

It's Raid Night!

Gamification for Software Test Teams?



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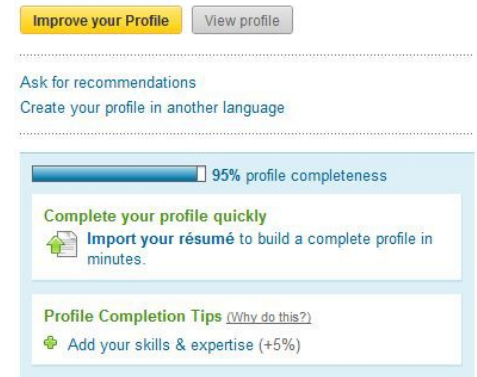
❖ The **goals** of gamification are to achieve higher levels of engagement, change behaviours and stimulate innovation by increasing the feelings of accomplishment, fun, and cooperation through a continuous feedback/rewards system

❖ 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, social/community relationships

❖ Industry

- LinkedIn
- Foursquare
- Air Miles
- Club cards
- Get-one-free
- Recognition/Trust: forums, TopCoder



Change your behaviour?

By design, games are goal-oriented, engaging, exciting

❖ Your most important asset

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

Are they getting meaningful recognition ...?

What is their career path ...?

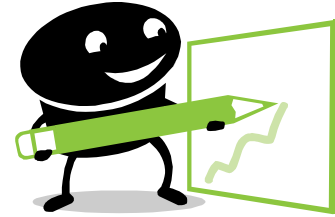
Can we change/improve behaviours ...?

How do you know
you are engaged?
Your team?

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' for you, your team, your company?

- How is success recognized?
- Cool opportunities, promotion, \$\$ \$'s?



