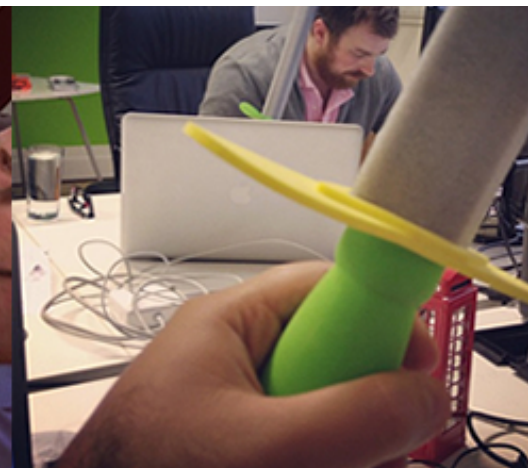
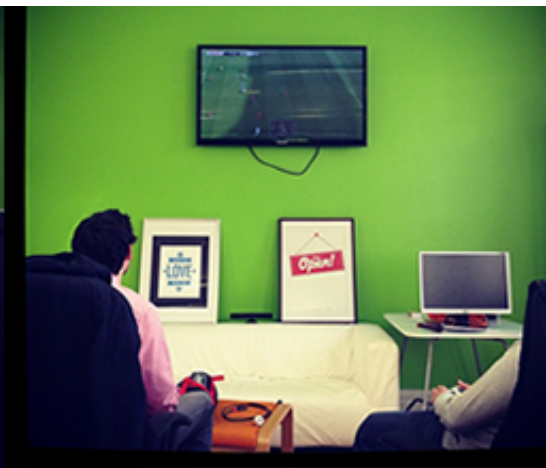




Hej!

- ✓ **Where I'm from**
- ✓ **Story of Librarygame**
- ✓ **Share my tips**





Running in the Halls

- ✓ We make interactive products
- ✓ Set ourselves crazy challenges
- ✓ We love libraries



