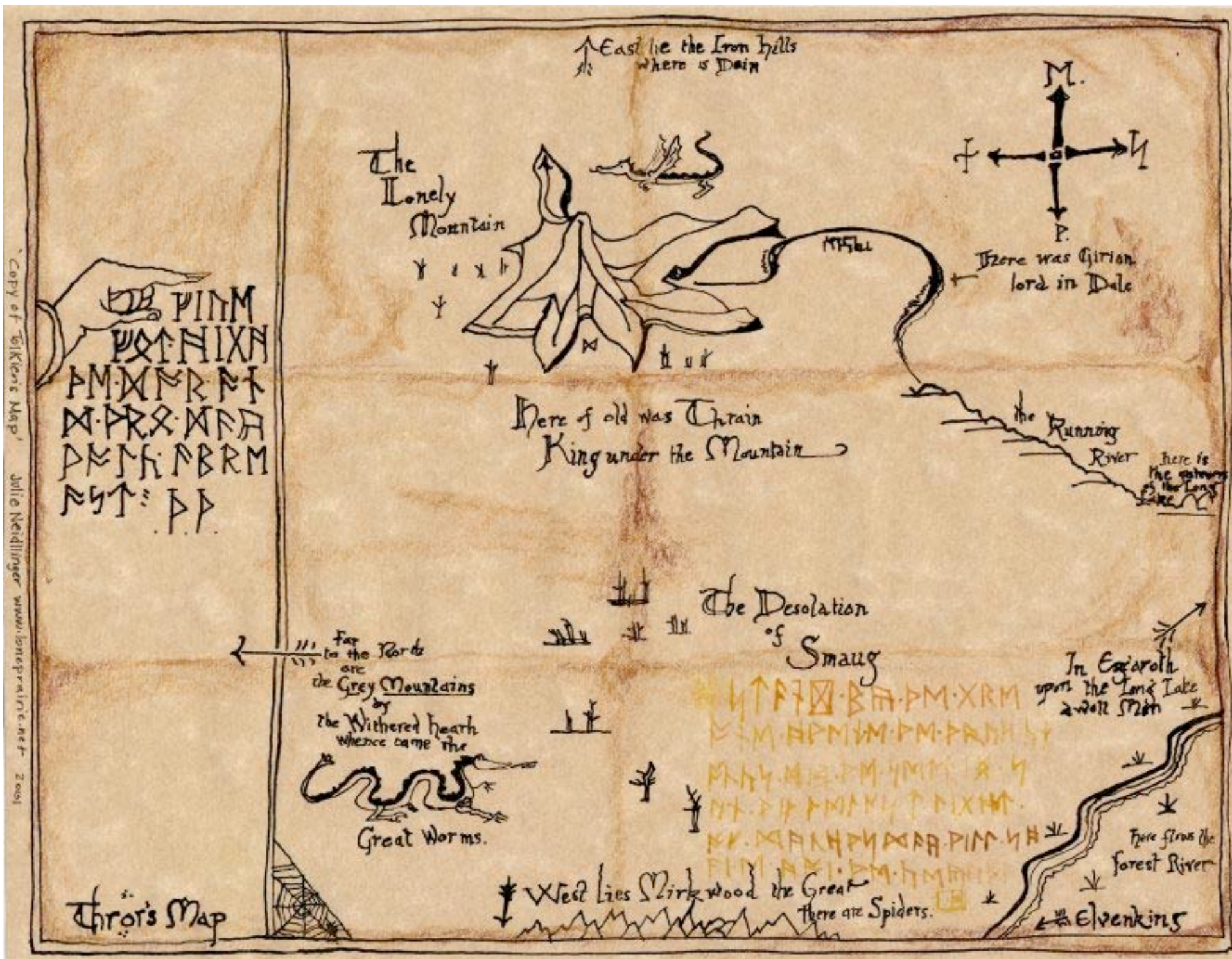
With the generous support of Microsoft Research Connections, we're working to make the platform available to other educational institutions.

Designing A Game Layer for Student Success

GAME DESIGN AND
DEVELOPMENT LABORATORY

SPEED BUMPS
NEXT 96 MONTHS

EXIT





Liz's foursquare Badges

These are the core badges dreamt up by the members of the foursquare team, for things like regular workouts at your gym or being a local at your neighborhood coffee shop.



