



UNIVERSIDAD TÉCNICA FEDERICO SANTA MARÍA
DEPARTAMENTO DE INFORMÁTICA
VALPARAÍSO – CHILE



NOMBRE & MEMORIA

Tesis presentada como requerimiento parcial
para optar al grado académico de

INGENIERO CIVIL

por

Ignacio Villacura

Comisión Evaluadora:

Dr. Prof 1 (Guía, UTFSM)

Dr. Prof 2 (UTFSM)

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AUTOR:
IGNACIO VILLACURA

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Profesor Guía:

Dr. Prof 1

Profesor Correferente

Dr. Prof 2

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asdasd

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Capítulo 1

Introducción

Gamification is more than the use of video games in real life.

Capítulo 2

Gamification

The history about this term begins near the year 2008 [?]. It was coined to summarise the use of game elements on non-game contexts. In the year 2010 the term reached the critical mass to appear on Google Trends[?].

The idea of this concept initially was use on the 80s to make an upgrade to a game called MUD *Multy User Dungeons*. The person behind this was Richard Bartle who begin to analyse the people who played this games and found 4 stereotypes of players,2.1.

With this types of players he developed a new MUD to satisfy each type of player. After the sucess of the idea of focus certain aspects of the game to engage the players the non-game industry began to use game elements to engage people over their products.

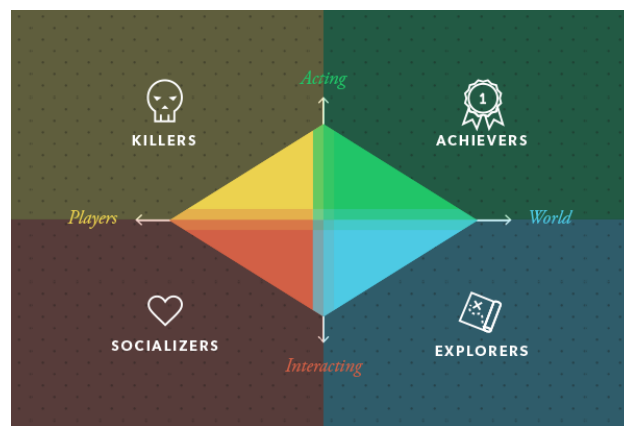


Figura 2.1: Real caption¹

Nowadays Gamification has become a really useful tool to engage people. With this in mind the industry and people are in the need of a description that can contain all the ideas

¹Source: <http://www.example.com/theimage.png>

about it. *Gamification is the use of game design elements in non-game related contexts:*

- **Game:** This relates to *games* and not to *play*. The idea of game is characterized by explicit rules that make a context where the competition or strife of actors let them go towards goals or achievements.
- **Game elements:** Within this concept there are two definitions. The first, only accept certain unique elements. This is a very constraint approach were the set of useful elements is a very tight. The other definition is a boundless one were every element from every game can be use. With this two ideas we can create a more restrict definition were the elements to use are characteristic to games, that are found in most (but not necessarily all) games, found to play a significant role in gameplay.
- **Design:** dfs

Level	Description	Example
<i>Game interface design patterns.</i>	Common, successful interaction design components and design solutions for a known problem in a context, including prototypical implementations.	Badge, leaderboard, level.
Game design patterns and mechanics.	Commonly reoccurring parts of the design of a game that concern gameplay.	Time constraint, limited resources, turns.
Game design principles and heuristics	Evaluative guidelines to approach a design problem or analyze a given design solution	Enduring play, clear goals, variety of game styles
x	v	h

- **Non-Game Context:**

Gamification can be use on multiple context where the attention of the user is needed. Some of this context are education, sales and marketing.

- Education: In this context the use of gamification can be seen in different ideas to engage the the students and keep them interested. Some of this concepts can be use in schools and universities where the students are
- Sales and marketing:

Capítulo 3

Descripción del problema

3.1. Problem description

Always has been a gap between big and small companies. Marketing and engaging the user is where the distance is bigger and is all about the money spend on this item. Big companies have huge presupuest that can be use to expore diferent forms on how to engage people and market their products. Small companies dont have the same amount of capital to invest on this categories and always lose costumers. Ecommerce, online stores, helps to

Capítulo 4

Solución propuesta

Capítulo 5

Estudio experimental

Capítulo 6

Conclusiones