

GAMIFICATION DEFINED

Prof. Kevin Werbach
@kwerb

Gamification is...

The use of game elements and game design techniques in non-game contexts.

My Goals & Challenges



1 Medals



1 Trophies

My Farthest Run



See how you did in **2010** then fire up to run even better in **2011**.

[CHECK STATS](#)

My Fastest Runs



You run **0** times a week on average. Make it 1 with a monthly goal.

[SET A GOAL](#)



You run most on **Wednesday**. Add more days to the mix with a training program.

[SET A PROGRAM](#)



Gamification is...

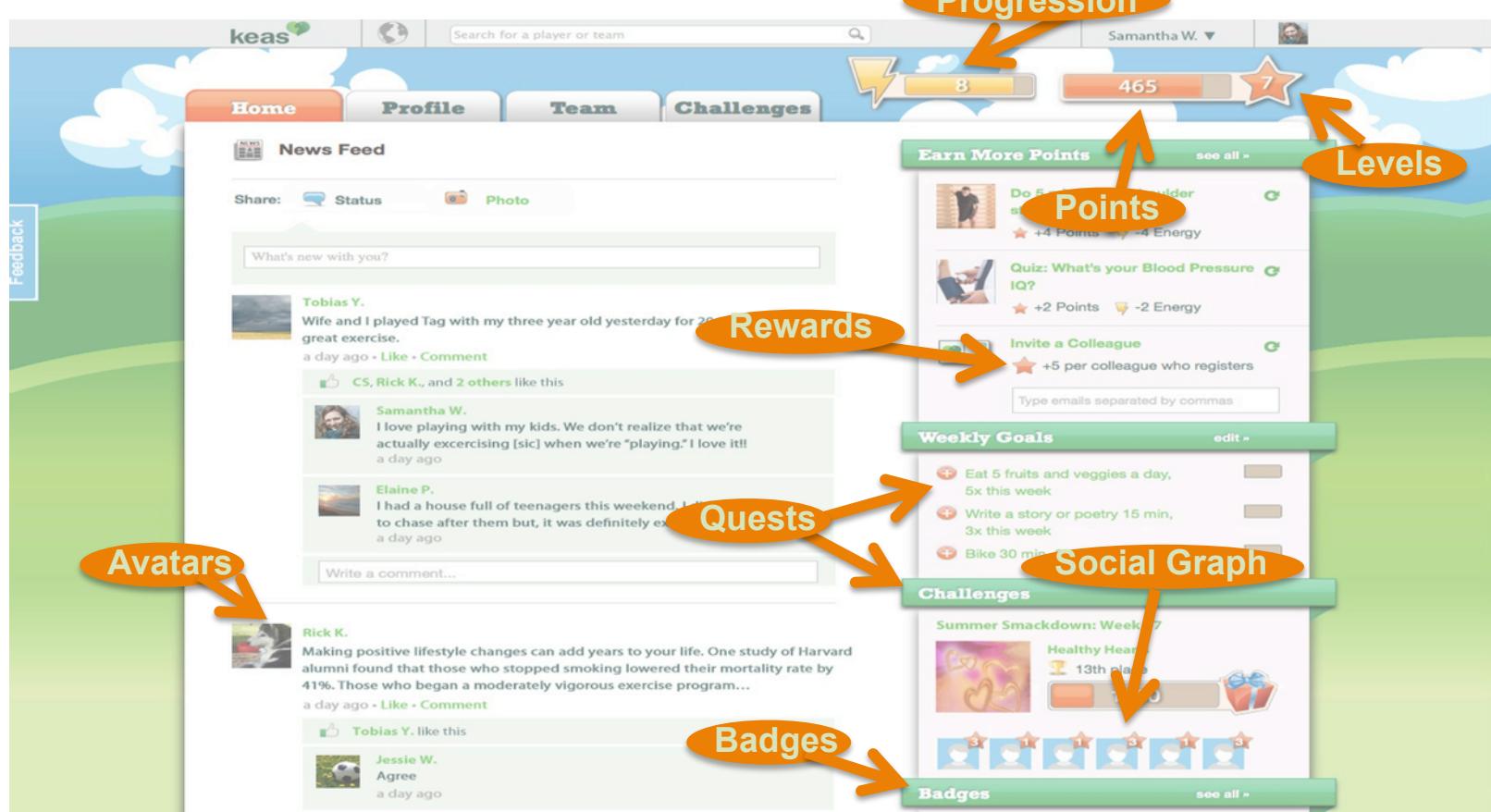
The use of game elements and game design techniques in non-game contexts.

Game Elements









Game Design Techniques

- More to games than elements!
- Think like a game designer

Non-Game Contexts

- **Some objective other than success in the game**
 - Business, school, social impact, personal improvement, etc.