AI-Powered Gamification for the Web

Courtney Yatteau

Agenda
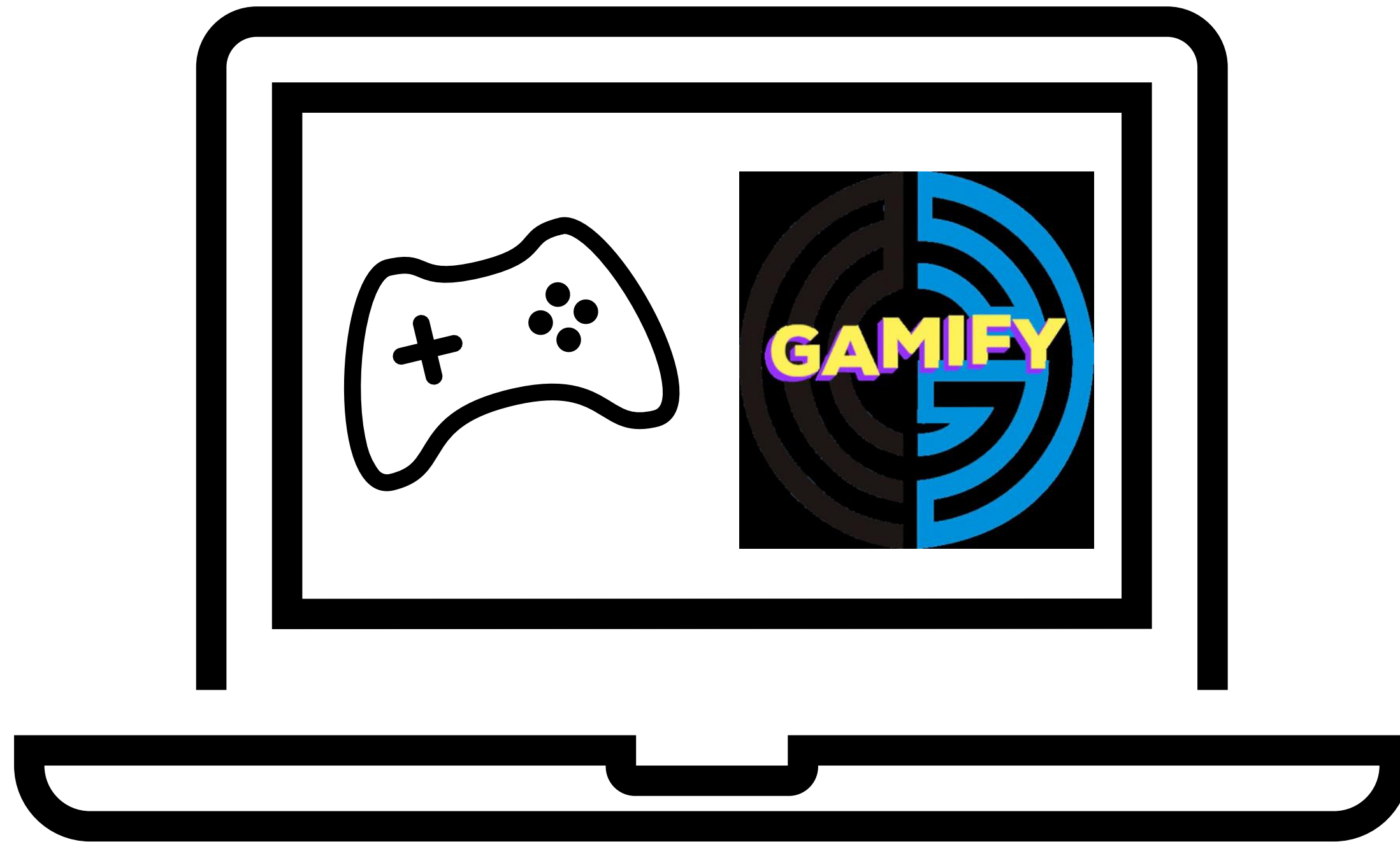
Courtney Yatteau

Developer Advocate, Esri

What is Gamification?

