

GAMIFICATION

A brief introduction

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AGENDA



1. Gami-what?
2. The learning of gaming
3. Some examples
4. I want to know more

Gami-what?

Ingredients to build a Game

Player(s)

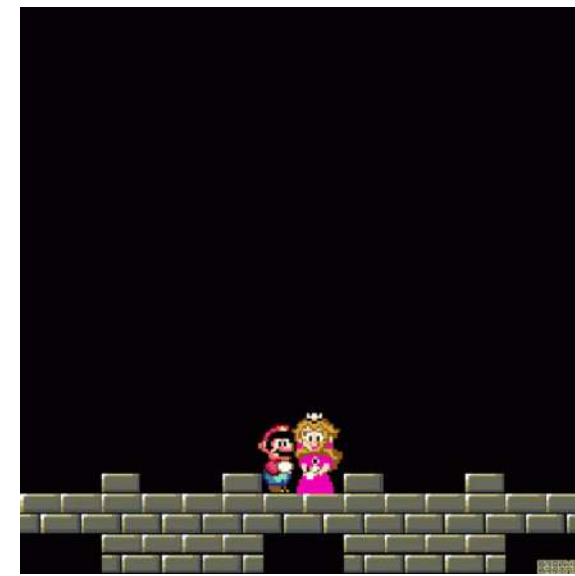
Who is playing the game?



Singleplayer, Multiplayer

Game Goal

What is the goal of the game?



Reach the princess.

Core Dynamic

What do I have to do to achieve the goal?



Avoid obstacles by running and jumping.

Rules / Mechanics

What can I do, what not?



You can jump is double the height of your character // You have a time limit // You have max. 3 lives

Game Cosmetics

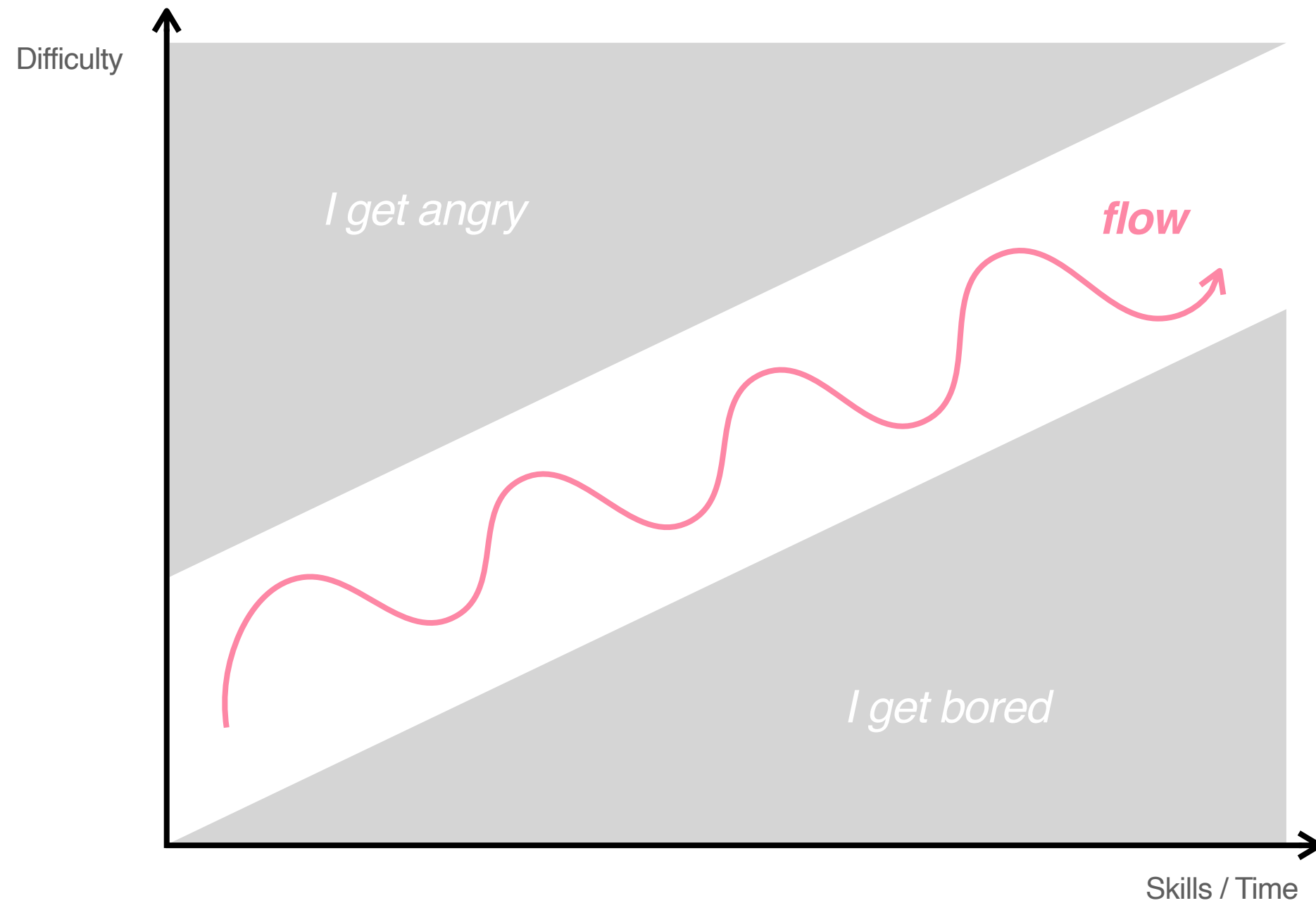
What is needed to enhance the gaming experience, e.g. Visuals, Theme, Levels, Story ...



You complete a set of levels in a colorful, vibrant world to reach your beloved princess.

Ingredients to build a Game

Rules / Mechanics: Flow



To keep the player engaged, you should have two things:

- **Engagement Loop**
- **Development Ladder**

Ingredients to build a Game

Rules / Mechanics: Methods of Scoring

Points

Feedback system to show how good the player is playing

Leveling

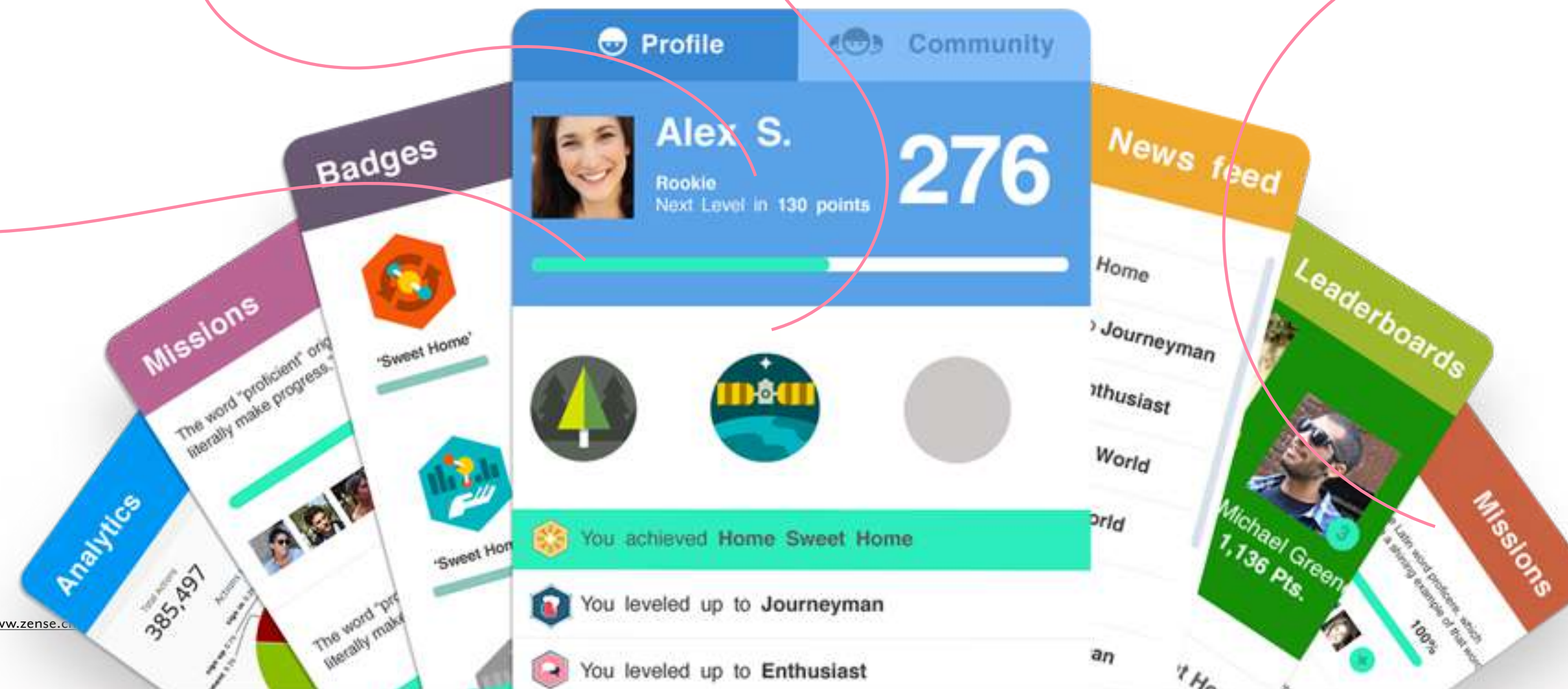
Achieved by progressing and achieving (sub)goals

Achievements

Visible signs of accomplishments.
E.g. Stars, Badges, Trophies ...

Unlocking content

Gives players rewards by reaching certain conditions. E.g. costumes, new missions, new areas



So what is Gamification?

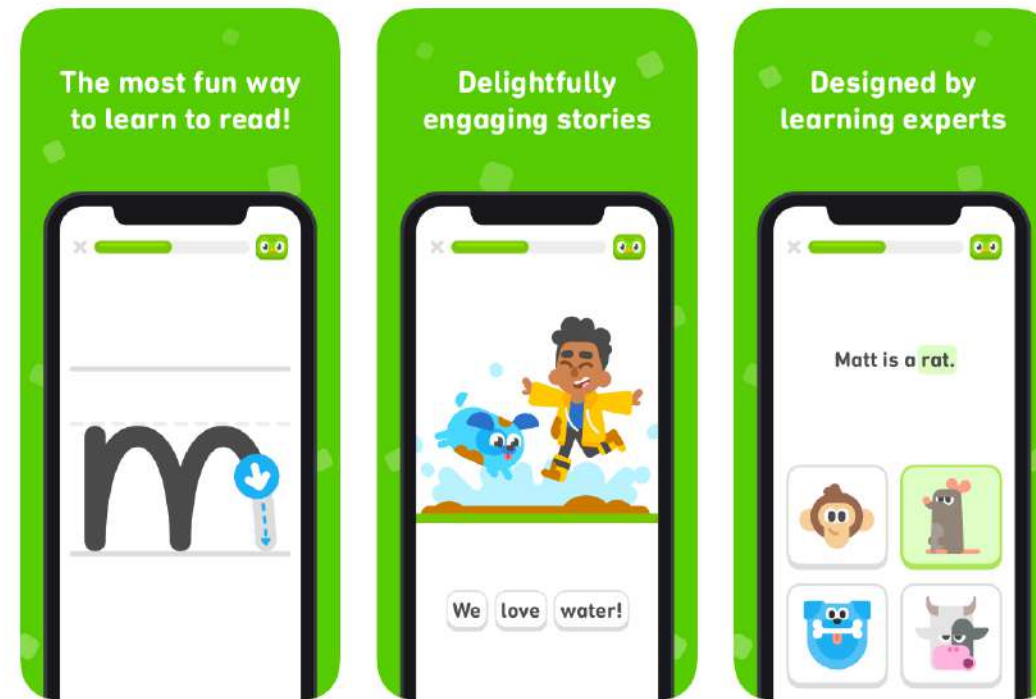
Entertainment

Purely for enjoyment. Player might learn something, but it's not the goal.



Serious/Learning Games

The goal is to develop or reinforce knowledge or skills.



And Gamification?

Gamification is **the application** of game elements to a non-game environment.

Let's have closer look at
the **learning** of gaming 🤔

Gamification is best suited for ...

... clearly **structured, somewhat repetitive tasks**, e.g. trainings, learning by heart etc.

If we are faced with **creative, thinking out of the box**, e.g. brainstorming for ideas, gamified elements are counterproductive.



Why gamified solutions can work

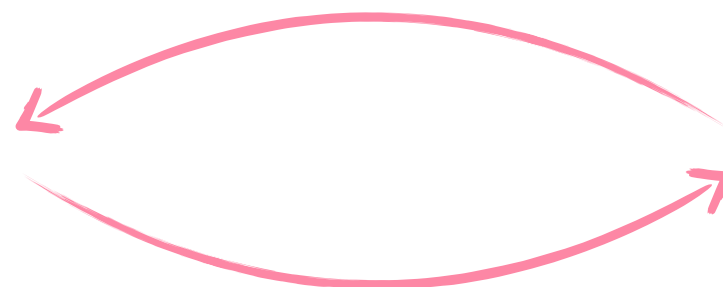
... **intrinsic** (incentive from inside)

Autonomy: motivated by being able to control what you do.

Mastery: motivated by becoming better at something.

Purpose: motivated by doing something that has a meaning.

Social: motivated by social interaction.



... **and extrinsic** (incentive from outside)

Play to compete for points, rankings, prizes

Play to get recognition and praise

Play to unlock something

Play to win money

...

Learning in steps: Bloom's Taxonomy

1. Remembering

Learning information.

Quiz Games, Game-Show, Matching ...

2. Comprehension

Understand the information, be able to explain them.

Quiz Games, Collect & Classify, Storybased ...

3. Application

Apply the information.

Quiz, Storybased, Roleplaying, Simulations ...

4. Analysis

Break the information apart and make connections.

Strategy, Simulations ...

5. Evaluate

Judge information and find opinions/conclusions.

