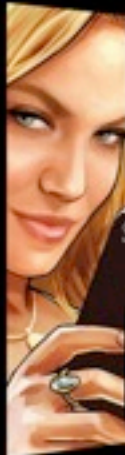
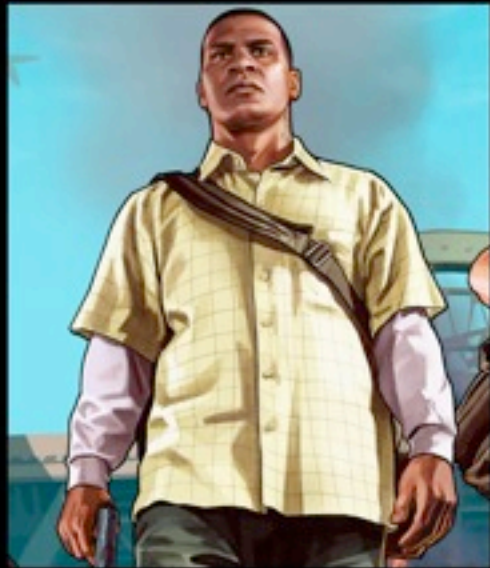
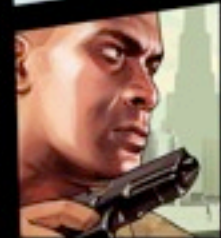
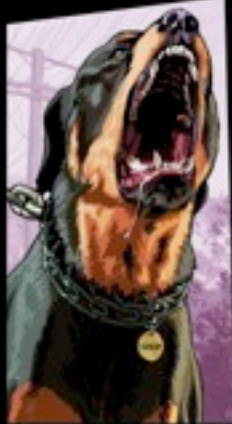


in | Game



Grand Theft Auto





Target: 15000

89:29

Score:

15015980



Gamification

gam-i-fic-ation (noun)

Using game thinking and game mechanics to engage and retain users and customers.

