

Gamification

PRAKTISCHE ANWENDUNGSBEISPIELE

Jörg Hofstätter, GESMA Juni 2016

ovos media GmbH



OVOS USES GAME TECHNOLOGY AND DESIGN
TO create playful experiences THAT
BOTH engage & educate our users





LUDWIG 2010-2011

LERNABENTEUER DEUTSCH 2012

SPERMEX 2013

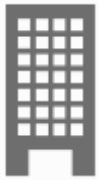
CURE RUNNERS 2013

LERN DEUTSCH 2014

Gamification // Einsatzgebiete

Mechanismen aus Spielen die anregen und motivieren.

Eine unterhaltsame Umgebung fasziniert.



Corporate Training



Education & Kids



Branding & Marketing



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TECHNIKQUEENS

gamifizierte Online-Challenge für Mädchen,
um Talente zu heben und Freude an der Technik zu wecken. www.technikqueens.at



MODUL 1
 24.08.2014 – 9min

MODUL 2
 25.08.2014 – 5min

MODUL 3
 26.08.2014 – 12min

MODUL 4
 27.08.2014 – 8min

ABSCHLUSSTEST
 28.08.2014

UNSER LEITBILD
 Punkte: 400
 4 min

FÜHRUNGSKRÄFTE
 Punkte: 120
 230 min

URLAUBSANMELDUNG
 120 Punkte erreichbar

KRANKMELDUNG
 Punkte: 140
 200 min

GESAMTWIRTSCHAFT
 230 Punkte erreichbar

USER NAME

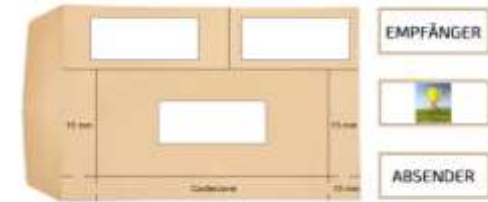
AUFGABEN ERLEDIGT
 63%
 45min gesamt

MEINE PUNKTE
 400

ERFOLGE
 12

EMS DRAG&DROP

ZIEHE DIE TEILE AN DIE RICHTIGE POSITION.



AUFGABE

EMS BILDAUSWAHL LÄNGE

WIE LANG DARF EIN EMS-PAKET HÖCHSTENS SEIN?



Gamification im CORPORATE TRAINING

Gamifizierte Online-Schulungsplattform für Zusteller
 Kunde: Österreichische Post AG

FIT FÜR DIE LEHRE QUIZ

Ihr Weg zur Lehre bei der Erste Bank!

Spielen Sie das Quiz zu Ihrer persönlichen Orientierung und entscheiden Sie, ob eine Bewerbung für die Erste Bank Lehre das Richtige für Sie ist.



Ich weiß bereits, worauf es bei der Bewerbung ankommt.
Jetzt ohne Quiz gleich bewerben.

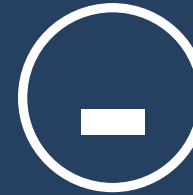


Recrutainment

Gamifizierte Bewerbungsplattform für Lehrlinge

<http://lehrlingsquiz.erstebank.at/>

Gamification?



INSTANTANE GRATIFIKATION

WETTBEWERB

INHALTE „PIMPEN“

NIEDERSCHWELLIGE ANWENDUNG

FAKTENWISSEN VS KOMPETENZ

STORYTELLING

NICHT REFLEKTIV

EXTRINSISCHE MOTIVATION

GAME-BASED LEARNING

“Entscheidungen zu üben.”

[HTTP://DERSTANDARD.AT/2000031069149/ONLINEGAMES-FUERS-SEMINAR-SKEPSIS-BLEIBT-BESTEHEN](http://derstandard.at/2000031069149/ONLINEGAMES-FUERS-SEMINAR-SKEPSIS-BLEIBT-BESTEHEN)



CORPORATE TRAINING

Game-based Szenario Training zum Thema Hygiene Standards im Spital
Kunde: KAV – Wiener Krankenanstaltenverbund



Psychosoziale Gesundheit

Game-based Szenario Training zum Thema PSG zur
Sensibilisierung von Führungskräften



Hi, this is Jane, your team assistant. I'm going to sum up the latest developments in the team:



Tom Griffith

Tom is a reliable and highly capable engineer who consistently shows high engagement at work. Tom was recently given the lead of a promising new project the team will work during the next few months.



Andrew Samuel

Andrew is a bit of a character. Some people find him hard to talk to. But he is also the most experienced person in the team and is highly respected. Andrew is an excellent physicist with international experience.



Sandra Murray

Sandra, as Quality Manager, prefers clear structures and processes and seeks harmony within the group. Before she went off sick, she seemed tearful, quiet, and distracted.



Catherine Newton

Catherine is an experienced Communication Manager. While she is professional and always delivers high quality on time, she has no ambitions to climb further up the career ladder.



