

# gamification

**DIVIRTIÉNDOSE PARA TRABAJAR MEJOR**

*por David Bonilla*

Agile-Spain<sup>conferencia</sup>2011  
Castellón 20|21 octubre

XSERVIXHTML500CATLASSIANJAVAUAMDERECH  
FUNIUS**DAVIDBONILLA**ERP BLOG APACHE BARCAMP  
MARKETINGSCRUMMASTERAZERTIASTARTPUPCOG  
AJAVAHISPANOGALICIA**@DAVID\_BONILLA**IPSOLU  
IONESJAVAONEAGILEJEROCLAJEFEDeproyectoA  
ROID**BONILLAWARE.COM**CANDELAPOMODOROSAN  
FRANCISCO#YONOLLOSTORETTOEMBAJADORCO  
MARSANFRANCISCOTECNICO**BONILLATV.COM**BITBA  
GNETWORKSVIDEOJUEGOSPROGRAMADORXGNCA

# TWO PIES POTENCIETOR



# ¡JUGUEMOS!

```
"#CAS_2011" &&  
( "#GAMIFICATION" | |  
  "@david_bonilla" )
```

# Gamification.

(Del ingl. *game* -juego o jugar- e *ication*, sufijo para indicar técnicas probadas, simples y repetibles)

Aplicación de mecánicas de juego en contextos y entornos no lúdicos con el objetivo de resolver problemas, conseguir un mayor compromiso e inducir ciertos comportamientos deseados.

# **3 VERDADES INCÓMODAS**

**(PARA INCRÉDULOS, CRETINOS Y ENFURECIDOS)**

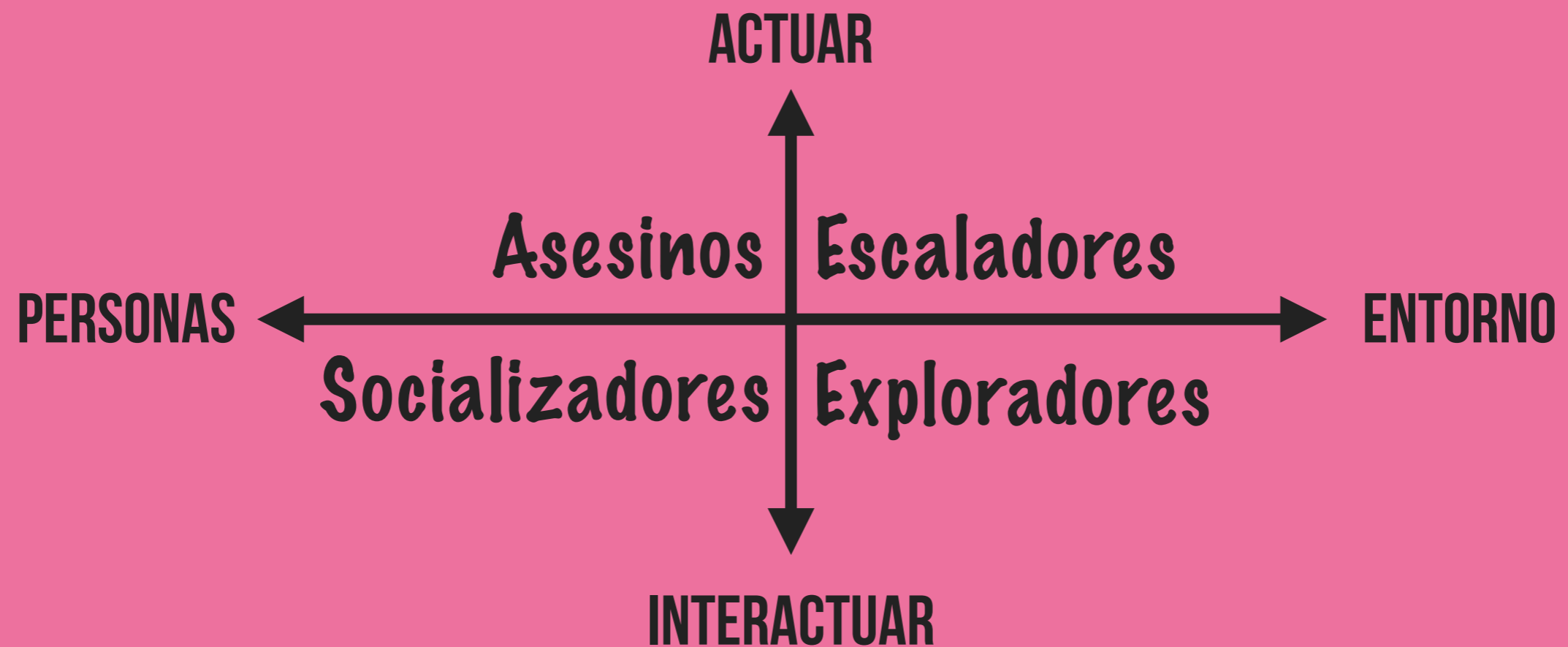
- 1. La Gamification es más vieja que Matusalén**
- 2. Si no te diviertes en el trabajo, algo va MAL**
- 3. A tu empresa debería importarle**

