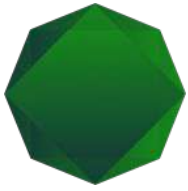


Curso de
Gamificación
con Octalysis:
Componentes y Framework

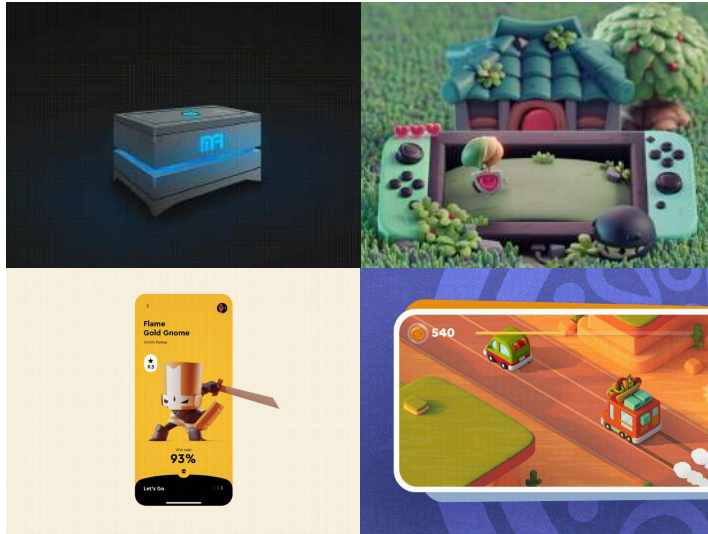
Simón Duque

Descubre la gamificación

Gamificación basada en la ciencia



¿Qué es la gamificación?



**ELEMENTOS
DE JUEGOS**

Enganchantes

**CONTEXTOS
NO LÚDICOS**

Aburridos

“

Hacemos las cosas
importantes, más divertidas,
y las cosas **divertidas**,
más productivas.

”

Yu-kai Chou

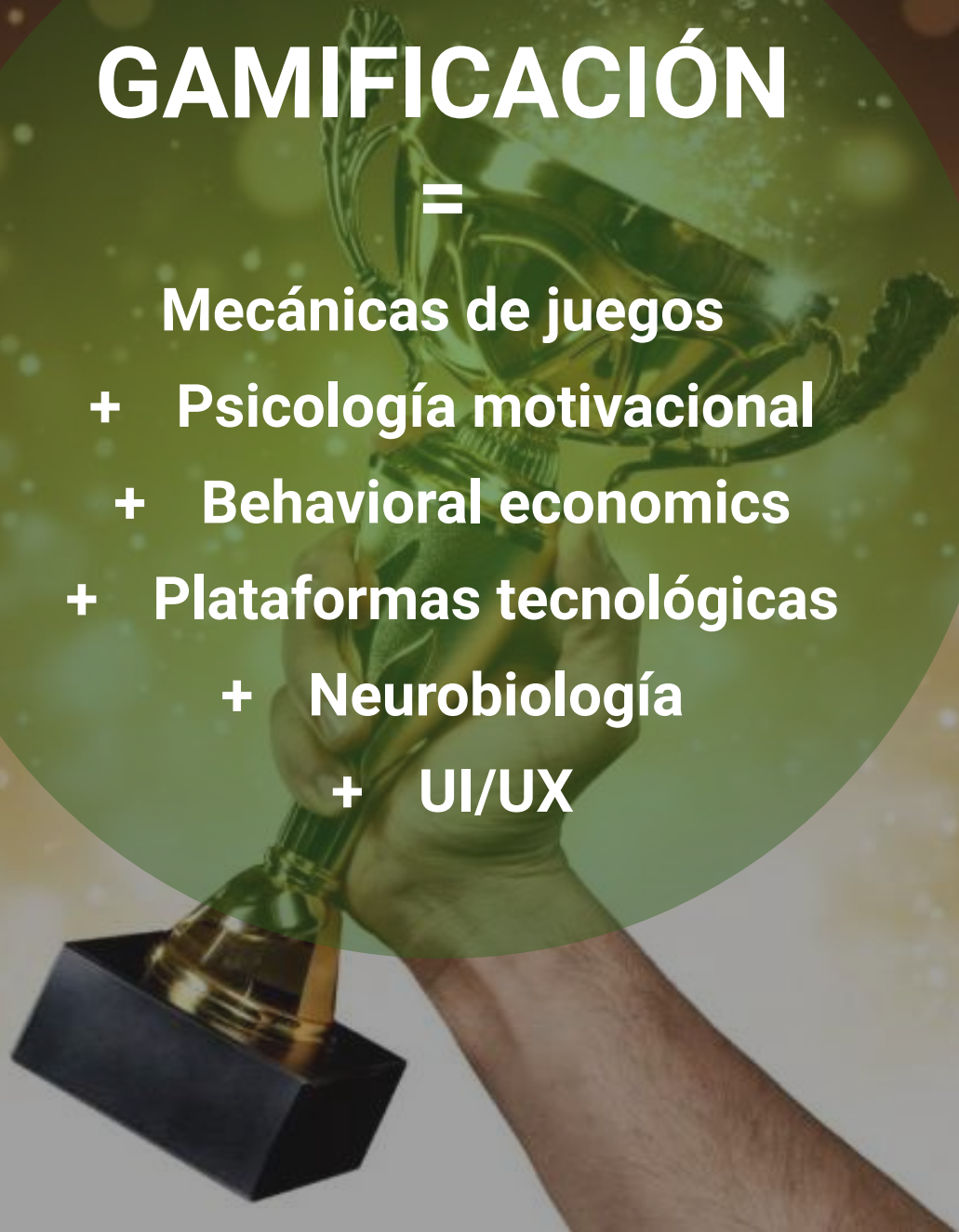
Los componentes principales de la gamificación



GAMIFICACIÓN

=

- Mecánicas de juegos**
- + Psicología motivacional**
- + Behavioral economics**
- + Plataformas tecnológicas**
- + Neurobiología**
- + UI/UX**



GAMIFICACIÓN

=

Mecánicas de juegos

+ Psicología motivacional

+ Behavioral economics

+ Plataformas tecnológicas

+ Neurobiología

+ UI/UX

+ Sistemas de negocio

GAMIFICACIÓN

=

- Mecánicas de juegos
- + Psicología motivacional
- + Behavioral economics
- + Plataformas tecnológicas
- + Neurobiología
- + UI/UX

Requerimientos
para crear un
buen juego

+ Sistemas de negocio

GAMIFICACIÓN

=

- Mecánicas de juegos
- + Psicología motivacional
- + Behavioral economics
- + Plataformas tecnológicas
- + Neurobiología
- + UI/UX

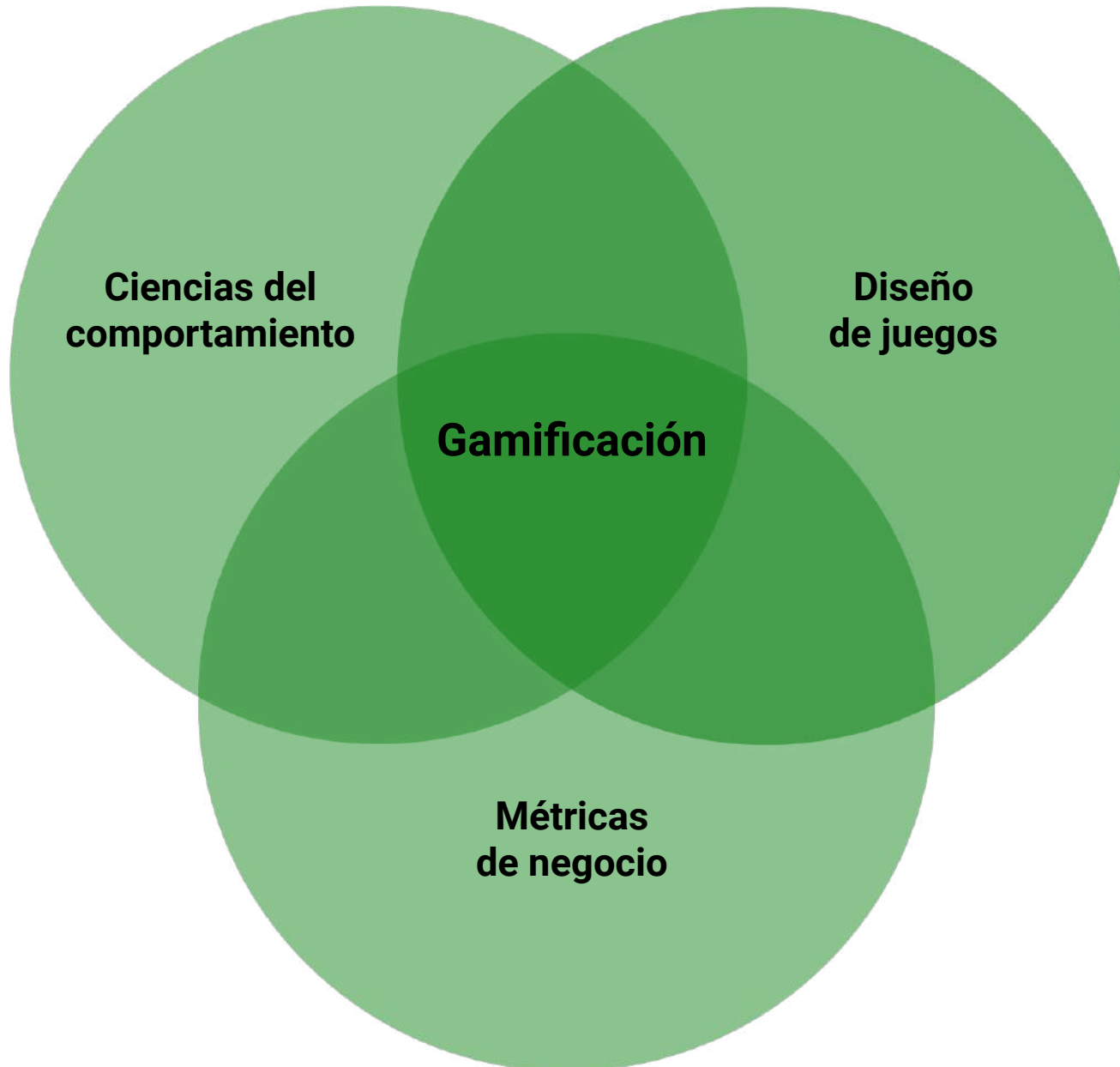
Requerimientos
para crear un
buen juego

+ Sistemas de negocio

Combinado con
sistemas de
negocio que
generan ROI



¿Qué es la gamificación?



El Octalysis Framework



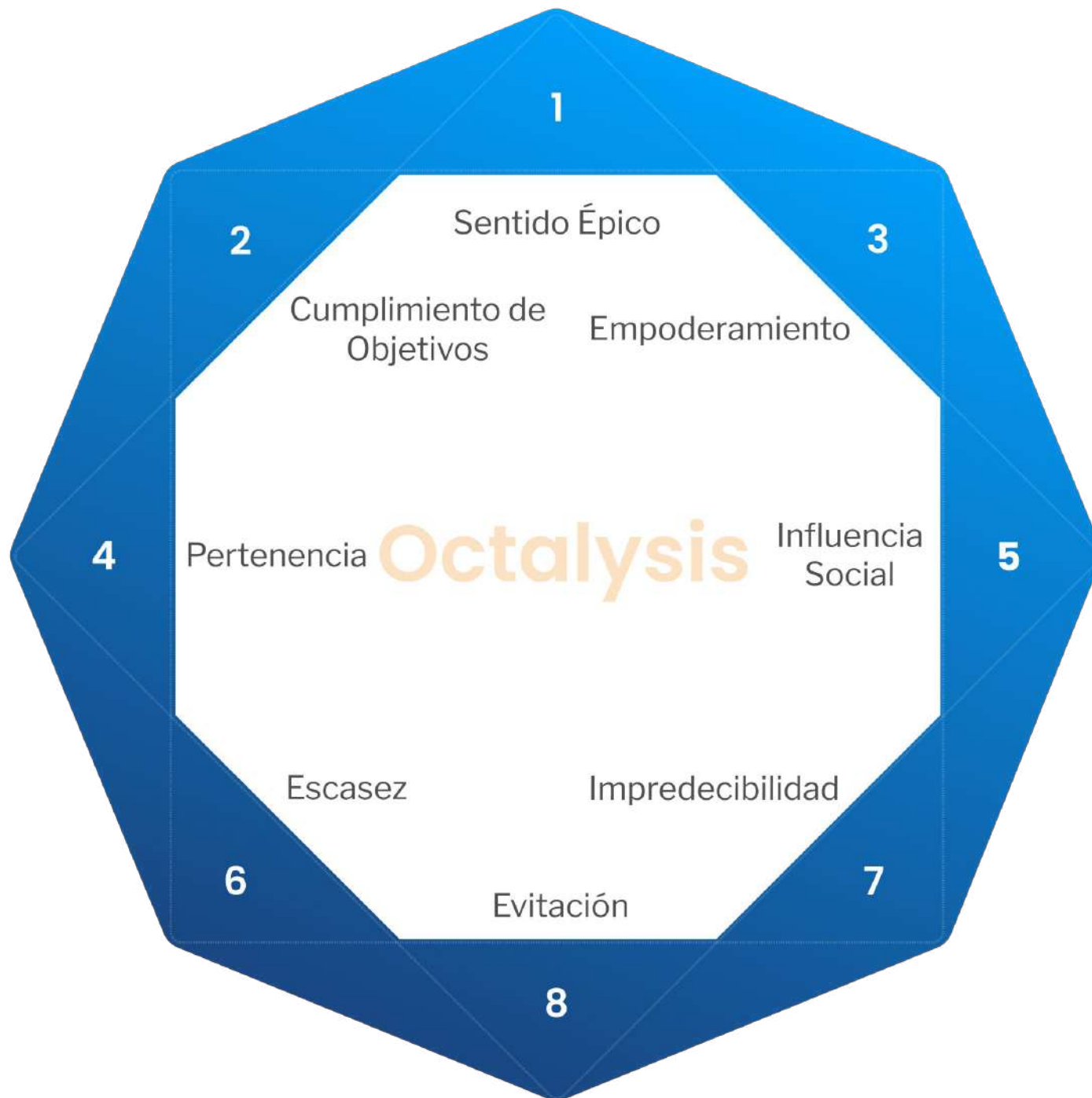
Diseño centrado en el humano

1. Lo opuesto a diseño centrado en la funcionalidad.
2. Sistema que está diseñado para optimizar la motivación y los sentimientos del ser humano.
3. En vez de asumir que las personas actúan como robots que completan cualquier tarea que les sea asignada.



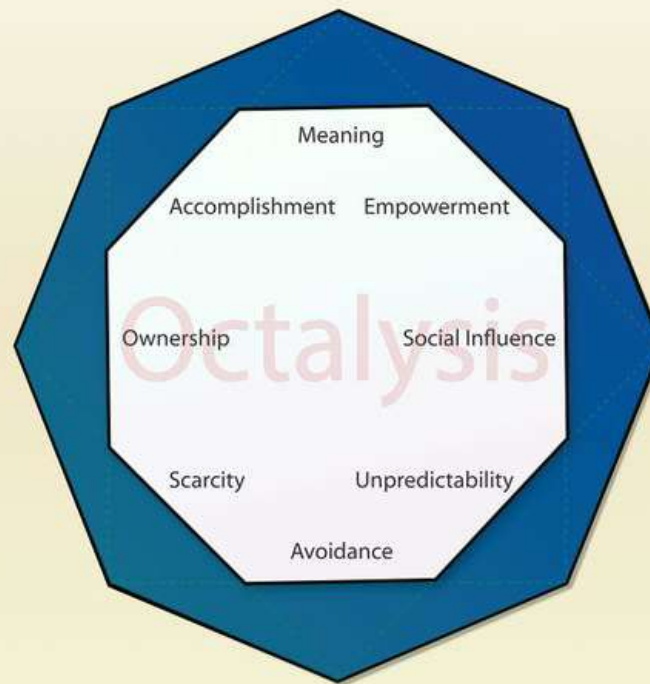
vs.





ACTIONABLE **GAMIFICATION**

Beyond Points, Badges, and Leaderboards



YU-KAI CHOU

Gamification Pioneer & International Keynote Speaker



Any time

Since 2022

Since 2021

Since 2018

Custom range...

Sort by relevance

Sort by date

Any type

Review articles

☐ include patents☒ include citations

Create alert

Gamification and human factors in quality management systems: mapping from octalysis framework to ISO 10018[ML Sanchez-Gordón, R Colomo-Palacios...](#) - ... Conference on Software ..., 2016 - Springer

Human factors are important in order to achieve outcomes which are consistent and aligned with organizational strategies and values. However, understanding how to successfully deal ...

☆ Save Cite Cited by 23 Related articles All 4 versions

[\[PDF\] rcolomo.com](#)**[PDF] Evaluation of Student Core Drives on e-Learning during the Covid-19 with Octalysis Gamification Framework**[F Marisa, SSS Ahmad, ZIM Yusoh, AL Maukar...](#) - ..., 2020 - pdfs.semanticscholar.org

Learning activities during the Covid-19 pandemic were carried out with an online system even though in reality many institutions had not prepared their systems and infrastructure ...

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[\[PDF\] semanticscholar.org](#)**Evaluation of a dynamic role-playing platform for simulations based on Octalysis gamification framework**[D Economou, I Doumanis, F Pedersen...](#) - ... Proceedings of the ..., 2015 - books.google.com

The use of serious games (SG) in education and their pedagogical benefit is being widely recognized. However, effective integration of SGs in education depends on addressing two ...

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[\[HTML\] westminster.ac.uk](#)**[PDF] Classification of stress management mHealth apps based on Octalysis framework**[S Ewais, A Alluhaidan](#) - 2015 - researchgate.net

Many mHealth apps have been developed to assist people in self-care management. Most

[\[PDF\] researchgate.net](#)

Google



BCG BOSTON
CONSULTING
GROUP



verizon✓



Walgreens



verizon✓

accenture



“

Hemos impactado las
experiencias de más de
1,000 millones de personas.

”

The Octalysis Group



OCTALYSIS TEAM

Simón Duque

Sr. Gamification Designer

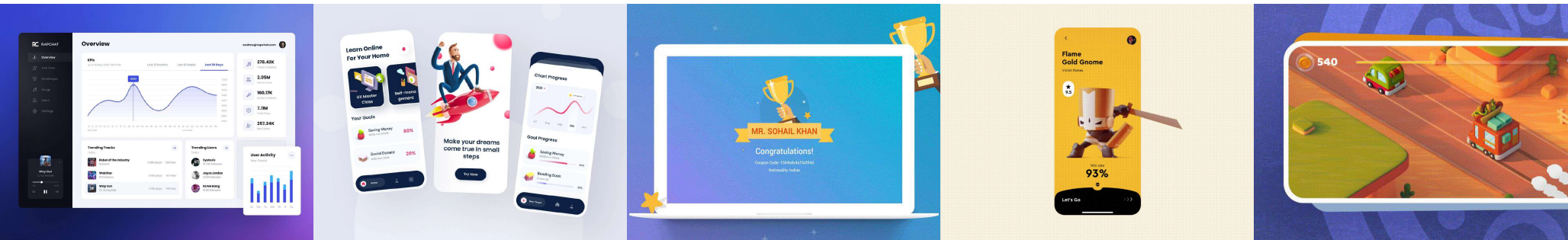
- **6+ años** diseñando experiencias Gamificadas.
- Liderando proyectos en **América, Europa, y Asia**.
- Competidor de **Tiro con arco** semiprofesional (Top 30 en Colombia en el 2017). 🎯



Gamificación implícita vs. explícita

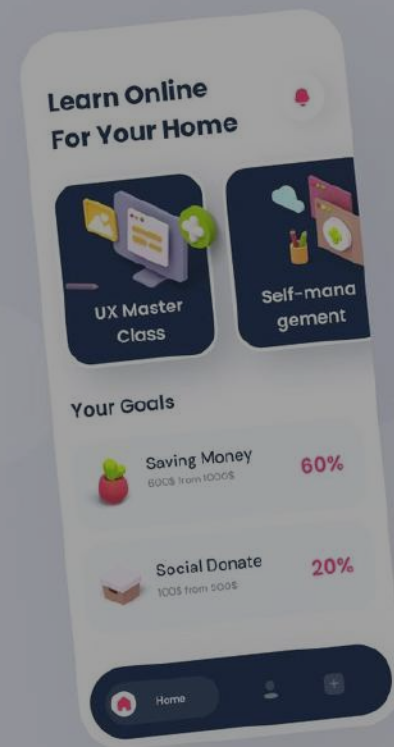
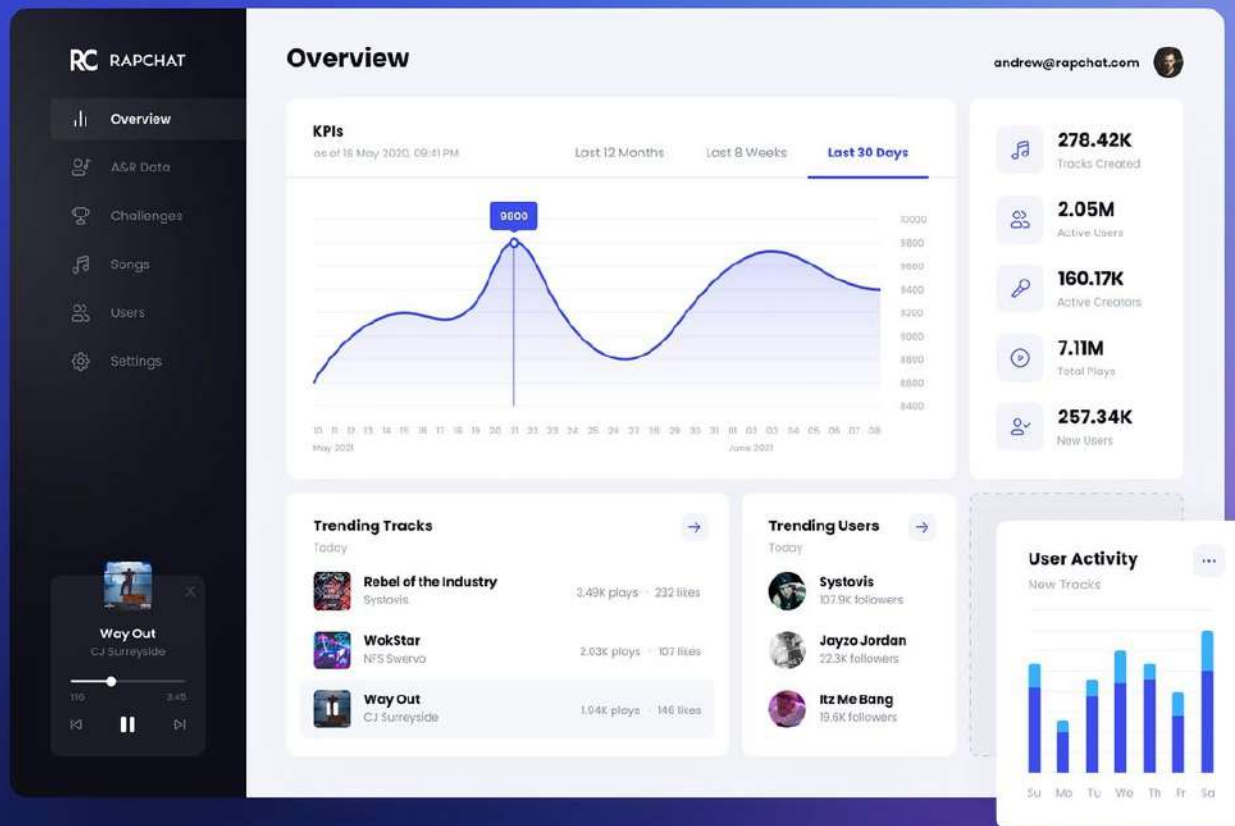


Gamificación implícita vs. explícita



Limpio/Eficiente

Lúdico/Mágico



Limpio/Eficiente



Profile Strength: **Intermediate**



Which university or school did you attend?

