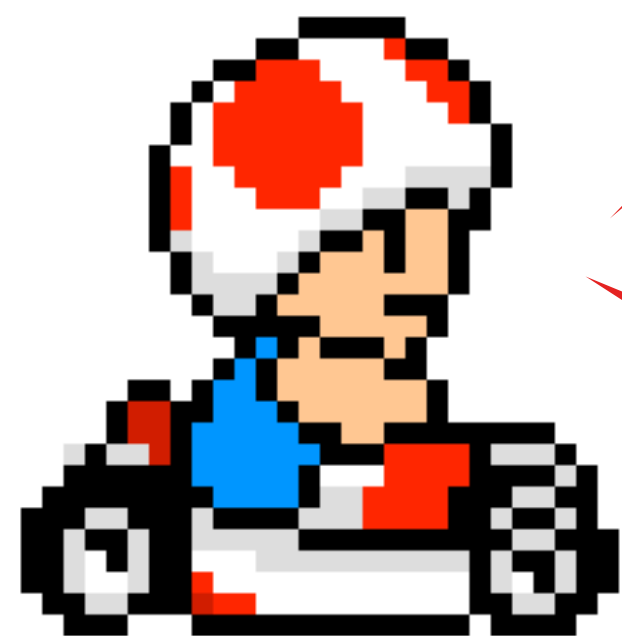




# Von Spielen lernen – Player Centric Design

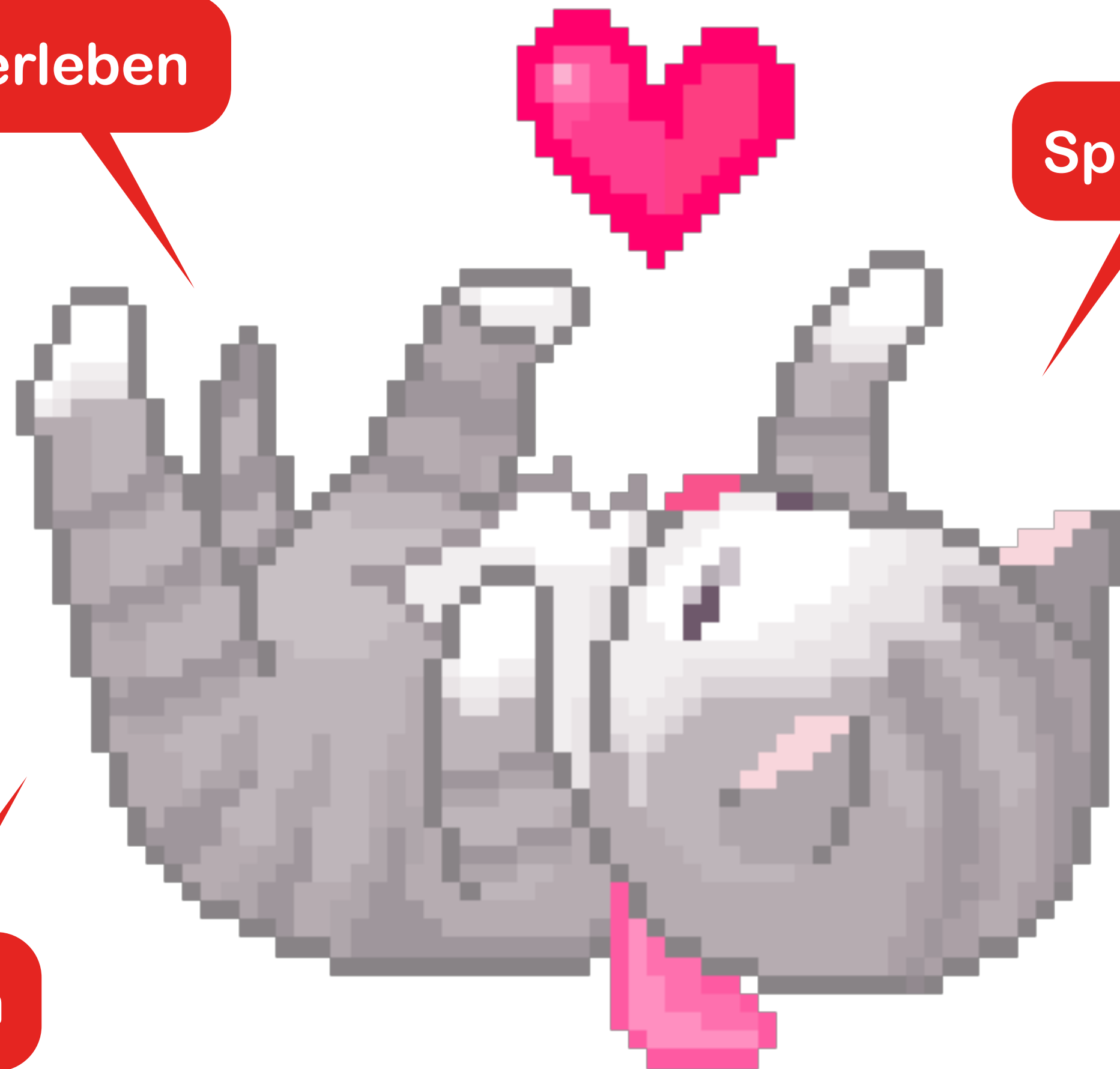


Prof. Björn Bartholdy 

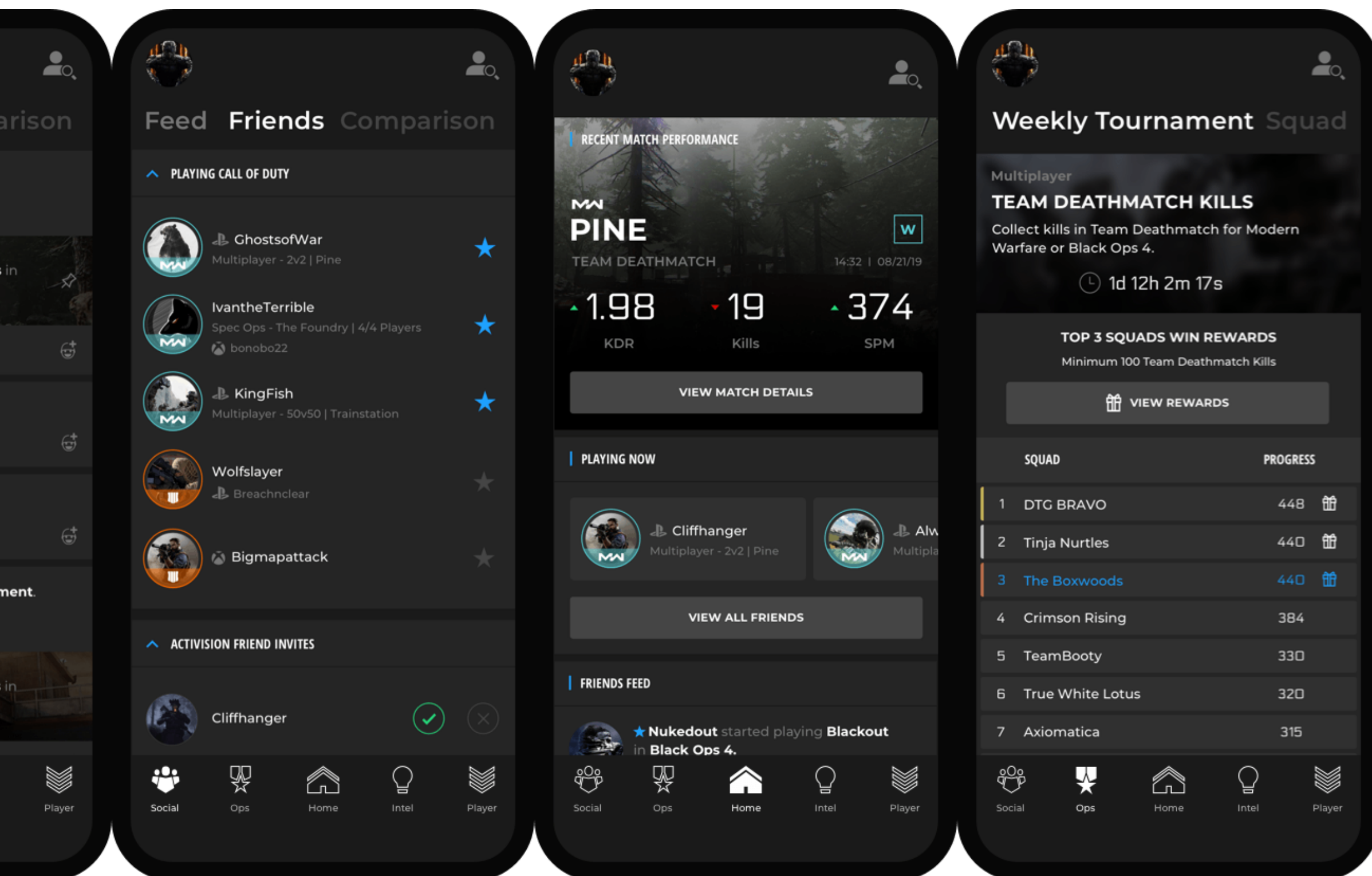
Spielen = Überleben

Spielen = Lernen

Spielen = Kommunizieren



# Call of Duty: Modern Warfare



Quelle: Activision

THE INTERNATIONAL LIBRARY OF  
SOCIOLOGY AND SOCIAL RECONSTRUCTION

# HOMO LUDENS

**A Study of  
the Play Element  
in Culture**

**J. HUIZINGA**

Late Professor of History in the University of Leyden  
Author of "The Waning of the Middle Ages", etc.

*Editor:* KARL MANNHEIM

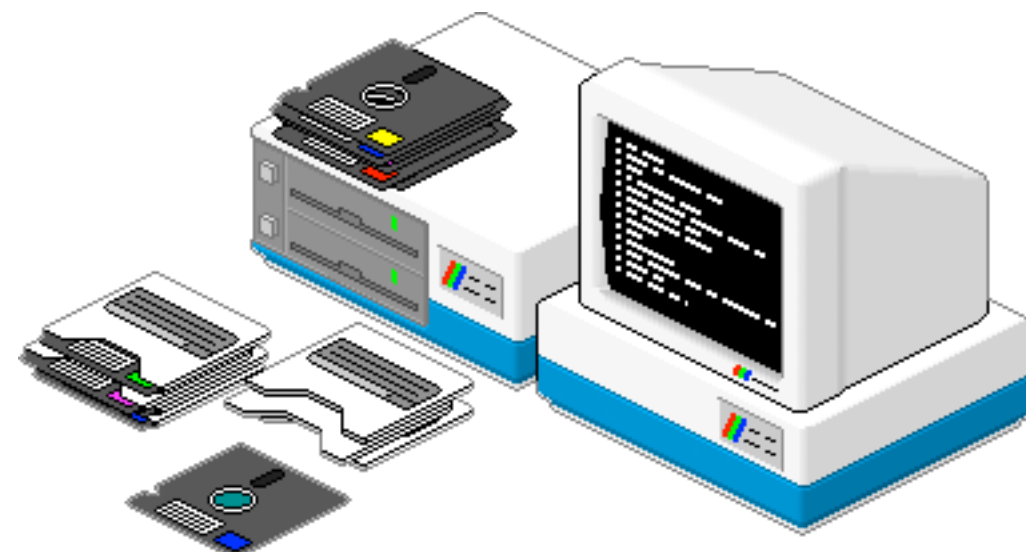
*Publisher:* ROUTLEDGE & KEGAN PAUL LTD.

