Jv Jive Interactive Intranet

9.x Administrator Guide

Gamification

Aurea
Unlimited Possibility

Notices

For details, see the following topics:

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Notices

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Aurea global support

If you encounter a problem while using an Aurea product or require assistance with downloading the software or upgrading a product release, please, try to:

- Search the articles on the Aurea Knowledge Base for solutions to your issues.

- Search the product documentation and other product-related information that are also available on Support Central.

If you still cannot find a solution, open a ticket on Aurea Support Central. Information about the support organization is available on Support Portal as well.

You can also find the setup files on Support Portal.

For information about purchasing an upgrade or professional services, contact your account executive. If you do not know who your account executive is, or for other queries, contact us through our website.

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Advanced Gamification overview

Jive adds fun to your community participation by gamifying it. This includes rewarding points and badges to motivate you to create, interact with, or view different content types. You can start using Gamification once the gamification community manager has set up missions for you to accomplish.

Here's more about the gamification terms used here and in Jive:

Missions
: Group of actions required to earn a badge and/or points. A single mission can reward you with points, a badge, or both. For more information, see Completing missions on page 20.

Badges
: Fun images posted to your profile after completing a mission so everyone can see what you've accomplished.

Points
: Tally of how much you've earned by earning badges or completing actions in the community. For more on this, see Earning points on page 20.

Levels
: Benchmark that represents where you stand in relation to others in the community. You can move up levels by earning points.

Advanced Gamification is a system that lets you earn points, badges, levels, and possibly even prizes as you get work done. Your growing expertise gains you extra benefits and recognition.

For details, see the following topics:

- System requirements
- Supported browsers

System requirements

Here you can find the requirements for using Advanced Gamification.

Software requirements

Jive 9.0.0 or later

For set up instructions, see Getting Set Up.

Supported browsers

Jive works with most current web browsers. Note that if you need to use Content Editor features, such as cut and paste, script access to the clipboard must be enabled.

- Microsoft Edge* (Chromium-based).
- Apple Safari 8 and 9 (on Macs only).
- Mobile Safari on iPhone and iPad for iOS 8 and 9 and later. (For a browser-independent native iOS phone app, be sure to look for the Jive Daily Hosted app, if your community uses it, in the App Store.)
- Mobile Chrome on Android devices for Android 4.4 and later. (For a browser-independent native Android phone app, be sure to look for the Jive Daily Hosted app, if your community uses it, in Google Play.)
- Mozilla Firefox*.
- Google Chrome*.

* Google Chrome, Mozilla Firefox, and Microsoft Edge browsers are released frequently. Jive Software makes every effort to test and support the latest version.

Note: The recommended minimum screen resolution for desktop devices is 1024 x 768. Results may vary if you use zoom to adjust your view to levels other than 100%.

Important notes and restrictions

- Beta versions of web browsers are not supported, but they are quickly added to the supported list after they're formally released.
- Apps are not supported on mobile devices. These features may not work correctly on mobile devices.

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Administering Gamification

Fastpath: Manage > Gamification

Manage the gamification experience by understanding the set up, creating missions, modifying missions, controlling activity stream input and many more in Jive Gamification.

For details, see the following topics:

- Installing Gamification plugin
- Starting Gamification Console
- Gamification Console permissions
- Missions
- Modifying default missions
- Creating missions
- Importing images for badges
- Looking for Points, Badges and Status
- Controlling activity stream updates
- Understanding metadata
- Gamification widgets
- Activity and monitoring
- Analytics

Installing Gamification plugin

Getting set up includes downloading the plugin and installing it from the Plugins page of the Admin Console. Note that if you later uninstall it, Gamification data will still be stored in the application, but won't be visible to users.

Contact Support to obtain a license for enabling this feature, and then you can download the gamification plugin JAR file from the Jive Integrations space on Worx.

Note: After you install the gamification JAR, you need to restart Jive to make it available.

To install this JAR file:

1. In the Admin Console, go to **System** > **Plugins** > **Add Plugin** .
2. Under **Install a new plugin**, click **Browse** to select and open the plugin JAR you downloaded.
3. Click **Upload** to add it to the community.
4. Restart the application as root: `/etc/init.d/jive-application restart`.

Starting Gamification Console

If you have Community Manager rights, you can start the Gamification Console directly from the community site using the menu under your name or avatar. Or you can log in directly using credentials provided by your Community Manager.

Gamification setup is managed through the third-party Nitro application. Note that if you log in directly rather than through Jive, you may not see all the same settings and you need Community Manager rights.

To access Gamification:

1. In the menu under your name, click **Manage** > **Gamification** . The Nitro Gamification Console opens in its own window.
2. If there's more than one site listed, select the site name and then click **Login**.

