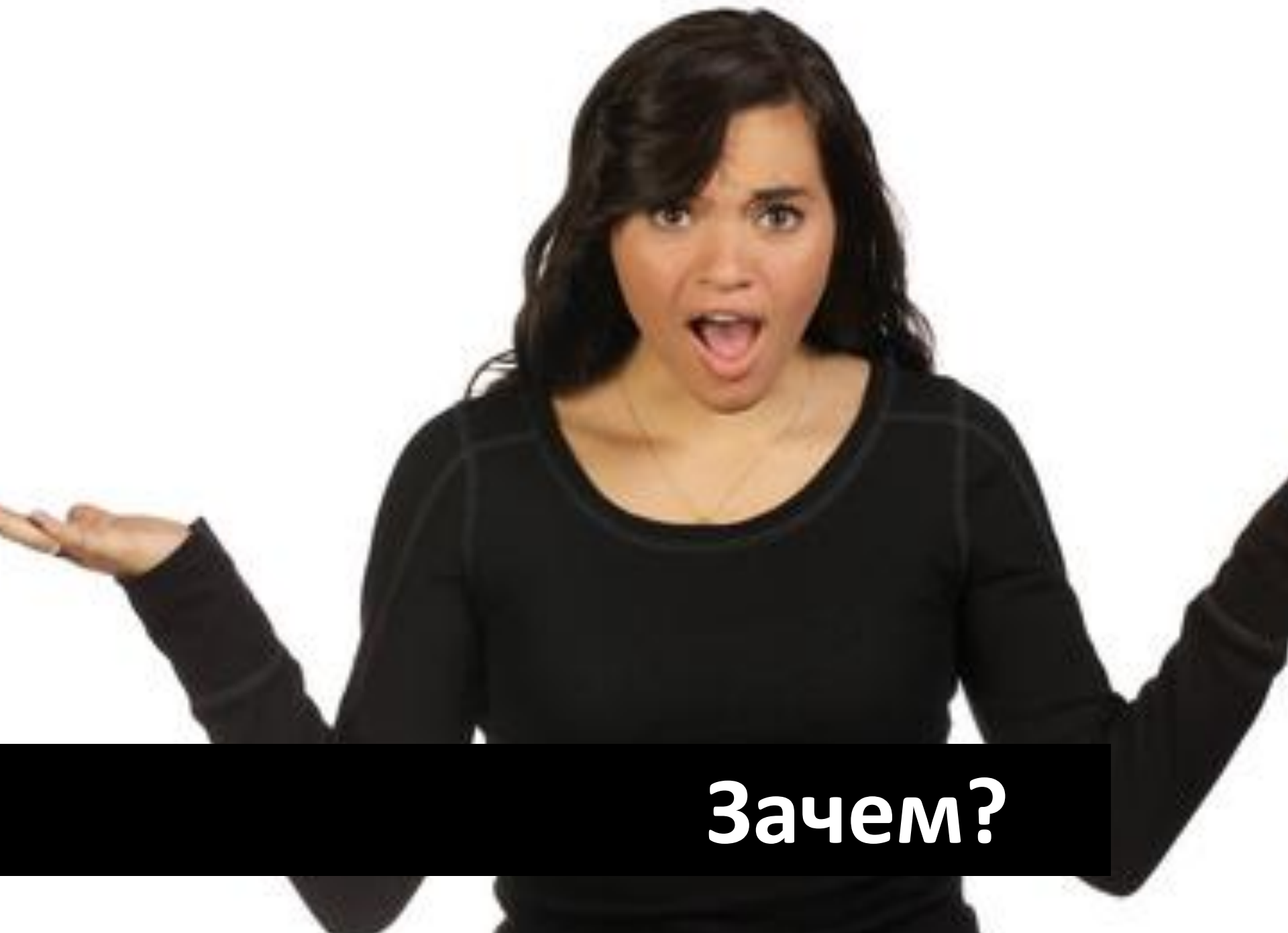


Игровые механики

в полезных приложениях



Зачем?



LEVEL UP!

Как зачем???



Бессмысленный процесс



Эмоциональные вознаграждения

@MICH8ELWU

@GZICHERM

Design Panel:

Design Intensive Q&A

MODERATOR: ERIC GOLDBERG, CROSSOVER

JAMES GARDNER, S

JON RADOFF, DES

MICHAEL WU

GABE ZICHERM, Co



gamification®

The logo for Gamification consists of seven vertical bars of varying heights and colors: blue, dark blue, red, red, red, yellow, and green. Below the bars, the word "gamification" is written in a bold, lowercase, sans-serif font, followed by a registered trademark symbol (®).