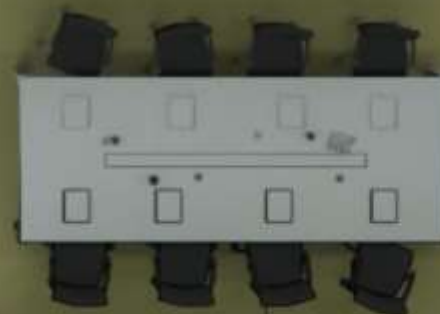
Andrew



Tom



Catherine



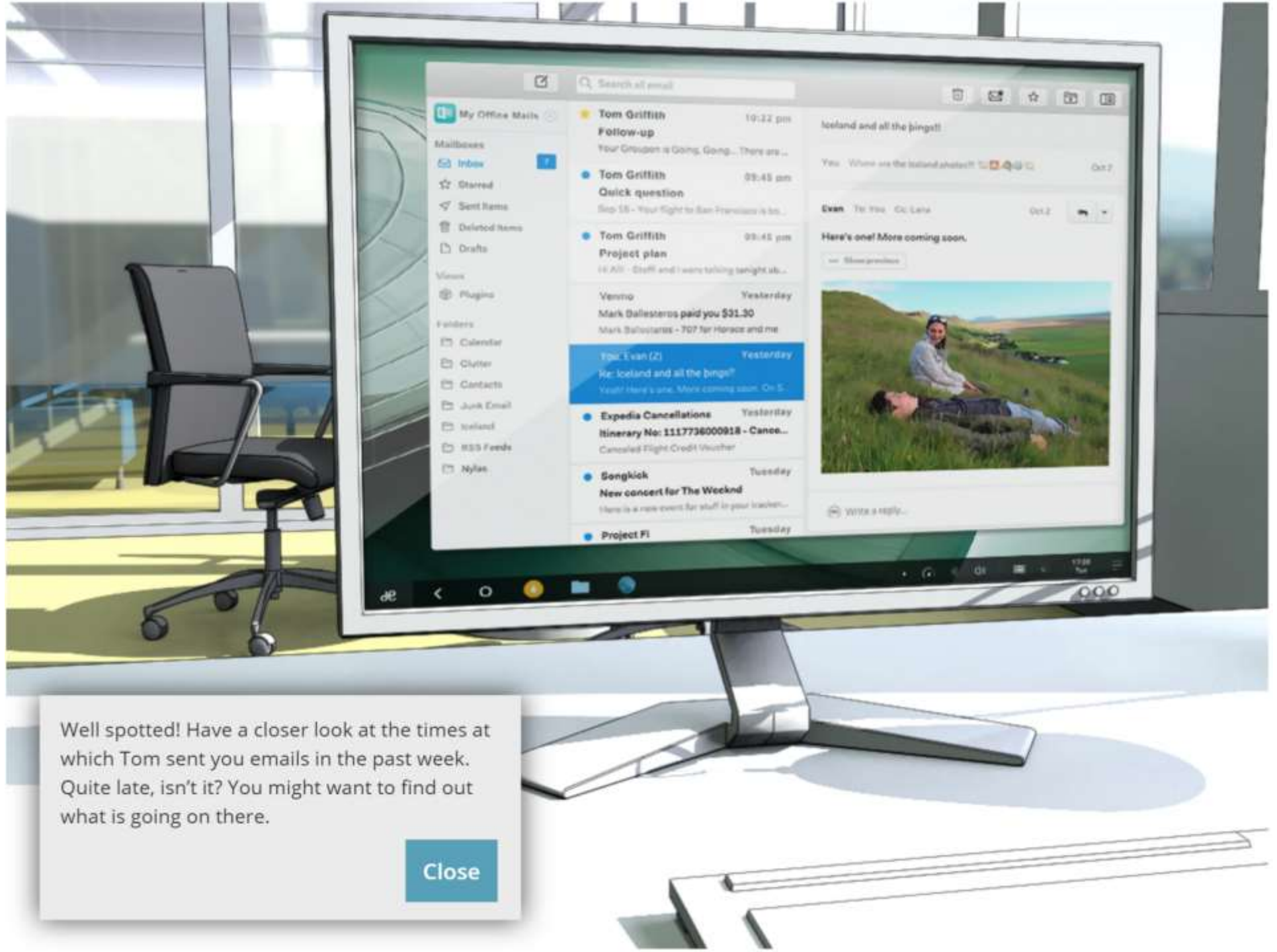
Mental Health Toolbox

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Profiles

Week 1 of 7

End Week



Well spotted! Have a closer look at the times at which Tom sent you emails in the past week. Quite late, isn't it? You might want to find out what is going on there.

Close



Click anywhere to continue...

Jochen

Hi, Tom. How is the new project going? Everything going according to plan?

Hi, Tom. How have you been lately? I noticed that last week you sent some emails pretty late at night. Are you having any problems with leading the project?

Hi, Tom. How have you been lately? I noticed that last week you sent some emails pretty late at night. Is that related to the new project?

**Tom Griffith**

male, 42 years
married, 2 kids
engineer

€ 0

Sickness absence

+

€ 2500

Lost Productivity

=

€ 2500

Total work loss

Week 1

Week 3

Week 5

Week 7

Final
Report**Stressors**

- Prolonged private stress (care-taking responsibility)
- New role at work
- High workload

Warning Signs

- Excessive working hours and no breaks
- Social withdrawal

Mental State



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Mental State

Tom experiences significant impairment with a considerable impact on work performance.

Perceived Managerial Support

Tom feels reasonably supported by his manager.

Intention to seek help

It's unlikely that Tom will consider to seek professional help.

How you manage your team's mental health & well-being, has an impact on resulting costs related to work loss due to mental ill health.



* Always choosing exactly the right type of intervention, could have lowered total costs to a minimum of EUR 12.400. Beyond this point, no further cost reduction was possible, since some things were simply out of the player's control (e.g Sandra's sickness absence during the first two weeks).

** The maximum total costs, spiraled up by poor interactions with the employees, lay at EUR 32.650.

E-learning → Szenarios / narration

Richtig/Falsch → dynaMISCHE NARRATION
Reflektion

Punkte, Badges, Highscore → SITUATIONSEINSCHÄTZUNG
SENSIBLE INTERVENTION
Entscheidungskompetenz

wissen → kompetenz

Learning IS ex pieriece,
THE REST IS JUST INFORMATION.

ALBERT EINSTEIN

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