Gamification Console permissions

Jive Community Managers can automatically access the Nitro Studio console by clicking the **Manage Gamification** link in the menu under their name or avatar, but you can grant other users access by adding them as admins in the Gamification Console.

To add users who don't have Community Manager rights:

1. Open the Nitro Gamification Console.
2. Click **Configuration** and select **Studio Users**.
3. Click **New**.
4. Provide a valid email address for the user.
5. Provide a password. Make sure you write down the password so you can send it to the user.
6. Send the credentials to the added admin user along with the link to the Nitro Console. If you want the user to get a new password for greater security, have him or her click Change Password.

Missions

Missions define the sets of activities you want users to complete in the community and the associated rewards.

A mission contains the following elements, each of which has its own tab:

- The **Who** tab defines any prerequisites to completing a mission. These could be previous missions completed or point levels.

- The **Rules** tab defines the actions you want the user to complete. A mission could contain a single rule, or more than one, and users may be required to complete all the rules to complete a mission or just one of them.

- The **Rewards** defines what the user gets for completing all the rules in a mission. You can award any combination of points, badges, and actual real-world items. Rewards provide incentive for completing the mission but are not required. This tab is also where you upload badge artwork.

A set of default missions consisting of typical community activities is included in Gamification. You can use these missions as is, modify them, or create your own. Note that any missions that are enabled in the Gamification Console will be visible to users as soon as Gamification goes live in your community.

Note: You'll see the word Challenges as well as the word Missions in the interface. They're the same thing.

Modifying default missions

Gamification ships with several default missions that you'll probably want to modify before you launch them.

Jive includes two kinds of default missions. (Note that if you accessed the Gamification Console directly, you may see missions referred to as "challenges.")

- The **Repeating Missions** are point-bearing activities that earn points repeatedly. They typically should not result in earning a badge (because the resulting number of badges can be excessive), but the resulting points help users level up. These missions are divided into Creation and Active Points, which can be earned by doing actions in the community (for example creating content), and Passive Points, which are earned when other people initiate a community interaction (for example by liking your content). Users earn points every time they complete a repeating mission.

- The **Non-Repeating Missions** earn a badge as well as points. You can only receive the badge and points the first time all the steps in the mission are completed.

You can modify the names, tasks, rewards, and artwork for any of these missions simply by changing the information in them and clicking **Update**. Keep in mind that as soon as you enable Gamification in a working community, any active missions will show up in Jive, and community member activity will begin triggering point and badge accrual based on the missions. This means you should finish modifying the default missions (or make them inactive) before you turn on Gamification.

Creating missions

You can create one by clicking **Challenges** > **New** > **Mission** in the Gamification Console.

To understand the structure of a mission, see Missions on page 10.

Creating a mission requires the following steps:

Setting Up Mission Basics

1. In the About tab, provide a name for the mission and decide what folder it goes in.

2. Add a description to help explain the mission in the Gamification Console. This text won't appear to users in the Jive community.

3. Optional: If you want users to be able to complete the mission and receive a reward more than once, select the **Make this mission repeatable** checkbox. You can also click **Advanced** > you want to limit how often the mission can be repeated in a day.

4. Optional: If you want to limit how long the mission is available for, click **Advanced** and specify the dates for the duration. Keep in mind that badges earned for the mission will persist after the mission end date and must be removed manually if you don't want to keep them around.

5. Click **Next**.

Deciding Who Can Do the Mission

6. On the Who tab, identify what prerequisites users need to satisfy before they can participate in the mission.

Note: The Segments functionality is not currently available for Jive customers.

Options	Description
Missions	If you only want people who completed certain missions already to be able to participate in the mission you're configuring, click **Missions** in the left pane and drag the required missions onto a Requirement block.

Options	Description
Levels	If you only want people who have reached a certain points level to be able to participate in the mission you're configuring, click **Levels** in the left pane and drag the required level onto a Requirement block.

7. Toggle the AND/OR connectors to create Boolean rules for who can do the mission.

   Creating Rules for Mission Completion

8. Rules determine what actions in Jive should occur for the user to complete the mission.

   a) On the Rules tab, drag actions from the left pane. Then toggle the AND/OR connectors to create Boolean rules for what combination of actions users are required to complete the mission.

   b) Decide how many times the action has to happen to satisfy the requirement, and type the number in the **Number of calls** field.

   c) If you want to limit the action to a specific place in the community or a specific document, you can click **Advanced Options** in the action configuration, which adds metadata to the rule. For more information about this, see Understanding metadata on page 14.