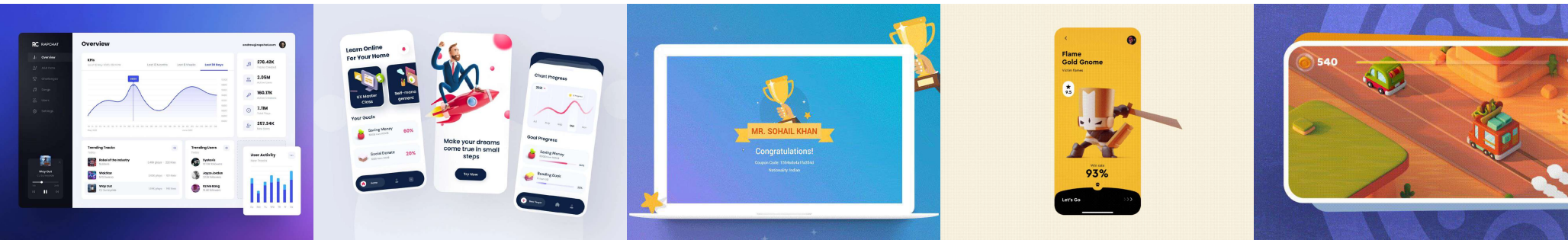
Add your school so that classmates and alumni can easily find you

Does not apply

Add education

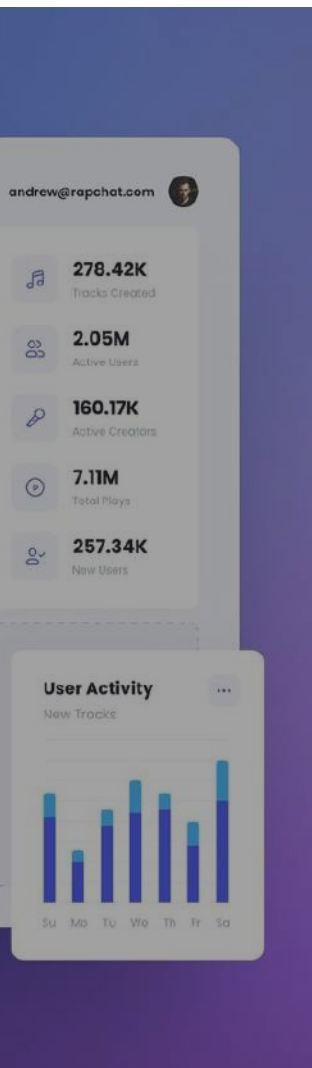


Gamificación implícita vs. explícita



Limpio/Eficiente

Lúdico/Mágico







Your location

Covid Test Center

24 min

3 hr 13

24 min

An appointment may be required for COVID-19 testing here. Verify info before going. Learn more

Cottage Lake

24 min

25 min

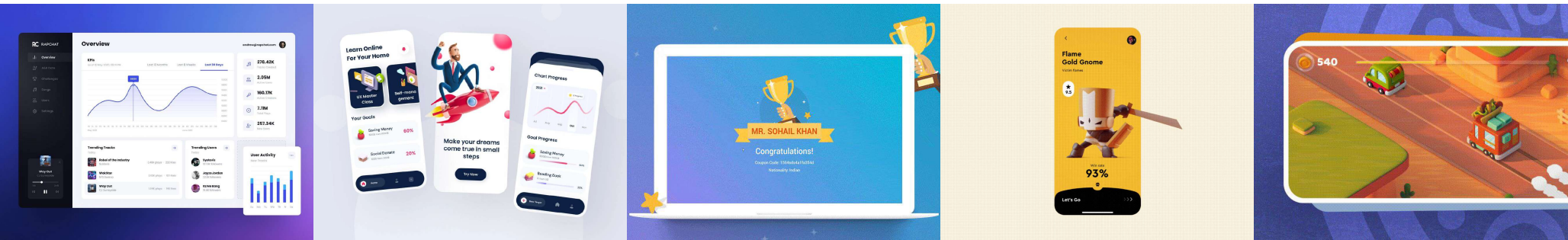
24 min (11 mi) Medium

Fastest route, the usual traffic

Start

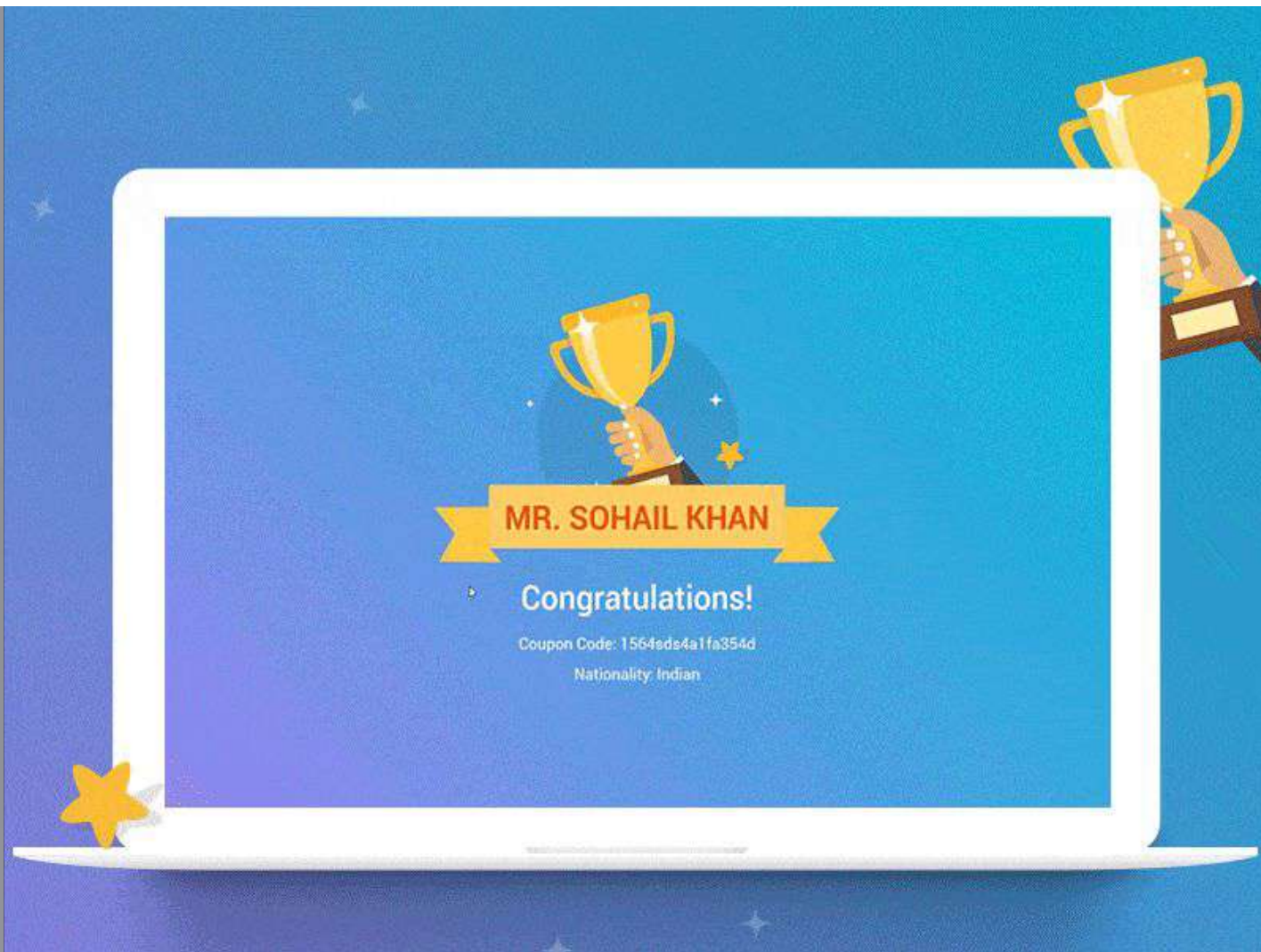
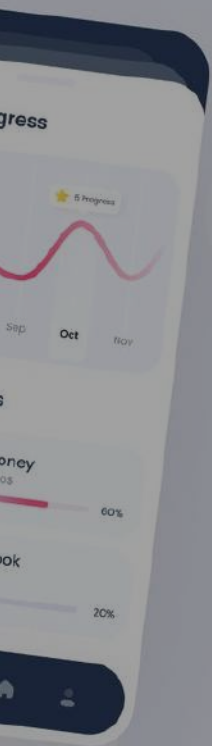


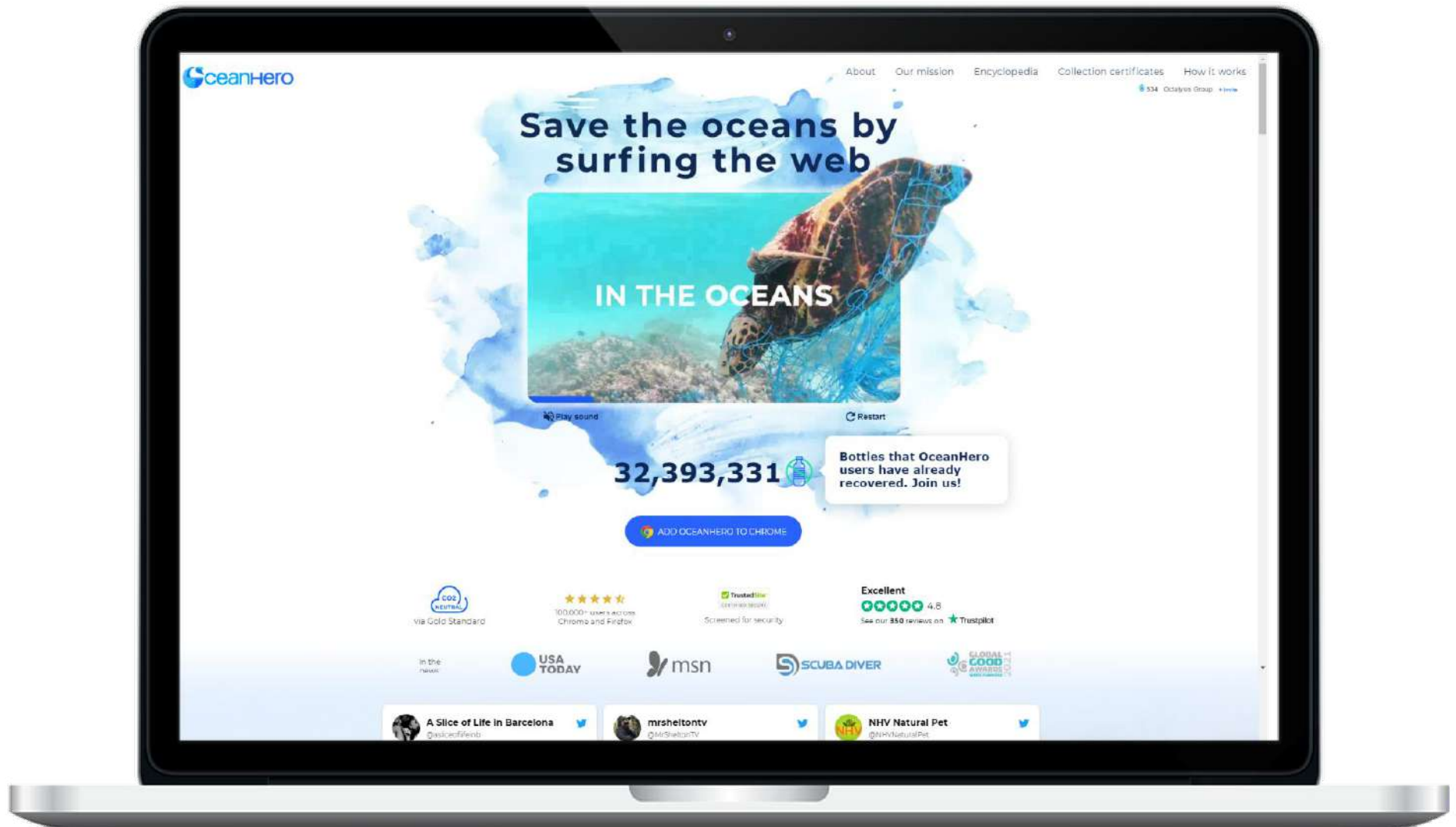
Gamificación implícita vs. explícita



Limpio/Eficiente

Lúdico/Mágico



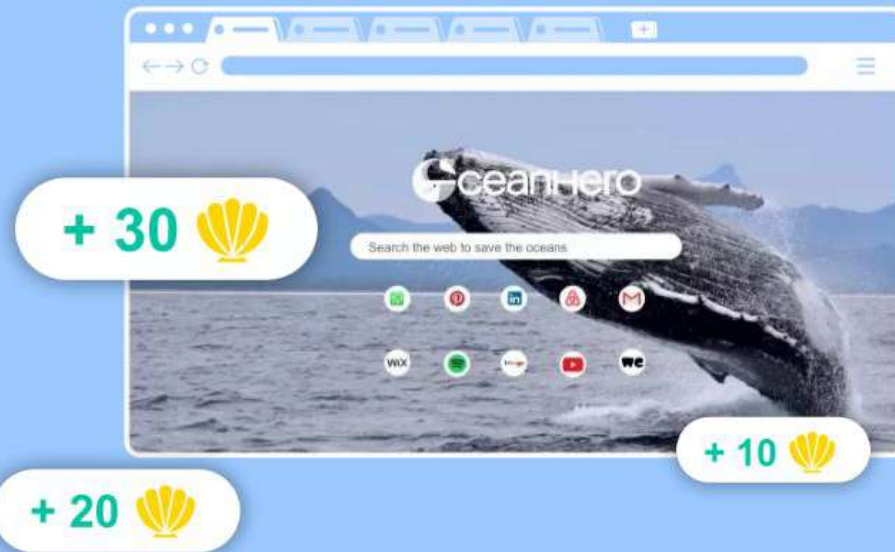


<https://oceanhero.today/>

**That's why we recover ocean-bound plastic
when you browse the web**



**Just surf the web
like you do every
day**



Collect shells 🐚
along the way

▶ How do I earn shells?



**For every 100 shells,
we can recover one
bottle. Yay!**



What percentage of
the oceans is considered
to be protected?

3.25%

7.65%

25.5%

40%



Share this fact



+ 20

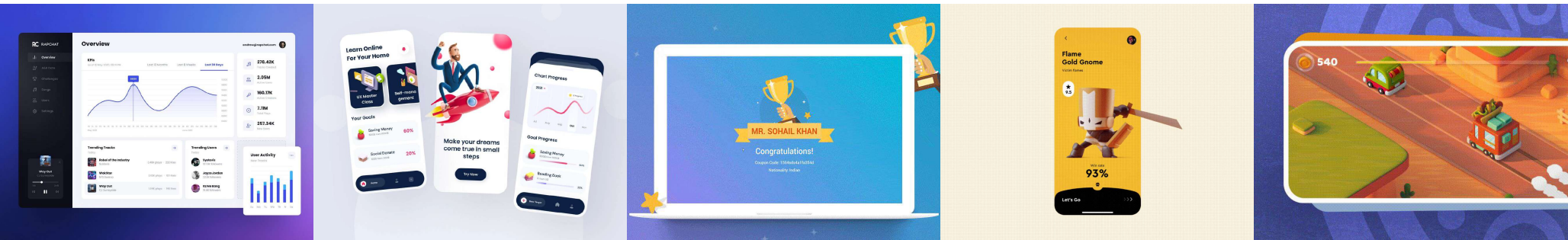


Correct!

According to the United Nations, only 7.65% of the oceans have some type of protection. Additionally, only 3% of the world's ocean is considered to be 'strongly' protected.

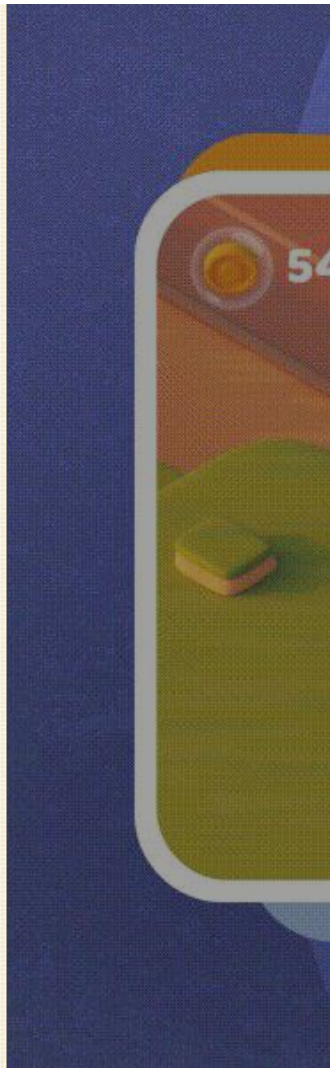


Gamificación implícita vs. explícita



Limpio/Eficiente

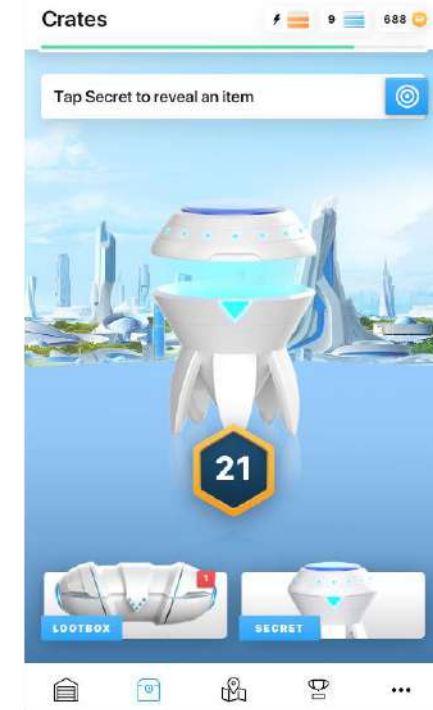
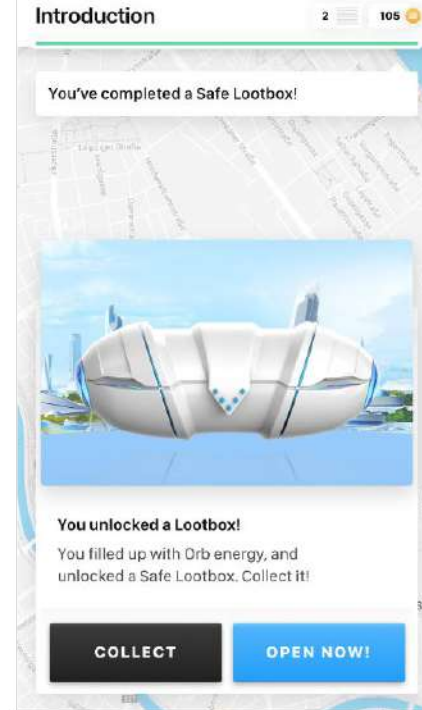
Lúdico/Mágico



BONEO

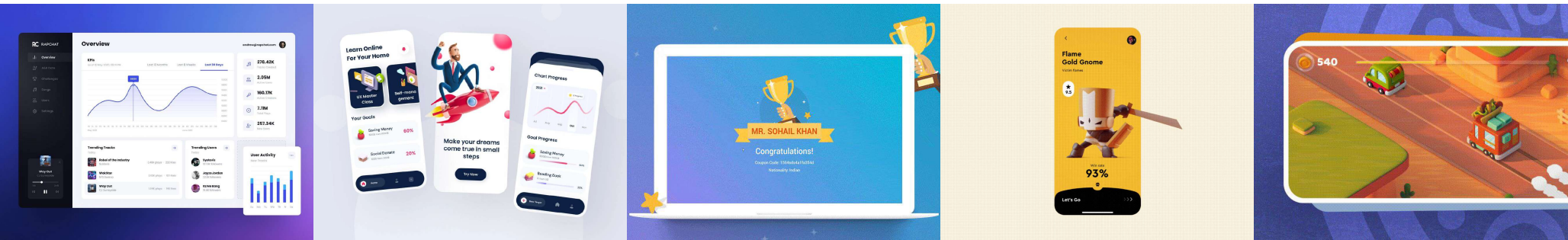








Gamificación implícita vs. explícita



Limpio/Eficiente

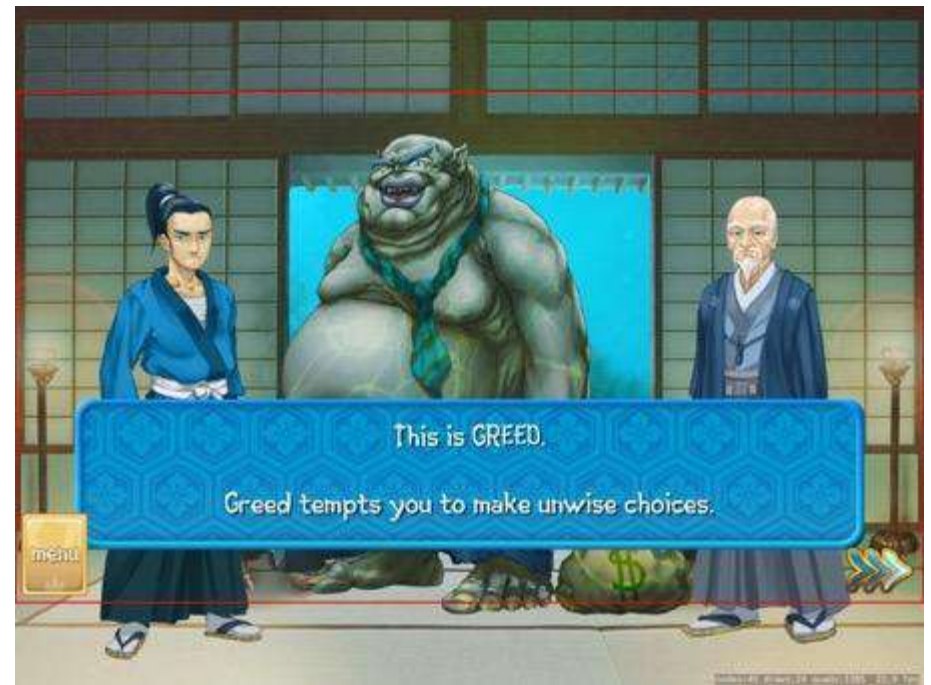
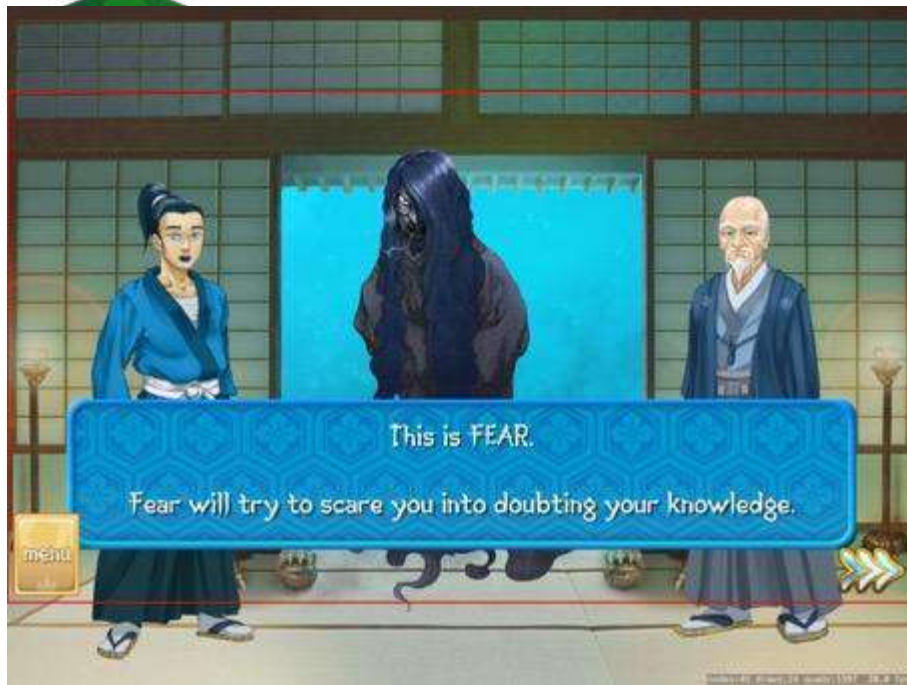
Lúdico/Mágico



