

# How to win the attention of a distracted audience and maximize engagement using #gamification

March 16, 2020



 StriveCloud

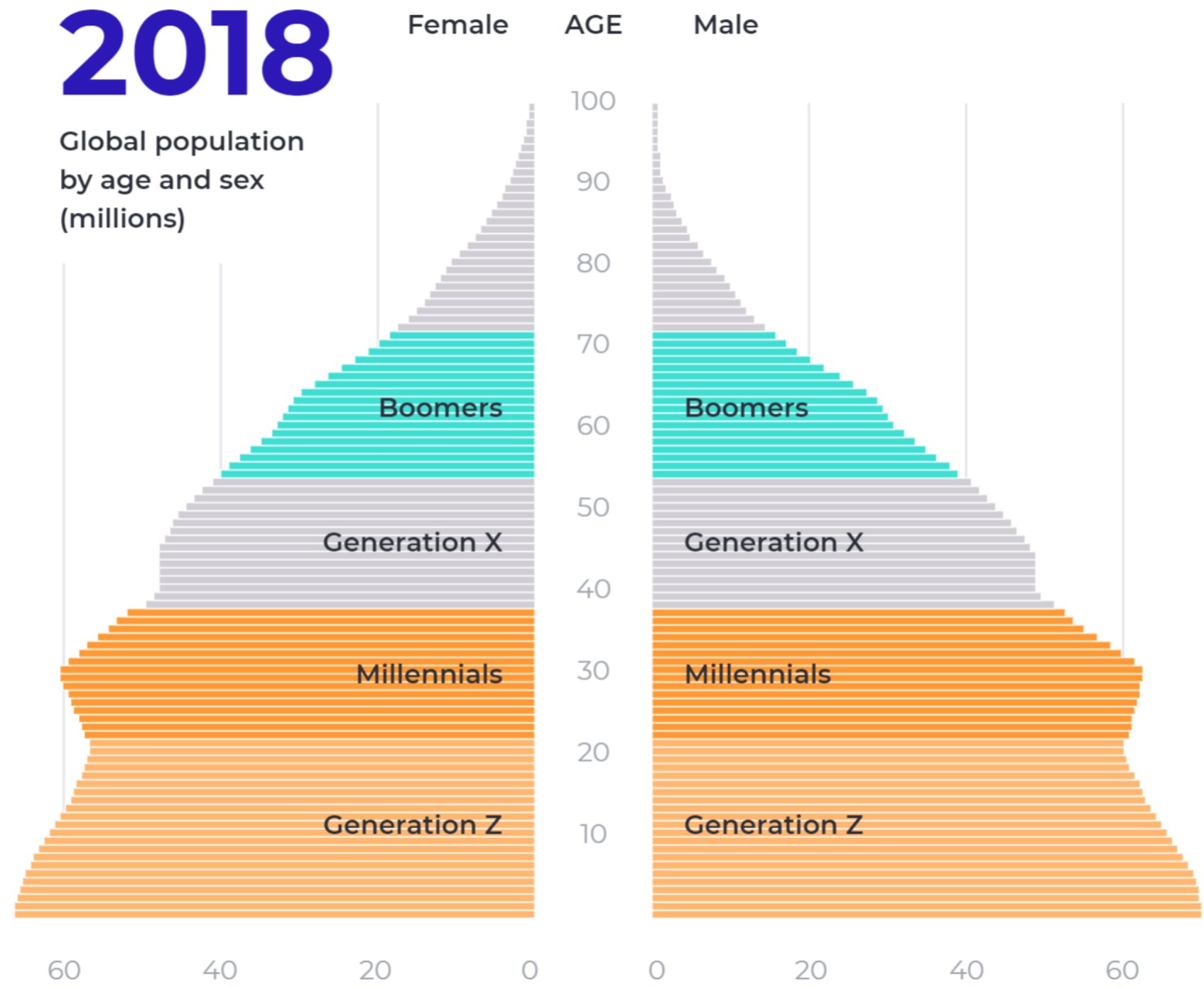


A close-up, low-angle shot of a person's face and upper torso. The person is wearing a dark jacket with a thick, light-colored fur collar. They are looking slightly to the right. The background is filled with vibrant neon lights in shades of red, pink, and blue. A large, glowing neon sign with the letters 'N A S' is visible at the top, and another sign with the numbers '2900' is visible on the left. The overall atmosphere is futuristic and urban.

**The millennial future is (almost) here**  
**Generation Z is catching up**

# 2018

Global population  
by age and sex  
(millions)



source: UN Population Division

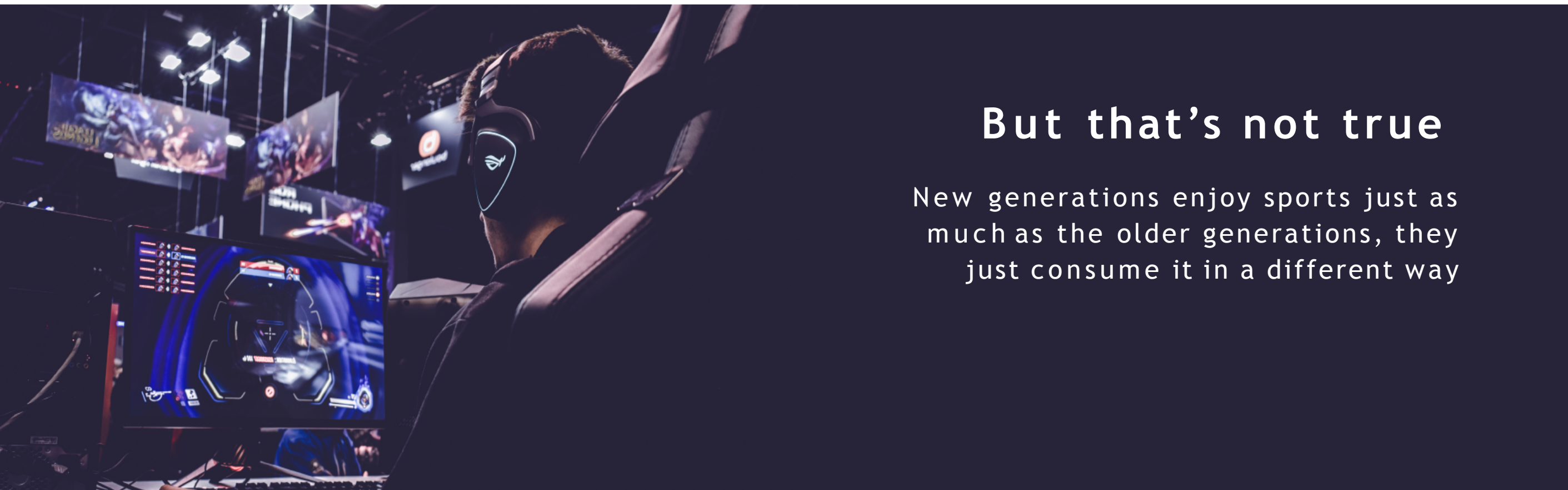


“ Many sports executives fear that the reason for the **declining ratings** and **ageing audience** is the disengagement of new generations from live sports ”

- McKinsey & Company

**But that's not true**

New generations enjoy sports just as much as the older generations, they just consume it in a different way







... and with so many entertainment options at their fingertips, **grabbing and keeping their attention** is one of the hardest things to do

**FORTNITE**

**NETFLIX**



**Red Bull**



# Being a sports fan today, is no longer about just the game itself



ACTIVE  
PARTICIPATION



CONTINUOUS  
INTERACTION



PERSONALISED  
MOMENTS



IMMEDIATE  
GRATIFICATION



The background is a solid dark purple color. It features several abstract, organic, light purple shapes that resemble ink blots or soft brushstrokes. These shapes are scattered across the frame, with a larger one in the upper left, a small one in the middle left, and a cluster of three in the lower right.

