

Gamification: How To “Level Up” Your Impact

How serious play in research and innovation creates lasting impact



Outline



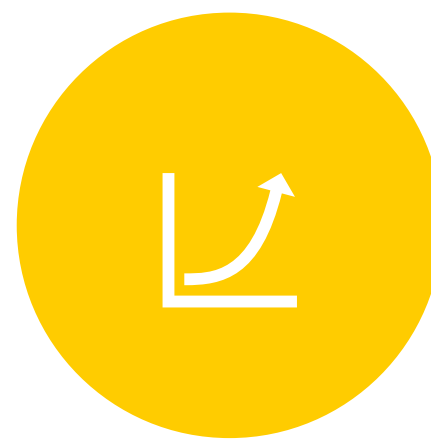
Who we are



**What is gamification
& serious play?**



**Gamification in
practice**

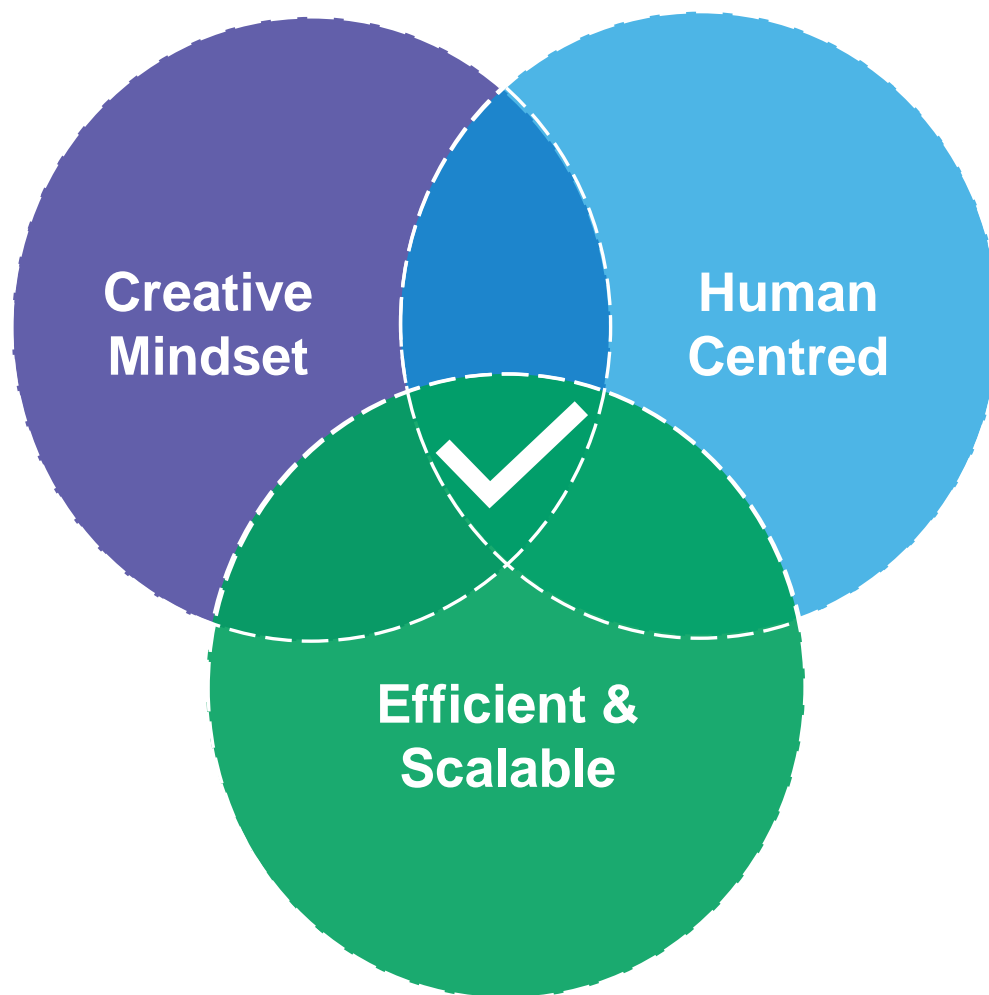


Impact and benefits



What's next?

