

Gamification Workshop 2020

Tallinn Summer School (Tallinn University)

Instructors: Peadar Callaghan, David R. Upshall, Martin Sillaots

Monday Jul 13

10:00 – 11:30 Ice-breaking

11:30 – 12:30 Lunch

12:30 – 14:00 What is gamification? (And what gamification cannot do). Gamification process.

14:00 – 14:30 Coffee break

14:30 – 16:00 Guided tour in Old Town (optional, for extra fee)

18:00 – 20:00 Welcoming Reception

Tuesday Jul 14

10:00 – 11:30 Presenting and selecting ideas and forming teams

11:30 – 12:30 Lunch

12:30 – 14:00 User behaviour and player actions. Measurable objectives

14:00 – 14:30 Coffee break

14:30 – 16:00 Analysing the target group needs. Designing player personas

16:00 – 17:00 Reflective workshop

Wednesday Jul 15

10:00 – 11:30 Designing challenges. Flow and difficulty curve

11:30 – 12:30 Lunch

12:30 – 14:00 Designing extrinsic motivators; SAPS model. Designing intrinsic motivators

14:00 – 14:30 Coffee break

14:30 – 16:00 Prototyping in Figma

16:00 – 17:00 Reflective workshop

Thursday Jul 16

10:00 – 11:30 Design of feedback loop and progression

11:30 – 12:30 Lunch

12:30 – 14:00 Entertaining elements

14:00 – 14:30 Coffee break

14:30 – 17:00 Reflective workshop / Game session

Friday Jul 17

10:00 – 11:30 Prototype development

11:30 – 12:30 Lunch

12:30 – 14:00 Prototype development

14:00 – 14:30 Coffee break

14:30 – 16:00 Prototype presentation and testing

16:00 – 17:00 Certificates and feedback