Gamification is about designing  
user-centric digital experiences,  
that unlock fan emotions and drive  
deeper engagement and loyalty

# HOW DOES GAMIFICATION DRIVE ENGAGEMENT?

Self Worth  
Knowledge  
Growth  
Passion  
Dedication  
Fun  
Purpose

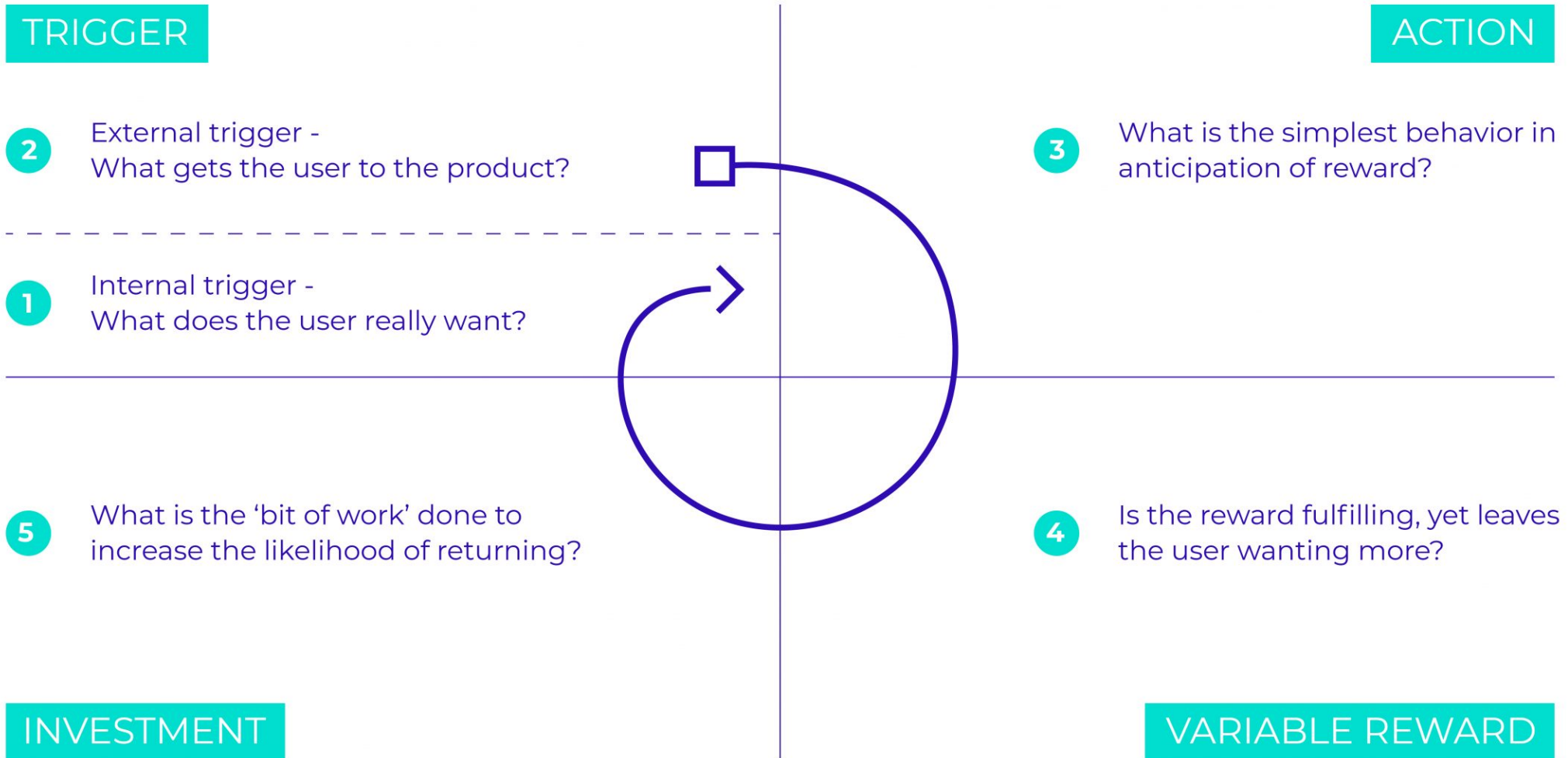
Deadlines  
Social Status  
Money  
Prizes  
Winning  
Failure  
Perks

< INTRINSIC GOALS

EXTRINSIC GOALS >



# THE HOOK CANVAS



# What are Game like mechanics

## Game Dynamics

Game dynamics are core intrinsic motivational drivers that drive behavior

- Relationships
- Accomplishment
- Empowerment
- Unpredictability
- Constraint

## Game Mechanics

Game Mechanics are the basic processes that drive the user action forward in a gamified system

- Achievements
- Progress bard
- Leaderboards
- Points
- Badges
- Notifications
- Challenges
- ....



	Game Dynamics											
StriveCloud Mechanics	Competition	Collaboration	Community	Collection	Achievement	Progress	Feedback	Autonomy	Surprise	Exploration	Scarcity	Loss & Avoidance
Virtual Currencies or points	x			x	x	x					x	
Levels and experience meters	x		x	x	x	x			x	x		(x)
Visual progress of stats					x	x						(x)
Badges			x	x	x	x		x	x	x		
Physical rewards (Shop)				x	x			x	x			
Unlockables (ex: Custom profile banner)					x			x	x			
Events			x					x		x		
Notifications			x		x		x		x			
News			x				x			x		
Social Feed		x	x				x	x				
Live Chat		x	x				x	x				
Leaderboard	x		x		x	x						
Challenge opponent	x		x					x				
Virtual Betting	x							x	x			
Polls		x	x				x	x				
Hierarchy	x		x		x	x		x		x	x	
Raffles				x					x		x	x
Livestreaming		x	x							x		
Tournaments	x	x	x		x	x						
Leagues	x	x	x		x	x						
Teams	x	x	x							x		
Hotzones						x			x		x	
Referral			x		x			x				
Competition Fuel	x					x					x	x
Challenges				x	x	x			x	x		x
Seatmap		x	x									
Coachmark							x			x		



A NEW DIMENSION FOR FAN ENGAGEMENT  
DRIVEN BY COMPETITIVE GAMIFICATION





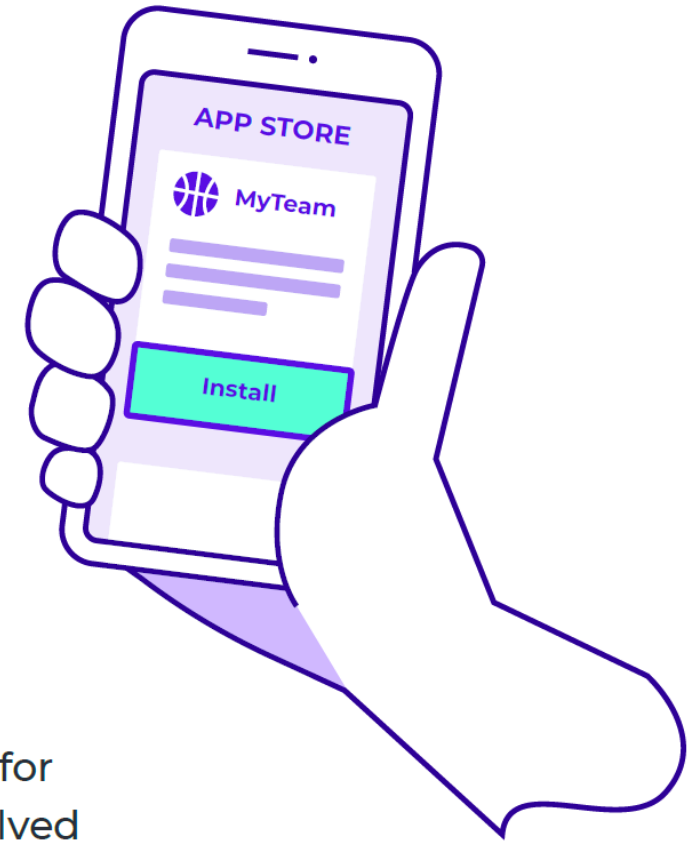
Zack's journey  
from bystander to  
active supporter in  
a gamified system

This is  
Zack!