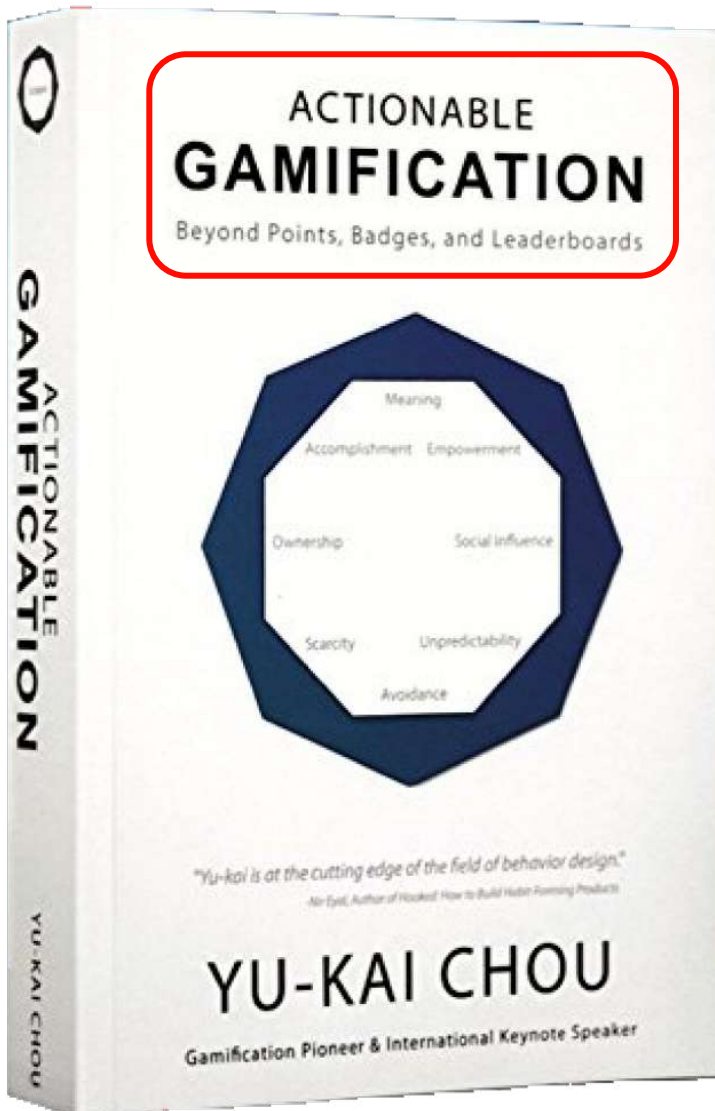
Lúdico/Mágico







La falacia de los PBL



ACTIONABLE GAMIFICATION

Beyond Points, Badges, and Leaderboards



"Yu-kai is at the cutting edge of the field of behavior design."
Nir Eyal, Author of *Hooked: How to Build Habit-Forming Products*

YU-KAI CHOU

Gamification Pioneer & International Keynote Speaker

ACTIONABLE
GAMIFICATION

YU-KAI CHOU



Puntos



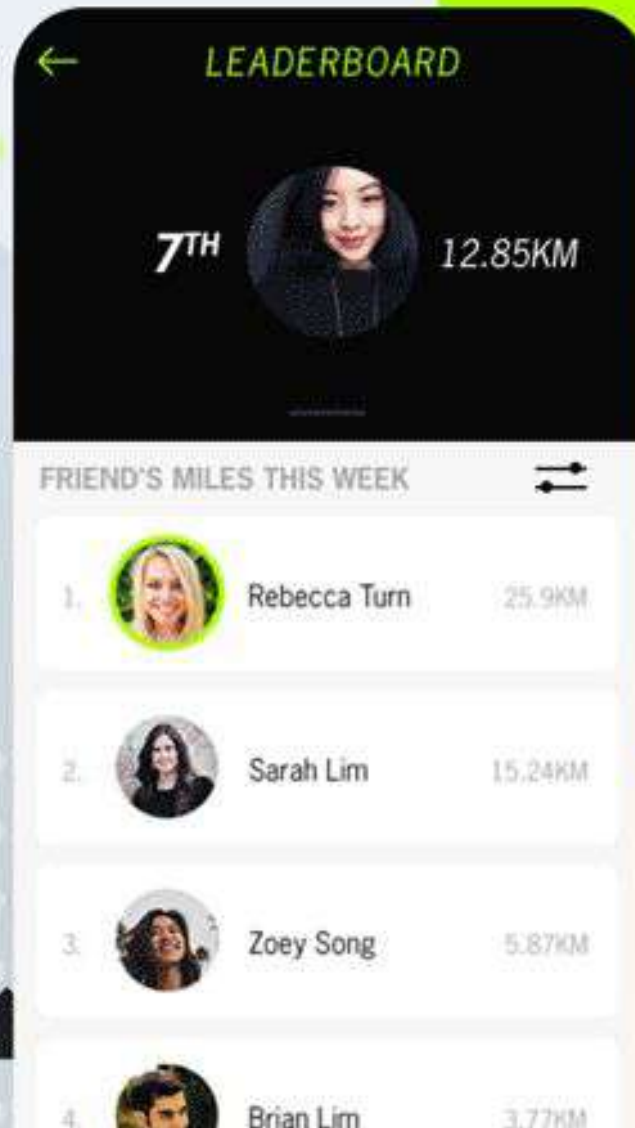


Medallas





Rankings



**¿Por qué te gustó el
tema de la
Gamificación?**

**¿Por qué te parece
relevante el tema?**

**¿Cómo la Gamificación
puede impulsar el
camino profesional de
un estudiante?**

Descripción general de los 8 Core Drives

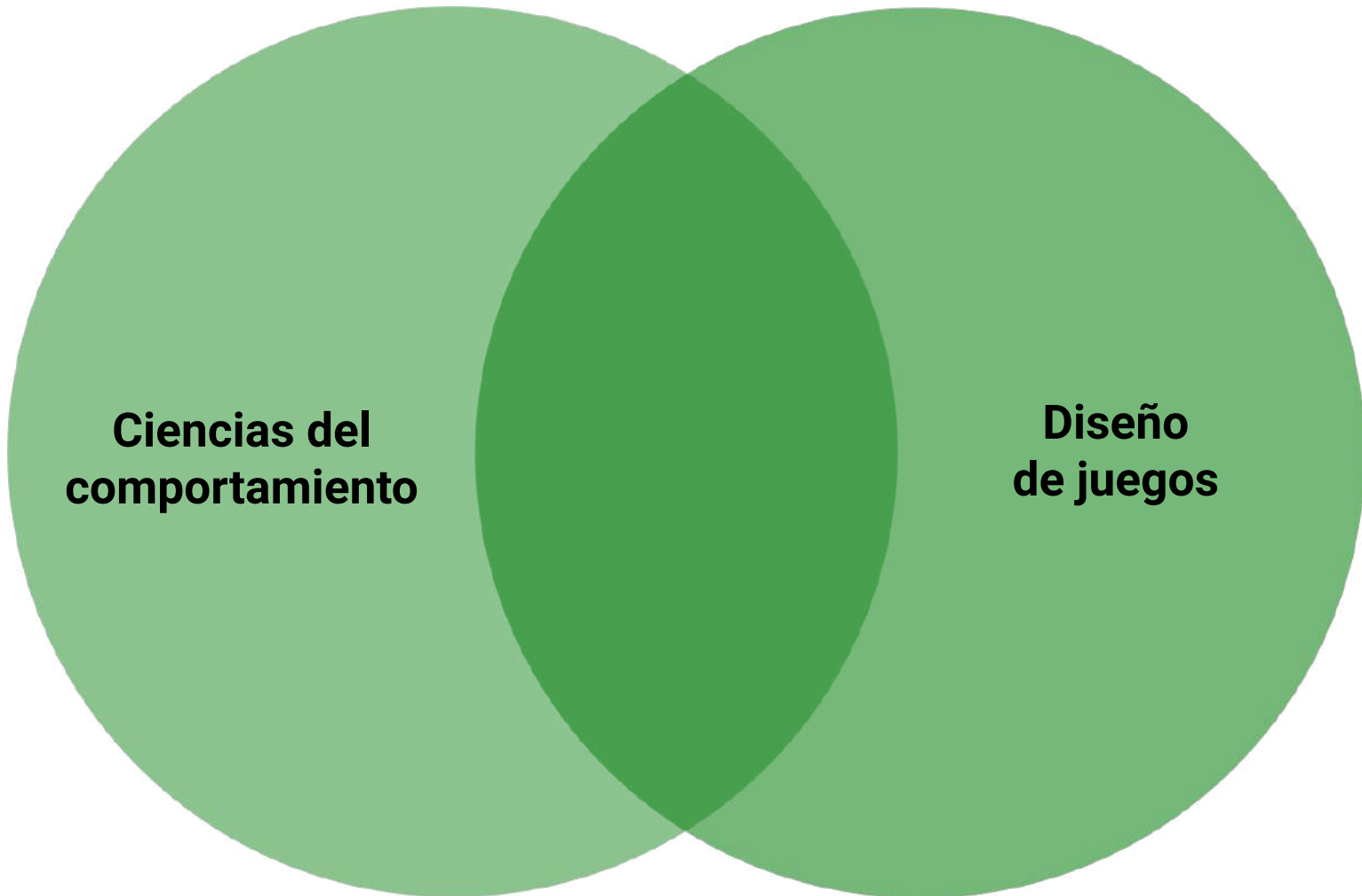


¿Qué es la gamificación?





¿Qué es la gamificación?



NEW YORK TIMES BESTSELLER
D
UT
N AGE
RLOAD

Chatter

The Voice in Our Head, Why It Matters,

and How to Harness It

DRUG USE
FOR
GROWN-UPS



CHASING LIBERTY
IN THE LAND OF FEAR



MINDS WIDE SHUT

How the New
Fundamentalisms

How the Hidden Rules of
Ownership Control Our Lives

Mine!



MICHAEL HELLER

ANTONIO ZADRA &
ROBERT STICKGOLD

WHEN BRAINS DREAM

T
W
O
HO
OVE
TO
POLAR

"A definitive guide for a generation navigating the
everyday stresses of modern life." —KATHA REBEL

HOW TO NOT DIE ALONE

The Surprising Science That
Will Help You Find Love

LOGAN URY

How to Change



The Science of Getting from
Where You Are to
Where You Want to Be

Katy Milkman

Foreword by Angela Duckworth

Subtract



The
Untapped
Science of
Less

Leidy Klotz

NEW YORK TIMES BESTSELLER:

"The book can be said to have changed the world, but Nudge did:
The Final Edition is more useful, funnier, and wiser."
—DANIEL KAHNEMAN

NUDGE

THE FINAL EDITION



RICHARD H. THALER

PINKER OF THE NOBEL PRIZE IN ECONOMICS

and
CASS R. SUNSTEIN

WINNER OF THE HOLBORN PRIZE

#1 New York Times Bestseller

The Power of Knowing What You Don't Know

THINK AGAIN

ADAM GRANT

"Brilliant...guaranteed to make you
rethink your opinions and your most important decisions."
—Nobel Prize winner Daniel Kahneman

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as my top recommendation." —C

NEW AND
EXPANDED

INFLUENCE

THE PSYCHOLOGY OF

ROBERT B. CIALDINI

THE
of
ordination
V TO
AND DEFEY
TIVELY
ndan, PhD

THE BEHAVIORALLY INFORMED ORGANIZATION

EDITED BY
DILIP SOMAN AND CATHERINE YEUNG

FOREWORD BY CASS R. SUNSTEIN

The Family Firm



A Data-Driven Guide
to Better Decision Making
in the Early School Years

Emily Oster

Bestselling author of
Lucky Break

The Fight to Take Back



Our Planet



THE NEW CLIMATE WAR

MICHAEL E. MANN

WHAT OUR HISTORY
WITH ANIMALS REVEALS
ABOUT OUR FUTURE
WITH ROBOTS

THE NEW BREED

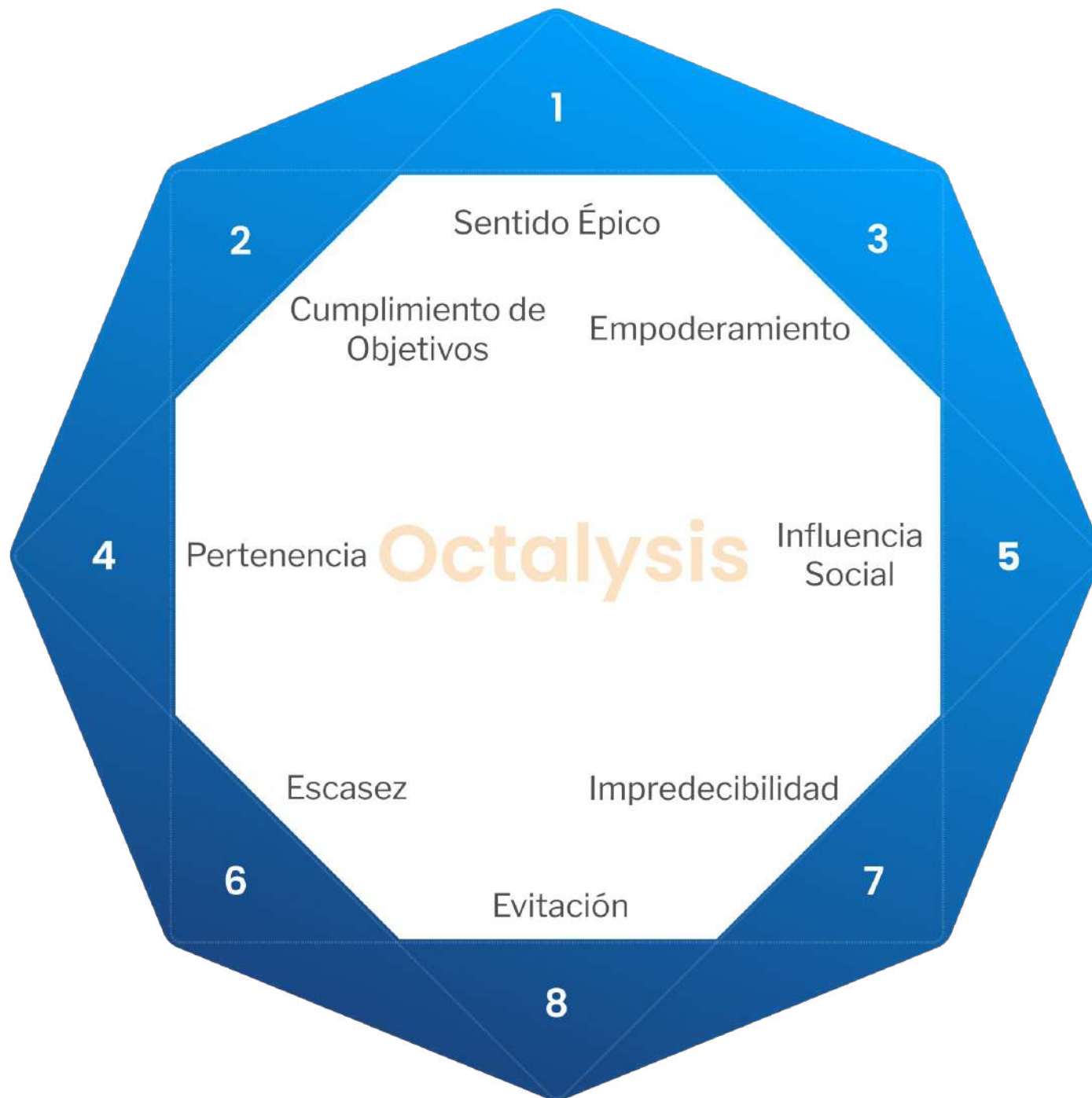


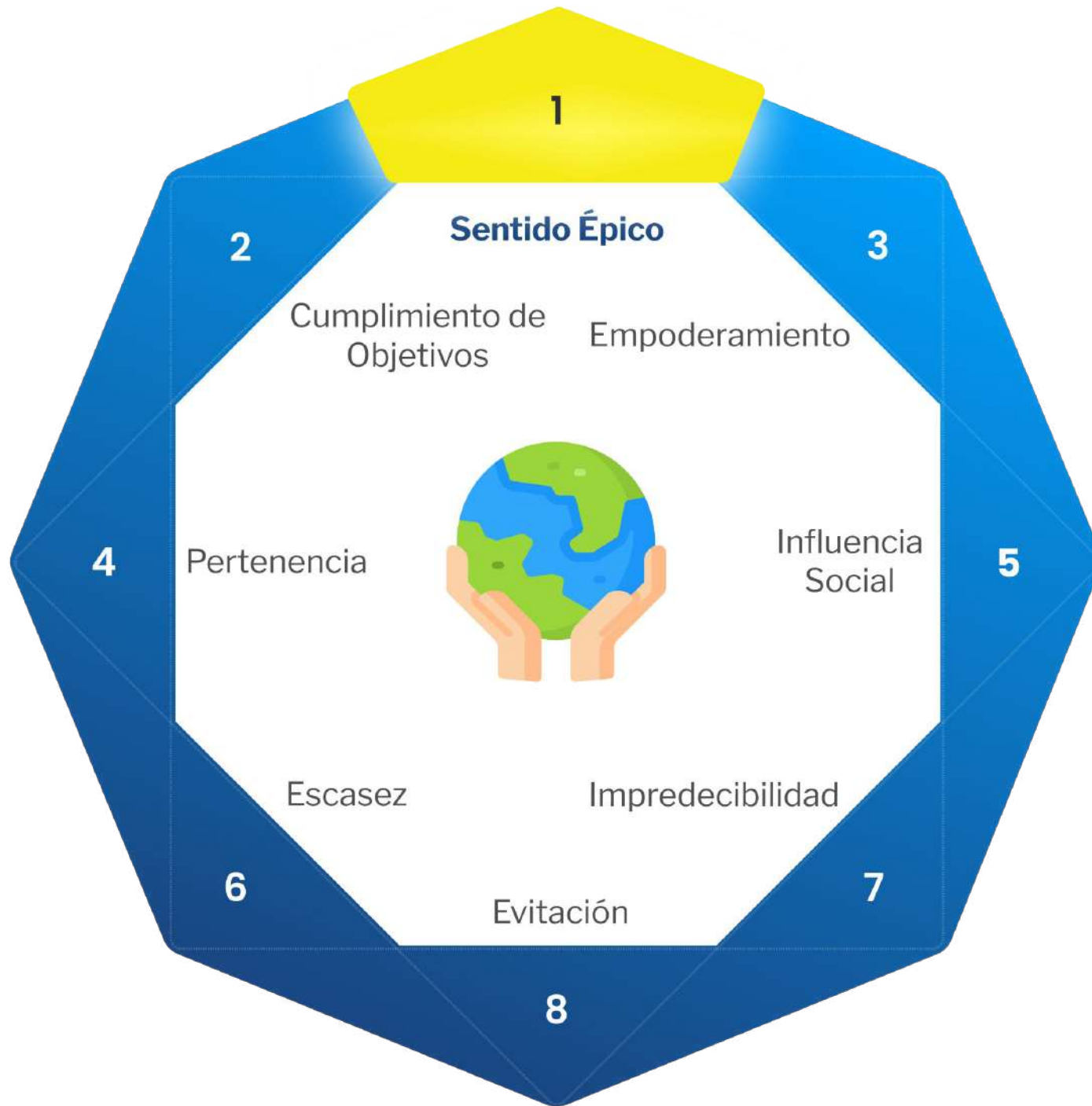
KATE DARLING

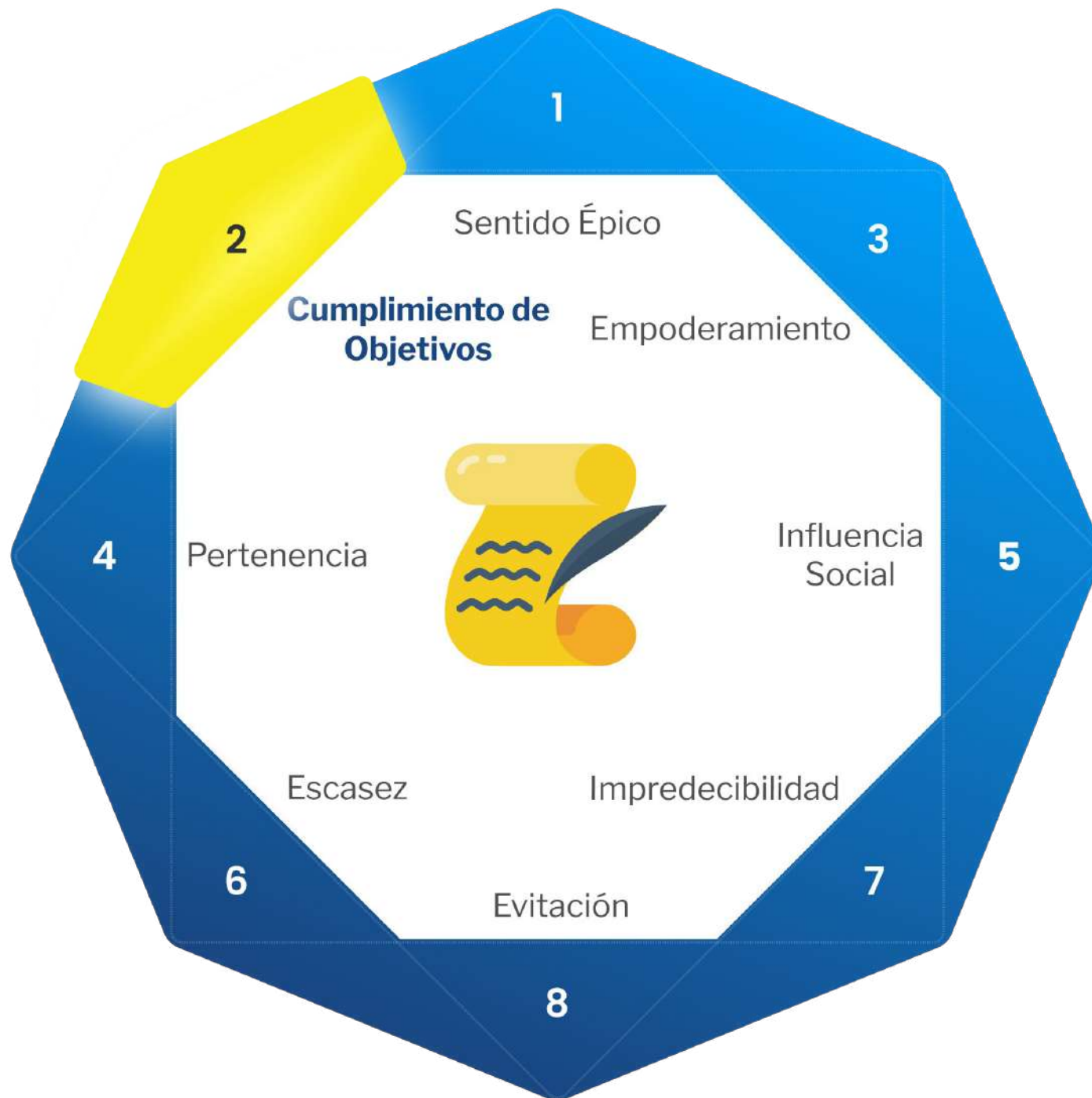
Thousand Weeks Time Management for Mortals

