

## Gamification of a Business Intelligence Tool

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**Abstract :** The act of applying game mechanics and dynamics (which have been traditionally used in video games) into business applications is being widely trialed in an effort to make conventional business software a bit more participative, fun and engaging. This new trend, named 'gamification' has its believers and of course, its critics who still need convincing that the concept is an effective and beneficial business tool worthy of investment. The literature reveals that user engagement of business intelligence (BI) tools is much lower than expected and investors are failing to get a good return on their investment (ROI). So, a software prototype will be designed and developed to add gamification to a BI tool to determine its effect upon the user engagement levels of test participants. The experimental study will be evaluated using the comprehensive User Engagement Scale (UES) to see if there are improvements in areas such as; aesthetics, perceived usability, endurance, novelty, felt involvement and focused attention. The results of this unique study should demonstrate whether or not 'gamifying' a BI tool has the potential to increase an individual's motivation to use BI software more often.

**Keywords :** business intelligence, gamification, human computer interaction, user engagement

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