

THE GAMIFICATION QUEST™

START HERE!



OBJECTIVE?

- Why are you gamifying this project?
- What are your business objectives?
- Who are your players?



QUEST?

- What is your adventure?
- Who are the characters?
- What is the plot, conflict, resolution?



LEARNING?

- How do your players learn?
- How will you check learning has occurred?
- What? So What? Now What? (What are the next steps?)

IS THE GOAL MET?



NOTE TO SELF



AESTHETICS?

- Have you created an overall design that appeals to different senses?
- Does everything in your project tie back to the other four levels?
- Have you prototyped, play-tested, and iterated?



ARE THEIR NEEDS MET?



MECHANICS?

- What motivates your players?
- What game elements will you use?
- What technology will you need?



reminder

Gamification is **motivational design...**

the use of game elements and game mechanics in a non-game context in order to engage users and solve problems.

Player Centric Design

Gamification always should start with the Player Profile – who will be playing **your** game? What will motivate **your** player to engage with the game and act in a way that **you** need them to?



Killers

Defined by:
A focus on winning, rank, and direct peer-to-peer competition.

Engaged by:
Leaderboards, Ranks



Achievers

Defined by:
A focus on attaining status and achieving preset goals quickly and/or completely.

Engaged by:
Achievements



Socialites

Defined by:
A focus on socializing and a drive to develop a network of friends and contacts.

Engaged by:
Newsfeeds, Friends Lists, Chat






























Explorers

Defined by:
A focus on exploring and a drive to discover the unknown.

Engaged by:
Obfuscated Achievements

Game Mechanics and Human Desires

	Reward	Status	Achievement	Self Expression	Competition	Altruism
Points						
Levels						
Challenges						
Virtual Goods						
Leaderboards						
Gifting & Charity						

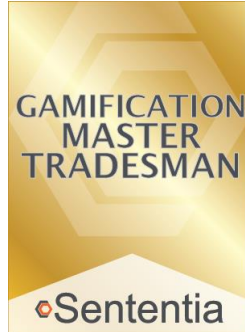
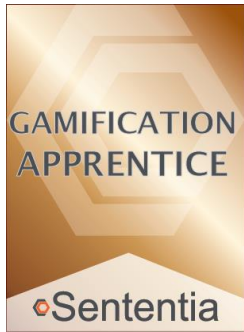
What badges, levels, or rewards have you earned via a rewards program or social game? Why have they mattered to you?



#playmatters Badge

<http://classbadges.com/>

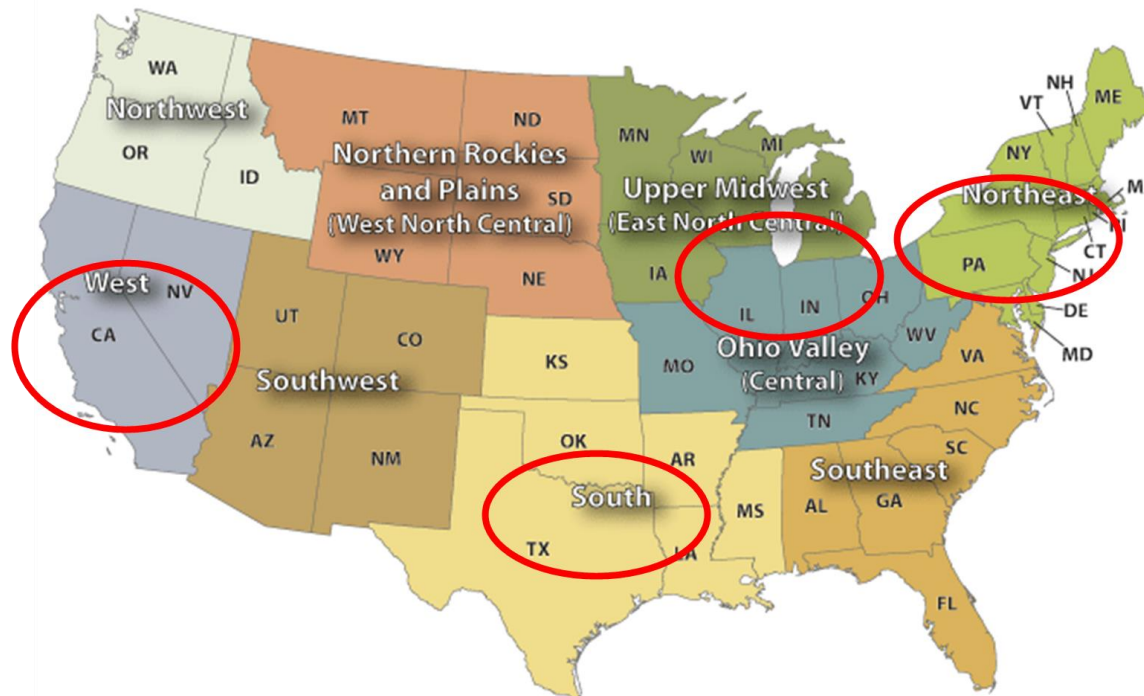
THREE LEVELS OF GAMIFICATION CERTIFICATION



Sententia
www.SententiaGames.com

Why should you earn a Gamification Certification?

LIVE REGIONAL LEVEL 2 CERTIFICATIONS BEGIN IN THE U.S. IN MARCH



Trusted Gamification Resources



Gamification Design and Implementation – A Virtual Starter Kit

The gamification of learning is more than just building games into learning. It is a systematic process of using strategies that are based on the principles of good game design. Whether you are a new or seasoned learning professional, instructional designer, corporate trainer or adult educator, **The Gamification Starter Kit** will help you to quickly and easily learn how to adapt a gamification strategy for your programs. http://bit.ly/coursecraft_sententia



The Sententia Gamification Certification Online Course

The Sententia Gamification Certification is the premier standard in the world for recognition as a gamification specialist for Talent Development Professionals. Holding a Certified Gamification Professional credential demonstrates achievement, competence, credibility and mastery to your employers, clients, colleagues, and professional peers.

As an approved provider, the Sententia Gamification Certification is the **ONLY** Gamification Certification that earns you 6 recertification creds with HRCI, SHRM, and ATD. http://bit.ly/coursecraft_sententia



Totally Awesome Training Activity Guide Book: How to Put Gamification to Work for You

Level up your training and development with Gamification. These 50+ activities are designed to bring dynamic and interactive solutions to business training, seminars, and educational sessions. Connect the psychology of Gamification to achieving your business objectives. Increase learning and participation. Identify easy and effective ways to engage your audience. Replace average with AWESOME – Game On!

http://bit.ly/TAT_Amazon

We also have a number of FREE resources that give you a TON of helpful tools for gamification design and implementation:

1. Gamification Talk Radio: <http://bit.ly/GamificationTalkRadio>
2. The Gamification Report Blog: <http://thegamificationreport.blogspot.com/>
3. Slideshare: <http://bit.ly/MonicaCornettiSlideShare>
4. The Sententia Syndicate Facebook Group: <https://www.facebook.com/groups/GametheSystem>



Gamification Quest: IT'S LIKE GETTING A GOLD STAR FOR A GOOD JOB... ONLY BETTER.

Provided for you by:

Monica Cornetti, International Speaker and Author

Ranked as the **#1 Gamification Guru in the World** by UK-based Leaderboarded

Email: monica@monicacornetti.com ♦ Follow me on Twitter: @monicacornetti

www.monicacornetti.com ♦ www.SententiaGames.com ♦ Phone: 972-951-331 ©2015 Sententia