# GAMIFICATION SYSTEMS AND THEIR INTEGRATION IN ORGANIZATIONS

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## INTRODUCTION – WHAT IS GAMIFICATION?

The main principle of gamification is the use of game elements in non-gaming environment.

Most common game elements are points, badges, leaderboards and levels.

Non-gaming environment could be external (marketing, relationships with customers) or internal (employee motivation, HR, teams).

In-game currency used in designed gamification system

## MAIN GOALS OF MY THESIS

Beside the summarization of knowledge about gamification and the comparison of commercial gamification platform, the main practical goal of the thesis is the creation of design of a gami-fication platform for real-life web application and description of its specific features and problems.

The main function of the chosen web application is analyzing business to business IT contracts. The application is currently under a development of Michal Šebesta's team.

## MY SOLUTION

The final design of the gamification system is based on the theoretical knowledge from first chapters and on the analysis of commercial gamification platforms. The design contains:

- System principles
- Description of user / player types
- Wireframes of individual screens
- Design of UI elements
- List and description of used game elements
- Description of system abuse protection
- Potential problems with the implantation and their solution
- Design specifications
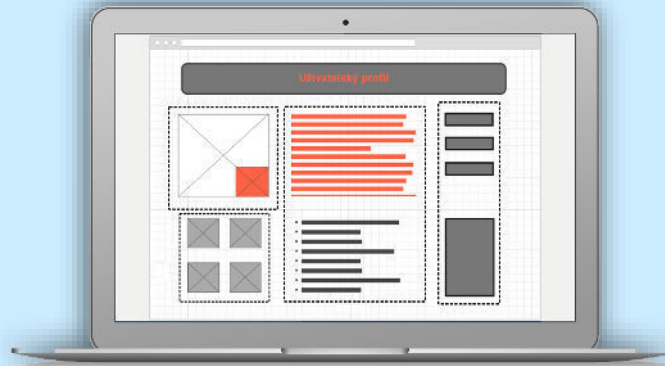
One of the wireframes used in designed gamification system

Badges used in designed gamification system

## THE MAIN ADDED VALUE OF MY THESIS

- Creation of comprehensive overview of gamification theory. Supplemented by infographics and research about scientific works in this area and player types / team roles.
- Overview of the integration of game elements into organizations. Supplemented by examples and infographics.
- Comparison of the top commercial gamification platforms.
- Design of gamification system for real-life web application + screen wireframes and graphics of UI elements.