




Gamification Journeyman Certification- Level 2

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Content



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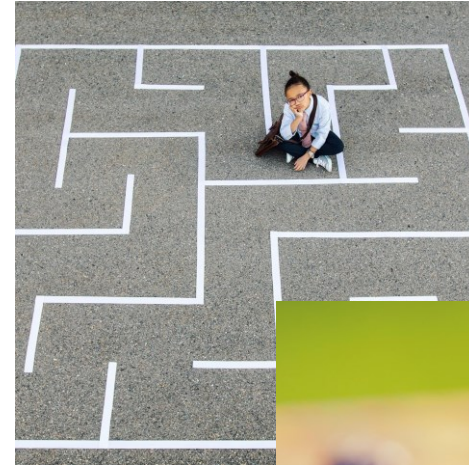
Level 3- Method

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Intro

As a final work for the **Gamification Journeyman Certification (Level 2)** a presentation of a prototype of a gamified experience based on the learned principles from this certification training is required. This preliminary draft shows a design of a gamified session to be implemented within a selected population in Medtronic, where the voluntary attendees from the Commercial Capabilities team will have a 45-minute session about Mental Wellbeing after COVID-19.





GOALS

LEVEL 1

Goals

TANGIBLES

1. Capture the curiosity of at least 30% of the total population of the Commercial Capabilities team by signing up to attend and join the session on the scheduled date for the event.
2. Get a 5-star rating from at least 60% of attendees when surveyed at the end of the session.

INTANGIBLES

1. Engage the participants at the pre-event conversations and mini-games by posting, commenting, and sharing reactions.
2. Obtain qualitative feedback from the participants on the topics, content, and strategies when surveyed at the end of the session and during the whole execution of the program in Teams.

Learner Persona



CYNTHIA MARTIN

Age: 29

Job Title: Communications Specialist

Time in Role: 3 yrs.

Job Function: Helps create and execute internal and external communication campaigns for Medtronic.

EXPERIENCE

This is Cynthia's first "big job" in a large Medical Device company. She got her major in journalism and her undergraduate degree in Communication as valedictorian. She's a long-time swimmer since her high school days, competed for her University's team, and now swims 20 hours a week at the local pool. She made the jump from writing a successful column for a local small-town newspaper in her hometown in new England to a role in the healthcare industry. The oldest of three sisters, she took the risk to move and live by herself for the first time to Minneapolis when she joined Medtronic. She met her fiancée 2 years ago and is now planning her wedding for the spring of 2023.

MOTIVATION, ATTITUDES & PREFERENCES

Cynthia is a very **curious** individual who enjoys research and investigation. She looks to gain **independence** by moving away from her hometown and starting a new life on her own. Even after all these changes in her life, she never moved away from her interest in **physical activity** (swimming). She has interest in gaining **status** in the new circle she is moving into by taking concrete actions to achieve a **power** position.

LEARNING & PERFORMANCE CONTEXT

She is taking care of her development process for managerial/leadership skills looking to advance her career in this industry. For that, she engaged in special projects and employee resource groups to expand her network and established a relationship with a mentor/sponsor to support her process.



ADVENTURE

LEVEL 2

Summary

- The session will be set and revolve around the story of Ernest Shackleton and his crew during the Imperial Trans-Antarctic Expedition between 1914 -1916, which resulted in the loss of the Endurance ship after being trapped on ice for over 9 months. The narrative will focus on the period spent in the ice camp and the survival strategies that kept everyone alive.



Elements of the Game

...y last. It was directed to Mr. Robert Harrison. No. 34 Baker st.
EDWARD HUGHES, 41 Fish st.

MEN WANTED
for hazardous journey, small wages, bitter cold, long months of complete darkness, constant danger. Safe return doubtful, honor and recognition in event of success.
Ernest Shackleton 4 Burlington st.

MEN — Neat-appearing young men of pleasing personality, between ages of 21 to 40 to work at leathersho com.



