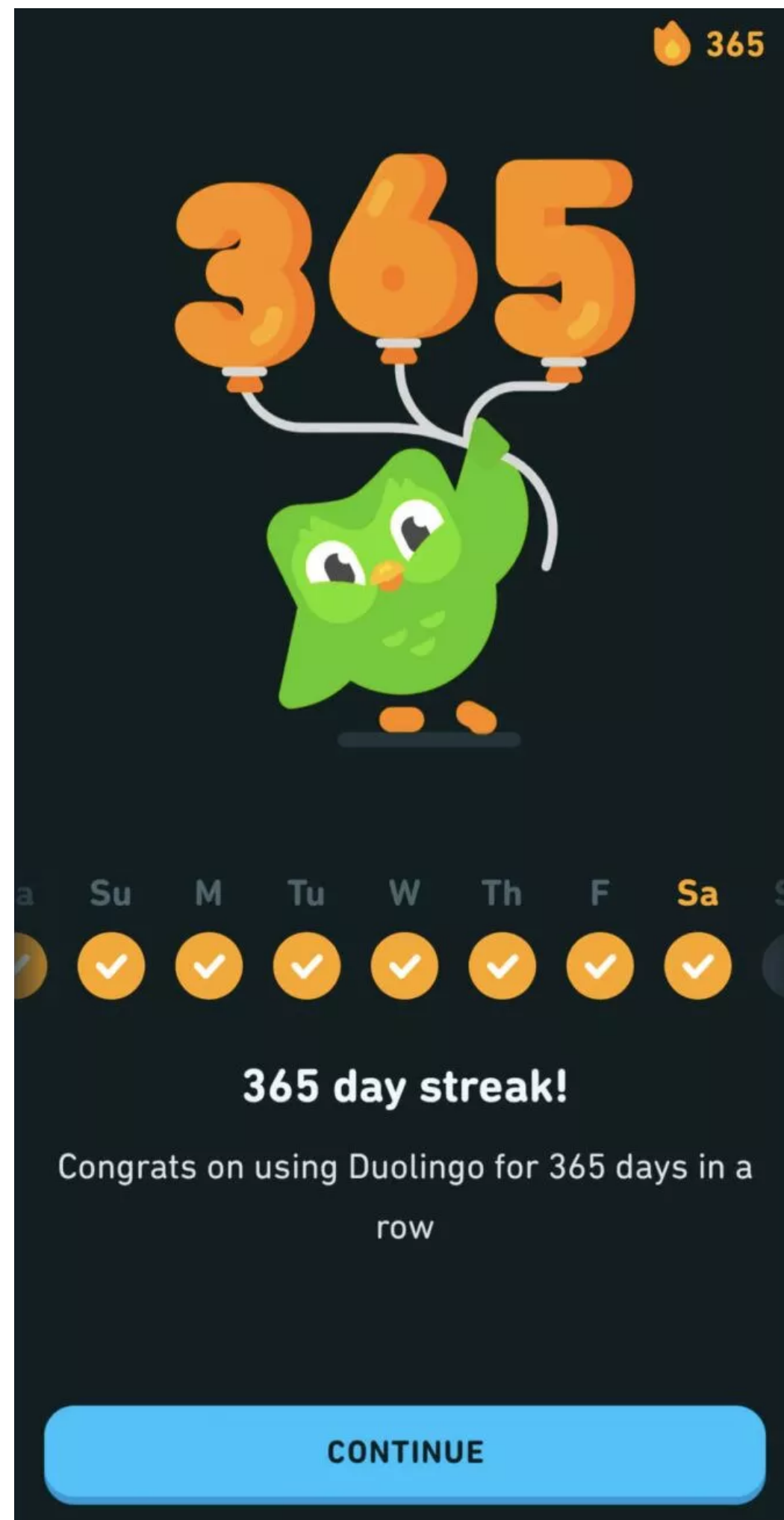


Gamification

Example: Duolingo




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

Example: Fitbit





fitbit.