Gamification Principles
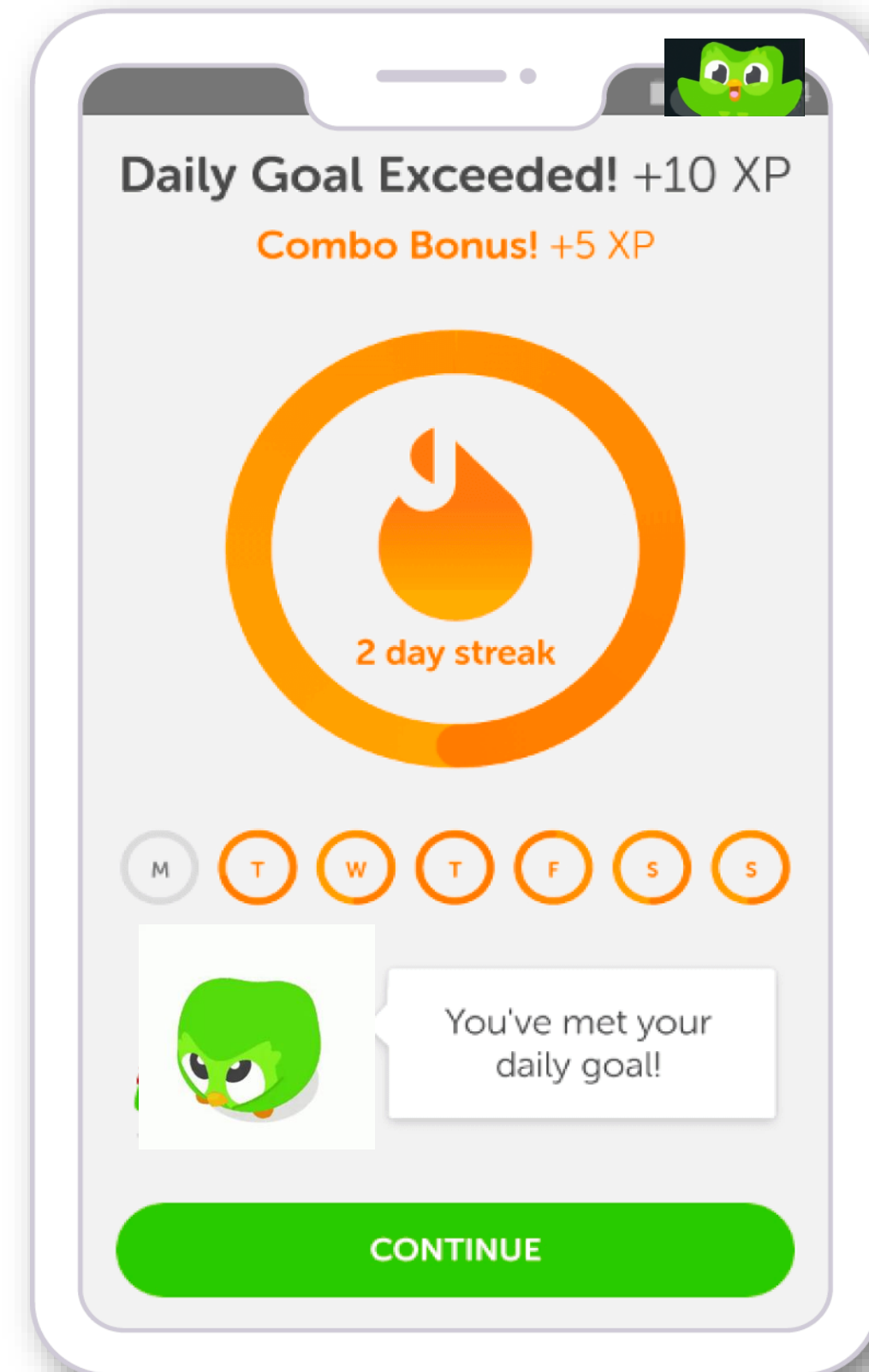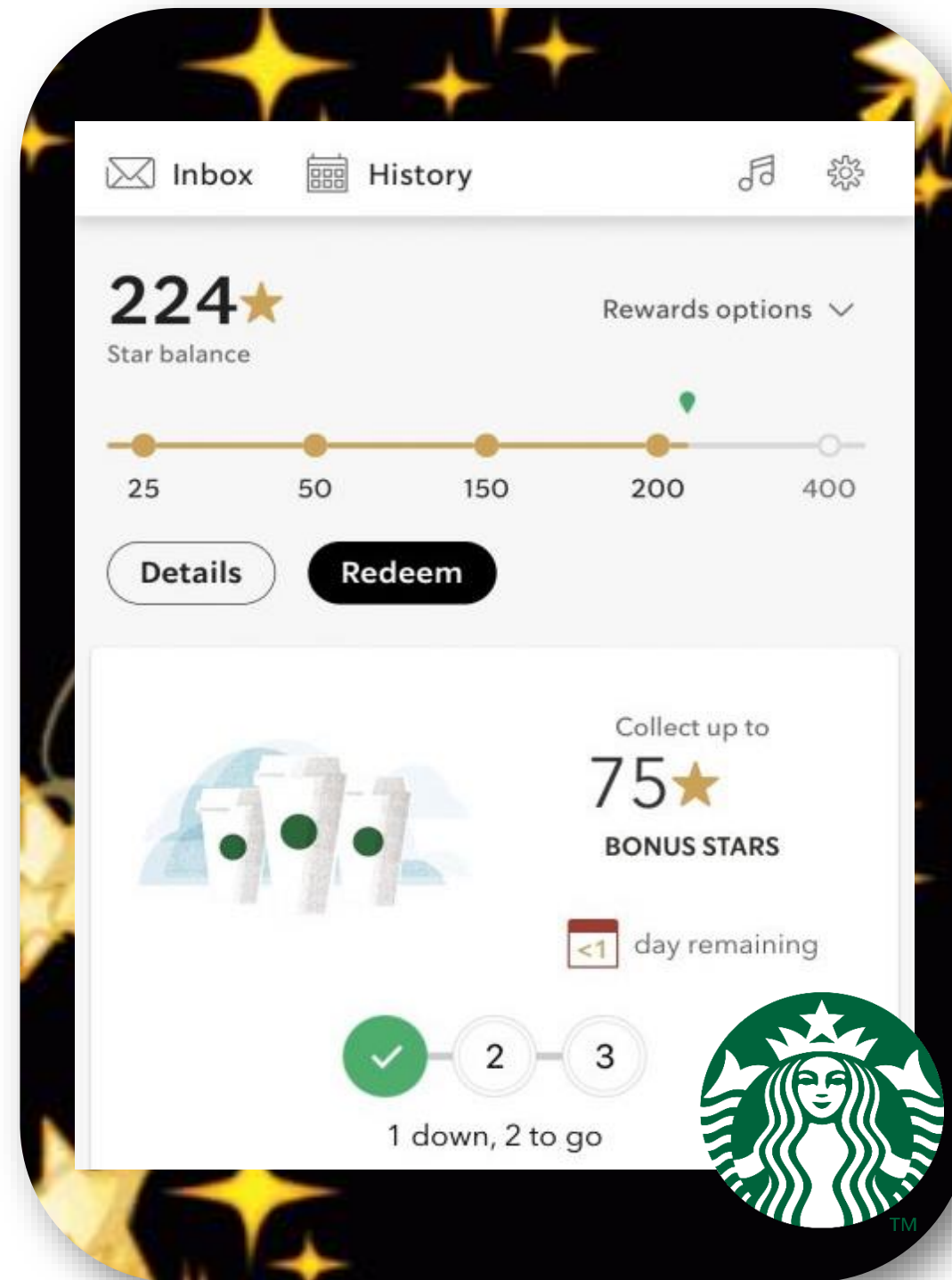
Progression & Rewards

