

Gamificati on

by Marvin King

@awrweb



CompuServe Information Manager



File Edit Services Mail Special Window Help



Services



OS/2 Forums



Basic Services



IBM Online



News



Magazine



Communicate



Computers

internet



1980

1990

1995



PC Era

Push

The Web

HTM



PC Era



Web 1.0

1980

1990

1995

2000

2005



PC Era



Web 1.0



WIKIPEDIA
The Free Encyclopedia



Web 2.0

Live

Semantic Web



Share



Push



PC Era

Web 1.0

Web 2.0

Web 3.0

1995

2000

2005

2010

2015

2020



PC Era

1995



Push

Web 1.0

2000



Share

Web 2.0

2005

2010



Live

Web 3.0

2015

2020



Ubiquitous

Web 4.0

2030



Gamified
Engage the Audience

Web 3.0

Gamification is used to
increase people's 😊 while
boosting their 🥕
towards a 🎯.

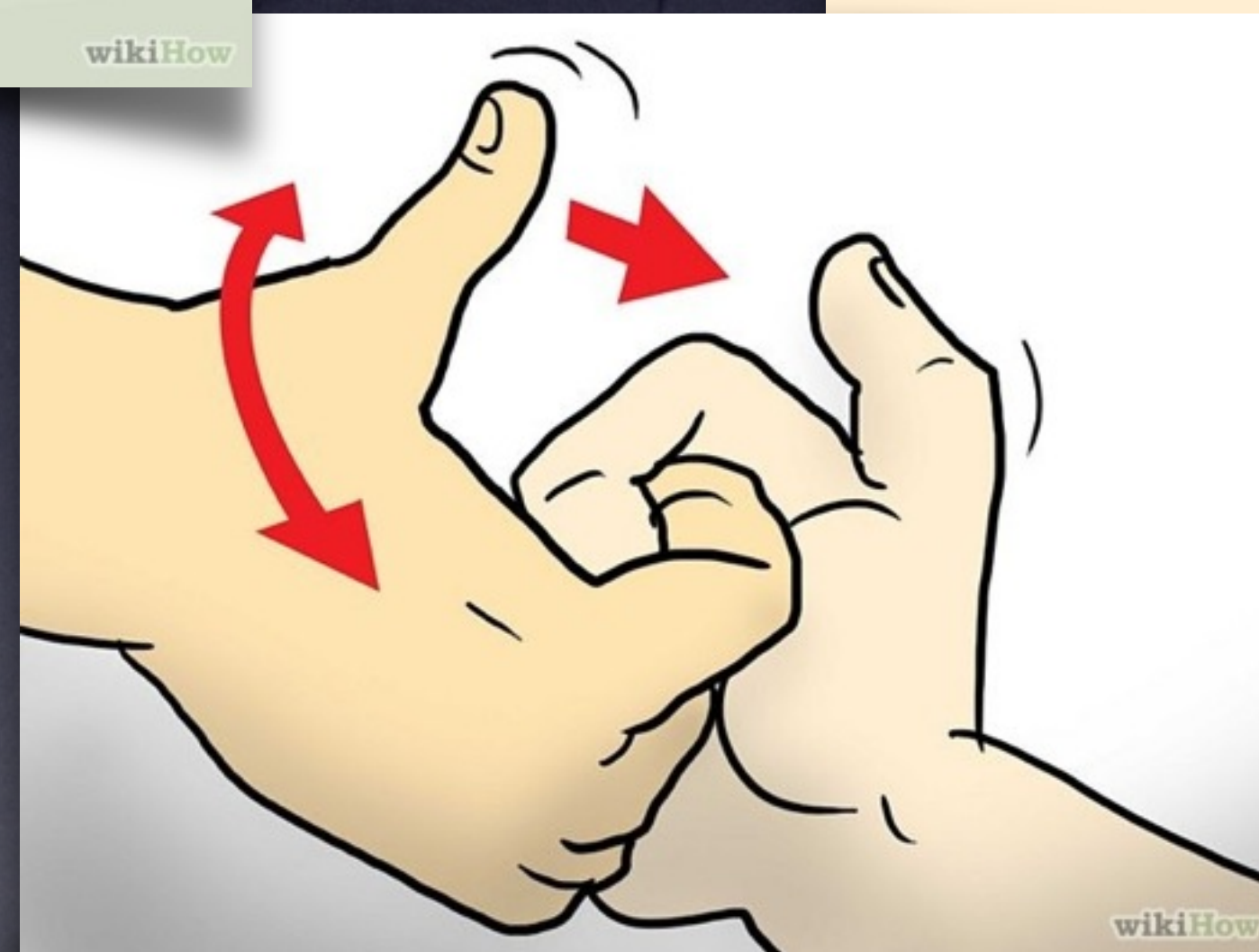
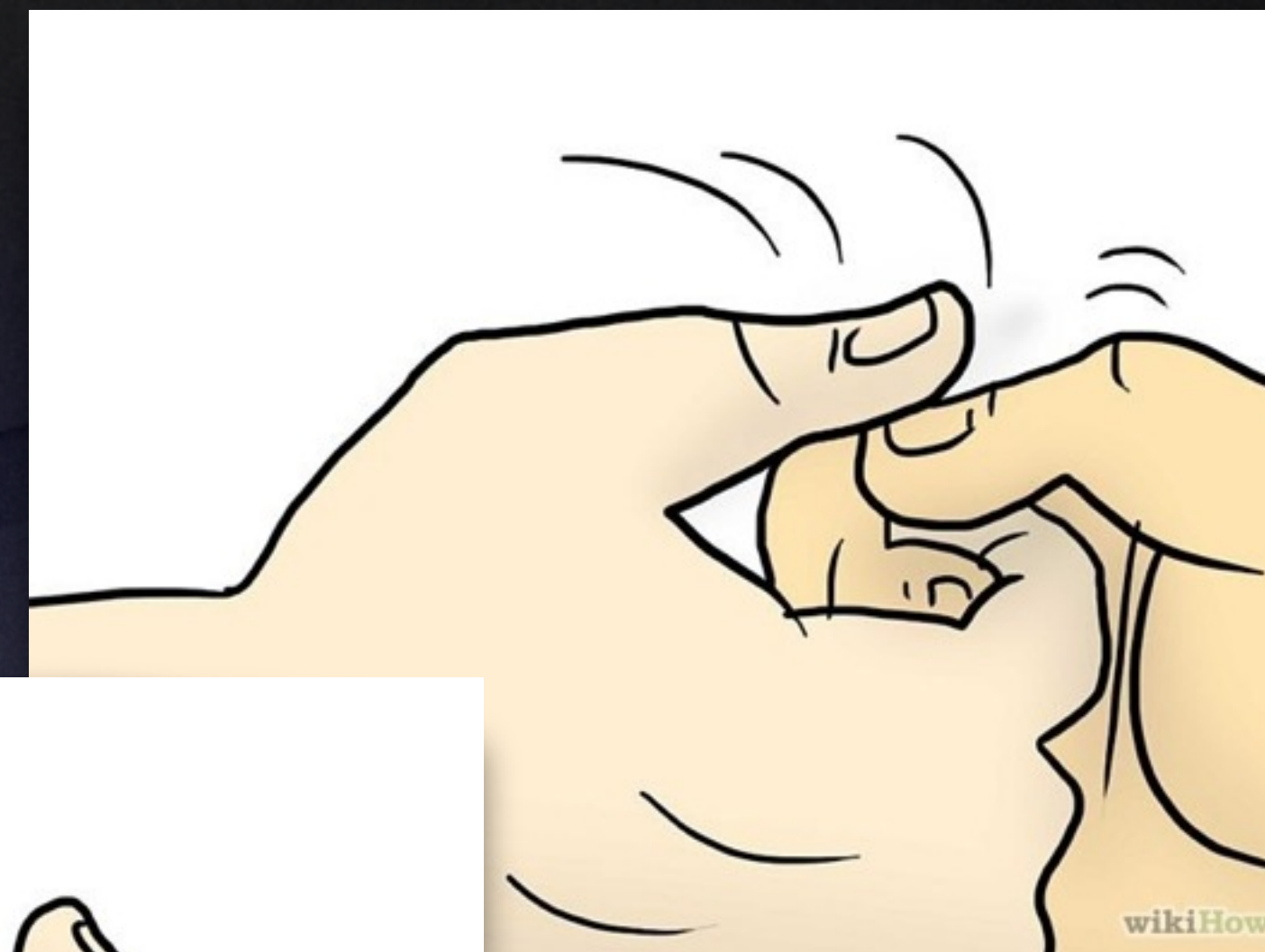
Experiment