**ROUND 1...FIGHT!**



**TEORÍA DE  
JUEGO**

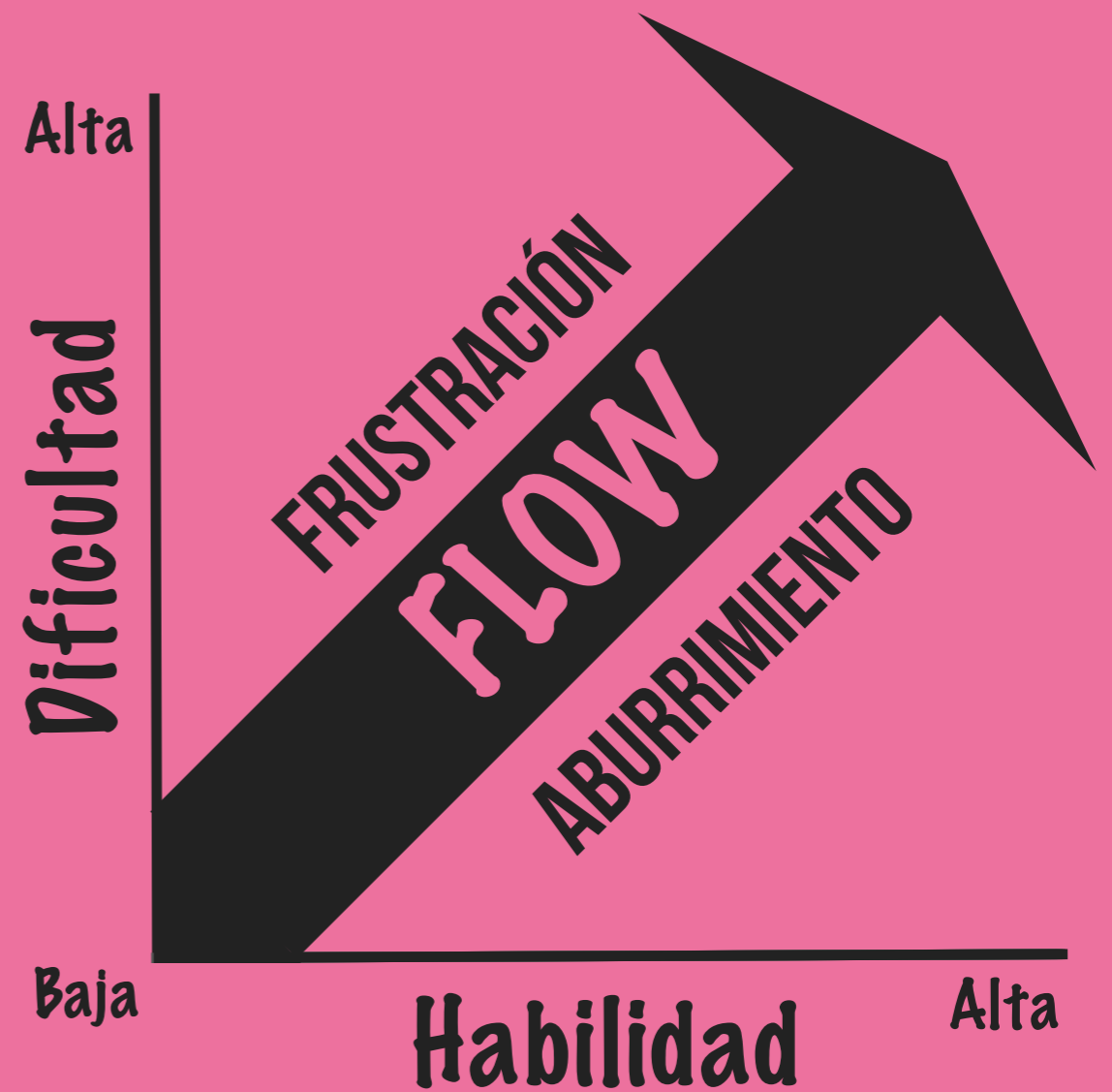
# ¿POR QUÉ JUGAMOS?





