

# IxDC Smart Badge



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# Outline

- Video Introduction
- Problem Statement
- Interview
- Concept
- Prototype and evaluation

# Video Introduction

# Problem Statement

# Problem

Lack of healthy habits in the workplace.

Who?

Employees

What?

Health

Context?

Enterprise

# Habits

Healthy activities (physical, mental and nutritional) during the working hours.

Interview

# Interview

46 participants (32 male and 14 female), medium to large corporate employees  
29 aged 20-35, 14 aged 35-50, 3 aged more than 50 years old

- Motivation
- Employee Badge > Additional Device

Concept



# Current Employee Badge



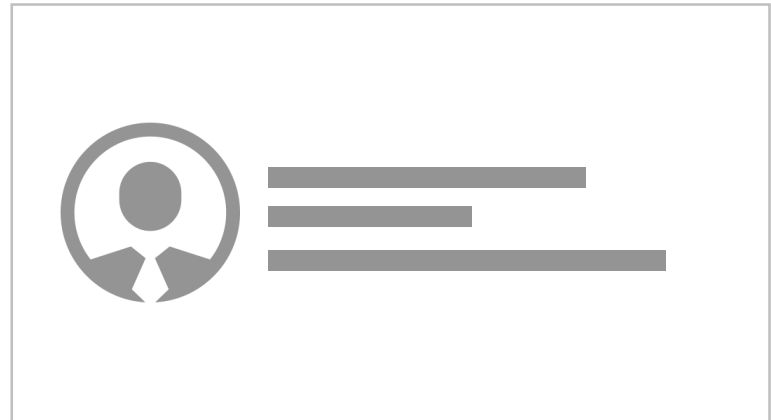
