



## Gamification for learning and development

A good tool born in digital ages



*Presented by:*  
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02 July 2018

# Content



Математика  
6. клас  
Уравнения от вида  $ax + b = c$

e)  $\frac{x}{2} - \frac{1}{3} = \frac{x}{6} - \frac{3}{4} \quad | \cdot 12$   
 $12 \cdot (\frac{x}{2} - \frac{1}{3}) = 12 \cdot (\frac{x}{6} - \frac{3}{4})$   
 $\frac{12x}{2} - \frac{12}{3} = \frac{12x}{6} - \frac{12 \cdot 3}{4}$   
 $6x - 4 = 2x - 9$   
 $6x - 2x = -9 + 4$   
 $4x = -5 / 4$   
 $x = -1 \frac{1}{4}$

Game like design

Studying and other activities

Седмична класация за периода: 28.05. - 03.06.  
Следващо обновление след: 02:48:58 ч.

Място	срещ. оценка в Ucha.se	Място в София	Място в твоето училище
1	19268 -951	6610 -75	90

Орлин  
Ниво 29  
31 630 XP  
до ниво 30 остават: 597 XP  
Като преобластваш XP и нивата?

Своя XP си натрупал от:

- 2 900 XP
- 14 040 XP
- 3 250 XP
- 0 XP
- 1 140 XP
- 0 XP
- 0 XP
- 0 XP
- 0 XP
- 300 XP

Приключения и дневни мисии

Gamification = PBL + EEN

# Gamification?

Gamification is the craft of deriving all the fun and addicting **elements found in games** and applying them to **real-world** or productive activities.  
(Yu-kai Chou)

Gamification is loyalty program on steroids.



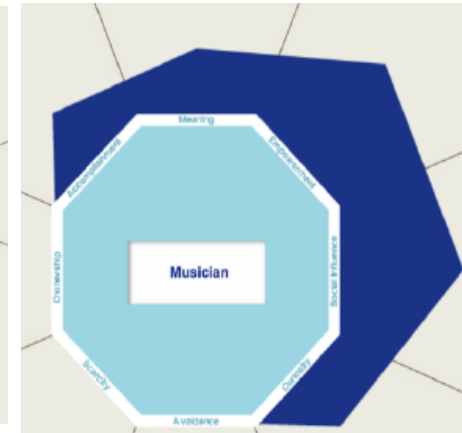
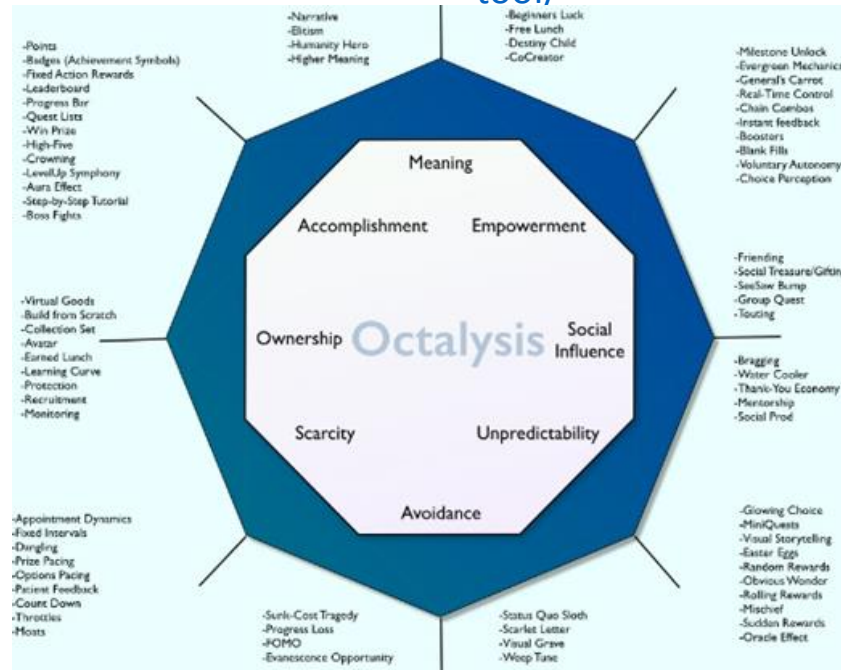
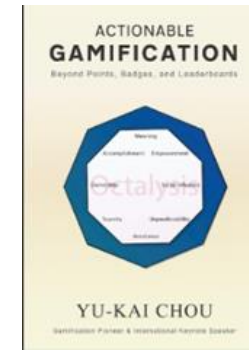
Gamification is the use of game elements to drive **game-like player behavior** in a **non-game context** with predictability. (Michael Wu)

