

Game-Based Learning Success Drivers

QUEST

The Goal Orientation helps to focus learners on the task and guide them select and construct strategies for learning goals accomplishment.

REWARD

Learners should feel acknowledged and rewarded for special efforts and contributions done during the game. Introducing recognition & achievements can increase “stickiness ratio” from 25% to 37% (Mafia Wars, FarmVille)

FUN

A “Serious Game” can also be fun, not boring, having a catchy name and fancy visuals.

DURATION

The Game must be not too long, not too short. As any learning experience, the duration must match with learning objectives and availability constraints of the learners.

RULES

Rules must be easy to explain and simple to understand. They should not be an obstacle to the learning experience.

GAMEPLAY

Gameplay - also called game mechanics - is the sets of elements in a game that are intended to produce an enjoyable learning experience

INTERACTIVITY

Interaction increase retention by encouraging learners to interact and re-engage their colleagues, creating a viral endless loop.

PROGRESSION

Difficulty must be balanced so that learners feel the game is challenging. Game is deep when the play elements seem simple and easy to learn – and become more and more complex – and fair when it is challenging, but set up in a way that leads to success.

