

Gamification Plug-In

Use of game typical elements in a game foreign context: The Evolution of Social BPM

Gamification – State of the Art im Digital Business

Millions of people spend a significant part of their leisure time with playing video games, because they like to face challenges. Gamers face the challenge in order to satisfy basic human needs like autonomy and embeddedness. For several years now, some companies try to use this condition to increase the engagement and motivation for special tasks or services. The objective is to create a comparable engaging experience in business procedures and business applications like video games can do. All of this comes together in the subject of gamification.

Problems in traditional Business Process Management

Business Process Management (BPM) is a term for the task of ensuring high performance in a company's business processes through the application of specific approaches, methods, and technologies. Based on a classic, four-phase PDCA cycle (Plan, Do, Check, and Act), to this end, various activities are executed in the form of a so-called BPM life cycle, which aim for the continuous improvement of business processes. Aside from the process execution itself, most activities are traditionally carried out by a small number of experts, taking into account the corporate strategy. For example, method experts are usually in charge of the analysis and modeling of actual and target processes,

while IT professionals realize the technical implementation of business processes for the purpose of partial automation. In contrast, process participants, i.e. those individuals who actually execute the business processes, usually do not actively contribute their own knowledge and experience in process improvement. Instead, this is done passively. For instance, in the context of expert interviews.

Gamification in a corporate environment

Although the most popular examples of gamification mainly come from private, individual users, there is also potential for it to be used in the corporate business sector.

The idea is to transform process modelling/management into game-like activities in order to make these tasks more fun for the developers and employees. This eventually can lead to a higher well-being and an increase in work productivity within the team atmosphere.

Gamification of Business Process Modeling

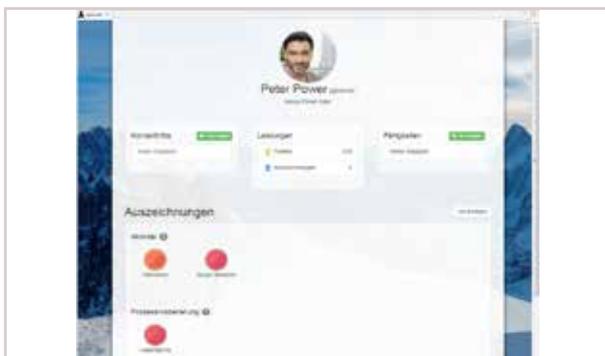
General introduction for an easy entry

To get an overview of the possible activities that a user can launch as part of Horus Gamification, a brief introduction serves as an aid. General information on the subjects Gamification, Profile completion, Learning and Challenges can be viewed here.



Extended User Profile and Status View

In the context of Business Process Modeling the players are modelers who participate in a common modeling project. Therefore, contact information and skills can be specified in the Profile. Next to this, the achievements and badges of the user are displayed. At any time, an aggregated Status View is available.



Quality metrics as a basis for creating challenges

The quality of a procedure model has multidimensional characteristics and can be measured in a number of figures. Therefore, different frameworks like the SEQUAL-framework, the 3QM-framework or the principles of modeling properly exist, which are discussed in science but not considered in economic practice.

Companies are very interested in the optimization of the quality of their business process models, but are faced with the problem that common modeling tools do not support features that make the optimization easier.

The Gamification-Module in the Horus Business Modeler is measuring the quality of the process models and indicates quality improvements in real time, so that Horus becomes kind of game.



Points & Leaderboard

Most activities in Business Process Modeling lead to a quantifiable work result, which can be used to provide modelers feedback and to reward them. The summary of the points obtained during the modeling is shown in the Leaderboard.

Commercial Framework

Licensing	Private Community (inkl. Opt-out or User who don't want to use Gamification)
Requirements	Horus Business Modeler, Horus Private Community (optional)
Horus Alliance	Horus Alliance Partner on the Web: www.horus.biz/de/partner
Note	Downloads for Horus Freeware products can be found on the Internet at www.horus.biz/download The listed products are trademarked and belong to the respective owners Our partner for Cloud Infrastructure: www.hetzner.de