# Zack's Journey from Young Bystander to Active Supporter



This is Zack

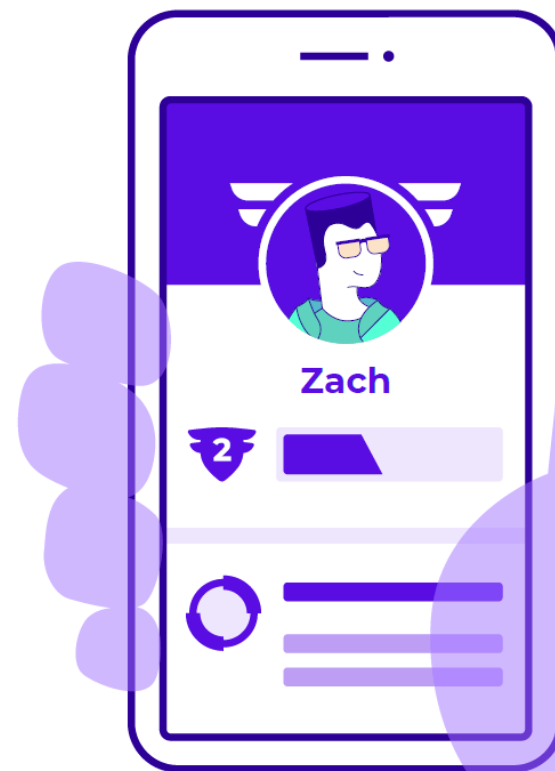


Zack is looking for ways to be involved and support his favorite team, so he created an account on one of the fan engagement apps

# Zack's Journey from Young Bystander to Active Supporter



This is Zack



After completing his profile, Zack gets a starting score, and is challenged to improve his ranking

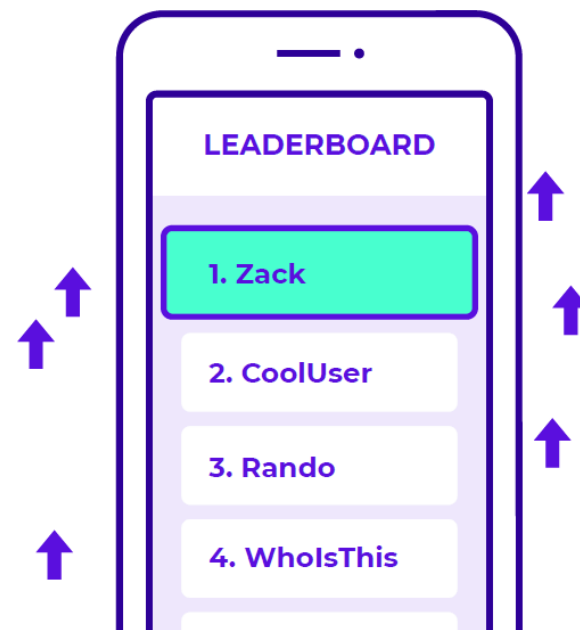
People are driven **by a competitive desire**  
to feel equal to or better than their peers