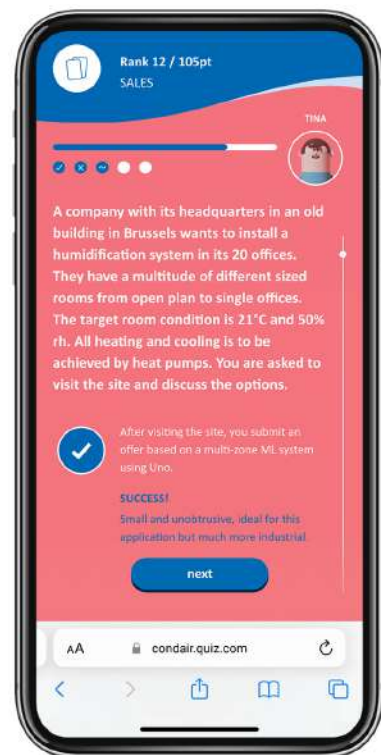
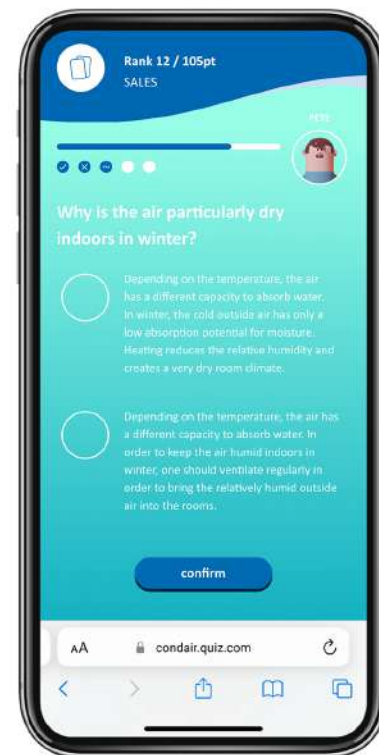
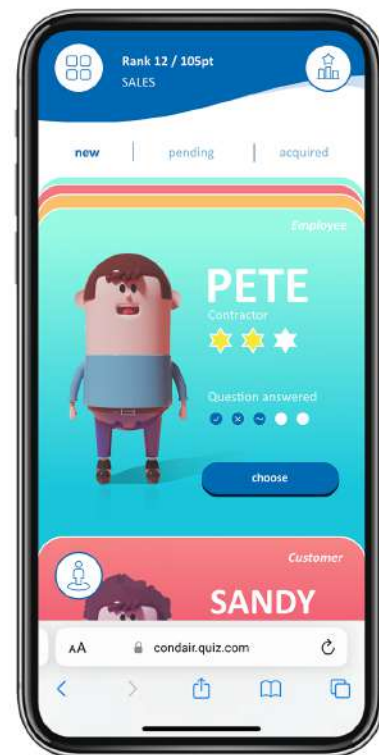
Strategy, Simulations ...

6. Create


Create new, original information.

Creator Tools ...

A good serious game should ...



- have a clear **game goal**, clear **instructional goal**
- be **simple** enough (user interface, mechanics)
- be **fun enough** but not fun only
- should **relate** winning and losing **with learning**
- or could be **competitive, cooperative** or **coopetitive**
- have mechanics that are **aligned** with the **real world**
- match your learning **audience**
- have enough **introduction** (tutorial, instructor)
- have the right **scope**
- be **tested!**

A few examples 

Advent calendar

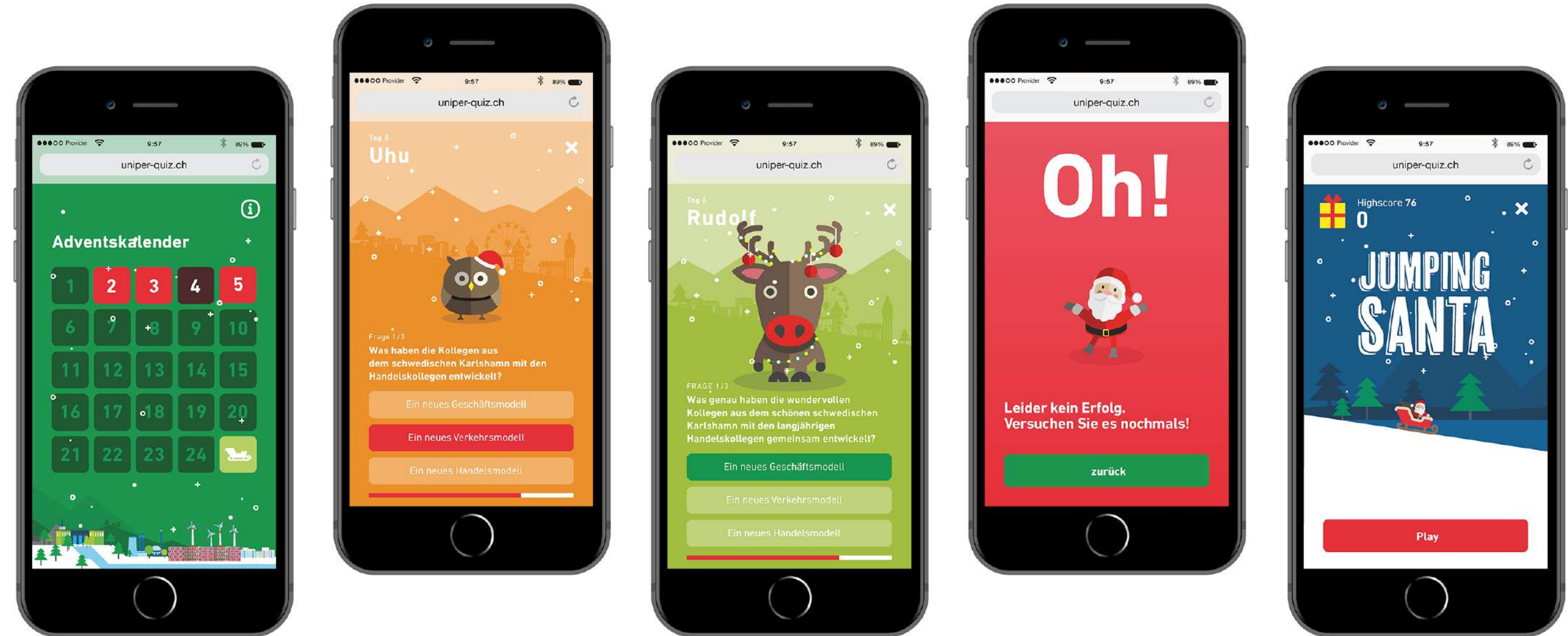
Client: Uniper

Why? To refresh the knowledge of Uniper's strategy content.

What? Behind each door, a new challenge and a new Christmas knowledge companion await. Once you have successfully completed the challenge, you receive one picture snippet per day. All snippets together form a complete picture, which is also the "invitation card" to the competition. There was a "Jumping Santa" mini-game with a leaderboard as a bonus.

Who? Uniper employees.

How? A web application for mobile and desktop, which was integrated into the internal environment via iFrame.



