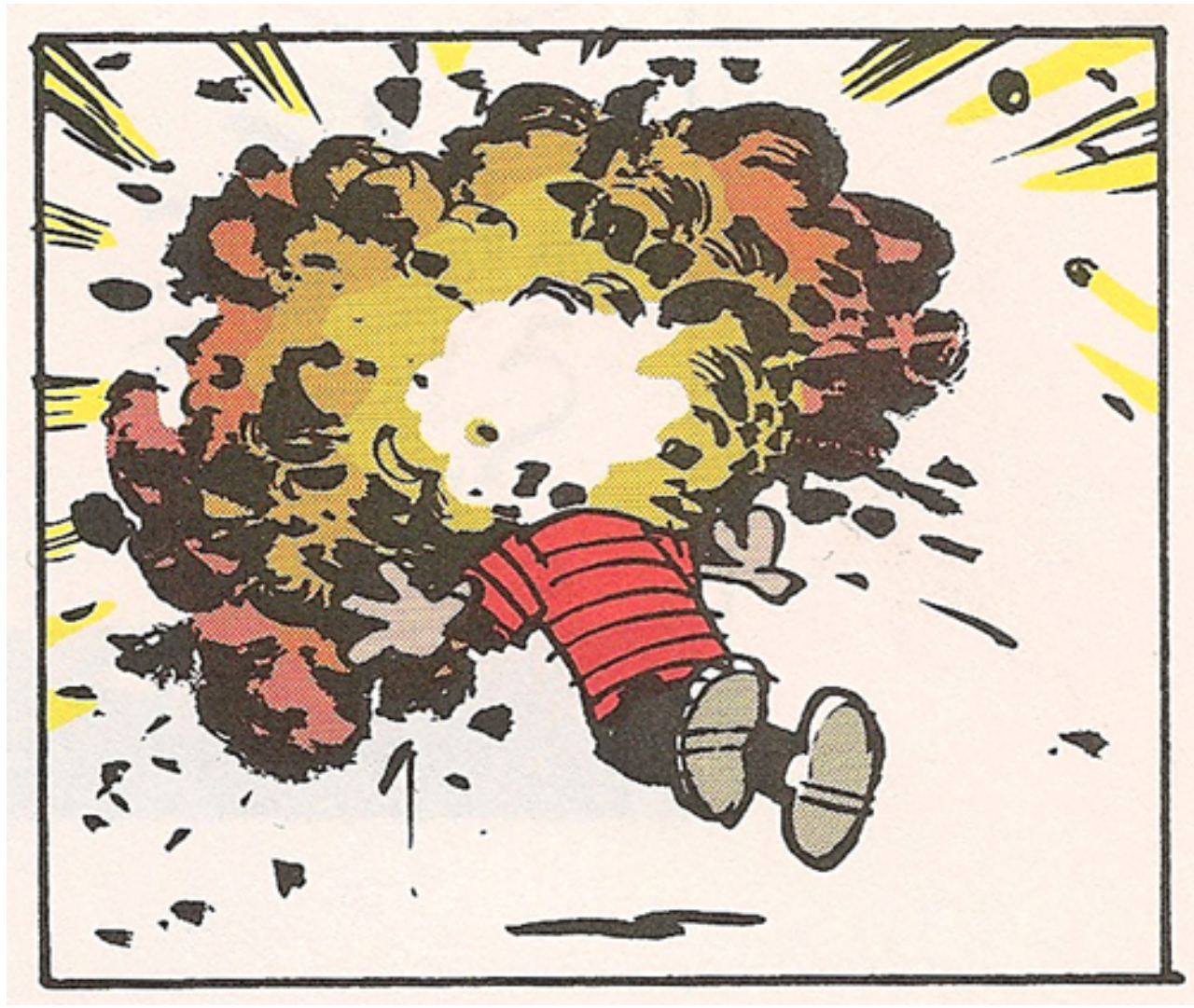




WHAT ON EARTH AM I
DOING IN HERE ON THIS
BEAUTIFUL DAY?/
THIS IS THE ONLY LIFE
I'VE GOT!!









Essa nota ruim está acabando com a minha autoestima.



Então você deveria estudar mais para tirar notas melhores



O seu desprezo da minha vitimização está acabando com a minha autoestima!

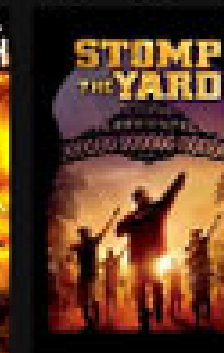
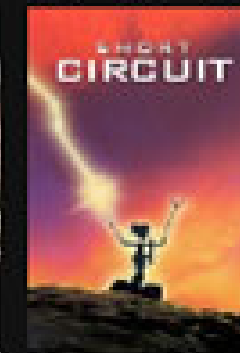
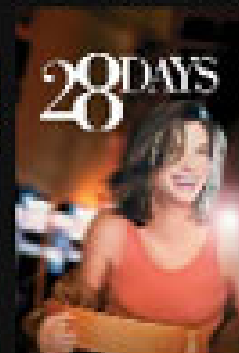
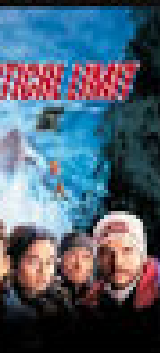
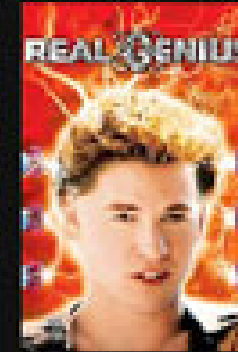
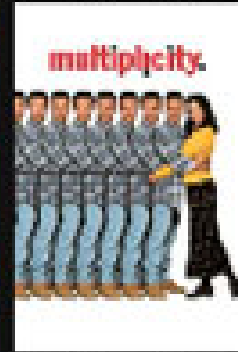
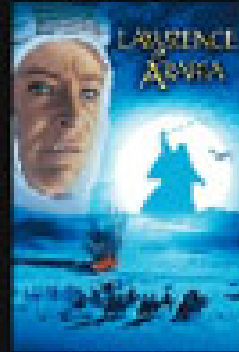
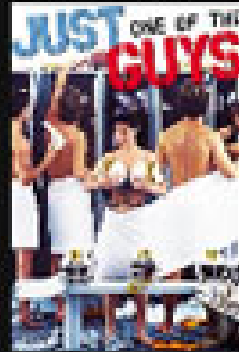
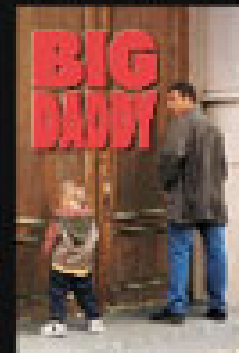
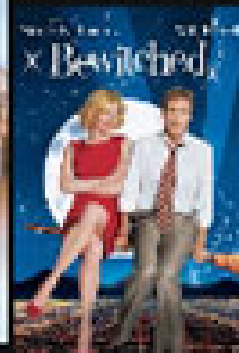
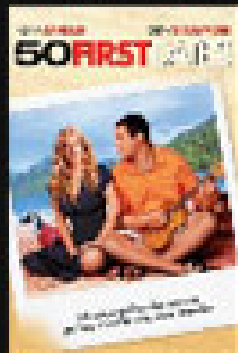
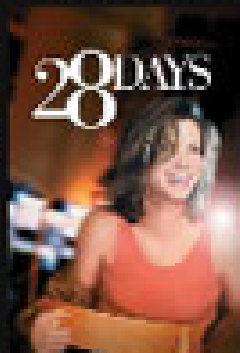








HTTQ: [unclear]



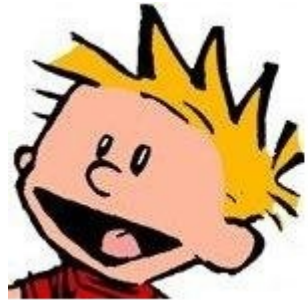




Gamificação



Guilherme Gomes Ferreira
Matheus Steck Cardoso



Diversão



Teoria da diversão



Alguns números

- Avatar: US\$237 milhões na estréia



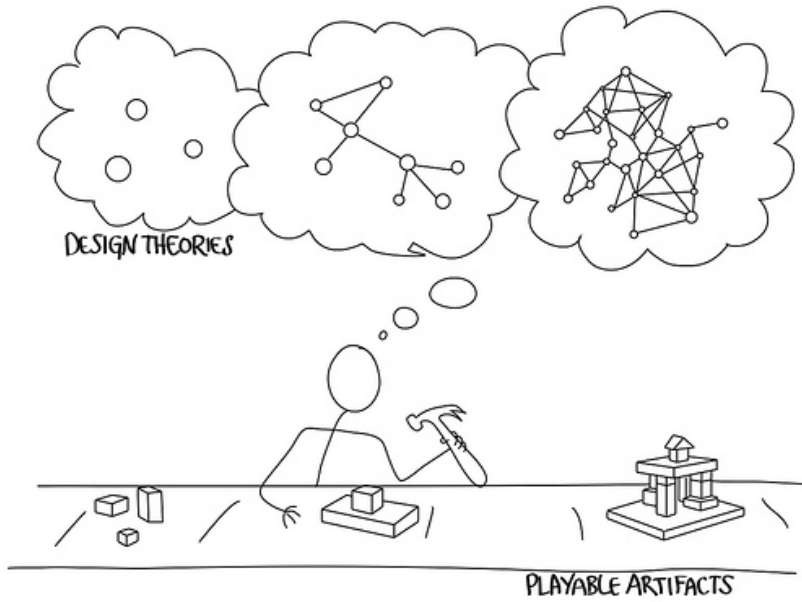
Alguns números

- Call of Duty Modern Warfare 3: US\$400 milhões em sua estréia (EUA e UK);

