

# Gamification: How To “Level Up” Your Impact

How serious play in research and innovation creates lasting impact



# Outline



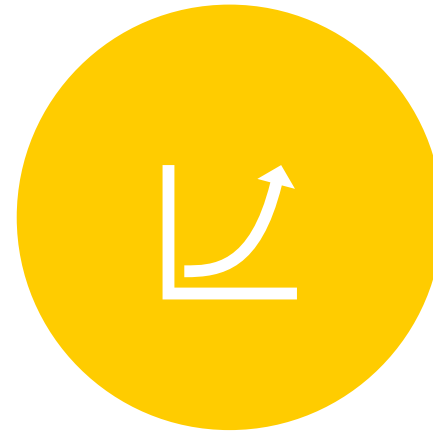
**Who we are**



**What is gamification  
& serious play?**



**Gamification in  
practice**

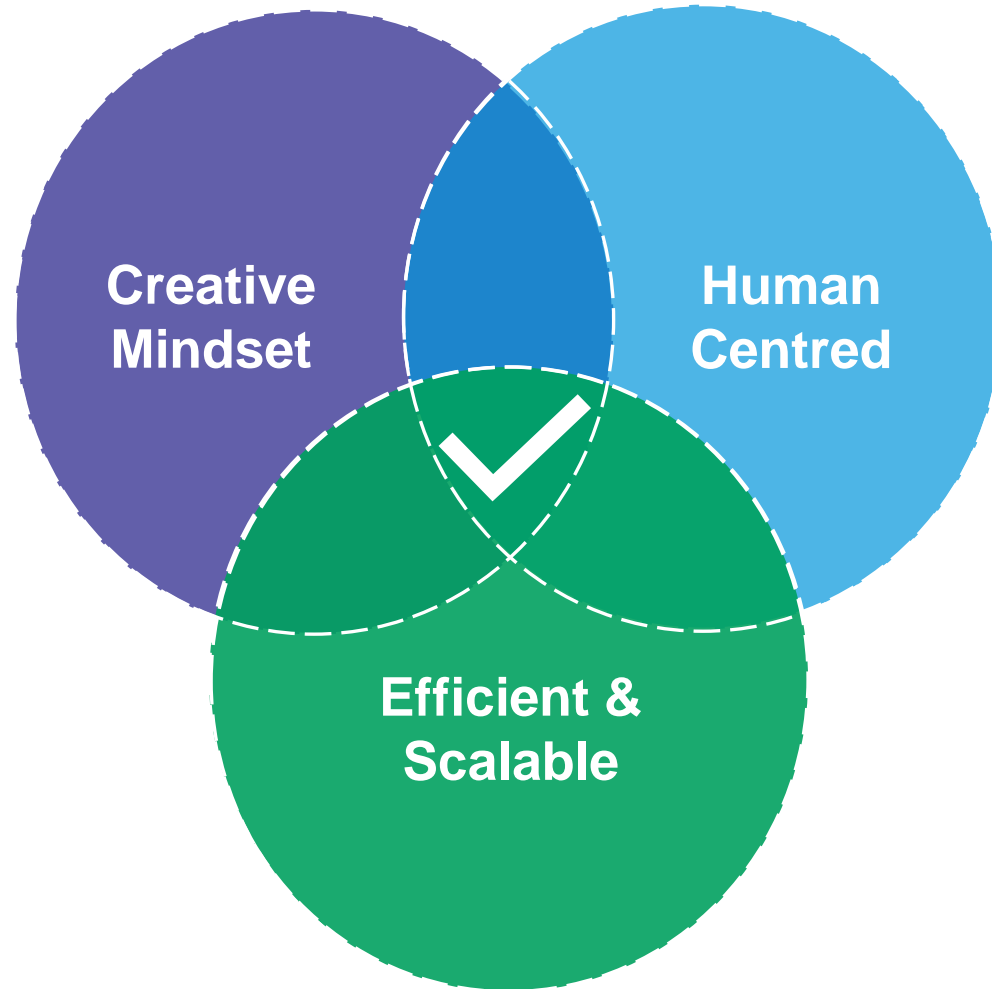


**Impact and benefits**



**What's next?**

# Who are STT



# Serious Play

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

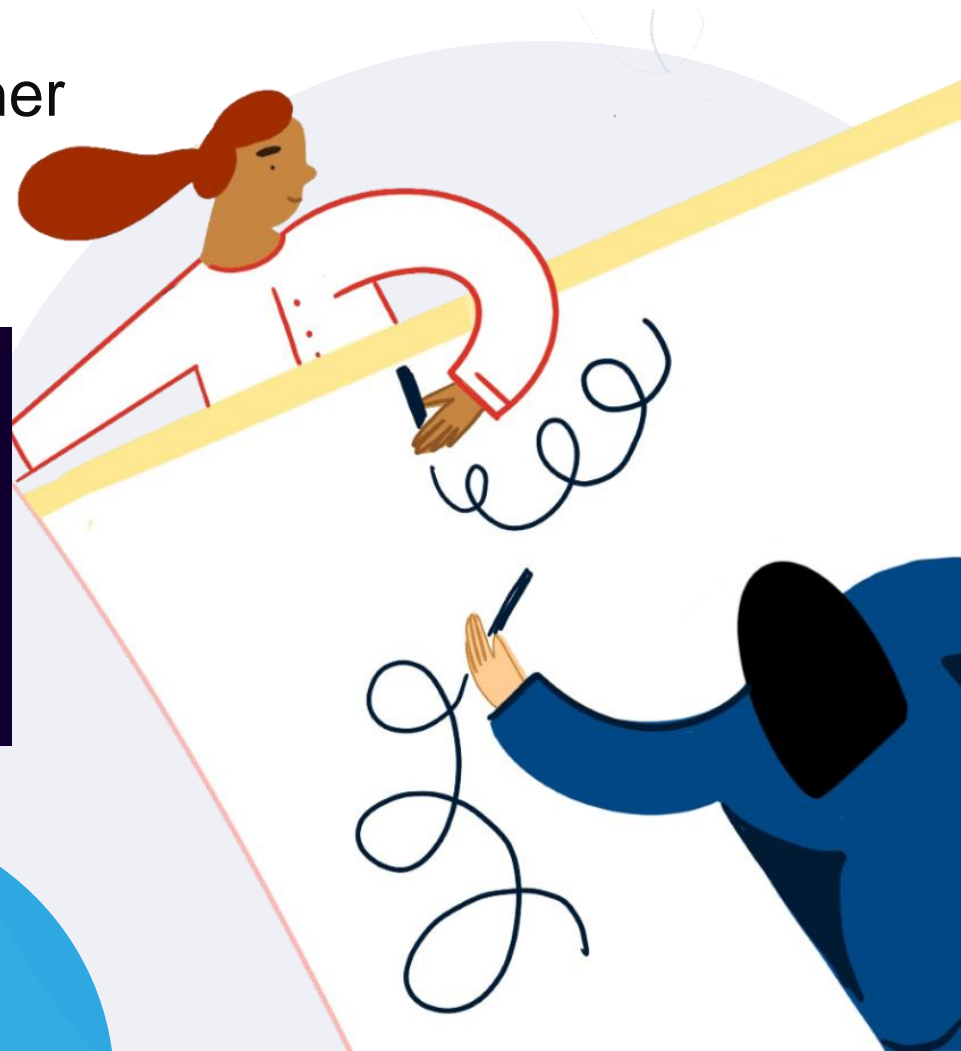
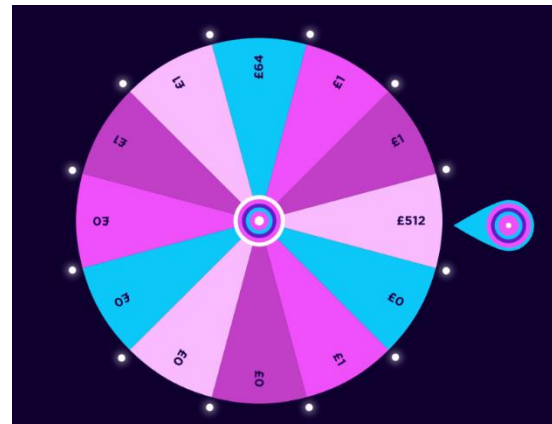
- Solve **complex problems**
- Explore **thoughts and ideas**
- Work together more effectively

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



# Gamification

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

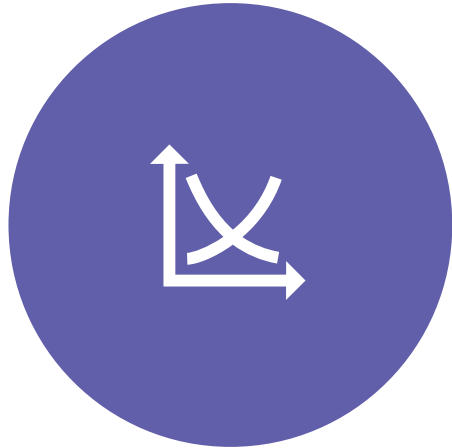




“ Play is not frivolous. In times where it seems least appropriate to play, it might be the time where it's most urgent. Let's embrace this gift from evolution and play, as we re-discover creativity, fellowship and wonder.