see also: advergaming, serious games

Gamification

A US\$421.3 million industry today

A US\$5.502 billion industry by 2018

70% of the top 2000 global companies will have at least one gamified app by 2014

80% of those will fail because of poor design



93% of NZ households have a device for playing games

The average age: 33 years

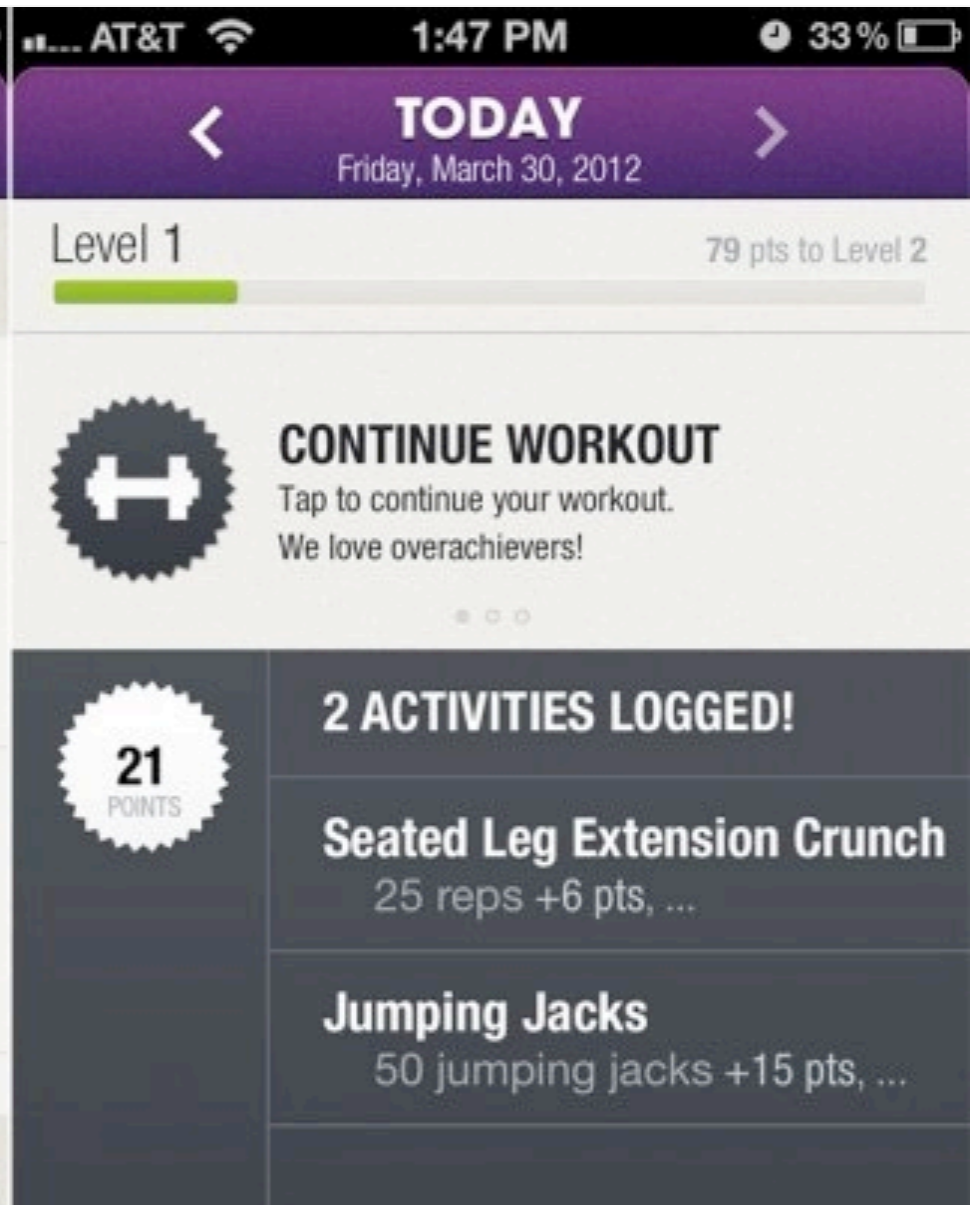
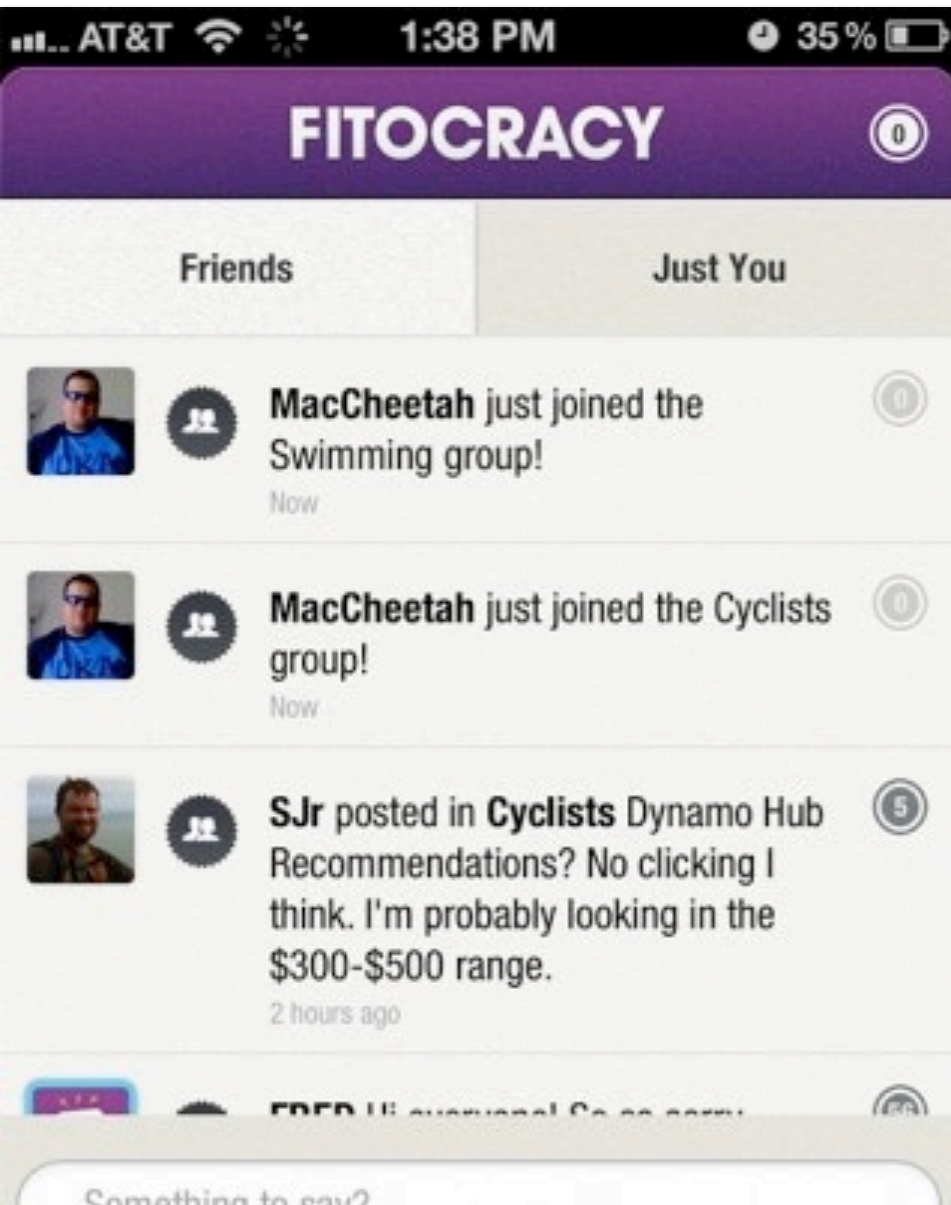
72% of gamers are over 18