8+ Positive Emotions
in 60 seconds

Massively –
Multiplayer

Game



Massively –
Multiplayer



Monochrom

Massively –
Multiplayer



Massively – Multiplayer Emotions:

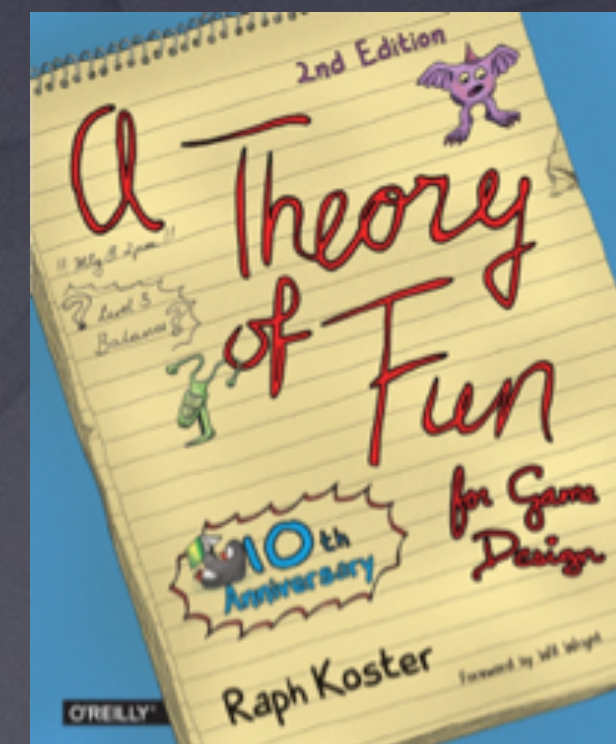
Joy
Relief
Surprise
Curiosity

Excitement
Awe & Wonder
Contentment
Creativity



edutainment vs entertainment

“Fun is just another
word for learning...”
(under optimal conditions)

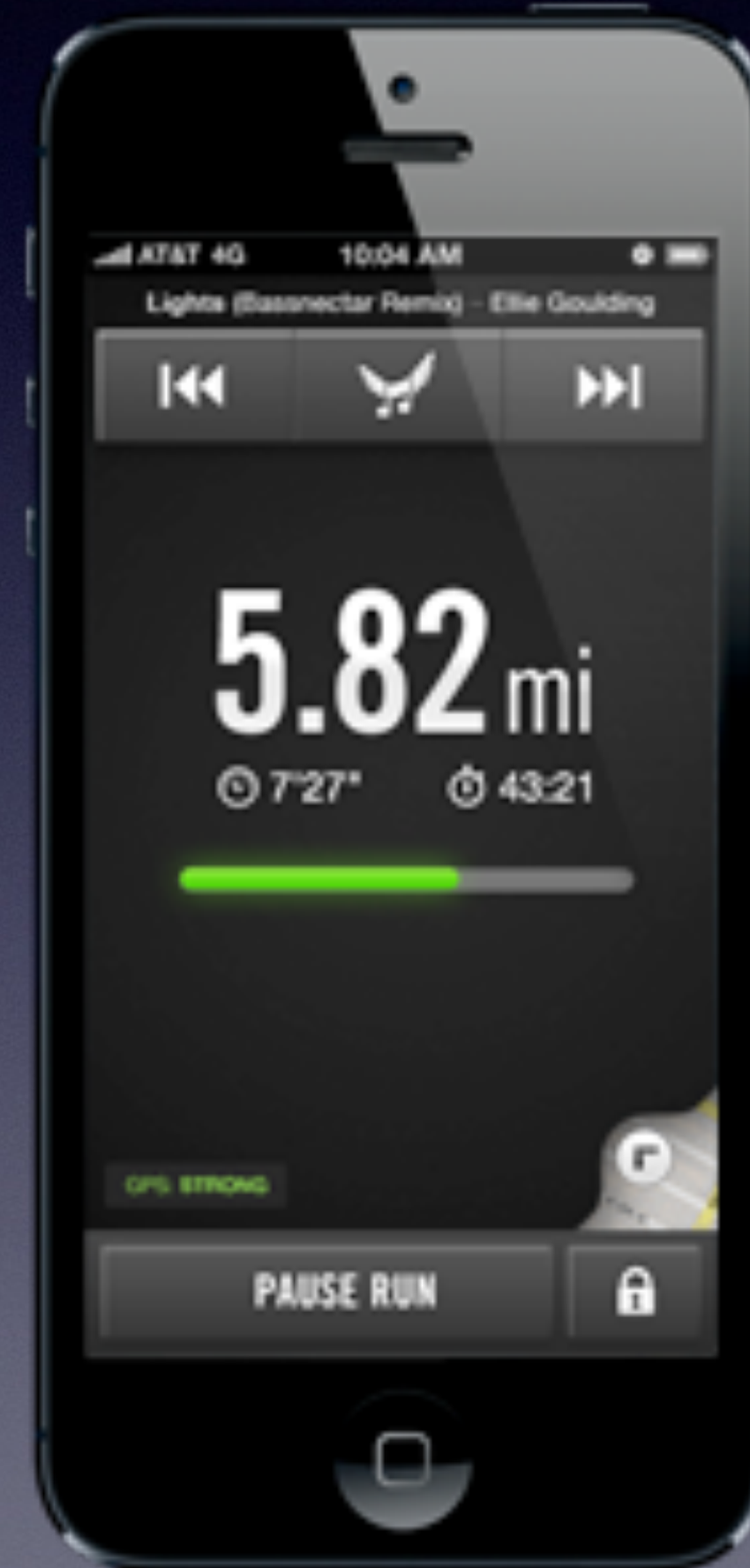


Source:

Examp es



Examples



Examples



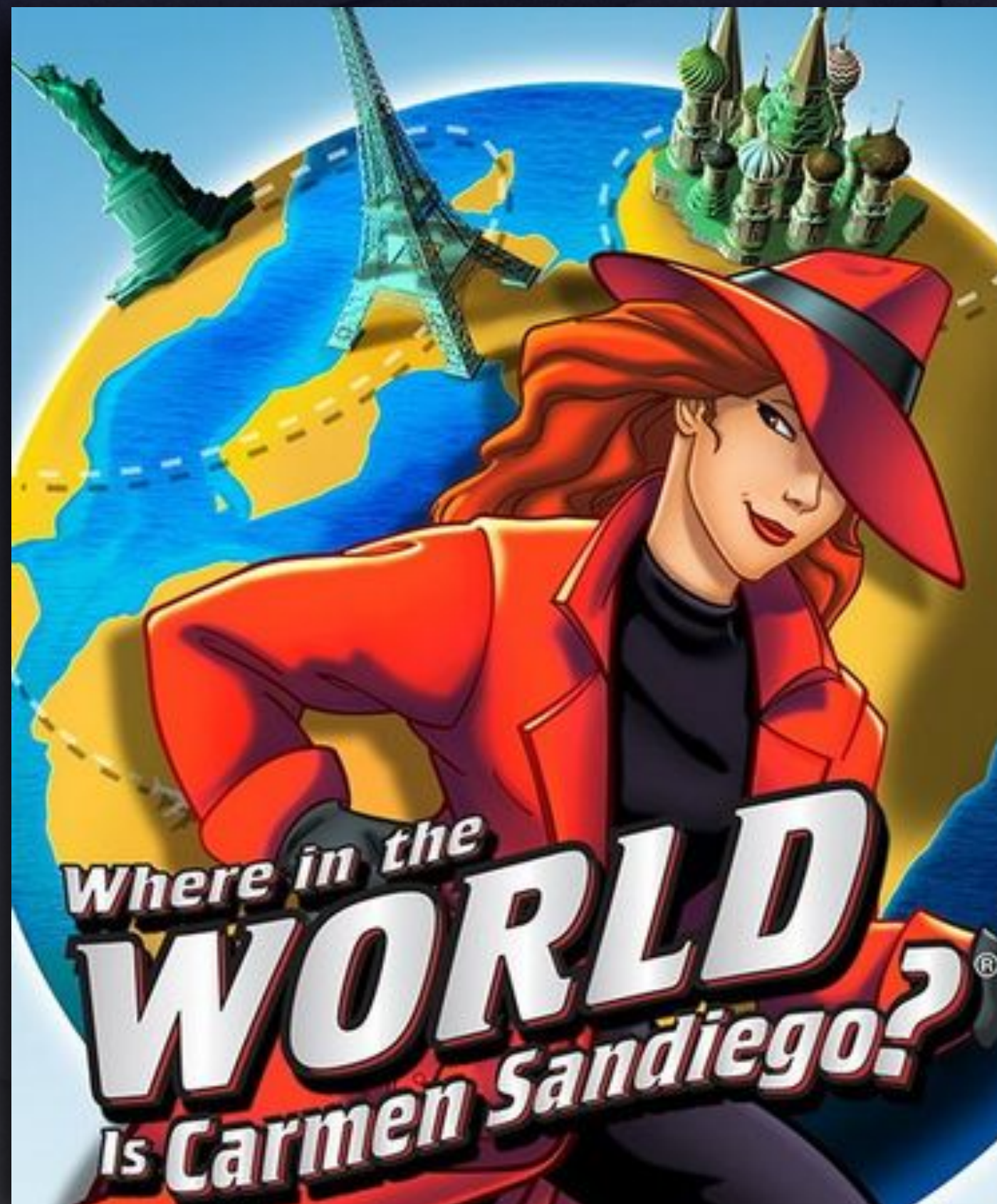
Examples



Examples



Faile Exemples



Recipe



Reci

1) **pe** Goals & Boundaries



Reci

2) Types of players

Killers

Play to compete with others

Achievers

Play to gain success and prestige



Socializers

Play for the social aspect
rather than the game itself

Explorers

Play to discover new
areas & possibilities