SHARE:  



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

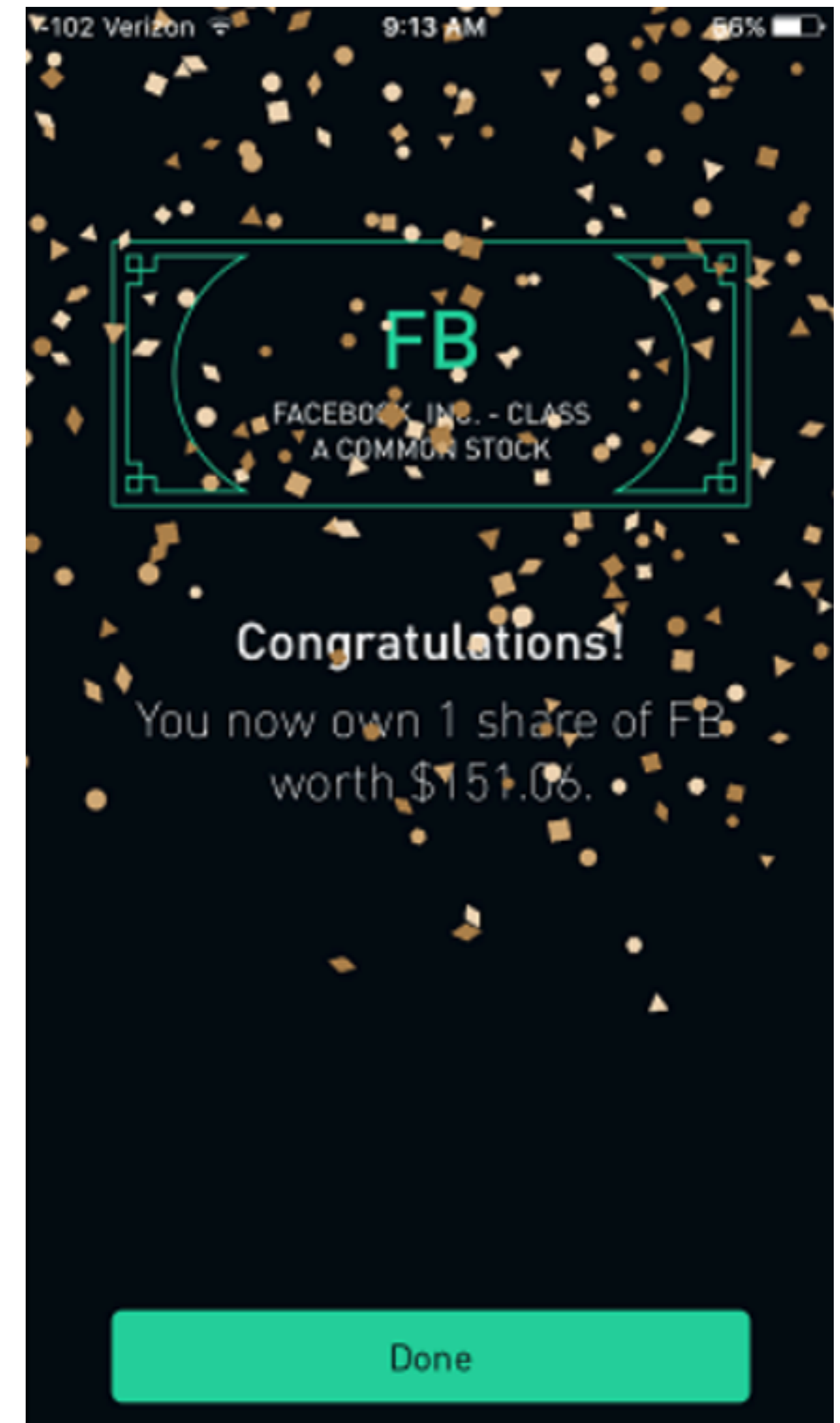
<http://www.uxforthemasses.com/10-gamification-lessons/>

