SERIOUSLY ADDING FUN – THE NEXT LEVEL IN BUSINESS APPLICATION DESIGN
YOUR TAKEAWAY

Difference between „Beating a game“ and „Creating solutions in the business context“?
  Can be almost = 0

Can a business software increase productivity using gamedesign?
  YES

Is applying gamification to my company applications simple?
  Unfortunately not.

What do I need to increase productivity?
  Think like a gamedesigner 😊

... Challenge accepted.
CRYTEK, COMPANY HIGHLIGHTS

• Making CryENGINE as Game industry’s most advanced and versatile development platform with blue chip licensing customers

• Highest rated (average 86 MC) and leading independent developer of interactive entertainment

• Successful franchise and strong pipeline of online multiplayer and next-gen titles

• Significant growth opportunities in other verticals utilizing existing technology platform

• 12th of Top 100 most desired employer in Germany among German computer graphics and engineering graduates
COMPANY FACTS

• Founded in 1999 by Cevat, Avni and Faruk Yerli

• Headquartered in Frankfurt, Germany with 9 other offices worldwide and English as global office language

• One of largest independent development companies with 800 employees from 40+ nations

• Developer and owner of multiple franchises including the hit franchise Crysis

• Developer and owner of CryENGINE, world’s most advanced integrated real-time 3D multi-platform game engine for online & mobile, simulation, education, film and TV
MOST ADVANCED DEVELOPMENT ENGINE
Key Features

- High performance console and PC engine
- Advanced rendering solutions for console lighting, shadows and shading effects
- All-in-one engine: AI, physics, animation, audio, scripting; incorporated, no need for middleware
- Stereoscopic 3D built in

Real Time, All The Time

- The only 100% real time toolset
- Online Real-Time and Collaboration Tools
- Enables faster development
- Instant feedback and alteration
- Increases productivity and quality
- Reduces cost and risks of development

Business Model

- Free trial for evaluation
- Upfront payment and royalties (option for royalty buyout) for full licensing
- Per game licenses and company licenses
- Annual fee for platinum support option
LEVELING UP YOUR WORK ENVIRONMENT
GAME DESIGN 101

WHAT IS GAME DESIGN?

• **Interactive** “story telling”

• **Interactive** challenges (get in the “flow”)

• Direct focus on the customer, the gamer

• Creation of

  – Game rules system

  – Game content (environment, story, characters, theme)

  – User Interface

➤ Create a fun and challenging experience
OUR GOALS

WHY ARE WE RESEARCHING „WORKING WITH FUN“?

- We want people to enjoy their work
- Persuasive design and positive user adoption
- People should be allowed to have fun while working
- Motivation at work can spread in the office
- User performance increases

.....Is there a magic key?
Human play behavior, our “tasks”

- Seeking novelty
- Challenging yourself
- Express yourself
- Think creatively
- Explore yourself
- Goof around
- Do things the hard way
- Questioning the given
- Network

➡️ PROBLEM SOLVING
➡️ IMPROVE LEARNING
➡️ Learning is experiencing new paths
➡️ Playing produces pleasure and is rewarding in itself
OPPOSITE OF PLAY?

→ WORK?

NO!!!

→ Opposite of PLAY is Depression
What the user will like:

- Increase Transparency
- Self Direction
- Collaboration
- Focus on Results

Rediscover play, and have fun!
How can an application help?

• Reduce the information on screen to a minimum
• Put all information into a meaningful context
• Group similar information to visualize “neighbouring “data
• Access more information by navigating a “data space”
• Visualize information in 3D, as known objects
• Any data change gives a visual feedback
• Intuitive “undo”
• Any task is a challenge, always give it a goal to achieve, a reward to gain
SUMMARY

Applying Game User experience to Business software

It's about game functionality (not game looks)

Get rid of all obstacles between the tool and the user => intuitive interface

Support the user with (only) everything he needs => persuasive interface