

REPORT

GAMIFICATION NOW & IN THE FUTURE



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GAMIFICATION NOW AND IN THE FUTURE

While gamification has been around for decades, the industry only truly started making waves after 2010. Fast forward to today, and more organisations and educational institutions are taking advantage of its power than ever before.

We previously took a deep dive into the industry and its future in our 2020 Gamification Report. But it's safe to say that the world has changed a lot since then!

Covid-19 and its influence have challenged, shaped and motivated the gamification landscape. While gamification may look different today, one thing is certain: it's here to stay!

With this in mind, Growth Engineering collaborated with leading gamification experts from around the world. Each of these awesome individuals has contributed their own unique insights to help us comprehend gamification in the 'new normal' of learning and development.

Executive Summary

This report focuses on three main questions. These include:

1. What does gamification look like in the 'new normal'?
2. What are the current or emerging gamification trends?
3. And what will gamification look like in the future?

While there are various highlights, the findings can be arranged into three main categories:

1. The gamification industry has undergone vast changes in recent years to accommodate changes in the L&D landscape. This has led to an improved understanding of gamification, which has helped to expedite its development.
2. AI and technological innovation will take gamification to the next level by providing more immersive learning experiences. The industry is moving beyond more traditional game mechanics.
3. Immersive technology will also open up more possibilities to embed gamification in real-world activities and areas. These innovations will help the market to grow and expand.

Introduction

Gamification is no longer just a buzzword. It isn't going to suddenly burst into a pile of pixels. Instead, gamification is now a prominent part of successful learning and development initiatives and training programmes.

However, as we have all experienced, life has been far from normal in the last two years. The Covid-19 pandemic fuelled a lot of change. Similarly, the L&D and gamification landscapes have undergone huge changes to accommodate these challenges.

In fact, the shift to remote working and more disrupted teams have transformed the industry. As a result, the demand for online learning has never been higher.¹ But this has raised an important question: how do you make sure your learners are engaged to continue their learning journey?

That's the exact reason why gamification has developed and grown in popularity exponentially since the start of this decade. And as today's digital-native workforce gets even more accustomed to online learning, the gamification industry is bound to advance beyond Experience Points, Badges and Leaderboards.

Our experts will tell you all about these innovations, trends and challenges. But before we jump into hearing what each industry expert has to say, let's explore the current gamification market and today's learners more in-depth.

Modern Learners

Today's learning landscape mainly comprises of tech-literate individuals. In fact, millennials will account for up to 75% of the global workforce by 2025.²

Modern technology reached these individuals in their teens. This helped them to embrace new digital solutions at a rapid pace. This digital revolution has had a big impact on the L&D industry.

The modern learner is always connected. They have technology, innovations and an overwhelming amount of information at their fingertips at all times.

But this comes with a downside. The younger generation has ever-shrinking attention spans.³ Yet, they still have great ambitions and want their organisations to support innovative thinking and personal and professional development.

As such, more than ever before, it's essential to get your learning practices right to keep today's learners engaged and attentive.

Luckily, gamification might just be the magic wand you need. Like the L&D industry overall, the gamification market has evolved to meet the needs of your modern learners.

Current Gamification Market

In 2020, the global gamification market was valued at \$10.19 million. Since then, we have seen impressive growth! In fact, the market is predicted to reach \$38.42 million by 2026 at a compound annual growth rate (CAGR) of 25.10%.⁴

Gamification market scope is typically classified across five regions: North America, Latin America, Europe, Asia Pacific, and the Middle East and Africa. In recent years, the biggest players have been North America, Europe and Asia Pacific.

However, while North America currently holds the largest gamification market share, its growth is relatively low. Similarly, the African and Middle Eastern market is expected to grow at a slower pace.

