**Keas**

As NYU Game Center director Frank Lantz told me, designing games is tough. For every game that hooks the masses, thousands go largely un played. Philips had the opposite problem, deliberately tweaking the Sparkly app to make it less addictive. These tweaks are a common feature of gamified platforms, because it’s difficult to predict which elements will drive behavior. In 2009, Adam Bosworth, the former head of Google Health, launched a health app called Keas. At first, Keas was big on data and small on  
gamification. Bosworth designed the app to deliver mountains of feedback tailored to each user. Users completed quizzes and entered their workouts and meals, and Keas explained how their choices shaped important health outcomes. In Bosworth’s mind, users would exercise more and eat less if they were forced to confront the effects of laziness and gluttony. But idle data reports weren’t enough to change behavior, so Keas changed direction. Bosworth rolled out the app at a number of large corporations, where he encouraged employees to form rival teams. Good behavior earned players  
points, and the new version of Keas incorporated game levels and strategies. Bosworth wanted to make sure that the app had plenty of quizzes, so his team designed many more than he expected users to complete during the app’s standard twelve-day program. He undershot the mark: many users devoured the entire set in under a week.

Keas works in part because it’s simple. It relies heavily on a four-item quiz that users complete at the beginning and end of the twelve-day program.

The questions are:  
1. Are you a non-smoker?  
2. Do you eat more than five servings of fruit and veggies a day?  
3. Do you have a healthy bodyweight (Body Mass Index less than 25)?  
4. Do you exercise regularly (more than 45 minutes, 5 times a week)?

For each “yes” answer, users earn a point—so scores of zero or one indicate an unhealthy lifestyle, while three or four indicate healthy behavior. Pfizer, the world’s largest pharmaceutical research firm, invested in the app several years ago. Before the program began, 35 percent of its workforce scored zero or one on the app—afterwards, that number fell to 17 percent. Meanwhile, healthy responses (scores of three or four) rose from 40 percent to 68 percent (Alter, 2017).

**Stack Overflow**

Stack Overflow is the world’s largest question-and-answer site for software developers. As with other user-generated content sites such as Quora, Wikipedia, and YouTube, all of Stack Overflow’s content is created voluntarily by people who uses the site? A staggering 5,000 answers to questions are generated per day by site members. Many of these responses provide detailed, highly technical and time-consuming answers. But why do so many people spend so much time doing all this work for free? What motivates them to invest the effort into what others may see as the burdensome task of writing technical documentation? Stack Overflow devotees write responses in anticipation of rewards of the tribe. Each time a user submits an answer, other members have the opportunity to vote the response up or down. The best responses percolate upwards, accumulating points for their authors. When they reach certain point levels, members earn badges, which confer special status and privileges. Of course, the process of accumulating upvotes (and, therefore, points and badges) is highly variable — no one knows how many they will receive from the community when responding to a question.

Stack Overflow works because, like all of us, software engineers find satisfaction in contributing to a community they care about; and the element of variability turns a seemingly mundane task into an engaging, game-like experience. But on Stack Overflow, points are not just an empty game mechanic, they confer special value by representing how much someone has contributed to their tribe. Users enjoy the feeling of helping their fellow programmers and earning the respect of people whose opinions they value (Nir Eyal, n.d.).

**4Food**

4food website is basically like one exciting game. You can have a look at company values presented in badges, 'flip the bird' for discount offers or even build your won burger – this is a kind of customer experience that users won't easily forget. The gamified experience here serves to engage customers, help them understand the core company values and appreciate the organization's dedication to bringing top quality in food, while supporting various charities at the same time. As you can see, gamification can really serve many objectives and if properly conducted, it can boost a company’s performance or reputation and help the brand skyrocket in social media (MonicaWells, 2015).

**US Army**

To start with an interesting example of gamification in action, here's a promotional/recruiting tool that generated quite a lot of controversy. America's Army (<http://www.americasarmy.com/>) was developed by the US Army to serve as a recruitment tool. Candidates interested in enrolling can sign up, download the game for free and test their skills in this multiplayer strategic shooter environment to see if they're soldier material.

Initially, candidates are asked to fill an online profile with their real data and become a part of the community called the Online Army. During the game, talented players are rewarded with Badges of Honor, similar to the actual form of recognition given in the American Army.

Of course, a virtual game is only a game and hardly reflects the real nature of combat. That's why the aim of this gamification strategy is twofold – it primarily works as a marketing tool, promoting the US Army and in consequence increasing the number of recruits (MonicaWells, 2015).

**Nike + Run Club**

Nike+ products and services are intended to extend the Nike experience beyond the purchase. The Nike + Run Club app is no exception to this rule, and offers all running athletes the opportunity to join the community of runners using the application. This allows you to measure your efforts and follow a personalized training program adapted to your level and objectives. It also allows the sharing of race statistics on social networks, but also participate in challenges and win badges and trophies. All these features constitute a competitive mechanism, very effective in the implementation of gamification. The role of this application is not only to retain users to the brand, but also to improve and disseminate Nike's image to the sports community (Leclercq, 2015).

[**L’Oréal Travel Retail**](https://learningnews.com/news/growth-engineering/2020/growth-engineering-win-two-golds-at-the-brandon-hall-technology-awards)

L’Oréal is the world’s largest cosmetics company. They needed a better solution to train and communicate with their Beauty Advisors. This was a challenge as these BAs were scattered across 18 countries in Asia Pacific. They also spoke more than six different languages. The company partnered up with [Growth Engineering](https://www.growthengineering.co.uk/) to build a gamified mobile application. The app would serve as a training and knowledge-sharing platform. In other words, it would enable their BAs worldwide to learn, connect and engage with each other. The platform was customized to reflect L’Oréal’s signature brand identity. Features included a newsroom, social community, and a library full of [microlearning](https://www.growthengineering.co.uk/what-is-microlearning/) content. The system also incorporated [blended learning](https://www.growthengineering.co.uk/bl), which facilitated both online and offline training. L’Oréal created bite-sized gamified modules through [Growth Engineering Authoring Tool](https://www.growthengineering.co.uk/genie-content-authoring-tool/). As such, at any time of the day, users could log in and complete a micro-module using their hand-held devices. In turn, they accumulated experience points and badges at the end of each course. [Streak](https://www.growthengineering.co.uk/what-are-streaks/) notifications reinforced learning behaviors. For example, users earned streaks for logging in to the app at least once every day. [Scorecards](https://www.growthengineering.co.uk/what-are-scorecards/) on the other hand offered real-time snapshots of their progress. What’s more, the use of [Battles](https://www.growthengineering.co.uk/battles-growth-engineering/) stirred up further excitement. These are knowledge based, peer-vs-peer quizzes that help to reinforce key learning points.

As a result, L’Oréal surpassed its initial training and ROI targets within the first ten months of launch. And these numbers continue to climb! Thanks to gamification, the company continues to exceed its engagement and learning targets up ‘til this very day (Ingineering, 2021).