

DIGITAL BADGING AND A GAMIFIED UX

DIGITAL UNIVERSITY @ DAFITC 2022



Introductions



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Goals of this Talk

1. Introduce the concept of gamification
2. Describe how we incorporate it into Digital University
3. Provide a framework for other products and services to incorporate it

About Digital University



Conceived to address a technical skills gap within the DoD, Digital University (DU) is a learning & data platform that provides anytime access to Silicon Valley accredited training in the most in demand Operational Cyber Career Pathways.

This product is developed & maintained through the Bespin Software Factory. It is a joint effort of the Air Force and Space Force.

About Digital University



Currently DU serves over 30,000 learners across the DoD with a 24,000+ course catalog across vendors such as Udemy, Data Camp, Cloud Academy, Coursera, and Udacity.

From a UX perspective, DU boasts a system usability score of 72.8 based on user feedback from our learner community.

Let's Talk Gamification

What is Gamification?

- Gamification is the incorporation of game-like elements into a product or service for the purpose of increased engagement
- Common examples are badges, leaderboards, challenges, and points systems

By The Numbers

- On average, employees experience a **60%** engagement increase with a gamified work experience. (Zippia, 2022)
- **33%** of employees prefer to have game-like effects in their training platforms (TalentLMS, 2019)
- **60%** of employees who undertook gamified training increased their productivity. (EHS Today, 2018)

Why DU Uses Gamification

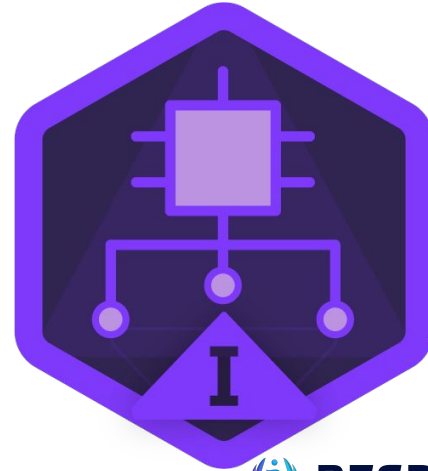
- **Motivate Learners** – providing incentives in the learning experience to keep learners engaged
- **Encouraging the “Right” Behaviors** – using elements of gamification to show users how they can use the DU platform
- **Helping to Build Community** – gamification is inherently social and shows people that others are engaged in similar activities

How DU Uses Gamification

DU incorporates the following elements as part of its gamification strategy:

1. Digital Badging
2. Points System & Leaderboard
3. Visual Progression & Leveling
4. Rewards

Digital Badging



Digital Badging

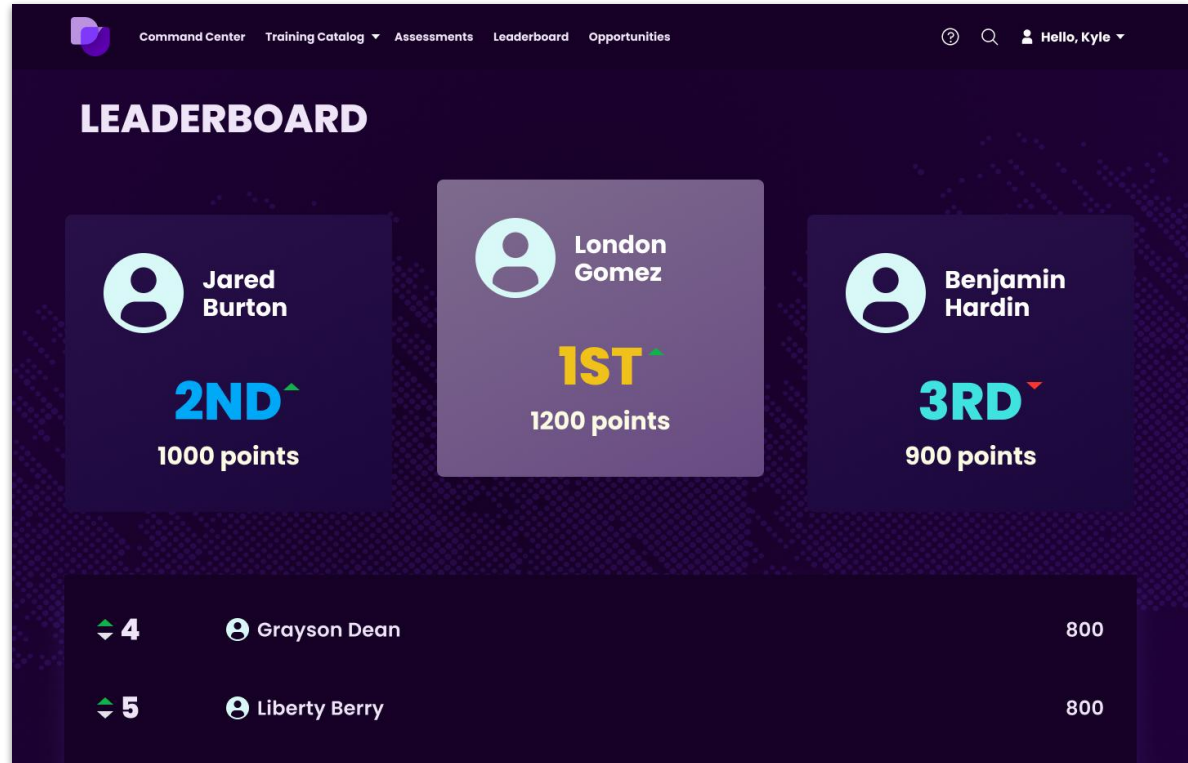


Goal: Provide learners with shareable certifications of completion & mastery

How It Works

- As learners complete training or use the DU platform in different ways, they receive badges
- These badges are shareable outside of the platform (i.e. LinkedIn)

