

ゲーミフィケーションと イノベーション・プロセス

井上明人

2012年10月23日

本日の構成

- ゲーミフィケーションについて
- ビジネス応用事例とイノベーションに関わる論点
- 目指すところ

自己紹介

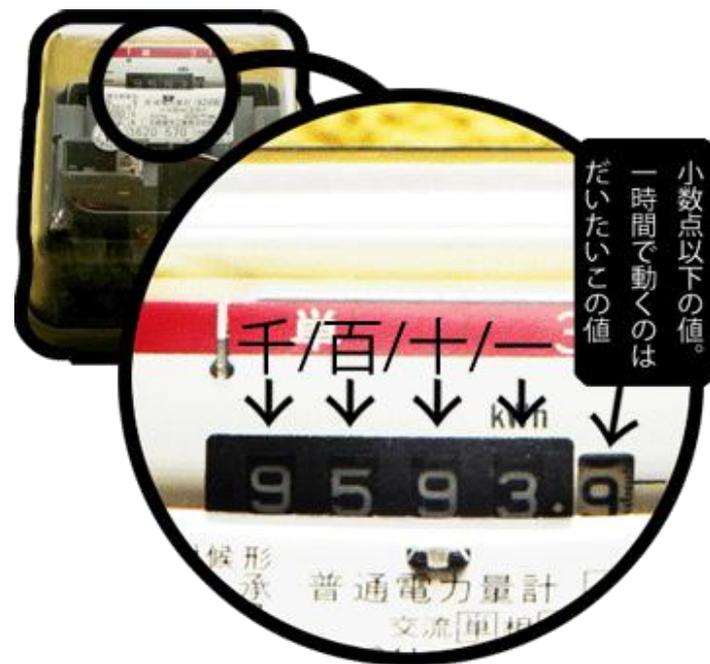
1.

