Information Systems Project Management

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Instructor: Rana Yousef

**Name of research**: Defining gamification

**Overview:**

In recent years, playing has gained great importance among practitioners and game scientists, as the current understanding of the game depends on the scientific addition of game elements.  
A proposal instead of a systematic understanding of games introduces the theory of service marketing and the goal is marketing.

Linking this with the existing body of knowledge of service literature, where there is an overlap between the player and the marketing. And the success of play-based services is primarily in the field of game studies and social sciences where literature can provide a framework on how to play and view it as part of the overall service and support it to offer basic service and bring in proven models of service marketing where service marketing and related concepts are put into play and games are put into the literature Marketing the service, expanding the experimental nature of games, and providing a definition of games from the perspective of service marketing with an individual renewal of the game, playing studies, summarizing the results and the extent of contribution to the scientific field and studying the game, where games are seen as a multiple set of conditions necessary for the formation of games .And as simple as it is.

It states that this games are systems and the second level is results, which are the extensive experiences and marketing that results from the player.  
And the use of the term (gamification) as it was described as a game and its application on the web to increase participation, where the service marketing literature sees that the customer is always a partner and to define gamification falls under basic concepts (defining service marketing, service, service system, service package).

Whereas, the service pack helps companies manage bundled services or systems, as it illustrates many files of integration between game literature and service for marketing theory and describes game popularization elements as services and games.

Games are systems that require player intervention files, so the game is produced jointly by the development of the game with the player, and the game can be developed individually by the player.  
Thinking about what is a complete game, designers focus on the customer/player experience. Leading to the definition of gamification from a service marketing perspective, where gamification refers to the process of improving a service, where it highlights the goal of playing and depends on the elements of the game, and the word improvement refers to the service.