

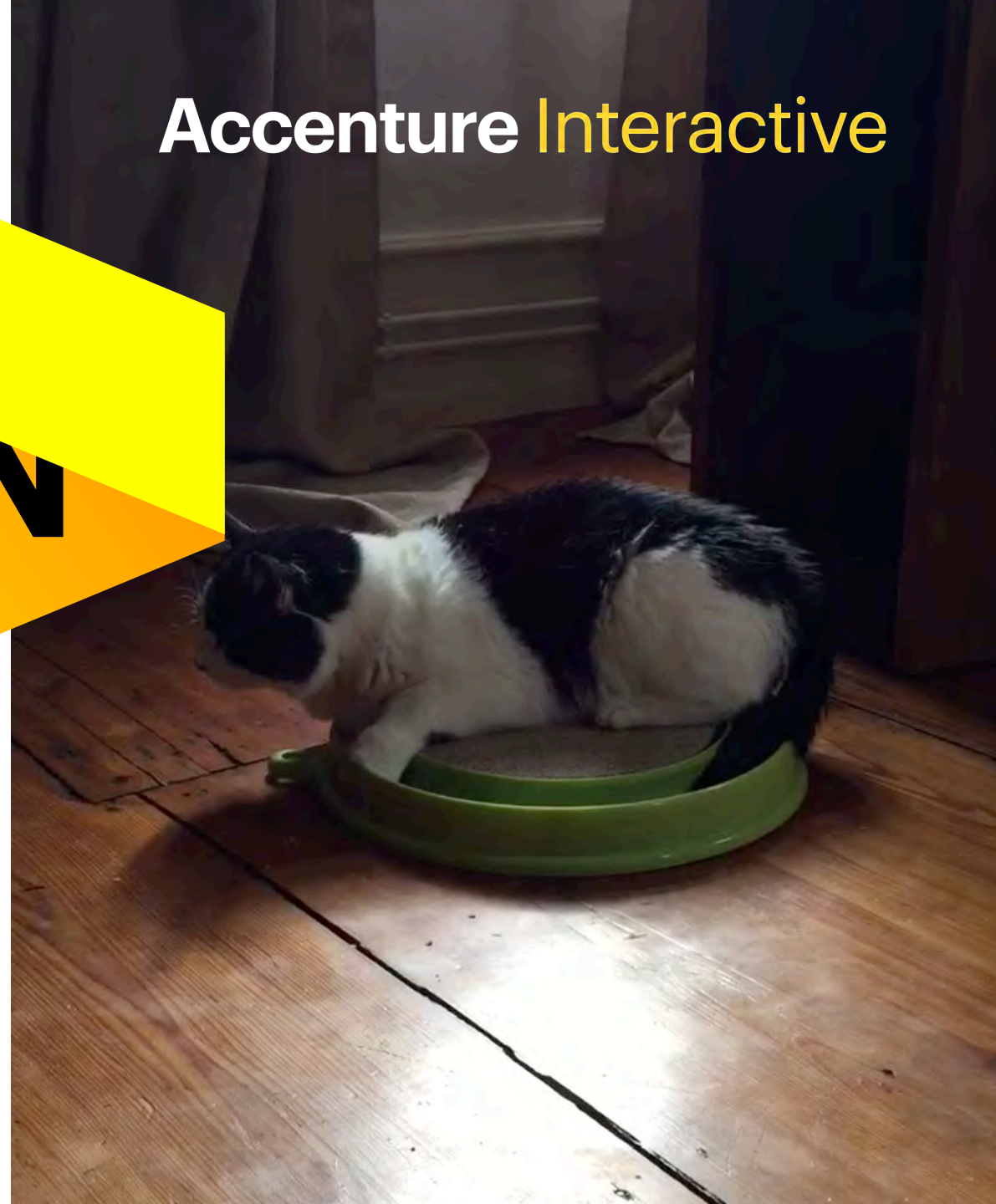
Accenture Interactive

GAMIFICATION IN A BOX

**@GOETHE
UNIVERSITÄT**

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NOV1st 2017



IT ALL STARTED AROUND 2012

DO YOU KNOW
WHICH ONE?

WITH ONE
REVOLUTIONAIRY
GAME...



WORLD WARCRAFT



**WE THINK
GAMIFICATION
IS...**







**BUT
WHAT IS
GAMIFICATION?**

GAMIFICATION LONG STORY SHORT



GAMES



**COMPELLING
ESSENCE**



**NON-GAME
CONTEXT**



**PRACTICAL
OUTCOME**

Gamification **distills the essence** that makes games so compelling, and applies it to non-game contexts to **achieve practical outcomes.**

A close-up photograph of a black and white cat, possibly a tuxedo cat, looking upwards with its mouth slightly open. The cat's fur is predominantly white with large black patches. Its eyes are wide and focused on something out of frame. The background is dark and out of focus.