# Content



# Octalysis

[www.yukaichou.com/octalysis-tool/](http://www.yukaichou.com/octalysis-tool/)

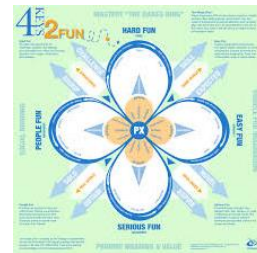


# ...but don't forget the FUN



Man is only completely a man when he plays.

Friedrich Schiller



Nikole Lazzaro

- ✓ Easy fun
- ✓ Hard fun
- ✓ Peoples fun
- ✓ Serious fun

Why Serious games are more Effective than elearning

- Winning
- Problem-solving
- Exploring
- Chilling
- Teamwork
- Recognition
- Triumphant
- Collecting
- Surprise
- Imagination
- Sharing
- Role Playing
- Customization
- Goofing off

Prof. K. Werbach

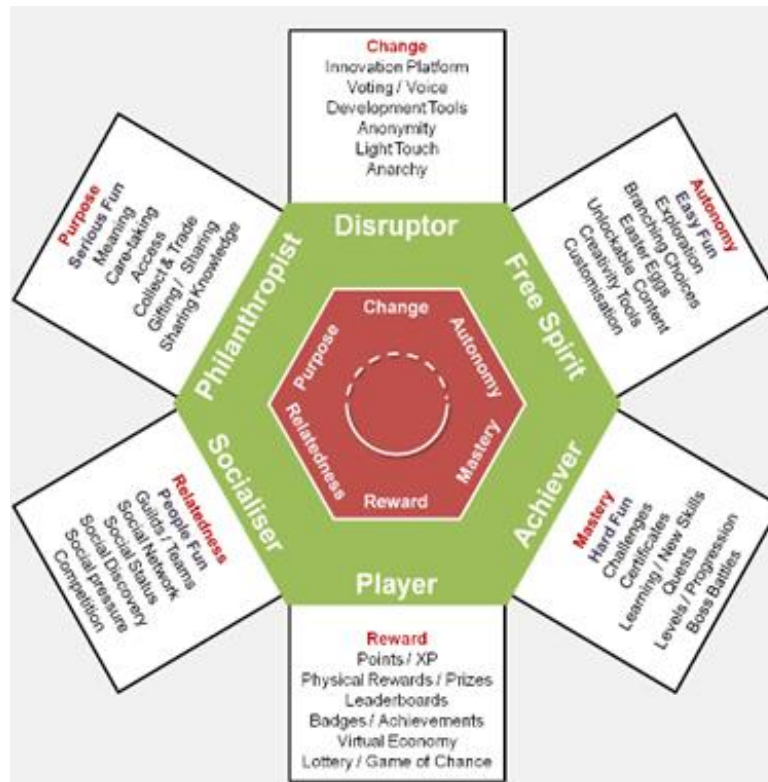
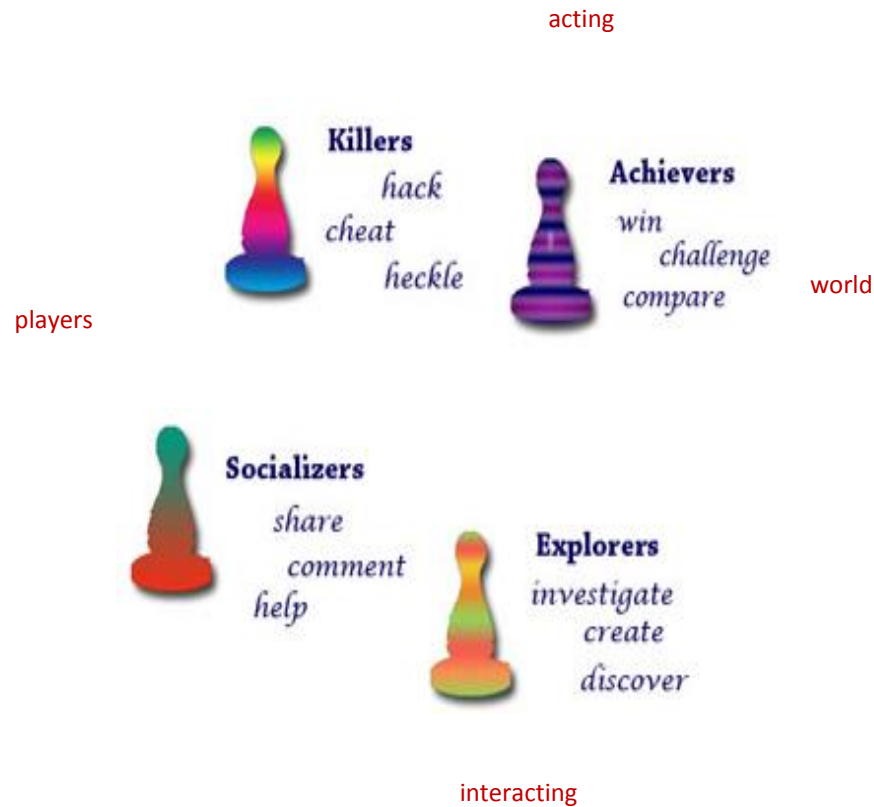
➤ <https://www.youtube.com/watch?v=qRgWttqFKu8>