Challenges & Goals

Feedback & Reinforcement

Social Interaction & Competition
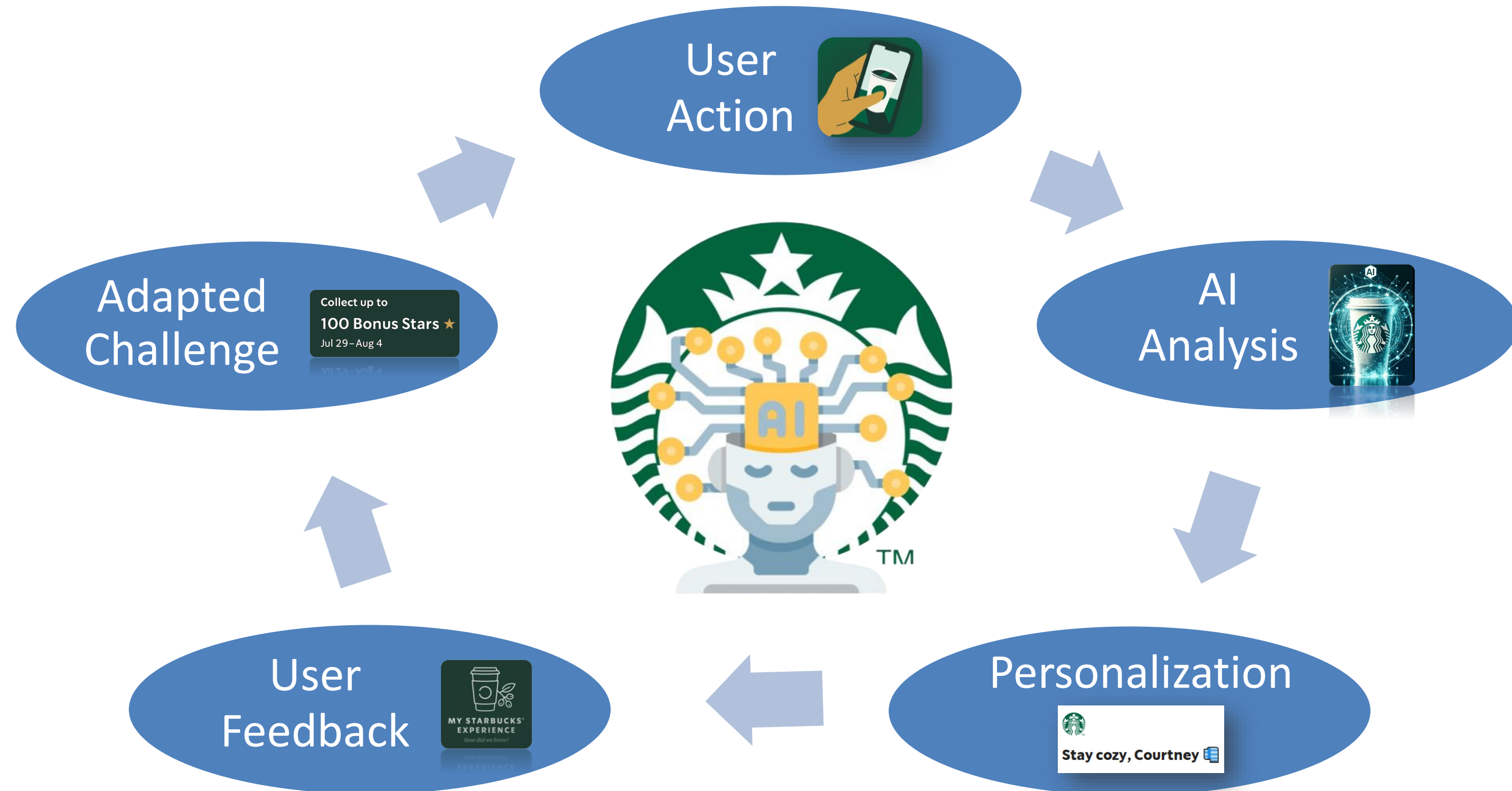
Gamification Examples

