

GameLayer - Demo Guide

In this document we will walk you through the basics of creating and implementing a simple gamification structure using the admin dashboard. This is not intended to be a technical document. If you are looking for more technical details then please contact us and request access to the API docs.

Let's start with a quick overview of the game mechanics we provide:

 **Missions** : Quite simply what you want your players to do and within what time-frame ... missions can be simple one-time activities or complex structures that refresh and repeat, etc

 **Events** : Used to track player actions within your service... These are then sent, via an API, to GameLayer in order to manage those actions in relation to the gamification structure

 **Achievements** : Players are more motivated when they are recognised for their efforts ... Providing personal goals to aim for maintains interest with the service [a.k.a. badges, stickers]

 **Levels** : Bettering one-self is a human psychological driver ... Giving players the opportunity to level-up and improve their status within the service will ensure they continue engaging

 **Leaderboards** : Competition and being the best at something is a strong driver for player behaviour ... Periodic competitions [daily, weekly, monthly] keep engagement levels higher

 **Teams** : We are social creatures and collaboration – being stronger together – is a natural instinct ... Working together to compete vs. other teams strenghtens these social ties

 **Prizes** : Incentivizing players is a tried and tested way to activate player behaviour and to motivate continued engagement with the service ... Let's change player behaviour!

 **Raffles** : Players love the chance to win bigger prizes even if the chances are slim ... Reducing the number of permitted entries increases player anticipation and willingness to participate

 **Mystery Boxes** : Getting an Instant-Win is one of the most gratifying player experiences ... Show depleting stock levels to add a sense of urgency to player behaviour – once it's gone, it's gone!

 **Virtual Currencies** : Experience Points [XP] used for levelling-up and to compete on leaderboards ... Credits can be spent on rewards through the different rewards mechanics

 **Players** : We do not collect any personal player data [GDPR] ... We only manage and retain player activity – via an Account GUID – as it pertains exclusively to the gamification structure

Now you have an idea of the mechanics available, let's start using them to build a simple gamification demo experience and learn more about the functionality of each mechanic and the relationship[s] with other mechanics.

In this demo, we will be creating an onboarding experience for a company that wants new users [we will use the term **players** herein out] to view three videos in a specific order to better understand its products and services.

If you have access to our admin dashboard, you can view the implementation of this demo under the account 'User Guide Demo'.

- Demo Guide [Dashboard User] -

First things first, we need a way to track player actions and, more specifically, when they watch one of the onboarding videos within the client domain ... we need an **event** [Note : API integration].

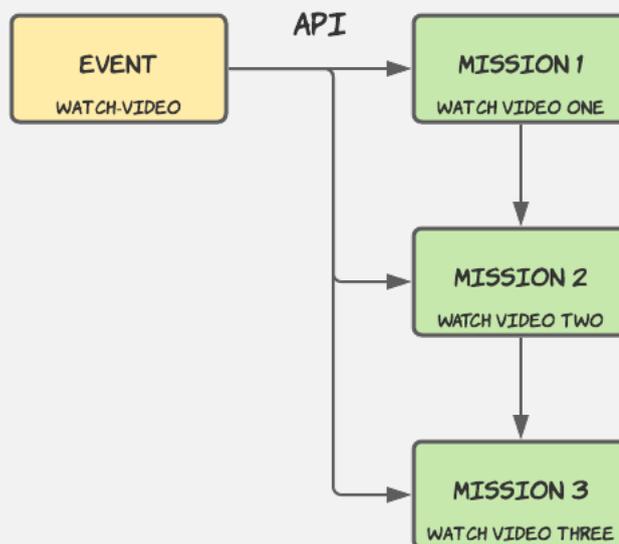
That single event is now going to be used as an **objective** to three **missions**, one for each onboarding video ... Each mission requires the event to be triggered [and registered by GameLayer via the API] once in order for the mission to be completed.