➤ <https://www.game-learn.com/why-serious-games-more-effective-elearning/>

# Player types

Bartle's 4 types

Marchevsky 6 types



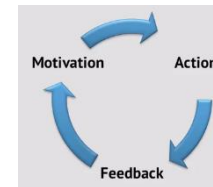


# Content



# Let's do gamification

1. Objectives
2. Target behaviors
3. Player types
4. Activity cycles
  - Progress loop
  - Engagement loop
5. Don't forget fun!
6. Gamification elements
  - PBL
  - Self-determination theory
    - competence
    - autonomy
    - relatedness



# Content



EnterPlay in the leading non banking financial institution – the program „Super Professionalis“

**Main Project Goals:**

- To reduce attrition and increase engagement of financial consultants ;
- Boost performance of the employees.

**Additional goals:**

- Improve the existing training model **implementing online learning option**;
- Additional support for marketing communication;
- Improvement of **internal communication**;
- Set up a channel for **idea sharing**.



# Game elements

The screenshot shows a user profile for 'Петя Младенова' (Petia Mladenova) on the ENTERPLAY platform. The page is annotated with blue arrows pointing to various game elements:

- Virtual Goods:** Points (46), Experience (245), and Achievements (1,235).
- Avatars:** The user's profile picture.
- Progression:** A progress bar showing 30% completion towards level 16.
- Quests:** A list of tasks such as 'Знание' (60%), 'Маркетар' (0%), and 'Лично усъвършенстване' (90%).
- Badges:** A collection of earned and unearned badges, including 'Иноватор' and 'Лидер'.
- Levels:** A circular gauge showing the current level (16) and progress (30%).
- Leaderboards:** A list of ranks and titles like 'Опит', 'Магистър консултант', 'Иноватор', 'Маркетар', and 'Двубои КК-КК'.
- Combat:** A section for 'Двубои КК-КК' (duels).
- Social graph:** A row of avatars representing the user's colleagues.
- Collection:** A row of gear icons representing a collection of items.

At the bottom of the profile, there are statistics: 15 received reviews, 23 reviews, 10 no reviews, and a playtime of 50:20:32.

