**Cairo University**

**Faculty of Computers and Artificial Intelligence**

Cairo University, Faculty of

Computers and Artificial Intelligence

**CS361 Artificial Intelligence**

2nd Semester – 2020 - Project Description

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Faculty of Computers and Artificial Intelligence

**CS361**

Artificial Intelligence

**2nd Semester 2020 Project**

**Gamification**

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1. Introduction (what is Gamification)
   1. what is Gamification
      * Gamification is about taking something that is not a game and incorporating game elements to improve consumer satisfaction, enjoyment and loyalty.
      * Gamification is to use game mechanics and designing experiences to engage and motivate people to achieve their goals digitally.
      * Gamification applies game elements into non-game settings to maximize interaction, such as a website, online group, learning management system or intranet business.
   2. Game Mechanics
      * Game mechanics are the rules and rewards, which appear on a digital platform within a program. Examples may include points, levels, missions, rankings, badges, and advances. Game mechanics is how the participants engage in a gamification program and receive next steps and feedback on achievements.
   3. Game Dynamics
      * Game dynamics refers to a set of emotions, behaviors and desires that resonate with people found in game mechanics. Highlights could involve competitiveness by leaderboards, teamwork through completing team tasks, group through having other players on a news page, selection through discovering different missions as they win special badges and surprises.
   4. the Business Value of Gamification
      * Gamification – at its heart – is about driving commitment to influence business outcomes. When people engage in your gamification initiative and participate, they learn the best way to interact with your business, your products, your services and your brand. The consumer does not lose the market interest of gamification. Game mechanics engagement provides insightful data that can help to influence marketing campaigns, platform utilization and performance objectives. Every employee or customer interaction gives a better sense of where a participant is spending his or her time and what activities drive interest.
   5. Benefits of gamification
      * Increased user engagement is the main benefit of gamification. Beat the GMAT, for example, takes on a serious task and puts on that a fun spin. If the person has fun, then information is more likely to be retained. Gamification also makes for hands-on job implementations you are engaging in the learning process, instead of merely reading about an occurrence or topic. Real-time input is given to notify the customer whether he or she is performing well or not.
      * Competition is another gamification benefit. Many of us strive to be the best. You are motivated to outperform your competitors with the gamification. This makes you work harder to achieve optimal results. Another motivator is rewards and prizes Platforms for gamification can offer real world prizes for a job well done. Many people want the feeling of winning something, even though it is something seemingly tiny like a free cup of coffee.
   6. Examples
2. Background
3. Development of the described Game
   1. System component
   2. Code Listing
   3. Test Cases
4. Reference