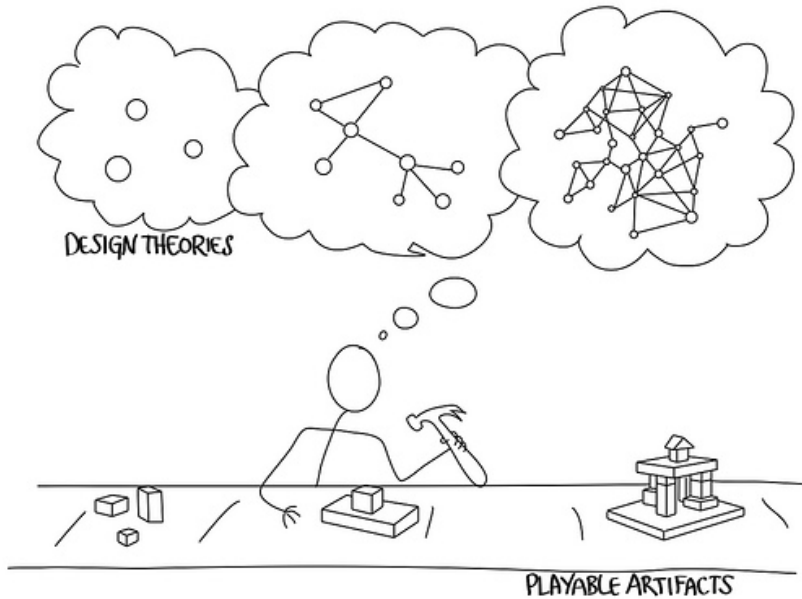




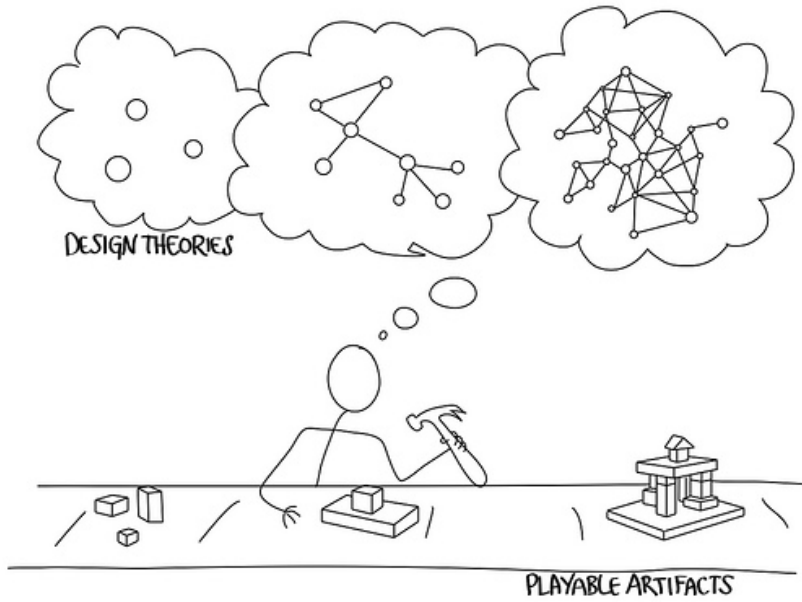
Geração Y



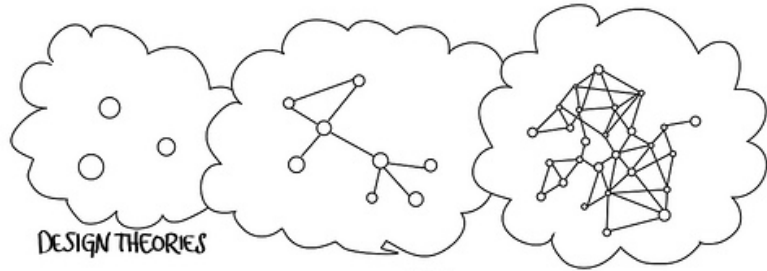
Geração Y



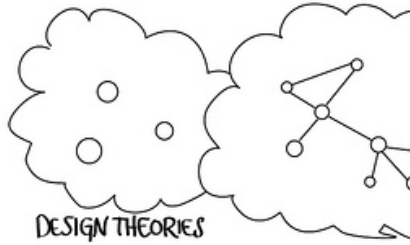
Geração Y



Geração Y



Geração Y



56% acessam a Internet diariamente
35% acessam a Internet de
1 a 6 vezes por semana



75% usam celulares
16% navegam na internet
por aparelhos celulares



97% participam
de alguma
rede social



79% produzem e compartilham
conteúdo na web
41% são produtores de conteúdo
38% compartilham conteúdo
que julgam interessante
31% postam vídeos de produção própria
24% publicam artigos ou
posts em blog próprio
04% apenas lêem blogs, fóruns e etc.

GERAÇÃO Z
A geração da Tecnologia





Killer

Get their kicks from imposing themselves on others.

Socialist

Interested in people, and what they have to say.

Gamer Types

Achiever

Regard points-gathering and rising in levels as their main goal, and all is ultimately subserviant to this.

Explorer

Delight in having the game expose its internal machinations to them.

“ An easy way to remember these is to consider suits in a conventional pack of cards: achievers are Diamonds; explorers are Spades; socialisers are Hearts; killers are Clubs. ”

Richard Bartle







Game Mechanics	Human Desires					
	Reward	Status	Achievement	Self Expression	Competition	Altruism
Points	●	●	●		●	●
Levels		●	●		●	
Challenges	●	●	●	●	●	●
Virtual Goods	●	●	●	●	●	
Leaderboards		●	●		●	●
Gifts & Charity		●	●		●	●

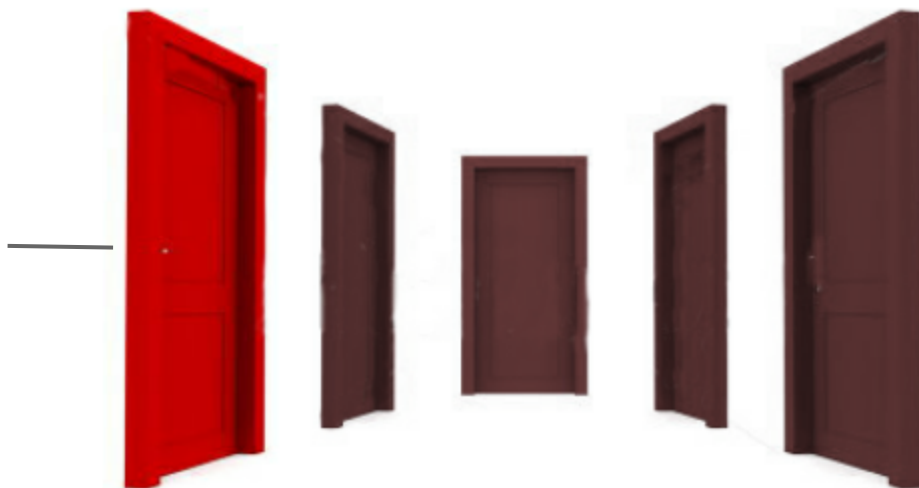
Figure 1 illustrates the interaction of basic human desires and game play. The green dots signify the primary desire a particular game mechanic fulfills, and the blue dots show the other areas that it affects.