PM думает



Emotional engagement

Ценность

Время жизни пользователя

Churn rate

Время сессии

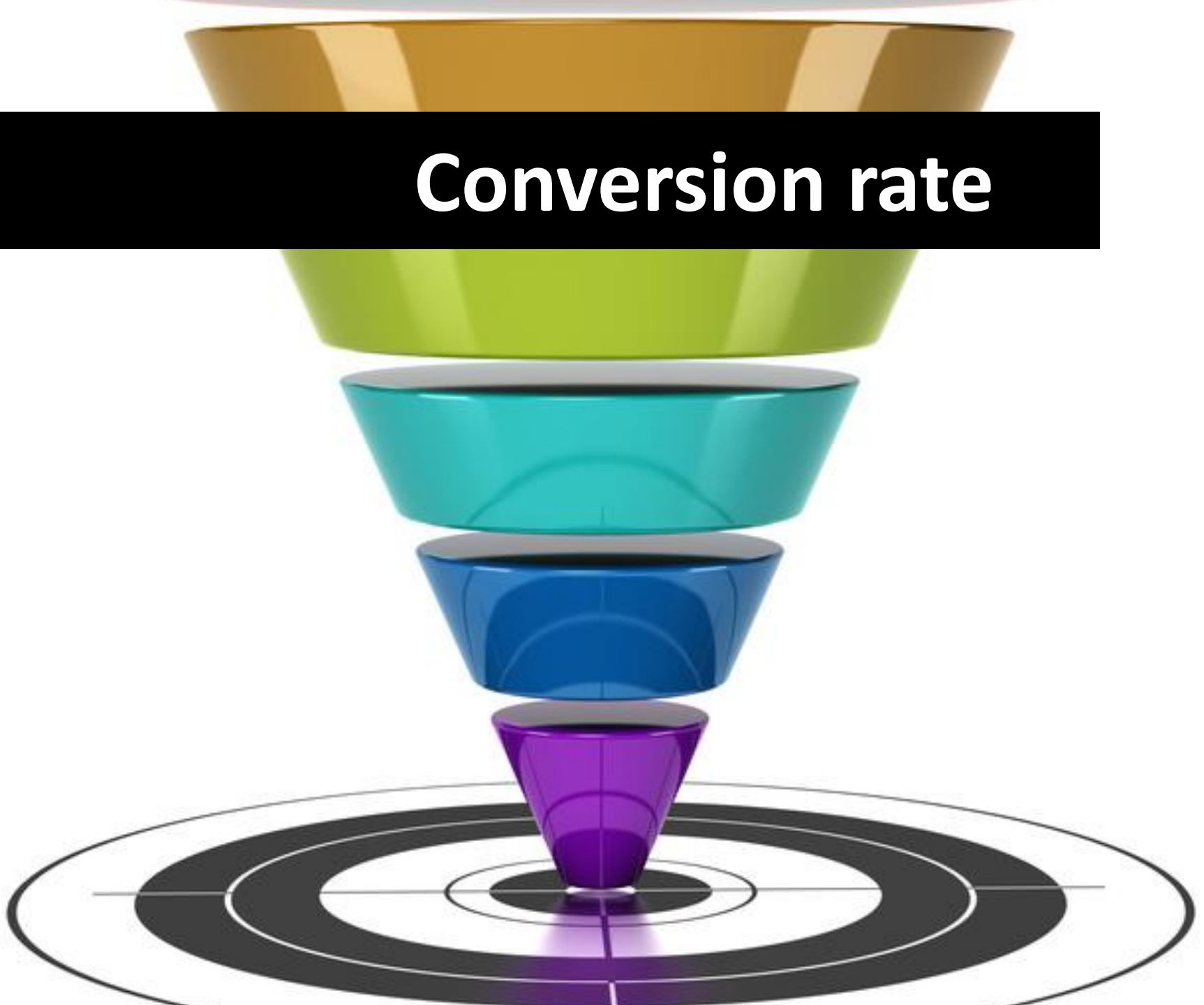
Retention rate

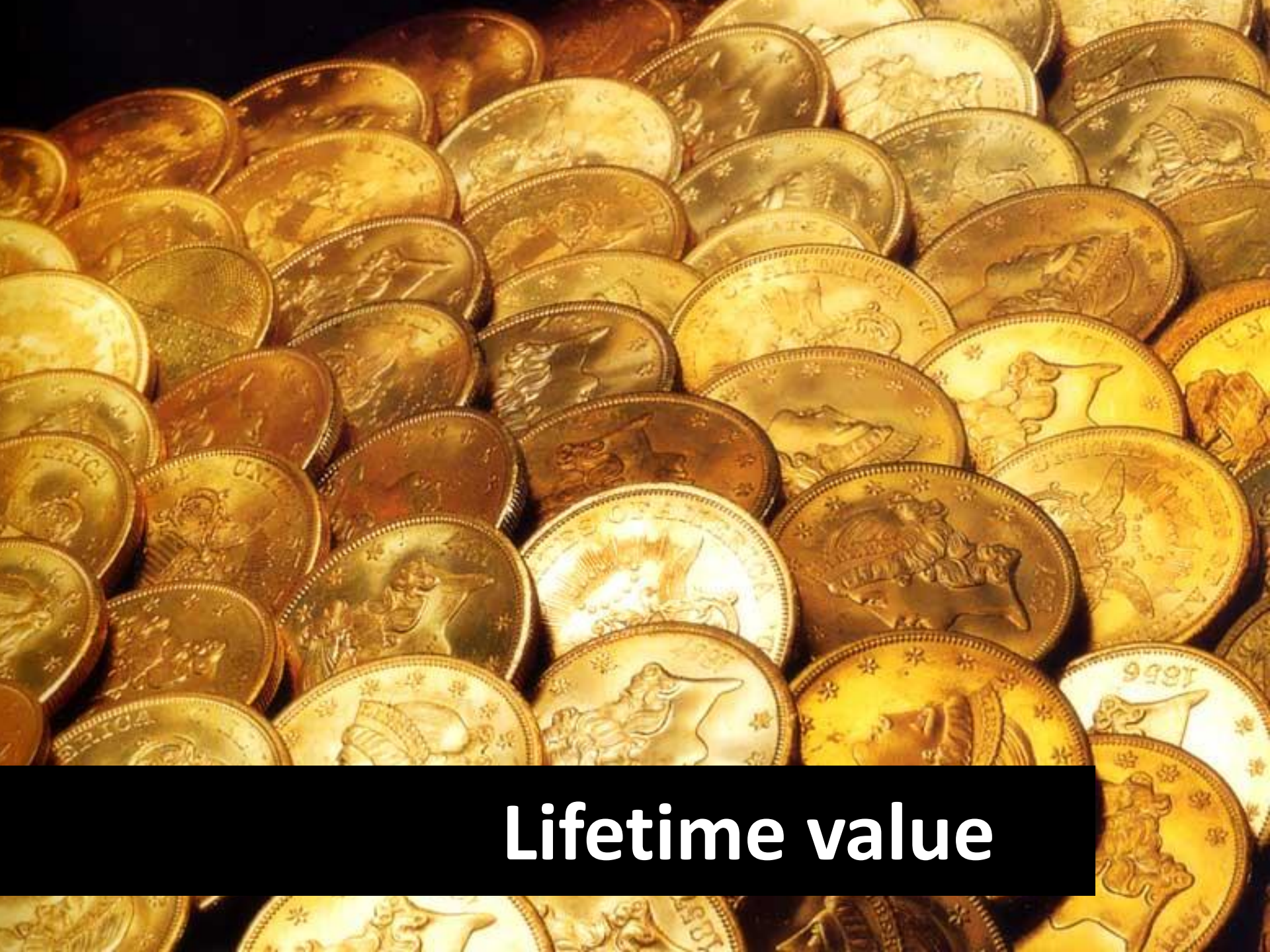
...



Коэффициент виральности

Conversion rate





Lifetime value



REALITY

Worst game ever.



Tom Chatfield @ TED

LVL UP



Bars measuring progress

EpicWin

The Profile
of THORIN AWESOME

Strength: 0

Stamina: 0

Intellect: 0

Social: 0

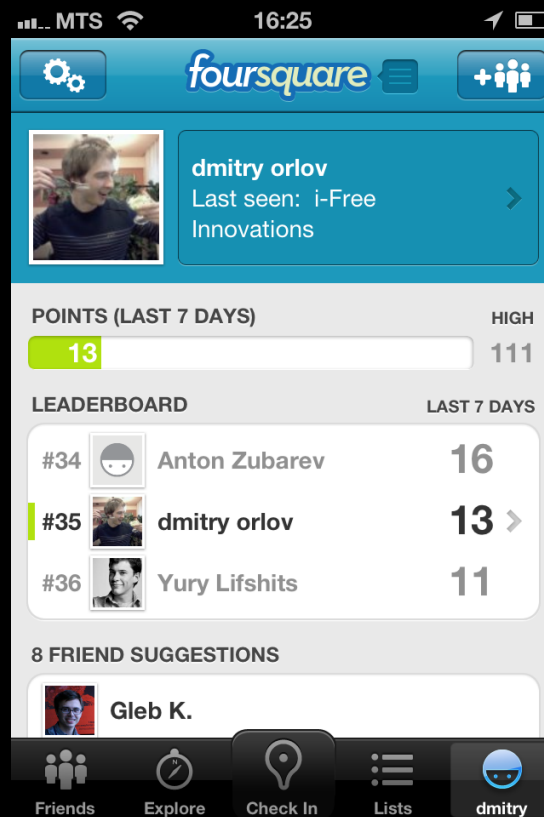
Spirit: 0

Level (249/3000):
2 Stooping Dwarven Nerd-Do-Well

Quests Beaten Profile Loot Options

The screenshot shows a character profile for 'The Profile of THORIN AWESOME'. The character is a dwarf with a beard, wearing a green hooded cloak and holding a hammer. The profile lists five stats: Strength, Stamina, Intellect, Social, and Spirit, all at 0. The character's level is 249 out of 3000, and they are currently on the quest '2 Stooping Dwarven Nerd-Do-Well'. At the bottom, there is a navigation bar with icons for Quests, Beaten, Profile (highlighted), Loot, and Options.