Der spielende Mensch

entdeckt sich selbst im Spiel

Spiel als „Sinn-Findung“

# The History of (Digital) Games



1st Generation Consoles

2nd Generation Consoles

3rd Generation Consoles

Tennis for Two

Magnavox Odyssey

Channel F

1st Video Game Crash

Adventure

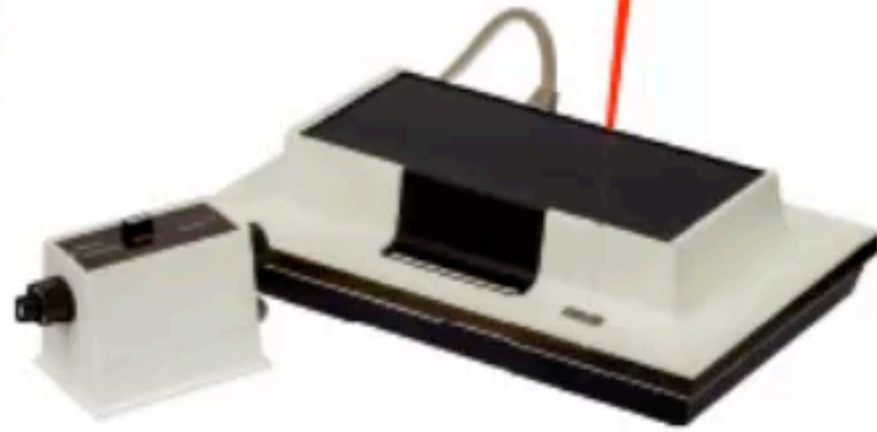
Space Invaders

Personal Computer

Zork

2nd Video Game Crash

Nintendo Entertainment System



1958

1971

1972

1975

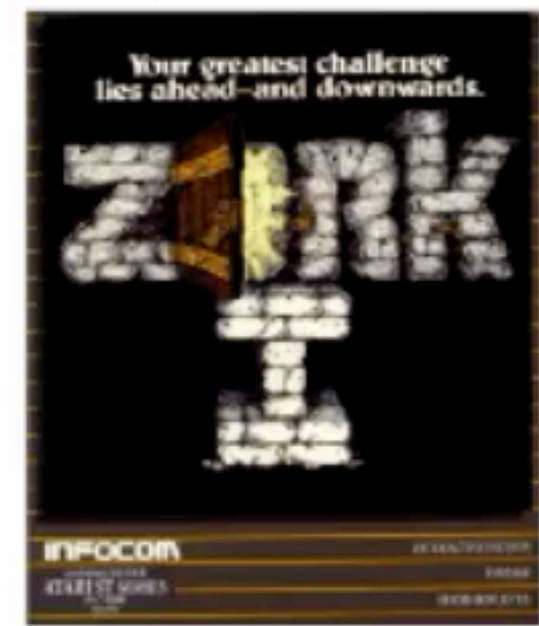
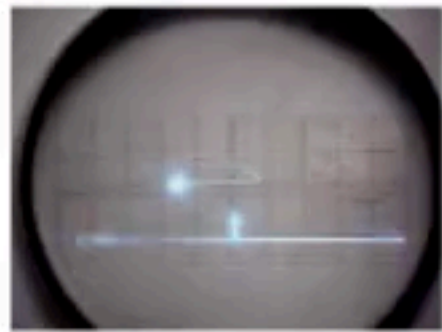
1976

1977

1978

1977-82

1983



# Games & Mobility





# Mario Kart



 SPORT

# Gran Turismo





**ROCKET  
LEAGUE®**



# Bus Simulator 18



OIL HARBOUR

SEASIDE VALLEY ST.