The Role of AI in Gamification

Personalization

Adaptation
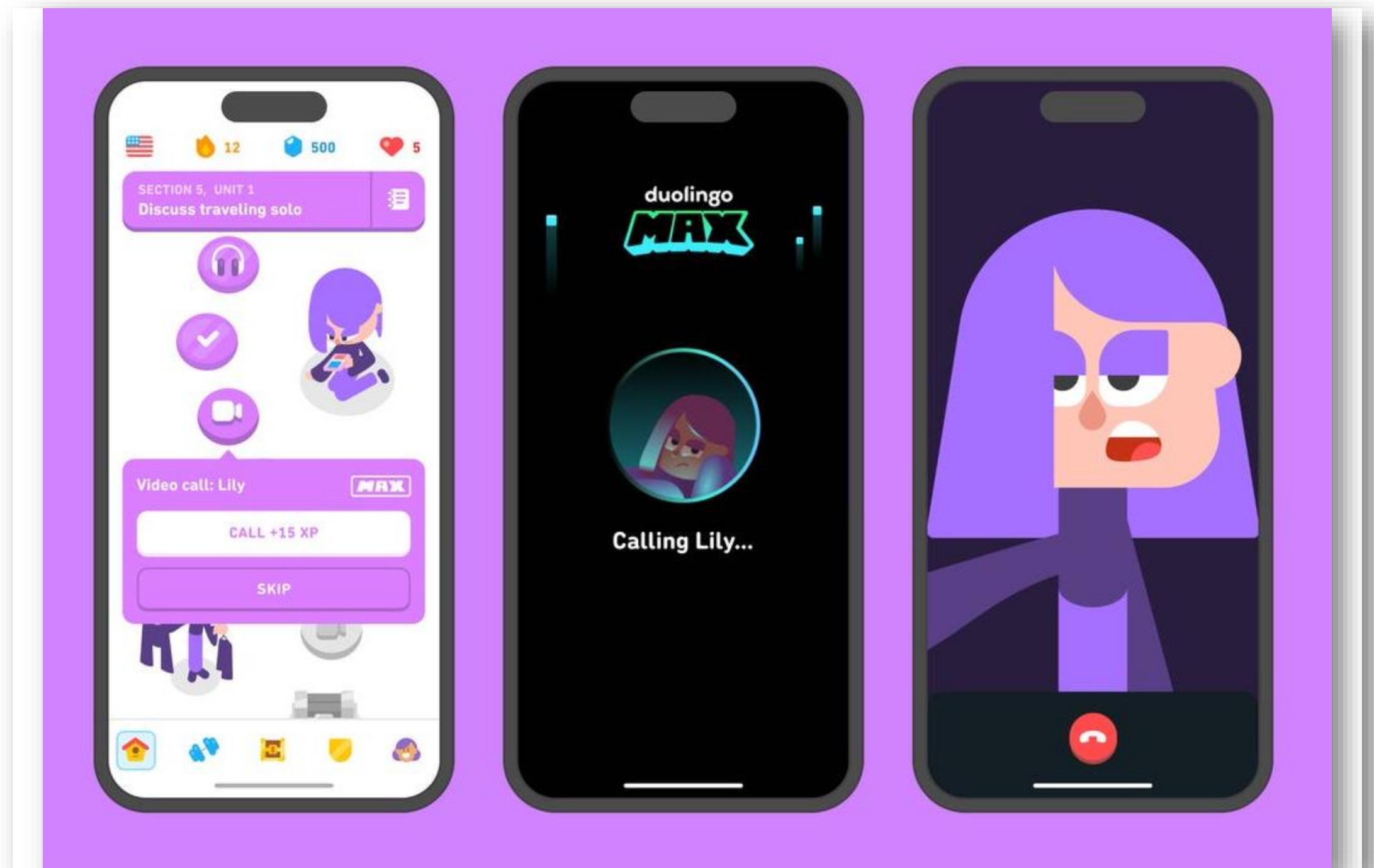
AI-Driven Gamification Flow

Duolingo Max

🎭 Roleplay

Real-world language practice scenarios with AI characters.

🎥 Video Call with Lily

