

---

44.

## Gamified Cultural Transformation

In the Classroom and Beyond

Yu-Kai Chou (Octalysis Group), Jerry Fuqua (the Octalysis Group), William LeVoir-Barry (IBM), & Andrew Posselt (Dean Clinic)

### Abstract

In the recent rush to adopt game based solutions, some companies have produced function focused games that emphasis game elements rather than lasting outcomes. Serious games that are the most successful are human focused. They are designed from the outset to address users' needs and motivations and provide the user with more than just an entertaining experience. By blending solid game design with well-established andragogy/pedagogy, truly effectives games are can create lasting changes in business, government, and healthcare and beyond. This panel will bring together a variety of experts from professional fields to discuss how the use of analytics, cognitive feedback, and human focused design can shape the future of serious gaming. Panelists will share their experiences, and challenges, implementing games in a variety of settings, and explore the future of games in business and beyond.

### Panel Topic

This panel will share and discuss their personal experiences implementing human focused games in a variety of environments ranging from private business to healthcare. The panel will discuss various aspects of successfully implementing games that are designed to change behaviors and address user motivations. They will share lessons learned from working with a wide range of users, and what commonalities they share, and other cases, what makes certain groups unique.

### Why this is Important

The members of this panel were purposely chosen from a diverse background and all currently work in the private sector. They each have their own unique experiences related to their user population and how they have helped individuals and organizations meet specific needs through a variety of game based and game inspired solutions.

### Panelists

**Yu-kai Chou** is an Author and International Keynote Speaker on Gamification. He is the Original Creator of the gamification framework: Octalysis, and the author of Actionable Gamification: Beyond

Points, Badges, and Leaderboards. He is the Founder of The Octalysis Group and has been a regular speaker/lecturer on gamification worldwide.

**Jerry Fuqua** is the currently the Operations Director at the Octalysis Group, which combines research in Game Design, Motivational Psychology, and Behavioral Economics to drive engagement ROIs for our clients. Jerry has worked extensively with technology-based industries and government organizations to help develop and foster successful corporate strategies, including game based solutions.

**Bill LeVoir-Barry** is currently a Client Technical Leader with IBM, and has extensive experience leveraging advanced game based solutions that have incorporated everything from web analytics, MMO/MMORPG, IBM's Bluemix, and more. Bill has worked on implementing technological solutions for government, defense, banking, and other private businesses.

**Andrew Posselt** is a Training Instructor and eLearning Developer at Dean Clinic. Andrew has worked in healthcare and adult training for over 10 years and he trains clinical staff on electronic medical records and clinical workflows. He also develops eLearning solutions for the clinic, which include game based simulations and eLearnings that incorporate elements of augmented reality, user immersion, and other game mechanics.

## Panel Structure

The session will be interactive, with the panel giving a multimedia presentation and conversing with the audience.

- I. Introduction
- II. Cognitive Gaming
- III. Human Based Design
- IV. Business Outcomes and Patient Care

### I. Introduction

Andy Posselt will introduce the group and give an overview of the panel.

### II. Cognitive Gaming

Bill LeVoir-Barry will discuss how he and his team have been able to use cognitive gaming, analytics, and data mining to help students and users in variety of settings. Bill will talk about using Bluemix to help pharmaceutical companies develop game based simulations to test chemical interactions and reactions. He will also share his experience using serious games to treat teen depression and teach high school students about infectious disease using a game called Medical Minecraft.

### III. Human Based Design

Yu-Kai Chou and Jerry Fuqua will share his experience working alongside of renowned game expert

Yu-Kai Chou at Octalysis, and how they have used human focused design to help businesses reinvent formally unattractive topics into engaging formats. Jerry will cover using Morph Media to address compliance at major financial institutions and using Trade Samurai to teach the complex topic of foreign exchange. He will also discuss Octalysis's Strategy Dashboard that Octalysis uses for effective game design.

#### IV. Business Outcomes and Patient Care

Andy Posselt will share his experience using game based technologies to improve business outcomes as well as improving patient care for large healthcare organizations. Andy will explain how he uses elements of augmented reality, user immersion, game based simulation to train clinical workflows and provider optimization. He will also discuss how user motivation, patient care, and business needs can influence game.