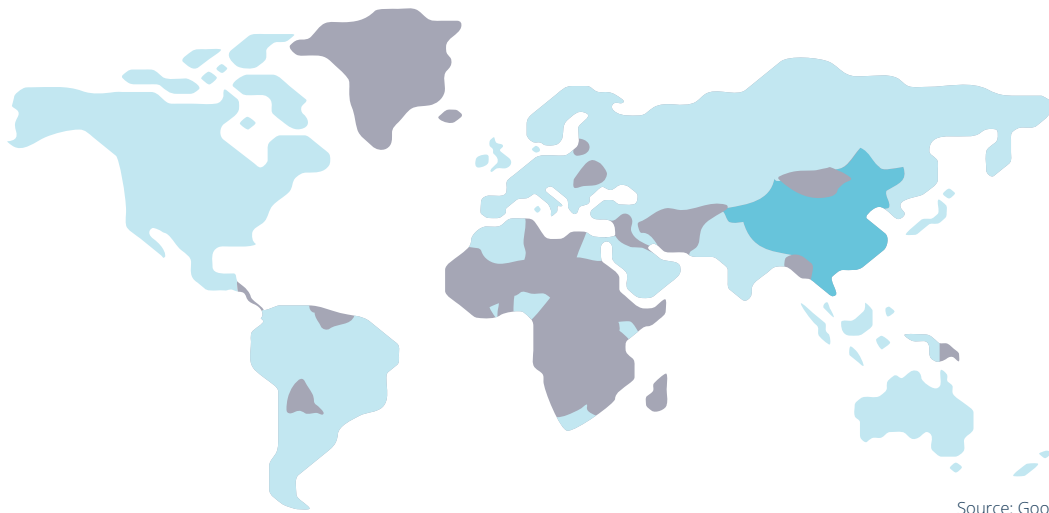
Europe and Latin America, on the other hand, will see mid-level growth, while Asia Pacific will experience the highest growth rate between 2020 and 2025.⁵

In fact, when exploring Google Search Trends for the term 'gamification' between 2021 and 2022, the highest interest is based in regions across Asia. The top five regions were Singapore, China, St Helena, Malaysia and Philippines.⁶

Gamification Market - Growth Rate by Region



Google Search Trends - Interest by Region



Source: Google Trends

Game-Based Learning Systems

Perhaps unsurprisingly, as gamification has gained ground, game-based learning systems have followed suit.

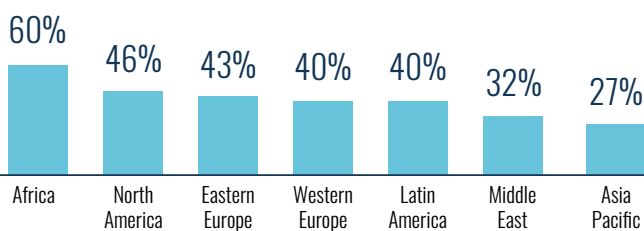
We have seen exponential growth in online learning as a result of Covid-19. This has had a big impact on the adoption of game-based learning systems.

While the region's overall gamification growth is relatively slow, Africa is expected to see the fastest growth rate in the next five years when it comes to game-based learning systems.

Africa's exponential game-based learning systems growth rate (60%) is followed by North America (46%), Eastern Europe (43%) and Western Europe (40%).⁷

Asia Pacific is expected to see the lowest game-based learning solutions growth rate. As such, while the region's overall gamification industry growth is rapid, these gamification activities fall outside the learning systems space.

Projected 5 Year Growth Rate of Game-based Learning Systems by Region



Source: Metaari

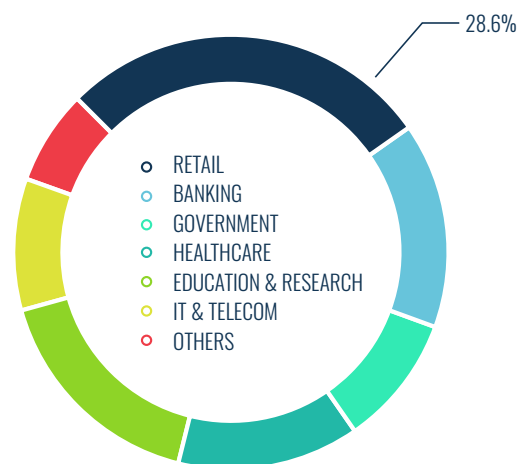
Global Market Share

To date, the retail sector has dominated the gamification market. It still holds a 28.6% market share.⁸ Large retailers have led the way in incorporating gamification into their retail activities. For instance, retailers like Myntra, Nike and Walmart use gamification.

While retail dominates, the education industry is not far behind. In fact, both retail and education sectors are expected to approach maturity. That explains the big growth in game-based learning systems.

The more popular and advanced gamification becomes, the more popular it will grow across a variety of industries. These different use cases are one of the reasons why the gamification industry has had to innovate and evolve.

Global Market Share by Industry



Source: Fortune Business Insights (2019)

Green Gamification

Alongside expanding to different industries, gamification has risen in popularity when it comes to driving the greater good.

