



Social Gaming – Just Click and Reward?

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COW CLICKER

...CLICK YOUR ~~COW~~

cker news

Your Pasture

Your Barn

Buy

Give

Invite

Rankings

Blitz

IF

Cowclickification

Help

You Clicked Where Your Cow Used to Be!

You and the other cows in your pasture have earned a click!
...but no moo nor bovinely visage awaits you.

Share your cow click with your friends? When they click cow clicks in your feed, you'll both earn mooney.

Share

Skip



Invite a friend



Invite a friend



Invite a friend



Invite a friend



Your cow



Invite a friend



Next Click In...

05:59:59

Pay 15 mooney to skip

Mooney

15

buy more

Cow Clicks

10

This Week: 2

Udder and Pointers

0 0 0

Cowbell

No Cowbell
Bronze in 990 clicks

learn more



Haute Cowture

Cow Clicker Swag

Buy now

Skinner-Box

repetitive

dull

...

Even a chimp would make progress ...



Just click the stars!

But:

Don't judge the book by the cover!

Social Gaming: Assets

- Accessibility
- Game play
 - Casual
 - Long-lasting & steady
- Integrated in social networks
- Lower development costs

- new and different class of gamers

Example I

Fliplife (www.fliplife.com)

and

The 500.000 XPs-Project



Heinrich Soebke

Senior Telepath

4,810,830

99

Get more Flips!

fliplife beta

Settings Logout

Assignment

Invite 1 friend to Fliplife who registers and verifies their email address!

0 of 1



241,073 / 881,205 XP

Home

Career

Education

Free Time

Shopping

3



1

Premium

Welcome back to Fliplife City, Heinrich!





THE PROJECT:
Pflege die Daten in unsere Systeme ein

- ✓ Besorge dir ein Clipboard und Papier
- ✓ Gehe in den Park
- ✓ E-Plus Gruppe Quiz
- ✓ Achte auf alle Zielgruppen
-  Pflege die Daten in unsere Systeme ein

Project Ranking

-  Mc Hood
92x
-  Susi Loki-Sorglos
870

STEP 5:

Pflege die Daten in unsere Systeme ein

Nachdem du es geschafft hast, genügend Daten zu sammeln, um statistisch relevante Aussagen zu treffen, liegt es an dir, alle diese Daten auch in unser neues System einzupflegen. Und mache dir keinen Kopf, mittlerweile speichert das System automatisch alle Daten an mehreren geheimen Orten verlustsicher ab. Du wirst also dein Clipboard so schnell nicht mehr brauchen.



You do not have enough energy remaining.






Energy replenishment occurs over time or instantly with an energy drink!








Refresh Energy



Reward

-  +217 Cash
-  +216 Experience
-  +0 Social experience
-  +100% Bonus
-  19.7% Tool drop chance

Requirements

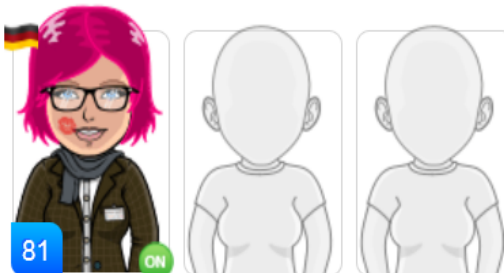
-  3 Co-workers
-  18 hrs. Duration
-  12 hrs. Time to collect
-  12 Energy
-  12 Wear and tear

Lucky Charm



Morale

Co-Workers (1/3)



81
Hellen van Haag

OPEN

OPEN



You (250 chars):


Options ▾


Gifts (24)

Manja, Klaus, Melissa and one other sent you a gift


[View gifts](#)


Tools in use (3/3)

 42x





Tablet

 54x






E-Plus USB flash drive

 65x



Headset


	Quality of work:	94%	+353%
	Concentration:	93%	+200%
	Craftsmanship:	11%	+0%



































Storage (1995/2000)

[Upgrade your storage](#)

[Buy items in the equipment-shop](#)

 Your house is almost full! Buy a bigger one! Soon you won't be able to receive a tool or material reward!

