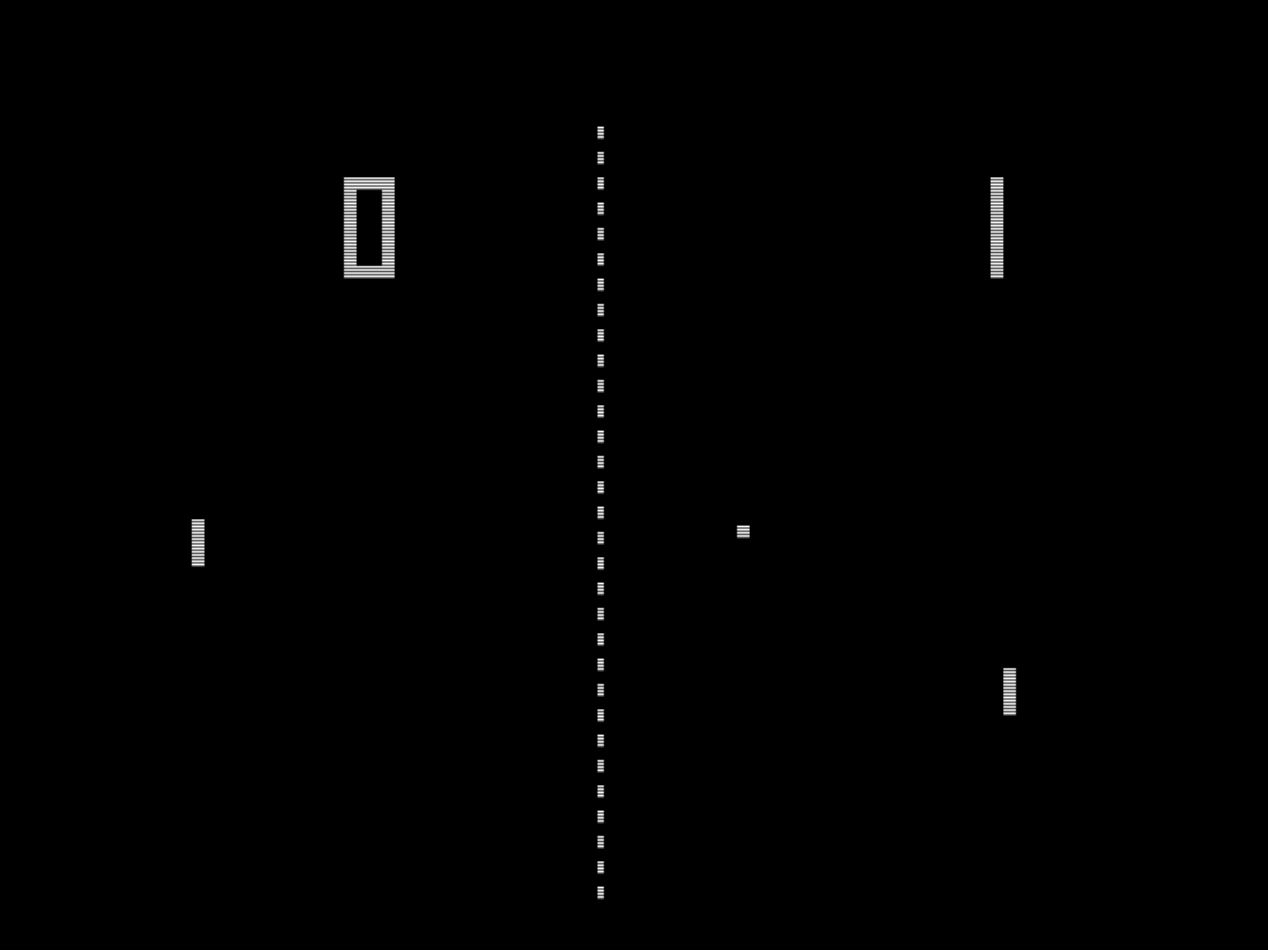


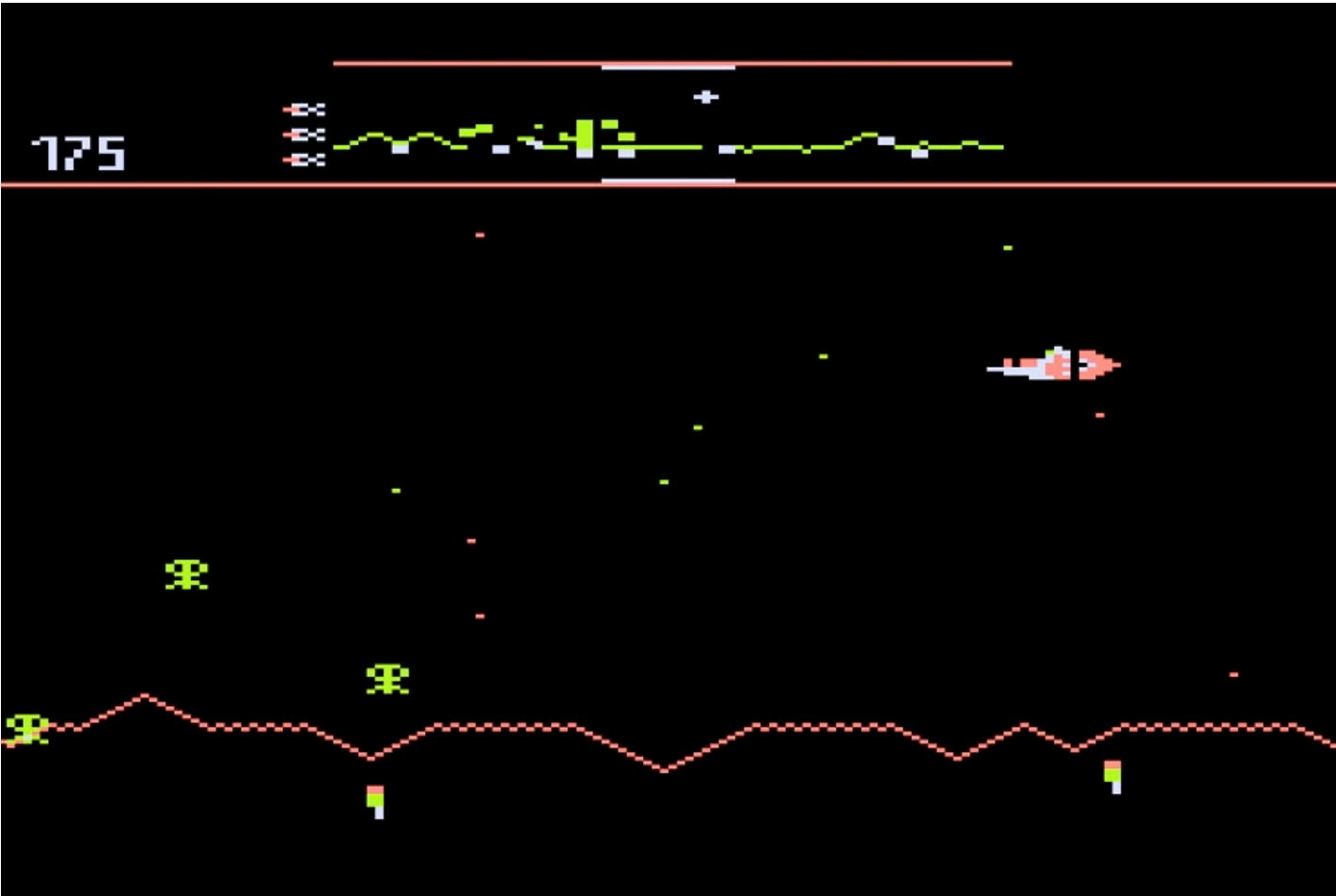


UX and UI: Games/ Gamification

Been around games a while ...



Then came colour ...



Then it got really exciting!