ゲーミフィケーションとは

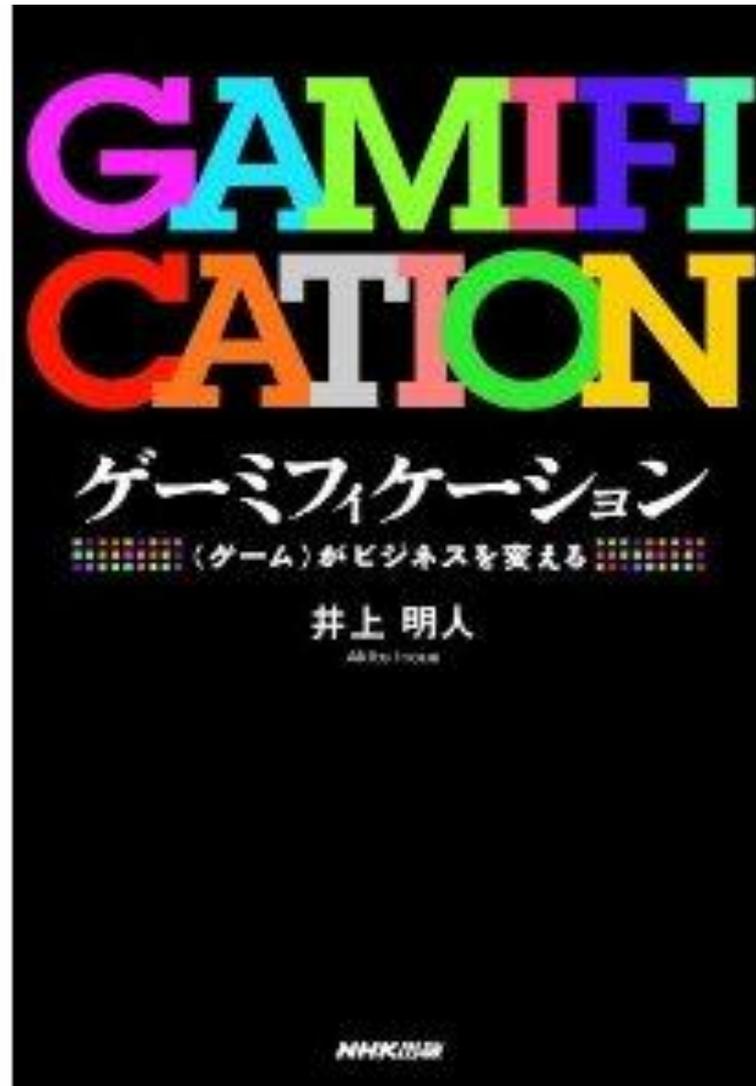
2011年3月

#denkimeter

- ゲームを用いて楽しく節電を行ってもらう。
- ソーシャル・メディアを介して、節電に関して話をしあうコミュニティを形成していく。
- 電気メーターを根本から把握し高い節電効果を達成する(一週間以上続けているユーザーは20~70%程度の削減を達成)



2012年



ゲーマーのワザ

ex: シューター

本題

いままで

- シリアスゲーム
- ゲームニクス
- シミュレーション &ゲーミング

2004年

ハワード・ディーン・フォー・アイオワ



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2008年 myBarackObama.com

The screenshot shows the profile page for Scott Satalino on the myBarackObama.com website. The header features the Obama-Biden logo and a quote from Barack Obama: "I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington... I'm asking you to believe in yours." There are also buttons for "HELP THOSE IN NEED" and "PLEASE DONATE".

LEARN ISSUES MEDIA ACTION PEOPLE STATES BLOG STORE

Scott Satalino

Add to Friends | Send a Message | Report to Admin

PROFILE

Locations: North East Boca Raton, FL
Why I support Barack Obama: I believe Barack Obama has the leadership, qualities, intelligence, and ability to bring about real change through Uniting Americans, and taking on the tough issues we face that are always ignored.
Birth Date: July 24th
Issues: equality / civil rights; civil liberties / privacy; peace & social justice; foreign policy / security; economic fairness / security; environment / conservation; smart energy policy; public infrastructure / transportation; good government / ethics; electoral reform; affordable health care; education.

Registered to Vote: no

"This victory alone is not the change we seek. It is only the chance for us to make that change. And that cannot happen if we go back to the way things were. It cannot happen without you, without a new spirit of service, a new spirit of sacrifice." Barack Obama's Victory Speech November 4th, 2008

BLOG [View Blog](#)

THIS TIME MUST BE DIFFERENT

By Scott Satalino 11/11/08 @ 9:22pm
11:57 PM EST Tuesday November 4th, 2008 Grant Park / Chicago, Ill.
Word: Barack Obama has been elected President Of The Uni...

MAKING A DIFFERENCE **What's New?**

10/10 Activity Index Details

Activity	7 Days	30 Days
Events Hosted	16	
Events Attended	20	
Calls made	00	
Doors Knocked	5	
Number of blog posts	26	
Donors to your personal fundraising	4	
Amount raised	\$200.00	
Groups Joined	1	

NETWORK [Add to Friends](#)

Your Relationship to this person: No relationship
[Send a message to Scott Satalino](#)
[Add Scott Satalino to your friends network](#)
SCOTT SATALINO HAS 4 FRIEND(S)

My Home

Community

- My Neighborhood
- My Groups
- My Friends
- Find Friends

Events

- Find Events
- Host an Event
- Manage my Events

Contact voters

Fundraising

Messages

Blog

- View All Blogs

Remember how far we've come.

From the Academy Award® winning director Davis Guggenheim:

THE ROAD *we've* TRAVELED

Sign up to see the trailer:

[Continue to the website...](#)



OBAMA
BIDEN



"I'M ASKING YOU TO BELIEVE.
Not just in my ability to bring about
real change in Washington ... I'm
asking you to believe in yours."

HELP THE VICTIMS *of the*
SOUTHERN CALIFORNIA FIRES

HELP THOSE IN NEED

LEARN ISSUES MEDIA ACTION PEOPLE STATES BLOG STORE

PLEASE DONATE

Scott Satalino

Add to Friends | Send a Message | Report to Admin

PROFILE

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Registered to Vote: No



MAKING A DIFFERENCE

What's This?

