

Designing Gamified Systems: Meaningful Play in Interactive Entertainment, Marketing and Education



Designing Gamified Systems is a fundamental guide for building essential skills in game and interaction design to revitalize and reimagine real world systems from cities and corporations to schools and the military. Author Sari Gilbert develops a set of core principles and tools for using game thinking and interactive design to build motivation, explain hard concepts, broaden audiences, deepen commitments and enhance human relationships. Designing Gamified Systems includes: Topics such as gamified system design, behavioral psychology, marketing, business strategy, learning theory and instructional design Interviews with leaders and practitioners in this emerging field who explain how the job of the game designer is being redefined Exercises designed to both encourage big-picture thinking about gamified systems and help you experience and understand the challenges and nuances involved in designing them A companion website (www.gamifiedsystems.com) with additional materials to supplement learning and practice

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