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

# Why Does Play Work?



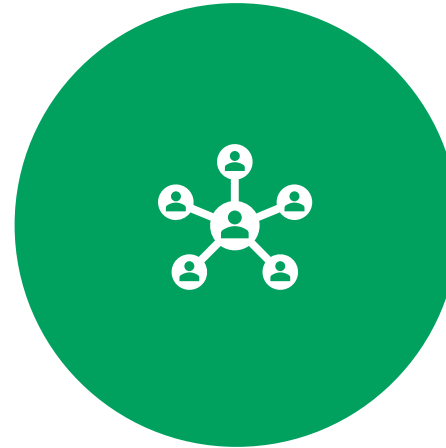
## Releases Endorphins

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

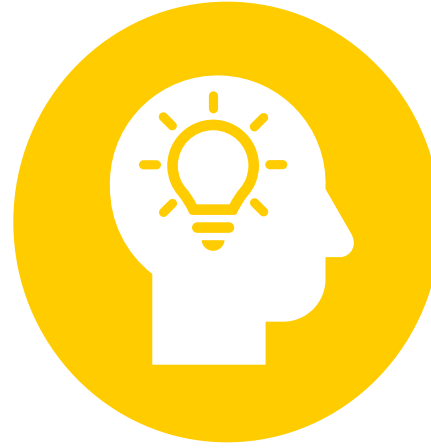


# Use it throughout service transformation phases



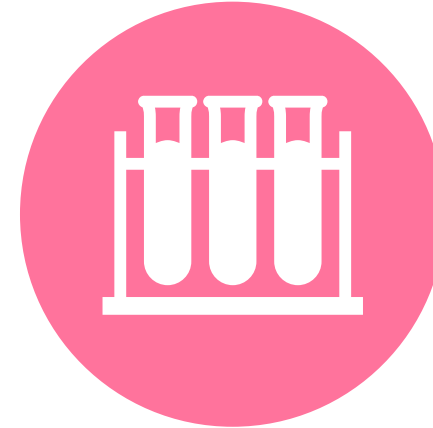
## Discover

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

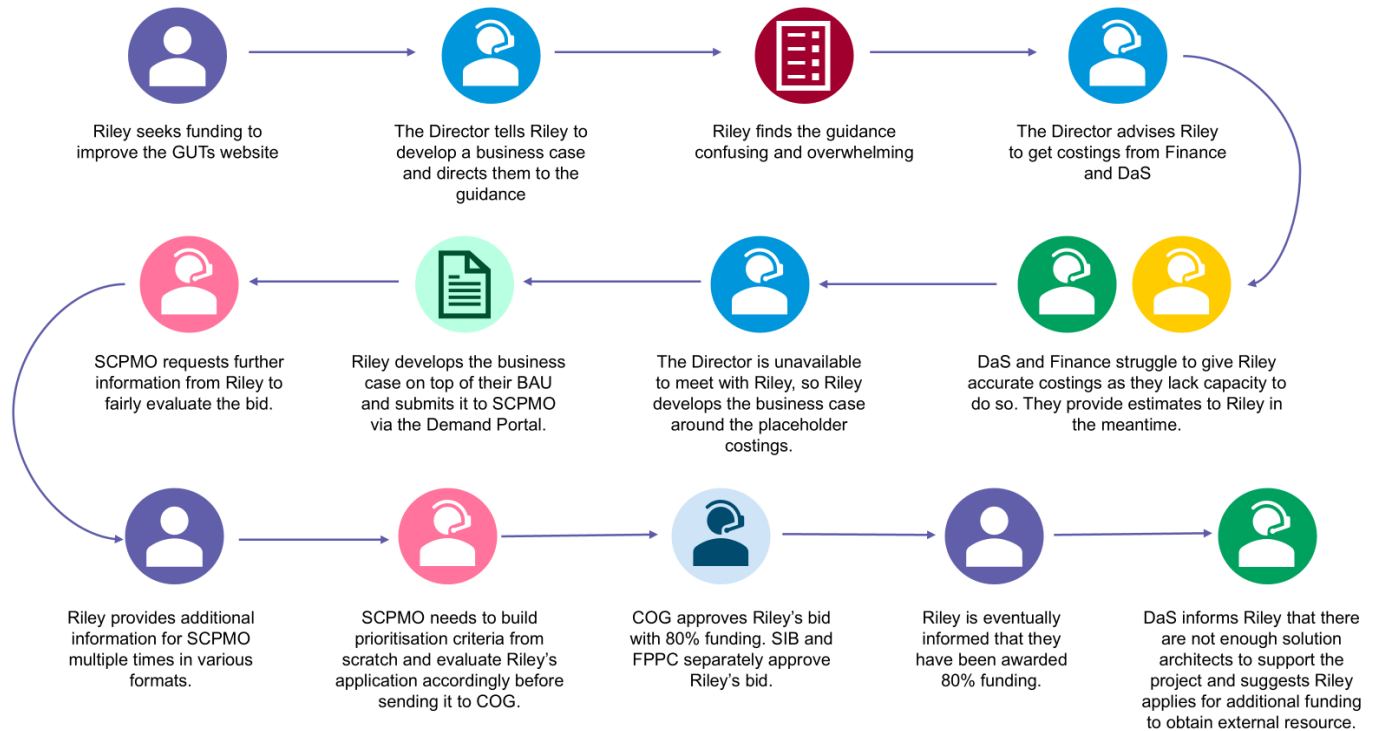
**Wants** to assess transformation bids using clear and agreed criteria **so that** Riley's application is evaluated in a fair and transparent way