CITY CENTER

FISHERS GROUNDS

3

4

SETRA

CITARO

MAN

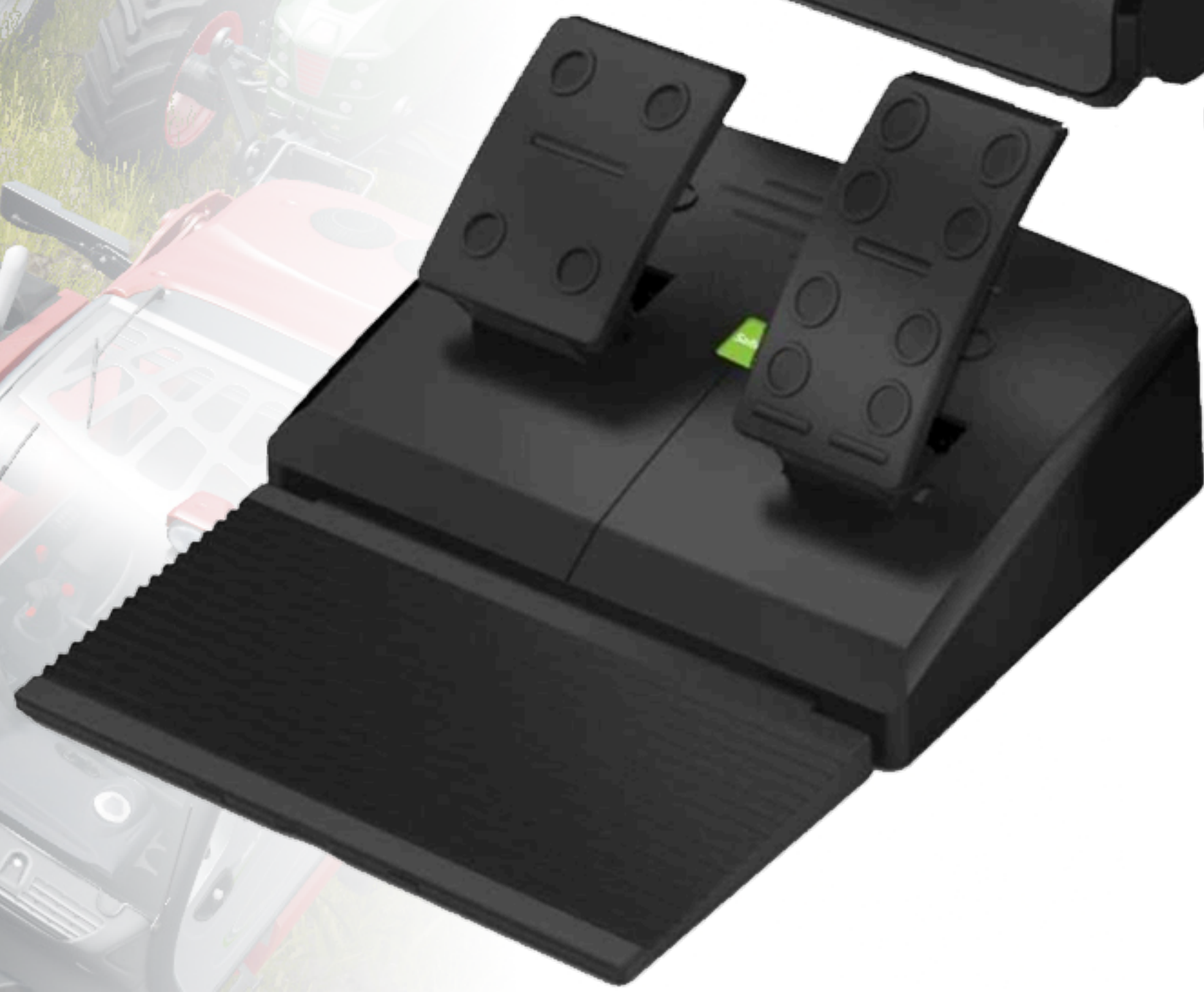
IVECO

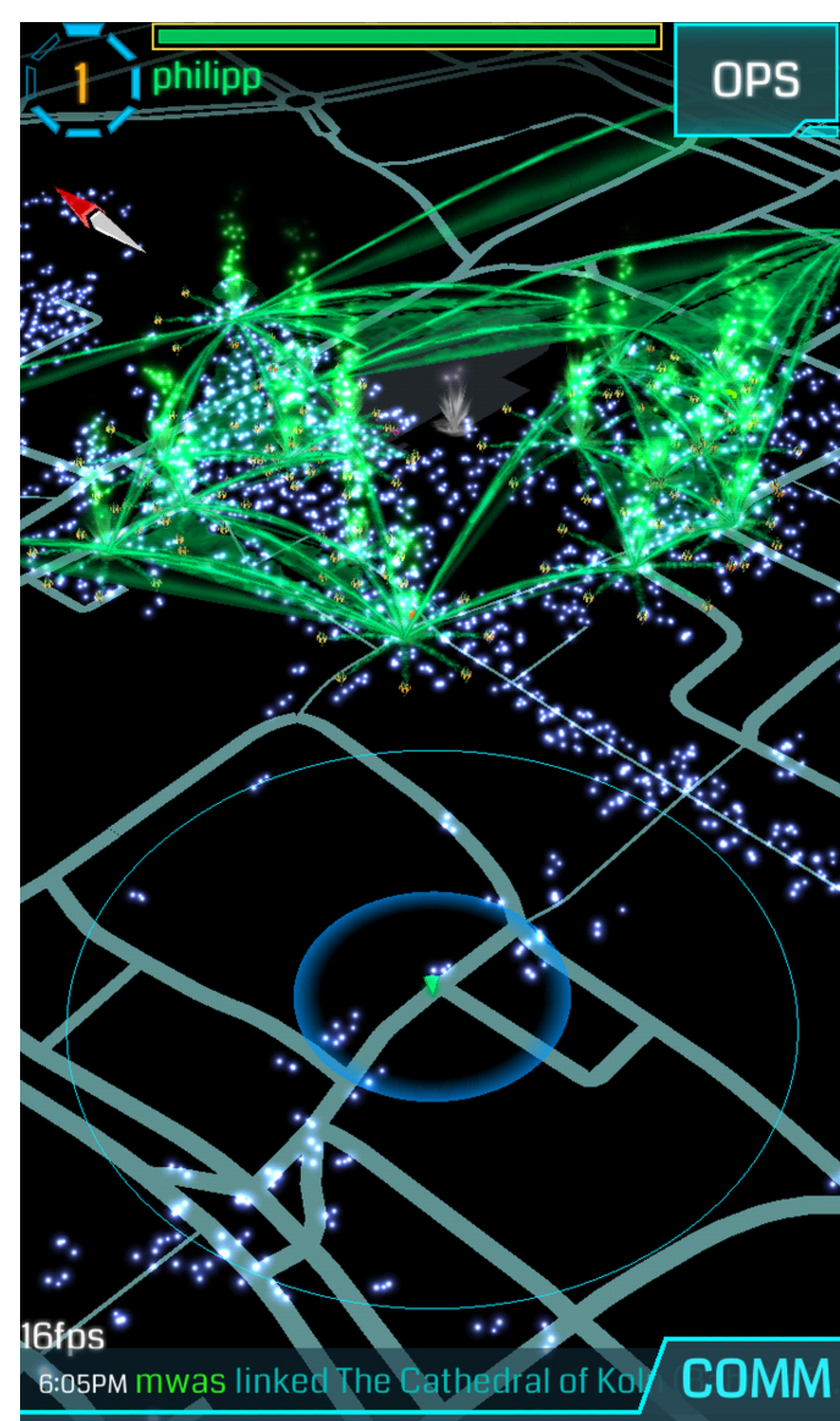
DT N499F

UR 7677X


BR AUSXE

HA 607M





### Cologne Cathedral L1



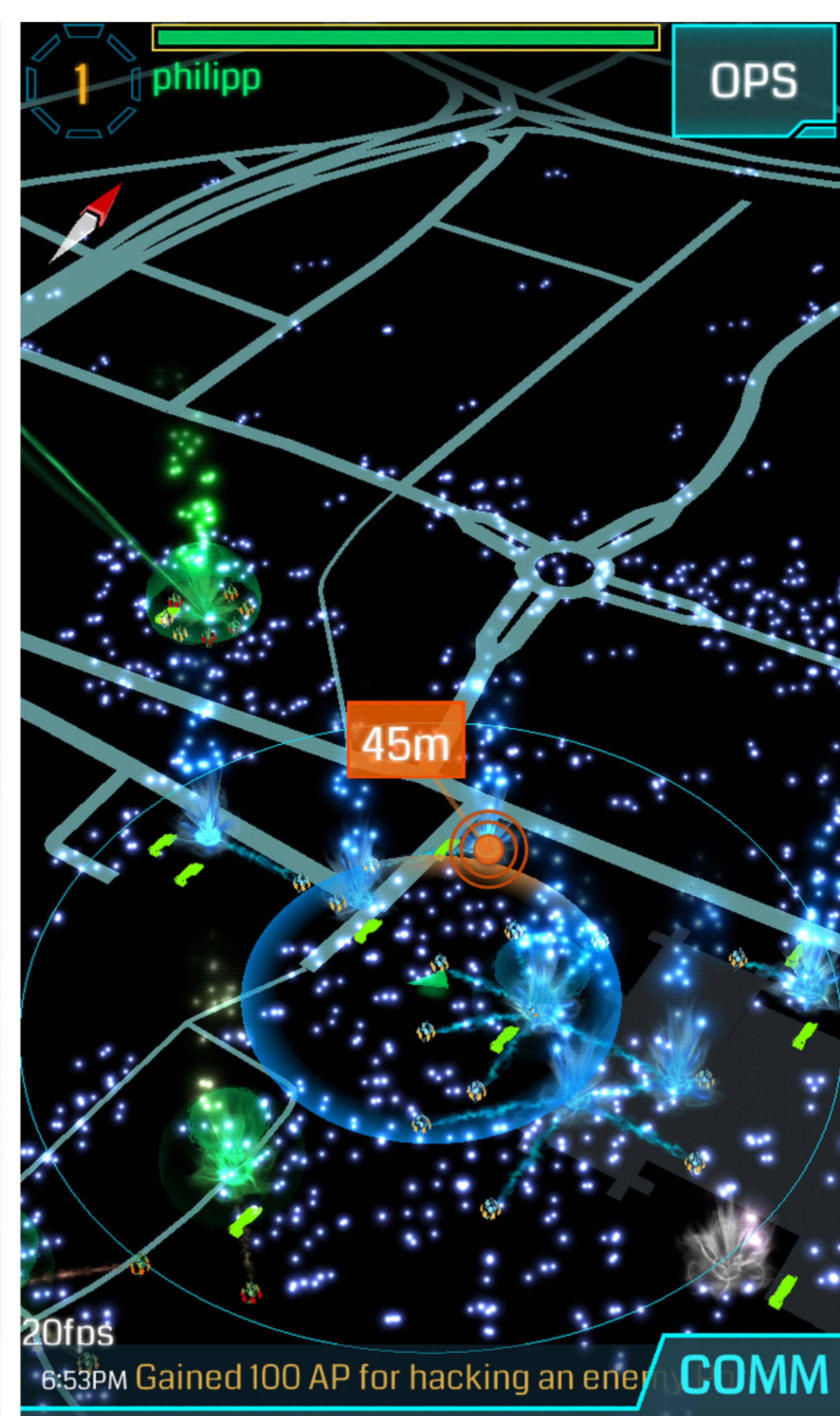
Energy: 8k  
Owner: MoritzT

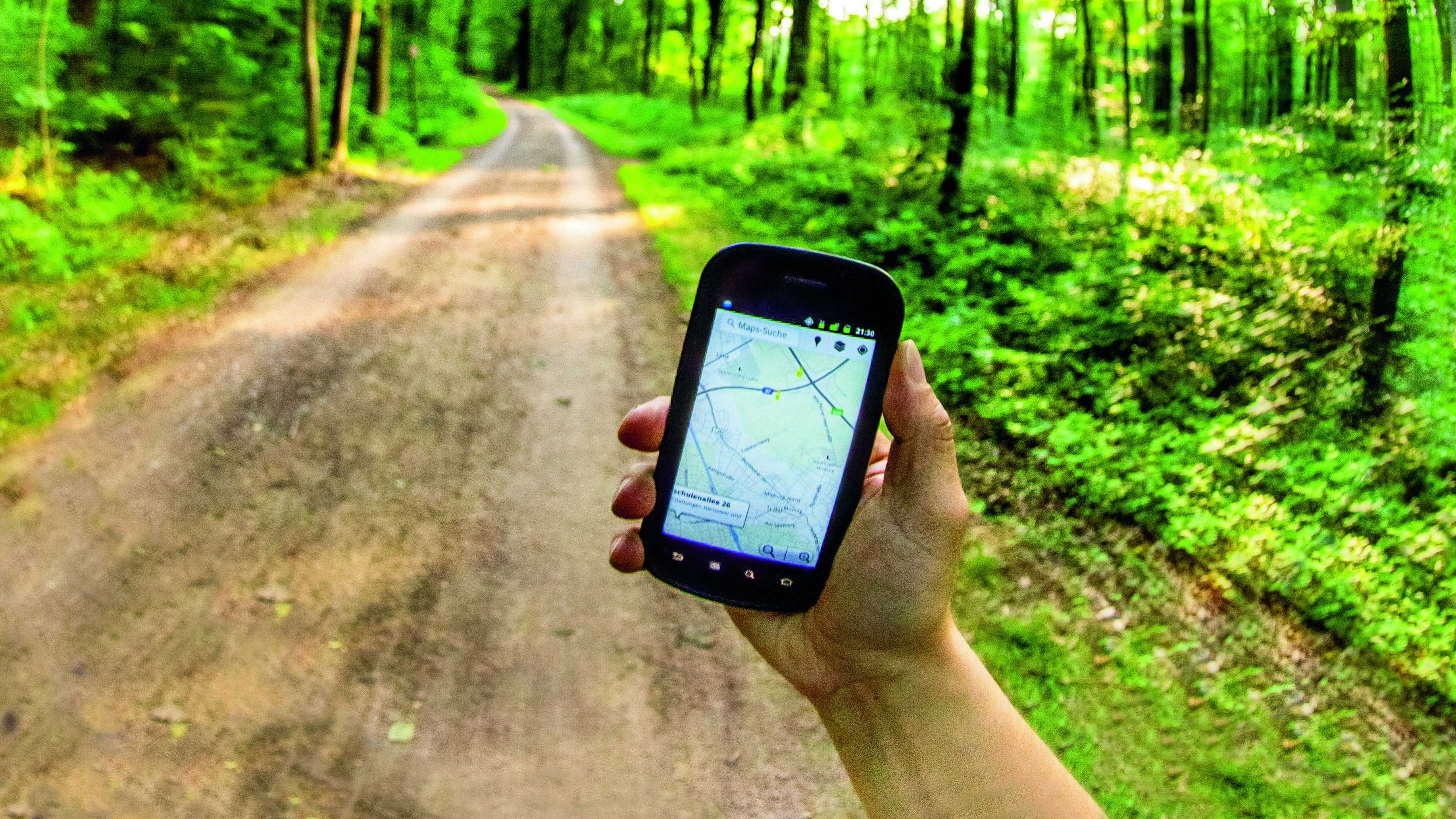
by Bartolomeo Gorgoglio  
More info >>

- HACK portal
- LINK portals
- RECHARGE resonators
- UPGRADE portal
- TARGET portal