+ Segments & Demographics

Reci

3) **pe** intrinsic Motivation

SOCIALIZING ENJOYMENT
PURPOSE LEARNING GROWING
RECOGNITION
STATUS ACHIEVING COMPETING
DISCOVERY SHARING WINNING POWER



Reci

4) **pe** Captivating Story / Message



Reci

5) **pe** Design



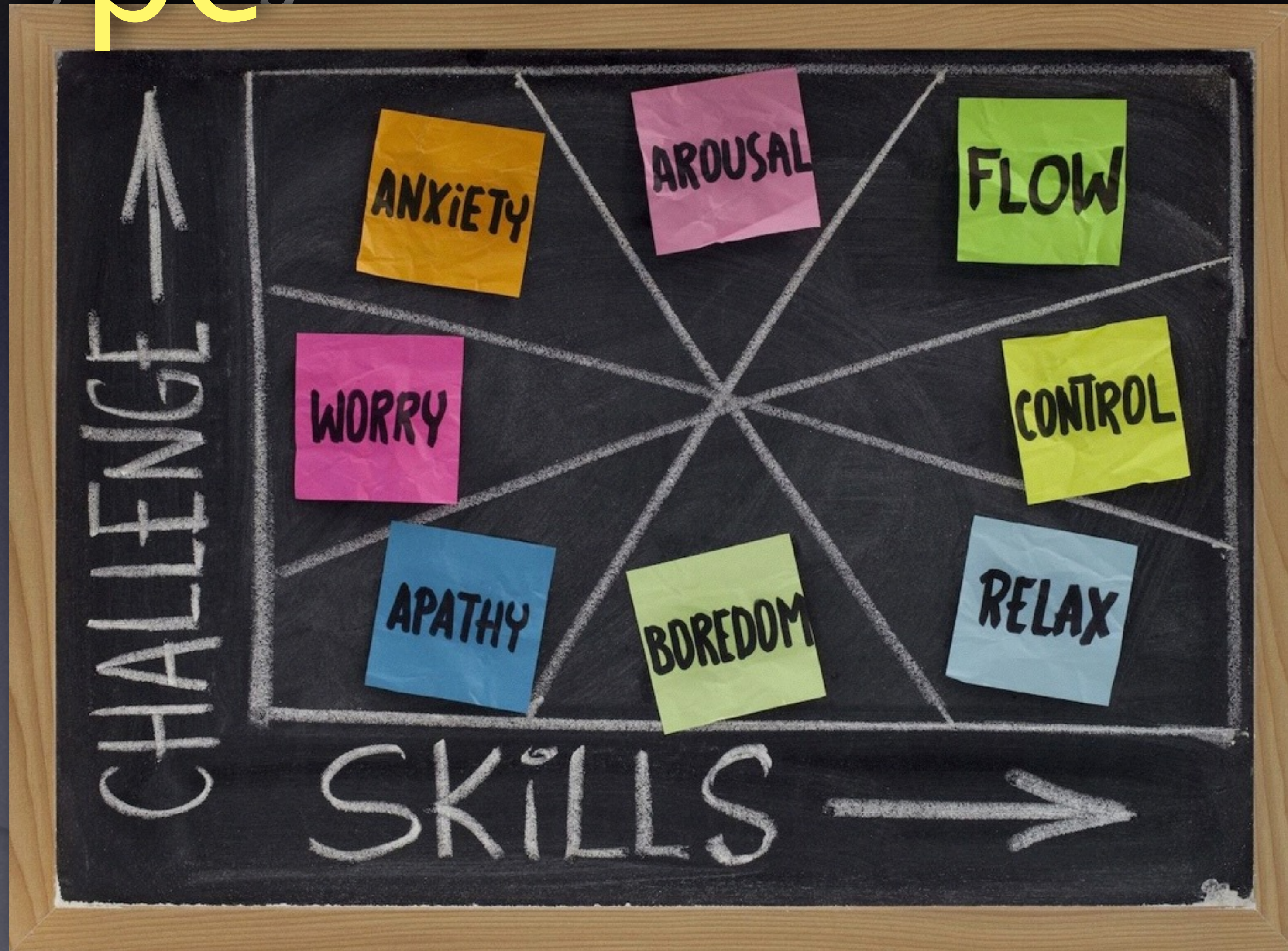
Recipe

5) Design



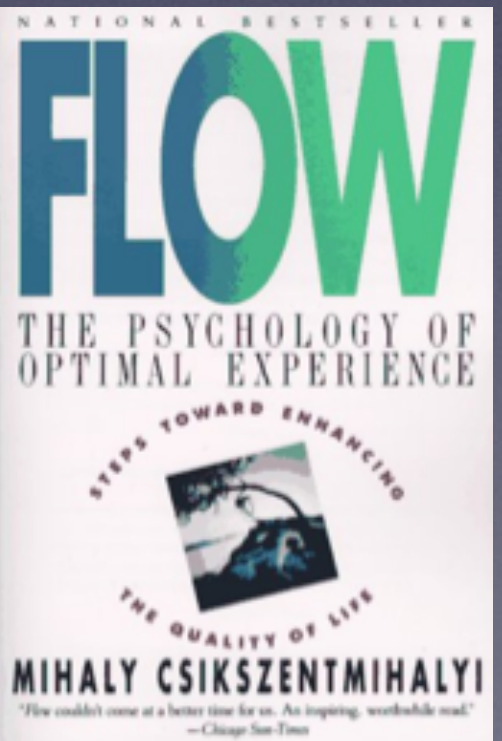
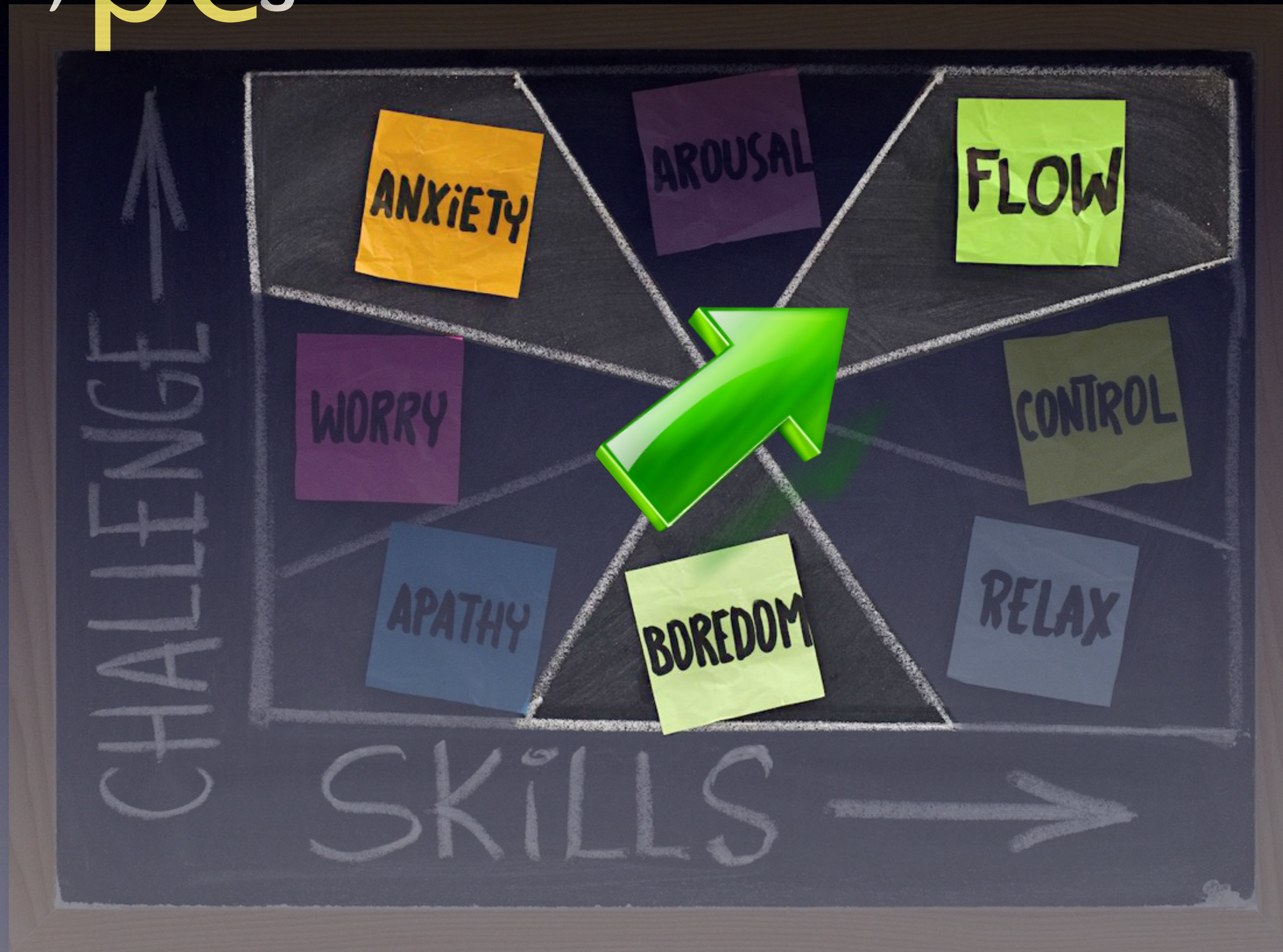
Reci