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

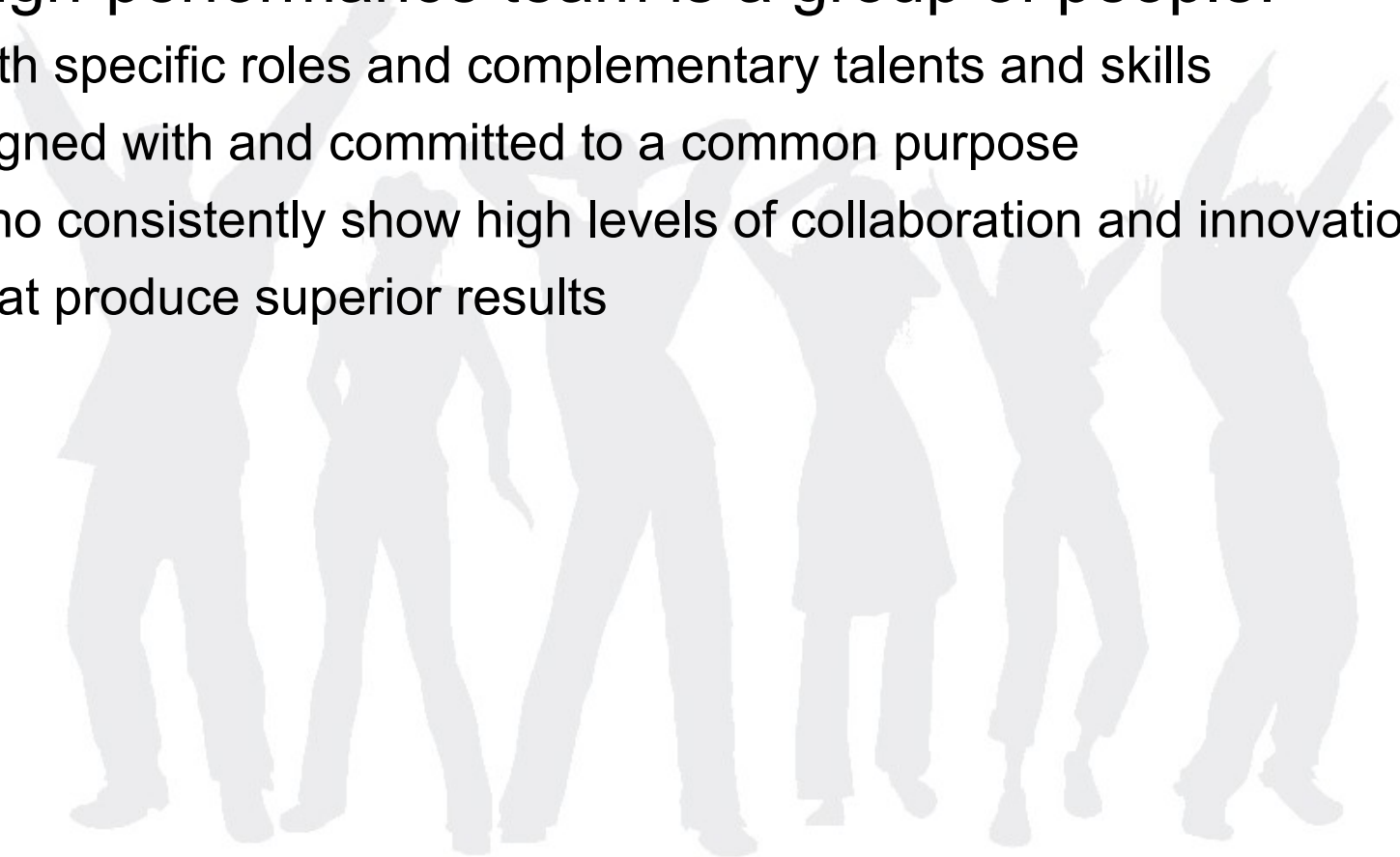


Hurry Up! It's Raid Night!

- ❖ Tonight we are going to tackle the Release Candidate
- ❖ This is a *Big Boss*
- ❖ Let's get the right skills in the *Party*
- ❖ We have to *Grind* through some *Mobs*
- ❖ And a couple of *Boss Battles* before the *Big Boss*
- ❖ Cooperate and support each other, no *Rushes* or *Solo'ing*
- ❖ Make sure you are *Upgrading*
- ❖ Call for *Medic* before its too late
- ❖ Let's make it an **Epic Win!**



- ❖ A high-performance team is 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



- ❖ In a team, the team is the Hero!
- ❖ Ask, what is your SPECIALIZATION?
- ❖ 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
- **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

- ❖ In a team, the team is the Hero!
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- ❖ Roles give focus to **Map these to the team**

➤ **The Tank:** This person has the best defensive abilities and can take the most damage
Scripted Testing

➤ **The DPSer:** Damage per second classes are all about doing as much damage as quickly as possible
Exploratory Testing

➤ **The Nuker:** This person specializes in "nuking" his targets from afar with high-damage spells
Performance Testing

➤ **The Petmaster:** This person uses the assistance of powerful companion creatures
Automated Testing

➤ **The Healer:** This person is sure that the rest of the party doesn't die
Test Lead

<http://tvtropes.org/pmwiki/pmwiki.php/Main/AnAdventurerIsYou/>

❖ 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?
- Uncovers the bugs in an area with no test case documentation?
- Is the technical go-to person for everyone else?
- Mentors the abilities needed in 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?

❖ The level of fun (or “cheese”) should fit the team

➤ Achievement Badges/Trophies:

- “Interrupt-proof!” – can’t distract this team member
- “Flying Solo!” – successfully tested solo
- “In Utter Darkness!” – successfully worked with no requirements
- “Replay Master!” – for high quality bug reports
- “Twisted Pair Testers!” – ‘evilest’ pair of testers, pair testing



❖ Share the fun (more importantly, the recognition)

➤ Give to other team members (eg: Developers, BA's)

- “Unbreakable!” – for high quality code
- “Boss-Bug Basher!” – for toughest bug squashed
- “Mass-Mob Masher!” – for most bugs squashed
- “Neighbourly Neighbour!” – for most collaborative
- “Unam-bug-uous!” – for high quality requirements



Regardless of the level of “cheese”, recognition should mean something

❖ Make recognition visible

- In person, in public
- Scrums and status meetings
- Wide-distribution emails (don't forget anyone)
- All-hands meetings

