

# – Create better products using Gamification!



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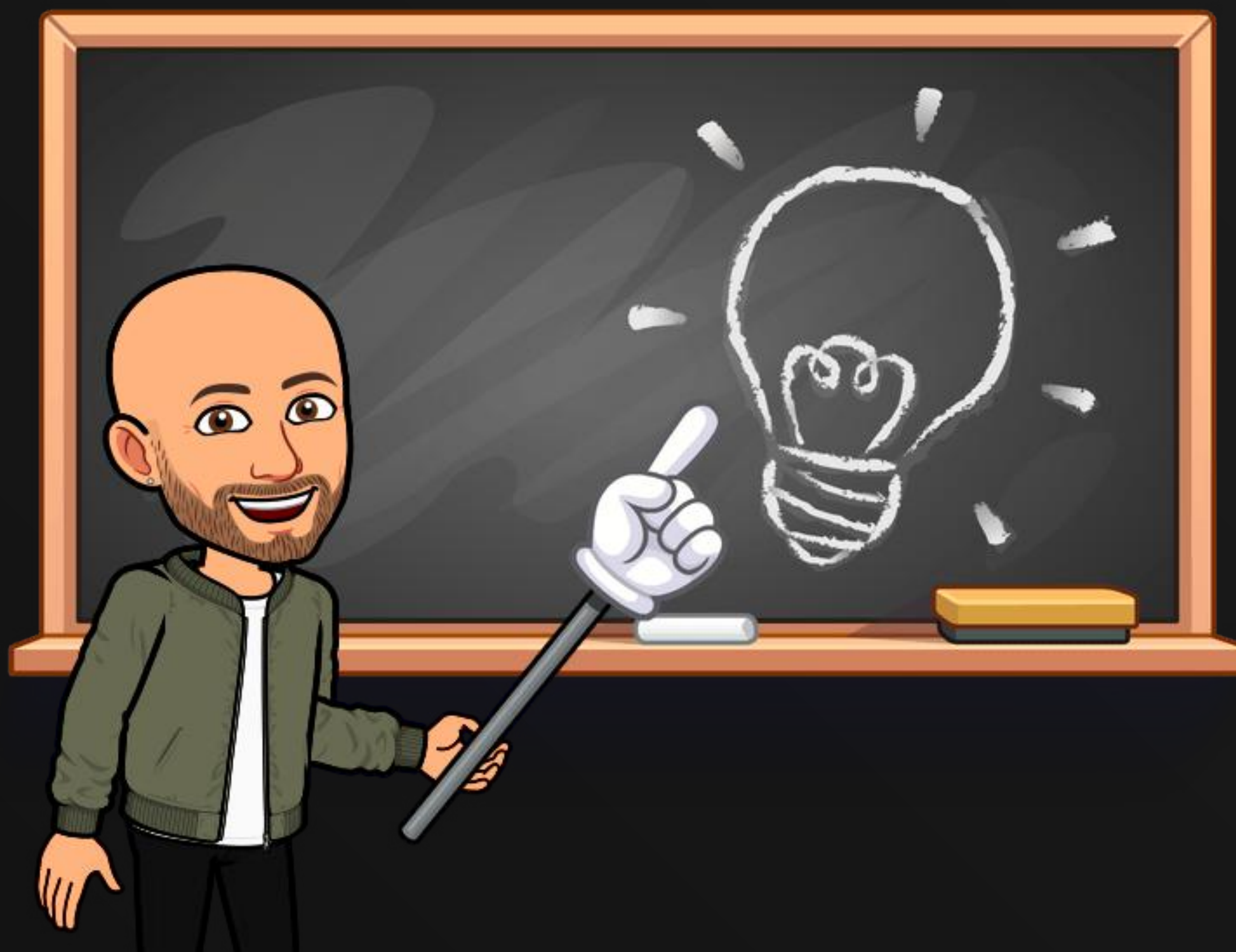
# — 🎮 Gamification...

...is the method of utilising elements of game playing (e.g. point scoring, competition, rules of play) to **encourage engagement** with a product or service.



