10 GAMIFICATION TIPS

FOR DIGITAL SIGNAGE

Gamification is using elements usually found in games – rules, scoring, prizes and competition – in non-game contexts.

With a little gamification, you can transform your digital signage from something that just pushes information out to your audience into something that encourages them to interact with your organization and its specific goals in real, measurable ways.



THINK ABOUT THE GOAL

Make sure it's something specific and tangible. "Be green" is too vague – make it something like "recycle 75% of all paper this week".



CREATE BUZZ

Advertise contest and prizes on digital signs, intranets and social media. Use good, high-quality visuals that are attractive and enticing.

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KEEP THE GAME FUN

Don't make tasks too easy, or too difficult. Always think of your audience, and experiment, evaluate and adjust as you go along.



MAKE IT EASY TO PLAY

Let people play on an interactive display, or use their mobile device to go to a webpage, send a text, or snap a photo.



As early adopters talk about how much fun it is to participate, more people will come on board.



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CREATE LEVELS

Unlock points and bonuses for people who reach certain levels. This motivates people to play even if they can't reach the top.



. CLEARLY DEFINE PRIZES

Choose popular items that people can use immediately. They don't have to be tied to your goal or theme.



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DON'T DELAY REWARDS Hand out the prize as soon a

Hand out the prize as soon as possible once a game ends. If you dally, people won't feel satisfied and may not participate in the future.



SHOW PROGRESS TO GOALS

Data visualizations like pie charts and graphs are more engaging and easier for people to understand than text or bullet lists. Studies show organizations that use gamification techniques have 250% more growth, 35% less staff turnover, and a workforce that is 48% more engaged than those that don't.





CELEBRATE SUCCESS

Recognize winners, along with what they've won, encouraging others to participate in future games.



FINISH



Transform the way your **organization communicates**.

For more information about digital signage solutions, contact us.

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