Objectives : All missions require one or many objectives in order to be completed ... These objectives take the form of events and can either be single or multiples thereof

To make sure that players watch the videos in the correct order we use a **mission-requirement** on the second and third missions which requires the player to have already completed mission one [Watch Video One] before the second mission [Watch Video Two] is made available and, similarly, mission two [Watch Video Two] must have been completed before the final mission [Watch Video Three] is made available to the player.

Requirements : Used across different mechanics in order to structure content and personalize the player experience ... missions, levels, achievements, category and tags can all be used as requirements

We now have an initial integration where player actions within the client domain are triggering events that are being sent to GameLayer via the API ... Those events will now be managed by the platform and, in the case of our demo, start completing the ordered-missions that they are connected to as objectives:



[non-technical visualization]

There is not too much going on yet so let's start adding some fun parts, starting with an **achievement** that, when granted, will award the player with **credits** that they can use to claim **rewards**.

We will keep things simple and create a single achievement [Video Master] that requires just three steps [player actions] with each mission-completion awarding one step towards that goal. On completing the first mission, the achievement will be unlocked by the player – you can chose to display this in the client as a **positive feedback loop**. Following the second and third mission-completions, the achievement will be fully granted to the player. Collecting badges and stickers can be a very effective way to motivate [certain] players to engage deeply with your service as they strive to 'collect-em-all'.

Positive Feedback Loop : We want players to know when they have done something positive and we use this to motivate and direct their continued engagement with the service

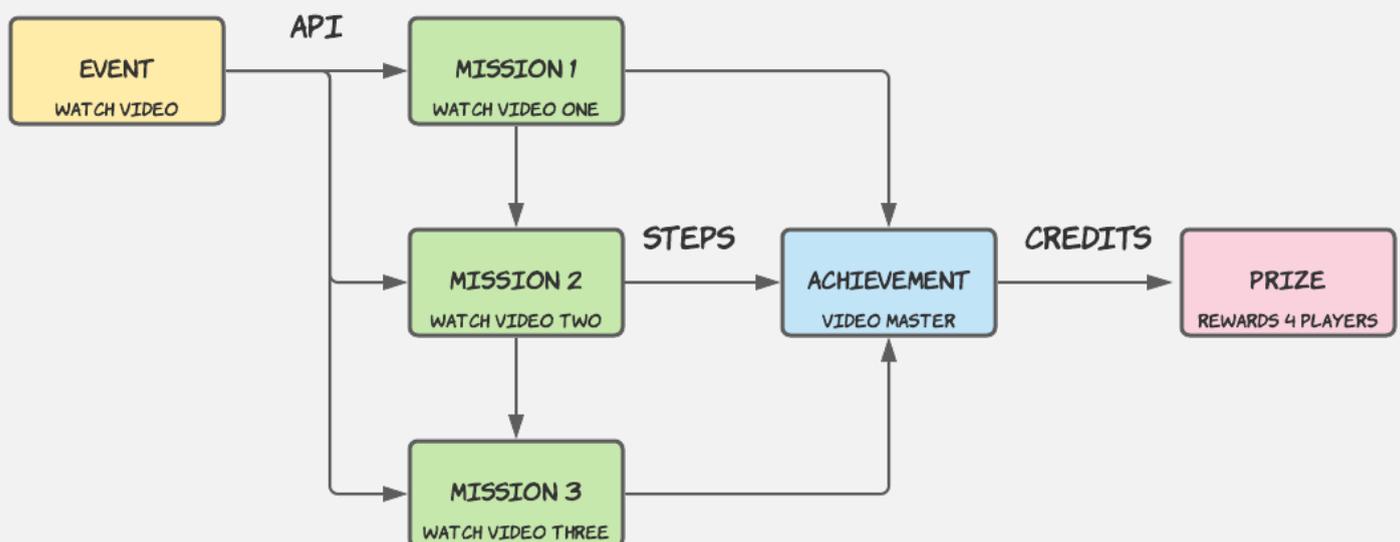
Connecting mission-completions to achievements is simple with the admin dashboard ... Simply navigate to the 'rewards' section of the specific mission and from the 'achievement-picker' select the desired achievement[s] that are to be incremented upon successful mission-completion. You can also specify how many steps the mission will grant towards each achievement upon its completion ... This is useful, e.g. for weighting different missions based on their level of complexity, etc.

