



1



2



Agenda

- Introductie
- Buzzwords kaderen
- Kerndrijfveren voor motivatie
- Feedback loop
- Praktijkvoorbeelden



3



Pilipili Games in een notendop

Games about hot topics 

Gamification en didactische leerdoelen
verwerkt in een uniek spel op maat van de klant



VS



Pilipili Games

4



Wie zit er achter Pilipili?







Liese
Pilipili Games is de gedroomde plaats om Liese haar **pedagogische achtergrond** met haar passie voor spellen en puzzels te combineren tot serious games.



Pieterjan
Pieterjan zet zijn brein ten goede in om de **technische wereld** van Pilipili Games naar een hoger niveau te tillen. Met hem krijgt een spel net iets meer.



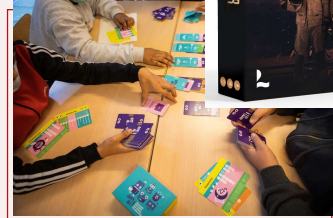
Tomas
Tomas is de maker van Pilipili Games. Hij heeft een **oog voor spelelementen** en kan een saai bordspel omvormen tot epische queesten.

5



6

≡ Pijlers van Pilipili Games



Consultancy



Eigen producten



Projecten op maat



7

De 5 karakteristieken van een spel

Doelgericht



Regels



Feedback



Competitie



Vrijwillig



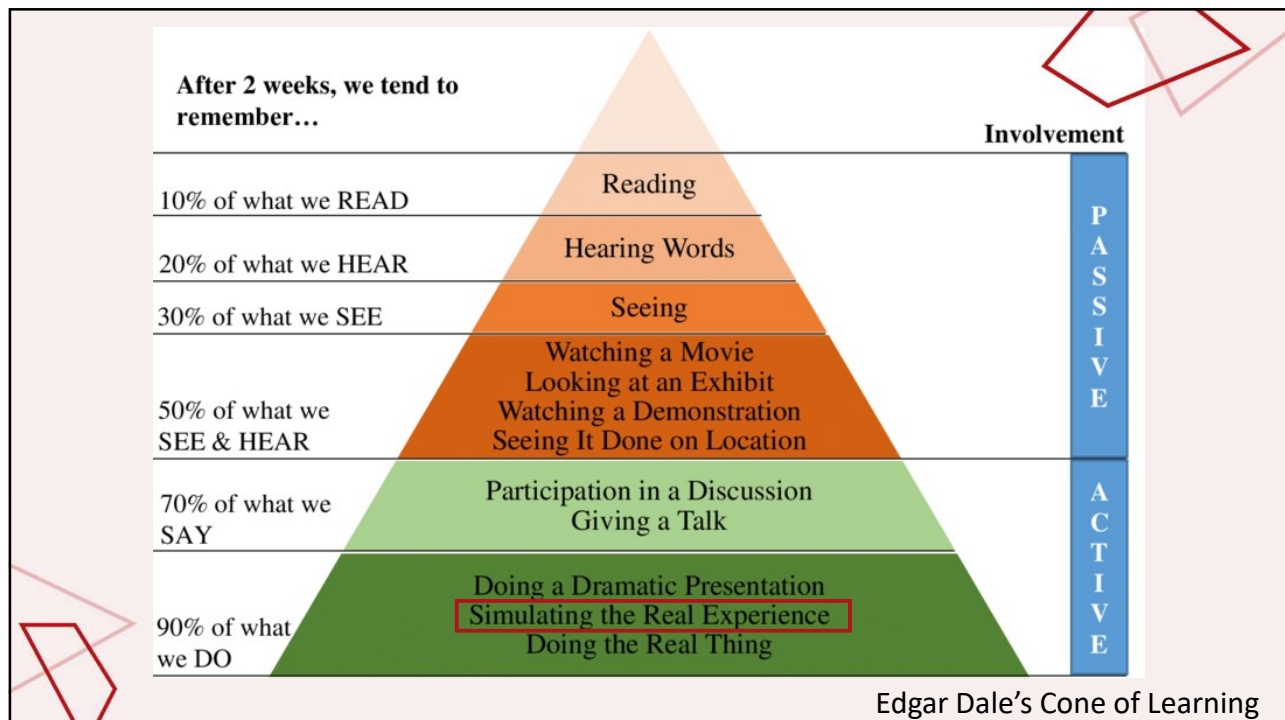
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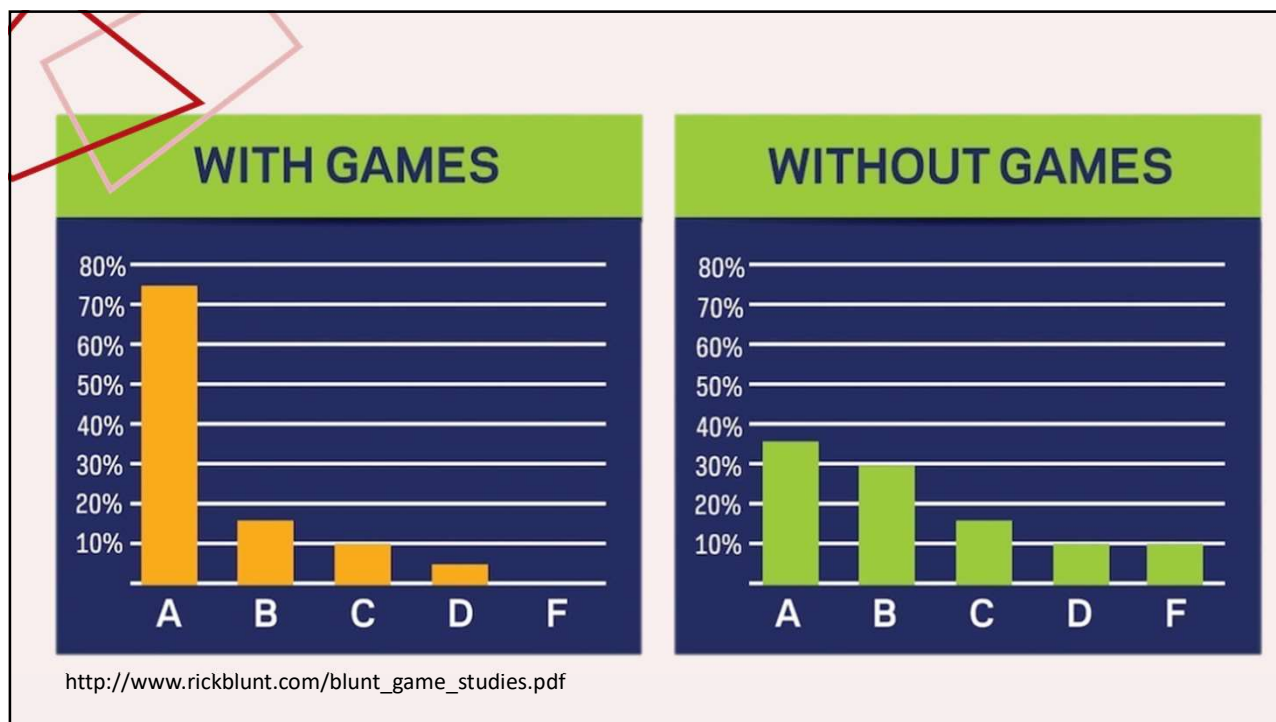
Hieronymus van Alphen,
1778

“Mijn speelen is leeren, mijn leeren is speelen.
En waarom zou mij dan het leeren verveelen?”

