Funky Thinkers' *Funk Quest* Gamification Case Study

Adding games in the business and public speaking world has become a trend and a great way to increase employee and audience engagement. And one way to do this is with Microsoft's well-known PowerPoint tool.

Jonathan Senior is the host of the Funky Thinkers podcast. Using a series of thought-provoking questions, even slightly oddball as he says so himself, he produces interviews full of insight and value.

THE IDEA

Even though his podcast recipe is already different than what most do in the industry, Jonathan wanted to infuse yet another level of "funkiness" to it by adding a little gamification twist to bring his guests on a *Funk Quest*.

Jonathan wanted to avoid boring conversations and keep getting high-quality guests that would think on their feet. He had tried linear questions before and felt it became boring after a while. So he wanted his new game to be different for each guest, giving them the possibility to decide what path they would take on the spot.

THE CONSTRAINTS

Jonathan wanted to find a tool that did not require a huge investment. And having something user-friendly with a small learning curve would be even better.

Oh, and one last thing: if there was a way to configure a timer or something that would help keep time for the 3-minute per question allowance, that would be brilliant!

THE SOLUTION

Me: "Why not use PowerPoint?"
Jonathan: "Wait, what?"

Indeed, PowerPoint has been around for decades, best known for its linear and sleep-inducing slides. And for way too long, it has been hiding great features that help build interactivity and flexibility into all kinds of presentations, in layers of menus and sub-menus!

THE FUNK QUEST WAS BORN

So Jonathan proceeded to adapt a board game we had to create his *Funk Quest*.

He decided his interviews would have a total of 5 questions, and 4 choices each so the guests could choose what triggered their curiosity, or "funkiness", at the time of the interview.

Each rectangle can be a PowerPoint shape filled with a picture, or simply inserted pictures that are made all the same size to help align them as a board game. Applying a bevel style to them also helps create the "button effect" of the game.

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WHAT FEATURES?

Using hyperlinks, customs shows, triggers and the 3 types of zooms – Office 365 and PowerPoint 2019 or newer – in PowerPoint allows users to create highly efficient and interactive content.

In Jonathan's case, all the images from his main question board were linked to custom shows that had a slide for the question, and a second one showing that time was up. Linking to custom shows allowed him to use the nifty little feature called "Show and return", meaning he got back to his question board automatically when he had finished.

Initially, the board game was planned to use a trigger animation trick to shade answered questions. Since Jonathan did not require the shading trick, he could also have used the new zoom features from Office 365/PowerPoint 2019 that allow linking to sections and return automatically to our menu slide after each section.

WHAT ABOUT THE TIMER?

Jonathan used two animation tricks in his board game. First, he added pink squares that would appear when there was 1 minute left, then 30 seconds, and finally 5 seconds, simply delaying their automatic appearance.

The second trick was to use an automatic transition after 3 minutes for his question slide so the "Time Out" slide would appear automatically.

Of course, other creative ideas can be used for timers, such as auto-advance slides, animated shape. As long as it suits the needs, it's all good!

WHO CAN BENEFIT FROM THIS?

Flexible and interactive presentations are great for games. But there are other more "corporate" uses to them!

- Trainers that use a dashboard for pre-packaged training content, according to topics & lengths.
- Sales professionals to present their products or services.
- Start-ups/businesses can change topics on the fly for clients or investors.
- Event management professionals help people find information for specific topics at a kiosk.
- Exhibitors save time by having a presentation on a self-running computer or tablet in their booth.

Found this valuable and would like to share? Tweet this: "Never realized PowerPoint could be used to gamify my presentations. You should check this!"

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