Gamification workshop

Tallinn Summer School 2025

Monday, Jul 14
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 15
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 16
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 17
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 18
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)