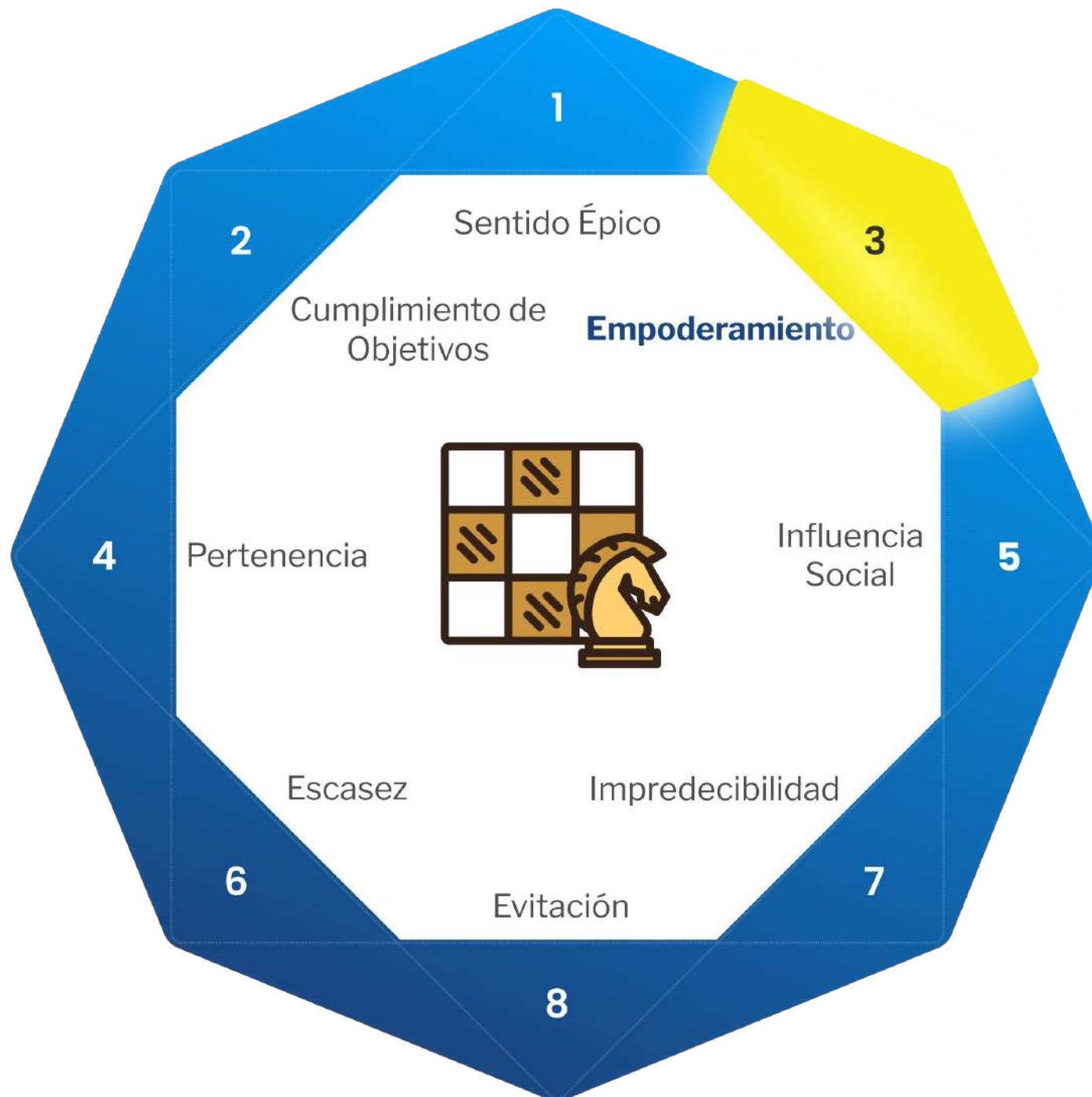
Oliver
Burkeman

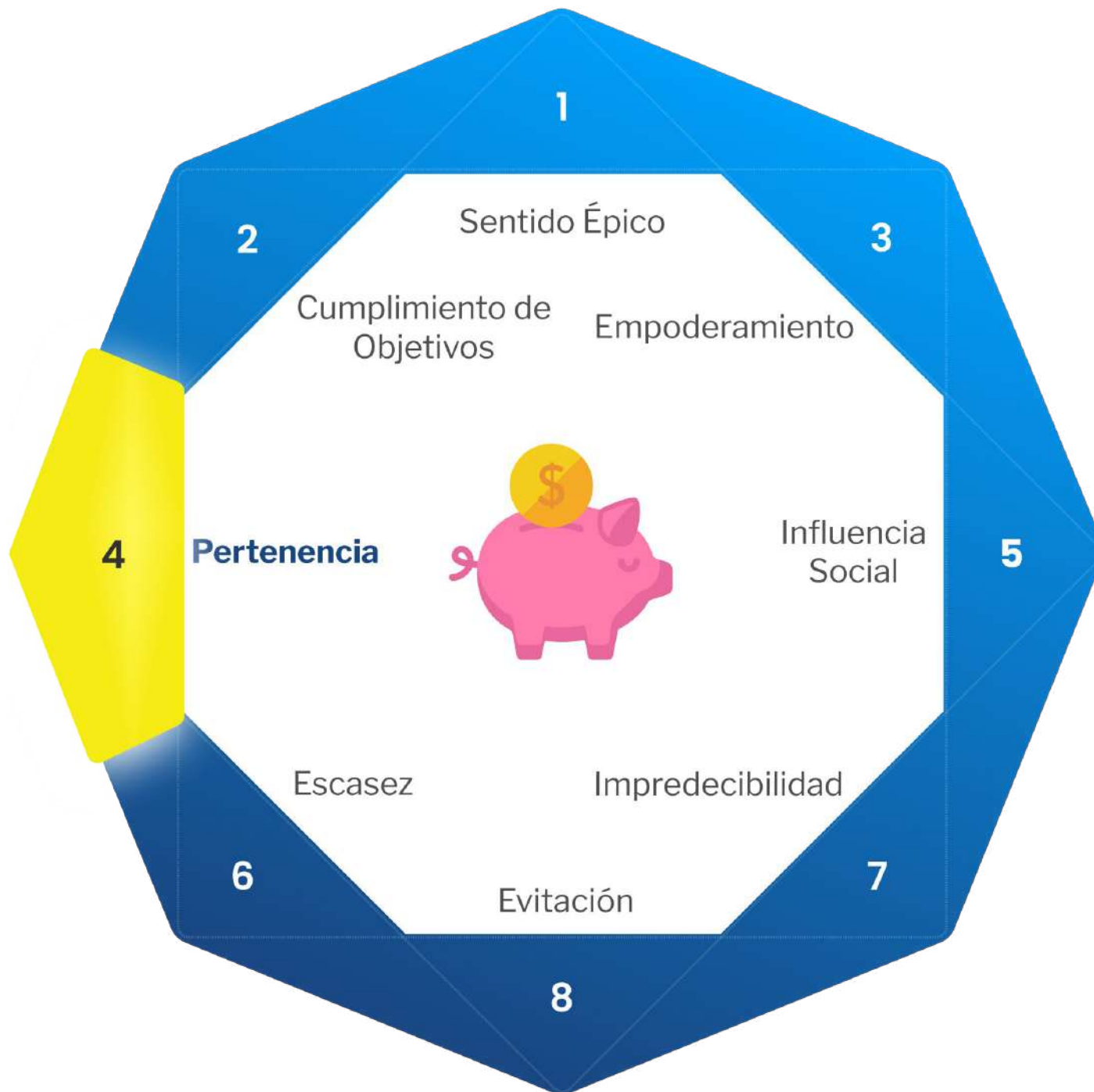


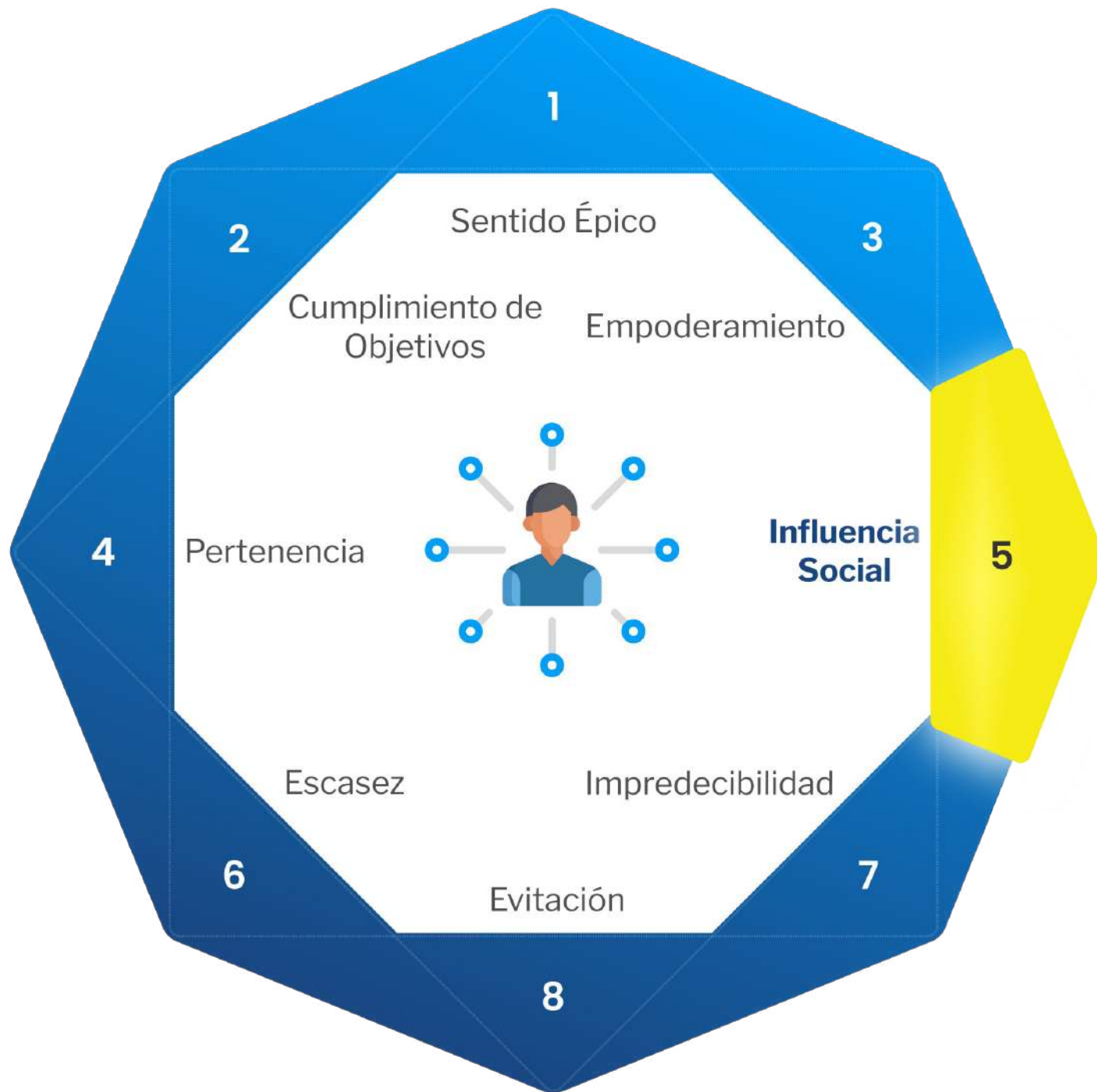




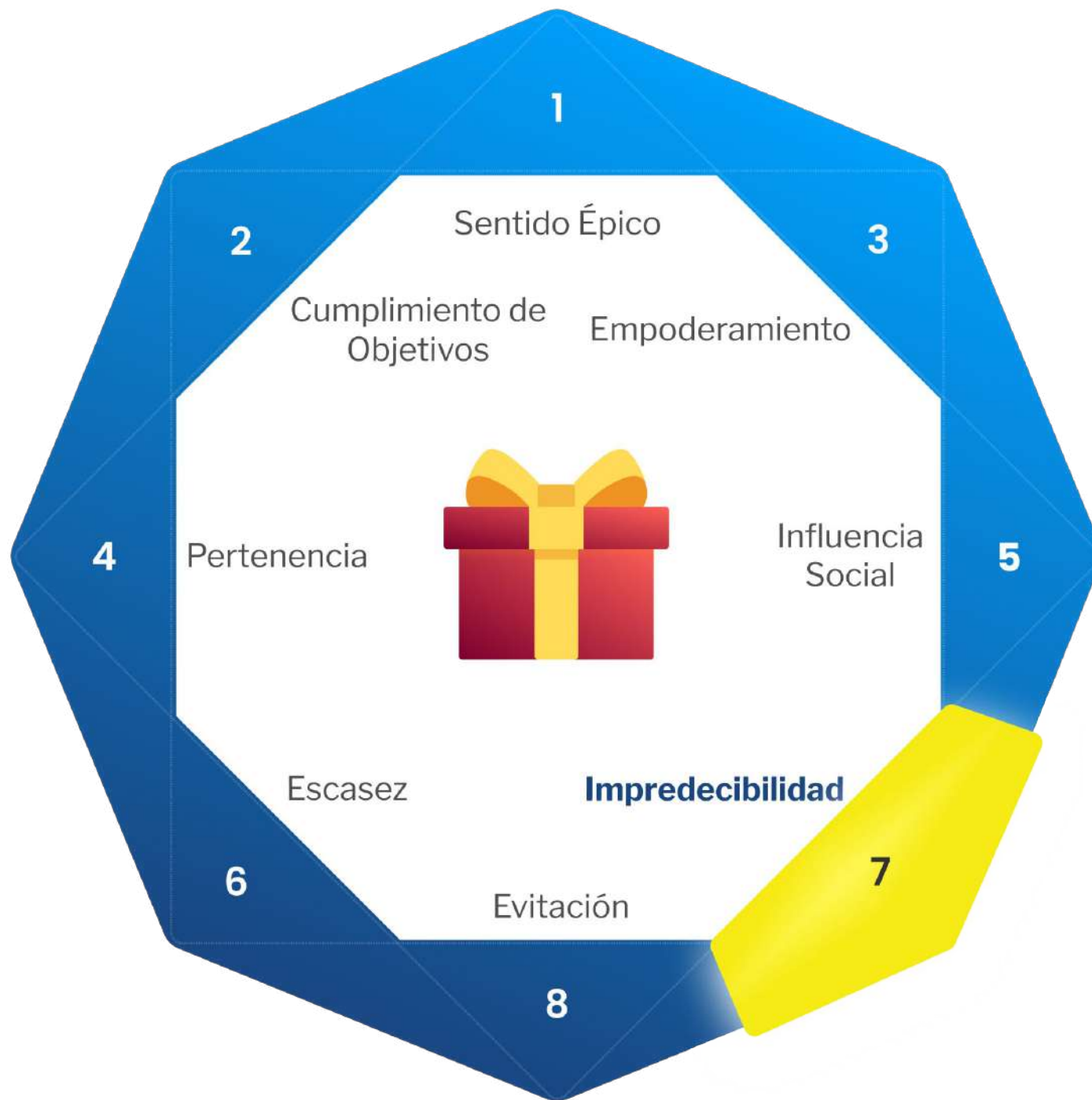


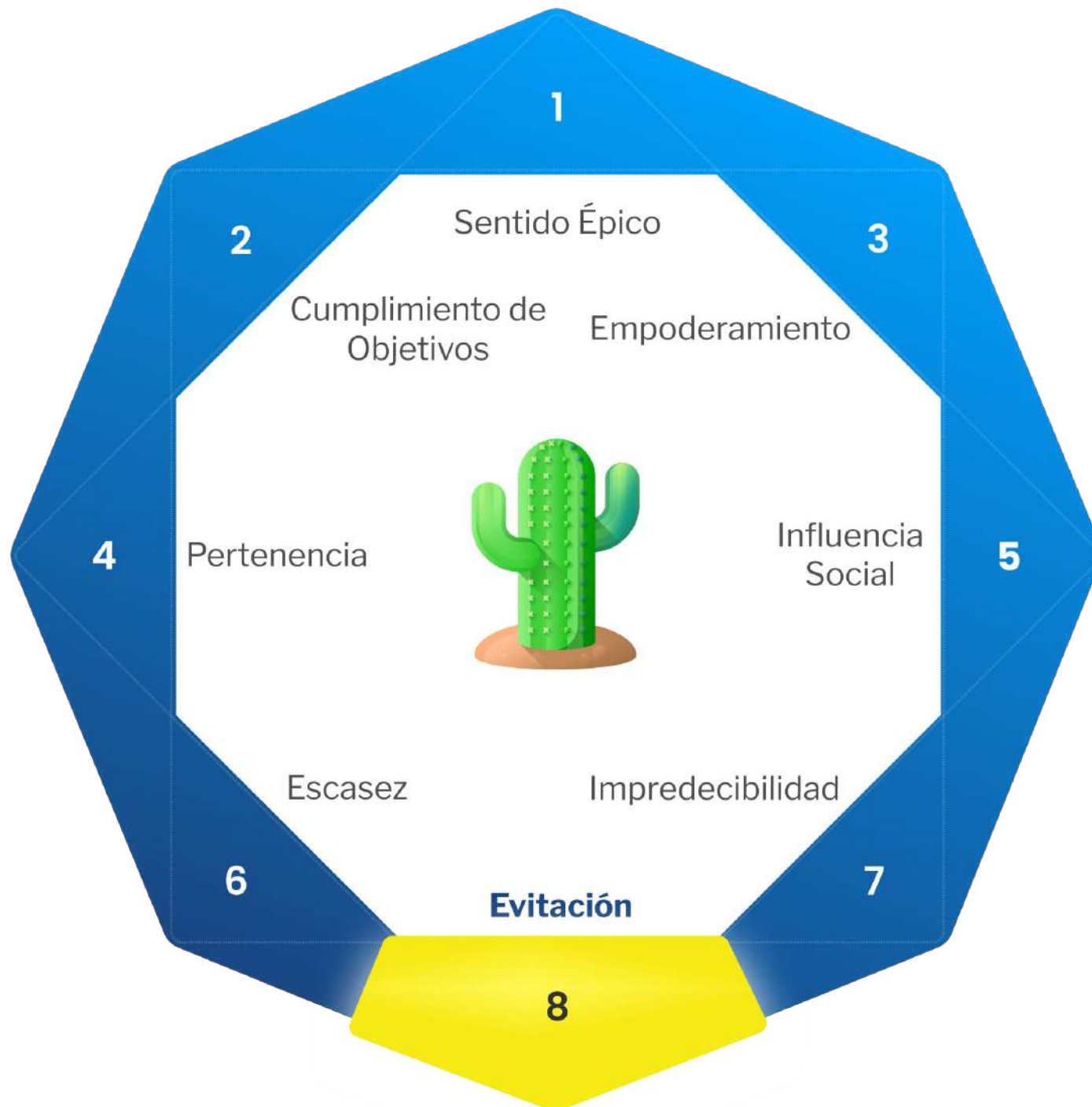




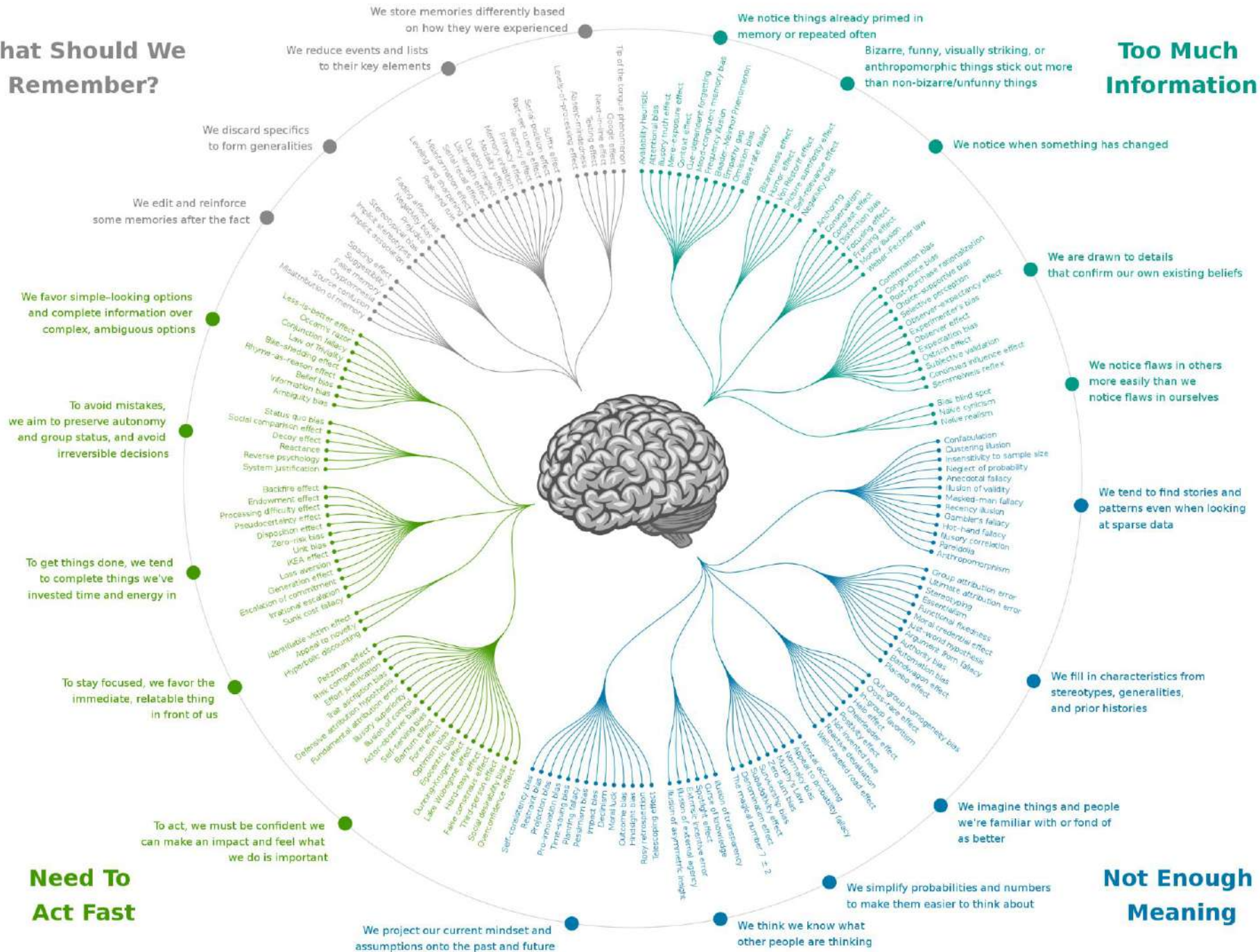








What Should We Remember?