**EAPC!**

# MANTÉN EL FLOW

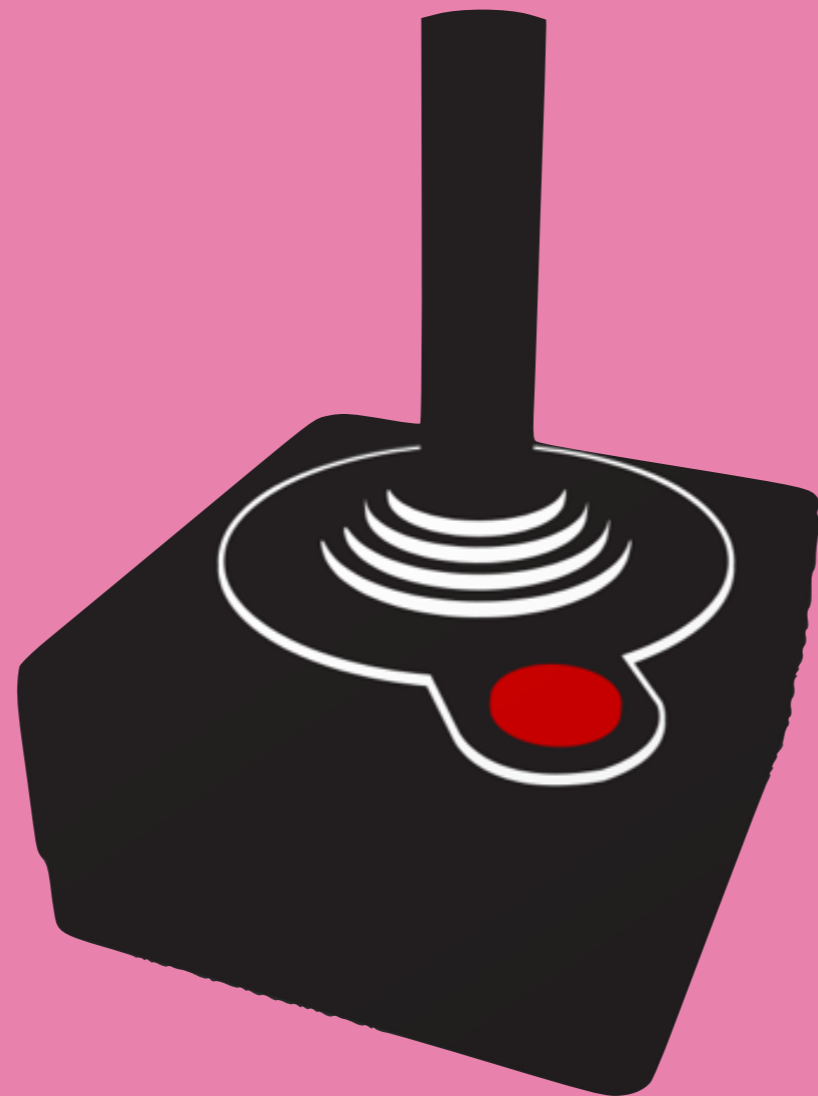


**LAS REGLAS**

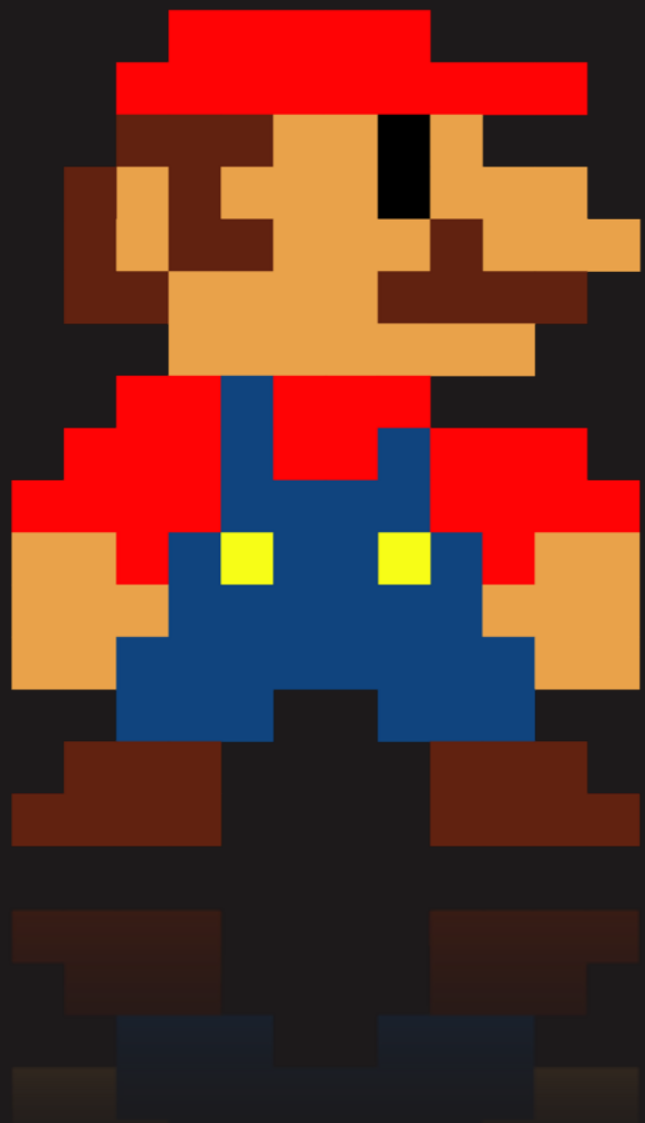
**SON**

**LAS REGLAS**

# INTERACTIVIDAD



# REPRESENTATIVIDAD



Vs.



**LA BANCA GANA  
SIEMPRE**



DE JUEGO

# MECÁNICAS

## NIVEL 2



# PUNTOS

## TIPO DE RECOMPENSA

Progresiva

## TIPO DE JUGADOR

Escaladores, Exploradores,  
Asesinos

A screenshot of a Twitter profile page for the user 'david\_bonilla'. The profile header shows the name 'david\_bonilla' and a profile picture. Below the header, the statistics are displayed: 'Tus Tweets 10.259', 'hace 34 minutos : Lujo técnico -en serio, LUJAZO- en lo..', 'Siguiendo 86', and 'Seguidores 1.500'. There are two rows of profile pictures for the users being followed and the followers. At the bottom, there is a section for 'A Quién Seguir' with a 'refrescar' button and a 'ver todos' link. The first user listed is 'cubovision' with a verified badge and a 'Seguir' button.



# INSIGNIAS



**TIPO DE RECOMPENSA**  
Comportamiento, Feedback

**TIPO DE JUGADOR**  
Escaladores, Exploradores

# CLASIFICACIONES

## TIPO DE RECOMPENSA

Progresiva

## TIPO DE JUGADOR

Escaladores, Asesinos

68



**Marcos Besteiro López**



Aprendiz de todo, maestro de nada

65



**DZone**



INVITE TO KLOUT!

Voracious appetite for developer links and articles!

64



**Javier Martín**



el futuro ya no es lo que era <http://about.me/loogic>