blauweiss

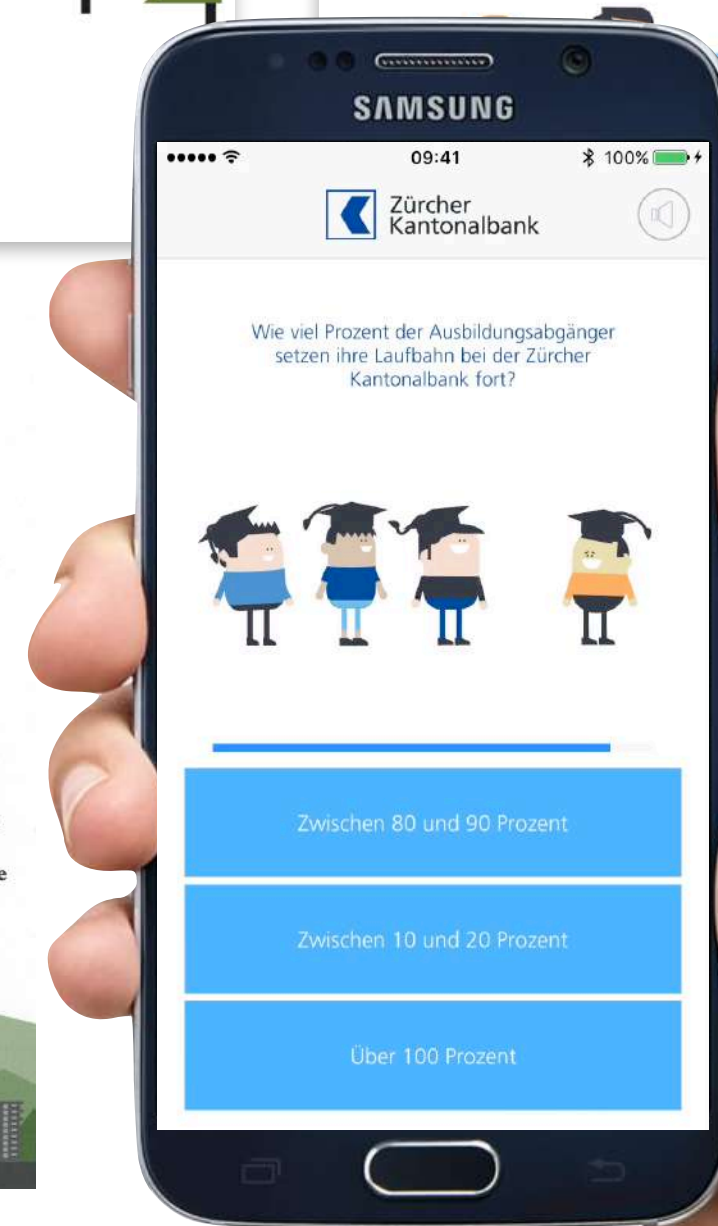
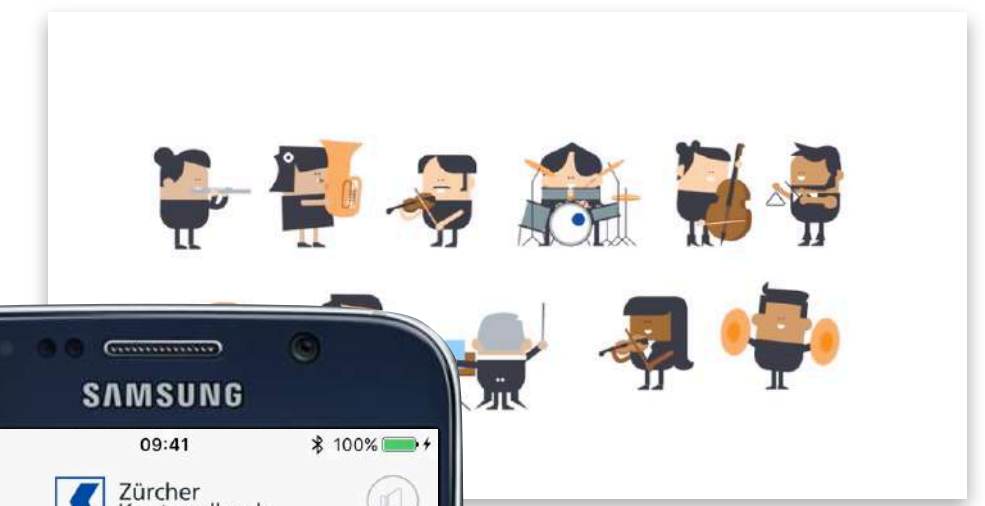
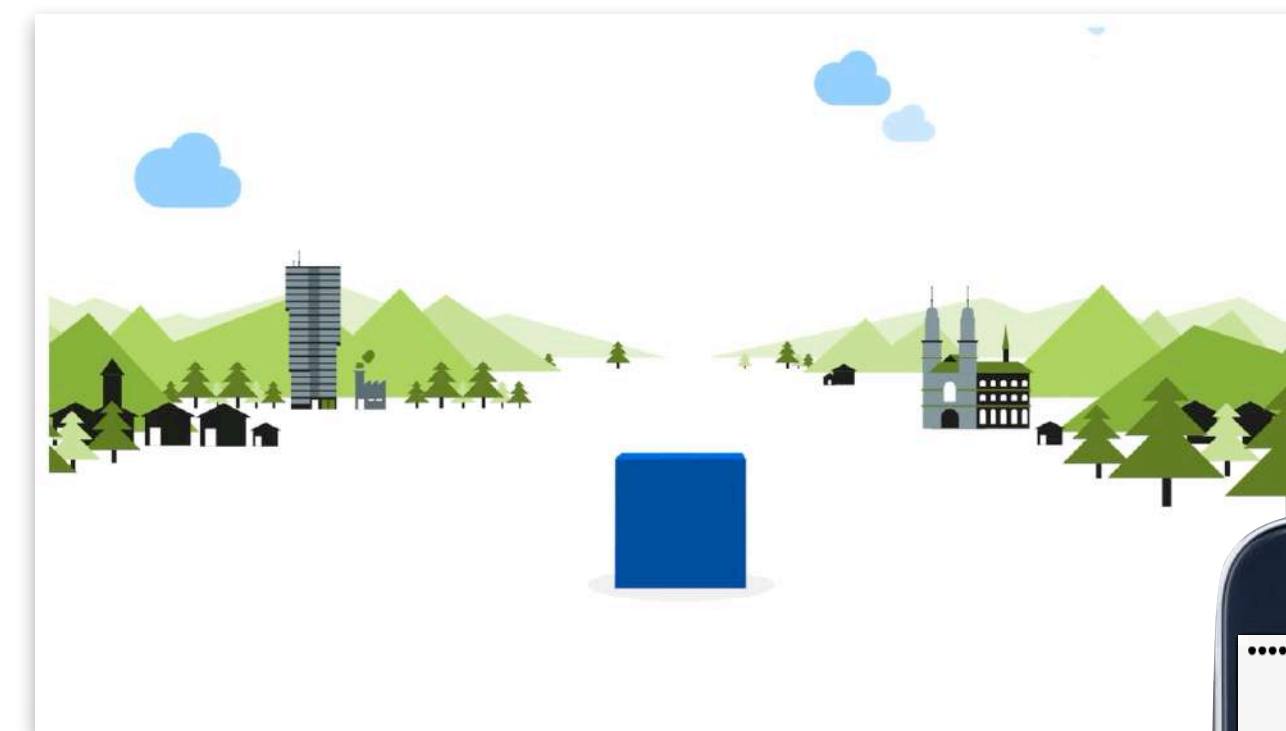
Client: ZKB

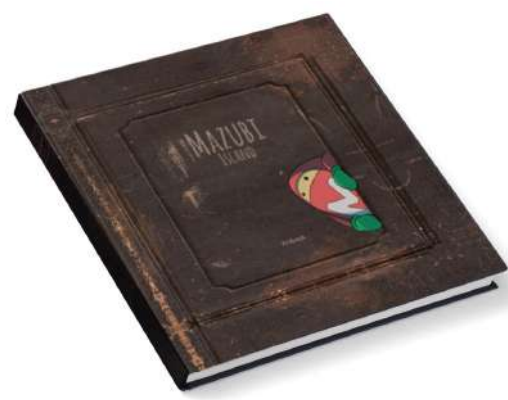
Why? The aim was to inform all ZKB employees in a playful way about the new strategy but also about the history and identity of ZKB.

