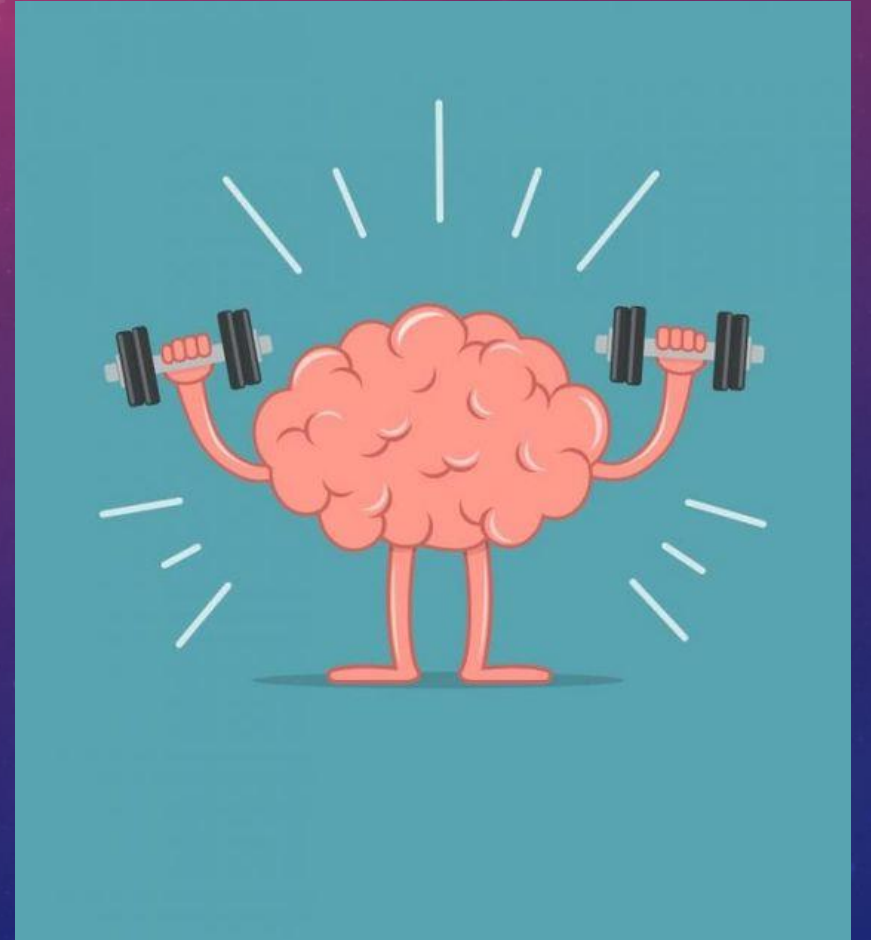


GAMIFICATION DRAFT PROJECT

The 8 Core Drives of Gamification For The People Exercise Problem

HAKAN SEZGÜN



GAME'S DETAILS AND REFERANCES

Explanation

"STEP WITH ME", which has a system that we can call an application rather than a game, will be created to direct people to exercise while going to work or to a different place.

Referances

Step With Me, which will resemble the systems of games such as Bitlife and PokemonGo, will work from both systems and will be a blend of appropriate features. While it will receive features such as earning points, character creation, badge and achievement system from Bitlife, it will include features such as friend system from PokemonGo and being a leader in certain places.



DEVELOPMENT AND ACCOMPLISHMENT

Explanation

There will be rewards, achievements and badge systems to encourage players to play and play regularly. When an achievement is opened, a new and more difficult achievement will be added after it, and the rewards will naturally increase in order not to lose motivation as it gets harder.