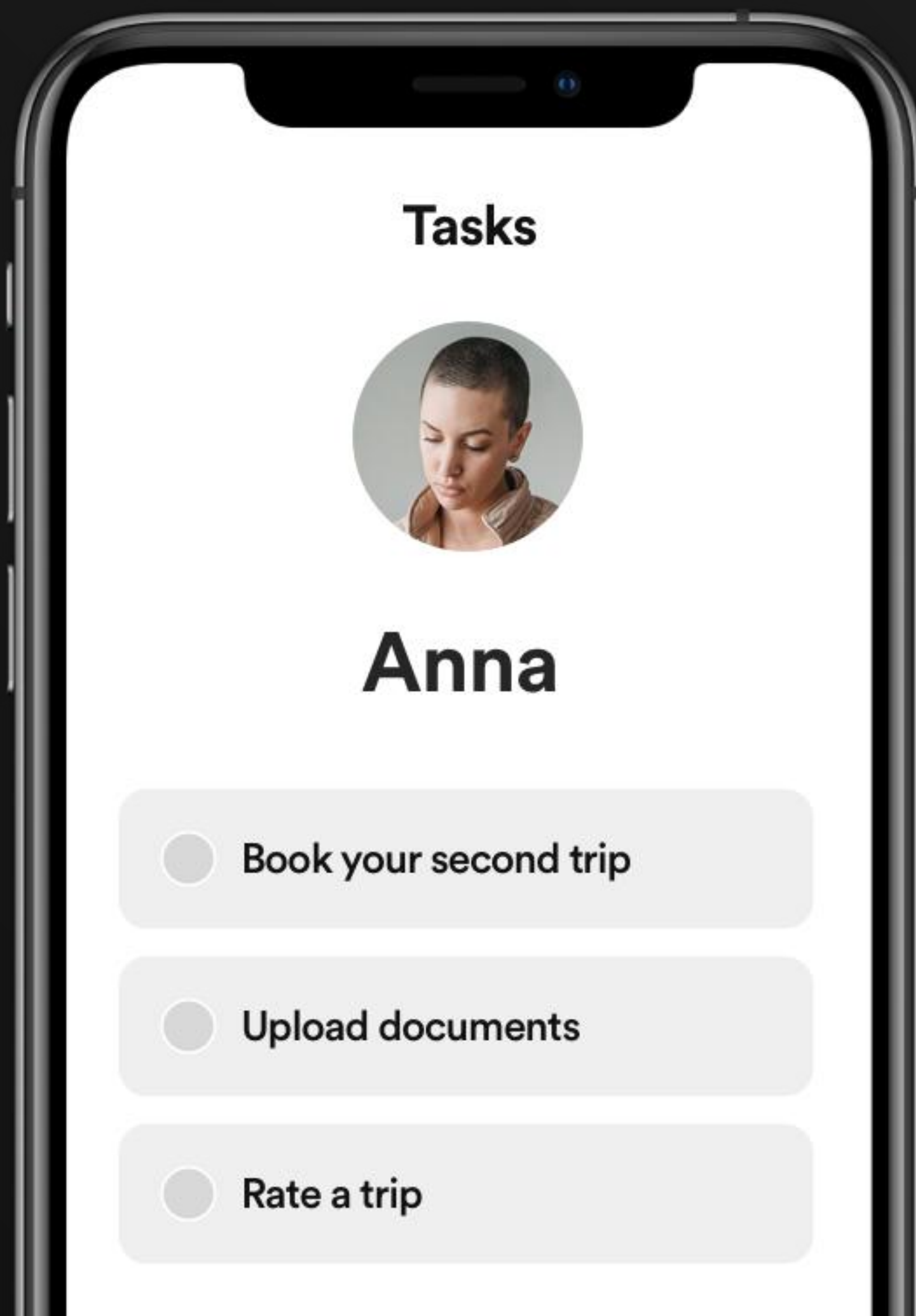
# — Example

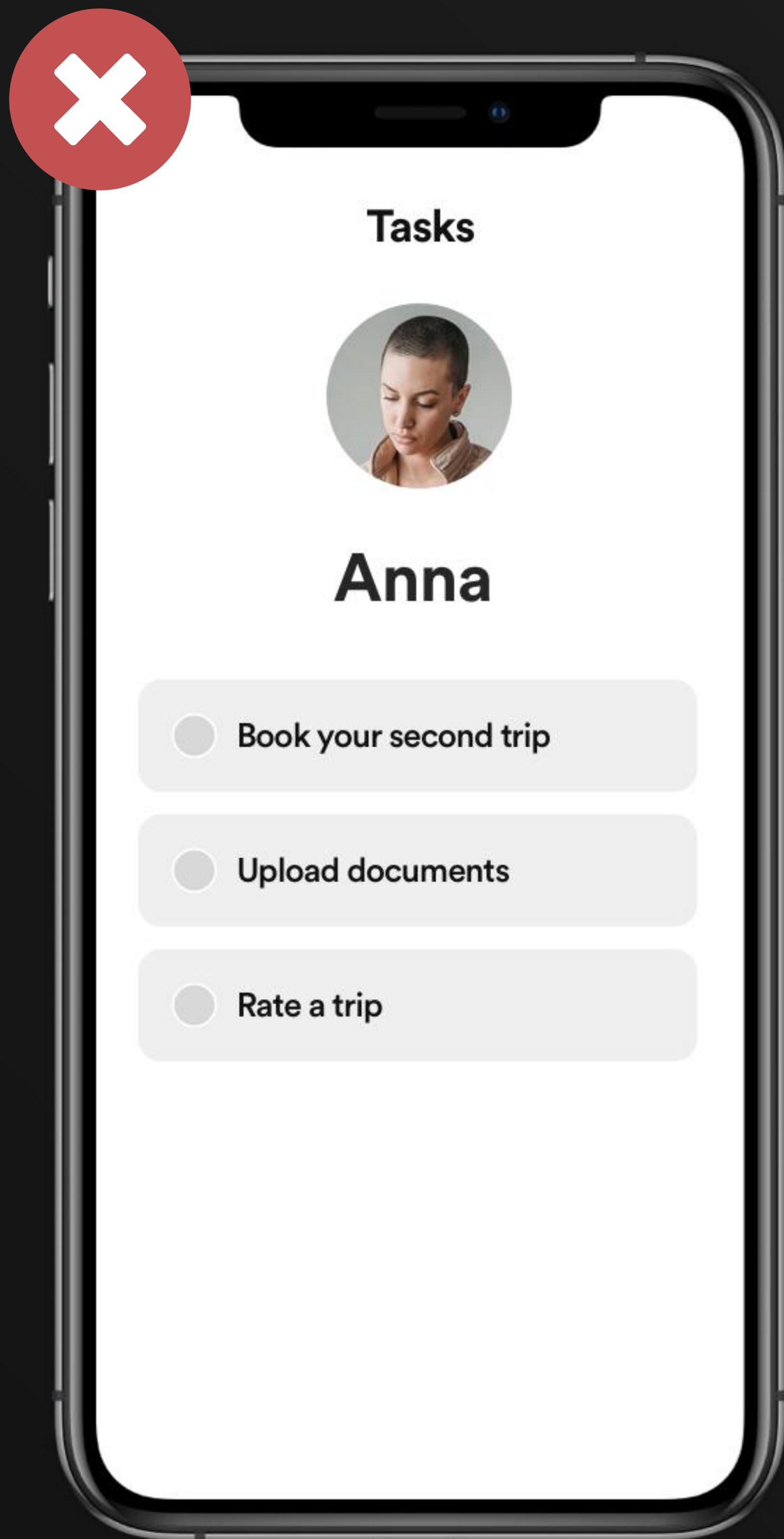
On the following screen I will show you a **list of open tasks** within a profile, used by many apps. Step by step we're going to improve the UX with elements of 🎮 Gamification:





# — Can you spot the problems?





## PROBLEMS

- ❌ No Progress visible.
- ❌ No Rewards available.
- ❌ No incentive to complete tasks.
- ❌ Generic & overwhelming To Do list.

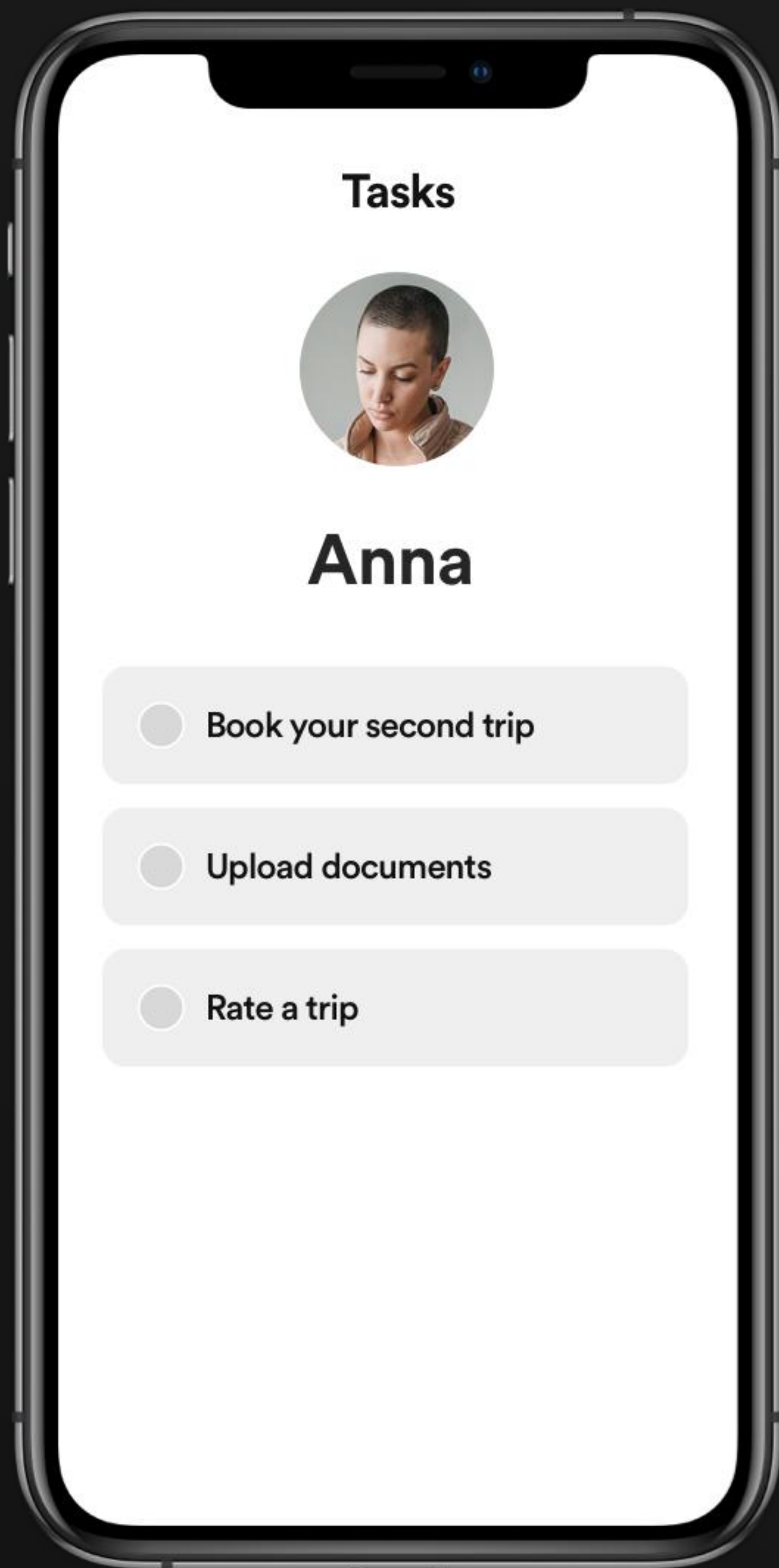
# — So, how can we add layers of **Gamification**?

