

# GAMIFICATION AND ELEARNING

## ENGAGEMENT & PRODUCTIVITY



80%

OF LEARNERS SAY  
LEARNING WOULD BE  
MORE PRODUCTIVE IF IT  
WERE MORE  
GAME-ORIENTED.

11  
BILLION

EXPECTED  
GAMIFICATION  
MARKET WORTH  
IN 2020

70% OF BUSINESS  
TRANSFORMATION  
EFFORTS FAIL DUE TO  
LACK OF ENGAGEMENT



## PREFERRED GAMIFICATION TECHNIQUES



- ★ POINTS/SCORES
- ★ REAL-TIME FEEDBACK
- ★ PROGRESS BARS
- ★ ACTIVITY FEEDS

## GAMIFICATION BENEFITS



SENSE OF  
ACHIEVEMENT



TEAMWORK &  
COLLABORATION



SENSE OF  
ENGAGEMENT



INCREASED  
BOTTOM LINE

▶ START GAME

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