# NIVELES

The screenshot displays the Salesforce user profile for Mark Fuller, who has 13842 points and is at Level 10. The page is divided into several sections:

- Engage Profile:** Shows the user's name, points, and level.
- Quarterly Stats:** A list of performance metrics with their respective rankings:
  - Closed Revenue: \$162k, #1 (Avg: \$128k)
  - Pipeline Revenue: \$362k, #1 (Avg: \$286k)
  - Opportunities Created: 15, #3 (Aug 12)
  - Opportunities Closed: 6, #1 (Aug 4)
  - Avg Revenue per Deal: \$27k, #4 (Avg: \$31k)
  - Avg Days since Opportunities Updated: 8, #2 (Aug 19)
- Position:** A table showing rankings for different periods:

Overall	Quarterly	Monthly	Weekly
#1	#1	#3	#5
- Level 10:** A progress bar showing 77% to the next level.
- Recent Achievements:** A list of icons representing recent accomplishments.
- People I Follow:** A row of profile pictures of other users.
- Statistics:** A table showing the number of challenges and achievements:

Challenges Completed	Challenges Available	Achievements Completed	Achievements Remaining
19	2	6	34
- Achievements:** A list of specific achievements with descriptions and unlock dates:
  - Team Support:** Helping team members close deals shouldn't go without recognition. Unlocked on 6-4-2011.
  - Abracadabra:** Pulling a deal out of your hat isn't easy - but it is impressive. Unlocked on 6-4-2011.