 42x  Tablet	 54x  E-Plus USB flash drive	 65x  Headset	 40x  Organizer	 33x  Calculator	 30x  Clipboard	 25x  Calculator	 15x  Calculator
 43x  Ay Yildiz pen	 43x  BASE mobile trailer	 43x  E-Plus USB flash drive	 38x  Ay Yildiz pen	 37x  BASE mobile trailer	 30x  Ay Yildiz pen	 19x  E-Plus USB flash drive	 19x  E-Plus USB flash drive

Equipment

Nobelist



Bayer

Chemical and pharmaceutical

Innovation Guru



Daimler

Automobile Manufacturer

Telepath



E-Plus Group

Mobilfunkanbieter

Demanding Goal

- Normal:
 - 1000 XPs
 - 1000 Coins

- Possible (and not the limit):
 - 500.000 XPs
 - 500.000 Coins

How to go for 500.000 XPs?

1. Choose a project
2. Find co-workers
3. Train skills
4. Collect consumables
5. Barter consumables
6. Evaluate tools
7. Use tricks (Emergent Game Play)
8. Manage risk

Du arbeitest nun an diesem Projekt.

Auto-Abhol

11:58:40

Zur Projektüber


Lohn

- +177 Cash
- +175 Erfahrung
- +130 Freundes-Erfahrung
- +24434% Bonus
- 18,9% Werkzeugchance

Anforderungen

- 5 Kollegen
- 12 Std. Laufzeit
- 84 Std. Abholzeit
- 11 Energie
- 11 Abnutzung

Achtung! Die Halbwertszeit eines deiner Werkzeuge ist abgelaufen und hat deshalb keine Auswirkung mehr auf deine Projekte.
Gehe zur [Ausrüstungs-Seite](#), um die Auswahl deiner Werkzeuge zu ändern.



Optionen



Optionen

Kollegen (5/5)

71:56:48



9.576

68

71:56:48



5.431

73

11:57:41



676

68

71:57:42



8.550

68


11:56:48




66

Heinrich Soebke

0 (250 Zeichen):






10:56:48

3.12.11 21:53

danke 😊



3.12.11 21:53

super

Project Ranking



Storm X.



242x



Thomas Reuther



34,169

Who put the most lucky charms at once in this project.



Thomas Reuther



34,169

#1



Kerstin König



14,384

#2



Obi Wan



13,057

#3

...



You have put **12 lucky charms** at once in this project so far!

Example II

FarmVille (www.farmville.com)

as

A process-oriented project

FarmVille

- Farming Simulation
- Started June 2009
- „Dinosaur“ of Facebook games
- Max. 80 million MAU
- 18 million MAUs Oct. 2012



Project Management Triangle



Goals

Decoration

or

Profit Optimization?




Optimization as a goal

Because

- How to measure quality of decoration?
- Decoration items need real money

Project Management Triangle

- Goal 
- Budget
- Time
- Quality

Budget (Resources)

Land is a limited resource



How to use it best?

Measure: Coins per day and plot

Sources of profit

- Crops
- Trees
- Animals

- Crops
 - limited only by land
- Trees and animals
 - gifted or bought

Crops

- Rank crops according to profit
- Consider XPs
 - 100 Coins = 1 XP
- Result:
 - Whisky Peat: 400 Coins/day and Plot
 - Whishy Peat (XP Comp.): 900 Coins/day and Plot

Animals

- Calves
 - Source: Gifts or Buildings
- Profit
 - 80 Coins / day
 - 16 Calves / Plot
- Result
 - 1280 Coins / Plot and day

Trees

- Asian Pear
 - Source: Market
 - Profit: 140 Coins/Tree and 2 days
- Shinko Pear
 - Source: Seedlings from Asian Pear
 - Profit: 420 Coins/Tree and 2 days
- Result
 - Asian Pear: 1120 Coins / Plot and day
 - Shinko Pear: 3460 Coins / Plot and day

New Animals in the Market

- Saddleback Pig
 - Profit: 1000 Coins/pig and 2 days
 - 16 pigs/plot
- Belted Cow
 - Profit: 3000 Coins/cow and day
 - 4 cows/plot
- Blue Whale
 - Profit 5000 Coins/whale and day

