

Introduction to Gamification

Mobile Web Services

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The Gamification Project



What is Gamification?

“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?

[view more](#)

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).



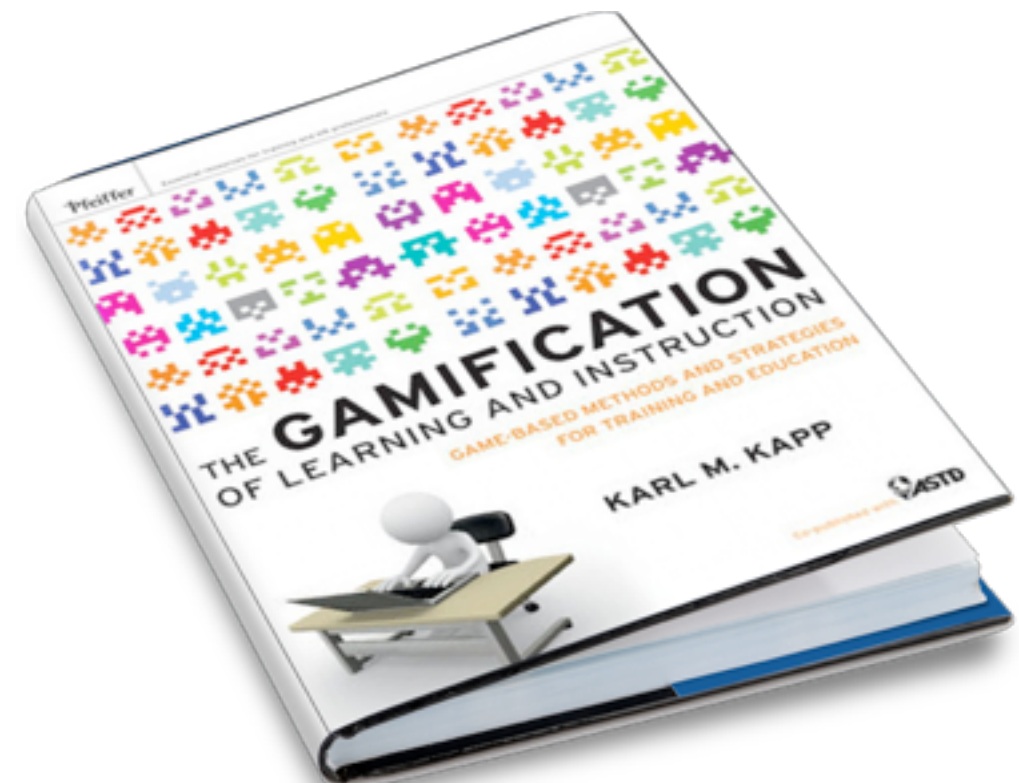
London Calling
February 14, 2012



Fresh Brew
January 11, 2012



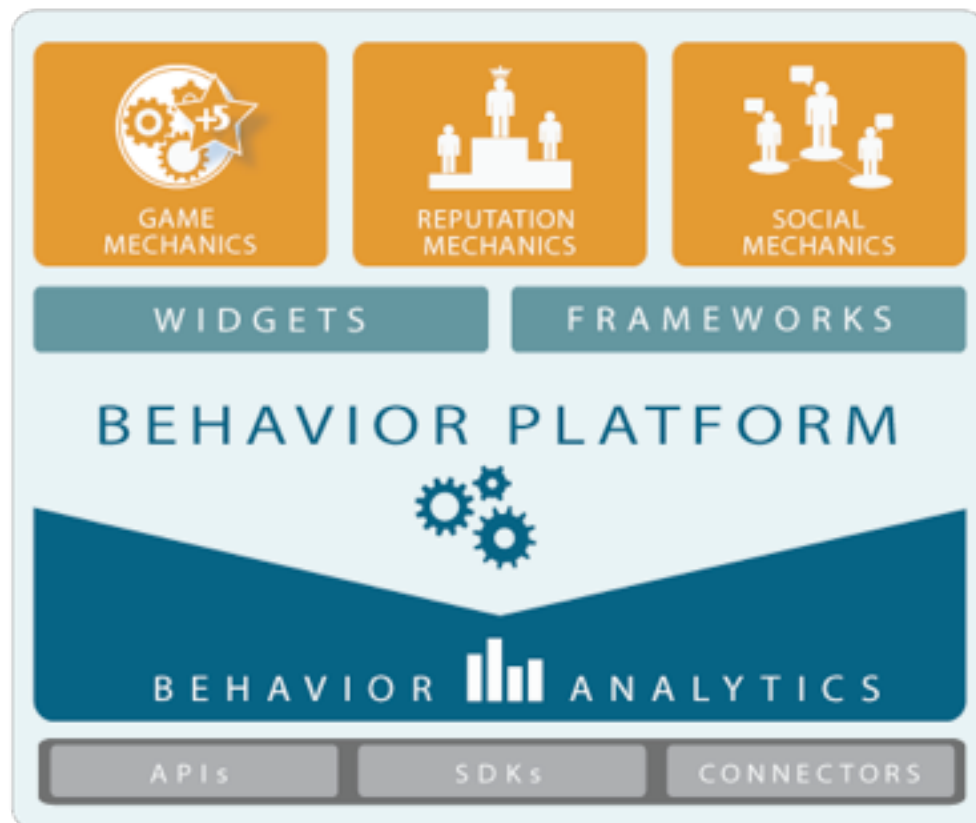
Swarm
October 27, 2011



Gamification Platforms

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Easily create your own Gamified Rewards Program

	USER ACTIONS REWARDED 386,403,436
	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](#)