TIPO DE RECOMPENSA  
Progresiva

TIPO DE JUGADOR  
Escaladores, Exploradores,  
Asesinos

# ABORDAJE

**TIPO DE RECOMPENSA**  
Feedback

**TIPO DE JUGADOR**  
Escaladores, Asesinos,  
Exploradores, Socializadores

Get started by adding a new space to create content in. Add a few users to Confluence with you.

If you want to display a different message here, you can easily change the message.

Spaces Pages

## View Your Favorite Pages

This will change the list so that you only view pages that you've marked as your favorite.



Click 'Pages'

« Back

### Favourite Spaces

✖ Angry Nerds De

✖ Design Team

### Global Spaces

✖ Adham's Space 1024017

✖ Alison 's Space 1015130

✖ Alison's Space 1043407

# BARRA DE PROGRESO

## Turn your visits into rewards.

Earn 1 Star each time you use your Registered Card at Starbucks.



## My Starbucks Rewards

Cardholder Since: **8/12/2010**



MY REWARDS LEVEL: WELCOME

5★ = GREEN LEVEL

**TIPO DE RECOMPENSA**  
Progresiva, Comportamiento

**TIPO DE JUGADOR**  
Escaladores, Asesinos

25% profile completeness

Complete your profile quickly

Import your résumé to build a complete profile in minutes.



MALOS EJEMPLOS

Permalink



purpose of the subpoena and straight. It's not an everyone's sympathy while

ough

Permalink



ecting plenty of

Permalink



s a criminal offense.

Permalink

# TIME.com



**Kagan Hearings:** Supreme Court Nominee Calm amid Politics  
[READ MORE >](#)



**Byrd Seat to Remain Vacant Now**  
[READ MORE >](#)

**Kagan Pledges Modest Appro**



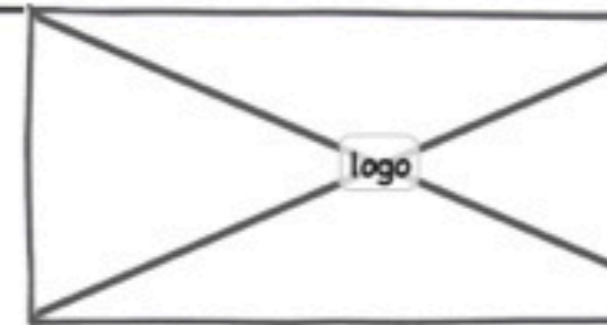
## Carolab is a Level 2 Networker!

**Carolab** has earned the Level 2 Networker Badge! With **291 friends** and **347 followers**, **Carolab** has comments featured in red. **Carolab** has created a HuffPost account using Facebook.

Networkers with a Level 2 Badge are among the most socially connected users on the site—with tons of friends and followers. They have also created a HuffPost account using Twitter or Facebook, and their comments are featured in red.

[Learn more about Badges](#)

solo 2,99€ !



logo

Widete Seguimiento Logros Opciones



**Logros.** Todos sabemos lo difícil que es esto que nos merecemos una medalla por el esfuerzo. Así que h



1

## La Comunicadora

Generar más de 10 mensajes de twitter



2

## El notario

Registrar peso durante 5 días consecut



Logro



Logro

¿Qué es? | ¿Quiénes son? | ¡Ay



**STAGE 3**

**GAMIFICANDO  
EQUIPOS**

# PUNTOS

## JIRA Fight (System Bliss Inc.)

vic *versus* kbehrens  
6 *Damage: 9*



# JIRA *Fight!*

Pick A Fight!

ssigned]  
ssigned]



WINNER:

***kbehrens***

*Open Issues: 14*

*Total Issues: 62*

Pick A Fight!



ht!

ne jon

Jonathan

### JIRA Fight Champs

Place	Name
1	Rambo Catherin
2	Johnsto
3	Kevin Ju
4	White, T
5	Daniel,
6	Berg, K
7	Smith, J
8	Mittal, P
9	Lutgens



# CLASIFICACIONES Confluence 4.0 (ATLASSIAN)



Who	Recent Kudos
S.Tower	Went to Github's party wearing a Bitbucket t-shirt
R.Ichatkins	Made Confluence actually shutdown without being killed
J.Clark	For being an awesome SPC Dev to Support!