9



10



11

Periodic Table of the Elements

standard atomic weight
or most stable mass number

1st ionization energy
in kJ/mol

chemical symbol

name

electron configuration

radioactive elements have
masses in parentheses

55.845 26

762.5 1.83

Fe

Iron

[Ar] 3d⁶ 4s²

atomic number

electronegativity

oxidation states
most common are listed

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Attacker ↓	NORMAL	FIGHT	FLYING	POISON	GROUND	ROCK	BUG	GHOST	STEEL	FIRE	WATER	GRASS	ELECTRIC	PSYCHIC	ICE	DRAGON	DARK	FAIRY
NORMAL	1x	1x	1x	1x	1x	0.5x	1x	0x	0.5x	1x	1x	1x	1x	1x	1x	1x	1x	1x
FIGHT	2x	1x	0.5x	0.5x	1x	2x	0.5x	0x	2x	1x	1x	1x	1x	0.5x	2x	1x	2x	0.5x
FLYING	1x	2x	1x	1x	1x	0.5x	2x	1x	0.5x	1x	1x	2x	0.5x	1x	1x	1x	1x	1x
POISON	1x	1x	1x	0.5x	0.5x	0.5x	1x	0.5x	0x	1x	1x	2x	1x	1x	1x	1x	1x	2x
GROUND	1x	1x	0x	2x	1x	2x	0.5x	1x	2x	2x	1x	0.5x	2x	1x	1x	1x	1x	1x
ROCK	1x	0.5x	2x	1x	0.5x	1x	2x	1x	0.5x	2x	1x	1x	1x	1x	2x	1x	1x	1x
BUG	1x	0.5x	0.5x	0.5x	1x	1x	1x	0.5x	0.5x	0.5x	1x	2x	1x	2x	1x	1x	0.5x	1x
GHOST	0x	1x	1x	1x	1x	1x	1x	2x	1x	1x	1x	1x	1x	2x	1x	1x	0.5x	1x
STEEL	1x	1x	1x	1x	1x	2x	1x	1x	0.5x	0.5x	0.5x	1x	0.5x	1x	2x	1x	1x	2x
FIRE	1x	1x	1x	1x	1x	0.5x	2x	1x	2x	0.5x	0.5x	2x	1x	1x	2x	0.5x	1x	1x
WATER	1x	1x	1x	1x	2x	2x	1x	1x	1x	2x	0.5x	0.5x	1x	1x	1x	0.5x	1x	1x
GRASS	1x	1x	0.5x	0.5x	2x	2x	0.5x	1x	0.5x	0.5x	2x	0.5x	1x	1x	1x	0.5x	1x	1x
ELECTRIC	1x	1x	2x	1x	0x	1x	1x	1x	1x	1x	2x	0.5x	0.5x	1x	1x	0.5x	1x	1x
PSYCHIC	1x	2x	1x	2x	1x	1x	1x	1x	0.5x	1x	1x	1x	1x	0.5x	1x	1x	0x	1x
ICE	1x	1x	2x	1x	2x	1x	1x	1x	0.5x	0.5x	0.5x	2x	1x	1x	0.5x	2x	1x	1x
DRAGON	1x	1x	1x	1x	1x	1x	1x	1x	0.5x	1x	1x	1x	1x	1x	1x	2x	1x	0x
DARK	1x	0.5x	1x	1x	1x	1x	1x	2x	1x	1x	1x	1x	1x	2x	1x	1x	0.5x	0.5x
FAIRY	1x	2x	1x	0.5x	1x	1x	1x	1x	0.5x	0.5x	1x	1x	1x	1x	1x	2x	2x	1x