Let's train our people

The screenshot displays the ENTERPLAY user interface. At the top, a navigation bar includes 'НАЧАЛО', 'КАКВО НОВО', 'МИСИИ', 'ПОСТИЖЕНИЯ', 'РАЗВЛЕЧЕНИЕ', and 'МАГАЗИН'. The main content is divided into two columns. The left column features a user profile for 'Петя Младенова' (Petia Mladenova), a 'Софийска' (Sofia) office manager, with a phone number '1 222/19 907' and a 'редактирай профил' (edit profile) link. Below the profile are statistics: '30%' completion, '46' likes, '245' shares, and '1 235' views. There are also 'Последни постижения' (Recent achievements) and 'Започнати мисии' (Started missions) sections. The right column is titled 'НАШИТЕ ПРОДУКТИ' (Our products) and features a product card with an image of a man speaking and a lightbulb icon. The card includes a description in Bulgarian, an overall rating of '5.32', and a 'Изтегли сертификат' (Download certificate) button. Below the product card, there are two sections: 'Кредити за всеки' (Credits for everyone) and 'Кредити за пенсионери' (Credits for pensioners), each with a list of items and document icons.

ENTERPLAY

НАЧАЛО КАКВО НОВО МИСИИ ПОСТИЖЕНИЯ РАЗВЛЕЧЕНИЕ МАГАЗИН

Петя Младенова  
Софийска  
Офис Младост 1  
1 222/19 907  
редактирай профил

30% 16

46 245 1 235

Последни постижения: Иноватор

Започнати мисии: 60%

Знае 0%

Матрица: Тест

Лично усъвършенстване: 90%

Коледи

НАШИТЕ ПРОДУКТИ

Обща оценка: **Мн. добър 5.32**

Изтегли сертификат

**Кредити за всеки**

- Общ преглед на продукта
- Параметри
- Документи
- Целеви клиенти
- ТЕСТ 1

Отличен 5.69  
направи отговор

**Кредити за пенсионери**

- Общ преглед на продукта

# Go-go achievers...

The screenshot displays the EasyCredit user interface. On the left is the user profile for Пети Младенова, showing her name, location (София, Офис Младост 1), and a 30% progress bar. Below the profile are sections for 'Последни постижения' (Last Achievements) with five icons, 'Започнати мисии' (Started Missions) with progress bars for 'Знание' (60%), 'Маркетинг' (0%), and 'Лично усъвършенстване' (90%), and 'Коледи' (Colleagues) with five avatars. The main feed shows three posts: 1) Иван Тодоров completing the 'Лично усъвършенстване' mission (15 hearts); 2) Офис Пловдив completing the 'Предизвикан Офис Варна на Дуел' mission (10 hearts); 3) EasyCredit completing the 'Лично усъвършенстване' mission (6 hearts). The feed also includes a post from Мариела Цанова completing the 'Маркетинг' mission (6 hearts) and Валентина Йорданова completing the 'Знание' mission (10 hearts). The top navigation bar includes 'НАЧАЛО', 'КАКВО НОВО', 'МИСИ', 'ПОСТИЖЕНИЯ', 'РАЗВЛЕЧЕНИЕ', and 'МАГАЗИН'.

What if...

- Killer or socializer gets very low result?
  - And this result is about to appear in the system on the next day?
  - Damned...
- ...but we are in the business with encouragement
- You can pay for your second chance to get a better results
  - You need some resources, then go and earn them!
  - Give an idea, vote for other, share resources...
  - Feel better!



## Let's push the explorers

The screenshot displays the ENTERPLAY gamification interface. The top navigation bar includes: НАЧАЛО, КАКВО НОВО, МИСИ (selected), ПОСТИЖЕНИЯ, РАЗВЛЕЧЕНИЕ, and МАГАЗИН. The user profile on the left shows: Пети Младенова, София, Офис Младост 1, 1 235/18 907, 30% progress, 46 coins, 245 points, and 1 235 achievements. The main content area is divided into three sections: 'Започнати мисии' (Started Missions), 'Активни мисии' (Active Missions), and 'Завършени мисии' (Completed Missions). Each mission card includes a title, progress bar, description, team photo, and a 'ПРОДЪЛЖИ' (Continue) button. The 'Общ преглед' (Overall View) sidebar on the right lists: Знам и мога повече, Мисля и давам идеи, Аз рекламирам, and Лига на шампиони.

