examples

Knowledge community

The scientific community ResearchGate evaluates the work and impact of scientists according to the number of publications, citations, downloads, and views. RG calculates the score which is a metric that measures scientific reputation based on how all of a scientist's research is received by peers.

examples

Knowledge community

The Wikipedia community is comprised of hundreds of volunteers who write and edit the millions of articles. Examples of gamification are article ratings,badges to highlight excellent articles, and the fun motivator Creating order out of chaos.

examples

Crowdfunding community

Kickstarter, the crowdfunding platform, uses gamification like time pressure, with a preminently displayed countdown calendar, goals to reach, getting something in return, depending on the backer's pledge amount, and being part of a project.

examples

Crowdfunding community

Crowdfunder is an investment platform that brings small investors together with startups and other projects in need. One special game design element is that backers become investors and not just customers.

examples

Knowledge community

The members of conference-based community of speakers and audiences in TED receiveTED credits for: starting conversations, translating TED talks, organizing or watching TEDx events and joining TED staff. TED is one of the few communities that does not reveal how many points are earned for their TEDCred score.

examples

Knowledge community

The Khan Academy is a non-profit educational site with videos explaining maths, physics, chemistry, etc. Participants can earn Energy points and badges for effort and test results, like meteorite-, moon-, sun- and black hole badge.

examples

Knowledge community

Quora is a knowledge community that puts some limitations on the way questions are asked and answered. Questions can be edited by other members to make them clearer or more precise. Second, a member can give only one answer to a question , although this answer can be continually edited and improved.

examples

Shopping community

The auction platform Ebay includes hunting for rare items and bidding on it under pressure. Also, vendor and buyer ratings form the core of the eBay reputation system. Regular eBay seller events help educate sellers about best practices and help form a community spirit amongst members.

DEMO examples

Crowdfunding community

designformotivation.com

DEMO examples

Crowdfunding community

designformotivation.com

DEMO examples

Knowledge community

designformotivation.com

DEMO examples

Knowledge community

designformotivation.com

DEMO examples

Shopping community

designformotivation.com

DEMO examples

Knowledge community

designformotivation.com

DEMO examples

Knowledge community

designformotivation.com

DEMO examples

Knowledge community

designformotivation.com

DEMO

examples

Knowledge community

Avvo is a professional community where lawyers provide answers to legal. Responses to questions can be up-voted by other lawyers, and members can mark an answer as “best” or “helpful”. Members can also comment on the responses.

DEMO

examples

Crowdfunding community

SomePitching is a website where members can evaluate startups and their ideas. Startups can enter a contest and have their startup idea evaluated by potential customers and professionals. Members receive points for their evaluations and contributions.

DEMO

examples

Shopping community

The clothing retailer ModCloth uploades the new designs and asks for community’s input to decide whether a new fashion item shall be added to the product line. ModCloth discovered that often the best selling items are not those that the community liked the best, but the ones that had resulted in the most controversial discussions.

DEMO

examples

Shopping community

Haystakt is a shopping website where the price of a product is determined by the number of orders of people joining the crowdfunded project.Buyers see the price drop after the minimum number of orders has been reached.

DEMO

examples

Entertainment community

To engage the audience of the animated movie “Rio” both with the movie and the brand, they offered interactive games through a website. To earn a specific badge, the community had to reach a certain level of badges and they encouraged players to invite friends to participate.

DEMO

examples

Supportive community

Bucketlist allows players to make a list of things to do. Players can either choose from a suggested list or create their own goals. Each goal is then set with a target date. Once it is completed, proof can be submitted such as pictures. Players follow each other and give supportive comments.

DEMO

examples

Crowdsourcing community

Google Image Labeler was a game that paired two random players and asked them to tag an image with labels in order to improve Google’s image search tool. In less than 2 minutes both players had to list as many tags as possible. For every tag matched they earned points.

DEMO

examples

Crowdsourcing community

NASA’s Zooniverse is a platform where people can participate in making scientific discoveries. Challenges include classifications of clouds or asteroids. Players can also discuss an image once they’ve classified it to see what others thought.

DEMO examples

Knowledge community

designformotivation.com

DEMO examples

Crowdfunding community

designformotivation.com

DEMO examples

Shopping community

designformotivation.com

DEMO examples

Shopping community

designformotivation.com

DEMO examples

Entertainment community

designformotivation.com

DEMO examples

Supportive community

designformotivation.com

DEMO examples

Crowdsourcing community

designformotivation.com

DEMO examples

Crowdsourcing community

designformotivation.com

examples

Goverment community

myHawaii is the public website of the state of Hawaii, where citizens can use self-services to file documents, reserve camp grounds and interact with the state offices. The site is gamified to encourage the use of the online offering and reduce office traffic and costs.

examples

Game communities

FaceGame is a serious game that helps employees memorize names of their co-workers. Players have to identify as many co-workers by their faces in 30 seconds as they can. Each player receives a score and can also invite other co-workers to a competition. Other similar apps invite only team participation.

examples

Employee-innovation community

The UK department of Works and Pensions introduced “Idea Street” as a way to encourage employees to innovate. State employees could suggest ideas and earn virtual money on them by commenting on ideas and trading them as on a virtual stock market.

examples

Employee-innovation community

Be-novative motivates players to share creative ideas via a gamified process. Players evaluate the collected ideas based on their impact and feasibility and follow their implementation. Be-novative collects ideas in time-limited brainstorming sessions with parallel small groups, using a score to measure players on: energy, inspiration, implementation, and leadership.

examples

Customer-innovation community

MyStarbucks Idea was launched in 2008 to encourage Starbucks customers to submit ideas to improve products and services. Members receive points for submitting ideas, voting, commenting and receiving votes.

examples

Innovation community

OpenIDEO is an innovation management platform that aims to solve social causes. Members follow missions and add their contributions in every stage. Each challenge starts with members add information to the challenge and define potential paths for development. In the next stages they ideate around the challengeand the research and vote on ideas.

examples

Government community

designformotivation.com

examples

Game community

designformotivation.com

examples

Employee-innovation community

designformotivation.com

examples

Employee-innovation community

designformotivation.com

examples

Customer- innovation community

designformotivation.com

examples

Innovation community

designformotivation.com