Identity Card



Access Control

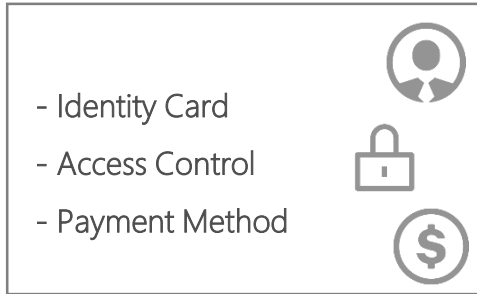


Payment Method



# IxDC Smart Badge

Employee Badge



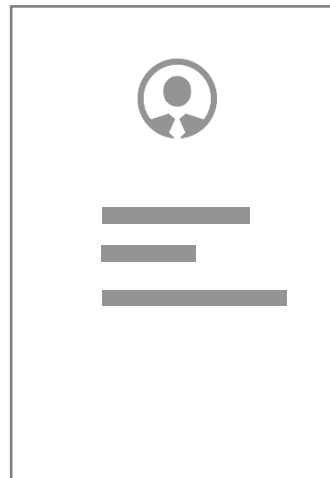
Points Keeper



Activity Tracker









IxDC Smart Badge



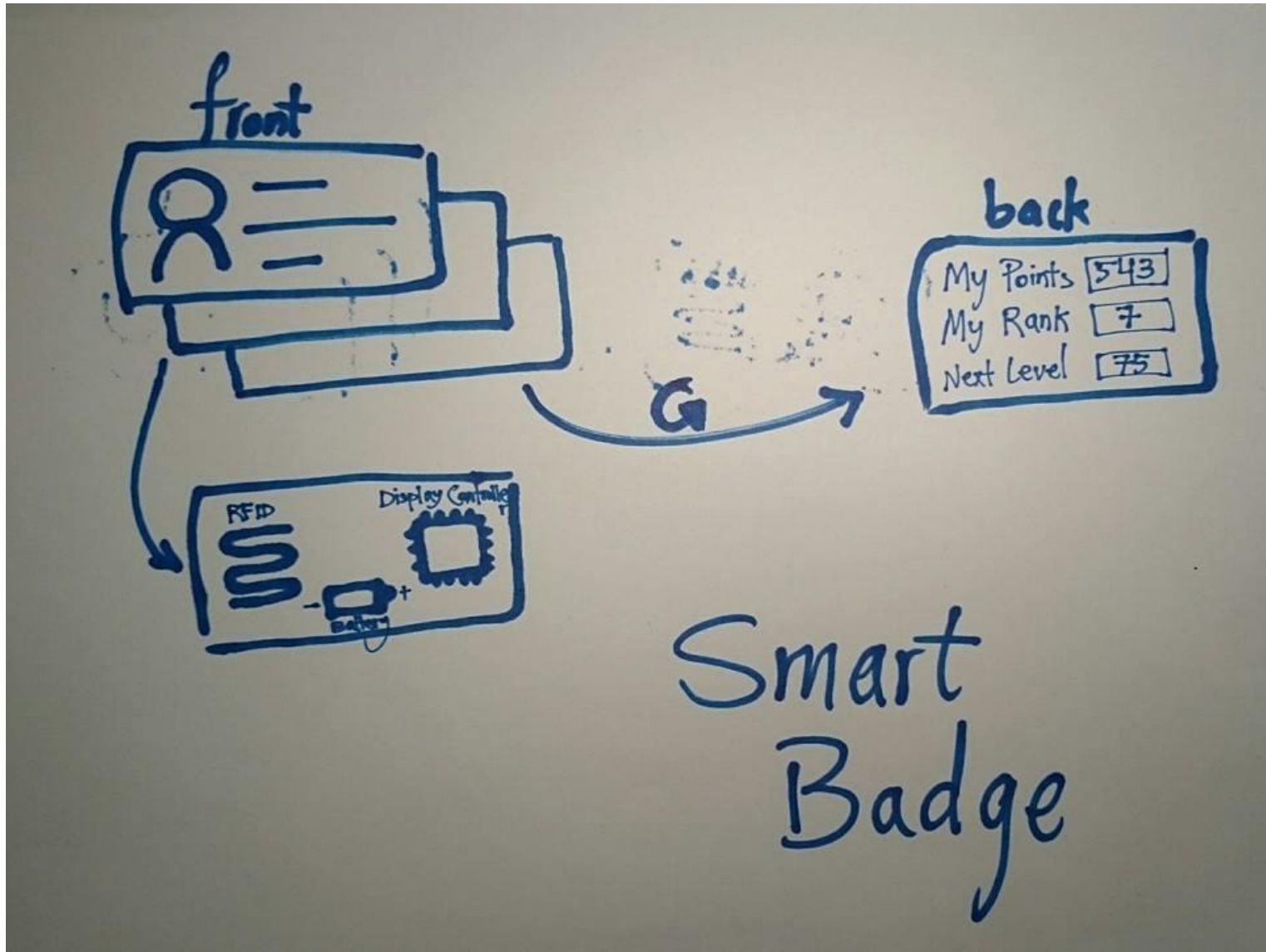
# Guidelines

- How to gain points?
- How to see gained points?
- What are the rewards?

 Elevator	 Stairs	 Gym	 Biking	 Fast Food	 Healthy Food
0 Points	5 Points	30 Points / hour	20 Points	0 Points	10 Points

Prototype and evaluation

# Low-Fidelity Prototype



# Evaluation without users

- ✓ Design principles:
- ✓ Gestalt's laws:
- ✓ Golden rules of interface design
- ✓ Gamification