MOTIVATION & BEHAVIOR

**AND
DESIGN IT**





**BUT
CAREFULLY
DESIGN IT...**

**BUT
WHAT IS
GAMIFICATION?**

**DO YOU
REMEMBER THAT**

FEELING?



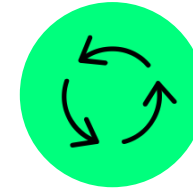
HORMONAL EXPERIENCE



Games trigger emotions so well...



...the hormonal outcome is so big, that it has the power...



...to change our behavior and thinking.

This is the motivational boost.

**AND WHERE
IS THE
DIGITAL IN
IT?**



GAMIFICATION IN BUSINESS CONTEXT



PRODUCT GAMIFICATION

Usage through
enjoyment

Making products more
engaging and fun

e.g. ebay (bet & win)



WORK [PLACE] GAMIFICATION

Innovation through
collaboration

Inspire and motivate
employees towards
work

e.g. 20% rule of
Google



MARKETING GAMIFICATION

Loyalty through
communication

Unique experience
designed for a product

e.g. apple



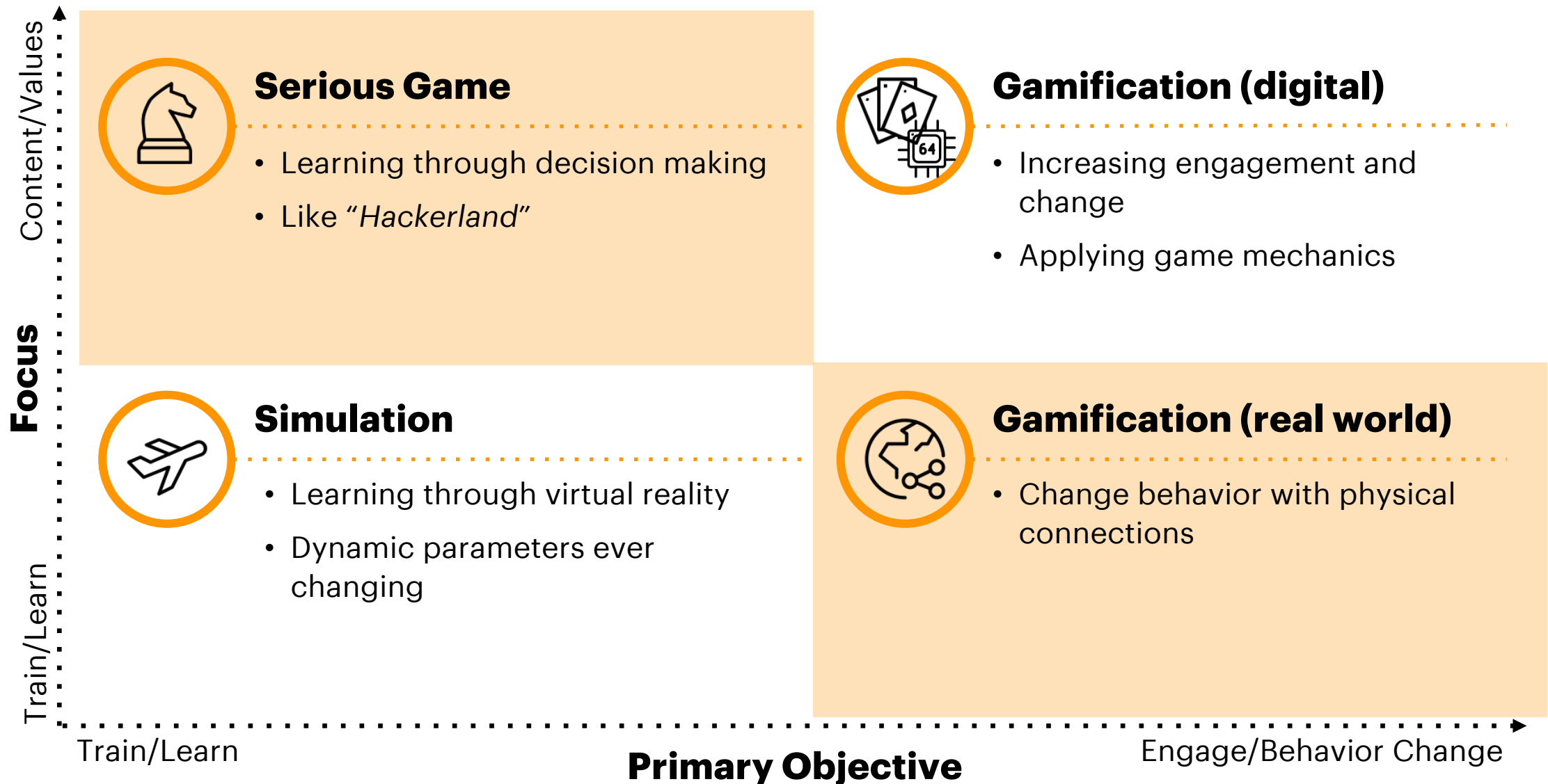
LIFE [STYLE] GAMIFICATION

Development through
motivation

Customizable and
measurable
experience

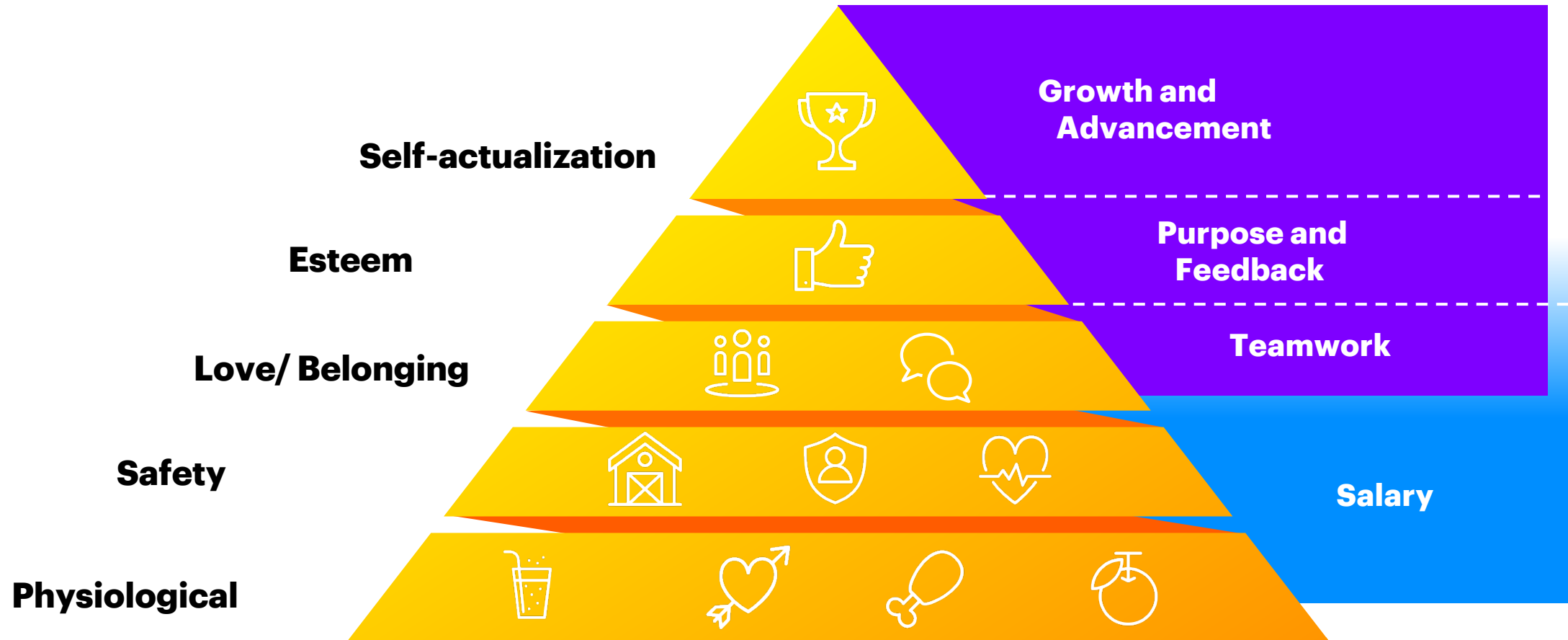
e.g. Nike+

GAMIFICATION SPECTRUM



THE MASLOW'S PYRAMID

THE DESIRE TO DEVELOP.S



**HMMM...
AND HÖW TO
DESIGN IT?**

NEEDS

WISHES

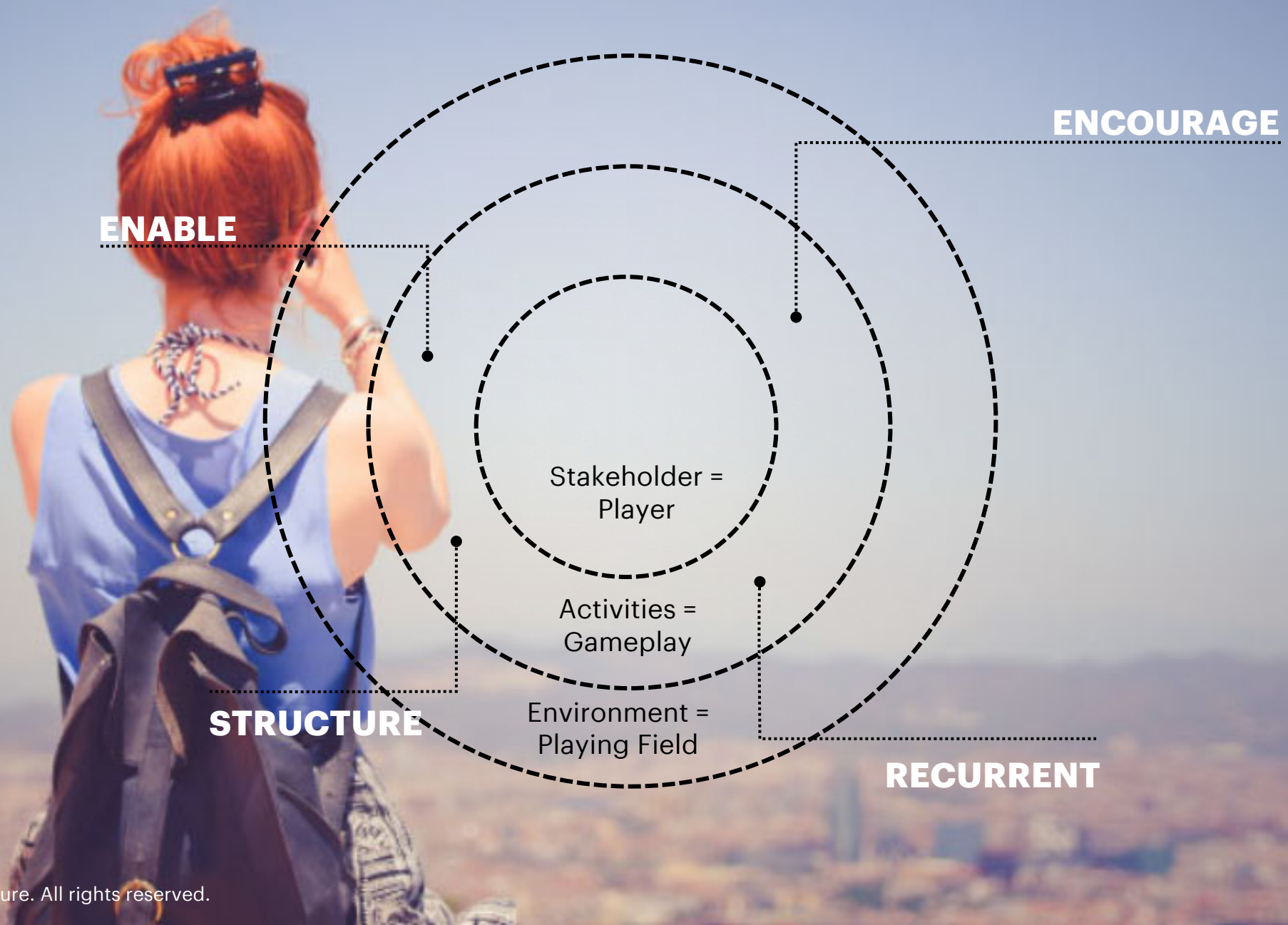
ANALOGIES

EMOTIONS

Stakeholder =
Player

Activities =
Gameplay

Environment =
Playing Field



**STRUCTURE/
RULES**

**APPLICATION (DIGITAL /
ANALOG)**

Stakeholder =
Player

Activities =
Gameplay

Environment =
Playing Field

REQUIREMENTS

FRAMEWORK

NOW IT IS TIME TO PLAY!



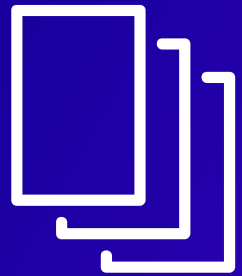
GAMIFICATION

New digital technologies & evolving customer expectations



IDEA WORK

A Card Game with Design Thinking and Gamification



Draw Cards



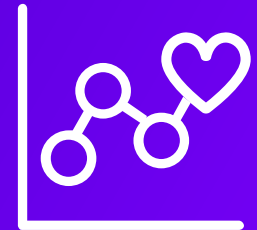
Share them
with the Team



Start Ideation



Show Ideas
and share
them in a
funny way



Create an
Experience
and Concepts

YOUR TASK

Background: Create a digital gamification concept for a “Last Mile Delivery” company, which needs your help to create new business, or help them to strengthen their core.

Your Task: You need to come up with an innovative process, idea or strategy 😊

Time: 30 min

Presentation: Each group gets 3 minutes to present their ideas and to explain how they propose to deliver it.

**AND NOW
WHAT YOU?
THINK
ABOUT IT**



GAMIFICATION

@ Accenture Interactive

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