What? An internal communication campaign consisting of animated films, an infographic and a quiz application. The application included quiz duels, a training mode, mini-games, and a leaderboard. Those who were in the top 10 at the right time had the chance to win real prizes.

Who? Internally, parts of it have been made public.

How? Native mobile application with login, multiplayer and mini-games.





art book



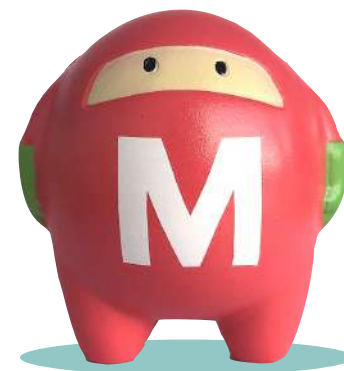
folding chair



jacket



sticker



stress ball



website

Mazubi

Why? Image campaign and employer branding for Micarna SA to increase awareness of the 18 different apprenticeship positions for over 100 apprentices.

What? A world full of talent: Mazubi Island. Experienced through trading cards, a website, a "Jump 'n' Run" app for Android and iOS and a cinema trailer.

Who? Prospective and existing apprentices at Micarna SA.

How? Various media in two languages (GER, FR).



Bronze winner in the Games category @ Best of Swiss Apps



mobile game



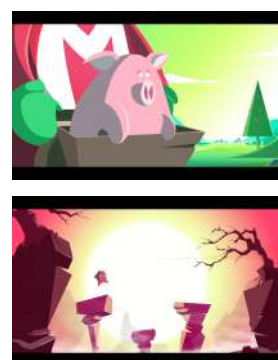
flag



deck of profession cards



pocket map



movie trailer



wallpaper

UiiVIT

Client: Johann
Jacobs Museum

Why? Gamified learning experience to teach global interdependence history.

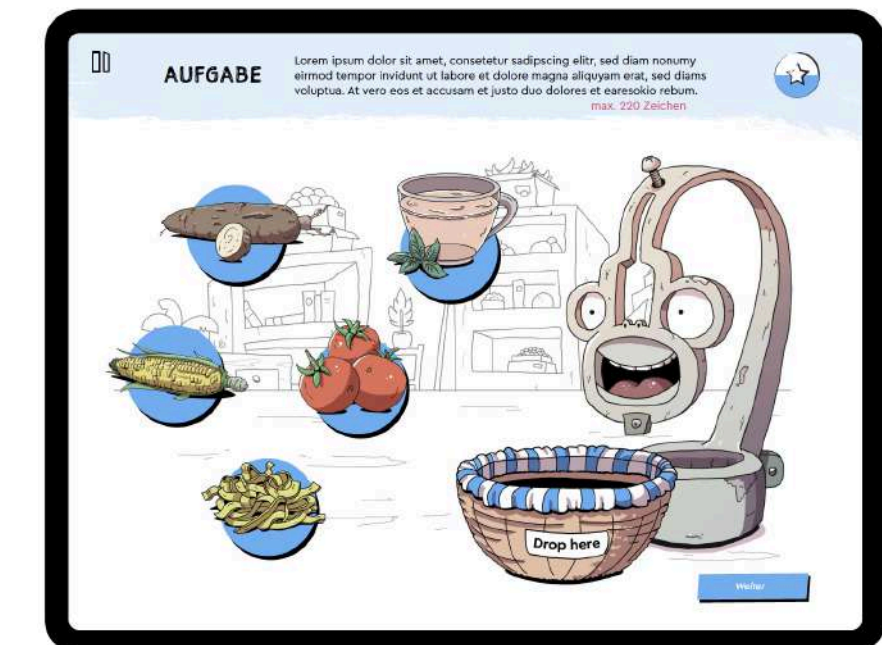
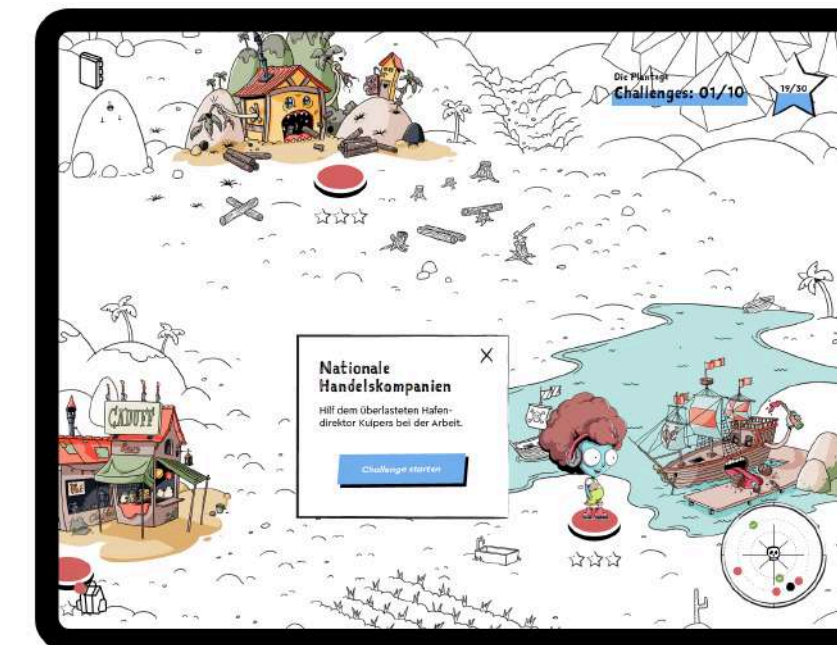
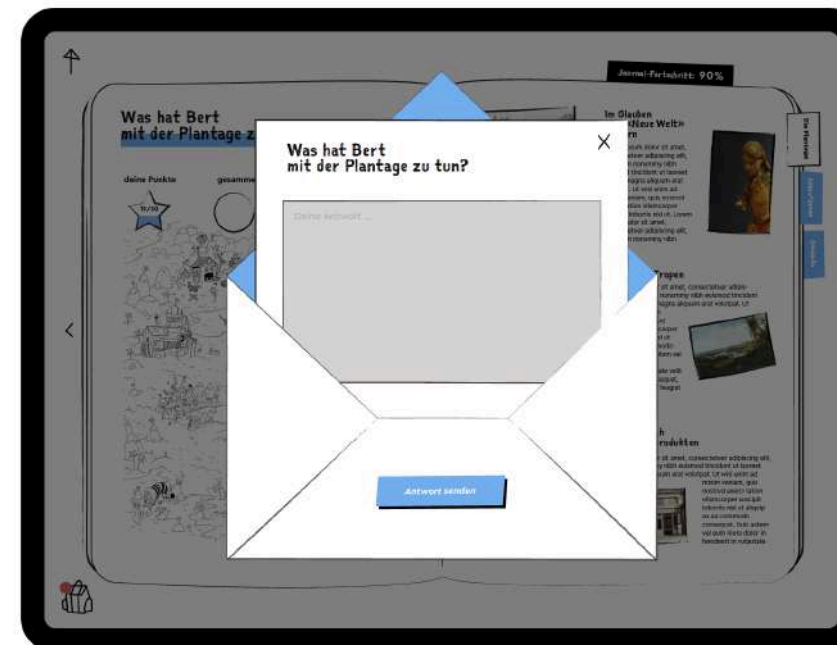
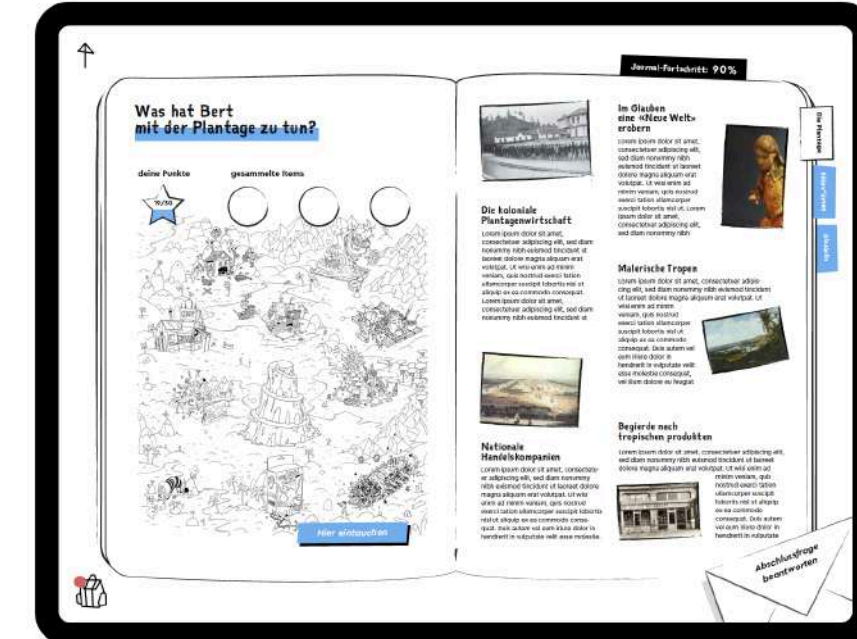
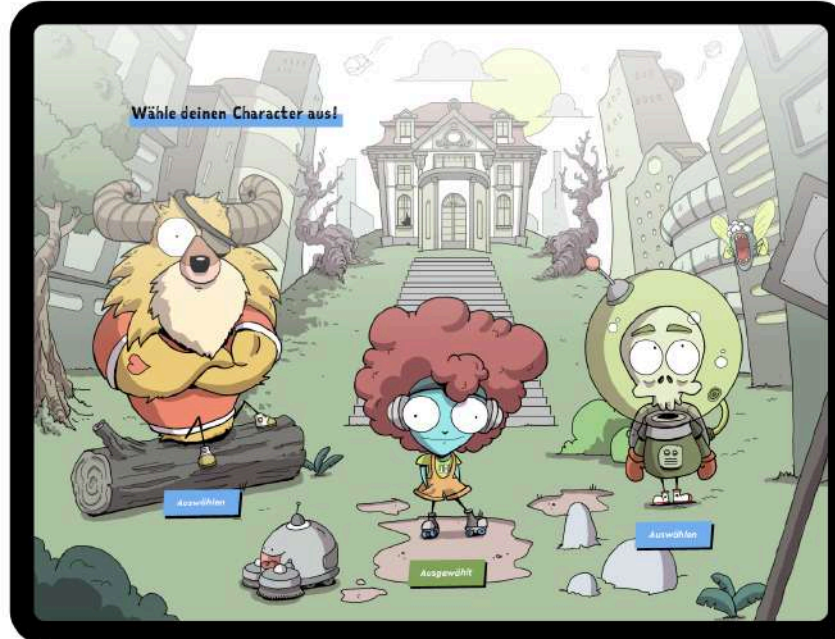
What? A digital educational game for school classes