VG247.com

13



Soorten spelconcepten



Gamification



Serious games



Gezelschapsspel

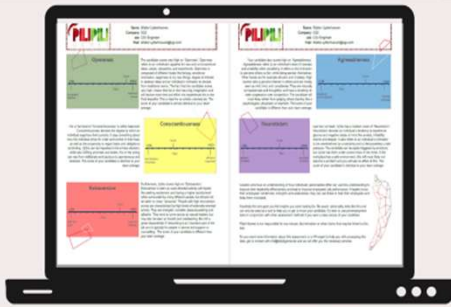


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Soorten spelconcepten



Gamification



Serious games



Gezelschapsspel



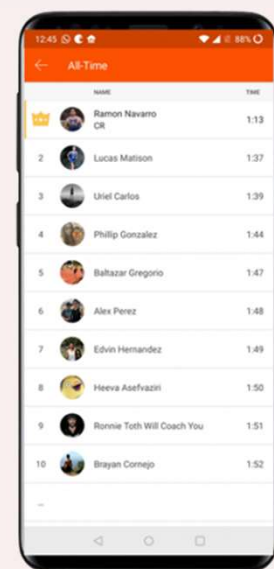
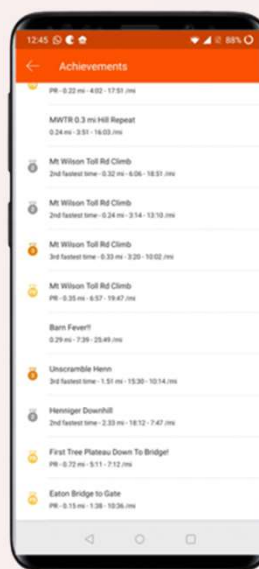
15

EXAMPLE

Gamification
Strava



Goed voorbeeld



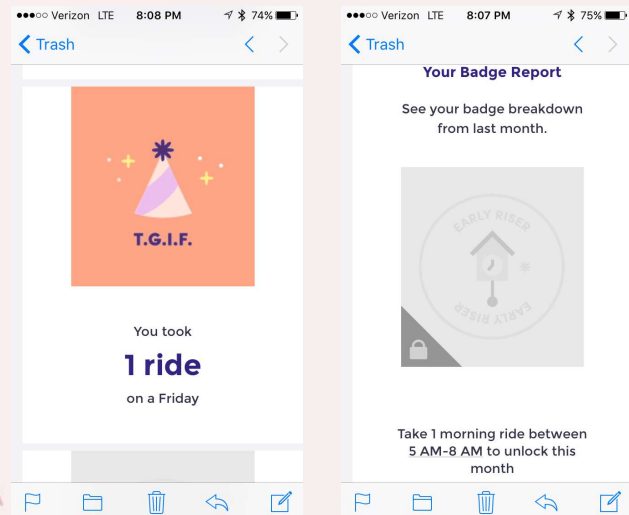
16

EXAMPLE

Gamification

Lyft

Slecht voorbeeld 



17

EXAMPLE

Gamification

Bosch

People Analytics The Bosch Way Gamification: Scorecard

Activity	Your Status	Target	% Complete
Participate in telecons to learn from and share with other HRBPs	3	5	60%
Discuss workforce challenges with your top business leader	Complete	Complete	100%
Contribute in online forums	2	6	33%
Etc....			100%