Simulated conversations to build speaking skills.

AI Gamified Web Demos
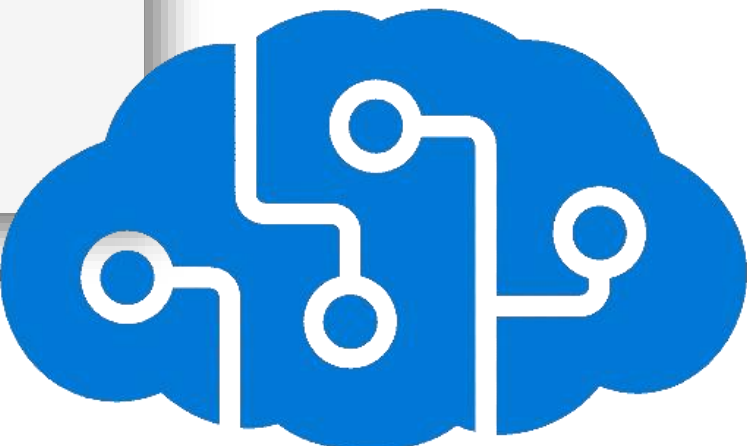
Demo: Sentiment Analysis

Real-time mood detection to personalize user interactions
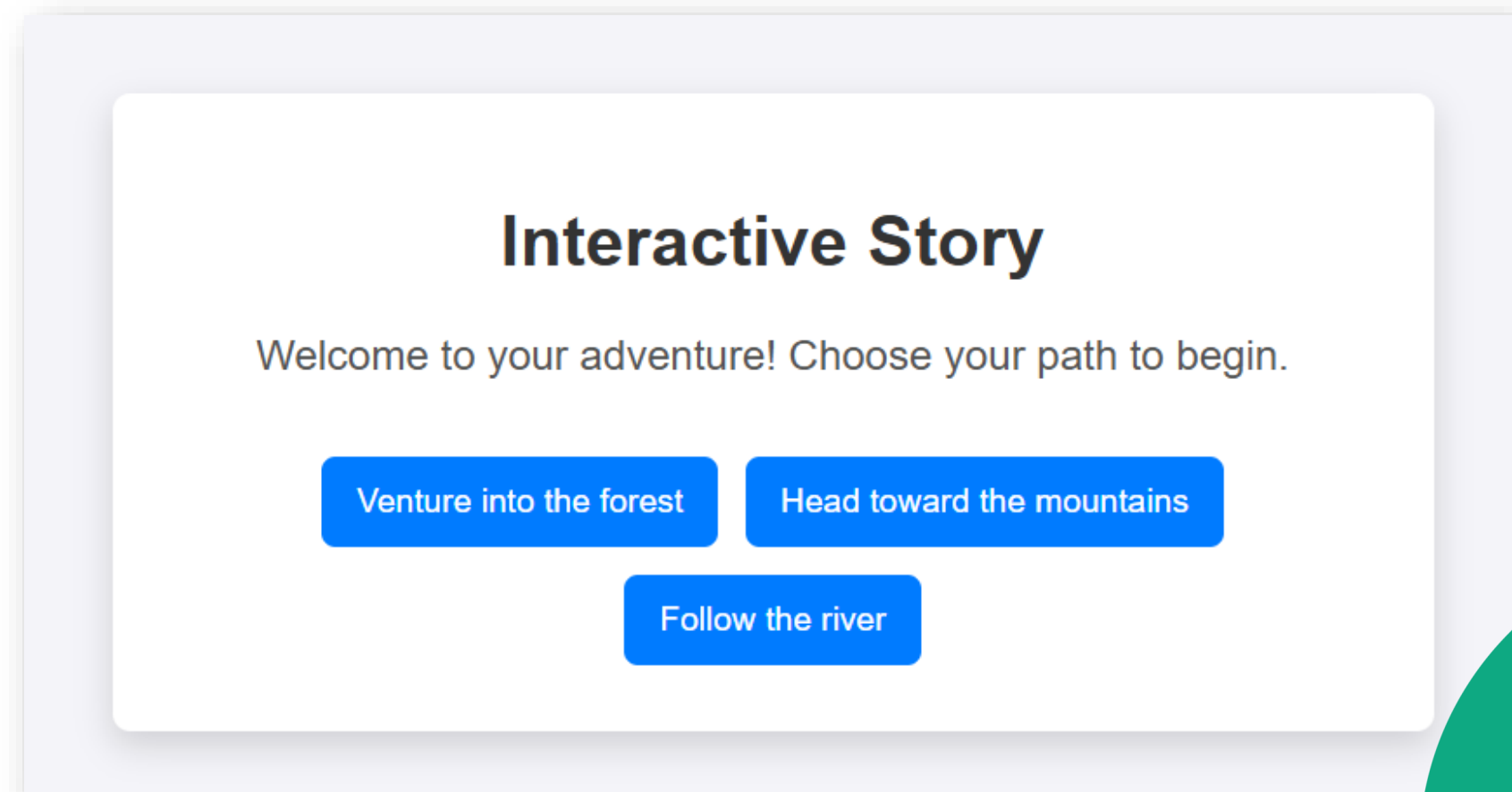
Enter your response:

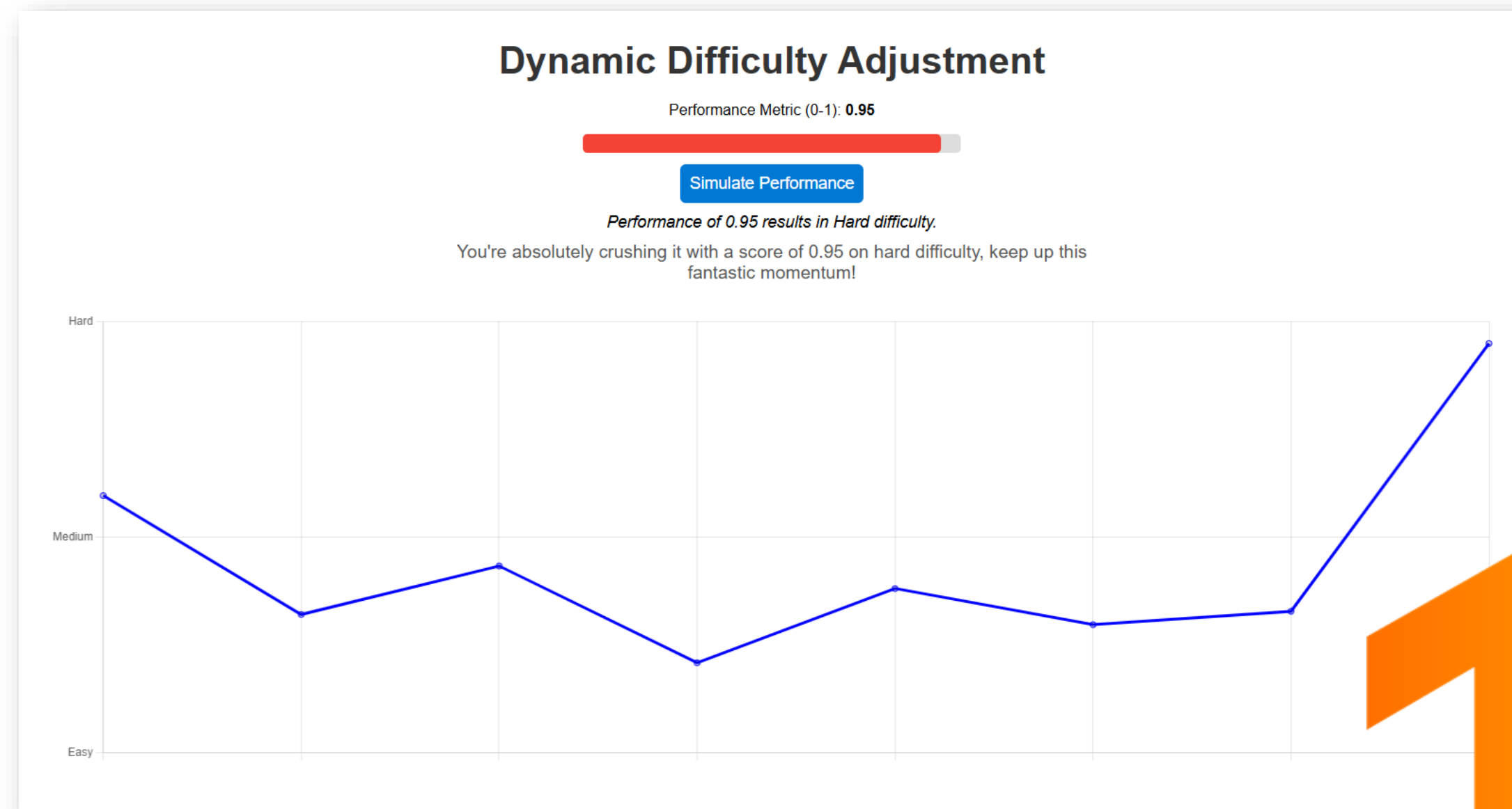Nice!