**A gamified system**  
**makes it possible**

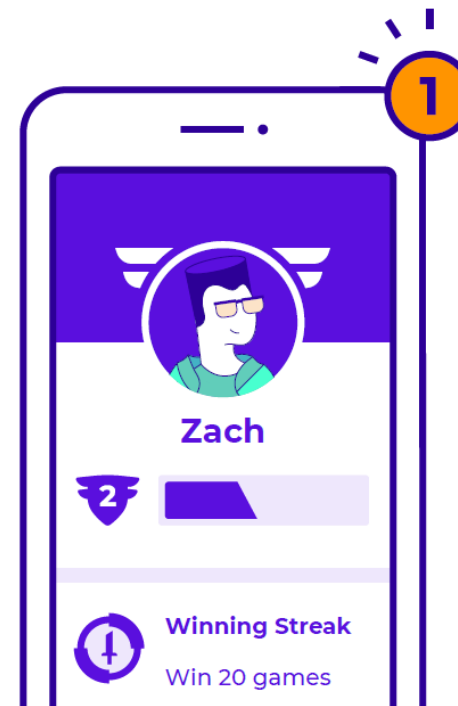
Enroll in fan  
competitions



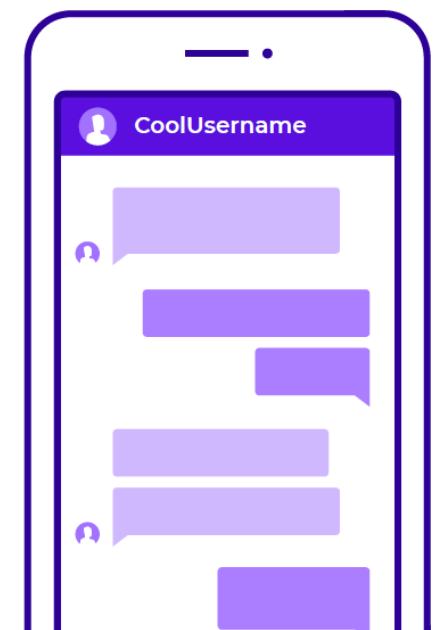
Check progress  
and win rewards



Level-up  
their profile



Engage with  
the community

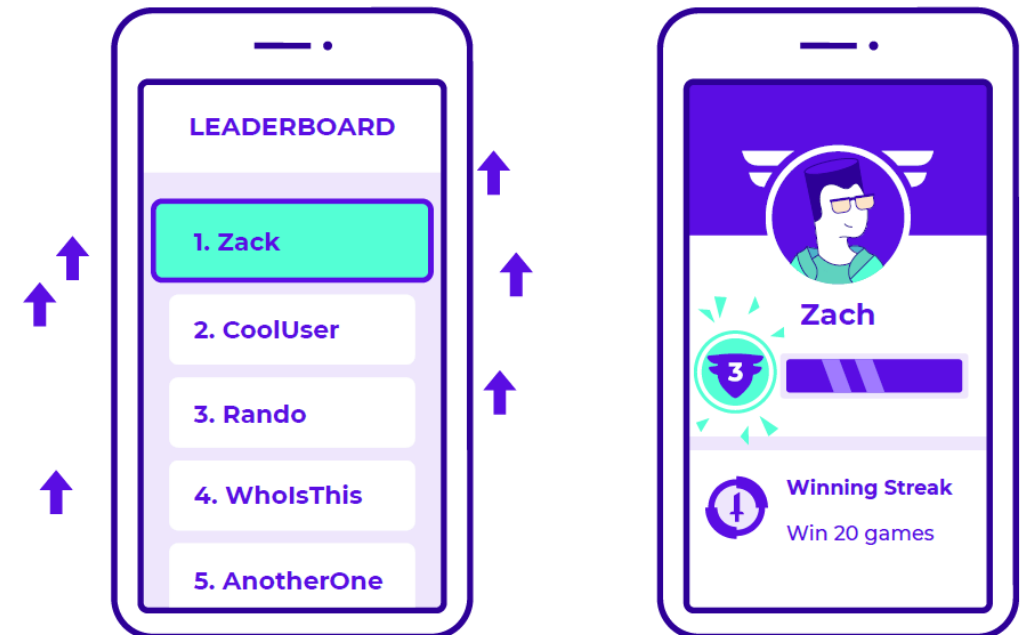




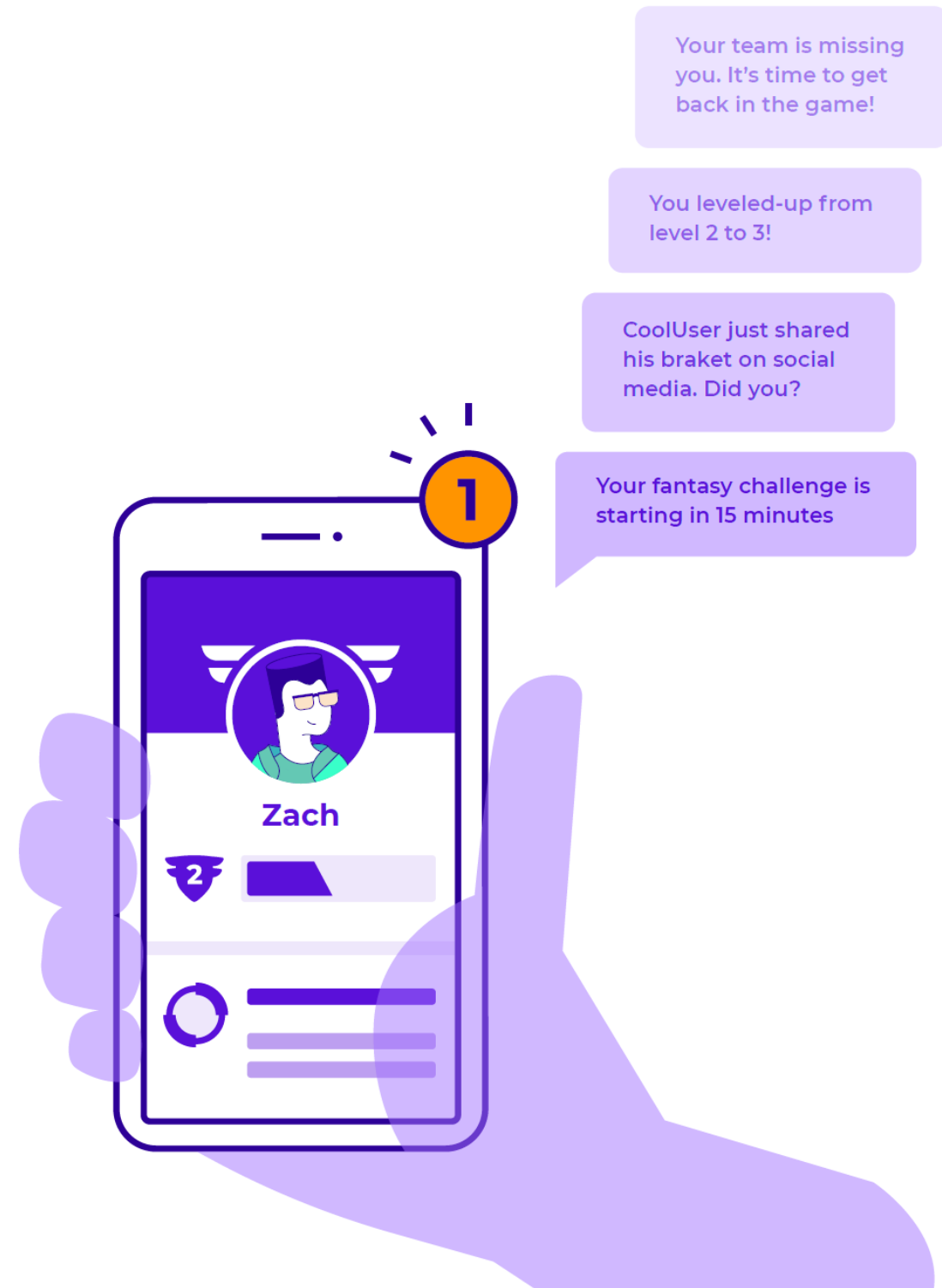
By deploying gamification mechanisms into any digital experience, you trigger fan emotions and create highly personalized moments

When Zack participates in tournaments, or challenges other fellow fans to participate in competitions, he is **driven by a desire to compete on his passion** points as well as to **feel connected to fellow fans and to the club itself**

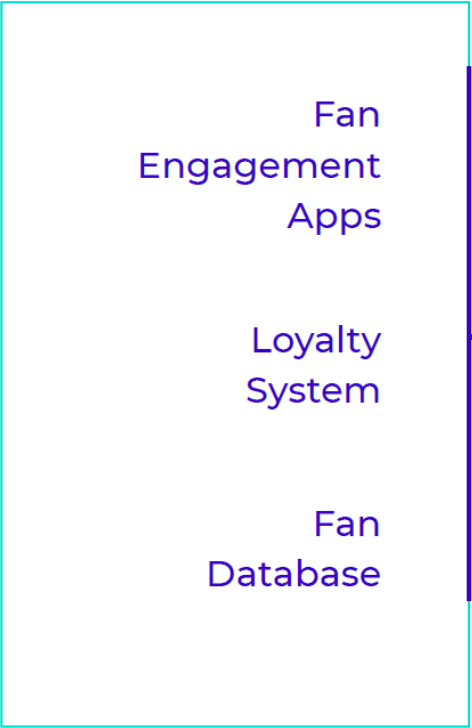
He will feel a sense of accomplishment when he wins, or desire to improve when he doesn't. Either way, he now is an **active user on the digital platform**