For instance, organisations are stepping up their sustainability initiatives with the help of gamification. After all, nearly 90% of business leaders consider sustainability as a key driver for their company's success.⁹

Again, larger enterprises are leading the way. For example, Toyota uses gamification to encourage their customers to become more energy-efficient.¹⁰

With the global sustainability market set to grow at a CAGR of 26.6% until 2025, we can only expect more companies to adopt gamified green solutions.¹¹

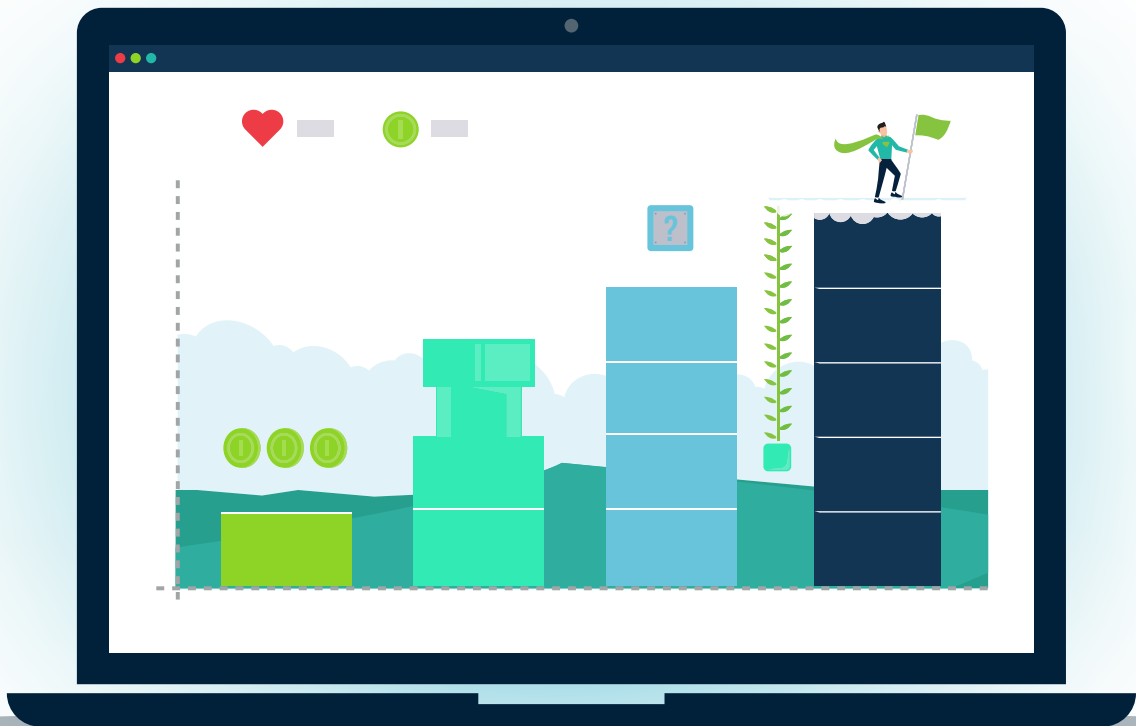
Gamification Innovations

Advances in Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR) can help gamification to step up to a new level of accessibility, interactivity and lifestyle integration.

Various industries are currently implementing immersive technologies to conduct gamified onboarding or training initiatives. For example, retail giant Walmart implemented AR to revolutionise their customers' shopping experience.¹²

Similarly, AI-driven gamified solutions are expected to grow exponentially. After all, the AI industry is projected to reach \$126bn by 2025 as it becomes increasingly ever-present in our lives.¹³

It only makes sense that the gamification industry will start to take advantage of the innovations leading its growth.



Meet The Experts

Karl Kapp:

Karl has been recognised throughout the L&D industry as one of the world's foremost gamification experts. He is a scholar, writer and expert that has helped gamification rise to prominence in a learning context. His best-selling books and international speeches share his expertise on the convergence of games, learning and technology.

Toby Beresford:

Toby is an author, speaker, co-founder and more. He has spread his expertise at many gamification-focused events globally. Toby also founded rise.global, a gamified performance coaching platform where he acts as the head coach. He has even used Rise to coach the top 500 senior staff at the United Nations!

Monica Cornetti:

Monica is one of today's leaders in gamification design as a strategy for corporate and adult learning! She is the founder of Sententia Gamification and the creator of GamiCon, an industry-leading gamification conference. On top of that, she is the author of 'Totally Awesome Training Activity Guide: Put Gamification to Work for You'.

Dr. Zac Fitz-Walter:

Zac is a designer, educator and speaker who is passionate about the power of play. He helps individuals to design engaging experiences by using gamification and behaviour design techniques. What's more, Zac has one of the world's first PhDs in gamification design. He surely knows what he is talking about!