Let optimize the screen with a few tweaks.

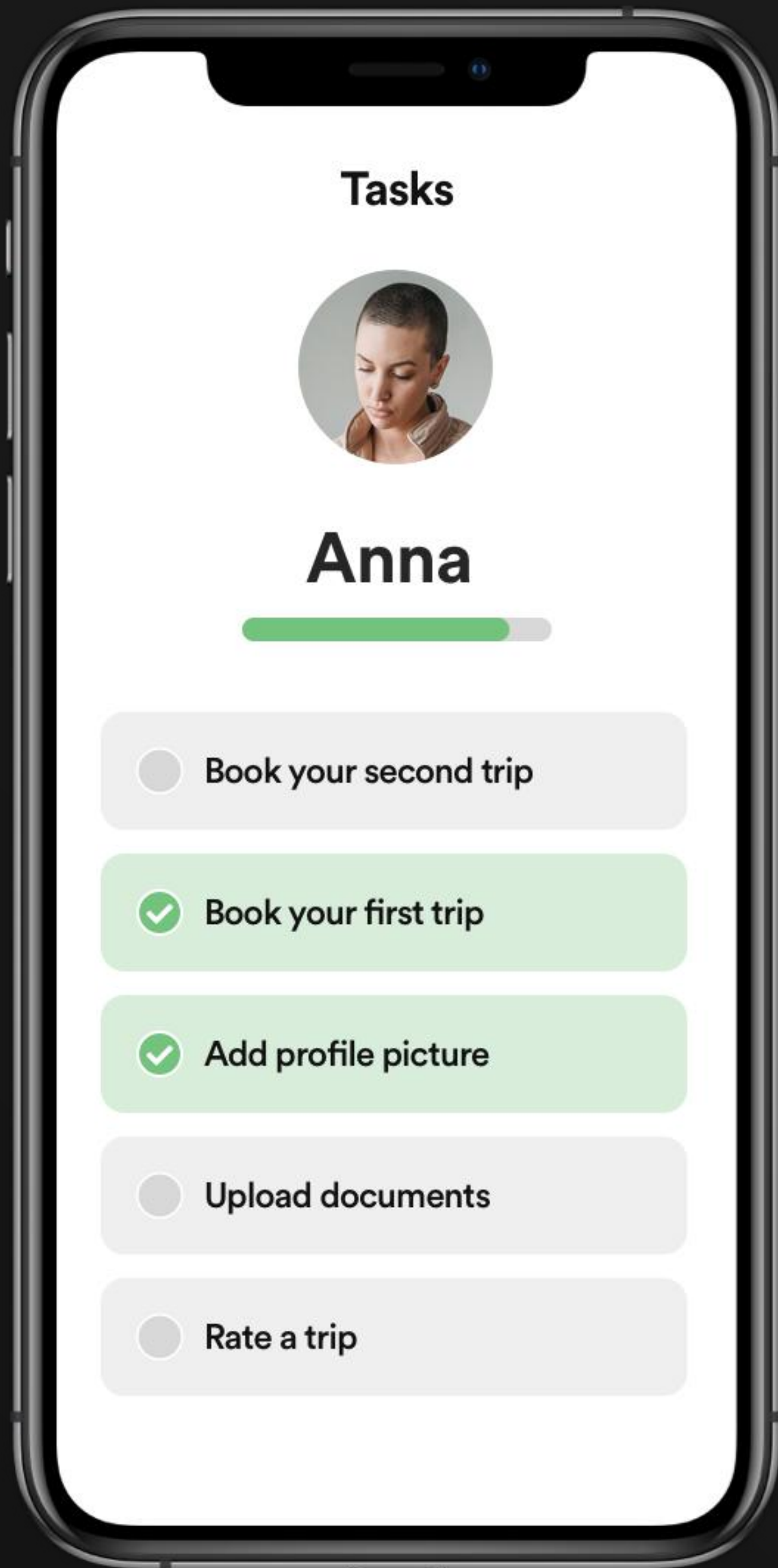
Here we go:







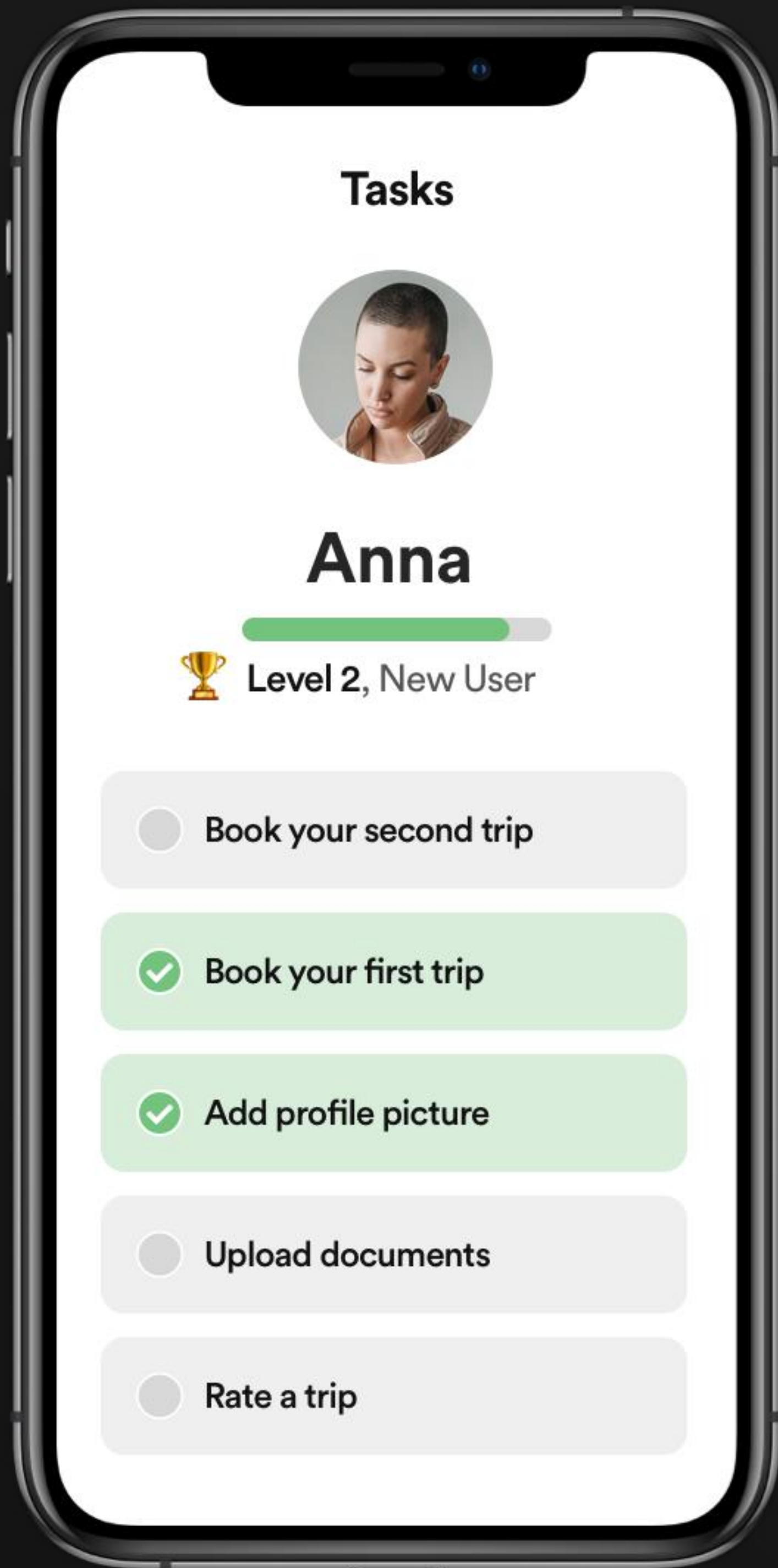
## IMPROVEMENTS



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★ Highlight Progress!