## Most Commented Blog Posts in Last 3 Days

Blog Post	#posts
Goodbye to Patrick (Support)	51
Allow myself to introduce... myself. A bit about Henry Tapia (Henry Tapia)	28
The magnifying effect of latency and page weight on response time (Joshua Graham)	25
Atlassian Remote Apps Spike Results (Don Brown)	25
How not to suck at email (Rich Manalang)	23
JIRA to Git - what to keep? (JIRA Development)	21
No Movember for me this year (Adrian Hempel)	16
Goodbye Atlassian (Sarah Nguyen)	14
jira-tests layout makes moving stuff from JIRA core to bundled plugins difficult (JIRA Development)	14
Continuous Deployment Kickoff: Project Möbius (Development)	13
Bitbucket Behind The Firewall Prototype (DVCS)	12
Requesting Atlassian Volunteers for a Creative Art Experiment (Audra Eng)	11
JIRA Xml Restore Backdoor (JIRA Development)	10
Lame (Janusz Gorycki)	10



Bryan



John



Steven



Justin



John



Joseph

# NIVELES

Here be Dragons (ATLASSIAN)



## Dragons Stage 3 - Install Confluence



20 Added by [Sarah Maddox \[Atlassian Technical Writer\]](#), last edited by [Andrew Lui \[Atlassian Technical\]](#)



*Beware of low-flying worms. You are embarking on stage 3 of the [Atlassian Dragon Quest](#).*

In this stage, you will install [Atlassian Confluence](#), the enterprise wiki. You will configure JIRA to manage Confluence sites talking to each other. Then you will create a wiki space, add a dynamic display of JIRA stream to your JIRA dashboard.

**Time estimate:** This stage will take approximately **60 minutes**.

**On this page:**

- [Step 1. Create your Confluence Database in PostgreSQL](#)
- [Step 2. Install Confluence](#)
- [Step 3. Set Up Confluence](#)
- [Step 4. Hook Confluence up to JIRA for User Management](#)
- [Step 5. Get JIRA and Confluence Talking](#)

# Become a Wiki Ninja with Confluence

led by [Matt Hodges \[Atlassian\]](#), last edited by [Ryan Anderson \[ATLASSIAN\]](#) on Oct 05, 2011 ([view change](#))

*Sharpen your shuriken and shrink into the shadows as the ancient art of the wiki ninja is*

## 1. White Belt: Basic Concepts

*Every Confluence Master must build a foundation.*

### Learn about

- Confluence's content structure
- Confluence's global and space permissions
- Adding users and managing groups
- And more...



[Get Started Now! »](#)

## 2. Yellow Belt: Create a

*Wax on, wax off. Don't forget to breathe.*

### Learn how to

- Add a Confluence page and block
- Insert links, images and macros
- Stay informed by watching a page
- And more...

[Get Started Now! »](#)

## 3. Green Belt: Create and collaborate, fast

*As you approach greatness, you must create rich content, fast.*

### Learn how to

- Insert links, image and macros with Autocomplete
- Embed media and multimedia
- Share content instantly
- And more...



[Get Started Now! »](#)

## 4. Master: I am the chosen

*Your prowess is undeniable, your vengeance is inevitable.*

### Learn how to

- Create content with keyboard shortcuts
- Embed JIRA issues in a page
- Install a plugin
- And more...

[Get Started Now! »](#)

[Check out the Confluence 4.0 Editor Ninja Guide](#) to brush up on all of the new editor's powerful features.

[We thank Google for their original, kick-ass idea](#) which inspired us to create this guide for Confluence.

INSIGNIAS  
Wiki Ninjas (ATLASSIAN)

# INSIGNIAS Agile Ninjas (ATLASSIAN)



## Become an Agile Ninja with GreenHopper

1 Added by [Matt Hodges \[Atlassian\]](#), last edited by [John Sloat](#) on Oct 17, 2010 ([view change](#)) [show comment](#)

*Sharpen your shuriken and shrink into the shadows as you begin your ninja training. Read closely, as the ancient art of the agile ninja is imparted to you...*

### 1. White Belt

*Every great ninja must start their journey as a young GreenHopper grasshopper.*

#### Learn how to

- Rank issues with drag & drop
- Select multiple cards
- Drag and drop to schedule cards
- And more...