47% are female

79% of parents play video games with their children

Source: Bond University, Digital NZ Report

Goal Setting and Feedback: Fitocracy



Motivation: Zombies, Run!



Increase Social Media Participation: Verizon Insider

Calendar [full calendar](#)

All events [switch city](#)



Redskins 3D-TV Sweepstakes

AUG. 21- FEB. 2

Imagine how much fun watching Washington Redskins games at home would be on a 40" 3D-TV!

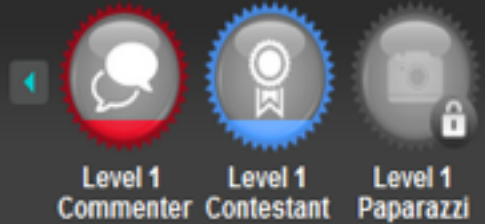


The Verizon Scholarship Award

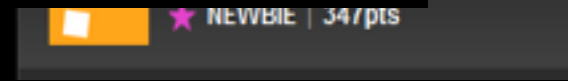
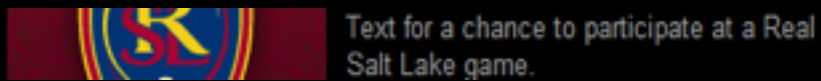
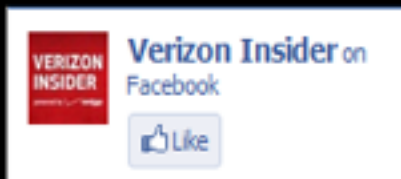
OCT. 1- DEC. 31

See if you qualify for this amazing scholarship, given to worthy recipients who excel academically, are leaders amongst

My Achievements



Top Players



13% more commenting
22% more Facebook, Twitter sharing
68% more content discovery

