

# Gamification is:

“Applying game design in non game context to overcome challenges and engage audiences”

# Gamification is Everywhere

- \*City 1: a game for city managers to practice solving city problems
- \*Energy Orb – glows different colours
- \*Fold-it: players solve scientific problems
- \*Department of Work in pensions in UK : Idea street
- \*Fleet Trucks: Software curbs idling
- \*Asthma Inhaler: Managing asthma through gamification
- \*Quirky: consumer product company

# Game Stats: What do you think?

## Game Play Data: Canada

What percentage of Canadians play digital games?

What is the average age of a game player?

What percentage of gamers are female?

# Game Stats: Were you right?

## Game Play Stats - Canada

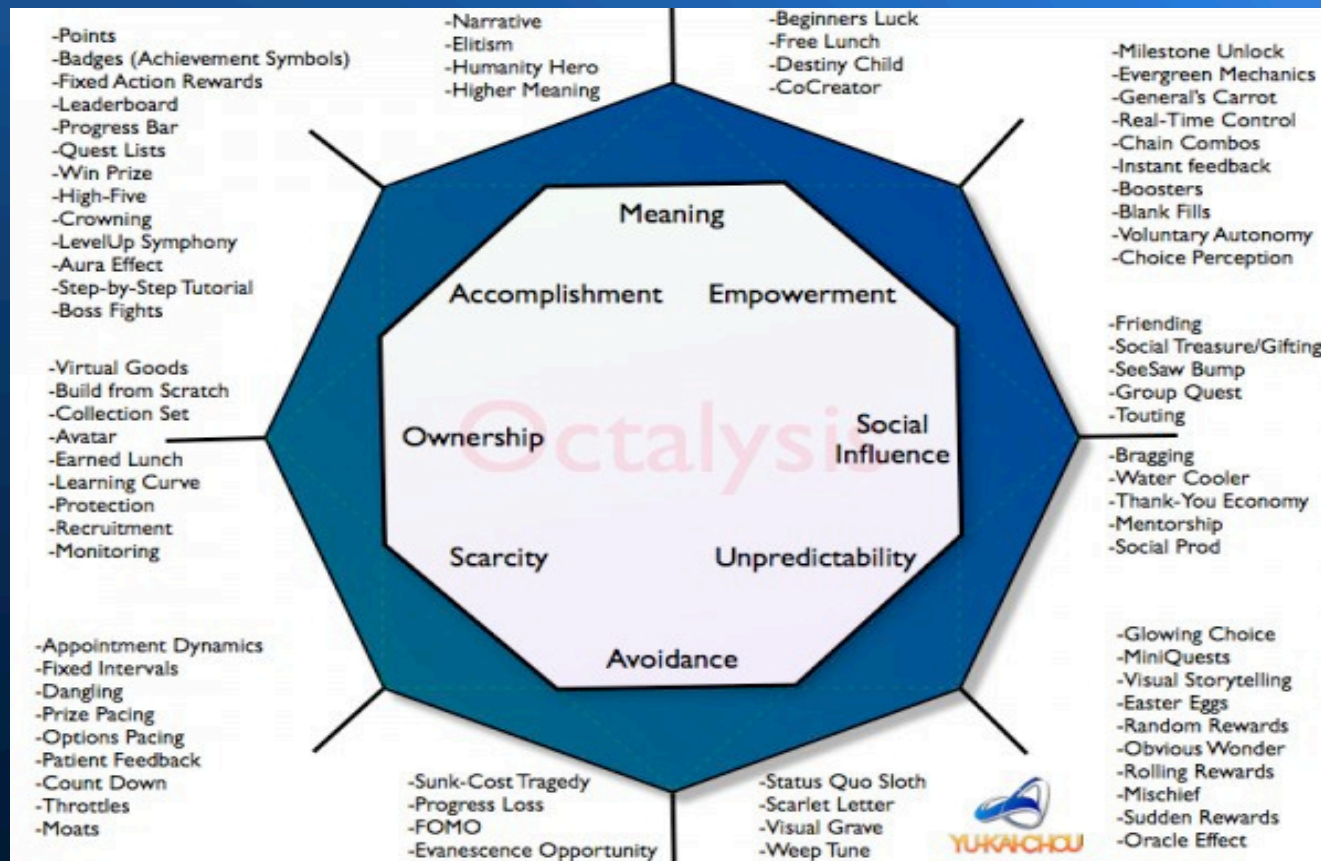
- \*19 million Canadians are gamers - 54% of population
- \*The average age of a player is 33 years old
- \*52% male 48% female
- \*65% gaming projects created are now for mobile
- \*3 billion dollar industry up 31% since 2013  
( 13.3 billion in US )

*Source: 2015 Entertainment Software Association of Canada*


# Principles of Gamification

- \*Connected to Passion, Purpose, Meaning for the User
- \*Status and Reputation
- \*Story Immersive
- \*Creating Solutions and Solving Puzzles
- \*Mastery: Elevating Learning and Comprehension
- \*Keep Autonomy: Free Space to Play, Customization
- \*Vary Challenges, Increase Complexity, Escalation
- \*Parallel the Concept of Flow ( *Mihaly Csikszentmihalyi* )
- \*Provide Massive Positive Feedback
- \*Create Relatedness: Teams, Comments, Shares
- \*UX: know your user, get feedback: prototype, playtest, pivot

# Yu-kai Chou: Octalysis




# Quantified Self Movement



## Quantified Self

Guide to Self-Tracking Tools


Login with: 

[Tools](#) [Members](#) [Forum](#)   [Profile](#) [About](#)

### Tags

- [Android](#) (82)
- [API](#) (20)
- [energy](#) (36)
- [fitness](#) (124)
- [food](#) (54)
- [gadget](#) (43)
- [goals](#) (87)
- [health](#) (185)
- [iPhone](#) (185)
- [learning](#) (20)
- [lifelogging](#) (122)
- [lifestyle](#) (76)
- [location](#) (57)
- [medicine](#) (60)
- [money](#) (33)
- [mood](#) (59)
- [networks](#) (1)
- [productivity](#) (55)
- [relationships](#) (19)
- [sleep](#) (34)
- [social](#) (95)
- [web app](#) (212)

### 505 tools



#### Fitbit


Fitbit is a small device to track your physical activity or sleep. You can wear the device all day because it easily clips in your pocket, pants, shirt, bra, or to your wrist when you are sleeping. The data collected is automatically synched online when the device is near the base station. After uploading, you can explore visualizations of your physical activity and sleep quality on the web site. You can also view your data using their new mobile web site. You can also track what you eat, other exercises that you do, and your weight.

