

# Introduction to Gamification

Mobile Web Services

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# The Gamification Project

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# What is Gamification?

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*“Gamification is the use of game-thinking and game mechanics in a non-game context in order to engage users and solve problems.*

*Gamification is used in applications and processes to improve user engagement, ROI, data quality, timeliness, and learning.”*

# Examples

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433 Reputation

top 44% this month

- +25 Chat application using jms spring and activemq queue
- +5 Is there a way to integrate the S3's ACL with my own user reposi...
- 2 What is dependency injection?
- +5 What version of ember.js should I use for my project?

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foursquare 18

## Mat's Badges

These are all the badges you've unlocked. We've listed them in the order in which you've unlocked them (newest first).



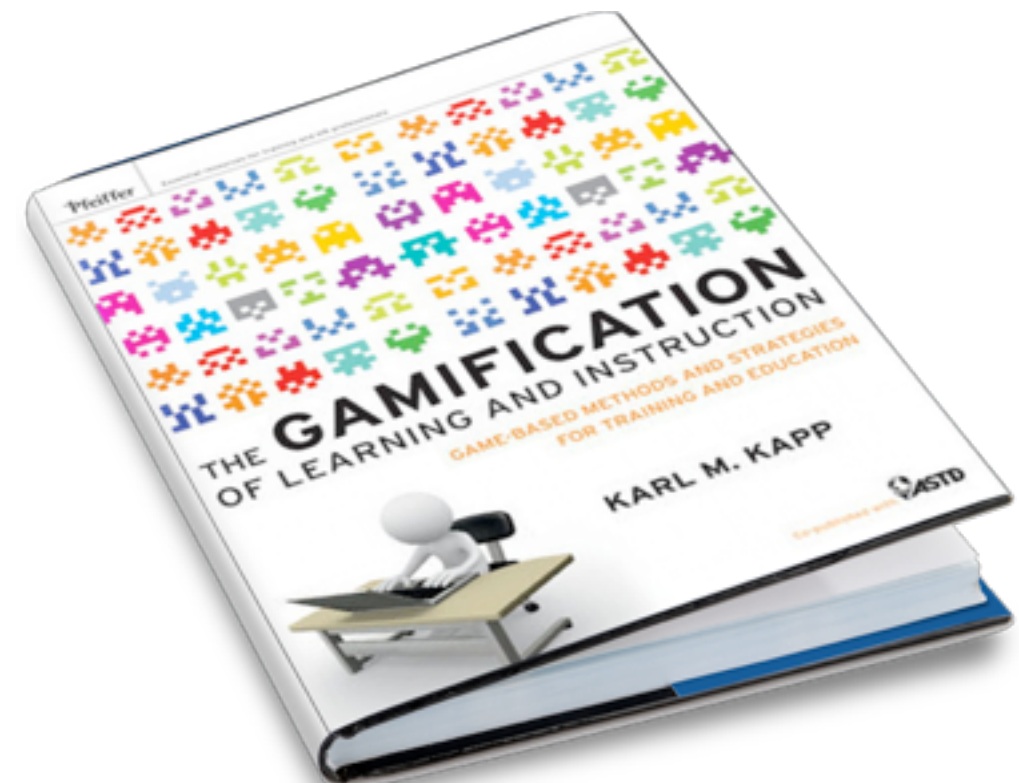
London Calling  
February 14, 2012



Fresh Brew  
January 11, 2012



Swarm  
October 27, 2011

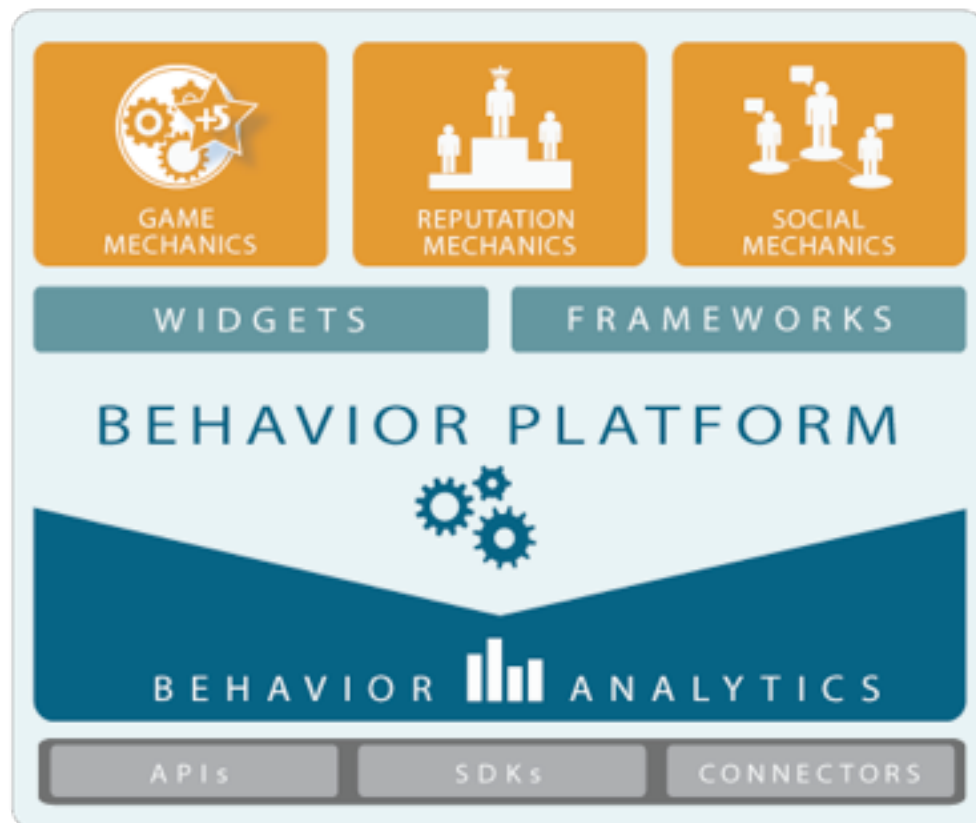




# Gamification Platforms

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Easily create your own Gamified Rewards Program

	USER ACTIONS REWARDED <b>386,403,436</b>
	Ling Watched a Video and earned 5 Coins
	Fergus Commented and earned 5 Stars
	Ahmed Uploaded and earned 10 XP
	Fujo Downloaded and earned 5 Points

[Watch our video](#)

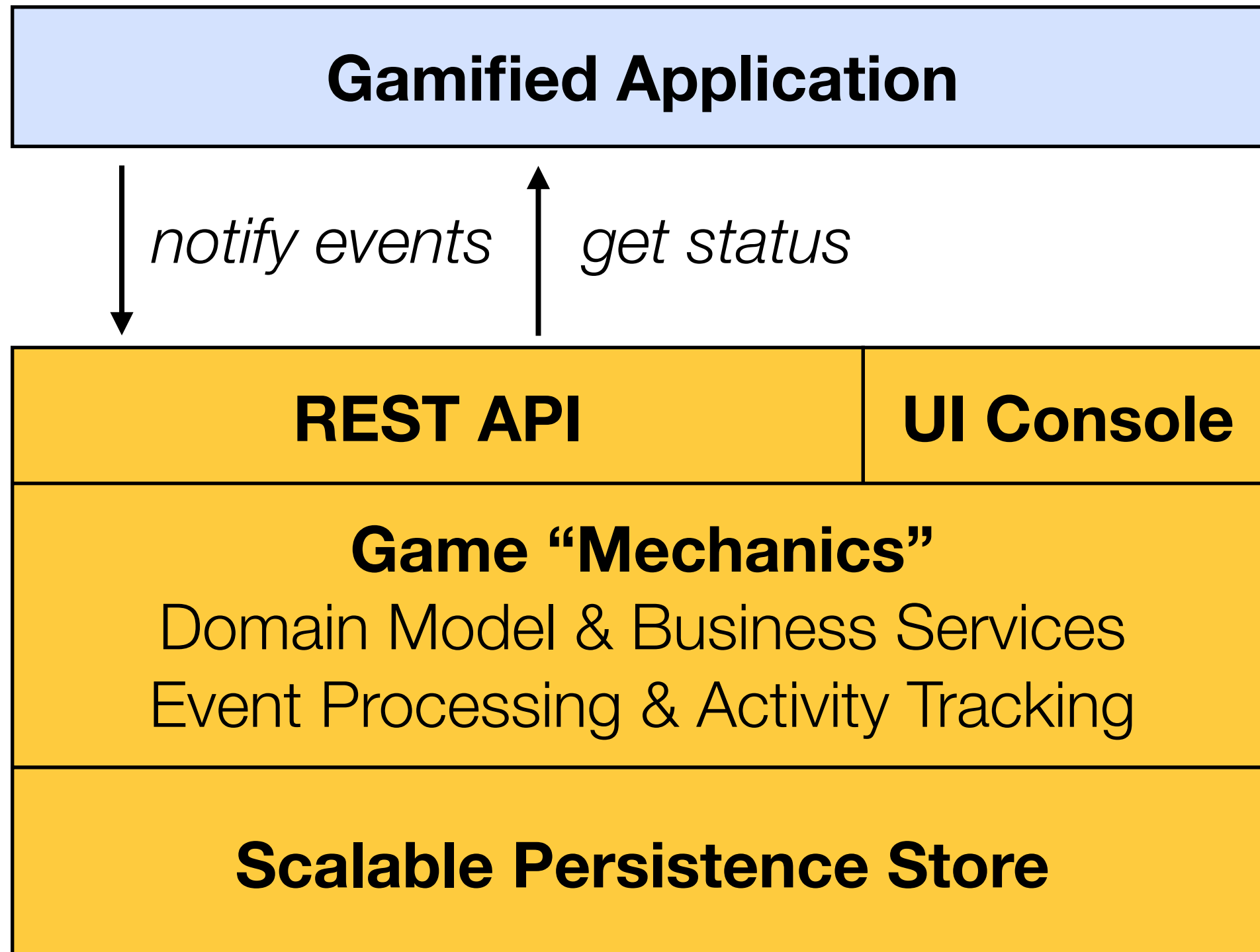


User Loyalty Lift



Engagement Lift

# What is a Gamification Platform?



*We want to design a domain model, a set of business services and a REST API to offer “game mechanics” to third-party applications.*

*We want to design a domain model, a set of business services and a REST API for a particular application.*

*We want to write a mobile application that manages the UI and uses the application REST API.*

*From the application back-end, we want to use the REST API exposed by the Gamification Engine.*