**ENTERPLAY**  
GAMIFY YOUR ENTERPRISE

НАЧАЛО КАКВО НОВО **МИСИ** ПОСТИЖЕНИЯ РАЗВЛЕЧЕНИЕ МАГАЗИН

**Пети Младенова**  
София, Офис Младост 1  
1 235/18 907  
30%  
46 245 1 235  
16

Последни постижен **Иноватор**  
вж всички

**Започнати мисии**  
вж всички

Лично развитие 60%  
Успех 0%  
Иноватор 90%  
Тест

**Колеги**  
вж всички

**Започнати мисии**

- Иноватор**  
13 21 10  
Мисията ще ви даде възможност да научите кои са основните продукти на Изи Кредит.  
90%  
Завършили мисията  
01.05. до 06.05. **ПРОДЪЛЖИ**
- Лично развитие**  
21 10  
Мисията ще ви даде възможност да научите кои са основните продукти на Изи Кредит.  
60%  
Завършили мисията  
06.05. до 10.05. **ПРОДЪЛЖИ**
- Знание**  
13 21  
Мисията ще ви даде възможност да научите кои са основните продукти на Изи Кредит.  
10%  
Завършили мисията  
12.05. до 25.05. **ПРОДЪЛЖИ**
- Успех** спечели 10 точки  
13 21 10  
Мисията ще ви даде възможност да научите кои са основните продукти на Изи Кредит.  
60%  
Завършили мисията  
14.05. до 19.05. **ПРОДЪЛЖИ**

**Активни мисии**  
покажи всички

- Успех**  
13 21 10  
Мисията ще ви даде възможност да научите кои са основните продукти на Изи Кредит.  
0%  
Завършили мисията  
01.05. до 06.05. **ЗАПОЧНИ**

**Завършени мисии**  
покажи всички

- Иноватор**  
13 21 10  
Мисията ще ви даде възможност да научите кои са основните продукти на Изи Кредит.
- Лично развитие**  
21 10  
Мисията ще ви даде възможност да научите кои са основните продукти на Изи Кредит.
- Знание**  
13 21  
Мисията ще ви даде възможност да научите кои са основните продукти на Изи Кредит.
- Успех**  
13 21 10  
Мисията ще ви даде възможност да научите кои са основните продукти на Изи Кредит.

Общ преглед  
[Знам и мога повече](#)  
[Мисля и давам идеи](#)  
[Аз рекламирам](#)  
[Лига на шампиони](#)

How about killers?

The screenshot displays the ENTERPLAY website interface. On the left is a user profile for Petia Mladenova, and on the right is a match result screen.

**User Profile (Petia Mladenova):**

- Profile picture and name: Петя Младенова
- Location: София, Орфей Младост 1
- Registration profile icon
- Phone number: 1 235 18 907
- Progress bar: 30%
- Stats: 46 coins, 245 diamonds, 1 235 gold
- Section: Последние постинки (Ивентар)
- Progress bars for: Започната мисия (60%), Маркетинг (0%), Лично усъвършенстване (90%)
- Section: Коледи

**Match Result Screen:**

★ ПОБЕДА ★

Иван Петров	VS	Петя Младенова
ЗАГУБИЛ		СПЕЧЕЛИЛ
2400		2800
Ранк 67/108		Ранк 78/108
Продажи 2400		Продажи 2800
Спечелени точки 20		Спечелени точки 50

Времетраеие 7 Април - 14 Април 2015

# Improvement areas

The screenshot displays the ENTERPLAY user interface. The main content area shows a ranking table for the 'Класация Магистър консултант' (Magister Consultant Ranking). The table lists participants with their rank, completed training, total training, and overall score. The user, Пети Младенова, is highlighted in green in the table.