This was the UX



How things have changed




Most importantly, the physical barrier has gone from the most used games on touch devices and in the home

I can play the same game across devices

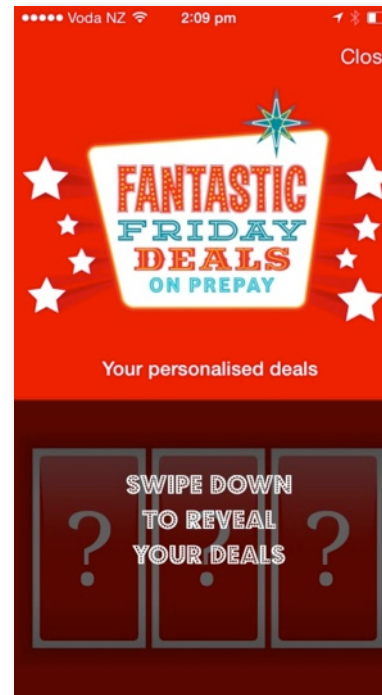


How does this impact Vodafone?

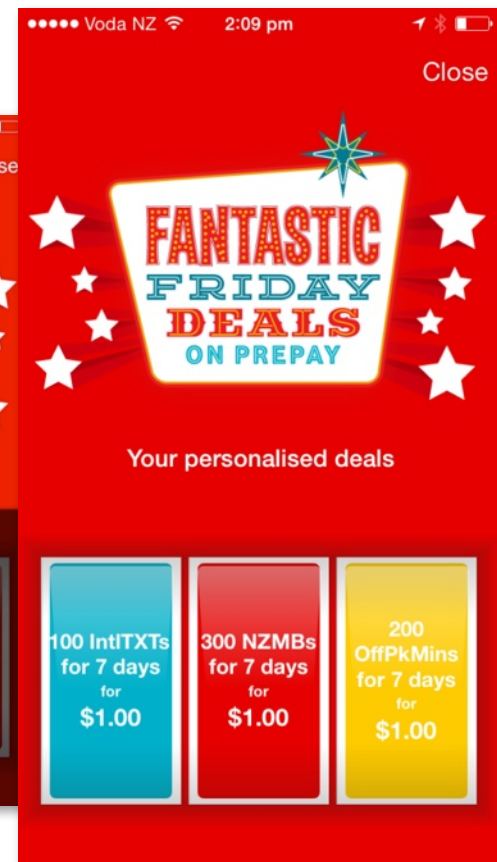
- People expectations and experience have moved on with touchscreens
- Interactions are moving away from point and click to swipe etc
- We're taking the experience to the customer
 - on social media (Facebook)
 - on device (My Vodafone app)



A Facebook post for Vodafone Fantastic Fridays. At the top, a countdown timer shows 01:18:51:52. Below it is the Vodafone logo and the text 'Vodafone FANTASTIC FRIDAYS'. There are four circular icons labeled MOVIES, MUSIC, SPORTS, and DEALS. The text reads: 'Fridays are great – but we're making them fantastic for fans like you!'. Below this is an image of a boombox, a Warriors cap, and a smartphone. The text continues: 'As a big thank you to all our fans we're dishing out over \$60,000 worth of fantastic prizes. Every Friday until 19th September, right here on Facebook, for 8 straight hours, you can score Beats by Dre Headphones, Boom Box cooler bags, Smartphones, Vodafone Warriors giveaways and more. Plus, everyone gets the chance to be in to win the big prize: a Fantastic Friday for you and your friends! Vodafone Fantastic Fridays on Facebook: 10 prizes every hour, from 9am to 5pm, every Friday. Don't miss out!'



A mobile app screen showing 'FANTASTIC FRIDAY DEALS ON PREPAY'. The screen is red with white stars. The text reads: 'Your personalised deals'. Below this is a dark grey area with three question marks and the text: 'SWIPE DOWN TO REVEAL YOUR DEALS'.



A mobile app screen showing 'FANTASTIC FRIDAY DEALS ON PREPAY'. The screen is red with white stars. The text reads: 'Your personalised deals'. Below this are three revealed deals in colored boxes: '100 IntiTXTs for 7 days for \$1.00', '300 NZMBs for 7 days for \$1.00', and '200 OffPkMins for 7 days for \$1.00'.