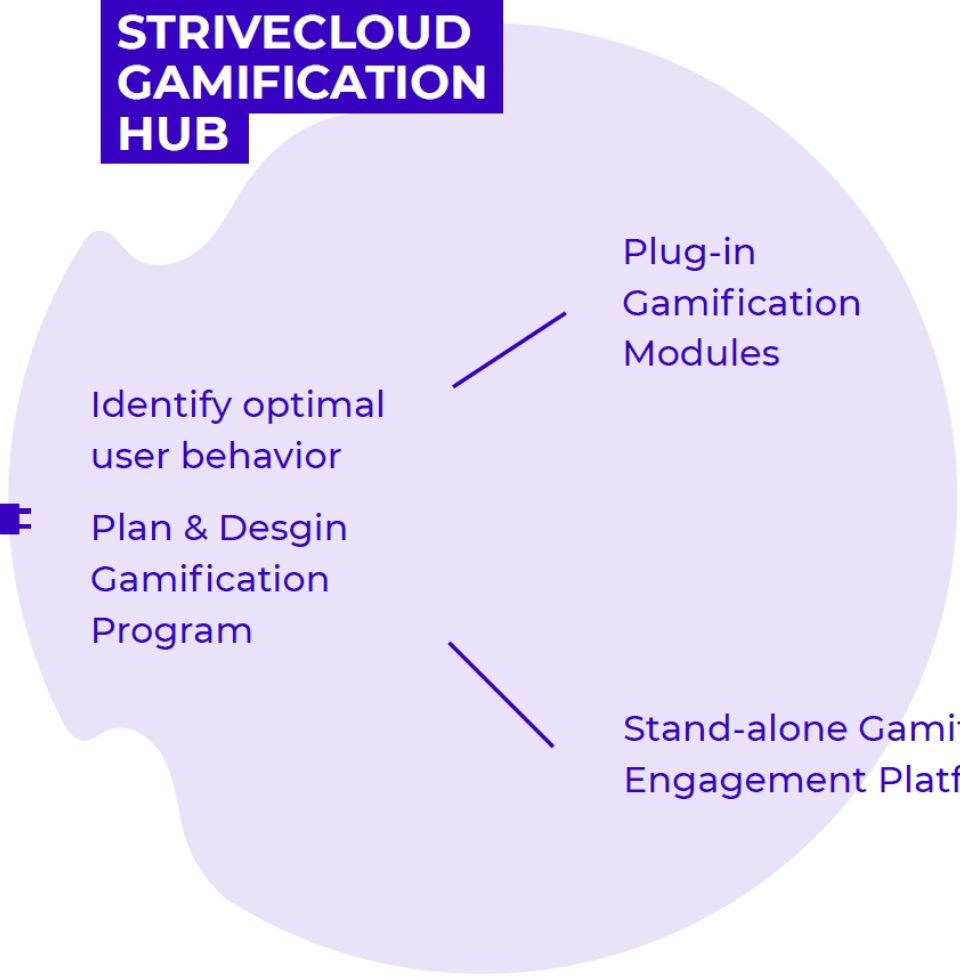
Every step of the journey, Zack knows what to do. He gets **contextual notifications** based on his behavior



YOUR INPUT



STRIVECLOUD  
GAMIFICATION  
HUB



OUR OUTPUT





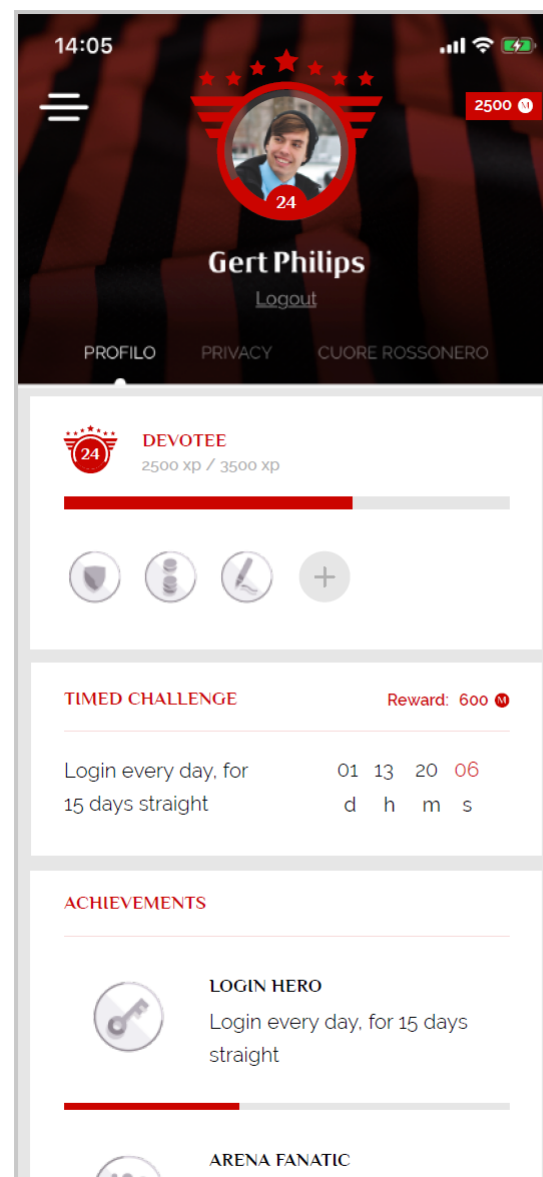
## What you used to know about Zack

- His name
- His @ address

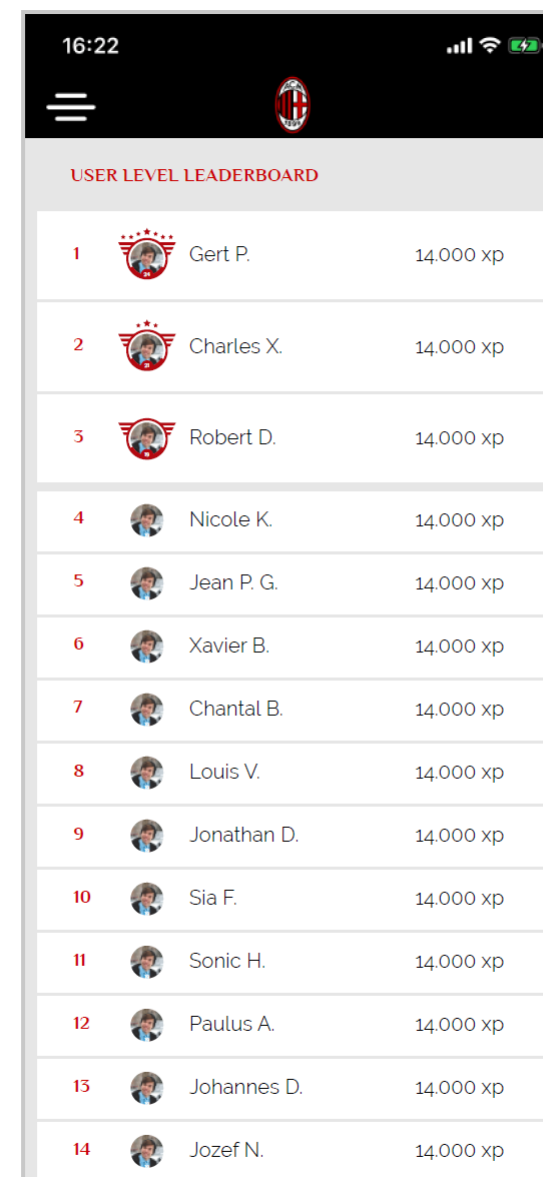
## What you know now about Zack

- His name
- His @ address
- His phone number
- His age
- His favorite team
- His location
- The content he reads
- The games he likes
- The sky is the limit