Who are STT



Serious Play

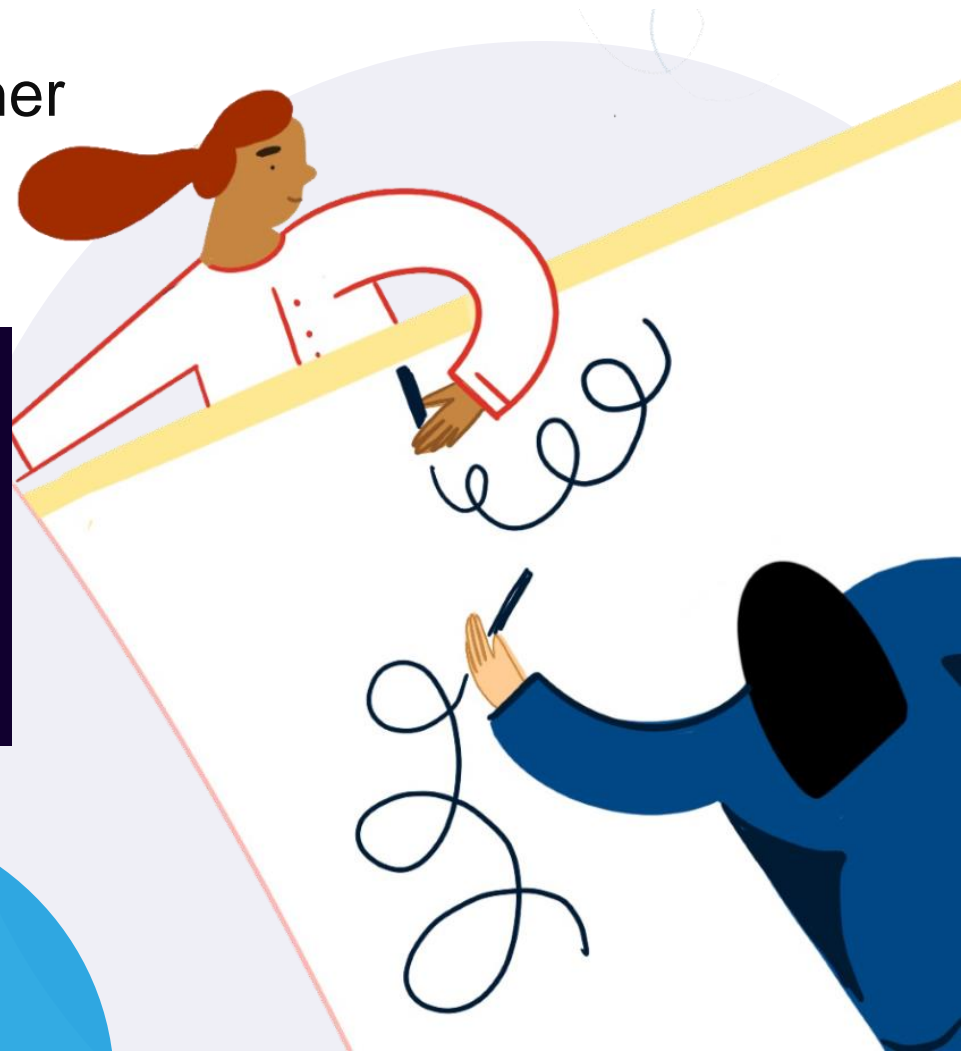
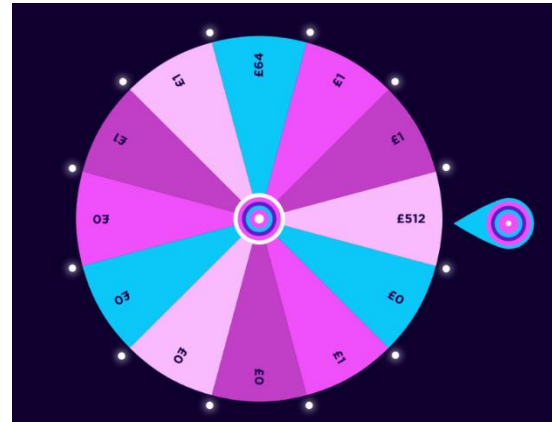
Serious play refers to **playful methods** that help:

- Solve **complex problems**
- Explore **thoughts and ideas**
- Work together more effectively

It's a creative approach that drives innovative solutions and collaboration.