Newbie
June 18, 2009



Adventurer
January 08, 2010



Explorer
January 22, 2010



Superstar
March 06, 2010



Bender
May 02, 2010



Crunked
December 21, 2009



Local
January 12, 2010



Super User
January 23, 2010



Player Please!



School Night
May 17, 2010



Far Far Away
March 06, 2010



Brooklyn 4 Life



Stats for Liz L. from the last month

month

+ [Tweet these stats!](#) (and allow others to see this page)

+ [Tweet these stats!](#) (and keep this page private)

DAYS CHECKED IN

29

NUMBER OF CHECKINS

104

AVG CHECKINS WHEN OUT

3.6

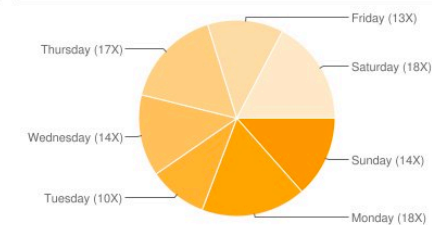
% OF CHECKINS AT NEW PLACES

21%

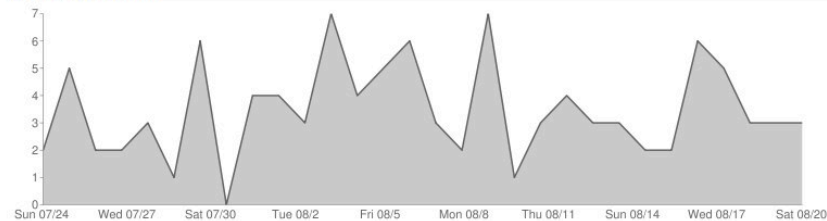
NEW PLACES DISCOVERED

22

DISTRIBUTION BY DAY OF WEEK



DISTRIBUTION BY DAY



TOP FRIENDS



Eric Ellis (5X)



elouise oyzon (4X)

NUMBER OF DIFFERENT FRIENDS YOU'VE CHECKED IN WITH

6

“We are beginning to see ourselves not just from the inside, as an actor doing something on a daily basis, but from the outside—understanding what we look like to the world around us and developing a kind of hybrid identity.”

—Aram Simmreich



Project Goals

- Provide students with a clearer sense of their accomplishments in various areas (academic, social, and creative) of their college experience, and provide them with tools to reflect on their range and balance of activities.
- Increase students' awareness of activities and opportunities outside of their academic coursework, from wellness to collaboration to knowledge of the campus and city, and inspire them to sample a range of experiences.
- Enable students to maintain and share a record of their activities.
- Provide students with a sense of fantasy, whimsy and playful abstraction in dealing with the stress and growth associated with the transformational nature of undergraduate education.

Timeline

- Summer 2010: Idea pitched to MSR
- Fall 2010: Seed funding
- Spring 2011: Initial design, full funding proposal
- Summer 2011: Funding received, development begun
- October 2011: Launched
- Spring 2012: Qualitative assessment
- Summer 2012: Major Redesign
- Fall 2012: Relaunched



Picture the Impossible

Welcome back, weez
YOUR PROFILE | EDIT
LOG OUT



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Earn Achievements

Submit your codes, answers to puzzles, Photosynth URLs, photos, scavenger hunt team name, etc.

[Submission Page](#)

Recent Achievements



Bring on the New Year!

Complete the OMG Holiday Bonus Slider

Earned by: [Vickle P](#)

37 weeks ago



Party Like It's 2010

Complete the Medium Holiday Bonus Slider

Earned by: [barbandkent](#)

1 year ago



Auld Lang Syne

Complete the Easy Holiday Bonus Slider

Earned by: [elfsister01](#)

1 year ago

[View Your Achievements](#)

Faction Standings



The Tree Standings



The Forge Standings

News via Twitter



PictureTheImpossible
[ptigame](#)

@jayforier excellent! how many legs of the scavenger hunt have you done? and are you bringing us food on thursday? :)
over a year ago

Sponsors, Partners, & Charities



Marie C. Joseph C.
Wilson Foundation




Democrat and Chronicle
Democrat-Chronicle.com



Self-Determination Theory

AN APPROACH TO HUMAN MOTIVATION & PERSONALITY



Home Contact

Faculty

Theory

Publications >>

Questionnaires

Conference >>

News

"To be self-determined is to endorse one's actions at the highest level of reflection.

When self-determined, people experience a sense of freedom to do what is interesting, personally important, and vitalizing."