8 PEOPLE ANALYTICS | 2020-09-20
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 BOSCH

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Soorten spelconcepten

 Gamification



 Serious games



 Gezelschapsspel



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EXAMPLE

Serious games



← Goed voorbeeld

Slecht voorbeeld →



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Serious games

Playing History 2 - Slave Trade

<https://www.youtube.com/watch?v=sLgueg-nHX4>



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Serious games

Siemens



22

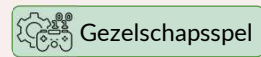
Soorten spelconcepten



Gamification



Serious games



Gezelschapsspel



23

EXAMPLE

Gezelschapsspel

24

Kerndrijfveren: Octalysis



Source: <https://www.talentlms.com/blog/gamification-survey-results/>



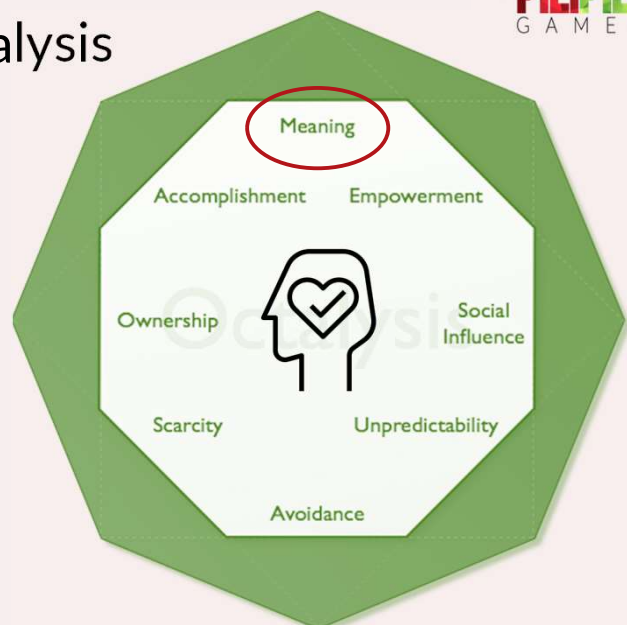
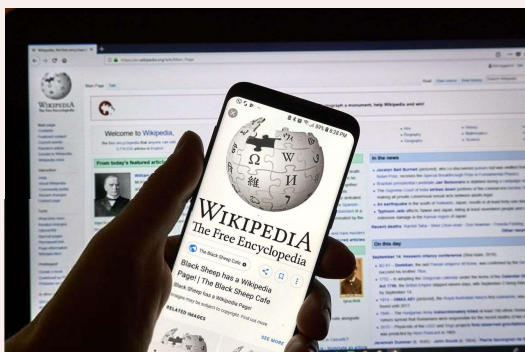
Credits: Yu-Kai Chou

25

Kerndrijfveren: Octalysis



1. Epic Meaning and Calling

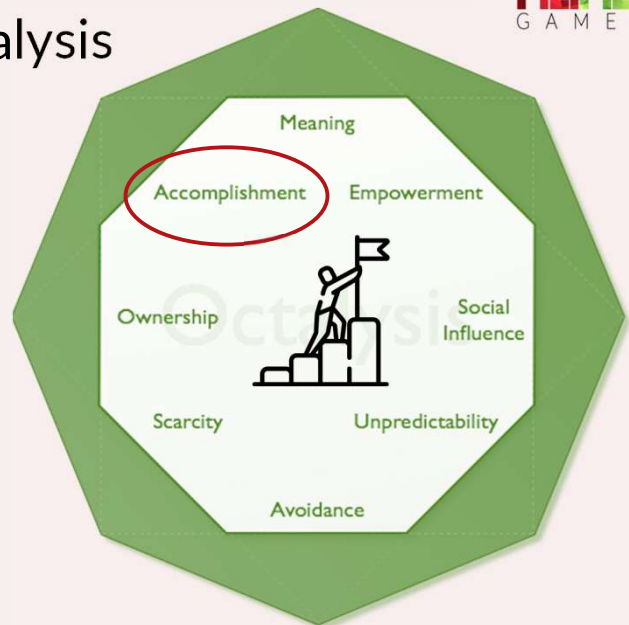
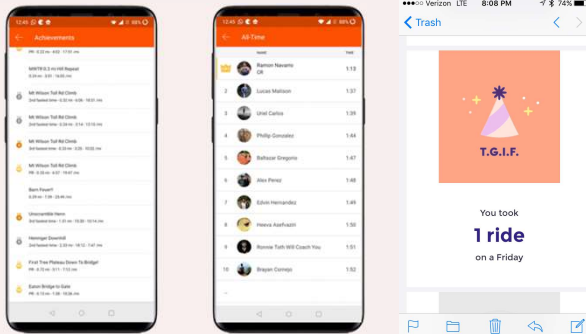