6) **pe** the right balance



Reci

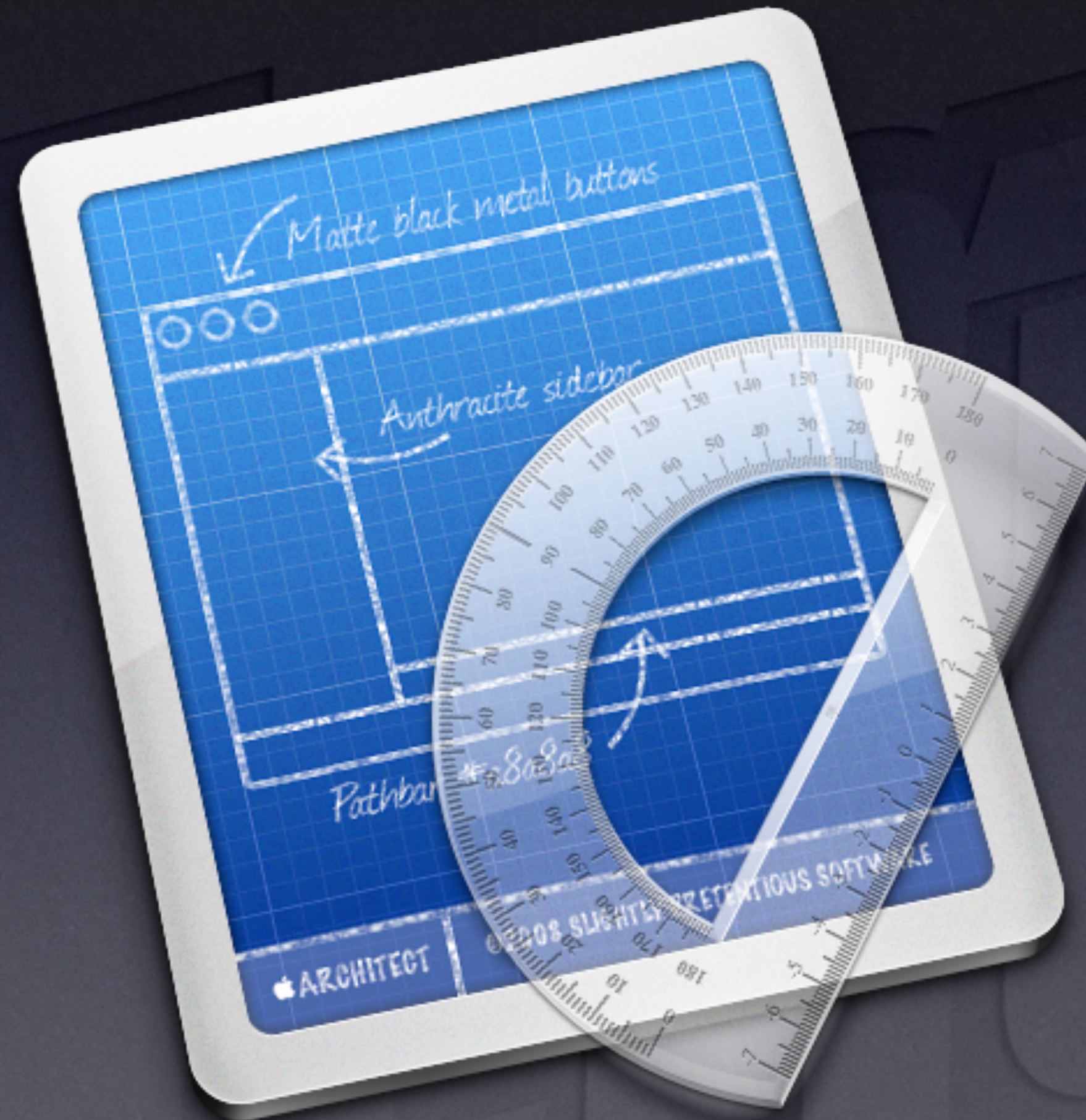
6) the right balance



Source: [Flow](#)

Reci

7) **p**eplementation



Recipe



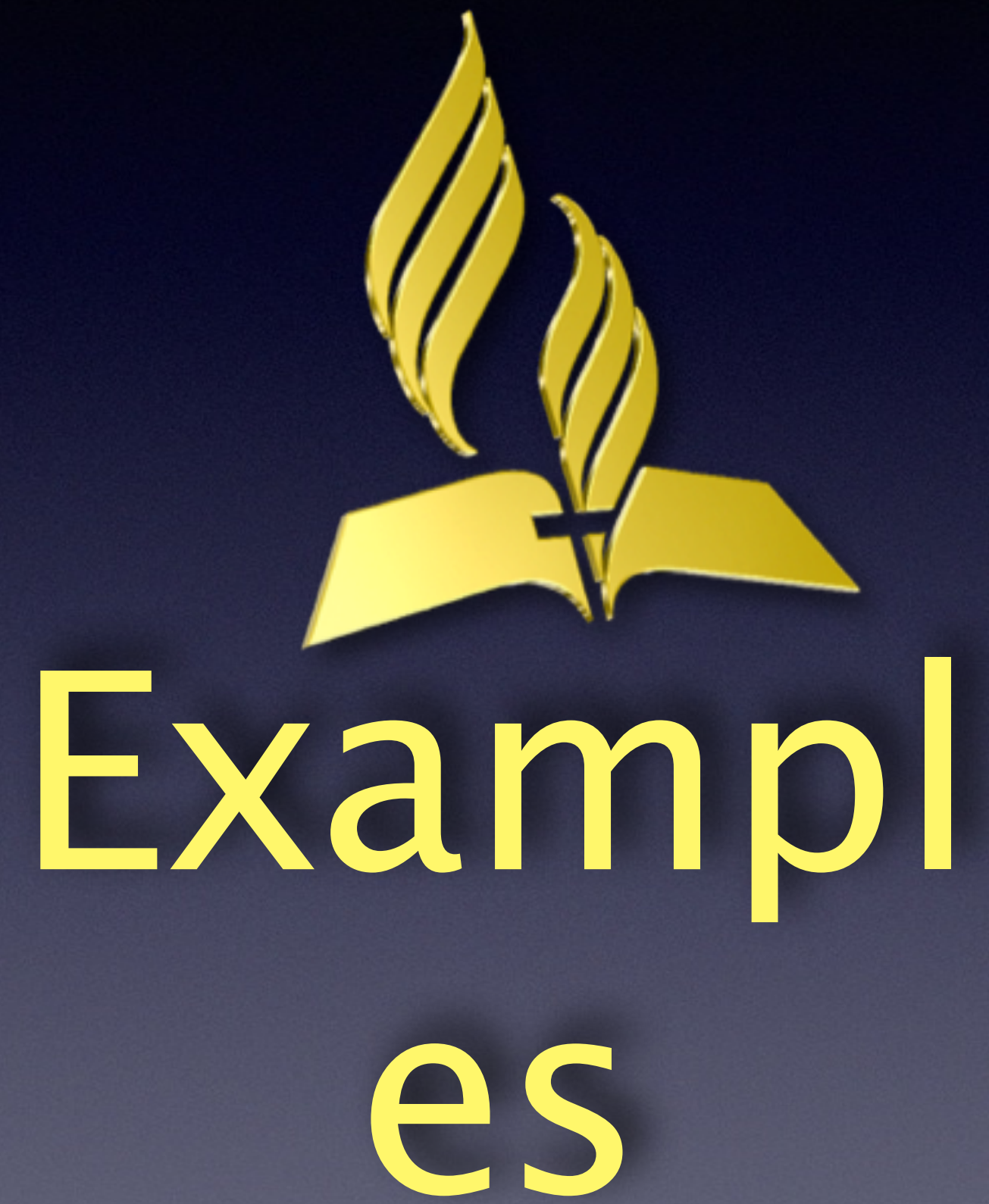


Massively – Multiplayer

Emotions:

Joy
Relief
Surprise
Curiosity

Excitement
Awe & Wonder
Contentment
Creativity



Examples





Exempl
es



Examples



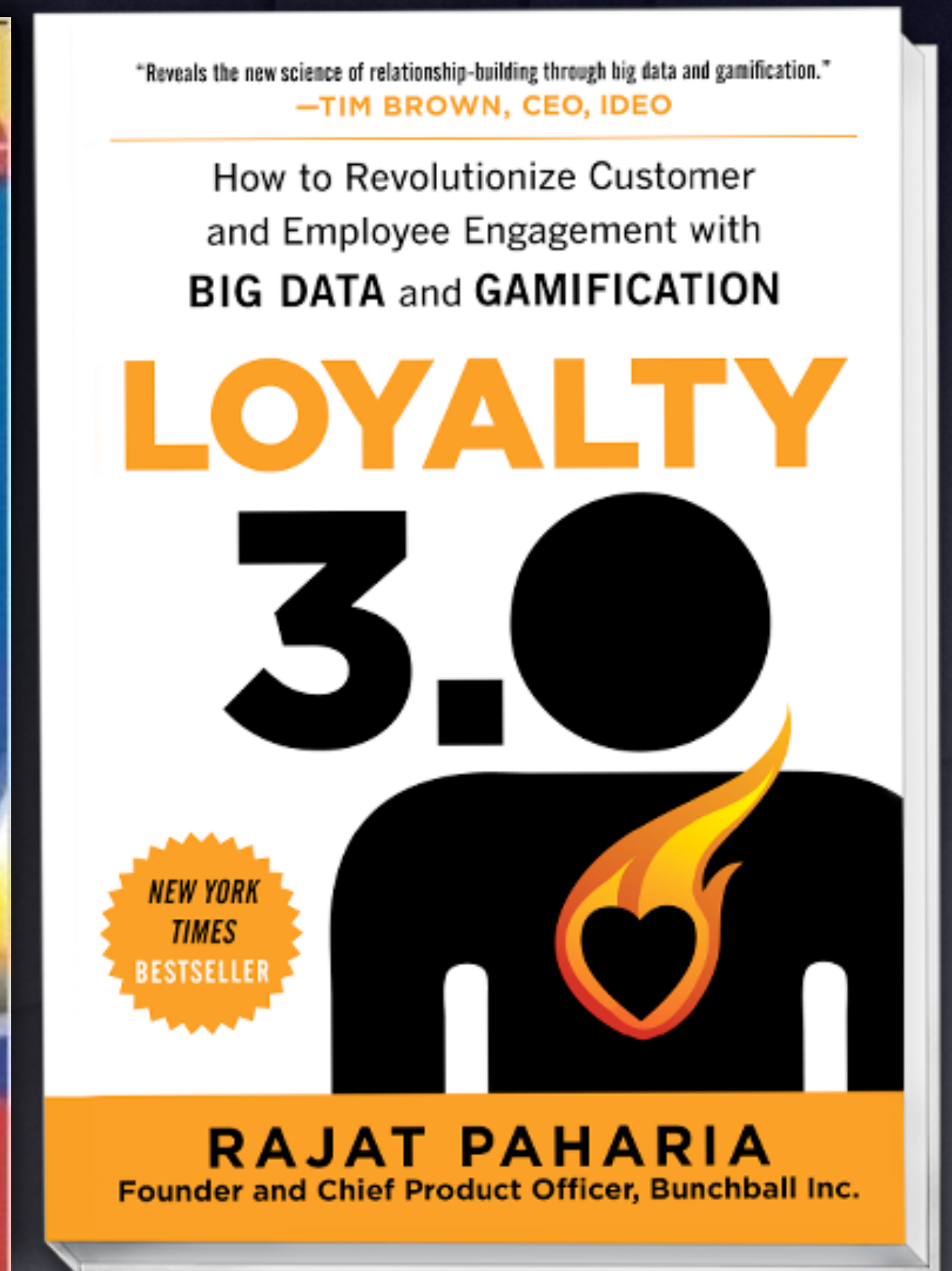