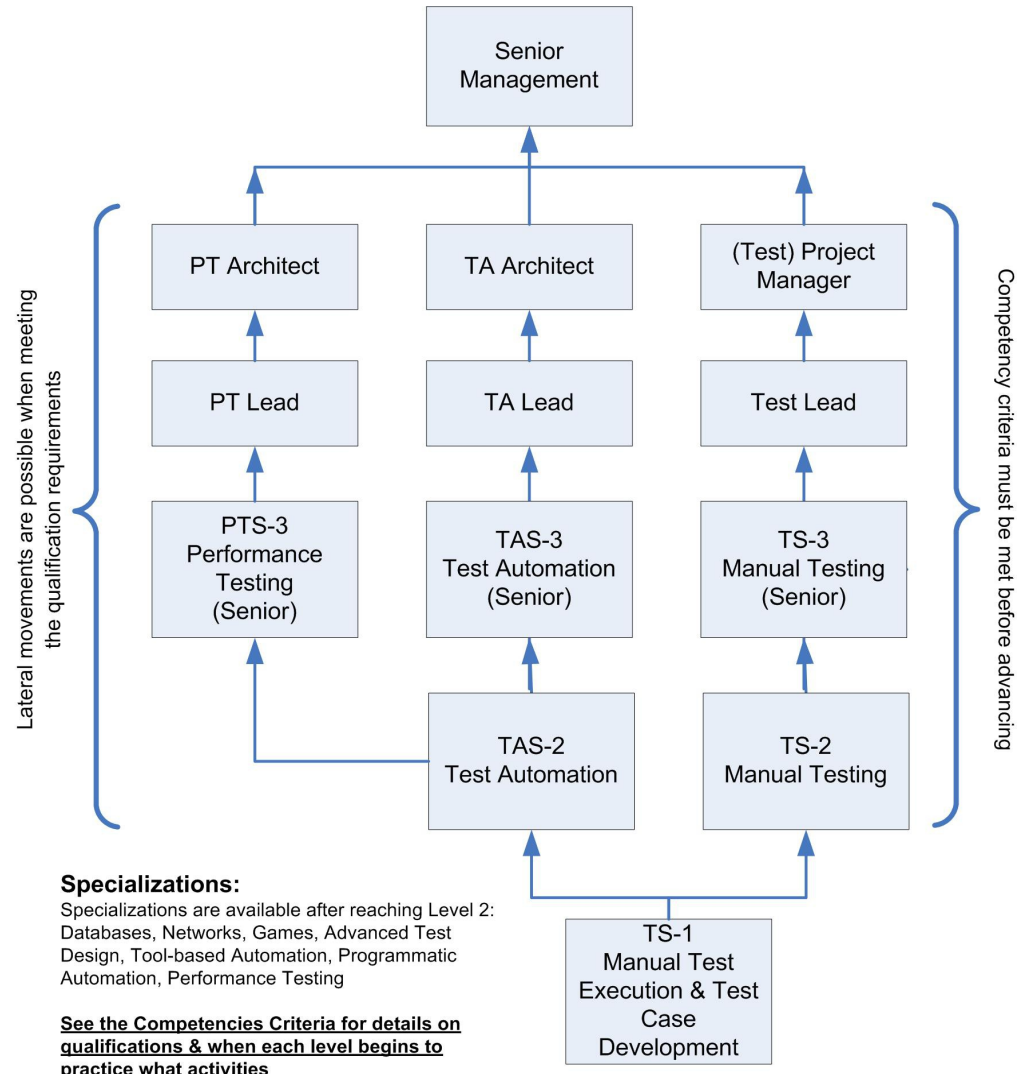
❖ Make recognition last

- A team board or wall (leaderboard, progress bars, thank you's)
- Laptops (stickers) and desks (toys, trophies)
- Email "sig's" (badges, titles), user accounts (avatars)

❖ Make recognition make the team want to be a team

Career Pathing – Make It Real

- ❖ An integrated system of recognition leads to real recognition that is meaningful for the individuals, for the team, and for the company
- ❖ Integrate recognition to add up to a level-up
 - Levels to be clear, appropriate, measurable, trackable
- ❖ Beware criteria like the "10,000-Hour Rule"
 - If you count hours, you'll get hours
- ❖ Instead, measure contribution, ability, and improvement against defined criteria



- ❖ More fun at work is great
- ❖ Aiming people at the important tasks is smart
- ❖ But, badges are not the point...
- ❖ Software projects let human foibles shine through like nowhere else. 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
- ❖ Can we gamify meaningful recognition to overcome these unconscious behaviours?



- ❖ 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=1629214>
- ❖ “Gaming can make a better world”
 - <http://janemcgonigal.com/>
- ❖ Twelve Tips for Team Building
 - <http://humanresources.about.com/od/involve...>
- ❖ Gamification Wikipedia
 - <https://badgeville.com/wiki/>

❖ Badge Examples:

- <http://blog.aclairification.com/2012/01/test...>
- <http://www.scq.ubc.ca/sciencescouts/>
- <http://mylegonetwork.wikia.com/wiki/Beta...>
- <http://www.mapleprimes.com/badges/>
- <http://www.nerdmeritbadges.com/>





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