

## Episode 89 – Gamification

Oliver Šimko  
Founder of Luducrafts

When I say the term gamification, what comes to mind? Chances are you probably think of video games or those app games like Candy Crush, but gamification is widely used in fields you would probably not expect, like education and fitness. You have likely engaged in a gamification platform without even knowing.

Things like Fitbit which of course tracks how many steps you take during the day and encourages you to reach a daily goal and it does that through playful feedback and by rewarding users with game like achievements when they hit certain milestones. Users can also compare their achievements with others on a leaderboard.

Or Duolingo which makes learning a new language easy and fun by giving you engaging challenges, or giving you rewards such as experience points every time you practice. Like Fitbit, you can also compare your points with your friends and it also has a streak feature where you are encouraged to come back and practice everyday.

Or if you have ever participated in McDonald's monopoly promotion which is a marketing campaign that has been taking place for years now where you buy food and drink items to collect street names and if you match them you can win prizes.

Many examples of reward methods like the Starbucks app where you collect stars to win a free drink or food item.

Gamification is really everywhere it has been in place for many years and is used in a variety of fields like certainly marketing but also in the in health and education in for social issues.

Gamification can be incredibly helpful for organizations in a multitude of areas, to increase sales, drive engagement, motivate staff, increase

productivity, or to change behaviors. And it can be incredibly helpful for social issues, like financial literacy or the adoption of healthy habits.

Gamification can result in 7X higher conversion rates. 72% of employees have claim gamification inspires them to work harder

In skill-based tests, participants who had used some form of gamification ranked 14 points higher than others.

According to Statista the gamification global market is likely to rise to almost \$12 Billion in 2021.

So what is gamification exactly and how can it be used to help your organization either by raising awareness attracting your target audience your ideal audience or by helping increase loyalty of your existing clients or helping on board new staff help build your internal culture help a community create better habits like recycling or avoid bad habits like drinking driving to answer all of these questions I'm speaking today with Oliver shimko.

Oliver Šimko is the founder and lead designer at Luducrafts. Oliver started his career as an intern and gamification designer in Silicon Valley. With his company Luducrafts, Oliver and his team' mission is to create a more engaged world by changing how people learn, build new habits, build stronger corporate cultures and become active citizens. Luducrafts has built gamification solutions for many companies Microsoft, Jaguar and Telekom.

We reached Oliver today in his hometow, Bratislava Slovakia

Gamification uses game design, behavioural science and design thinking to create better products, services and companies.

Gamification first and foremost creates engaging and effective solutions. in first place. It's about designing meaningful human interactions. Game design mechanics are great at tackling our core drivers.

Gamification is a design approach, independent from any forms or platforms. You can apply game design techniques in creating an offline onboarding process, an offline campaign as well as an online CRM system.

## **Examples:**

### **Speed lottery**

People who speed got a ticket. The money collected went to a lottery and those who didn't speed had the chance to win the money.

### **Blood donations**

### **Recruiting volunteers**

### **Jaguar/Land Rover**

Values introduction

## **Links:**

<https://luducrafts.com>

<https://www.linkedin.com/in/oliversimko/?originalSubdomain=sk>