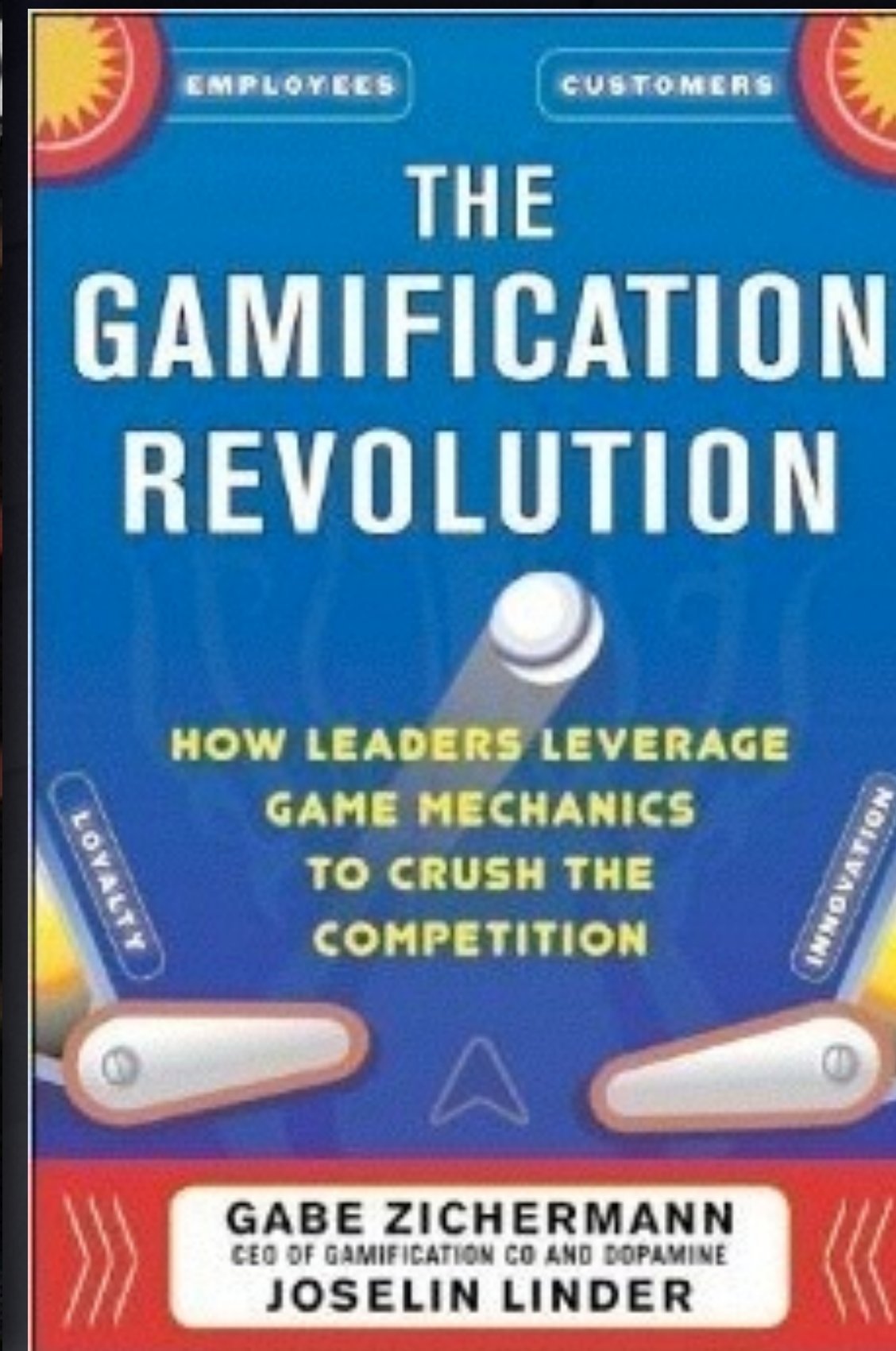
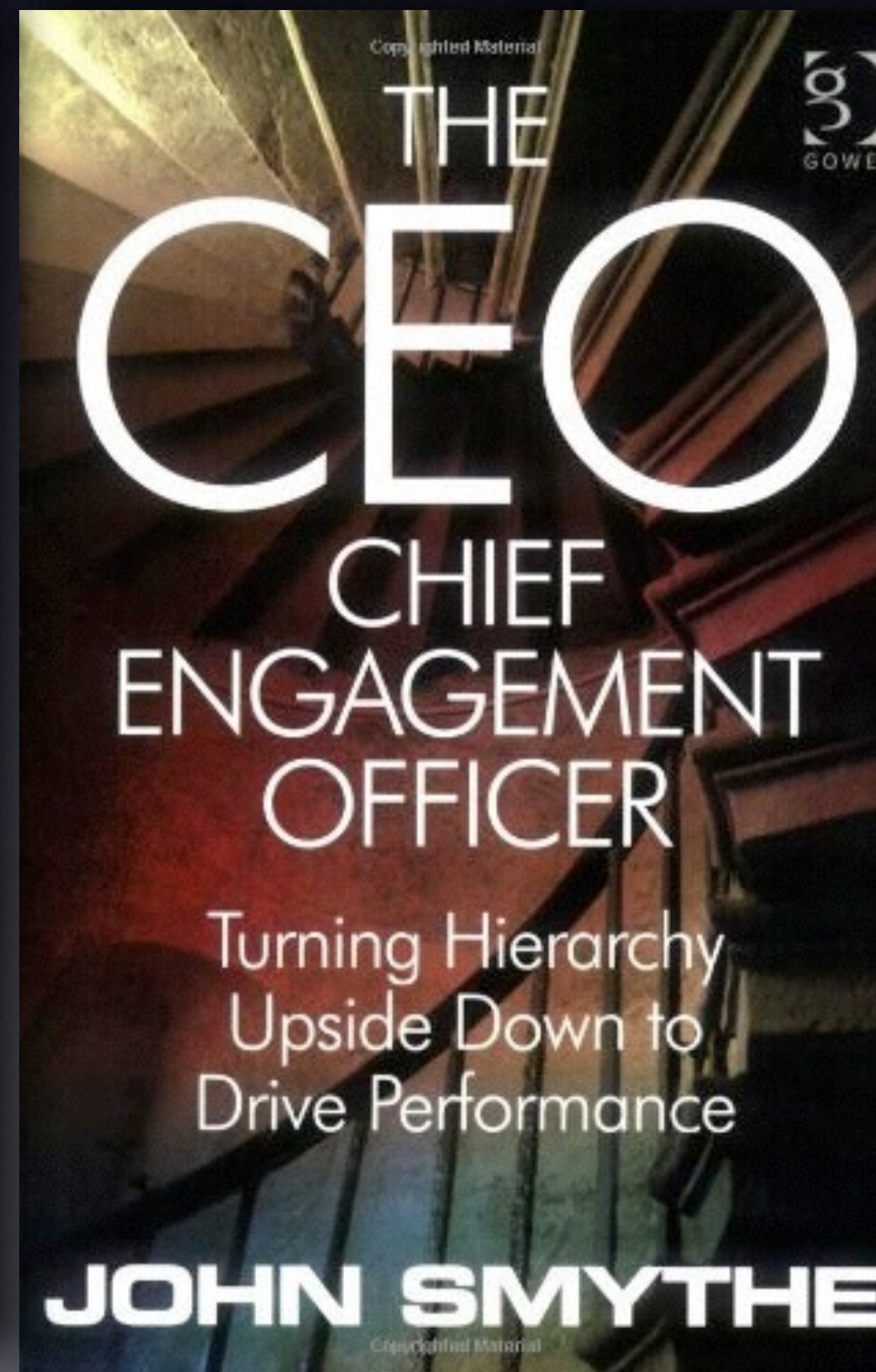
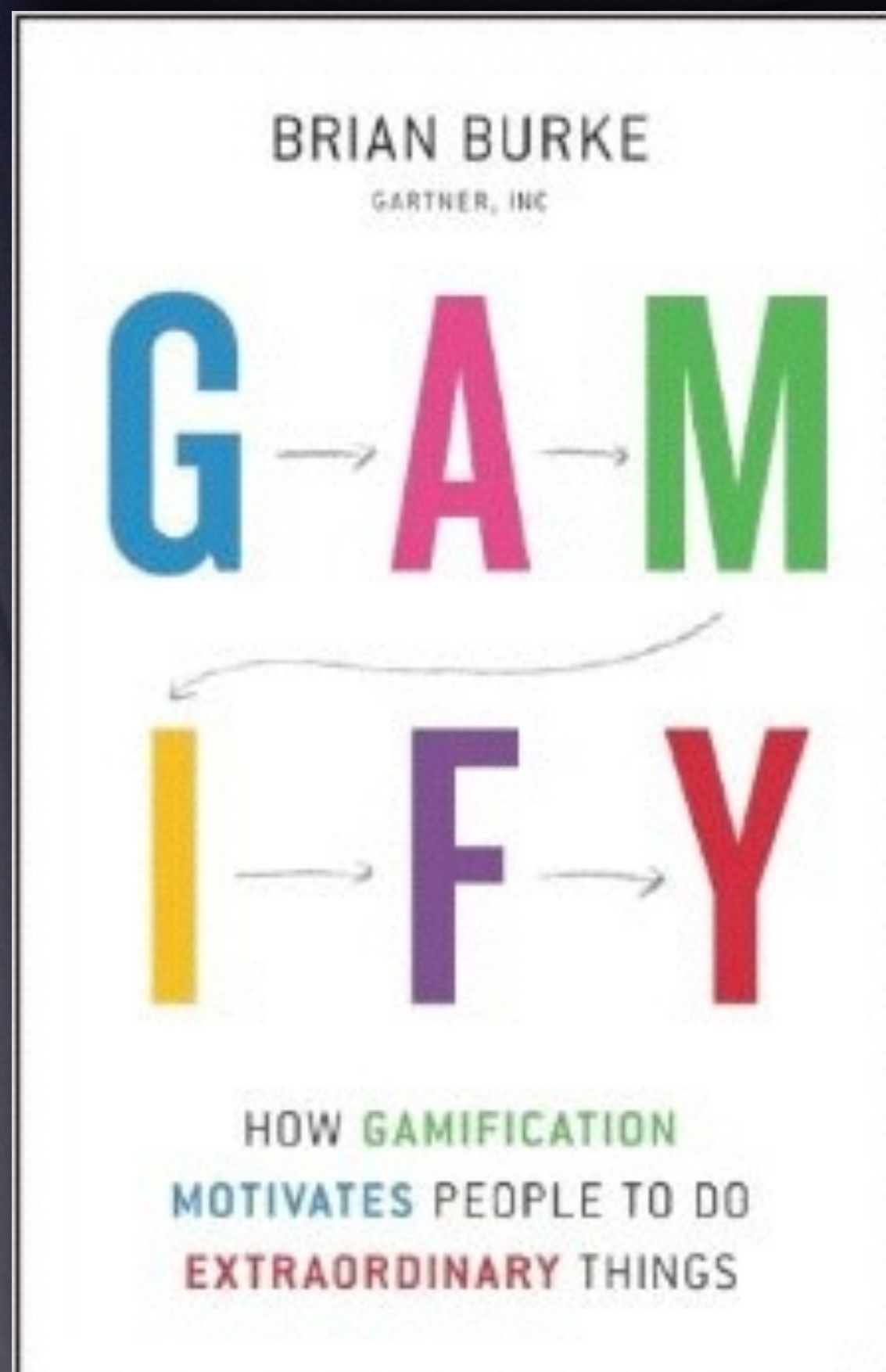
Exercis