Javier Velásquez:

Javier is a gamification consultant, game designer and entrepreneur who specialises in board games design and serious games. He co-founded Azahar Games and Free to Play. As a result, Javier has years of experience developing serious games and gamified platforms. He has even created a gamification framework called BEM!

Dr. Kat Schrier:

Kat is a true gamification multitasker! She is an innovator, designer, educator, researcher and writer, to name a few. Kat is an Associate Professor and the Director of the Games & Emerging Media programme at Marist College. She also runs the Play Innovation Lab. In addition, she has written and edited over 100 published works and two book series!

Juliette Denny:

Juliette Denny, the Ideologist in Chief here at Growth Engineering, loves gamification! She works relentlessly to wage war on dull online learning, with gamification as the #1 weapon in her arsenal. And that's why gamification is at the core of all Growth Engineering learning solutions!

Karl Kapp



Making Sense of the New Normal with Gamification

Interesting events occurred during the pandemic related to games and gamification, which will impact Gamification Now & In The Future for a long time. For one, the interest in pandemic related games skyrocketed. Both video and board games with a plague or pandemic theme grew in popularity.

The reason for this is that games are an effective tool for making sense of the world around us. While this has been known among game researchers, now the general public understands that games can help us understand the world around us at a deeper level. This is because of their immersive and interactive aspects as well as the ability of a game to allow us to experience and explore realistic occurrences in a safe environment.

Another interesting result of the 'new normal' is that more people than ever played games. Gaming quickly emerged as one of the most popular activities during the pandemic. In fact, during the early stages of the pandemic, sports teams were using realistic video games as a proxy for live events.

The need for at-home entertainment and to connect to others led to widespread adoption and acceptance of game playing, especially online games, at levels not previously seen in history. It also increased the number of people playing multiplayer games. What all this means is that more people than ever understand the power of games and the positive nature of games.

In fact, a research study by Barr and Copeland-Stewart (2021), called "Playing Video Games During the COVID-19 Pandemic and Effects on Players' Well-Being", found that of the 781 participants they surveyed, 58% reported that playing games has impacted their well-being,

with the overwhelming majority of responses indicating a positive impact.

So, people understand the power of games to help them make sense of the world around them and they understand that games can have a positive impact on their well-being.

All this means that the acceptance of games and gamification for learning will increase. People are not afraid of “games”. Instead, they are embracing what games and gamification can do and are more open to using games for learning than ever.

Emerging Trends

Several trends around games and gamification are occurring. One is that more gamification and learning game experiences are becoming multiplayer. With more people wanting to work from home as a result of discovering it was possible and, in some cases, preferable to being at the office, people want more ways to connect over a distance. As such, look out for more multiplayer gamified events.

Another is the growth of the metaverse. I am working with several start-up companies who are creating pay-to-learn experiences related to a virtual, 3D online metaverse. These environments will replace some traditional eLearning and provide a more immersive experience for learners. The trick for learning experience designers will be understanding how to develop learning experiences within a metaverse.¹⁴

A trend in the opposite direction to the metaverse is the digitalization of traditional card and board games. With the need to reach more and more employees who might be more comfortable with a card and board game, organisations are seeking digitised experiences of analogue games.

Everyone has played a card game or board game, so the cognitive overhead of learning how to move a character, collect inventory and gain experience points is gone because everyone knows about shuffling, rolling dice and so on. It's interesting to see the industry splitting into highly sophisticated metaverse experiences and simple, familiar experiences with card and board games.

Games Bringing People Together

The overall evolution of gamification will be toward connecting people. Many gamification efforts prior to the pandemic seemed to be centred on the engagement of the learner with

content. The focus was motivating people to consume content.

The evolution I am seeing now is that people are recognising how games bring people together and how games unite people over distances.

Organisations are just now beginning to see what they can learn from the collaborative tools and requirements within online games like World of Warcraft. In the near future, those tools and techniques are going to make their way into both training and other collaborative applications within the industry.

Toby Beresford

Adapting to Digital Tools



The new normal is more digital entanglement at both individual and organisation levels. We are more dependent than ever on our devices and the digital systems that run on them.

A good example of this is that with the shift to remote work during and since the pandemic, we adopted new digital mediums that replace being physically together in an office. For example, meeting rooms have been replaced with zoom calls, office banter with slack channel conversations, and whiteboard leaderboards have been replaced with digital versions.

