**Part 2**

**LifeRPG**

Having chosen your goals (missions), you then break them down into smaller sub-missions and create custom rewards. You also have a chance to assign skills to your mission and watch them level up. You may sort your missions by your energy level, date or even search for the plan you’ve most or least recently worked on.

**EpicWin**

One more to-do list performed in the RPG style. With every task that you tick off your list, your virtual character grows better. You improve stats, gain coins, and more from one level to another.

You have a chance to schedule repeated tasks and assign events to specific days, use reminders or just set the most difficult tasks to “someday.”

**Life Strategy**

The app puts an emphasis on life management. Its mission is to help the player answer the question “Who Am I?” and learn how each of the tasks he fulfills affects his personal growth.

The player can set goals in different areas of life and set deadlines for them. In addition to a built-in task manager and a habit-builder, Life Strategy suggests such a useful category as “Life lessons” so that the user could avoid the same mistakes in future.

**Thirty - Get Inspired**

You create 30-day challenges and take steps to achieve them every day. While doing so, you connect with your friends by

-      sharing with them whether you’ve actually completed your daily challenge

-      taking a photo as an evidence or recording a video with all the details

**Fortune City**

Technically, Fortune City is not a productivity app, in the usual sense - it is more about financial productivity. The app gamifies bookkeeping by giving you a chance to “build” your city. While you’re moving forward, Financial City provides you with new challenges and levels.

**How can a business benefit from gamification?**

Up to 40% better employees’ productivity, new customers, easier ways of educating employees and growing leaders are just a few possible outcomes of gamification. The ways a business may use this approach vary depending on the type and size of the company.

1. Smaller startups, for instance, may be interested in ***product gamification***. This means that new features are added to the product making the experience of using it addictive. As the result, customers want to keep playing.

2. So-called ***marketing gamification*** typically attracts mid-size companies. Gamified experiences are developed for potential new clients. The experiences make them actively engaged with the brand or its products.

A classic example of marketing gamification is the Coca-Cola’s Chock! Chock! Chock! campaign. In Hong Kong, the young people who downloaded a free Coca-Cola app could win discounts and prizes by shaking their phones in front of the TV when the brand’s spot was broadcast. After just 1 day, the Chock app hit the number one download spot in China. A month later, it was downloaded 380,007 times.

Image 3

3. Larger companies typically put an emphasis on ***workplace gamification***.

Some of the possible benefits involve creating fun and effortless ways of training employees and/or helping them grow into leaders. One of the examples of such games is Fligby. The list of companies using it includes Vodafone, Deutsche Telekom, Tesa, UniCredit Group, and Otpband, to name just a few.

Fligby is a simulation of a small company. A player becomes the General Manager of a Vineyard in California called “Turul Winery.” Her aim is to turn it into a highly profitable winery and a good place to work. On the way to her aim, the player goes through a number of sensitive situations and answers 150 questions. When in doubt, she may turn to an online library containing a lot of background material.

*Image 4*

Another popular goal of workplace gamification is motivating employees to use certain technologies or tools.

The Verint company, which specializes in actionable intelligence solutions, used gamification to encourage salespeople to leverage the company’s CRM system, make timely entries, and on the whole, execute tasks in the CRM system more consistently. As a result, the behavioral three factors most relevant for the project grew by 300% on average, so it was impossible to deny the desirable change in employee behavior.

Image 5

Microsoft used workplace gamification for its Consumer Support Services including its global network of support centers and thousands of agents. The multi-faceted project had several goals, from boosting the agent’s performance and business outcomes to providing better training and knowledge retention.

What other aims do companies pursue with gamification? Getting more customers to interact with their website or download their content, enhancing employee loyalty and creating close-knit teams, motivating employees to perform monotonous routines, improving employee health, reducing absenteeism, health or travel costs and more.

**Gamification era is in full swing**

Gamification is nothing like a short-lived trend. There is a fundamental demographic premise for its further spread and development.

One of the most important demographic shifts the world is experiencing today is the rise of Millennials, also called Generation Y (people who were born between 1981 and 2000). As soon as in three years, every second employee will belong to generation Y – the first tech-savvy generation, which can’t imagine its life without social media, online resources, and, of course, games.

It goes without saying that modern gamification platforms still have certain constraints. For instance, they provide only a limited channel for a player’s feedback and leave room for cheating. They don’t give you a chance to develop your ability to use your gestures, mimics, or body language in an effective way, which can be crucial in real-life tasks.

Yet, there is every possibility that a new generation of gamified productivity apps capable of solving such issues will appear soon. The gamification landscape keeps changing. Stay tuned!