

Gamification on Qlik Community (Phase 1)

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Melissa Potvin
Director, Qlik Community

Qlik  LEAD WITH DATA™



- Gamification Purpose
- What's Changing
- Introducing: New Community Badges
- Introducing: New Community Ranks and Icons

Gamification on Qlik Community

Purpose: To increase
member participation
and to inspire members to
help other members.



What's changing

Ranks and Badges are changing on Qlik Community

When we launched on our new platform in November 2018 a very limited set of gamification options were deployed and an out-of-the-box ranking structure was utilized. We are now evolving to the next phase.

1. Imagery

Newly created by our Brand & Creative Services Team, all rank and badge imagery are in alignment with our brand, utilizing Qlik branded colors.

2. Increasing # of badge opportunities

We have added over 50+ new badge opportunities. Badges are prominently displayed on a members User Profile page.

3. New Rank Names

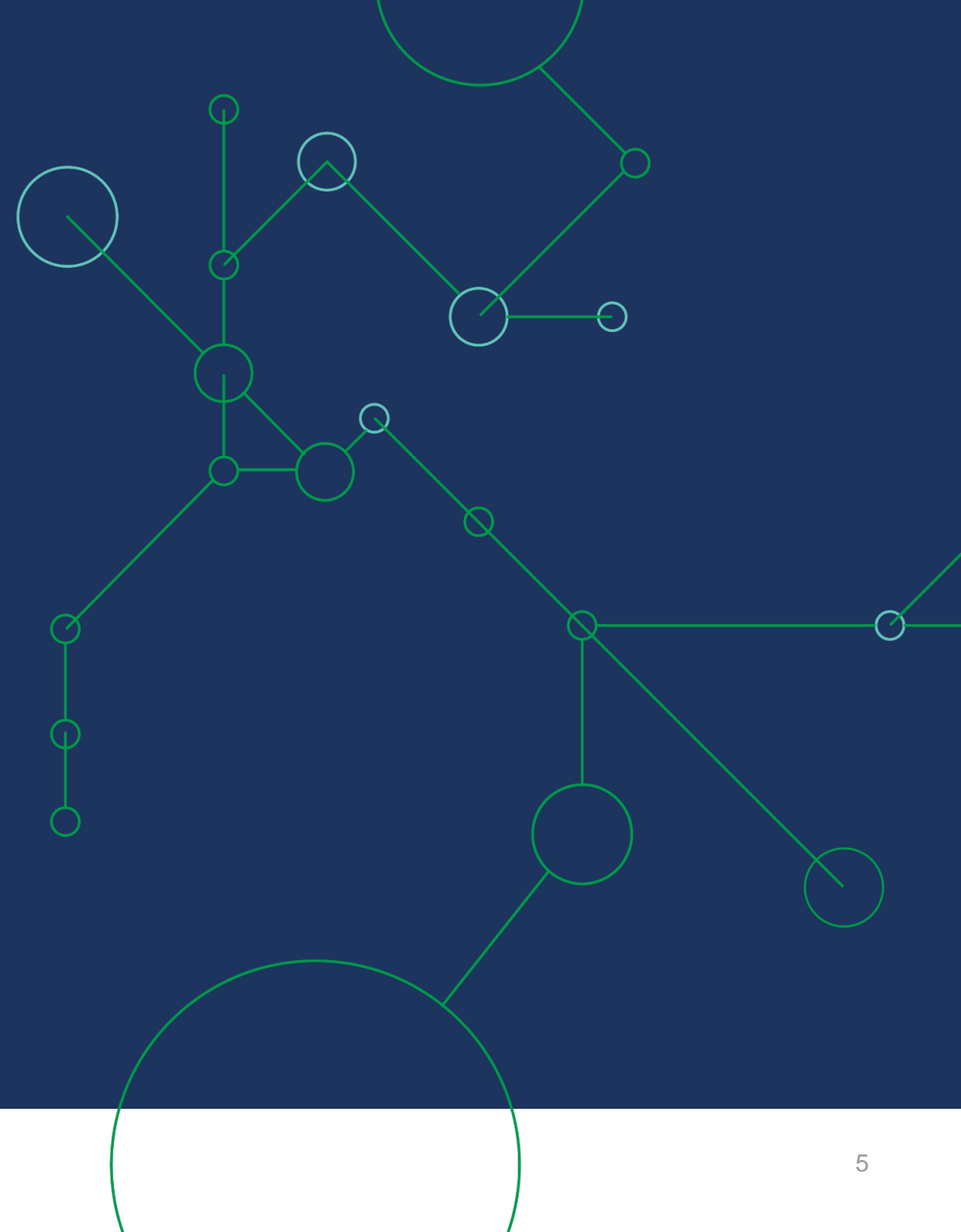
New Rank names have been customized for Qlik Community. They are designed to show a progression in ones level of credibility

