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Gamification and Rewards Programs Utilizing the IoT

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INTERNET OF **THINGS** EXPO

Gamification

What is it?

According to Merriam-Webster, gamification is "the process of adding games or gamelike elements to something (as a task) so as to encourage participation."
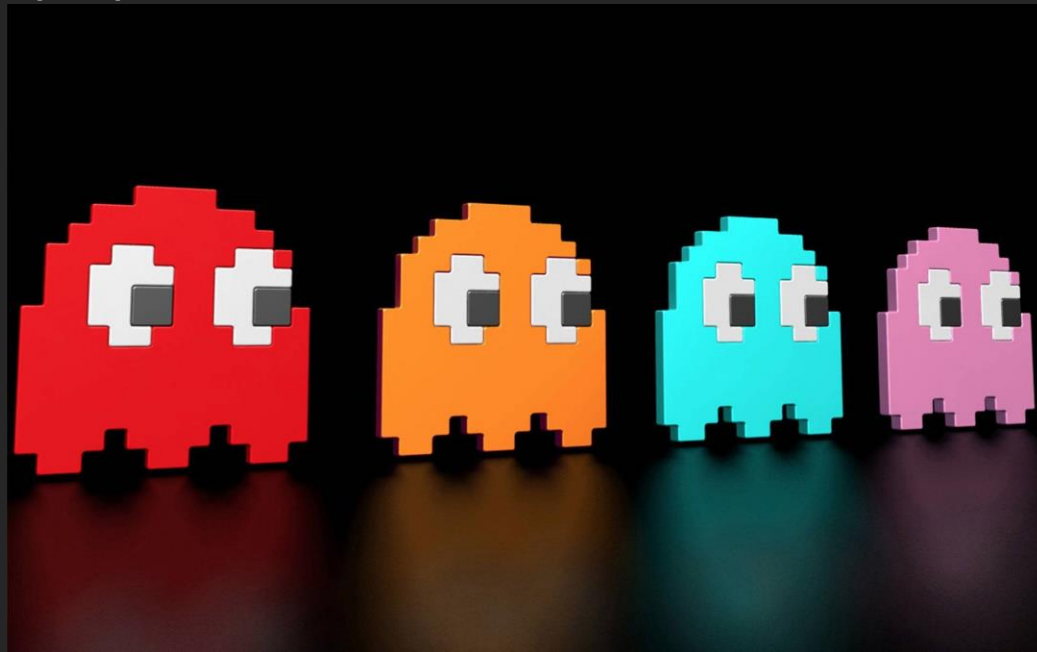

But what is *applied* gamification?

Applied Gamification

More...

Applied gamification is about bringing game mechanics—rules, constructs, processes and methods—into the real world in an effort to engage people.

Simple Forms of Applied Gamification > > >

Applied Gamification

Simple Forms of Applied Gamification

Have you ever gotten a star on a homework assignment? Have you gotten a sandwich card punched at Subway? (Just three more subs, and you'll get one free!) The stars and punches are simple examples of applied gamification.

Other examples of applied gamification include things like points and rewards you might get from your credit card company or miles from your preferred airline.

The game mechanics, or processes, behind gamification are what make points and rewards possible.

"From a business perspective, Gamification represents a promising strategy for public and commercial brands to increase customer activity, build loyalty, broaden reach and monetize assets."
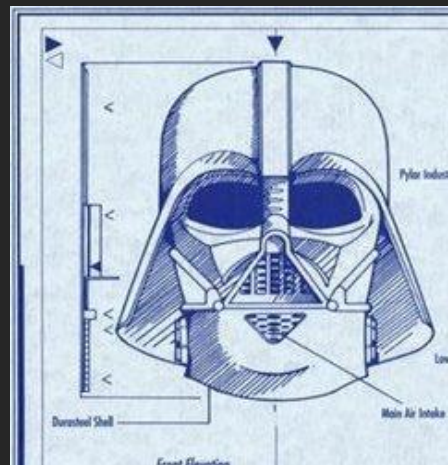
–Mind Commerce

Industry Examples > > >

Applied Gamification

Healthcare and Fitness

- Health and fitness tracker wristbands

- Smartphone apps

- Smartwatches

- Cybernetic face masks

- Golf gloves

- Clothes (i.e., smart textiles and wearable microelectronics)

"One in six (15%) consumers currently use wearable tech[4], such as smartwatches and fitness bands, in their daily lives. There are some expectations that by 2017 around 1/3 of American consumers will regularly wear a device to track sleep, food, exercise, heart rate, blood pressure and even glucose passively and non-invasively. According to ABI, by that time the global market for wearables in health and fitness alone could reach 170 million devices."

–Ben Howard; ViewRanger

Applied Gamification

Education

- Autographer: high-level note capturing

- Keyglove: wireless gloves with multiple applications

- Muse: brain-tracking technology that improves focus

- Virtual reality: hands-on experiences in particular environments

- GoPro: camera that captures behavioral patterns

- Microsoft Halo Lens: recording, translating and real-time world viewing

"It's easy to knock computer games as a distraction, but a growing number of educators are seeing the potential in their ability to keep students engaged. The result is a gamification of learning that is on track to become a cornerstone of the classroom."

–Nick Morrison; *Forbes*

Tip of the iceberg!

Applied Gamification

Business

- Points and rewards that promote and encourage commerce

- Morale and productivity boosters

- Training opportunities, and the weeding out of employees who just might not be right for the job

- Increases in brand loyalty, customer loyalty

- A broader reach

- Kiosks's

- Check In Stations

- Registration

Globalization of Brand

Platforms

	Analytics	Location & Proximity Awareness	Gamification	Loyalty & Rewards
Parks & Facilities	Geospatial Intelligence	Kiosks & Beacons	Scavenger Hunts Interactive Visualization	In-Park Redemption
Mobile (at Venue)	Search-based Data Discovery	ID6 Mobile API Developer Network	Allusion AR	Check-In
Web/Mobile (at Home)	ID6 Achievement System	ID6 Client API Developer Network	Experience Recall	At Home Redemption
Data Intelligence	Quantified Self	Predictive Analytics	Education Driven Apps w/ Rewards	Hyper Targeting

"The future belongs to those who prepare for it today."

–Malcolm X

Thank you…

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