

Game Thinking & Growth Gamification

Growth Gamification

“
Im Spiel jagen wir unser
‘besseres Ich’
”





Game Thinking & Growth Gamification

Roman Rackwitz

Growth Gamification

Denkschule

Geschäftsführender Gesellschafter

Engaginglab GmbH

Top-10 International Gamification Expert

By Rise.Global

Honorar Dozent Gamification

Universities in Switzerland & Germany

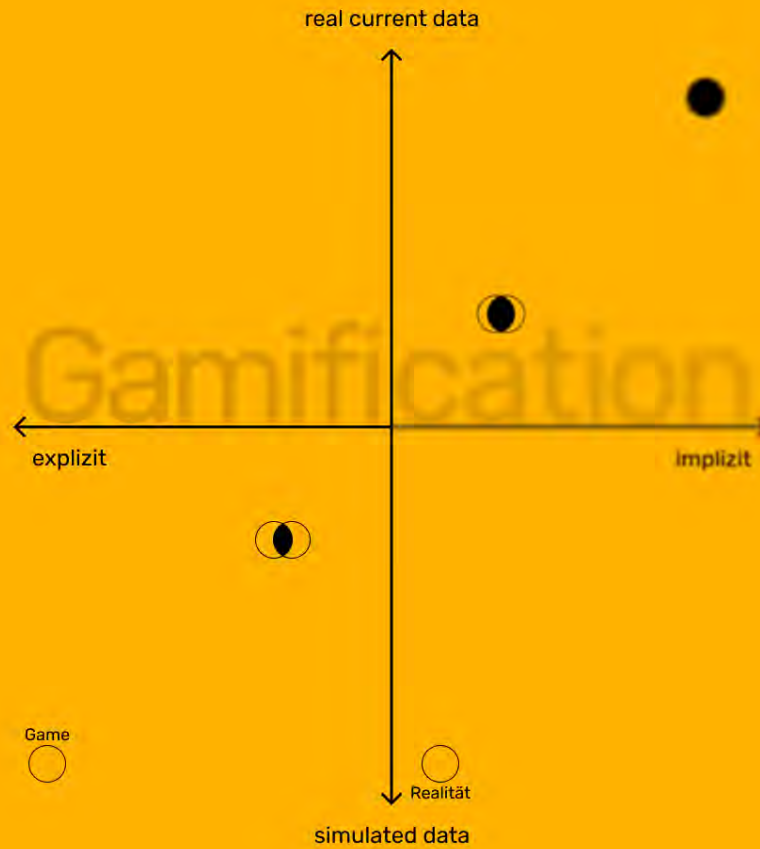
Mitgründer GamFed, 2012

1st international Gamification Association

Unternehmungen

Engaginglab GmbH; 090decibel; 2/5 Studio; VaultCard

Bandbreite



Game Thinking & Growth Gamification

Serious Game

Fold.it

Rank: 98 **Score: 8919.576**
Soloist Beginner Puzzle: Killer Toxin
Expires 1/08/2013 0:00 MZ (29 days, 9 hours)
► No bonuses or conditions

Group Competition

#	Group Name	Score
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Soloist Competition

#	Player Name	Current	Best
1	1nirp	9918	9982
2	berip	-	9972
3	pauldunn	-	9920
4	O Saku To	9873	9909
5	gibout	-	9904
6	rennevandenhof	-	9904
7	MooMooMan	9921	9932

Recipe Output

```
current status: 100.00%
Criter 5-rnd : 20.297
Criter 8-rnd : 0.01
Gained another 1.509 pts.
Fuzzing...
Gained another 0.371 pts.
Gained another 3.029 pts.
Gained another 2.26 pts.
Criter 10-rnd : 9.474
Criter 6-rnd : -68.57
```

Show script commands

"Rav3n_pl GAB v0.6 loss"

do_shake

Cancel Show Output

Shake Mutate Wiggle All Wiggle Backbone Wiggle Sidechains Help Glossary

Freeze Protein Remove Bands Disable Bands Reset Structures Reset Puzzle Align Guide

