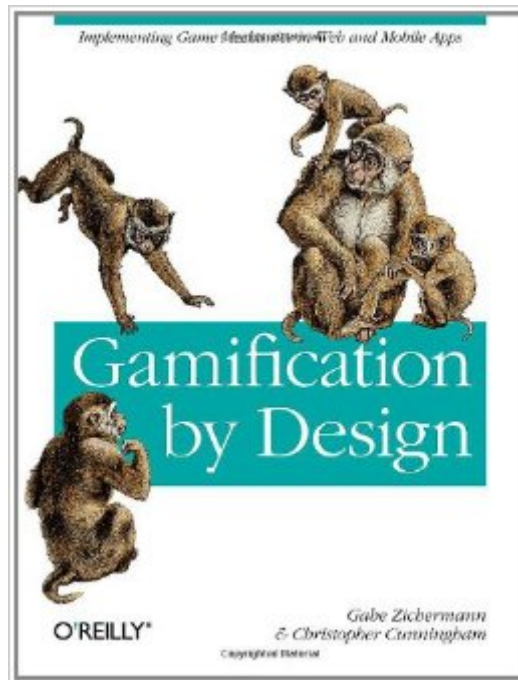# Gamification By Design: Implementing Game Mechanics In Web And Mobile Apps

Synopsis

What do Foursquare, Zynga, Nike+, and Groupon have in common? These and many other brands use gamification to deliver a sticky, viral, and engaging experience to their customers. This book provides the design strategy and tactics you need to integrate game mechanics into any kind of consumer-facing website or mobile app. Learn how to use core game concepts, design patterns, and meaningful code samples to a create fun and captivating social environment.Whether you're an executive, developer, producer, or product specialist, Gamification by Design will show you how game mechanics can help you build customer loyalty.Discover the motivational framework game designers use to segment and engage consumersUnderstand core game mechanics such as points, badges, levels, challenges, and leaderboardsEngage your consumers with reward structures, positive reinforcement, and feedback loopsCombine game mechanics with social interaction for activities such as collecting, gifting, heroism, and statusDive into case studies on Nike and Yahoo!, and analyze interactions at Google, Facebook, and ZyngaGet the architecture and code to gamify a basic consumer site, and learn how to use mainstream gamification APIs from Badgeville"Turning applications into games is a huge trend. This book does a great job of identifying the core lasting principals you need to inspire your users to visit again and again."â "Adam LovingFreelance Social Game Developer and founder of Twibes Twitter Groups

Book Information

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Customer Reviews

As a UX designer working on various websites and mobile apps I found the first five chapters useful

in my design thinking but I also found a the coding and platform chapters to be weak and kind of sleazy.Before I write anymore, I want you to know that I'm not going to critique Gamficiation Theory here as that has been done well enough elsewhere. I just want to talk about the book :)So the first five chapters of the book are useful and meaty enough to get you on your way. For instance, it provides some compelling arguments to think about your analytics in terms of 'levels' and 'experience points' in order to see what they are accomplishing, even if you don't expose the information to them. Moreover, the first five chapters gave me enough to work with to implement some gamified elements into my next project. There's also a supplemental workbook PDF on the authors website that compiles all the exercises found in the book which I could see using at a project kickoff.That being said, I do have some complaints about this book. First, I feel like the author was selling his website GamificationU a little too hard. In order to download the aforementioned workbook I had to fill out a contact form and in order to get the 'advanced' movies the author provides you have to follow him on twitter. If you ask me it feels a little too sleazy considering I've already paid for the book. If I really want to be on the mailing list or to follow you, I would.My second issue has to do with "Chapter 7: Coding Basic Game Mechanics". I applaud the author for including a chapter that walks us through the code, I really do. But given the current rapid development of rails he should have forked the project on Github and been more thorough with his documentation.

You want to have a textbook to install Gamification for your own services, programs or company? Motivated by all the hype about how Gamification is the solution to get an almost lifelong customer engagement and many returning sales? You want to copy the success of Zynga, Nike+ and Groupon (note the absence of Foursquare in this list as I think it's rather a bad example of Gamification)? You want to find the secret recipe in just one easy to read book?Why not buy and read the newest book from the "foremost expert on the subject of Gamification"? Well the title of this book by Gabe Zicherman sounds like the perfect solution for your motivations above, right? Well, I have bad news for you, there is no easy shortcut to understanding and implementing successful principles of Gamification for you! Nor is this book gonna help you in achieving all that is promised on the outside of the book. Ever heard of "No pain no gain?". That's right, as I will tell you here right away that you have to do it the hard way, buy and read a minimum dozen of books (some reading list provided later) and even then it's not guaranteed you've found the secret recipe.So safe your 14.10 US$ (strange that is already cutting the price on a newly book almost in half, unless it's not a bestseller, right?) and invest that and some more dollars into various other books with more

insights, more practicable tips, more take-aways than this book. Save yourself from the pain to read through some cheap advertising of the services of Badgeville.com as there are many other companies that offer the same service as them - at least two others start also with a B in their company name (hint).

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