

# Feature Guide: Gamification Engine - Engagement Points

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ONPOINT

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### Introduction

Gamification, as applied to enterprise learning, offers a compelling way to improve the Learner experience, drive Learner engagement, and improve learning outcomes. To drive each of these objectives, OnPoint's *Gamification Engine* was recently updated to include support for new "*Engagement Point*" functionalities that reward Learners for measured levels of participation and site-level engagement beyond the typical points earned for assignment completions and knowledge retention already tracked. OnPoint believes these *Engagement Points* will encourage Learners to utilize the system beyond the completion of content alone by rewarding them for their motivation and desire to learn and interact with their peers and broader learning communities.

In this document we outline the various options for adding *Engagement Points* to games and demonstrate how to add them to current or upcoming games.

## Administrator Experience

From the perspectives of both Learners and Administrators, *Engagement Points* are a seamless addition to OnPoint's existing *Gamification Engine* offering. For Administrators, *Engagement Points* may be added to any *Standard Game* or *Master Game*, and any combination of engagement-centric actions can be set to earn points.

### Setup in OPCM

To utilize *Engagement Points*, first navigate to any game in the Course Manager Application (*OPCM > Skills & Games > Game Profiles > Select Desired Game*), and then select the **Associated Objects** tab.

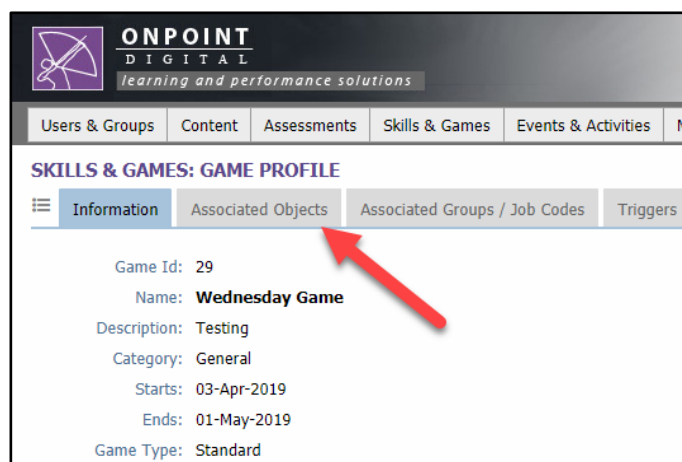


Figure 1: Associated Objects tab in the games view

This tab should be familiar to most Admins who currently utilize the *Gamification Engine*. For those that do not, this page lists all of the objects currently associated with the game, allows for defining the points which may be earned for each object, and allows Admins to add new objects if desired.

The same page now also allows for adding one or more engagement-centric actions to the game, for defining the points to be earned for each action, and for setting the maximum number of times similar actions may earn points.

Note: If the 'Engagement' section is not present on this page in your environment, please contact your OnPoint Technical Support Specialist or Engagement Manager to activate this feature.

### Adding Actions to a Game

To add an Engagement Action to the game, click on the **Assign** button in the Engagement section.

The screenshot shows the ONPOINT DIGITAL interface. At the top, there is a navigation bar with tabs for Users & Groups, Content, Assessments, Skills & Games, Events & Activities, Messaging, and Administration. Below this is a sub-navigation bar for 'SKILLS & GAMES: GAME PROFILE' with tabs for Information, Associated Objects (selected), Associated Groups / Job Codes, Triggers, Achievements, Trophies, Gameboard, and Leaderboard. The main content area displays 'Game: Wednesday Game (Id:29)' and a table of associated objects. A red arrow points to the 'Engagement' row in the table.

Id	Name	Points(click to edit)
<b>Courses</b> Assign		
254	142AE_Health_and_Safety	20
261	371AE-1-Manager's Guide to Retention	20
<b>Nuggets</b> Assign		
43775	Guiding Stars	10
<b>Assessment Sets</b> Assign		
2887	Mini Bar Assessment	10
<b>Skill Profiles / Curriculums</b> Assign		
<b>Events</b> Assign		
<b>Activities</b> Assign		
<b>Documents</b> Assign		
<b>Forums</b> Assign		
20	Manager's Forum	10
<b>Engagement</b> Assign		
	Portal Login	30
	Cellcast Access	25
	My Profile Updates	25
	Avatar Replacement	10
	Forum Like (game forums only)	25
	Content Rating/Like (any object)	25
	Content Rating/Like (game objects)	10
Total Game Points:		220

Figure 2: Engagement section added to the Associated Objects page

This opens a standard assignment view of the *Engagement* actions which can be added to the game. Simply select the action(s) you wish to add from the right-hand column and click the **Assign** button, or click any action(s) you wish to remove from the left-hand column and click the **Unassign** button. Once you are satisfied with the selection(s) on the left, click the **Finished** button to return to the previous page.

The screenshot shows the 'Game: Assign Engagement' dialog box. At the top, there are buttons for 'Finished', 'Unassign', and 'Assign'. Below these are two columns: 'Assigned (check to remove)' and 'Available (check to assign)'. The 'Assigned' column contains four items: Portal Login, Cellcast Access, My Profile Updates, and Avatar Replacement. The 'Available' column contains three items: Forum Like (game forums only), Content Rating/Like (any object), and Content Rating/Like (game objects).