► Actions ► Undo ► Social ► Modes ► Behavior ► View ► Menu

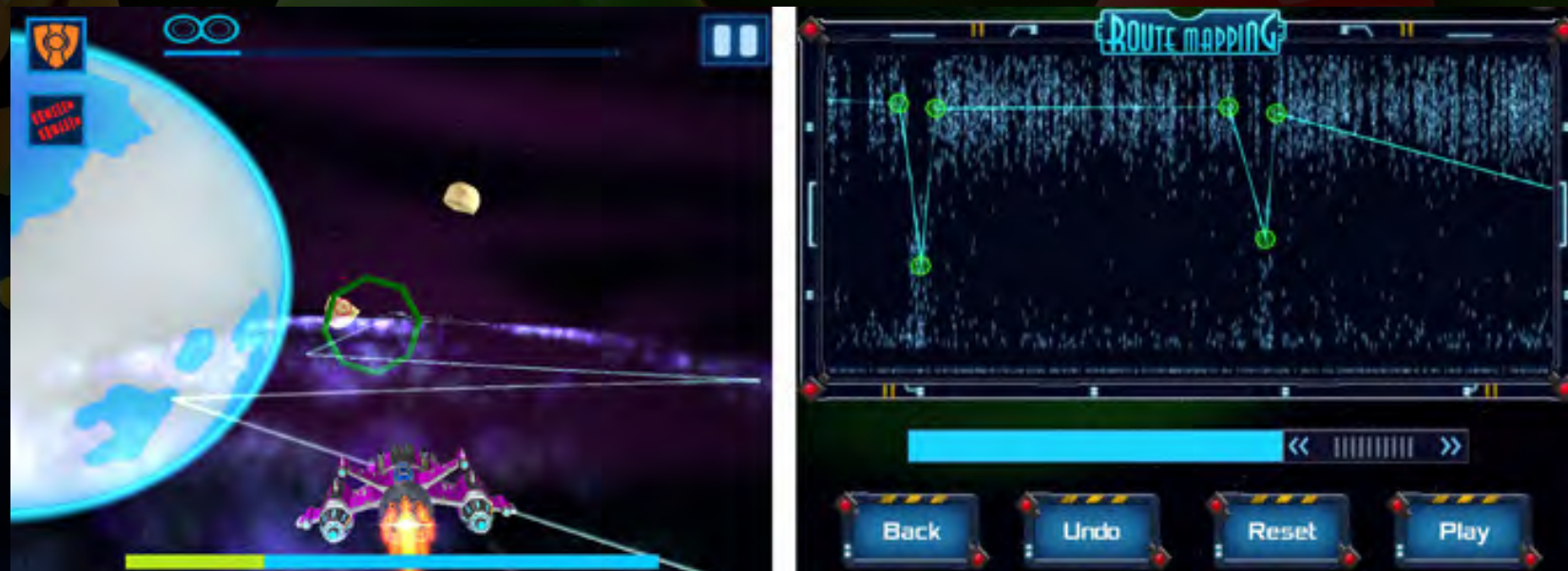
► Chat - Puzzle ► Chat - Global ► Notifications