10
10

Activity
Index
Details

ACTIVITIES

All 7 Days 30 Days

Events Hosted	16
Events Attended	20
Calls made	88
Doors Knocked	5
Number of blog posts	36
Donors to your personal fundraising	4
Amount raised	\$200.00
Groups Joined	1

BLOG

View Blog

NETWORK

Add to Friends

THIS TIME MUST BE DIFFERENT

My Home

Community

My Neighborhood

My Groups

My Friends

Find Friends

Events

Find Events

Host an Event

Manage my Events

Contact voters

Fundraising

Messages

MORAD'S STUDENTS FOR OBAMA FUNDRAISING GOAL



Morad

Hello friends of Obama

I am a Ghanaian student with a keen interest in politics. I have had admiration of Barack Obama since I read his book, 'The Audacity of Hope'. I have supported Obama before now and I will continue to support him through thick and thin until he becomes president.

One might wonder why non-US citizen should care about who is elected as president of the USA. My answer is simple: The US president is indirectly the world's president. Bush came and oil prices are now above \$90 a barrel, the whole world is suffering. Global warming has increased under Bush's government, the world is suffering. US economy has gone bad, the world markets are struggling to survive. It is quite simple: this is not a US election, it is a world election. The outcome should be right and Obama is best for the job.

I hope for a better future but I know it will not come easy. I wish I could contribute to the campaign but I am not a US citizen and online payment forms do not work here. I therefore beg of you to contribute towards my goal not just for me, not just for Obama but also for the World.

Thank You

Morad

Contribute Now



Graphic updated every 5 minutes

Create your own page now!

myBarackObama

- My Dashboard
- My Neighborhood
- Friends
- Events
- Messages
- Groups
- Fundraising
- Manage Your Page
- My Blog

Layer1:
Game

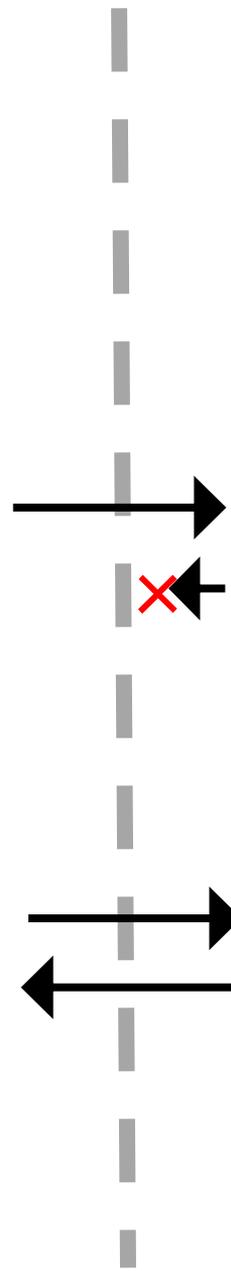
Layer2:
Communication
Action

Howard Dean
For Iowa

Email

myBarackObama.
com

myBarackObama.
com



Financial Processing }

Transaction No

Registration No

Validation Claim Summary Sheet

Please write or print clearly & attach to claim

Supplier ID

or

Volunteer Y/N

Please check / amend relation

Text

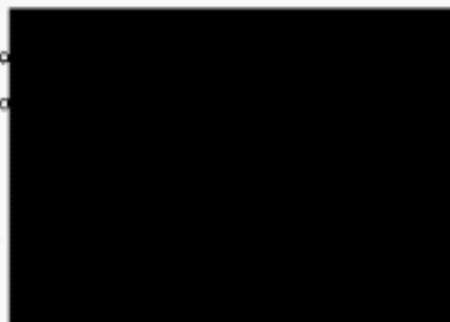
Invoice No.

Account code / Allowance

Members cost centre (Cat1)

Financial Year/PIRD (Cat2)

Expenditure type (Cat5):



29/11/2007

✓ 07_08

✓ £ 21.50

£.....

£.....

£.....

£.....

£.....

£.....

£.....

£.....