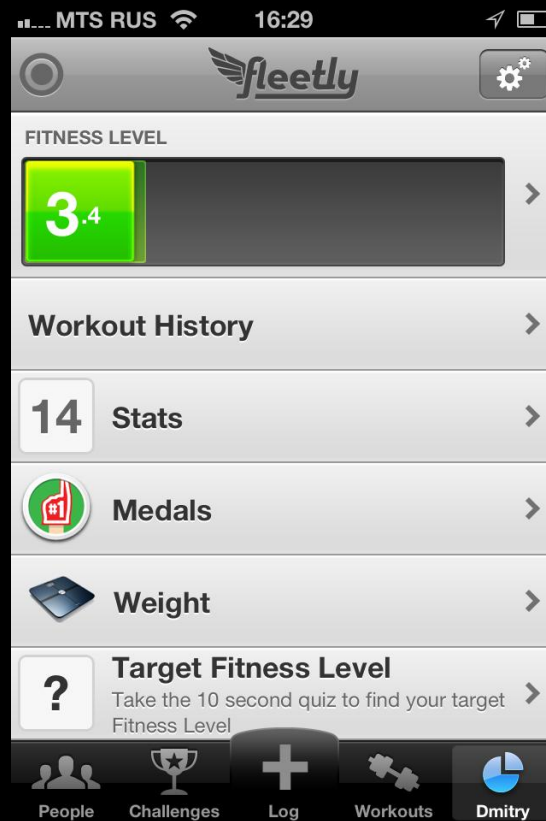
Foursquare



LinguaLeo



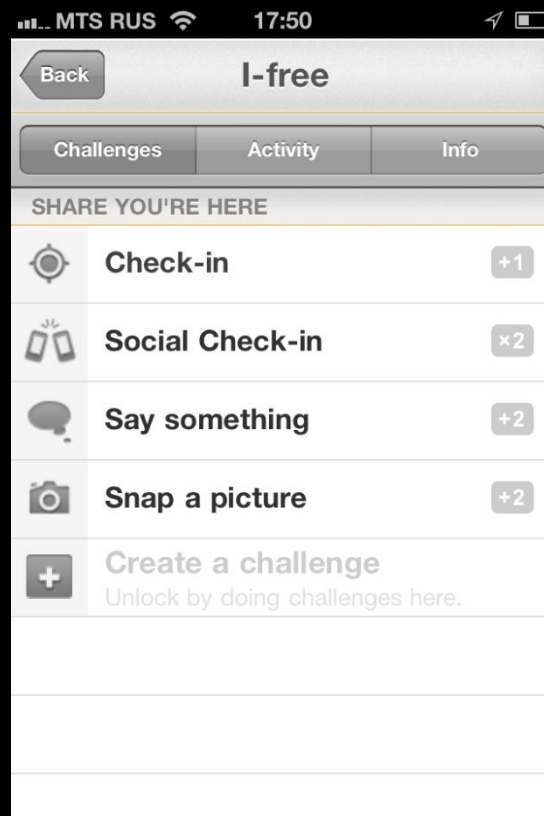
Fleetly





Multiple long and short- term aims

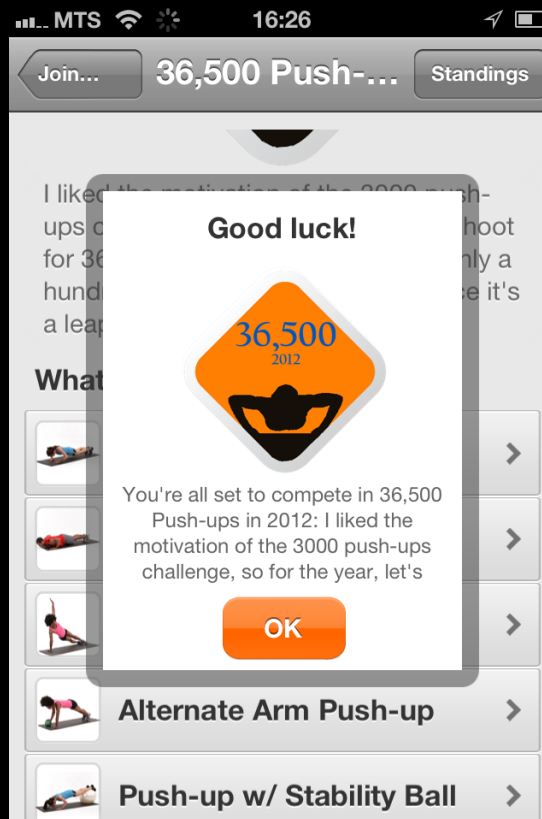
SCVNGR



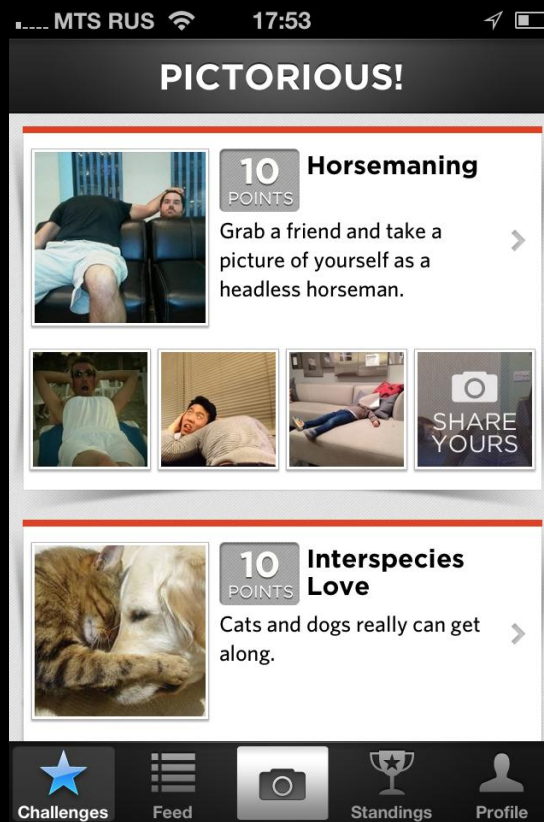
EpicWin



Fleetly



Pictorious



GetGlue



\$25,000 REWARD

JESSE JAMES

DEAD OR ALIVE

Reward effort

Foursquare

MTS 16:24

Close