Gamification is the use of game-like elements in other applications, often in UX:

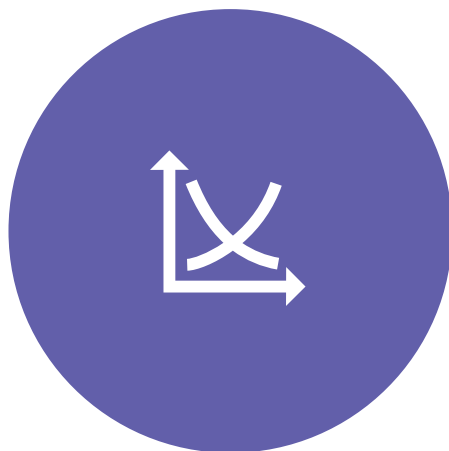




“ Play is not frivolous. In times where it seems least appropriate to play, it might be the time where it's most urgent. Let's embrace this gift from evolution and play, as we re-discover creativity, fellowship and wonder.

-Isabel Behncke, Primatologist 'Evolution's gift of play'

Why Does Play Work?



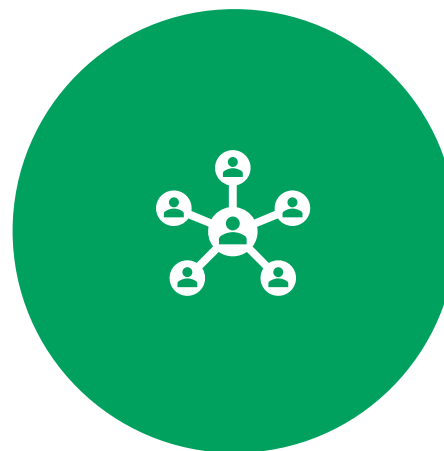
Releases Endorphins

Increases mood &
reduces stress



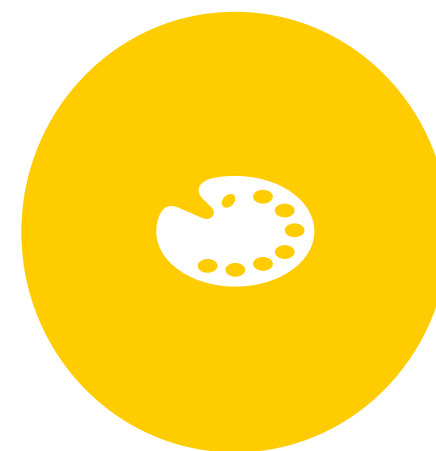
Neural Connectivity

Helps us make links
between ideas



Build Relationships

Playing together helps
us build rapport



Creative environment

Combines for creative
and innovative ideas

Turn to serious play when you want to...



Build Empathy

Helps clients, users and staff walk in each other's shoes



Heighten Awareness & Understanding

Help the team to understand the impact of different service elements.



Create Consensus

Help the research team and clients to agree on next steps



Break assumptions

Serious play is perfect for blue sky thinking and lightbulb moments.



Increase productivity and energy levels

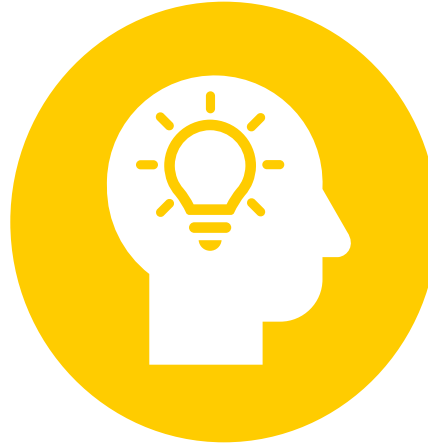
Helps reinvigorate and boost projects and teams