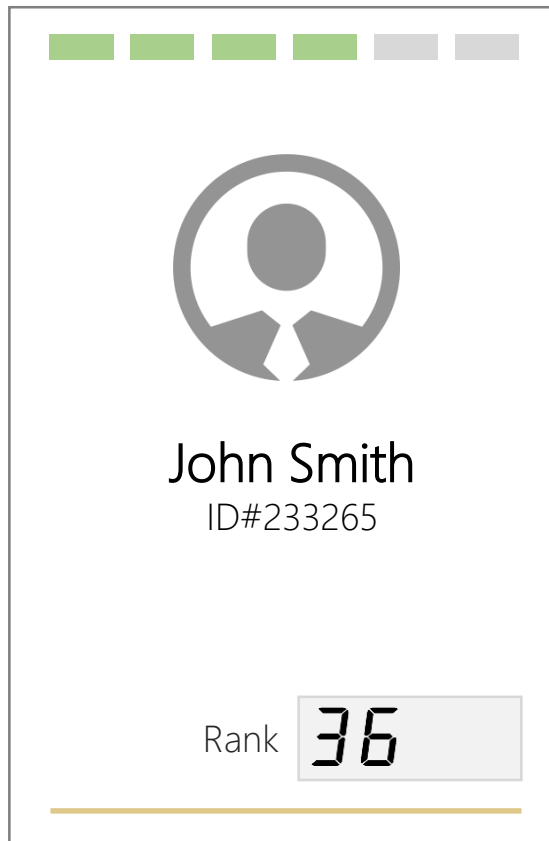
# Evaluation without users

## Gamification

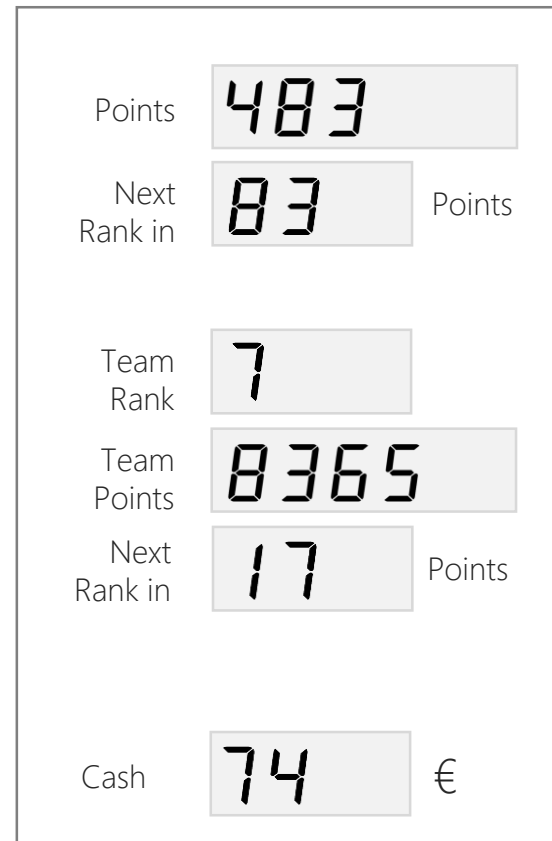
- Interface design patterns
  - ✓ Level
  - + 🎮 Leaderboard
  - + 🎮 Badge
- Design patterns and mechanics
  - ✓ Time constraints
  - ✓ Limited resources
  - Turns
- Design principles and heuristics
  - ✓ Enduring play
  - + 🎮 Clear goals
  - + 🎮 Variety of game styles
- Game models
  - MDA
  - ✓ Challenge
  - Fantasy
  - Curiosity
  - Game design atoms
  - CEGE
- Game design methods
  - Playtesting
  - Playcentric design
  - + 🎮 Value conscious game design

