

PROJECT REPORT
ON

Design research and exploration for
'Gamification of Informatica products and tools'



Interaction Design Project III

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This Interaction Design degree project, titled '**Design research and exploration for 'Gamification of Informatica products and tools'**' is done in partial fulfillment of the requirement for the degree of Master of Design in Interaction Design at Industrial Design Centre, IIT Bombay.

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By: Prashant Sachan | 126330004

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Guide:

Chairman:

External Examiner:

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Declaration

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Signature

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Abstract

With the entry of digital natives in the work force, the paradigms of work environment have changed significantly. The user expectations from serious business applications are also maturing to a great extent. So, it has become extremely important for a business to keep its users motivated, satisfied and engaged in its products and services.

Gamification is a common buzzword in businesses these days and it is seen as a tool to keep the users motivated and to make them get engaged in desired behaviors by guiding them through the path of learning and thus, let them achieve mastery. Various organizations are trying to integrate game mechanics with their products and services to boost certain metrics.

This project is Informatica's first step to define the scope and relevance of gamification for their product and services. Enterprise gamification is a new concept that is still in its infancy, there are different approaches to it. The project involved establishing an understanding of the gamification concept through secondary research and comparative study, studying facets of Informatica products, finding opportunities, defining an approach and thus, using Gamification concepts to boost certain metrics to achieve the desired results.

'My Support Community' was identified amongst various other products for applying gamification elements. The approach was to build a sustainable social system using the user-centered design process that was followed to understand the product, involved challenges, user's need and motivation and thus come up with the final concepts. The concepts were evaluated and finally, an approach was established for applying gamification in that product.

1

Background: About the Company

Informatica is a software development company that provides data integration software and services. Founded in 1993, it has a customer base of over 5000 companies [1].

Informatica's product portfolio is focused on Data Integration: ETL, Information Lifecycle Management, B2B Data Exchange, Cloud Data Integration, Complex Event Processing, Data Masking, Data Quality, Data Replication, Data Virtualization, Master Data Management and Ultra Messaging. These components form a toolset for establishing and maintaining enterprise-wide data warehouses [1] [2].

Data integration is Informatica's sole-focus. Tested on nearly 500,000 combinations of platforms and applications, its data integration platform interoperates with the broadest possible range of disparate standards, systems, and applications. This unbiased and universal view makes unique in today's market [3]. Gartner has also positioned the company as leaders for the seventh year in a row its 2013 Data integration Tools magic quadrant [4].

1.1

Background: Context of the project

“The paradigms of work environment has changed, a significant percentage of the next generation of professionals who are getting into workforce worldwide has grown up with the Internet, social media, games and new edge apps which are there for almost every activity we do. The user expectations from serious business applications are also maturing to a great extent.

So, at Informatica, the User experience team is keen to start a research and design project for exploring the gamification concepts for Informatica tools and products, such that our products/tools become more engaging and thus provide rich user experience.”

- Atul Manohar (Director Ux, Informatica)

This states the primary objective of the organization to start the project with Industrial Design Centre, IIT Bombay. Informatica was founded on innovation. Its data integration platform was architected from the ground up to meet the most challenging data integration requirement [3]. The approach in these products and services was not design-driven, as a result of it, these products and services lack in user-experience front and are fairly complex to learn and use.

Context of the project (as defined by Informatica):

- Establish and study the gamification concepts, game philosophy, and elements, which could be injected effectively into products.
- Study of case studies of companies in the world that successfully implemented gamification concepts in serious business applications across all vertical groups of industry.
- Study various facets of Informatica products: Product UI, Support, product learning, marketplace, and so on. Understanding Interactions in Informatica applications.
- Survey latest UI trends: Social interactions, collaboration tools and latest trends of the playful UI.
- Study some aspects of Informatica products and exploring use of Gamification concepts to make the products more efficient & fun to work with. Conducting Brain storming sessions with different people representing different parts of organization, and come up with possible opportunities to inject the gamification features directly or indirectly into our products.

2

Introduction

2.1 Understanding gamification

Gamification can be defined as-

“The adoption of game design methods, principles and mechanics outside of the game industry, i.e.. In non-game environments.” [5]

In other words,

“Integration game dynamics into your site, service, community, content or campaign, in order to drive participation.” [6]

It is an attempt to make the users get engaged in desired behaviors and by guiding them through the path learning and thus achieve mastery. [7]

Gamification is a buzzword in businesses these days. Particularly, an up surging trend of it was noticed in the year 2011. [8]

Gartner, in its 2012 press release predicted, “By 2015, 40% of the Global 1000 organizations will use gamification as the primary mechanism to transform business operations” [9].

The reasons for this up surging trend are many-

One reason is the entry of digital natives into the workforce in almost all the industry verticals [10] (also mentioned by Atul Manohar in section 1.1). Another reason is the need for providing the sense of satisfaction, achievement and recognition to the users (depending upon the type of job and user needs), thus keeping them motivated.

Even with the changing times, the needs of human beings have remained the same; the work/ work environment should be such that it enhances the user’s potential to achieve the state of ‘flow’ [10].

As defined by the psychologist Mihaly Csikszentmihalyi, “Flow is a condition of absolute presence and happiness, its a kind of feeling after which one nostalgically says: ‘that was fun’ or ‘that was enjoyable’.”

As quoted Maria Konnikova, “Attaining flow requires a good match between someone’s skills and the challenges that he/she faces.” That attainment of flow is a strong motivation force that inspires the person to keep returning to the activity/ work that has caused it [11].

Another thing which is very important here is the lack of adrenaline-generating decision making moments in one’s work life, as mentioned by Lennart Nacke, the director of the Games and Media Entertainment Research of Laboratory at the University of Ontario Institute of Technology [11].

As mentioned, the current work environment at times is unable to provide the kick to the users, which is required to keep the users motivated. Based on the psychological needs of the respective set of users, it is required to make them sense those emotions to keep them motivated and going.

2.2 When work is a game, who actually wins?

Gamification is a still emerging concept and it is in its infancy [10]. People have different approaches and understanding on gamification (Section 2.3), people are skeptical about it as well, there has been a debate about who are the real beneficiaries of gamification, the users/employees or the management- as users might get lost in the benefits/ motivations that the gamified products offer, and it could be used as a tool by the management to meet their production goals and exploit the users/ employees. [12] [13]

But in this project,

The above-mentioned debate has been kept out of consideration. It is considered that a well designed gamified product/ service has enormous potential, it can establish that fine balance such that challenges and well measured rewards for these challenges give frequent positive feedback and are designed to make the workers feel positively. As when work becomes a game, it can make employees/ users motivated, satisfied and more productive. [12] [13]

2.3 Different approaches for gamification

Being an emerging concept [10], there are different approaches and understanding on gamification, which gives rise to certain misconceptions as well.

One misconception worth mentioning here is that **Gamification doesn’t always mean fun**; it can potentially build the feeling of trust, security, discovery and so on. [7]

Also, the current understanding of gamification in industry is more like a ‘chocolate covered broccoli’ approach [10] in which simply adding points, badges and leaderboards to business products/ software is often considered as ‘Gamification’. Commenting on this approach, Gartner in the same press release [9], also predicted that, “By 2014, 80% of the current gamified applications will fail to meet business objectives, primarily due to poor design.”

In the next section, few of the examples of application of gamification are discussed so as to have a better understanding about gamification.

3

Some common applications of gamification

In this section, some of the common applications of gamification are discussed using the expert review approach. These are one of the most frequently used examples to explain application of gamification and also for establishing an understanding of it.

3.1 LinkedIn

LinkedIn is all about building professional network. And it is an important example of gamification.

The key elements to this network are **Up-to-date profile of the users** and being a professional network, emphasis on the **skills and expertise** of the users is of great importance. It used direct motivators such as progress indicators as well as indirect motivators such as reach indicator, network statistics and profile views to encourage the users to complete their profile [10].

How LinkedIn motivates the users to complete their profile?

It has used a very simple game element in place- the progress indicator (ref. to Figure 1a). It also guides the user on how to complete the profile using profile completion tips in simple steps.

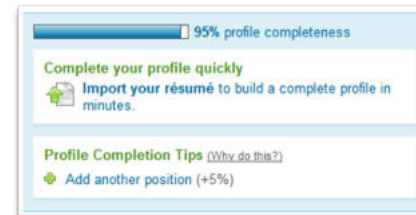


Figure 1a: Profile completion bar in LinkedIn.

It also shows the user how well he/she is received or regarded in the community. Profile views (figure 1b) is direct indication of the level of interest that other users in his/her network are showing in his/her profile, increase in the number of profile views provides the users a sense of satisfaction that makes them feel that their profile is interesting enough for the people in his/her network.

Clubbed together with the profile strength indicator (figure 1b), it indirectly indicates the user that views are somehow related to the profile strength that makes him/her realize the need of profile completion.

Who's Viewed Your Profile

13 Your profile has been viewed by 13 people in the past 30 days.

13 You have shown up in search results 13 times in the past 7 days.

 Unlock the full list with LinkedIn Premium

Profile Strength

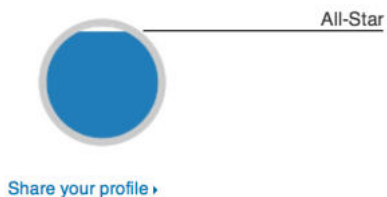


Figure 1b: LinkedIn shows 'Number of profile views' and indicates 'Profile strength' as well.

Remark: Where the progress bar works?

Progress bar works well in the scenarios where specific task completions are required; it is a type of extrinsic motivation element that makes users get motivated such that the user can achieve higher level of completion.

The process of data collection in LinkedIn is incremental and step-by-step, every time a user logs in, it asks him/her simple questions that are placed in his/her profile UI at higher visual order (figure 1c).

The number of steps required to add crucial information to the profile were significantly reduced using this feature.



What did you do as PG Convener, Film & Media Cell at IIT Bombay?

My responsibilities include...

Save Skip

Prashant Sachan
Student of Design at IIT Bombay | Gamification enthusiast
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Current Informatica, IIT Bombay
Previous IBM Research - India, Utthaan-Rainbow of hope Initiative, eSparSha
Education IIT Bombay

Edit

500+ connections

in.linkedin.com/in/prashantsachan/ Contact Info

Figure 1c: Step by step user information collection by LinkedIn.

How LinkedIn keeps its users motivated and going?

Besides showing 'Who's viewed your profile', it also gives the users a sense of the reach and the level of engagement that the users are achieving. It also shows network statistics (figure 1d).

These classic game mechanics use the power that a community has and encourages the user to expand his/her network.

Who's Viewed Your Profile

13 Your profile has been viewed by 13 people in the past 30 days.

13 You have shown up in search results 13 times in the past 7 days.

 Unlock the full list with LinkedIn Premium

Who's Viewed Your Updates

Prashant, start getting noticed.

See who you reach when you share on LinkedIn.

[Great articles to get you started](#)

Your LinkedIn Network

722 Connections link you to 11,294,715+ professionals

16,470 New people in your Network since April 18

[Add Connections](#)

Figure 1d: User's Network statistics

Emphasis on skills and expertise

To recognize the skills and expertise of users, it used endorsements (figure 1e), which also became a token of courteous exchanges between professionals. The skill that has more number of endorsements is perceived as the skill in which the user is more proficient.

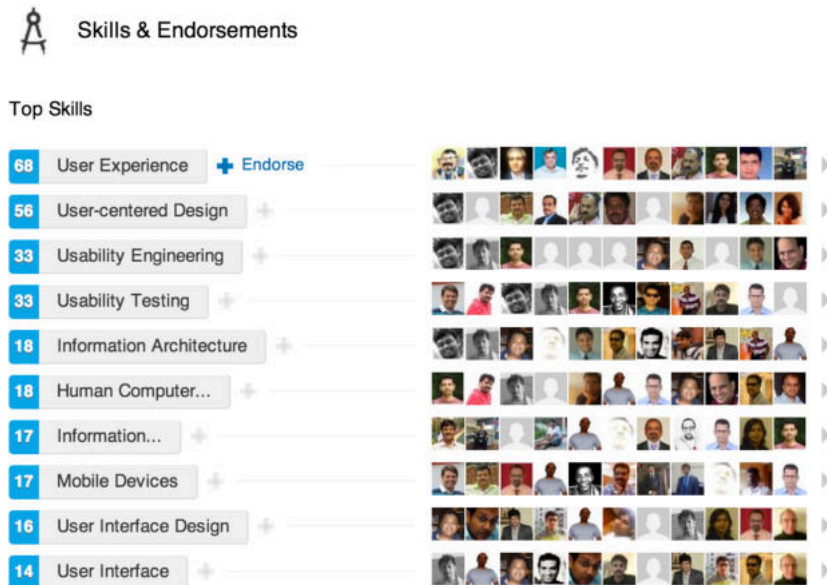


Figure 1e: The endorsement statistics to show a user's skills and expertise.

By using the feature to endorse, it revolutionized the way recommendations were done. What is more interesting is the way LinkedIn pushes this important feature to its users (figure 1f). These are simple one step game-like interactions invite the users to assess the skills of the connections in the network.

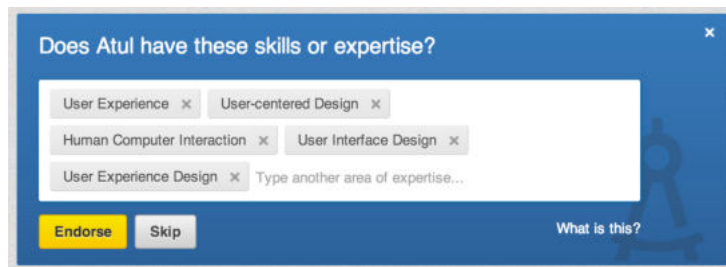


Figure 1f: One-step interactions used by LinkedIn to make the users endorse people in their network.

3.2 Amazon community rating system

Customer Reviews
Kindle Paperwhite, 6" High Resolution Display with Next-Gen Built-in Light, Wi-Fi - Includes Special Offers

10,230 Reviews
 Average Customer Review: ★★★★★ (10,230 customer reviews)
 Share your thoughts with other customers
 Create your own review

| | |
|---------|---------|
| 5 star: | (7,252) |
| 4 star: | (1,637) |
| 3 star: | (643) |
| 2 star: | (323) |
| 1 star: | (375) |

The most helpful favorable review

5,821 of 5,984 people found the following review helpful

★★★★★ **More evolutionary than revolutionary, but worth the upgrade**

This is the fifth e-ink Kindle reader that I've bought. My wife and I were early adopters of Kindle, and when we buy a new Kindle, the old one goes to the next niece or nephew in line. I loved the original Paperwhite, with its small size, touch screen, front-lighting, and virtual keyboard. The all-new Paperwhite is a definite step up, and for me, it was worth the move,...

[Read the full review >](#)

Published 6 months ago by J. Chambers

> See more **5 star, 4 star** reviews

The most helpful critical review

5,817 of 6,086 people found the following review helpful

★★★☆☆ **Good as a first Paperwhite, not worthy of an upgrade**

This review is for the second generation Kindle Paperwhite. Like all kindle e-readers before it, this is a great product. However, I am a bit disappointed as there is not a huge improvement over last year's model. For this review, I focused on features and enhancements exclusive to the new Paperwhite and tried to make comparisons to last year's model. Also, I found...

[Read the full review >](#)

Published 6 months ago by D. Carlson

> See more **3 star, 2 star, 1 star** reviews

Vs.

Most Helpful First | [Newest First](#)

< Previous | **1** | 2 ... 1023 | Next >

5,821 of 5,984 people found the following review helpful

★★★★★ **More evolutionary than revolutionary, but worth the upgrade**, September 30, 2013

By [J. Chambers](#) (Georgia, United States) - [See all my reviews](#)

TOP 10 REVIEWER HALL OF FAME REVIEWER REAL NAME

Verified Purchase ([What's this?](#))

This review is from: **Kindle Paperwhite, 6" High Resolution Display with Next-Gen Built-in Light, Wi-Fi - Includes Special Offers (Electronics)**

This is the fifth e-ink Kindle reader that I've bought. My wife and I were early adopters of Kindle, and when we buy a new Kindle, the old one goes to the next niece or nephew in line. I loved the original Paperwhite, with its small size, touch screen, front-lighting, and virtual keyboard. The all-new Paperwhite is a definite step up, and for me, it was worth the move, but others will have to decide for themselves. If you read a lot, and you don't already have one of the newer e-ink Kindles, it's definitely worth upgrading to the Paperwhite. If you have the original Paperwhite, the upgrade is well worth consideration. Although I've only had the new Paperwhite a few hours I've already had 1 upgrade. Here's

Figure 1g: Community review and rating in Amazon.

Amazon wanted to create an e-commerce system such that the end user becomes the reviewer and critic of the product, instead of having reviews and recommendations from sellers/producers [10]. The problems that occurred then were 'how to assure the quality of reviews'. They designed a review system (figure 1g) in which the end users was putting up the reviews and those reviews were reviewed by the another set of end users who were going through those reviews on a Likert scale of 5. Thus, based on the credibility of the reviews, Amazon recognized its reviewers.

3.3 Foursquare

The location based social networking app (figure 1h) used gamification to incentivize, glamourize and socialize the whole idea of providing a user's location [7]. Registered users post their location at a venue (check-in) and connect with friends. Based on various identified patterns such that the frequency of visits, the time of visits and other activities such as posting pictures of the location and writing reviews fetches the users points and badges. There is also a leaderboard, which compares user's last week score to his best last week score and to the scores of friends in his network, which motivates the user to stay active and do check-ins regularly.

There are special recognitions as well, based on number of check-ins at a specific venue, recognition is conferred which is termed as 'Mayorship'. Also, based on the helpful contributions to the community, users are recognized as 'Super user' selected by foursquare staff. These super users are provided special powers of moderating the community.

In this application, gamification is used as a tool, which motivated users to crowd source information/ reviews/ pictures of various venues. And it has done it in an effective way.



Figure 1h: User profile & history and statistics in Foursquare.

After understanding about what gamification means and analyzing various aspects through few examples of it. In the next section, the steps involved in the design process of this project are discussed.

4

The design process

During the project, the approach was to build a sustainable social system using the user-centered design process, which was followed to understand the product, involved challenges, user's need and motivation before coming up with the final concepts.

The steps are discussed below-

4.1 Understanding the products of Informatica and identifying a product

Informatica has a wide range of products and services in its portfolio. This step involved going through few of the products and services, understanding its objective & the challenges and finding the opportunities of gamification in it.

The purpose of it was to identify and decide a product/ service for gamification.

4.2 Knowing the users

User studies were done to understand the social style of the users, to understand the motivations and the challenges they face while using the identified product. Method of the data collection was through user interviews and analysis of the user discussions in the community.

The data obtained from user studies was used to generate insights and was used to identify critical problem areas.

4.3 Applying game mechanics/ Conceptualization

Game mechanics were applied depending upon the project brief and upon the identified opportunities of gamification in the product based on the identified challenges and insights gained.

4.4 Prototyping, Evaluation and User feedback

Some elements of the final concept were prototyped and were evaluated against various metrics to test their effectiveness and to find drawbacks.

In the next section, the first step of the process is discussed, which involved Understanding the products of Informatica and identifying a product.