Example: Robinhood

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

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

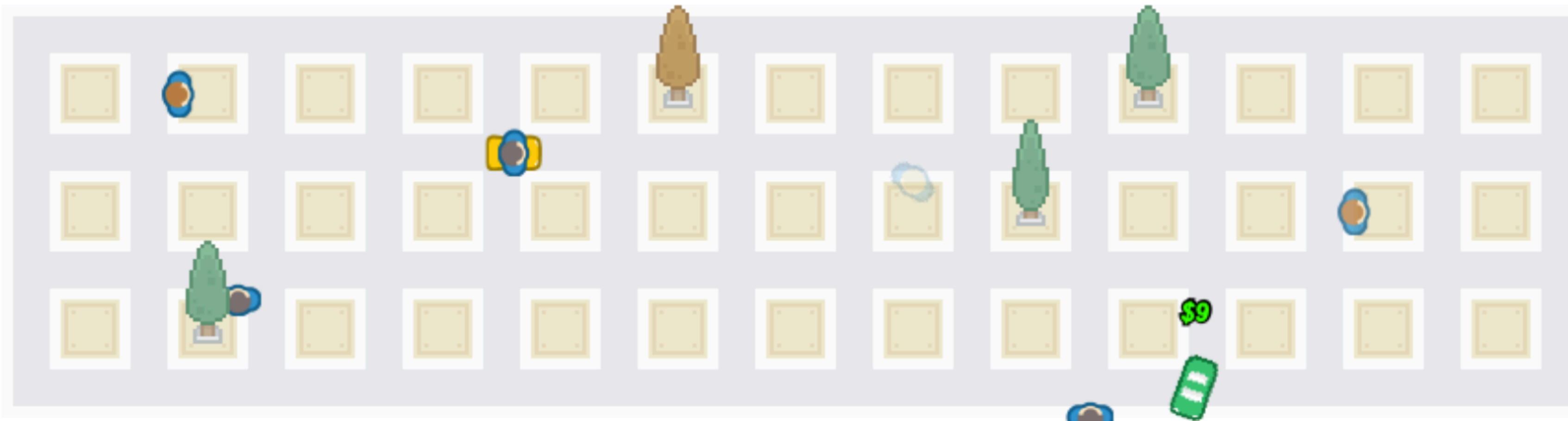
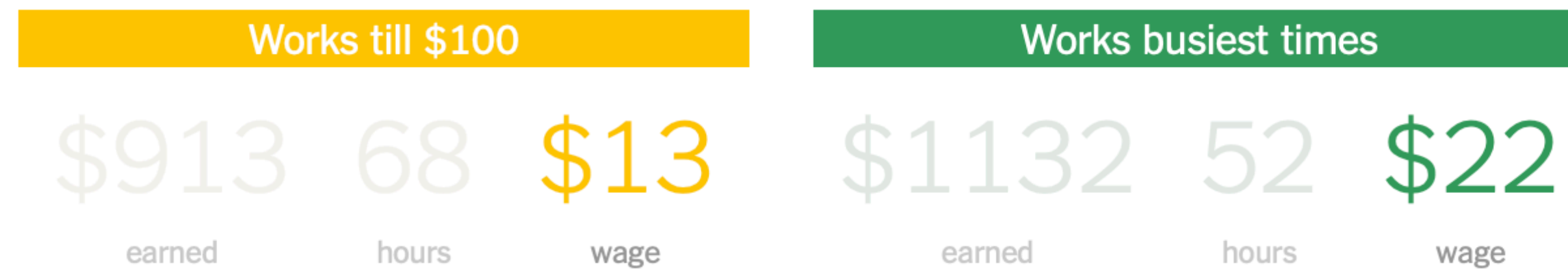
<https://www.paristechwatch.com/2021/08/have-retail-investors-been-treated-fairly-in-the-world-of-stocks-and-shares/>