Need To Act Fast

Not Enough Meaning

What Should We Remember?



Too Much Information

- Status Points
- Badges
- Fixed Action Rewards
- Leaderboard
- Progress Bar
- Quest Lists
- Dessert Oasis
- High Five
- Crowning
- Anticipation Parade
- Aura Effect
- Step-by-Step Overlay Tutorial
- Boss Fights

- Exchangeable Points
- Virtual Goods
- Build from Scratch
- Alfred Effect
- Collection Sets
- Avatar
- Protection
- Recruiter Burden
- Monitor Attachment

- Appointment Dynamics
- Magnetic Caps
- Dangling
- Prize Pacing
- Options Pacing
- Last Mile Drive
- Count Down Timer
- Torture Breaks
- Moats
- The Big Burn

- Narrative
- Elitism
- Humanity Hero
- Revealed Heart

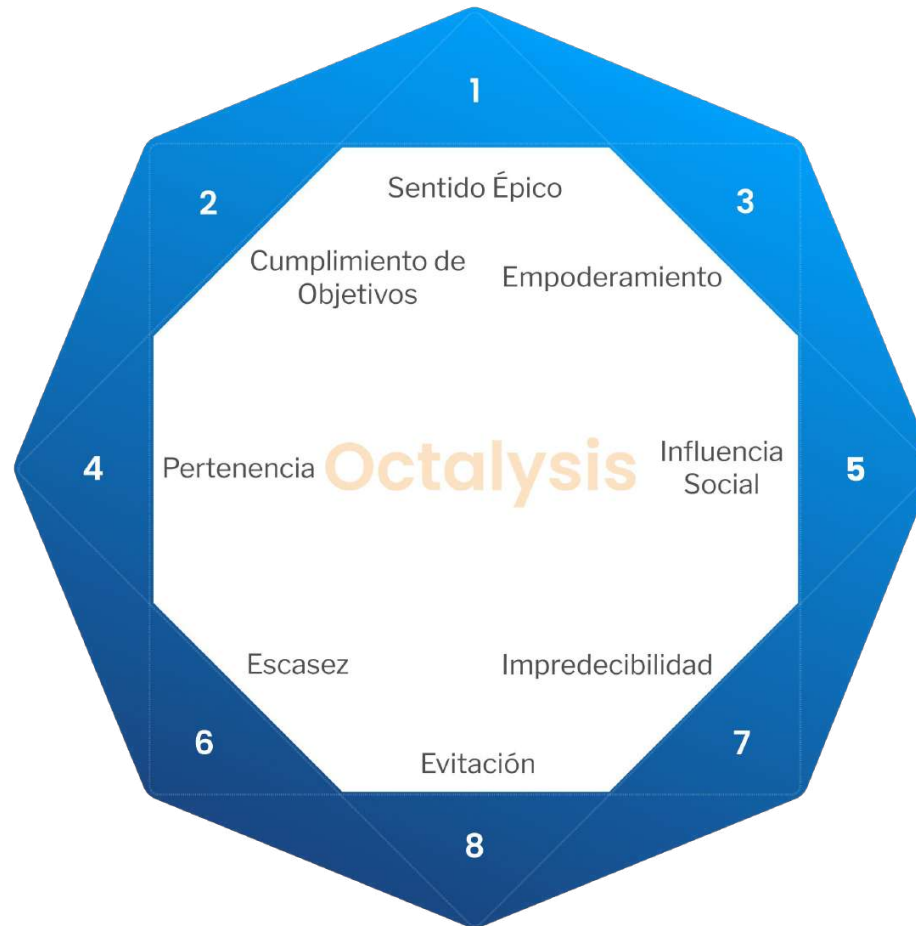
- Beginners Luck
- Free Lunch
- Destiny Child
- Creationist

- Milestone Unlocks
- Real-Time Control
- Evergreen Combos
- Instant feedback
- Boosters
- Blank Fills
- Plant Pickers
- Poison Pickers

- Friending
- Social Treasure/Gifting
- SeeSaw Bump
- Group Quests
- Tout Flags

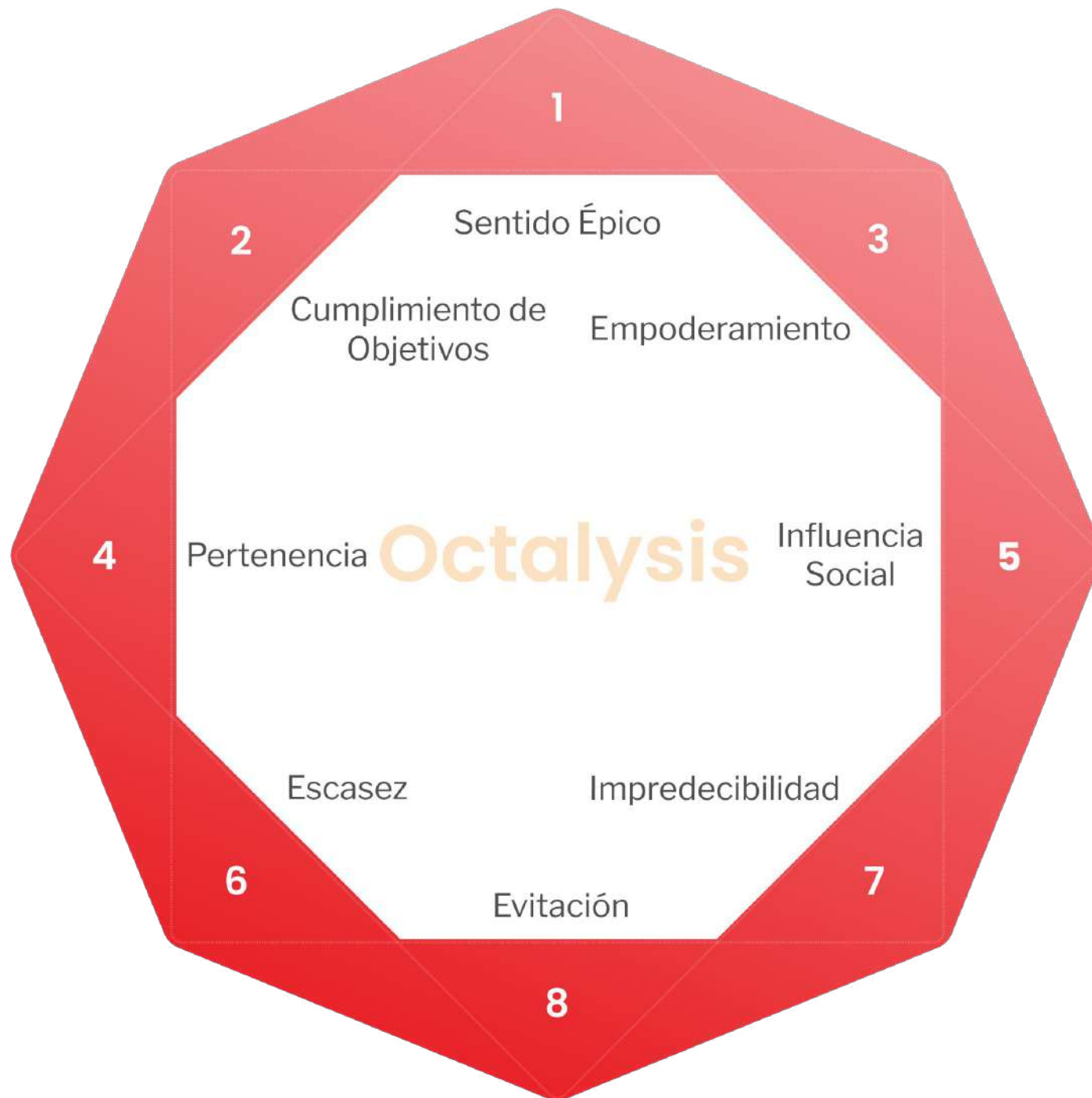
- Brag Button
- Water Cooler
- Conformity Anchors
- Mentorship
- Social Prod

- Glowing Choice
- MiniQuests
- Visual Storytelling
- Easter Eggs
- Random Rewards
- Obvious Wonder
- Rolling Rewards
- Evolved UI
- Sudden Rewards
- Oracle Effect



- Sunk Cost Prison
- Progress Loss
- Rightful Heritage
- Evanescence Opportunity

- Status Quo Sloth
- Scarlet Letter
- Visual Grave
- FOMO Punch



“

El framework no te da todas las
respuestas, pero sí
permite que te hagas las
preguntas correctas.

”

Yu-kai Chou

Caso de estudio: Caixa Bank



**Segundo banco público
más grande en Brasil**



Desafío

Pasar de 8.600 a
9.000 millones de reales
en ganancias netas anuales.

THE
OCTALYSIS
GROUP



Funifier
Gamification Solutions



TIPO DE JUGADOR CAIXA





COLLECTION SET

PERTENENCIA

Luego de completar desafíos de ventas, los empleados ganaban piezas de rompecabezas.

Al completarlas, podían redimirlas por regalos como drones, máquinas de café, videojuegos, etc.



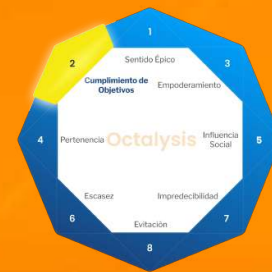


MILESTONE UNLOCK

CUMPLIMIENTO DE OBJETIVOS

Conectando los objetivos del banco con los objetivos de los empleados.

Al completar los objetivos, desbloqueaban nuevas piezas de rompecabezas.



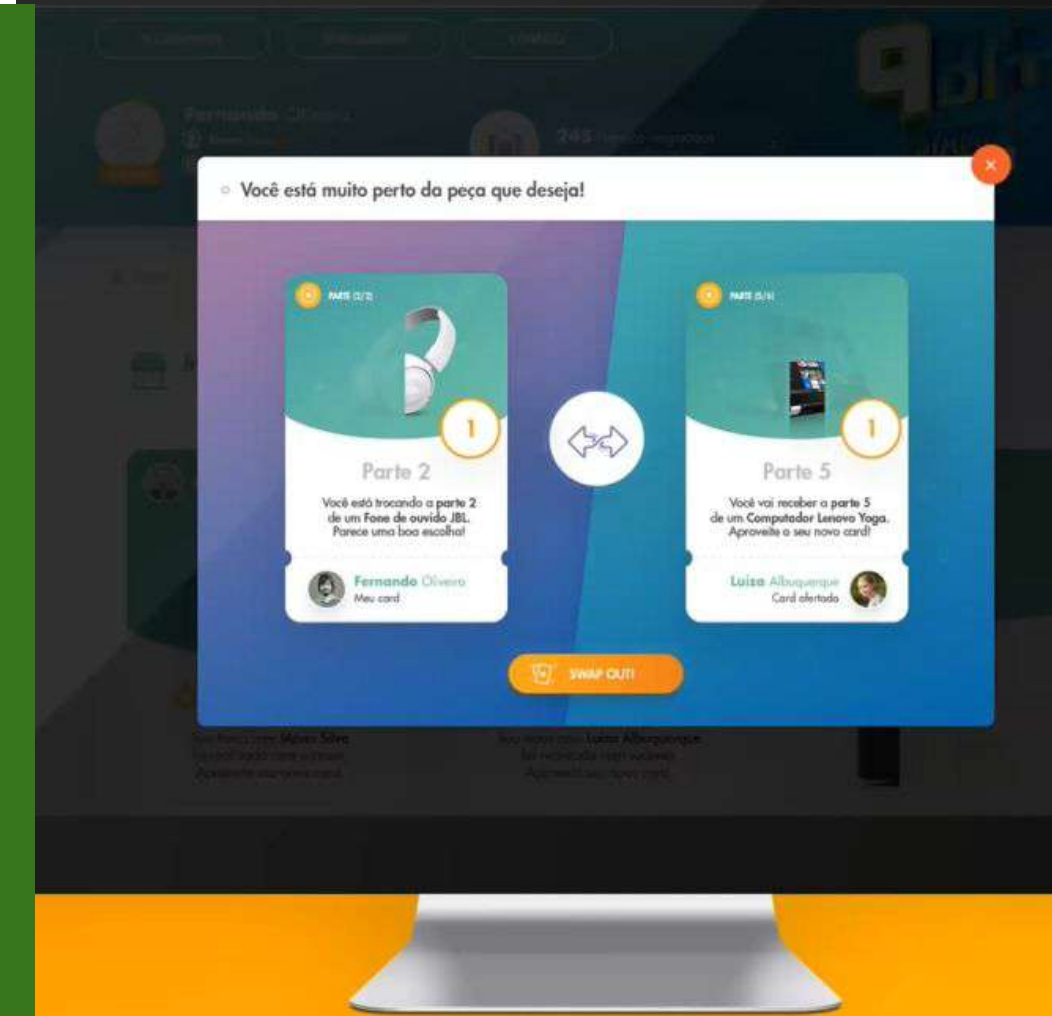


EVANESCENT OPPORTUNITY

EVITACIÓN

En ciertos momentos, se presentaba una oportunidad de tiempo limitado para intercambiar piezas repetidas con otros jugadores.

Esto creaba una fuerte sensación de FOMO por completar los rompecabezas faltantes.



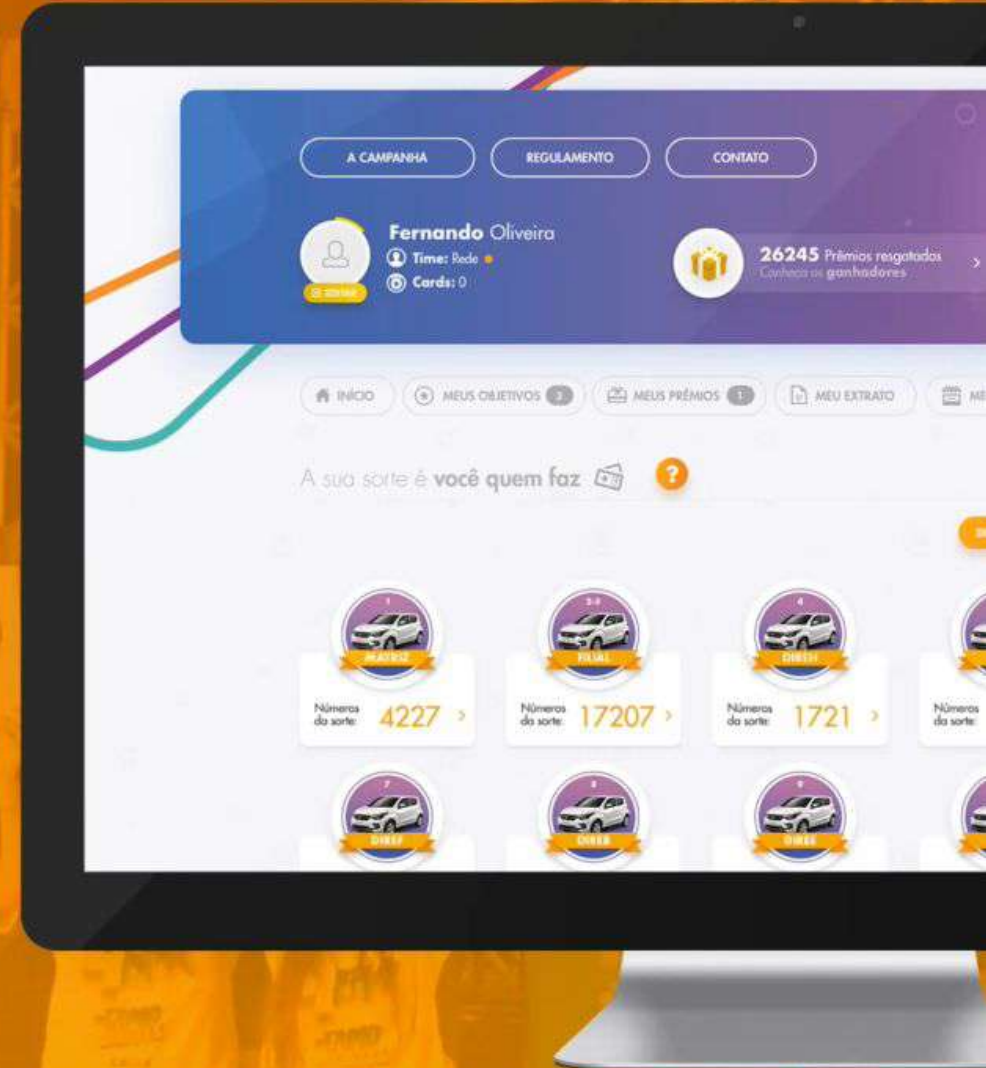


THE BIG BURN & LOTTERY

ESCASEZ

IMPREDECIBILIDAD

Las personas con piezas de rompecabezas repetidas también podían “quemarlas” por una oportunidad de ganar un premio más grande.





Resultados

83.000 personas en
4.500 sedes.

Engagement 10% -> **92%**

\$9.000 (5%) -> **\$12.700 (48%)**



#1

CAIXA #2

CAIXA #1



#2

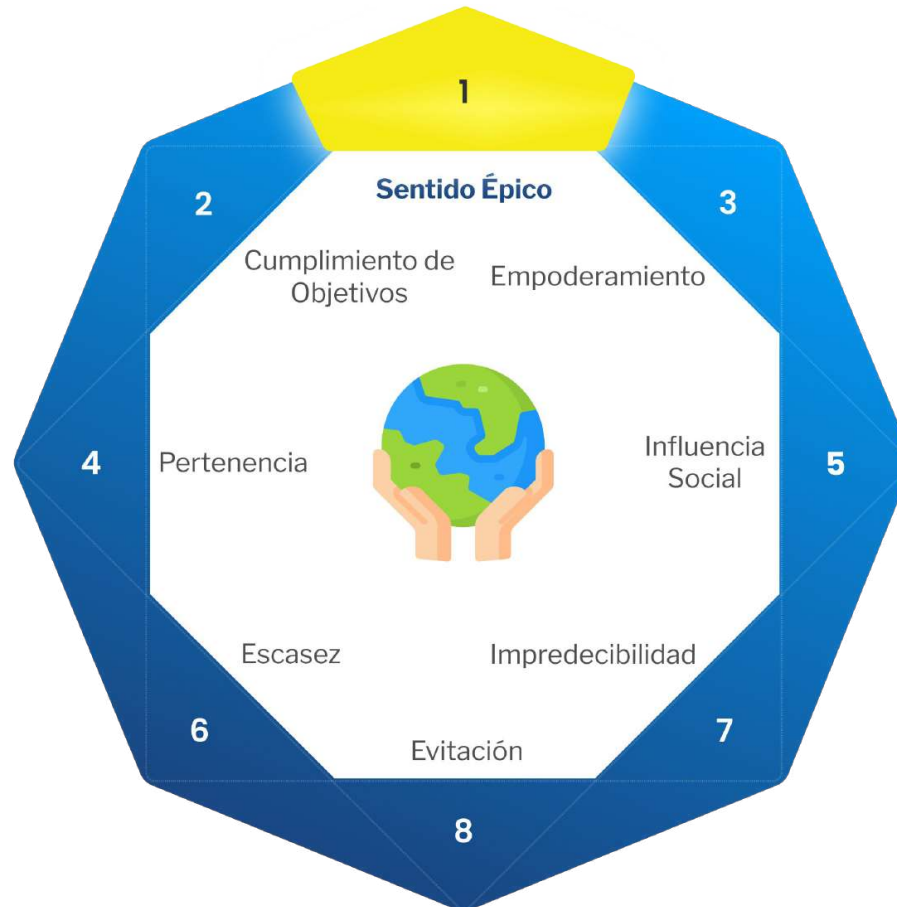
Octalysis Nivel 1: Los 8 Core Drives del Octalysis Framework

Core Drive 1: Sentido Épico y Vocación



CORE DRIVE 1: SENTIDO ÉPICO & VOCACIÓN

Nos motiva cuando sentimos que hacemos parte de algo más grande que nosotros mismos o que fuimos elegidos para ello, algo con un objetivo mayor.



