The Basics of Gamification

1. Defining Gamification
   a. Game mechanics
   b. Game Dynamics
2. Goals of gamification
   a. Engagement
   b. Loyalty
3. The gamification loop
4. Classifying game types
   a. Bartles
   b. Radoff Quadrant
5. Motivation aspects of gamification
6. The building blocks
7. Use cases of gamification
   a. Building a community
   b. Intensifying health
   c. Build brand
   d. Change behavior
8. Summation
   a. The new market