# 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

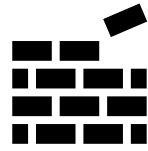
Applicants didn't have the time or training to complete the applications



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



Riley



Lego model



2 minutes



### Instructions for Riley

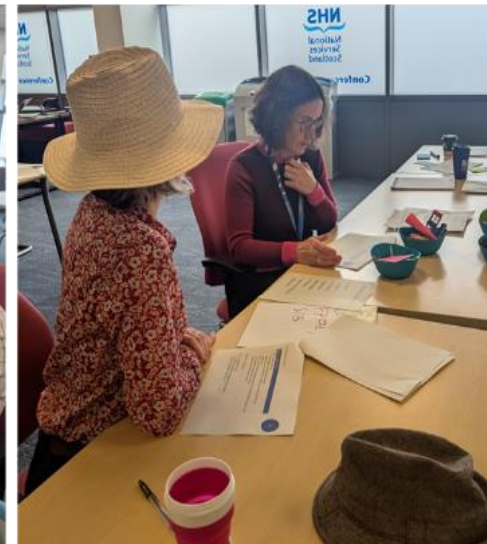
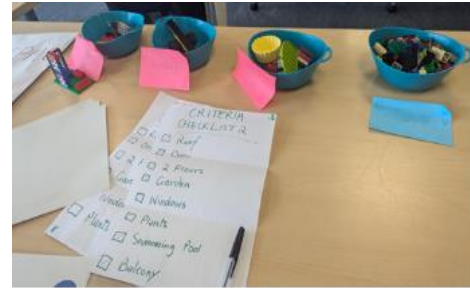
- You now need to start putting your business case together using the Lego pieces you have collected from the guidance station, and from Charlie and Rory.
- Follow the instructions given to you from the game master.