ⓘ ✖ auto show
ⓘ ✖ auto show
ⓘ ✖ auto show



Serious Game

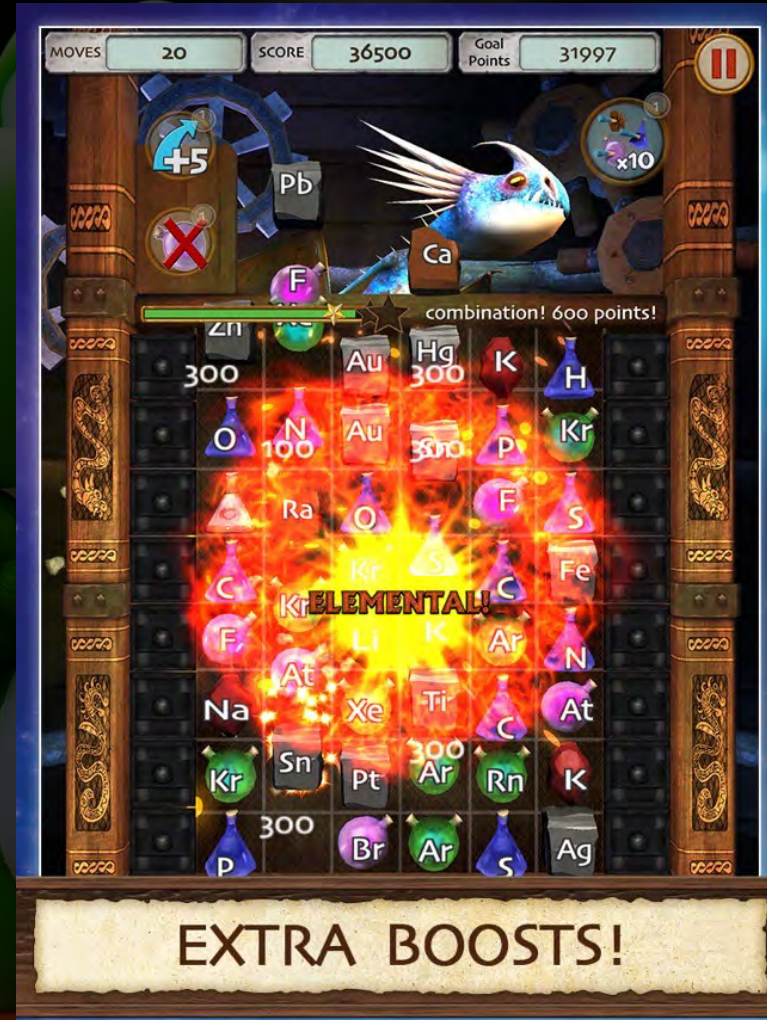
- Play to Cure



Game-Based Learning

-

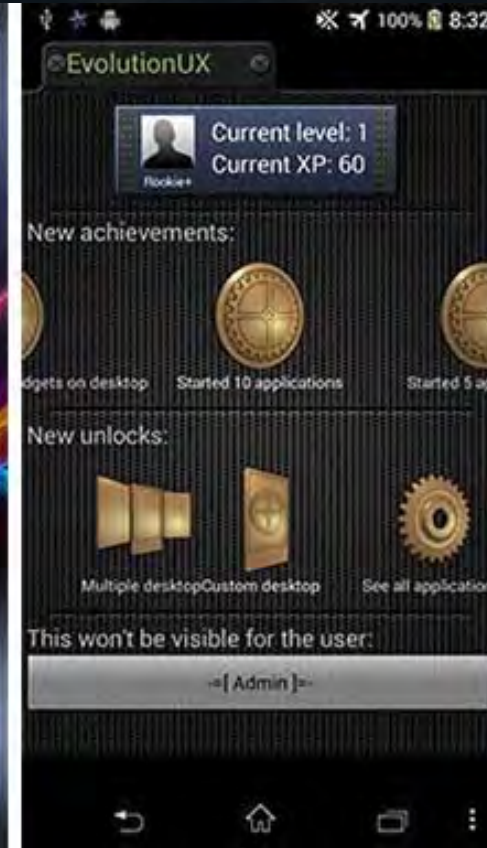
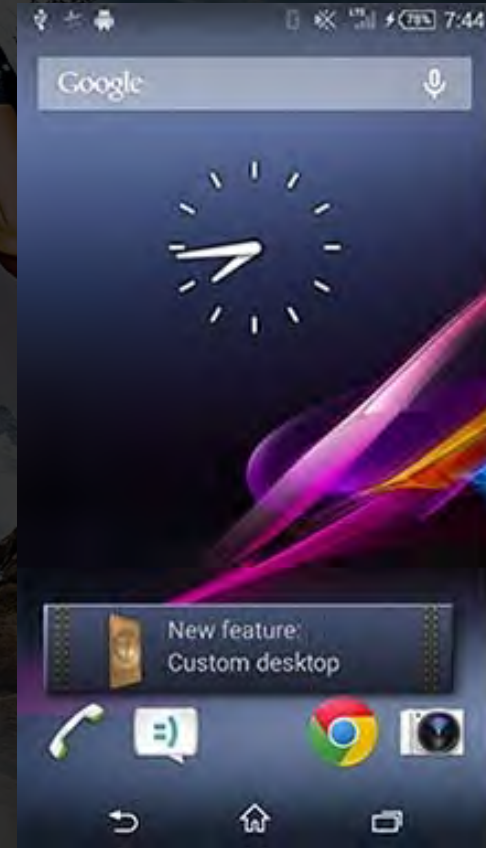
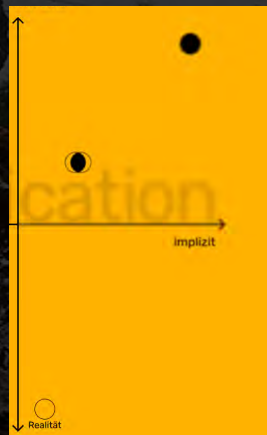
How to train your dragon



