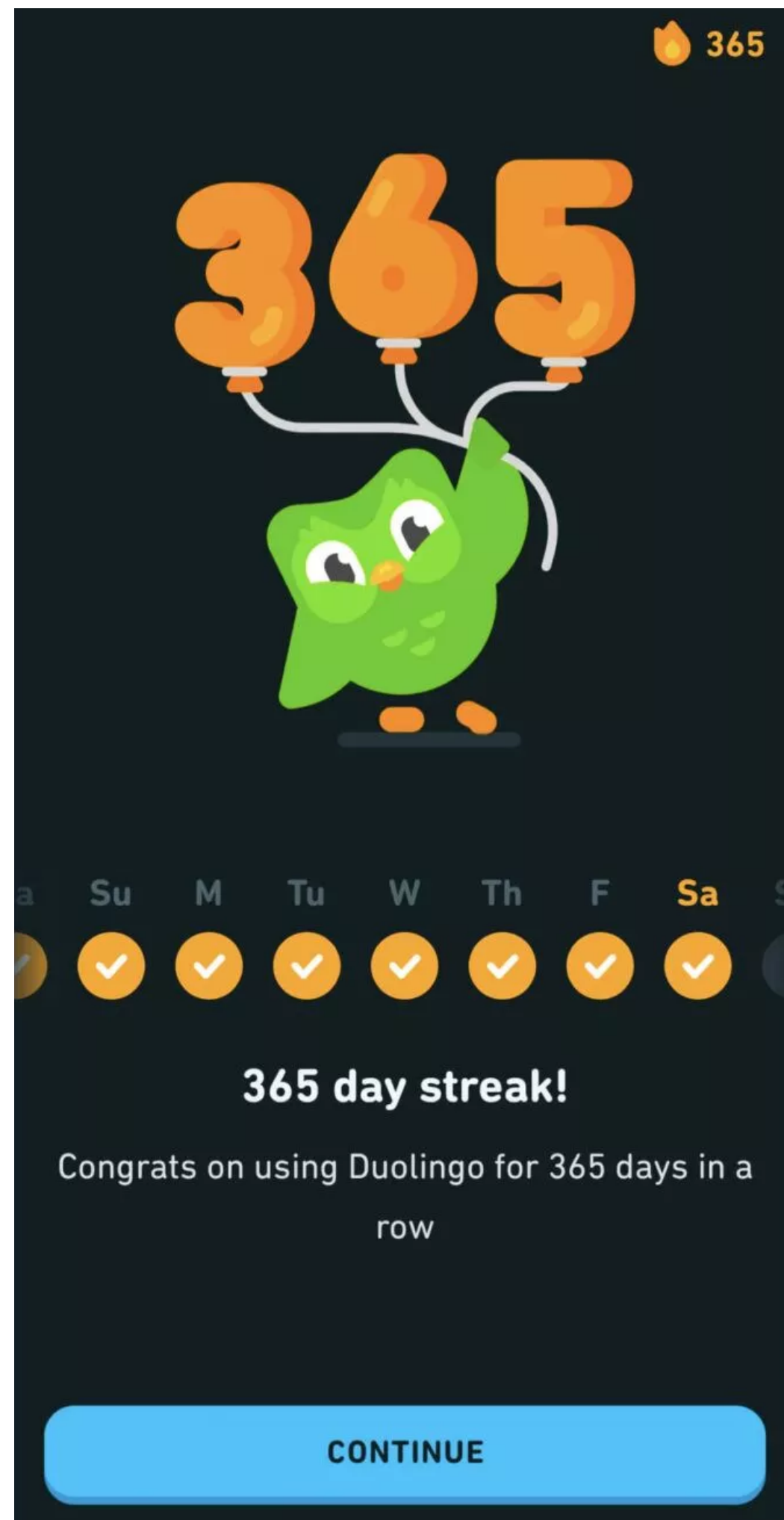


Gamification

CS 095

Example: Duolingo




<https://raw.studio/blog/how-duolingo-utilises-gamification/>

Example: Fitbit





fitbit.

SHARE:  

A circular badge with a green border containing a stylized illustration of a giraffe in a savanna landscape with a yellow sun and green trees.

