

GAMIFICATION

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Project Name: My Sport Buddy



ABOUT PROJECT

The application starts in a room where two people who do not want to go to the gym are matched and mutually offer excuses why they will not go to the gym. There are also 3 spectators in this room (users or artificial intelligence who can join at the moment) and they vote on which of these excuses is more valid. The person who has the excuse with a high score is entitled not to go to the gym that day, and the person who loses goes to the gym. With this event, it is aimed to both entertain people and put them in order.



DEFINE

GOALS

My Sport Buddy, which is an application, is a gamification program designed for users to start sports or to increase their continuity against sports.

Users will have fun while improving themselves with this application, where they can have fun while putting themselves in order, and they will win certain rewards in return.

PROGRESS

In the double game (where excuses are presented and voted), the person who does not go to the gym that day gets "Excuse Points" and accumulates in his household. When this score, which does not accumulate more than 3 times in a week, becomes 3, that person has to go to the gym without giving any more excuses.

Those who go to the gym, on the other hand, indicate their location with GPS in the gym they go and have a QR code scanned, thereby registering that they are going to the gym and earning "Organization Points". By accumulating these points, they can have different content.

DELINEATE

BEHAVIOURS

This application, which will act as the igniting force when people do not have the necessary motivation to do a job, aims to minimize features that delay work, such as being lazy or constantly making excuses.

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WHAT WILL THE GAME CREATE?

Users who use the application regularly and properly become the winner and the developing party at the end of the day, and they can also realize their differences (more organized personality) in the long run.

DELINEATE

WHAT WILL PLAYERS DO?

While the application puts people in order, it also motivates them with a point earning system.

What you need to do to earn points is simple, when you go to the gym (at contracted gyms), the QR code in the gym is scanned from the phone, and the points are earned and entered into the household.

In addition, being a jury in rooms where mutual excuses are presented earns users points in a minimal way, although not as much as going to the gym.

As long as the sport is not interrupted during the no excuses, the earned points increase slightly.

DESCRIBE

USER COMMUNITY

- 1) People who do not want to postpone their work and want to get in order
- 2) People who do sports regularly and want to have a good time by winning prizes in addition to the sports they do thanks to the application.
- 3) Gym owners can both sign up with the app to attract members (that's where the contracted gym comes into play) and do free PR with big brands because their names will be mentioned.
- 4) Users who want to spend time having fun as a jury in the game that is played only mutually, regardless of sports.

WHAT WILL MOTIVATED TO USERS?

The application contains motivation for each of the 4 main user groups.

For people who want to get in order, they earn points every day that passes regularly, and these points are supported by discounts or prizes at contracted companies (After all, who doesn't love gifts?).

For those who give the right to their sport, continuity is ensured with gifts and discount codes from famous supplement companies, and they gain the opportunity to make agreements with these companies for advertising or business in monthly and annual competitions.

An example of this is the direct extra income and recognition increase for gym owners.

The entertainment factor required for people who are just looking for entertainment is provided by these games and judging, and in-app continuity is ensured with a sense of satisfaction.

DESCRIBE

USER COMMUNITY

BEHAVIOUR

The thing is, it's not about the game or the application, but about people getting in order.

It can be said that people who do their sports regularly and with willed will receive the reward of this and continue to be more motivated.

PERSONA GOALS

Game helps those who want to get in order, game fires them for it.

Thanks to the agreements and supports it offers, it becomes a stepping stone for people who want to make sports a profession.

It provides income to the gym centers and companies with which the agreement is made.

MOTIVATIONS

The thought of putting theyself in order and gaining this feature.

To earn cheap supplements and different products for athletes.

The idea to get a chance to become famous with monthly and annual games.

Option to win agreements with famous brands.

DEVISE

ENGAGEMENT LOOPS

MOTIVATION

How the game motivate people to use this app?

ACTION

What they do?

FEEDBACK

What they gain?

REPEAT

Why they use this app repeatly?

DEVISE

ENGAGEMENT LOOPS

MOTIVATION

People's laziness and urge to procrastinate is not something that can be easily passed, but it is easy enough to be removed with a trigger. For this reason, the My Sport Buddy application sees people's excuses one-on-one, while on the other hand, the comments made by different people and the scores they give, and how many unnecessary excuses are often presented. In this way, as users see and experience these, they get closer to the level that will motivate them to do sports.

Point systems earned by actions taken outside of the conscious part of the job, the option to get something by using these points, and competition among users can also be shown as reasons that motivate people to use the application.



DEVISE

ENGAGEMENT LOOPS

ACTION

Users will enter the double game and write their excuses, these excuses will be played by the jury and one will win and the other will lose.

The winner will receive Excuse Points and will be credited. If there are 3 points in a week, he will not be eligible and will have to go to the gym.

The loser will go to the sport and earn Organization Points, and by accumulating these points, they will have the option to buy products from companies.

People who go to sports for 6 months without breaking their continuity will be able to participate in the lottery in order to win sponsorship from contracted companies.

Those who break the continuity the least for 1 year will be declared champions in their regions and will be able to participate in the year-end awards. They will also earn a regional champion emoticon on their profile.

DEVISE

ENGAGEMENT LOOPS

FEEDBACK

Continuity will be achieved at first, and then a chain will begin that goes all the way to the regional championship.

When you become the regional champion, a journey that leads to the chance to go to the end of the year awards and agreements with various companies will begin.



DEVISE

ENGAGEMENT LOOPS

REPEAT

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When you become the regional champion, a journey that leads to the chance to go to the end of the year awards and agreements with various companies will begin.

Since the work of order is like a kind of disease, those who experience and win it will force themselves to continue it next year at the end of each year thanks to their awards and future support, and after a while this will become ordinary for them, so there will be continuity of practice.