Main Characters

(Ernest Shackleton
Frank Worsley)



The Crew

(Learners: 22 men on board
at the Endurance)



Basic Plot

(Voyage and return)



Final Outcome

(“All Safe, All Well”)



METHOD

LEVEL 3

Summary

- The participants will be invited to join an exchange group to re-enact the experience of the Trans-Antarctic Expedition “Endurance” crew while revising concepts of Mental Health/Wellbeing and the importance of habits. The goal of the team is to put together their own “survival kit” to help them *endure* the hardships we all lived during the COVID-19 pandemic.



Timeline-Topics for the session

45 min.

1

Mental Wellbeing
Vs Mental Health
(5 min)

2

The VUCA World
(5 min)

3

How to manage
yourself in a VUCA
world?
(5 min)

4

The power of a
habit
(10 min)

5

Mental Wellbeing
survival kit
(20)

Delivery Methods

Share with participants:

1. Pre-event: Mental Health Self assessment
2. Pre-event: Video Sir Ernest Shackleton & The Endurance
3. In Event: Endurance Expedition Timeline Handout (PDF)
4. Post-event Survey (Forms- QR Code)



Host Resources:

- Dress-up for the session as a 19th century Antarctic Explorer
- Use scripted narrative to connect Endurance story with COVID-19 pandemic. Use provided prompts as a transition between phases/activities and to provide the rules of each game.

Activities

PHASE	ACTIVITY	LOCATION	OUTCOME
1. Event- Welcome	Setting- Welcome Explorers. Read initial narrative. (Men Wanted, newspaper ad). Click to move to the next frame	1 st frame in Miro	No Interactivity- Host
2. Event- Mental Wellbeing Vs Mental Health	Flash Cards with concepts- Ask different crew member to flip and read the cards. Click to move to the next frame	2 nd Frame in Miro	Interactivity- Participants will volunteer to flip the cards and read concepts. Host to encourage alternation.
3. Event- The VUCA World	Click and Drag- Engage the crew on clicking and dragging words to identify the meaning of the acronym VUCA. This is a timed activity (2 min.) Click to move to the next frame	3 rd Frame in Miro	Interactivity- Team effort. Participants to click and drag the words to form the sentences and understand the meaning of the acronym.

Activities

PHASE	ACTIVITY	LOCATION	OUTCOME
4. Event- How to manage yourself in a VUCA world?	Word Cloud- Crew members to brainstorm on how to manage themselves now that the Endurance is trapped on ice. Share some tips if needed. Click to move to the next frame	4th frame in Miro	Interactivity- Individual input to the word cloud. Most repeated words to be highlighted by the host. Encourage verbal participation.
5. Event- The power of a habit	Word Search- Ask all crew members to jump on a Word Search board to look for the 10 keywords (Habits, Behavior, Learning, Change, Help, Antarctica, Expedition, Wreck, Ice, Crew). This is a timed activity (2 min.). Click to move to the next frame	5th Frame in Miro	Interactivity- Team effort. Participants to try to find the words, understand the meaning. Encourage verbal participation.

Activities

PHASE	ACTIVITY	LOCATION	OUTCOME
6. Event- Mental Wellbeing survival kit	Pack your mental Wellbeing Survival Kit- The crew is stranded on ice with limited resources and no apparent possibility to escape. All crew members have a say in figuring out ways to maintain the crew's welfare and morale in order to stay healthy and survive. The crew will be divided in teams and must find/select 3-5 items/strategies they will bring with them as part of a survival kit once they abandon the ship. Prepare to share the list with the other teams. Click to move to the next frame	6th frame in Miro	Interactivity- Team effort. Participants put together an agreed-upon survival kit, the reasons why those items/strategies were chosen, and designate a representative to share their selection in front of the larger team.

Activities

PHASE	ACTIVITY	LOCATION	OUTCOME
7. Closing	Closing: Read narrative <i>"All Safe, All Well"</i> to finalize session: Endurance expedition is over- You all overcame the harshest conditions by using whatever resources you had to survive this hard test, 24 months later. Share your endurance story. Invite crew members to use their phone and point to the QR code shown on the screen to answer a post-event survey. Provide a direct link to the form if needed.	7th Frame in Miro and post event Teams post	Present link to survey as a final. Say goodbye and wish well to all explorers who managed to arrive <i>"All Safe, All Well"</i>



