

It's Iterative: Using Evaluations to Create Stronger Games

Kathy Kuntz
Cool Choices





My Agenda

- Workplace games have great potential
- Integrating evaluation enhances outcomes
- Illustrate both points with some examples

Why Workplaces?

- The co-worker community
 - Frequent interactions with peers
- Community infrastructure
 - Email, staff meetings, intranet...
- Corporate leadership
 - Motivated and in charge



Why Games?

- Fun, social and easy
 - Simplicity
- Feedback
 - Transparency
- Magic of POINTS / competition
 - Built in motivation





Our Game



- ✓ Leverage Workplaces
 - ✓ Personal vs Professional Actions
- ✓ Simple, Holistic Approach
 - ✓ Points – Not Geek Speak – for Actions Taken
 - ✓ Earn Credit for New and Pre-Existing Efforts
- ✓ Transparent
- ✓ Aggregate Outcomes

cool
choices

act today, preserve tomorrow



Which Means We Have...

- Hundreds of players
 - Demographics
 - Teams and corporate identities
- Thousands of actions taken by players
 - New and not new
 - Action-specific data (e.g., type of game console)
- Hundreds of photos / stories about actions



Lots of Questions!



- What's working?
 - Can we enhance?
- What requires changes?
- What are players saying?
- What are players doing?
- Estimated vs actual savings?
- Persistence?

Multiple Evaluation Strategies

- Surveys
 - Baseline, mid-game and post-game to all
 - Extras to specific player profiles
- Weekly activity trending
- Post-game analyses
 - Billing analysis
 - Player interviews
 - Data mining

A young boy with light brown hair and blue eyes is looking upwards with a wide-eyed, open-mouthed expression of surprise or discovery. He is wearing a dark blue jacket over a denim shirt. His right hand is raised to his chin, with his index finger pointing upwards. Above his head is a large, light-colored, cloud-like thought bubble containing the word "Eureka!" in bold black text. Several smaller, similar thought bubbles trail off to the left, suggesting a sequence of ideas or a moment of intense thought. The background is a plain, light blue-grey color.

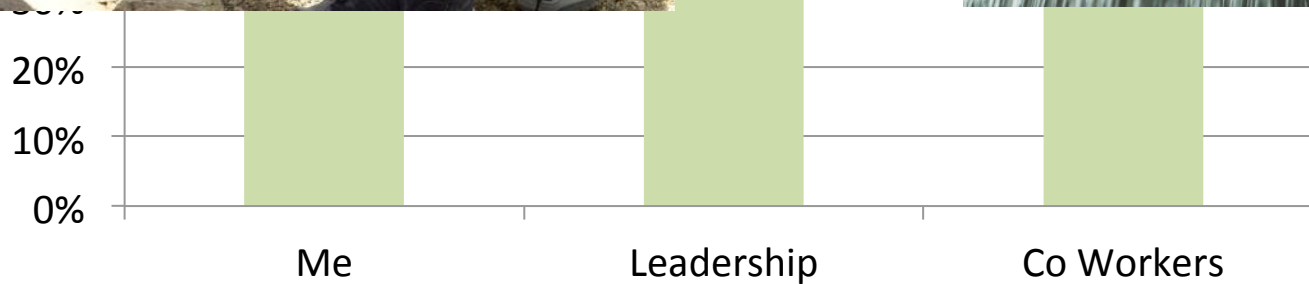
Eureka!

Sustainability Is Not Transparent



important to...

...is active



Transparency as Game Mechanic



act today, preserve tomorrow

WELCOME TEST

LOGOUT

VIEW YOUR ACCOUNT

EDIT YOUR ACCOUNT

ORG STATS

TEAMS

MY CARDS

CARD STORE

HELP

ORGANIZATION STATS - See how close your organization is to hitting its goals

Cool Choices

63 participating employees
Game started 12.5.2011

\$ 5,286.00
Dollars saved

0
Clusters completed

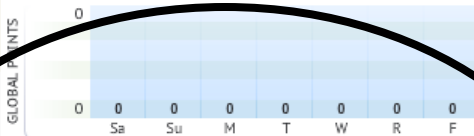
82
Sustainable Actions

2
Catalyzed Actions

More about Cool Choices

- ➔ Online
- ➔ Executive Testimonial
- ➔ Employee Impact

RECENT ACTIVITY



GOAL STATUS

0 days remaining to reach goal

5,740

out of **10000** goal points



Current Leaders

Rank	Name	Points
1 st	idealab	990 points
2 nd	Demo	404 points
3 rd	Jay Huemmer	360 points