5

Understanding various products of Informatica

The first step was to identify a product/service of Informatica to start with the process to gamify it. Various facets of Informatica products/services were studied, starting from the My Support (Global Customer Support program), Marketplace and Admin Console. The following text is a brief introduction of the various products/services that were studied during this course.

5.1 My support

It is a collection of comprehensive, well-engineered programs/platforms, which make it easier for the Informatica products/services practitioners, experts and enthusiasts to seek support and solutions for all the challenges that incur while the usage of the products/services, to find the answers to their questions [1]; the programs/platforms include-

a. My support community-

It is a discussion/ question-answer forum with 1.5 lakh+ registered Informatica Enthusiasts, practitioners and experts. Informatica employees moderate the forum. My support community is a place to consult, connect and collaborate with industry peers and Informatica support experts. It also acts as a platform to exchange ideas and share best practices [1].

b. Knowledge base and Product documentation

It is a collection of 30,000+ Knowledge base documents that provides solutions to known technical issues, frequently asked questions and technical tips. It also provides access to all product documents, release notes, guides and user manuals [1].

c. How-to Library (H2L)

300+ “How To” library (H2L) documents [1] provide the instruction manual on commonly used products and features. It includes in-depth articles on-

- Solutions to common problems
- Comparison of features and behaviors
- Guide to performing specific tasks

d. E-learning

It provides instant access to a large selection of courses and guides on Informatica products and tools [1].

5.2 Marketplace

It is one-stop shop and platform for buying and selling proven solution for Data Integration, Data quality, Data management and Cloud data Integration. The solutions include innovative and trusted products and services built to complement/ enhance the implementation of Informatica products [1].

It brings together buyers and sellers, with the aim to purchase and market the proven solutions. It has also emerged as a platform to launch beta-trials and promote the products for Informatica as well as other Informatica product solution providers.

It is a community of 1.25 lakh+ users, which includes developers, users from product companies, independent software vendors and consultants. It also acts as a platform to request a solution for specific problems and use-cases and to post a solution as well.

5.3 Admin Console

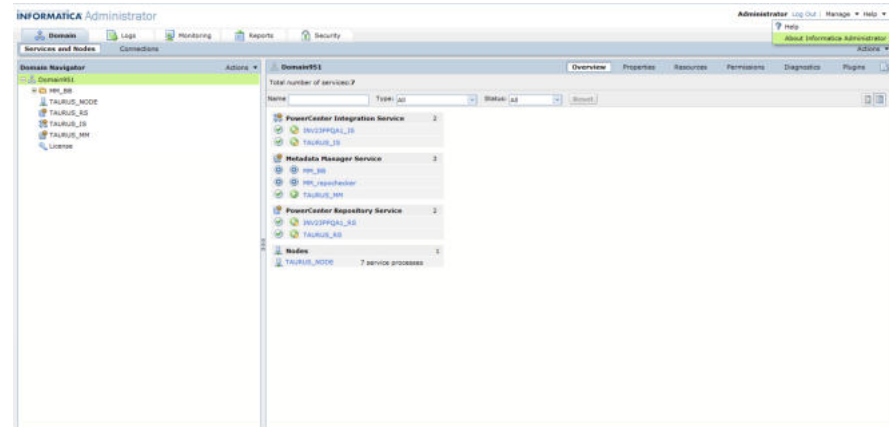


Figure 1i: Screenshot of the Admin Console

Admin console (figure 1i) is a tool used to monitor and administrate the Data Integration service on Informatica products.

The same tool can be used for administration as well as monitoring. For monitoring, the user is required to monitor a job that is running on the Informatica products using this tool. He has to keep a check on various parameters that can be accessed using the tool.

Similarly, for administration, the user has to administrate multiple sets of jobs, perform user management, provide permissions, trouble shooting, checking the logs etc.

6

Identifying a product

My Support Community (figure 2a) was a low-hanging fruit for the organization to start with the application of gamification (based on the discussion with Atul Manohar, Director Ux- Informatica). Considering the immediate impact and value that its gamification can bring to its users, it was identified as the product to start with the gamification project.

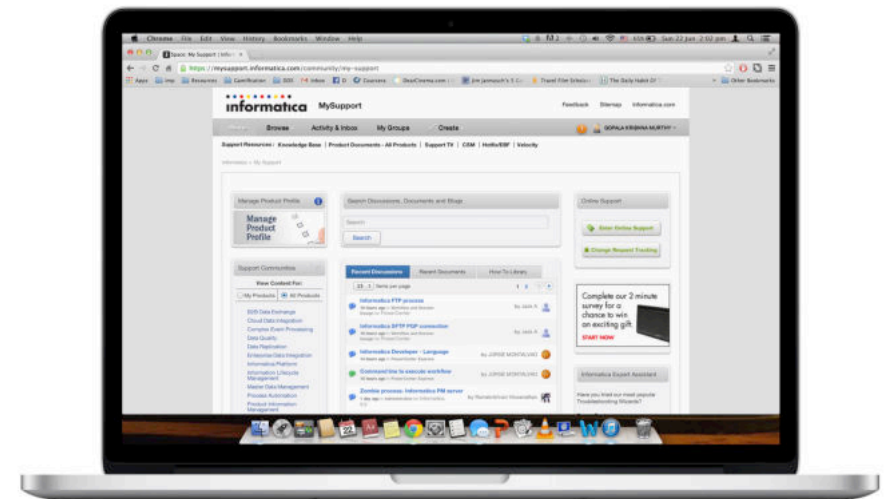


Figure 2a: Home page of My Support Community

My Support Community-

6.1 Understanding the current scenario

My Support community currently is a moderated discussion/ question-answer forum, which is a place to consult, connect and collaborate with industry peers and Informatica support experts (Figure 2b).

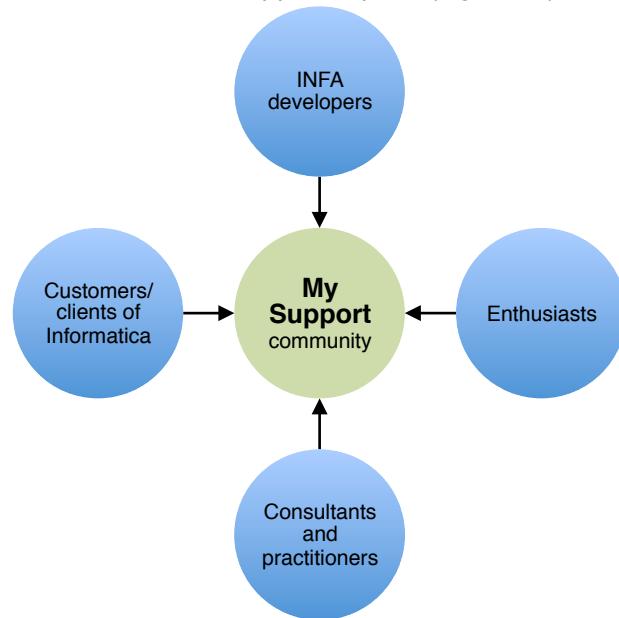


Figure 2b: Overview of the users that participate in My Support Community

The users come to the forum to ask questions and discuss the issues that they faced while using a particular product. And the queries/questions are

attended either by the moderators or the users who have achieved expertise in that particular product.

6.2 Overview of the My Support Community

The questions in the forum are primarily based around a particular Informatica product/service. Every product is assigned a set of Informatica support experts/ moderators whose role is to moderate and to respond to the queries in that section (figure 2c). The user while asking the question puts the tags, which correspond to particular product for e.g.. PowerCenter, Cloud data integration etc.

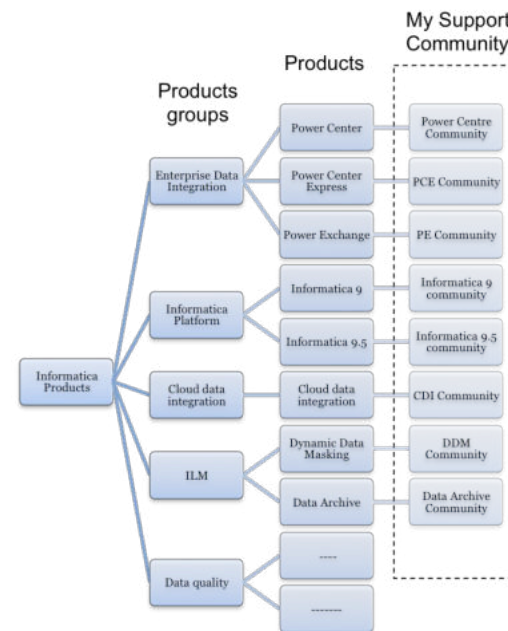


Figure 2c: Overview of the Informatica products and My Support Community

6.3 General terms used

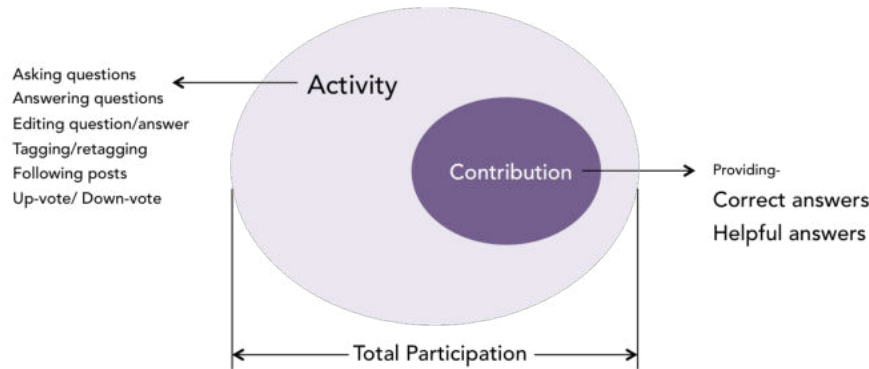


Figure 2d: General terms used in the following sections

Participation implies all the activities that the user does in the forum. **Activities** involve things like asking a question, answering, following a post, editing etc.

For doing certain activities, a user gets points that are termed as **Activity points**. Some of the activities (for e.g.. answering a question) are further rewarded for their excellence (if answer is marked as correct/ helpful), those points are termed as **Contribution points** and that act is termed as **contribution**.

And, **Total points** (or total participation points) are the total of Activity points and contribution points.

Total (participation) points = Activity points + Contribution points

6.4 Current Reward System

The forum uses a reward system currently, such that-

- For a reply to a discussion- 1 point (Activity)
No points for other activities (figure 2d)
- Post a correct answer- 4 points (Contribution)
- Post a helpful answer- 2 points (Contribution)
The users will get 4 points/ 2 points if their answer is marked correct or helpful respectively. The user who has asked the question has got the power to mark a question as **correct** or **helpful**.

6.5 Current recognition model

One thing to be noted here- though there is 1 point for every reply a user posts which adds to the lifetime points that the user has. The leader board (figure 2e) is based on the total participation points.

Total participation points = Activity points + Contribution points

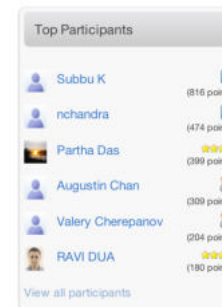


Figure 2e: Leaderboard showing the points of Top participants

Where as the **Rewards** are only for Top Contributions and that list is not publically visible to the community. At the end of the quarter, the administrators of My Support **announces** (figure 2f) the top 3 contributors and they are provided some extrinsic rewards, which includes monetary rewards/ coupons/ gadgets.



Figure 2f: Announcement of Top contributors for quarter 1 in the year 2014.

6.5a Recognizing the users (at current)

Based on the lifetime points that the user has, the user is identified with various titles (table 1) -

| User titles | Point range |
|------------------|------------------|
| Guru | 150+ points |
| Seasoned veteran | 76 to 149 points |
| Active Member | 26 to 75 points |
| New member | 1 to 25 points |

Table 1: User titles and respective point (total participation points) range

7

Knowing the users

The community of about 1.5 lakh+ registered Informatica Enthusiasts, practitioners and experts; it is primarily a community of developers that includes employees of Informatica, users from product companies, customers of Informatica, independent software vendors and consultants.

7.1 Types of users on My Support

Classification on the basis on user's roles, participation and responsibility in the community.

- a. **Administrators** (10 in number)
They are the employees of Informatica and strategic decision makers for My Support portal. And to administrate the portal is part of their job.
- b. **Moderators** (22 in number)
They are employees of Informatica, they are assigned the role to moderate the discussions/ content in particular set of products/services based on their expertise.
- c. **Normal users** (1,48, 000 registered users)
The user base includes users from product companies, customers, independent software vendors, consultants and Informatica product enthusiasts.

The focus of the project-

The focus is not on the **Administrators** here, but on the users who are directly involved in creating, solving, editing, organizing and moderating the question/answers and content of the forum, i.e.. The **Moderators** and the **Normal users**.

Knowing the users | **Method of Data collection**

7.2 Methods of data collection

The methods of data collection are discussed as under-

7.2.1 User Interview

It was conducted to understand the user's motivation for using My Support Community, the expectations from the forum and the challenges they face. The aim was to understand their needs and to generate insights. It was also used to understand their usage pattern.

User criteria-

The interviews were done with 8 users, which included the following- 2 Administrators, 2 Moderators and 4 Normal users.

The 4 normal users included the following-

- **2 Novice-cum-Newbie¹ users-**
They were developers by profession and were employees of Client companies of Informatica.
One of them was actively trying to participate in the forum, where as the other user discontinued visiting the forum after 3 visits.
- **2 Competent³ users** of Informatica products-
They were developers by profession and one of them worked for a company that provided solutions based on Informatica products, he was an enthusiast and was recognized as Top Contributor of the community for 4 consecutive quarters in the year 2013.
The other one was an employee of one of the client companies of

¹ User modeling explained in detail in **section 7.4.2** 'Understanding the Normal users'.

Informatica. He was an expert, but was largely inactive in the community; he visited the community whenever he encountered problems with the product.

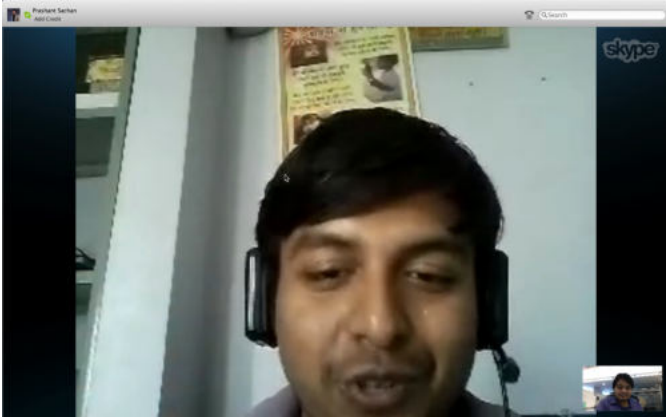


Figure 3a: Screenshot of the web call with one of the normal users.

7.2.2 Analysis of the user discussions in the community

Data from the active/closed discussions and question-answers in My Support Community was taken and analyzed to understand the usage pattern by different set of users, the type of questions the users ask, response time, user reactions and the choice of words (figure 3b).

It was also used to validate some of the insights that were generated in user interviews.



Figure 3b: Analysis of an active discussion in My Support Community.

7.4 User motivation and behavior

Few aspects about the members of this community are identified-

In this community, majority of users are developers. The developers have certain traits such as- their motives include learning and mastery, they are keen to learn and get updated with advancements in technologies as their job demands them to stay current with the trends in technology, else there is risk of becoming obsolete. They are curious about new technology. [10] [14]
One thing important which came out of secondary research as well as user interviews is that- the developers value peer recognition more than monetary rewards and also there is a sense of respect and loyalty towards their peers as well. [14]

But on the contrary, the current state of affairs, level of engagement and participation level of these developers in the My Support community suggests that the My Support community is not able to provide significant triggers and motivational drivers to its members as a major portion of users from the community are not participating/ getting involved as per their behavior.

7.4 Understanding different types of users

(Based on their roles and responsibility in the community)

7.4.1 Understanding the Moderators

There are a total of 22 employees who are moderating the My Support Community. Every moderator is assigned 2-3 products based on their expertise. For about half of them, its not part of their job at Informatica, they are volunteering to moderate it driven by their interest. They are represented as Support Moderators using an icon in the community (figure 3c); the idea is to differentiate them for the rest, so that the users can approach them directly in case of some critical issues/ complaints/ requests.

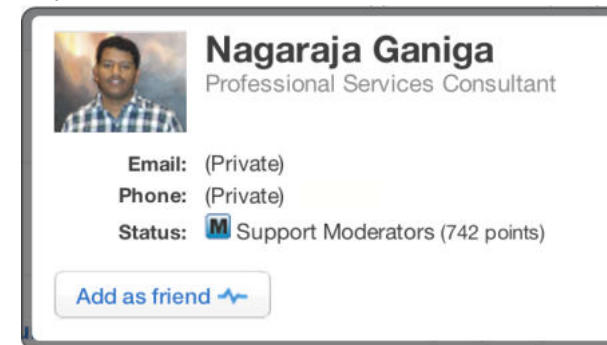


Figure 3c: Screenshot showing the icon used to represent the profile of a My Support moderator.

Role-

- To answer the questions in the assigned sections (products).
- To close the questions, in case the user who initiated the question hasn't marked any of the answers as correct, the moderator marks the question as Assumed answered.

- To move the questions in the correct category, to edit the tag or re-tag the questions.
- To edit the questions/ answers.
- To respond to the 'abuse reports'
- To monitor the activities and check malpractices

Problems faced by the moderator-

1. Excessive Workload-

For majority of them, moderation being a voluntary job and not being their core job, its tough to devote specific time for the activity. Around 5 to 20 questions are added daily about a product space and related sub-spaces. The number depends heavily on the products, few products are fairly popular and used heavily, where as others are relatively new.

General approach- The moderator generally waits for a day or two to answer a freshly posted questions; he/she allows that time waiting for other active users to attend the questions. He scans through the questions and gives priority to those questions, which are critical, urgent or important.

2. The users don't mark the questions as correct/helpful

In this case, the moderator goes to such questions and marked them as assumed answered.

3. The users expect the moderators to attend to their questions, the users don't rely much on the answers by normal users.
4. A majority of users are unable to tag the questions under the proper category, and which becomes one major portion of the job of the moderator.

7.4.2 Understanding the Normal Users

First if all, the **User modeling** is discussed:

Based on **their activity in the forum**, the users are categorized as under-

- **Newbie**
User new to forum/ recently joined. No conceptual model of the forum, its activities.
- **Regular**
Users who have reasonably accurate conceptual model of the forum and those visit the forum regularly; they may not be actively involved in creating/ responding to the discussion.
- **Enthusiast**
Users who have developed accurate conceptual model of the forum and also visit the forum regularly; they are actively involved in creating/ responding to the discussions.

Based on **their expertise with the Informatica products**, the users are categorized as under-

- **Novices**
- **Advanced beginners**
- **Competent performers**
- **Experts**

The **Newbies** to the forum may not always be product Novices; it was identified during the user interviews that at times, Newbies to the forum are advanced beginners and competent performers in products. The conceptual model (figure 3d) about the forum was quite different for Newbie and Regular users. For a newbie user- the cognitive miser attitude was one big obstruction in the path to learning and expertise.

For a Newbie,

For asking a question, he checks the previously answered similar questions, in case its not there, he/she posts the questions and tags it under a category (figure 3d). In many cases, it was observed that the user posts the question even though similar answered questions were available, just to avoid the process of going through the similar questions.