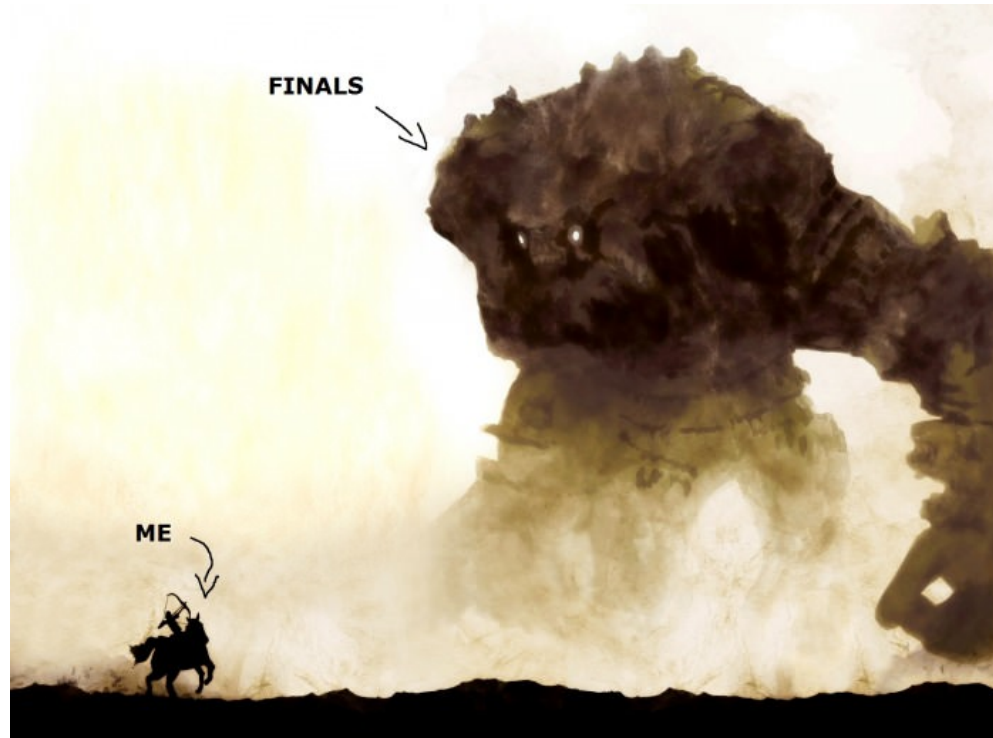
5 portas



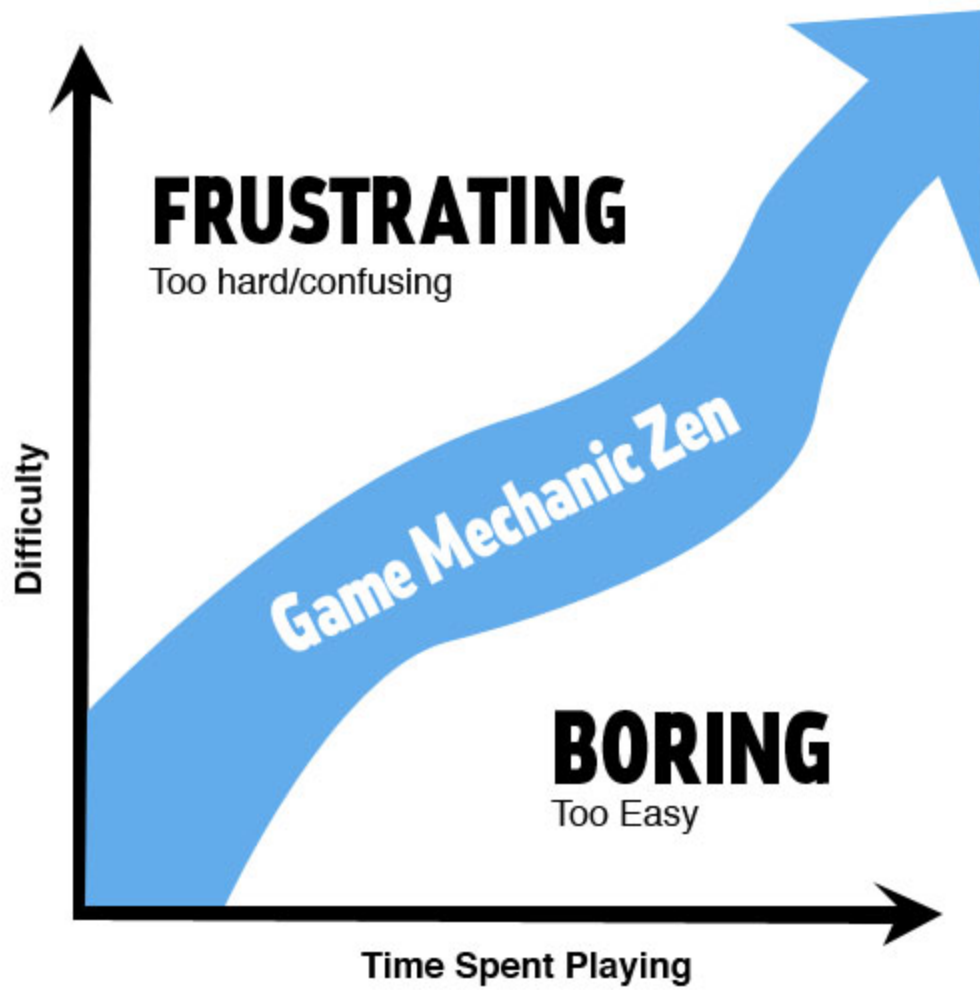
Desafio



Desafio







FRUSTRATING

Too hard/confusing

Difficulty

Game Mechanic Zen

BORING

Too Easy

Time Spent Playing



LOCKDOWN!


What are you still doing here, citizen? Haven't you heard? The city's under complete lockdown.

Go see Lieutenant Walden -- he'll give you further directions for evacuation.

QUEST OBJECTIVES

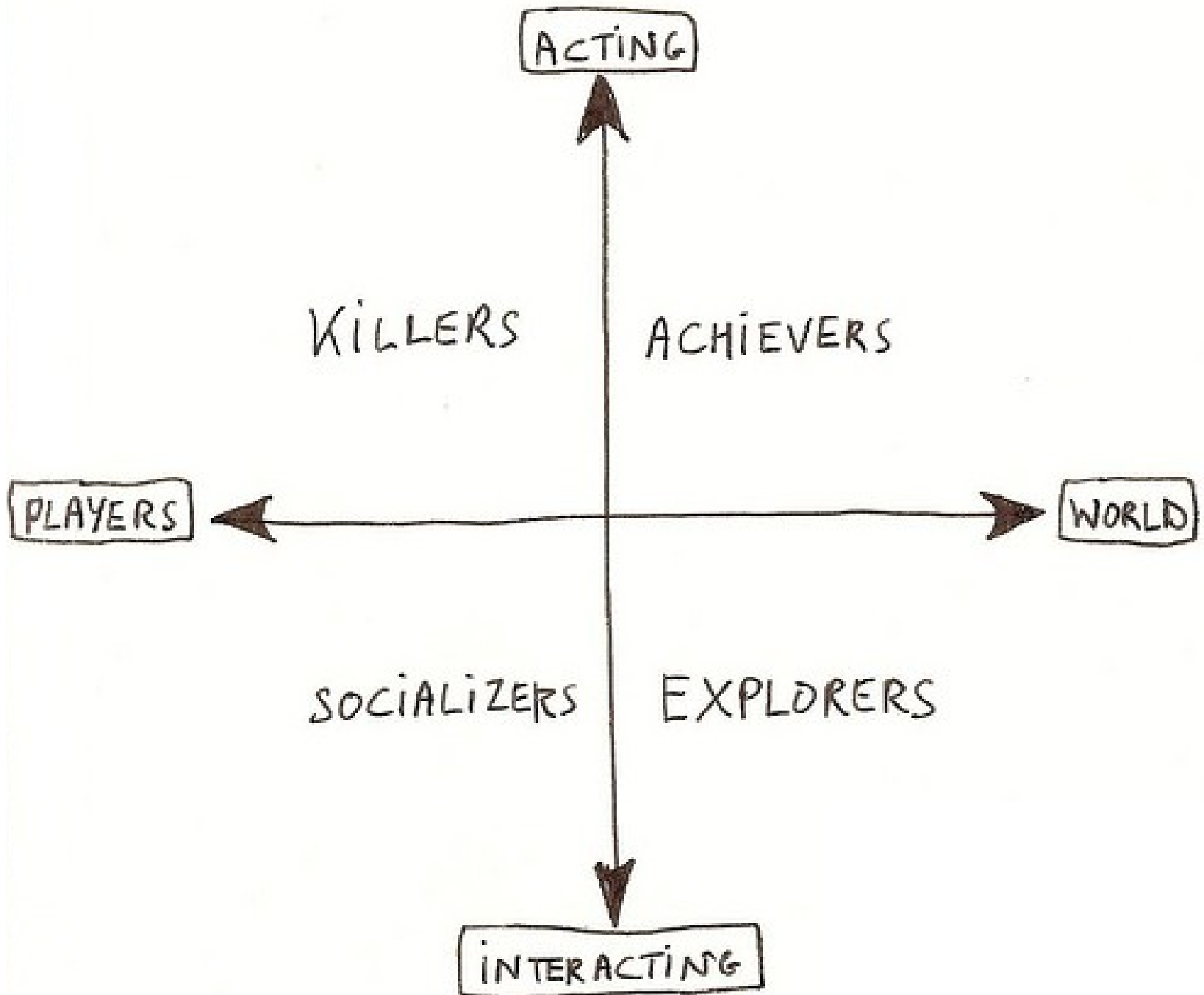
Find Lieutenant Walden in the northwestern end of the Merchant Square.