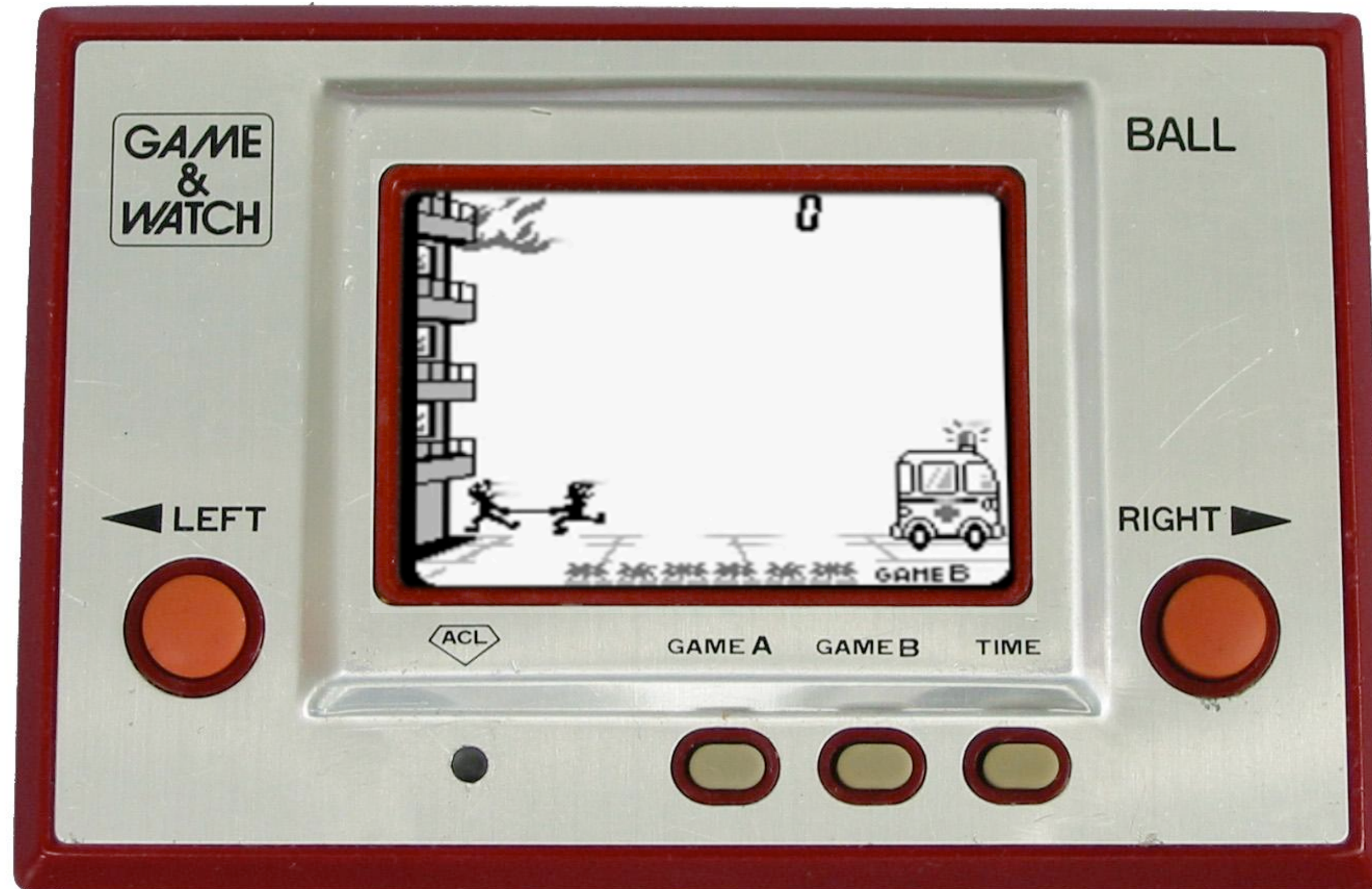
OK

17fps Fetching server state...  
5:59PM Enlightened 5509595 - Resistance COMM





# Mobile Games





# Nintendo Switch





11:45

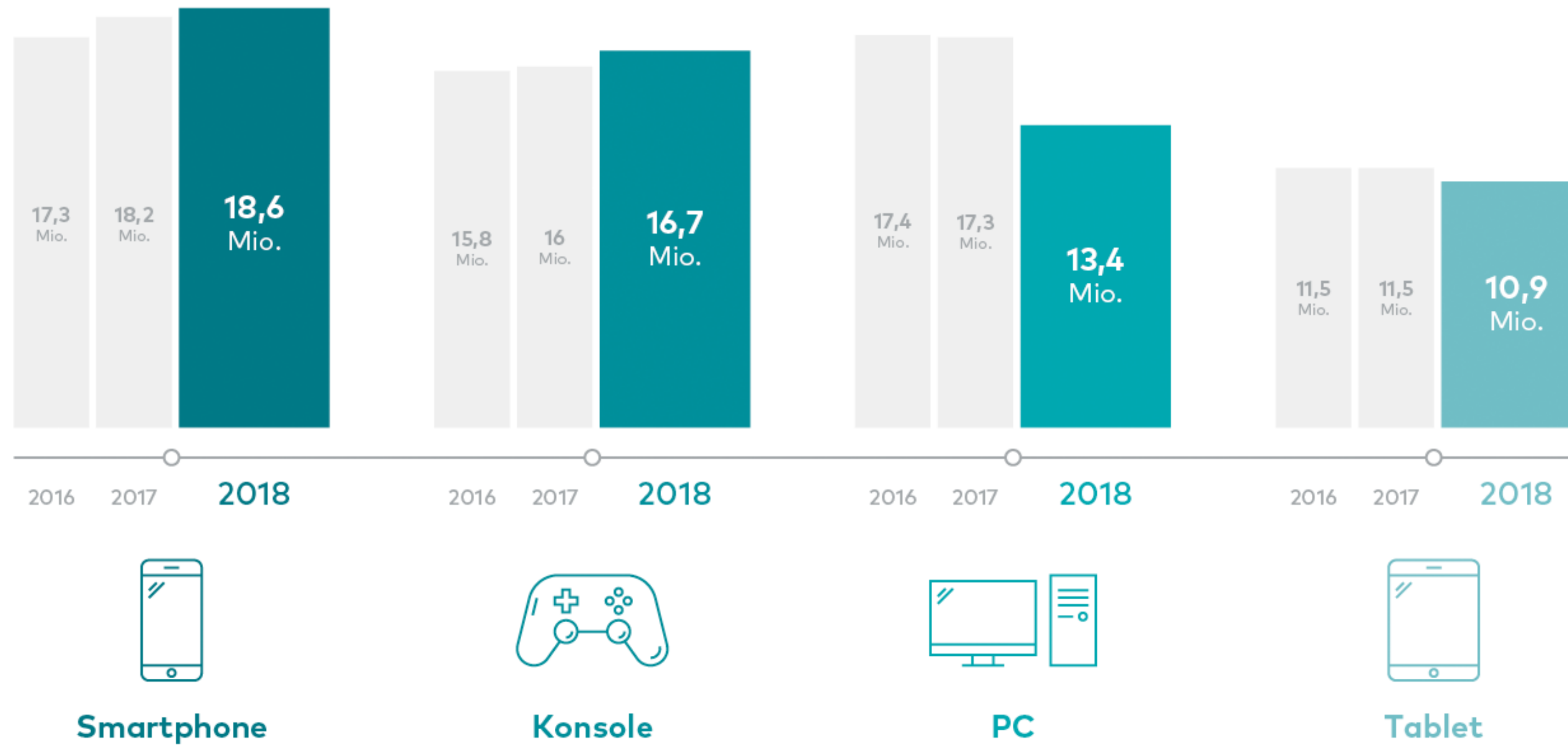
SW 240 255 270 W 285 300 NW

