

GamFed Newsletter (May 3)

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GamFed Gyan #2

Interview with Juan J. F. Valera Mariscal





It is hard to classify Juan J. F. Valera Mariscal (GamFed Ambassador, Spain). He is a psychologist by education and can speak on the subject with authority. He is a teacher at heart who can explain the most complex concepts with compassion and a smile on his face. His interest in and knowledge of gamification is clearly visible. He is a designer, an artist, and even a musician. Knowing his busy schedule, I requested him for half an hour, but he generously spoke for close to an hour and a half, sharing laughs as frequently as ideas, talking about his journey as a trainer, his work in gamification, and his belief that gamification first and foremost must be ethical.

[Read the interview here](#)



First-hand experience of why gamification projects fail and what could be done about it | Research Paper

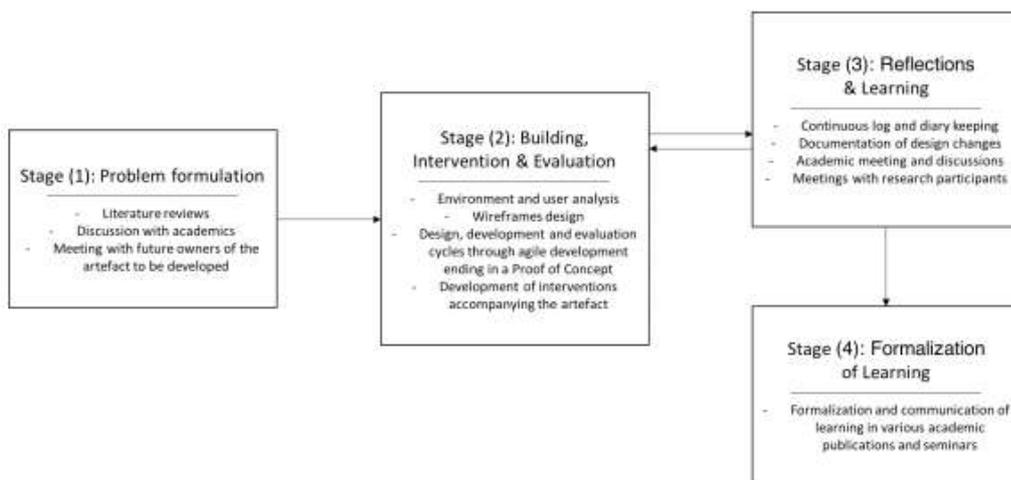


Figure 1: Action Design Research (ADR) approach followed

This paper presents the case of MANGO: a project to design a gamified e-participation tool through Action Design Research (ADR). The paper reflects on the challenges of gamification design and development and possible strategies to address them. It additionally reflects on the ADR process; an under-utilized and hence possibly a superficially understood approach to gamification research. The paper is hence a guide for researchers and practitioners as to possible challenges they can face with gamification research and design and how to counteract them. Paper authored by [Lobna Hassan](#), [Dr. Benedikt Morschheuser](#) (GamFed member), [Nader Alexan](#), and [Juho Hamari](#).

[Read the paper here](#)



Emotional Intelligence Meetup | Gamification+



Gamification+ lead by GamFed member **Kira Downer** hosted their latest meetup on April 23rd with [Céline Berger](#). She has over 20 years' experience in gamification and her most recent creation focuses on bringing the skills of emotional intelligence to the masses.