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Gamification

Sony UI

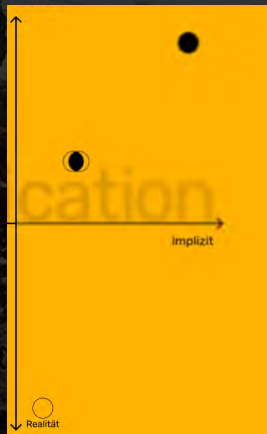
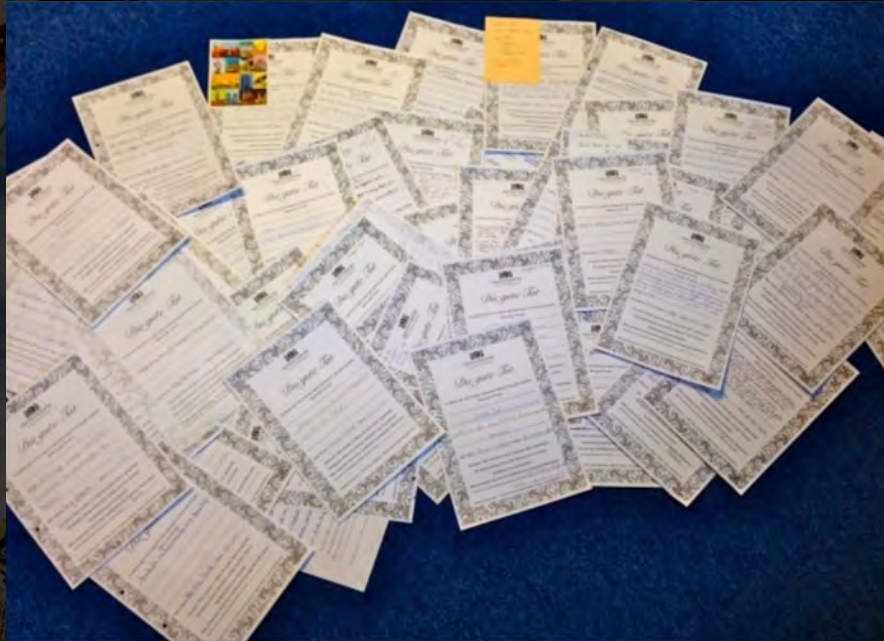