Figure 3: Assigning specific Engagement Actions to a game

## Adding Points to Actions

Once an action has been added to the game, it may be set to earn points for Learners performing the action. Like the objects associated with the game, this may be achieved by clicking on the value in the 'Points' column to the right of the page.

Documents	Assign	
Forums	Assign	
20	Manager's Forum	10
Engagement	Assign	
	Portal Login	30
	Cellcast Access	25
	My Profile Updates	25
	Avatar Replacement	10
	Forum Like (game forums only)	25
	Content Rating/Like (any object)	25
	Content Rating/Like (game objects)	10
Total Game Points:		220

Figure 4: Assigning a points value to each Engagement Action

This opens the standard Game Points window, allowing Admins to set both the number of points to be earned per action as well as the Limit, or the maximum number of actions to be counted.

### Game Points

Caution: Changing the points associated with an engagement action will override any previously defined points and will affect any active games that include the engagement action.

Engagement: Portal Login

Score:  points per action, Limit:

Figure 5: Assigning a points value to the Engagement Action and adding a limit

For instance, in the above example Learners may earn 3 points per Portal Login, but may only earn points for the first 10 logins. The **Associated Objects** tab thus displays this as a maximum of 30 points.

If multiple games share the same *Engagement* actions, then similar to game objects the points values will be shared across games. For instance, if you have two games active during the same period and Portal Logins assigned to both games, then Learners who login to Portal will earn the same number of points for both games. In Q2 *Engagement* actions will allow for setting different point values and limits per game, but in the interim adjusting the scored points or limits will adjust those values for every game that has this *Engagement* action.

## Available Engagement Actions

Clicking on the **Assign** button opens a view of the *Engagement* actions which can be associated with this or any other game. At the time of this writing, these actions are:

- **Portal Login** - Learner logs in via a standard or custom portal interface. Every login is counted.
- **Cellcast Access** - The opening of the Cellcast app on mobile devices. Since the app may be minimized and reopened repeatedly, only reopens after a period of inactivity are considered engagement actions.
- **My Profile Updates** - Learner updates to their information in the My Profile interface. This feature will be available to most customers as part of the Q2 release.
- **Avatar Replacement** - The upload of a new avatar thumbnail by a Learner, usually through the My Profile interface.
- **Forum Like (game forums only)** - A Learner 'like' of another Learner's post in a shared forum. Only Learner likes in forums currently associated with the game (such as the Manager Forum in the screenshot) are counted.
- **Content Rating/Like (any object)** - A Learner 'like' or 'rating' (depending on server configuration) of their completed content. For this action, the liking or rating of any completed content is counted, not just the content associated with this game.
- **Content Rating/Like (game objects)** - A Learner 'like' or 'rating' (depending on server configuration) of their completed content. For this action, only the likes or ratings of content currently associated with the current game are counted.

Any combination of these actions may be added to any **Standard Game** or **Master Game**, but the typical scenario is the use of the **Any Object** option for a **Master Game**, and the **Game Objects** option for a **Standard Game**.

If the *Engagement Points* feature has been turned on in your environment, every instance of Learners performing the above actions are recorded to the database. These actions will not earn any points until the associated action has been added to a game. Importantly, only those actions within the game Start and End dates are considered for game scoring.

### Learner Experience

By design, the *Learner experience* for games with **Engagement** actions will be very similar to games without them. This feature was added to reward Learners for accessing the learning system and engaging with its various features, so Learners may not immediately realize that being more curious or social may be worth their while until they see additional points being earned in their game point balance.

As outlined above, every instance of a Learner performing an **Engagement** action is recorded to the database. Once an action has been added to a game, the game scoring process looks for these actions and awards points to Learners based on the criteria set by the administrators.

Only those actions within the game Start and End dates are considered for game points; **Engagement** actions outside of these dates are recorded but are not included in the game scoring. For instance, if a game runs from Feb 1st to March 31st and is set to earn points for Portal Logins, then a Learner login on Feb 3rd will earn points while a similar login on Jan 28th will not. This check is dynamic; if a game Start or End date is changed, then the game scoring will update to look for the Learner actions within the new date range.

### Upcoming Features

Learners who access the system regularly and utilize all of the features of the system will soon find they have earned a higher place on the leaderboard than their peers. The specific call out of earned **Engagement Points** in both standard and customized leaderboard views is currently slated for the Q2 release.

In the interim, points will be being tracked and reflected in a Learner's total earned points if the UI is displaying that value, but it will not be obvious to the Learner how they earned those additional points until the Q2'19 release is available. Once the Q2 release is available, Learner interfaces should be able to display the additional detail of how all engagement points were earned by the Learner.

### Incentive Rewards

If your organization has or is considering implementing an incentive rewards package, remember that earned points from the OnPoint system can be shared with most any 3<sup>rd</sup> party application, typically via a set of available APIs. Please let us know if you'd like to discuss integration options.