

“Gamification” - Reward for learning/doing

The idea is to engage users by inspiring them to interact with the content. McDonalds does this through their point system – you buy a certain number of products; you can get some for free.

In a business point of view, gamification is applied to employee training, recruitment, evaluation, and organizational productivity.

Other uses include physical activity, classroom learning and customer loyalty.

Successful gamification is someone becoming more skilled at their job or an activity, while offering motivations such as rewards, points and badges.

Examples:

-Duolingo - Duolingo is the best-known example of using gamification to make learning fun and engaging. Language learning takes a long time to see results – by using streaks, daily goals, and a finite number of lives, they motivate users to log in every day and continue learning.

-Yousician - Yousician helps users learn to play an instrument using an incentivized learning path that increases in difficulty as they go along. The key function of this app is the instantaneous feedback that users get, helping them improve in real-time.

How gamification can help in corporate training - research:

Engaging experiences:

There is often overdependence on dry, boring onboarding documents, videos and training sessions, which means that organisations lose the opportunity to engage employees from day one.

Every organization has certain safety, compliance, or legal procedures that employees must learn from or periodically review. When a company uses gamification to turn this training into an engaging experience, they gain safer employees who are much less likely to forget this important information.

Improve training results:

Using interactive methods based on real-life work scenarios, organizations can help new employees better understand the demands of their role, the expectations for behavior, and organizational standards. The employee is engaged, learning is made more fun, is much more likely to remember the information they are being taught.

An example of this is the McDonald's Japanese Nintendo DSi training software.