UNDERSTANDING GAMIFICATION IN SHAREPOINT 2013: HOW TO DRIVE ENGAGEMENT AND COLLABORATION WITH COMMUNITIES
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Today’s Topics

• The Value of Social
  – Social Productivity Pillars – What Social does!
  – Some statistics
  – Factors of Successful Social
  – 4 Ways Enterprise Social Networks Drive Business Value

• What is Gamification?

• Using Gamification in SharePoint 2013 - Communities

• Wrap Up and Questions
Introduction to Social Features

• Social gets a big boost in SharePoint 2013
  • Enriches the functionality introduced in 2010
  • Adds new features that improve and facilitate the enterprise social activities within the organization:
    • Follow people as well as content (documents, sites, tags)
    • Share personal documents easily and keep track of access
    • Keep up-to-date with activities of interest
    • Company Feeds

• Across PC, Phone and Browser
  • Content can be accessed from everywhere
  • Offline capabilities integrated with Office Products and Windows
  • Full integration with Windows Phone
Social Productivity Pillars

Conversations make connections

People are always available

Context enriches interactions

You always know what’s happening

Fundamentals
identity, privacy, managing connections
seamless, delightful, complete experiences
Four Factors for a Successful Social

- **Clarity of Vision**
  Your organization can explain how ESN helps them do their job better.

- **Sponsorship and Participation**
  Executives and key contributors are committed to driving adoption.

- **Integration**
  The right sources of business data are connected to your Enterprise Social solution.

- **Community Management**
  A proactive community approach to helping employees understand what it means to work like a network.
4 Ways Enterprise Social Networks Drive Business Value

- Encourages Sharing of Critical Information
- Captures Valuable Knowledge
- Enables Action
- Empowers People
What is Gamification?

- The use of game elements and mechanics to drive end user adoption (motivation) in non-game environments.
- It’s about doing things and using tools that help motivate/drive people to engage with one another in a work environment.
- The enjoyment and healthy competition of solving problems together and accomplishing day-to-day team tasks.
Game Elements

- **Progression** – Status of participant in context with challenge
- **Levels** – Level participant has reached in the challenge or contest
- **Points** – Score of the participant in the contest
- **Rewards** – Rewards that the participant has received on the basis of performance or participation
- **Quests** – Primary goals expected to achieve in the contest
- **Post/Reply** – Message created by the users
- **Conversation** – Groups of posts and replies
- **Avatars** – Graphical representation of the participant
- **Social Graphs** – Representation of the other active participants
- **Badges** – Badge received after attaining the goal on the basis of some criteria
- **Likes** – Acknowledgement or recognition of a post or a reply
- **Activities** – Any activity or post, reply, or support of a conversation
Achievement and Badges

• Users gain recognition and achievement by performing activities and then receive badges to indicate their engagement.
Nothing New!

- Boy Scouts
- Foursquare
- eBay
- Reviews and rankings on Amazon
- Epic Mix

- In one way or another, all of these rewards participants for their contribution/engagement
Communities

• Communities of Interest
• Drive team interaction
• Great way to reward SME’s and team using badges and reputation
• Interactive via Forum with categorization – all members benefit and participate
• Built-in moderation
• A way to help drive Adoption by participation
• It’s Fun!
Communities and Reputations

- Uses Discussions – the evolution of the SharePoint 2010 Forums
- Builds on the concepts of discussions, likes, ratings, badges and reputations
- Uses Wiki Pages infrastructure
- Each community site is self contained:
  - all community information is stored on local lists in the community so it can be retained and managed separately
Community Categories

Navigation
Title
Posts and replies
Description

Pick a category and get into the conversation.

A-Z  Z-A  What's hot  ...

General
0 discussions
0 replies
If you don't know where to post, start here.

Important
Questions
Every post can be edited and deleted by the original owner as well as community owners.

Every member of the community can report a post to the moderator (if the setting is enabled).

Marking a post as “featured”: once marked, a specific post will render at top of its category. Community administrators or moderators can set featured posts.
• A conversation can have zero or multiple replies
  – Replies can happen for the main topic or for other replies as well (replies of replies)
  – A reply can be reported to moderator
  – Community moderators can also delete or edit a reply
  – List of replies for a specific topic or questions can be sorted based on time (Oldest vs. Newest) or based on number of likes
Best Reply: bubbles up in a specific reply and shows it up as the first reply in the discussion thread

- Community Administrators and Moderators can set “best reply” on any replied to post
- Regular members can mark a reply as the “best reply” if they created the original discussion post
Community Owners Tools

- Available in the home page and in site settings
  - Home page is «security trimmed»: only moderators see tools

- Provides access to the main community settings and lists:
  - Discussions
  - Categories
  - Members
  - Badges
  - Reported Posts
Owners can enable ratings on Community

- Ratings can be a star or like system:
- Both are completely decoupled from Social DB and live only in the Content DB
- Owner can switch between the two systems and rating values get preserved in the switch
- Mouse hovering on the rating provides quick information at a glance:
  - Who rated
  - The value of the rate
  - Visual representation for your likes
People reputation is impacted by activities like creating posts, adding replies, etc.

Reputation is per community – reputation in one does not affect it in another community.

Reputation model cannot be directly extended.

Community owners control points for each activity.
Community Badges

- There are two types of badges in communities:
  - Achieved badges
    - Gained by people from collecting points for performing specific activities
  - Gifted badges
    - Assigned by community owners
Earning Badges

- Administrators also configure the point thresholds required to achieve reputation rankings
- Once a member reaches a specific level he/she receives a «badge» that shows achievement goals reached
- Achieved badges can be displayed as a ranking level or text
Gifted Badges

- It’s a way for Community Owners to “push” recognition to a member
  - Not achieved by members
  - Assigned by Community owners
- List of Gifted Badges can be managed to add or remove badges
- Gifted Badges are shown in the people status with a specific icon to highlight the badge
Community Members and My Membership

- The Members list displays all members, their rank and various metrics
- People can also see their status and what is needed to move to the next level of reputation:
Planning with SharePoint!

- Define business objectives to be achieved
- Identify relevant participants as your target audience
- Determine governance criteria which includes regulation of posts, replies and overall conversation, time frame, reward criteria and rewards
- On the basis of objective, target participants and governance criteria decide site type. Example Community site, project site or team site etc.
- Use microblogging features which allows Avatar, posting and replying, likes, badges
- In case of larger audiences Community sites can provide new membership, what is new as part of site or member activity feed, rewards, badges, score to encourage participation
- Site Aggregation features allow you to get appropriate site data at one place. This in turn helps in processing the data for further decision making which can be used as rewards for participants, or reports based on data analysis.
Thank You!

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