9. If you want to add more rules, click the **Add Rule** button and repeat the steps above for each rule you add.

10. If you added multiple rules, set the menu next to the **Add Rule** button to determine whether all the rules in your mission need to be completed to complete the mission. This menu also determines whether the rules need to be completed in the order you configured them.

11. Set the **Users must complete rules in the order listed** button at the top of the screen. The default is Yes.

    Adding Mission Rewards

12. On the Rewards tab, add points or badges that will be awarded when the mission is completed.

Note: Configuring notifications is not currently supported in Jive. Users will be notified of mission rewards using Jive Inbox notifications.

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   a) To specify the points awarded, expand Points in the left pane and drag the Points block over to the Points column, then enter a number in the block.

   b) To add a badge, drag **Drag to create a new badge** to the Badges column, then specify the URL of the full-sized and thumbnail images you want to use for your badge or browse to them to upload them. Uploading badge art populates the URL field, and you can then reference the same URL in other badges later.

Importing images for badges

You can upload images to create your own custom badges. Make sure they match the required size and resolution.

To upload badges, you need to create or modify a mission. You can upload as many badges as you want, and then save the URLs for use in any mission or level. Badge artwork needs to be 30px x30px for thumbnails, and 100px by 100px for full size badges. To upload art:

1. In the Gamification console, click **Challenges** .
2. Click **New** or edit a mission.
3. On the Rewards tab, drag **Drag to create a new badge** from the left pane to the Badges column.
4. Specify the images you want to use for full-sized and thumbnail images
   a) Navigate to the image you want to upload and click **Open**.

      The Thumb URL field will be populated with the URL of the uploaded image.
   b) Save the URL if you want to associate it with any other missions or point levels.
   c) Optionally, upload some more images and save those URLs too. You can upload as many images as you want.
5. Configure the mission or cancel out. The art you uploaded will remain on the server at the specified URLs.

Looking for Points, Badges and Status

Gamification data is presented in three locations: in the Activity stream, in the Reputation tab of an individual user's profile, and on the Overview page of a place. Only the Overview page requires further configuration by a community manager.

Gamification statistics for an individual user are typically shown in the following ways:

Reputation Tab	Each user's status points, earned badges, and missions are shown in the Reputation tab of the user profile. See the community user Help for details.
Activity Stream	By default (unless you have disabled callbacks, as described in Controlling activity stream updates on page 14), information about completing missions and leveling up will be delivered to the Inbox of the user who gained the level, and will also be shown under Social News in activity streams for other users.
Widgets	You can configure the Overview page of a group, space, project, or the entire community to show Gamification results in widgets, as described in Gamification widgets on page 22. To add these widgets

to places other than the community's home page, you don't need community admin rights: you just need to be an owner or have edit rights to the place.

Controlling activity stream updates

Stream input is controlled by callbacks in each mission. To keep a mission from posting information to the Jive activity stream, clear the **Send Callback** checkbox.

Disabling the callback checkbox for a mission will keep Gamification from sending new information about mission completion to the Jive activity streams, including the user's Inbox as well as Social News. The user will still see the point totals and badges for the mission reflected in the Reputation tab.

To enable and disable posting to the activity stream:

1. Under **Challenges**, edit a mission and select **About** > **Advanced Details**
2. Select or clear the **Send Callback** checkbox.

> **Note:** The **Notification** field is not used for Jive notifications.

Understanding metadata

You can use metadata to limit the scope of an action to specific place, content type, or content item.

By default, missions you create can take place anywhere in the community. You can use metadata to ensure users take actions in a specific place, or on a specific item. For example, you might want users to complete an R&D mission by posting content in a dedicated Design space, or you might want new users to collaborate on the latest Marketing plan to earn a badge for campaign contributions. Metadata consists of one or more name=value pairs that you specify in the Metadata line of each rule in a mission.

When you're creating a mission:

- To limit an action to a specific place (for example, the Community Newbies group), add the container type and container ID to the metadata when you're creating a rule.

- To limit an action to a content type (for example, only documents), add only the content type to the metadata.

- To limit an action to a specific content item (for example, the Business Card Ordering document), add the content type and the content ID to the metadata.

Metadata for spaces

Space metadata consists of the standard container type `community` and the container ID.

Note: Metadata name-value pairs are case-sensitive.

To limit a rule to a particular space:

1. Click **Edit** next to the Metadata field for the rule.
2. Click **Add Metadata**
3. Add the name-value pair `containerType=community` and the name-value pair `containerID=containerID`. You can find the container ID for a space by navigating to the space, starting to create content there, and then copying the number after `containerID=` in the URL.
4. Click **Done**.

