

Daily

13 of 13 Complete



Achievements

9

Daily Kills

2

60 / 60 Kills

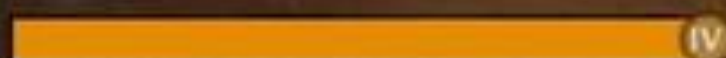


Completed

Daily Kill Variety

2

15 / 15 Types of Enemies



Completed

Daily Gatherer

2

20/20 Gatherings



Completed

Daily Events

3

5/5 Events



Completed

GAMEFICATION OF NfN

- Increase the number of users and records transcribed.
- Incentivize accurate data.



Competitors

Defined by:
A focus on winning, rank, and direct peer-to-peer competition.

Engaged by:
Leaderboards, Ranks



Achievers

Defined by:
A focus on attaining status and achieving preset goals quickly and/or completely.

Engaged by:
Achievements



Socialites

Defined by:
A focus on socializing and a drive to develop a network of friends and contacts.

Engaged by:
Newsfeeds, Friends Lists, Chat



Explorers

Defined by:
A focus on exploring and a drive to discover the unknown.

Engaged by:
Obfuscated Achievements

User Account - Tracks Score

duolingo Home Immersion Discussion Vocabulary Mobile

juliema1 Julie Allen [Edit profile](#)

1512 191 9

French **Spanish** Stream

Basics 1

Phrases **Basics 2**

Food **Animals** **Plurals**

Possess.

Language levels

SPANISH 7 **FRENCH 6**

Friends: 2

Verification System

- User is involved in the verification
- System looks for 5 same answers. Once the 5th same answer is entered, the answer is locked in.
- The record flashes blue and the user is awarded more points. All other users who have entered correct data on the record are also awarded points and are alerted to this next time they log in.





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Achievements

- A System of Achievements some easy to get some hard.
 - Daily Challenges.
 - Transcribe a record on your birthday
 - Transcribe records from 6 continents
 - Transcribe a record from your home town
 - Transcribe 15 correct records, 50 correct records, 100 ...



Daily

◆ Guild Wars 2 Hub

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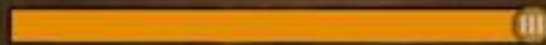


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Home Page Keeps Track



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Engaged by:


Obfuscated Achievements

- Content gating keeps users wanting to explore more material.
- After a certain number of points they can unlock a new taxonomic group or museum.

 **Conjunct.**



 **Family**

 **Prep.**



 **Time**





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Engaged by:

Newsfeeds, Friends Lists, Chat

- Point System promotes competition.
- Leaderboard shows stats number of points today, number of points this week and of all time.
 - Number of records transcribed num correct.
 - Number in each museum

Leaderboard

This week This month All time

	jullema1	69
	Vanderhuge	0
	npollallen	0

Find more friends on Facebook

Invite friends to learn together

What Could We Accomplish This Week?

- Profile system, collects a tiny bit of data (optional) to pull into achievement system,
 - Birthday
 - City they were born in etc..
 - user interface that allows users to track the number of records they have done over time.
 - Starts tracking points for different museums.

30 Records



10 Records



All other system changes feed on this

- Armor Games ~ reach out to them.
- Kongregate
- Duolingo - more closed
- Achievements - track this
- Competative thing - track friends
- Angry birds ~ screenshot
- Daily Challenges

- OPEN SYSTEM

Verification Step 2

- One a record has 5 records it gets committed and does not show back up.
- On the fifth

1. Profile

Need continuous progression

1. Needs to remember number of records previously recorded

Score

- Total Records Done
- Total Correct Records Done
- Total Records in each collection
 - Have fun little animal icons.

User Account

The screenshot shows the Duolingo user account interface for a user named 'juliema1'. The top navigation bar includes the Duolingo logo, a language selector (Spanish), and menu items for Home, Immersion, Discussion, Vocabulary, and Mobile. On the right side of the navigation bar are icons for a profile, notifications, and settings.

The main content area is titled 'Spanish skill tree' and features two tabs: 'Stream' and 'Store'. The skill tree consists of several units, each represented by a yellow icon and a progress bar with five yellow segments. The units shown are:

- Basics 1 (Progress: 4/5)
- Phrases (Progress: 4/5)
- Basics 2 (Progress: 4/5)
- Food (Progress: 4/5)
- Animals (Progress: 4/5)
- Plurals (Progress: 4/5)

Each unit has a checkmark icon in the top right corner, indicating it is completed. A 'Support' button is visible on the left side of the page.

The right sidebar displays the user's profile information:

- Profile icon and name: **juliema1**
- Link: [View my profile →](#)
- Section: **Spanish**
- Weekly progress: A progress bar showing level 7 (with a star icon) and level 8 (with a star icon). Below the bar, it says '52/375 in level 7'.
- Statistics: 34 XP (with a red gem icon), 191 W (with a blue 'W' icon), and 9 days (with a fire icon).
- Section: **Strengthen your words:**
- Button: [Lesson practice](#)