Where as, for a regular user,

While answering or posting a question, the user not only checks for similarly answered questions but also checks for the related knowledge base documents/ product documentations(figure 3d).

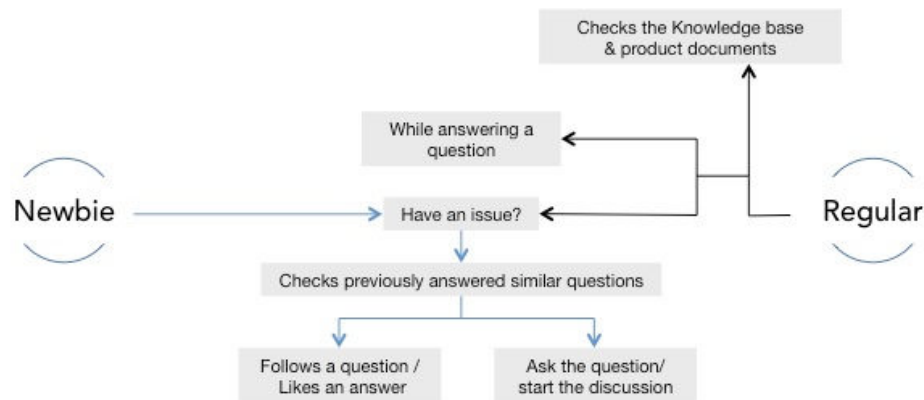


Figure 3d: Different conceptual model of Newbie user and regular user.

7.5 Finding/ Challenges in the community-

Note: The challenges in the forum were many and were highly dependent on the user type. So in this section, general findings in the community are discussed. The challenges are discussed in detail along with the concepts in later sections.

Some of the general findings/ challenges that were identified are discussed as under-

- Only the contribution is recognized. No incentive for activities. Though there are points for posting a reply but other activities such as asking a question, following a post, editing, re-tagging go unrecognized. Also, the rewards are meant for contribution only (correct and helpful answers)
- No incentive for product novices, Incentives are meant for experts only.
- No feeling of belongingness & No collaboration
- 95%+ users have incomplete profiles
- Moderators too less in number (for a community of 1.5 lakh registered users)
- A significant portion of the questions goes unattended (Approximately 25%).

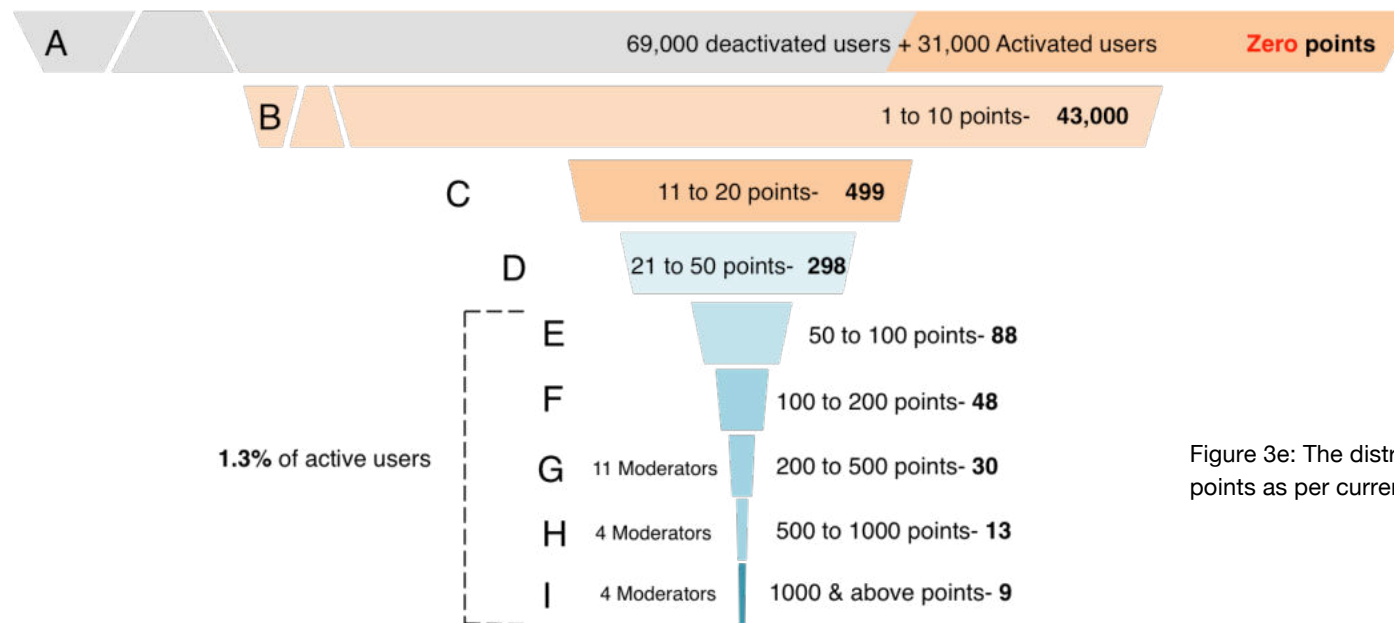


Figure 3e: The distribution of the users based on the Total points as per current reward system.

The above set of visualization/ statistics (figure 3e) can explain the **challenges in better way-**

Total number of Informatica users- 2,00,000 +

Registered users on My Support- 1,48, 000

Active users- 15,000

(Active users: The users who have logged in **1 or more times** into the My Support in a quarter)

Considering the **current reward system** as a parameter to define the activity level of users in the current scenario-

As it can be seen here that **out of 1,48, 000 registered users, Number of users at '0' points** are 1,00,000 which means around 66%. Profiles of 69% of the users at '0' points have been deactivated because of no activity for a period of 2 years. Similarly, 74,000 of 80,000 activated profiles (92.5 %) lie in the 0 to 10 points bracket.

8

Comparative study of other forums

The study of few of the forums/ websites that have objectives similar to My Support Community is discussed using the expert review approach in this section.

Comparative study of few of the question-answer/ discussion forum such as Quora, StackOverflow was done; study was also done for SAP Community network, which is a support forum for community of users of SAP enterprise products and services.



Figure 4a: The logos of Quora, stackoverflow and SAP Community network respectively.

Comparative study of forums based on their-

8.1 OBJECTIVE

Quora: a question-and-answer website where questions are created, answered, edited and organized by its community of users.

StackOverflow: a question and answer site for professional and enthusiast programmers.

SAP Community Network (SCN): a social network for a SAP professional, which acts as a platform to share knowledge, best practices, discuss issues and to seek & provide answers.

8.2 TARGET USERS

Quora: Anybody

StackOverflow: Professional and enthusiast programmers

SCN: SAP Professionals

8.3 MECHANISM to decide correct answer

Quora: No answer is right-or-wrong. It identifies favorite/popular answer using Public's anonymous opinion via up-vote/ down-vote.

StackOverflow: Popular answers are identified using Public's anonymous opinion via up-vote/ down-vote. Correct/ helpful answer is also identified as the person who initiates thread/moderator marks it correct/helpful.

SCN: The person who initiates thread/moderator marks it as correct/helpful.

Remark: The mechanism to decide correct answer depends entirely on the objective/strategy of the website/ forum. Quora being fully unassisted forum uses public opinion to identify a popular answer, which doesn't necessarily mean that the answer is correct, where as StackOverflow/ SCN's core objective is to identify a correct answer.

8.4 Who can EDIT the posts?

Quora: Anybody. Users can collaborate by editing questions and suggesting edits to other users' answers.

StackOverflow: Anybody, but it is peer reviewed and moderated. It can also be seen as a way to collaborate.

SCN: Users who have achieved editing power or Moderators.

Remark: Quora uses edit as a way to collaborate, where as StackOverflow sticks to its objective of finding correct answers to questions thus it enables all of its users to edit posts, but they will be peer-reviewed so as to ensure the quality of content.

8.5 What about UNATTENDED QUESTIONS?

Quora: If a user needs to find an answer to an unanswered or unattended question, he/ she can ask special users/ promote answer using credit points (figure 4b).



Figure 4b: The mechanism to promote a question in Quora

StackOverflow: Use bounty points.

SCN: -nil-

8.6 CONTRIBUTOR RECOGNITION/ REWARD

Quora: The users whose answers are regularly up-voted and are received very well in the community, they are provided the status of a sort of ‘consultant’. In case one wants to ask questions specifically to them, one has to shed some credit points to ask. The more ‘n’ points to ask are, the more reputed is the user.

For example-



Figure 4c: ‘n points’ to ask used to recognize the contribution of a user to the community.

StackOverflow: The following are the parameters (figure 4d)-

- Points- Week/month/ year wise.
- Badges- based on activity.
- Position of responsibility in the community.

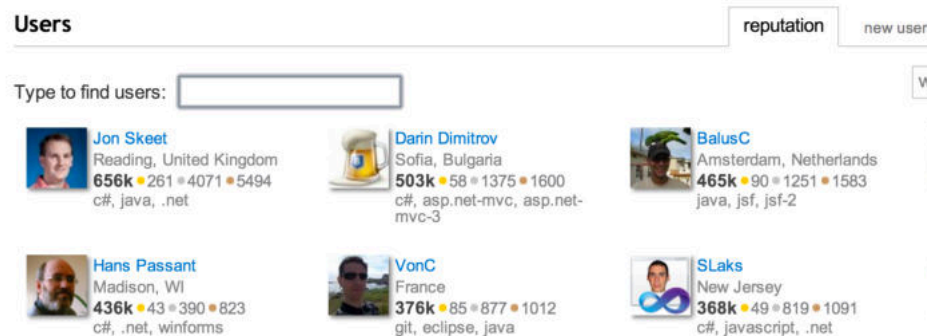


Figure 4d: The User recognition model in StackOverflow involves Lifetime points of the user, the badges and position of responsibility.

SCN: Lifetime points (reputation) and badges (Fig. 4e)- based on activity.

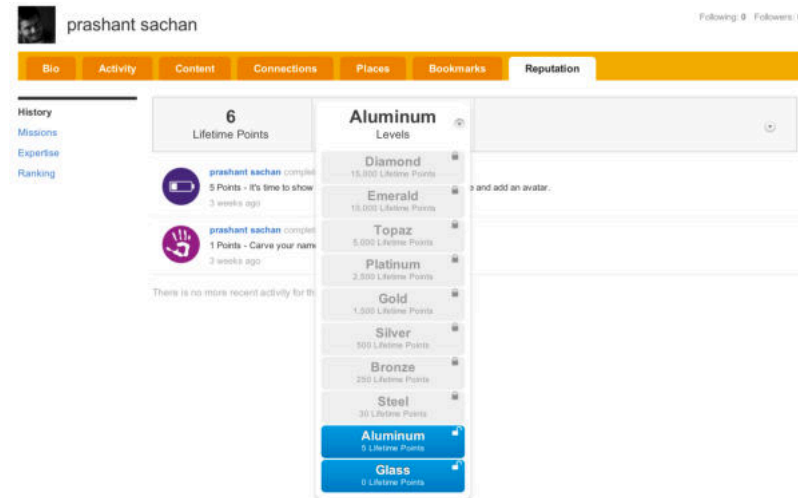


Figure 4e: The user recognition model used in SCN.

Remark: Quora doesn’t have a leaderboard or points, but the ‘n’ points to ask is a subtle way to recognize the users, where as StackOverflow/ SCN has leaderboard which is a very linear way of recognizing the users, at times, this builds complex in users as the lifetime point is a very quantitative determinant to identify a user’s reputation in a community as for a novice user/ newbie, the efforts required to come at par with highly reputed user are very high- which in turn becomes a demotivating factor.

Also, the badges are too many; it becomes difficult for a user to comprehend the achievements of the fellow user by looking at his/her badges.

9

Project scope and brief

9.1 Scope of the project:

“Gamification is not a project, it’s a program that gets invested in for the long term. Those that understand that, see the most impactful and meaningful results.”

-Kris Duggan, Founder of Badgeville- a gamification platform

This project was Informatica’s first ever step to define the scope of relevance of gamification for their product and services. It primarily involved developing an understanding of enterprise gamification through secondary research and comparative study of other competitive products that have integrated game dynamics. A specific product was identified and attempts were made to gamify it and thus, to achieve set goals through it.

Through this project, the company wanted to perceive the bigger picture of how gamification can be integrated into their products and services. Gamification is a long-term program, so a modular approach was adopted with the identified product- game dynamics were integrated to the components of the product based on the specific challenges and insights that were found. Presenting the designs as modules will also facilitate the process of implementing the designs into the system.

9.2 Project brief:

After the identification of the product, user studies and research, the problem statement and project was re-stated with the help of the insights that were obtained during the analysis.

The objective:

To integrate game dynamics in the My Support Community such that- It motivates and engages its community of users to create, edit, organize and moderate (partially, if not fully) the question-answers/discussions and content of the portal.

The gamification concepts do not claim to solve all the problems with the community- there are usability issues, visual design issues with the user-interface and solving them was not objective. The objective is to suggest an approach and to build a sustainable system such that the user is motivated to contribute, participate and grow along with the community.

The following goals were identified-

- Design a system such that it facilitates the process of introduction as well as induction of a first-time user to the community; it motivates the user to explore and helps him build a conceptual model about the My Support.
- Motivate the users to complete their profiles.
- The recognition model should provide opportunities and scope for a user to get recognized in the community irrespective of their proficiency level in a particular product.
- The system should recognize the activities as well as contribution, but special recognition/ benefit must be granted to the user based on the value of the contribution.
- Build a feeling of belongingness in the users and also, motivating them to collaborate.
- Build a system such that the percentage of unattended question should drop.
- Make the concepts scalable to other platforms as well.
- Make the users solve/ attend the problems and discussions based on their proficiency level.

10

Concepts

[Modular approach has been adopted here. Instead of considering the system as a whole, a component of the identified challenges is picked and a concept is proposed for the same for specific set of users.]

Designing for a Newbie and Novice user

10.1 Challenges for a Newbie and Novice user

- On an average, 30 new registrations are done daily. 40% of the newly registered members don't visit the forum after second-third time.
Identified reason: Such users have no clue on what to do next after registration, they have basic/introductory questions/queries about the products, which majorly include solution to common problems, guide to perform specific tasks etc.
Firstly, they are unable to find the required resources such as Knowledge base/ product documents (which is a usability issue). Also, lack of awareness about the various possibilities of the forum is another reason that avoids them to search and check for the question whether similar questions has been previously asked or not, and then post it.
Also, the user is not able to engage in the ongoing discussions as they are beyond their skill level.
- About 99% of the newly registered users have **incomplete profiles**.
Identified reason: The current registration process (figure 5a) for the new user is very long and tiring. The users skipped most of the non-mandatory information, resulting in incomplete profiles.
- Multiple profiles of the same user. Cases are observed in which the user has registered in the community using the email id assigned by the company, he creates a new profile in the community after he switches to a new job and abandons the previous profile.

Identified reason: The user cannot associate alternative email id/ social profiles with his current profile so as to avoid the cases of email address expiry.

- The users do not update the information.
There are cases in which the user switches the job and does not update the information.
Identified reason: No incentive/ motivation for keeping the information updated.

Based on the discussion in the previous section, one of the identified problems is poorly designed **Registration process**. In the process of improving the Registration process, the comparative study of Registration process of the few of the products is studied, such as of LinkedIn, Google, Facebook and Sprout Social.



Create your account

Email *(Required)*
jsachan@informatica.com

Confirm Company Email Address *(Required)*

Password *(Required)*

Confirm Password *(Required)*

Your passwords don't match.

Username *(Required)*

First Name *(Required)*

Last Name *(Required)*

Company *(Required)*

Title

Company Address 1 *(Required)*

Company Address 2

Nature of Business

City

State *(Required)*

Postal Code *(Required)*

Province

Country *(Required)*

United States

Telephone *(Required)*

Extension

How did you find out about support.informatica.com?
[Informatica Corporate Web Site](#) ...

What type of information are you interested in receiving?
 Monthly Newsletter
 Consulting Services
 Events, webinars & informational offers
 Informatica User Group

Would you like to be on our calling and mailing lists?
 Calling List
 Mailing List

Promotional Code

Expertise

I agree to these terms and conditions. *(Required)*

Additional information can be provided after registration by editing your profile.

Figure 5a:
The existing user-registration
form used by My Support.

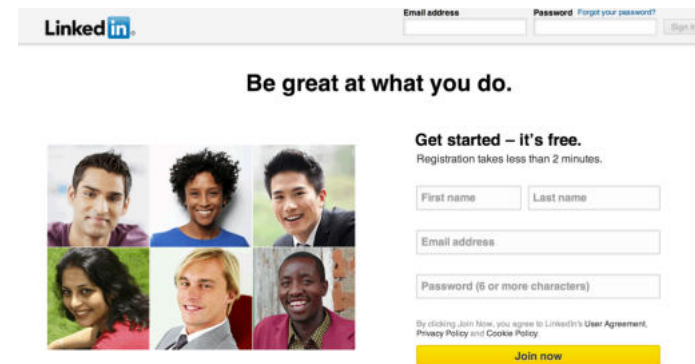
Concept module 1: Improving the registration process

10.2 Comparative study: Registration processes

10.2.1 LinkedIn

LinkedIn has kept its registration process (figure 5b & 5c) lightweight. It asks the user limited chunks of information to register; it involves 3 major steps that aim at gathering user's information. It uses all possible measures to let the user have the control, it provides the user constant feedback, for example- progress bar indicates the stage of completion of the process.

It also keeps the user informed as every step provides the information about the value/ benefit that the user is going to achieve after he becomes the member of the network etc.



The image shows a screenshot of the LinkedIn registration process. At the top, there is a sign-in bar with the LinkedIn logo, an "Email address" input field, a "Password" input field with a "Forgot your password?" link, and a "Sign in" button. Below this, the text "Be great at what you do." is displayed. The main registration form is titled "Get started – it's free." and includes the subtext "Registration takes less than 2 minutes." The form contains four input fields: "First name" and "Last name" (separate fields), "Email address", and "Password (6 or more characters)". Below the form, there is a small text line: "By clicking Join Now, you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy." and a prominent yellow "Join now" button.

Figure 5b: The landing page for LinkedIn.com for a new user.

The landing page (figure 5b) does not illustrate what LinkedIn is all about or its feature. In this case, it is presumed that the user has landed on to the page as a result of pull marketing, he would have learnt about the product through some source. Where as, the right column asks the user the first chunk of information to register.

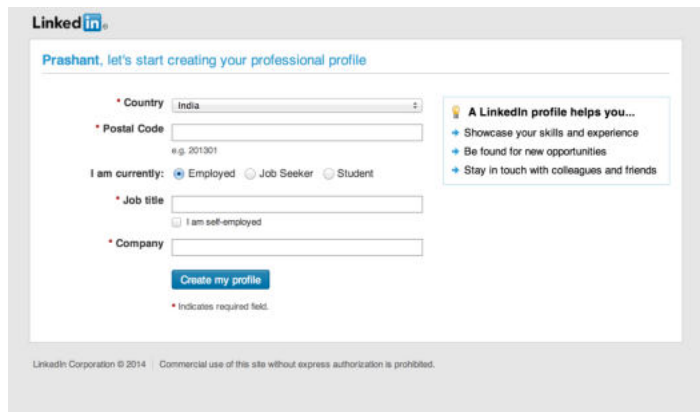


Figure 5c: Screenshot-The registration process of LinkedIn.