REWARDS

You will receive: 15 

Experience: 88

Accept





Aplicando em Sala:





CHALLENGE ACCEPTED



ACTING



KILLERS

ACHIEVERS



PLAYERS

WORLD

SOCIALIZERS

EXPLORERS



INTERACTING

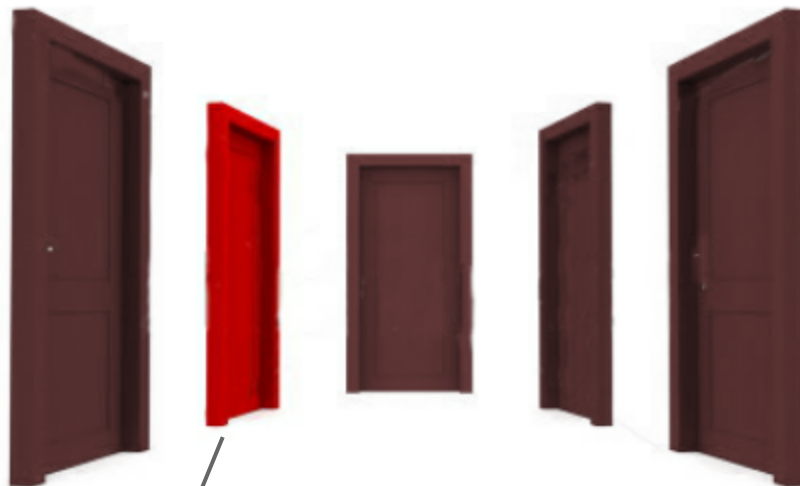




Desafio

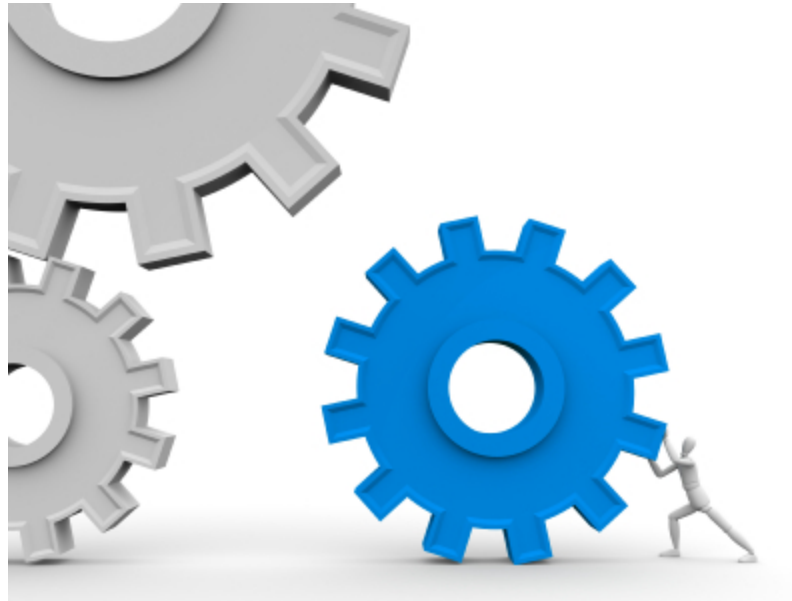


Desafio



Solução

Solução









Kaidan: Commander. I'm glad to see you're okay. Losing Jenkins was hard on the crew. And I'm glad we didn't lose you, too.

How are you holding up?

Jenkins will be missed.

We'll talk later.

Soldiers die.



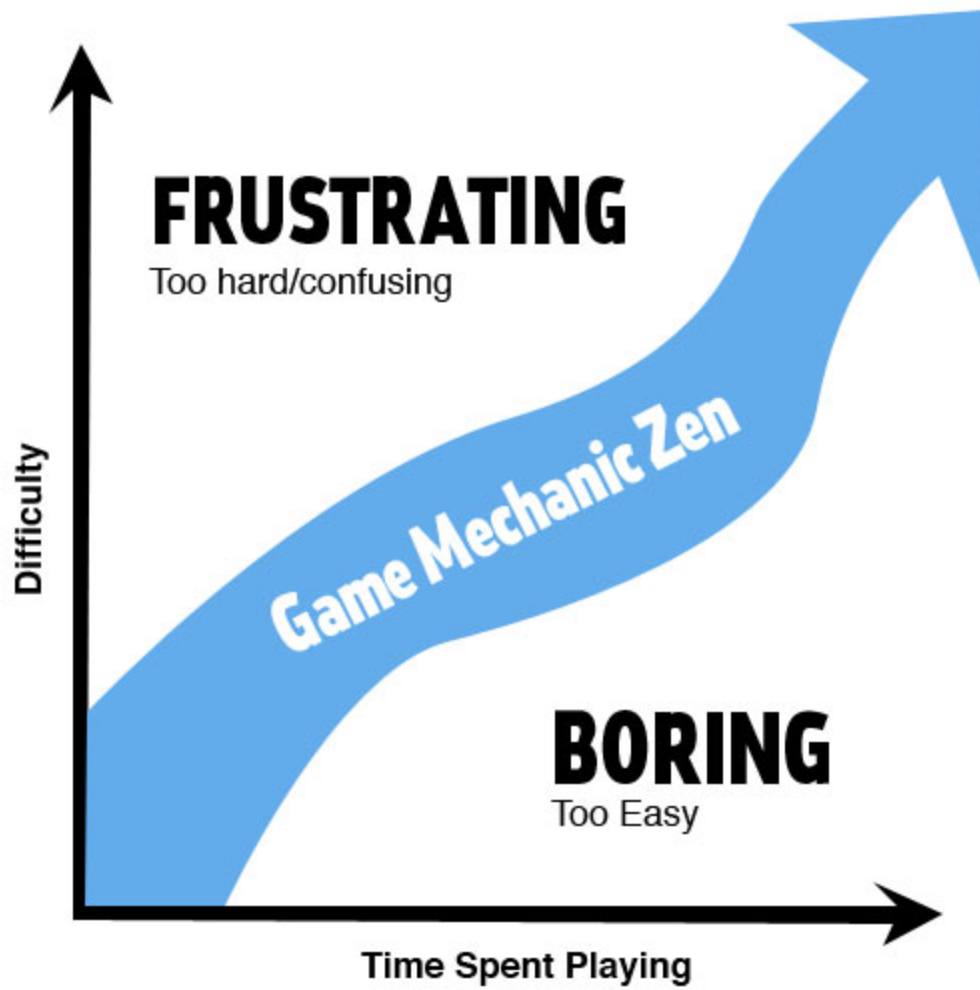
Game Over

TIP

Blitz gems allow you to cast magic faster by reducing the spell casting action.

Loading...





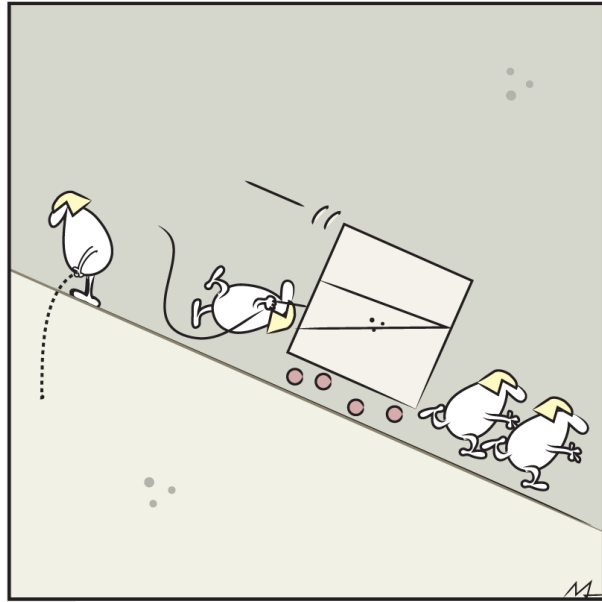
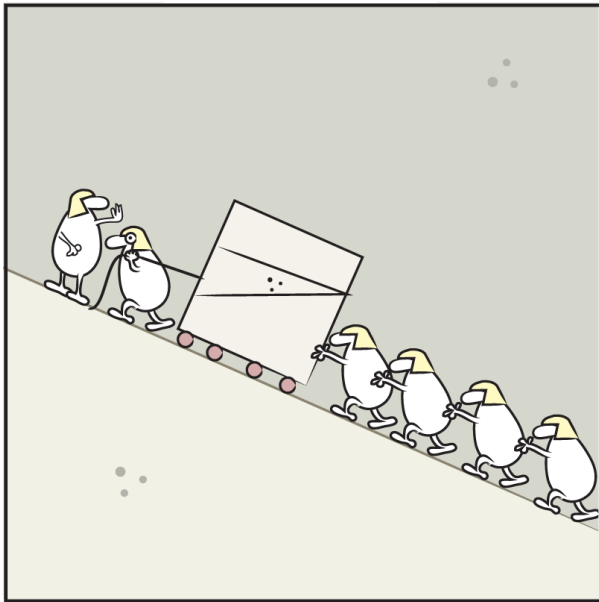
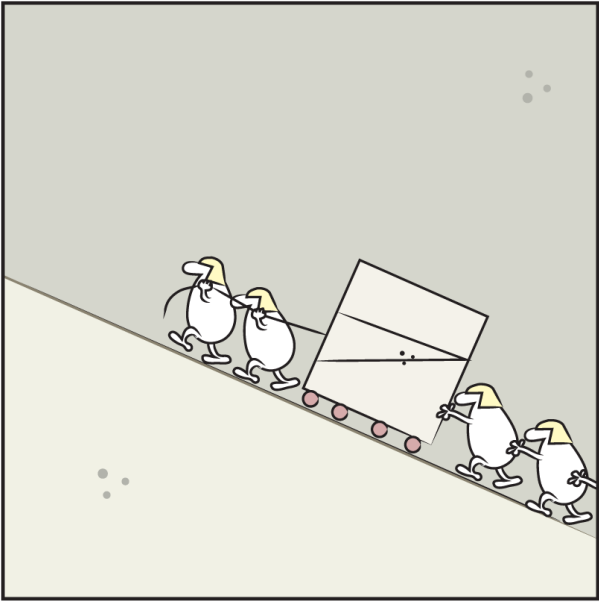
Aplicando em Sala:













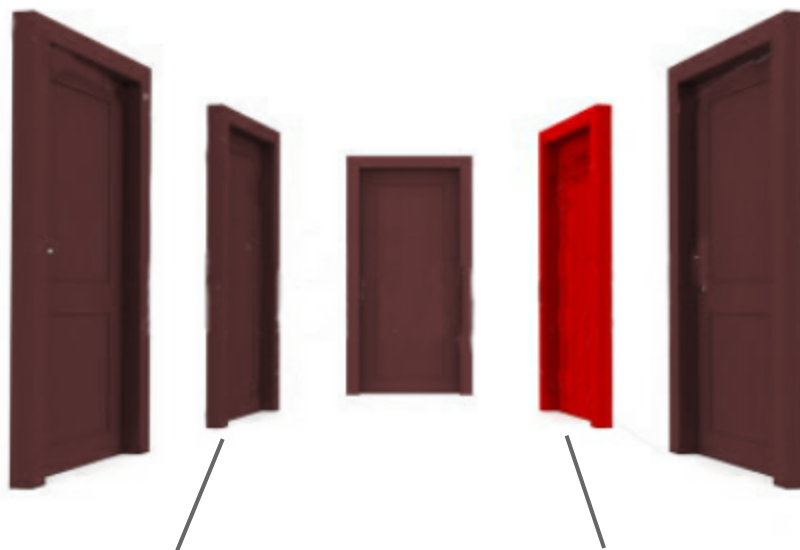


Desafio



Solução

Desafio



Solução

Recompensa

Recompensa



LOCKDOWN!