URL: <http://fitbit.com/>

Tags: [fitness](#), [sleep](#)


Price: [\\$50-100](#)

Search: [Find QS Forum discussions about Fitbit](#)



#### Digifit

The Digifit ecosystem is a full suite of Apple apps that records heart rate, pace, speed, cadence, and power of your running, cycling and other athletic endeavors. Data can be uploaded to the well established training sites Training Peaks and New Leaf. The ecosystem is split up into the Digifit™, iCardio™, iRunner™, iBiker™, iSpinner™ and iPower™ apps. To utilize the full functionality of the app you must purchase the Digifit Connect ANT+ dongle and the purchase of an advanced functionality App.

Sort by: [Most popular](#) 

# Quantified Self: Self-knowledge through self-tracking

\*69% of adults track a health indicator for themselves or others

\*34% of individuals who track use non-technological methods  
such as notebooks or journals

\*21% of individuals who track use at least one form of technology  
such as apps or devices.

*(Pew Research 2013 )*

Quantified Self: for tracking happiness and mood

[www.happify.com](http://www.happify.com)

[www.moodscope.com](http://www.moodscope.com)

[www.moodpanda.com](http://www.moodpanda.com)

[www.moodjam.com](http://www.moodjam.com)

[www.askmeevery.com](http://www.askmeevery.com)

[www.mercuryapp.com](http://www.mercuryapp.com)

[www.trackyourhappiness.org](http://www.trackyourhappiness.org)

# Why is gamification and QS important to Positive Psychology?

Happiness is a habit.

By practicing principles from Positive Psychology daily... such as gratitude, mindfulness, optimism, and kindness, we reinforce our own happiness.

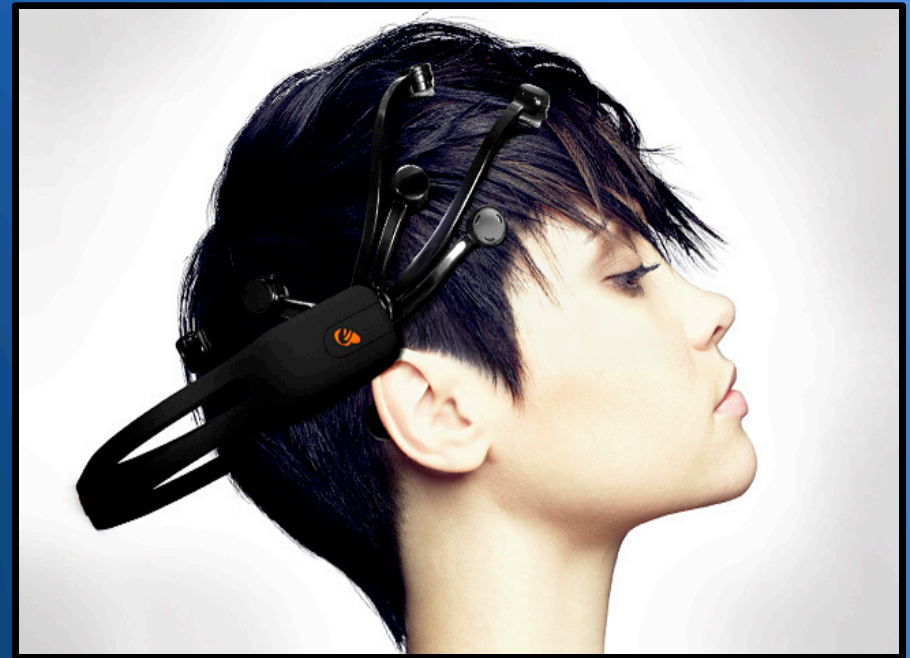


# Important Strategies for Digital Media Success

- \*Content is not king: story is
- \*Mobile is here
- \*Relationships building is crucial: give your best content away for free at the beginning
- \*Integrate your message, don't interrupt
- \*360, virtual Reality and augmented reality is here to stay
- \*Social Media is a requirement
- \*Micro content and live video is trending big
- \*Your data base list is priority number one

# Neurotechnology

- \*Brain Computer Interfaces (BCIs)
- \*Cognitive Training Videogames
- \*Brain-responsive computing systems
- \*Virtual Reality treatments in conjunction with EEG or Transcranial Direct Current Stimulation (tDCS )
- \*Mindfulness Based Wearables



# Emerging Neuro Industry

**[www.neurogamingconf.com](http://www.neurogamingconf.com)**

Experiential Technology “XTech” is technology that directly influences the human experience. XTech products combine digital technology with advances in neuroscience to improve human performance.

**[www.neurotechx.com](http://www.neurotechx.com)**

Neurotechnology is concerned with electronic and engineering methods of visualizing, understanding, controlling and improving the brain including various aspects of consciousness, thought, and higher order activities of brain function.

# Contact:

[www.AidaMemisevic.com](http://www.AidaMemisevic.com)

Twitter: @Aida\_Memisevic