Learning, adopting and performing well with digital tools is difficult to do without good feedback. Am I using them correctly, regularly and effectively? Gamification provides a way to deliver easy to understand feedback that helps newbies and experienced hands alike.

By formatting the mass of data that digital experiences generate to provide accessible feedback, gamification accelerates the process of learning, adoption and performing with new tools.

Is your team having too few zoom calls or too many relative to other teams? Is your slack channel a hubbub of peer-to-peer communication or a tumbleweed strewn death valley of CEO announcements? Gamification helps provide the crucial feedback that can bring new tools to life.

Less Is Sometimes More

I think one key trend within gamification at the moment is “less is more”. How can I use fewer incentives, less extrinsic rewards and simpler mechanics and still achieve the behaviour changes I’m looking for?

I was recently reminded of a great example of this in an old project from 20 years ago. We encouraged 600 senior leaders of a manufacturing company to adopt a new digital performance review process and used a simple gamification mechanic to do so.

We showed everyone a graphical progress bar of how many other leaders had already adopted the system. Every day they logged on to see how well they and their peers were progressing towards the goal of full rollout. They got a sense of how far behind the pack they were and could see how their engagement with the new tool moved the progress bar forward. It was simple, yet this gamified feedback alone was enough to ensure program rollout was a success.

Creative Ideas Will Transform the Industry

Game design itself is constantly evolving. Thanks to the creativity of some amazing designers, new games and new mechanics are always appearing. The most exciting developments of the past few years can be seen in the explosion of creativity in smartphone games. For example, the use of gestures to control activity and the plethora of ways to communicate whether by emoji, gif or even lip sync duet videos!

These creative ideas are now available for gamification designers to use as they seek to motivate experiences in more mundane domains such as sales management and operations.

I love seeing how Kanban boards (like those popularised by Trello) have become the default interface, for example, for many sales tools (like Pipedrive or Zoho CRM). Gesture interfaces are very gamelike and smartphones have led the way.

In future years we’ll see some of the ideas being tested now within games for the metaverse, make the jump into gamified experiences outside the world of games. This will include the use of augmented reality and processes like avatar enhancement.

I don’t think it’ll be too long before our business profiles on tools like Slack will accumulate an

inventory of medals, badges and micro-credentials — just as if we were touring the metaverse realms of Roblox or Minecraft. That those badges will be visible when meeting new contacts at business conferences when we walk around wearing AR glasses is really not that far away!

Monica Cornetti

The Great Resignation



The year 2022 began with some sombre statistics. The pandemic was responsible for 5.7m deaths worldwide. In the United States, 400 million women left the workforce to care for and homeschool their children.

In April of 2021, 3.8 million people quit their job—the most in any single month ever. Then in August, 4.2 million quit. And 4.3 million in September. Gallup’s 2021 State of the Global Workplace report concluded that employee engagement across the world fell 20 percent, costing the economy \$8.1tn.

The flux and stress of the pandemic caused people to question their relationship with work and the companies that employ them. And while there are many strategies for poaching, recruiting, and retaining employees, gamification remains a positive force in engaging employees and smoothing the onboarding process.

Shift In Generations Will Lead to Gamification Evolution

Assuming that pandemic-related factors and the Great Resignation calm down in the coming years, other statistics also impact the state of gamification in the workplace. By 2025, three out of four employees will be millennials, a generation who grew up playing video games.

Their experiences raise expectations. Instead of cogs in a wheel, they expect companies to actively engage them in tailored experiences. And they want to connect meaningfully and feel like their role has a purpose.

This means that good old points, badges, and leaderboards are no longer good enough, nor are cookie-cutter, one-size-fits-all learning experiences. We can’t expect that what worked in the past will be effective in the coming years.

Gamification will evolve from being a few loose game mechanics sprinkled over an existing programme to becoming more integral to the work and learning experience.

Gamification will be more about active participation in achieving company goals. In fact, game mechanics themselves can deliver data that reveals more about the employee than a simple quiz or test tells us.

We can see that they not only understand the lesson but also have the ability to apply it to their work-life. Using this data, we can also iterate a learning program and/or tailor it for a specific learner to appeal to their intrinsic motivations.

Internet of Things

While much of the discussion of Gamification Now & In The Future focuses on augmented and virtual reality, I believe that the true innovations in gamification will happen with the Internet of Things (IoT). Why? Because it offers us user-specific data and the ability to adjust experiences accordingly.

Also, learning can happen in different spaces, offering just-in-time information in the space where a task is being performed. No longer will an employee need to leave a task to go to a classroom or log onto an eLearning course to acquire a skill. Instead, learning can happen as they are working on the task or even while they have some downtime.