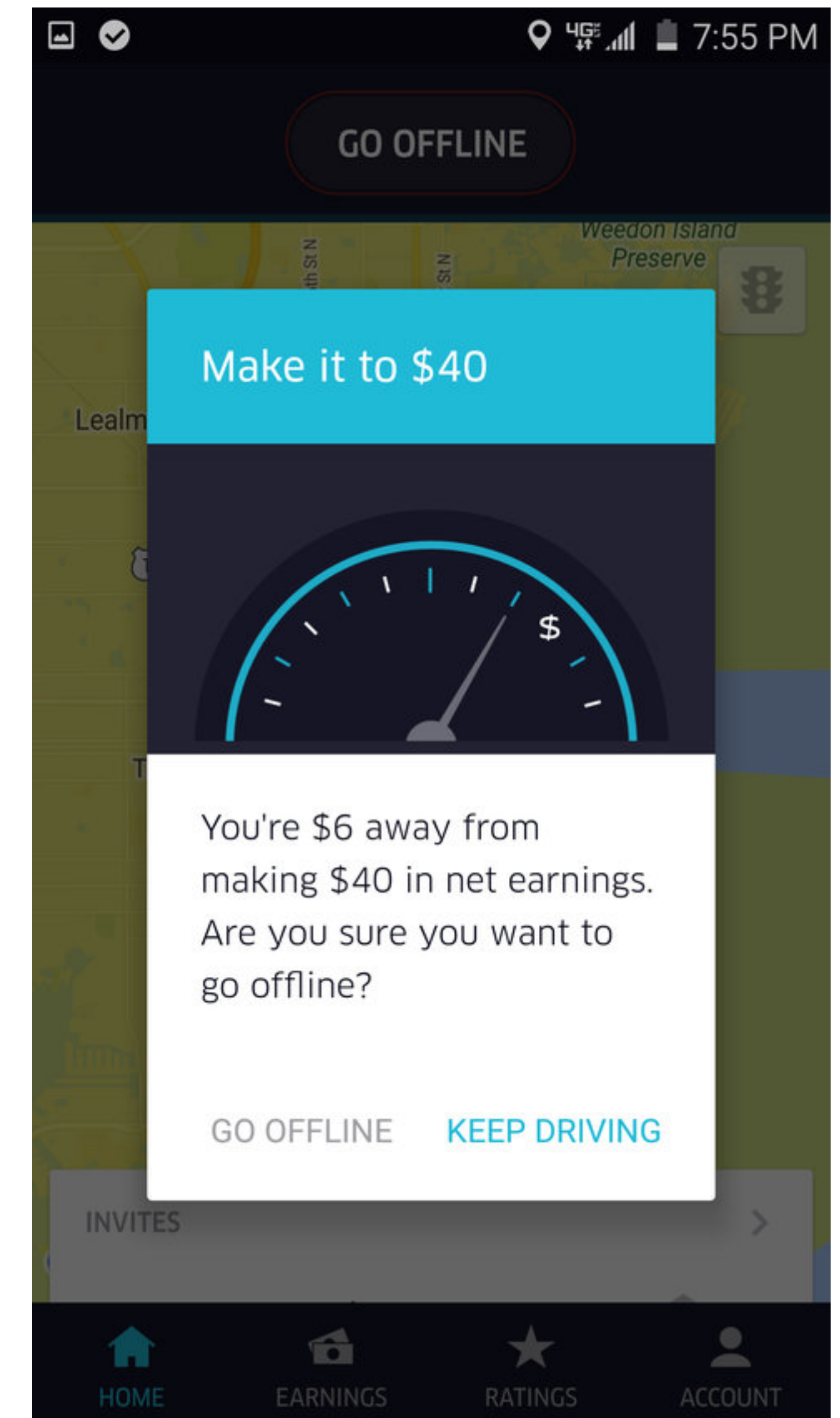
Example: Uber

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