Ранг	Име	Завършено обучение	Обща оценка
1	Стефани Христова	12 359	5.32
2	Антон Стефанов	12 320	
3	Емилия Иванова	12 100	
...	...	...	...
35	Марина Асенова	5 900	
36	Симона Николова	5 830	
37	Ангела Кирилова	5 736	
38	Пети Младенова	5 630	
39	Моника Петрова	5 580	

Summary statistics for the ranking:

- Ранг: 1
- Завършено обучение: 1
- Завършено обучение: 1 235
- Обща оценка: 5.32

Navigation tabs: Генерална, Моята мрежа, Сдружения

Right sidebar: Общ преглед, Опит, Магистър консултант, Инноватор, Маркетинг, Дребни КК-КК, Офис - победи

# Acculturation

**Петър Младенов**  
Отбор: Лидерите 1

★ 456  
Точки

👤 1235  
Играчи

7  
НИВО  
60 %

36	Общи вложени в системата
36	Общи вложени в системата
36	Общи вложени в системата
36	Общи вложени в системата

**Петър Младенов**  
София, Офис Младост 1  
(1230-1890)

★ 456 1235 16

Последни постижения

Започнати мисии

- Знание 34%
- Маркитар 64%
- Данни осъществяване 45%

Колети

Моят отбор

**Стена на благодарността**

**Иноватор**

- 20 Креативният
- 15 Гъвкавият
- 2 Изследователят

Посланик на клиентското преживяване

- 20 Телеработният
- 15 Компютерният
- 2 Ентузиастът

**Честен играч**

- 20 Етичния
- 15 Крамничкарът
- 2 Отговорният

**Екипен играч**

- 20 Менторът
- 15 Ефективният
- 2 Архитектът

**Постижения и отличия**

Индивидуални отличия

## Results

- ✓ Over 100 000 hours spent in the system,  $1\frac{1}{2}$  months after the soft launch (telco case)
- ✓ 1202 employees passed a training course successfully in 4 months.
- ✓ Outperform the last year's Ideas generation activity result by 160% just in  $1\frac{1}{2}$  months of operation
- ✓ 865 Ads shared in FB generating 1203 unique other people have clicked on it

*Brand Engagement* – the level of a consumer's “cognitive, emotional and behavioral investment in specific brand interactions”. *Hollebeek*

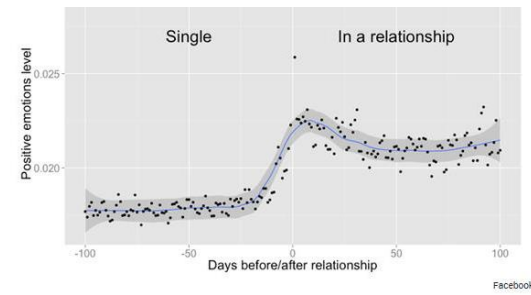
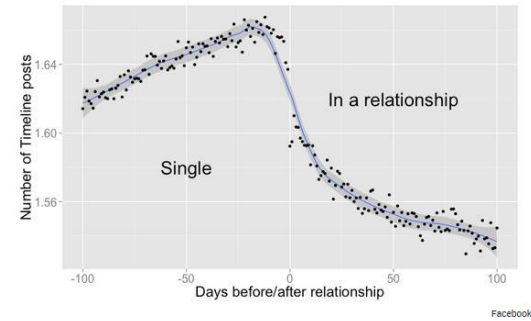
More case studies → <http://bit.ly/gameROI>

- **Education Gamification Case Stats and Figures**
- [1\) Beat the GMAT: students increase their time spent on site by 370% through a gamified system](#)
- [2\) OTT, an e-learning provider, increased by 65% user engagement, with some users peaking at over 300%, by adding a reward system](#)
- [3\) Deloitte Leadership Academy, an executive training program, increased by 46.6% the number of users that returned daily to their platform by embedding gamification mechanics into it](#)
- [4\) Stray Boots & A.L.Penenberg: the professor taught journalism through gamification and saw student grades increase by more than a letter grade](#)
- [5\) Devhub: a place for Web developers, added gaming feedback and watched in awe as the percentage of users who finished their sites shot up from 10% to 80%](#)
- [6\) Foldit: gamers have solved a 15-Year AIDS Virus Protein problem within 10 days](#)

# Content



## Do it as they do it in FB





## We have generated our own Big Data source

Who **passed** the latest training, with what score, who is having difficulties...?