After the user gets registered, LinkedIn uses profile completeness bars to nudge and other mechanisms (as discussed in Common applications of Gamification section) to nudge the users to share more information.

10.2.2 Facebook

Facebook follows similar pattern of collecting information for user registration. The approach is somehow similar to that of LinkedIn's.

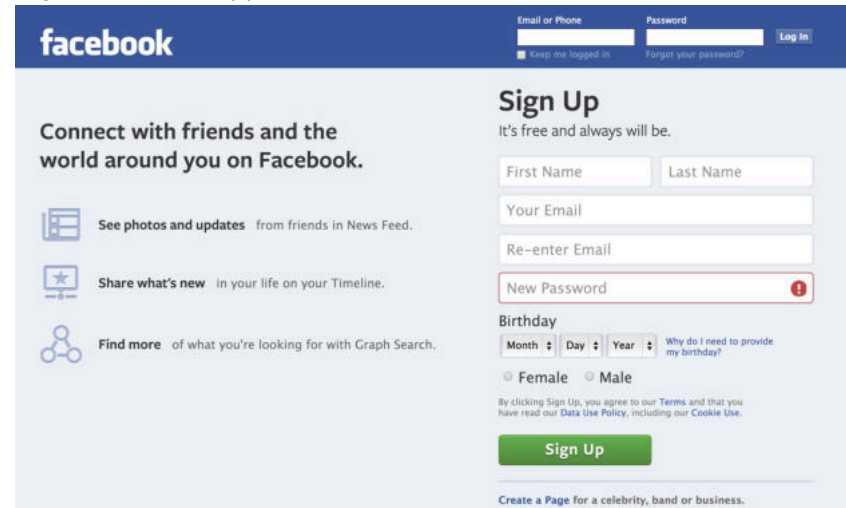


Figure 5d: The landing page for facebook.com for a new user.

The left column (figure 5d) introduces the users to the key features that the product has and the possibilities that the user can achieve. Where as, the right column (figure 5d) asks the user the first chunk of information.

Figure 5e: Steps of the registration process in Facebook.

It keeps the user informed about the visibility of the information (figure 5e's footer) that he is providing. It also illustrates the steps remaining for process completion and its content (figure 5e's header) as well.

In Facebook, just the first chunk of information is mandatory to provide, rest of it depends on user's intent.

After the gets registered, it guides the user through its features and gives a demonstration of the key features of the UI (figure 5f).

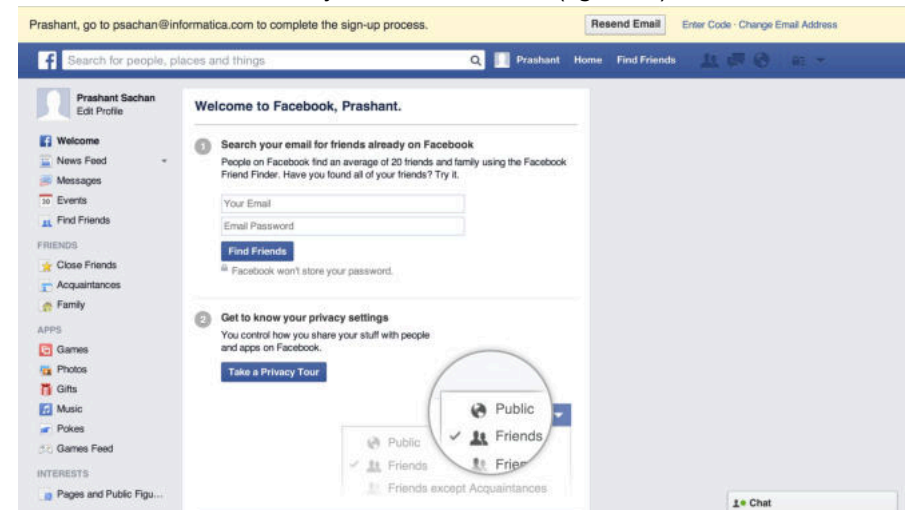


Figure 5f: The landing page once the user has provided all the mandatory information required for the registration process.

Another thing worth noticing here (figure 5f's header) is that, In other products the user has to skip to their mailbox for confirming their email id after completing the registration process or in between of the registration process so as to proceed to use the product, but in case of Facebook, the user may continue to the product and confirm their email address later.

Like LinkedIn, after the user gets registered, Facebook also uses profile completeness bars to nudge the users to share more information.

10.2.3 Google

Google also follows similar pattern as LinkedIn and Facebook. It asks for limited chunks of Information, it keeps the user informed throughout the registration process, makes them aware of possible value addition and benefits that the user is going to achieve. One thing interesting it does is that- it has merged the induction process with the registration process (figure 5g).

In between the steps for registration, it makes the user aware of various UI features of the products and its possibilities.

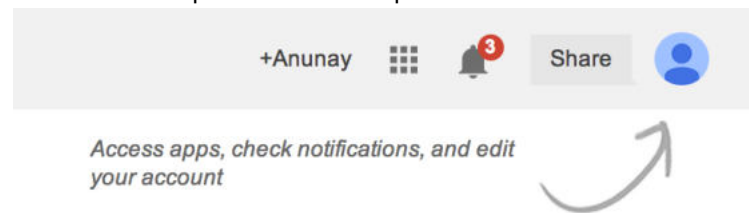


Figure 5g: The screenshot of one of the step in the registration process using which the user is also introduced to UI and features of the product.

10.2.4 SproutSocial

It is a management and engagement platform for social business. It is an emerging product, the company wanted the users to come to it and try the product. They wanted a strong motivation for the user to get registered and try the product, know its features and possibilities. They wanted user information so that they can trace them back and pitch their product to them.

The product was not that popular in the circuit so that the user will try it on their own, so they designed an all-new mechanism. The registration process (figure 5h) itself became a challenge.

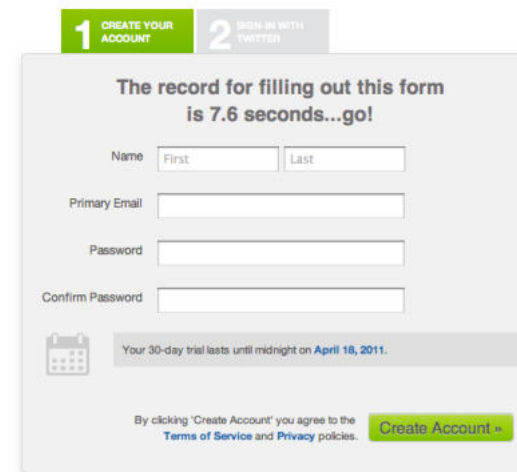


Figure 5h: Gamified registration process of SproutSocial.

This worked for them at least to some extent- the users registered just for the heck of breaking the record, but that brought in multiple problems such as repetitive information, it also involved errors (which is an unwanted case).

Remark:

The registration process should be designed considering the following factors-

- The objective of the process and the product, for example- SproutSocial made it a challenge, just because they wanted the user to come to the product and try it, irrespective of the errors.
- Level of general awareness of a new user about the product. The amount of information about the product and its features that is provided along with the registration process to the user should be dependent on the general awareness level of the user about the product.
- Complexity level of the product

Other factors are discussed along with the **design ideas**.

10.3 Design ideas: Registration process

- Make the registration process interesting- the user can be introduced and induced to the forum along with the registration process.
- To avoid the situation of incomplete profiles, the initial registration process should be made as lightweight as possible. The user should be provided some value before he/she is asked to register and provide their information, it can be done by allowing the user to do interesting things (e.g.. browse archives, see limited content, ask question, provide a rating, etc.). Once the user finds the forum useful/ gets engaged, they can be asked additional limited chunks of information.
- After registration, the new users should be guided/recommended the content they might need such that their basic requirements are met (as discussed in the above section).

In the report, the concepts are described taking the help of the user-persona and specific scenarios. In the next section, the persona and scenario for introducing the concept for newbie and novice users is discussed.

10.4 Personas for a newbie and novice user

Harish Kumar, 24

Qualification: B. Tech (CS)

Work experience: 2 years, IT Sector



Skills:

- Proficient in development tools, e.g., Eclipse, Visual Studio, etc.
- Client/server technologies, e.g., Perl, C, C++, Visual Basic etc.
- SQL, e.g., TSQL, PSQL etc.
- Project management & visualization tools.

His approach: His key motives include learning and mastery, he is curious about advancements in technology and new technologies. He wants to get recognized for the efforts he makes.

But, when it comes to finding solution/ answers to problems or learning something new, he wants quick and easy solutions. He avoids processes that involve complex steps to learn, he wants solutions in simple steps.

Current job: He has recently joined Persistent Systems, Pune as a developer and his key responsibilities are-

- Works with Business &/or Data Analysts to translate business requirements into technical specifications & designs.
- Maps transformation logic from a business process to data logic

As part of his job, he has to use PowerCenter (Informatica product).

Level of proficiency in Informatica product: Novice

10.4a Scenario (Part 1)

Harish Kumar has joined a team that is working on a data integration project from a financial corporation; he is working with a team of 4 members. He is assigned a piece of job, which he has to deliver to the team in two days.

So as to complete the job, Harish has to install a plug-in in PowerCenter and he is facing problems with that. He contacted his senior in the team who helped him actively.

While attending his issues, the senior advised him to join Informatica's My Support Portal for getting access to useful resources on PowerCenter.

10.5 Concept: Improving the registration process

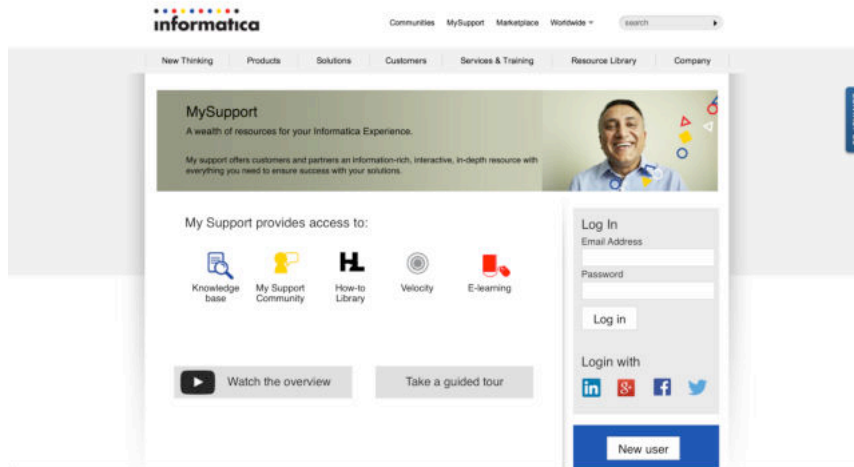


Figure 6a: The Login page of my support, which provides user access to Overview video and Guided demo.

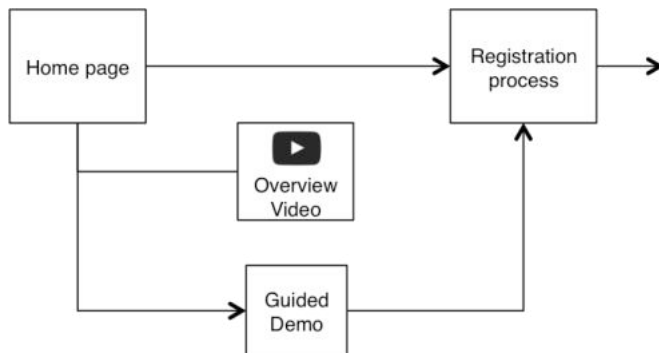


Figure 6b: The flow presenting the overview of the elements of the Login page of the My Support.

The concept for registration process provides more control and freedom to the Newbie user. On the Log-In page of My Support (figure 6a & 6b), the newbie is informed of the benefits he can achieve by joining the forum (using **Overview video** and **Guided demo**) and can make a conscious decision whether he want to register into the forum or not, after looking at the Overview video and after trying the Guided demo.

Instead of having the long and heavy weight previously used registration process (figure 5a), the process is made as lightweight as possible. In the improved process, the limited chunks (4 in number) of information (figure 6c & 6d) is required for sign-up-

1. Full name of the user (figure 6c)
2. Company and place of work (figure 6d)
3. Providing Email id & setting up a password
4. Connect with social profile (alternative login)- *Optional*

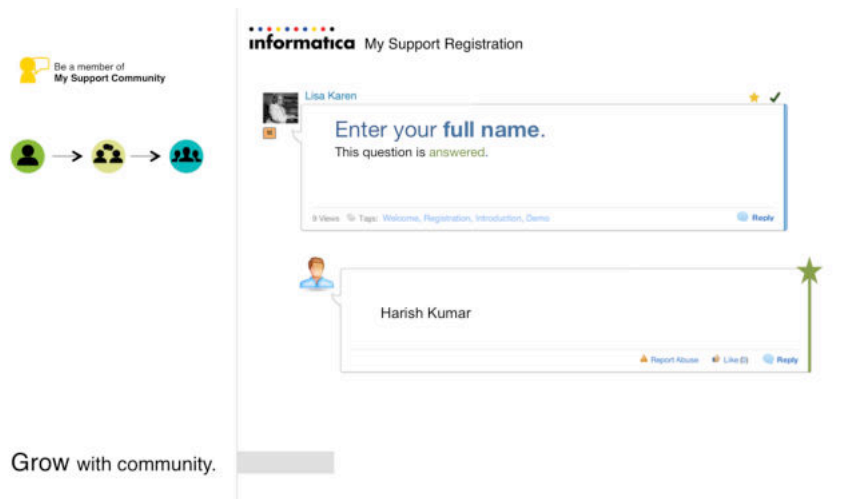


Figure 6c: Step 1 of the registration process.

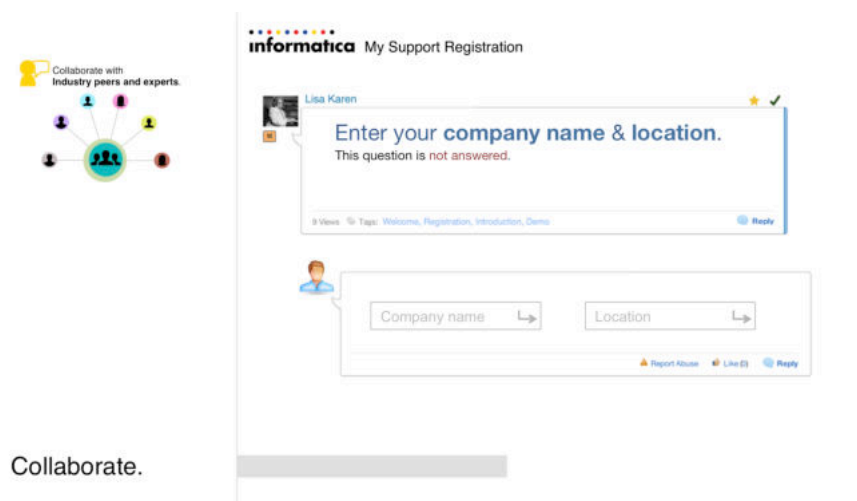


Figure 6d: Step 2 of the registration process.

The user is also made aware of the value/incentives that he is going to achieve after being a part of the community. The introduction to the incentives is done incrementally (Left column of figure 6c & 6d), which unfold with every chunk of information that user fills-in (figure 6e).

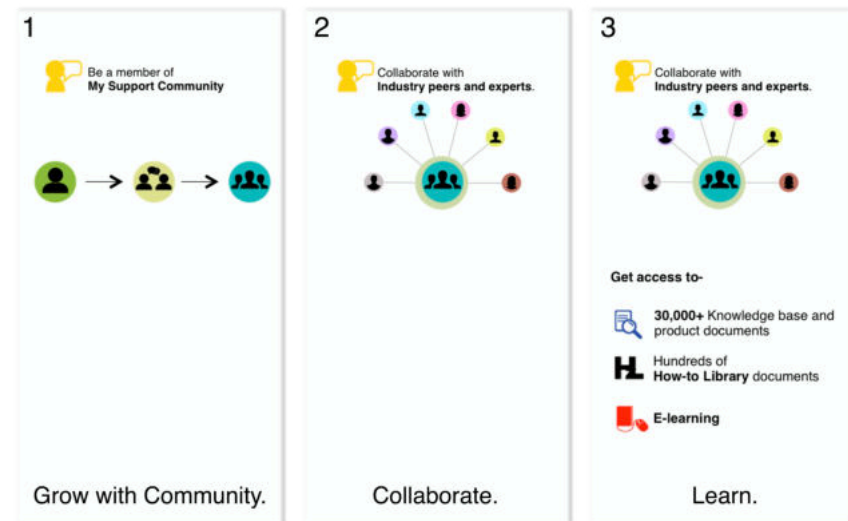


Figure 6e: The information about the benefits and incentives is provided to the user step-by-step (1, 2 & 3) through the left column of the registration process page.

Also the registration form introduces the user to the My Support Community, the UI is quite similar to the My Support Community Question-Answer forum (Right column of figure 6c), and it gives the user an idea of the actions he can perform on the Q-A forum and also introduces him to the recognition he might achieve by contributing to the community.

Scenario (10.4a-part 2)

Harish Kumar went to Informatica's website; & from there, he navigated to My Support Login page. He looked at the overview video and then clicked to register into the forum.

He provided 4 chunks of information of required information and got registered successfully into My Support.

From there, he was directed to his dashboard profile.

After the registration, the user will be directed to his dashboard/ profile.

Based on the section 10.1 'Challenges for a newbie and novice user', the other challenges were **incomplete profile** and also that the newbie/ novice user had little clue on **what to do after registration**. The following concepts address those challenges.

10.6 Concept: Introducing the user to the My Support

After the user gets registered to My Support, the landing page will be the profile page/dashboard (figure 7a) and this is how his profile would look like to him.

(The numbers 1,2,3 and 4 are not part of the dashboard; they are used to indicate various sections for later references)

Concept module 2: Introduction of the newbie user to My Support

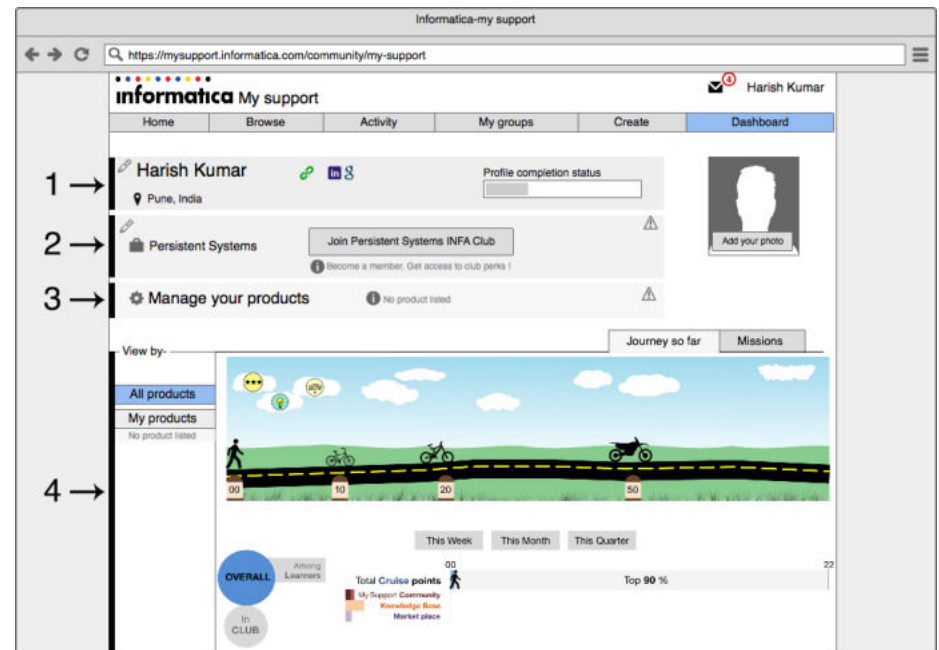


Figure 7a:
The wireframe of user's profile (as visible to the user himself). The leftmost section that shows numbers (1, 2, 3 & 4) is not part of the UI, it shows different sections of the UI, which is used for later reference.