Recent sustainable actions

	Ronin earned 80	79 days ago
	gostisha earned 50	118 days ago
	gostisha earned 8	118 days ago

MY WEEKLY SUSTAINABLE ACTIONS

0 / 4

1 2 3 4

MY SUSTAINABLE ACCOMPLISHMENTS



Test Cool Choices

- 1** Sustainable Actions
- 0** Clusters completed
- 0** Catalyzed Actions

Your relative ranking

	astuteo	278
	YOU	218 points
	lidbury	200



act today, preserve tomorrow

Transparency Prompting Norms

22 players
watched 2
hours less tv
today

10 players had
a meatless
lunch today

15 players
biked to
work today

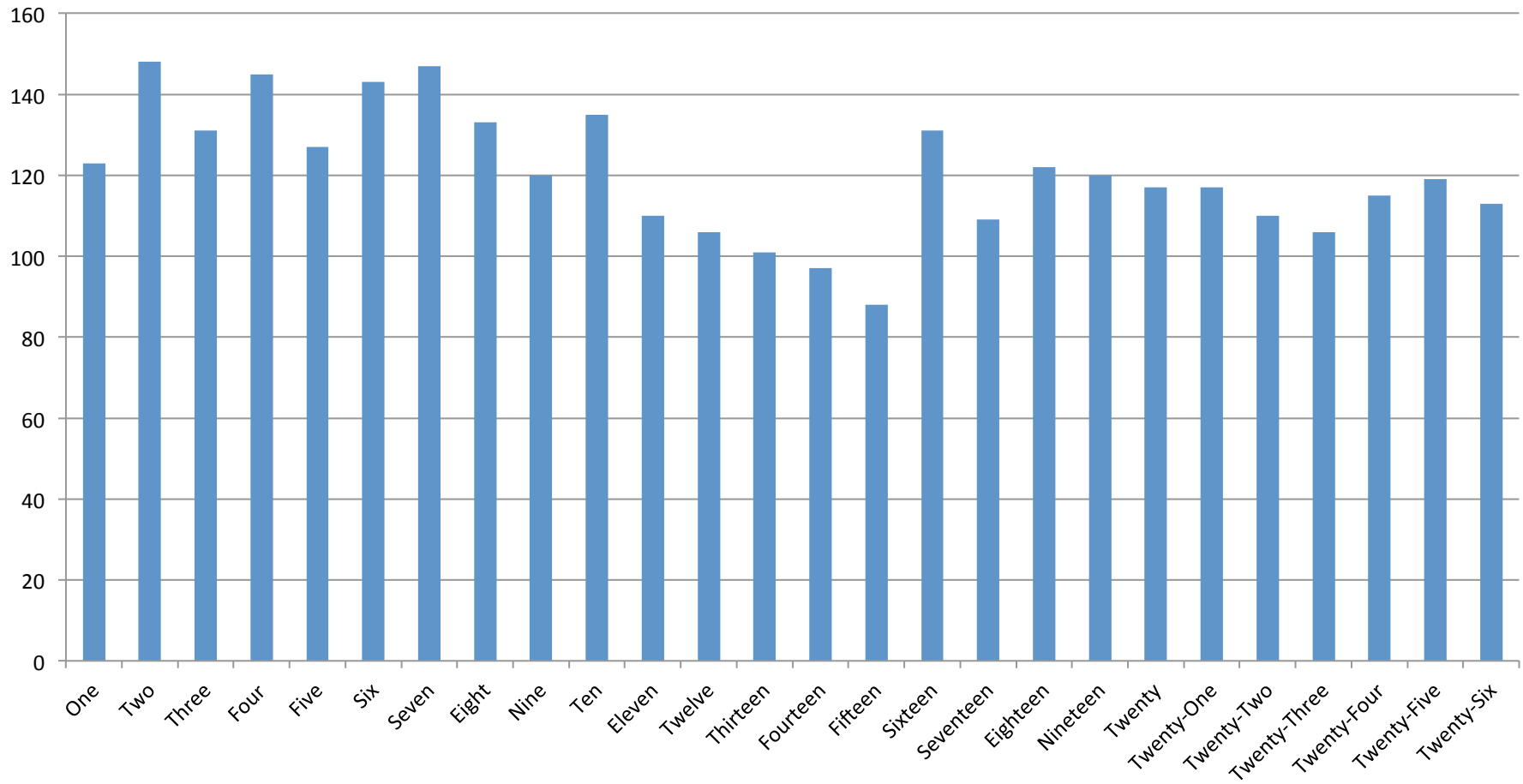


Social Matters ***A Lot***

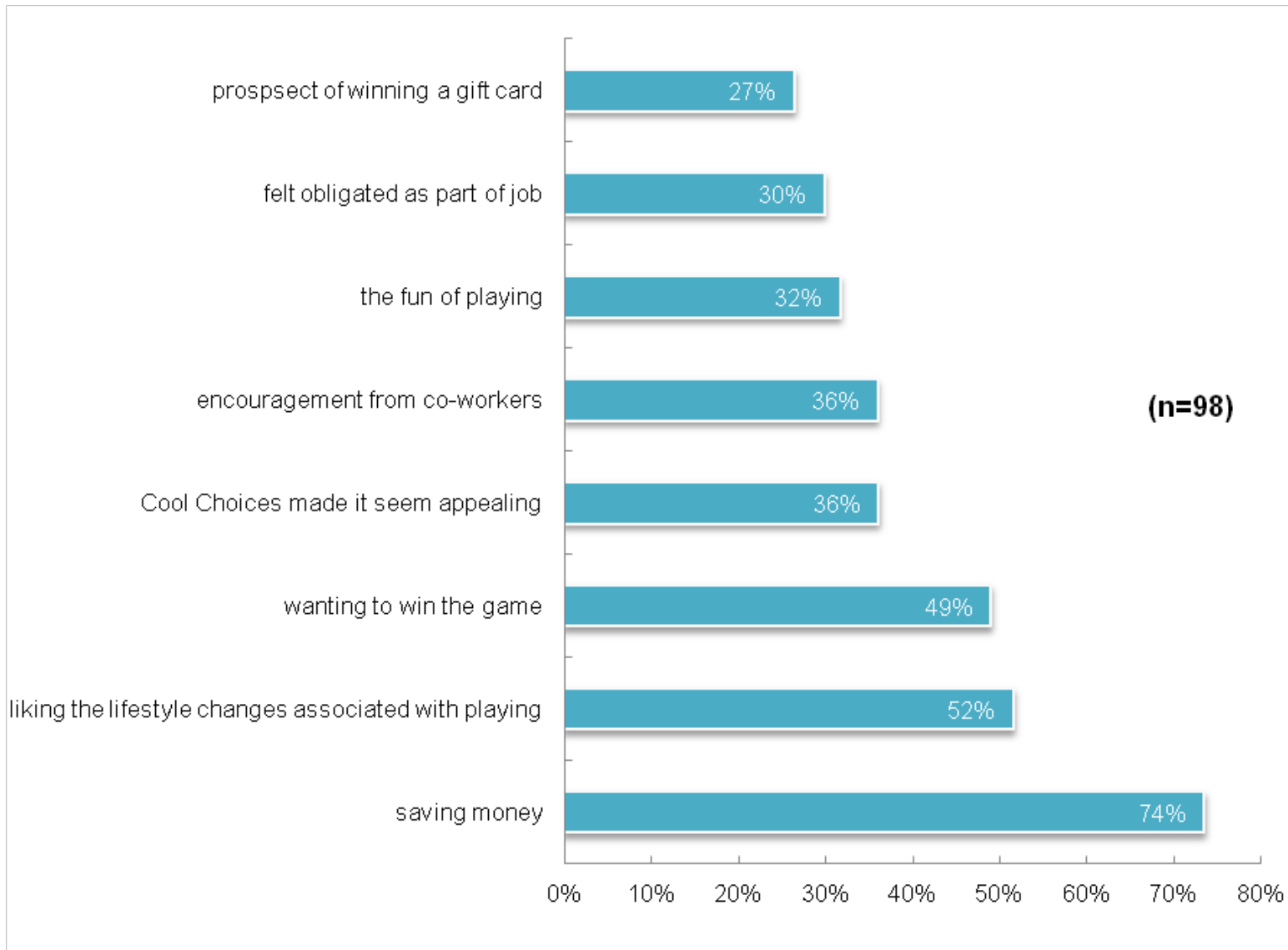
cool
choices

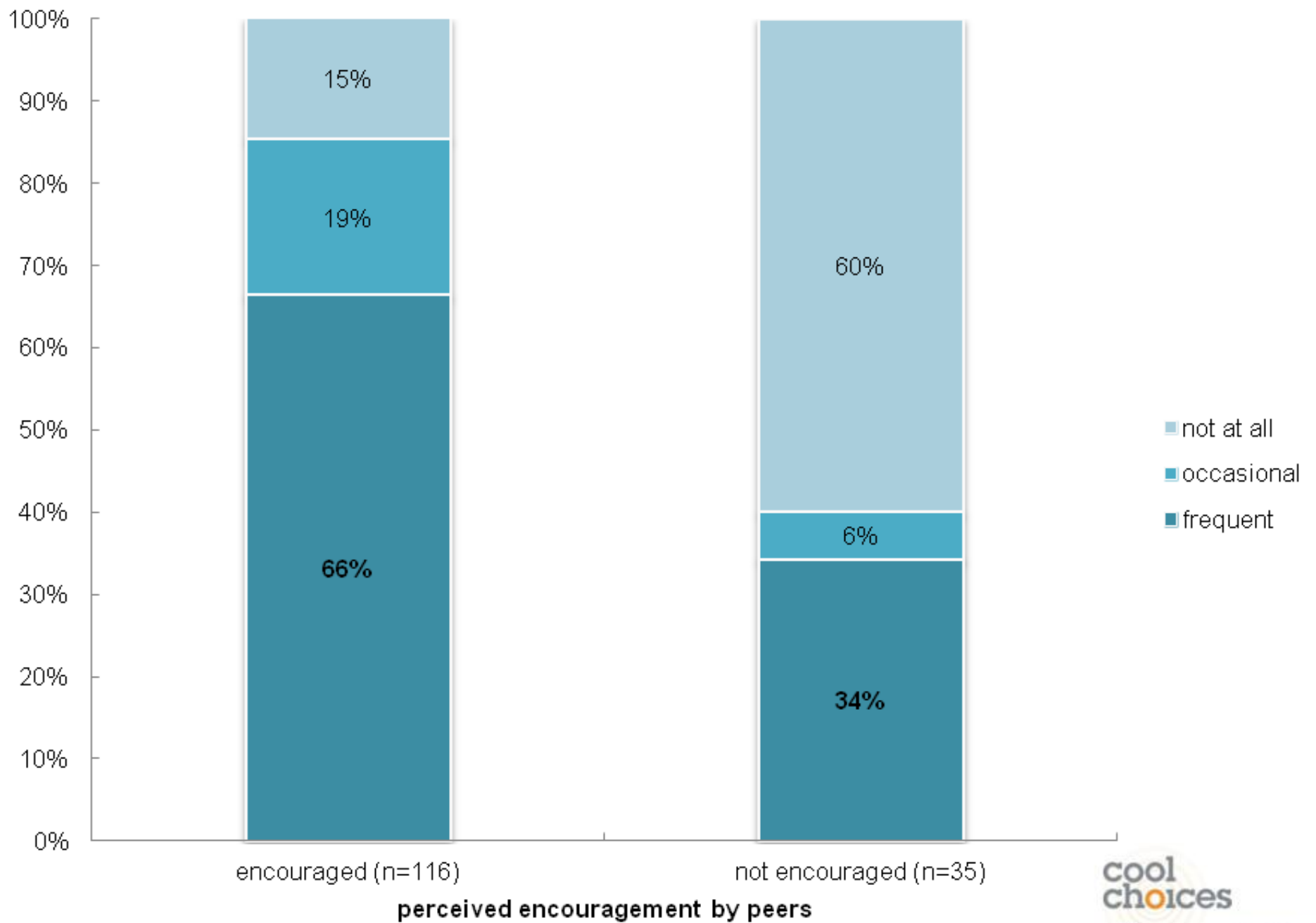
act today, preserve tomorrow

Unique Players Per Week of Game



Why Did You Participate in Game?





Lots of Potential Triggers



***Watching less tv =
good parenting***

cool
choices

act today. preserve tomorrow

Workplace Games: Change Is Fun, Social and Easy

Kathy Kuntz

kkuntz@coolchoicesnetwork.org

608-443-4271

cool
choices

act today, preserve tomorrow