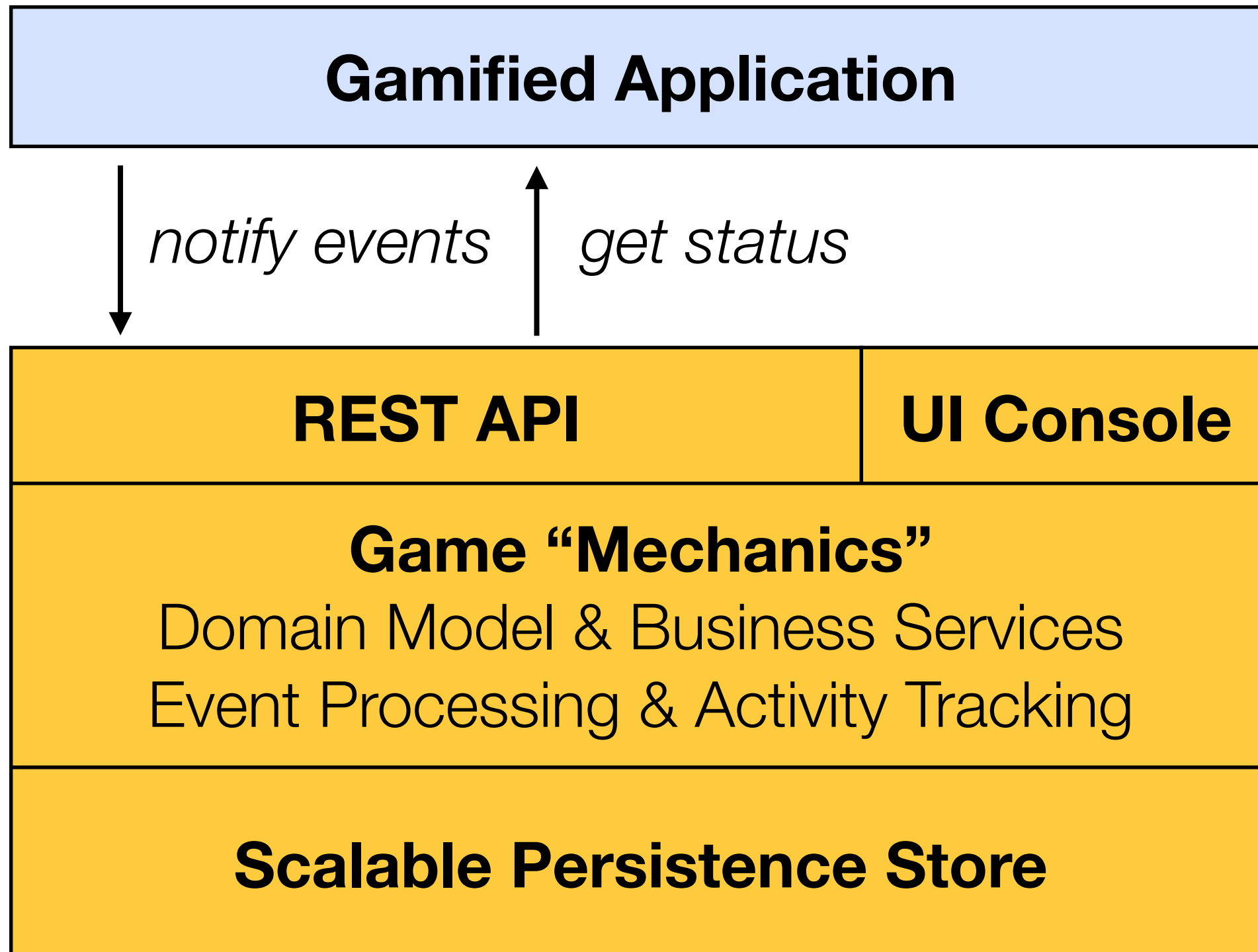


User Loyalty Lift



Engagement Lift

What is a Gamification Platform?

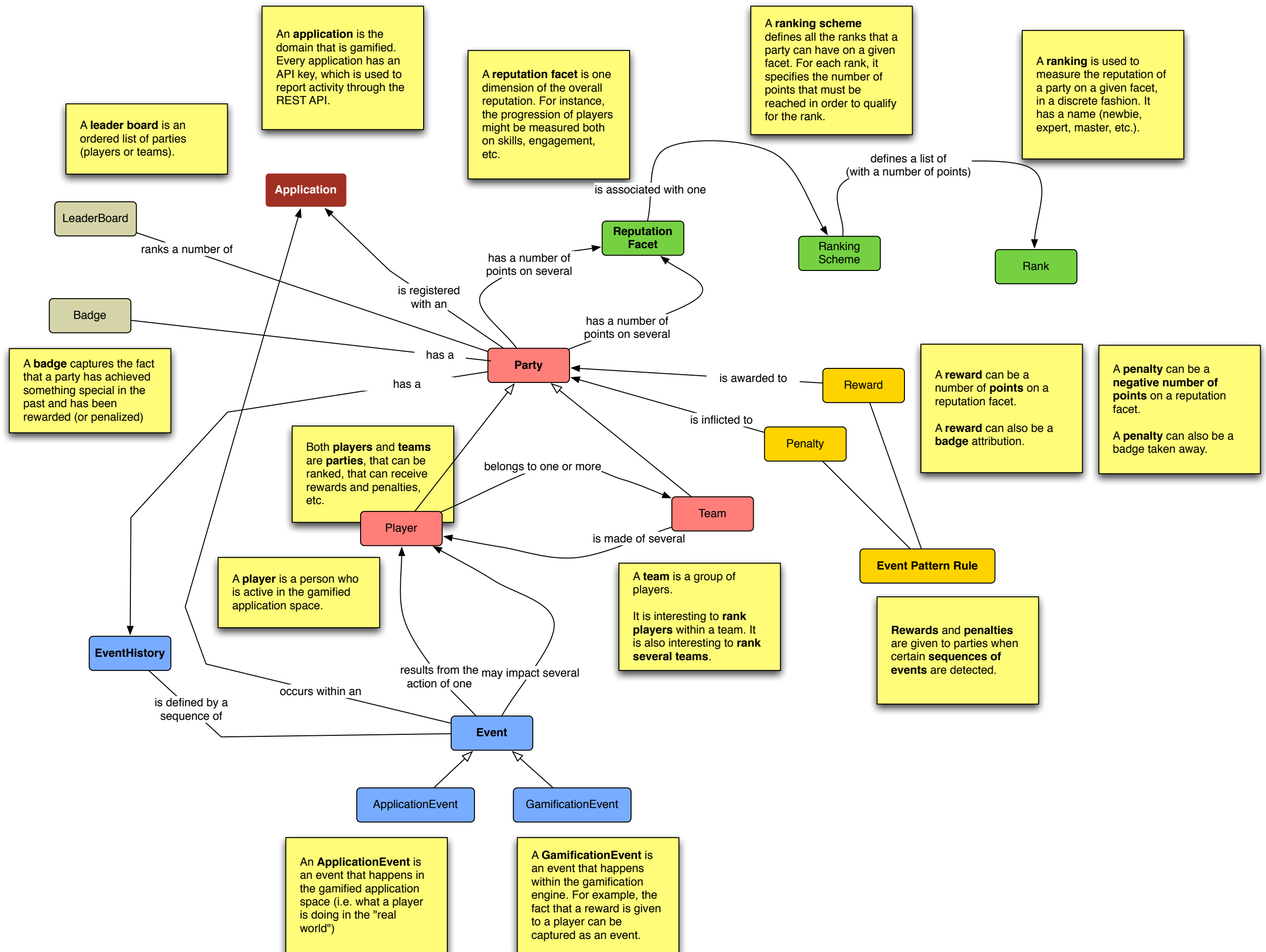


We want to design a domain model, a set of business services and a REST API to offer “game mechanics” to third-party applications.