Splendiferous!
You've earned the
Serengeti badge

You may not have seen wildebeasts, giraffes or zebras on this trek, but you have walked 500 miles—the same distance as the Serengeti, one of the 7 Natural Wonders of the World.

 SHARE  SHARE

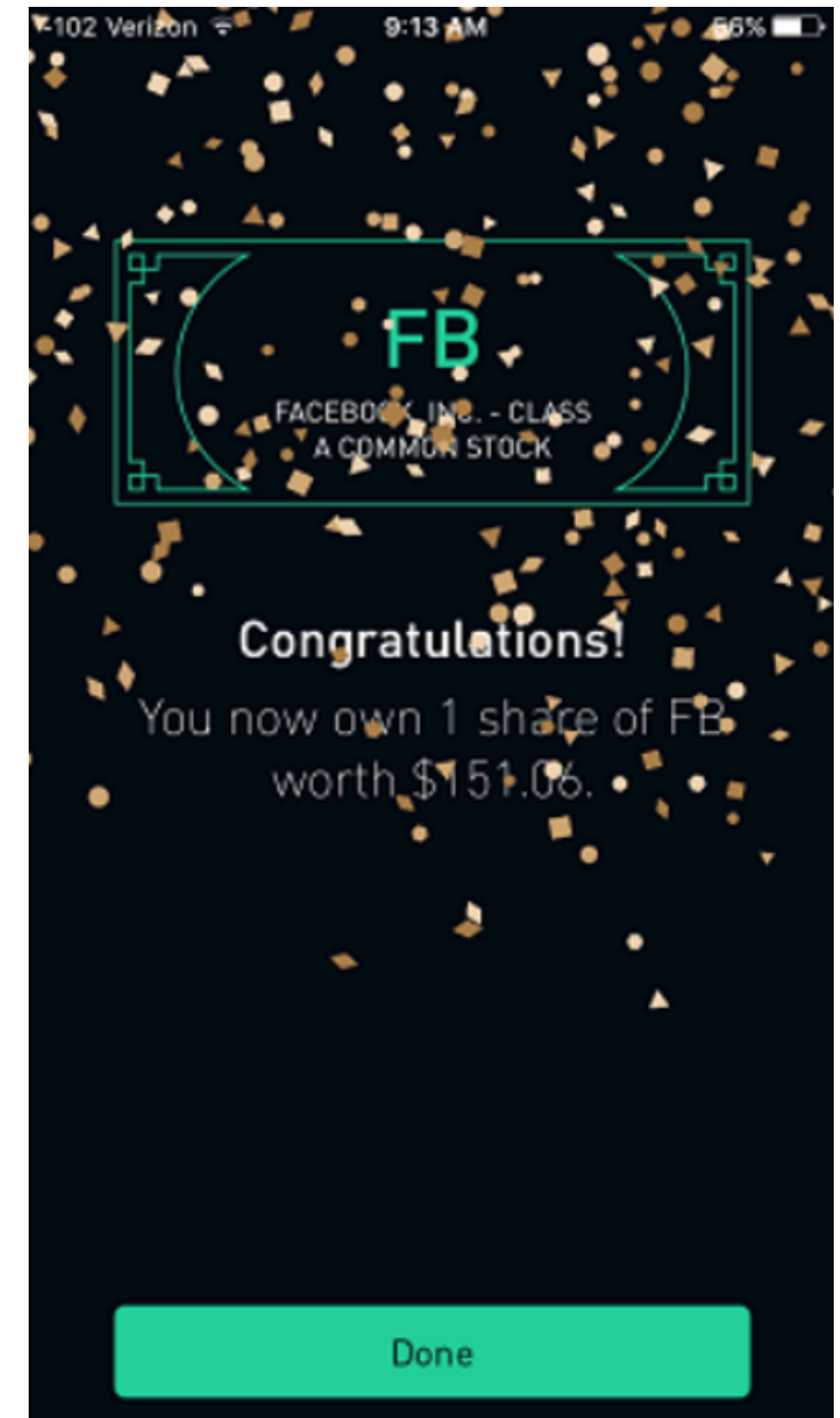
<http://www.uxforthemasses.com/10-gamification-lessons/>

Example: Robinhood

<https://www.fastcompany.com/90619112/robinhood-gamification-dark-side>

<https://www.investopedia.com/articles/active-trading/020515/how-robinhood-makes-money.asp>