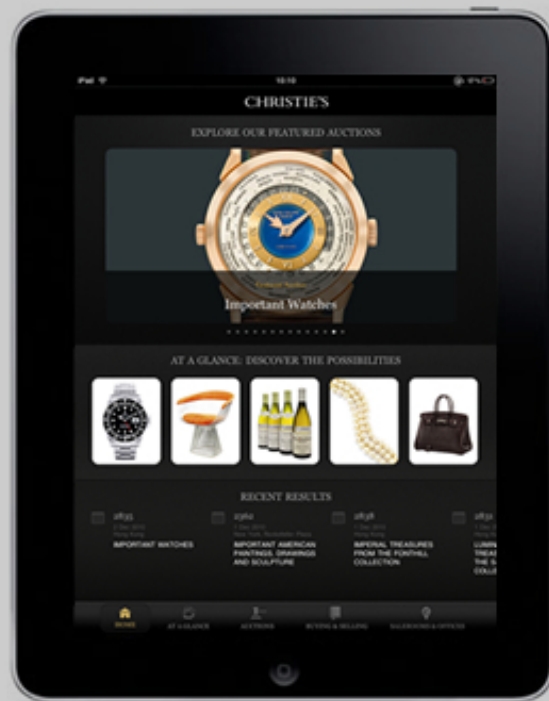


CHANNEL 5



CHRISTIE'S

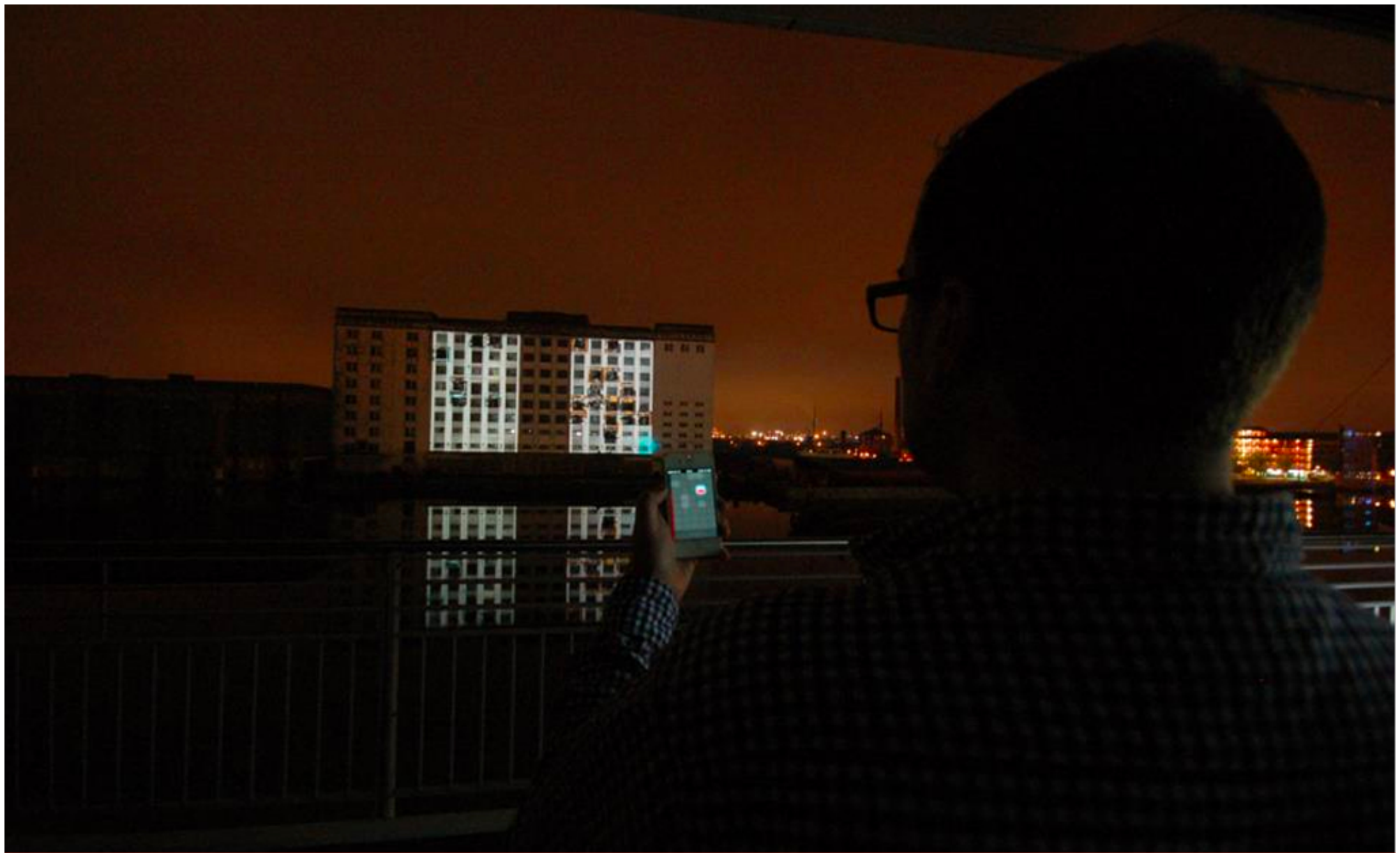
How we pay our bills



Apps



Games

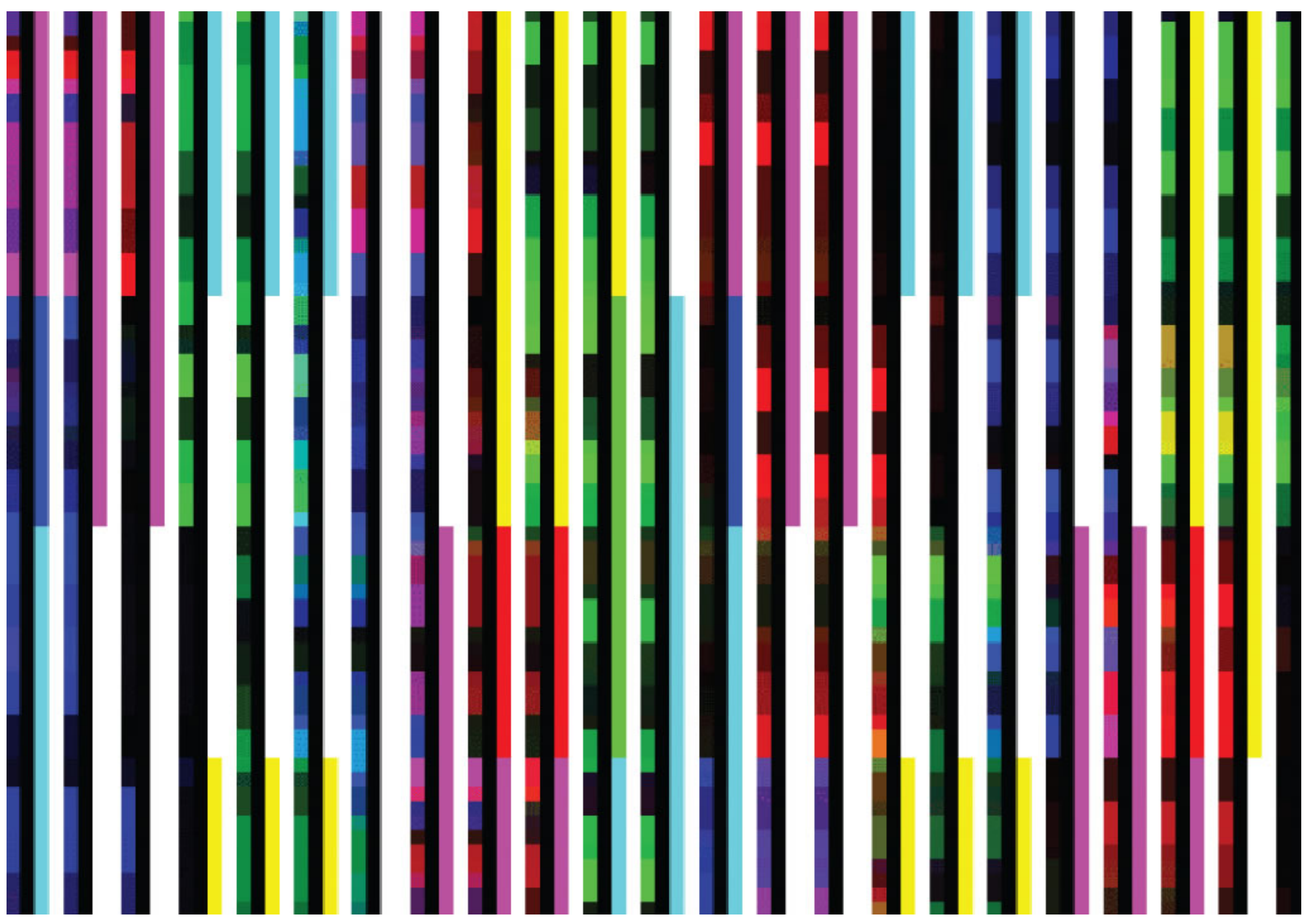