Metadata for groups

Group metadata consists of the standard container type `socialgroup` and the container ID.

Note: Metadata name-value pairs are case-sensitive.

To limit a rule to a particular group:

1. Click **Edit** next to the Metadata field for the rule.
2. Click **Add Metadata**
3. Add the name-value pair `containerType=socialgroup` and the name-value pair `containerID=containerID`. You can find the container ID for a group by navigating to the group, starting to create content there, and then copying the number after `containerID=` in the URL.
4. Click **Done**.

Metadata for projects

Group metadata consists of the standard container type `project` and the container ID.

Note: Metadata name-value pairs are case-sensitive.

To limit a rule to a particular group:

1. Click **Edit** next to the Metadata field for the rule.
2. Click **Add Metadata**

3. Add the name-value pair `containerType=project` and the name-value pair `con-tainerID=containerID`. You can find the container ID for a project by navigating to the project, starting to create content there, and then copying the number after `containerID=` in the URL.

4. Click **Done**.

Metadata for content

Metadata for an item of content consists of the content type and the content ID.

Note: Metadata name-value pairs are case-sensitive.

To limit a rule to a particular content type or item:

1. Click **Edit** next to the Metadata field for the rule.

2. Click **Add Metadata**

3. Add the name-value pair `type=contentType` to limit the rule to a particular content type, and the name-value pair `id=contentID` to further limit it to a specific item. (You need both the content type and the content ID to limit a rule to the specific item.) You can find the type and id values for a content item by starting to create or edit a piece of content and inspecting the URL to find the human-readable content type and the numeric ID. For example, a blog post URL might look like this: `https://community.mycompany.com/`**`blog`**`/update-post.jspa?ID=`**`27760`**. You'd then add the name-value pairs `type=blogpost` and `id=27760` to ensure the mission requirement was limited to only that one blog post.

4. Click **Done**.

Gamification widgets

There are a number of widgets associated with Gamification, which can be used to display standings in your community.

Note: Jive uses the term "widgets" to describe blocks of information that can be displayed on certain community Overview pages, including some gamification leaderboards. These have nothing to do with the Widgets functionality in the Nitro console. This functionality isn't supported or reflected in Jive.

You can use the following widgets in groups and spaces to display the results of Gamification. Keep in mind that to use these widgets, you need to be using the old-style home page, not the new Place Templates, which don't support widgets.

Table 1: Content Widgets

Name	Description
Individual Leaders	Shows either the top-scoring users in a place, or your rank in the place. To enable users to toggle between these views, choose **Both** in the Display Mode field when you configure the widget. This is the most commonly used leaderboard widget.
Missions	Shows the available missions. You can limit the missions shown in this widget to a single folder shown in the Actions > Challenges area of the Gamification Console.
Team Leaders	Within a league, shows the top point scorers.
Team Standings	Compares the point totals of the teams competing in a time-limited mission,
Team Challenges	Shows all the challenges available to teams in the community, and allows users to join a team. (Challenges are the same thing as missions.)

Activity and monitoring

The Activity and Monitoring features help you explore activity that happens in the console and in Gamification, including searching for user activity. The new data Import feature has some guidelines, so read on.

You can use Activity and Monitoring to search users by name and user ID, and to see who has logged into the Nitro console and performed actions such as creating rules or missions. These activities are shown in the Audit Log.

User Lookup

To perform a user lookup in the nitro console, you'll need the user's ID, to find this, search forfor a user from the People page in the Admin Console. Copy their 'userid' and use it to search in the nitro console.

Data Import

This new feature allows you to upload CSV files that will add or remove points or actions from the users you specify. To use this feature, you need to know each user's numeric ID.

Audit Log

The Audit Log shows all the actions that take place in the Nirto Console.

Analytics

Analytics reports on gamification statistics.

Note that Gamification Analytics was formerly called Segments.

For information about gamification analytics, see Analytics Documentation - Advanced Gamification Module on Worx.

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Using Jive Gamification

Jive Gamification provides levels to see how you measure with others in the community. You might be motivated to level up because you want that kind of recognition, or because your community rewards it. Levels can also help you identify experts and key players who can help you collaborate your way to great results. Based on your organization's goals, your community admin decides what activities are most valuable and sets challenges, or missions, that can earn you rewards and a fantastic community reputation above and beyond the glory of being a top contributor.

You can begin using Jive Gamification by completing missions that earn you points and badges. Missions vary depending on your community, but they are based on earning points and/or badges from active participation in your community by doing things like creating or liking content, writing blog posts, or updating your status.

For details, see the following topics:

- Understanding your reputation
- Leveling up
- Joining teams
- Leaving teams
- Gamification widgets

Understanding your reputation

Create and respond to content in Jive and evolve your reputation in the community.