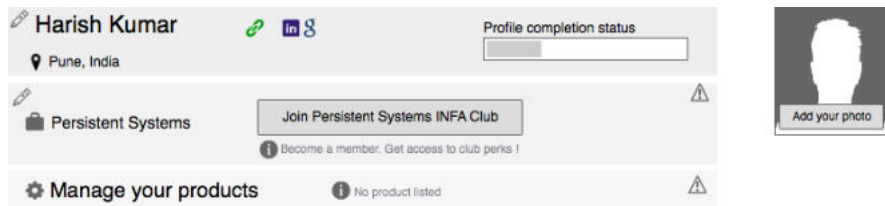


Figure 7b: The sections 1,2 and 3 as indicated in Figure 7a (the dashboard of a newbie).

Considering the **first three sections** (figure 7a & 7b)-

Section 1 contains:

1. Name of the user
2. Location
3. Linked social profiles
4. Profile completion status

Section 2 contains:

1. Company information
2. Join the XXXXX Company Club

Section 3 contains:

1. Manage product profile

10.6.1 Company Club

Current situation

In the current situation, the users behave like an individual in the community; in other words, there is no set up in place that can induce the feeling of belongingness in the users and also, the user is not aware of other users from his place of work who are active in My Support Community.

Concept: Introduction of xxxxx Company Club:

A user can join the club by entering the email address assigned to him by his company (figure 7c).

Figure 7c: Interaction for joining the Club

Club (figure 7d) is a group inside My Support Community, it is group of users who belong to a particular company and are interested/ practioners/ enthusiasts of Informatica products and tools.

Activities that a user can do in a club-

- A user can see the product profiles of other users from his company and their respective contribution level in specific product space.

Contribution level indicators in a club-

Indicators (icons) will be added against the profile of a club member if that user is amongst the top contributor in the club.

If a user is among top 10% band of the participants from the club, '●' band will be added against his profile (figure 7d).

If a user is among next top 10% band of participants, '●' band will be added against his profile (figure 7d).

- Activities of fellow-club members can also be seen and followed.

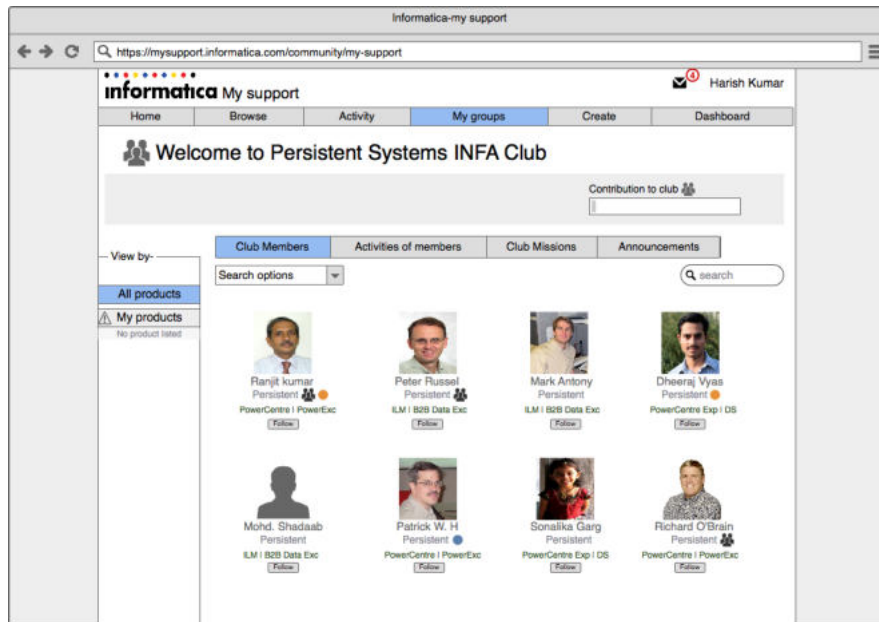


Figure 7d: Wireframe of Company's Club page.

More power to the club-

- The club has its own set of administrators, who are the top contributors of the My Support Community from that club.
- The club administrators/members can set up its own missions and goals.
- **Every Club will get points based on its members' contributions-** Every activity that a user does in the My Support Community fetches the club **eco-points**. Also, if a club member attempts the question posted by a fellow club-member in the forum, it will add to the eco-points of the club.

There will be a **leaderboard** that will provide a list of the clubs that are the top performers.

The incentives of being a club-member-

- Building the network within one's company.
- The users will gain recognition within the club for their contributions and active participation.

10.6.2 Managing the product-profile

Understanding the current system:

A user is supposed to manage his product profile, which indicates the list of Informatica products and tools in which the user is interested/proficient. In the current system (figure 8a), the user selects from the list of products and manages his product profile.

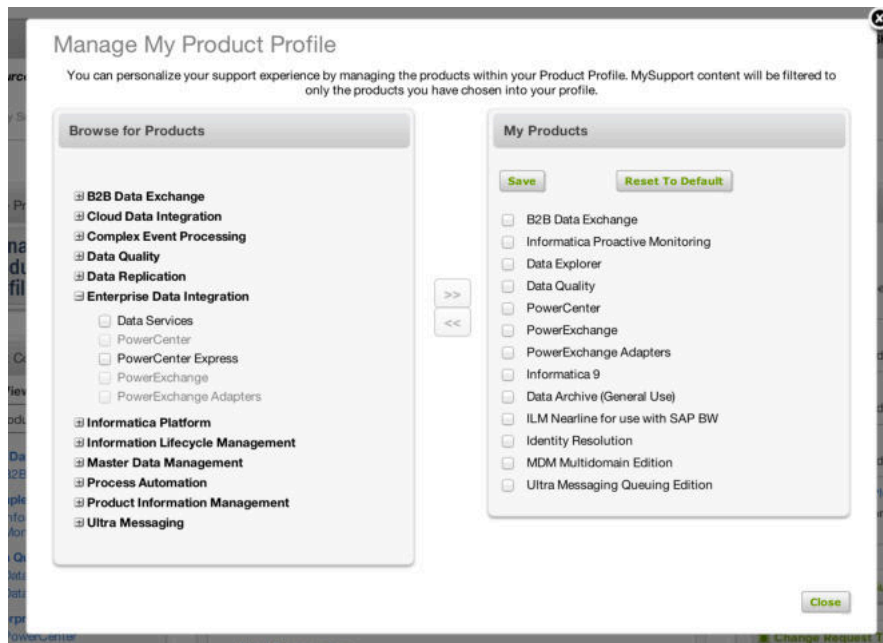


Figure8a: The current UI for managing the product profile. The product can be chosen from the list available in the left column. The right column shows the selected products.

Currently, the selected products list (Left column of figure 8b) acts as a filter to sort the discussions based on the specific products.

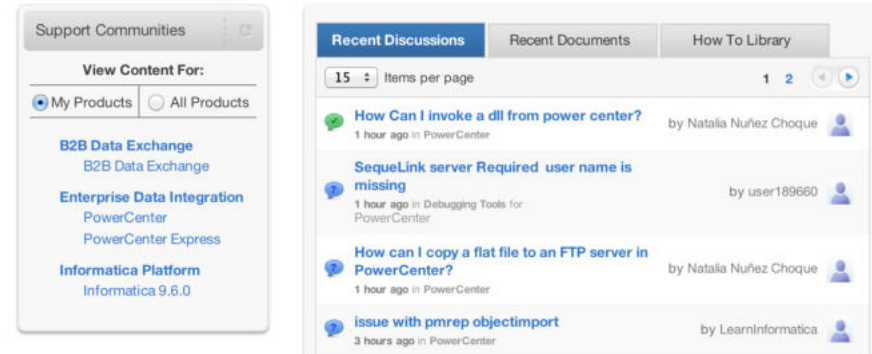


Figure8b: Product profile and All Products list/ filter in My Support Community

What can be done?

A lot of problems can be solved if product-profile management is improved. **Identified problems that can be solved with proposed product-profile management system-**

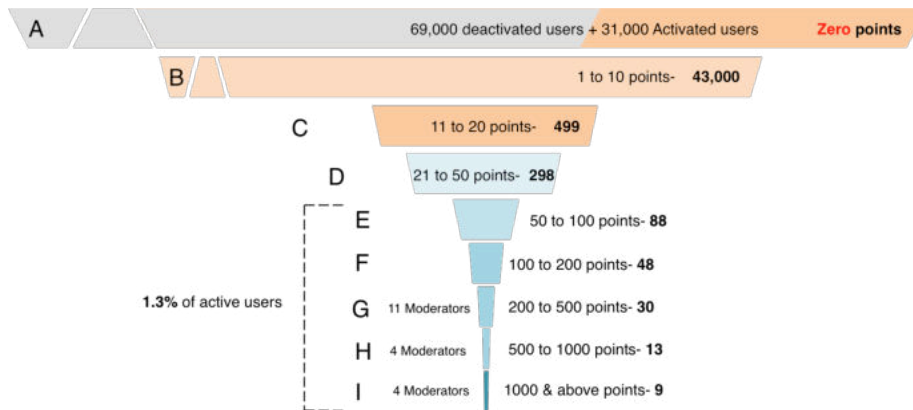


Figure 8c: Distribution of users based on the points as per current point system.

As seen in the above distribution (figure 8c), 31,000 of the users are at Zero points, 43,000 of them are in the range of 1 to 10 points.

Bar A and B indicate the users who are inactive. And it is a huge portion of the entire user base. There is no information about their proficiency level in various Informatica products and tools. The inactive base includes all kind of users- it includes novices, competent and expert users.

Concept: Managing the product profile

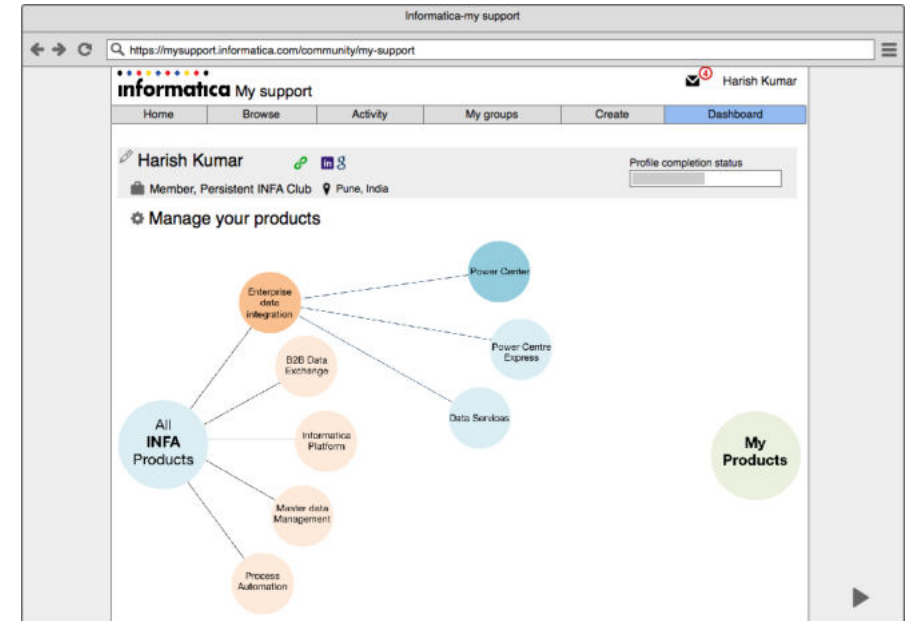


Figure 8d: The wireframe for product profile management.

The user sees all the product groups and products listed under each product group and can get information about them (figure 8d).

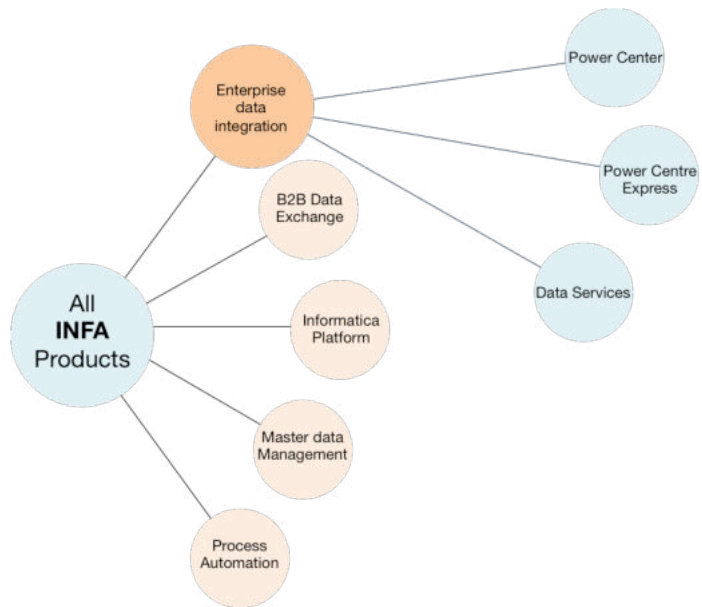


Figure 8e: The elements of the product-profile management wireframe. It shows the product groups and the list of products that are listed under that group.

Concept: Introduction of Self-assumed proficiency level

In the proposed system (figure 8d) to manage the product profile, the user not only selects the products, but also he is directed to provide the self assumed proficiency level in that product (figure 8f).

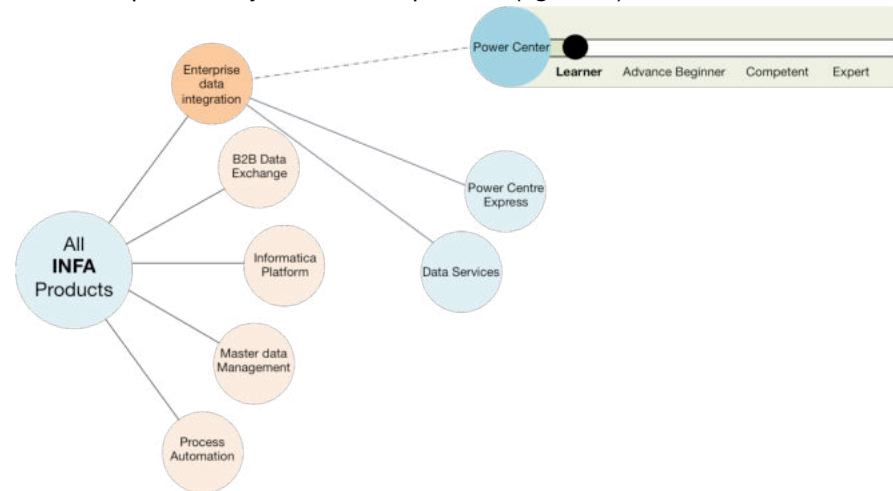


Figure8f: Interaction for setting up the self-assumed proficiency level while managing the product profile.

The user provides the information as what he thinks is his self-assumed proficiency level in that product.

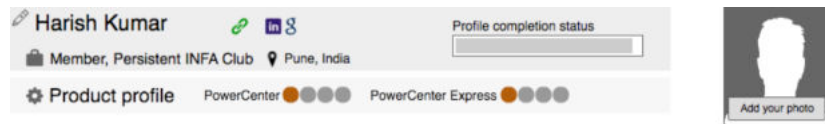
Possible impact: This simple step will help in two ways-

- It will provide information about the proficiency level of the inactive users to the administrators of My Support, which can be utilized by them to target the specific set of users with specific task and thus, the untapped potential can be channelized (discussed in detail in later sections).
- It can help in providing interesting timely feedbacks/incentives and analysis to the users based on the comparison between their self-assumed proficiency level and their performance in the community.

Scenario (10.4a-part 3)

Harish Kumar saw a notification against 'Join the Persistent INFA Club' button; he went ahead and read the incentives of joining the club. He thus joined the club and browsed through it.

Similarly, he managed his product profile. He selected PowerCenter and PowerCenter Express as his products and indicated his self assumed proficiency level as Learner in both of them. After he provided the set of information under **sections 1, 2 and 3**, his dashboard appeared as shown below. The profile completion bar indicates that his profile is almost complete.



10.6.3 Quantifying user's activity and contribution

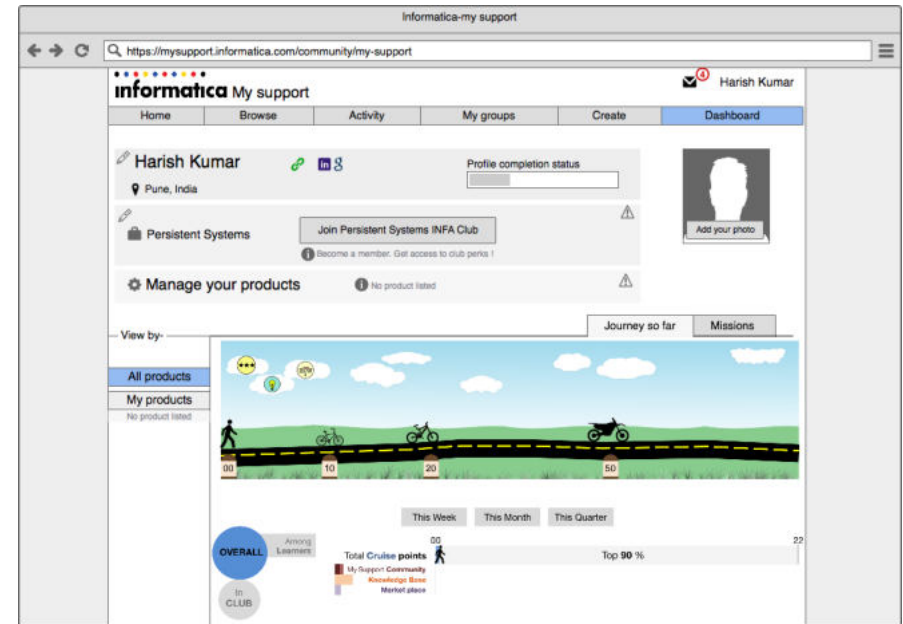


Figure 9a: Wireframe for Profile of a Newbie soon after he has got registered to the portal (as visible to the user himself).

Section 4 (figure 7a & 9a) contains a tab bar which has two options- Journey so far and Misison. The left column in section-4 contains list of all the products as well as the products listed under the product profile.

Journey so far

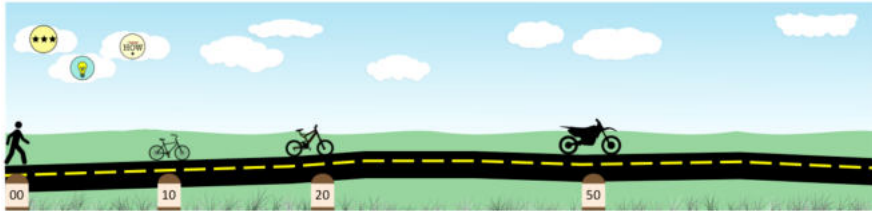


Figure 9b: Pointline ('Total cruise points' indicator) which indicates the total points that the user has gained.