- freely explorable world
- 3 game characters, 3 history objects with approx. 90 sub-topics and 450 individual tasks
- a researcher's journal as a summary.

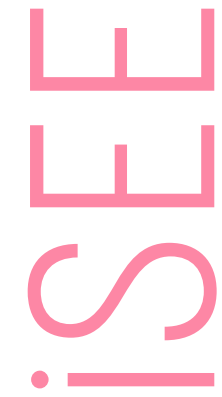
Who? Secondary school students.

How? Released as a web app for desktop & tablet in March 2020, accompanied by a campaign with website, teaser video, flyer and social media banner.

🏆 **Winner of the DigAMus Award (Switzerland and Germany)**



<https://lernspiel.uivvit.org/>



Client:
Novartis

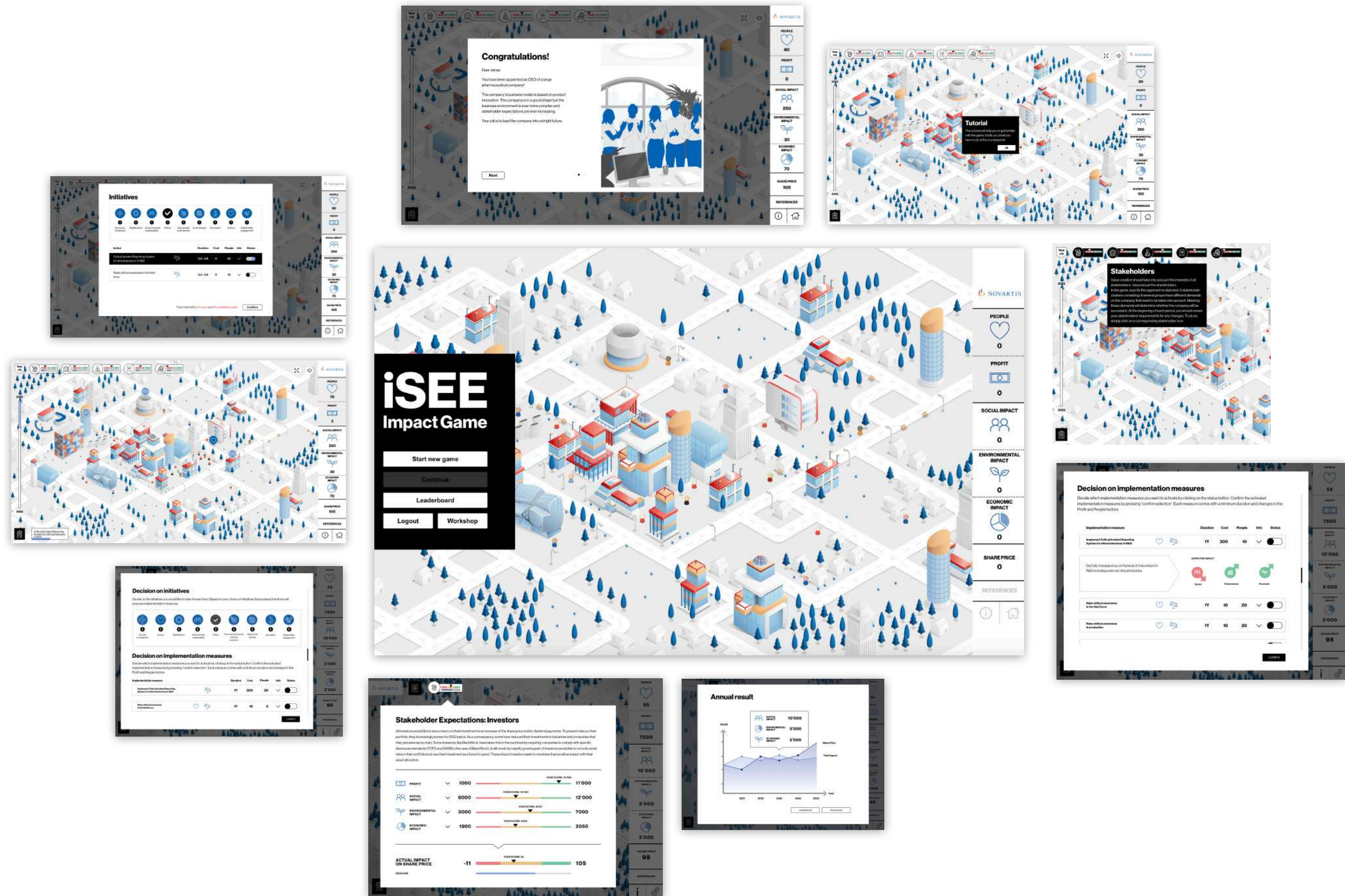
Why? To raise awareness of the ESG impact on business decisions.