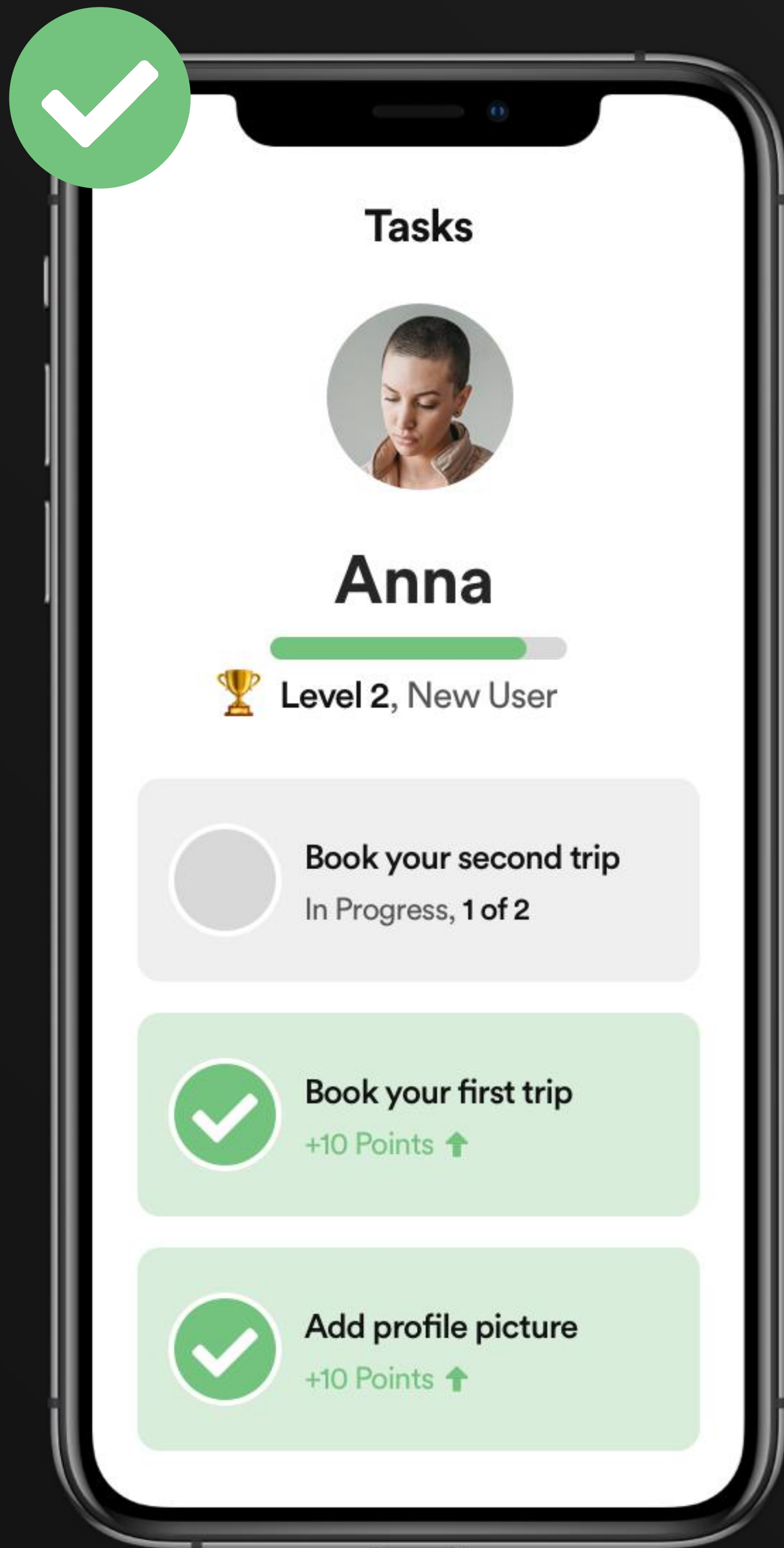


## IMPROVEMENTS

★ Highlight Progress!



Add playful  
interactions & visuals!