Edward Deci & Richard Ryan



Self-Determination Theory (SDT) is a [theory of motivation](#). It is concerned with successful and healthy ways. SDT has been researched and practiced by a [network of researchers](#).

The theory was initially developed by Edward L. Deci and Richard M. Ryan at the University of Rochester. Scholars from many countries. Deci and Ryan are professors in the Department of Psychology at the University of Rochester, where they direct a pre- and post-doctoral training program focused on self-determination.

This website presents a brief overview of SDT and provides resources that address issues of motivation, development, motivation across cultures, individual differences, and psychological well-being. Self-Determination Theory to:

Daniel H. Pink

author of The New York Times bestseller

A Whole New Mind

DRIVE

The Surprising Truth
About What Motivates Us

It's the autonomy, stupid.





Sebastian Deterding

“My point is that the ‘fun’, the pleasure of these elements does not come from some extrinsic reward value of those elements, but chiefly from the experience of competence they give rise to.”

What behaviors did we want to
reward and encourage?

What feelings of competence
could we engender?

What did we want our students to
remember and reflect on?



Highlights



Enter the Dungeon

It is pitch black. You are likely to be eaten by a grue.

- Go to a professor's office hours
- Submit the code on the card they give you



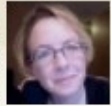


So, what happened?



Notable Successes in v1

- Collaborative Activities
 - “Undying” Achievements
 - Flash Mob Achievements
 - Scavenger Hunt Achievements
- Faculty/Staff Interaction
 - Playful
 - Challenging



Exploration



Mastery



Hover on a Star Above
to see details here.



No One Goes Alone

I have sent you a friend request. Accept or deny the request t...



Run With the Pack

They'll never see it coming.



I Laughed, I Cried, I Grew a Little

It was better than Cats. Attend at least one of the lecture...

Undying: The Return (GDD 2011-12)

[BACK TO ACHIEVEMENTS](#)


Winter fun and games are over, and no one was left out in the cold.

- If 90% of the students in the Winter 2011-12 GSD 2 class pass the course, all players get this achievement

Get This Achievement

This achievement will be automatically assigned to you when you complete the requirements.

Who's Got This?

[YOU](#)
[FRIENDS](#)
[EVERYONE](#)

You haven't unlocked this achievement yet.

UX Challenges

- Confusion over quadrants
- Levels and progression
- Code entry problems
- Content freshness, timing & communication

Technical Challenges

- Data recording problems
- RFID problems
- System reliability
- API/security problems

Summer 2012 Redesign

Two-Day Design Retreat

- One-hour weekly meetings were insufficient
- Needed extended deep-dive discussions on both content and technology
- Required participation by all team members for all aspects of redesign discussion
- Content design impacts technology design (and vice versa)



BETA 3

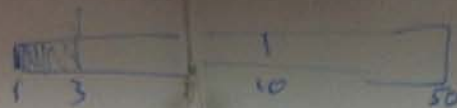
ALPHA 2

TOTAL POINTS



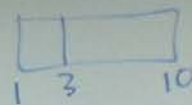
X ← DOES THIS HAVE MEANING?
TO SELF?
TO OTHERS?

Flocking to hierarchy



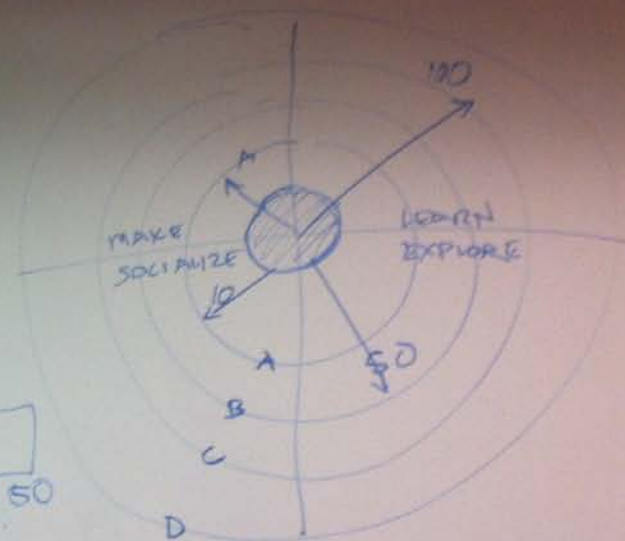
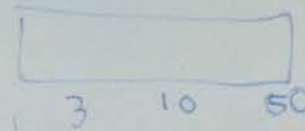
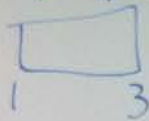
F+H