A red baseball cap with the slogan "MAKE AMERICA GREAT AGAIN" embroidered in white, resting on a wooden log. The cap is positioned at an angle, showing the front and side. The background is a blurred green field.

MAKE AMERICA
GREAT AGAIN





Save the oceans by surfing the web



Play sound

Restart

32,081,454 

Bottles that OceanHero users have already recovered. Join us!

 ADD OCEANHERO TO CHROME



In the news:



<https://oceanhero.today/>

**We're working with local
communities to collect plastic**



**And we're supporting partners like
PlasticBank who build up a global network of
plastic collection hubs**



And we're supporting partners like
PlasticBank who build up a global network of
plastic collection hubs





[About us](#)

[Our mission](#)

[Encyclopedia](#)

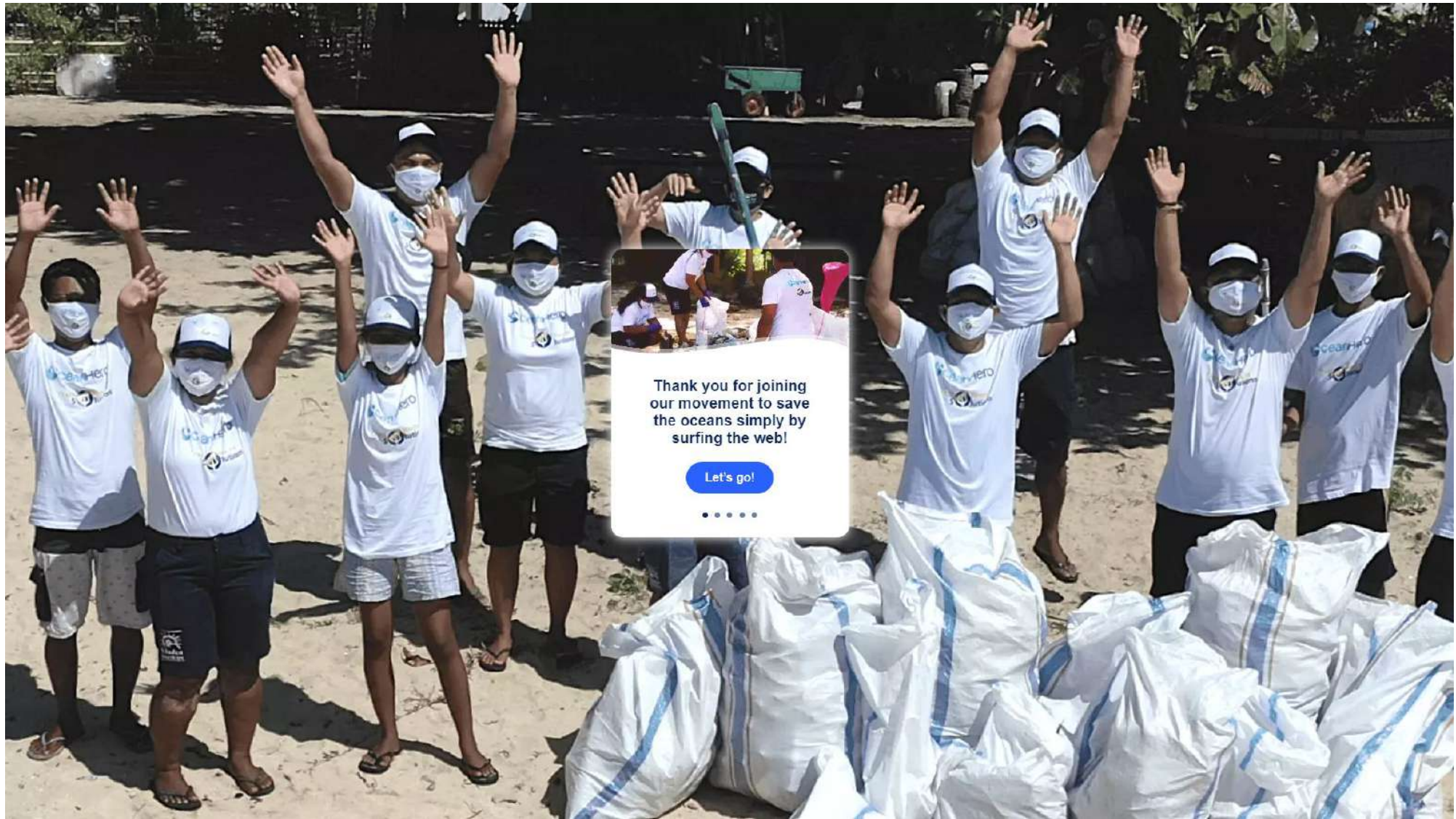
[How it works](#)

**Harnessing the power of the web OceanHero
creates a simple way for people to join the fight
against ocean pollution**

The Problem

The marine Ecosystem is crucial for life on earth.

50% - 85% of the world's oxygen comes from the oceans and they

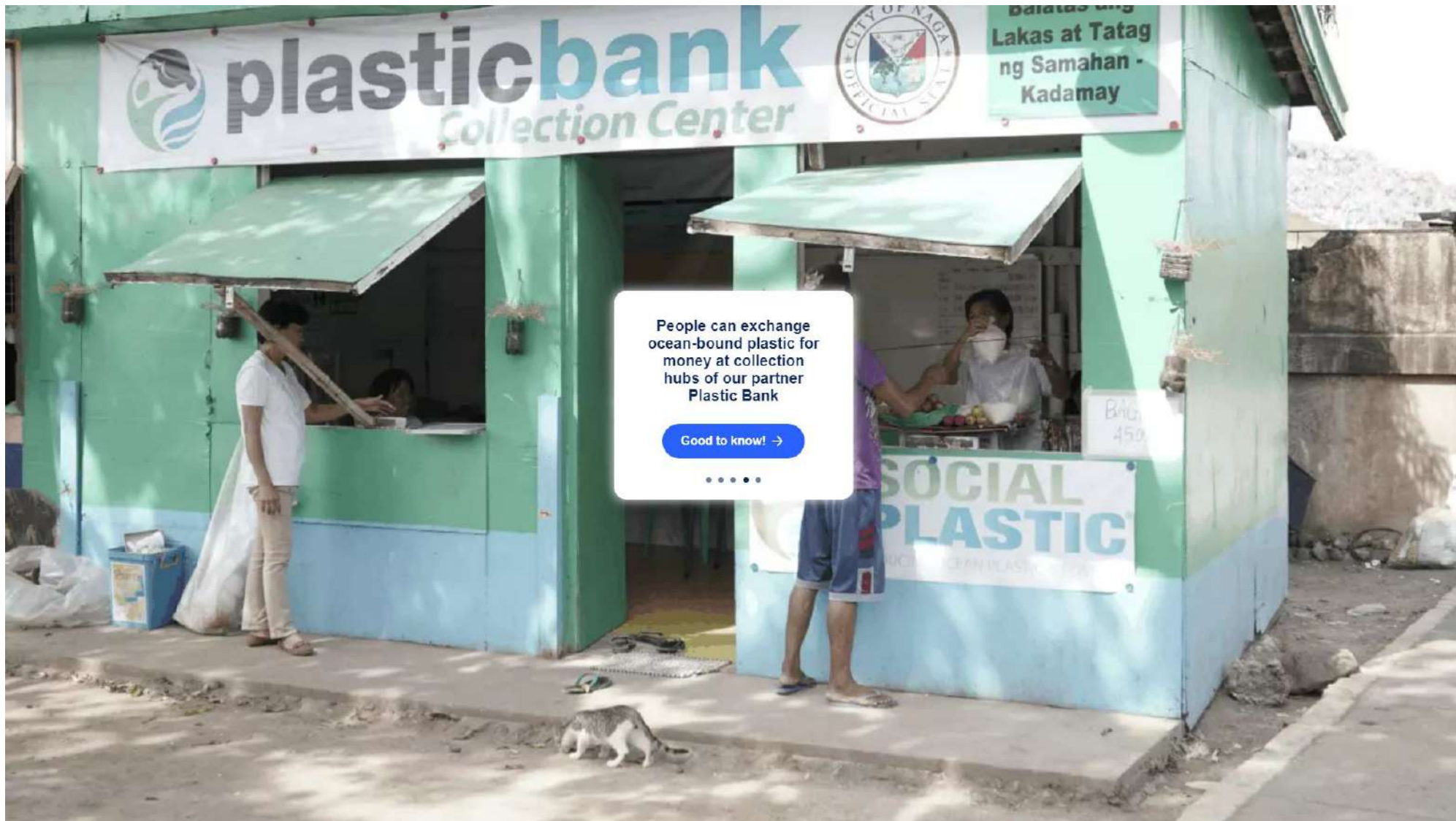


Thank you for joining
our movement to save
the oceans simply by
surfing the web!

Let's go!







People can exchange ocean-bound plastic for money at collection hubs of our partner Plastic Bank

[Good to know! →](#)

.....

2 Tipos de Core Drive 1:

Real vs. Ficticio







2 Ways of Core Drive 1:

Existente vs. Inspirado

TESLA MISSION

Accelerate the world's transition to **sustainable energy**





La credibilidad es clave

are you ready to help us
take on the world's
toughest energy challenges?



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for more information.



ExxonMobil

Taking on the world's toughest energy challenges.™



Pasos para un buen Core Drive 1



1

Buen storytelling.

2

Si la persona se lo cree ella misma, la convicción importa.

3

Si la persona toma decisiones de sacrificio basadas en el CD1.

4

Si la comunidad cree en ello, habla de ello y se une en torno a ello.

5

Si se refuerza el concepto de CD1 de manera constante desde la fase inicial hasta el final de la experiencia.



GT #10: Narrativa

Historia que genera un **contexto** para la experiencia gamificada.

Usualmente, cuenta con personajes, enemigos y un propósito/objetivo final.





Actividad

Piensa en un ejemplo en el que el Core Drive 1 te motivó a ser parte de una experiencia.

¿Cuál era el “Sentido Épico” de esa experiencia?
¿Conoces más personas que siguen ese mismo llamado?

¡Comparte tus ideas con el resto del grupo en la sección de comentarios!

Core Drive 4: Sentido de Pertenencia y Posesión



Bonificación

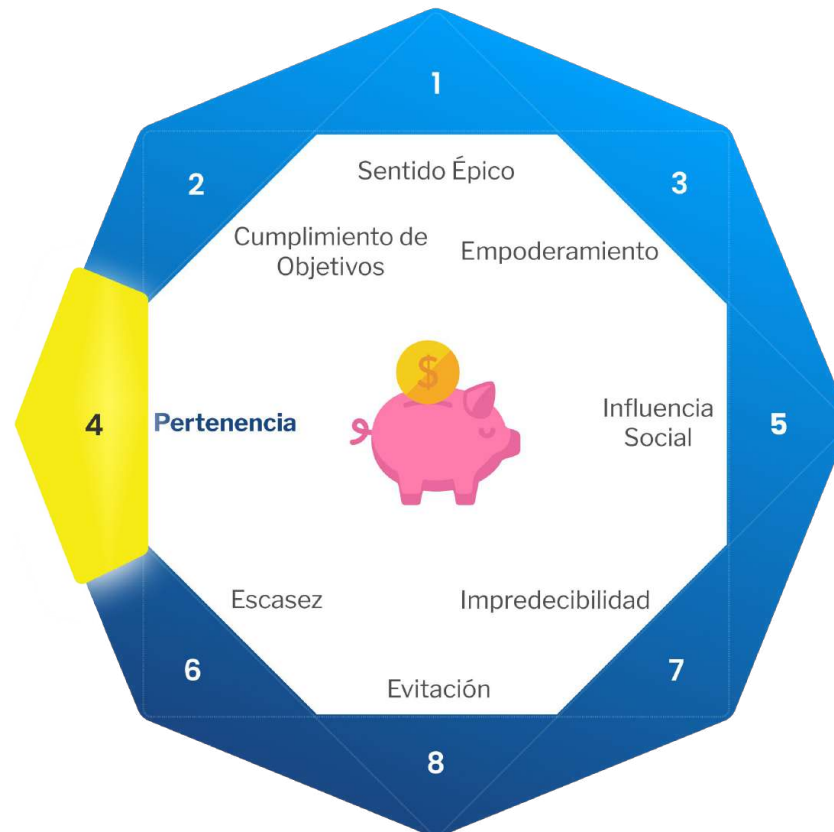
¿Quieres aportar tu grano de arena para mejorar aún más la experiencia educativa de Platzi? 🚀

Dinos cómo utilizarías el **Core Drive 1** para motivar a más personas a unirse a esta plataforma.



CORE DRIVE 4: Sentido de pertenencia y posesión

Nos motiva cuando sentimos que algo nos pertenece: riqueza, propiedades, información, objetos coleccionables, etc. Al sentir esto, el jugador sentirá un impulso por mejorarlo y conseguir más de ello.







10

1000

20

100

1000

50

Pesos

anco de México

a Pesos

Veinte Pesos

UNITED STATES OF AMERICA



62P

ONE DOLLAR

100

326558

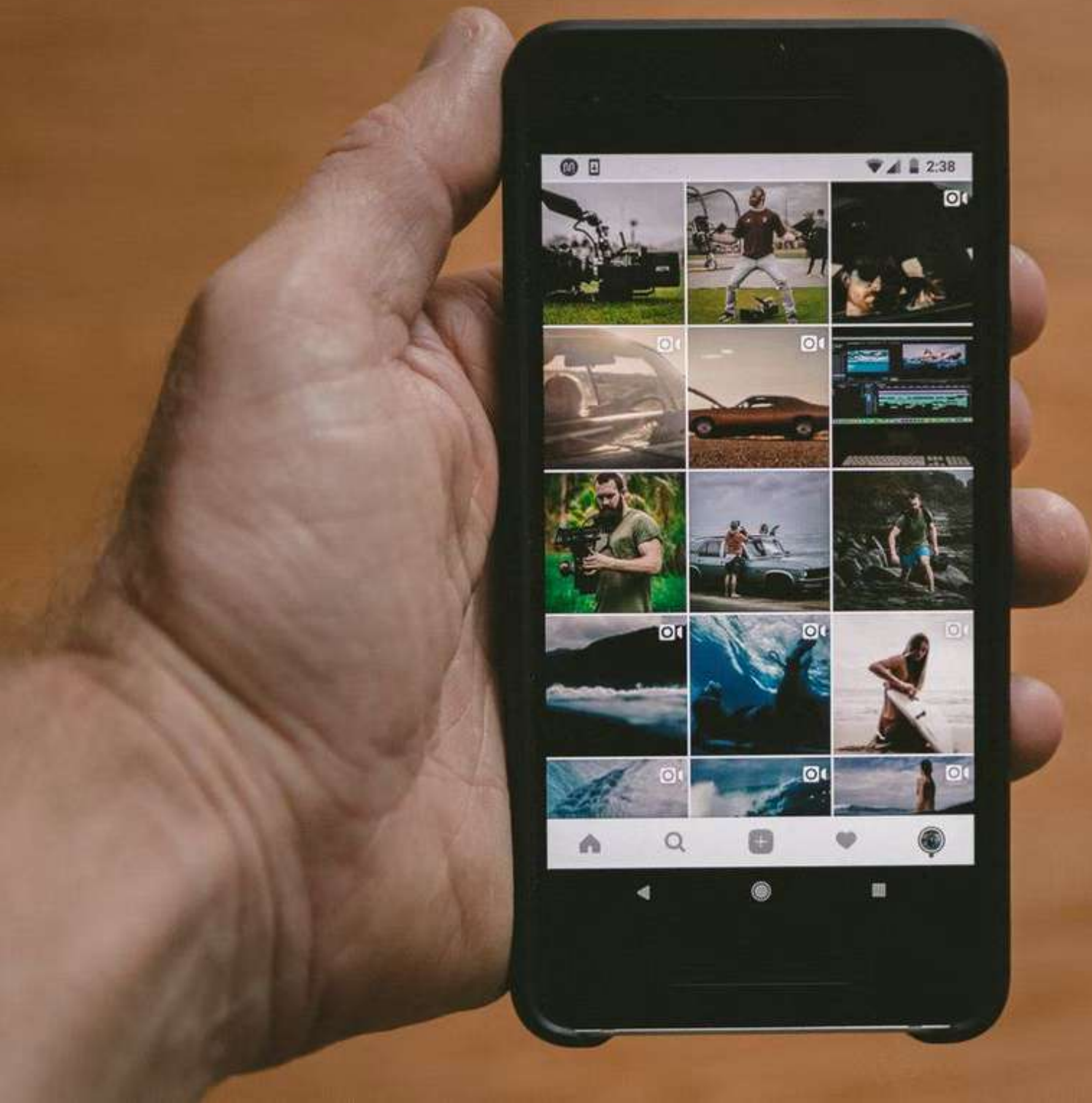
Pesos

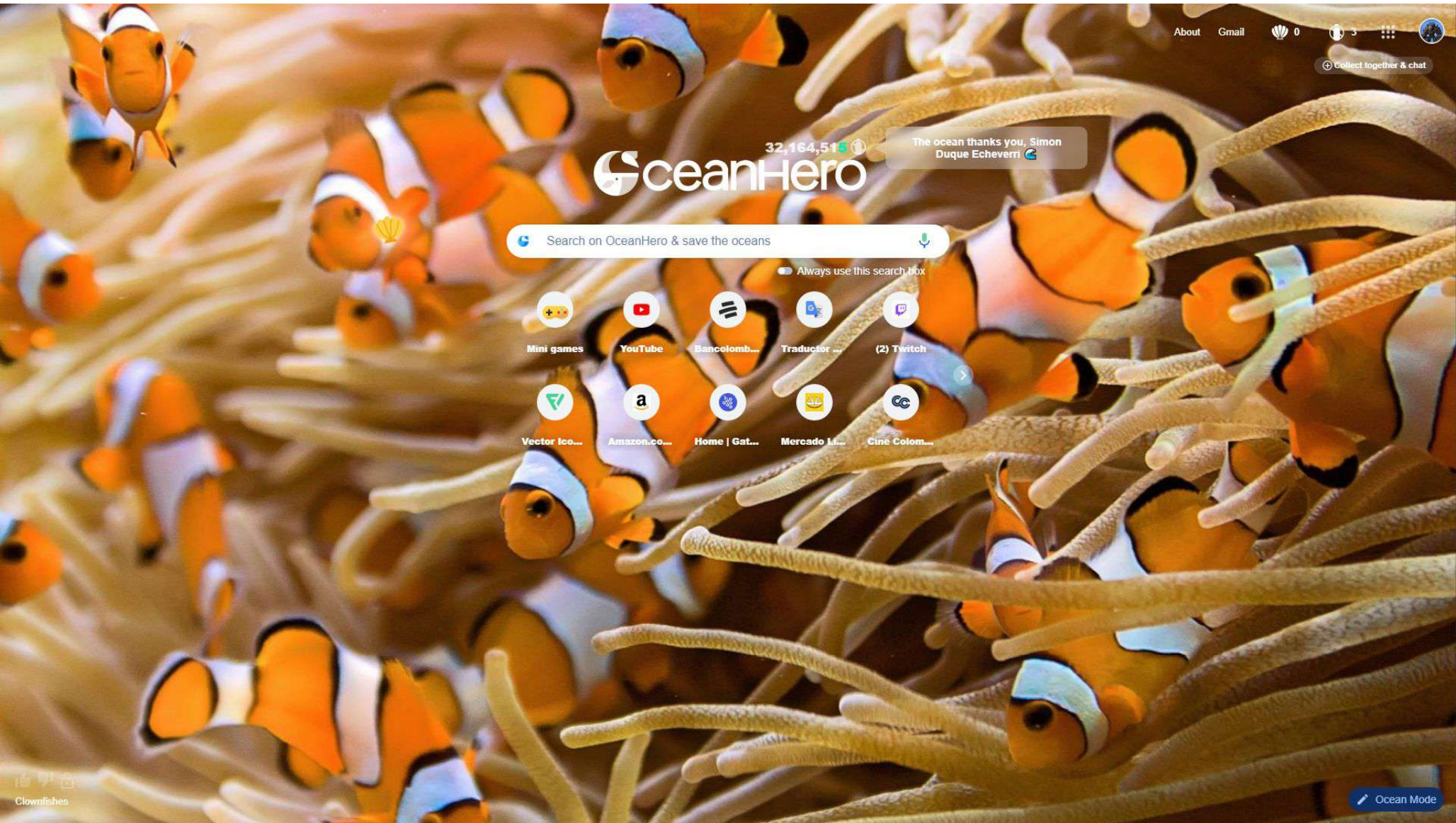
XP04573414

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KYATS

50





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32,164,513

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The first savings account that links to your fitness activity and rewards you with higher interest rates with every step you take.



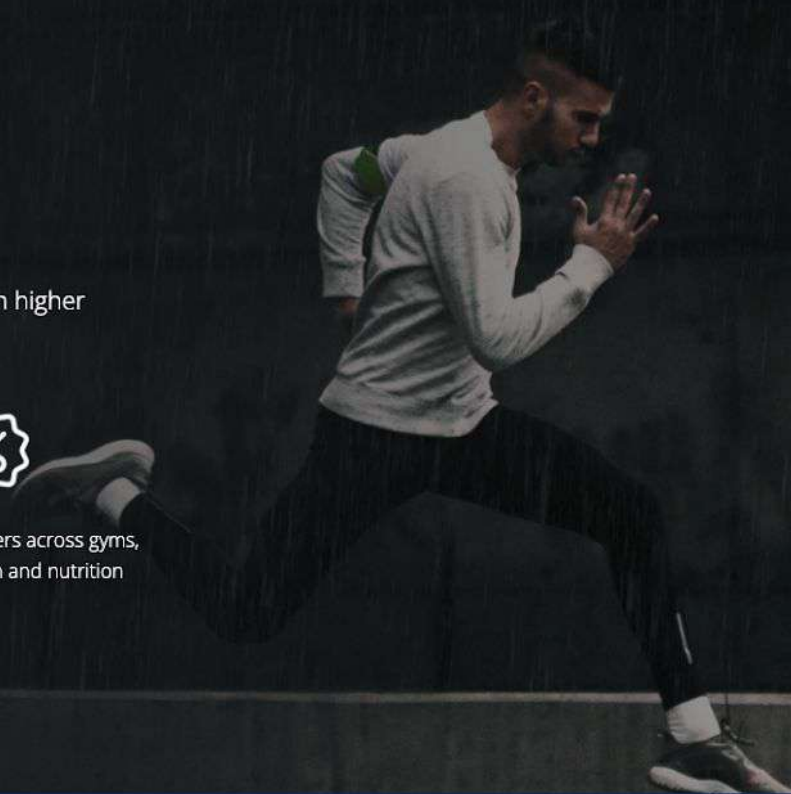
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your savings



The more steps you make,
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Get exclusive offers across gyms,
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Security Centre

Fitness Account

Step more. Save more.

The first savings account that links to your fitness activity and rewards you with higher interest rates with every step you take.



