gamification: innovation and the future

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change is hard
SNS use on a typical day by age group, 2005-2011

The percentage of adult internet users in each age group who used social networking sites "yesterday"

- 18-29
- 30-49
- 50-64
- 65+

Pew Research
COLLECTIVE CHANGE IS EXPONENTIAL
INDIVIDUAL CHANGE IS LINEAR
fluid intelligence (gF)
asperger, innovation, gF
science, natch
multitasking masters
rtfm?  No, f'n way!
gamification is: the process of using **game thinking & mechanics** to engage users
gamification is not just
game design

loyalty

behavioral economics
hi, i'm gabe
zichermann
PARTIAL CLIENT LIST

HONDA
Pixable
JWT
Aetna
Saatchi & Saatchi
RPA
epsilon
Cadbury
CrossLoop®
Google
The New York Times
RICOH
Time Inc.
Gotham
The Washington Post
GAP
TreatFeed
Viacom
Banana Republic
ESTEE LAUDER COMPANIES
TRAIN SIGNAL
YOU ARE TV
GROUPE AEROPLAN
zamzee
San Francisco, June 19-21

GSummit.com
feedback
friends
fun
Level 1-1: One Small Clash  
Level 1-2: Swing It Around  
Level 1-3: Hide the Hydrophobic  
Level 1-4: Shake It Off  

Backbone Packing

Level 2-1: When Backbones Collide  
Level 2-2: Close the Gap  
Level 2-3: Twin Pack  
Level 2-4: Triple Packed
AUTOMOTIVE GAMIFICATION

HONDA INSIGHT

NISSAN LEAF

TOYOTA PRIUS

FORD FUSION
Due Props

instant feedback

Rypple
Open Badges - Mozilla
work out - NextJump
slow down - speed camera lottery
Zap Alias

Team Location: Santa Rosa, California

- Alternative Class – Side by Side Seating
- Battery Electric Vehicle (New)

**Interior**
- 2-3 passenger seating arrangement: Two side by side in front, center seat in rear
- Luggage compartment behind rear seat
- High efficiency Xenon headlamp
- Advanced three wheeled design allows fast track, cost-effective certification, and shortened time to production
- Advanced Lithium batteries with microprocessor BMS, located for optimal safety and handling

**Body / Chassis**
- Strong, lightweight composite body
- NASCAR style safety cage built from tubular steel
- Futuristic styling for marketability
- Components designed for ease in manufacturing
- Battery box positioned for optimal handling
- Third seat in rear

**Powertrain**
- Battery Maker: Chemistry: UQM 125 kW
- Electric Motor: UQM
- Top speed: 100 MPH
- Range: 160 miles
- 165 HP electric motor, mated to 90% efficient, single-speed, advanced drive train
- Low rolling resistance tires

**Development Status**
- Pre-Production Prototype

**Performance**
- Top speed: 100 MPH
- Range: 160 miles
- 440V: 45 minutes

**Size and weight and comparison with Toyota Prius Hybrid**
- 6 inches wider
- 14 inches shorter
- 58.7" tall
- 2688 lbs.
- 51.2" tall
- 3,042 lbs.

For more info: www.zapworld.com

Thanks to: UQM, Firestone, Al Unser Jr., Speedway Tire & Auto
our future