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Gamification

-

Prinz Luitpold

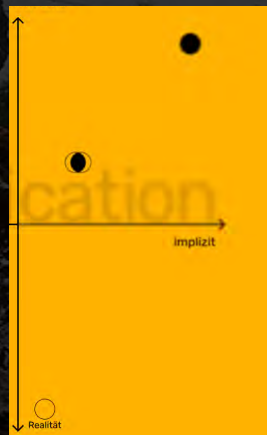


Game Thinking & Growth Gamification

Gamification

-

sell&pick



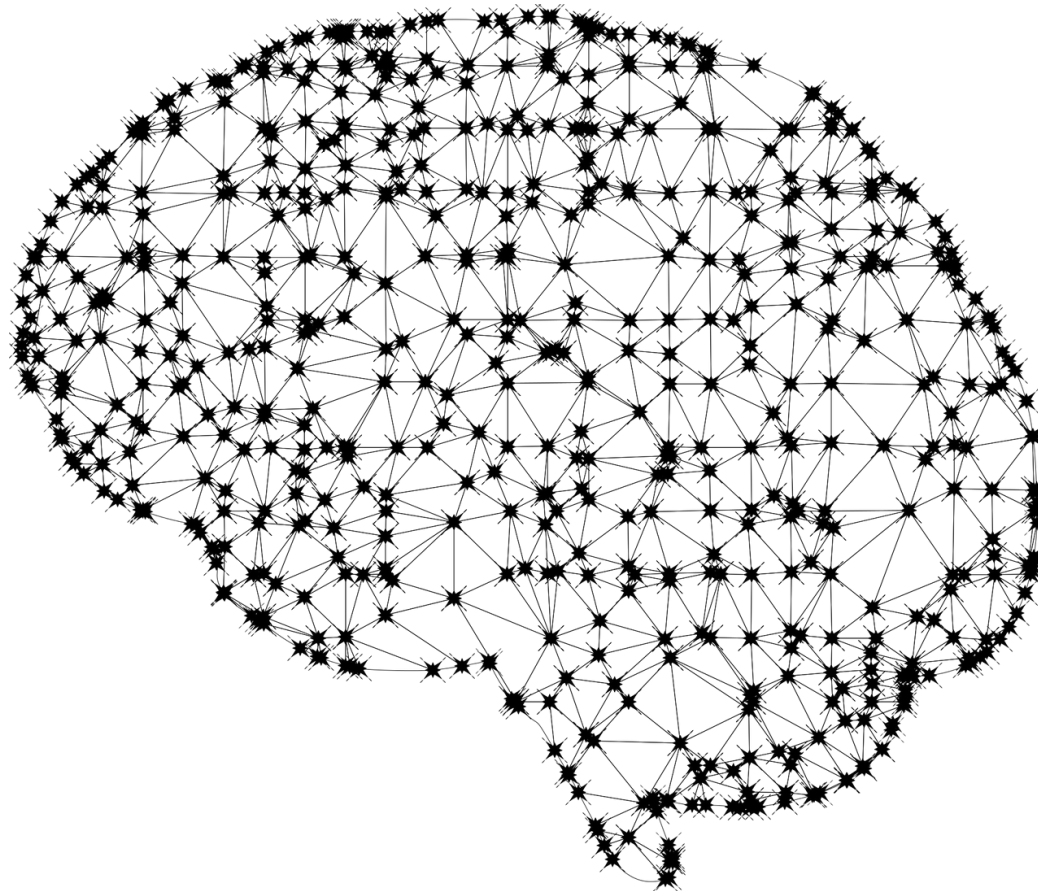
Heuristik 1



Flow; Mihály Csíkszentmihályi



Information **fließt...**



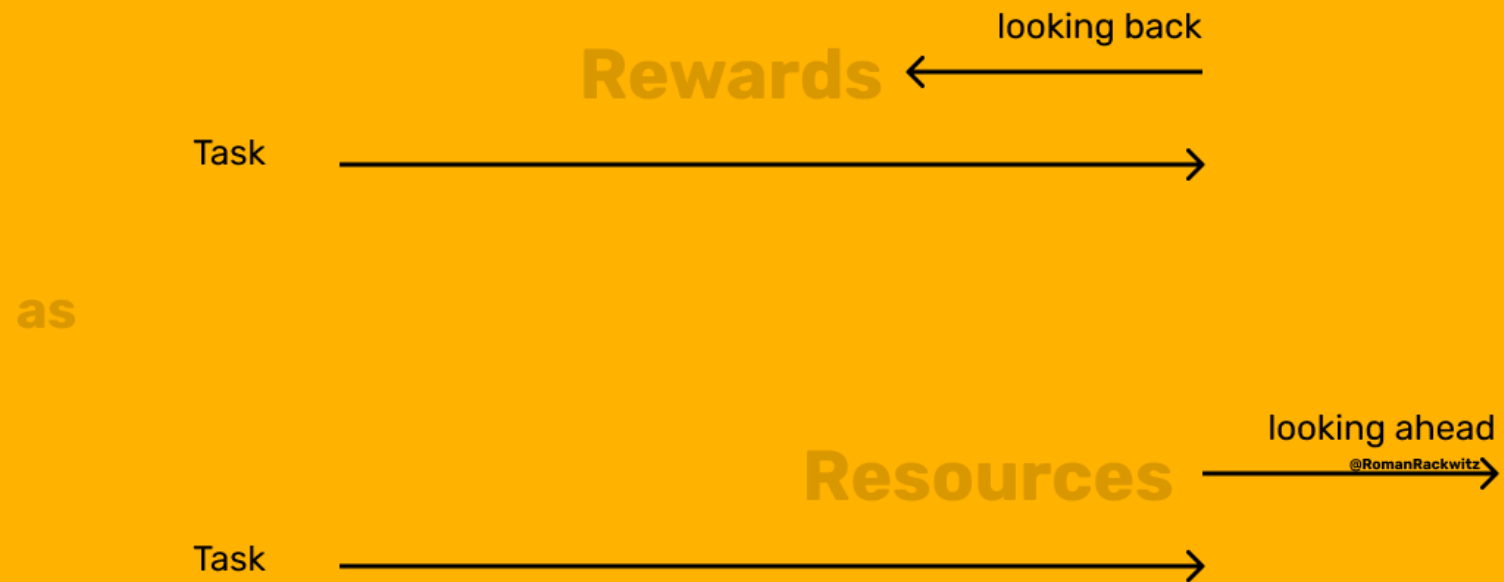


Kompetenzpfad



Heuristiken 2

Reframe



Michael Wu – Chief Scientist

(Lithium Technologies – until 2017)