Gigya, 2013



Employee Incentives: Salesforce.com

The screenshot displays the Salesforce.com Nitro for Sales interface. At the top, the Salesforce logo is on the left, and a search bar with the text "Search All..." and a "Search" button is in the center. On the right, the user's name "Rajat Paharia" and a "Help" link are visible, along with a "Sales" dropdown menu. Below the header is a navigation bar with tabs for Home, Chatter, Campaigns, Leads, Accounts, Contacts, Opportunities (highlighted), Contracts, Solutions, Products, Reports, and Nitro. The main content area is divided into several sections:

- Nitro for Salesforce.com:** A blue header for the main section.
- Home My Profile Team Standings Teams:** A sub-navigation bar.
- Rajat Paharia:** A profile card showing 9,882 Points and a level of 10.
- Featured Challenge:** A challenge titled "Hey Rockstar! Earn 500 points by Upgrading 5 Opportunities in 24 hours." with a progress bar at 20% Complete.
- Your Teams:** A list of teams: 2 New York, 3 Omaha, 4 San Jose, 5 Kansas City, 6 Los Altos.
- Current Contests:** Two contests are listed:
 - Rockstar:** "Hey Rockstar! Earn 500 points by Upgrading 5 Opportunities in 24 hours." with a progress bar at 20% and a list of recently completed users.
 - Quota Killer:** "Hit 100% of your quota for the Quarter in the first 8 weeks, and we'll give you a cool 3,000 points." with a progress bar at 58% and a list of recently completed users.
- Current Ranking:** A table showing the top 3 users:

Rank	Name	Points
#45	Molly Kittle	15,500
#46	Kasey McCurdy	14,140
#47	Steve Patrizi	12,159
- Chatter:** A section for sharing updates, including a "Share with Kasey McCurdy and your company" button and two recent status updates from Kasey McCurdy.

Motivation and Completion: Code Avengers

Learn to code the fun & effective way



CODE AVENGERS

CSS lessons available now!



HTML/CSS level 1

JavaScript level 1

JavaScript level 2

Loyalty and Retention: New World Little Shop



Behaviour Change: SafeHouse by ACC



32%
did something
to fix their home

TODO

3 15 16

Behaviour Change: WorkSafeSIM



Behaviour Change: Sparx by University of Auckland



Learning: Ready To Practice: University of Auckland



1:00

I was fine until 2 or 3 days ago then I just started feeling tired. I'm not eating and today I just couldn't move my arms or legs.



Learning: Countdown to Impact: University of Auckland

But none of our scientists can agree which is the most effective solution! We need **you** to choose.

No pressure...