OK! We've got you @ i-Free Innovations.
You've been here 39 times.

Points

Nice check-in! You earned: **+7**

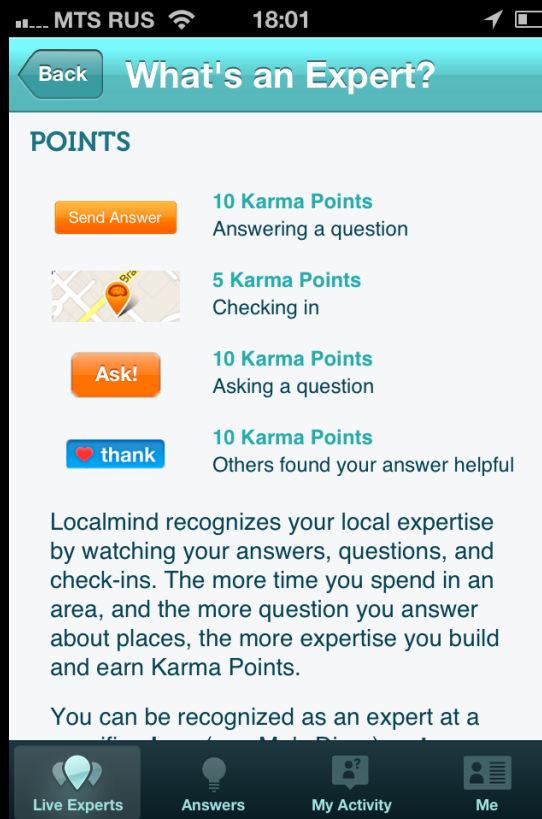
-  It's your first check-in with Mitya A.. You both get points for this one! **+4**
-  You're hanging out with the Mayor (Mitya A.) **+3**

Leaderboard

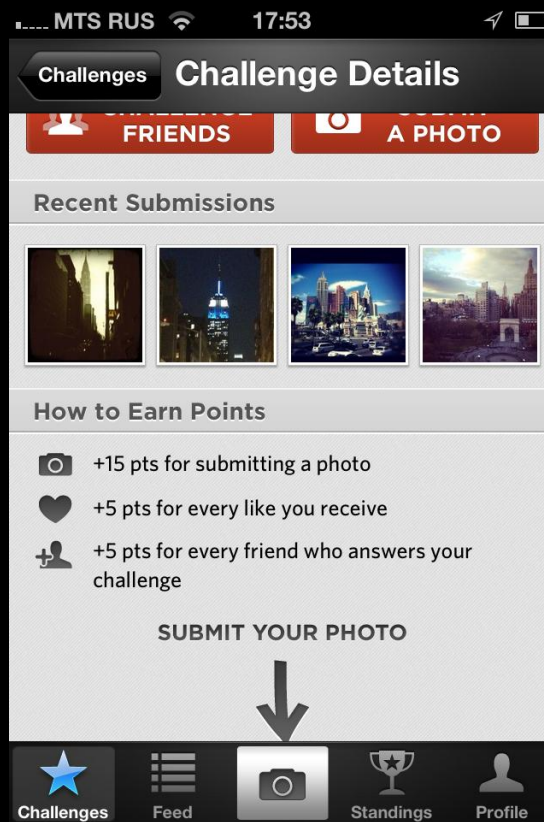
Zoom! Just passed Yury and flying past the competition