General terms used:

- **Path to Mastery:**
In the above picture, the numberline can be seen, it will be called Path to Mastery.
- **Missions:**
The road to success also shows three badge like entities. These entities will be called as Missions.
- **Cruise points:**
Cruise points are similar to the total participation points as described in section General terms used section in My Support Community Overview. These are the points that the user gains through his activity as well as contribution in My Support.

Note: This section is explained using a **scenario** of Mr. Harish Kumar. Again, Considering he has registered into My Support, his total cruise points (current points) are '0'.

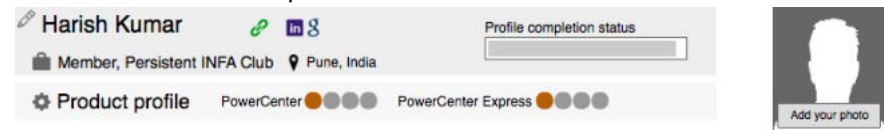
The pointline user's dashboard (figure 9b) shows him three **Missions**.

What are Missions?

The **Missions** are set of tasks recommended for the user which will be based on the current points of the user and also on the self-assumed proficiency level that the user has set while setting up his product profile. It is explained in detail with the help of the following scenario.

Scenario (10.4a-part 4)

Harish Kumar has completed the first 3 sections.



His total cruise points (current points) are '0'. Based on his selected products (PowerCenter), his self-assumed proficiency level (Learner) and his current cruise points, he is recommended three missions on his dashboard (figure 9b)-

Mission 1: **Profile completion (Level 1)**

Profile completion level 80% and above



Mission 2: **Learning booster (Level 1)**

It contains a set of 5 knowledge base documents recommended for a Novice in PowerCenter.



Mission 3: Learn 'How to'

It contains a set of 5 documents from 'How to' library which provide the instruction manual on PowerCenter and its features, also documents about the commonly faced problems.



Harish Kumar attended the Profile Completion Mission and has gained 5 cruise points for completing the mission (figure 9c).

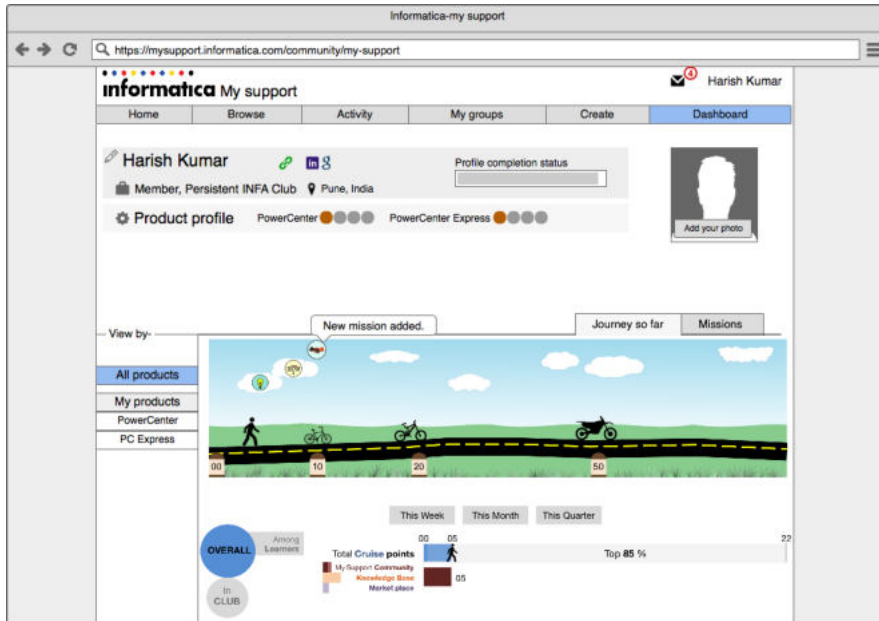


Figure 9c: The profile of the user after he has completed profile completion mission (Level 1).

Based on the current points of the user, a new mission has added (figure-9c) to the dashboard of the user

Mission 4: Pay it forward (Level 1)

The user will be able to attempt this mission after he completes Learning Booster or Learn 'How to' mission. It aims at enabling the newbie users (who have gained some basic information about the product) to help the other newbie and novice users with their basic queries.



Harish has attempted the Learning booster mission. He can see his active missions in the Mission tab of section 4 (figure 7a).

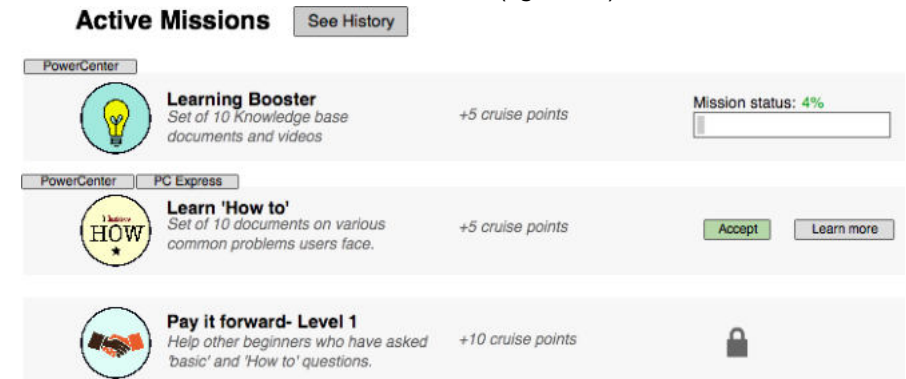


Figure 9d: Newbie's profile showing his active missions, the user has three active missions.

Harish clicked on a Learning booster mission and he sees various engagement levels within a mission (figure 9e), for example- a guided activity within the mission which is mentored by an expert user to guide the novice users in learning PowerCenter. He sees the users from his company club who are part of the mission, he can also create his own challenge and can involve them in collaborative learning.

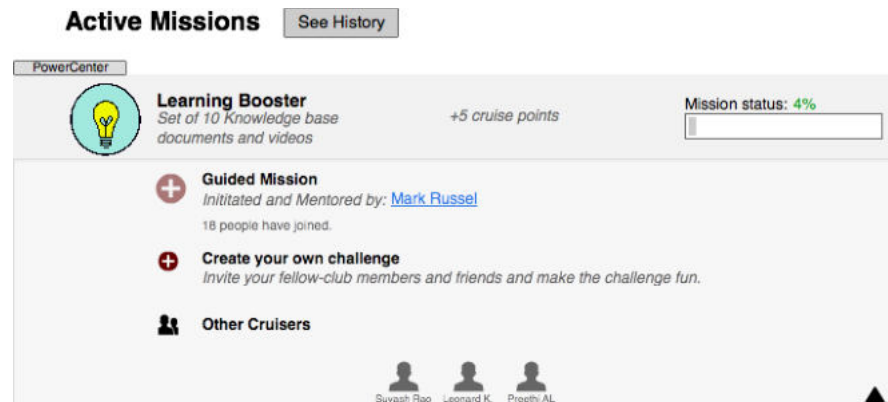


Figure 9e: The 'view detail' section of an active mission.

Missions can provide different levels of engagement-

- Missions can have different level of engagements depending upon the users- A moderator/ enthusiast can start a guided mission within a mission (figure 9e) where he can timely recommend the users attempting that mission with a set of activities, readings etc.
- It also gives power to the users- they can create custom level of engagements within the attempted mission, they can also see the co-learners from their club as well and it can become a collaborative learning platform.

What does the progress bar indicate?

The progress bar is the indication of the level of completion of attempted mission.

For example, in the case of a Newbie, while he attempted Profile completion mission, the progress bar was indicating the level of profile completion.



Later on, the user attempts Learning booster mission, and the progress bar will indicate the progress of that mission.



Why limited number of missions?

Based on the insights gained from the comparative study of similar forums and also on the insights gained from the user interview, it was found that the forums having an extended list of missions/ badges/ tasks acts as a hindrance in the creation of a conceptual model of the journey that the user is going to undertake in that forum. Very large number of tasks/missions often confuse the users. That is why, specific missions are recommended for the user based on the current point of the user, on his self-assumed proficiency level and also based on his activity in the forum.

10.6.4 Achievement and performance indicator

Journey so far tab in section 4, shows the Achievement and performance indicator.

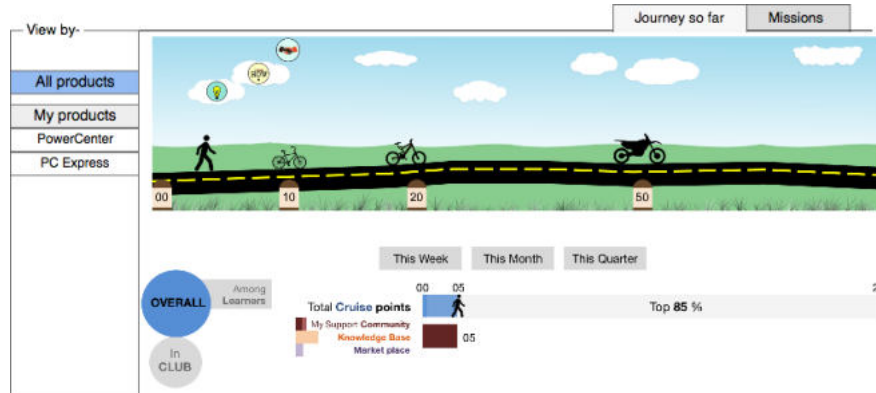


Figure 10a: Achievement and performance indicator shown in Section 4

The indicator (figure 10 b) shows the points gained by the user in the chosen time duration which can be during that ongoing week, during that month, during that quarter. Total cruise points (figure 10c) is cumulation of the points gathered by the user in various programs under My Support, for example- in My Support Community, Knowledge Base etc.

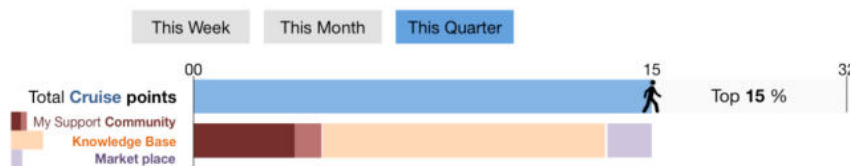


Figure 10b: Performance indicator (compressed view)

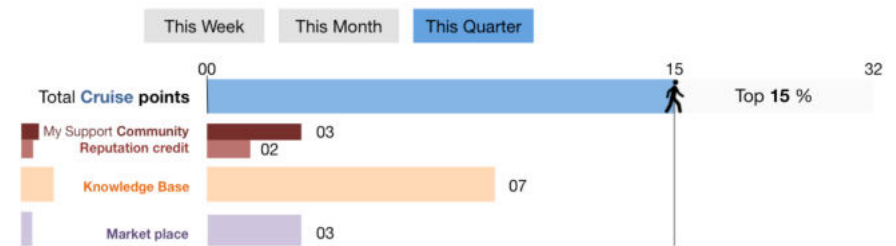


Figure 10c: Performance indicator (expanded view)

As shown here, the points gained by the user has two parts- one says My Support Community, other says Reputation credit.

The points gained under the **My Support Community** includes the activity points gained by the user, where as Reputation Credit is the points gained by the user for the contribution (i.e.. for the correct answers and helpful answers). [Explained in detail in section 10.6.5]

This division of points gives the space for multiple level of recognition that can be introduced. Also, it gives an opportunity to provide specific recognition or privileges. For example, for getting into the moderation level, 200 cruise points are required, but the user should have a minimum of 100 reputatuion credit.

The performance indicator shows the points gained by the user and also shows the maximum points gained by the top contributor in that specific group of users in that specific time duration. It indicates the user's standing in that specific case, for example in this case, the user is amongst the top 15% of the participants.

Various filters can be applied to show the performance in various contexts such as-

The user can see his overall performance or product-specific.

View by-

| |
|--------------|
| All products |
| My products |
| PowerCenter |
| PC Express |

Figure 10d: Product specific filters can be used to view

The performance can be seen (figure 10 e) for the overall community or at the club level, and even for a specific group based on the proficiency level, or combination of both.

For example, for this user,

Overall (in My Support Community)- he lies in top 40%

In Club- he lies in top 25%

Amongst other learners in his Club- top 15%

This allows the user to develop better understanding about where he stands in the entire community.

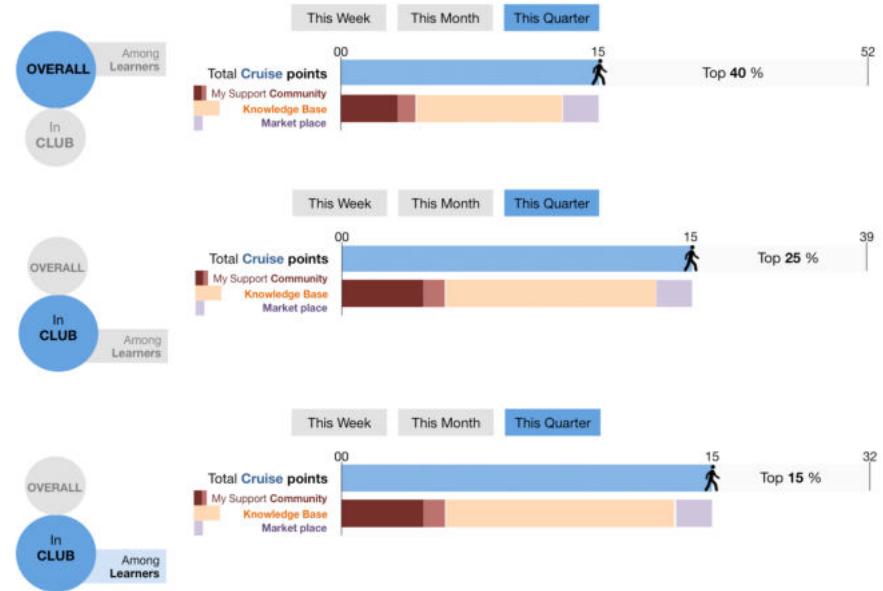


Figure 10e: Filters to see the performance at various levels.

The user can also do a comparative analysis of his activity in various time durations (figure 10f). This provides him fair idea of the time when he was quite active in the community, when he was inactive etc.

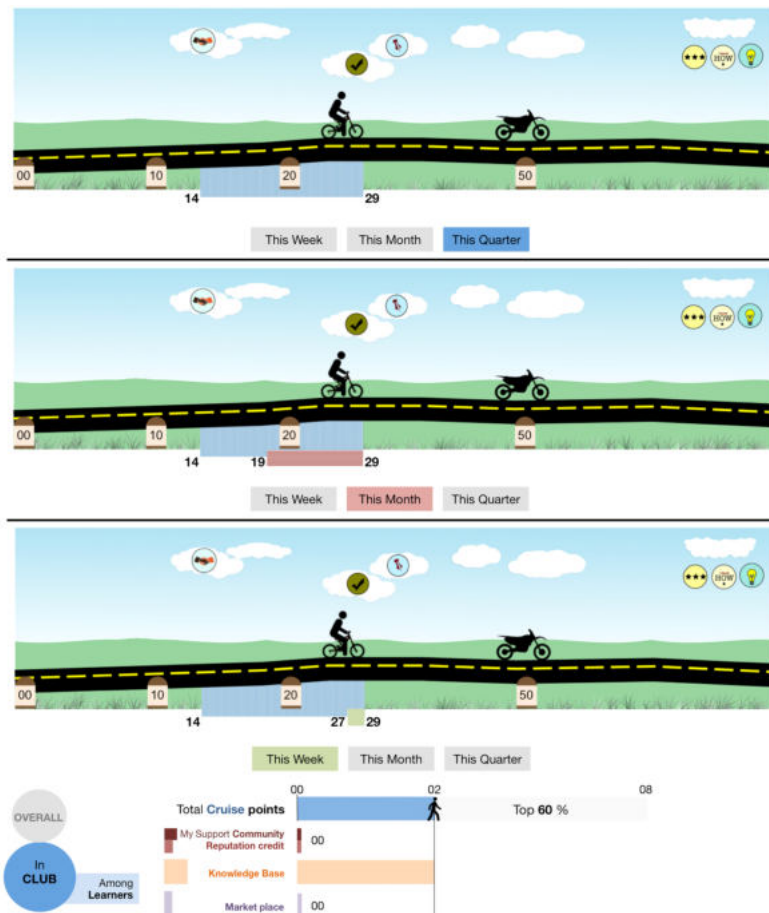


Figure 10f: Filters to see achievement & performance for different time durations.

Thus, in this way the proposed model indicator provides the user a better mental model of where he stands with respect to the entire community and also gives him fair idea of the activity level with respect to time.

10.6.5 Proposed reward system

The proposed Reward system is an extension of the current reward system, it is done so because the transition from the current system to a gamified system should be smooth, the existing users should be able to carry forward their existing points into the new system without any changes. In the proposed system, both the activity as well as the contribution is rewarded.

Note: The proposal of a new Reward System currently considers the **My Support Community** only. For now, it does not consider other programs of **My Support** such as Knowledge Base, How-to library etc.

Activities and its respective cruise points-

- For posting a question- 1 point
- For a reply to a discussion- 1 point
- Adding a new tag to the question (if approved)- 1 point
- Creating a new tag (if approved)- 2 points
- Editing a question/answer (if approved)- 2 points

Contributions and its respective cruise points-

- Answer marked as correct- 4 points
- Answer marked as helpful- 2 points
- Reviewing tag- 1 point
- Reviewing edits- 1 point

The users will get 4 points/ 2 points if their answer is marked correct or helpful respectively. The user who has asked the question has got the power to mark a question as **correct** or **helpful**.

Points gained through activities will be added as My Support Community points, where as the points gained through contributions will be added as Reputation credit (figure 10g).

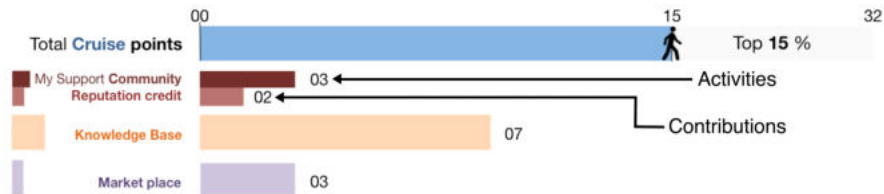


Figure 10g: Performance indicator showing total cruise points and the point distribution of My Support Community.

10.6.6 Proposed Recognition model

Based on the points that the newbie user will keep on getting, he will be able to get access to more privileges (figure 10h). The privilege to the moderation level and mentorship level is provided by invitation.