Show Help

0 100  
100 100

84 0



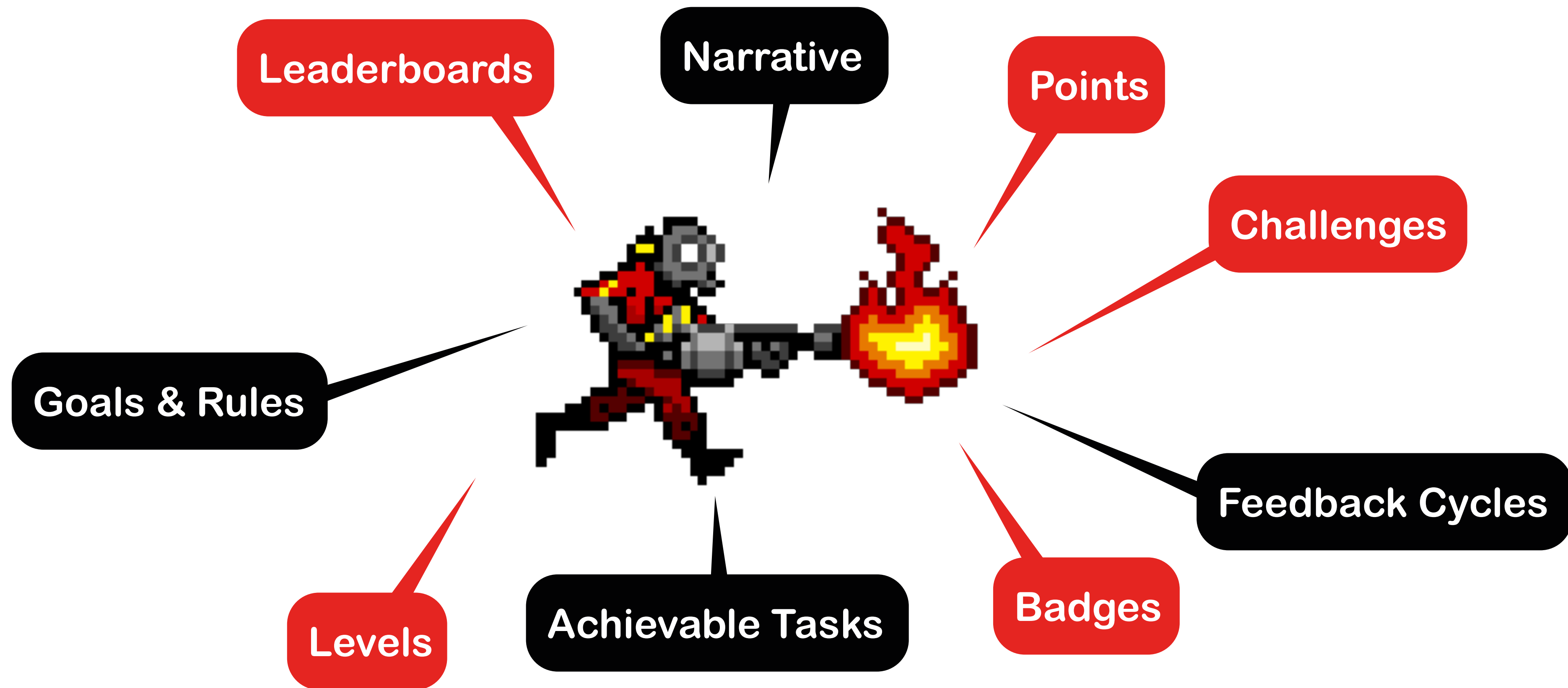


Quelle: GAME

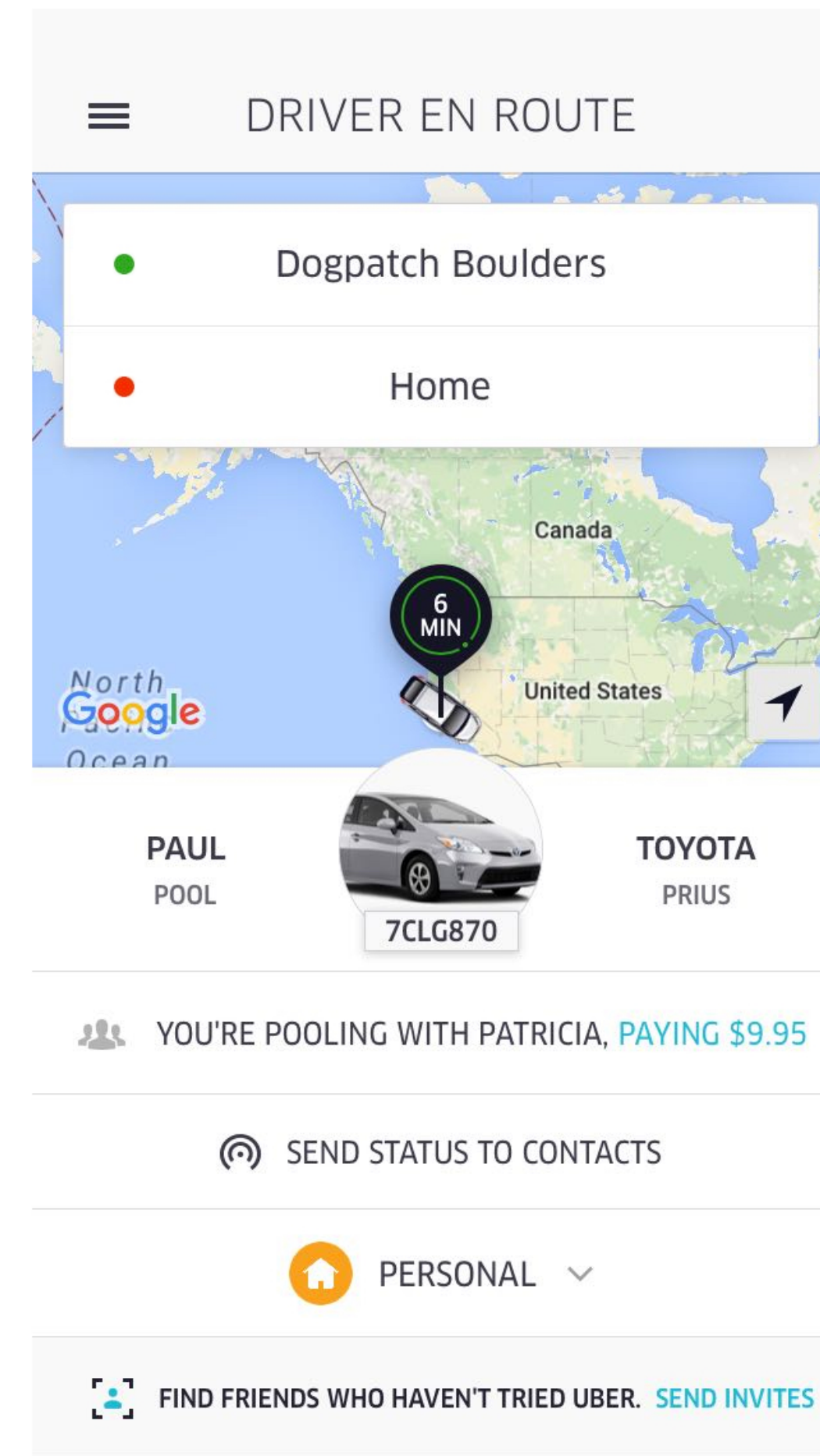
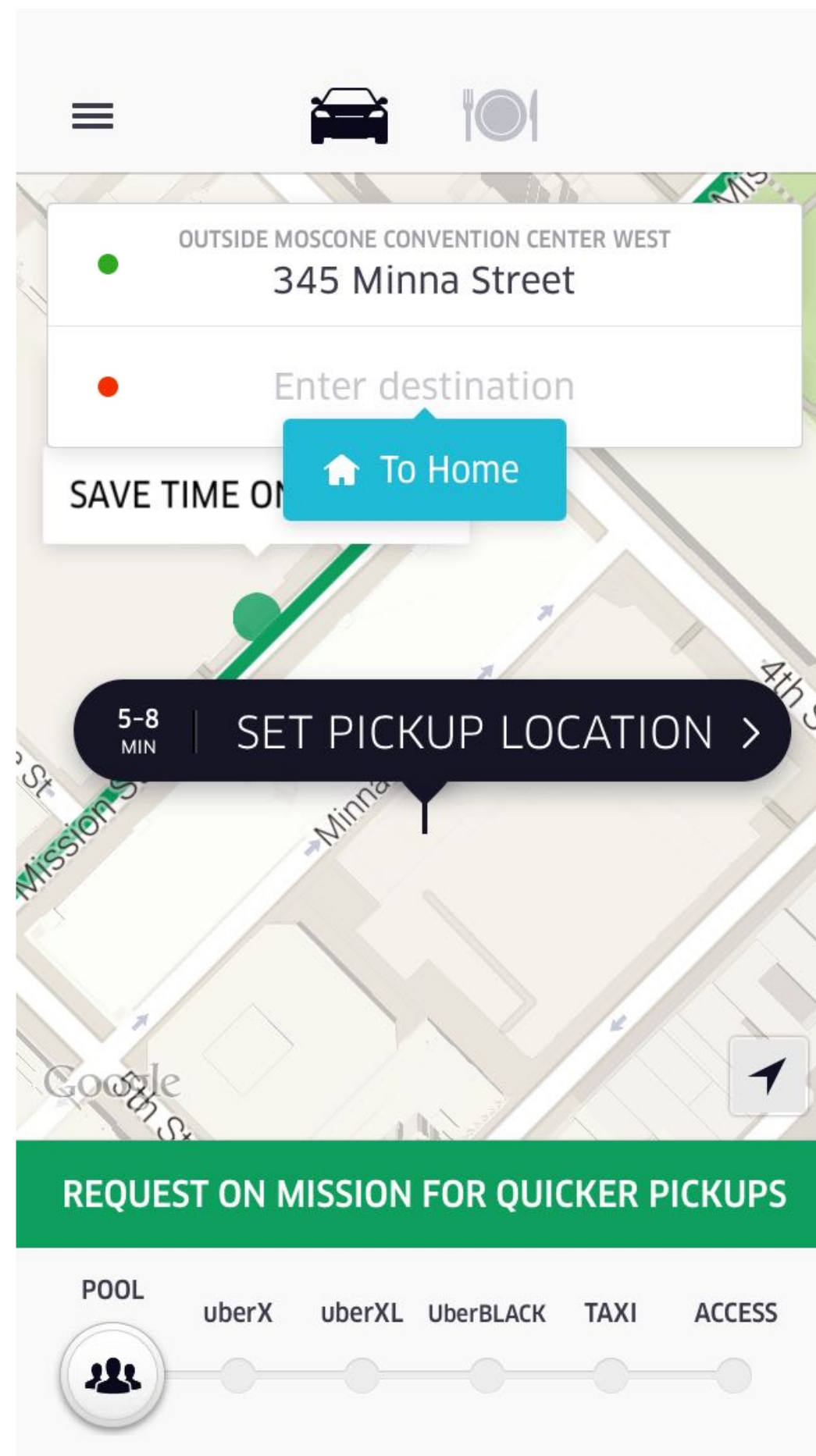
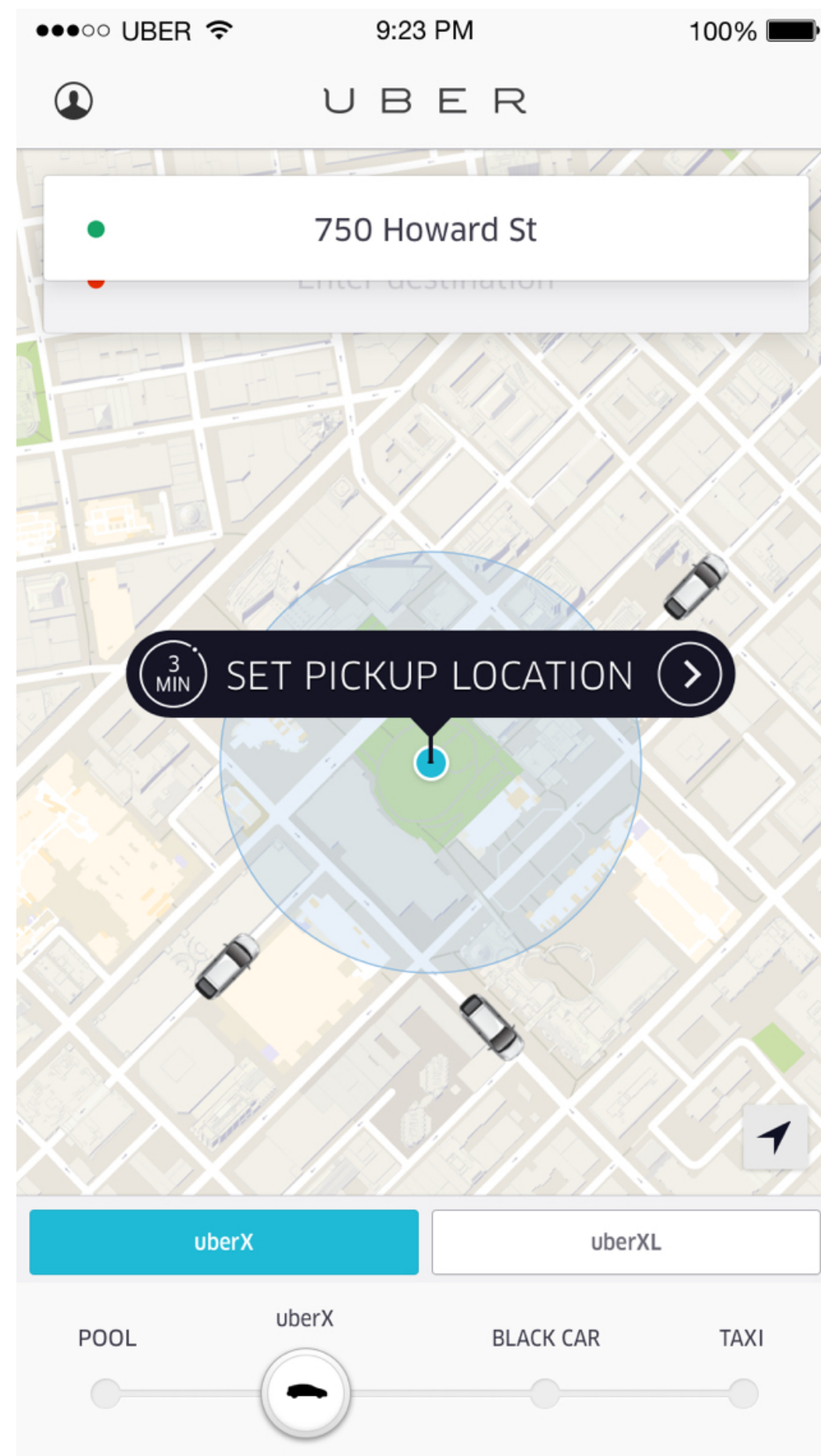
[www.game.de](http://www.game.de)