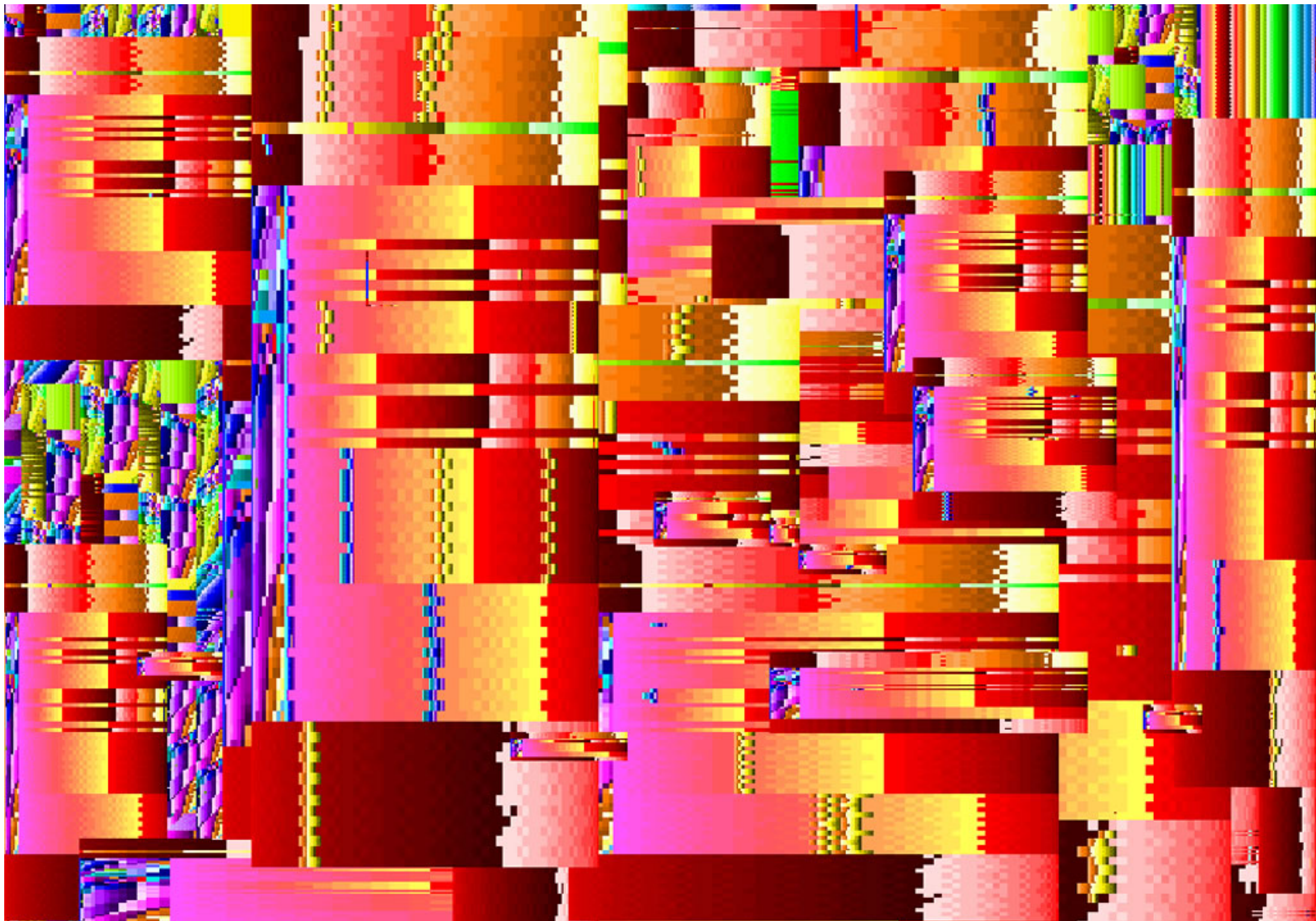
Installations

- ✓ **Creative Director**
- ✓ **Personal interest in libraries**
- ✓ **Used to be a design lecturer**

Yes  **Fix it**

Problem?

