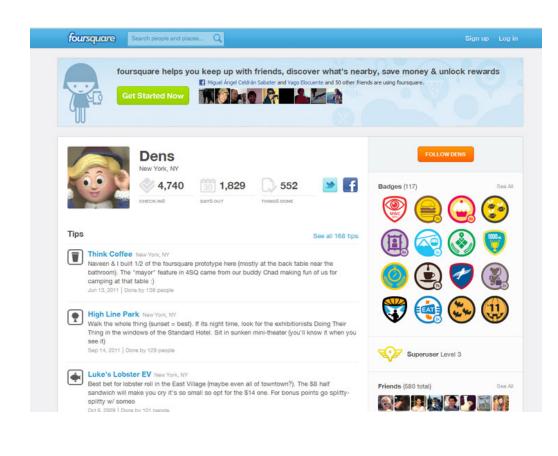
## WHY GAMIFY?

Prof. Kevin Werbach @kwerb



- Engagement gap
- Choices
- Progression
- Social
- Habit





- Engagement gap
- Choices
- Progression
- Social
- Habit