#34		Anton Zubarev	16
#35		dmitry orlov	13
#36		Yury Lifshits	11

Localmind



Pictorious





Caution
HOT
Beverage

Feedback





Foursquare

OK! We've got you @ 11/11/11 pocalypse.
You've been here 1 time.

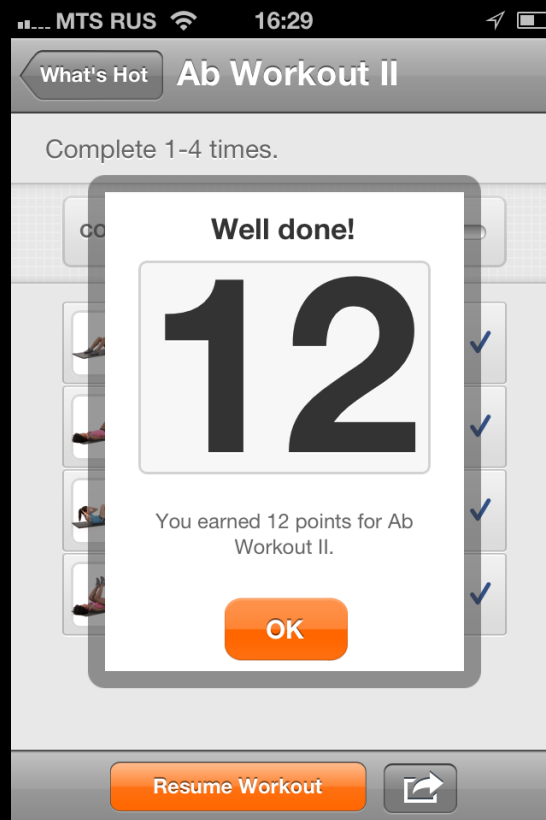
Points

Nice check-in! You earned:

+12

- | | | |
|---|----------------------------------|----|
|  | Palindrome bonus! (11/11/11) | +3 |
|  | Swarm bonus | +4 |
|  | First time at 11/11/11 pocalypse | +3 |
|  | The Mayor is in the house! | +2 |