Use it throughout service transformation phases



Discover

Help the research team and clients to agree on next steps



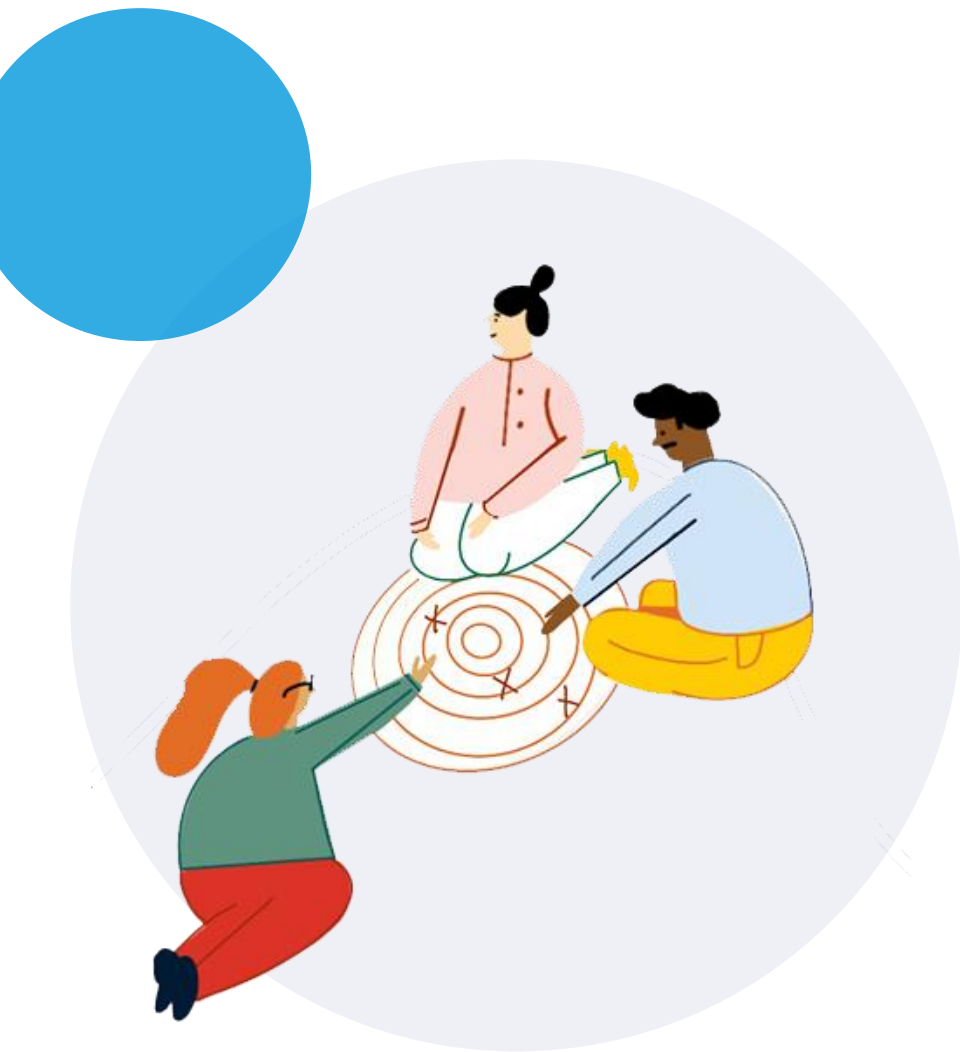
Generate Ideas

Serious play is perfect for blue sky thinking and lightbulb moments.



Test & Develop Ideas Early

Understand the impact of ideas early on before developing them further.



Serious play in action #1 Transformation Funding Process

Transformation Funding Process

What is it?

Annual application process and prioritisation of transformation funding

Why were we brought in?

Last year the bids couldn't be prioritised effectively, and funding decisions were delayed

When and why did we turn to gamification?

After initial discovery we were struggling to connect decision makers with service users experience

Transformation Funding: Meet the players



Riley
Applicant

Wants to apply for transformation funding to redesign a website **so that** the website is relevant, accessible and user friendly.



Charlie
Finance BP

Wants to support and collaborate with Riley during the whole process **so that** the application is of high quality and costed effectively



Rory
Digital BP

Wants to be involved in planning resource for Riley's project **so that** they can effectively support the redesign of the website



