



Your **Mobility**, Your **Time**, Your **Protection**

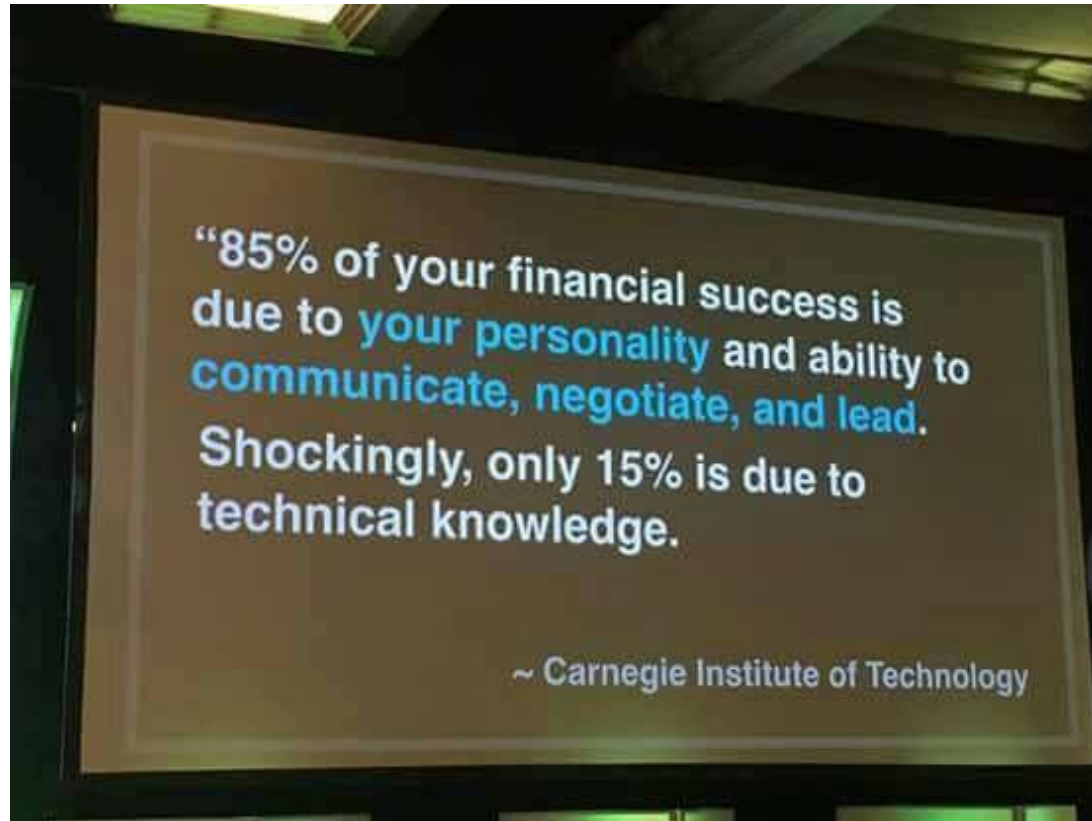
Gamification

in collaborazione con l'Università degli Studi di Padova
Corso di Laurea in Informatica

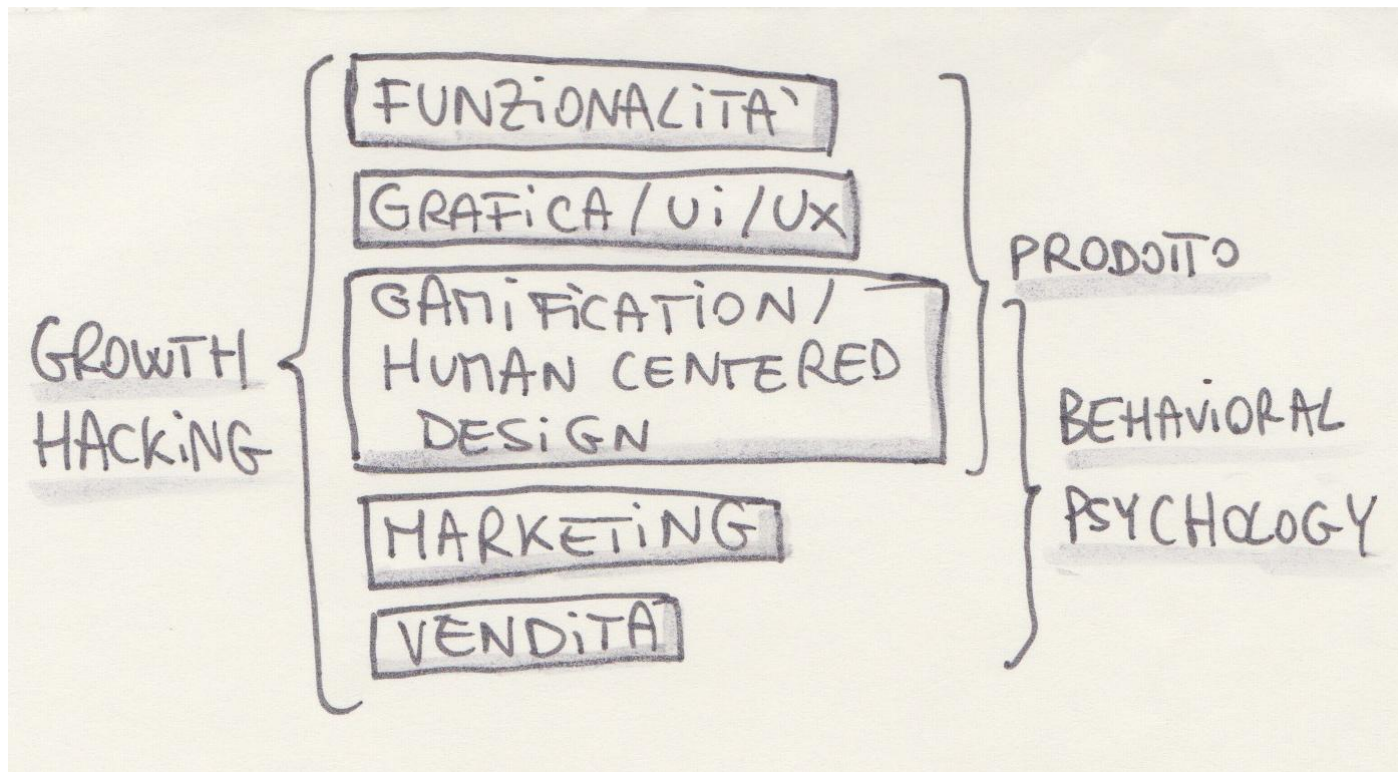
Voglio lanciare il mio prodotto di successo



Però... c'è un problema



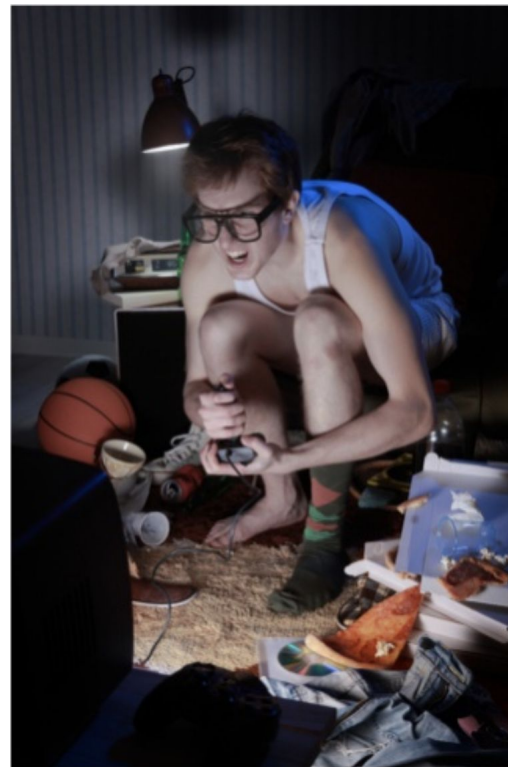
Oggi parliamo di Gamification



Giochi?



E' una cosa da bimbi o da sfigati!





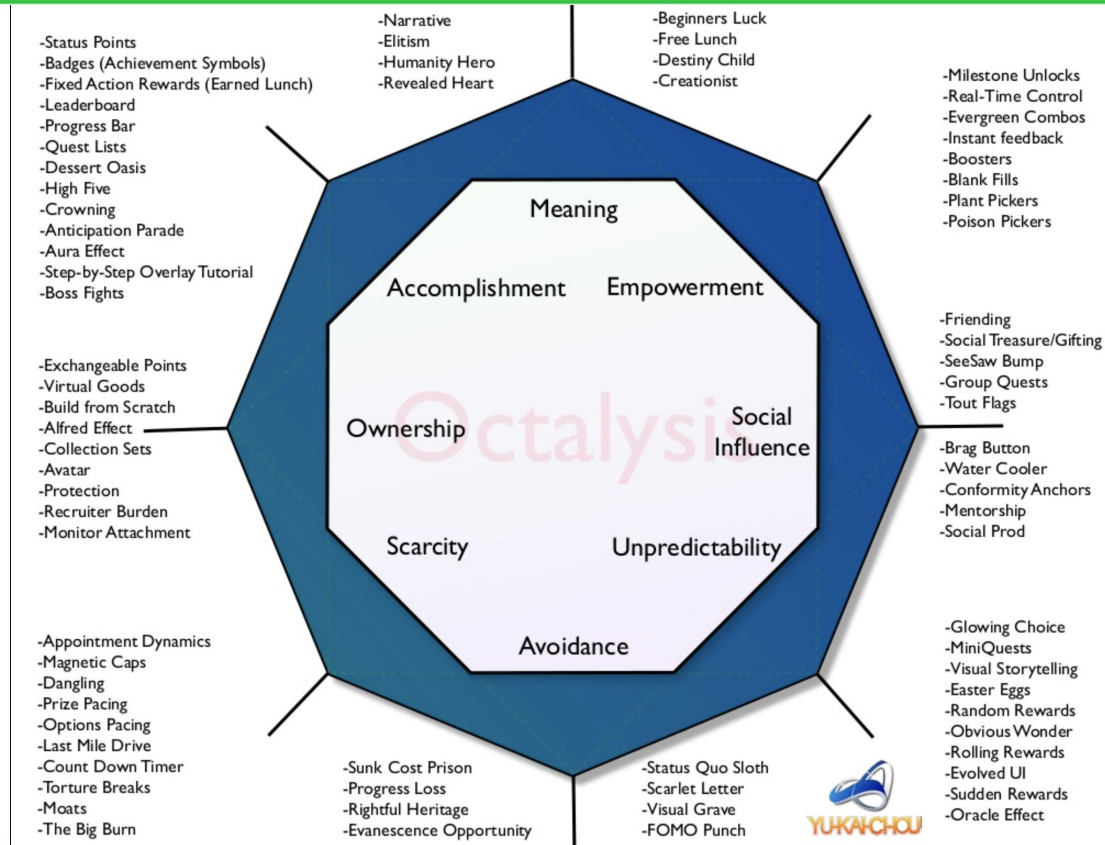
Giocatore medio: **35 anni**.