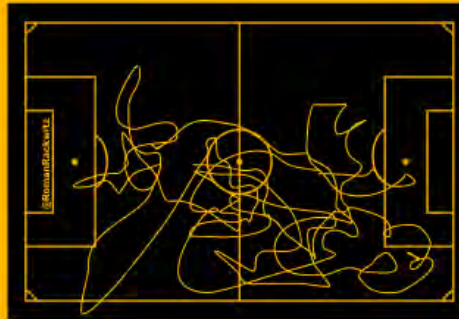


Heuristiken 3

Soccer is gamified running



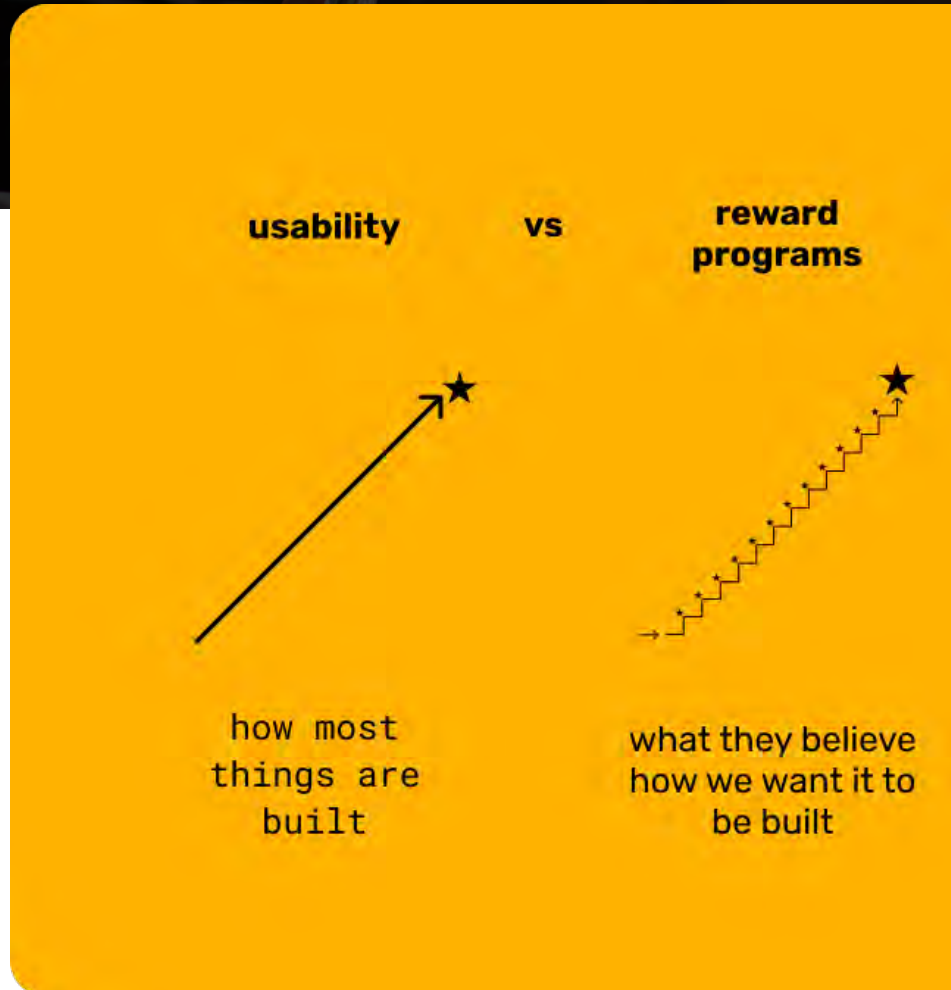
10km



10km