ENGAGEMENT

LEVEL 4

Summary

Before the beginning of the expedition (pre-event interactions), games mechanics will trigger different behaviors and reactions in the expedition members, leading them into new events, experiences and learnings. The suggested platforms to use are:

1. **Teams:** To publicize the event, provide event registration, send the initial self-assessment, and interact with attendees
2. **Zoom:** To host the meeting.
3. **Miro App** (primary platform linked to zoom): For interactivity and collaboration during the session



Game Mechanics

PHASE	ACTIVITY	BEHAVIORS (Crew)	GAME MECHANICS / MOTIVATORS
0-1 <u>Pre-event:</u> Mental Health Assessment	Intrigue campaign and invitation. Send Mental Health Assessment online tool to create expectation (Teams). Provide registration form (Zoom) populating invite into outlook calendar.	Take the assessment, obtaining personal (undisclosed) profile results. Register for the main event.	Anonymity / <i>Acceptance Independence</i>
0-2. <u>Pre-event:</u> Watch Video	Send Video to registered participants: Send the Video Sir Ernest Shackleton & The Endurance , to set the stage for main event.	Watch the video before the event	Didactic Reference/ <i>Curiosity Idealism</i>

Game Mechanics

PHASE	ACTIVITY	BEHAVIORS (Crew)	GAME MECHANICS / MOTIVATORS
1. <u>Event-Welcome</u>	Stage the setting- Welcome Explorers. Read initial narrative. (Men Wanted, newspaper ad). Click to move to the next frame	Click the first advance button and start the journey as crew of the Endurance (Sign-up)	Introductory Scene or Description of Setting/ <i>Acceptance Tranquility Advance Priming/ Acceptance Idealism Tranquility</i>
2. <u>Event-Mental Wellbeing Vs Mental Health</u>	Flash Cards with concepts- Ask different crew member to flip and read the cards. Click to move to the next frame	Volunteers click the flashcard and read the concepts as requested.	Appointments/Honor Order Saving

Game Mechanics

PHASE	ACTIVITY	BEHAVIORS (Crew)	GAME MECHANICS / MOTIVATORS
3. <u>Event</u> - The VUCA World	Click and Drag - Engage the crew on clicking and dragging words to identify the meaning of the acronym VUCA. This is a timed activity (2 min.) Click to move to the next frame	Have the words lined up before the end of the time.	Time Events/ <i>Power Vengeance</i> Multi-player/ <i>Interdependence (Low Independence)</i> Cues or Questions/ <i>Curiosity</i>
4. <u>Event</u> - How to manage yourself in a VUCA world?	Word Cloud - Crew members to brainstorm on how do manage themselves now that the Endurance is trapped on ice. Share some tips if needed. Click to move to the next frame	Add any possible strategies to be shown at the World Cloud.	Communal Discovery/ <i>Acceptance</i> <i>Interdependence (Low Independence)</i> <i>Social contact</i> Hints/Acceptance <i>Tranquility</i>

Game Mechanics

PHASE	ACTIVITY	BEHAVIORS (Crew)	GAME MECHANICS / MOTIVATORS
5. <u>Event</u> - The power of a habit	Word Search- Ask all crew members to jump on a Word Search board to look for the 10 keywords (Habits, behavior, Learning, Change, Help, Antarctica, Expedition, Wreck, Ice, Crew) and This is a timed activity (2 min.). Click to move to the next frame	Have the words completed before the end of the time.	Time Events/ <i>Power Vengeance</i> Multi-player/ <i>Interdependence (Low Independence)</i> Cues or Questions/ <i>Curiosity</i>

Game Mechanics

PHASE	ACTIVITY	BEHAVIORS (Crew)	GAME MECHANICS / MOTIVATORS
6. <u>Event-</u> Mental Wellbeing survival kit	Pack your mental Wellbeing Survival Kit- The crew is stranded on ice with limited resources and no apparent possibility to scape. All crew members have a say in figure out ways to maintain the crew's welfare and morale in order to stay healthy and survive. The crew will be divided in teams and must find/select 3-5 items/strategies that will bring with them as part of a survival kit once they must abandon the ship on the ice. Prepare to share the list with the other teams. Click to move to the next frame	Hover the frame to reveal available items/strategies/clues to add to their team's Survival kit. Add any additional not available on the board is allowed.	Multi-player/ Interdependence (<i>Low Independence</i>) Discovery and Exploration/ Curiosity (<i>Adventure (Low Tranquility)</i>) End of Level Experience Summary/Acceptance <i>Social Contact</i> <i>Status</i>