Analyze

Sentiment: positive

Demo: Storytelling

Personalized and adaptive stories based on user choice

Interactive Story

Welcome to your adventure! Choose your path to begin.

Venture into the forest   Head toward the mountains

Follow the river

Demo: Dynamic Difficulty

Adjusting difficulty in real-time for engagement and entertainment

Demo: Streak Recognition

Recognizing patterns of user performance
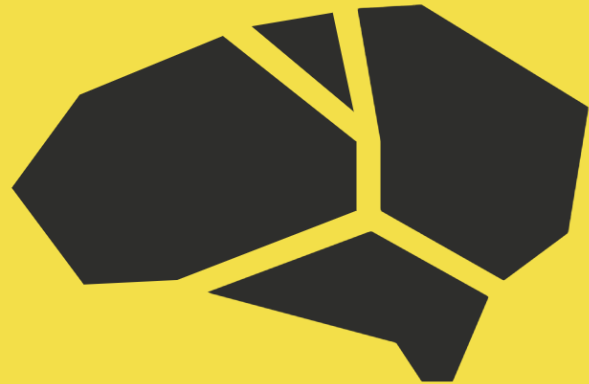
AI Streak Recognition

Score (0-100): 50

Submit Score

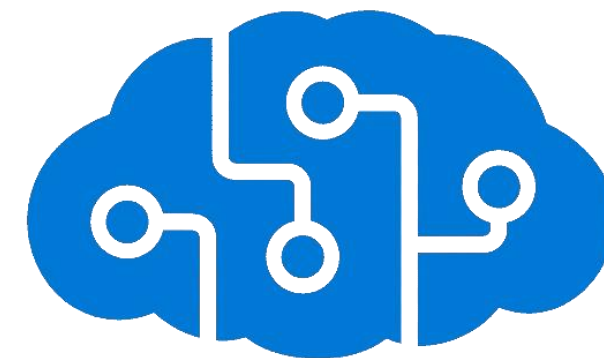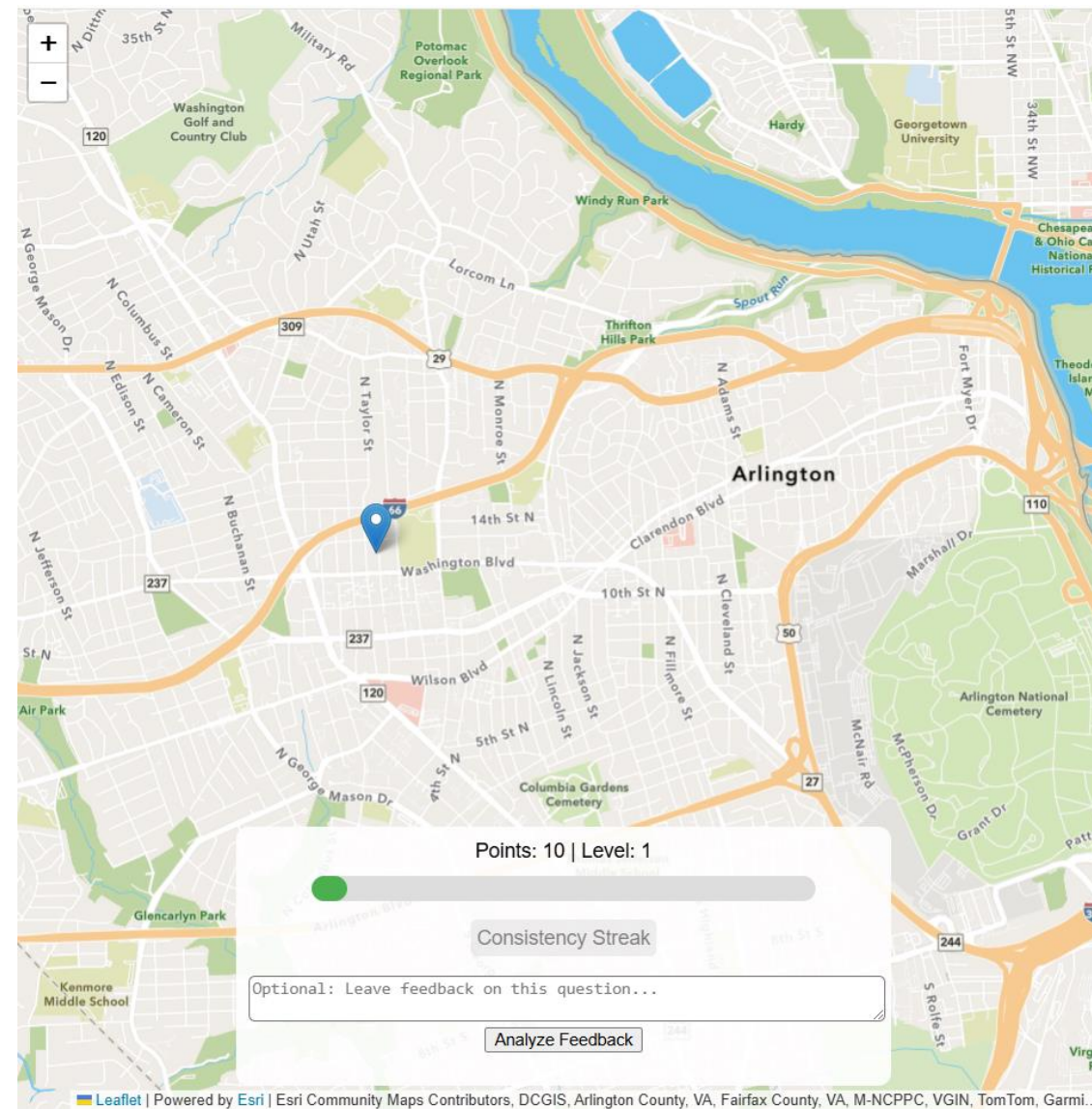**Nice! You're on a consistency streak!**

