Gamification Workshop

Gamification Design & Funifier Developer

(GD and FD)
(VCT or ILT)
(12 + 8 hours)

Improve engagement!

Gamification refers to applying fun and engaging elements found in games to non-leisure contexts, with the purpose to perform better, decrease the staff turnover and engage better with employees and customers.

The purpose with this workshop is to help you to learn how to better engage users to new ways of working and new behaviors. The goal is to increase user retention on accomplishing a project or using a product.

In this workshop you will learn how to initiate, plan and implement gamification projects, through the Gamification Design training (12 hrs) and the Funifier Developer training (8 hrs).

WORKSHOP RESULTS

❖ The Gamification Design Training aims to:
- ✓ Enable the client to develop gamification plans,
- ✓ Learn about human motivations, game techniques, player actions and stages of the player's journey.
- ✓ How to bring all these elements together to create gamification that solves the chosen business problem.

❖ In the Developer Training, you will learn how to:
- ✓ Use the fundamentals of the platform
- ✓ Set up a gamification within the platform
- ✓ Define KPI's and measuring results
- ✓ Perform integrations, and integrate the platform with trading systems
- ✓ Manage the project using the Funifier Dashboard
- ✓ Program event-driven gamification using Funifier Trigger.

TARGET GROUP

- ❖ Sales and Marketing,
- ❖ Operations
- ❖ Human Resources and Training
- ❖ IT

PREREQUISITES

- ❖ Willing to change through engagement.

SUBJECTS

- ❖ What is gamification
- ❖ Define a Pilot Project (with game techniques and player actions in it)
- ❖ How to create the flow of engagement and activate human motivations
- ❖ Stages of the player's journey
- ❖ Construction of the conceptual wireframes of gamification (graphic design and development teams)
- ❖ Create indicators and measure results, through Funifier Dashboard and integrate the platform with trading systems

TRAINING METHOD – HANDS ON

- ❖ The workshop combines theory with practice.
- ❖ The participants will learn in-depth the best practices for building a consistent gamification project

ABOUT FUNIFIER

- ❖ Funifier is a leading international company focusing on gamification solutions.
- ❖ Funifier has the largest number of available game techniques that one can apply in a business, meaning Simplicity and Gamification in one solution.

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