



Operating the leading Energy Analytics Platform in DACH

## Gamification to Motivate Energy Savings

Dr. Felix Lossin, 12. Mai 2017

# BEN Energy



**Q4 2014  
out of ETH**



**Offices in  
Zurich &  
Munich**



**17 Comp./Data  
Sci., Business,  
Psych., Design**



**37 Customers  
DACH**

**Story/Theme**

**Leaderboards**

**Progress**

**Points**

**Clear goals**

**Levels**

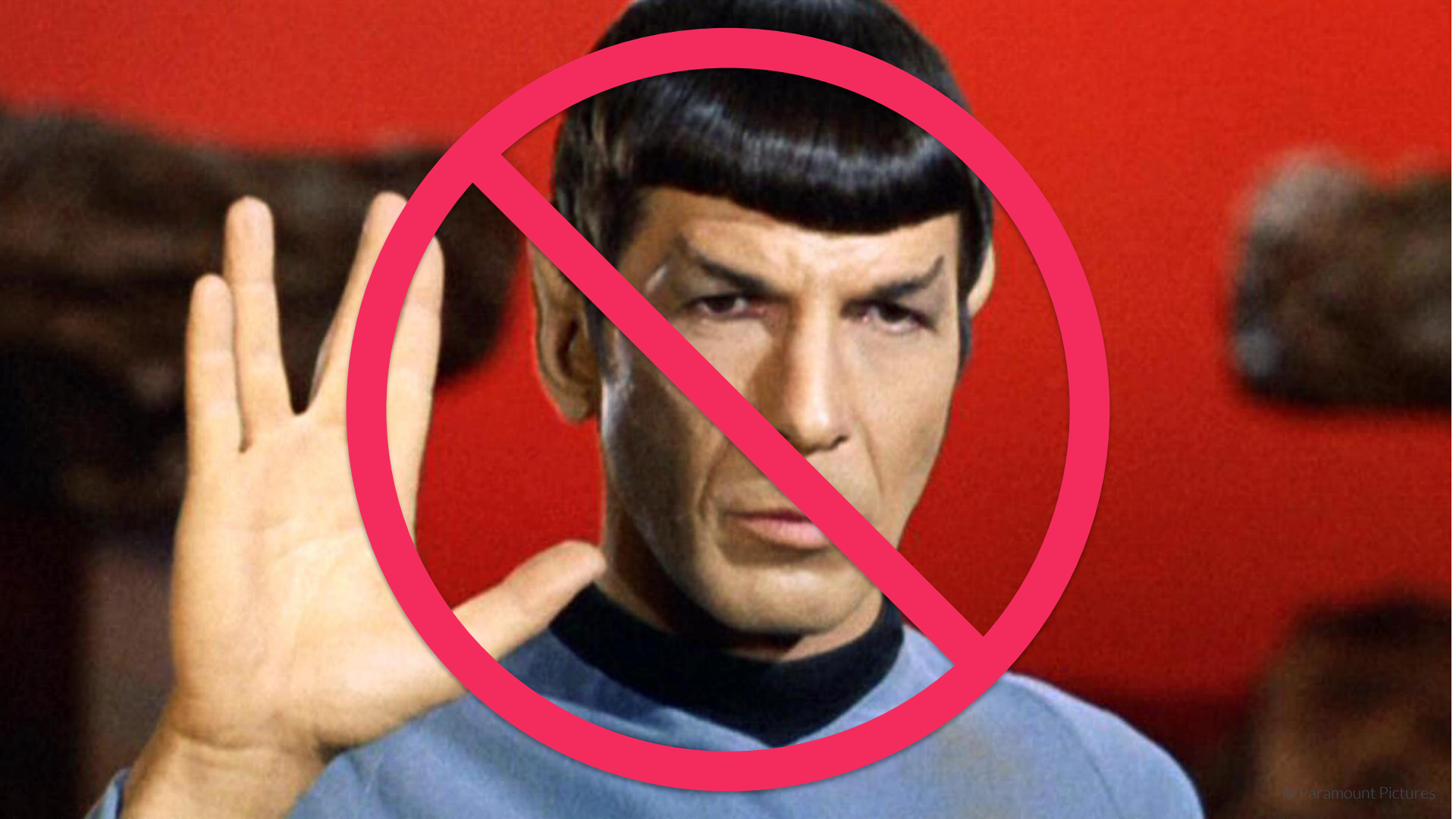
**Feedback**

**Challenge**

**Rewards**

**Achievements/  
Badges**

# Why Gamification





**Story/Theme**

**Leaderboards**

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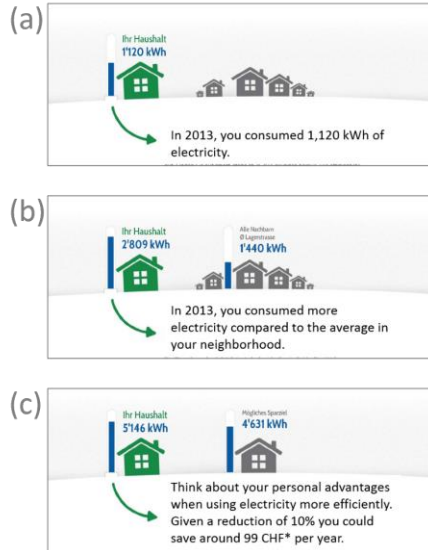
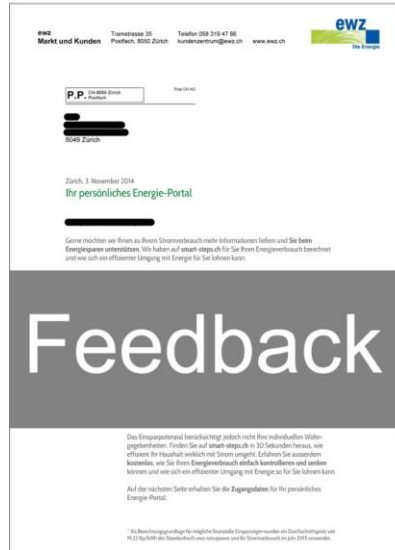
**Rewards**