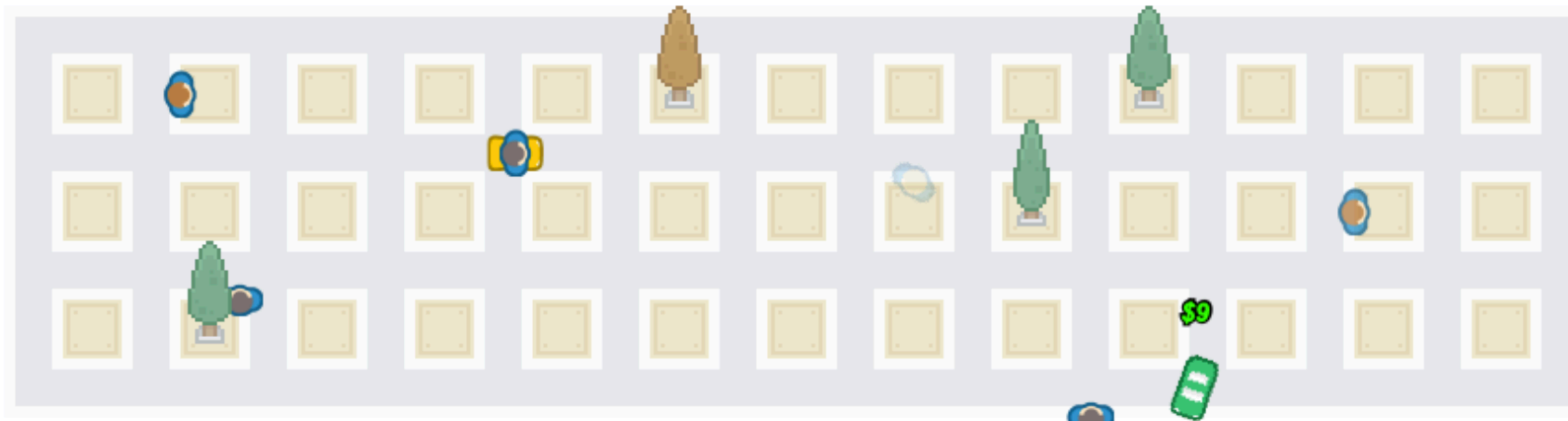
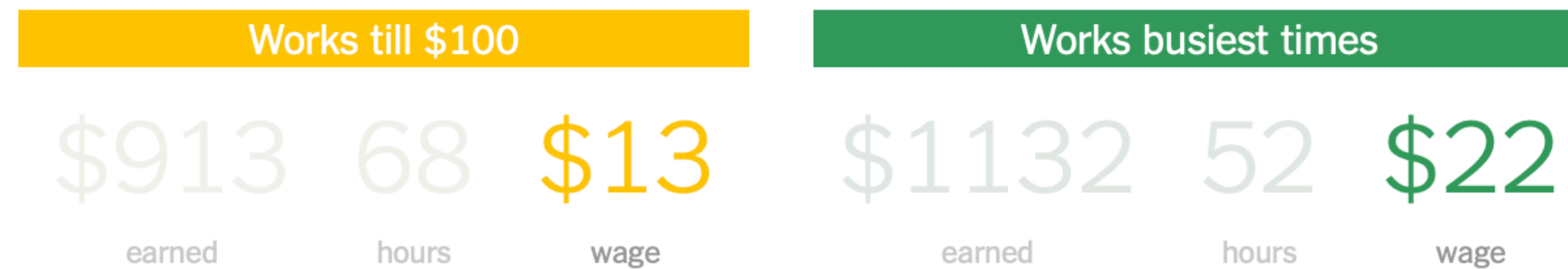
<https://www.paristechwatch.com/2021/08/have-retail-investors-been-treated-fairly-in-the-world-of-stocks-and-shares/>