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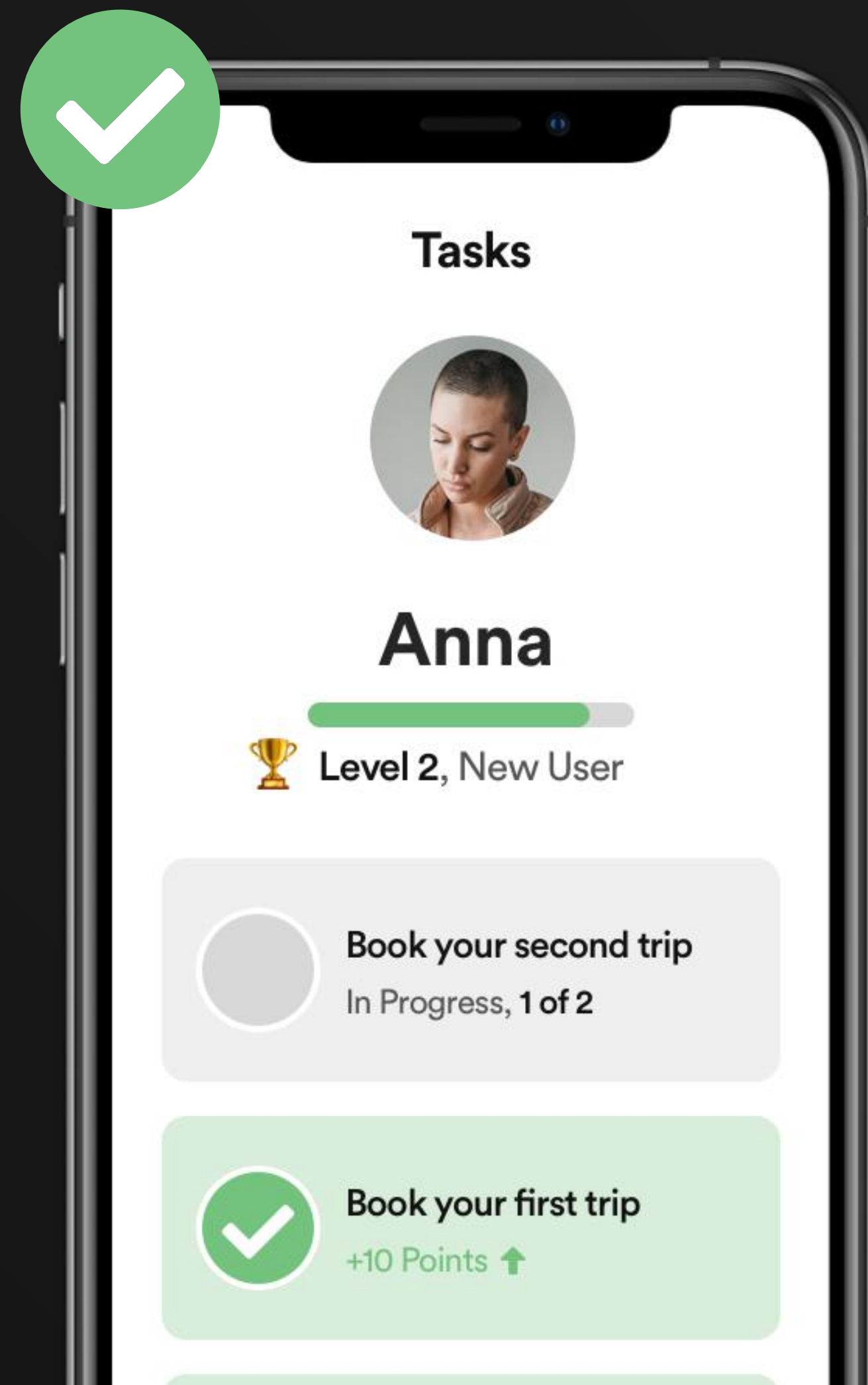
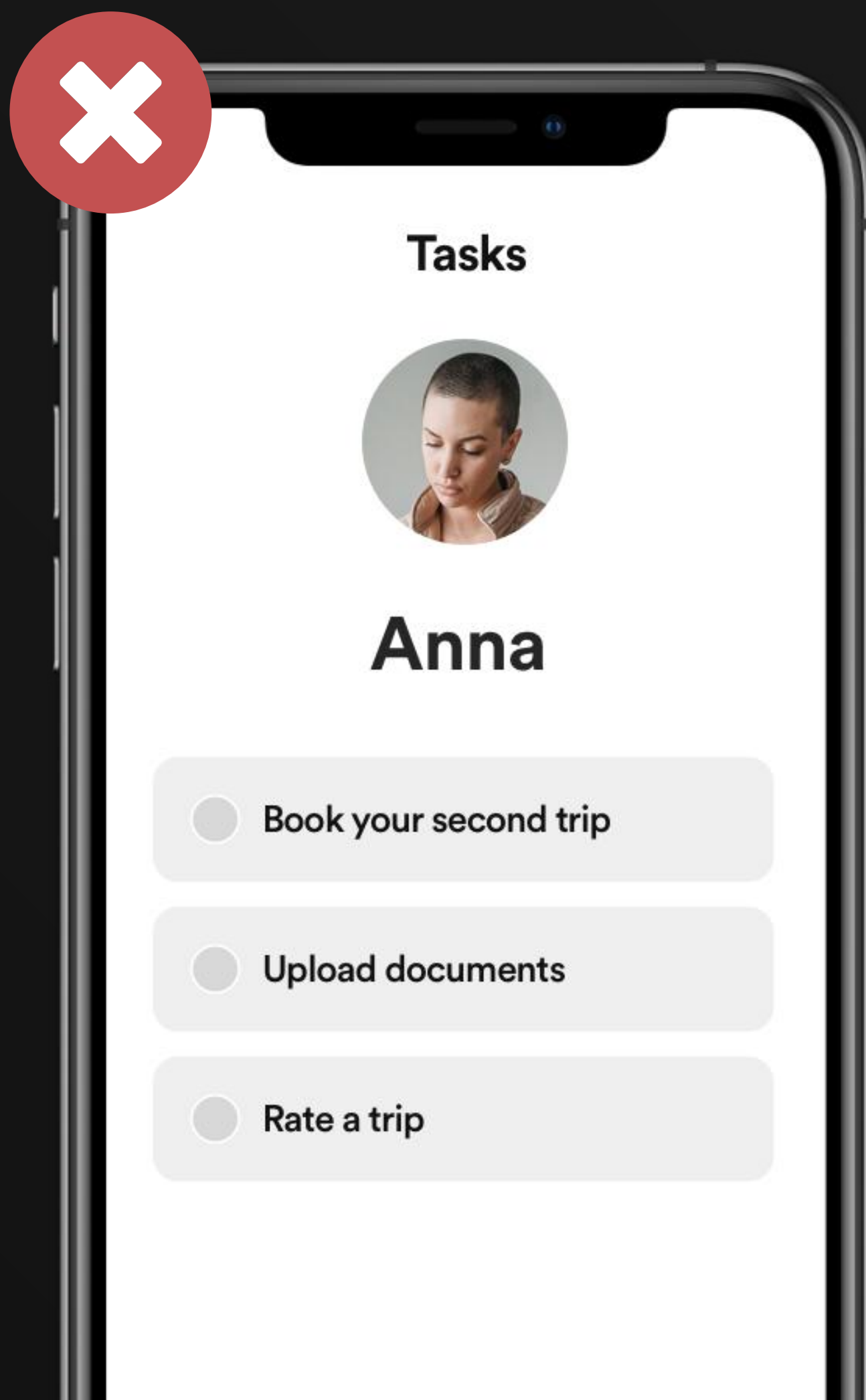
Add playful interactions & visuals!