'Show Me The Money!' When creating the achievement we also specified that, upon being granted, the player would also be awarded ten credits to be automatically added to her credit-balance. Nice! So we should also create a **prize** that, surprisingly enough, costs exactly ten credits to redeem.

We offer a basic prize management system that manages how much stock of a prize is available and how many prizes a player can redeem within a specified time-frame. We obviously also check the player's credit-.balance to ensure they have sufficient funds to redeem a prize and we deduct spent credits accordingly.

For our demo we created a simple prize that has unlimited stock but can be redeemed by players only once. The prize is not configured to refresh or repeat and so once a player has redeemed it once, it will no longer be available to them irrespective of having sufficient credits, etc.

Our simple gamification structure is starting to take shape and now looks like this:



[non-technical visualization]

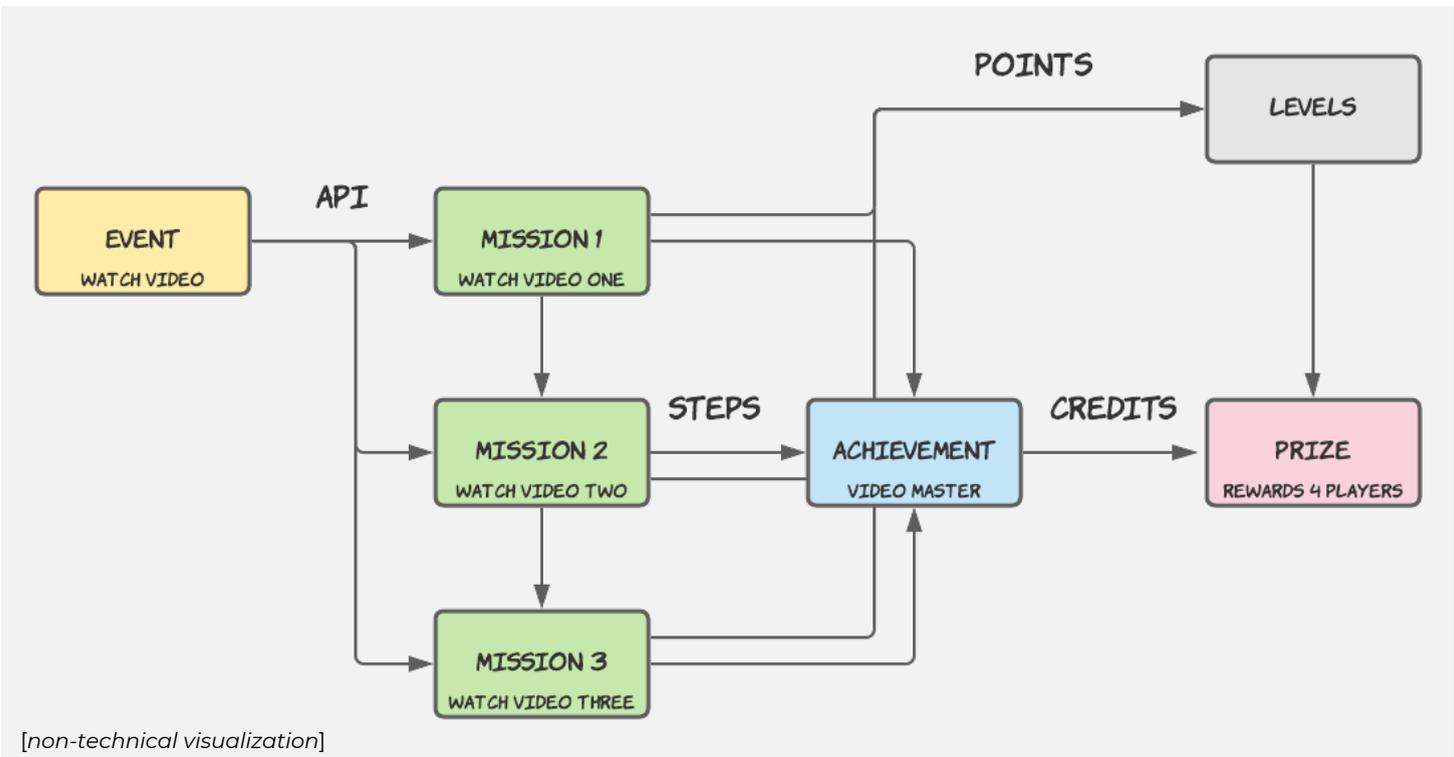
Next we will add the final pieces to our small gamification experience – **points** and **levels** ... We will also add a twist to the existing demo which will help tie this into a broader experience.