Results

Land use	Coins per Plot per day
Whisky Peat (crop)	400
Whisky Peat (crop)	900
Asian Pear (tree)	1,120
Calf	1,280
Shinko Pear (tree)	3,460
Saddleback Pig (animal)	8,000
Belted Cow (animal)	12,000
Belted Cow (animal)	40,000
Blue Whale (animal)	66,667

Project Management Triangle

- Goal 
- Budget 
- Time
- Quality

Time

- „Working“-Time for repetitive tasks
 - Blue Whale suppresses Crops

- Time-Management
 - Login-Schedule

Project Management Triangle

- Goal 
- Budget 
- Time 
- Quality

Quality

- Which work is done?
- Accuracy of work
 - Example Facebook-Feed



Sally is building their Arborist Center and needs parts!

Sally needs another Cloning Solution to complete their Arborist Center. Help out and get one for yourself, too!

Join your friends in FarmVille, the world's biggest farming game! Grow hundreds of crops, trees, and animals! More added every day

♥ Like · Comment · Share · Give and Get · about an hour ago via FarmVille · ✨

Project Management Triangle

- Goal ✓
- Budget ✓
- Time ✓
- Quality ✓

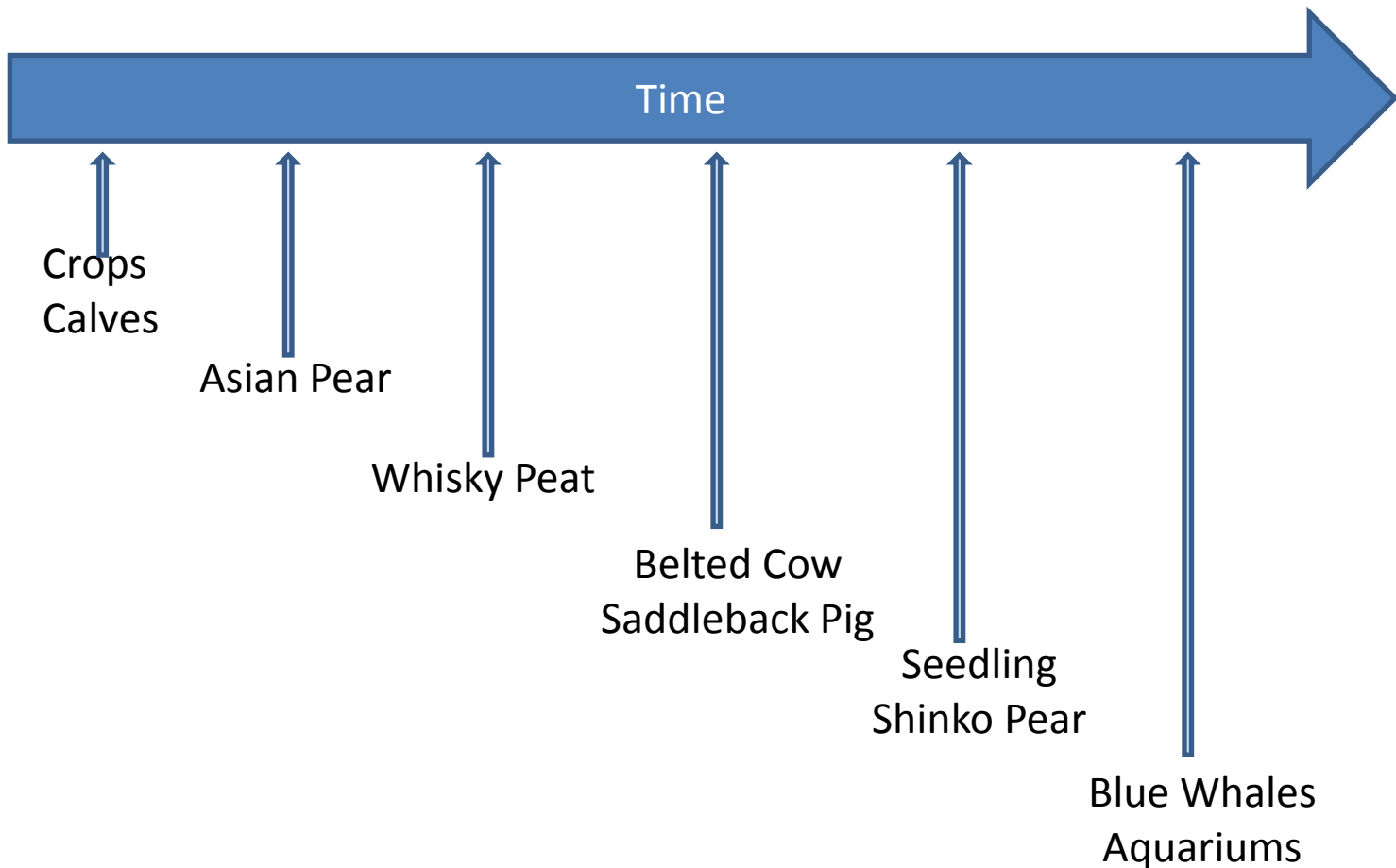
Optimization needs decisions

„A process-oriented project“

Process

- steady stream of contents
- optimization of regular tasks

Steady Stream of Contents: Change of Rules over Time



Optimization: Click Ways

Buying Fuel

Available Goods 6,121,544

Customer	Item	Level	Price	Action
isberg	Cake	Level 14	2300	Buy
	Orange Juice	Level 15	2400	Buy
	Beer	Level 20	2900	Buy
	Burger	Level 20	2900	Buy
David houl	Fries	Level 14	2300	Buy
	Wine	Level 15	2400	Buy
	Salad	Level 17	2600	Buy
	Coffee	Level 17	2600	Buy
oksch	Salad	Level 15	2400	Buy
	Rice	Level 15	2400	Buy
	Orange Juice	Level 15	2400	Buy
	Salad	Level 15	2400	Buy

★ Get 1 good per friend, per day.

Optimization: Click Ways

Buying Fuel

The screenshot shows a game interface titled "Available Goods" with a gold coin balance of 6,121,544. The menu is organized into three rows, each representing a different customer. Each item is accompanied by its level, cost, and a "Buy" button. A red line traces a path from the "Buy" button of the first item in the first row, down to the "Buy" button of the first item in the second