AID	LID	UID	StartDate	CompleteDate	LearningStatus	CDATE	CUSER	Progress	CompleteOn	score	OpenedDate
3287	48	74686	16.10.2015 0:00	26.1.2017 0:00	2	16.10.2015 1:10	1	0	4.11.2015 21:47	6	23.10.2015 21:04
3288	44	74739	16.10.2015 0:00	26.1.2017 0:00	2	16.10.2015 1:10	1	0	23.10.2015 12:57	2,8	21.10.2015 20:12
3289	45	74739	16.10.2015 0:00	26.1.2017 0:00	2	16.10.2015 1:10	1	0	24.10.2015 17:01	3,33	21.10.2015 20:13
3290	46	74739	16.10.2015 0:00	26.1.2017 0:00	2	16.10.2015 1:10	1	0	25.10.2015 15:37	3,33	21.10.2015 20:13
3291	47	74739	16.10.2015 0:00	26.1.2017 0:00	2	16.10.2015 1:10	1	0	25.10.2015 15:40	6	21.10.2015 20:13
3292	48	74739	16.10.2015 0:00	26.1.2017 0:00	2	16.10.2015 1:10	1	0	25.10.2015 15:43	6	21.10.2015 20:13
3293	43	76595	16.10.2015 0:00	26.1.2017 0:00	0	16.10.2015 1:19	1	0			
3294	43	77157	16.10.2015 0:00	26.1.2017 0:00	2	16.10.2015 1:23	1	0	21.10.2015 19:55	2	16.10.2015 8:57

Shall we prize  
these guys?

Shall we punish  
this one?

But even more important questions

- What is the correlation between activity in the system and business performance?
- Is there a winning pattern to be accelerated?

# Business / human capital efficiency

Training type	Participants	Ave score
Training 1	38	5.21
Training 2	70	5.36
Training 3	53	5.5
Training 4	23	5.65
Training 5	44	5.8
Training 6	18	4.78
Training 7	30	4.53

- ✓ Who are these employees reaching very high training levels?
- ✓ We need some more efforts around that subject.



- Talents recognition
- Employees path development  
Horizontal or Vertical
- Low performers identification

Combined Research from CLC "Realizing the Full Potential of Rising Talent 2005" & DDI

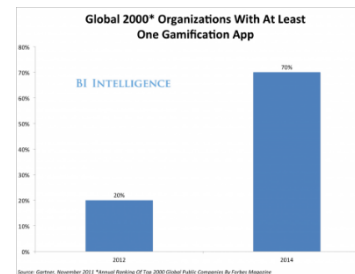
# Content



Shall we do it?



<https://pravodach.com/>



# Why Gamification?

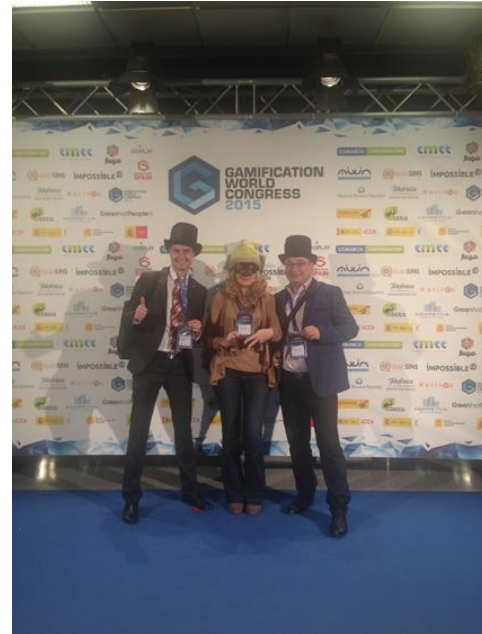
According to the study by *Traci Sitzmann*, the game becomes **the most powerful teaching tool**:

- **It engages:** it **improves retention of learned content** by a 90%, thanks to the **adventure aspect**, which turns learning into an entertaining and appealing activity for the student.
- **It generates trust:** because it is a videogame, the user can relax and their **self-confidence improves** by a 20% compared to other learning methods.
- **It improves performance:** **game dynamics motivate the student**, increasing their performance and improving skill development by a 20%.
- **It is based on practice:** the student learns thanks to **experiential learning**.

Final slide 😊

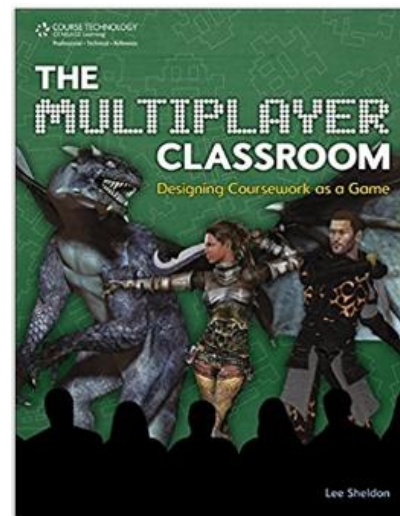
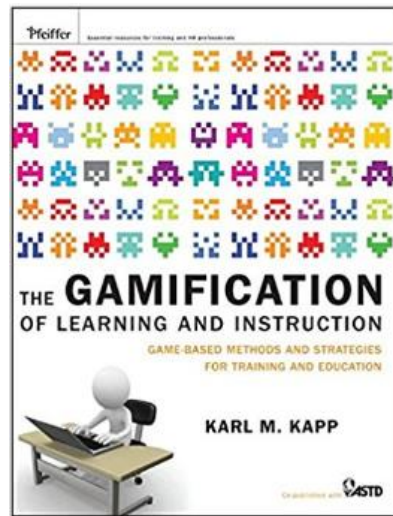


...it is coming...

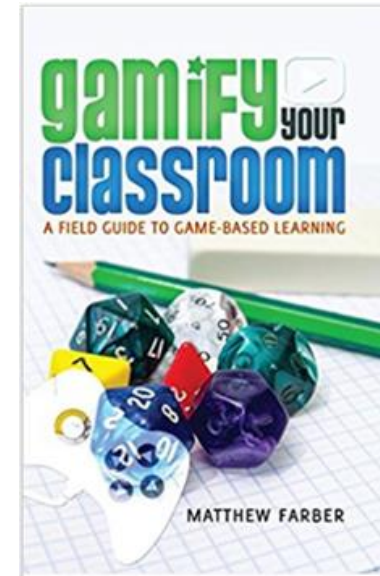


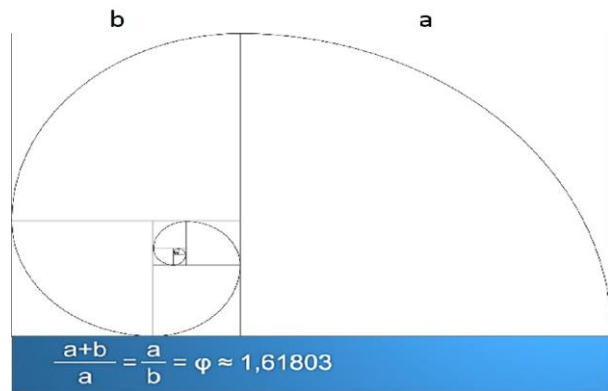
# Resources

<https://elearningindustry.com/how-gamification-reshapes-learning#michael-osborne>



<https://blog.capterra.com/15-best-gamification-resources-trainers-educators/>





*Thanks!*

*[www.11235.bg](http://www.11235.bg)*