Sam
Funding Rep

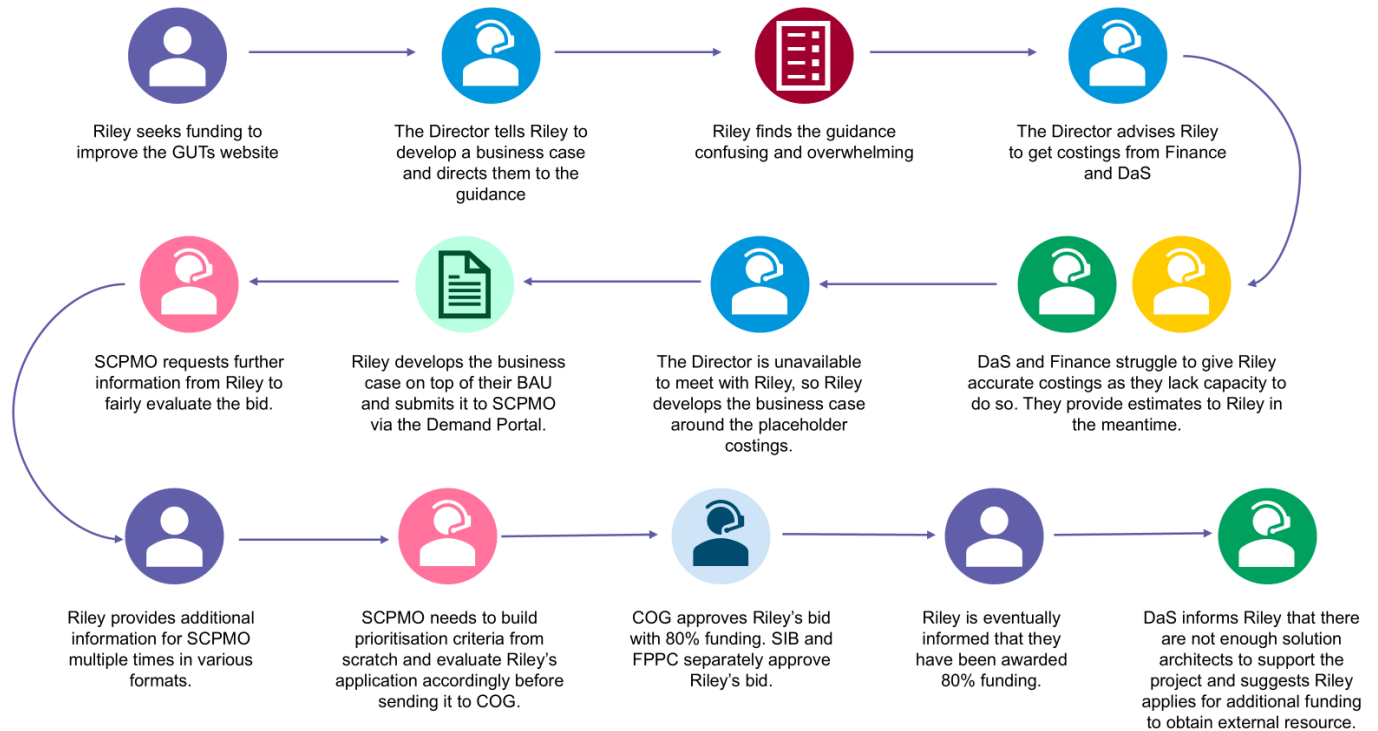
Wants to assess transformation bids using clear and agreed criteria **so that** Riley's application is evaluated in a fair and transparent way

Transformation Funding Process

What did we do?

We created a flow of how a user might navigate the process of a user journey

At each stage we focused on the emotions & feelings of users



Transformation Funding Process

What had the research shown us?

Applicants didn't have the correct information to complete the application

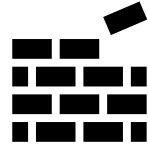
Applicants didn't have the time or training to complete the applications



Riley develops the business case on top of their BAU and submits it to SCPMO via the Demand Portal.



Riley



Lego model



2 minutes

8

Instructions for Riley

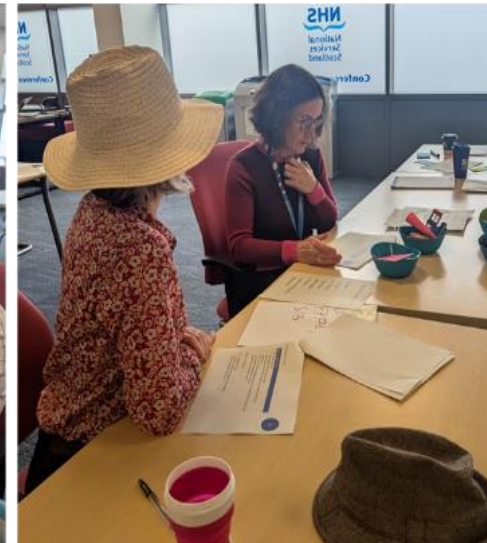
- You now need to start putting your business case together using the Lego pieces you have collected from the guidance station, and from Charlie and Rory.
- Follow the instructions given to you from the game master.