68% dei gamers sono **maggioirenni**

47% dei gamers sono **donne**

Ci sono più gamers donne che ragazzi
sotto i 18 anni

Octalysis Framework



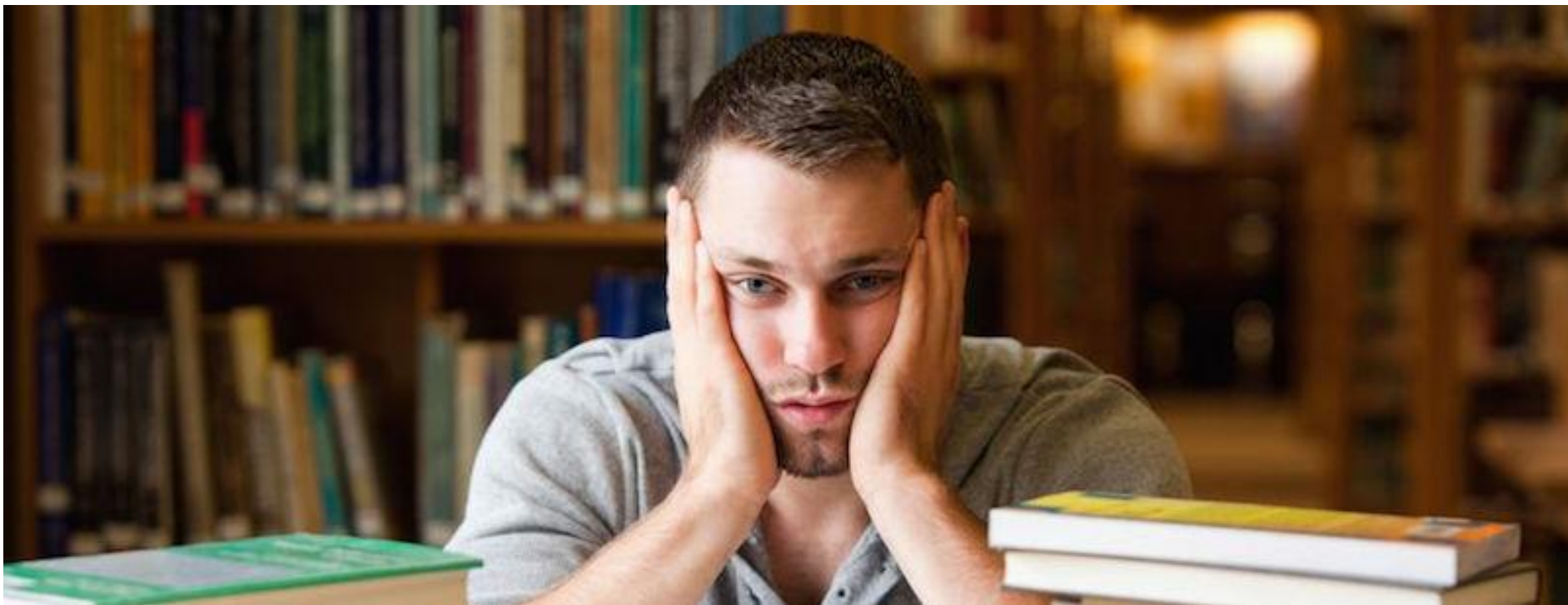
Core Drive VS Meccaniche di gioco



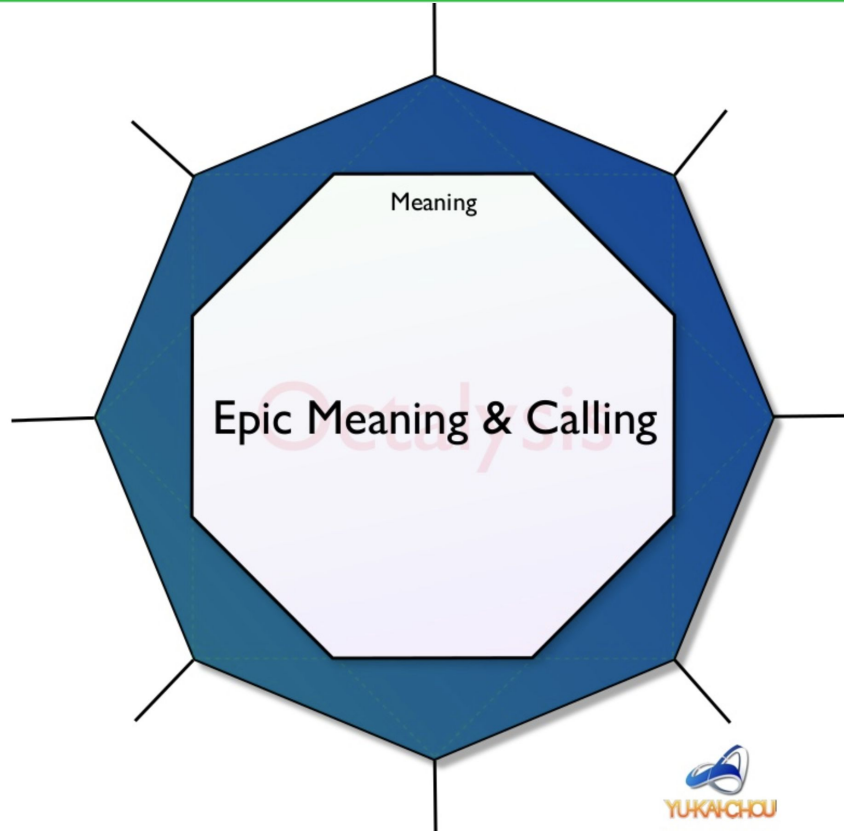
Più grande dilemma di uno studente



Studiare!



