Applying gamification to improve quality of life

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Applying gamification to improve Quality of life

Exploration of the effectiveness of a game that empowers users to improve their quality of life

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Problem investigation

Trends
Urbanization, population growth, climate change, lifestyle diseases (e.g. obesity), increasing gaps are trends that potentially threaten quality of life

Challenge: Empower people to improve their quality of life

The municipality of Eindhoven aims to offer tools that empower people to improve their quality of life

Tools
Gamification is the application of game design elements and principles in non-game contexts

Serious games are games in which education is the primary goal, rather than entertainment

The municipality of Eindhoven commissioned this research to evaluate the effectiveness of games as a tool to empower people to improve their quality of life

Solution design

Goal: design a game that empowers users to improve perceived health and decrease their ecological footprint.

Perceived health (people) and ecological footprint (planet) are chosen as antecedents of quality of life.

Tooools
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Implementation evaluation

Methodology
Case study design, including quantitative analysis of current and future state.

Results
To enhance the game it is advised to simplify the game: approximately 87% of non-value added time that has previously been required to play the game can in the future be made obsolete, e.g. by implementing an automated activity tracker.

Furthermore, it is advised to allow users to review (and "down-vote") the activities that others have claimed, in order to increase perceived fairness.

Sample (n = 16)
Quasi-experimental research design, including pre- and post-tests for both the experimental group (n = 9) and control group (n = 7).

Pilot planning

W1 W2 W3 W4 W5 W6 W7 W8 W9 W10 W11 W12
Recruit
-ment
Pre-test
Challenge 1
Move Consciously
Challenge 2
Green & Smart, Blue & Healthy
Post-test

Target audience
Anybody who lives or works in the city of Eindhoven

The marketing campaign has been aimed particularly at government officials of the municipality of Eindhoven and students of Eindhoven university of Technology.

Solution implementation

To motivate users to physically move and travel "green", 2 challenges have been designed that challenge users to walk, cycle, run, work-out and commute by bike, instead of by car.

The challenges are hosted by a service provider, the platform GameBus. The best-performant users have a chance to win an appealing prize.

Solution validation

Methodology
Quantitative analysis using multiple linear regression.

Results
Compared to the control group, the mobility ecological footprint of experimental subjects increased, instead of decreased. (p < 0,05)

Compared to the control group, bodily functions and social participation of experimental subjects improved. (p < 0,05)

Distribution of user activity per type

80% walking / cycling
8% working-out (physical)
10% social activity
2% "green" commuting