From an engagement perspective, instead of a boss commanding compliance, IoT allows employees to see exactly how their team is performing. Include some gamification, and soon they are motivated to improve team performance to compete against another team, reach an in-game achievement and conquer virtual foes.

It will be exciting to see how IoT changes work experiences. When it comes to technological advancements, we are currently where we were with the Internet in 1995.

Back then, we could not have predicted what the Internet would become nor its different uses. All we knew was that this was a technology that would change how things are done. Similarly, while it is difficult to predict exactly how IoT will impact our lives generally and gamification specifically, we do know that it will be significant.

Dr. Zac Fitz-Walter

Rethinking Learning Experiences



If there's ever been a time where an understanding of motivation, behaviour design and gamification is needed, it's now. This is particularly true in the online learning space. At the start of the pandemic, we saw a sudden move to remote working and online learning for many people.

As a university lecturer that had to move from in-person to online teaching with only a few weeks notice, I definitely experienced the pressure of this change first hand!

Luckily having some knowledge of motivation and gamification design principles helped me create an experience that was still engaging for my students, despite being online. And we're seeing more and more of this thinking being embedded in the online tools we now have to use.

With the 'new normal' of online learning and remote working, it's been necessary to rethink the design of these experiences. What worked in the classroom or workplace doesn't necessarily work online. Some motivators that we had in place when in the classroom or workplace are gone, and the ability to perform certain exercises or tasks is harder.

So, using gamification and behaviour design principles can help immensely to provide additional structure and motivation when trying to create new habits and make online learning or remote working more engaging.

Behaviour Design Gains Prominence

Gamification is still on top when it comes to search popularity, but the area of behaviour design is gaining popularity as an industry and service. It's my belief that gamification is a subset of behaviour design, where game design principles, elements and processes are used to try and change behaviour.

I find it useful to think of gamification as just one tool in the behaviour design toolbox. It's a useful tool for some situations, but there are other tools we can use to help us as well. Gamification practitioners can learn a lot from other areas of behaviour design, and a holistic approach to behaviour design can help create even more engaging experiences.

Future of Gamification

With technology continuing to evolve, we're seeing more and more exciting ways to embed game layers over the top of real-world activities.

We know big companies like Apple are investing heavily in augmented reality technologies, and I wouldn't be surprised to see Apple reveal augmented reality glasses in the next few years.

The same goes for virtual reality technologies. I think as these technologies become more accessible, we're going to see more simulations and gamified experiences being made to help us learn in a more engaging way. The future certainly looks exciting and playful!

Javier Velásquez

Digital Engagement Crisis



The roots of gamification stem from digital environments. And while many analogue solutions have thrived in the last years, digital has always been the natural language for gamification because of its interactive and self-managed nature.

Covid-19 brought a digital engagement crisis, as many offline experiences that were working "good enough" now were not meeting the required standards. This has created a proper environment for gamification to grow as a solution to innovate in the digital ecosystem.

On the other hand, the growth of real-time collaborative platforms, like Miro, Mural, Jamboard and Padlet, have allowed gamification designers to create low-cost gamified solutions. This means there are more solutions than before, although many have less public acknowledgement as they tend to be used in closed contexts.

This has led to increased awareness of the benefits of gamification. But it also means that designers and consultants have been pushing the boundaries forward, entering new fields and tackling new projects. As a result, we can expect new solutions that will further change the landscape.

Education and learning is probably the most-benefited field, as teachers and instructional designers have felt the pressure to learn new

techniques to keep the engagement going in these more challenging settings. This knowledge will probably migrate to the analogue world over the coming years.

Systematic Gamification Approaches

After 'meaningful gamification' became a big deal, with its motivation-based approach and with the spread of criticism to points, badges and leaderboards and extrinsically rewarding designs, gamification has acquired a more academic approach in many regards.

Although there are still blogs and web pages that sell "easy-to-design" and "easy-to-deploy" solutions, I have seen most of the great gamification designers pushing towards "big challenges" that require more systemic approaches.

I believe systemic approaches to gamification will begin to trend, as they will be applied in bigger contexts, like urban and civic designs, and government programmes. This approach will not require only the analysis of player types and motivational drives but will have to make systemic analyses to understand the pressures behind complex behaviours and motivational variances.

Still, meaningful gamification will continue to be the main method to work on small contexts. As such, we will still see behavioural approaches on standardised solutions and smaller contexts, like workshops.