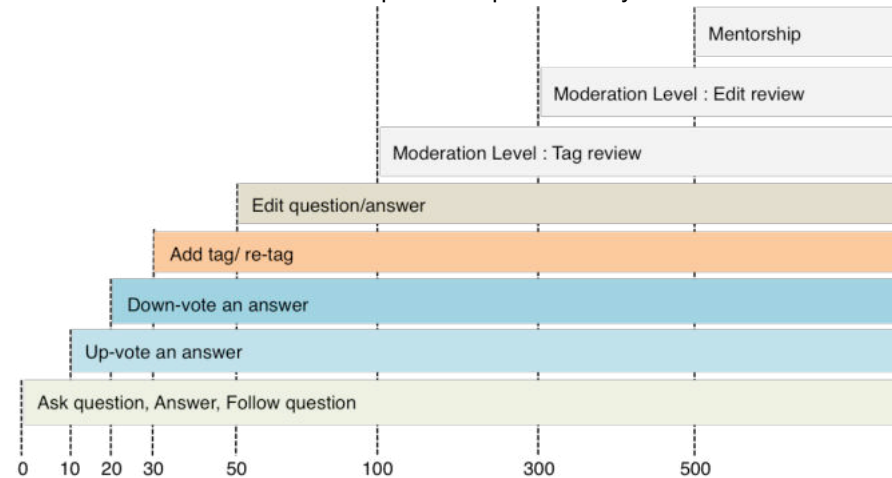


Figure 10h: Cruise points and the privileges. The X-axis represents the cruise points. The horizontal bars indicates the privileges that the users will keep on getting.

Based on the total cruise points, the users are provided various **titles**-

| User Titles | Cruise point range |
|------------------|--------------------|
| Explorer Level 1 | 0 – 10 |
| Explorer Level 2 | 10 – 20 |
| Explorer Level 3 | 20 – 30 |
| | |
| Rover Level 1 | 30 – 50 |
| Rover Level 2 | 50 – 70 |
| Rover Level 3 | 70 – 100 |
| | |
| Scout Level 1 | 100 - 150 |
| Scout Level 2 | 150 – 200 |
| Scout Level 3 | 200 – 300 |
| | |
| Outrider Level 1 | 300 – 400 |
| Outrider Level 2 | 400 – 500 |
| Outrider Level 3 | 500 – 600 |
| | |
| Vanguard Level 1 | 600 - 800 |
| Vanguard Level 2 | 800 – 1000 |
| | |
| Veterans | 1000+ |

Figure 10i: User titles based on the cruise points.

Unlike the current reward system in which a central reward system is in place which recognises only the Top 3 contributors of My Support Community, the improved system will recognise the users at all levels, for example-

- At the overall level (amongst all the users of the My Support Community) in the given quarter
- At the club level (and also among the various sub-levels, which is discussed in the follow section) in the given quarter

What is the relevance of the cruise points?

Cruise points are quantified entity that determine a user’s participation in the Community, its entirely for personal reference. These points won’t be visible to other members of the community. The information that is visible publically is mentioned as under-

- The **Title** of the user.
- **Position of responsibility** in the community
If the user is at the moderation level, i.e.. Tag reviewer, Edit reviewer, Mentor and Guru.
- Position of responsibility in the Club (at user’s discretion)

Designing for an existing user

10.7 Persona for an already existing user

Shree Kumar, 31

Qualification: MCA

Work experience: 8 years, IT Sector



Skills:

- Databases
- Monitoring tools, e.g.. Operation Manager, Tivoli, etc.
- Operating systems – administration
- Storage systems, e.g.. Symantec, IBM, EMC, & Netapp
- Security & user management, e.g.. LDAP, active directory

Current job: He is working with Cognizant, Pune as an administrator and his key responsibilities are-

- Administering day-to-day operations of Informatica tools
- Keeping systems operating 24x7 with little to no downtime

Level of proficiency in Informatica product: Competent Performer

His approach: He is quite experienced and has attained expertise in databases and administration, yet he is curious about advancements in technology.

10.7a Scenario

Shree Kumar is working with Cognizant as a Data Integration services administrator for 4 years. His day-to-day motives include solving the issues involved with the data integration services. Often the system monitoring team tries to fix the issue; in case its not getting solved, being an administrator, he raises service requests for it.

He is member of My Support Community for 2 years now. He has got 29 points; but for the past few months, he is not active in the community. His last login was 3 months back. Initially, for finding a solution, he searched previous discussions and Knowledge base documents. He hasn't replied or started a discussion in the My Support Community for a year now. And now, he raises service requests for all the unsolved issues as they have availed premium support service of Informatica.

His major concerns were-

He was not getting points for the activities he was doing and also he was not getting the recognition for the help he was providing. He didn't see much incentive in participating in discussions; so gradually he stopped doing so.

Today during lunch, one of his team members was talking about the new features that were included in My Support Portal. After the lunch, he logs in into the My Support out of curiosity.

10.8 Concept for an already existing user

Like it was mentioned in the earlier section 10.6.5, the proposed reward system is an extension of the current reward system with some added features to it such that the existing users should be able to carry forward their existing points into the proposed system without any changes.

The landing page for the existing user after he logs into the gamified forum would look as under (figure 10j)-

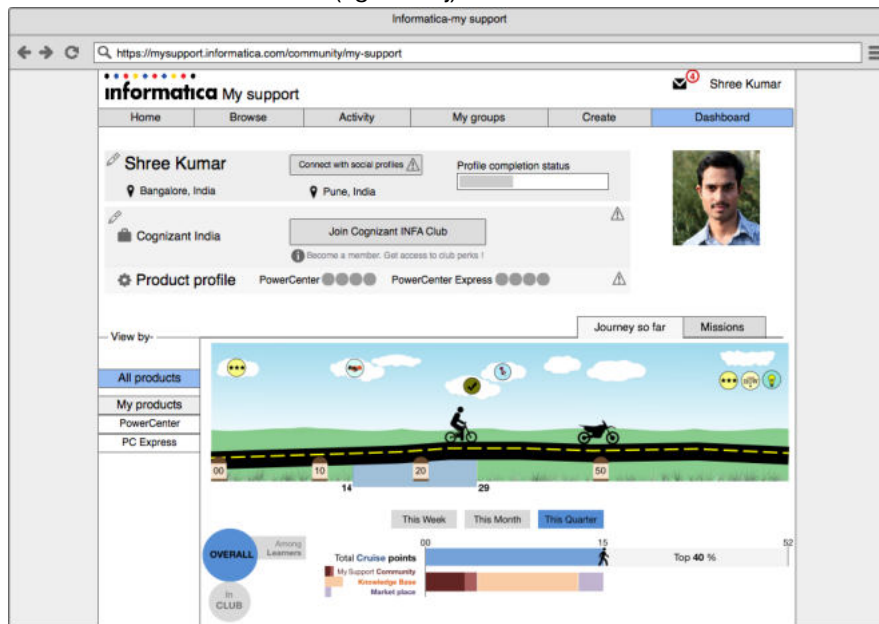


Figure 10j: Wireframe of profile of an already existing user

The existing user will be able to see the notifications in the sections where his profile is incomplete. And from there, he can continue his exploration.

10.9 Ambitious proposal: Introduction of INFA Currency

Like discussed in section 10.6.5, activity and contribution both are recognized in the proposed system, but so as to encourage the contribution, special benefits can be provided to the contributions or any other activity which is distinguished or is of great value.

For instance,

In My Support Community, a person whose answers are often marked correct or helpful is definitely of great value. So, the points gained for contribution (Reputation credit) can be provided addition value.

For example,

10 Reputation credit is equal to 1 INFA Currency.

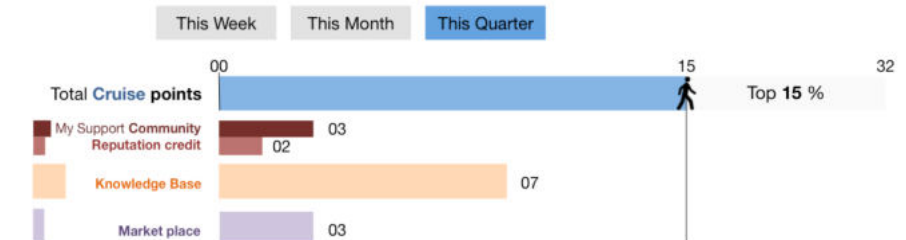


Figure 10k: The performance indicator showing the reputation credits

Informatica has platforms/ services such as Marketplace, Informatica University (e-learning platform which provides training services), INFA currency can be used as a coupon/ alternative currency to avail discounts or to subscribe to those services/ products etc.

10.10 Can My Support Community be used to tackle urgent/ critical questions?

It is observed that the customers/users who have availed the Informatica premium support services raise a support ticket or call the Global Consumer Support service for the questions that urgent or critical in nature, such type of questions are not directed to the My Support Community that often. Every Support request/ ticket requires time to be solved (ranging from 4 to 8 hours).

Concept-

Considering a **Scenario-**

Informatica has provided special privileges to every user/member of the community. In a quarter, a user can tag 3 of its questions as Critical / urgent (The numbers may be more for users with premium services).

Any user who attempts Critical questions will get extra cruise points compared to normal questions, providing correct/ helpful answer will fetch the user extra reputation credits. Also, it will fetch their respective clubs more eco-points.

The administrators of My Support can put critical questions for a particular product space into a specific mission module and those missions can be popped up on the dashboard of the users who have marked themselves as expert in that particular product space or who have achieved the expert level based on their performances (Fig.10l).

Possible impact: By doing so, the past performances are sidelined to a great extent, because the users who think that they are experts in a particular product but haven't contributed or performed accordingly have equivalent opportunity to the ones who are got the expert level based on the performances.

The objective is to motivate the community of users to attend the questions that are marked as critical. It may significantly reduce the response time to such questions and that can, in turn, motivate the users to direct the questions those are urgent or critical in nature to the My Support Community instead of raising a request/ call/ ticket.

10.11 What about the unattended questions?

While putting up a question on My Support Community, a user puts certain tags to it, such as- what product space does the question belong to, what kind of problem it is etc.

Another set of tags can be introduced, which will define the level/ type of question, for example- basic question, how-to questions, experimental question, critical question etc.

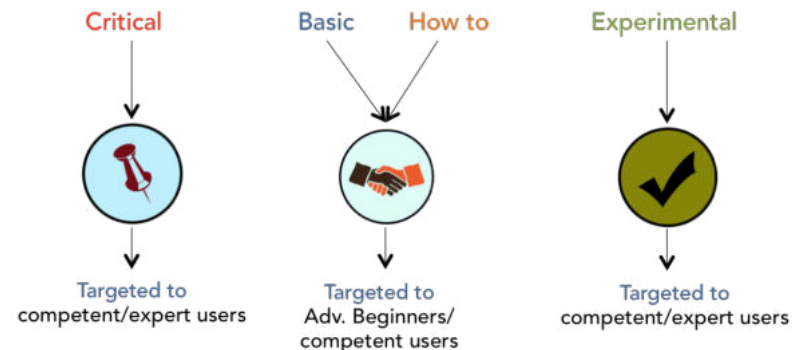


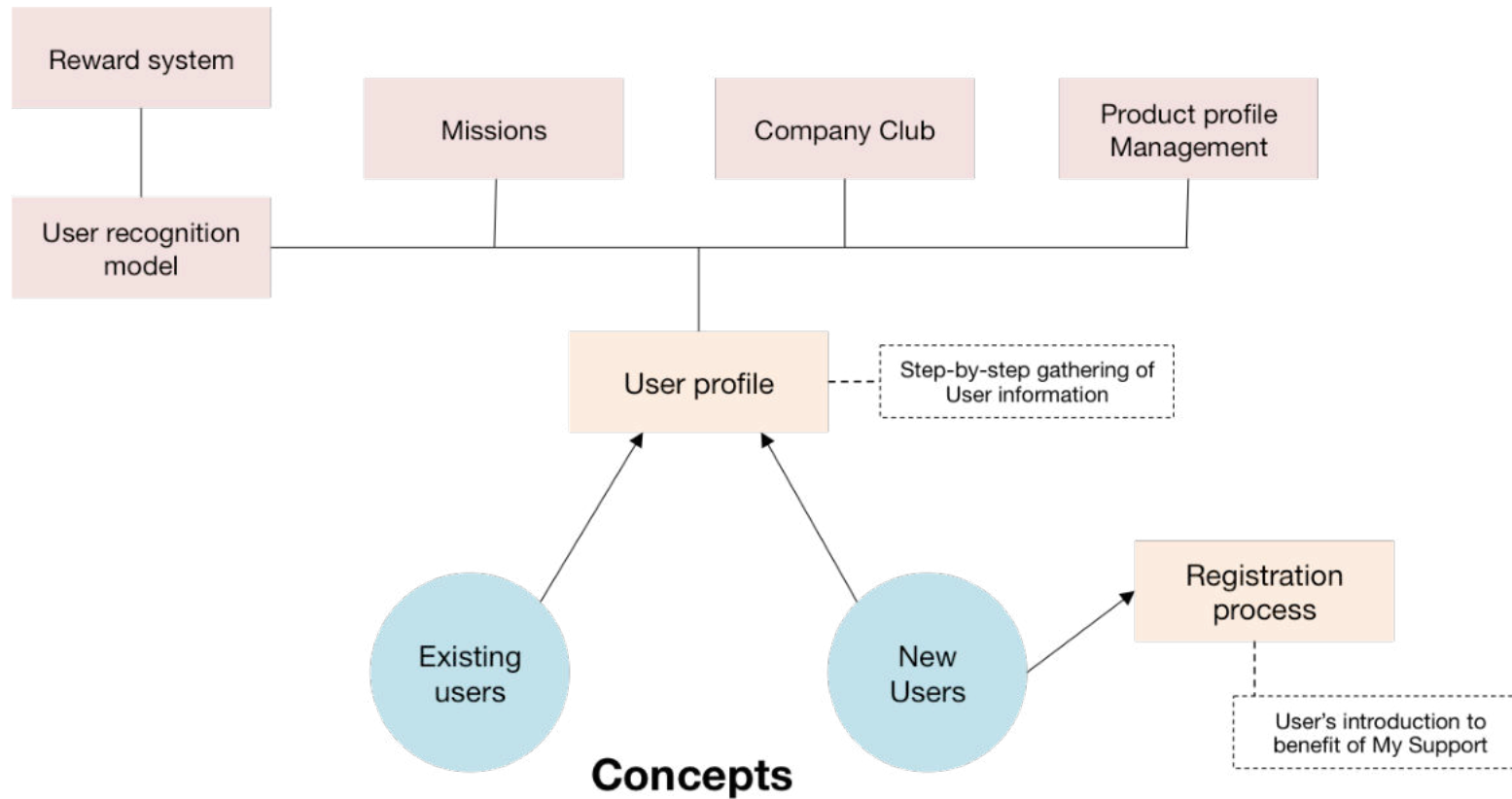
Figure 10l: Visual showing how different types of questions based on a specific product can be put into a mission and thus, can be directed to a specific set of user.

Such questions can be put together into a specific mission module depending on the product space and the question type and can be accordingly targeted to the specific set of users.

Possible impact: Initially every user was exposed to same set of questions, which demotivated the Novice users when they came across difficult questions in the forum, it also lead to the underutilization of the skills of the expert and competent users when they came across regular basic questions which they often found as repetitive.

The objective here is to make the users undertake the questions that are apt accordingly to their proficiency level. This may lead to the proper utilization of the skill-set of users, leading to active contribution, which in turn may lead to lesser share of unattended questions.

Overview of concepts



11

Concept evaluation

The gamification concept for My Support community was tested and evaluated with the users, the scenarios were simulated to obtain the required information and user's reaction & feedback was observed during testing.

The final concept has primarily **two** components-

- The **Interaction component** of the integrated game dynamics- for example, the gamification elements integrated with the registration process concept, the game elements of the user's dashboard and product profile management.
- The **social component**- for example, proposed user recognition model, proposed reward system, introduction of club.

The interaction components of the gamification concept were prototyped; high fidelity prototype of the registration process for My Support, User's dashboard and product profile management were done. Where as, the scenarios for testing the social component were stimulated by telling stories to the users.

11.1 Concept evaluation objectives

- To test the **overall impact** of the concept on the user.
- To check whether the user identifies with the **social components** of the concept.
- To understand the contribution of **interaction components** in overall impact.
- Observe user's reaction and analysis of the feedback for various components.

What is NOT evaluated-

- Usability of the interaction components of the concepts.
- Impact of the visual design of the various components.

11.2 User criteria

As the My Support Community is a community of developers who are users of Informatica products, so users with similar profile were recruited.

10 users were recruited, which included-

a) 4 existing normal users of My Support-

All were employees of the client companies of Informatica.

2 out of 4 users –

- Active on the forum with 500+ points.
- Experts in Informatica products
- Both joined the forum 2 years back and 4 years back respectively.

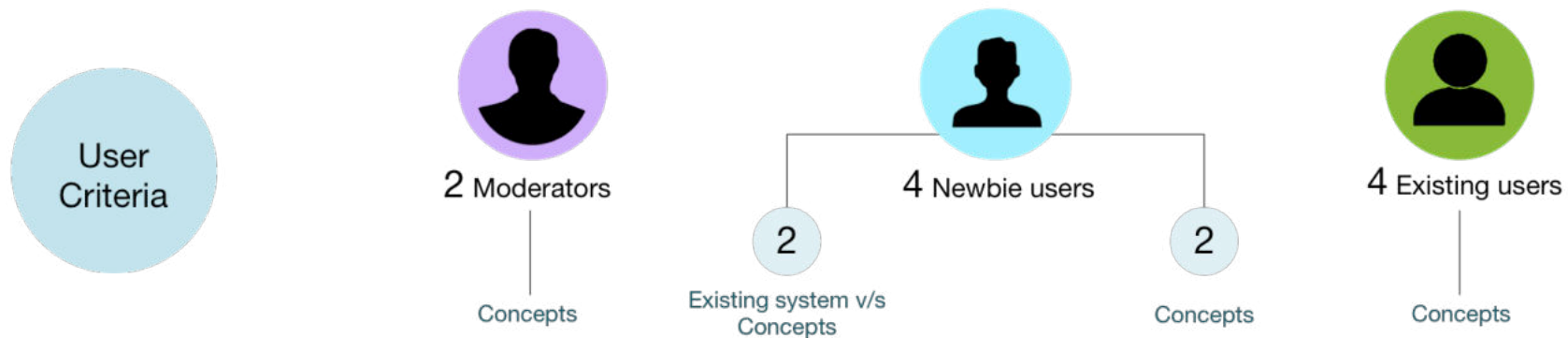
The **other 2 users –**

- They were in 10-50 point range.
- One was Inactive (not logged in for 2 quarters)
- Other was just a lurker and logged in whenever he faced problems with the products.
- Both joined the forum 1 year back

b) 2 moderators of My Support Community

c) 4 first time users-

2 were recently employed in the client companies of Informatica, 1 was a CS Engineering graduate who was interested in learning about the products, and 1 was a practitioner of Informatica products but never visited the forum.



11.3 Methodology of concept evaluation-

The interaction and the social components of the elements of the final concept were evaluated together. It was done so as to allow the user to understand the conceptual model and overview of the system, to understand the aspects of his path to mastery in the forum and finally, to receive detailed user feedback.