POSSIBLE SOLUTION



SOLAR SAIL



NUCLEAR DRIVE-BY



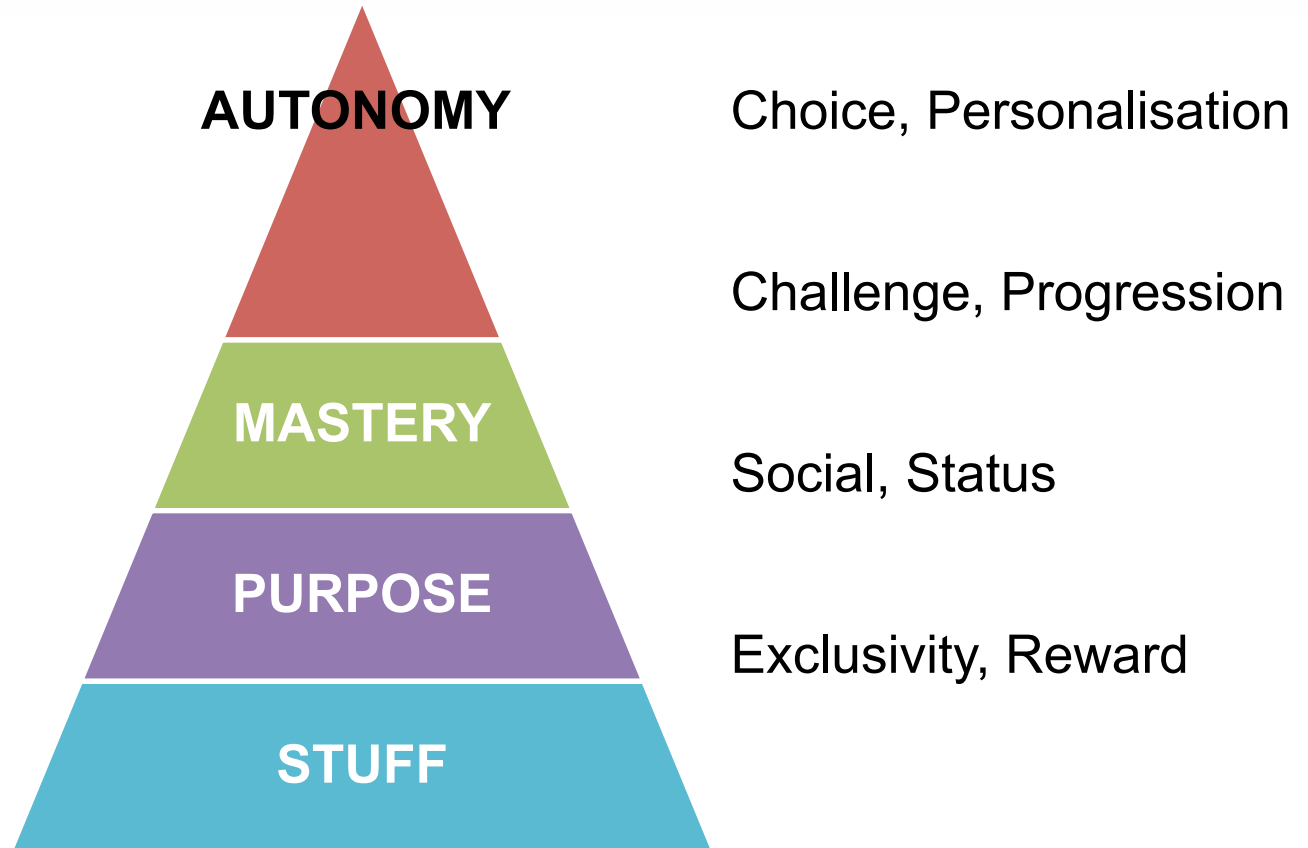
KINECT IMPACTOR

The scoreboard ain't the game

#1
Gamification
Pitfall



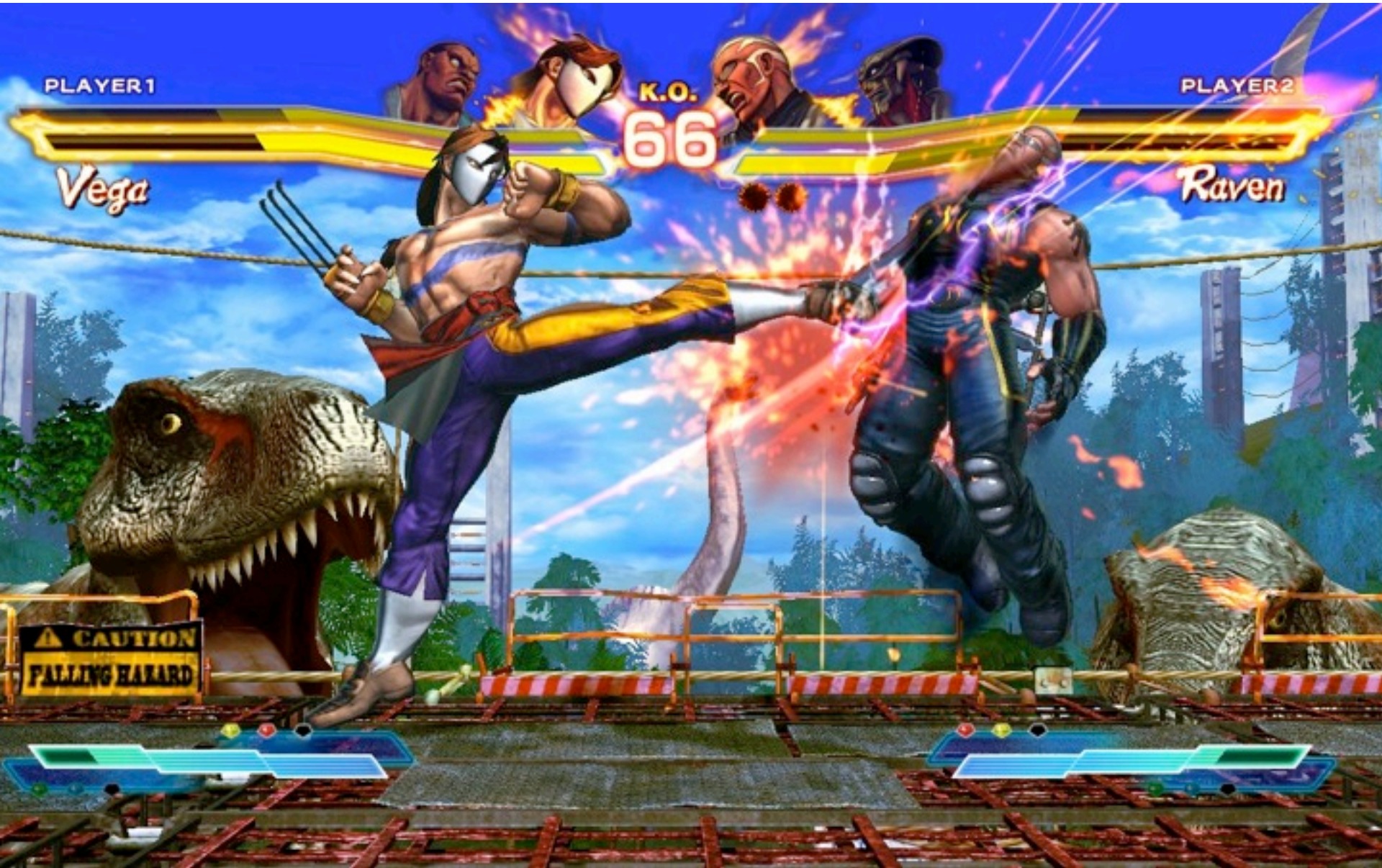
What Motivates People?