£ 21.50

What kind of page is this?

Claim An expense form	Proof Receipt, invoice or purchase order
Blank Nothing to see here	Other Something we haven't thought of

Is this page interesting? Should we investigate further?

Not interesting e.g. a coversheet or stationery	Interesting it's significant expenses data
Interesting but known e.g. it's a duckhouse	Investigate this! I would like to know more

[Go to next unreviewed page](#)

Enter individual line items here

You need to indicate if this page contains claims or receipts before you can add line items

Rank: 119 Score: 8870 

Soloist Beginner Puzzle (<1...hal Factor Protein)

Expires 3/15/2012 7:00 W (30 days, 22 hours)

▶ No bonuses or conditions

▼ Group Competition

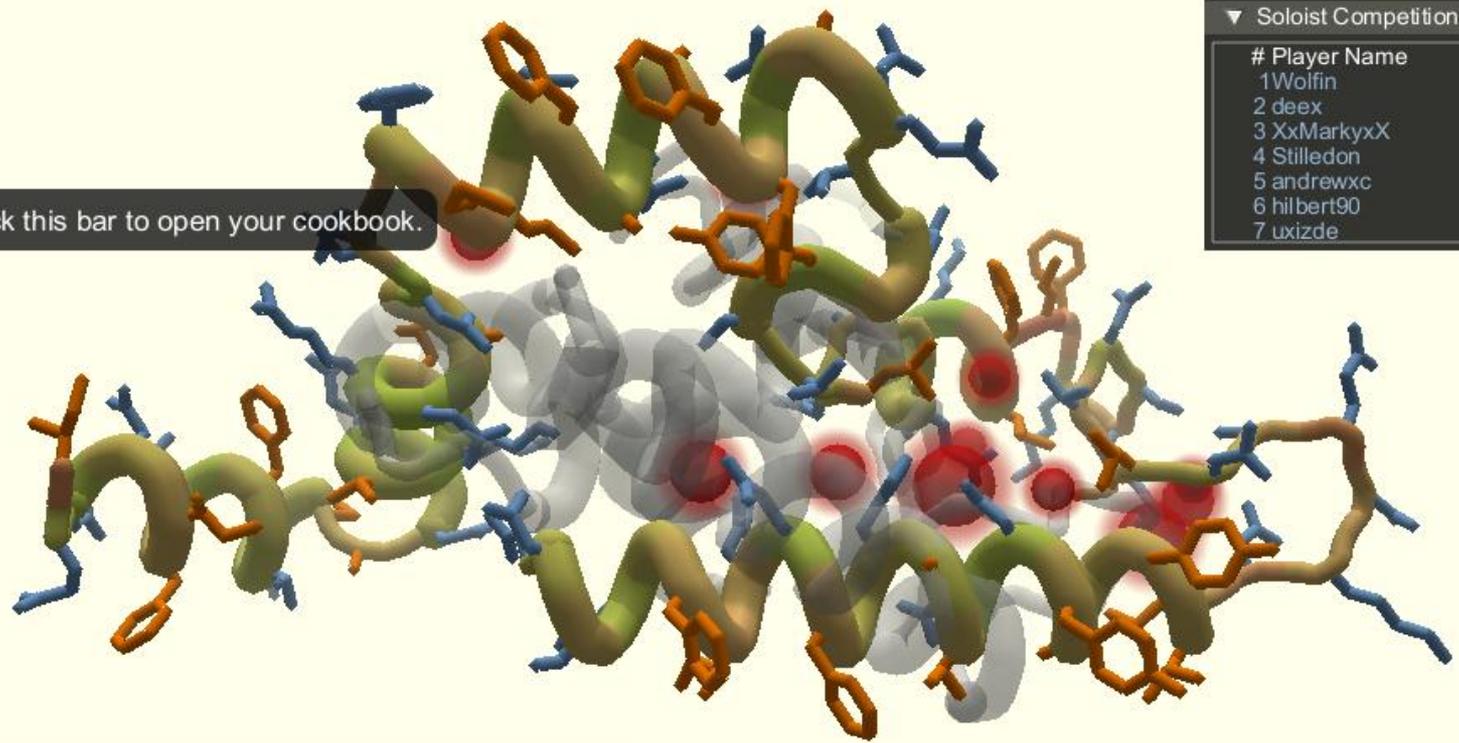
# Group Name	Score

▼ Soloist Competition

# Player Name	Current	Best
1 Wolfin	-	9581
2 deex	-	9515
3 XxMarkyxX	-	9512
4 Stilledon	-	9399
5 andrewxc	9390	9390
6 hilbert90	-	9388
7 uxizde	-	9381