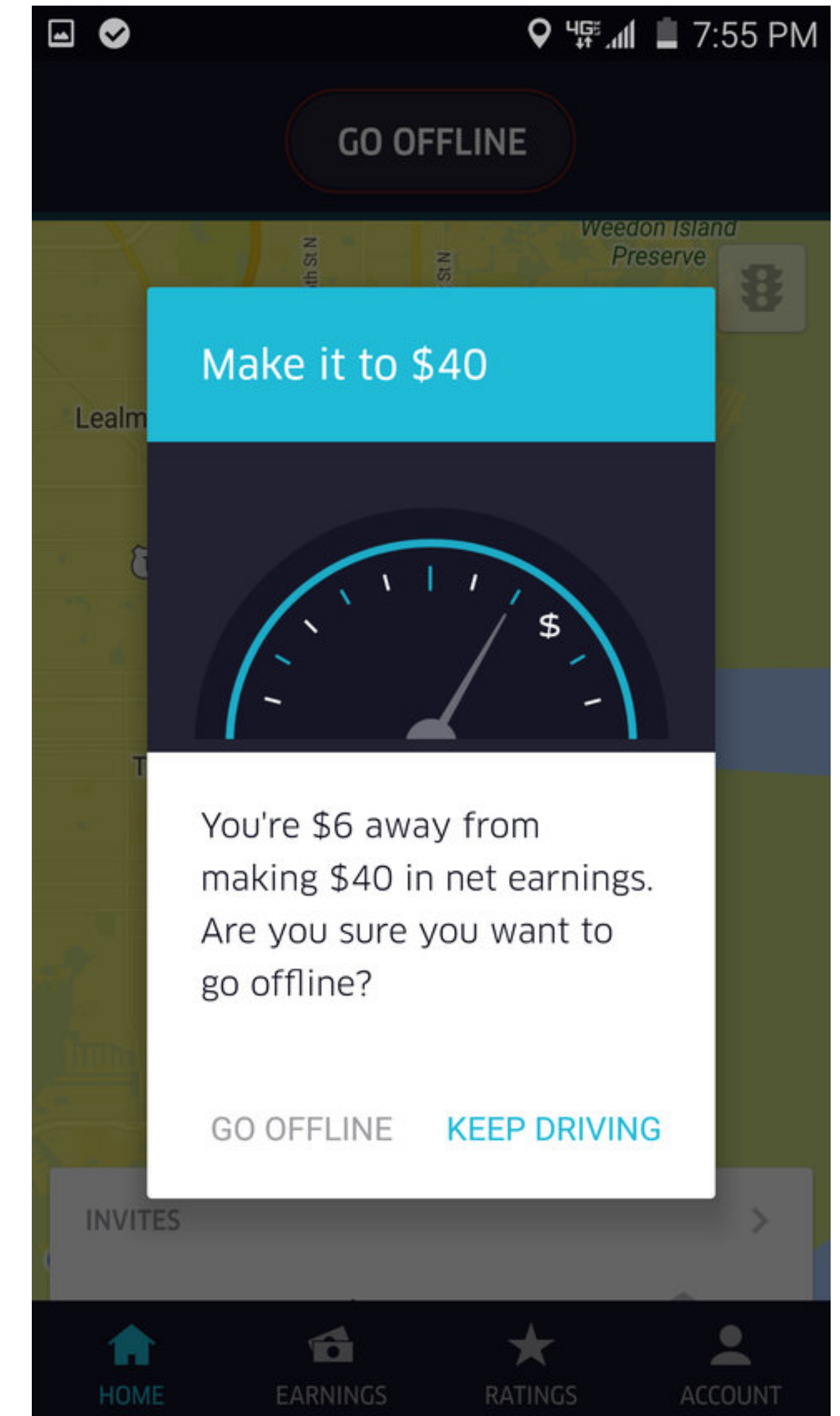
Example: Uber

Ride-share companies can benefit if they get drivers to focus on dollar targets, instead of working only during the busiest times.

Tip: Watch the hourly wage rates.



<https://www.nytimes.com/interactive/2017/04/02/technology/uber-drivers-psychological-tricks.html>



Other Examples?

Evaluating Gamification

- Who benefits from the gamification?
 - The user, the app developer, both?
- At what point does persuasion turn into manipulation?

Activity: Fix It

- In groups of 3-4, work to improve the Disney work tool from the article
- Describe:
 - The user incentives
 - How the game is scored
 - What elements will be added to or removed so the system is less manipulative and exploitative
- Try to keep the tool useful and interactive, while increasing productivity