# Mid-Fidelity Prototype

Front View



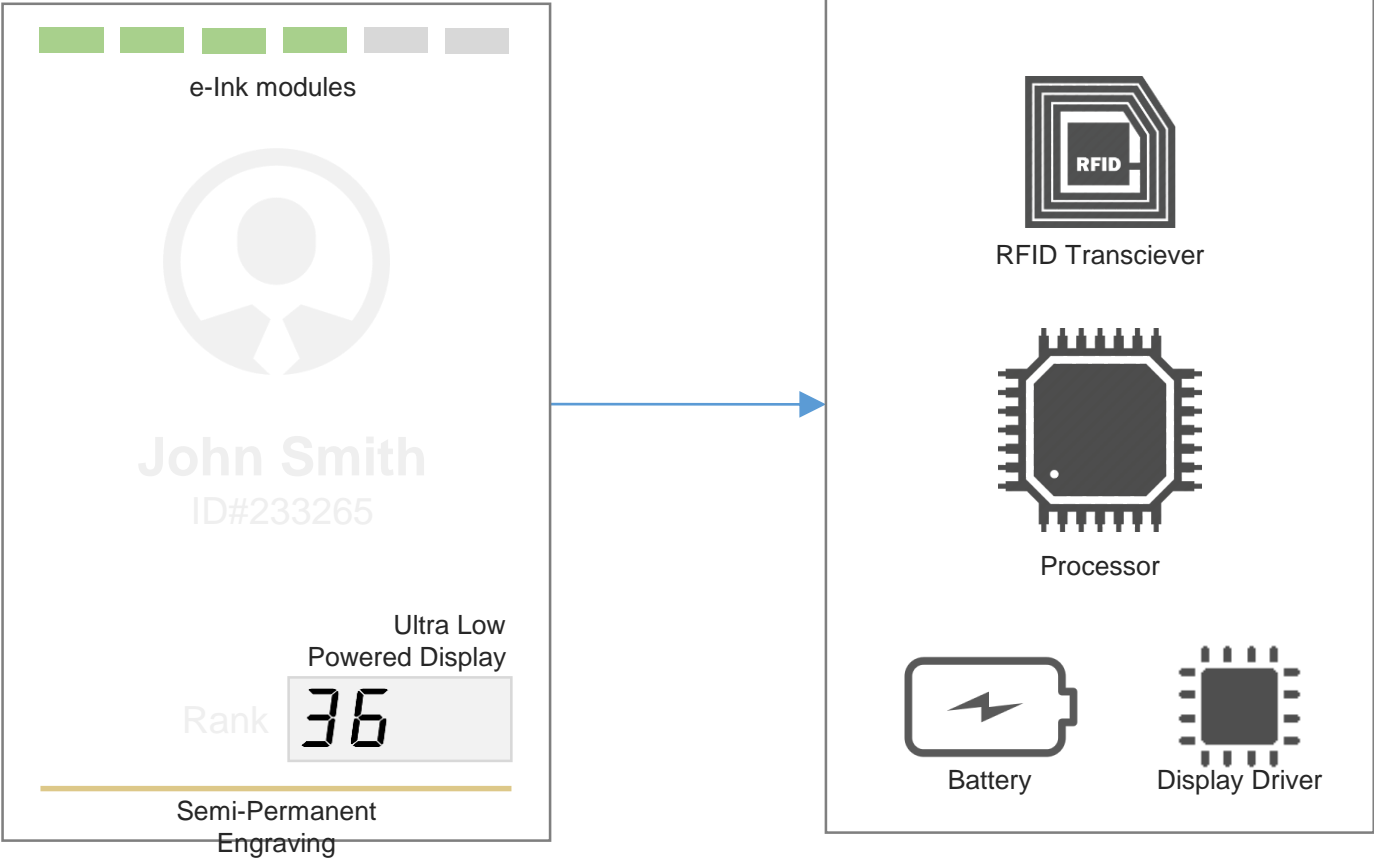
Back View



- Achievement bar (none, bronze, silver, gold)
- Represent the "daily" average health progress for the employee compared to peers.



# Mid-Fidelity Prototype



# Evaluation with users

## Model Extraction:

- Points
- Cash
- Green Bar
- Gold Line

The image shows a user profile card for Jennifer Safi. At the top, there is a circular profile picture of a woman with long brown hair. Above the picture is a progress bar with five segments, the first four of which are green. Below the picture, the name 'Jennifer Safi' and ID '#192330' are displayed. To the right of the name is a 'Rank' label with a value of '7'. Below the name and ID, there is a horizontal line. To the left of the profile card, there is a list of statistics, each with a label and a value in a grey box: 'Points' (483), 'Next Rank in' (7), 'Team Rank' (3), 'Team Points' (836), 'Next Rank in' (83) with 'Points' to its right, and 'Cash' (4) with '€' to its right.

Points	483
Next Rank in	7
Team Rank	3
Team Points	836
Next Rank in	83
	Points
Cash	4 €

# Thank you



Blog: <http://goo.gl/sNjWz0>



Wiki: <http://goo.gl/3uGuUj>



Video: <http://youtu.be/AvJdw8Vk2gw>



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