Examples and Categories

> There are 3 main categories where gamification is applied:

External (for customers)

- Marketing
- Sales
- Customer engagement

Internal (for employees)

- Human Resources
- Productivity enhancement
- Crowdsourcing

Changing behaviour

- Health and wellness
- Sustainability
- Personal Finance

- Gamification motivates.
- It can be applied in many areas.
- It covers many techniques, it cannot be divided.