C
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You can click this bar to open your cookbook.



Shake Sidechains	Mutate Sidechains	Wiggle All	Wiggle Backbone	Wiggle Sidechains	Help	Glossary
Freeze Protein	Remove Bands	Disable Bands	Reset Structures	Reset Puzzle	Align Guide	

いままでの違い

最大の理由：

ビジネスとして展開しやすくなった。

＝スケールメリットが大きくなった

＝インフラコストが減った

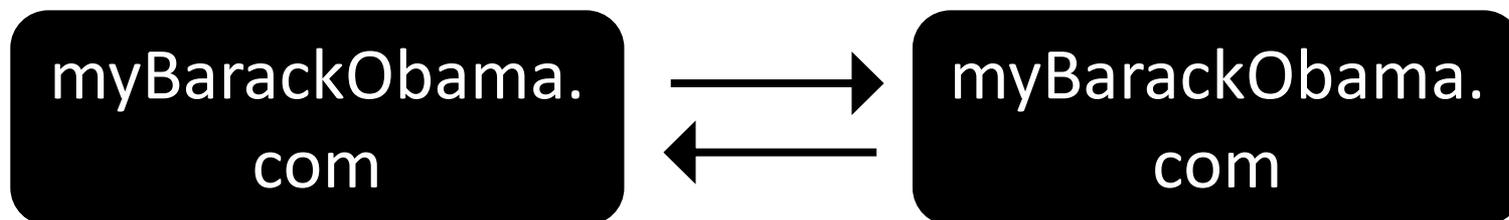
他には次のような点も違う

- 公平性のバランス設計の話ではない。
プレイヤー間の利益調整のことではない。
- 「おもしろ化する化」ではない。
「あそび」の展開コストが安くなったわけではない。
- ゲームのパッケージをつくることではない。
「ゲームをつくること」ではなく「ゲームにすること」

Layer1:
Game
Layer



Layer2:
Communication
Action





foursquare



BadgeVille

Our Community [What's this?](#)

Top Fans | My Rewards

Weekly

	1		Todd Harbold 2,660 pts
	2		raymer 1,890 pts
	3		Drew Olanoff 1,820 pts
	4		rayhowe 1,270 pts
	5		Anna Heim 1,000 pts
	6		Jon Russell 970 pts
	→		jjlee

[How do I earn points?](#)

[Track political events with Politicked USA](#)

Latin America
Middle East
UK
United States
Languages
France

Achievements Showcase ×

Todd Harbold
Level 5 Fan
5,820 pts all-time
16 rewards all-time

Levels & Trophies

Missions (1 of 4 missions complete)

Reading ×
Read articles, Earn achievements. Easy

Hamster Dance | O RLY Owl | Coke and Mentos

[How do I earn points?](#)

2.

ビジネス応用事例と論点

いくつかの問題

- 成果主義

「ゲーム」としての構造をもっていることと、楽しいことはどう違うのか？

- 現行制度を前提にするか、現行制度の「外側」へむかうイノベーションを

– 現行指標を前提にした場合の話はゲームに仕立てやすいが、そうでない場合はどうするのか？

- やりがい搾取

– 労働者はそれでほんとうにサステナブルに幸せなのか？

ゲームにするためには...

- 指標とする変数を明確化する
- 指標とする変数を計測する

楽しさを演出するためには...

