



# UX & Gamification Workshop

- » 5-15 persons
- » visual designers, marketers, programmers
- » 2 - 4 days
- » apply theory into brainstorming

## Philosophy

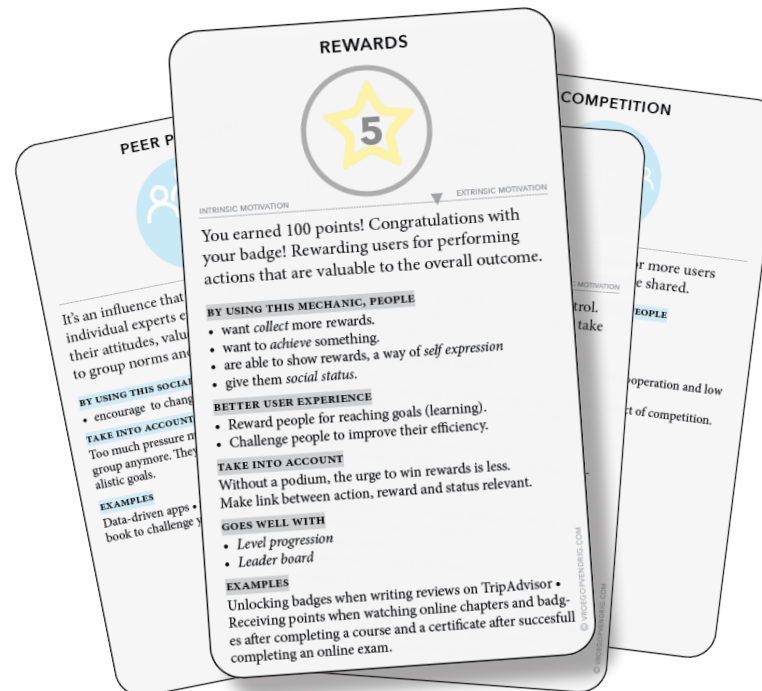
The use of online game technology in non-game environments is a trend. But how to apply this? What are common mistakes? Discover the power of gamification: transform your passive visitors into playful, active users.

## Toolkit

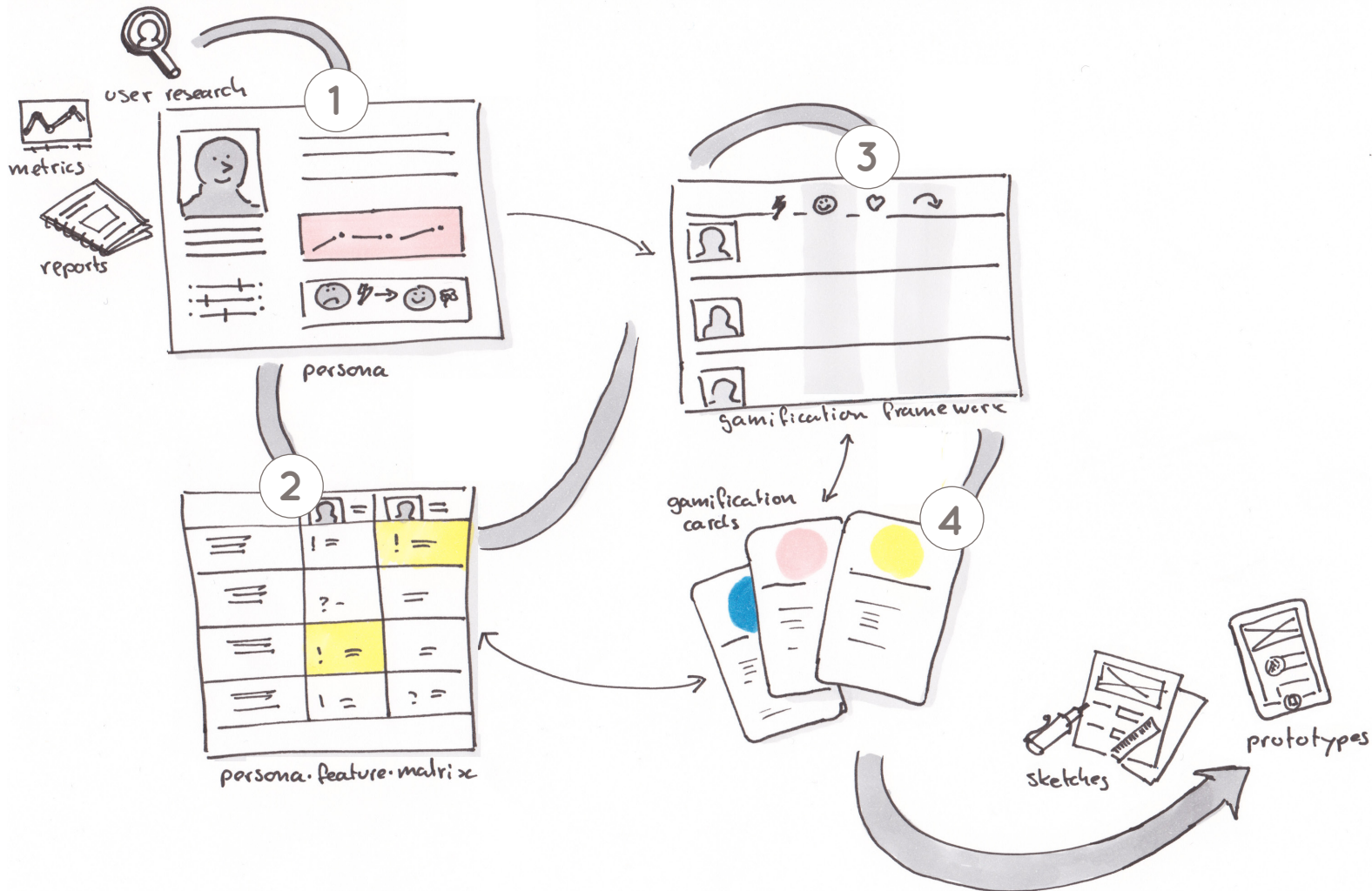
By using this tool, you will be able to get your customers hooked to your product or service in a playful way. This handmade kit with four tools will transform your ad-hoc gamified creations into sustainable gamification solutions.

## Result

The result is a customized gamification for your brand specially made for the daily live of your online clients.



# Gamification Toolkit



- 1 Persona's and scenarios**  
 Personas are imaginary users developed using information gathered through metrics and user research. It provides insight into the vicinity of a user and coherence between motivation, goals, player behavior and potential bottlenecks.  
 Scenarios illustrate the stories and context behind why a particular user or user group visit your site. They note the aims and questions and sometimes define the possibilities of how the user can reach them on the site.
- 2 Feature-persona-matrix**  
 A tool to prioritize features.  
 The matrix gives value to user-centered features. It combines your user scenarios to the user needs and it shows the possibilities for gamification.
- 3 Gamification framework**  
 This framework is a powerful tool designed to help you discovering the possibilities of gamification on the three levels of online engagement: trigger, like, love.  
 The needs of every persona are translated to gamified solutions.
- 4 Gamification cards**  
 A set of cards describing the most important game principles. Discover each game elements by brainstorming and playing with the cards. Each card explains how to implement the mechanic, what to take into account and helpful examples of implementation.