Core Drive 1: Epic Meaning & Calling



CD1: Humanity Hero, Narrative



CD1: Elitism



Core Drive 2: Development & Accomplishment



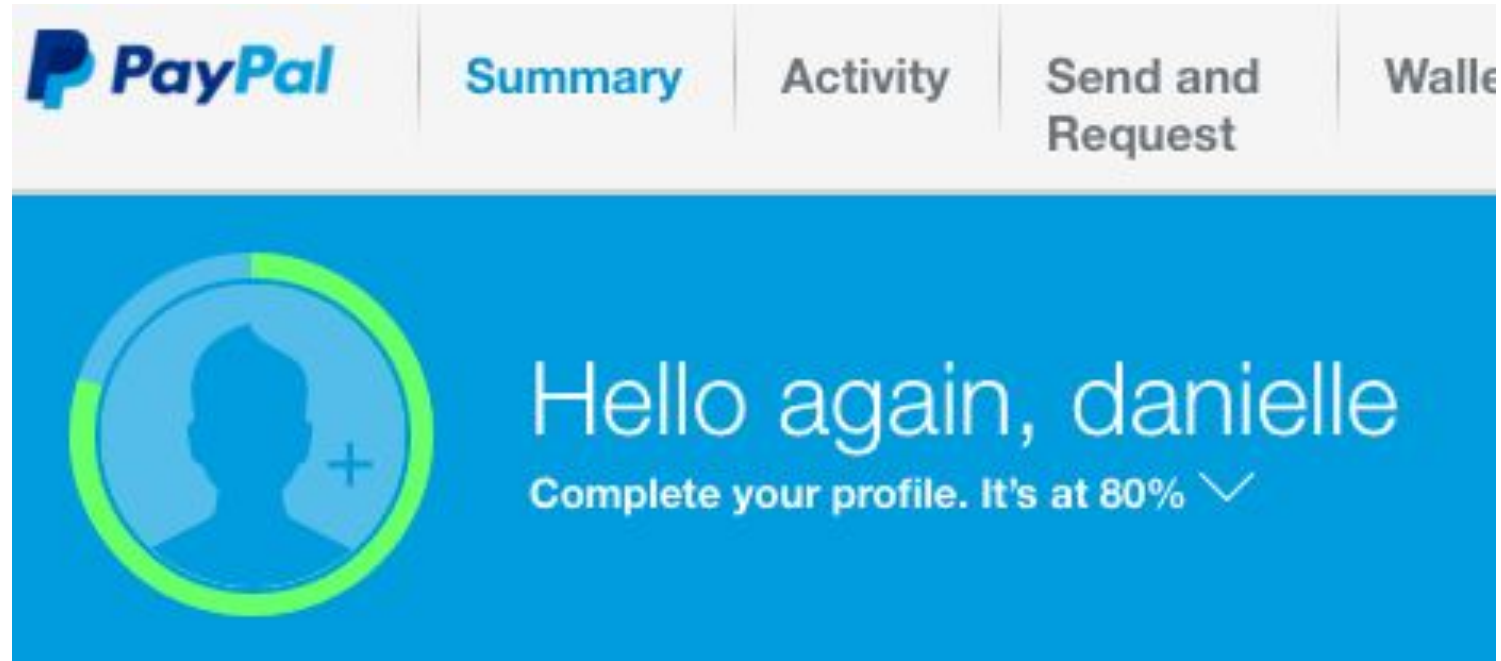
CD2: Leaderboard



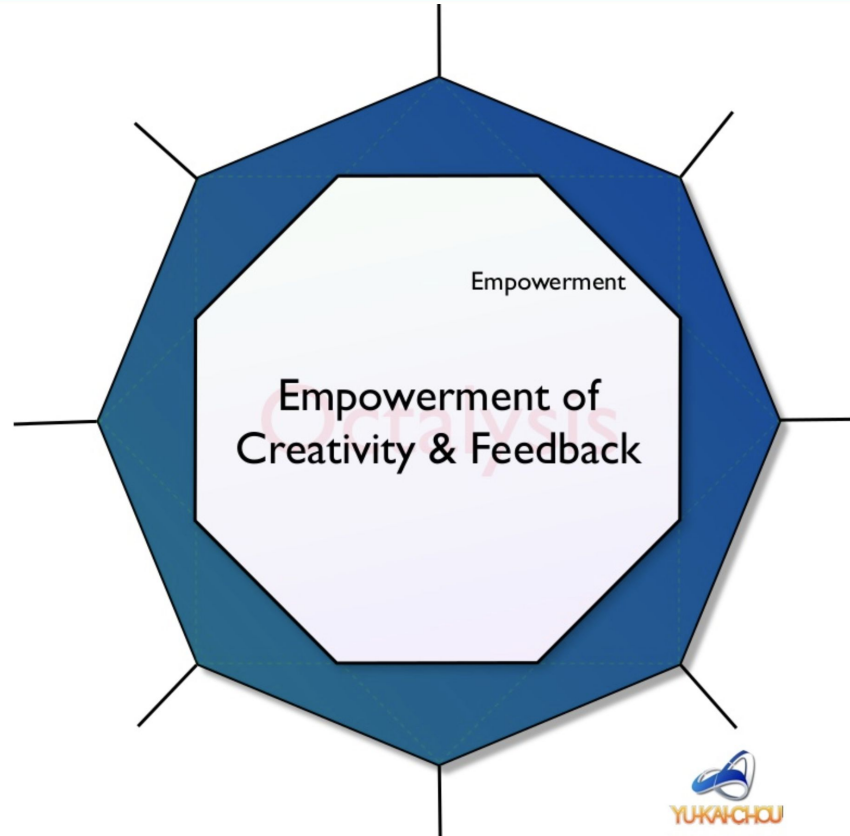
CD2: Badges



CD2: Progress bar



CD3: Empowerment of Creativity & Feedback

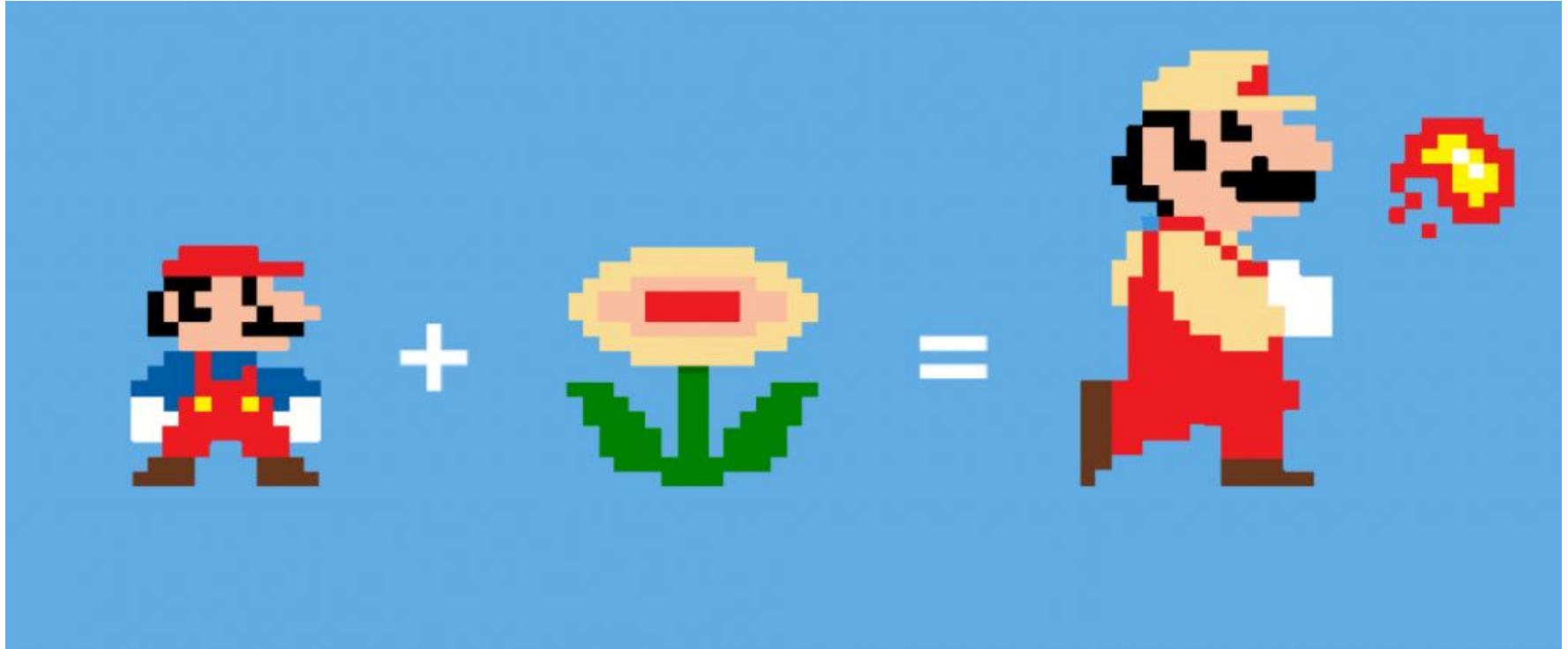


CD3: I giocatori di carte memorizzano tonnellate di info



CD3: Boosters.

Voti degli esami prima, supporto bonus con gli insegnanti, posti prenotati

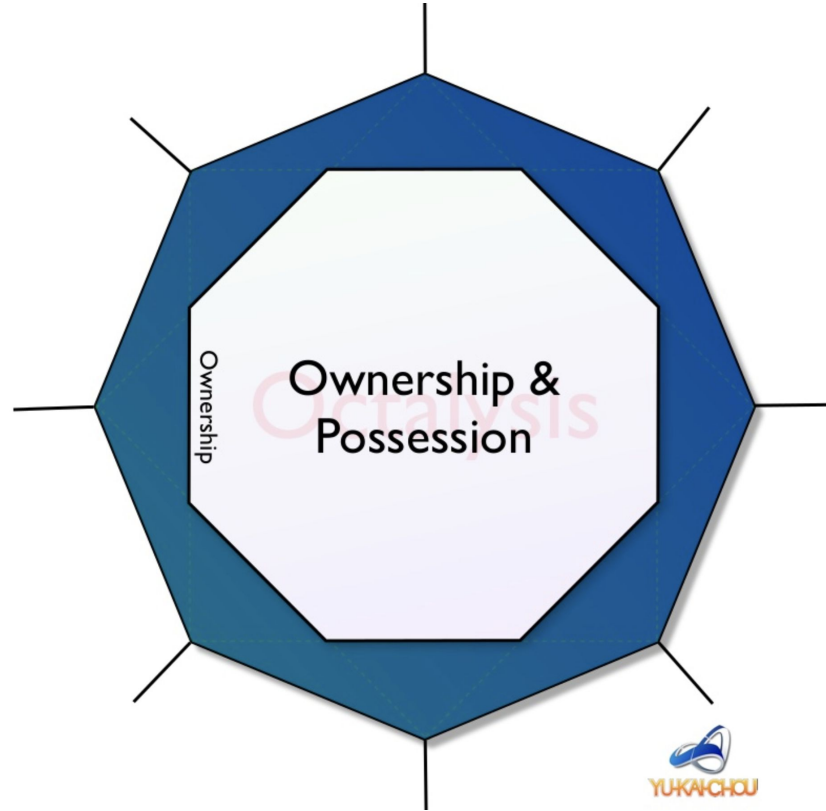


CD3: Milestone unlock.

Propedeuticità, gilda più grande, appunti segreti, ecc.



CD4: Ownership & Possession



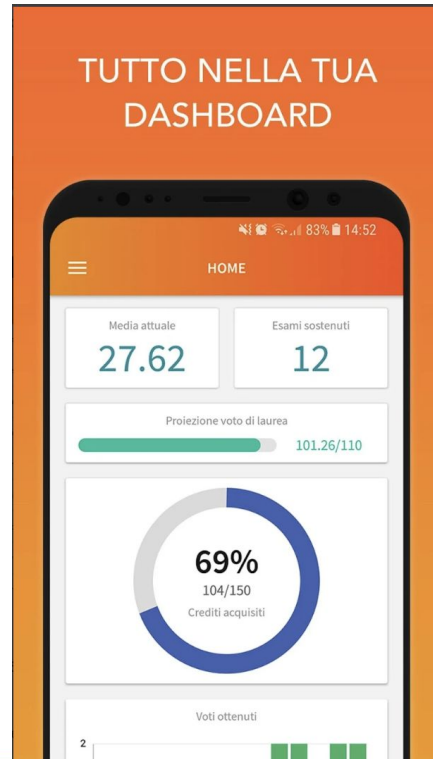
CD4: Rimuovi le barriere all'ingresso

Dai al tuo utente il prodotto il prima possibile



CD4: Collection sets.