26

Kerndrijfveren: Octalysis



2. Development and Accomplishment

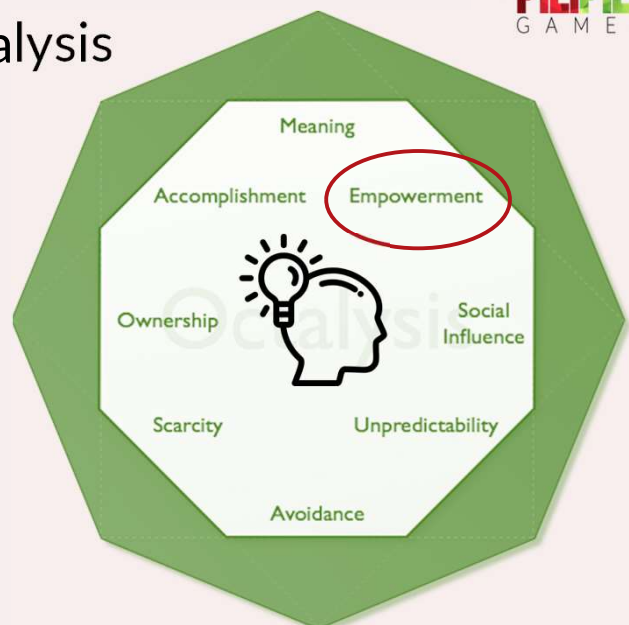


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Kerndrijfveren: Octalysis



3. Empowerment of Creativity

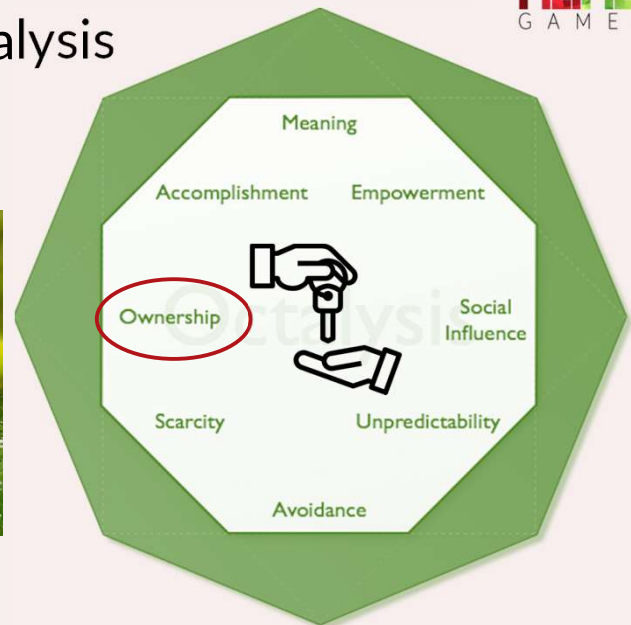


28

Kerndrijfveren: Octalysis



4. Ownership and Possession

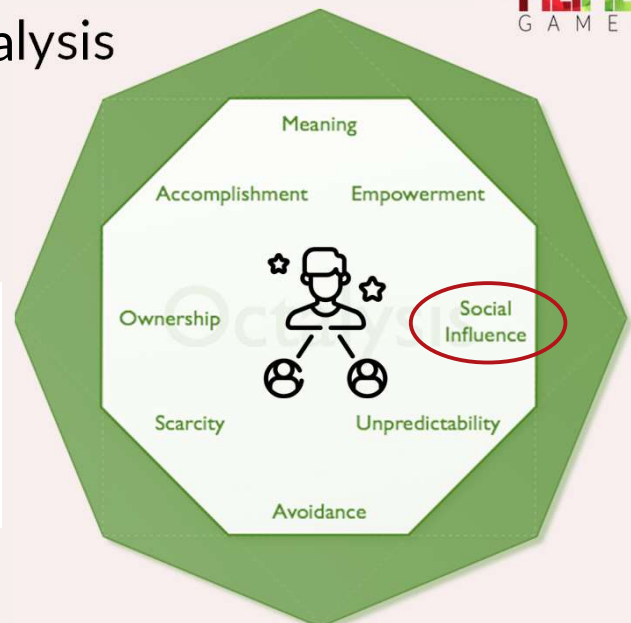


29

Kerndrijfveren: Octalysis



5. Social Influence and Relatedness

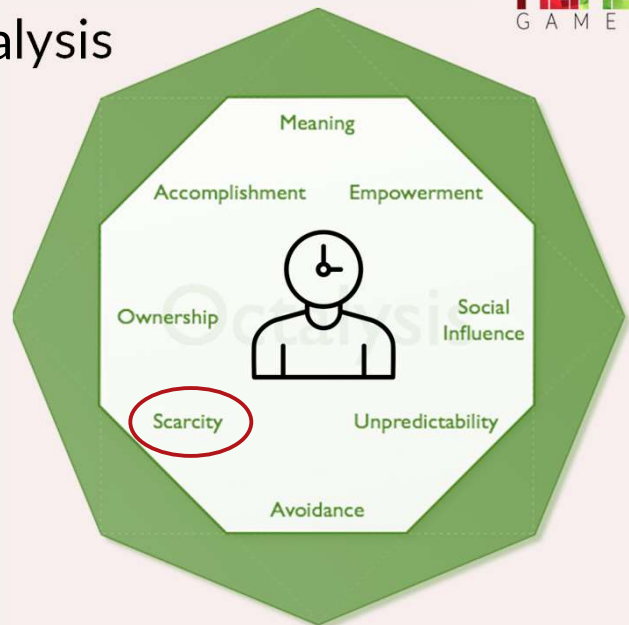


30

Kerndrijfveren: Octalysis



6. Scarcity and Impatience

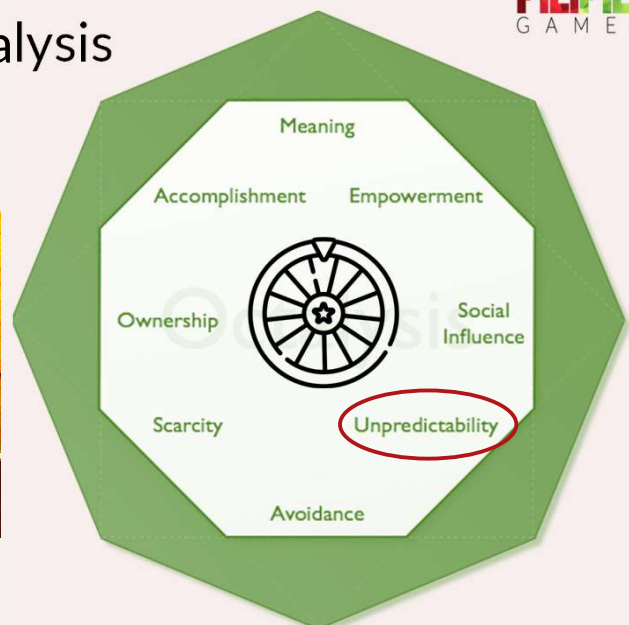


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Kerndrijfveren: Octalysis



7. Unpredictability and Curiosity

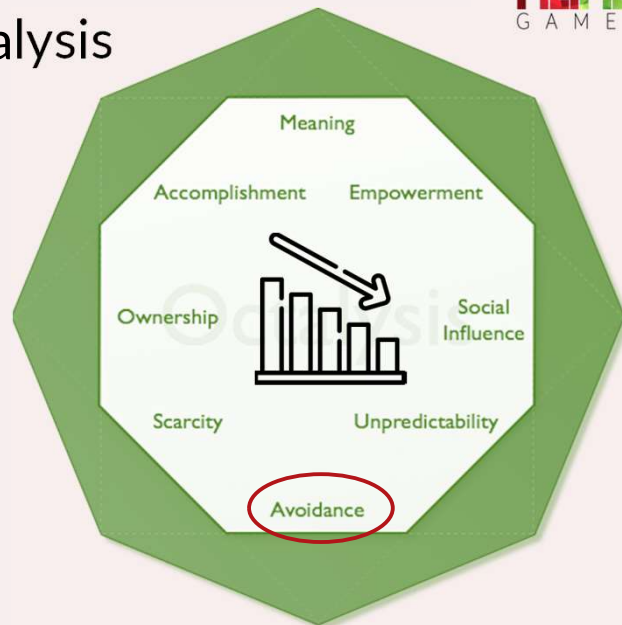


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Kerndrijfveren: Octalysis

