It's Raid Night!
Gamification for Software Test Teams?

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Hurry Up! It’s Raid Night!

- Tonight we are going to tackle the Release Candidate
- This is a Big Boss
- Let’s get the right skills in the Party
- We’re going to have to cooperate and support each other, so no Rushes or Solo’ing
- We will have to Grind through some Mobs
- And a couple of Boss Battles before the Big Boss
- Make sure you keep Upgrading as we go
- Make sure you call for Medic
- Let’s make it an Epic Win!
People...

- Your most important asset

Are they part of a high performance team ...?

Are they getting meaningful recognition ...?

What is their career path ...?

How do we change/improve behaviours ...?

Gamification – Last Year’s Buzz?

- The **goals** of gamification are to achieve higher levels of engagement, change behaviours and stimulate innovation by increasing the feelings of accomplishment, fun, and cooperation through a continuous feedback/rewards system

- Games
  - Single/Multi-player
  - Special abilities and power-ups
  - Level-up to get stronger for harder missions
  - Achievements and unlocking of special items/levels
  - Casual gaming: Keep players coming back via events, specials, community relationships

- Industry
  - LinkedIn
  - Foursquare
  - Air Miles
  - Canadian Tire Money
  - Club cards
  - Get-one-free
  - Recognition/Trust: forums, TopCoder.com

- Change your behaviour?
Why Do We Keep Playing?

- What makes you like your job?
  - What do we like?
  - What do we endure?
  - What do we want to change?

- What is success in terms of your job, team, company?
  - How is success recognized?
  - Cool opportunities, promotion, $$$’s?

- How does your team support the above? Your company?

High Performance Teams

- “You’re all individuals”
  - What are you good at?
  - How do you get better?
  - Average at everything?
  - Specialist in a few things?

- “We’re all individuals”
  - How do you learn about people on your team?
  - How do you get your team to work as a team?
  - What does it mean to build a high performance team?

- A high-performance team can be defined as a group of people:
  - With specific roles and complementary talents and skills,
  - Aligned with and committed to a common purpose,
  - Who consistently show high levels of collaboration and innovation,
  - That produce superior results.

- The high-performance team is regarded as tight-knit and so purposeful that they will surmount any barrier to achieve the team’s goals

- They are the best at what they do

The Team – Who’s the Hero?

- The Hero is everyone! But what is your SPECIALIZATION within the team?
- Looking for Group – Roles give focus/purpose:
  - **The Tank**: This person has the best defensive abilities and can take the most damage
  - **The DPSer**: Damage per second classes, are all about doing as much damage as quickly as possible. Archer, Blademaster
  - **The Nuker**: This person specializes in "nuking" his targets from afar with high-damage spells.
  - **The Petmaster**: This person calls upon the assistance of powerful companion creatures
  - **The Healer**: This person makes sure that the rest of the party doesn't die

http://tvtropes.org/pmwiki/pmwiki.php/Main/AnAdventurerIsYou/
Meaningful Recognition

• How to meaningfully recognize someone who:
  • Tests 2x faster than anyone else, consistently and reliably!
  • Designs the minimal set of test cases for maximum coverage?
  • Uncover the bugs in an area with no test case documentation?
  • Is the technical go-to person for everyone else?
  • Instills the abilities needed for others to do the above?

• How to meaningfully recognize a team who:
  • Overcomes (beyond the usual) shortages of time and resources?
  • Adapts rapidly and successfully to significant changes?
  • Ships a system with zero severe bugs found post-release?

Visibility & Fun “Cheesy” Ideas?

• Great places for recognition:
  • In person, in public
  • Scrums and status meetings
  • Wide-distribution emails (don’t forget anyone)
  • All-hands meetings

• Great places to give visibility of achievements:
  • A team board or wall (leaderboard, progress bars)
  • Laptops (stickers) and desks (toys, trophies)
  • Email “sig’s” (badges, titles), user accounts (avatars)
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- Achievement/Badges:
  - “Interrupt-proof!”
  - “Flying Solo!”
  - “In Utter Darkness!”
  - “Replay Master!”
  - “Twisted Pair Tester!”

- Give to other team members (eg: Developers, BA’s)
  - “Unbreakable!”
  - “Boss-Bug Basher!”
  - “Mass-Mob Masher!”
  - “Neighbourly Neighbour!”
  - “Secrets Service!”
  - “Unam-bug-uous!”

Level-Up!

- Levels to be:
  - Clear, Appropriate
  - Measurable, Trackable

- Integrate recognitions to add-up to level-up

- Beware rules like the “10,000-Hour Rule”

- Instead, measure ability and improvement against defined criteria

A system of recognition leads to real recognition that is meaningful for the individuals in the team in the company and perhaps without...

Specializations: Specializations are available after reaching Level 2: 
Performance Testing, Tools, Automated Testing, Automated Automation, Performance Testing, 

- PTS-3 Performance Testing (Senior)
- TS-2 Manual Test Case Development
- TS-3 Manual Test Automation (Senior)
- TA-2 Test Automation
- TA-1 Test Automation (Junior)
A Greater Purpose?

- More fun at work is great, aiming people at the important tasks is smart, but... software projects let human foibles shine through like no where else
- Can we change/improve unconscious behaviours?

- Consider these Cognitive Biases:
  - Confidence Bias – we tend to overestimate our abilities
  - Hindsight Bias – we tend to forget that we screwed up last time
  - Sunk Cost Bias – we tend to not abandon losing causes
  - Anchoring Bias – we tend to estimate too close to an arbitrary ‘anchor’, such as an executive’s budget
  - Confirmation Bias – we tend to seek only that information that supports our preconceptions
  - Bias Bias – we tend to believe we aren't as biased as everybody else

Further Reading

- Keep your best people and keep them engaged, Cindy Ventrice
  - http://www.maketheirday.com
- 50%+ of organizations that manage innovation processes will gamify those processes by 2015
  - http://www.gartner.com/it/page.jsp?id=16292
- “Gaming can make a better world”
  - http://janemcgonigal.com/
- Twelve Tips for Team Building
  - http://humanresources.about.com/od/involveteams/a/twelve_tip_team.htm
  - http://gamification.org/
- Examples:
  - http://blog.aclairefication.com/2012/01/tester-merit-badges-finding-your-way/
  - http://www.scq.ubc.ca/sciencescouts/
  - http://mylegenetwork.wikia.com/wiki/Beta_Tester_Badge
  - http://www.mapleprimes.com/badges/
  - http://www.nerdmeritbadges.com/
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