Earn up to 3% interest on your savings



The more steps you make, the higher the interest



Get exclusive offers across gyms, sportswear, health and nutrition

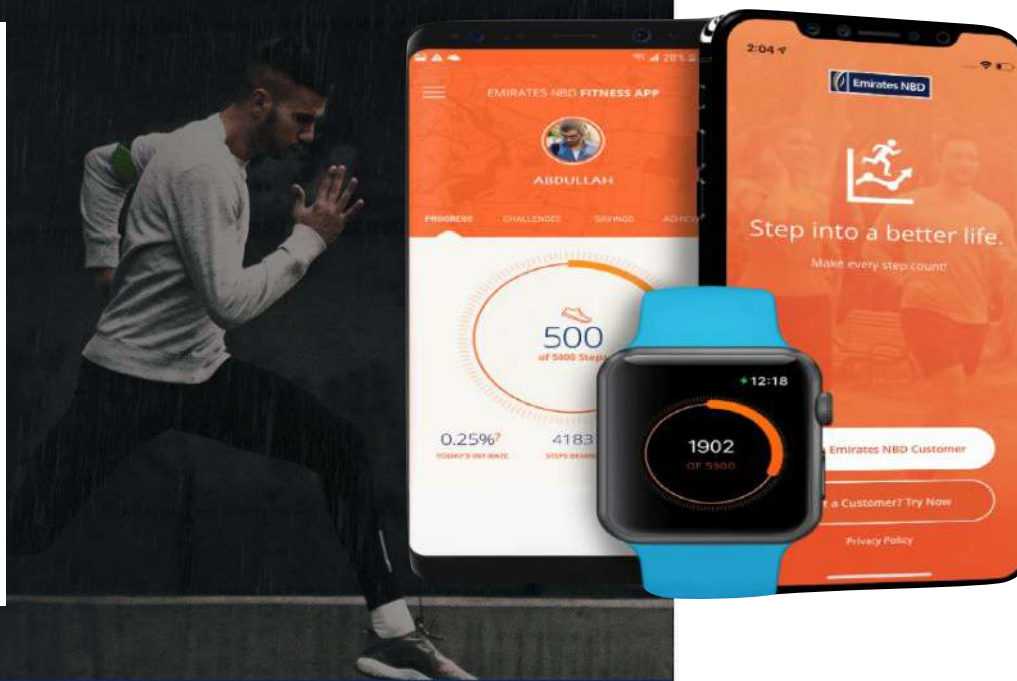


Run more. It's in your interest.

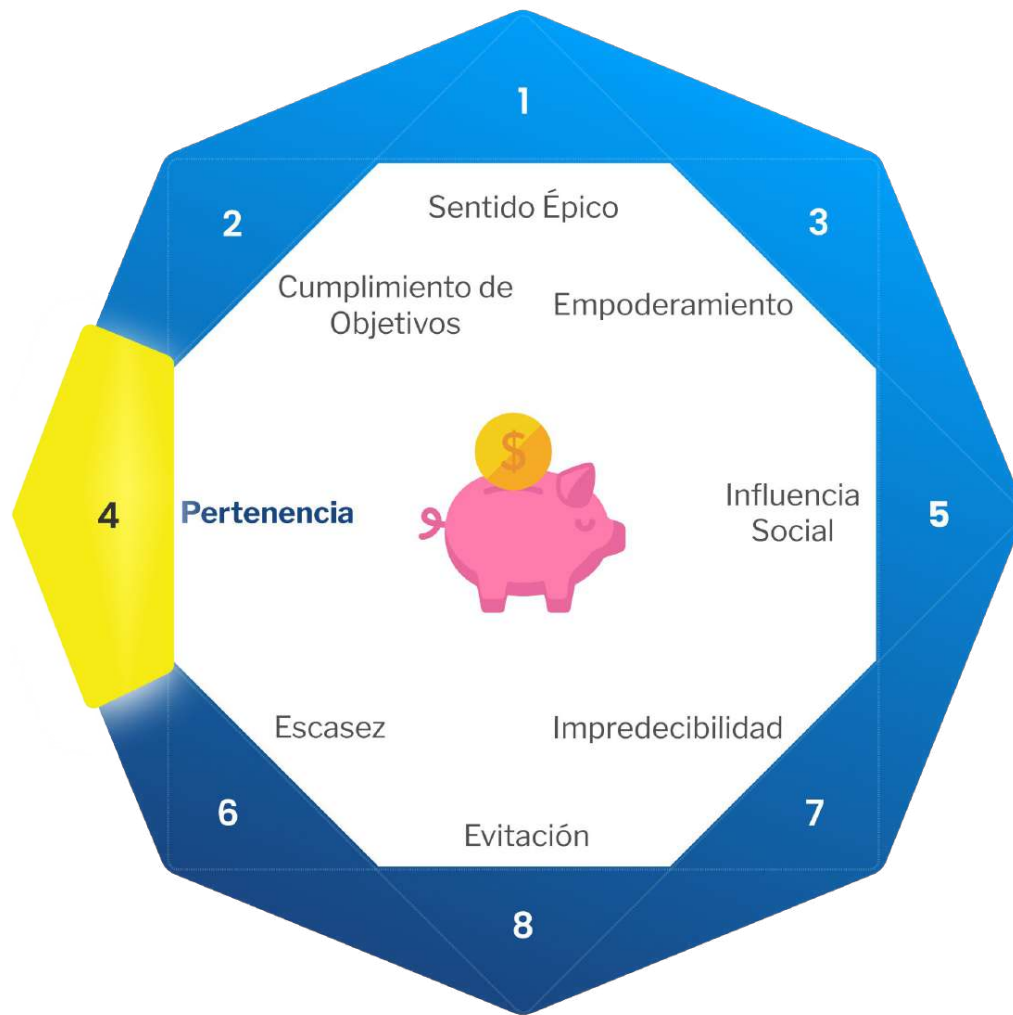
With the Emirates NBD Fitness Account, the more steps you make, the higher the interest rate. We've summarized the number of steps below and the corresponding interest you'll earn.

Interest Rates

No of daily steps	Interest Rate, % p.a.
Less than 5,000	0.25%
5,000 to less than 8,000	0.50%
8,000 to less than 12,000	1.00%
12,000 to less than 15,000	1.50%
15,000 and above	3.00%



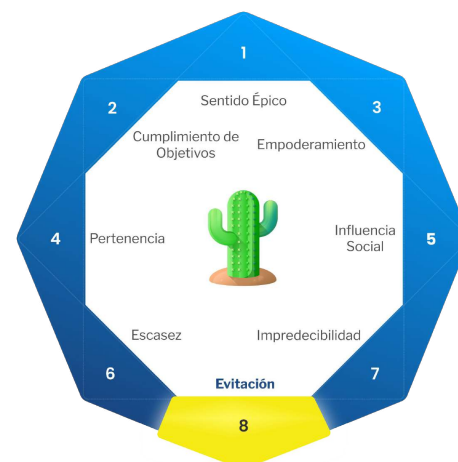
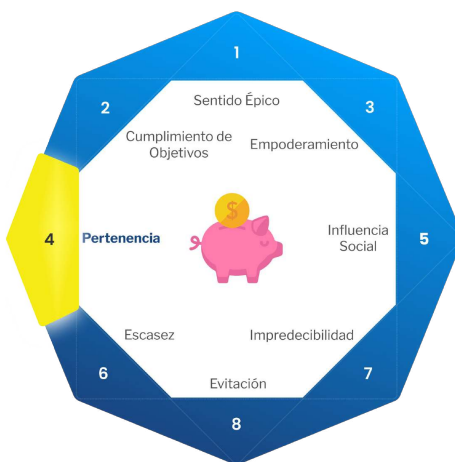
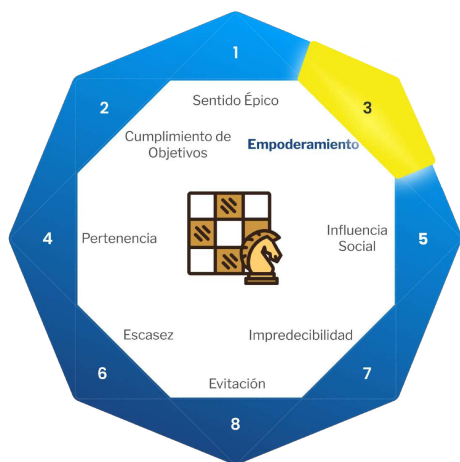




Tiempo

Dinero

Esfuerzo



EMPODERAMIENTO

PERTENENCIA

EVITACIÓN



GT #75: Puntos Canjeables

Moneda virtual que se puede intercambiar por objetos y/o beneficios dentro de la economía de un sistema gamificado.





GT #17: Objetos de Colección

Un conjunto de elementos (físicos o digitales) que solamente se consideran completos una vez estén reunidos. Deben ser parte de una misma temática.





Actividad

¿Tienes alguna historia personal en la que estuviste bajo la influencia de Core Drive 4?

Algo significativo, que te importaba y a lo que tenías un fuerte apego (cualquier cosa cuenta: objetos, animales, personas, experiencias).

¡Comparte tus ideas con el resto del grupo en la sección de comentarios!



Bonificación

Las personas que compartan su historia recibirán una lista de mecánicas de juegos de Octalysis que hemos compartido con empresas como Tesla, Microsoft, Salesforce, Volkswagen y ¡muchas más! Para potenciar el enganche de sus clientes hacia sus productos, servicios y experiencias 📜.

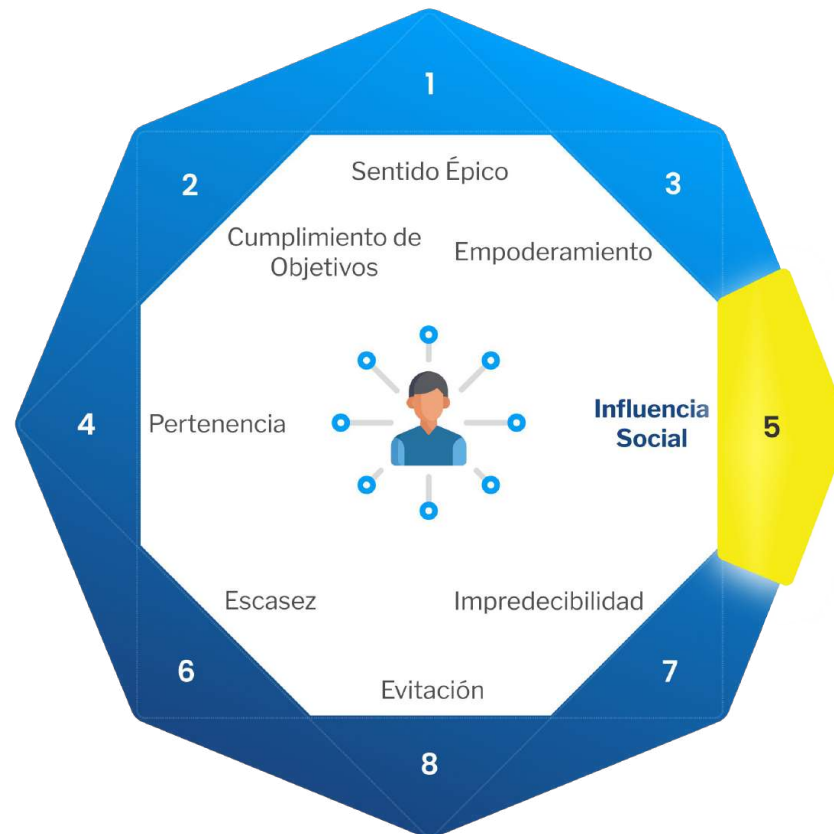
(Podrás abrirla en el segundo módulo de este curso)

Core Drive 5: Influencia Social y Relacionamiento



Core Drive 5: Influencia social y relacionamiento

Son todos los elementos sociales que motivan a las personas, incluyendo: aceptación, respuestas sociales, compañerismo, competencia y envidia.









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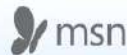
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5 11:55 PM · Mar 28, 2020



mrsheltonTV
@MrSheltonTV



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2 6:20 PM · Jun 8, 2020



NHV Natural Pet
@NHVNaturalPet



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4 5:03 PM · Nov 10, 2020



Jesper Christoffersen
@jes_christ



A huge CONGRATULATIONS to <https://t.co/9fjoNAvHa> this morning for recovering the equivalent of 10,000,000 ocean-bound plastic bottles! @DavidKatzPB #plastic #ocean #worldcleanupday @4ocean @TheOceanCleanup @Seabin_project @bigbluecleanup @PlasticChange <https://t.co/HtiyMhYgU>

3 9:54 AM · Sep 29, 2020



Emma Cripwell
@CripwellEmma



Fantastic search engine, <https://t.co/KnvDbcc3LD> works as well as Google yet for every five searches one plastic bottle is recovered. A no brainer. <https://t.co/hENSvmARlv>

1 12:25 PM · Feb 5, 2021



Recalcitrant Rex
@RecalcitrantRex



I use the #OceanHero search engine to support a cleaner #earth. Looks great and works great! #oceans <https://t.co/osYdCebiEu>

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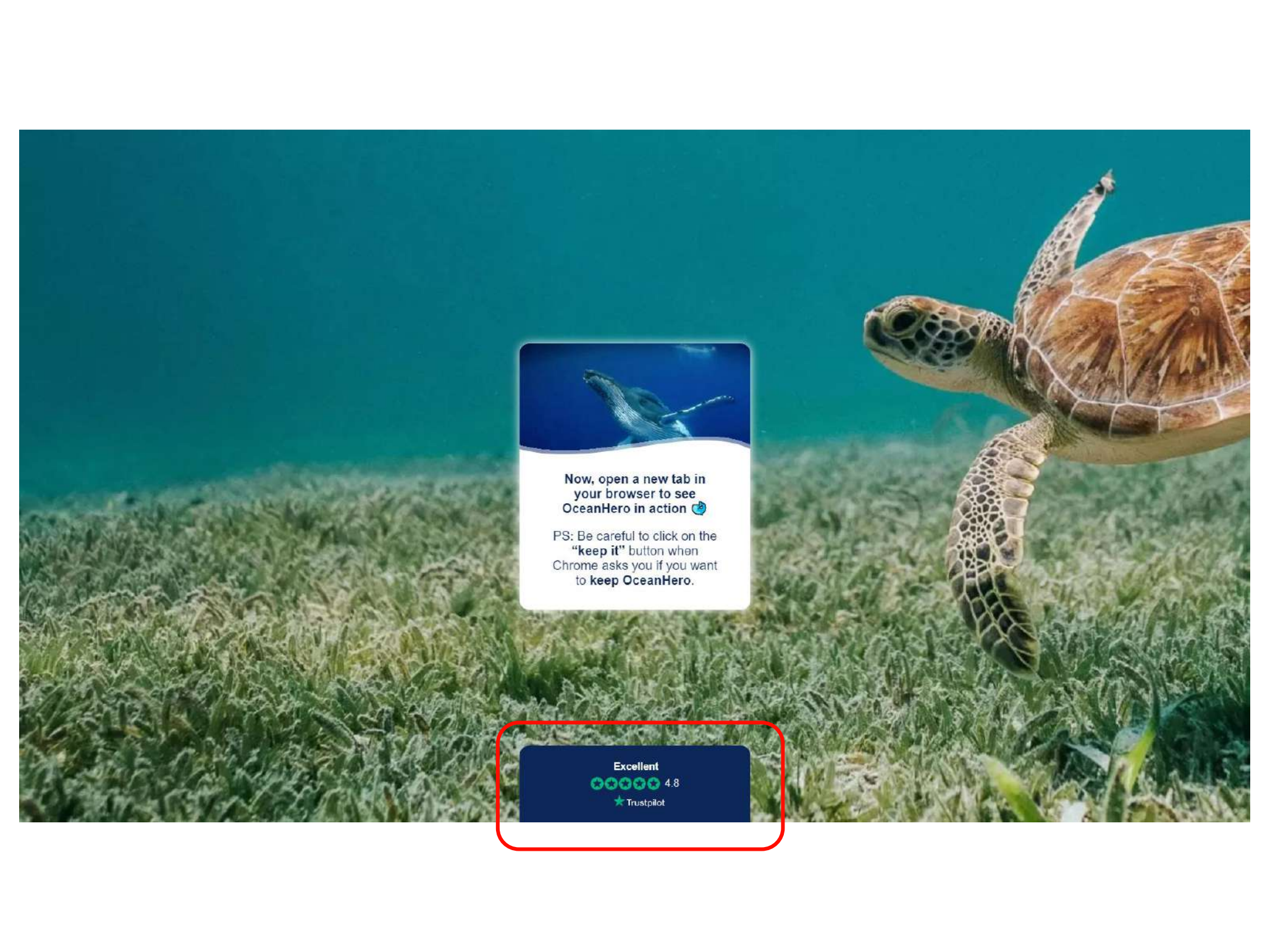
Now, open a new tab in
your browser to see
OceanHero in action 

PS: Be careful to click on the
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Chrome asks you if you want
to **keep OceanHero**.

Excellent

 4.8

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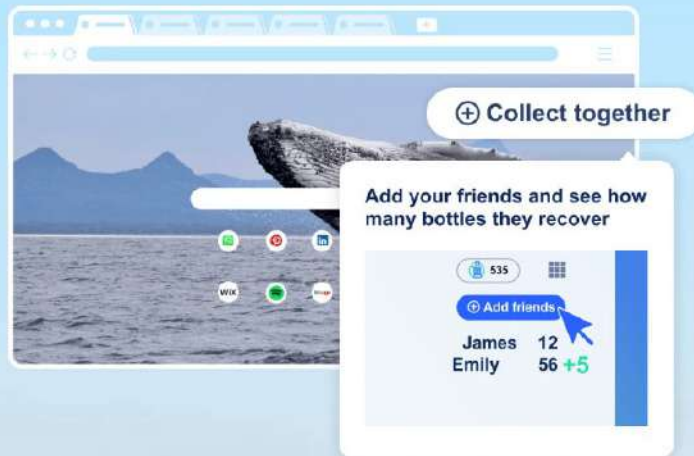


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PS: Be careful to click on the “**keep it**” button when Chrome asks you if you want to **keep OceanHero**.

Excellent
★★★★★ 4.8
★ Trustpilot

ecosystem, the issue of ocean pollution and what can be done about it.



40%

Share this fact

Correct!

According to the United Nations, only 7.65% of the oceans have some type of protection. Additionally, only 3% of the world's ocean is considered to be 'strongly' protected.

WE CONNECT

PEOPLE WITH THE OCEAN

We believe that it is important to connect people with the ocean to educate and inspire them. That is why we show beautiful images and videos while you browse the web and let people collect bottles together with friends.

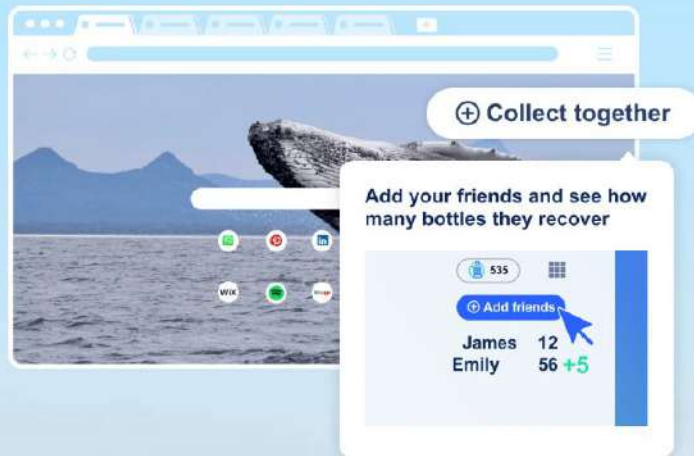
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Palmyra Atoll

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Ocean Heroes : Make Ocean Plastic Free - Apps on Google Play



26



9

Lvl 5 • Sand Roamer



534

Octalysis Group

+ Invite



26



9

Lvl 5 • Sand Roamer



534 Octalysis Group + Invite



All groups

1	The Logan School	110550	
2	Team awesome	62659	
3	save the turtles	48584	
4	The Largest Group	33272	
5	lets get 1 MILLION	32202	

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☒ Coup Reformation (una expansión) US\$9.99

4 estrellas o más

Patrocinados

Página 1 de 32



Malas Personas, El juego para fiestas que no Deberías jugar
★★★★☆ 3,896
US\$24.95 ✓prime



Pick Your Poison Juego de cartas: The "What would You Rather Do?" Game - After Dark...
★★★★☆ 3,181
US\$24.95 ✓prime



MOOSE MASTER - Un divertido juego de cartas de fiesta - Fácil de instalar - Hará qu...
★★★★☆ 1,541
US\$19.99 ✓prime



Pick Your Poison Juego de cartas: el juego "What would You Rather Do?" para todas l...
★★★★☆ 3,947
US\$19.79 ✓prime



Taco vs Burrito - El juego de cartas sorprendentemente estratégico creado por...
★★★★☆ 17,595
US\$19.99 ✓prime



Hombre lobo: Un juego para fiestas para personas retorcidas
★★★★☆ 1,892
US\$13.95 ✓prime



Get That Pirate's Booty Juego de cartas, divertido juego de cartas familiar para 2 ...
★★★★☆ 153
US\$22.99 ✓prime

Envío gratis con Amazon: los clientes también compraron

Página 1 de 5



Coup (el Universo distópico)
★★★★☆ 9,769
US\$14.99
Recíbelo el martes, 2 de agosto
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Juego de mesa, el último hombre lobo: una noche
★★★★☆ 7,748
US\$18.99
Recíbelo el martes, 2 de agosto
Envío GRATIS en pedidos mayores a US\$35 enviados por Amazon



Coup Reformation (una expansión)
★★★★☆ 2,214
US\$9.99
Recíbelo el martes, 2 de agosto
Envío GRATIS en pedidos mayores a US\$35 enviados por Amazon



Splendor, juego de mesa (Idioma español no garantizado)
★★★★☆ 9,429
US\$35.99



Hombre lobo: Un juego para fiestas para personas retorcidas
★★★★☆ 1,892
US\$13.95
Recíbelo el martes, 2 de agosto
Envío GRATIS en pedidos mayores a US\$35 enviados por Amazon



Lark & Clam Codenames Deep Undercover 2.0 - Juego de mesa de fiesta nocturna para adultos, edición limitada
★★★★☆ 1,086
US\$24.99
Recíbelo el martes, 2 de agosto
Envío GRATIS en pedidos mayores a US\$35 enviados por Amazon



CMON Sheriff of Nottingham 2ª edición, varios, SHF003
★★★★☆ 493
US\$31.99
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Información de producto

Dimensiones del producto	6.5 x 4.33 x 0.71 pulgadas
Peso del producto	2.35 pounds
ASIN	B01JKD4HYC

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Update home information



Your home

1263 kWh

All similar homes 

1542 kWh

Efficient homes 

1015 kWh



Good! You used 18% less electricity than homes similar to yours

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World



SOCIALIZERS



EXPLORERS

Acting

Interacting



KILLERS

Acting



ACHIEVERS

Players

World



SOCIALIZERS

Interacting



EXPLORERS

80%



GT #10: Narrativa

Historia que genera un contexto para la experiencia gamificada. Usualmente cuenta con personajes, enemigos y un propósito/objetivo final.