Game Mechanics

PHASE	ACTIVITY	BEHAVIORS (Crew)	GAME MECHANICS / MOTIVATORS
7. <u>Event-Closing</u>	Closing: Read narrative “ <i>All Safe, All Well</i> ” to finalize session: Endurance expedition is over- You all came under the harshest conditions but used whatever resources you had to survive this hard test, 24 months later. Share your endurance story.	Click on the link to answer post-survey.	Anonymity / <i>Acceptance Independence</i>
APPENDIX- Post-Event	Re-engagement (Teams): Send open communication in Teams celebrating the outcome “ <i>All Safe, All Well</i> ” after the expedition. Back to the 21 st century, challenge the attendees to accept a 21-day Mental Health Challenge.	Interact in Teams through the challenge.	Anonymity / <i>Acceptance Independence</i> Chat / <i>Acceptance Interdependence (Low Independence)</i> <i>Social contact</i>

Game Mechanics

PHASE	ACTIVITY	BEHAVIORS (Crew)	GAME MECHANICS / MOTIVATORS
APPENDIX- Post-Event	<p>"Endurance" 21 days reunion: Re-group attendees in a quick meeting (15-20 min) after 21 days to explore impact of challenge.</p> <p>Final post from Host to hand-out follow-up (bonus) materials:</p> <ol style="list-style-type: none"> 1. Article: <i>One way to calm an anxious mind: Notice when you're doing OK</i> 2. Video: Dr. Rick Hanson at TedX Marin <p>Internal resources: MEAP Website (Medtronic Employee Assistance Program). On-demand mental health support Ginger.</p>	<p>Join Zoom for final touch-point. Interact with crew members from the Endurance. Share experiences during days of challenge. Watch and read bonus materials.</p>	<p>Challenge/ Expedience (Low Honor) <i>Power</i> <i>Vengeance</i> <i>Saving</i> Chat/Acceptance <i>Interdependence (Low Independence)</i> <i>Social contact</i> Bonuses/Acceptance <i>Expedience (Low Honor)</i> <i>Saving</i> <i>Status</i></p>

Player Journey

6 Steps Game Journey

For the purpose of this prototype, a 6 steps Player Journey was drafted for the APPENDIX (Post-Event) phase of the program.



APPENDIX (Post-Event) Phase

Includes the description of the activities, interactions, behaviors, mechanics, resources and feedback loops planned.

Player Journey- Step 1

PHASE	BEHAVIORS	HOST	CREW	GAME MECHANICS / MOTIVATORS
APPENDIX- (Post-Event)	Crew members from the "Endurance" session re-engage posting comments in teams	Host sends a message right after finishing "Endurance" session to all attendees (Teams) celebrating the outcome "All Safe, All Well" of the expedition, inviting them to salute their fellow crew members	Crew members read the post, engaging back by: typing in salutations tagging other crew members, sending GIFs or Stickers and/or Like reactions (Thumbs up, Heart, Emoji faces)	Guilds/ Idealism <i>Interdependence</i> <i>Social contact</i> Chat/Acceptance <i>Interdependence (Low Independence)</i> <i>Social contact</i>

Player Journey- Step 2

PHASE	BEHAVIORS	HOST	CREW	GAME MECHANICS / MOTIVATORS
APPENDIX- (Post-Event)	Crew members accepting to participate in the 21-day Mental Health Challenge	Host sends a follow-up message to all attendees (Teams) inviting them to participate in a 21-day Challenge to establish mental health habits, accompanied by an image with the expected behavior of each day.	Crew members read the post, engaging back by: typing in acceptance of the challenge, sending GIFs or Stickers and/or Like reactions (Thumbs up, Heart, Emoji faces)	Appointments/ Honor Order <i>Saving Status</i> Chat/Acceptance <i>Interdependence (Low Independence)</i> <i>Social contact</i>

