**Gamification : Build a Winning Plan!**

-E-Cube Paper Abstract by Deepak Srinivaas,Vishnu Nagaraj,Adithya Krishnaswamy of IV ECE-A

**What Is Gamification?**

Gamification is the use of [game](http://en.wikipedia.org/wiki/Game) thinking and [game mechanics](http://en.wikipedia.org/wiki/Game_mechanics) in non-game contexts to engage users in solving problems. Gamification has been studied and applied in several domains, such as to improve [user engagement](http://en.wikipedia.org/wiki/Customer_engagement),[physical exercise](http://en.wikipedia.org/wiki/Physical_exercise),[return on investment](http://en.wikipedia.org/wiki/Rate_of_return), [data quality](http://en.wikipedia.org/wiki/Data_quality), [timeliness](http://en.wikipedia.org/wiki/Timeliness), and [learning](http://en.wikipedia.org/wiki/Learning). Game techniques are often grouped in these three categories:

**Game dynamics**—used to motivate behavior.

Examples include scenarios and rules.

**Game mechanics**—used to help users achieve goals.

Examples include teams, competitions, rewards, and feedback.

**Game components**—used to track users’ progress.

Examples include quests, points, levels, badges, and collections.

## **Techniques**

Gamification techniques strive to leverage people's natural desires for competition, achievement, status, self-expression, [altruism](http://en.wikipedia.org/wiki/Altruism), and closure.

A core gamification strategy is rewards for players who accomplish desired tasks. Types of rewards include points, achievement badges or levels, the filling of a progress bar, and providing the user with virtual currency.

Competition is another element of games that can be used in gamification. Making the rewards for accomplishing tasks visible to other players or providing leader boards are ways of encouraging players to compete.

Another approach to gamification is to make existing tasks feel more like games. Some techniques used in this approach include adding meaningful choice, onboarding with a tutorial, increasing challenge, and adding narrative.

**Applications:**

Education and training are areas where there has been interest in gamification. [Microsoft](http://en.wikipedia.org/wiki/Microsoft) released the game [Ribbon Hero 2](http://en.wikipedia.org/wiki/Ribbon_Hero_2) as an add-on to their [Office](http://en.wikipedia.org/wiki/Microsoft_Office) productivity suite to help train people to use it effectively, which was described by Microsoft as one of the most popular projects its Office Labs division ever released. The [New York City Department of Education](http://en.wikipedia.org/wiki/New_York_City_Department_of_Education) with funding from the [MacArthur Foundation](http://en.wikipedia.org/wiki/MacArthur_Foundation) and the [Bill and Melinda Gates Foundation](http://en.wikipedia.org/wiki/Bill_and_Melinda_Gates_Foundation) has set up a school called [Quest to Learn](http://en.wikipedia.org/wiki/Quest_to_Learn) centred around game-based learning, with the intent to make education more engaging and relevant to modern kids. [SAP](http://en.wikipedia.org/wiki/SAP_AG) has used games to educate their employees on sustainability. The US military and Unilever have also used gamification in their training. The [Khan Academy](http://en.wikipedia.org/wiki/Khan_Academy) is an example of the use of gamification techniques in online education.Players maintained virtual habitats across the Canton of Zurich to attract and collect endangered species of animals. In 2014, the [True Life Game](http://www.truelifegame.com/) project was initiated, with the main purpose of researching the best ways to apply concepts of gamification and [crowdsourcing](http://en.wikipedia.org/wiki/Crowdsourcing) into [lifelong learning](http://en.wikipedia.org/wiki/Lifelong_learning).

**Commercialisation:**

Enterprise gamification is growing at an impressive rate. Market research predicts that by 2014, over 70% of companies will have at least one gamified product, and by 2015, over 50% will gamify innovation This rapid change brings opportunities for technical communicators who understand gamification and can create gamified user assistance.