Gamify your surveys in 10 minutes

Jason Anderson
President, Datagame.io
Three Gamified Survey Examples

or

How to make surveys suck less
How we normally collect demographics

What is your gender?
- Male
- Female

What is your age?
- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
Help us make this paragraph all about you!

Really, just be humans

**How frequently do you go to the movies?**
- At least once a week
- Once a month
- Once every few months
- Once or twice a year
- Never

**What are your favorite movie genres? Please select up to two.**
- Action
- Adventure
- Comedies
- Crime and Gangster
- Drama
- Epic / Historical
- Horror
- Musical
- Science fiction
- War
- Westerns
- None

**Let's fill-in-the-blanks about your movie interests!**

- I'm a regular movie-goer, at least once a week.
- My favorite types of movies are **action movies** and

  - action movies

  I usually go to the movies

  by myself

  My favorite movie of all time is

  movie title

[datagame]
When can/should I do this?

• Groups of questions in a common theme

• No more than 5 or 6 blanks on a page

• Don’t convert an entire survey (unless it’s a very short one)
What tools do I need?

Online Survey Software
Must have custom HTML and JavaScript support
If you’re paying for your survey software, you’re probably OK

HTML Form Builder
Free Examples
• Bootsniipp.com
• DIY HTML code (it’s easy!)
Paid Examples
• Formstack
• Wufoo by SurveyMonkey

JavaScript Skills
Link your HTML form variables to your hidden survey data fields
No skills?
$50 on Upwork.com
Aren’t chatbots difficult to make?

*Intelligent* chatbots are difficult

*Dumb, single-question* chatbots are remarkably easy
Intelligent vs. Dumb

**Smart**
- Siri
- Allo
- Tay
- SyntaxNet
- Parsey McParseface

**Dumb**
- Support Agents
- Slack Bots
- Game Characters
- Quester
- Datagame Chatbot
Another essay question? Really?

What is your general opinion about cars?
- Like a great deal
- Like somewhat
- Neither like nor dislike
- Dislike somewhat
- Dislike a great deal

Can you tell me more about why you like cars?

Can you tell me more about why you don't like cars?
What tools do I need?

**Online Survey Software**
- Must have custom HTML and JavaScript support
- If you’re paying for your survey software, you’re probably OK

**Chatbot Builder**
- **Free**
  - PandoraBots
  - Microsoft Bot Framework
- **Paid**
  - Datagame
  - Chatbots.io

**JavaScript Skills**
- Embedding your chatbot into your survey page
- No skills? Most platforms offer professional services

Which of these logos do you prefer?
Physical Games: Be a Copycat

Single Player (Interviews)

Card Games
- Solitaire (games of choice)
- Trading Cards (set building)

Dice Games
- Yahtzee (simulation / response)

Multiplayer (Focus Groups)

Card Games
- Uno
- Rummy

Board Games
- Snakes and Ladders
- Candyland
Physical Games: What tools do I need?

**Graphic Design**
- **DIY**
  - Photoshop
  - Shutterstock / Adobe Stock
- **Paid**
  - Upwork.com
  - Fiverr
  - deviantART

**Game Design**
- **Free**
  - Your own ideas
  - Window shopping
- **Paid**
  - Datagame
  - Upwork.com

**Printing**
- **Card Decks**
  - PrinterStudio.com
- **Game Boards**
  - TheGameCrafter.com
  - FedEx Office
- **Custom Dice**
  - Chessex
Digital Game Considerations

Games are Software

Software Development Takes Time

Time Costs Money
Digital Games: Custom vs. Off-the-Shelf

Custom Game Development
- Look for gamification shops, not game studios
- 1 to 6+ months development time
- $10k+ per month of development
- High impact / standalone experiences

Off-the-Shelf
- Look for configurability and data integration
- Hours or minutes to configure
- $100 to $5k
Three Takeaways

Gamification already exited the hype curve

Inexpensive DIY options exist

You don’t have to throw away current platforms and processes