How to use game design to create change-oriented learning experience
EPISODE 1

Why gamification?
KEY IDEA BEHIND GAMIFICATION

If games are designed, can we apply these principles in acquiring new habits, improving healthy lifestyle, effective onboarding to companies, customer loyalty, addressing pollution, and real-life challenges.
EPISODE 2:

In-depth look

LOADING GAME
Na Zemi existuje tajná rasa ľudských jašterov a ovláda svet.

Čiary za lietadlami na oblohe sú chemický postrek.

Zem je v skutočnosti plochá.

Virus v skutočnosti neexistuje.
1. post na sociální síti
2. video
3. blogový příspěvok

PRÍSNE TAJNÉ*!!!
*Čtouť len v prípade výhry.
TAKE AWAYS FROM GAMIFICATION

This was one of a many examples of gamification. Why it works?
TAKE AWAYS FROM GAMIFICATION

Provide sense of autonomy and control
TAKE AWAYS FROM GAMIFICATION

Provide constant and instant feedback
Provide sense of safety
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