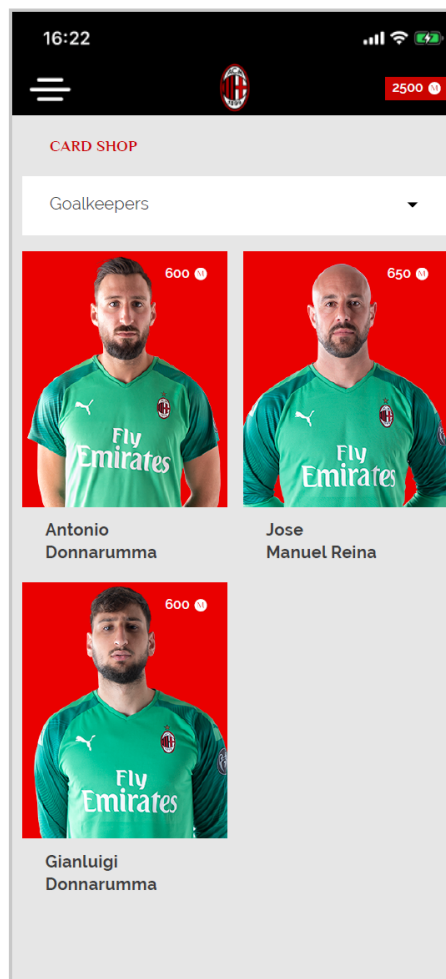




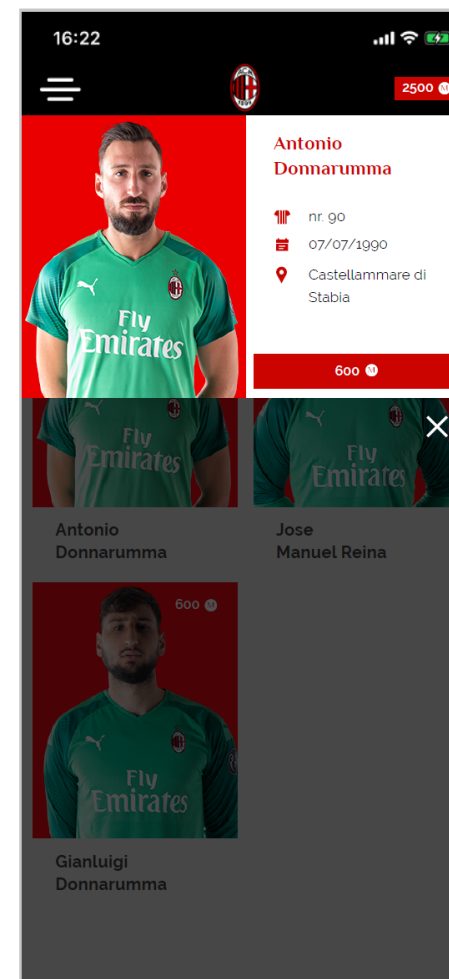
PROFILE PAGE



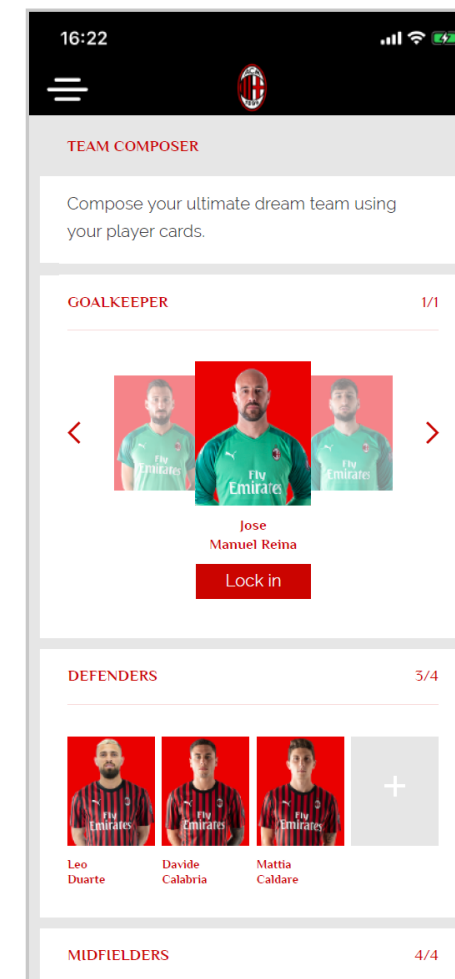
LEADERBOARD



CARD SHOP



CARD SHOP DETAIL

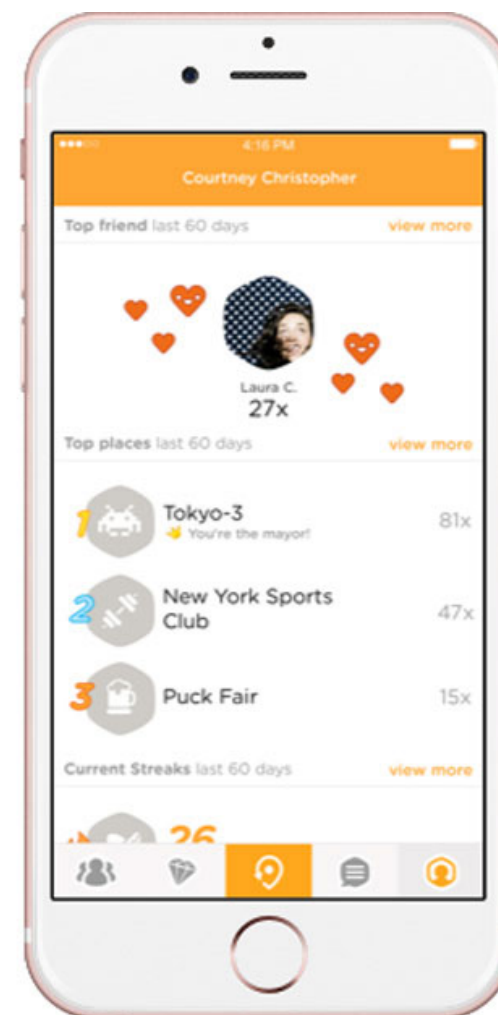


TEAM COMPOSER

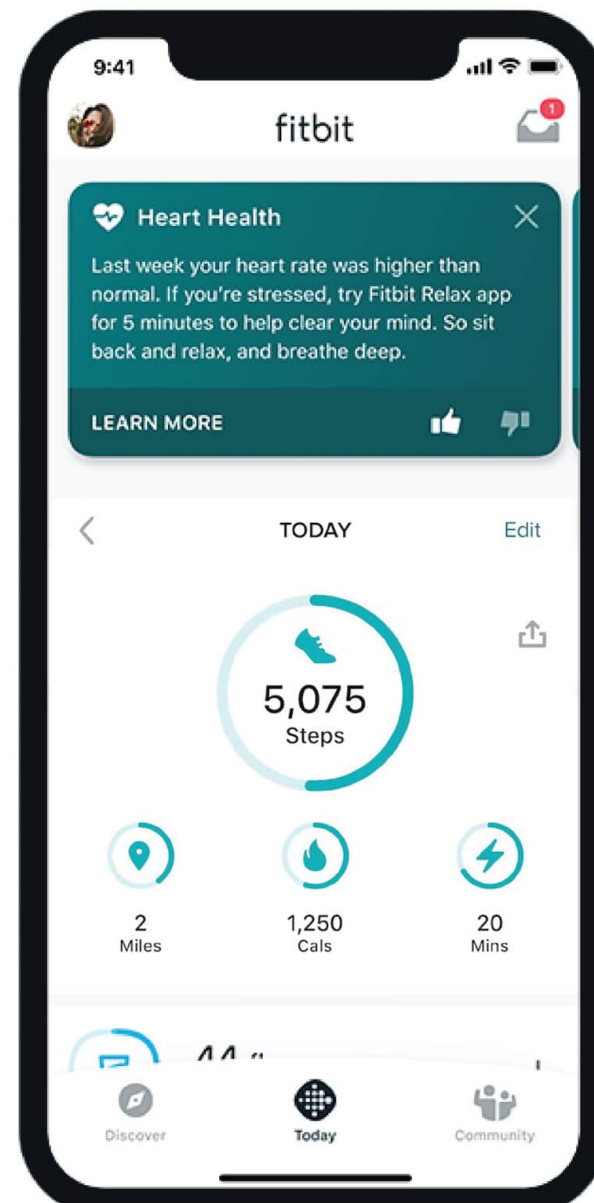


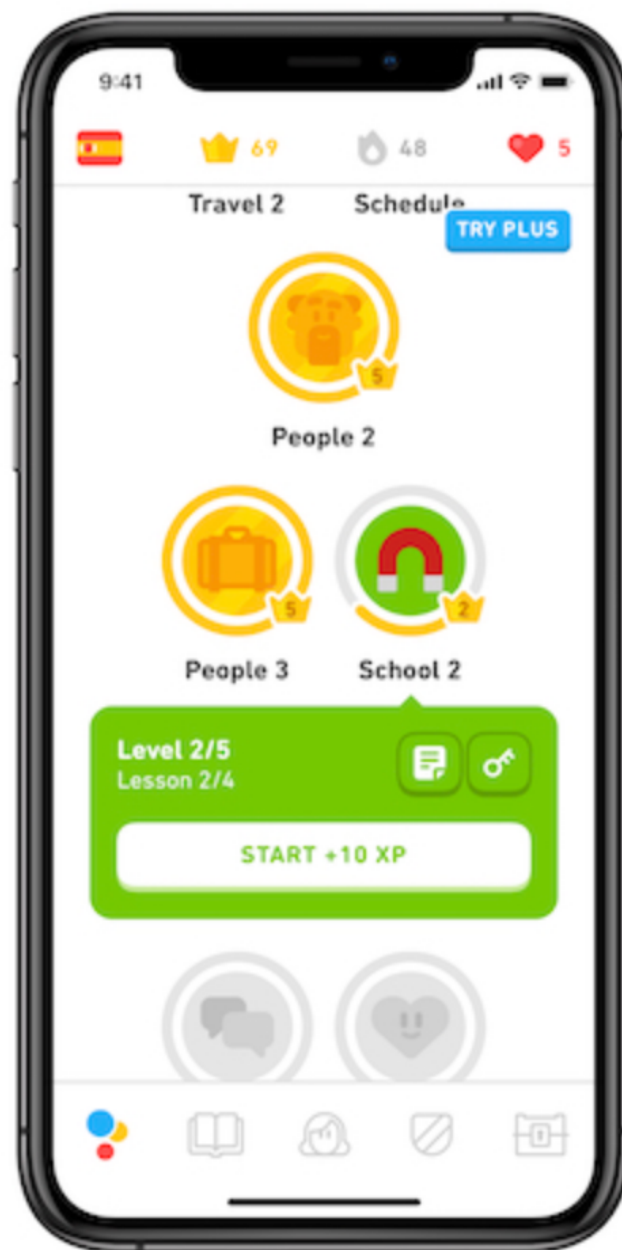
# FAMOUS EXAMPLES



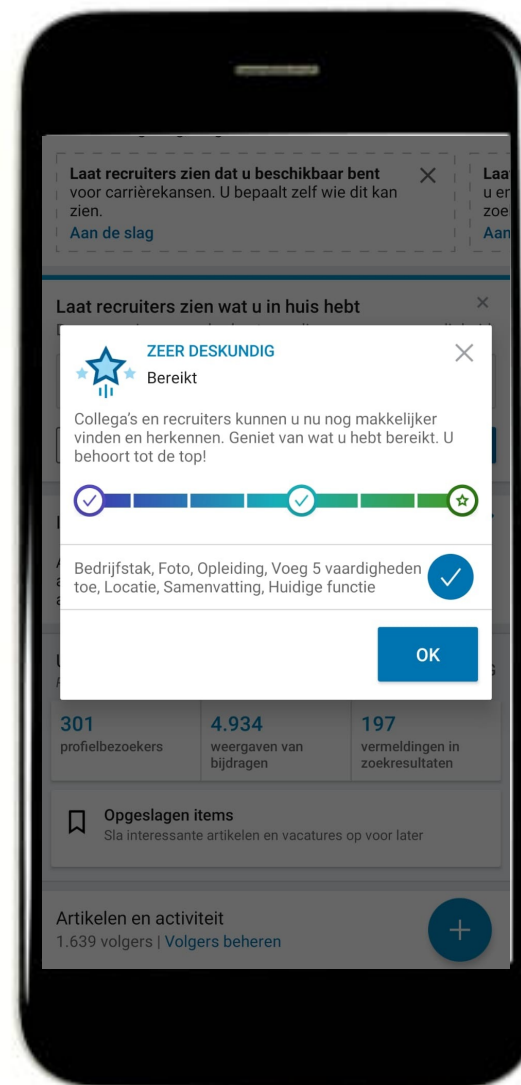


