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PROG7312-POE: PART 1: TASK 1
(RESEARCH)

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Introduction

Gamification is when a gaming mechanism is added to a nongame environment, environments like websites, learning and management systems, online communities and more (BiWorldWide, 2023). This is done to increase participation (BiWorldWide, 2023). The motive of gamification is to encourage engagement with consumers, employees, etc.

Gamification includes multiple features, like the progress bar, levels, leaderboards, points, and gamification templates (Spinify, 2022). Each feature comes with its unique, thus promoting motivation and attention span (Spinify, 2022).

The five features that will be researched are Interactive Progress Bars, Achievement Badges, Leaderboards, Levels, and Quizzes.

Five Gamification Features

1. Interactive Progress Bar

A progress bar visually represents the status of the user or the company. A progress bar assists with orienting users to the users achieve a specific goal (Spinify, 2022). A progress bar motivates users by showing their current accomplishments and encouraging them to aim for further progress (Spinify, 2022). Different progress indicators can be used, such as steps remaining, time, percentage, spinners, etc.

Advantage: The users can advance at their own pace (Spinify, 2022).

2. Achievement Badges

People enjoy receiving gifts, even if a simple picture is a reward (Spinify, 2022). Achievements can be beneficial by promoting commitment to goals, this then enhances the state of psychological flow and boosts user engagement (Spinify, 2022).

3. Leader Boards

People feel good when they are recognised and acknowledged. Outdoing other people is a common trait among people (Spinify, 2022). A great way to tap into people's intrinsic incentives is by using a leaderboard (Spinify, 2022).

In enterprise gamification:

- Tracking actions that drive wins
- Setting individual targets
- Involve rewards and contests
- Monitoring real-time progress

4. Levels

The levels feature reveals that the user has reached a specific point (Spinify, 2022). Mobile apps employ levels that increase automatically as users reach a specific engagement point (Spinify, 2022).

5. Quiz

Is a game that allows the users to challenge themselves with knowledge and getting the ability to gain more knowledge within the process.

Motivation for choice of gamification feature

The achievement badge is the gamification feature that will be utilised in the application. Achievement badges are embraced widely in gamification because they serve as present symbols of success, acknowledgment, and advancement within an application.

Benefits of Achievement Badge:

- · Motivates users.
- · Promotes positive reinforcement (Scavify, 2023).
- · Allows users to compete or rather challenge themselves by attempting to claim another badge (Scavify, 2023).
- · Encourages users to learn new skills (Scavify, 2023).
- · Encourage daily engagement (Scavify, 2023).

Conclusion

In summary, Achievement Badges have been chosen as the key gamification feature for our application due to their proven ability to motivate users, reinforce positive behaviours, and foster healthy competition, all while encouraging daily engagement. This feature aligns perfectly with our goal of creating an engaging and rewarding user experience.

References

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