

---

# Gamification - MinMission



16-17. september 2014, Charlotte Højrup, Praxis

# Bliv i uddannelse – digital coaching

- HANSENBERG
- EUC Syd
- Rybners
- UU-Esbjerg
- Praxis
- NCE
- Appsfabrikken



Bevægelse  
Differentiering  
Fastholdelse  
Talent  
....

Mentorer



Mobilitet

Gamification

# THE BUSINESS OF GAMIFICATION

## WHAT IS GAMIFICATION?



Gamification is the use of elements of game play in non-game contexts



It provides rewards and engagement for customers

## HOW GAMIFICATION WORKS:

### 5 COMMON MECHANICS



#### POINTS

Measure a user's achievements in relation to others  
Can double as currency to exchange for rewards



#### BADGES

Reward achievements visually



#### LEVELS

Encourage users to progress and unlock new rewards



#### LEADERBOARDS

Organise players by rank



#### CHALLENGES

Encourage engagement by offering specific tasks to complete

### 4 MAIN WAYS TO DRIVE ENGAGEMENT



#### ACCELERATED FEEDBACK CYCLES



#### CLEAR GOALS AND RULES OF PLAY



#### A COMPELLING NARRATIVE



#### CHALLENGING BUT ACHIEVABLE TASKS

= når spil bruges til motivation og læring

# Eksempler på missioner

Bevægelse og ...

- faglig træning
- sociale kompetencer
- personlig udvikling

Lad os prøve!