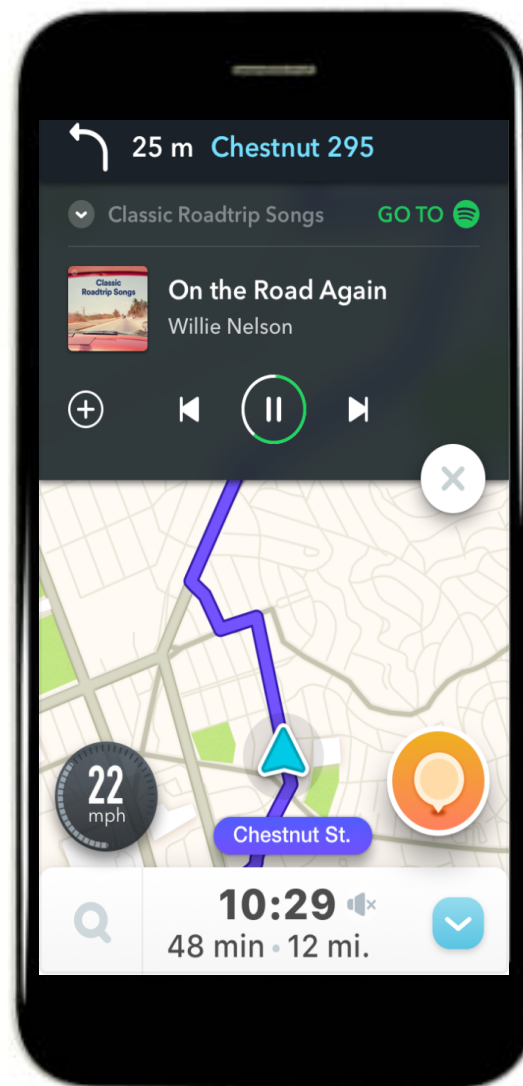




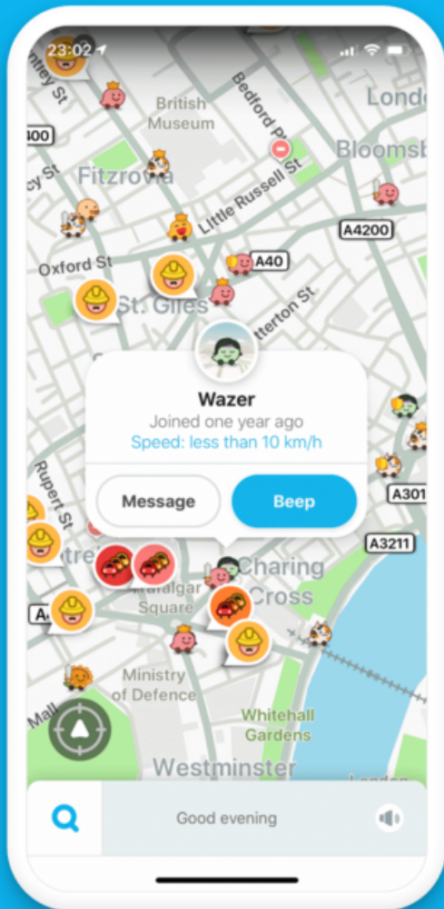


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Social Feed		x	x				x	x				
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Hierarchy	x		x		x	x		x		x	x	
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Challenges				x	x	x			x	x		x
Seatmap		x	x									
Coachmark							x			x		