F+H 3



F+H 2

F+H 4



LEVEL A - MAKER

LEVEL C - LEARNER

LEVEL A - SOCIALIZER

LEVEL B - EXPLORER

- Physical
 - Virtual
 - Physical
 - Virtual
 - Physical
 - Virtual

Creation - production (iteration)

Self - other
Advances (support others) ←

Unique - shared
Knowing - doing

Make

Make

Explain

Explain

PHYSICAL - VIRTUAL

social -

Expectations

• CREATIONS

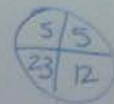
• MASTERS



BETA 3

ALPHA 2

TOTAL POINTS



X ← DOES THIS HAVE MEANING?
 TO SELF?
 TO OTHERS?

140

dissemination suggestion
why for you

Event

- newsletter → (para)

- Tasklist page

- Twitter (link)

- long form

- Groups

- Blogs

→ every
month

USER
250

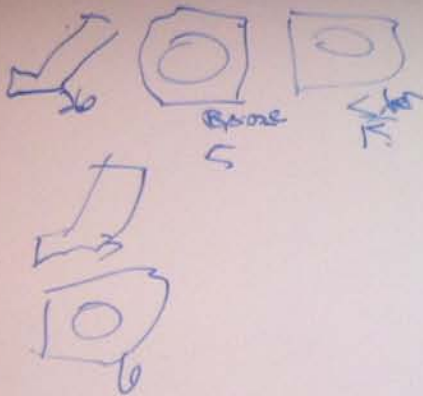
ACHIEVEMENT

30 - Went to a hockey game
30-3-31 - 3 games
30-10-32 - 10 games
30-50-33 - 50 games

- yes
- no
- no
- no

Front End

Went to a hockey game: [



USER-CHIEVE-LOG

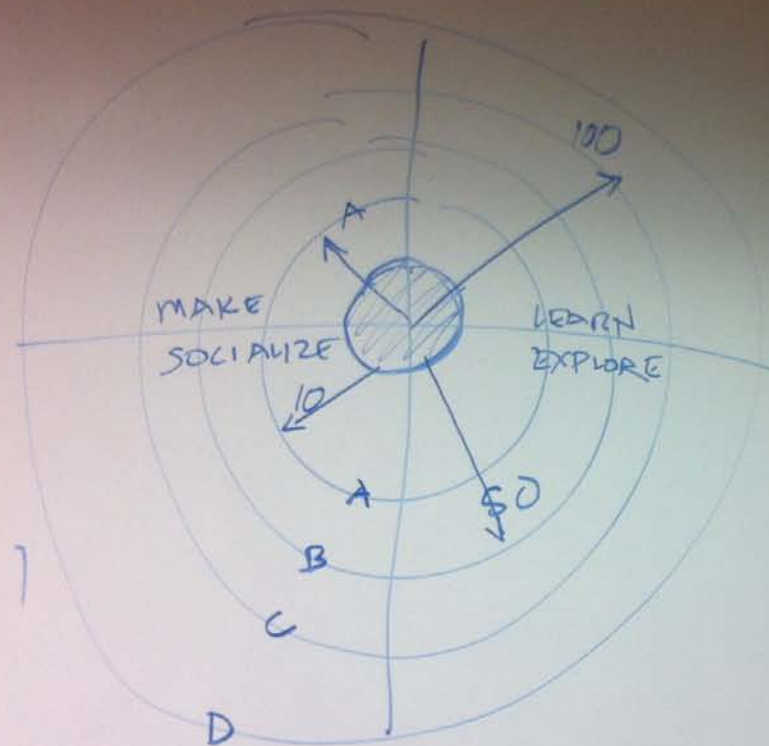
uid	aid	timestamp
250	30	✓
250	30	✓
250	30	✓
250	31	✓
250	30	✓
250	30	✓

MAKE
SOCIAL

LEVEL
LEVEL
LEVEL
LEVEL

Front End

Went to a hockey game: 3

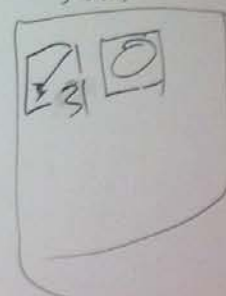


LEVEL A - MAKER
LEVEL C - LEARNER
LEVEL A - SOCIALIZER
LEVEL B - EXPLORER

QUEST



Total: 2



New Technical Infrastructure

- Switch from LAMP (Linux-Apache-MySQL-PHP) to .NET MVC architecture
- Entirely new data model to reflect redesigned content and problems from v1