Instruction for game master – describe for Riley

- Say “step 8”
- Ask Riley to make a house out of the collected Lego pieces to represent their business case. It must include:
 - A roof
 - A door
 - Two floors
 - A garden
 - A window
- Give Riley 30 seconds. Shout out every 10 seconds.
- N.B. Riley will not have all the pieces they need to do the build. This is ok - they will gather more Lego as they proceed in the game.

“ The game was spot on and definitely encapsulated the trauma of the last year.

Participant



Transformation Funding: Impact



**Increased empathy
with users**



Clarity on pain points



**Identification of user-
centric opportunities**



**Opportunity
development &
implementation**

Serious play in action #2: Occupational Health Referral



Occupational Health Referral

What is it?

How staff and managers are referred into and subsequently treated by the OH service

Why were we brought in?

Following up on previous discovery work and looking to future proof service and take pressure off stretched service

When and why did we turn to gamification?

The OH service had been through previous discovery work but had not taken the recommendations forward. The Service felt like it was being let down by its users

Occupational Health Referral: Introducing our characters



Name & Role:

Jordan, Patient



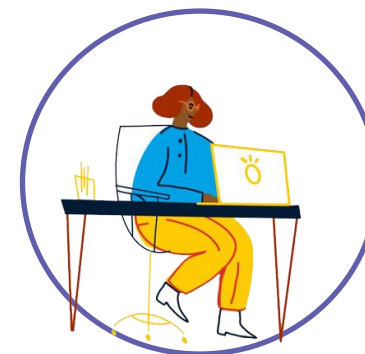
Name & Role :

Rowan, Patient



Name & Role :

Blake, Manager



Name & Role :

Morgan, OH Nurse

Reason For Accessing OH:

Support for bereavement, mental health and depression

Reason For Accessing OH:

Support for backpain at work

Reason For Accessing OH:

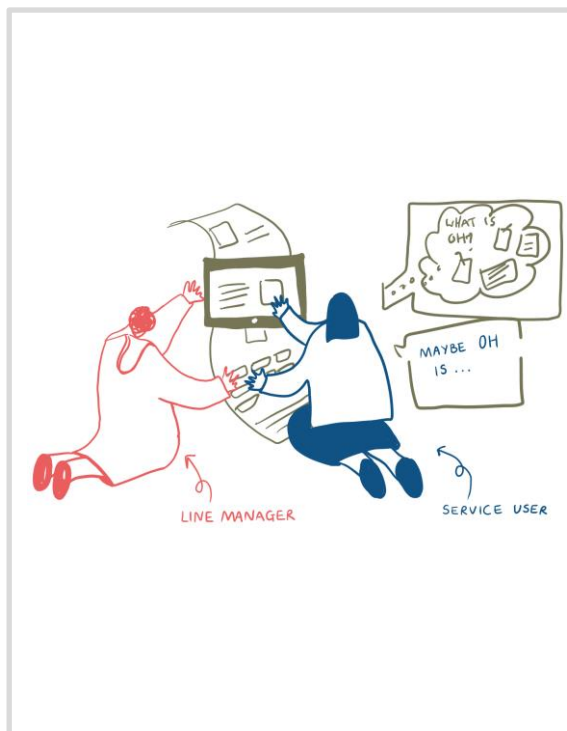
To support Jordan

Role in the journey:

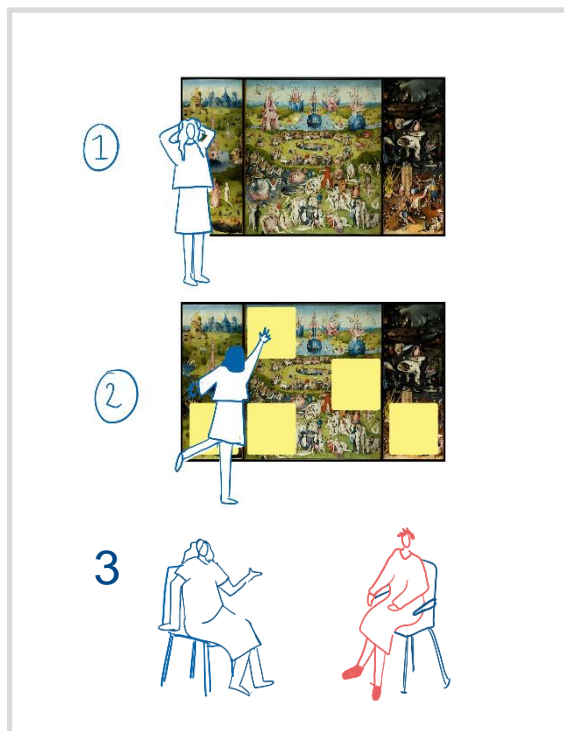
To support Jordan's wellbeing at work

Occupational Health Referral: The Scenarios

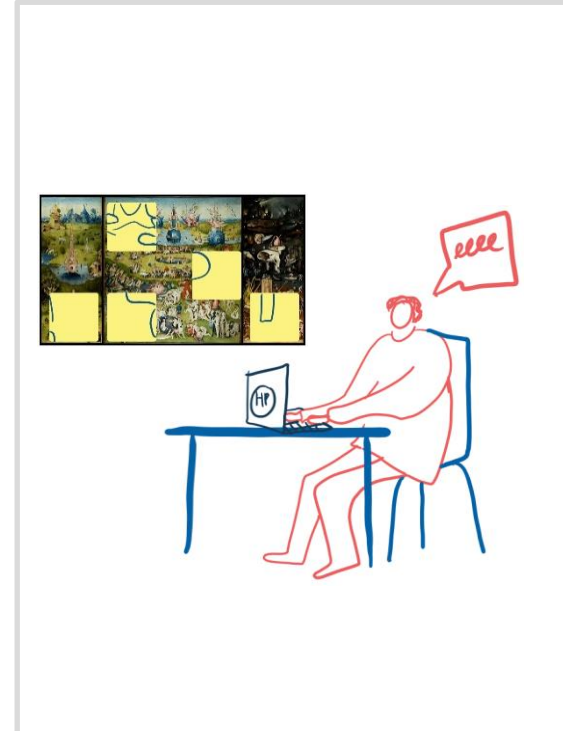
Step 1: Awareness



Step 2: The referral



Step 3: Filling out the form



Step 4: The appointment



Occupational Health Referral: Crafting the scenarios

Step 1: Awareness



What had the research shown us?

Applicants found it hard to navigate the website and the information on it confusing

What did we do?

We printed out the website and had our players navigate the website manually, if they “clicked” on certain links we had them read out quotes or feelings from users