The main trend will still be gamification for education, as it has shown the biggest and most consistent benefits on every scale. This means that the line between gamification and game-based learning will continue to blur. In many contexts, they will become interchangeable terms. This will happen especially in small digital courses based on SCORM or similar technologies.

However, hopefully, gamification will thrive in less simulated learning environments as well and will push forward the idea of real-life activities as the basis for the game elements. This requires being able to measure more interconnected data, but that trend is growing as well.

Gamification Evolves

I believe that gamification will evolve into design schools that will bring different approaches to the table. And like other fields of design, such as industrial or graphic design, different approaches yield different results in different contexts.

This will affect the gamified platforms we will see in the future. Some will use a more persuasive design approach, some will have an invisible gamified layer, and others will be full-fledged game-like interfaces. We will see even more complex simulations and game-based learning designs.

As experienced game designers enter the field, we can expect more interesting economic engines replacing the simple points-rewards schemas. But this will not happen overnight. Traditional approaches to loyalty will still be pushing the market towards simpler designs.

Technology development will also play a big role. Not in terms of computational capacity or machine learning (this will have an impact, but in some ways, it's at odds with the more agency-based approach of gamification), but in terms of technologies like VR and AR.

As these technologies can bridge the gap between real-life behaviour and digital data capture, there will be more possibilities to create interesting rules and interactions.

As VR ecosystems are right now heavily dependent on gameful approaches, and AR technologies require playful approaches to create interest and engagement, I think gamification will have a natural environment to thrive, both for good and bad.

This means more complex dark patterns will appear, and gamification will not grow without controversy. Fortunately, most of the great gamification designers and consultants have a strong ethos in this regard to keep the reputation of our field on the side of the light.

However, bad actors will probably appear in countries with more controlling governments. Information wars to expose bad practices will almost be ensured in the coming years.

Dr. Kat Schrier

The Rise of Meaningful Gamification



Gamification should only be used if it makes sense. This means that it needs to meet the goals of the project and the needs of the audience. For instance, gamifying something with prizes like

“yellow beads” and “green beads” may not mean anything to your audience unless your goals are related to the beads in some way.

As such, consider using currencies, badges and points, and other elements like branching scenarios or avatars in ways that are meaningful to the audience and to your project.

Gamification Communities

People keep talking about the metaverse and cryptocurrency systems, and how they will democratise how people connect, make, communicate, and care online.

Perhaps there will be changes, but if we want to understand these trends, we should look towards other communities and economies, such as ones in and around games.

Driving Social Responsibility

First, I really dislike the term gamification. Instead, I think it should be more about using playful and motivating elements in ways that are meaningful and responsible.

That aside, I think we are going to start to consider the social impact and ethics of gamification more. These include considerations such as how your audience may be able to collectively and playfully impact wider society in beneficial ways through their points, credentials, currencies, and actions in an experience.

Juliette Denny

Gamification Is Everywhere



While challenging, 2021 was a fruitful year for the gamification industry. We saw significant growth, a boom in gaming apps and some fabulous new innovations. These advances will continue well into 2022 and beyond.

Now, gamification seems to be everywhere in our daily lives without us even realising it. As such, gamification has spread beyond work and education to our hobbies and everyday tasks. Think about those street signs giving you a smiley face when you drive within the speed limit or learning languages with Duolingo's gamified learning app.

Similarly, gamification in the 'new normal' places even bigger focus on behaviour change and self-directed opportunities. We use games to gain user data, use these data points to create better learning experiences, and ultimately, change behaviour.

Now we have smarter-than-ever technology at our fingertips, which makes it ever so easy to tap into the motivational psychological principles that make gamification so effective.

Automated Learner Engagement

We are moving beyond the most basic gaming mechanics. Don't get me wrong, there is nothing wrong with XP, Badges and Leaderboards! But AI, alongside AR, VR and MR, can bring new capabilities to online learning and take traditional gamification approaches to the next level.

AI and immersive technologies have advanced massively in the last ten years. We have already seen the possibilities of AI in personalising training, integrating training into the flow of work and reinforcing learning.

For instance, AI is now used to apply gamification principles, extract questions from learning objectives and create and administer quizzes, not to mention scheduling learning events and pushing out psychological and social incentives to engage learners further.

As such, the more AI advances, the better AI-based learning platforms will become in boosting the effectiveness and efficiency of gamified online training.

Doing Good While Playing Games

Gamification has changed greatly in the last few years, and it will only continue to develop further. As a result, its use cases have spread beyond the dominating education and retail industries. Organisations have finally understood the power of gamification.