**Achievements/  
Badges**

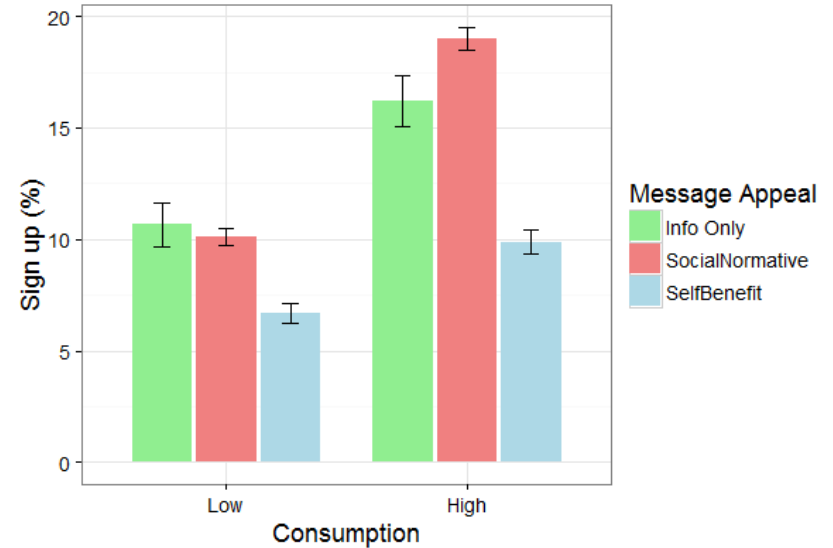
# EFFECTS OF STORY

The story you tell shapes the context people make decisions

## Feedback variations



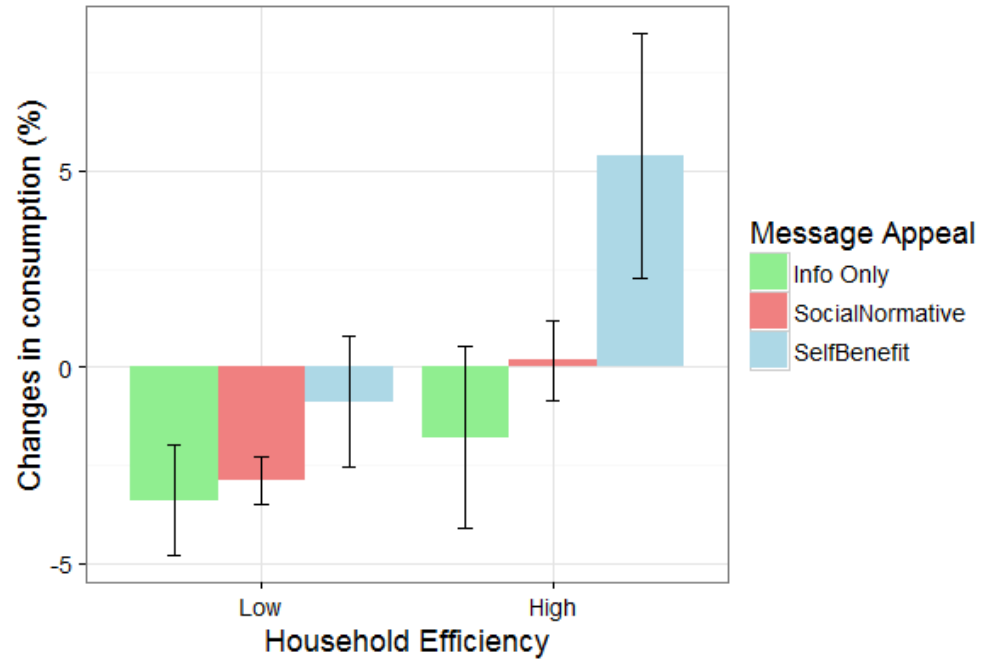