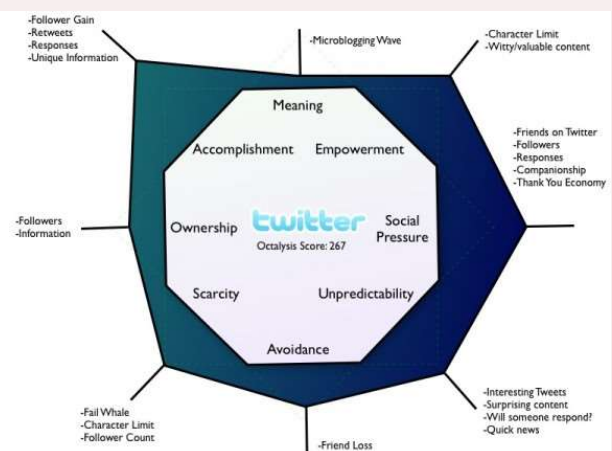
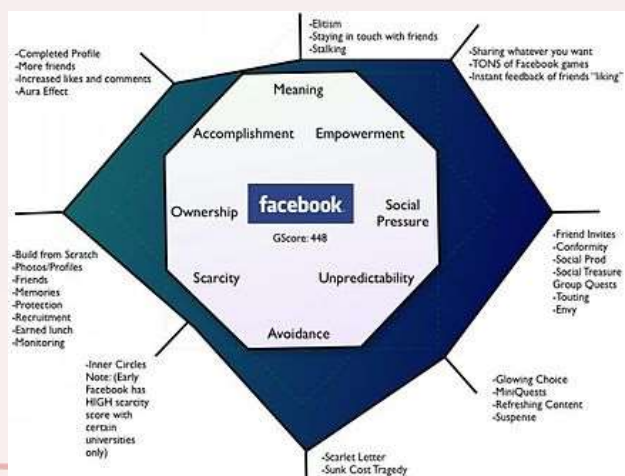
8. Loss and Avoidance

FARMVILLE™



33

Kerndrijfveren: Octalysis



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Feedback: PAUW

Progressie

Actie



Weerklank

Uitdaging

35



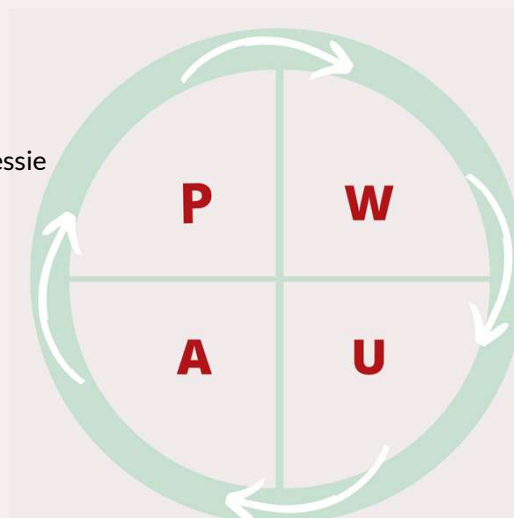
Feedback: PAUW

#3
Progressie

#4
Weerklank

#2
Actie

#1 START
Uitdaging



36

Games als oplossing

Deloitte.



- | | |
|--|---|
| <ul style="list-style-type: none"> • Probleem <ul style="list-style-type: none"> • Training voor leidinggevenden werd vaak niet afgerond • Oplossing <ul style="list-style-type: none"> • Toevoegen van badges, leaderboards en status symbolen die iedereen kon zien voor het afronden van de training • Resultaat <ul style="list-style-type: none"> • 50% reductie van tijd tot certificering | <ul style="list-style-type: none"> • Probleem <ul style="list-style-type: none"> • 50% van alle CRM-implementaties mislukken • Oplossing <ul style="list-style-type: none"> • Big Game Hunter programma om het gebruik en engagement te verhogen • Resultaat <ul style="list-style-type: none"> • Compliance steeg met meer dan 40% |
|--|---|

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Hulp nodig?

Spelarchitecten

Advies voor jouw concept

Jouw concept gamificeren

Zie je het groter?
Samen project starten

Voor ieder wat wils dus!



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Contactgegevens

Heb je nog extra vragen of is er nog iets niet helemaal duidelijk? Contacteer ons!



pieterjan@pilipilgames.be



+32 485 93 46 92



pilipilgames.be



@pilipili.games



@pilipilgames



@pilipili-games