Player Journey- Step 3

PHASE	BEHAVIORS	HOST	CREW	GAME MECHANICS / MOTIVATORS
APPENDIX- (Post-Event)	Crew members engaging in the 21-day Mental Health Challenge	<p>During the 21 days challenge:</p> <ol style="list-style-type: none"> 1. Send a daily message reminding the behavior of the day (<i>Call a Friend or Family member</i>) 2. Show timeline progress (<i>day 3/21</i>) 	<p>Crew members read the post, engaging back by:</p> <ul style="list-style-type: none"> typing in salutations tagging other crew members, sending GIFs or Stickers and/or Like reactions (Thumbs up, Heart, Emoji faces) 	<p>Challenge/Expedience (<i>Low Honor</i>) <i>Power</i> <i>Vengeance</i> Requirements/Acceptance <i>Order</i> <i>Power</i> Linear/ Order <i>Tranquility</i> Chat/Acceptance <i>Interdependence (Low Independence)</i> <i>Social contact</i></p>

Player Journey- Step 4

PHASE	BEHAVIORS	HOST	CREW	GAME MECHANICS / MOTIVATORS
APPENDIX- (Post-Event)	Crew members with low participation to engage in the 21-day Mental Health Challenge	During the 21 days challenge: 1. Send a once-a-week leaderboard (Graphic) based on the interaction of the crew members in teams, along with the message (behavior of the day)	Crew members read the post, engaging back by: typing in salutations tagging other crew members, sending GIFs or Stickers and/or Like reactions (Thumbs up, Heart, Emoji faces)	Leaderboard/ Power Status <i>Vengeance</i> Chat/Acceptance <i>Interdependence (Low Independence)</i> <i>Social contact</i>

Player Journey- Step 5

PHASE	BEHAVIORS	HOST	CREW	GAME MECHANICS / MOTIVATORS
APPENDIX- (Post-Event)	Crew members accept the invitation and joining the “Endurance” 21 days reunion call in Zoom (15-20 min) to discuss about the 21-day Mental Health Challenge.	At the final day of the challenge: 1. Send the daily message (behavior of the day) 2. Share a link with downloadable invite for a Zoom session to re-connect and share the challenge experience...	Crew members read the post, engaging back by downloading the invite to their calendars and joining the session.	Guilds/ Idealism <i>Interdependence</i> <i>Social contact</i>

Player Journey- Step 5 (Continuation)

PHASE	BEHAVIORS	HOST	CREW	GAME MECHANICS / MOTIVATORS
APPENDIX- (Post-Event)	Crew members accept the invitation and joining the “Endurance” 21 days reunion call in Zoom (15-20 min) to discuss about the 21-day Mental Health Challenge.	...Host the session and guide the discussion asking questions to invite the discussion like: 1. Which habit/behavior you already have/do? 2. Which one was new for you?		

Player Journey- Step 6

PHASE	BEHAVIORS	HOST	CREW	GAME MECHANICS / MOTIVATORS
APPENDIX- (Post-Event)	Crew reads the farewell post from Host and post back.	Host sends a farewell message right after finishing "Endurance" 21 days reunion call and share the resources: <ul style="list-style-type: none"> • Article: <u>One way to calm an anxious mind: Notice when you're doing OK...</u> 	Crew members read the post, engaging back by: <ul style="list-style-type: none"> typing in salutations tagging other crew members, sending GIFs or Stickers and/or Like reactions (Thumbs up, Heart, Emoji faces) 	Bonuses/Acceptance <i>Expedience (Low Honor)</i> <i>Saving</i> <i>Status</i> Chat/Acceptance <i>Interdependence (Low Independence)</i> <i>Social contact</i>

Player Journey- Step 6 (Continuation)

PHASE	BEHAVIORS	HOST	CREW	GAME MECHANICS / MOTIVATORS
APPENDIX- (Post-Event)	Crew reads the farewell post from Host and post back.	<ul style="list-style-type: none">• Video: Dr. Rick Hanson at TedX Marin• Internal resources: MEAP Website (Medtronic Employee Assistance Program). On-demand mental health support Ginger		



SYNC- PLAY TEST

LEVEL 5

Reviewers

3 Reviewers

Provided their input using the *LV2_Gamification_Certification_Playtester_Evaluation_Form*