## Effect signup rates





# EFFECTS OF STORY

The context may have conter-intended effects...



**Story/Theme**

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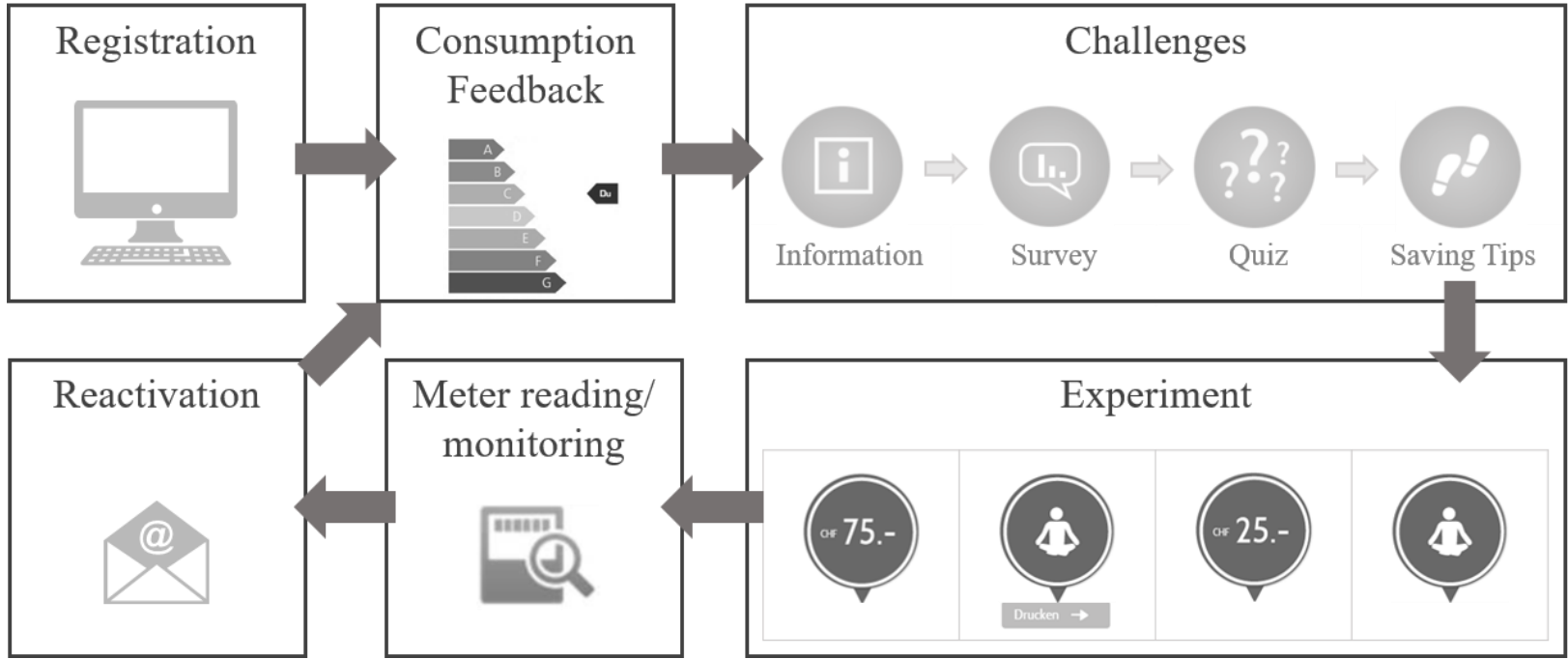
**Challenge**