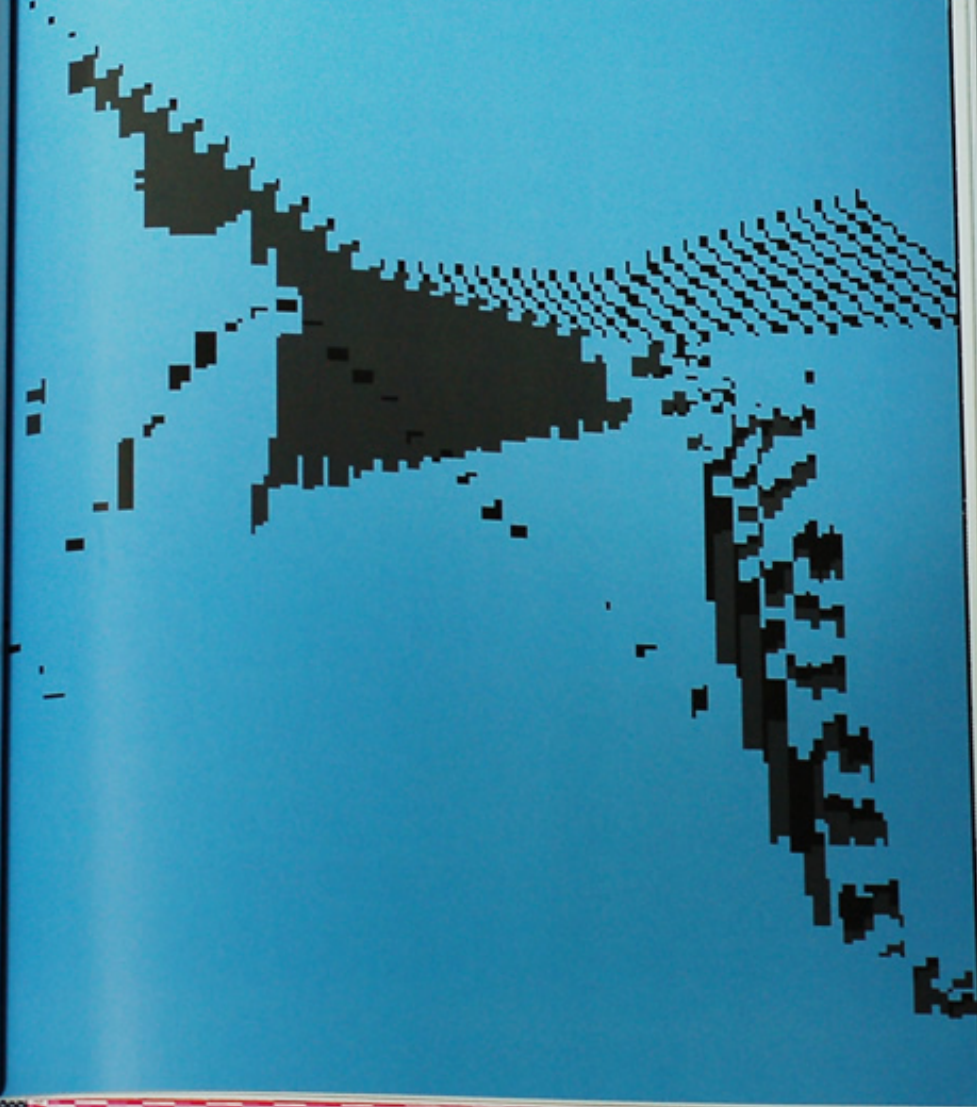






Joe Gilmore
Celtic 3
Video Still
2004

028.001
028.002
028.003



✓ Transformational



Shay's Grades

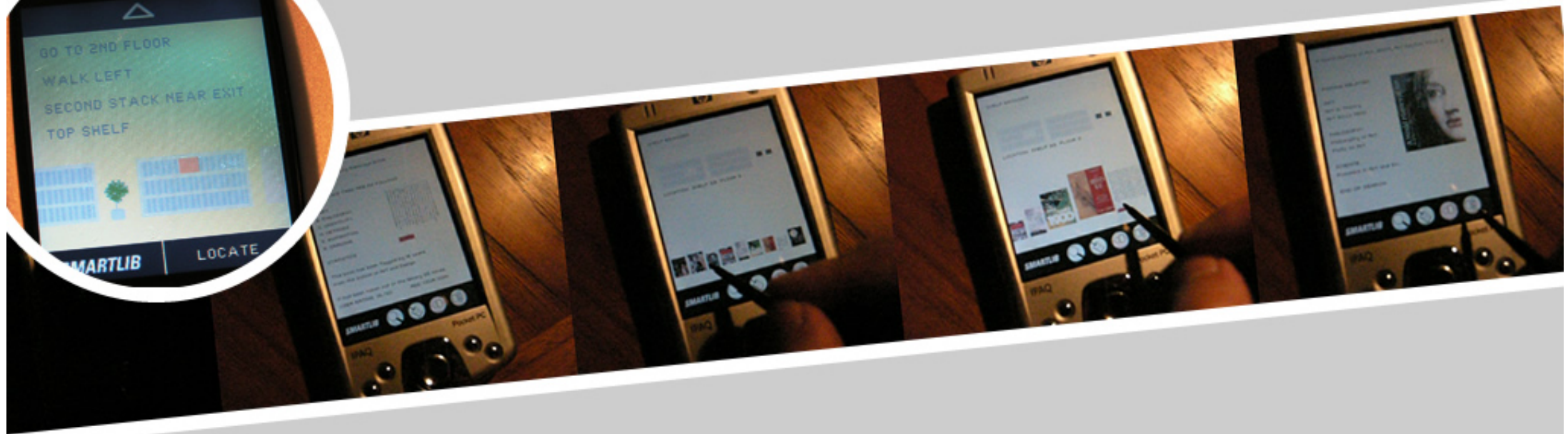
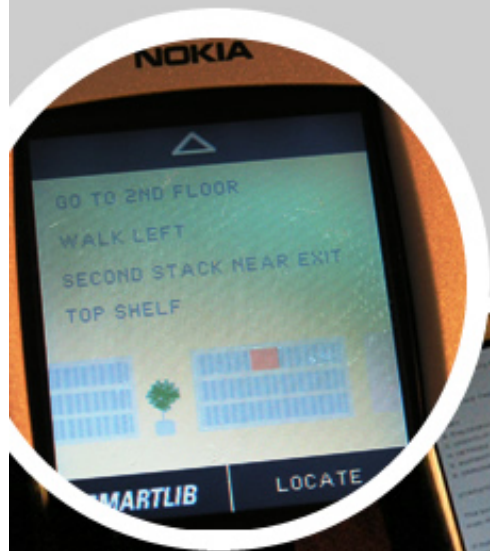
✓ Curiosity

