

Gamification & Enterprise Architecture – Day 2

Using gamification in Enterprise-Architecture.



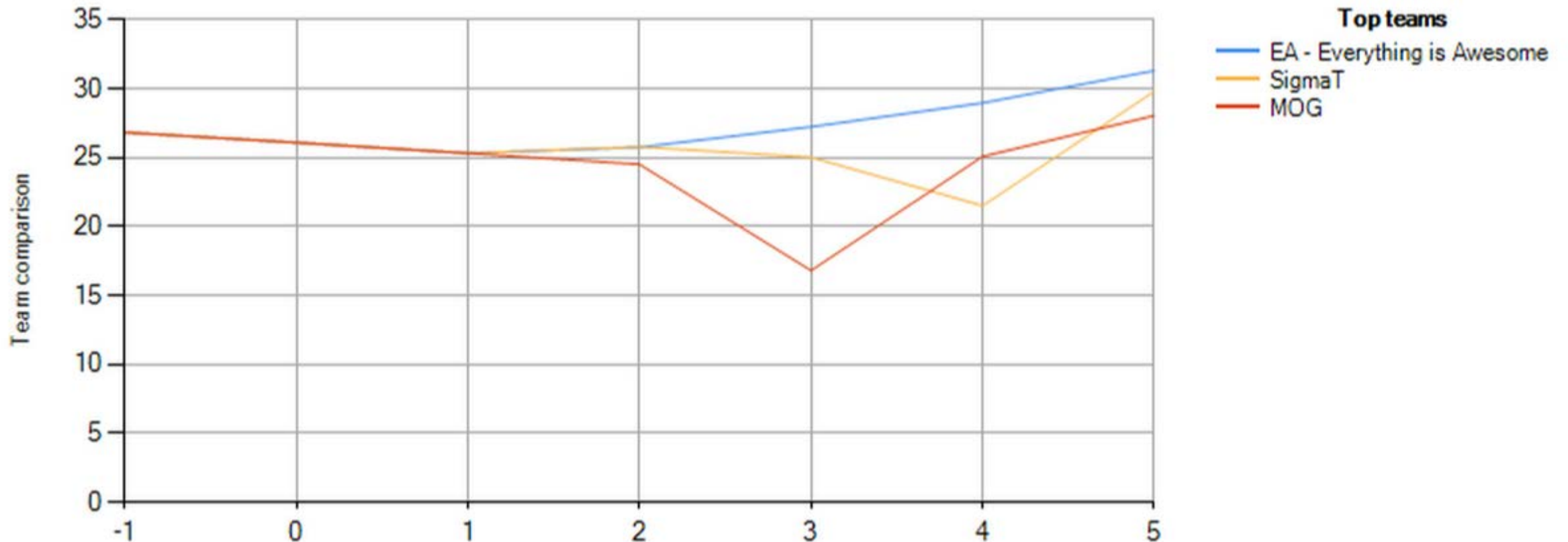
Agenda

- Present the winner (10 min).
- Discuss the utilization of gamification (15 min).
- Questions and comments (5 min).