e
Engage the Audience through Gamification

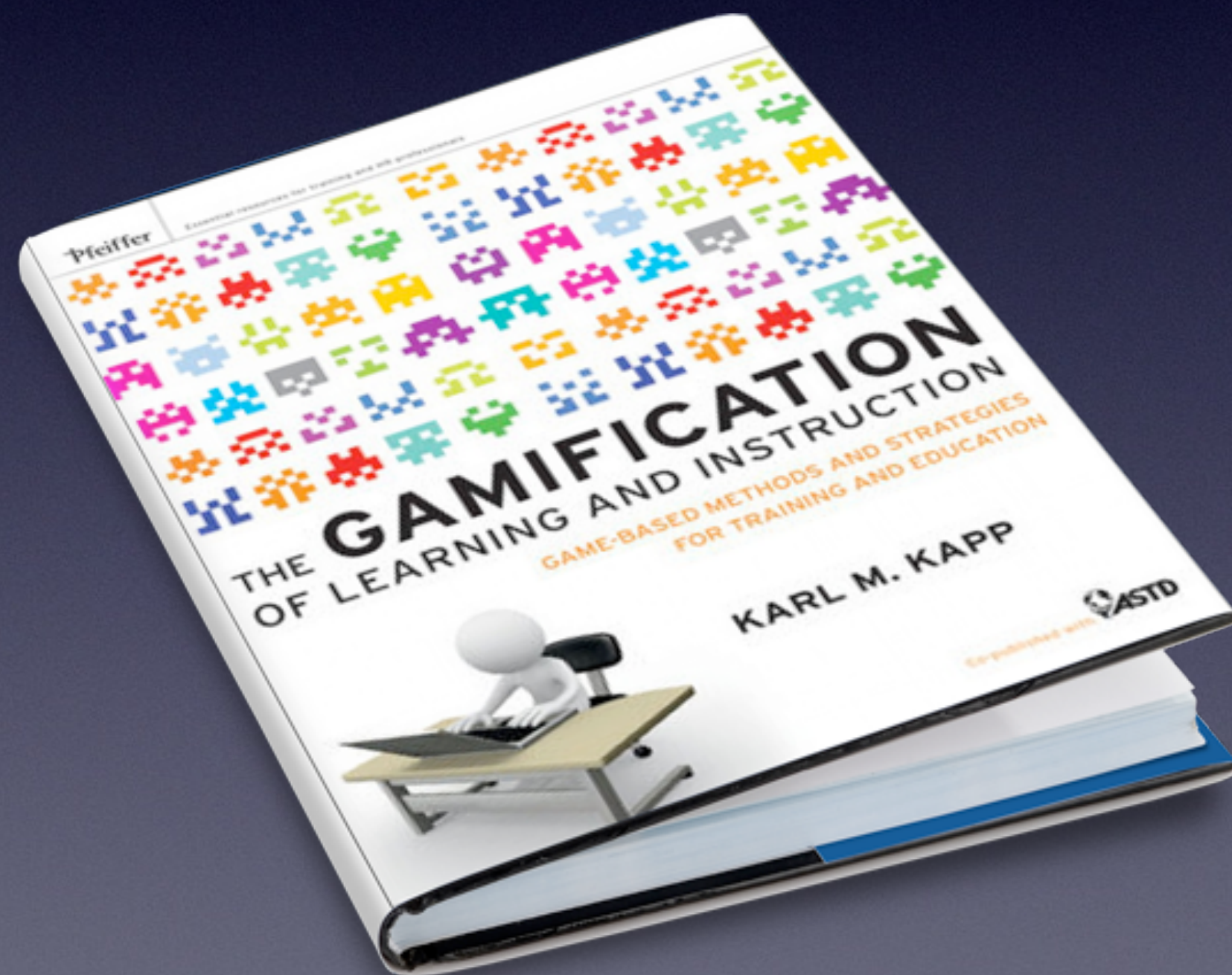


Analyse Competition
Collaboration Dynamic

Engage the Audience through Gamification



Engage the Audience through Gamification



www.gamifeye.com
bit.ly/lbROOoc7

Thanks

For

Listening

obrigado

gracias