- ✓ **MA in 2005, Dept of Architecture.**
- ✓ **Smart Design**

**Interventions in spaces,
creation of new
services!**



Observing library users



Prototyping




Enter ISBN: 024051954X

Deconstructing the Elements with 3ds max 6 : Create natural fire, earth, air and water without plug-ins

Pete Draper, 2004.



Do more:

- Watch this book 
- Email this quote 
- Read everyone's quotes (14)
- Annotate / Comment 

Rate     

Quote

The combination of two fall-off maps creates a slight rim glow which makes the smoke appear softer. This simple effect adds a greater degree of realism to your scene than using conventional lighting alone.

Chapter?

Page?

Anti-social? 

Add Another Quote +

Contextualise

3d technique lighting 3dsmax sfx specialeffects

Enter IS

Deconstru
earth, air

Pete Dra

Quote

The combi
appear sof
convention

Context

3d techniq



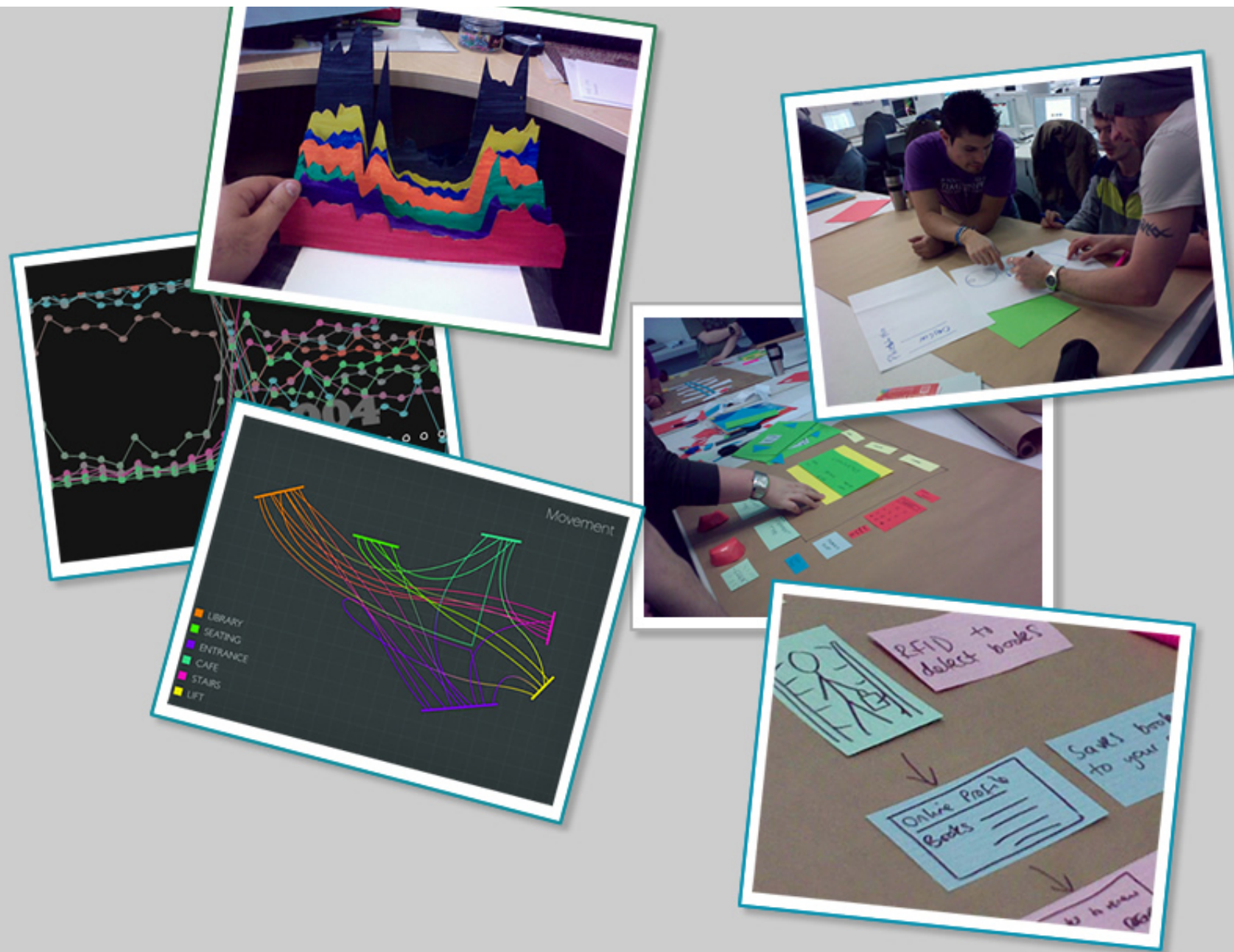
- ✓ provided **utility**
- ✓ **social**
- × **not fun**
- not human.