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.



An **application** is the domain that is gamified. Every application has an API key, which is used to report activity through the REST API.

Application

is registered
with an

Party

Both **players** and **teams** are **parties**, that can be ranked, that can receive rewards and penalties, etc.

belongs to one or more

Player

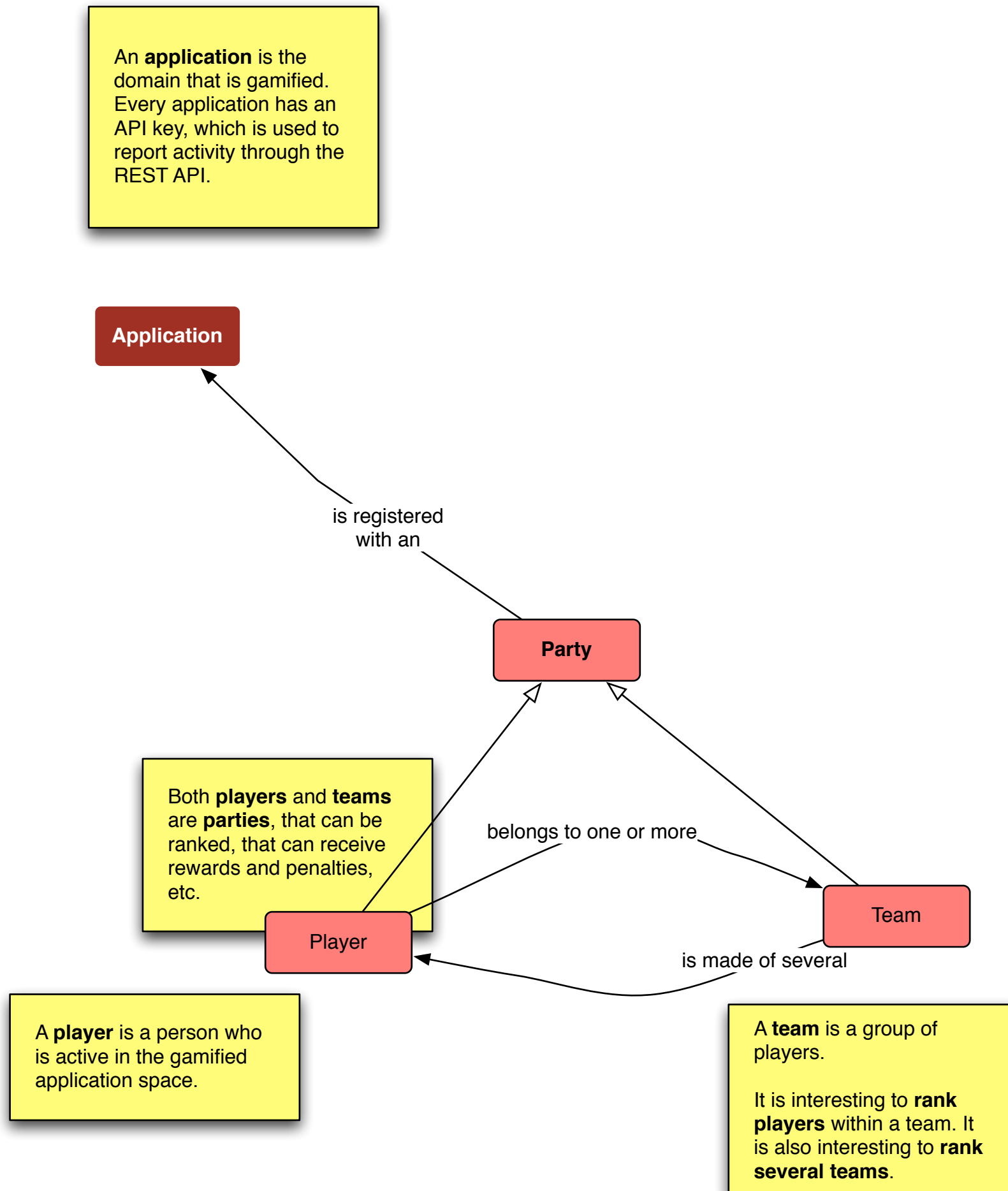
Team

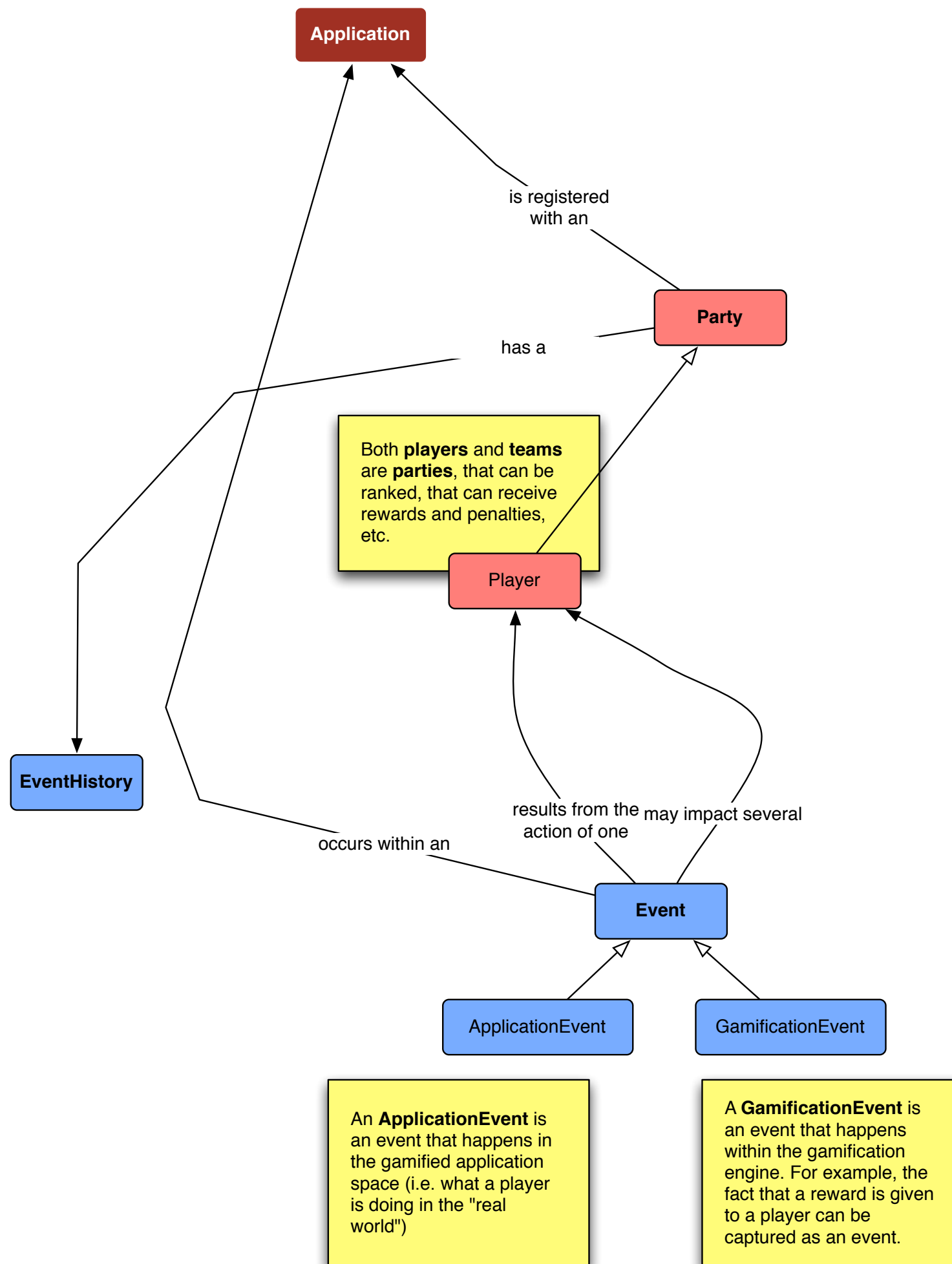
is made of several

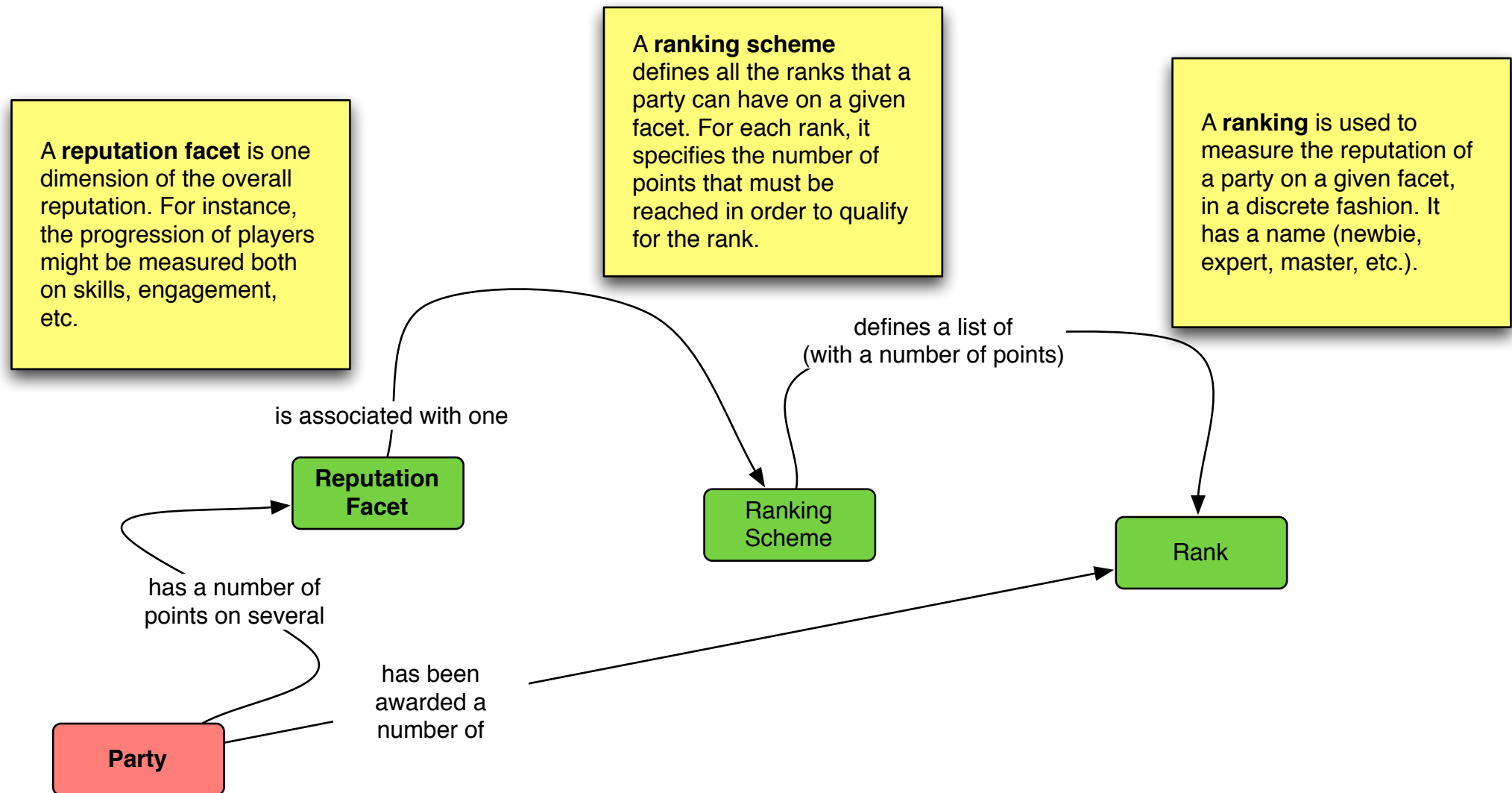
A **player** is a person who is active in the gamified application space.