Quelle: Berechnungen auf Grundlage des GfK Consumer Panels (2017/2018/2019; n = 25.000). © game 2019

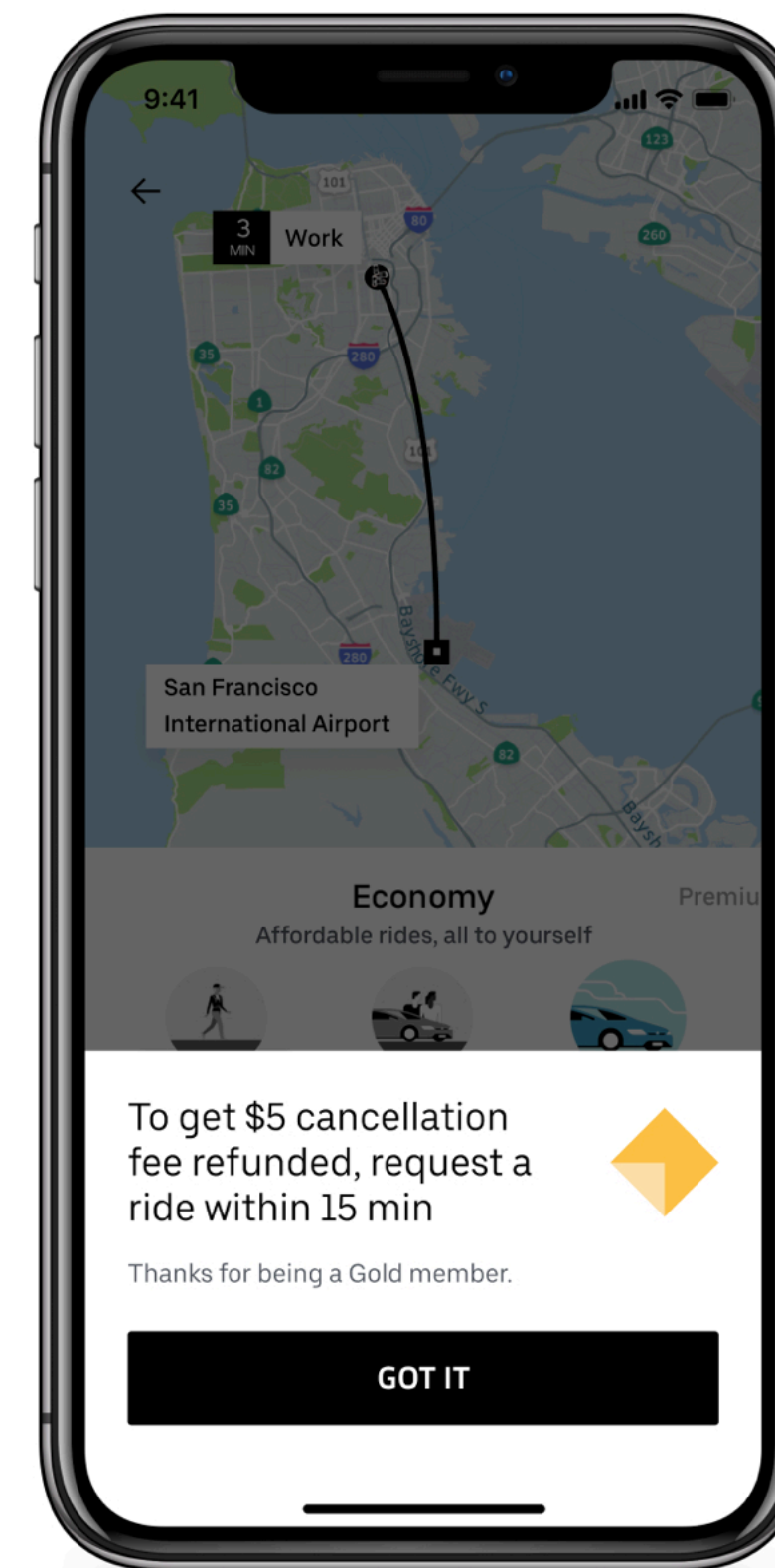
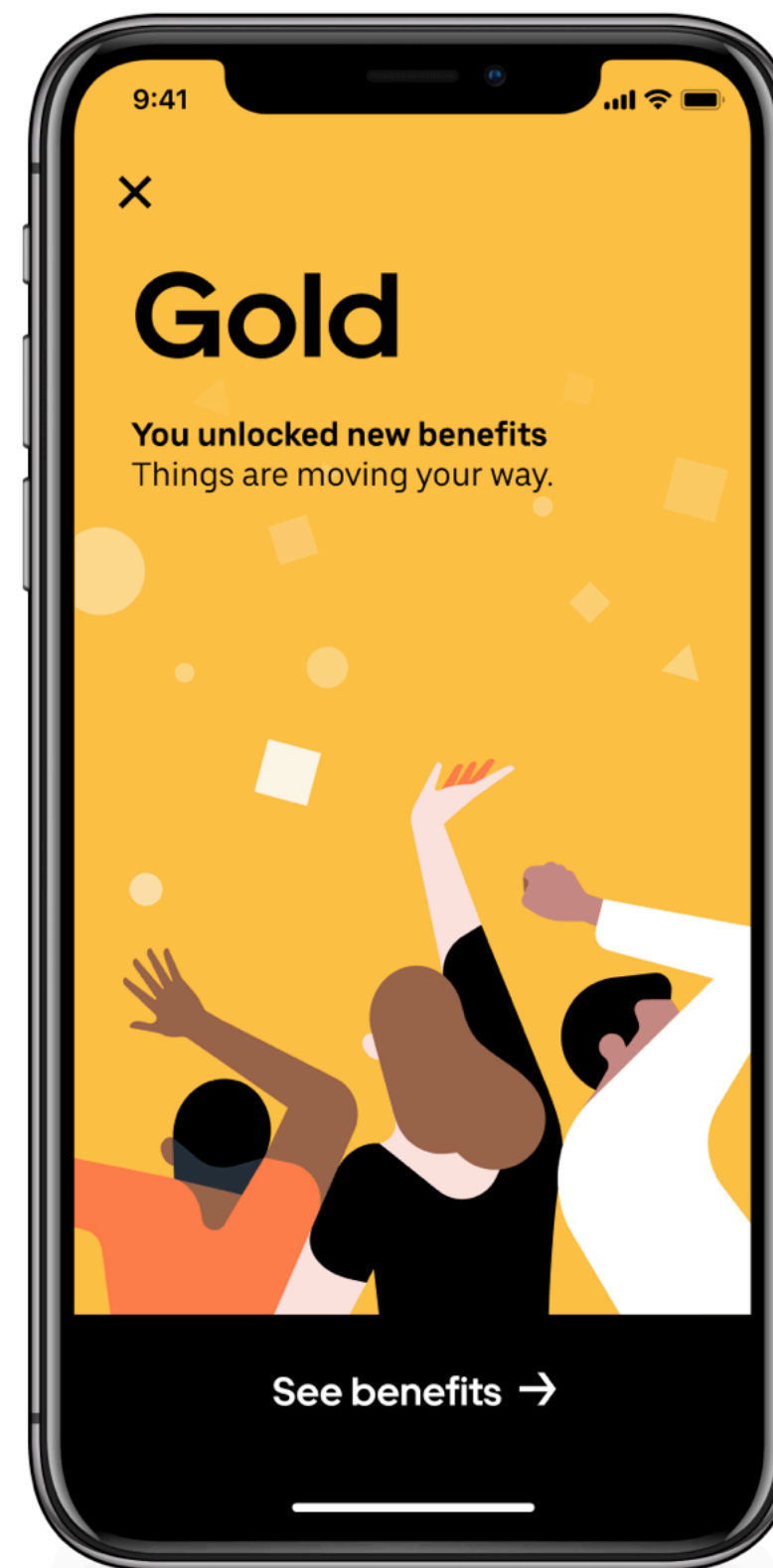
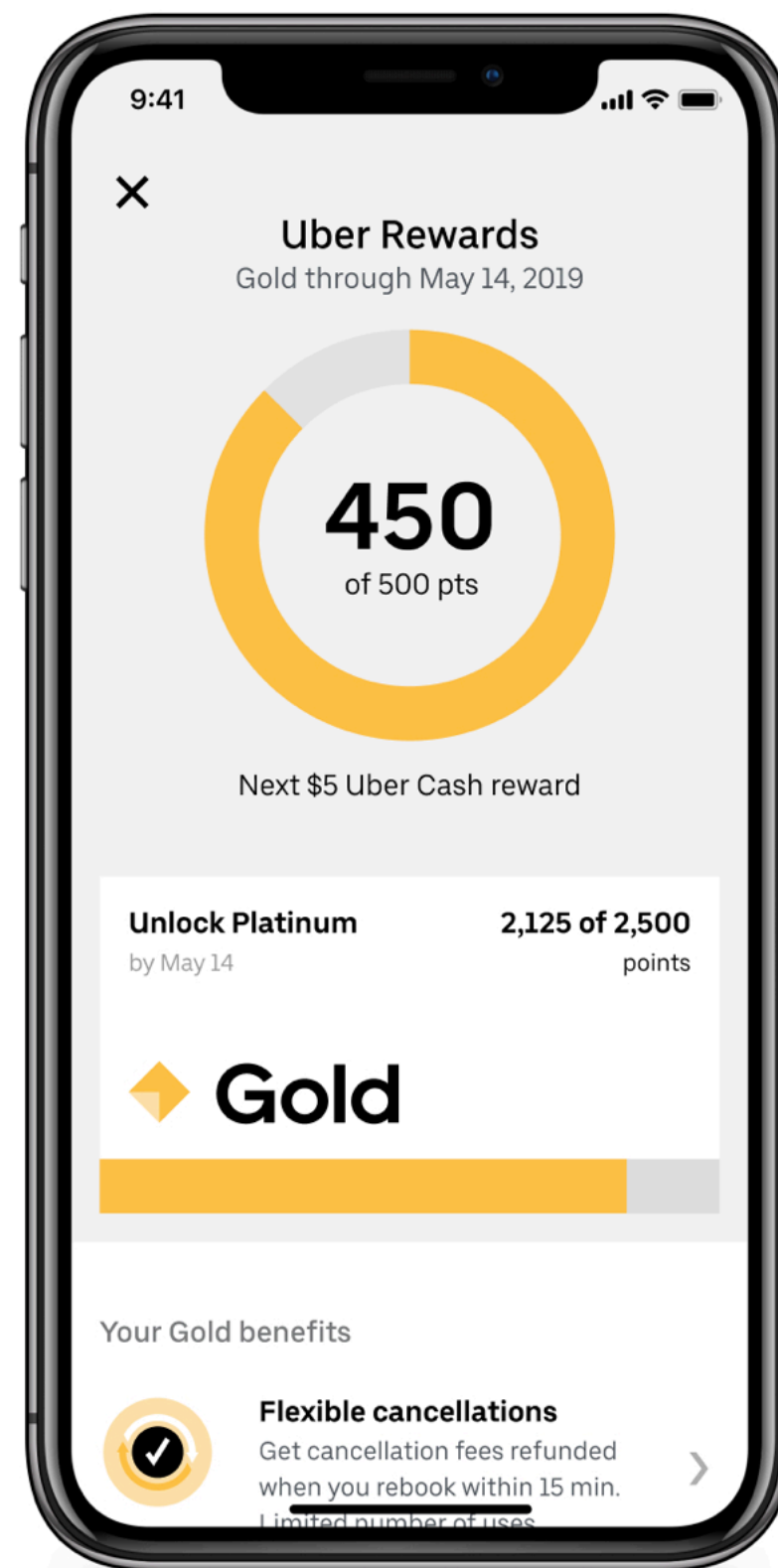
# Gamification