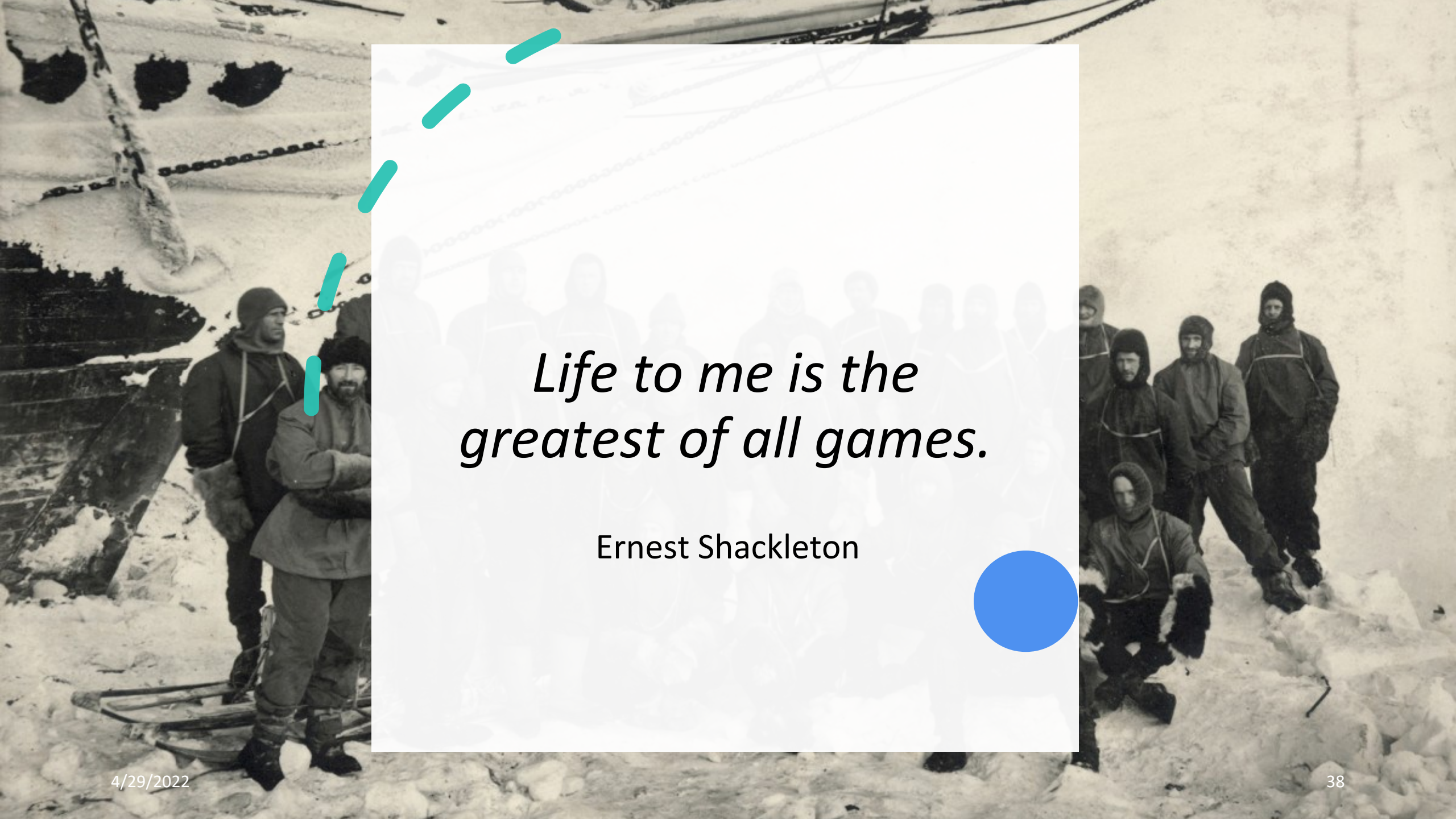


Names and Profiles

Anh Lee. Principal Education Specialist,
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*Life to me is the
greatest of all games.*

Ernest Shackleton



Thank you

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