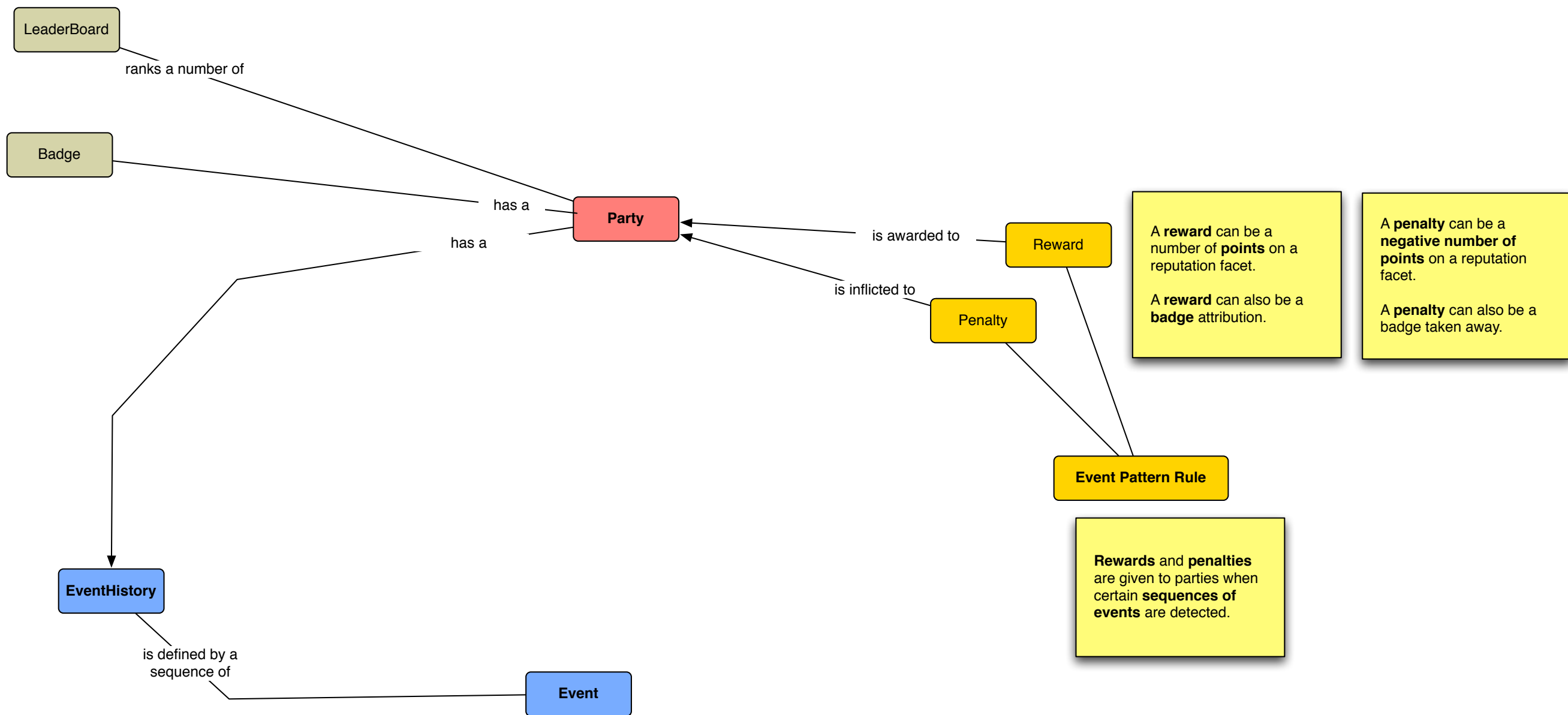
A **team** is a group of players.

It is interesting to **rank players** within a team. It is also interesting to **rank several teams**.