Colleziona tutti i voti... fino alla laurea



CD4: Alfred effect.

Più studi più l'app si personalizza



CD5: Social influence & Relatedness



CD5: Group quest

Per superare certe sfide serve che tutto il gruppo lavori in modo coordinato



CD5: Mentorship

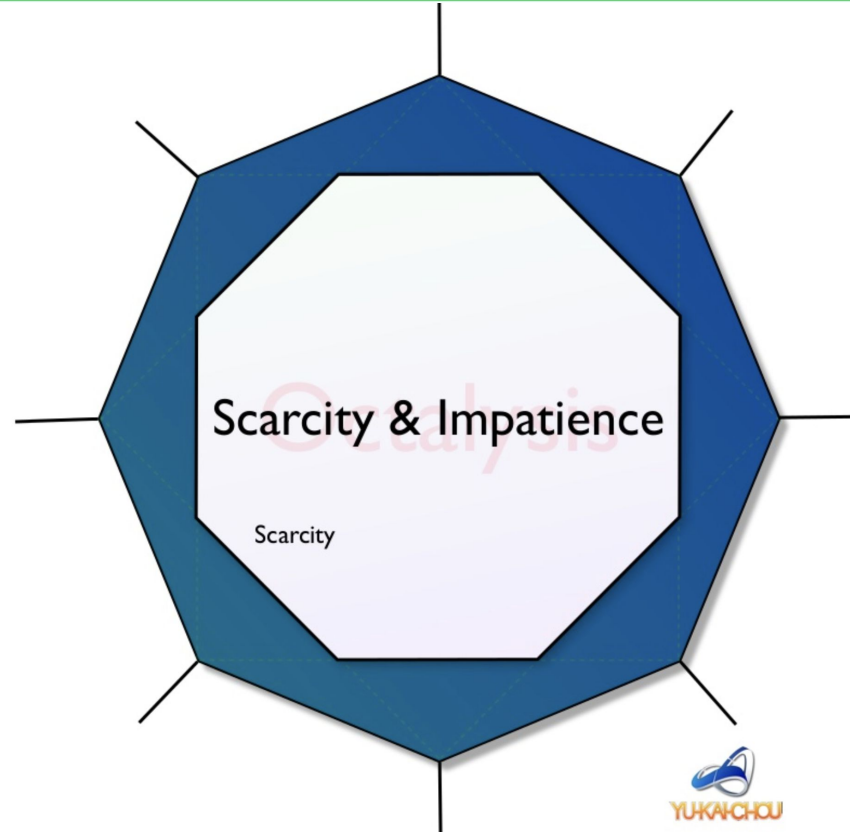
Endgame: i veterans seguono i newbie



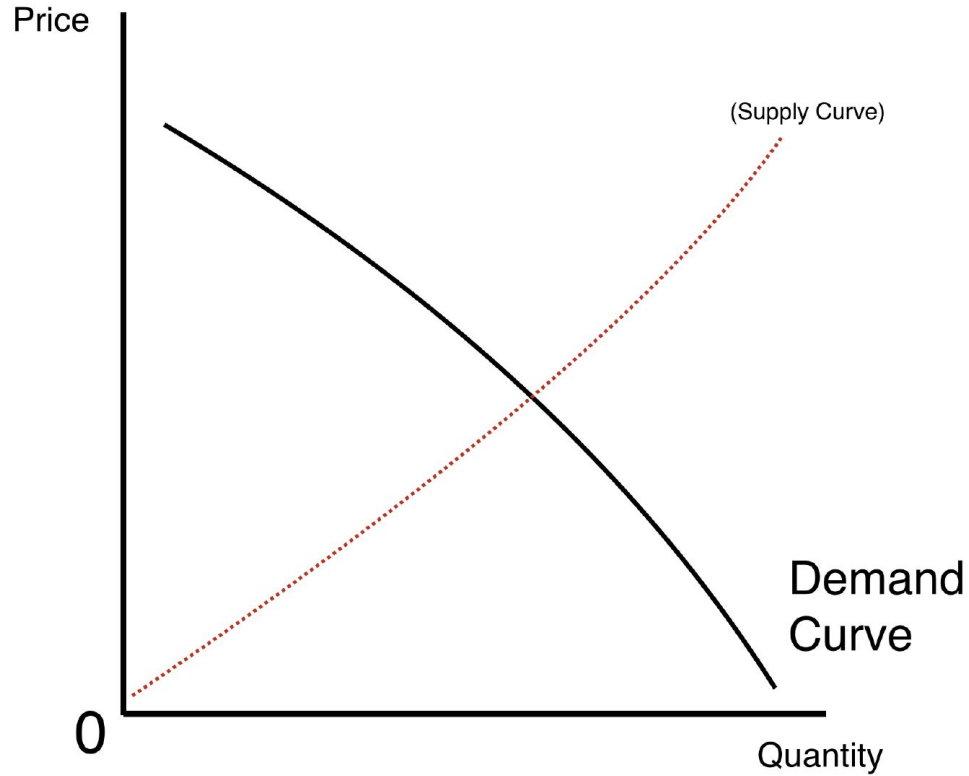
CD5: Conformity anchor: la gente studia



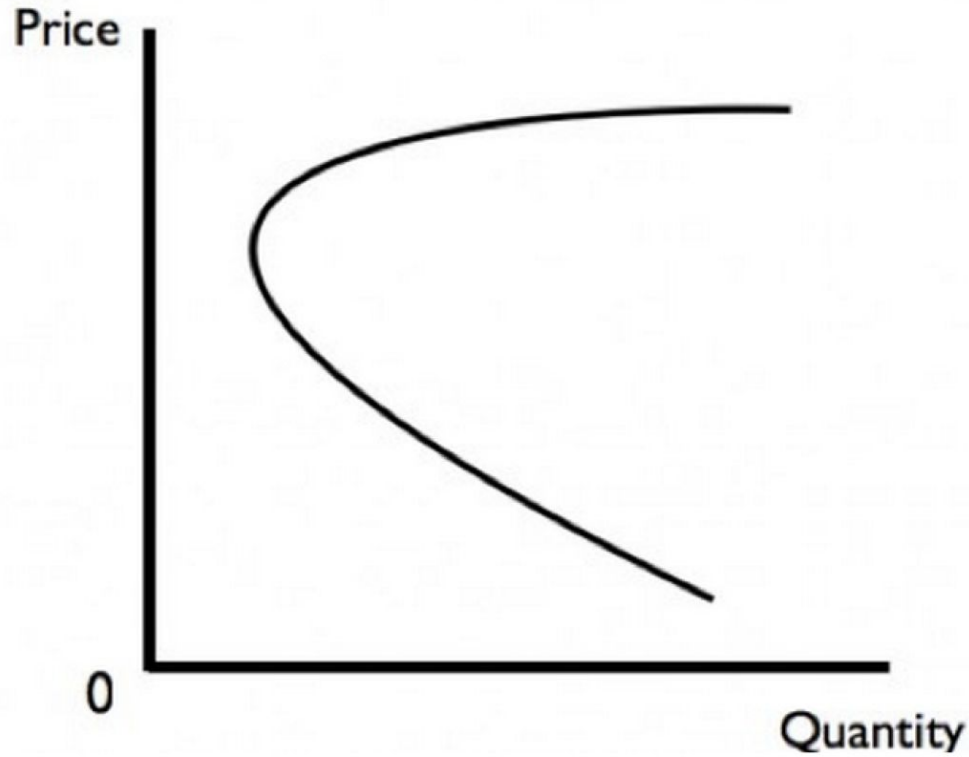
CD6: Scarcity & Impatience



CD6: Aspettativa



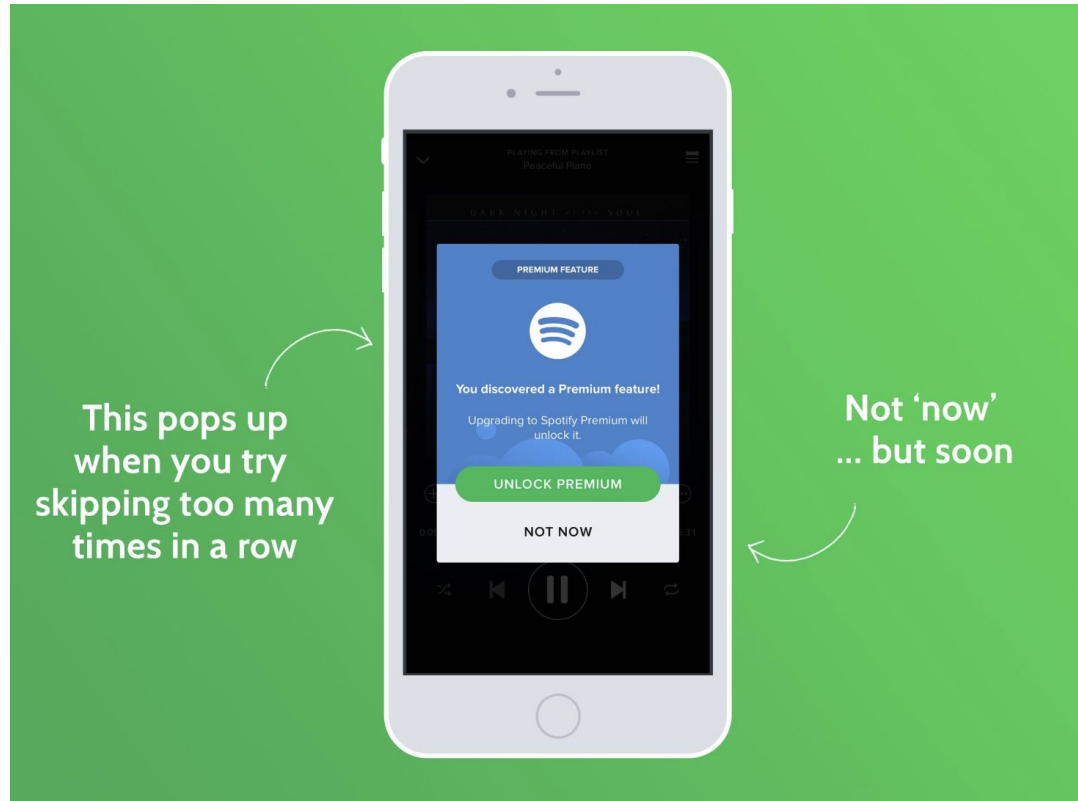
CD6: Realtà



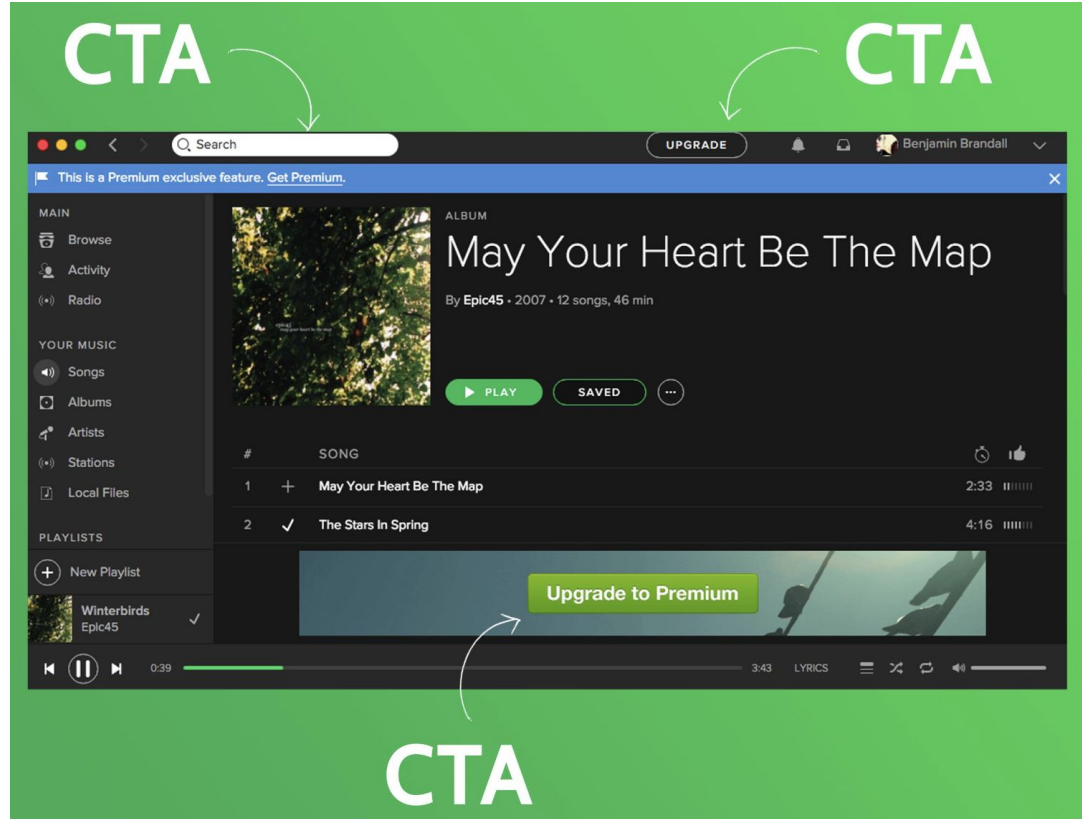
CD6: Aumentare il conversion rate

	27% Conversion Rate
	4.1% Conversion Rate
	4% Conversion Rate
	0.5% Conversion Rate

CD6: Dangling - Aumentare il conversion rate



CD6: Dangling - Aumentare il conversion rate



CD6: Juxtaposition

Fai un'azione desiderata? Ti do qualcosa per cui altrimenti pagheresti

