Level up your Gamification with Design Thinking

Both a method and a mindset used to solve complex problems, Design Thinking is a human-centric, team-based approach to exploring ideal future states and designing innovative learning solutions that can feasibly meet the learners' needs and desires.
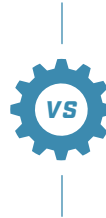
Do you know the difference?

NOISE

Random variation, that interferes with the signal.

Examples:

- Gamification that "tricks" rather than motivates.
- Points, badges, and leaderboards used on top of experience rather than designed for self-exploration, competition, and collaboration.
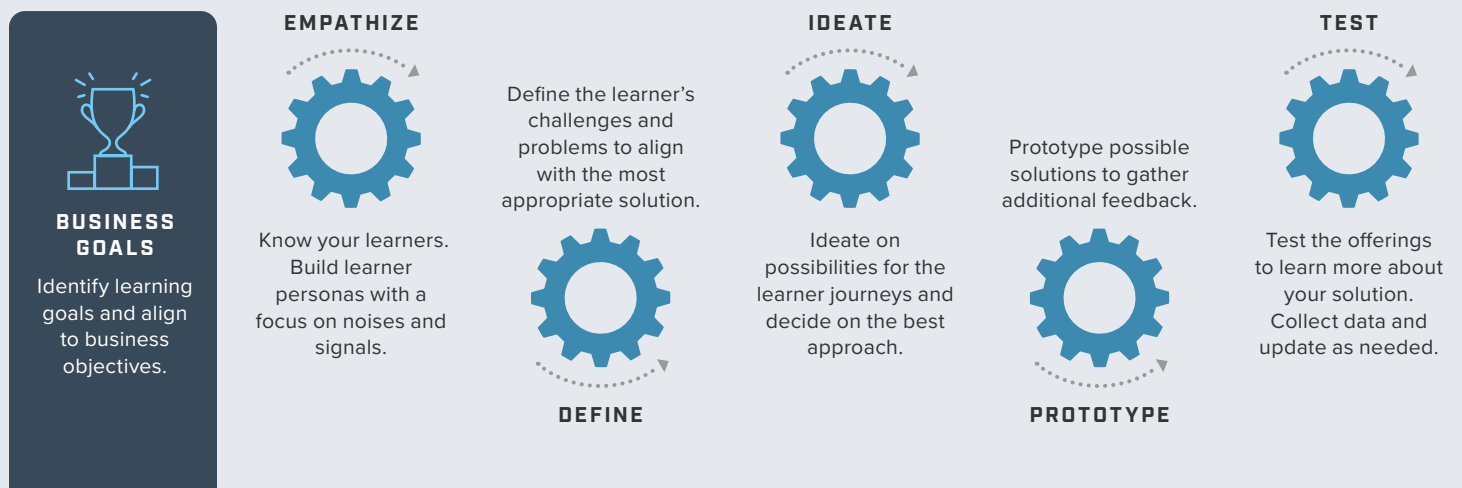
VS

SIGNAL

Meaningful information you're trying to detect.

Examples:

- Gamification that uses intrinsic motivation to engage.
- Gamification that is purposefully designed to create experiences that yield business results.

Applying Design Thinking to Gamification

As all phases of Design Thinking evolve together and complement each other, it is better to view them as flexible spaces rather than linear steps. When tying Design Thinking with Gamification, the framework core remains the same with some added elements.

BUSINESS GOALS

Identify learning goals and align to business objectives.

EMPATHIZE

Know your learners. Build learner personas with a focus on noises and signals.

Define the learner's challenges and problems to align with the most appropriate solution.

DEFINE

IDEATE

Ideate on possibilities for the learner journeys and decide on the best approach.

Prototype possible solutions to gather additional feedback.

PROTOTYPE

TEST

Test the offerings to learn more about your solution. Collect data and update as needed.

Interested in Design Thinking or Gamification?

Contact an Ardent expert today to learn more.

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