Model Confidence: 92%

🔁 **Consistency Streak**   ☑ Improvement Streak

Demo: Map App

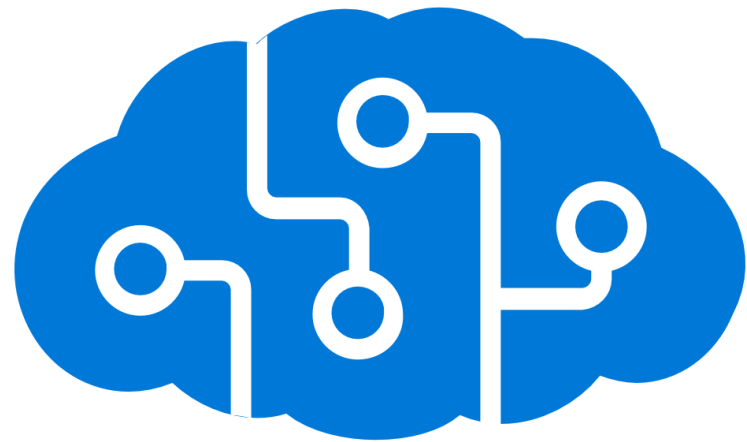*Combining AI, Gamification, and Maps!*

🔑 Key Takeaways
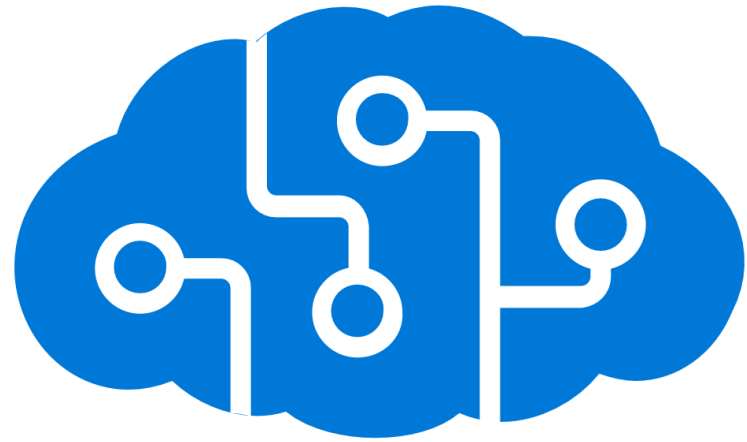
AI Tools for Gamification

🔑 Key Takeaways

AI Tools for Developers

Microsoft Azure
Cognitive Services

```
<script>
  async function analyzeSentiment() {
    const response = await fetch(
      'https://eastus.api.cognitive.microsoft.com/text/analytics/v3.0/sentiment',
      {
        method: 'POST',
        headers: { //api-key & content type (json)…
        body: JSON.stringify({
          documents: [{ id: '1', language: 'en', text: userText }]
        })
      }
    )
    const result = await response.json()
    const sentiment = result.documents[0].sentiment
  }
```

🔑 Key Takeaways

Gamification's Lasting Impact

Gamification Beyond Fun –
Meaningful User Engagement

AI as a Personalization and
Motivation Tool

Thank you, DevIgnition!

Courtney Yatteau

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in courtneyyatteau

bit.ly/devignition-2024-ai-game