Levels and levelling-up are powered by **experience points** that players earn by engaging with your service. Points can be awarded by different mechanics [events, achievements, level-ups] but our demo awards points for completing missions – ten points for each mission-completion ... Again it is very quick and easy to make this update via the admin dashboard.

Experience Points : As in video games, the more players engage with a service, the more expertise they gain ... We measure that in points [XP] and use also, e.g. in player rankings and leaderboards

Finally we created two new levels – level one [Level Uno] and level two [Level Dos]. All players naturally start at Level Uno and will level-up to Level Dos once they have earned 50 points. The twist? We also updated our existing prize with a level-requirement making it available only to those players who have reached Level Dos [or higher] and since completing all three missions will only earn our players thirty points, they must find new ways to earn more points and level-up in order to redeem the prize, irrespective of having sufficient credits ... This is your opportunity to continue building the gamification structure beyond the onboarding experience and engaging players with other parts of your service.

We have barely scratched the surface of the platform with this small demo ... We didn't use leaderboards, teams, or other reward mechanics. Nor did we build more complex relationships between the different mechanics utilising requirements, rewards and timers. Our gamification structure now looks like this:



[non-technical visualization]

That wraps-up this initial demo guide ... Its intended use is for folks just getting started with the admin dashboard and | or starting to design their own gamification structures. If something is unclear or you would like to discuss a more complex implementation please contact us directly [or through the contact form if you are not already a GameLayer customer].

- Screen Grab [Missions View] -

GameLayer

User Guide Demo

API Documentation
Accounts
Analytics
Playground

Players
Teams
Events
Missions
Achievements
Levels
Leaderboards
Prizes
Mystery Boxes
Raffles

Missions

The quest for glory

Create

Q Search
X

IMAGE	ID	NAME	DESCRIPTION
>	watch-video-one	Watch Video One	Watch the first video in a series of three to see how great our products and services are :)
>	watch-video-two	Watch Video Two	Watch the second video in a series of three to see how great our products and services are :)
v	watch-video-three	Watch Video Three	Watch the final video in a series of three to see how great our products and services are :)

Available
Save
Delete

ID: watch-video-three i

Name: Watch Video Three i

Description: Watch the final video in a series of three to see how great our products and services are :) i

+ image

Category: Onboarding i

Tag: i

Unlimited

Limited: 1 i

Priority: 1 i

- Timers

Start Date: 2021-09-29 17:37 i

End Date: 2021-12-31 17:37 i

Time to Complete

Limit: 0 i

Time to Restart

Limit: 0 i

Refresh Period:

None Day Week Month i

- Objectives

Select Event: i

Event Name: Watch Video i
 Steps Required: 1 i

- Rewards

Points: 10 i

Credits: 0 i

Select Achievement: i

Achievement Name: Video Master i
 Steps Granted: 1 i

- Requirements

Category: i

Tag: i

Select Level: i

Select Mission: i

Mission Name: Watch Video Two i

Select Achievement: i

10 rows | < > 1 of 3 > >>