	Refer friends to Dropbox Spread the love to your friends, family, and coworkers	16 GB 500 MB per friend
	Get started with Dropbox Take a tour of the basics of Dropbox	250 MB
	Connect your Facebook account Share folders with your friends and family in a snap	125 MB
	Connect your Twitter account Invite your friends to Dropbox with a tweet	125 MB
	Follow Dropbox on Twitter Stay up to date with the latest Dropbox tweets	125 MB
	Tell us why you love Dropbox We'd love to hear your feedback	125 MB

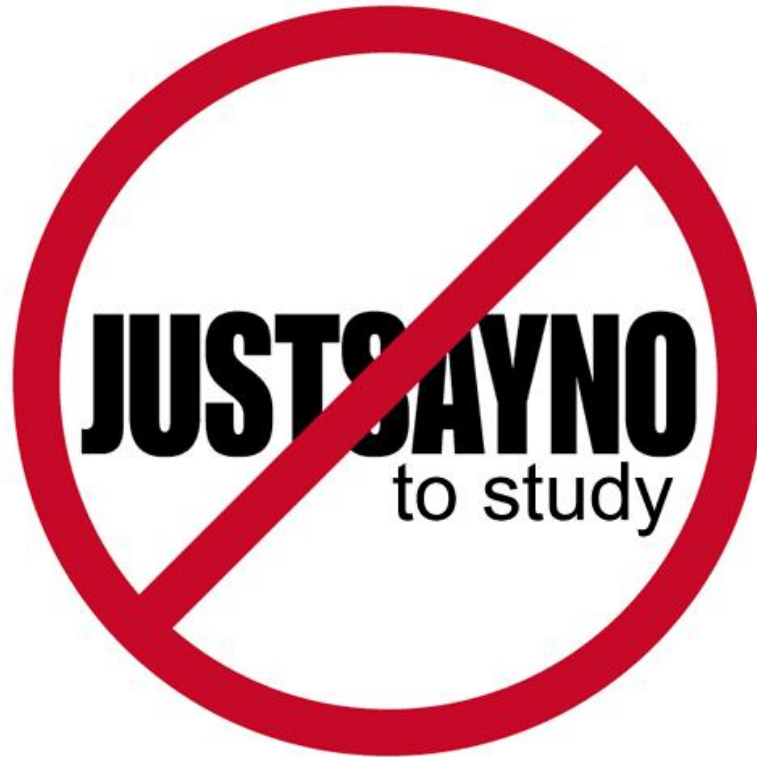
CD6: Juxtaposition

Tre libri di testo gratis per chi fa una serie di “Azioni desiderate” (es: mentorship)

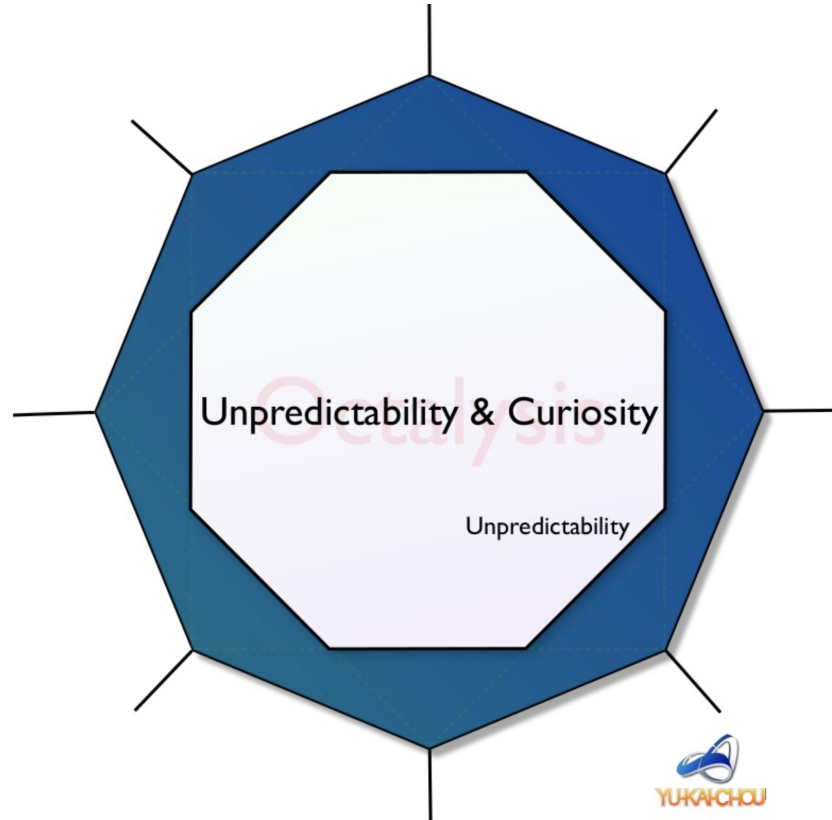


CD6: Torture breaks & Appointments

Tempo limitato al giorno per studiare. Elimini l'ansia di dover studiare sempre, più ci pensi sempre



CD7: Unpredictability & Curiosity



CD7: Glowing choice



CD7: Lottery/Rolling Rewards

Ogni tot pagine studiate: biglietto della “lotteria virtuale”