✓ “What makes any of it so smart?”

Don Norman

me





By users for users

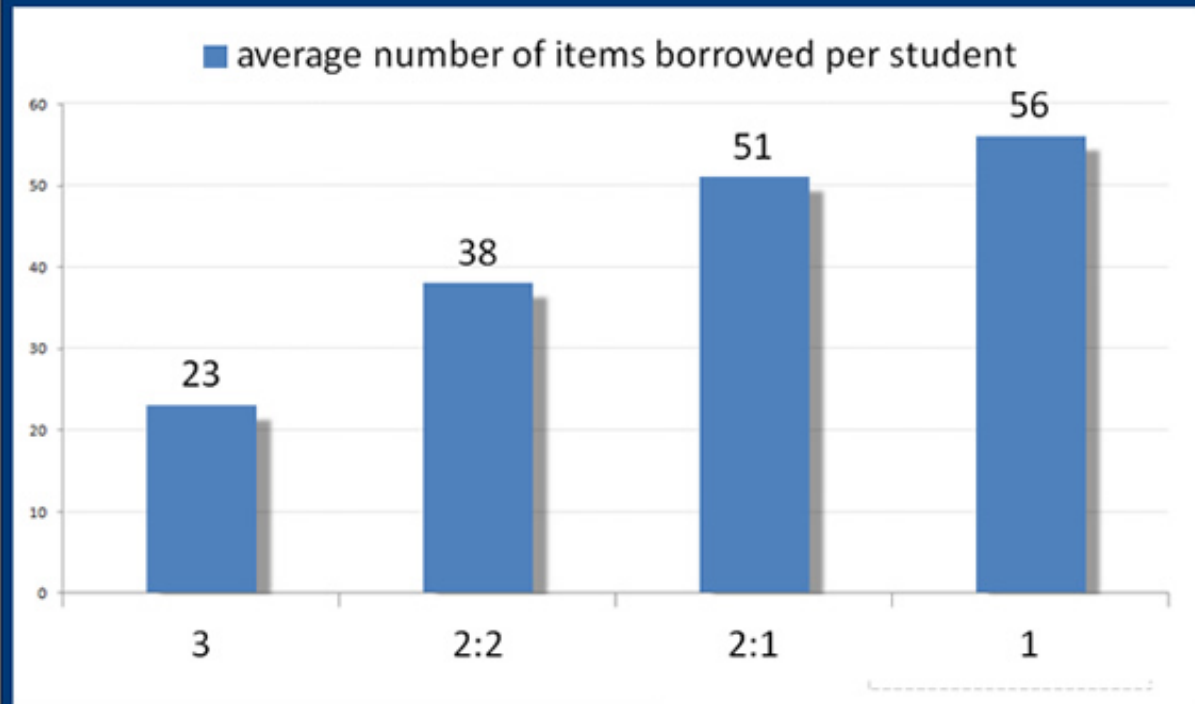
- ✓ **start with a problem:**
addressing low usage
improving the interface

Academic Libraries

- ✓ **Discovery is a major obstacle**
- ✓ **Passive experiences are boring**
- ✓ **Poorly marketed**

Secondary issues

Honours Graduates *2007/8 & 2008/9 – item loans*



Library Impact Data Project



4,500

Public
libraries

1,200

McDonalds

Borrowing

- ✓ Finding it (takes some doing)
- ✓ Is it there, isn't it there? Mystery!
- ✓ Ritual of checking it out
- ✓ Collect other items
- ✓ Evaluate if it's good enough
- ✓ Get it Scanned / Self Service

Borrowing

- ✓ Finding it (takes some doing)
- ✓ Is it there, isn't it there? Mystery!
- ✓ Ritual of checking it out
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Borrowing

- ✓ Finding it (takes some doing)
- ✓ Is it there, isn't it there? Mystery!
- ✓ Ritual of checking it out
- ✓ Collect other items
- ✓ Evaluate if it's good enough
- ✓ Get it Scanned / Self Service

Borrowing

Challenge

- ✓ Finding it (takes some doing)
- ✓ Is it there, isn't it there? Mystery!