What are you still doing here, citizen? Haven't you heard? The city's under complete lockdown.

Go see Lieutenant Walden -- he'll give you further directions for evacuation.

QUEST OBJECTIVES

Find Lieutenant Walden in the northwestern end of the Merchant Square.

REWARDS

You will receive: 15 

Experience: 88

Accept



Trae



Level 8

10082/18000

Fame

4665/5000

Recognized



Strength

17



Weapon Damage

37-49



Dexterity

35



Crit and Dodge

6% 6%



Focus

10



Magic Damage

0-0



Vitality

13



Armor

17-33



HP

613

72

MP

Stat Points

0

Dexterity

Dexterity increases the chance to perform critical strikes and dodge enemy attacks. Dexterity also increases fumble recovery.

Critical Chance

+6.8%

Increases the chance to perform a critical attack

Dodge Chance

+6.8%

Increases the chance to evade enemy attacks

Fumble Recovery

+35.1%

Reduces the damage penalty if an attack is fumbled



1

28

2

12

3

4

5

634 0 25 11 26 2

11 ADD

LEVEL-UP!

2

You're now a
Blitherin' Tenderfoot
Reward(s):
Energy Refill
1 Horseshoe

LEVEL

You've gained a level! Want to pass some Experience out to your friends?

Nicholas's Ho

SKIP SHARE EXPERIENCE

MARKET

1 2 1 5

The image shows a game interface with a central level-up notification. At the top, there are navigation tabs: 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Help', and 'Get Horseshoes'. Below these are resource bars: gold (634), wood (0), a pie (25), a blue progress bar (11), and a purple progress bar (26). A yellow star with the number '2' indicates the level. The notification box contains the text 'LEVEL-UP!' and 'You're now a Blitherin' Tenderfoot'. Below this, it lists rewards: 'Energy Refill' and '1 Horseshoe'. A smaller box asks 'You've gained a level! Want to pass some Experience out to your friends?' with a 'LEVEL' button. At the bottom, there are 'SKIP' and 'SHARE EXPERIENCE' buttons. The background shows a farm scene with a character in a hat and a pipe. The bottom of the screen has a row of 'Add Neighbor' buttons and a 'MARKET' button.



DEATH (LEGENDARY)

DAMAGE **296** WEIGHT **16** VALUE **5979**

Target takes 51 points of frost damage to Health and Stamina. Target takes 51 points of shock damage, and half as much Magicka damage.







TEAM FORTRESS 2™



Aplicando em Sala:















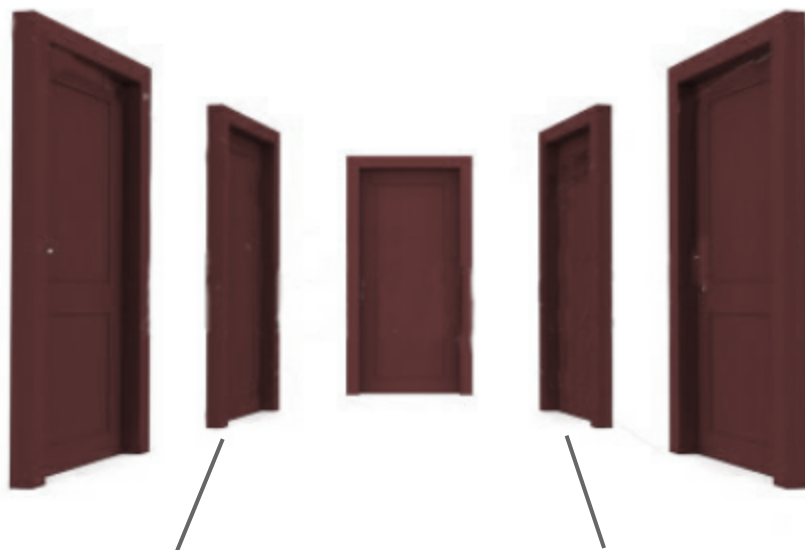






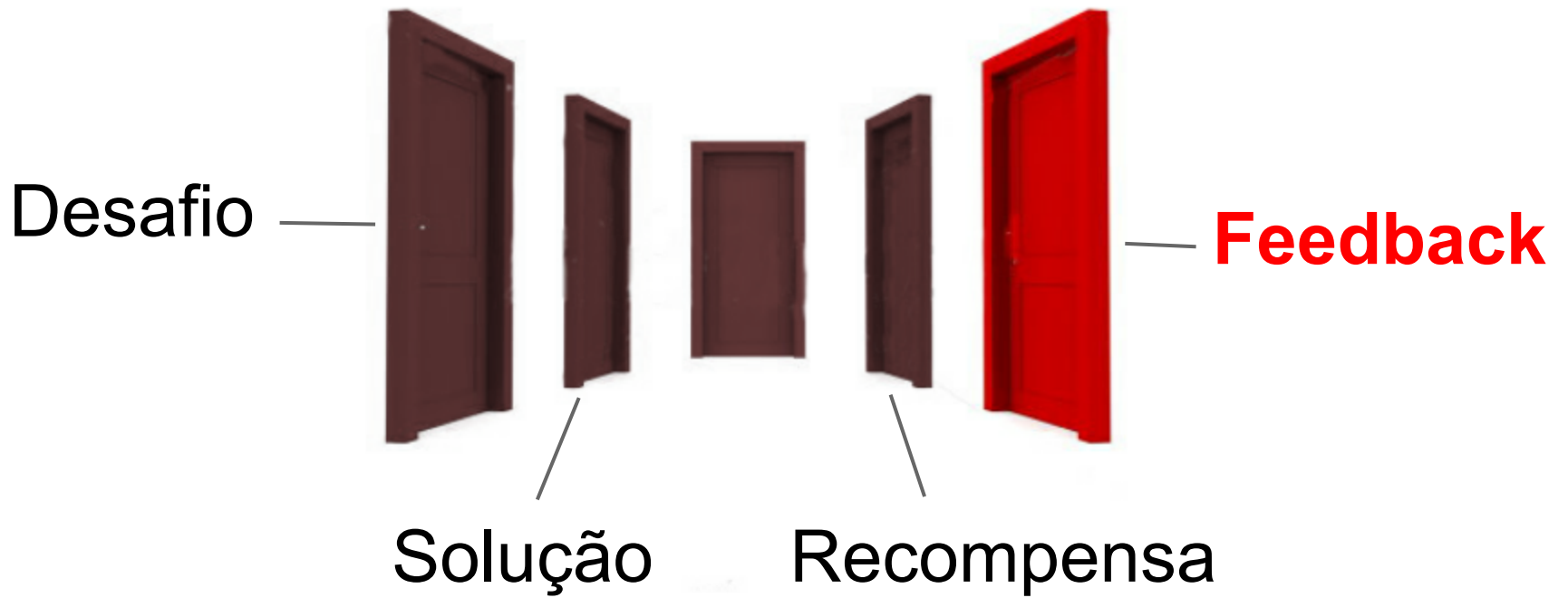


Desafio

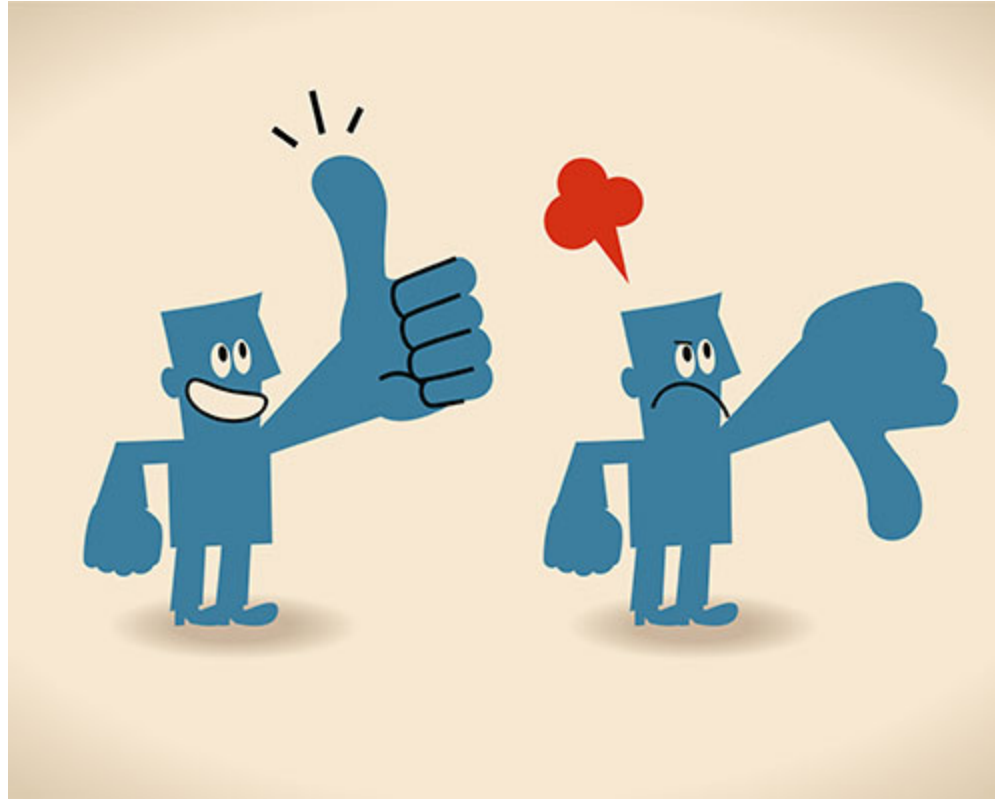


Solução

Recompensa



Métrica / Feedback







TOP SCORES

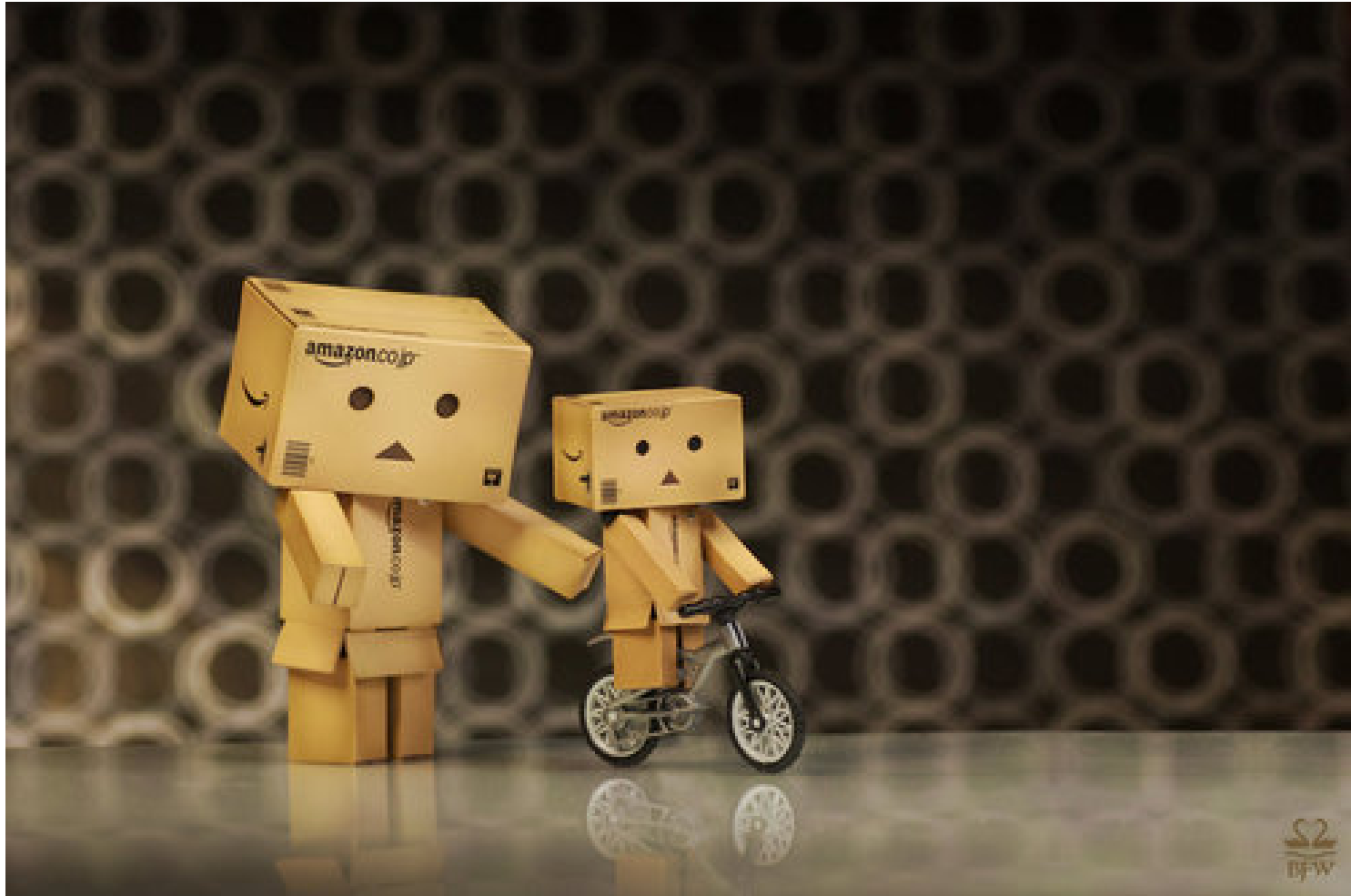
User Name	Level	Score
Player	10	5000
Player	9	4500
Player	8	4000
Player	7	3500
Player	6	3000
Player	5	2500
Player	4	2000
Player	3	1500
Player	2	1000
Player	1	500

OK

CLEAR

**GAME
OVER**

TRY AGAIN?

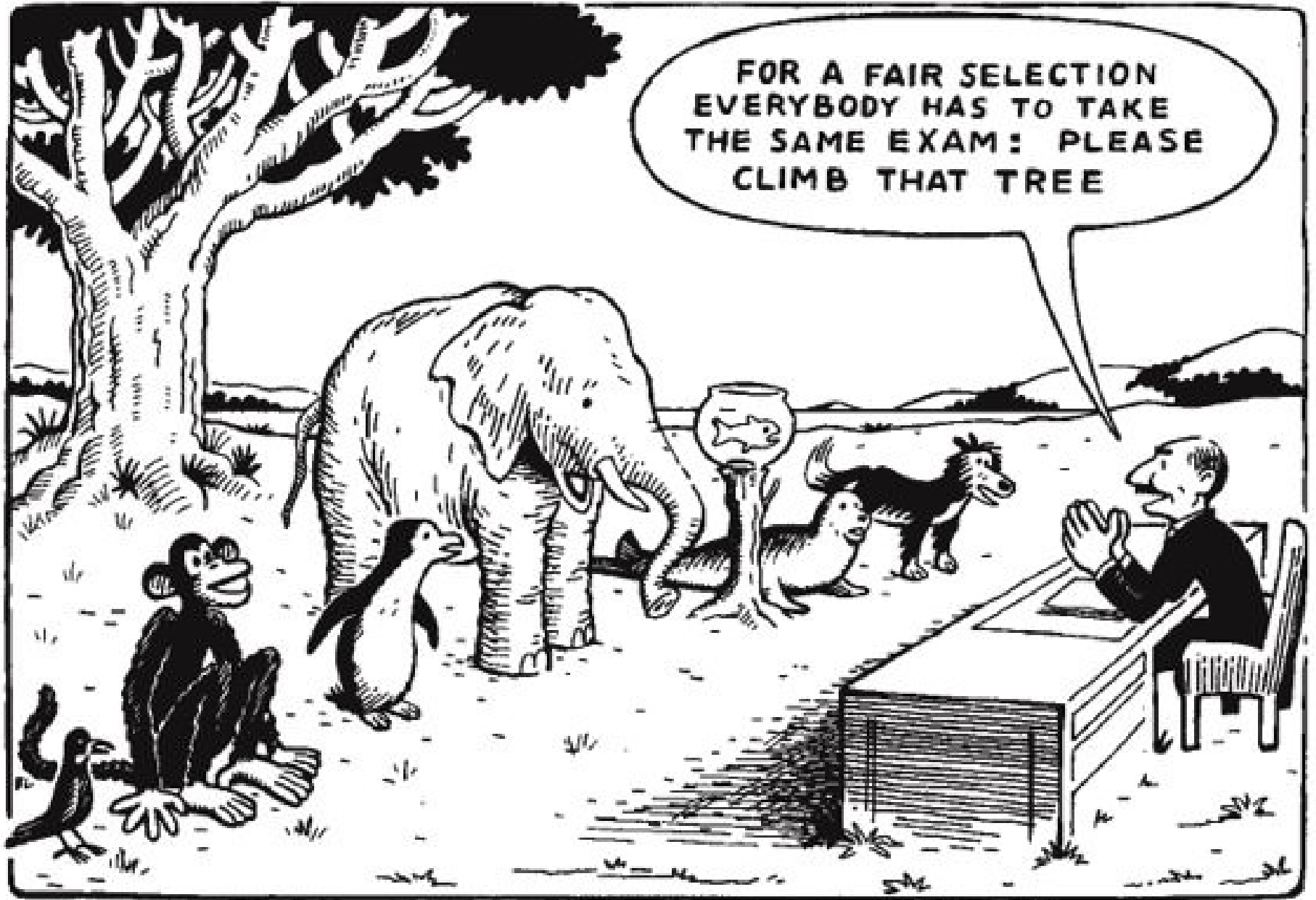




Aplicando em Sala:



FOR A FAIR SELECTION
EVERYBODY HAS TO TAKE
THE SAME EXAM: PLEASE
CLIMB THAT TREE





- Excellent
- Very good
- Good
- Average
- Poor



Notas Evolutivas



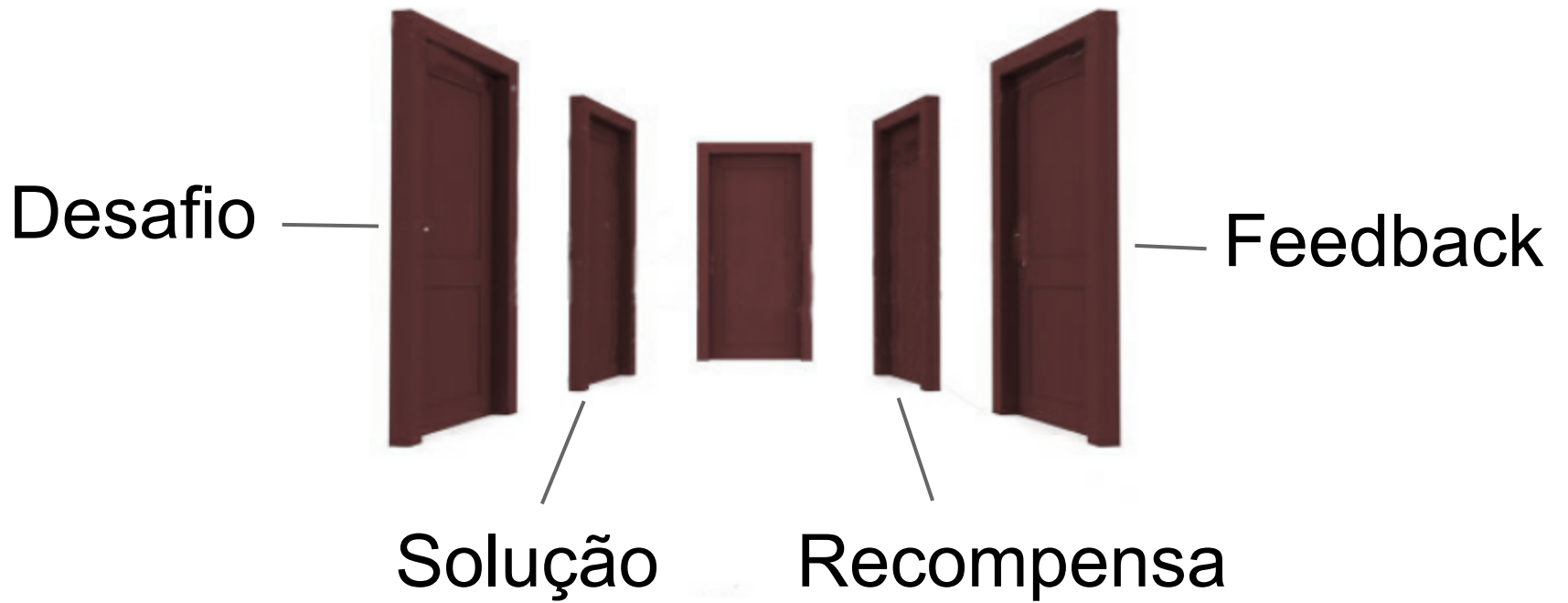




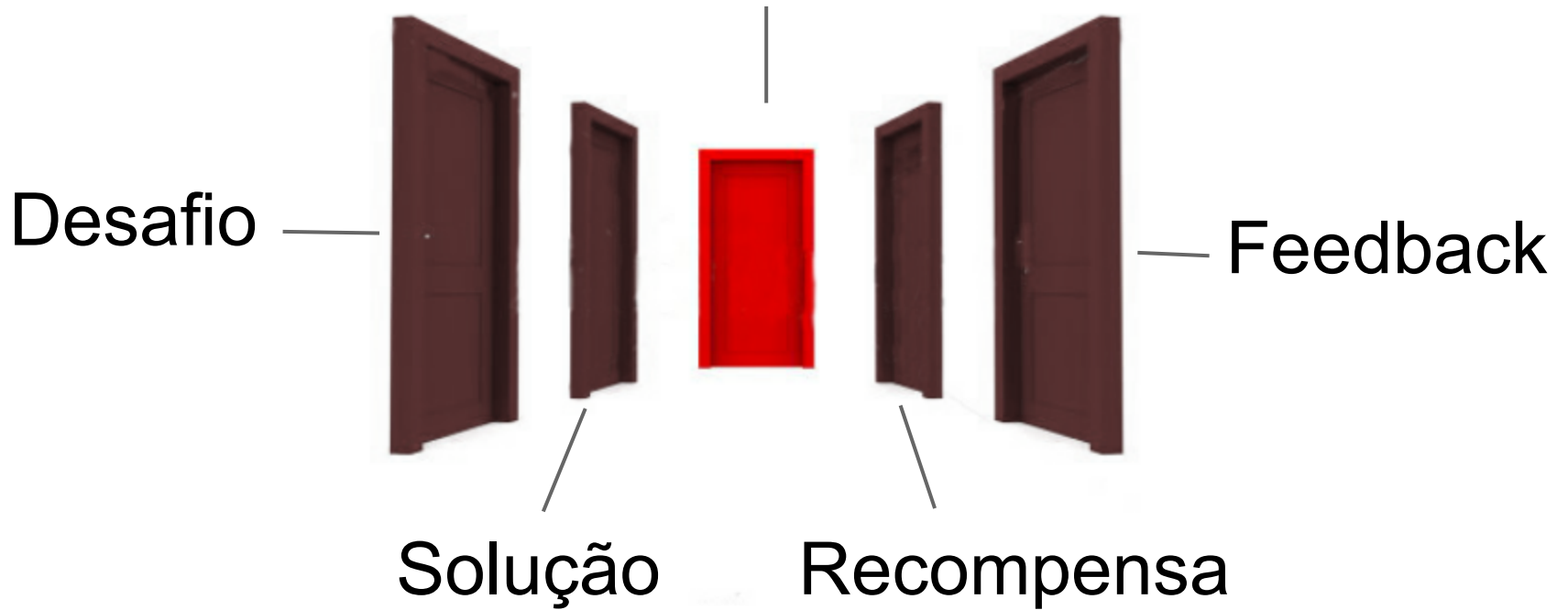








Reconhecimento



Reconhecimento



Listen here, n00b. . .

TOP SCORES

User Name	Level	Score
Player	10	5000
Player	9	4500
Player	8	4000
Player	7	3500
Player	6	3000
Player	5	2500
Player	4	2000
Player	3	1500
Player	2	1000
Player	1	500

OK

CLEAR



ACTING



KILLERS

ACHIEVERS

PLAYERS

WORLD



SOCIALIZERS

EXPLORERS



INTERACTING

Aplicando em Sala:













Receive challenge



Find Solution



Receive Reward



Rejoice in the adulation of your peers



we are not worthy!