CD8: Loss & avoidance

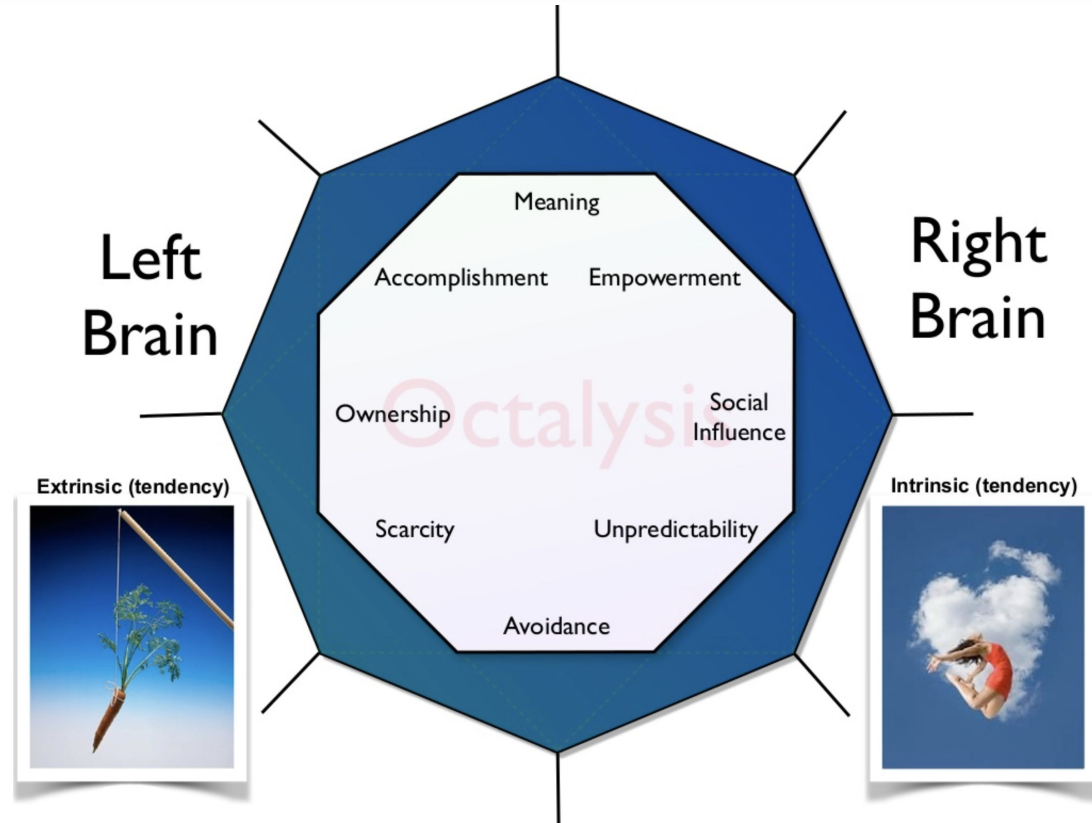


CD8: Count down timer

Gli esami hanno un limite di tempo di completamento

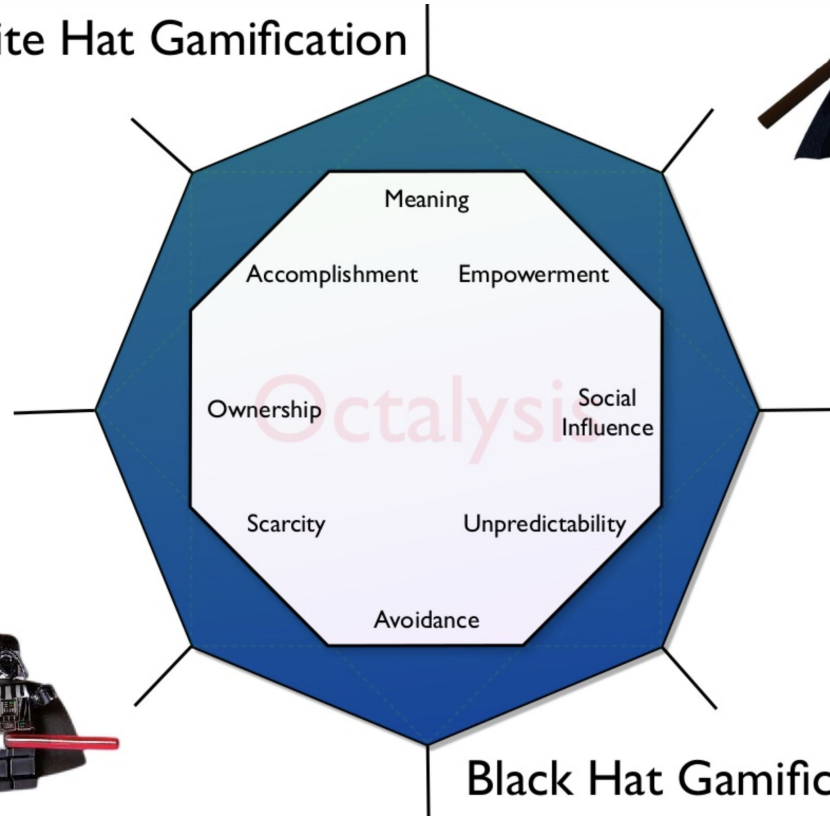


Left Brain VS Right Brain



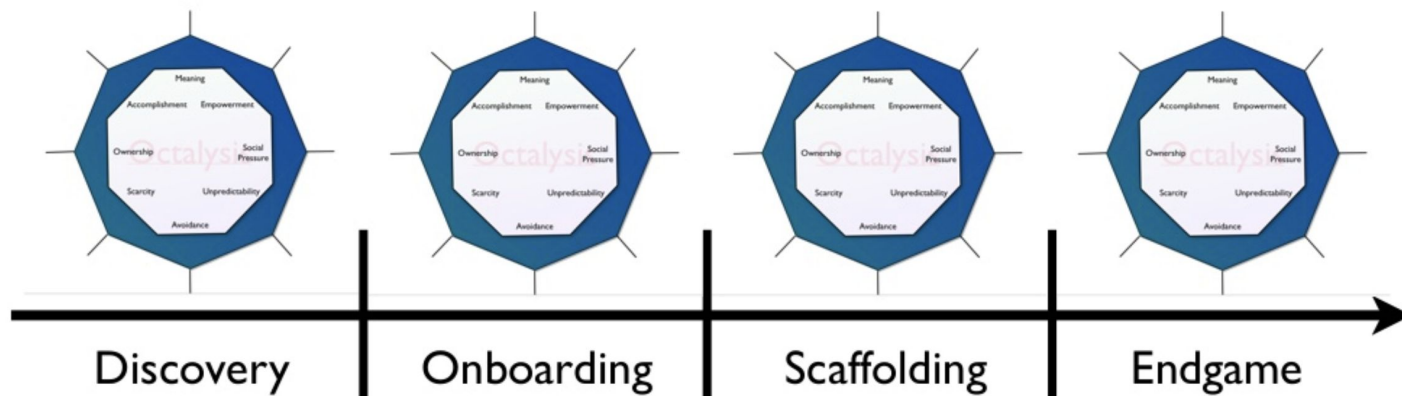
White Hat Gamification VS Black Hat Gamification

