

### Intern Requirement

|                                   |  |
|-----------------------------------|--|
| No. of students required          | 2  |
| Preferred Discipline              | <ul style="list-style-type: none"><li>• Computer Science/Engineering</li><li>• Information Technology</li></ul>  |
| Prerequisites/<br>Skills Required | <ul style="list-style-type: none"><li>• Preferably some exposure to gamification through existing websites/mobile applications such as Foursquare, Stack Overflow or Wowhead</li><li>• Experience with developing web applications</li></ul> |

### Project Details

|                                   |   |
|-----------------------------------|---|
| Title                             | Gamification – Using Game-design Elements in Non-gaming Contexts  |
| Overview/Background               | <p>In recent years, gamification has become prominent as a tool to utilize game mechanics for non-game applications, particularly consumer-oriented web and mobile sites. Apart from encouraging people to adopt the applications, it also strives to encourage users to engage in behaviour considered desirable by the applications.</p> <p>With the enormous amount of data that is processed by our systems, there is a pressing need for a tool such as gamification that will help guide users towards adopting desirable behaviour in order to achieve optimal usage patterns for our systems as well as to increase user satisfaction and engagement.</p>   |
| Objectives/Scope/<br>Deliverables | <p>In this project, the intern will</p> <ol style="list-style-type: none"><li>1. Evaluate the functionality of existing systems to identify metrics that can be tracked and gamified, in order to inculcate proper user behaviour and to encourage users to use advanced features. For example, this might be the number of times a user searches for information in a day, the number of times advanced system features are used and the precision of the users' search queries</li><li>2. Identify appropriate ways in which gamification can be implemented, e.g. achievement badges, leader boards, progress bars or virtual currency</li><li>3. Identify measures which can be put in place to prevent users from exploiting the gamification system</li><li>4. Identify steps to be taken to encourage users to participate in the gamification process</li><li>5. Develop a working prototype that is an offshoot of an existing in-house system with built-in gamification features</li></ol> |
| Project Duration                  | 2-4 months  |