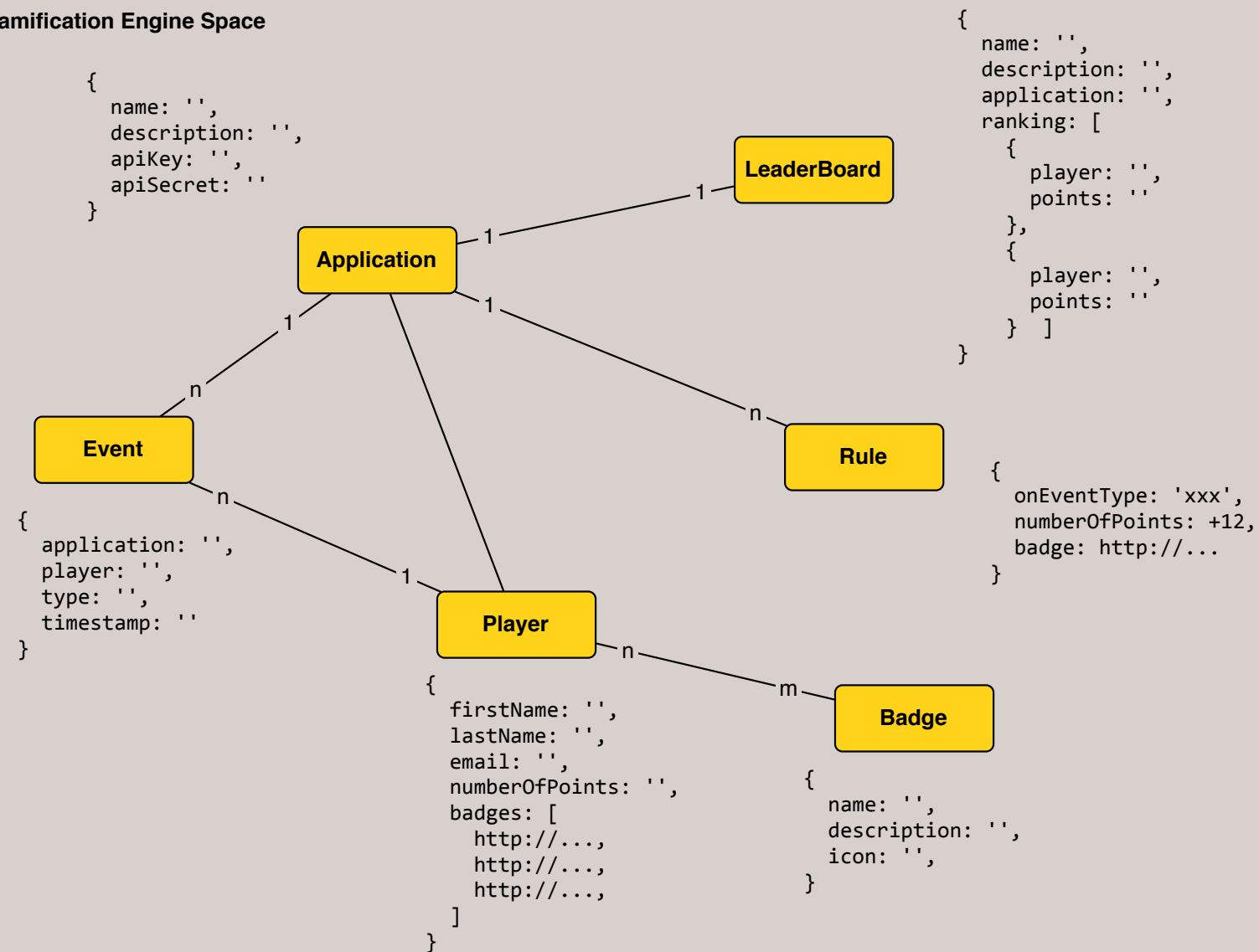




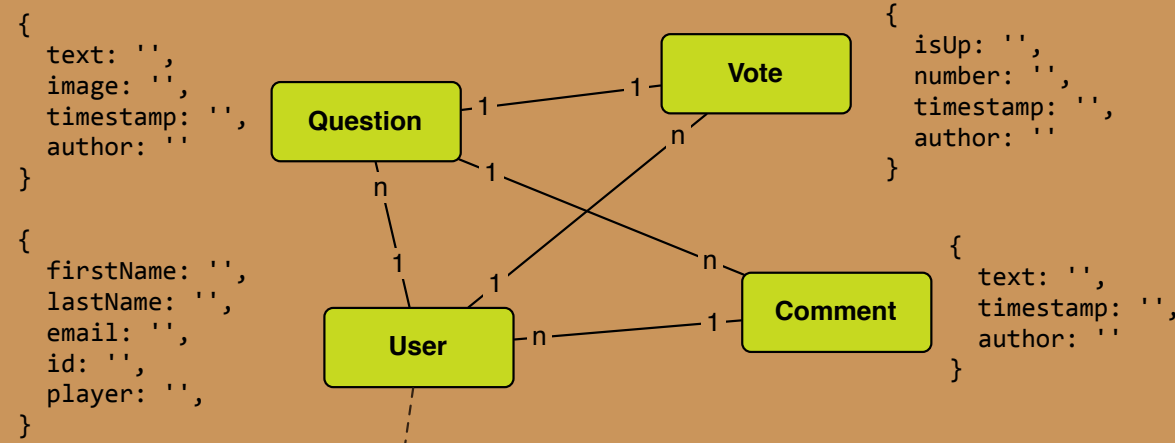


Gamification Domain Model (simple version)

Gamification Engine Space



Gamified Application Space



Gamification Engine Space

