

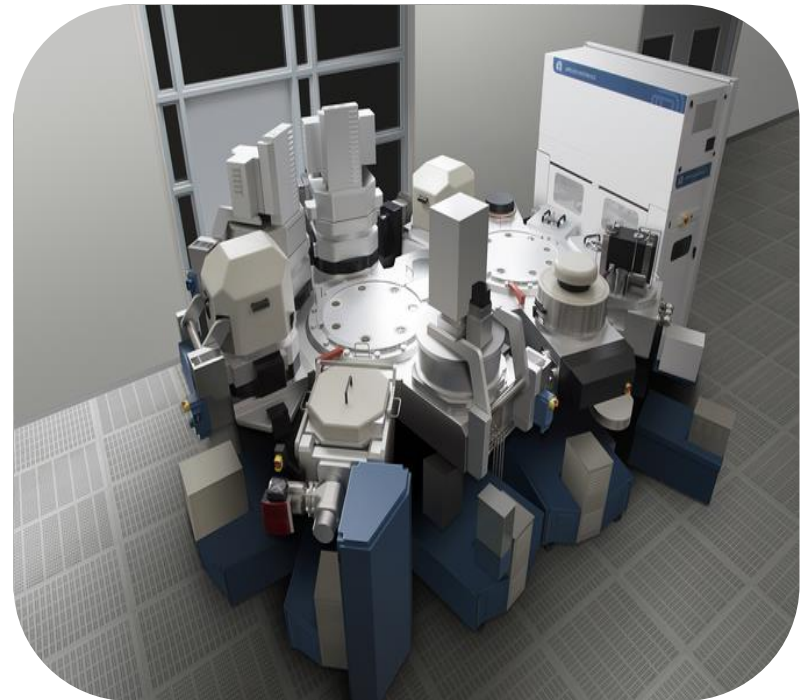
Enabling Gamification to drive User Engagement and Course Completion

Open edX Conference 2017

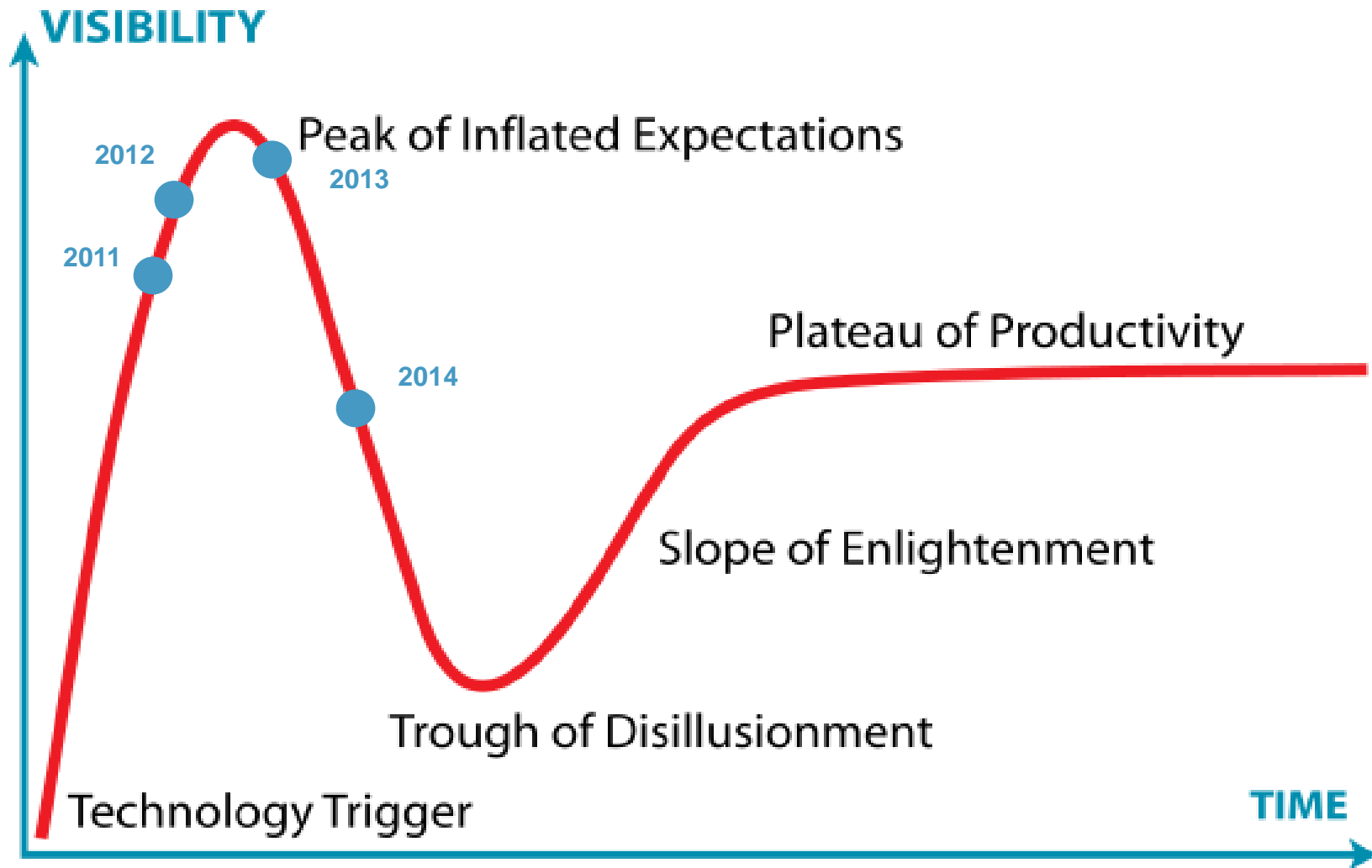
*Chinmay Nivargi, Rahul Shenoy, Eyal Shelly
Aneesh Nainani, Applied Materials*