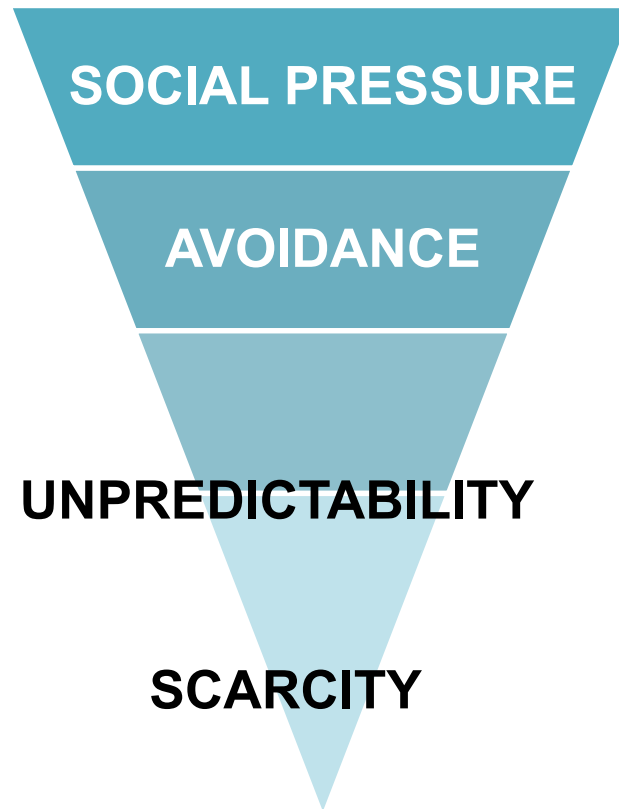
Feedback: Your website



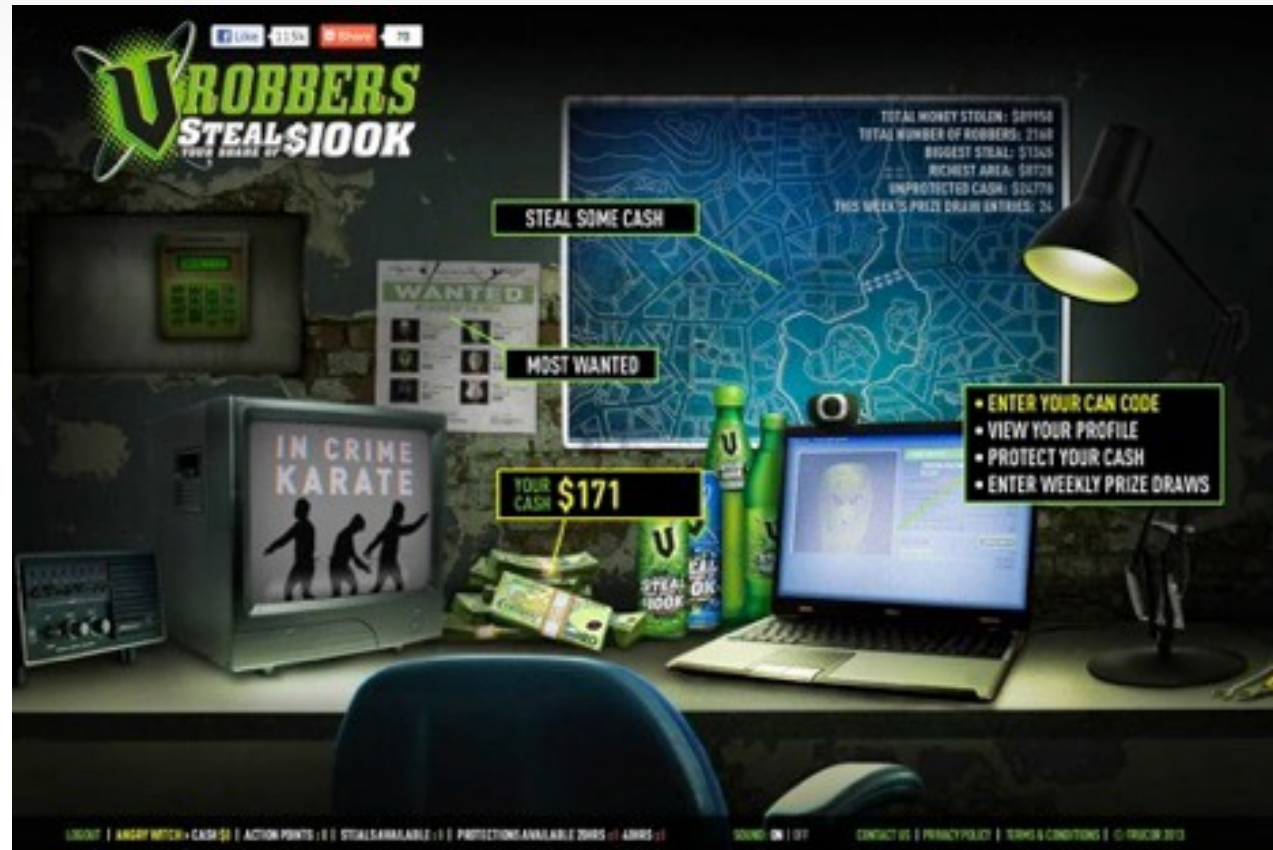
Feedback: Street Fighter 4



What Do People Avoid?

