

Gamified Design for Health Workshop

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1. Workshop Organization

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Guido Giunti MD is the Medical Advisor at Salumedia Tecnologías and PhD Candidate at the University of Oulu, Finland as part of the Horizon 2020 CHESSE Programme on the subject of the use of gamification for behavioral change in chronic diseases. His PhD project involves persuasive interventions through mobile applications in chronic disease patients and is experienced in the use of game design for health and medical education.

2. Workshop Description

Abstract

Increasing lifespans for chronic disease sufferers means a population of young patients who require lifestyle intervention from an early age. For multiple sclerosis (MS) patients, social problems begin with the decline of cognitive skills and their quality of life is affected.

In this workshop, organizers will propose participants to work on different gamification design approaches to solve MS patients' engagement problem. Participants will obtain skills that can be extrapolated to other conditions that require patients change to adopt a different behavior.

At the end, participants will present their proposed gamification design and discuss and comment each solution, assessing potential unintended outcomes and advantages.

Keywords: Gamification, multiple sclerosis, mobile, physical activity

Format

Timeline

- 15' Presentation, and introduction to the problem to solve
- 15' Groups creation, and explanation of the methodologies
- 45' Hands-on exercises
- 15' Results sharing and conclusions

Description

Increasing lifespans for chronic disease sufferers means a population of young patients who require lifestyle intervention from an early age. For multiple sclerosis (MS) patients, social problems begin with the decline of cognitive skills. Quality of life is

impacted, and embarrassment can lead to avoidance of social situations and work obligations causing societies to suffer economically. Studies show how physical activity can alleviate the fatigue and flu-like symptoms of MS treatment, as well as contribute to the general patients' quality of life. However, adherence to physical activity is generally quite low.

In this workshop, organizers will propose participants to work on different gamification design approaches to solve MS patients' engagement problem. Participants will obtain skills that can be extrapolated to other conditions that require patients change to adopt a different behavior. Through being part of this workshop, participants will be taking part of Dr. Guido Giunti's PhD research project and any output produced may be used for his research.

The workshop will start with an introductory talk about gamification and MS patients' needs with a duration of approximately 15 minutes. Organizers will go through different examples of general gamified social IT-based solutions to help attendants get a better sense of what is currently in the market and any underlying game mechanics. Also during this introduction, participants will receive a brief explanation on what struggles MS patients go through and how physical activity can benefit them.

Participants will be separated into different work groups of similar size where each group will receive instructions on a different method for gamification design. One group will be given Salumedia's Gamification framework that takes advantage of proven gamification techniques and Bartle's Player Typology in combination with User-Centered Design principles. The other group will use the GameOn Toolkit, a Gamification Canvas with similarities to the Business Model Canvas. This model uses a boardgame-like approach to gamification, using cards and boards to clearly differentiate elements and actors of the system they are creating. Participants will use their assigned methodology to brainstorm and produce gamified solutions for MS patients. This activity has an approximate duration of 60 minutes.

Both groups will present their proposed gamification design at the workshop's final section, this will allow participants to discuss and comment each solution, assessing potential unintended outcomes and advantages. A badge and a certificate of completion will be given for each attendant before they leave the workshop.