



# Gamification at Work: Designing Engaging Business Software

*Janaki Mythily Kumar, Mario Herger*

Download now

[Click here](#) if your download doesn't start automatically

# Gamification at Work: Designing Engaging Business Software

*Janaki Mythily Kumar, Mario Herger*

**Gamification at Work: Designing Engaging Business Software** Janaki Mythily Kumar, Mario Herger  
Gamification is becoming a common buzzword in business these days. In its November 2012 press release, Gartner predicts that "by 2015, 40% of Global 1000 organizations will use gamification as the primary mechanism to transform business operations". In the same report, they also predict that "by 2014, 80% of current gamified applications will fail to meet business objectives, primarily due to poor design". What is gamification? Does it belong in the workplace? Are there design best practices that can increase the efficacy of enterprise gamification efforts? Janaki Kumar and Mario Herger answer these questions and more in this book *Gamification @ Work*. They caution against taking a "chocolate covered broccoli" approach of simply adding points and badges to business applications and calling them gamified. They outline a methodology called Player Centered Design which is a practical guide for user experience designers, product managers and developers to incorporate the principles of gamification into their business software. Player Centered Design involves the following five steps: 1. Know your player 2. Identify the mission 3. Understand human motivation 4. Apply mechanics 5. Manage, monitor and measure Kumar and Herger provide examples of enterprise gamification, introduce legal and ethical considerations, and provide pointers to other resources to continue your journey in designing gamification that works! Keywords: Gamification, Enterprise Gamification, Gamification of business software, enterprise software, business software, User experience design, UX, Design, Engagement, Motivation.

 [Download Gamification at Work: Designing Engaging Business ...pdf](#)

 [Read Online Gamification at Work: Designing Engaging Busines ...pdf](#)

## **Download and Read Free Online Gamification at Work: Designing Engaging Business Software** **Janaki Mythily Kumar, Mario Herger**

---

### **From reader reviews:**

#### **Angela Rodriguez:**

Here thing why this specific Gamification at Work: Designing Engaging Business Software are different and trusted to be yours. First of all reading a book is good nonetheless it depends in the content than it which is the content is as yummy as food or not. Gamification at Work: Designing Engaging Business Software giving you information deeper and different ways, you can find any publication out there but there is no publication that similar with Gamification at Work: Designing Engaging Business Software. It gives you thrill reading journey, its open up your personal eyes about the thing which happened in the world which is maybe can be happened around you. You can easily bring everywhere like in playground, café, or even in your means home by train. For anyone who is having difficulties in bringing the imprinted book maybe the form of Gamification at Work: Designing Engaging Business Software in e-book can be your alternative.

#### **Mary Grubb:**

Now a day those who Living in the era exactly where everything reachable by connect to the internet and the resources inside it can be true or not need people to be aware of each information they get. How a lot more to be smart in obtaining any information nowadays? Of course the correct answer is reading a book. Reading through a book can help folks out of this uncertainty Information particularly this Gamification at Work: Designing Engaging Business Software book because this book offers you rich info and knowledge. Of course the information in this book hundred pct guarantees there is no doubt in it you may already know.

#### **Christopher Levi:**

Often the book Gamification at Work: Designing Engaging Business Software will bring you to definitely the new experience of reading a new book. The author style to spell out the idea is very unique. Should you try to find new book to see, this book very suitable to you. The book Gamification at Work: Designing Engaging Business Software is much recommended to you to read. You can also get the e-book from the official web site, so you can quickly to read the book.

#### **Loren Hatmaker:**

In this era which is the greater man or who has ability to do something more are more treasured than other. Do you want to become considered one of it? It is just simple solution to have that. What you should do is just spending your time not very much but quite enough to get a look at some books. On the list of books in the top collection in your reading list will be Gamification at Work: Designing Engaging Business Software. This book and that is qualified as The Hungry Hillside can get you closer in turning out to be precious person. By looking way up and review this book you can get many advantages.

**Download and Read Online Gamification at Work: Designing  
Engaging Business Software Janaki Mythily Kumar, Mario Herger  
#S39RM4GDBC5**

## **Read Gamification at Work: Designing Engaging Business Software by Janaki Mythily Kumar, Mario Herger for online ebook**

Gamification at Work: Designing Engaging Business Software by Janaki Mythily Kumar, Mario Herger Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Gamification at Work: Designing Engaging Business Software by Janaki Mythily Kumar, Mario Herger books to read online.

### **Online Gamification at Work: Designing Engaging Business Software by Janaki Mythily Kumar, Mario Herger ebook PDF download**

#### **Gamification at Work: Designing Engaging Business Software by Janaki Mythily Kumar, Mario Herger Doc**

Gamification at Work: Designing Engaging Business Software by Janaki Mythily Kumar, Mario Herger Mobipocket

Gamification at Work: Designing Engaging Business Software by Janaki Mythily Kumar, Mario Herger EPub