White Hat Gamification

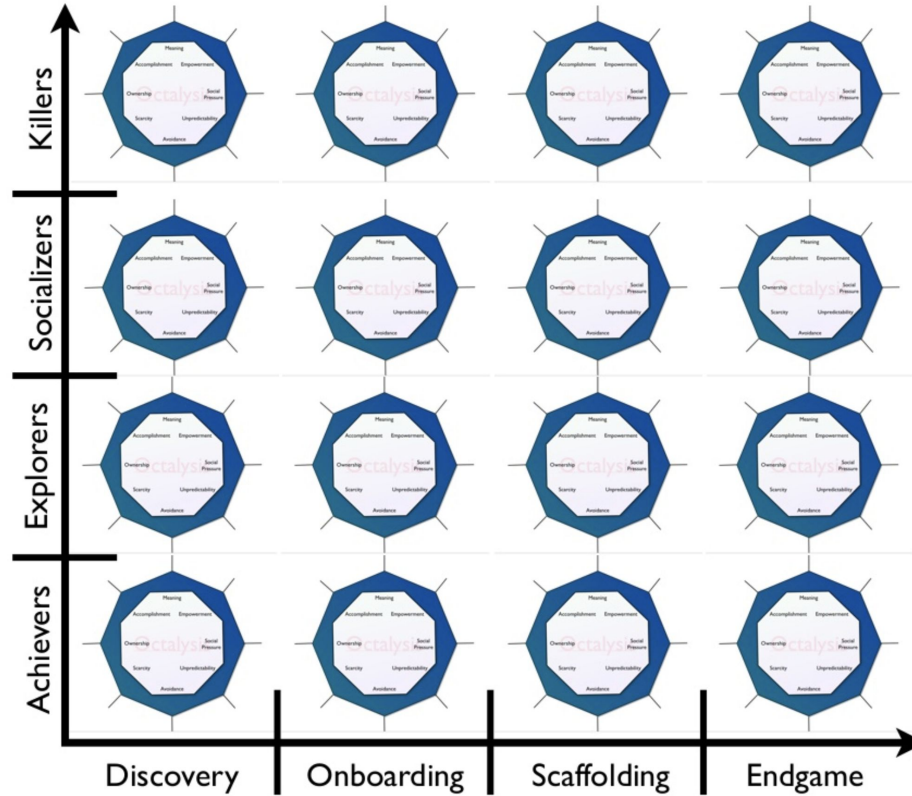


Black Hat Gamification

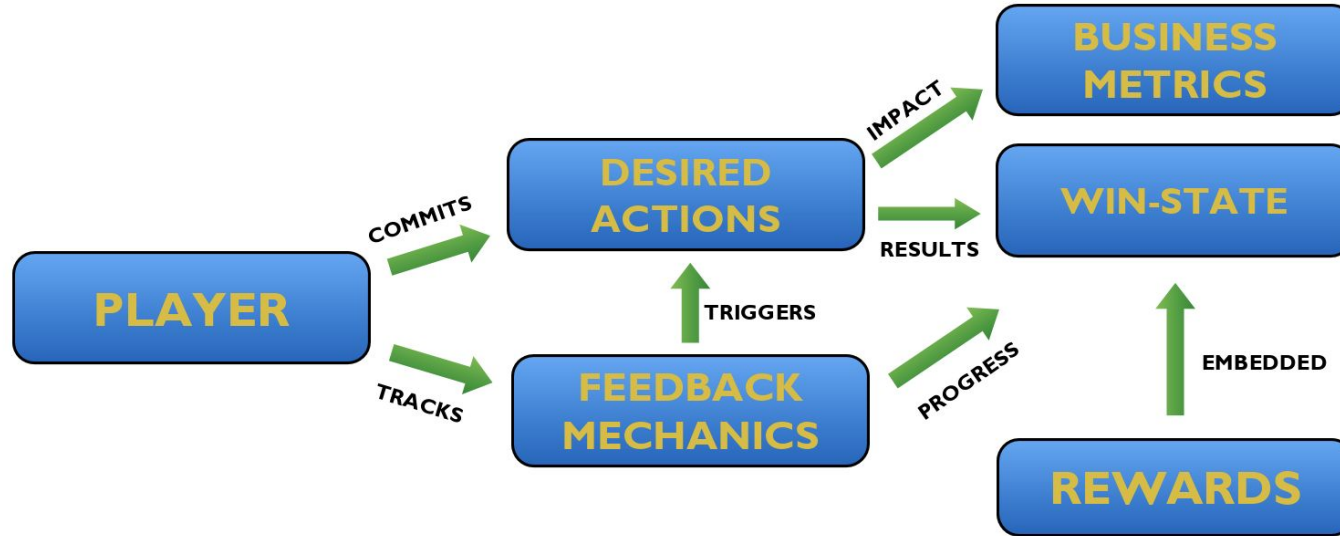
Level 2 Octalysis Design for All 4 Phases



Octalysis Level 3



Strategy dashboard



Business Metrics

**BUSINESS
METRICS**

L'università?

1. Studenti laureati in tempo o prima del tempo
2. Minimizzare costi per supporto o assistenza
3. Qualità percepita dell'ateneo alta

Un'azienda che fa il prodotto per l'università?

1. Customer retention del 75%
2. Ore passate nell'utilizzo dell'app
3. Utenti attivi settimanalmente

Un'azienda che fa il prodotto per l'università?

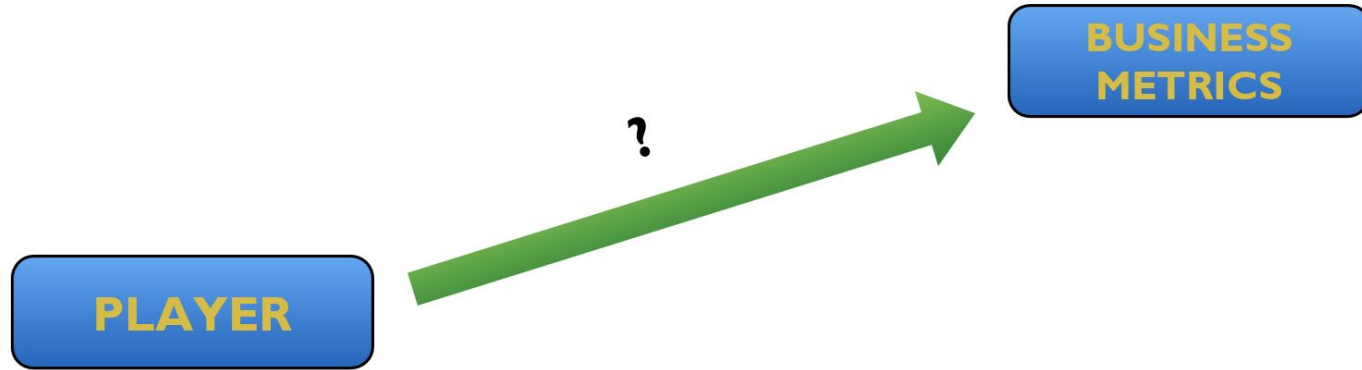
PLAYER

**BUSINESS
METRICS**

Players: demografica

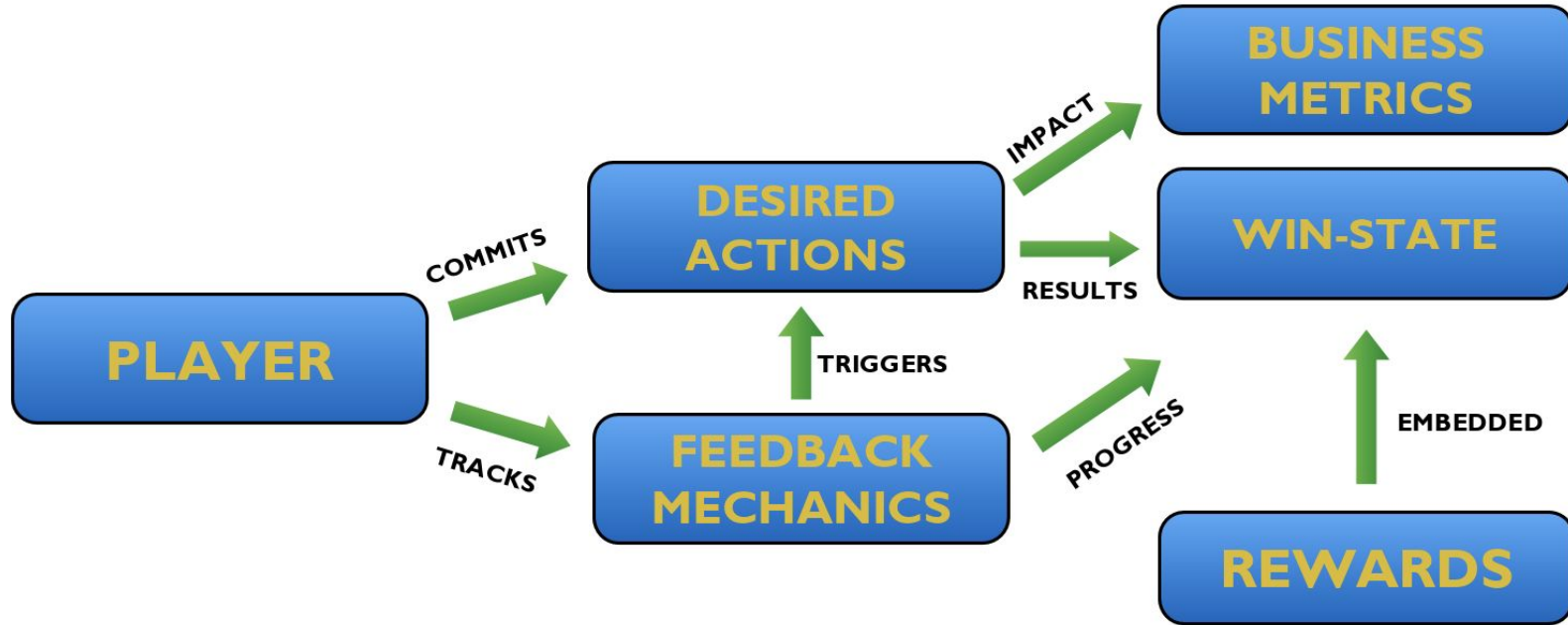
1. Studente standard
2. Pendolare
3. Studente lavoratore part-time
4. Studente lavoratore full-time

Azioni desiderate



1. **Discovery Phase:** leggere il sito internet, scaricare l'app, registrarsi
2. **Onboarding phase:** studiare, registrare i voti, segnare e seguire i corsi, iscriversi a una gilda, scaricare appunti
3. **Scaffolding phase:** pubblicare appunti, fare group quest (es: SWE), sbloccare boosters, serie positiva di voti alti, invitare gli amici
4. **Endgame phase:** mentoring, scouting di nuovi nella gilda

Feedback mechanics & Rewards



Feedback mechanics & Rewards

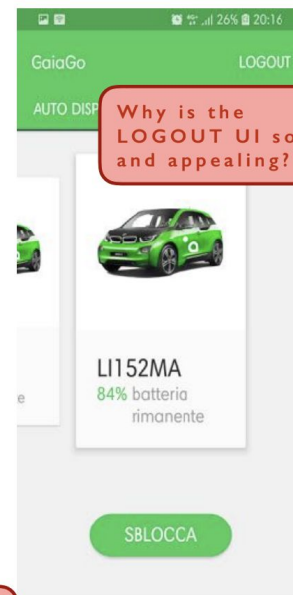
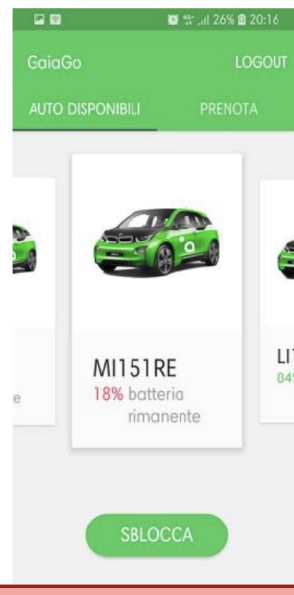
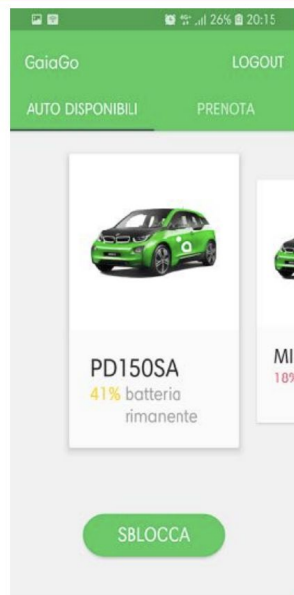
1. **Feedback mechanics:** Voti, XP, livelli, trofei, pezzi del computer virtuale da collezionare, ecc.
2. **Rewards:** Voti, XP, livelli, ore bonus con gli insegnanti, appunti “segreti”, aiuto dei mentori, ecc.

