

## Tallinn Summer School: Gamification Workshop

	<b>Monday 15/07/19</b>	<b>Tuesday 16/07/19</b>	<b>Wednesday 17/07/19</b>	<b>Thursday 18/07/19</b>	<b>Friday 19/07/19</b>
10:00	Ice breaking games, getting to know each other. Playing gamification examples	Presenting and selecting ideas and forming teams	Design of challenges	Design of feedback loop and progress phases	Prototype development
11:30	Lunch				
12:30	Nature of gamification, process of gamification	Defining expected user behaviour and measurable objectives	Designing extrinsic motivators	Entertaining elements	Prototype development
14:00	Coffee break				
14:30	Guided tour in Old Town (optional, for extra fee)	Analysing the target group needs	Defining intrinsic motivators	Other game elements	Prototype presentation and testing
16:00		Free workshop			