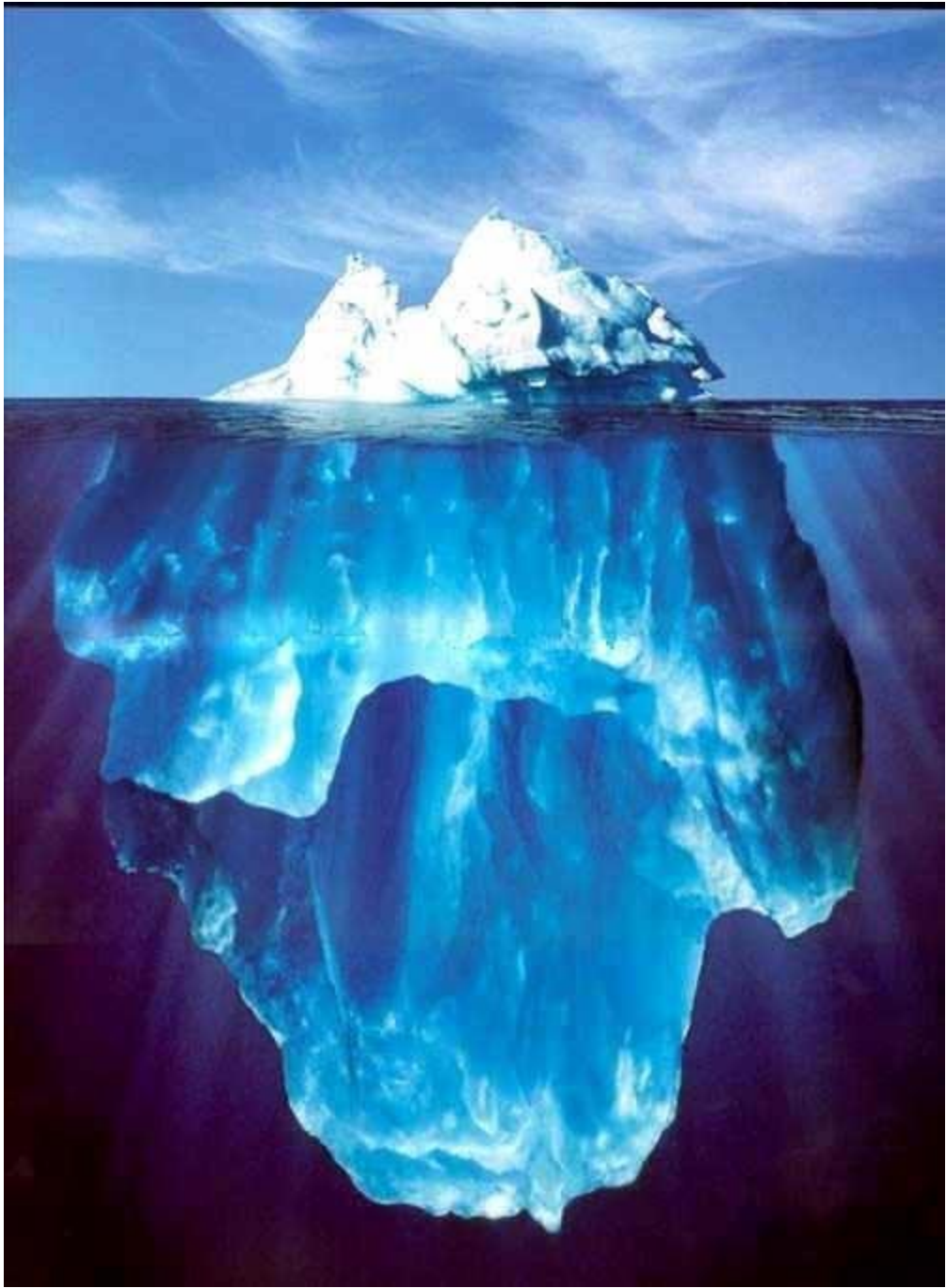
Measure how you did against others



we are not worthy!



we are not worthy!





2011

GAMIFICATION GOES MAINSTREAM

Ga • mi • fi • ca • tion (n.):
the application of concepts and techniques from games to other areas of activity.



Oxford Dictionary adds 'Gamification' to its Word of the Year short list

BRANDS ADOPTING GAMIFICATION

- AOL
- COKE
- DELL
- MLB
- NIKE
- NISSAN
- PEPSI
- VIACOM

\$25M in venture funding investments to gamification

1 BigDoor acquires OneTrueFan for industry's first roll-up

8 books published on gamification

PREDICTIONS (YOU CAN COUNT ON)

50% of organizations that manage innovation processes will gamify those processes by 2015

70% of Global 2000 organizations will have at least 1 gamified application by 2014

\$2.8B in direct spending on gamification by 2015



"Every startup CEO should understand gamification."
- Bing Gordon, former executive of EA Games

Gartner Research includes gamification on their annual Hype Cycle chart for Emerging Technologies



WEBSITE PUBLISHER SAVANNAH MORNING NEWS SAW A **3X LOYALTY SCORE INCREASE** FOR GAMIFIED VISITORS

BEFORE GAMIFICATION

AFTER GAMIFICATION

Version with linked references and sources: big.do/2011graphic



big.do/2011graphic

REPORT
VIACOM

1ST EVER
GAMIFICATION SUMMIT
JANUARY 2011



PREDICTIONS
(YOU CAN COUNT ON)

50%



of organizations that manage innovation processes will gamify those processes by 2015

70%



of Global 2000 organizations will have at least 1 gamified application by 2014

\$ 2.8B



in direct spending on gamification by 2015



"Every Startup CEO Should

GAMIFICATION™

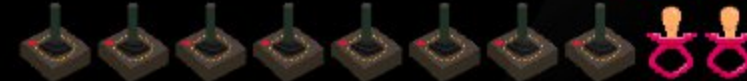
BY INTREPID LEARNING

PLAYER: 1 SCORE: 8,664,457 HIGH SCORE: 8,675,309

Percent of American households that regularly play video games: **78%***



Percent of children who play video games at least once every two weeks: **82%***



Employee gains when utilizing video game training:*

Info. retention: **9%**



Grasping facts: **11%**



Job skills knowledge: **14%**



Companies optimizing employee and customer engagement outperformed competitors by:



26%
IN GROSS MARGIN**
(YOU'RE ON YOUR WAY!)



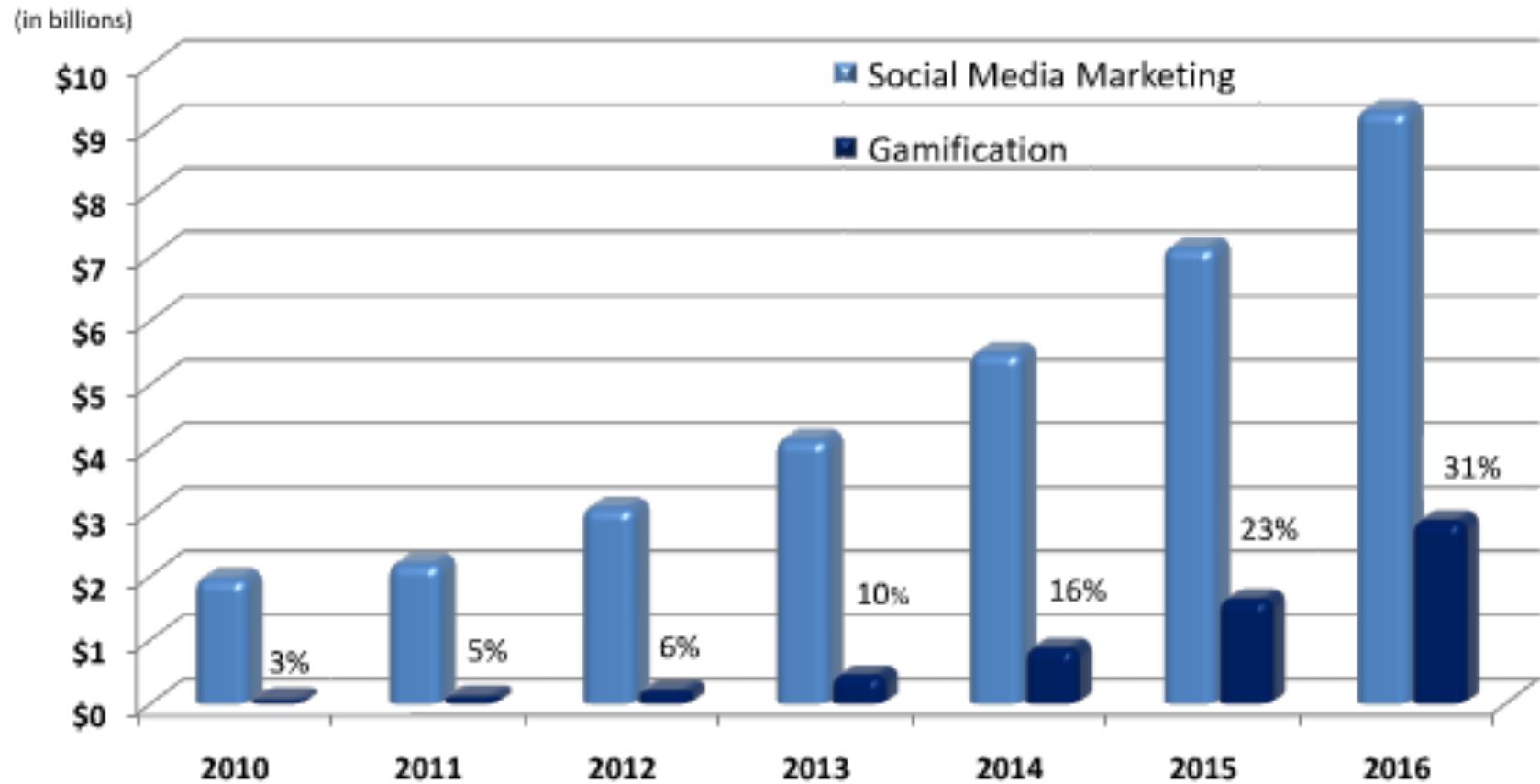
85%
IN SALES GROWTH**
(WINNER! WINNER!)

*UNIVERSITY OF COLORADO DENVER BUSINESS SCHOOL / **GALLUP
Copyright 1982 / Intrepid Learning (Ha! Fooled ya! It's 2012.)



Gamification Market Size

Spending on Social Media Marketing and Gamification



THE *Gamification* OF EDUCATION

Gamification* has tremendous potential in the education space. *How can we use it to deliver truly meaningful experiences to students?*

*Gamification [n]: the use of game design elements in non-game contexts

“Game players regularly exhibit persistence, risk-taking, attention to detail, and problem-solving, all behaviors that ideally would be regularly demonstrated in school.”— *The Education Arcade at MIT*



1.2 MILLION STUDENTS

in the U.S. fail to graduate from high school every year. According to Joey Lee and Jessica Hammer at Columbia Teachers College, “the default environment of school often results in undesirable outcomes such as disengagement, cheating, learned helplessness, and dropping out.”

28 million people harvest their crops on *FarmVille* every day.

OVER 5 million play an average of 45 hours a week of games.

As a planet, we spend **3 billion hours a week** playing video and computer games.

Agora!





inclusão.com