- フィードバックを短くする
- フィードバックをわかりやすくする

※アジャイル手法との相性の良さ

それぞれの相性

	現行制度が前提	現行制度の外へ
指標の明確化 指標の計測	◎	?
フィードバックの 短期化・強化	◎	○

成果主義 (人事評価含む)	○	?
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ディズニーリゾート

表彰制度

🌟 ファイブスタープログラム

ファイブスターカードとは、上司が素晴らしいパフォーマンスを発揮したキャストに手渡すカードです。このカードを受け取ると、オリジナル記念品と交換できるほか、定期的で開催されるファイブスターパーティーに参加できます。パーティーにはミッキーやディズニーの仲間たちも登場し、オリジナルショーが行われます。



🌟 スピリット・オブ・東京ディズニーリゾート

東京ディズニーリゾートのキャスト同士がお互いの素晴らしい対応を認め、たたえ合い、がんばっているキャストにメッセージを送ります。交換の結果をもとに選考されたスピリット・アワード受賞者には、スピリット・アワードピンが授与され、その栄誉を称えられます。



🌟 長時間勤務表彰／サービス・アワードプログラム

勤続の節目を迎えたキャストのみなさんへ感謝の気持ちを込めて、累積勤務時間に応じてオリジナルリストウォッチや東京ディズニーリゾート・ギフト券などの記念品を、勤続年数に応じてネームタグに着用できるピンを贈呈します。(半年の際にはネックストラップ用のアクセサリ)
※記念品は変更になる可能性があります



SPIGIT

Home Welcome IDEAPointO\administrator |

Spigit for SharePoint This Site: IdeaPoint

Home Document Center **IdeaPoint** News Reports Search Sites Site Actions

View All Site Content
Documents
Lists
Discussions
Sites
People and Groups
Recycle Bin

Home > IdeaPoint

Idea Point Home

- Army.mil**
Test idea from Sharepoint Incubation 1
Posted by Padmanabh Dabke at Jun 29, 2009 1 comments
- Army.mil**
test idea by admin Incubation 1
Posted by admin at Jun 29, 2009 1 comments
- Consumer Electronics**
Partner with the music industry Incubation 0
Posted by admin at May 15, 2009 0 comments
- Consumer Electronics**
Touch-based digital music player Emergence 10
Posted by JimH at May 15, 2009 9 comments
- Consumer Electronics**
Gen Y marketing plan Incubation 0
Posted by admin at May 15, 2009 0 comments
- Consumer Electronics**
Bring back the 8-Track music player Incubation 0
Posted by admin at May 15, 2009 0 comments
- Business Innovation Automation**
Business Products Incubation 0
Posted by admin at Mar 20, 2009 0 comments
- Green Technology**
Green Golf Equipment Validation 0
Posted by admin at Mar 20, 2009 0 comments
- Remote Collaboration**
Immersive environments to reduce business travel Validation 4
Posted by Sally Jones at Feb 25, 2009 3 comments
- Technology to Improve Efficiencies**
More efficient transfer of voice traffic via IP Validation 13
Posted by JimH at Feb 14, 2008 3 comments

Top Rated Ideas

	Ideas	Review Ratings
1.	Immersive environments to reduce business travel	3.55
2.	Touch-based digital music player	3.38
3.	Mutual Momentum	3.22
4.	Global Process Methodology	0
5.	More Effective Interfaces	0
6.	eCommerce Application	0
7.	Web Based Customer Service	0
8.	Training Schedule	0
9.	Remote Workforce Collaboration	0
10.	Utilizing Virtual Computing for Remote sites/projects	0

Most Reputed Users

	User Name	Reputation Index;	Change
1.	JimH	85.6	0%
2.	joe	78.37	0%
3.	jasonb	78.37	0%
4.	nabh	71.82	0%
5.	Andrew	58.13	0%
6.	Harrison	56.1	0%
7.	RachelD	55.45	0%
8.	user1	54.34	0%
9.	rachel	54.01	0%
10.	paul	52.62	0%

1 through 10 of 21 | Pages (of 3): 1 2 3 >

Rypple

The screenshot displays the Rypple interface for a user named Debra Frost. The top navigation bar includes the Rypple logo, a search bar with the text "Find people", and user information: "Help • Tour • Acmeprime • Dan Perkins".

