

GAMIFICATION AND ELEARNING

ENGAGEMENT & PRODUCTIVITY



80%

OF LEARNERS SAY
LEARNING WOULD BE MORE
PRODUCTIVE IF IT WERE
MORE GAME-ORIENTED.

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BILLION

EXPECTED GAMIFICATION
MARKET WORTH IN 2020

70% OF BUSINESS
TRANSFORMATION EFFORTS
FAIL DUE TO LACK OF
ENGAGEMENT



PREFERRED GAMIFICATION TECHNIQUES



- ★ POINTS/SCORES
- ★ REAL-TIME FEEDBACK
- ★ PROGRESS BARS
- ★ ACTIVITY FEEDS

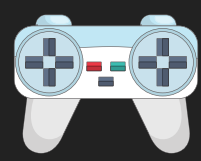
GAMIFICATION BENEFITS



SENSE OF
ACHIEVEMENT



TEAMWORK &
COLLABORATION



SENSE OF
ENGAGEMENT



INCREASED
BOTTOM LINE

▶ START GAME

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