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# BONUS POINTS

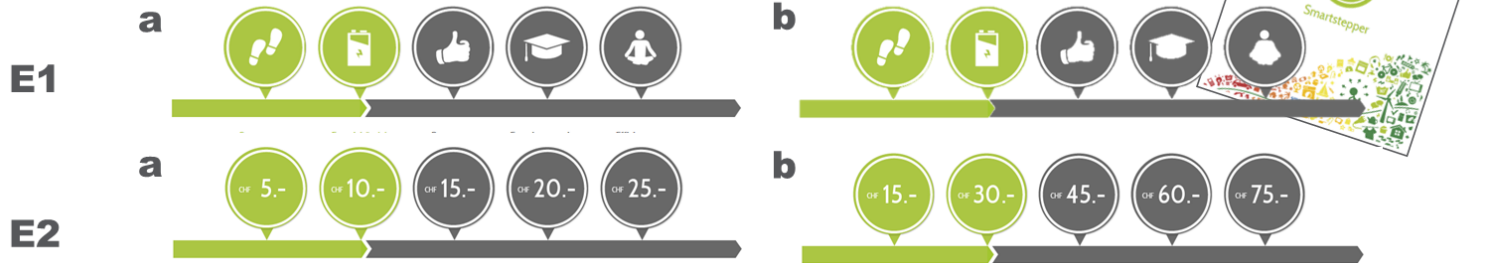
Experiment investigates the effectiveness of different types of incentives to motivate target behaviors



