

GAMIFICATION, INC.

Recreating companies through games

START

USES OF GAMIFICATION

- ENGAGE
- SOCIALIZE
- MOTIVATE
- TEACH
- BUILD TRUST

89% of workers worldwide don't feel engaged at work

Journey to self-realization

Each year workers cost companies **US\$2 trillion**



VOLUNTARY
There needs to be agreement between all the proposed conditions and the player

FEEDBACK
To encourage motivation

RULES
A framework that allows the game to take place with the aim of promoting an equal playing field where an achievable challenge can be completed

GOAL
Motive that justifies an activity carried out by the gamers

Why are games so attractive to human beings?
Because they bring satisfaction!

The main focus of games is **motivation**, which generates competition, learning, an escape from reality and social interaction.

WHAT DEFINES A GAME?

One or two things that you need to know about games:
There are currently **1 billion** active gamers in the world.

One can apply gamification to

- EDUCATION
- FINANCIAL SECTOR
- HEALTH AND WELL-BEING
- RETAIL AND E-COMMERCE
- SOCIAL TECHNOLOGY

TYPES OF PLAYERS

- KILLER
- ACHIEVER
- EXPLORER
- SOCIALIZER

THE PILLARS OF GAMIFICATION

- 8 FEEDBACK
- BADGES
- TANGIBLE GOALS
- COMPETITIVENESS
- LEARNING BY DOING
- GET YOUR HANDS DIRTY

5 Define the mechanics of the game

4 Generate ideas for the game

3 Understand the defining criteria and mission of the game

2 Identify the context of the players

1 Understand the problem

6 Test in low, medium and high fidelity

7 Implementation and monitoring

8 Scoring and analysis

GAMIFICATION
Incentivising behavioural changes in the real world

Free download of the book **Gamification, Inc**
www.gamificationbook.com

HOW TO START

GAME OVER