

# Universal Tool to Assign Badges in Online Communities

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The application of gamification is becoming a widely used technique of an activity motivation not only in learning process in educational domains, but also in other domains with no such purpose. The main goal of various gamification mechanics is to motivate users to visit a system, be active in this system and to have reason to come back regularly.

There are many types of game elements used to achieve this, such as leaderboards, storytelling, achievements and application of levels and badges.

In our work, we chose assigning badges as main mechanism to be used in domains improved by gamification. Badges are digital artefacts that have some visual representation, and which are awarded to users after completing specific activities [1]. It's part of popular gamification pattern called "*ownership*". Ownership allows user to own thing, such as badges, tokens, points, since it creates loyalty to the application or community [2]. Assigning badges means rewarding users by considering their level of activity in online community. The efficiency of badges is often doubted based on unsuccessful attempts to use it in certain communities. However, this efficiency is often affected by the initial set up of boundaries and choice of activities users should be rewarded for [3].

Unfortunately, current market is not providing adequate support for dealing with this problem. There is just a few tool created with intention to help creators of domains to add assigning badges to their site, creating their own design, and there's even less tools which specify correct choice of activities or creating boundaries that increase efficiency of badges.

In our work, we focus on front-end development of universal tool for assigning badges. Our main intention is to create user interface that provides enough support for domains creators, focusing on creating correct rules for assigning badges and creating custom design of them.

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To provide this, we created user interface enriched by specifically proposed visualization of users' activities. This visualization involves for example column charts displaying number of community members in relationship to executed amount of certain activity or visualization of popularity of specified activity during chosen period.

Our user interface of badge assigning web tool provides:

- Management of created badges
  - Display list of created badges involving basic details of individual badge
  - Display full detail of badge involving statistic results of efficiency and visualisation of it
  - Editing badges
- Removal of existing badges
- Creating badges
  - Creating new group of badges
  - Adding badge to existing group
  - Setting up boundaries manually or using interactive visualization
  - Creating basic details of badge, as choice of icon, name, description
- Management of activities
  - Adding new activity to system by its id
  - Assigning name to existing activity by its id

There is just a limited number of options for testing of our project.

First option is to test this user interface in universities' UX Lab, using eye-tracker to measure usability of each part of the interface. However, for good results is necessary to test several subject with small amount of experience with gamification mechanisms and we considered this as not possible and insufficient in our conditions.

Second option is to test our interface with one testing subject, who has lot of experience with gamification mechanism. During completing simple tasks in our interface subject should consider usage of this tool and review its contribution to process of creating badge hierarchies or point out the places for improvement in it.

## References

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