4. New Rank Icons

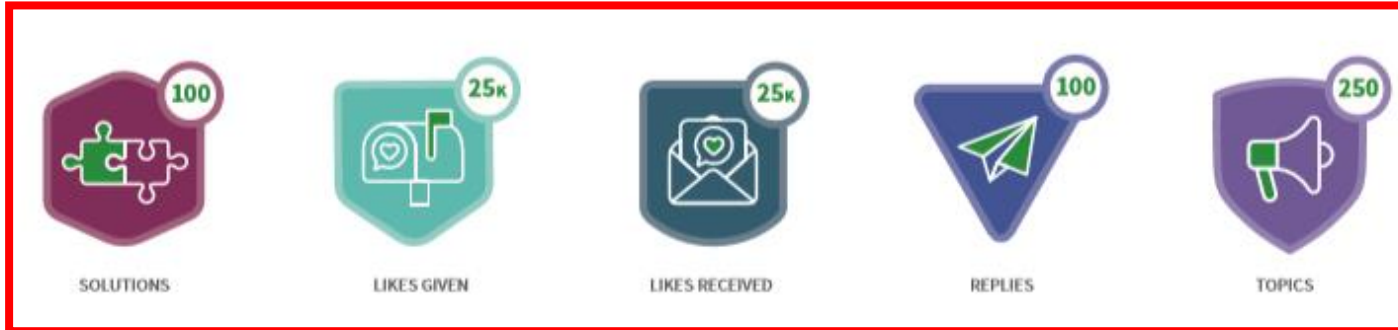
Rank Icons are visual indicators of a persons rank. Our new rank icons are prominently displayed on user posts and on leaderboards.

Badges

On Qlik Community



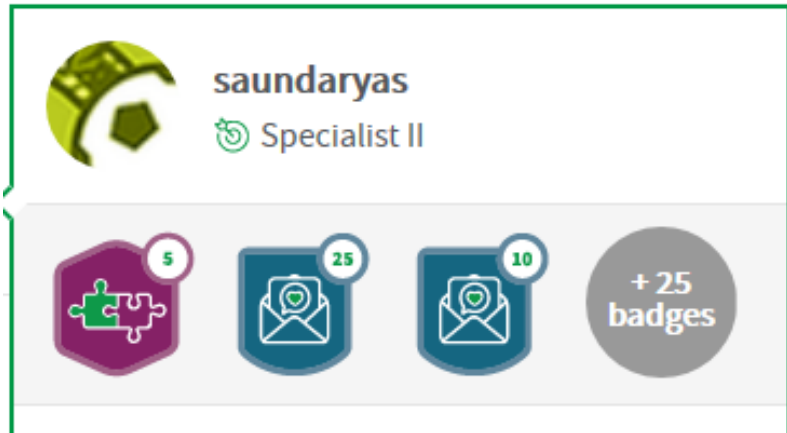
Introducing our New Qlik-Branded Community Badges



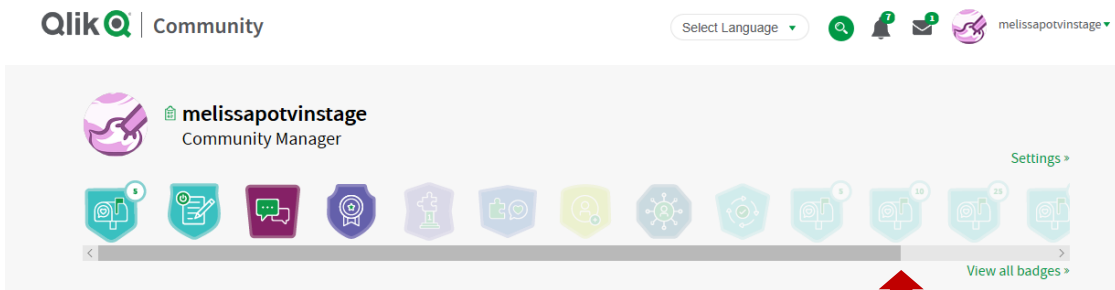
We are introducing new badge opportunities into the community to also reward behavior for:

- posting replies
- accepting a solution
- giving likes
- receiving likes
- creating new topics

User Profile Hover-Over Card



User Profile Page



Grayed out Badges

Badge Display

Badges are displayed

- On User Profile page
- On 'hover-over' card (what displays when a member hovers over your user name)

Badges not yet earned will be grayed out

There are multiple opportunities to receive the same badge (eg., 5 replies, 25 replies, 100 replies, etc.)

Ranks

on Qlik Community



Rank Progression

New Rank names will be automatically assigned

Some ranks are indicated via a roman numeral progression

example:

- Explorer I
- Explorer II
- Explorer III

Rank names were created to be universally easy to understand

ORIGINAL TITLE	NEW TITLE
Registered User	New Member
New User	Newbie
Visitor	Explorer
Explorer	Enthusiast
New Contributor	Contributor
Contributor	Creator
Valued Contributor	Specialist
Honored Contributor	Master
Esteemed Contributor	Champion

** Rank Names created by Brand & Creative Services and vetted by Community MVPs*

Introducing our New Community Rank Names and Icons

Ranks tell the community who you are.

All Qlik employees will receive the rank “employee” unless they are a Community Moderator or work in Support.













For Members, Your Rank will advance the more you participate.

No, we do not disclose the algorithm used to progress from one rank to the next.

**however, a level up indicator is under consideration for phase 2*




Top Participants

	arshiam MVP	 62
	akshayk Luminary	 46
	saundaryas Specialist II	 42
	vickyzhu Employee	 5
	mattiasmalre Employee	 4
	li-willi Contributor III	 4

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By  Saundaryas

 20:



Rank Display

Ranks are displayed on Leaderboards, Posts and your User Profile

Credit

Gamification was a collaboration between:

- Qlik Community Team
- Digital Support Team
- Brand and Creative Services
- Khoros (for implementation)
- Grazitti (for styling updates)
- Community MVPs





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community.qlik.com

melissa.potvin@qlik.com