What? A digital business simulation in which players...

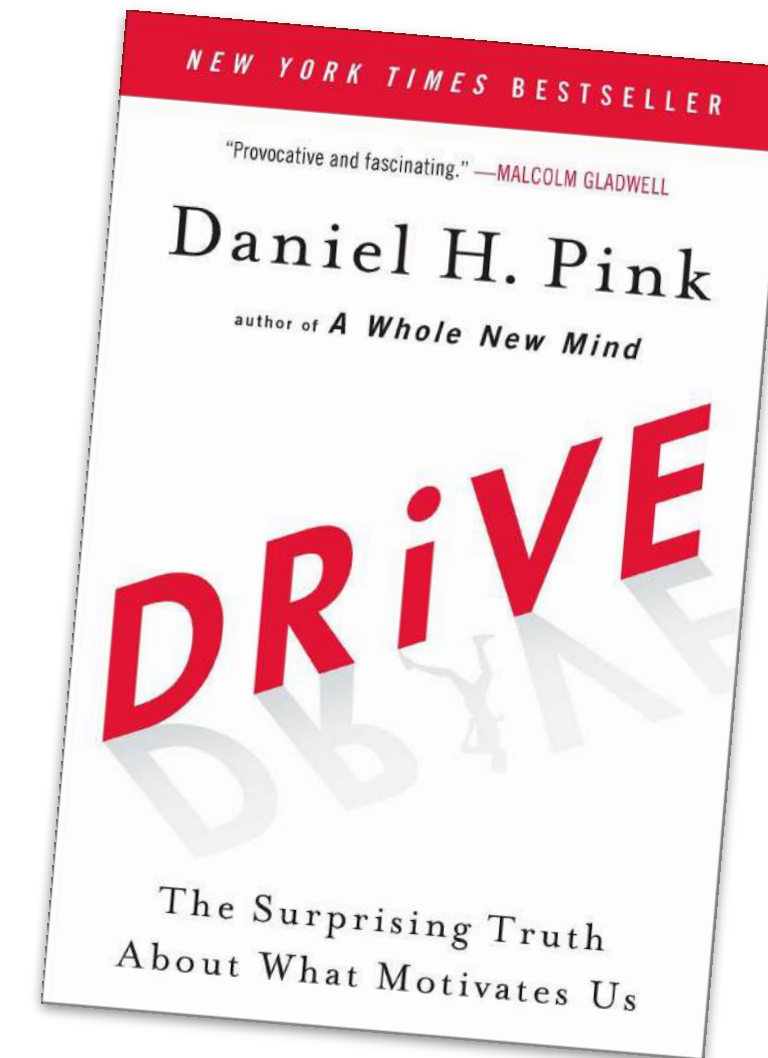
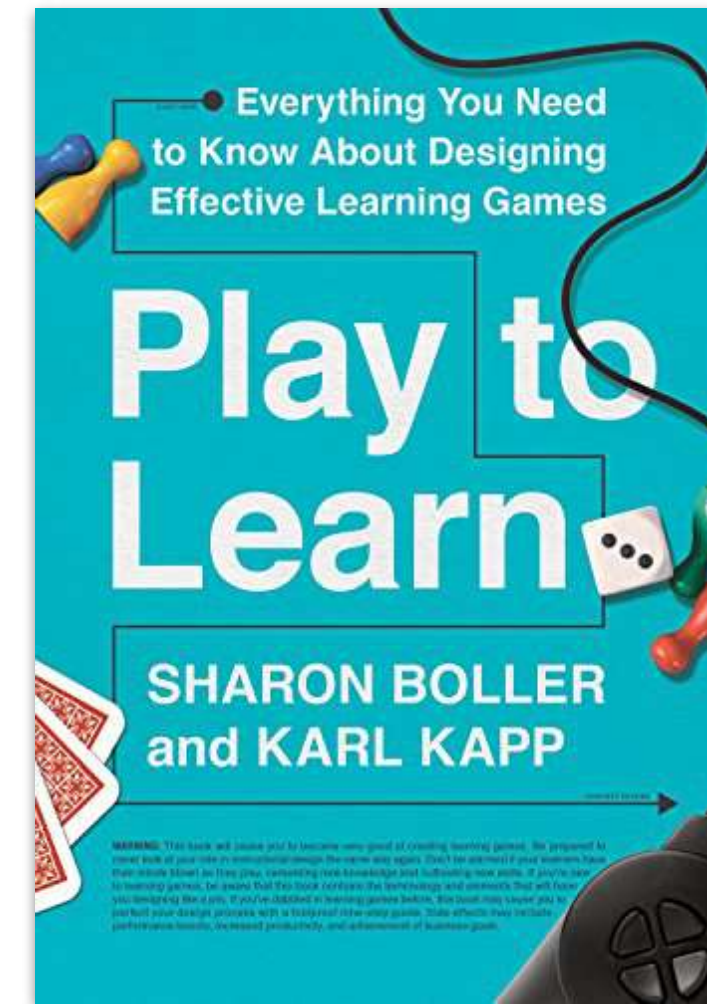
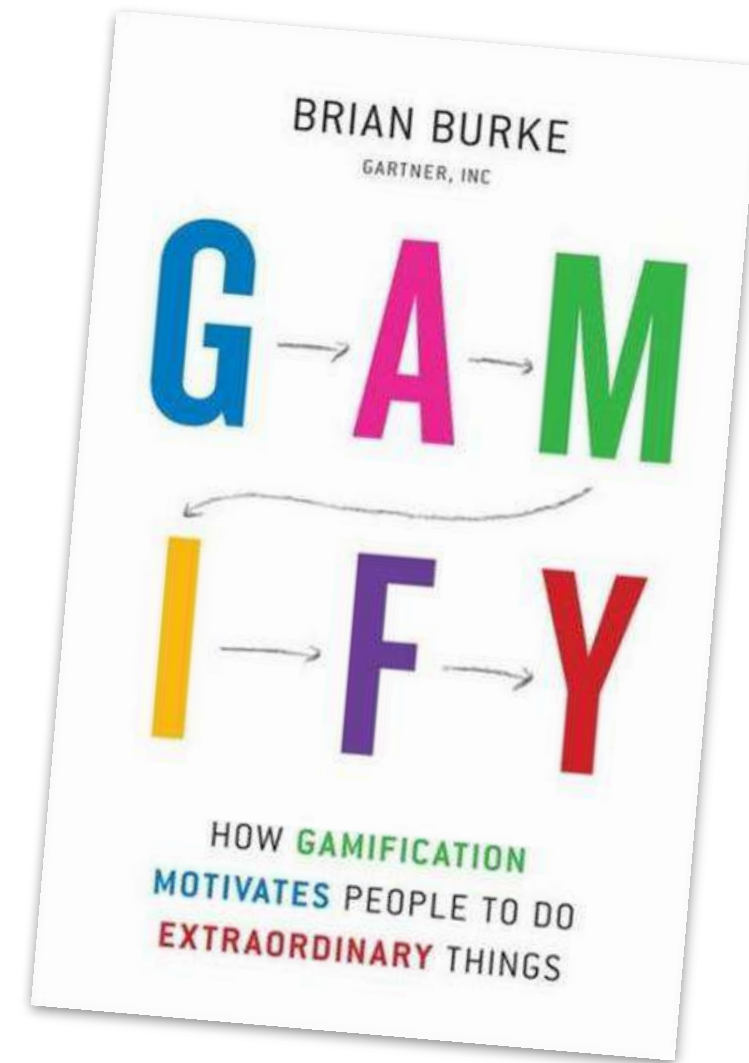
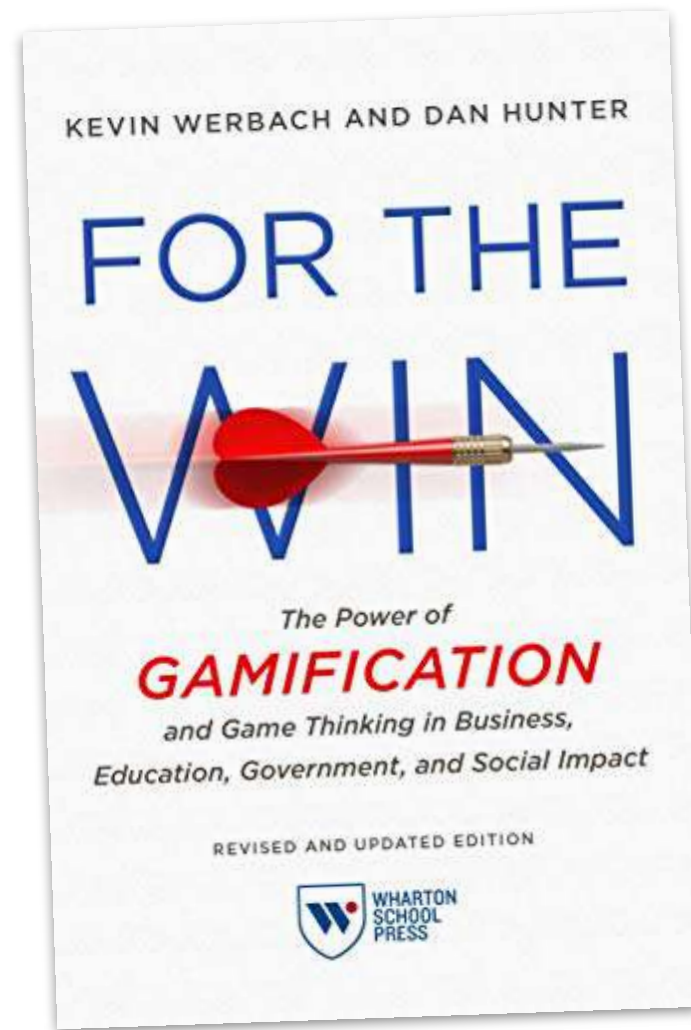
- ... make decisions about initiatives and business units
- ... fulfil stakeholder demands
- ... react to external events (e.g. Corona)
- ... and compare their economic activities with their predefined profile.

