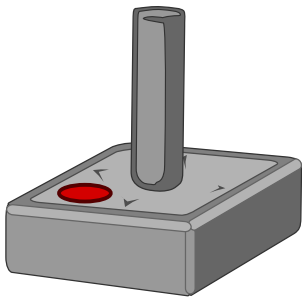


Gamification

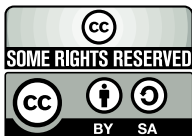


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Things to clear up beforehand. . .



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Download these slides and give feedback:

http://www.julian-fietkau.de/gamification_einfuehrung

A quote to start it off

“When I use a direct manipulation system (...) I do think of myself not as using a computer but as doing the particular task. The computer is, in effect, invisible. The point cannot be overstressed: make the computer system invisible.”

– [Don Norman](#) ([source](#))

Is this our ultimate goal?



Your profile is
60% complete.



What is Gamification?

→ Introduction of playful, “game-like” elements into otherwise non-game-like contexts. Examples:

- performance measurement and/or rating
- competition (social component)
- interactive storytelling

The concept gained prominence in the second half of 2010, hot topic since about the start of 2011.

Dos and Don'ts

Gamification can work, if...

- ...challenges are always possible to master.
- ...the mechanics are fun.
- ...the design fits the content.
- ...etc.

Gamification can also go horribly wrong, if...

- ...the next goal seems overwhelmingly out of reach.
- ...the mechanics do not fit the content.
- ...etc.

An example of what not to do



*“Oh no! Your friends have been kidnapped by evil aliens!
Translate the following latin words to rescue them:
hic, mox, videre, occupare, caput, cadere, olim, argentum, vivere”*

Have fun with Gamification!



Rescue princess

Weblinks

Wikipedia: Gamification

<http://en.wikipedia.org/wiki/Gamification>

Audrey Crane: A Gamification Framework for Interaction Designers

<http://uxmag.com/design/a-gamification-framework-for-...-designers>

Daniel Cook: What activities can be turned into games?

<http://www.lostgarden.com/2008/06/what-activities-...-into.html>

Gamification Blog

<http://gamification.co/>