Ruleset

- ✓ Ritual of checking it out
- ✓ Collect other items

Action

- ✓ Evaluate if it's good enough
- ✓ Get it scanned / Self Service

Borrowing

Challenge

Ruleset

Action

Consequences

discovery

attractive interfaces

playful interactions

mystery

surprise

challenge

personalisation

risk vs. reward

reciprocity

narrative

What

A game played in the library as a layer or flavour, augmenting interactions, injecting interest & providing utility.

Librarygame



A flavour of **Librarygame**

- ✓ **Interactions** between users. Reciprocity
Socialising, Discovery, Documenting journeys
- ✓ **Guided behaviour** using the library a certain way.
Nudge and remind! Residing on users channels.
- ✓ **Enrichment** how do the conversations feed back into the discovery space.

Behaviours

✓ encourage behaviours

Why

✓ demonstrate:
value
currency
relevance

Academic Libraries

Short-Term



Long-Term



Tree + Lemons



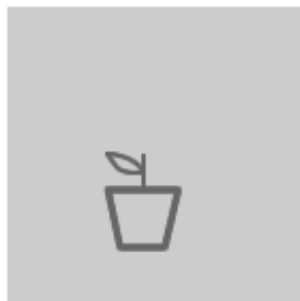
sapling + Insects



Tree + Flowers



Fresh pip



seedling



young leaf



mature leaf



sapling



tree





Appointment Mechanics

When you enter the library

When you check stuff out

Item aware interactions

Checking out items by same author

Genre / Classification Range



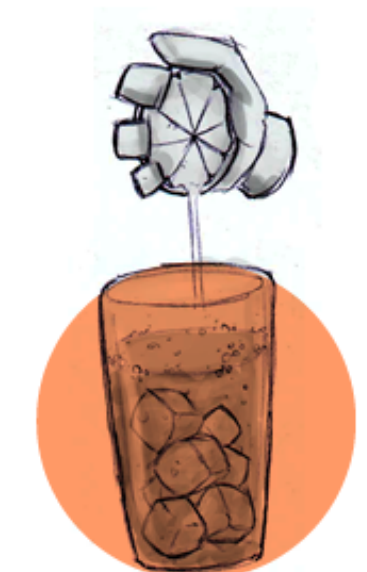
Social Interactions

Multipliers for visiting with Friends

Recommending to them

Enrichment Interactions

Reviewing, Rating, Commenting





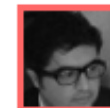


Me

My friends

Everyone

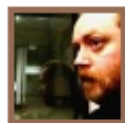
Settings



Log out

Recently

Search for friends



Dave Pattern Redeemed a promotional code

+ 250 points

December 02 at 16:17



Cath accessed an e-resource

+ 5 points

December 02 at 10:11



Greg Ingham borrowed The politics of aesthetics : the distribution of the sensible

+ 25 points

November 30 at 14:17





Carolene Lees—Art, Design and Architecture



Unlocked Visit library before 10am five times

+ 300 points

December 02 at 10:03



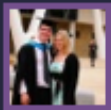
Visited the Library

+ 5 points

December 02 at 10:03



Unlocked 10 visits



Carolene 's Lemontree

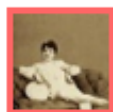


Level 1

870 points



Happening right now...



Lisa Colton accessed an e-resource

+ 5 points...



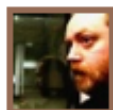
Alison Mealey unlocked Connected to Facebook

+ 25 points



Alison Mealey unlocked Setup complete

+ 50 points



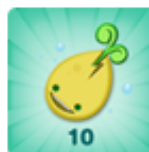
Dave Pattern accessed an e-resource

+ 5 points...



Linda Lewis unlocked 10 visits

+ 50 points...



Linda Lewis visited the Library

+ 5 points...