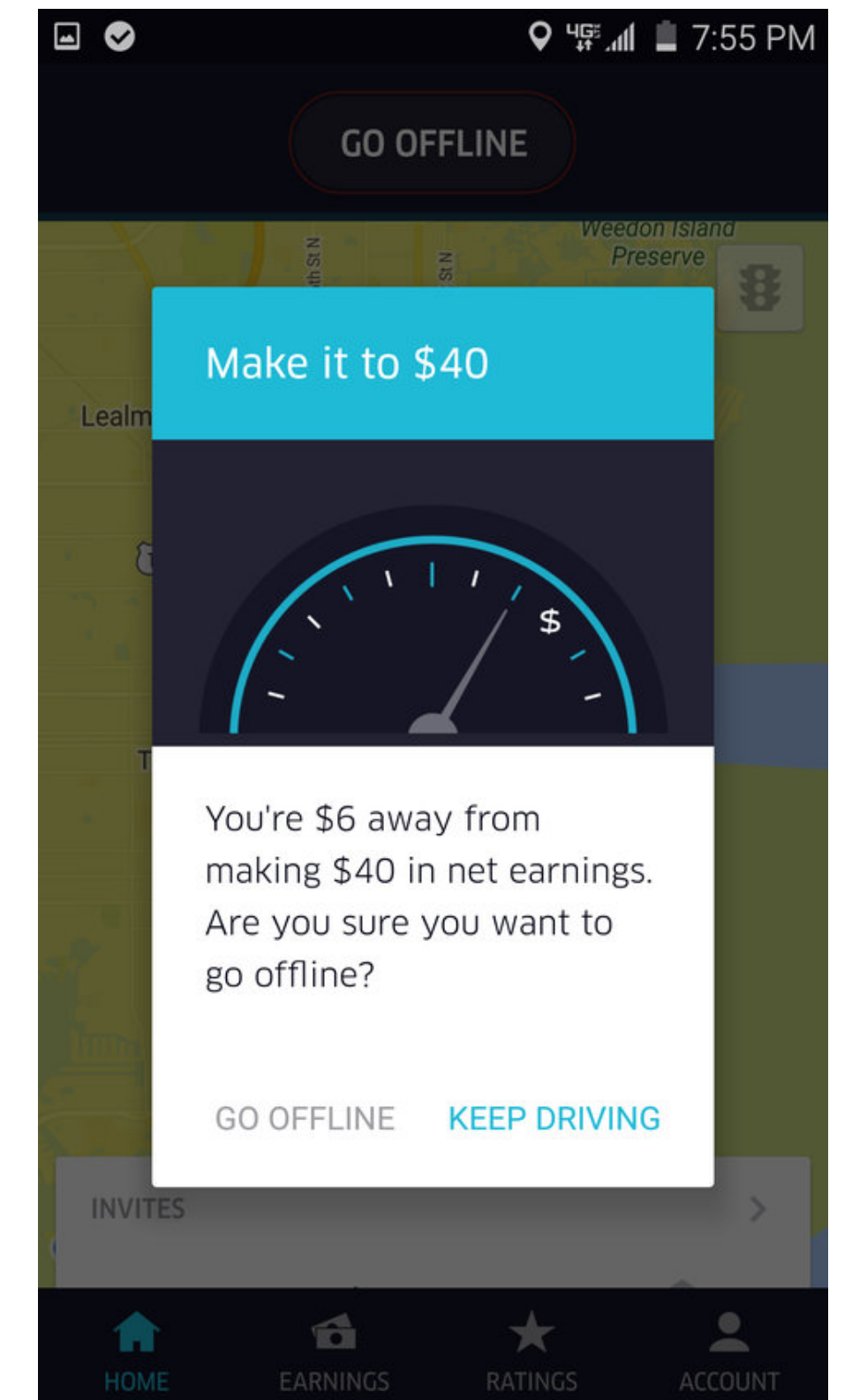
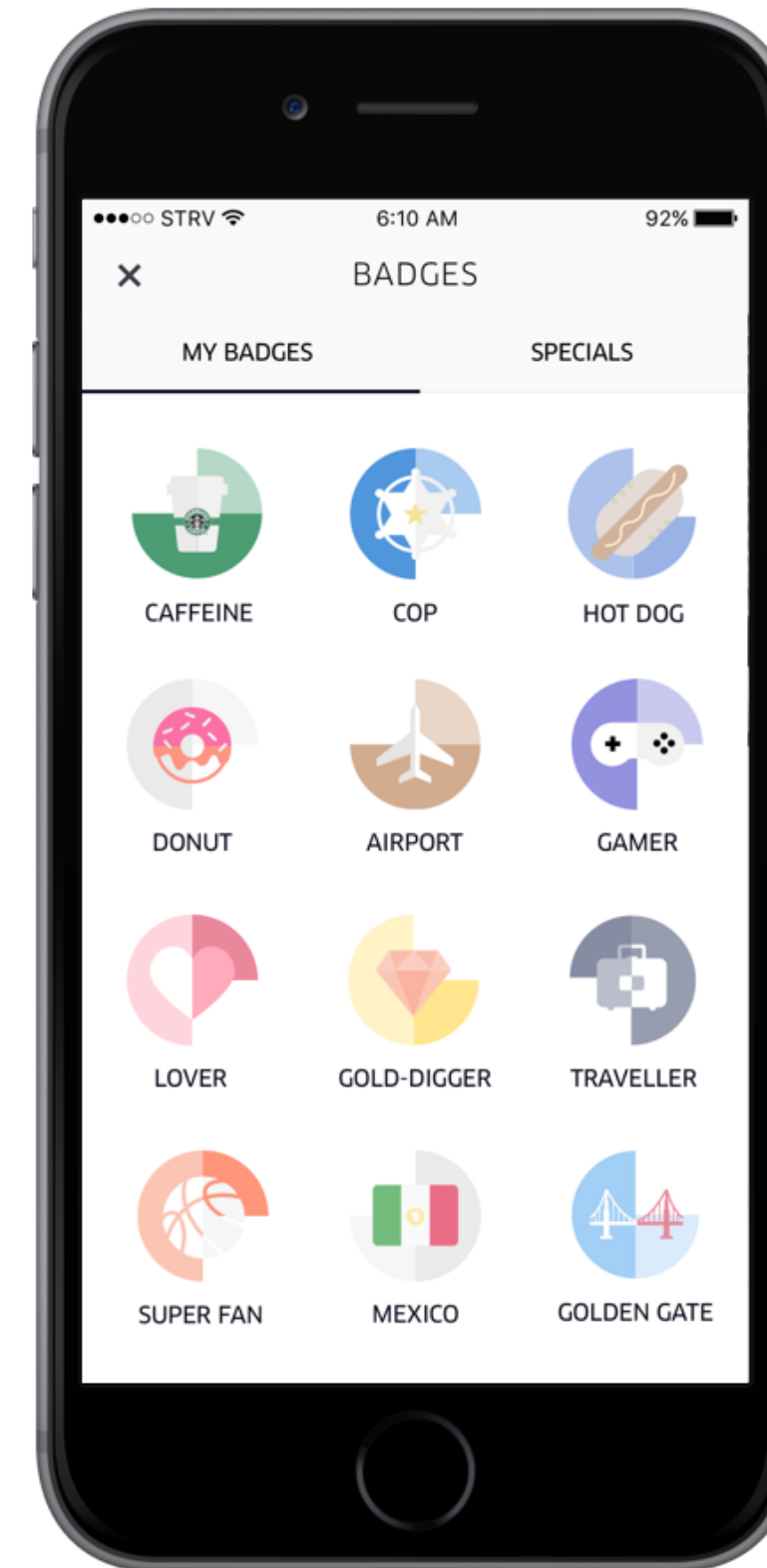
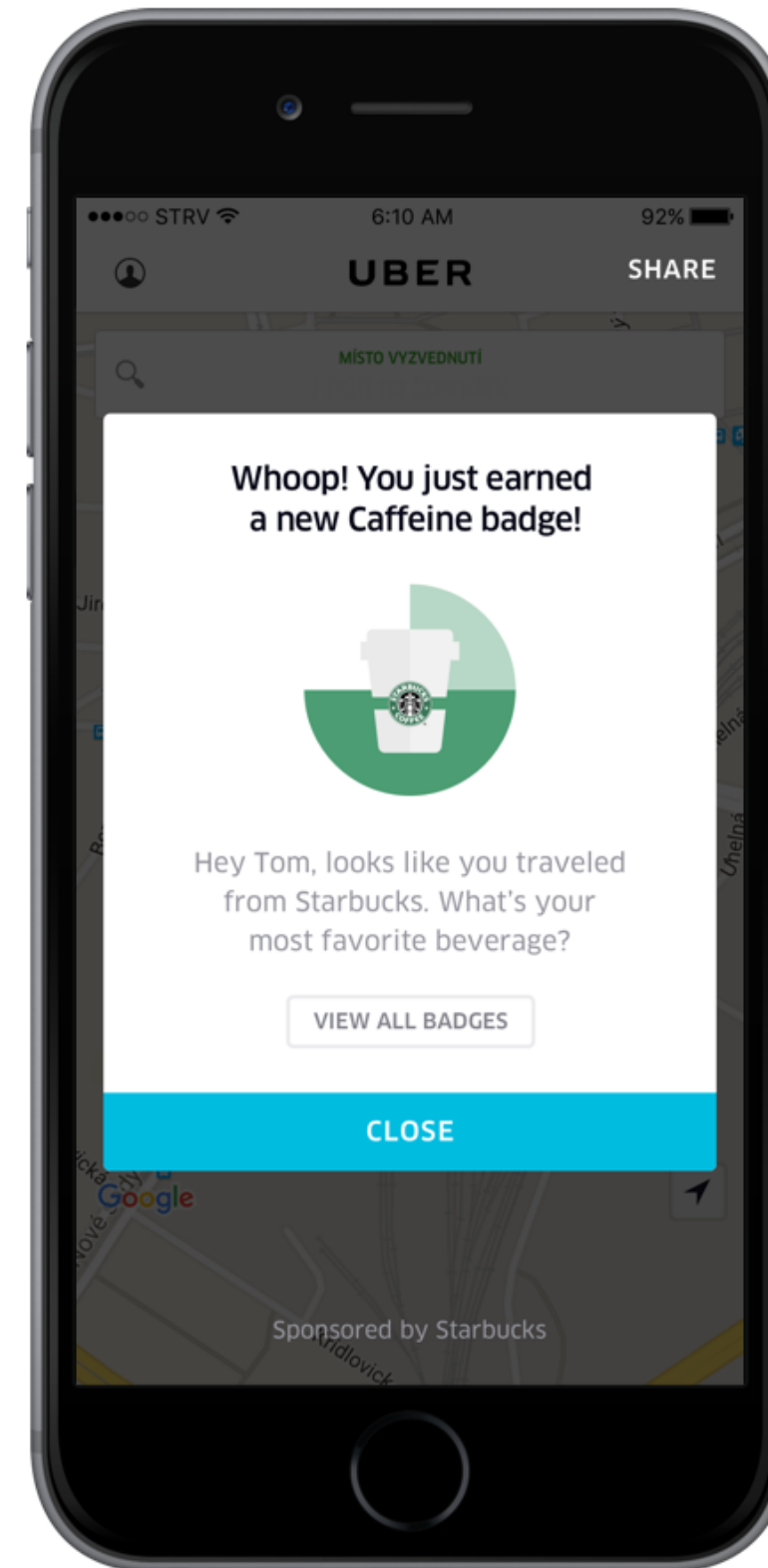
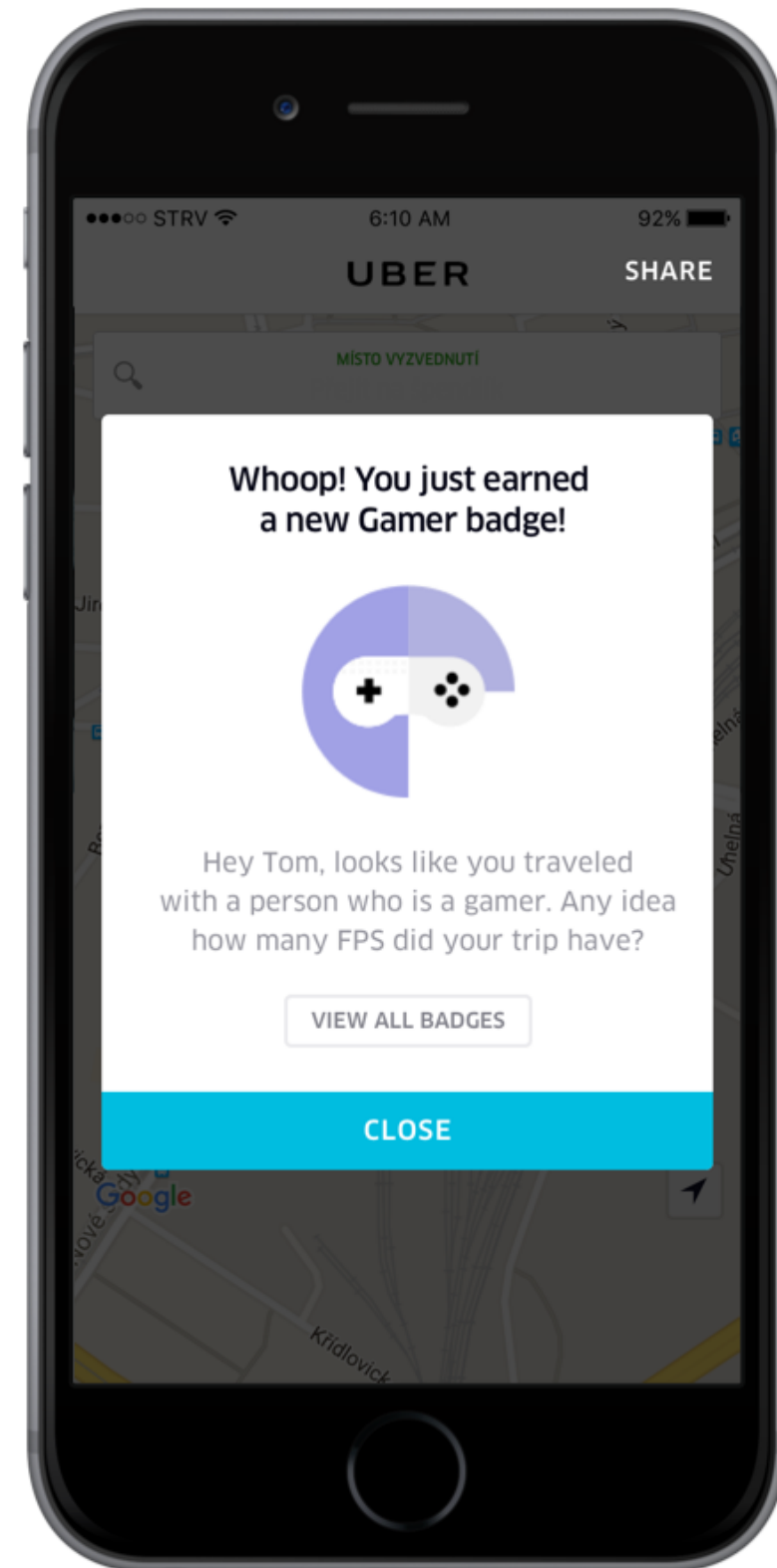
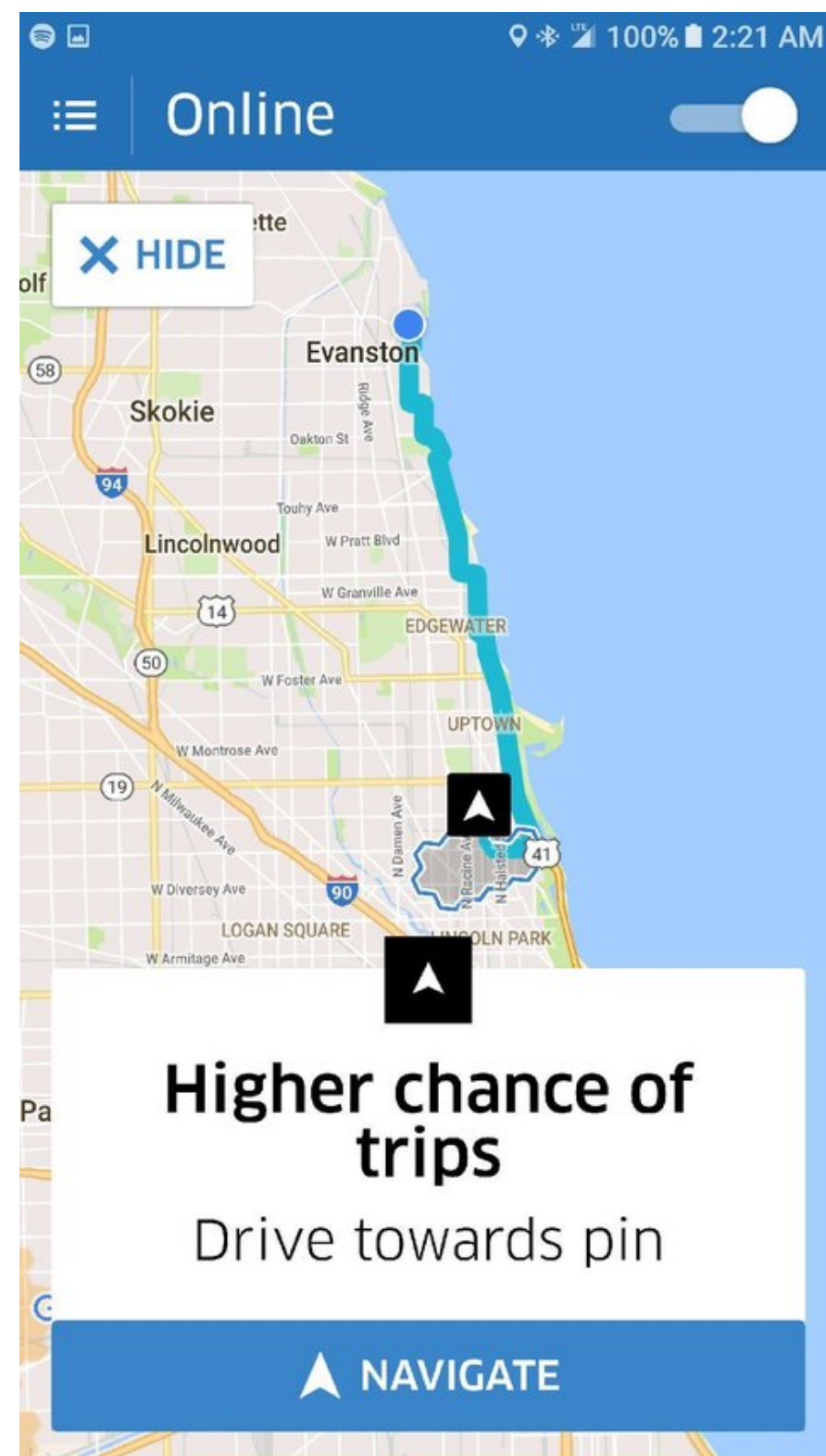
# Uber