### 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:**

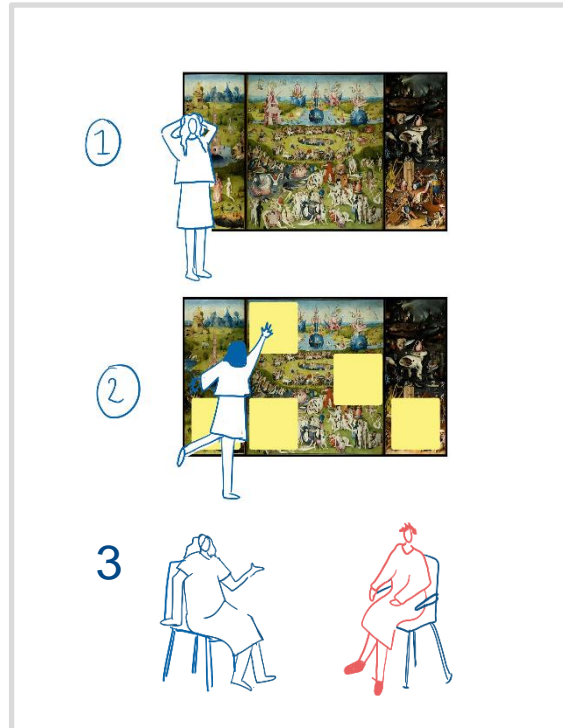
To support Jordan's wellbeing at work

# Occupational Health Referral: The Scenarios

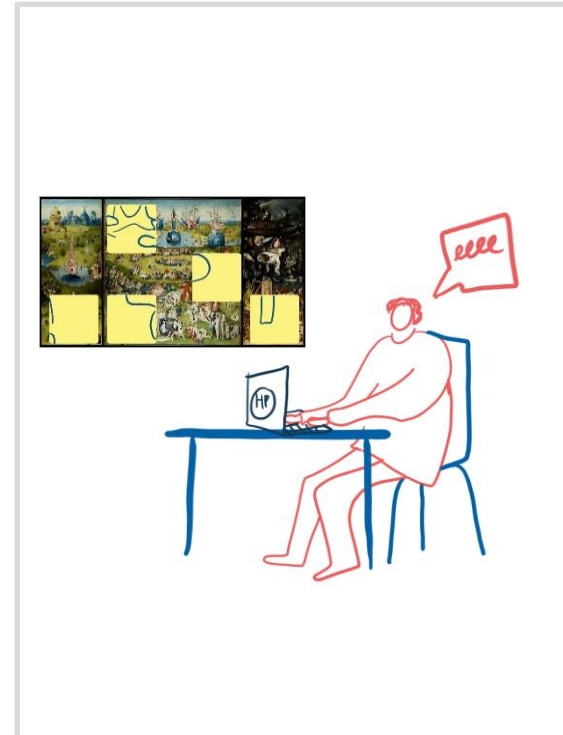
## Step 1: Awareness



## 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

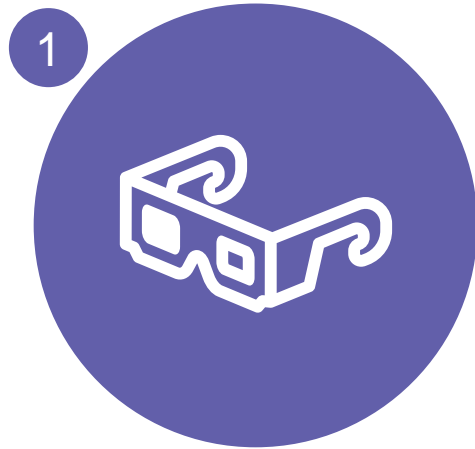
You try to navigate the website to find out more about OH.

<b>Background</b> <ul style="list-style-type: none"><li>You have never accessed OH before and have not been aware of their services</li></ul>	<b>Needs</b> <p>You want to find out what support OH can and cannot provide to support your wellbeing at work.</p>
<b>Actions</b> <ul style="list-style-type: none"><li>Work together with your line manager, Blake, to find out what OH does by navigating the website.</li><li>Read out the yellow cards as you go.</li></ul>	<b>Props</b> <ul style="list-style-type: none"><li>Website print outs and instruction cards.</li></ul>



# THE RESEARCH

# Benefits of serious play



**Makes  
Experiences 3D  
again**



**Storytelling = Impact**



**Interaction engages  
clients**



**Gives Projects  
Momentum**

# Tips and Tricks



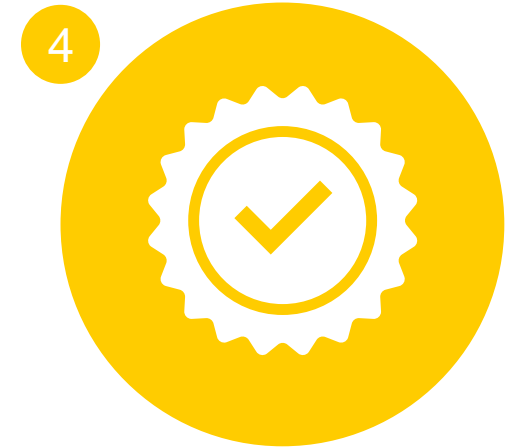
**1**  
Recreate the experiences through play rather than give them a script



**2**  
Allow for plenty of time for serious play in workshops



**3**  
Design activities around key insights



**4**  
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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