“ I didn't realise that
being referred was
still seen as a
punishment

-Occupational Health Nurse

Serious play in action #2: The results



**Enhanced the
impact of the
Discovery Report**



**Increased empathy
for service users**

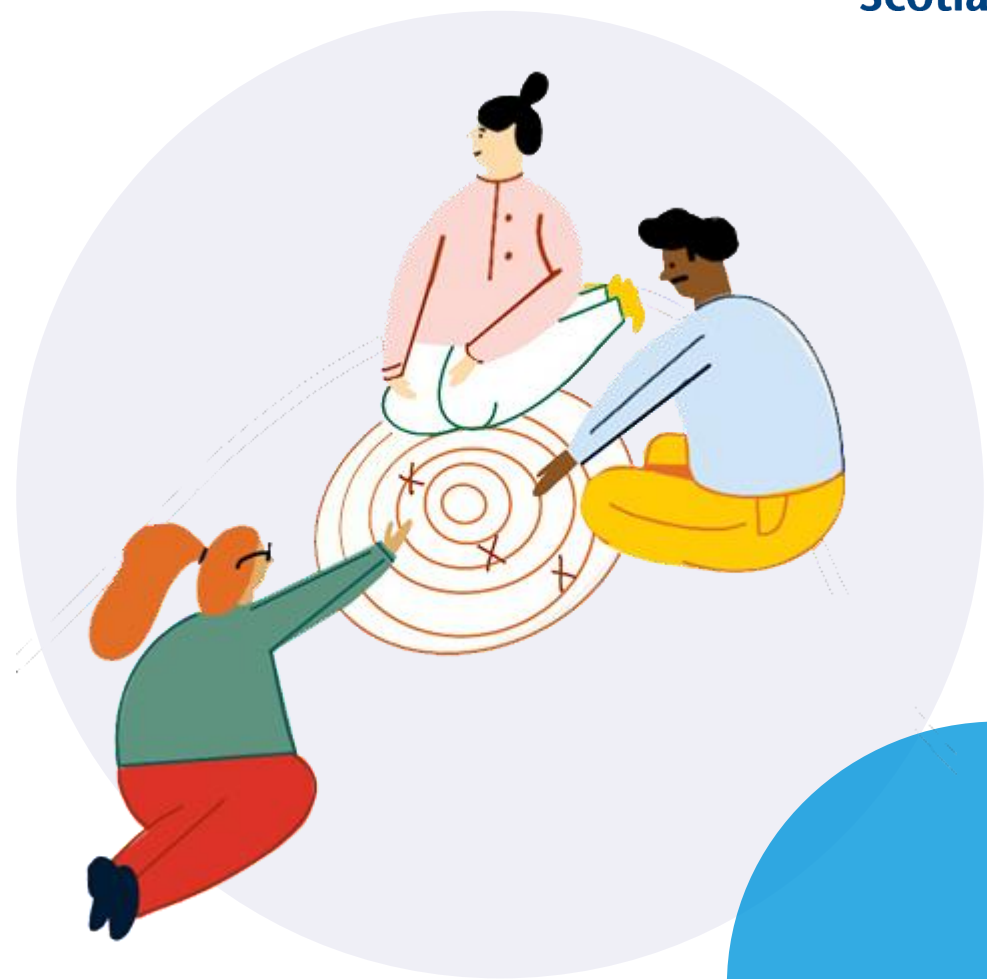


**Helped prioritise
opportunities for
improvement**



**Helped create a
common
understanding for
a vision statement**

Our Reflections



What's involved?




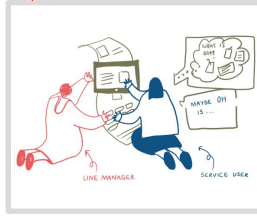
CRITERIA CHECKLIST 1

- Roof
- Door
- 2 floors
- Garden
- Window
- Plants



Step 1: Awareness

**Jordan - Service User 1**



You try to navigate the website to find out more about OH.

Background

- You have never accessed OH before and have not been aware of their services

Needs

You want to find out what support OH can and cannot provide to support your wellbeing at work.

Actions

- Work together with your line manager, Blake, to find out what OH does by navigating the website.
- Read out the yellow cards as you go.

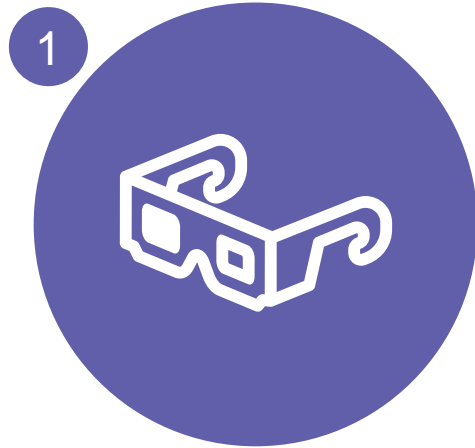
Props

- Website print outs and instruction cards.



THE RESEARCH

Benefits of serious play



**Makes
Experiences 3D
again**



Storytelling = Impact



**Interaction engages
clients**



**Gives Projects
Momentum**

Tips and Tricks



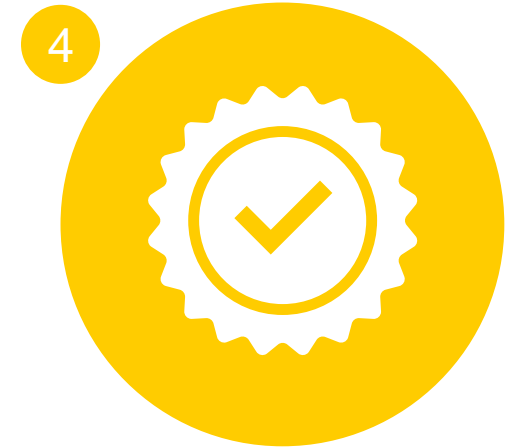
**Recreate the
experiences
through play rather
than give them a
script**



**Allow for plenty of
time
for serious play in
workshops**



**Design activities
around key insights**



**Use this technique
to
scaffold learning**



Would you like to play a game?



Discussion

What
impression did
the game leave
on you?

Where could
you apply
gamification?



**Thank you, please get in
touch!**

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