New Game Mechanics

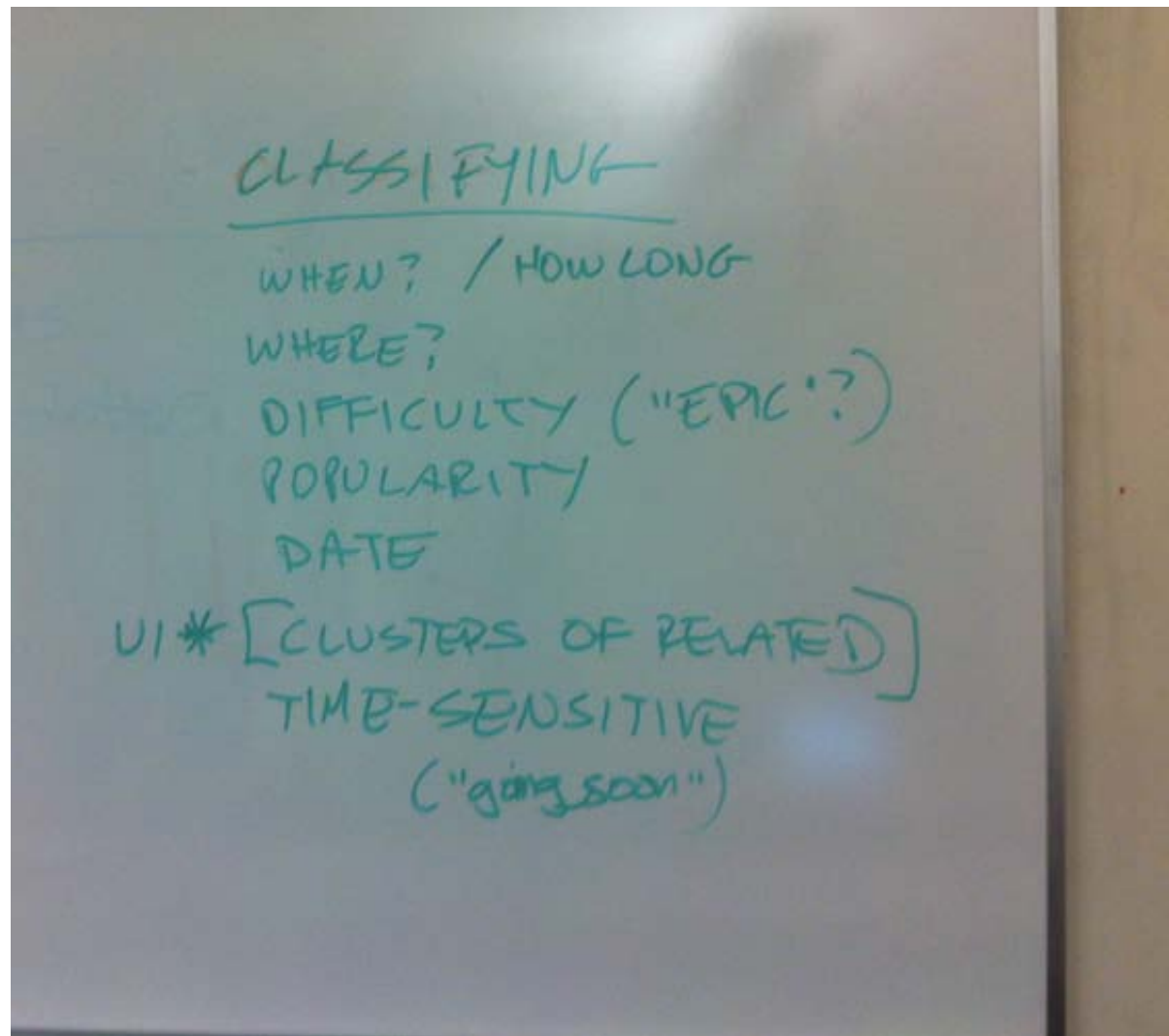
- Replaced dual-axis quadrants with discrete achievement categories
- Removed all leveling mechanics
- Replaced RFID tag with unique QR codes for students, scanned in by admins with mobile devices
- Improved collectible cards, with associated card game
- More inviting player UI/UX