Points System & Leaderboard



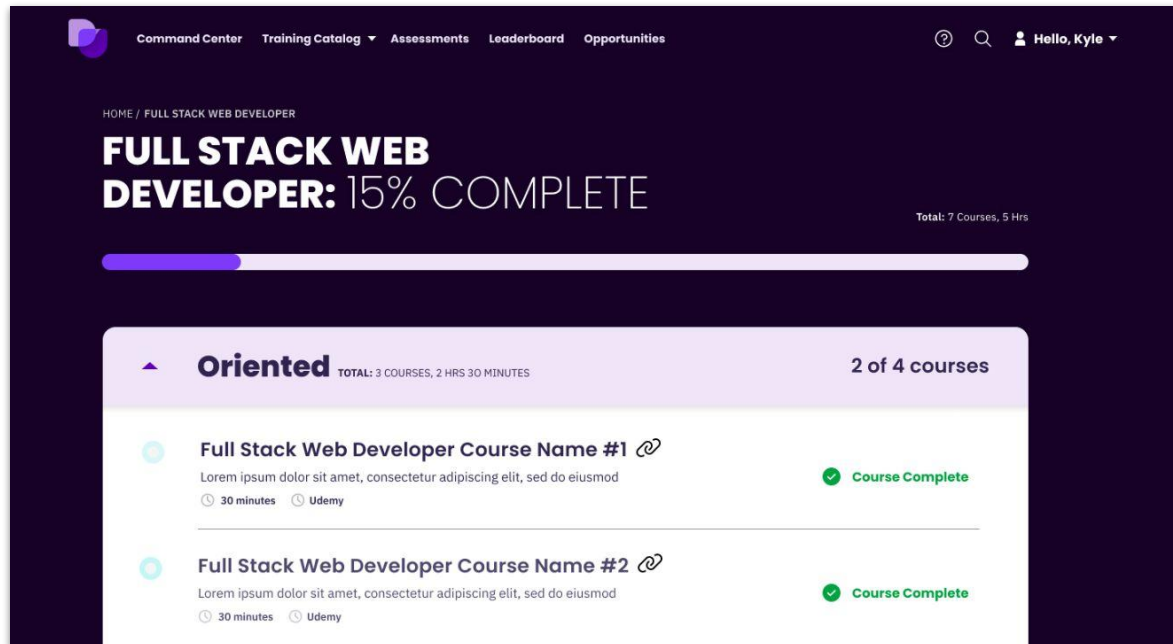
Points System & Leaderboard

Goal: Provide learners with a way to see where they rank among other learners on the platform

How It Works

- As learners use the system, they receive points for completing training
- Learners are able to go to the leaderboard to see their rank across the site

Visual Progression & Leveling



Visual Progression & Leveling

Goal: Provide learners with a visual indicator of their progress within a DU training plan and indicators of their levels of mastery of a technical competency

How It Works

- As learners take training plans on DU, we let them know their progress within the plan to continue to motivate completion
- We also provide through completion of the plans and completion of assessments, assigned mastery levels (from Oriented to Expert) of learners

Rewards



[Command Center](#) [Training Catalog](#) [Assessments](#) [Leaderboard](#) [Opportunities](#)

 [Hello, Kyle](#)

OPPORTUNITIES

At Digital University, you'll find new possibilities you never knew existed. We can connect you with numerous organizations across the Air Force and Space Force where you'll be able to put your new training to good use.

Opportunities For You

Udacity Nanodegrees for Space Force

Ready to upskill? See if you qualify for one of Udacity's technical nanodegrees

[Go to site →](#)

Sign Up for the Galvanize Software Bootcamp

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque.

[Go to site →](#)

Rewards

Goal: Provide learners with opportunities for them to expand and apply the knowledge they've learned based on completion of training

How It Works

- As learners complete training, we provide them with different opportunities such as hackathons, offers for internships, and invitations to special events

Demo Time!

Gamification Elements in DU



Monitoring Gamification Effectiveness



We leverage **User Experience Monitoring (UEM)** for capturing and tracking this data (Matomo + OpenSearch/Kibana + Online Forms)

By monitoring, we understand what's working and how we can improve. The following data points are key for understanding engagement:

- Site Traffic
- Learner Course Completion
- Learner Training Plan Completion
- User Sentiment via direct user feedback (Usability Scores)

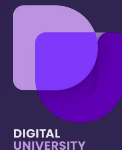


BESPIN



Crafting a Gamification Strategy

- Step 1: Have a reason for integrating gamification
 - Utility over novelty
 - Define engagement goals
- Step 2: Determine which gamification elements should be integrated
 - Understand your users and their needs
 - Take a user centered design approach to integrating gamification
- Step 3: Measure and refine
 - Know what success looks like
 - Track it via a mechanism like User Experience Monitoring (UEM)



Thank You & Questions

Learn more about Digital University by visiting
<https://digitalu.af.mil/>

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