[Get started now »](#)

### 2. Yellow Belt

*The path to agile ninja mastery requires many iterations.*

#### Learn how to

- Configure story points
- Change your card styles
- Add a version
- And more...



[Get started now »](#)

### 3. Green Belt

*As you approach greatness, you must triage the backlog of your mind.*

#### Learn how to

- Work with the agile gadget
- Generate release notes
- And more...



[Get started now »](#)

### 4. Master

*Your prowess is undeniable, your vengeance swift. You are the GreenHopper.*

#### Learn how to

- Constrain your Task Board
- Create and share contexts
- Chart your progress
- And more...



[Get started now »](#)



Be more productive!

- Article paging + permalinks
- More Carson ads on Workshops,
- Send Perl details to Ryan, Eric, Lu
- Podcast questions for why
- Write Ruby handout

Create tasks and check them off!

**Timer**

00:48 - [Reset Timer](#)  
Updated about every other minute.

**When is something Worth Doing?**

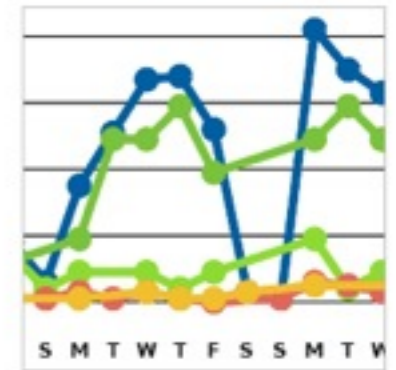
- 10 It's life-sustaining billable work
- 10 It's signing new business!
- 5 It's publishable code! Ship it!
- 5 It's sharp visual design! Show it!
- 5 It's concrete planning or accounting!
- 2 It's new self-promotion!
- 2 It's a new article for the blog!

Set a timer for yourself.