Ongoing Challenges

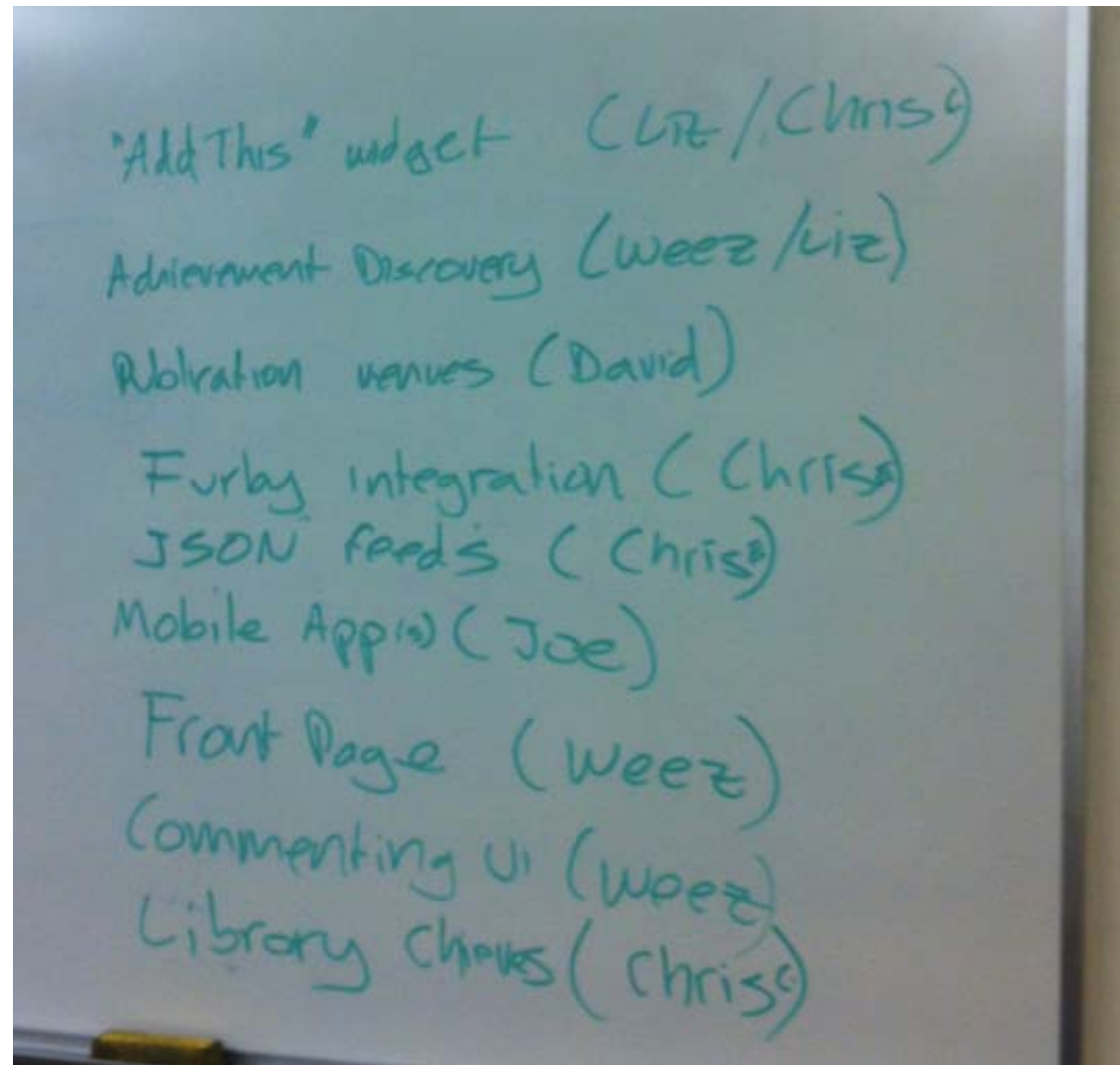
- Maintaining and updating content is time-consuming
- Communication with players is critical, but difficult to accomplish

What's Next?

Better User Experience: Organizing/Sorting Achievements



Better User Experience: Improved Feature Set



Conclusions

- Done well, adding game-inspired mechanics to the non-curricular student experience can be powerfully effective.
- To accomplish that, however, requires three components:
 - Solid technical infrastructure
 - Thoughtful, contextual content development
 - Consistent, widespread marketing