# Uber



# Uber

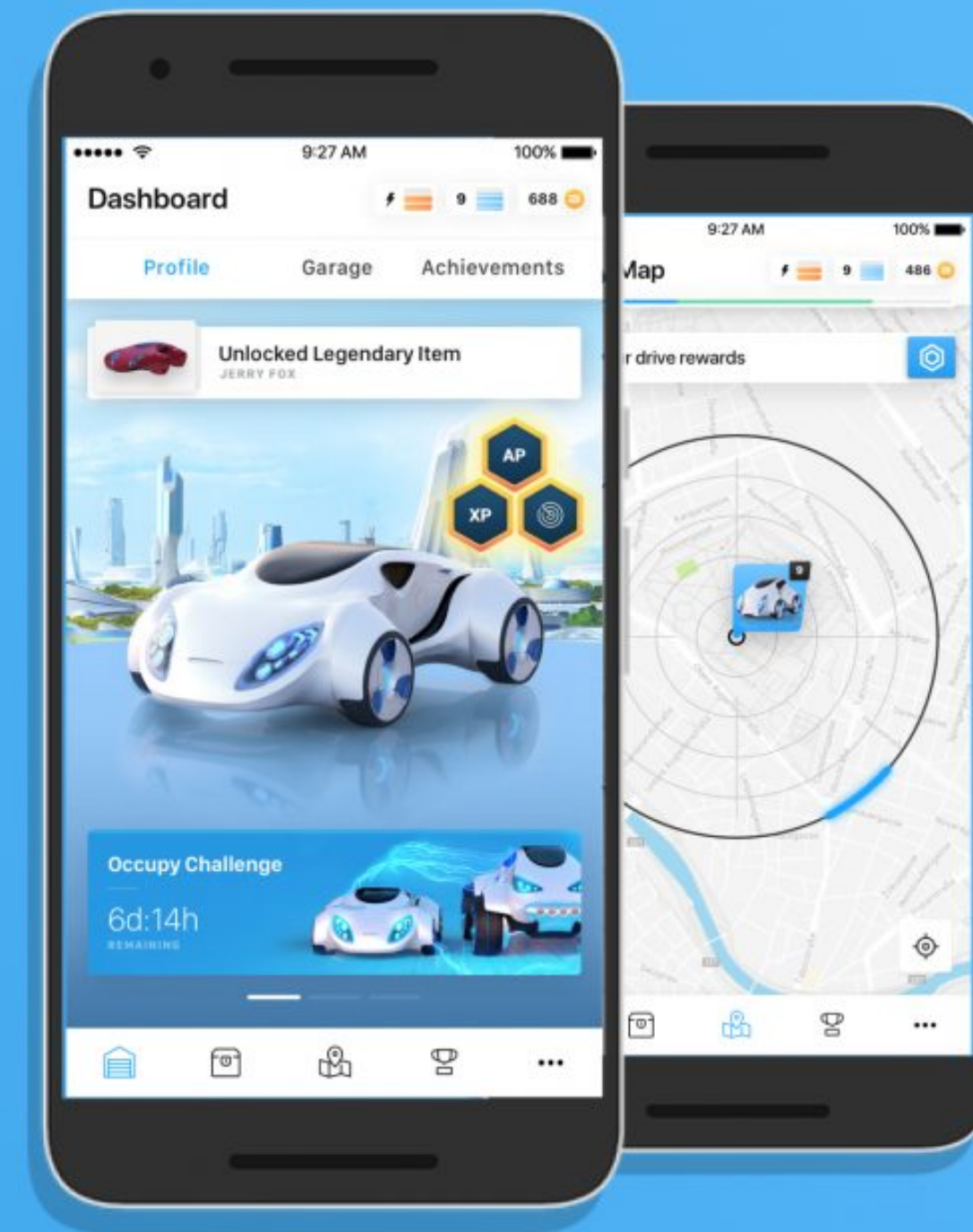


# S-Drive Samsung





# Boneo Volkswagen



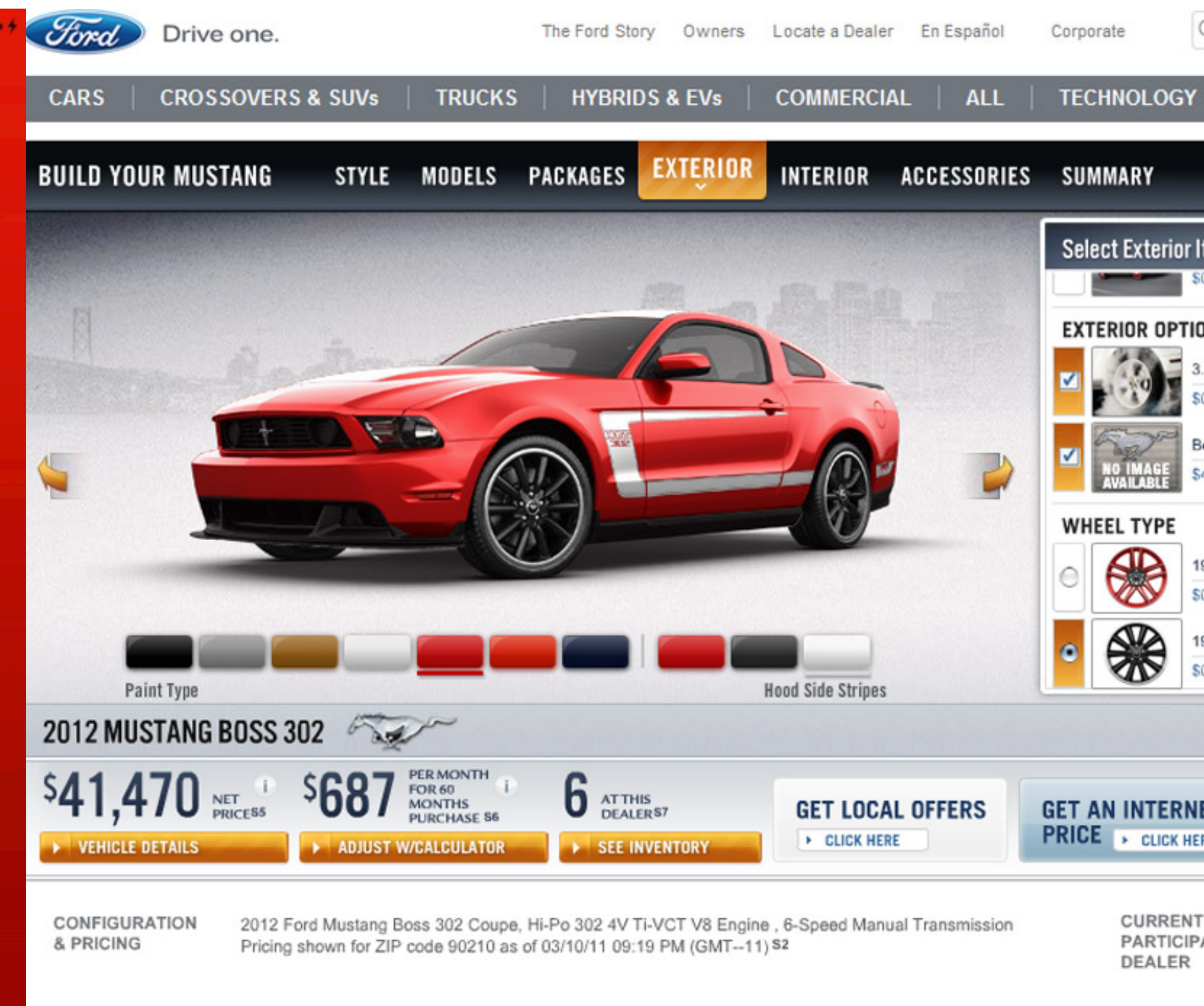
**VOLKSWAGEN  
LOYALTY PROGRAM**

**CASE STUDY**

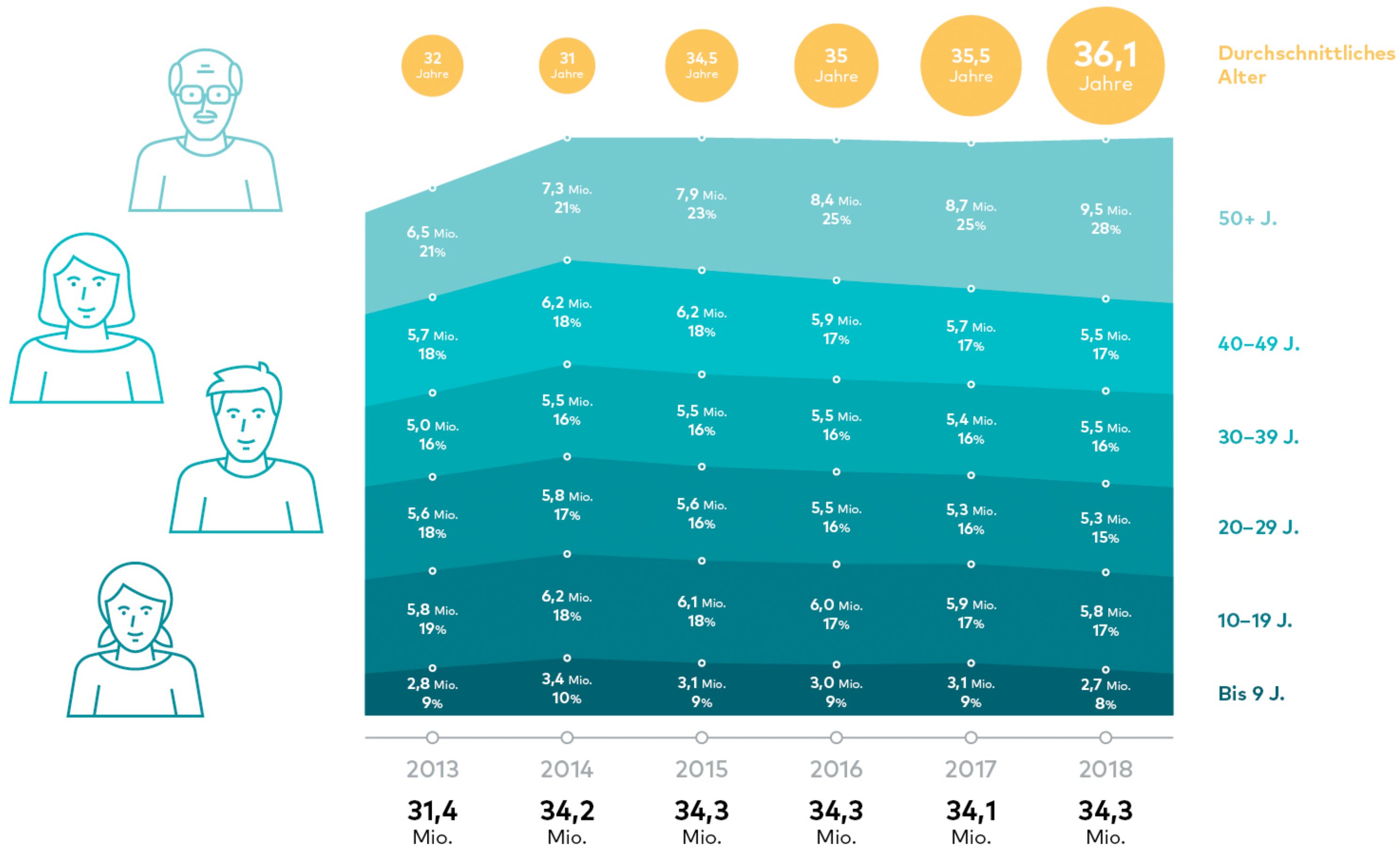
# Urban Hunt Mercedes-Benz



# Tesla App - Car Configurator's



# Altersgruppen



Quelle: GAME

[www.game.de](http://www.game.de)

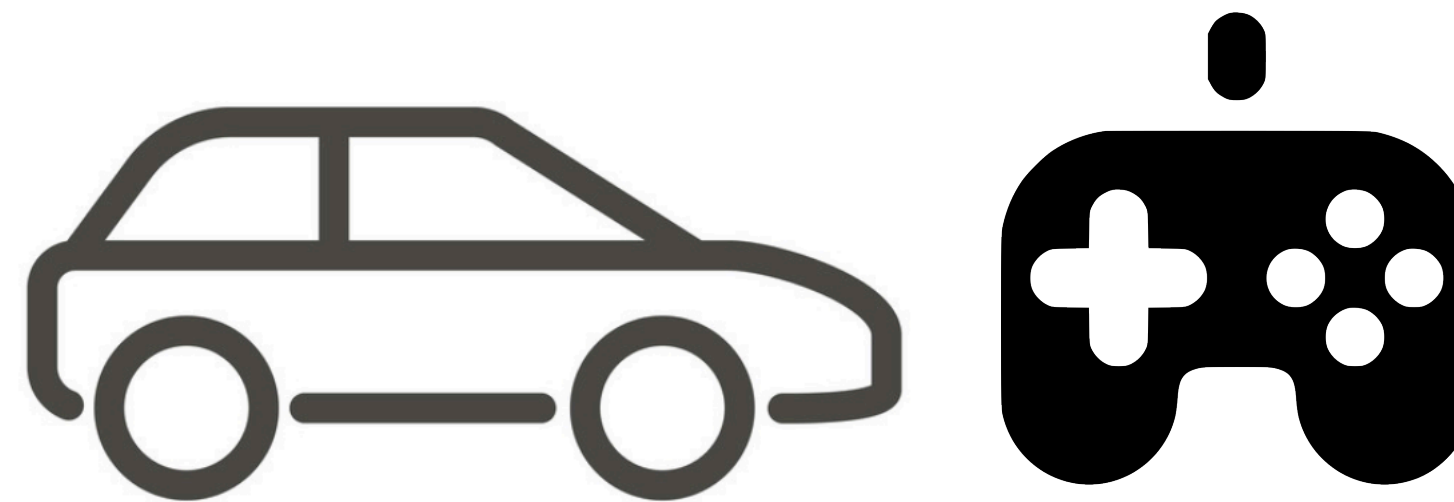
Quelle: Berechnungen auf Grundlage des GfK Consumer Panels (2016/2017; n=25.000). Zeitpunkt: Januar 2018. © game/GfK 2018

**Socializer   Achiever   Freigeist   Philantroph   Spieler   Aktivist**

**Energieeffizienz   Umweltbewusste Fahrweise   Markenverbundenheit**

**Sicherheit   CO2 Footprint   Fun-Faktor   Stauvermeidung (PKW)**

**Transmodalität   PKW   ÖPNV   Car/Bike Sharing   Bahn + Bus   Flugzeug**



1 <b>Rr</b> Random Rewards									2 <b>Fr</b> Fixed Reward	3 <b>Td</b> Time Dependent	
4 <b>Ob</b> On-boarding	5 <b>Si</b> Signposting	6 <b>La</b> Loss Aversion	7 <b>I</b> Investment					8 <b>Pf</b> Progress / Feedback	9 <b>T</b> Theme	10 <b>N</b> Narrative	11 <b>C</b> Curiosity
12 <b>Tp</b> Time Pressure	13 <b>S</b> Scarcity	14 <b>St</b> Strategy	15 <b>F</b> Flow	16 <b>Co</b> Consequences	17 <b>Gt</b> Guilds / Teams	18 <b>Sn</b> Social Network	19 <b>Ss</b> Social Status	20 <b>Sd</b> Social Discovery	21 <b>Sp</b> Social Pressure	22 <b>Cm</b> Competition	
23 <b>Ch</b> Challenges	24 <b>Ce</b> Certificates	25 <b>L</b> Learning	26 <b>Q</b> Quests	27 <b>Lp</b> Levels / Progression	28 <b>Bb</b> Boss Battles	29 <b>E</b> Exploration	30 <b>Bc</b> Branching Choices	31 <b>Ee</b> Easter Eggs	32 <b>U</b> Unlockables	33 <b>Ct</b> Creativity Tools	
34 <b>Cu</b> Customisation	35 <b>Ap</b> Altruistic Purpose	36 <b>Cg</b> Care Taking	37 <b>A</b> Access	38 <b>Cn</b> Collection	39 <b>Gs</b> Gifting / Sharing	40 <b>Ks</b> Knowledge Share	41 <b>P</b> Points	42 <b>Pr</b> Prizes	43 <b>Le</b> Leaderboards	44 <b>B</b> Badges	
		45 <b>Ve</b> Virtual Economy	46 <b>Lo</b> Lottery	47 <b>Ip</b> Innovation Platform	48 <b>V</b> Voting	49 <b>Dt</b> Development Tools	50 <b>A</b> Anonymity	51 <b>Lt</b> Light Touch	52 <b>An</b> Anarchy		



Quelle: Gamified.UK

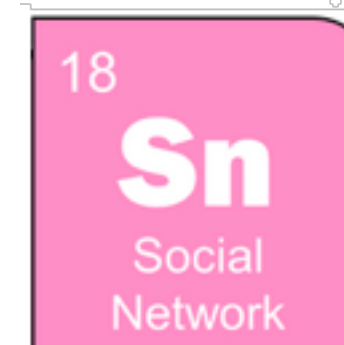
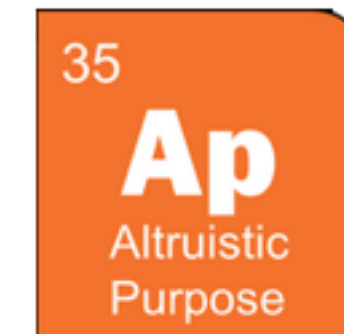
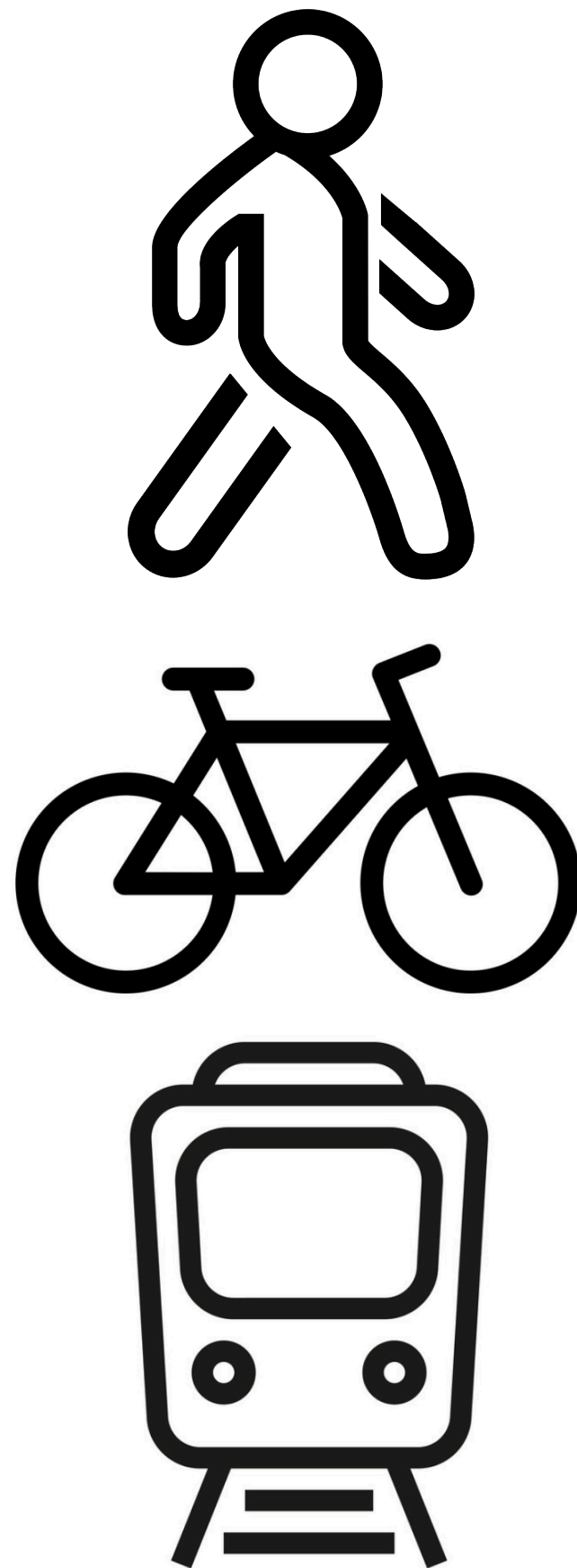
# QIXXIT



Quelle: QUIXXIT

# Casestudy Smart Mobility

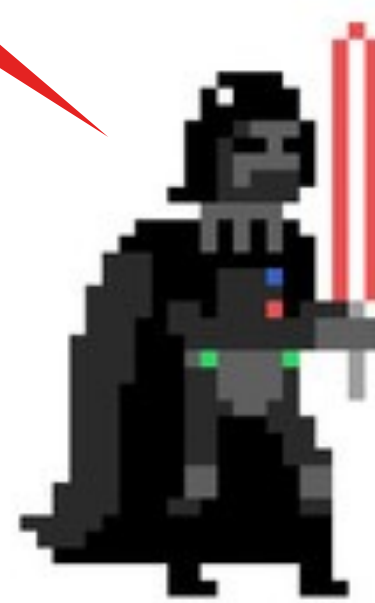
## Philantroph



- **Umweltbewusstsein wird adressiert**
- **Level Design von „hell bis dunkelgrün“**
- **Baum wird gepflanzt**
- **Status/Erfolg wird kommuniziert**



Thank you!



Questions?