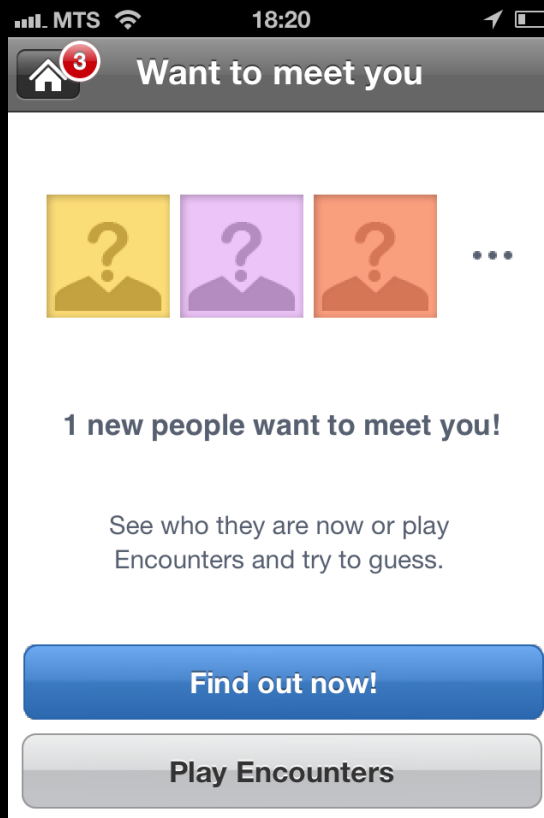
Fleetly



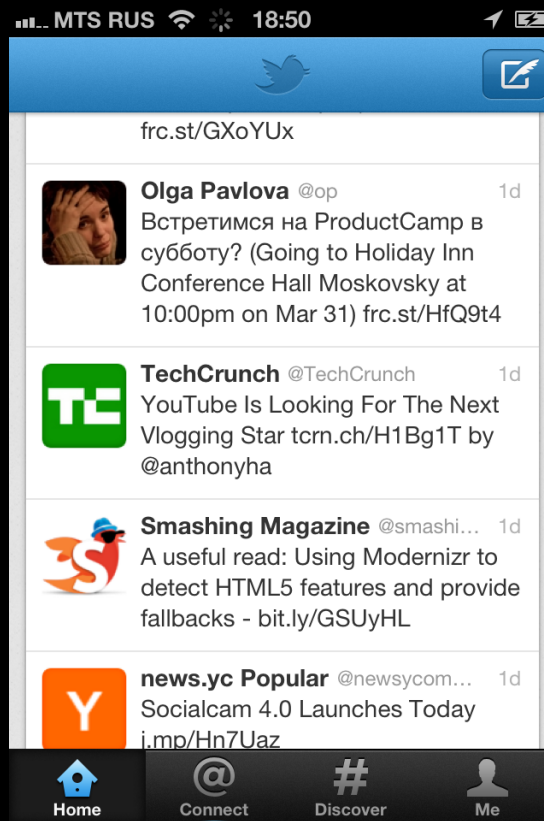


Element of uncertainty

Badoo



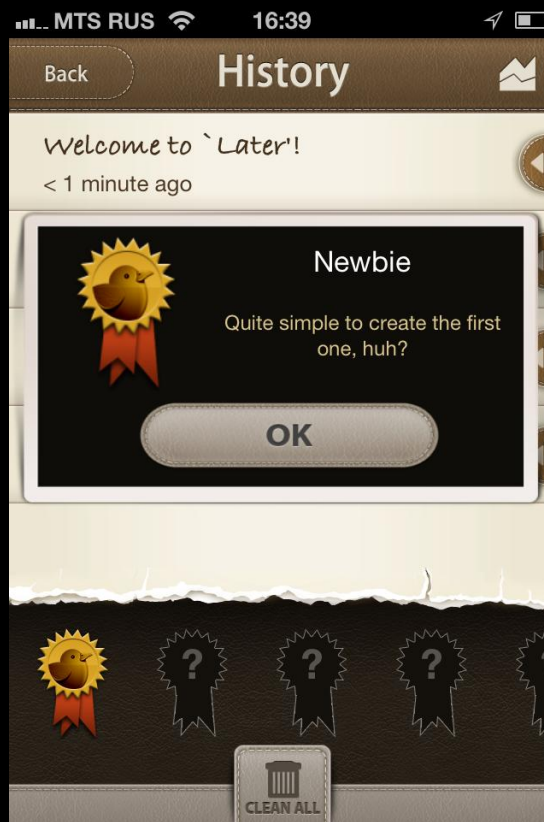
Twitter



Foursquare



Later



Magic 8 ball












Other people

Foursquare

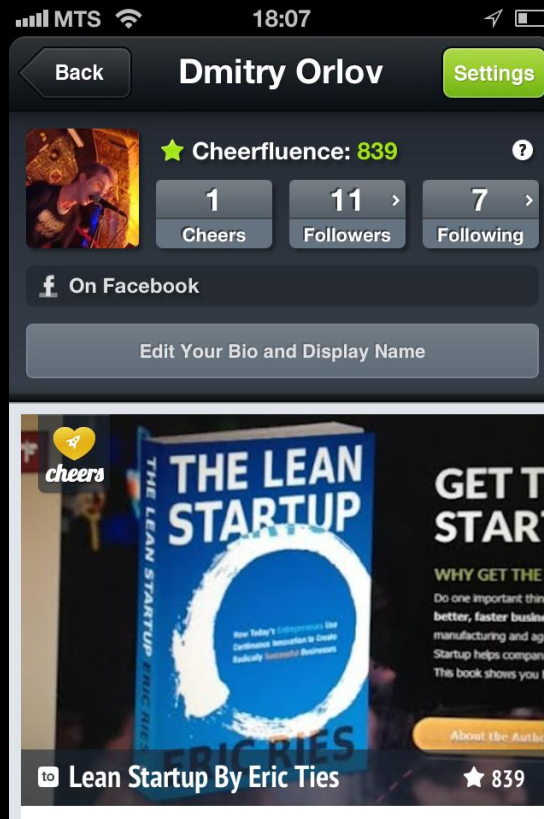
MTS 16:25

User

LEADERBOARD: LAST 7 DAYS

#32		Sergey Dmitrev 7-day high score: 22	17 >
#32		Dinara Tagirova 7-day high score: 102	17 >
#34		Anton Zubarev 7-day high score: 224	16 >
#35		dmitry orlov 7-day high score: 111	13 >
#36		Alex Bystrov 7-day high score: 35	11 >
#36		Yury Lifshits 7-day high score: 54	11 >
#38		Андрей Шишов 7-day high score: 20	8 >


Cheers



EpicWin

Done

Vintage Golden Chalice



Share this?