GaiaGo: Prima - Schermata principale

Is 18% battery level a good, safe level or not? How long can I drive with it?

Exit

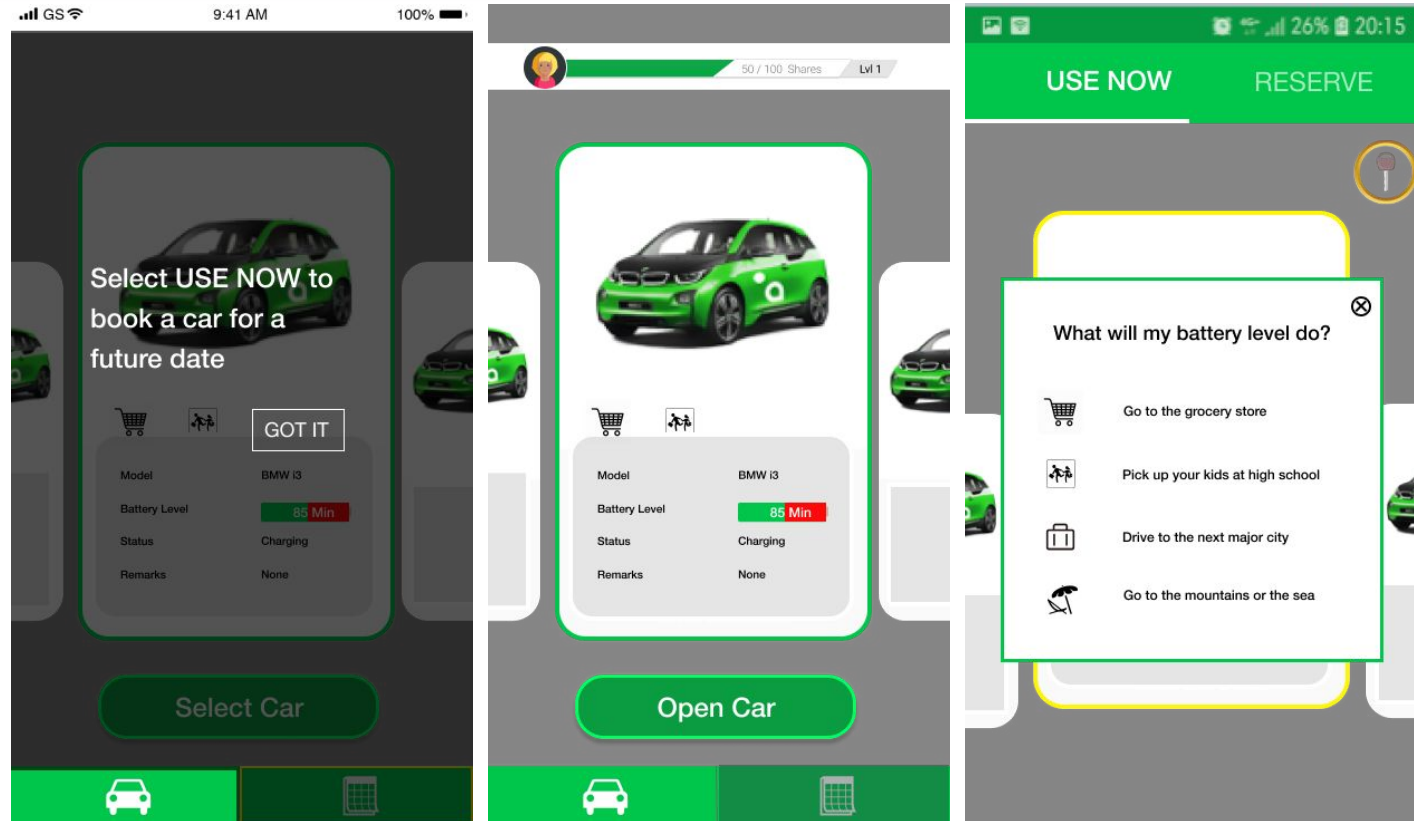
7



Why is the LOGOUT UI so big and appealing?

Where are these cars? What car to choose? What is the best car for me for my journey?

GaiaGo: Dopo - Schermata principale

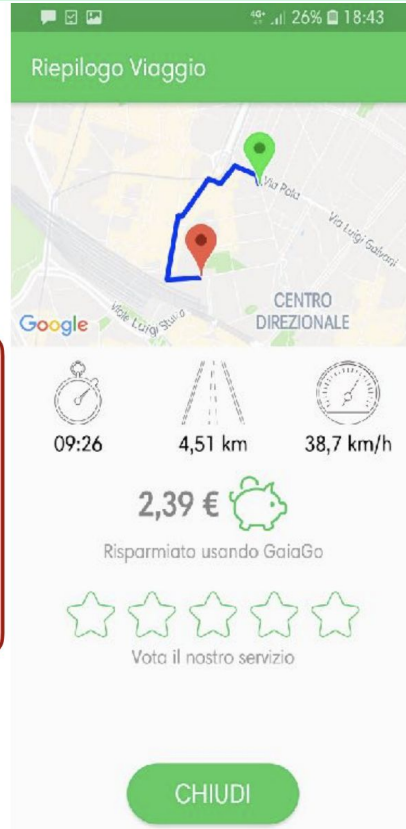


GaiaGo: Prima - Fine viaggio

Finalizing a trip is a MAJOR win state for GaiaGo so the win state here should be very apparent.

Yet the win state feels very uninspiring.

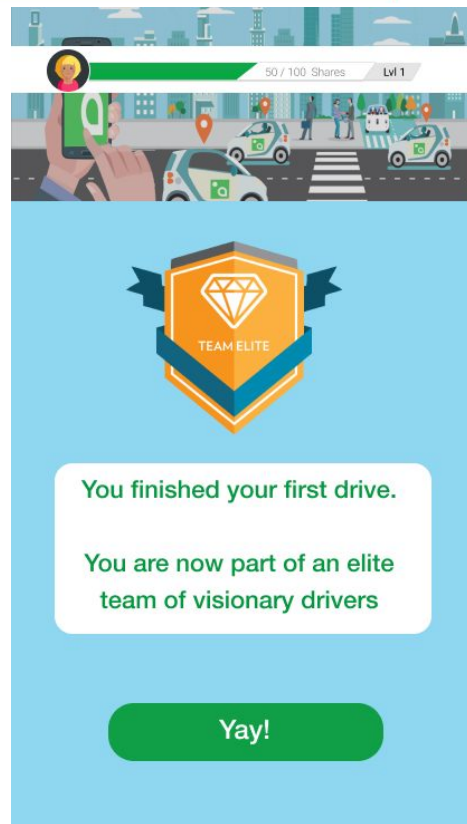
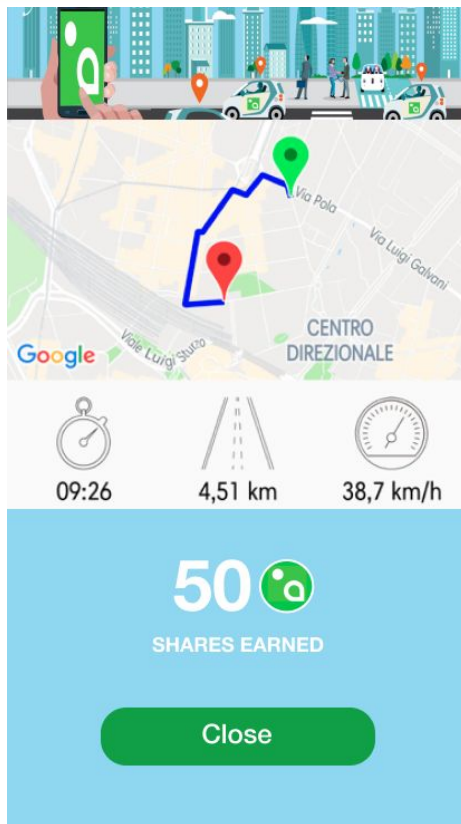
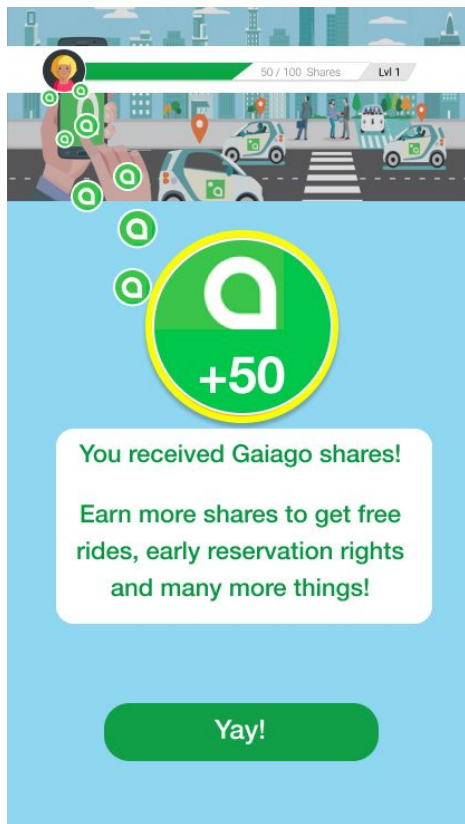
Also there is no journey for the user it seems, so it is unclear what the



Exit

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GaiaGo: Dopo - Schermata principale



Grazie

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