As such, I believe that gamification will continue to expand into the areas of sustainability and corporate social responsibility (CSR). For example, terms like 'green gamification' will become more popular and common.

Just like with traditional training programmes, organisations will start to use game mechanics to engage people and change behaviour. This time they will apply it to sustainability or CSR issues.

Gamification can help companies to serve as catalysts for consumer or employee involvement in CSR or sustainability initiatives. Similarly, ever-increasing advancements in technology help to gain consumer or employee attention through gamification.

Ultimately, it offers an opportunity to make the world a better place!

Key Findings

Covid-19 brought along a digital engagement crisis, which has changed the industry and will continue to impact it for the foreseeable future.

As a result, there has been increasing understanding of the effectiveness of games and gamification, not only in the L&D landscape but in organisations and the general public. These changing needs have encouraged gamification to grow in new industries and solve new challenges.

Gamification is moving forward from traditional game mechanics to provide adaptive learning programmes. With the help of AI and immersive technology, gamification will become an integral part of the learning experience. In fact, the growth of the metaverse is expected to transform the industry by offering more immersive learning experiences.

On the other hand, organisations are scaling back on incentives and extrinsic rewards to focus on simpler mechanics to drive meaningful behaviour change. These tools help to provide 'less is more' experiences that are often more familiar to learners through, for example, board games.

Conclusions

If the Covid-19 pandemic has taught us one thing, it's that no one can tell what the future will look like. While there will be various unforeseen changes, innovations and trends, the industry is guaranteed to grow. After all, the pandemic opened many eyes to the true possibilities of gamification.

This report arms you with all the knowledge you need to evaluate the gamification industry. These seven awesome individuals are gamification experts, innovators and researchers. Their insights can be a valuable resource in guiding your decisions about your gamification strategy.

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GAMIFY YOUR LEARNING DRIVE REAL IMPACT

Here at Growth Engineering, we are research-backed learning technology experts. And we've seen the power of gamification first-hand. By taking elements from games and applying them to our solutions, we've been able to deliver the most **engaging, effective** and **outcome-focused** learning solutions for the world's biggest brands.



DID YOU KNOW?

- Gamification can boost engagement by 60% **(Source: Gartner)**
- It takes 400 repetitions to make a new synapse in the brain. Gamification can reduce the needed iterations to 20. **(Source: Training Journal)**
- While 35% of video gamers globally are between the ages of 21 and 35, 15% of gamers are aged between 51 and 65. **(Source: Statista)**

OUR GAMIFICATION FEATURES INCLUDE:



EXPERIENCE POINTS

Experience Points (or XP) are a great way to incentivise learners to engage with all aspects of your learning environment. They can be earned by completing learning activities or interacting with your platform.



LEADERBOARDS

Leaderboards across our solutions tap into our competitive nature and drive learners to keep engaging. They can be filtered by time period and have a variety of visibility settings.



STREAKS

Streaks build new habits via streak targets. For instance: 'Login 10 Days in a Row', or 'Battle 5 Days in a row'. This encourages learners to engage with your app over time, in return for unique virtual rewards.



BADGES

Create your own Badges and award them on completion of content or other tasks. You can upload a Badge image, create a title and add a description telling the Learner what they need to do to earn each Badge.



LEVELS

Arranging your training in Levels gives your learners clarity over their progression. It also helps Admins coordinate training paths for multiple departments, from induction through to leadership training.



THE SCORECARD & REWARD CENTRE

The Scorecard pops up every time a user logs into the app, showcasing their progress within the learning environment. Learners can also visit The Reward Centre to trade in their XP for real world rewards!

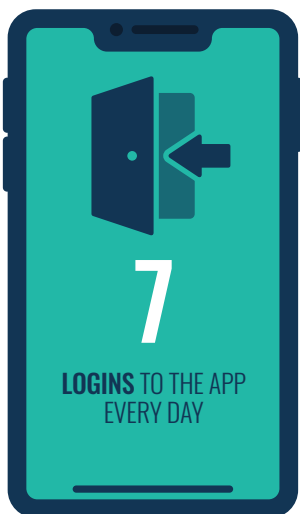


GAME TO TRAIN?

Our learning technology solutions are fully customisable. This enables you to create a gamified learning experience that works for your audience. Create a slick, professional and on brand gamified environment or really lean into the fun elements and drive unprecedented engagement. The choice is yours!

THE RESULTS

Growth Engineering Learning App is a great showcase for how gamification can drive real business impact. It uses game mechanics to delight, excite and incentivize learners into action. Take a look at our amazing engagement statistics (per user):



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