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Web Design and Development for Multimedia

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Week 13

Gamification and Interactive Web Experiences

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Topic

- Gamification principles in web design
- Engaging users through feedback and rewards
- User types (Bartle's player theory)

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Gamification principles in web design

- **Gamification** is the use of game elements in non-game contexts.
- In web design, it is used to **increase user engagement, motivation, and retention.**

Game Elements

- Points and scores
- Badges and achievements
- Levels and progress bars
- Challenges and rewards





Gamification principles in web design

Motivation & Engagement

- Set clear goals and challenges
- Provide immediate feedback
- Reward user actions

Progress & Feedback

- Show progress visually
- Use levels or milestones
- Encourage continuous interaction

User-Centered Design

- Match game mechanics to user needs
- Keep rules simple and fair
- Avoid over-complexity





Gamification principles in web design

Web & UI/UX Examples

- Progress bars during onboarding
- Achievement badges for completed tasks
- Points for user participation

e-Learning Applications

- Quizzes with scores and feedback
- Level-based learning paths
- Rewards for course completion

Benefits

- Higher user engagement
- Increased motivation
- Improved user retention and satisfaction





Engaging users through feedback and rewards

User Engagement

- Feedback and rewards help users **understand their actions and progress.**
- They increase motivation and encourage continued interaction.



In Digital Products

- Guide users toward desired behaviors
- Create a sense of achievement
- Build positive emotional responses



Engaging users through feedback and rewards

Rewards

- Points and scores
- Badges and achievements
- Levels and progress indicators

Feedback

- Immediate feedback (success, error, confirmation)
- Visual feedback (colors, icons, animations)
- Informational feedback (messages, tips)





UI & Web Examples

- Progress bars during onboarding
- Confirmation messages after actions
- Achievement badges for completed tasks

e-Learning Examples

- Instant quiz results
- Points for lesson completion
- Certificates or level upgrades

Engaging users through feedback and rewards

User types (Bartle's player theory)



Bartle's Player Theory classifies users based on how they interact with systems and other users. Originally developed for games, but widely used in **gamification, UX, and e-Learning design**.

1. Achievers

Motivated by goals, points, and completion
Enjoy levels, badges, and progress tracking



2. Explorers

Motivated by discovery and learning
Enjoy hidden content, exploration, and new features



3. Socializers

Motivated by interaction with others
Enjoy collaboration, sharing, and communication

4. Killers (Competitors)

Motivated by competition and winning
Enjoy leaderboards, rankings, and challenges



User types (Bartle's player theory)

e-Learning Context

Different learners need different motivations ,Balanced design supports **all user types**

UI / Web Design Examples

Achievers → Progress bars, achievements

Explorers → Optional content, unlockable features

Socializers → Chat, forums, social sharing

Competitors → Leaderboards, scores, challenges



Leaderboard

Achiever



- 1
- 2
- 3
- 4
- 5

Explorer



- 1
- 2
- 3
- 4
- 5

Socializer



- 1
- 2
- 3
- 4
- 5

Killer



- 1
- 2
- 3
- 4
- 5

Activity

Design a simple gamified feature (e.g., badge, progress bar).

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