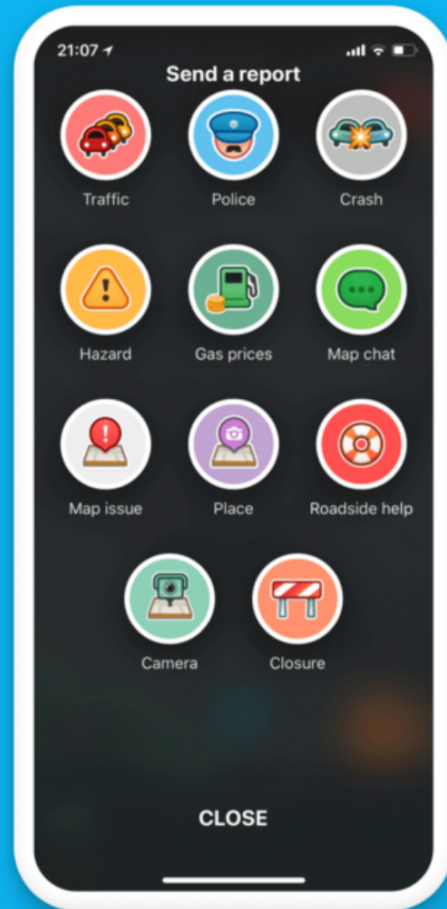




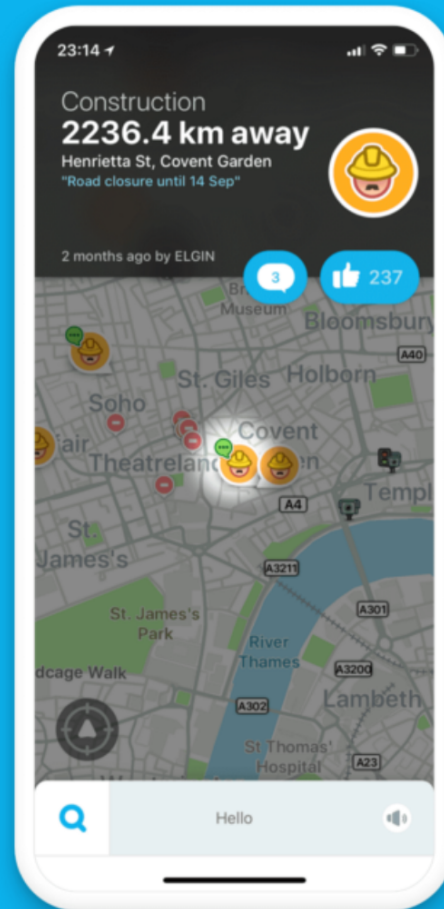




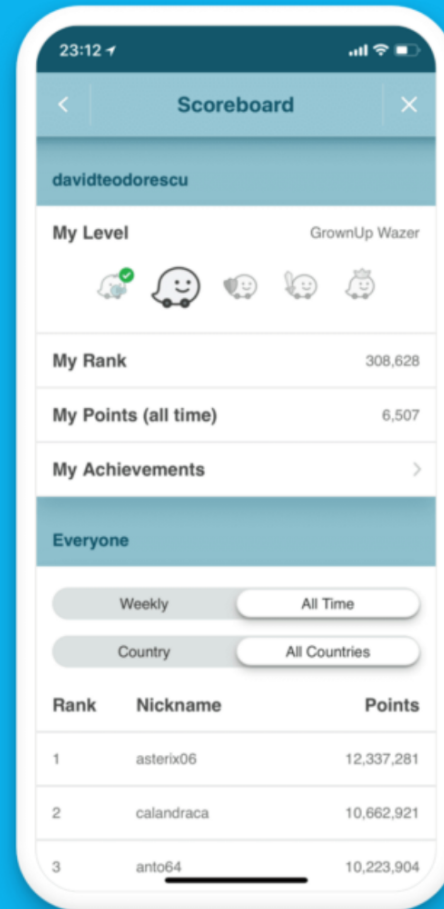
Goal



Rule



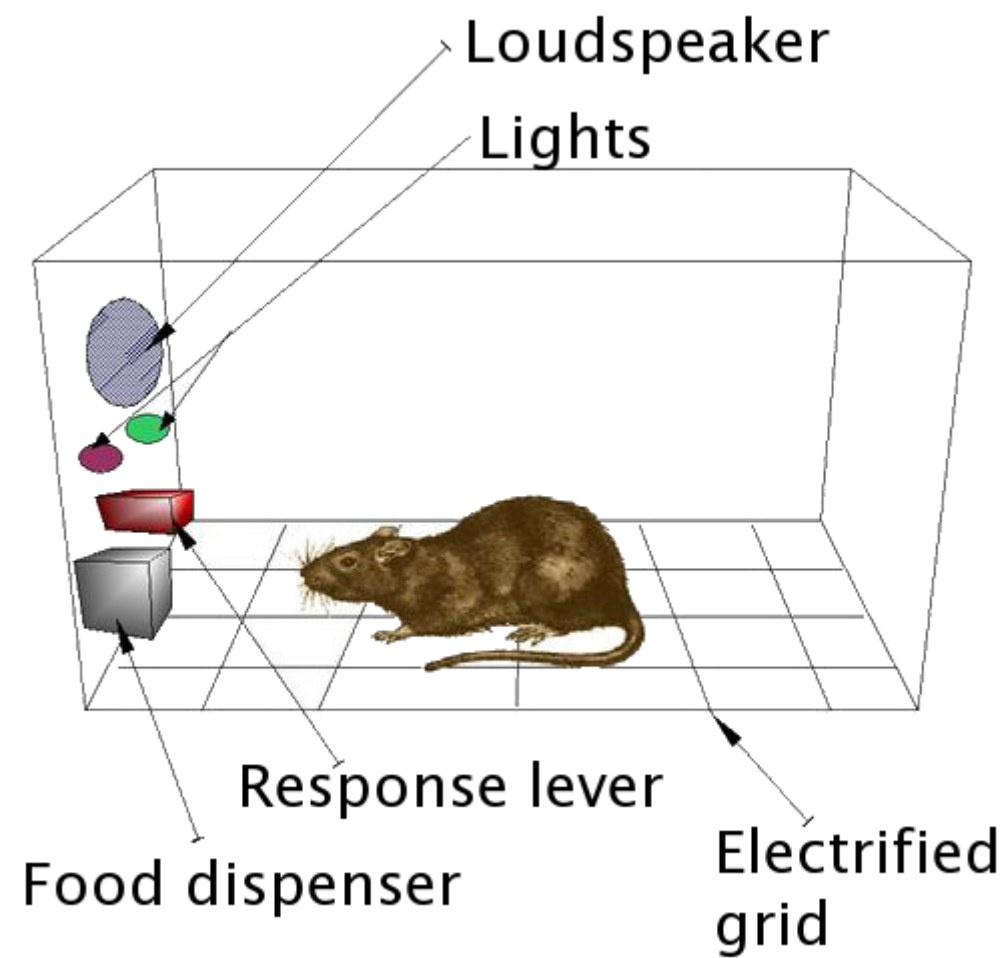
Feedback



Rewards



Motivation







# Let's keep in touch!

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or

Visit us at  
[strivecloud.io](https://strivecloud.io)