Applied Materials

Leader in materials engineering solutions used to produce virtually every new chip and advanced display in the world



Gamification Hype Cycle





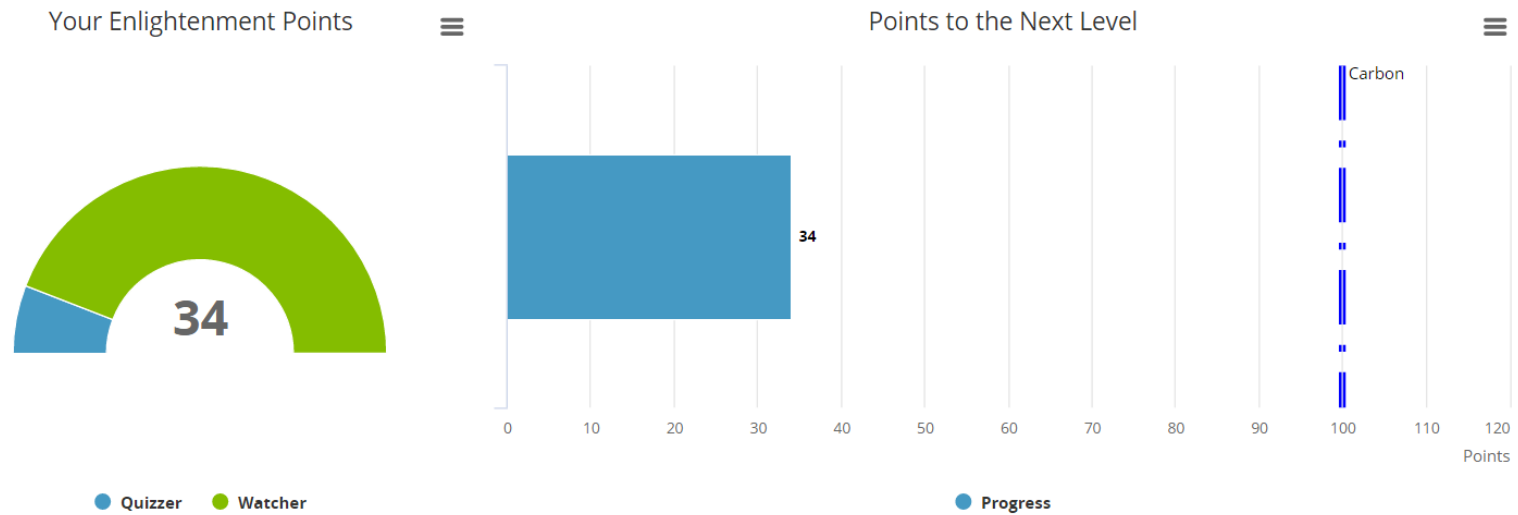
■ What is



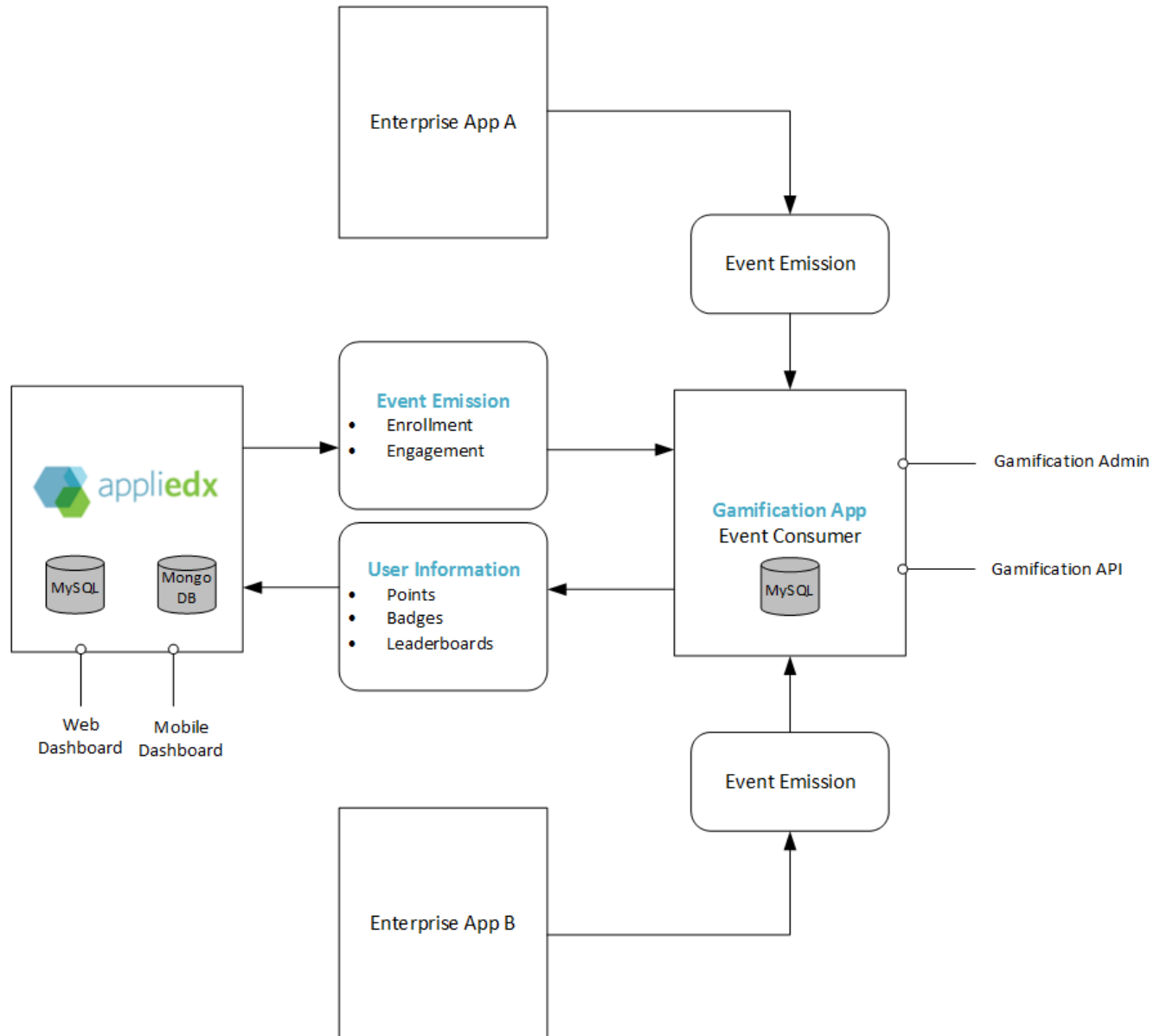
- ▶ Self-hosted, primary SPOC platform powered by Open edX for engineering, technology, business process training and learning needs
- ▶ Over 200 courses, 100,000+ course instances, completed by 10,000+ users worldwide in <2 years

- How appliedx uses gamification
 - ▶ Reward positive behavior
 - ▶ Encourage course engagement
 - ▶ Move beyond courses to other workplace interactions

- Badges, Leaderboards, Statuses....



appliedx Gamification Microservice



appliedx Gamification - Pilot

- Gamification pilot involved a race to a particular status – to obtain real world rewards
 - ▶ No real increase in getting users to the platform (but caveats!)
 - ▶ 5% of active users completed the activity
 - ▶ 35% of the active users logged on the last day before promo ended



appliedx Gamification – Lessons Learned

- SPOC oriented gamification add-on implemented on Open edX, and *it works*
- Implementation in big organization needs integrations – *build it into your architecture!*
- Gamification is nothing without parallel and sustained branding, marketing, leadership effort. *Think hard about system design and sustainability!*

One more thing...

Open-sourcing for Open edX

Stay tuned!