Actividad

Piensa en cómo se podrían implementar misiones grupales en Platzi para motivar a las personas a realizar las Acciones Deseadas.

¡Comparte tus ideas con el resto del grupo en la sección de comentarios!



Bonificación

Graba un video con un amigo, conocido o familiar en donde le expliques qué es Core Drive 5, menciona un ejemplo de alguna actividad que tenga este Core Drive como motivador principal.

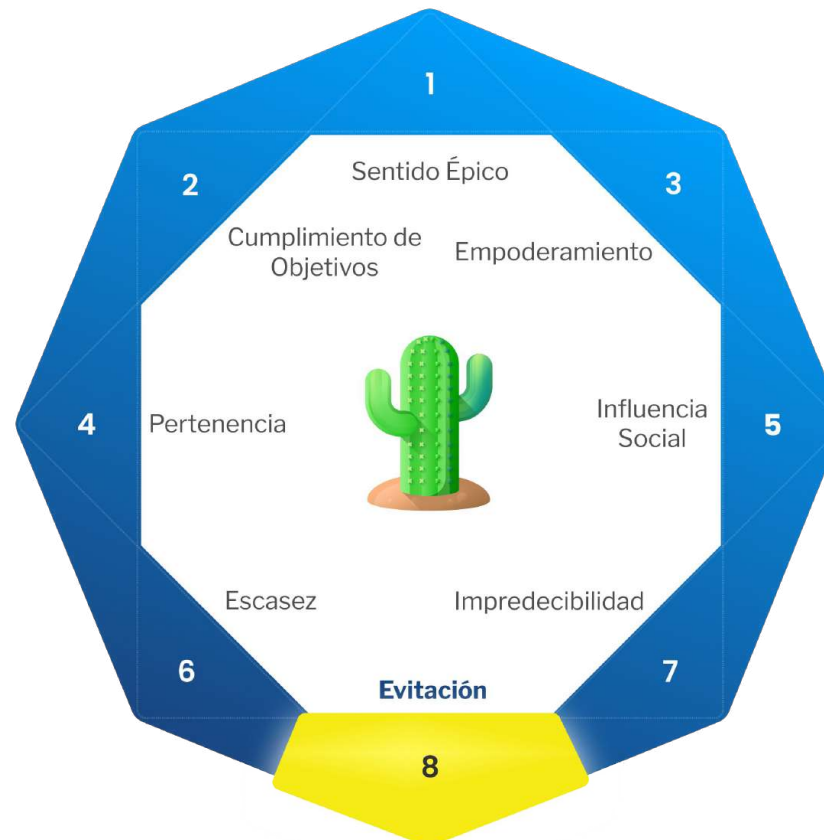


Core Drive 8: Pérdida y Evitación



Core Drive 8: Pérdida y evitación

Se basa en querer evitar que algo malo o negativo pase. La motivación viene del miedo a perder algo o de sufrir las consecuencias indeseables de una acción no deseada.









@DavidKatz118 #plastic #ocean
#worldcleanupday @4ocean
@TheOceanCleanup @Seabin_project
@bigbluecleanup @PlasticChange
<https://t.co/H1iygMhYgU>

♡ 3 · 9:54 AM · Sep 29, 2020

<https://t.co/KhVU0cc3LU> works as well as Google
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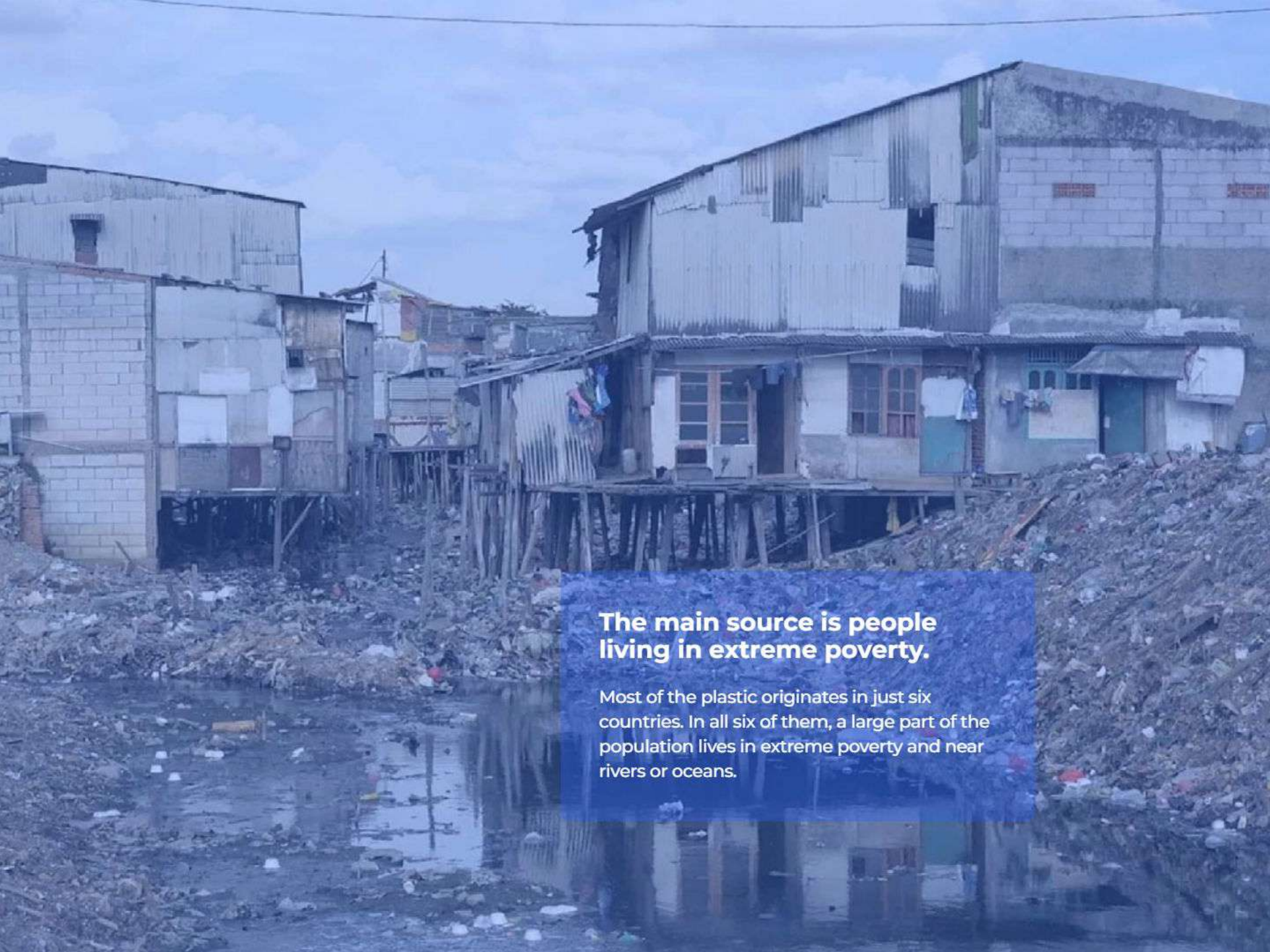
I use the #OceanHero search engine to support
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#oceans 🌊 <https://t.co/osYdCebIEu>

♡ 1 · 9:46 PM · Apr 30, 2020

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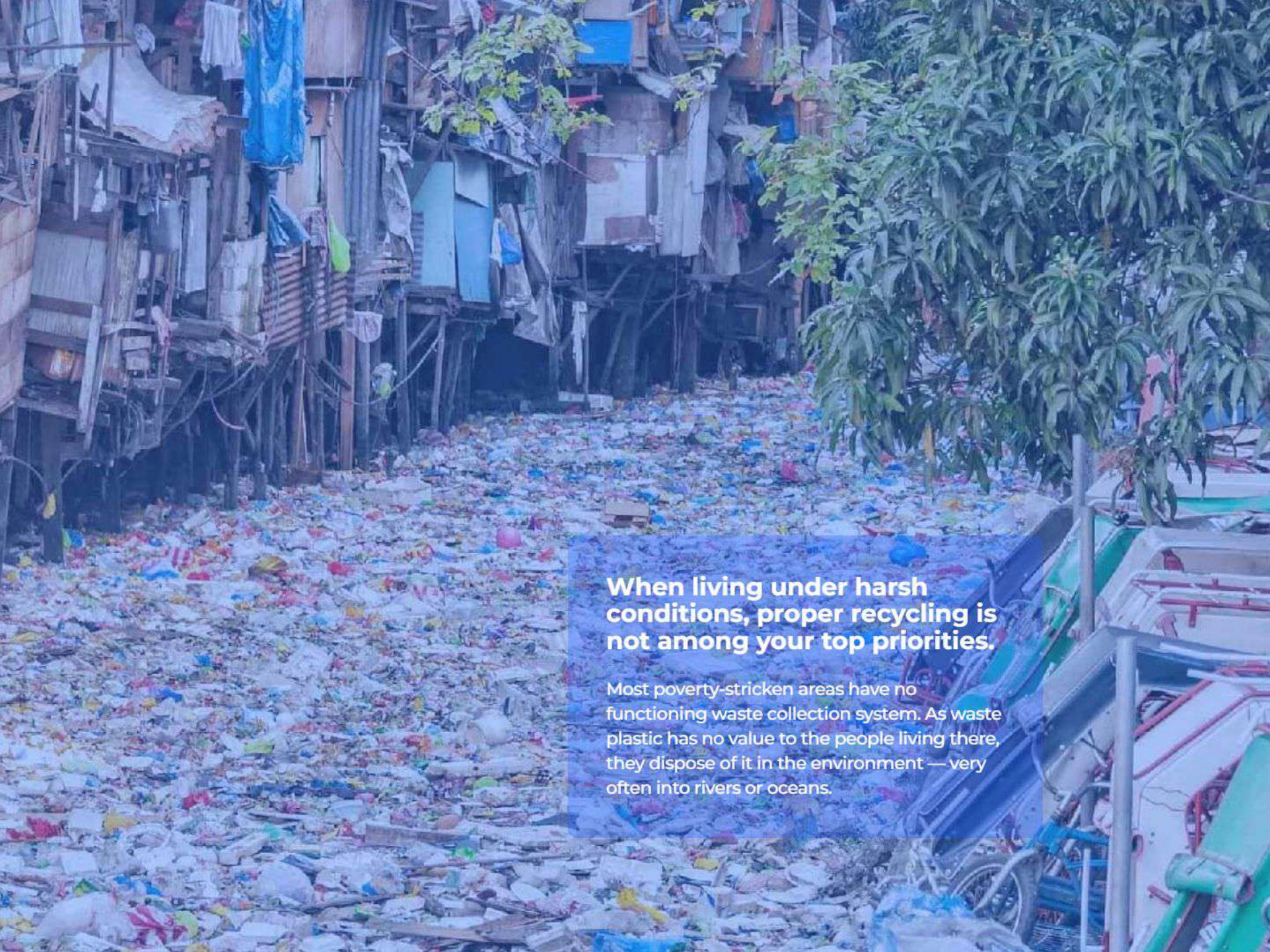
By 2050, there will be more plastic than fish in the ocean

Report by the
ELLEN MACARTHUR FOUNDATION



The main source is people living in extreme poverty.

Most of the plastic originates in just six countries. In all six of them, a large part of the population lives in extreme poverty and near rivers or oceans.



When living under harsh conditions, proper recycling is not among your top priorities.

Most poverty-stricken areas have no functioning waste collection system. As waste plastic has no value to the people living there, they dispose of it in the environment — very often into rivers or oceans.



The Problem

The marine Ecosystem is crucial for life on earth.

50% - 85% of the world's oxygen comes from the oceans and they also help regulate the climate. Around 98% of the heat from the sun's rays are absorbed by the ocean!

Additionally, 94% of all life on earth is aquatic. We need to protect this vital ecosystem!



Approximately 10 million metric tons of plastic

Approximately 10 million metric tons of plastic waste enter the oceans each year.

Half of all plastics ever created were created in the last 15 years. Many communities in the world do not have the developed waste and recycling infrastructure to deal with such amounts. Causing huge amounts of plastic to leak into the environment and specifically into waterways like rivers that carry the plastic into the oceans.

Unfortunately, plastic is projected to double within the next 10-15 years and could even quadruple by 2040!



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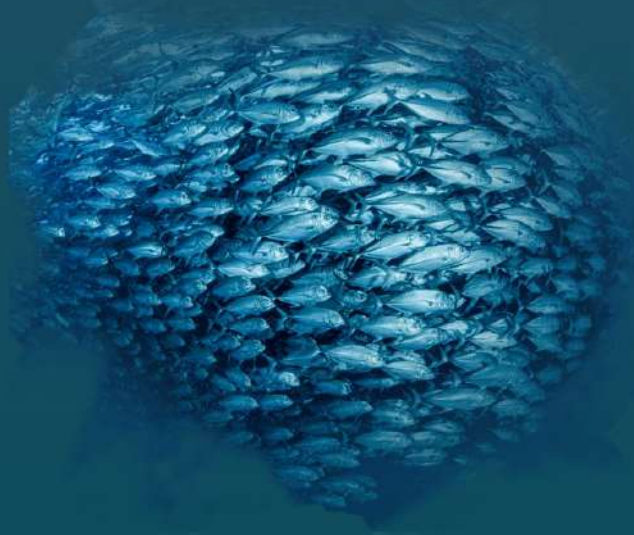
Over 700 marine species suffer the consequences of plastic pollution

Plastic pollution affects between 700-1200 species through entanglement or ingestion, both of which can sicken and kill animals.

Additionally to this, recent studies have found that the plastic waste is impacting the growth and reproductive success of some species. Estimates suggest there are 100 million tons and between 15 and 51 trillion microplastic particles floating in the ocean and this plastic may outnumber fish by 2050!



species. Estimates suggest there are 100 million tons and between 15 and 51 trillion microplastic particles floating in the ocean and this plastic may outnumber fish by 2050!



The oceans need more marine protected areas to support marine animals and livelihoods.

Only 6% of the oceans are currently marine protected areas, yet the oceans are essential for most of the life on earth. Research shows that 46% of ocean plastic comes from fishing nets and overfishing is a major concern for thousands of marine species from by-catch and pollution.

Trillions of fish are taken out of the ocean each year, which is not good for the balance of the marine eco-system.

Here are a few videos that will help you to understand the issue

1. [NatGeo: Now is the time to protect it](#)
2. [GlobalNews: Plastic pollution crisis: How waste ends up in our oceans](#)
3. [ABC Science: What is the impact of pollution in the sea?](#)
4. [Explore Mode: The ocean's ghost killer](#)

Dive even deeper with these scientific peer-reviewed papers

1. [Another place, another timer: Marine species and the rhythms of life](#)
2. [The fate of plastic in the ocean environment](#)
3. [Plastic ingestion by marine fish is widespread and increasing](#)
4. [Plastic ingestion by marine fish is widespread and increasing](#)



https://www.youtube.com/watch?v=o0AOkDpzNBM&ab_channel=NationalGeographic



Zombies, Run!

Six to Start
Contiene anuncios · Compras en aplicaciones



4,6★
25,1 mil reseñas

1 M+
Descargas

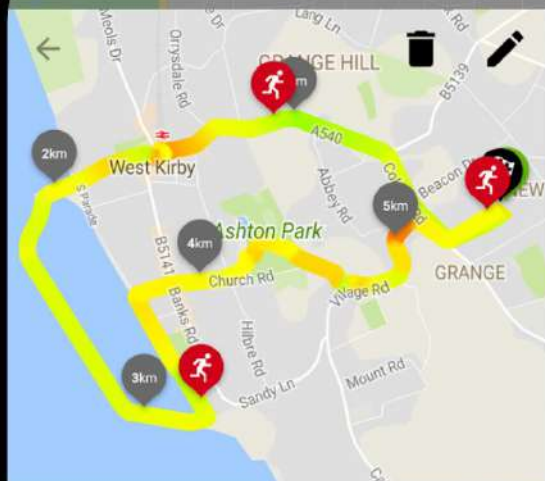
 Para mayores de 13 años ⓘ

Instalar en más dispositivos

▶ Tráiler

 Esta aplicación está disponible para todos tus dispositivos

Ponte en forma. Escapa de los zombis. **¡Salva el mundo!**



Búsqueda de municiones

19 OCT 2018 4:43:28 P. M. - 5:34:54 P. M.

Distancia Tiempo total

5,15KM **51:23**

Suministros Velocidad Prom.

11 **9' 59"/KM**

Divisiones

KM 1 Velocidad 9' 36"

Recolecta suministros mientras te mueves. **¡Construye y defiende tu base!**



Misiones llenas de acción. **¡Una nueva historia cada vez que corres!**





GT #78: Rachas

Mecanismo donde las acciones deseadas que se realizan repetidamente se registran, se muestran y se recompensan de manera incremental.





Actividad

Piensa en cualquier actividad en la que estés involucrado actualmente que ya no sea placentera o significativa, pero que continúas haciendo debido al Core Drive 8: Pérdida y Evitación.

¿Cómo te hace sentir eso y qué haría falta para que detuvieras ese comportamiento?

¡Comparte tus ideas con el resto del grupo en la sección de comentarios!



Bonificación

Asegúrese de haber completado las actividades de cada clase de los Core Drives de este módulo (1,4,5,8), o de lo contrario **no podrás abrir la lista de Mecánicas de Juegos** en el próximo módulo.



¿Qué tipo de proyectos o empresas pueden ser gamificados?

¿Cómo te preparas para iniciar un proyecto?

¿Cuál es el número de integrantes que debe tener un equipo y sus perfiles?

Proyecto final

Lluvia de Ideas al estilo Octalysis



Contexto



Platzi te ha contratado para diseñar una experiencia gamificada en su plataforma y así incrementar sus métricas de negocio.

Tu objetivo es usar el conocimiento adquirido en este curso acerca de los Core Drives 1, 4, 5 y 8 para moldear la mejor experiencia posible para sus estudiantes.



Métricas

1. Cantidad de estudiantes con suscripción al plan anual.
2. Cantidad de cursos completados por estudiante.
3. Cantidad de proyectos o tutoriales hechos por estudiantes.



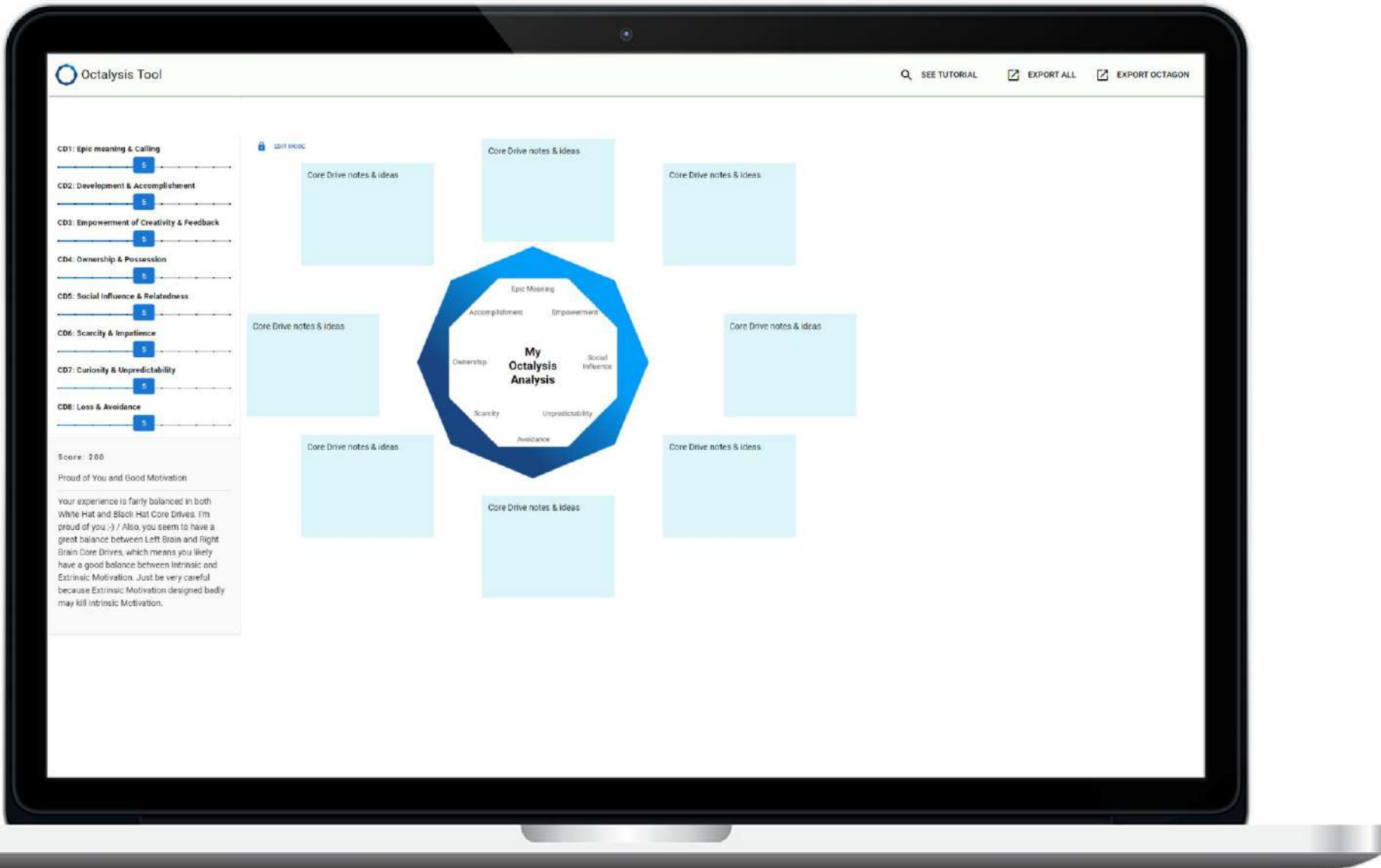
Acciones deseadas

1. Entrar diario a Platzi.
2. Continuar curso activo.
3. Completar clase.
4. Aprobar curso.
5. Comenzar un nuevo curso.
6. Suscribirse al plan anual de Platzi.
7. Usar link de referido para invitar amigos.
8. Subir un proyecto a Platzi Connect.



Proyecto final

1. Según las métricas y acciones deseadas, **escribe** al menos tres ideas para cada uno de los Core Drives vistos en este curso.
2. **Selecciona** las 3 mejores ideas.
3. **Explica** las ideas seleccionadas en más detalle (puedes usar texto e imágenes) y cómo interactúan entre ellas para maximizar el enganche de los estudiantes.



<https://yukaichou.com/octalysis-tool/>

Recapitulación del curso