Reward your user for completing tasks!

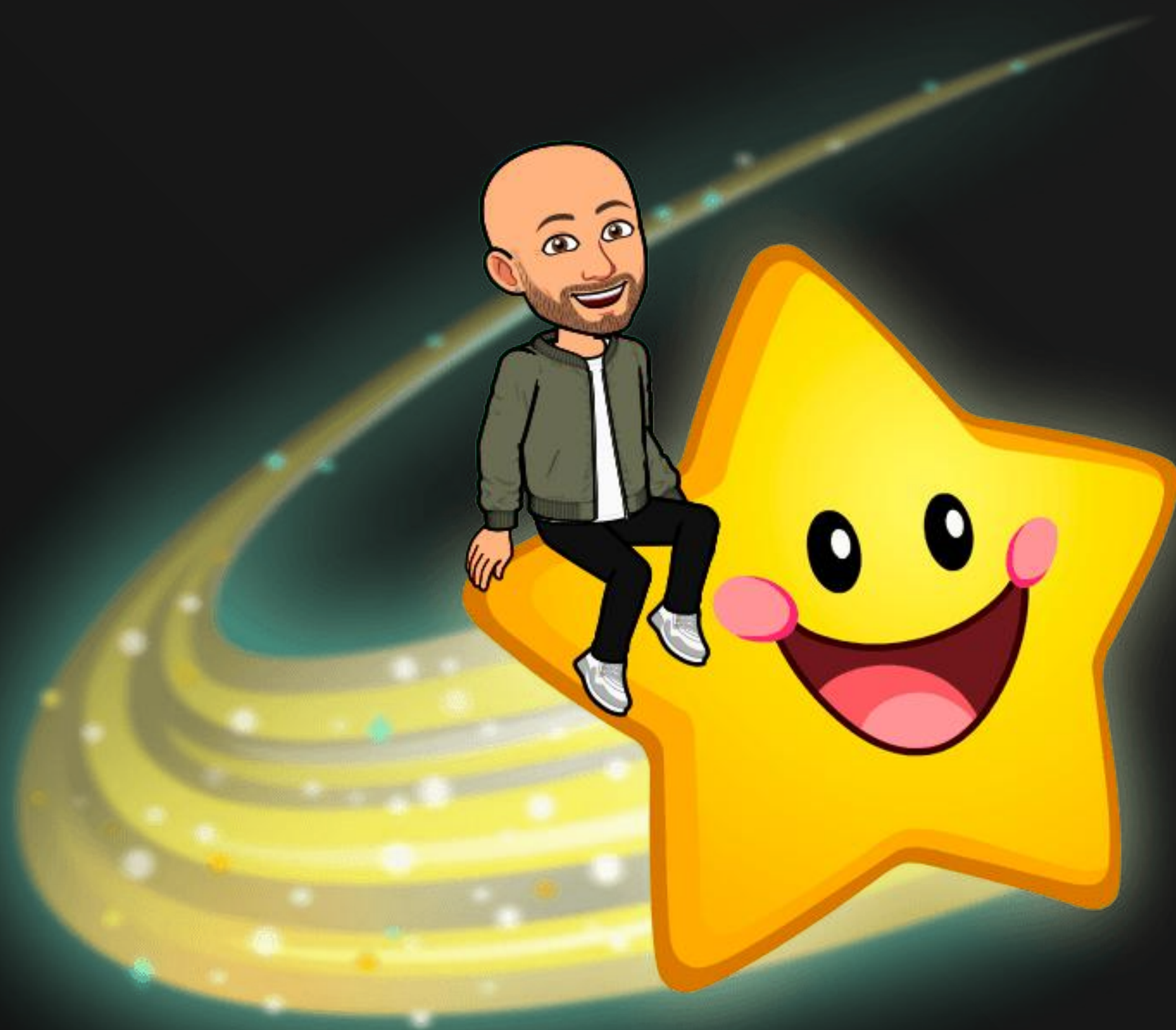


# — Which list feels more rewarding & motivating to complete?



# — Remember...

A playful interactive experience starts at the point when people forget about their tasks and **engage in interactions** for the sake of the experience itself.





# — Takeaways...

- ✓ Focus on a delightingful users experience.
- ✓ Reward users for completing tasks.
- ✓ Add playful animations and interactions.





# The Psychology of Product Design

Build Better Products!



[www.paultrubas.de](http://www.paultrubas.de)