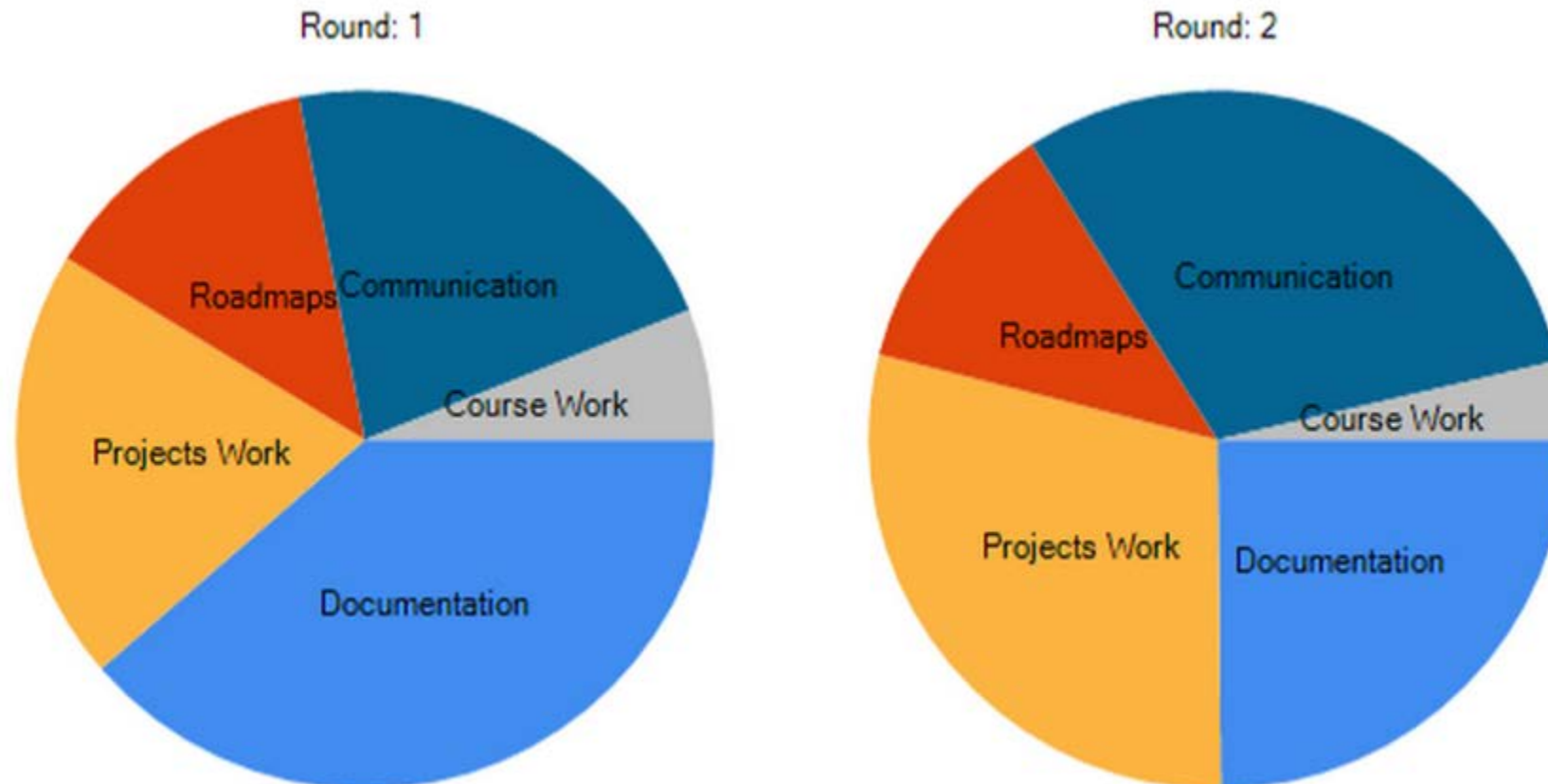
Present the winner

Team

- EA – Everything is awesome



Team Decisions – round 1 & 2



Team Decisions – round 3 & 4



Gartner EA pitfalls

- Not Spending Enough Time on Communications.
- Insufficient Stakeholder Understanding and Support.
- Not Engaging the Business People.
- Doing Only Technical Domain-Level Architecture.
- The EA Group Does Most of the Architecting.
- Not Measuring and Not Communicating the Impact.

Why Communication?

- Everyone is doing EA: marketing, logistics, IT, administration.
- EA should attempt to encompass the whole organization.
- Barriers
 - Separate languages.
 - Separate mindsets.
 - Frequent organizational changes.
 - Complexity.
 - Lack of engagement.

Summary

- No single strategy that works, but
 - Communication is important.
 - Stakeholder understanding is important.
 - Documenting both business and IT is important.
 - Different enterprises require different levels of EA maturity.

The utilization of gamification

How and when is it useful?

How can it be used?

- Create engagement and transparency.
- Develop skills, change behavior, and drive innovation.
- Enhance communication
 - Use gamification at workshops and departmental meetings.
 - Communicate complex domain knowledge.

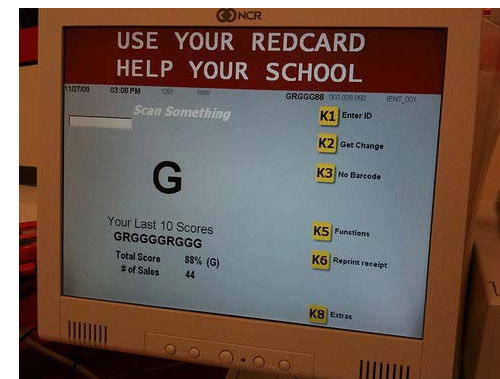
Reduce complexity

- A model is a representation of reality.
- A model translates difficult material into a form that facilitates control.
- The model can be used in other contexts
 - Logistics.
 - IT Management.
 - Sales.
- The challenges of gamification should be considered.



Gamification attempts

- Adobe Photoshop Gamification.
- Target Cashier Game.
- Google News.



Gamification challenges

- Gamification should motivate people on an emotional level, not a transactional level.
- Gamification should offer intrinsic reward, not external rewards.
- Gamification should reflect the goals of the players not the goals of the organization.
- Few users take home the prizes.
 - But the game should motivate everyone else.

Conclusion

- Provide an alternative way to learn about EA.
- Can be used to develop skills and as a communication tool.
- The target group should be considered.
- Works best when the results can be discussed.
- Feedback is required.
- Difficult to find the right learning curve.
- Is not a silver bullet!

Questions?