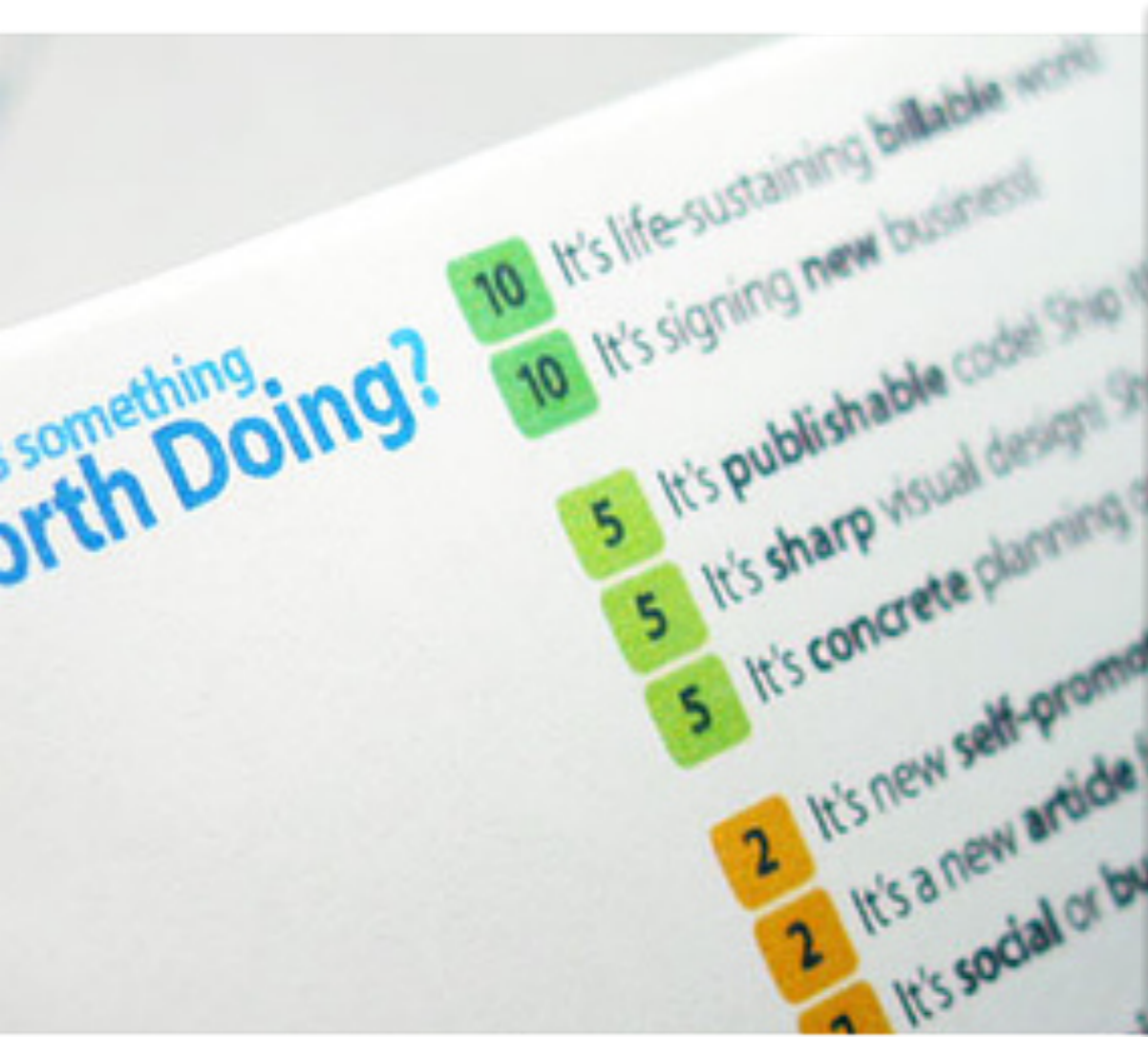
48 points **Today**

erna	60	5
erna	120	5
erna	39	1
erna		2

Your points are tallied automatically.



Your performance, in a graph.



Courses

## Confluence 4.0

Expert in creating and sharing rich content in the latest version of Confluence.

### New In Confluence 4.0»

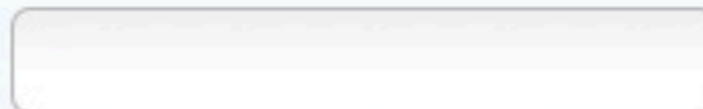
Upgraded to Confluence 4.0, check out these new features and see what we've added.



DONE!

### Know Confluence»

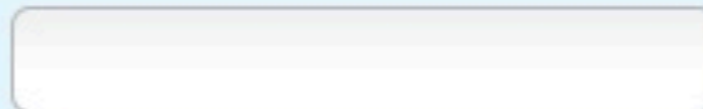
Want to know more about Confluence? Learn the basics and build a foundation.



0/7 Lessons Completed

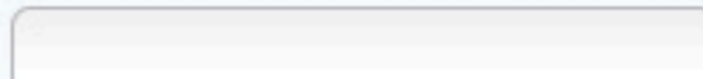
### Create Content»

Learn how to create rich content using Confluence's editor.



0/11 Lessons Completed

### Share Content»



## Report Card

Your Rank at Atlassian Software	#3 of 88
Total Lessons Completed	67%
Coworkers who've graduated	0

## Honor Roll

Name	Lessons Done
François Halvorson	79
DF	70
David Bonilla	68
Alison Ettel	67
John Inder	66

# MORIR NO ES DIVERTIDO

Soon you'll be wearing my sword like a shish kebab!



**GAME OVER**

**¡GRACIAS POR VENIR!**

**@david\_bonilla**



# ¿PREGUNTAS?





# Recursos y bibliografía

- **Fun Theory:**

- <http://thefuntheory.com>
- <http://sixservix.com/blog/david/2009/11/12/funtheory>

- **Understanding Games:**

- <http://www.pixelate.de/games/understanding-games>

- **Ejemplos y Documentación:**

- <http://gamification.org>
- <http://gamificationu.com>

- **Gamification is Bullshit:**

- [http://www.bogost.com/blog/gamification\\_is\\_bullshit.shtml](http://www.bogost.com/blog/gamification_is_bullshit.shtml)

## Libros

- ZICHERMAN, Gabe; CUNNINGHAM, Christopher. “**Gamification by Design**”. O’Reilly 2011. ISBN 978-1-4493-9767-8
- PINKMAN, Daniel H. “**Drive: the surprising truth about what motivates us**”. Canongate Books 2009 ISBN 978-1847677693