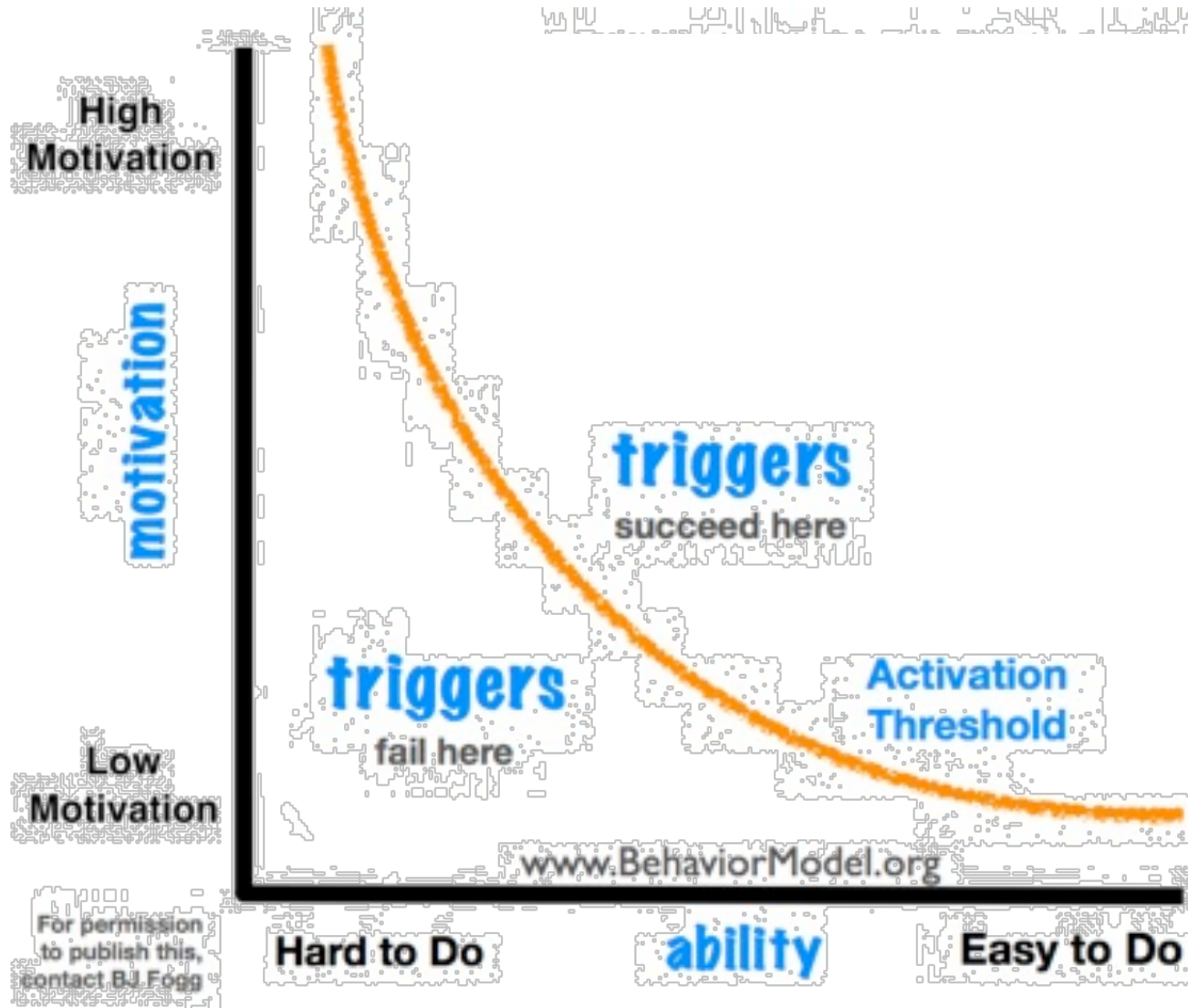


Increase sales: V Robbers Advergame



- There were 123,000 attempted robberies during the campaign
- Players spent an average of 23 minutes per site visit.
- Facebook engagement increased 174%. Sales up 12%.

BJ Fogg Behavior Model



For permission to publish this, contact BJ Fogg

Analytics

Video Games

Gamification

Behavioural Psychology

Applied Digital Behavioural Psychology

in | Game