

Winter Semester 2017 / 2018 Advanced projects at the Q&U Lab

Project title: Gamification in Practice

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Minimum number of participants: 6

Maximum number of participants: 10

Module: Study Project Quality & Usability (6 LP)

Weekly meetings will take place:

Day of the week: Thursdays

Time from: 14:00

Time until: 16:00

Building: TEL (Ernst-Reuter-Platz 7)

Room (if known): tbd

Project language: English

Project description:

Nowadays user based and brand loyalty are becoming crucial asset of every digital system being dealt by massive end users. By increasing the quantity of digital services, and the fact that users can easily leave from one provider to another, the questions like how to motivate users to use a particular service, stay with it for a longer time, and become more engaged are becoming hot topic in the field of Human Computer Interaction. Gamification, meaning using game elements and game design in non-game context, is becoming popular due to the fact that it is grounded on satisfaction of basic human needs of competence, autonomy and relatedness. Here the goal is to learn from basic human needs and try to satisfy them during usage of system.

Here our goal is to build a gamified experience for user. We focus on healthcare application and our goal is to motivate participants to perform (uninteresting) activities for a long term.

In this project we develop a gamified system including smartphone App (Android), backend services (RESTful API), and a front-end webpage for moderators. We include different gamification elements, and design different gamification strategies. Finally, we evaluate the developed system by conducting user studies.

As gamification is about fun and engagement, we are looking for highly engaged students who want to have fun and build something awesome!

Project requirements (desired student skills):

To join this project you should have a good level of programming at least in one of the followings groups:

- Android programming (design front-end, and connection to backend)
- Website front end design and programming (HTML, CSS, JS, Bootstrap)
- Back end programming (RESTful API , J2EE, SQL)