The success of your community depends on your contributions, so you are rewarded with points for getting involved. Over time, you develop a reputation for reliability and authority in your favorite areas. The more people who participate, the more information that is available for the community as a whole. The more status points you earn, the higher you rank.

Find your reputation by going to the top right and clicking **your avatar** > **your name** > **Reputation tab** .

What can you do here?

As you navigate the Reputation area, you'll always see how many points you have, the level you've reached, and the Me in 3 in the top section. When you earn badges, you can drag them into the Me in 3 section so people can see them in your profile card.

Reputation includes Activity, Missions (to earn badges), Places, and Ranking.

Activity	See all of your actions that have gained you points and/or badges.
Missions (to earn badges)	Check out what you need to do to earn badges. Under the number of points you'll get, you can see how you can earn them. For example, create 100 pieces of content may earn you a Content creation badge.
Places	Look at how many badges and/or points you've earned in a place.
Ranking	Take a look at who ranks just above and just below you if you need some motivation for increasing your community activity to get ahead.

Leveling up

Increasing a level by earning more points and/or completing missions.

Check out levels from the Reputation tab. Go to the top right and click **your avatar** > **your name** > **Reputation tab** .

In the top section, which persists throughout the Reputation area, mouse over levels to see your current level and how many points the next level requires. If your goal is to "level up" or reach the next level, you can start by reviewing missions, as described in Earning points on page 20, so you know what you need to do to earn those points.

Completing missions

Missions are created by your Gamification Community Manager to provide short-term goals to help you obtain points and badges, and reach higher levels.

Check out what missions are available in your community by going to the top right and clicking **your avatar** > **your name** > **Reputation tab** > **Missions** .

Each mission card tells you how many points you earn when you complete the mission and earn the badge. It also describes the mission. It might say "Create 25 pieces of content " or "Install 5 apps," and this is how you'd complete the mission.

Earning points

Participate in your community to earn points. These points are what you need to advance to higher levels.

Basically, you can earn points by taking certain actions in your community, such as liking a blog post, creating a document, or writing a status update. You can complete missions as a fun way of earning points. Depending on how your community is set up, certain missions might even be designed to help you earn points instead of badges.

Current points and lifetime points

Current points usually refers to an immediate, spendable balance.

On the other hand, *lifetime points* refers to many points a user has earned in their lifetime. The lifetime points number never decreases and is an indicator of status and seniority in a community. This is also often used as a basis for Levels, as described in Leveling up on page 20. Lifetime points determine how much more points the next level requires.

Joining teams

If your community administrator has set up team challenges, you can compete for status in a group by joining forces with other group members. Look for teams to join in the Team Challenges list.

You can find a list of potential teams and challenges to join by looking at the Team Challenges widget. Typically, a challenge is associated with a group. To join a team, you join the group. These are the steps:

1. Look for the Team Challenges widget. If it's not on your site's home page, and you don't know where to find it, ask your community admin, the organizer of your workgroup (for example your Sales team lead), or someone else who's responsible for site competitions.
2. In the Team Challenges widget, click **Edit Your Teams**.
3. For any of the listed challenges you'd like to add, click **Join This Group**.
4. Click **Done Joining Groups**.

Leaving teams

You can leave a team, but you take your points with you. Go to the Team Challenges widget to remove yourself from teams.

Leaving a team removes you from the standings, and you won't get any more updates about completed activity in the team mission, or earn any more points associated with that mission. Points you earned while you were on the team will still count toward the team's total, and will still be included in your personal point total.

1. Look for the Team Challenges widget. If it's not on your site's home page, and you don't know where to find it, ask your community admin, the organizer of your workgroup (for example your Sales team lead), or someone else who's responsible for site competitions.
2. In the Team Challenges widget, click **Edit Your Teams**.
3. For any of the listed challenges you'd like to add, click **Leave This Group**.
4. Click **Done Joining Groups**.

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Note: Jive uses the term "widgets" to describe blocks of information that can be displayed on certain community Overview pages, including some gamification leaderboards. These have nothing to do with the Widgets functionality in the Nitro console. This functionality isn't supported or reflected in Jive.

You can use the following widgets in groups and spaces to display the results of Gamification. Keep in mind that to use these widgets, you need to be using the old-style home page, not the new Place Templates, which don't support widgets.

Table 2: Content Widgets

Name	Description
Individual Leaders	Shows either the top-scoring users in a place, or your rank in the place. To enable users to toggle between these views, choose **Both** in the Display Mode field when you configure the widget. This is the most commonly used leaderboard widget.
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