row, then down to the "Buy" button of the first item in the third row, and finally right to the "Buy" button of the last item in the third row. A blue line traces a path from the "Buy" button of the last item in the first row, down to the "Buy" button of the last item in the second row, then down to the "Buy" button of the last item in the third row, and finally right to the "Buy" button of the last item in the third row. Labels "Preferred Click Path" and "Less Efficient Alternative" are placed near the red and blue lines respectively.

Customer	Item	Level	Cost	Path
Customer 1 (Bisberg)	Cake	14	2300	Red
	Orange Juice	15	2400	Red
	Beer	20	2900	Red
	Burger	20	2900	Blue
Customer 2 (David Boul)	Fries	14	2300	Red
	Soup	15	2400	Red
	Salad	17	2600	Red
	Coffee	17	2600	Blue
Customer 3 (Kosch)	Salad	15	2400	Red
	Noodles	15	2400	Red
	Orange Juice	15	2400	Red
	Salad	15	2400	Blue

★ Get 1 good per friend, per day.

Optimization: Click Ways

Position of
Market



Optimization: Operation Speed

Arresting the
Avatar



Conclusion I

- „Click & Reward“ is only one alternative
- Social Games contain demanding problems
- No special rewards for these problems
- Players have to detect and choose these problems on their own

Conclusion II

- Analogy: Game play and Learning process
- Principles of social gaming could be used to create educational games
 - First easy rewards may be used to attract and hook player
- Low development cost
 - Affordable as educational technology?

Hol das Maximum raus
42:20:42

Tankstellennetz ausbauen
44:27:40

Hol das Maximum raus
55:45:57

Free project slots
Start more projects from the right!

Congratulations, you received an award!

Innovation Genius

Master all projects and reach the highest profession level as Engineer

Completed project

Assistenzsystem entwickeln
69:55:57
Collect bonus

Nimm den Preis entgegen
Waiting for everybody to collect.
20:10:22

Verwirkliche BRT in deiner Stadt

Large team projects

5 min. 5/8

15 min. 1/8

4 hrs. 5/8

8 hrs. 7/8

XP +50,000

+10

Share!

Tweet!

Entwickle das Wohnmobil der Stadt

App entwickeln

Produziere einheitliche

Testfahrt

Hole deinen Firmenwagen