DEVISE

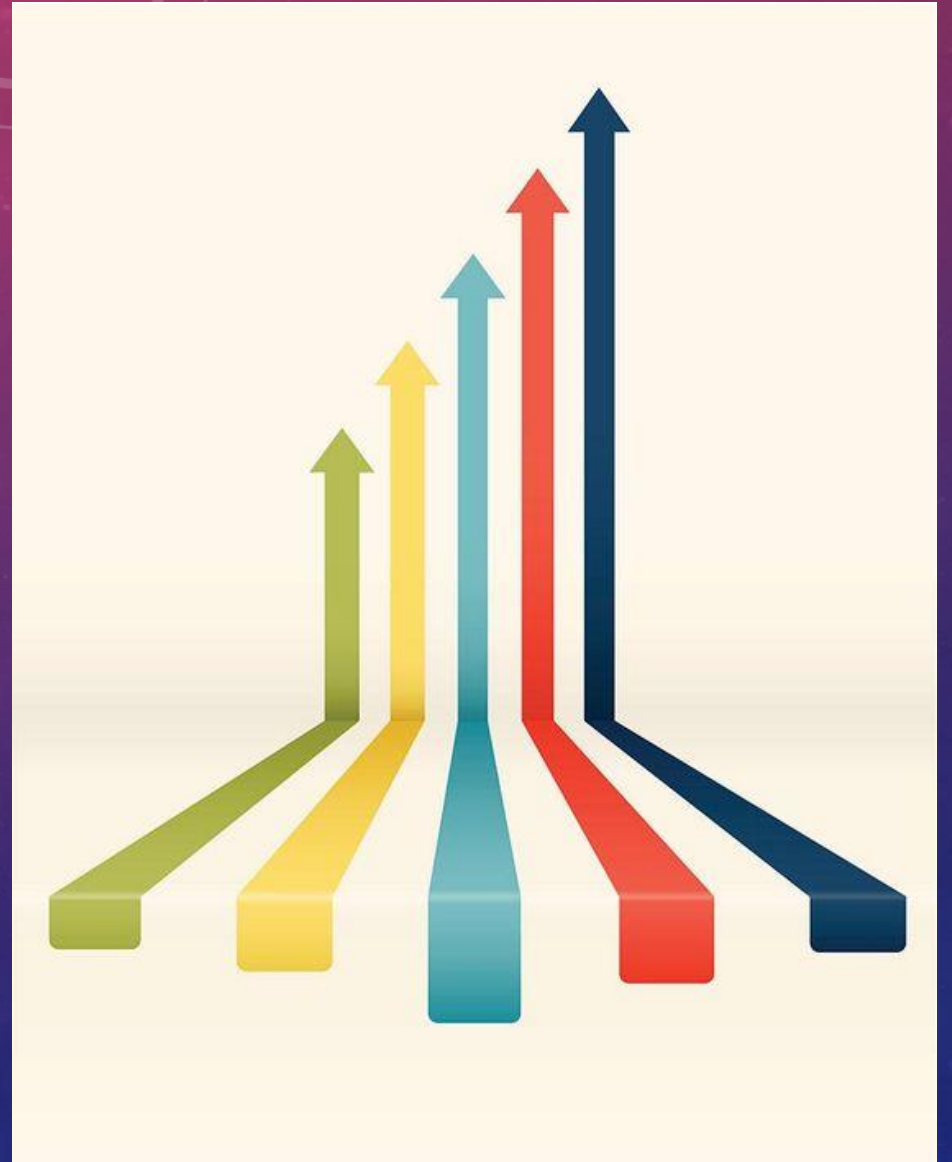
PROGRESSION LOOPS

Earning points with one-on-one games and learning the jury system will be the first step for users.

Buying products using the points earned will have one of the purposes of this application checked.

After understanding the system, it will be enough to go to sports and do what is necessary to become the regional champion for the first 6 months, which will allow users to continue their lives without having to worry.

Users will have to struggle for year-end rewards for 6 months after the regional championship, which will push them extra hard because they will have a full understanding of the abundance of regional championship rewards and fame options, they will try to get ahead in the rankings with the extra effort.



FUN

FUN FACTORS

The excuses and the comments made by the judges while playing the double games will create a fun environment for interpersonal communication, because the scenarios and conversations that may arise are very open.



DEPLOY

8 CORE DRIVES OF GAMIFICATION

DEVELOPMENT AND ACCOMPLISHMENT

CREATIVITY AND FEEDBACK

OWNERSHIP AND POSSESSION

DEPLOY

8 CORE DRIVES OF GAMIFICATION

DEVELOPMENT AND ACCOMPLISHMENT

The most important features of people are getting in order and gaining the habit of sports.

DEPLOY

8 CORE DRIVES OF GAMIFICATION

CREATIVITY AND FEEDBACK

When people don't want to go to the gym, they have to come up with really good reasons and convince the jury, and for this they will have to push themselves.

Other people will be able to score them based on the comments and points given while on the jury (this is how Motivation Points can be earned), so it will be important to make pointy and funny comments while on the jury. This will increase people's creativity.

DEPLOY

8 CORE DRIVES OF GAMIFICATION

OWNERSHIP AND POSSESSION

In the badges that will be distributed every month, it will be possible to have an idea about the general personalities of the people, which will provide a sense of ownership or belonging to the application. (Best commentator of the month, Most regular sports runner of the month, Most doubles winner of the month, Most points winner of the month, etc.).

Being seen by regional leaders and everyone who uses the application is one of the features that will both motivate people and connect them to the application even more.

THANKS FOR READING!