

## **Gamification workshop**

Tallinn Summer School 2024

### **Monday, Jul 15**

- 10:00 – 11:30 Ice breaking. Introduction to Gamification
- 11:30 – 12:30 Lunch
- 12:30 – 14:00 Gamification Design Process and Examples
- 14:00 – 14:15 Coffee break
- 14:15 – 16:45 Guided tour in Old Town (Optional, additional registration needed, not for free)
- 18:00 – 20:00 Welcoming Reception

### **Tuesday, Jul 16**

- 10:00 – 11:30 Presenting and selecting ideas and forming teams
- 11:30 – 12:30 Lunch
- 12:30 – 14:00 Analysing the target group needs
- 14:00 – 14:30 Coffee break
- 14:30 – 16:00 Defining expected user behaviour and measurable objectives
- 16:00 – 17:00 Reflective workshop

### **Wednesday, Jul 17**

- 10:00 – 11:30 Designing challenges. Flow and difficulty curve
- 11:30 – 12:30 Lunch
- 12:30 – 14:00 Designing extrinsic and intrinsic motivators
- 14:00 – 14:30 Coffee break
- 14:30 – 16:00 Prototyping in Figma
- 16:00 – 17:00 Reflective workshop

### **Thursday, Jul 18**

- 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 – 16:00 Other game elements
- 16:00 – 17:00 Reflective workshop

### **Friday, Jul 19**

- 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
- 16:30 – 19:00 Board Games Night (Optional)
- 19:30 – 23:00 Pub Crawl (Optional)