Überwinden der Loyalitätskluft



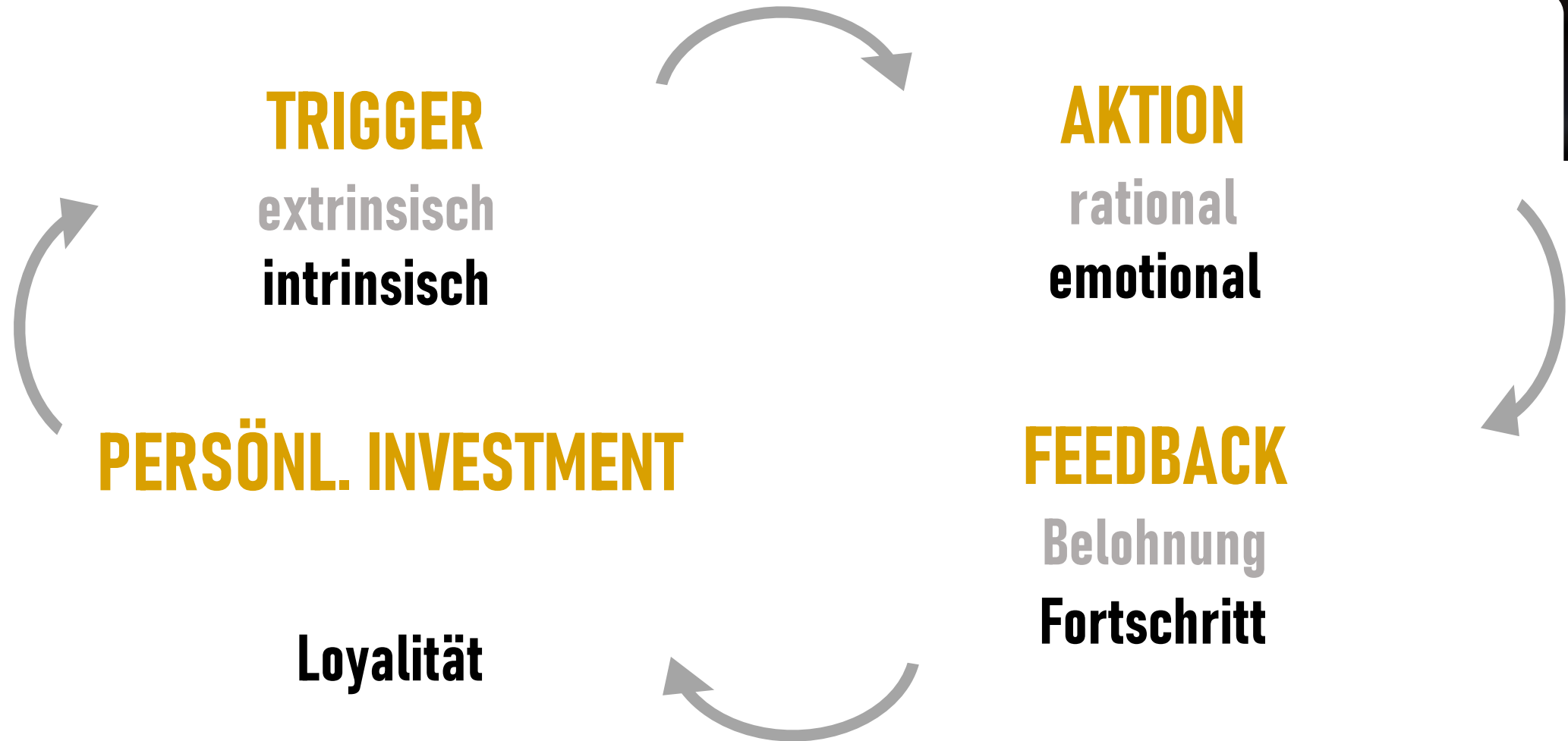
Überzeugung

TRIGGER
extrinsisch

ACTION
rational

FEEDBACK
Belohnung

Bindung (Hook; Nir Eyal)