Left Sidebar: Shows the user's profile icon (AP), the name "Acmeprime", and a list of connected users: You, Debra Frost, Kevin Chan, Lori Anderson, Maria Ortiz, Nick De Silva, Steve Smith, and Vanessa Kensington.

Profile Header: Features Debra Frost's profile picture, name "Debra Frost", and statistics: "5 Goals completed 23 Thanks received". A menu on the right offers options: "Subscribe", "Edit connection", "Private notes", and "Print actions and notes".

Navigation Tabs: "You & Debra" (selected), "Feedback on Debra", and "Profile".

Shared Notes: A section titled "Shared Notes" with a text input field. A blue arrow points to this field with the handwritten text "Stuff to Discuss?". Below are two notes:

- Note created by Dan: "Need to focus more on training up the new hires. We're going to need that extra horsepower if we're going to make it through the next few quarters successfully." (Mar 24 • Comment)
- Note created by Dan: "Great feedback from the CEO of Acme Co. on the presentation given to their board of directors." (Mar 24 • Comment)

Shared Goals: A section titled "Shared Goals" with a grid of goal icons (wrench, chart, globe, checkered flag, number 5, star, signal, heart) and buttons "Add • Remove • Explore".

Add Action: A section titled "Add Action" with a text input field. A blue arrow points to this field with the handwritten text "Add key Actions here.". Below are three actions:

- Action for Debra Frost on goal "Increase new customer acquisition by 20% YOY": "Speak to Jennifer from the finance team about firming up the trade show budget for next quarter." (No due date • Comments (1))
- Action for Debra Frost on goal "Drive 4X increase in website collateral downloads": "Complete the first version of the new product manual." (No due date • Comment)
- Action for Debra Frost: "Going to be conducting a new hire orientation session this Monday." (Completed • Comments (1))



CINOSMILE

株式会社シンクスマイル

HOME

VISION

COMPANY

MEMBER

SERVICE

CONTACT

RECRUIT

HOME > CIMOS 社員の人柄が見える15のバッジ > バッジの種類

VISION

バッジの種類

社員同士がお互いのいいところを見つけ、「これを実現したね」という仲間にWEB上でバッジがあげられます。
バッジを10個集めると、メダルが1つもらえます！

バリューバッジ / メダル



エクストラバッジ / メダル



それぞれの事例の対応

	現行制度が前提	現行制度の外へ
指標の明確化 指標の計測	デイズニー	主義 成果
フィードバックの 短期化・強化		SUPIGIT
		シンクスマイル ・Rypple

未来イメージ

目指す未来イメージ

○働き方を自ら構築できる組織の支援

× 管理される仕事

「朝起きて歯を磨くと歯ブラシについたセンサーが感知して、歯磨き粉メーカーから「よくできました！10ポイント！」と褒められる。朝食にコーンフレークを食べると、ケロググから10ポイント。通勤にバスを使うと政府からエコポイントが支給され、それは減税の対象になる。定刻にオフィスに着いたら会社からポイント。打ち合わせ先にバスに乗らずに歩いて行くと、医療保険会社からポイント...」

(ジェシー・シェル構想)

「朝起きて歯を磨くと歯ブラシについたセンサーが感知する。このセンサーの情報はとりあえず集積させておくことができ、歯ブラシを使ったゲームはざっと一〇〇種類からダウンロードできる。自分でゲームをつくることも、そんなに難しくはない。

会社に行くと、今度のあたらしい人事評価の仕組みでは、子育てをがんばっている人間が、結果的に損をしてしまう可能性がある修正が加えられていたので、とりあえず自分が仕切っているプロジェクトではちょっと抵抗を試みる。子供とコミュニケーションの時間をとっていることが、良い評価につながるようにゲームの仕組みを少しカスタマイズしておく。」

現在取り組んでいるプロジェクト

- FujiXeroxとのゲーミフィケーションプロジェクト