- Twitter
- Facebook
- Log Out

A 24 carat, jewel encrusted goblet that is so beautiful it would actually be a scandal to fill with even the finest of the Royal wines.

Awarded for:
"Press and hold on a task to drag it to a new position."

150



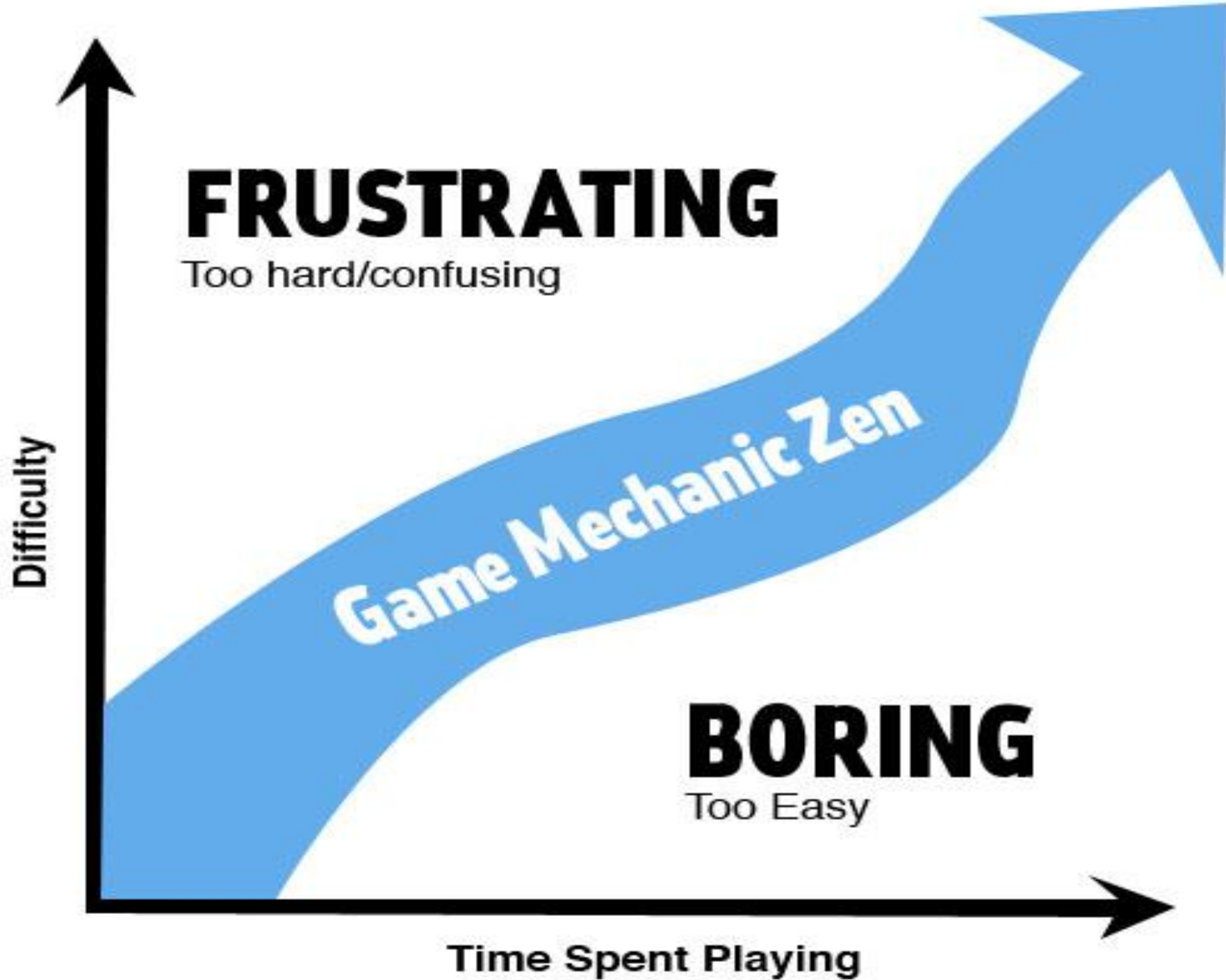
Пара новых задач для РМ'а



Что, как?



Игровой баланс



A close-up photograph of a person's torso wearing a white t-shirt. The t-shirt features a graphic design consisting of the letter 'I' in a bold, black, sans-serif font, followed by a red heart symbol, and the word 'ECONOMICS' in a larger, bold, black, sans-serif font below it. The person is also wearing glasses, with the top of the frames visible at the top of the frame.

**I ❤️
ECONOMICS**

Игровая экономика



Среднее время жизни пользователя
Время сессии
За что в среднем зарабатывают опыт
Популярность товаров
Последовательность конверсий до покупки

Контакты

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