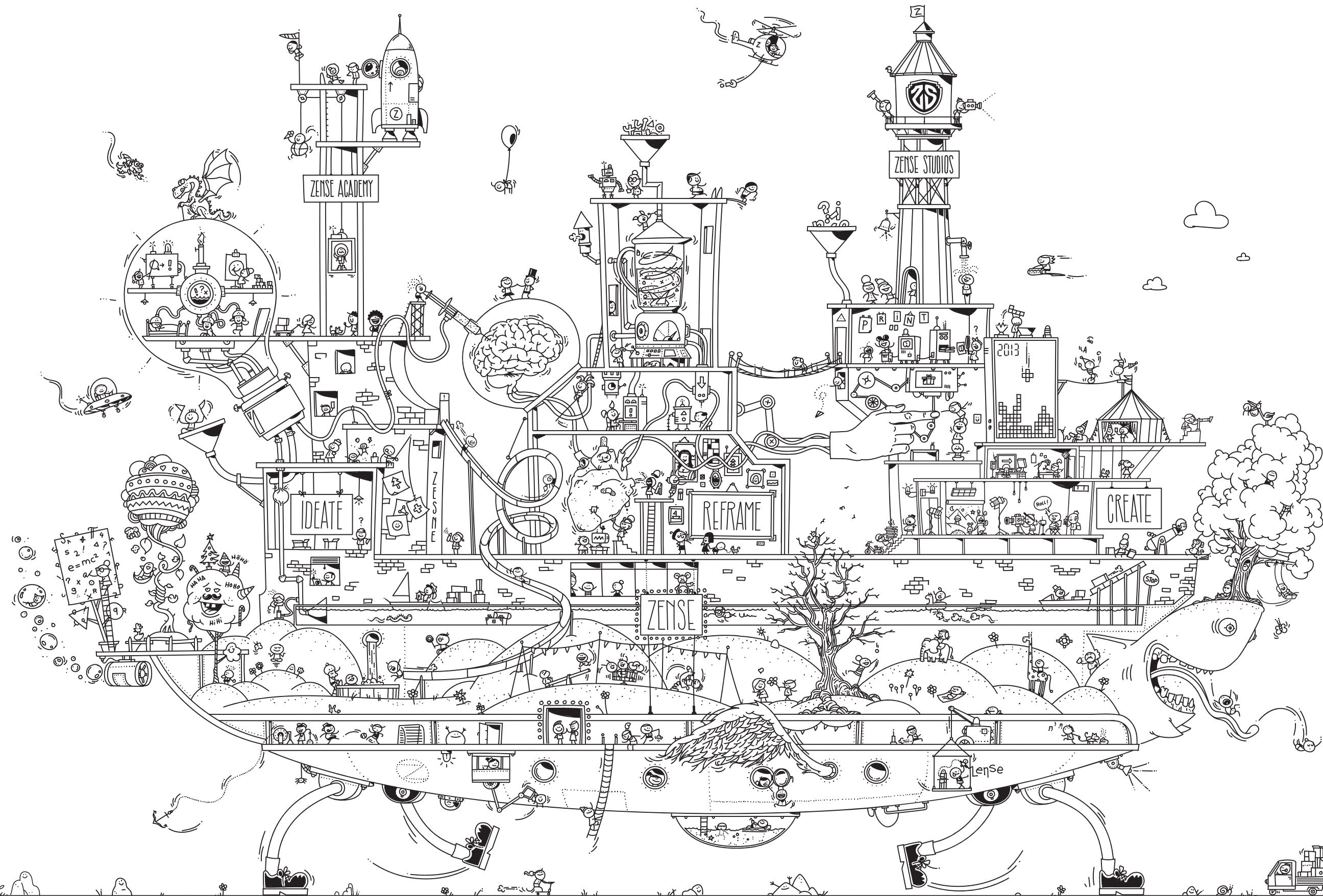
Who? Novartis employees worldwide.

How? Released for tablet and desktop and is expected to be translated in more than 10 languages.



I want to know more 🎉





THANK YOU

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