Überwinden der Loyalitätskluft

usability

vs

reward
programs

vs

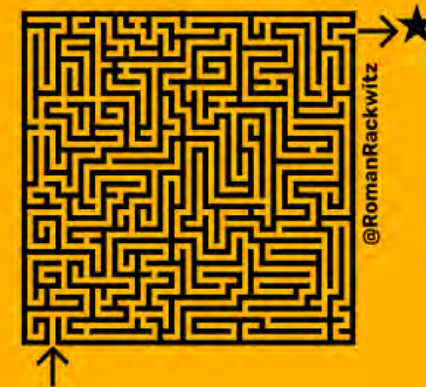
engagement
design



how most
things are
built



what they believe
how we want it to
be built

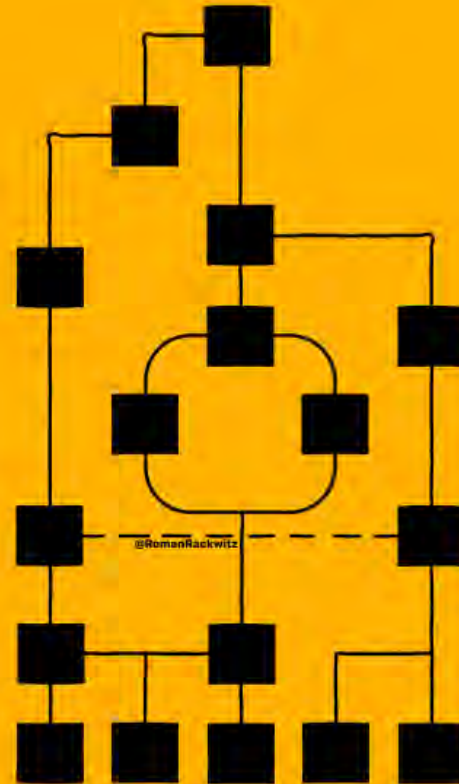


how we really want it
to be built

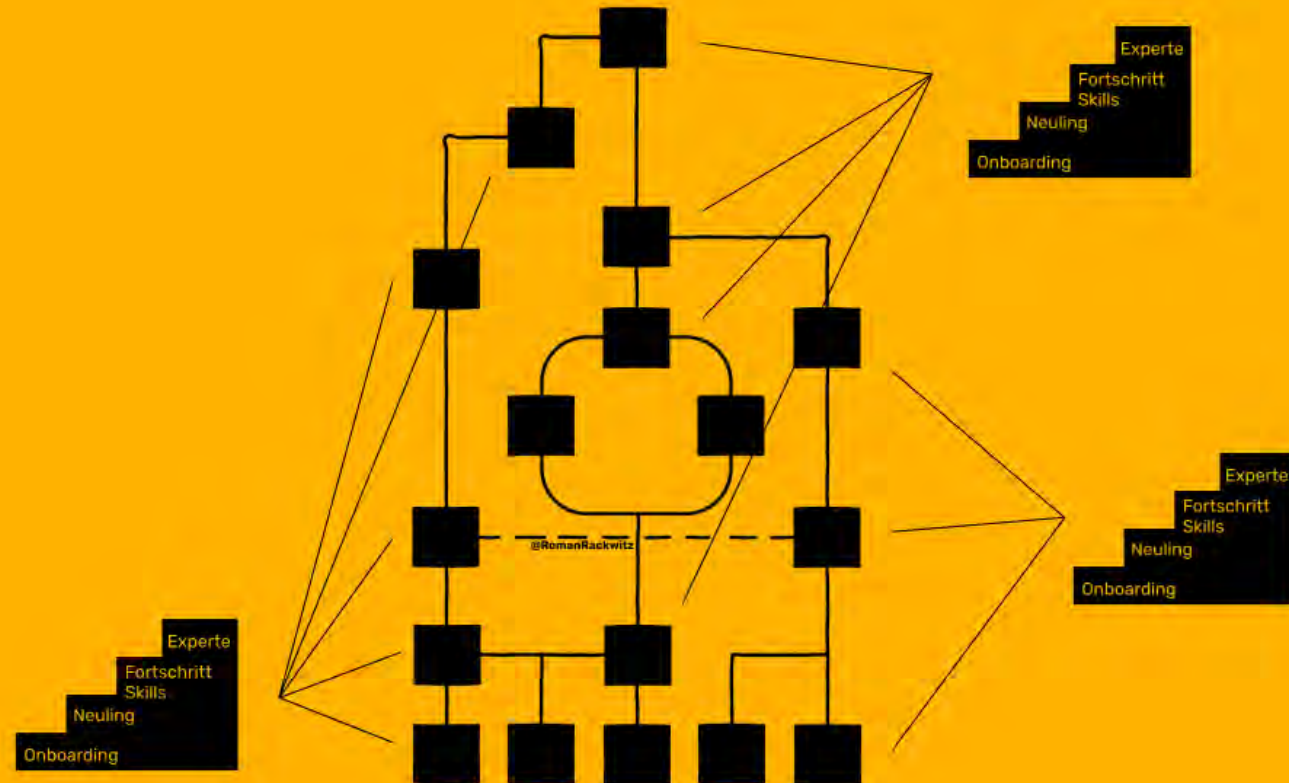


ROMAN & FLOW

Fortschritt



Kompetenzfortschritt





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Fragen Sie mich!



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