Examples

The first achievement: Walk 5 km in one day

The second achievement: Walk 5 km every day in a week

The first achievement: Run without a break for 5 minutes

The second achievement: Run without a break for 30 minutes



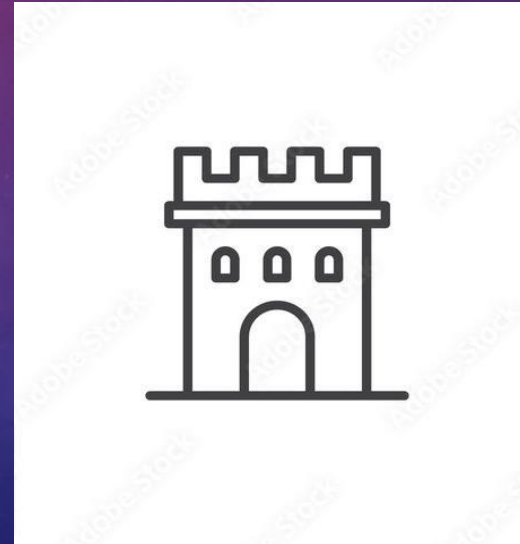
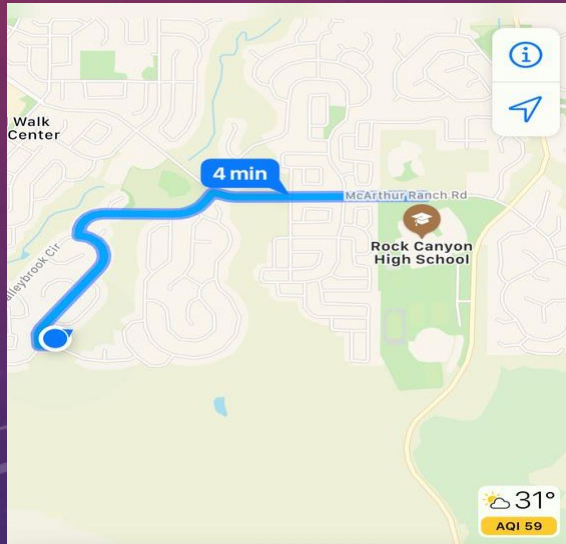
CREATIVITY AND FEEDBACK

Explanation

Those who use the application will choose a walking route for themselves and a random structure on this route will be symbolized once a week. The user will try to guess which structure it is and take a selfie with it before the time runs out and upload it to the system.

Examples

For example, a user who chooses a route between Galata and Karaköy will have a tower emoji one day and will go on his way and take a selfie with the Galata Tower and upload it to the system.



OWNERSHIP AND POSSESSION

Explanation

Apart from the fact that every move made along the way earns points, if you make these moves by using the names of the contracted brands and reach the numbers they have determined, you can have a discount on those brands while spending the points.

Examples

For example, let's say you agreed with Nike. Nike will offer the person who will use the application within their organization that they must walk at least 70 km a week or that they must be in the top 5 regularly in the ranking of the people who walk the most in their region. If the user fulfills these conditions, he will have a 15% discount on his purchases through Nike, and the Nike logo will appear on the username.



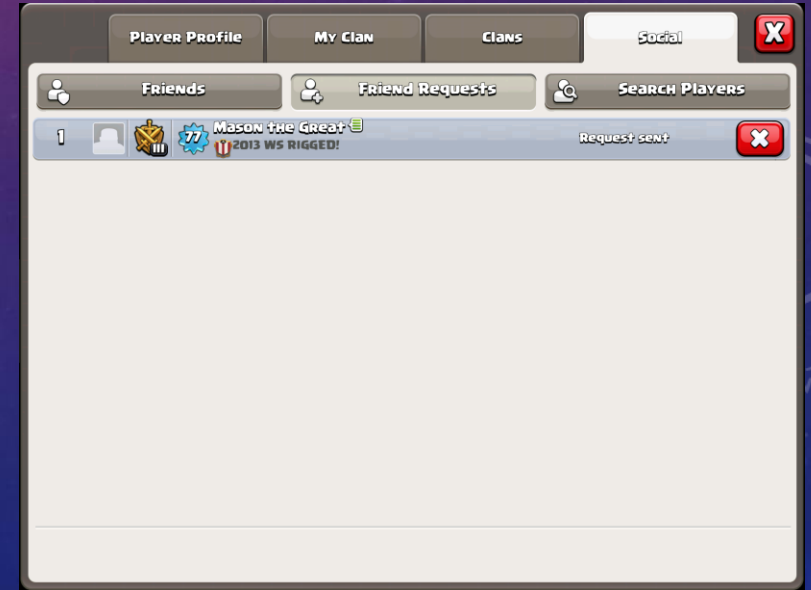
SOCIAL PRESSURE AND RELATEDNESS

Explanation

The game will also have features such as adding friends and ranking, so that people can challenge each other and gain leadership in certain regions. Thanks to one-on-one challenges, people will have doubled the fun by competing with their friends.

Examples

As in online games, people will be able to add friends and talk through this application. In this application, where they can examine each other's stats and daily activities, there will also be a challenge feature. For example, who will walk more in a day, who will collect more points weekly, etc.



THANKS FOR READING !!!