# BONUS POINTS

Participants (n=2,355) were randomly assigned to five experimental groups

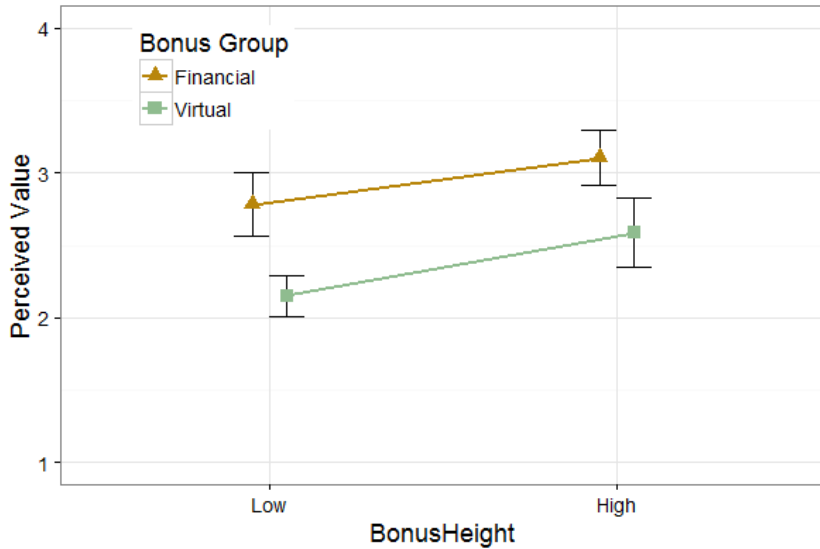
Experimental-group		Virtual incentive		Financial incentive		Material Incentive		N (2,355)	
E1	a	b	Low	High	-	-	-	516	538
E2	a	b	-	-	Low	High	-	549	555
C			-	-	-	-	-	197	



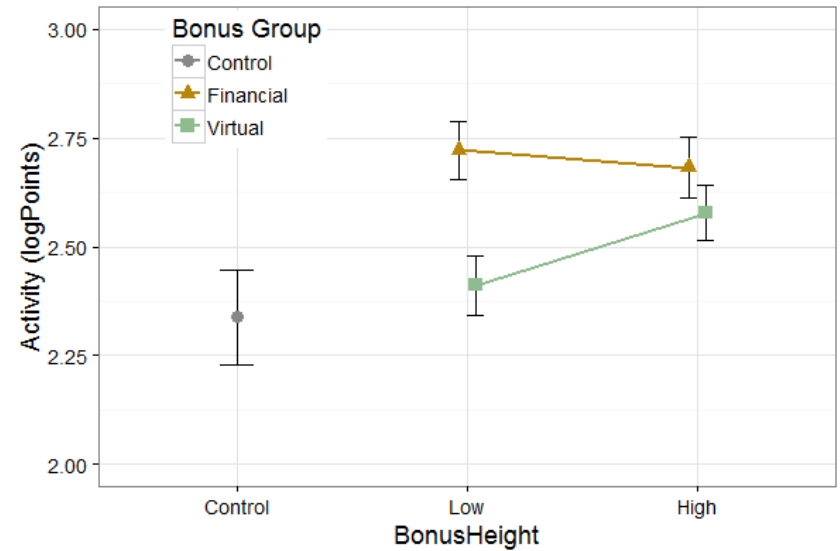
# BONUS POINTS

Financial incentives increased activity, but effects did not increase with height

## Perceived value



## User activity



**Story/Theme**

**Leaderboards**

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# CONCRETE GOALS AND DEFAULTS

Loock et. al., 2013 MISQ

## Defaults

**Ziel setzen** 20

Wenn es im Winter kälter wird, nimmt der Stromverbrauch oft stark zu. Gute Vorsätze zum Stromsparen lassen sich mit einem konkreten Sparziel am besten umsetzen.

Die Säule entspricht deinem aktuellen Wochenverbrauch. Setze dir für die nächste Woche ein Sparziel!