There were **four cases** based on which the user evaluation was done- (Step by step details of the methodology is discussed in section 11.3)

Case I:

4 Existing normal users were asked to use the concept.

Case II:

2 Moderators were introduced to the concept.

Case III:

2 First-time users were introduced to the existing My Support Community as well as to the concept.

Case IV:

2 First-time users were introduced just to the concept.

11.4 Detailed methodology

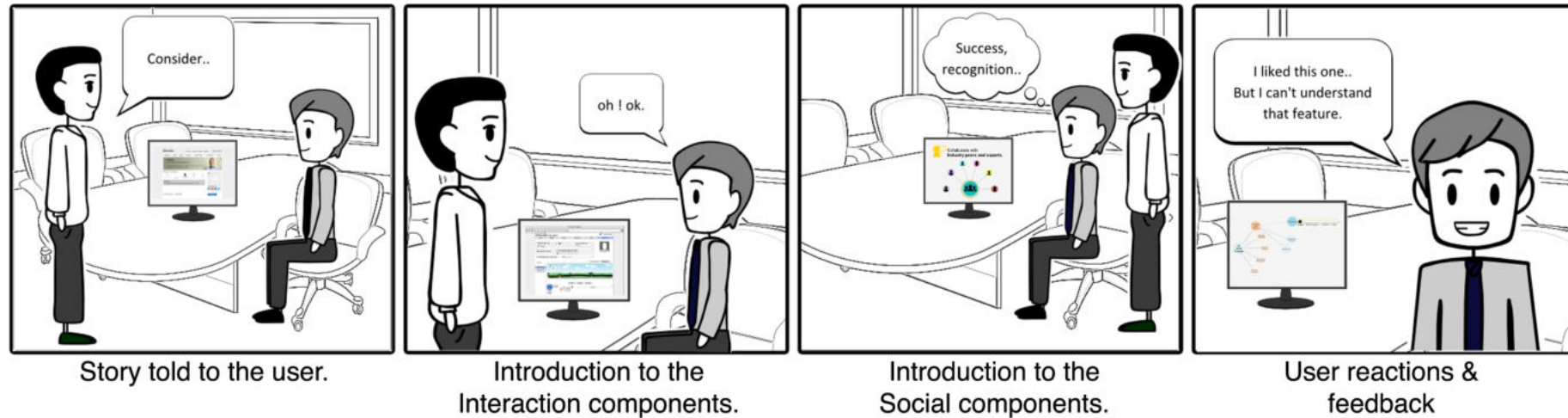


Figure 11a: The storyboard illustrating the method used for user evaluation

For **Case I: 4 Existing normal users-** introduced to Concepts

The existing users already had existing points; they were introduced to the story that the My Support Community has got gamified (Figure 11a). They were made to login into the concept and Think-Aloud tests were conducted based on the specific set of tasks that the users were asked to perform.

The users were introduced to the story that illustrated their path to mastery in the community, they were made to experience the social components; experiential prototyping was done for some aspects of it. The reactions and the feedback were recorded.

For **Case II: 2 Moderators-** introduced to Concepts

With the moderators of the community, the emphasis of this testing was to seek moderator's opinion on the social components of the concept. The ideas of extending the moderation to the expert users of the community and its step-by-step execution was also discussed.

They were told the story and aspects of the path of mastery for a normal user in the concept. Their feedback was recorded.

For Case III: 2 First-time users- Existing v/s Concepts

The first-time users were introduced to the **existing** My Support Community. Think Aloud Tests was conducted based on the specific set of tasks that the users were asked to perform. After the users were done with the exploration of the existing system, they were made to walk through the social components and benefits of the existing system using a story.

The users were also made to experience a scenario that carried various aspects of the path to mastery in the existing setup.

The same set of users was introduced to the concept. Think Aloud Tests was conducted, the users were made to use the interaction components of the concept-such as the new registration process, dashboard etc. They were introduced to the user-recognition model and their comparative feedback was taken.

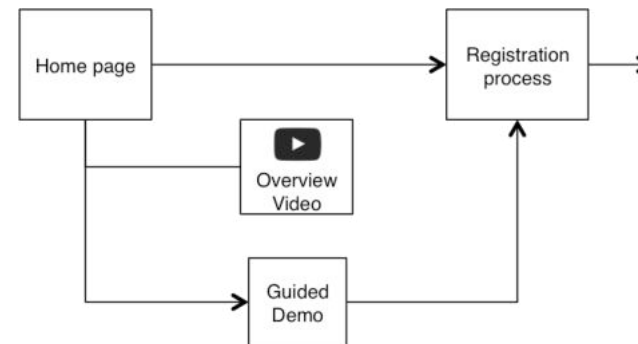
For Case IV: 2 First-time Users- only introduced to Concept

The first-time users were made to test the interaction components; they were required to perform assigned tasks. The emphasis was to evaluate whether the user is able to develop a conceptual model of the My Support Portal. Attempts were made to understand user's behavior, motivation and their thought process using think-aloud method.

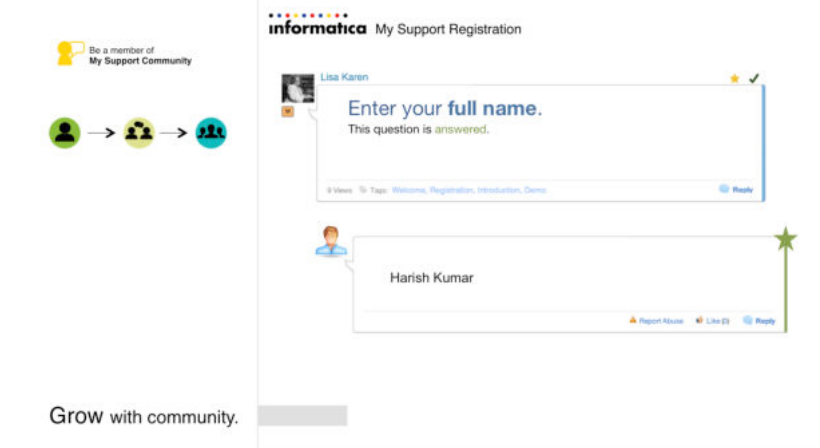
The users were also made to go through a story that carried various aspects of the path to mastery in the community and user-recognition model.

11.5 Concept evaluation findings

a) Registration process-



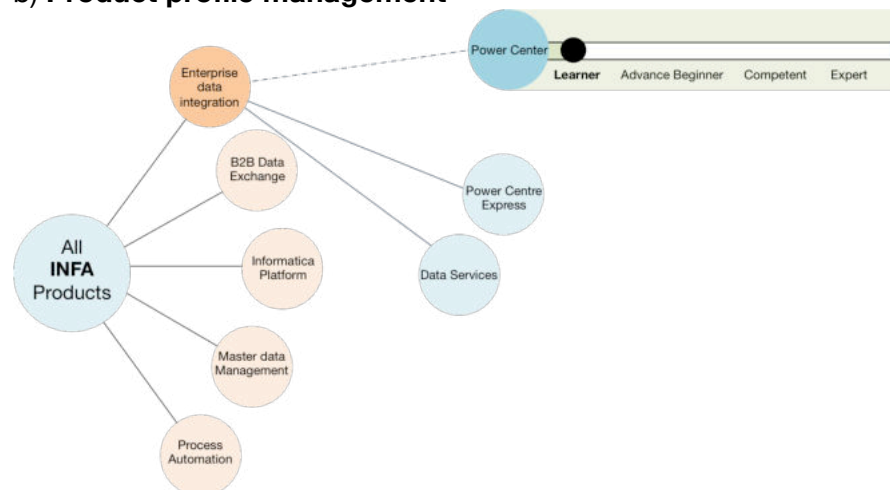
The users were able to develop an understanding about the overview of My Support using the Overview video and guided demo. They were also able to understand the possible benefits and recognition they can achieve in the My Support Portal through the information columns that are shown along with the registration steps (ref.to figure below).



The users gave low ratings (on a scale of 5) for the idea of keeping the registration UI similar to the question-answer/ discussion forum UI. The users skipped the overview video at times.

Findings: Emphasis should be laid on assigning proper visual order to the video button. Also, the video needs to be re-designed such that it is short and concise. The users found the information columns that appear along with registration process distracting and the UI of the registration form needs to be re-designed.

b) Product profile management-



The users tend to avoid this section that asked them to provide self assumed proficiency level in product profile management. There was not enough information available about that relevance of that feature. Novice users hesitated in the same, and also there were issues of inaccurate awareness about one's own self-assumed proficiency level. Once, they were introduced to the relevance of that feature, they carefully attended to that section.

c) Introduction of Company Club –

The idea of introduction of Company Club was received very well.

It was validated by the experiences of the some of the users- People from their organization were quite active in the community as it was considered a matter of pride to be active and contribute in the community, their peers and seniors motivated them to be a part of the community as it built their reputation as well as the reputation of the company in the community of Informatica product users.

d) Missions-

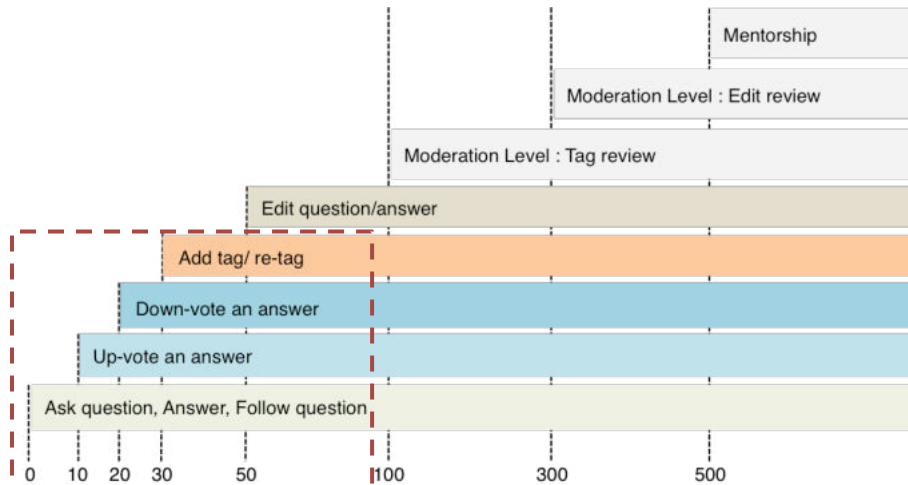


Based on the expert reviews from moderators and top contributors of the community-

- Missions will work well in the situation where the objective of the user is to explore and learn about a particular product space.
- It will guide the new users by making them meet their basic requirements and thus, provide them a set of tasks accordingly.
- It will be helpful in solving critical questions, making users attend unattended questions etc.

The users **weren't able** to provide feedback/comment, as the feature was new and they weren't having significant experience with the use of that component.

e) Providing privileges incrementally-

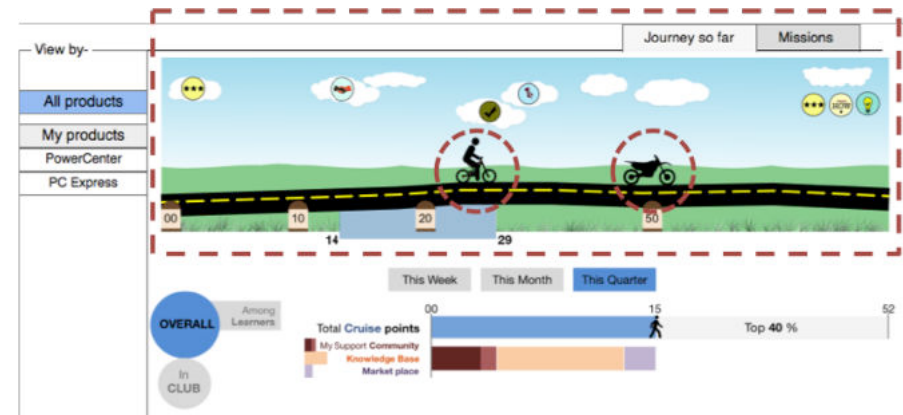


In the concept, the users were provided various privileges incrementally based on their cruise points. The users found this social component annoying; they expressed their displeasure as some considered it as underrating their ability to make correct decisions.

f) Achievement indicator-

The achievement indicator (marked in the figure below) indicates total points of the user, the title of the user (based on the total points) and active missions.

Based on the expert opinion of the moderators and top contributors of the community, the performance indicator (the lower section of the figure below) is more important than showing the achievement of a particular user, i.e.. More emphasis has to be laid on the performance indicator (that shows the performance of a user in the given time duration) as the objective of the community is keep the users active irrespective of their achievements.



e) Abolishing the leaderboards and limiting the scope of total points-

As per the concept, the following information in user's profile will be visible to other members of the community-

- The Title of the user.
- No Points will be shown.
- Position of responsibility in the community if the user is at the moderation level, i.e.. Tag reviewer, Edit reviewer, Mentor and Guru.
- Position of responsibility in the Club (at user's discretion)

Top contributors wanted to show **their total points** as it is a matter of pride for them. The new users welcomed the step, as it will curb down the inferiority complex that creeps in when they come across other users of the community with comparatively high points.

11.5 Redesign based on the concept evaluation findings

Due to time constraint, iterations were done for two of the components of the gamification. The other possibilities of redesigning the concepts based on the findings are discussed in the section 11.6.

a) Registration process UI-

Based on the feedback and findings from the concept evaluation, the following UI was redesigned.

The evaluation of it is yet to be done.

Step 1

informatica My Support

New User Registration

Be a member of My Support Community

Get access to- 30,000+ Knowledge base and product documents

Enter your full name

Harish Kumar

Step 2

informatica My Support

New User Registration

Connect with Community Members from your work-place.

Get access to- 30,000+ Knowledge base and product documents Hundreds of How-to Library documents

Enter your Organization Name & Location of work

Persistent Systems

Pune|

Step 3

informatica My Support

New User Registration

Collaborate with industry peers & experts

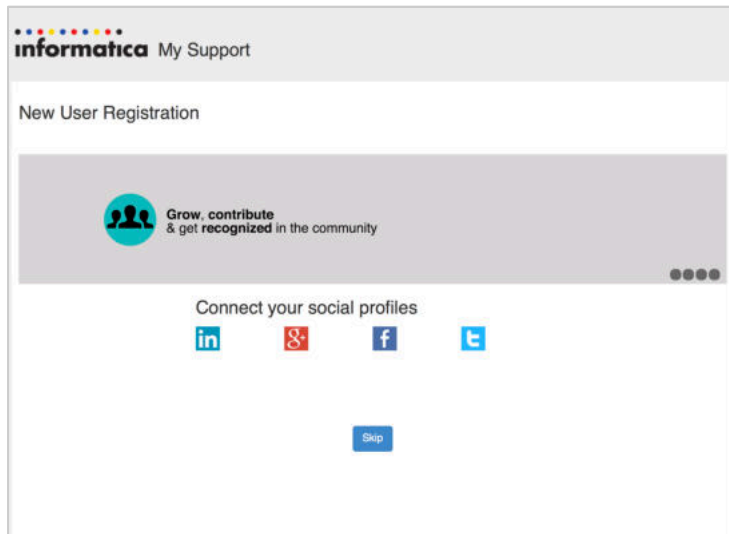
Get access to- 30,000+ Knowledge base and product documents Hundreds of How-to Library documents E-learning

Enter Email ID & password

hkumar@persistent.com

Confirm the Password

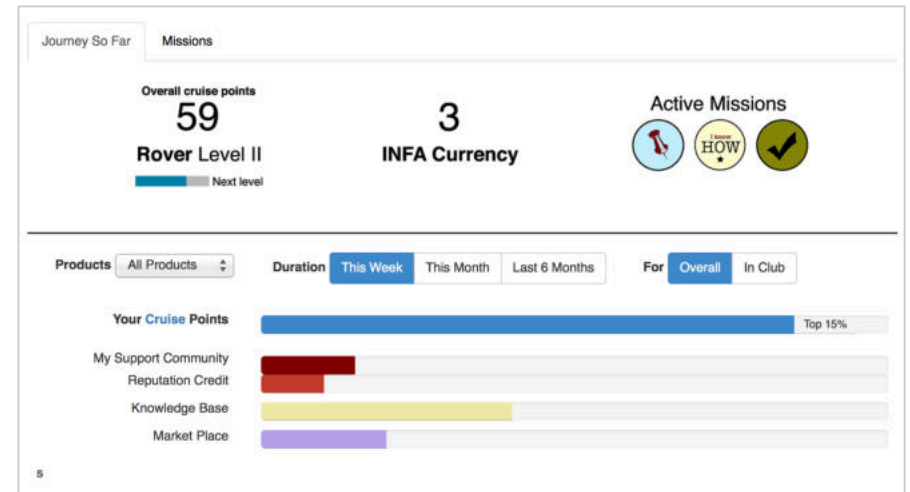
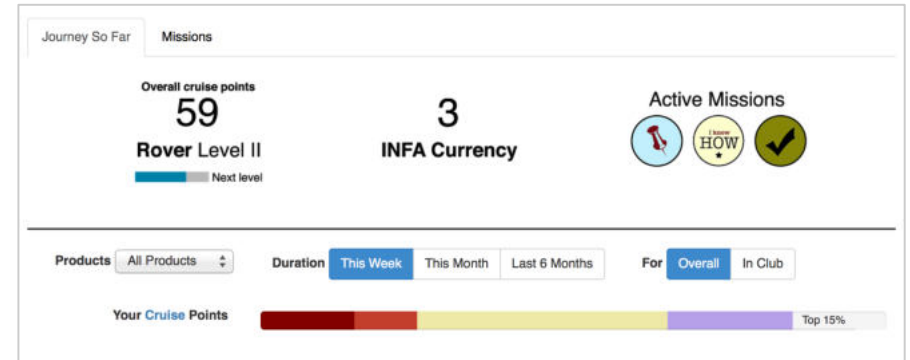
Step 4



b) Achievement indicator-

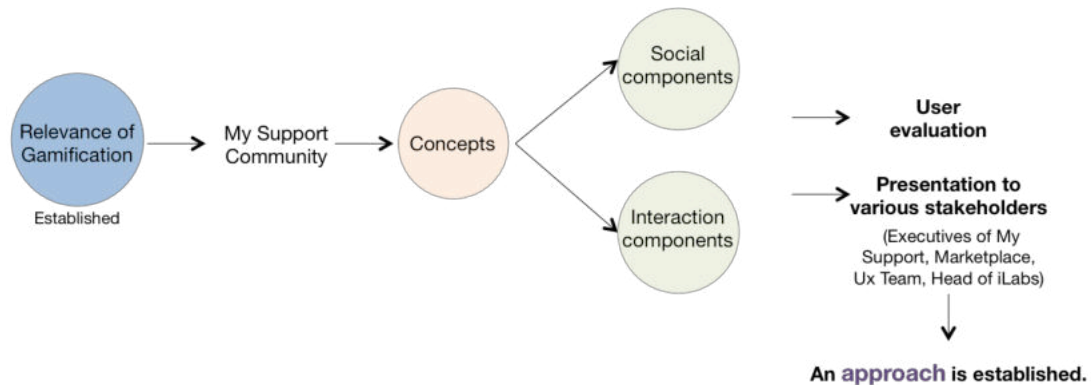
Based on the feedback and findings from the concept evaluation, the following UI was redesigned.

The evaluation of it is yet to be done.



11.5 Future works

In the project, the relevance of gamification for My Support Community is established; also an approach is established to introduce gamification in the My Support portal.



The **future works** include-

- Iterations of concepts based on the feedback.
For e.g.. Redesigning the social components of providing privileges incrementally, allowing users to make more informed decisions in product profile management etc.
- Re-design of interaction components (with emphasis on Visual design).
- Emphasis on the usability aspects of the interaction components.
- Longitudinal testing for social components.
- Feasibility study of the concepts with the developers.

12

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