Why should we learn gamification?

1. An emerging business practice ⇒ we know that there are many examples of gamification being applied in many different companies and in non-business contexts. Some have consciously tried to implement it. Others have developed a solution to a problem but then realised that it is game-like. We are in a period where the field of gamification is becoming increasingly recognised.

2. Games are very powerful ⇒ We have all experienced what we can call addiction to some games. There is something about games that attracts us and this attraction will continue.

3. It teaches something in other areas of knowledge (Psychology, Design, Technology, Strategy) ⇒ Games have been present in all human history because they connect some very basic points about how our minds work. (What is motivation, what drives a person to do something?), Gamification is a design practice. We use gamification by developing strategies with the idea of how to do business (an efficient sales strategy, ,,,,), creating rich and personalised experiences using technologies and tracking interactions in real time and combining and analysing and using them becomes incredibly powerful when applied to gamification.

4. It's not as easy and obvious *as it seems* ⇒ Once you understand gamification, you might think: we use rewards to get people to do things, so I'm going to put various challenges and trophies in my own life and people will flow. But this is not as easy as it seems. It requires a solid system of thinking. It requires utilising various fields together.