Dein Sparziel

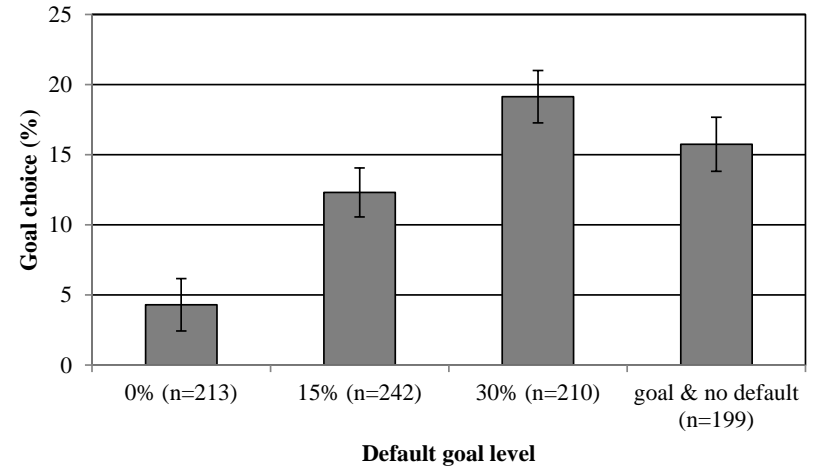
39.9 kWh/Woche

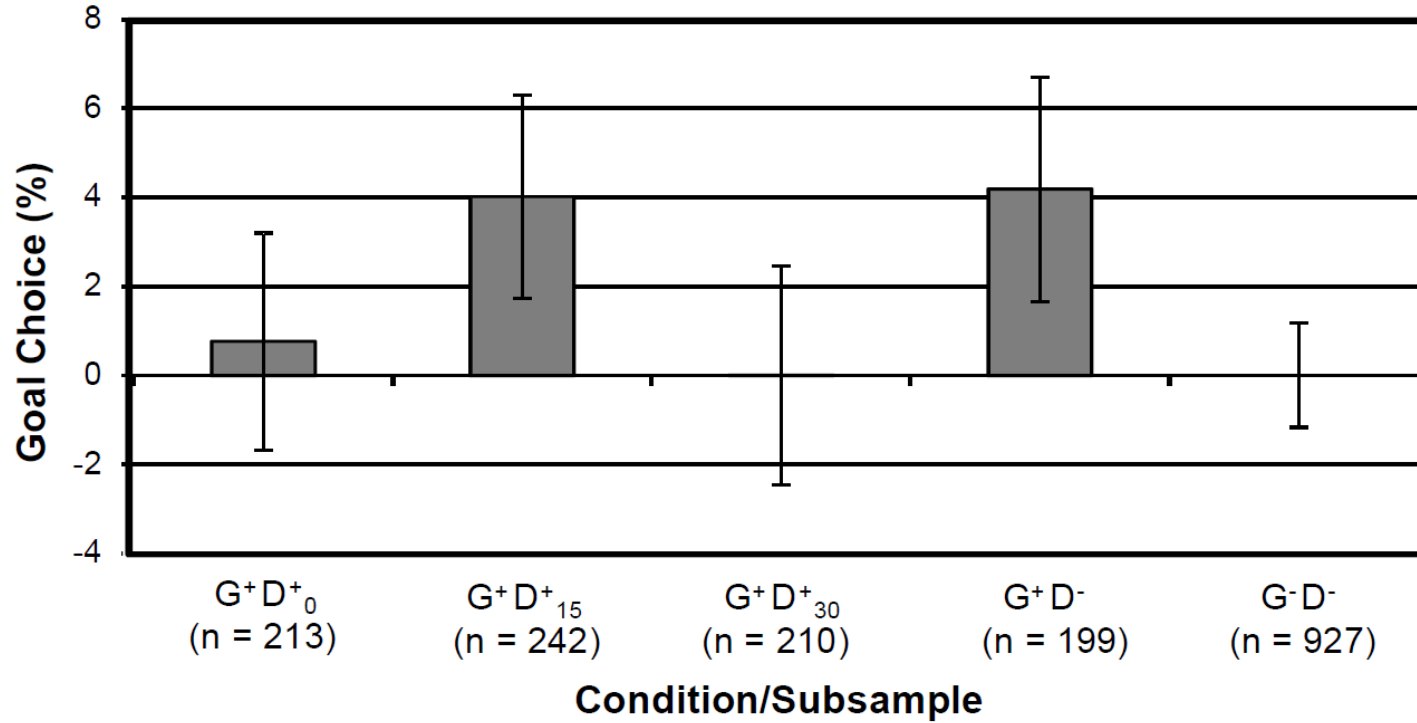
15 %

Ziel bestätigen

Kein Ziel

## ... influence goal choice







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