Top player



Andrew Walsh

2550 points

Performance by school

Applied Sciences



Art, Design and Architecture



Business



Computing and Engineering



Education and Professional Development

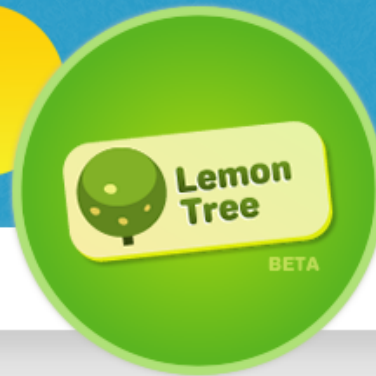


Human and Health Sciences



Music, Humanities and Media



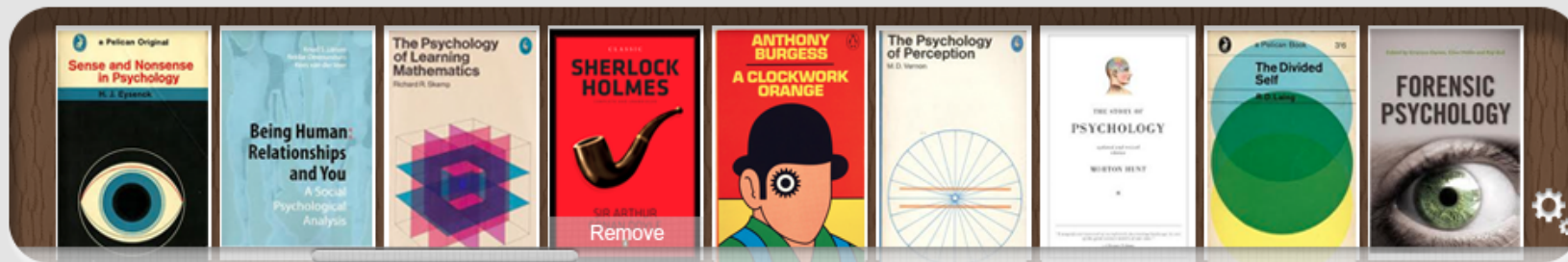


Home

About

Log in

Leaderboards



Nicole Harding—*Music, Humanities and Media*



Visited the Library

+ 5 points

December 12 at 10:13



Visited the Library

+ 5 points

December 11 at 15:27



507.12 ARC



view this book on library.hud.ac.uk [Amazon](#)

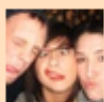
This item was previously borrowed by



Recent Reviews



"half the ideas presented are either impossible to implement or irrelevant to the average curriculum needs of today"



"quite a handy little book, used it to spark discussion in groups"



"why isn't this on the reading list for the PCPD course, Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos"



Level 1

230 points





Lisa Balman

Works at [The University of Huddersfield](#) Studied at [Leeds Metropolitan U.](#) Lives in [Huddersfield](#) Born on 4 December



Write post



Add photo/video

Write something...



Wall



Info



Photos (242)



Notes



Friends

Friends (120)



Andrew Walsh
Uni. Huddersfield



Lisa Balman

I unlocked Returned first item and scored 75 points



Lemontree for The University of Huddersfield

library.hud.ac.uk

Lemontree, get points and achievements when you use the library



Like · Comment · 28 May at 12:13 via Lemontree ·



Simple to manage

Name

Star

- 20 5 items borrowed
- 21 100 items borrowed
- 22 250 items borrowed
- 23 Check out over 10 items in one visit
- 24 Checked out over 10 items x 5
- 25 Returning an item X days before it was due
- 26 Returning an item on the day it was due
- returning something that satisfies a request.
- Checking out a requested item
- Checking out a requested item x 10

Subject Specific

- 5 x Human & Health items borrowed
- 5 x Applied Sciences items borrowed
- x Art & Design items borrowed
- x Humanities / Media items borrowed
- Music items borrowed

- You've borrowed 25 items
- You've borrowed 50 items
- You've borrowed 100 items
- You've borrowed 250 items
- You've borrowed 10 items in one visit
- You've borrowed 10 items 5 times
- You've returned an item early
- You've returned an item on the day it was due
- You've returned an item someone requested
- You've checked out an item that you requested
- You've checked out 10 items that you've requested
- You've borrowed 5 Human and Health items
- You've borrowed 5 Applied Sciences items
- You've borrowed 5 Art and Design items
- You've borrowed 5 Humanities / Media items

Do you feel the interactions
within Lemontree encourage
you to change your
behaviour?

“I don’t really use it”

“pointless”

- ✓ Borrow more books: 36%
- ✓ Borrow a wider range of books: 23%
- ✓ Come into the library more often: 44%
- ✓ Come into the library at different times: 25%
- ✓ Use more electronic resources: 37%
- ✓ Has not changed my behaviour: 40%
- ✓ Other: 6%

Do you feel gamification is appropriate for the library?

Yes	85%
No	5%
Unsure	10%

Saying / doing different.
Survey bias.

“It can become quite
addictive in the sense that
you want to try harder to
achieve more points”

“..it’s always nice to see your achievements pop up on your Facebook wall. Just for something as simple as getting a book out or visiting the library. It gives a boost to do it more often”

“...useful way of seeing what other people in the same field are reading.”

“Well implemented but a bit too unobtrusive, easy to forget it exists.”

Observed Behaviour

- ✓ Personal analytics is important to the users.
- ✓ Linking frequency of use to learning.

- ✓ Don't design for everyone
- ✓ Iterate, build on what works.
- ✓ Appreciate that good design takes time

We recommend

- ✓ **Interactions** between users. Reciprocity
Socialising, Discovery, Documenting journeys
- ✓ **Guided behaviour** using the library a certain way.
Nudge and remind! Residing on users channels.
- ✓ **Enrichment** how do the conversations feed back into the discovery space.

Behaviours

- ✓ Playfulness is extremely innate.
 - ✓ Good gamification is well designed
 - ✓ Achieve it first with minimal means
 - ✓ What does the user get? Think utility!
 - ✓ How you scale/sustain is important
- Bottleneck is ALWAYS 1. Overthinking
2. Bureaucracy

Our findings



Where next!

Talk to us @Librarygame
librarygame.co.uk

Thanks!