[Check out 'Name it to tame it', a serious game to improve team alignment & performance](#)

SITS Speaker Q&A | Sabrina Bruehwiler



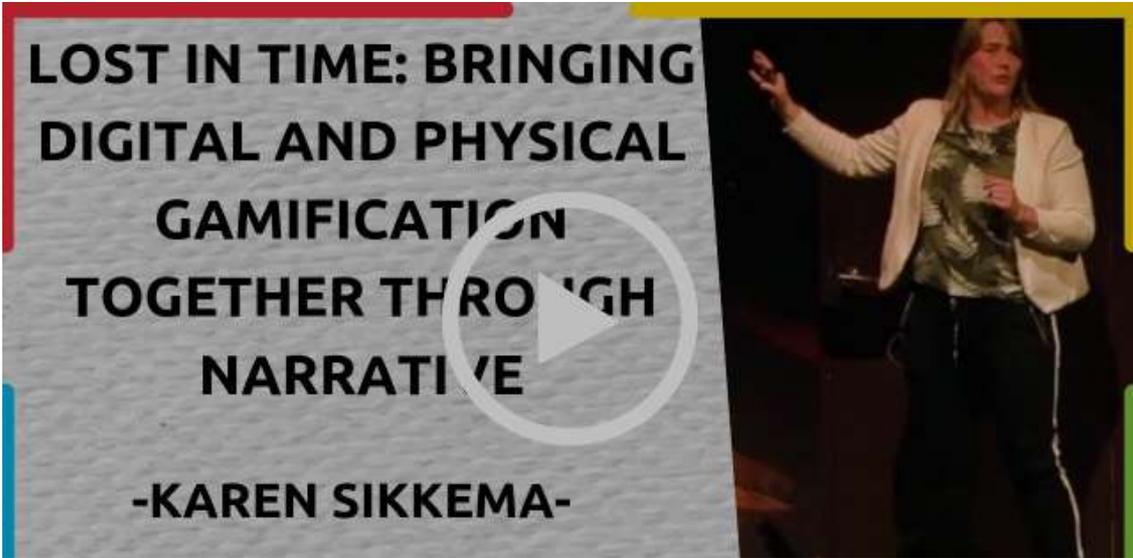


Sabrina Bruehwiler's session on 'Octalysis Gamification: The Magic Potion to supercharge your IT support team' took place at 10.30am on Wednesday, 1st May. SITS19 - The Service Desk and IT Support Show, is the UK's Leading Exhibition and Conference for ITSM professionals. Sabrina is a gamification consultant and GamFed Ambassador (Marketing).

[Read a little about Sabrina's session in this interview](#)

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Lost in time: Bringing Digital and Physical Gamification Together Through Narrative | Karen Sikkema | Gamification Europe



This talk outlines the main design principles for designing a digital game that will be played in a physical space by people on their own or in teams. Lost in Time is a game designed for the cities of Utrecht and Amsterdam and Karen Sikkema uses it as a case study to teach us tips and tricks for designing interactive experiences, her design process, and learnings of what went well and what went wrong.

[Watch the talk.](#)

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GamFed Gyan - Interview series with GamFed members



Gyan is an Indian word for knowledge. GamFed has members who are not only passionate but also very knowledgeable about gamification. So in this section we interview members, find out what cool stuff they are working on, get them to share their insights, and their ideas to build a stronger gamification industry.

Every week will feature hints to the next interviewee. **This week's hint** - An award-winning under-graduate, she is one of the youngest members of GamFed and an organizer of the Gamification Europe conference.

[Tell us your guess on Facebook](#)

[Create some buzz on Twitter](#)

[Or share on Slack for a community that "Slacks" together stays together](#)



News from beyond GamFed...

How playing board games made me a better product designer | Jenn Lu Colker



1. What will be remembered? Are there any negative or positive experiences that can be the most salient memory of the experience?
2. What is the user's state of mind from start to finish? Do they arrive stressed or relaxed? What can be done to improve their emotional state?
3. Do we want the user to come back? What is the story they will tell their friends about their experience, which ultimately reflects the company?

The next time you play a board game, ask yourself these questions as you think about the UX of the game itself and see what you observe advises Jenn Lu Colker.

[I want to be a better product designer now](#)

News from beyond GamFed...

Market Research, Games, Gamification and Betty Adamou | Episode 079 | Professor Game Podcast



Betty Adamou is the Founder of Research Through Gaming, Author of Games and Gamification in Market Research (Kogan Page Publishing, 2019), and a serious game designer specializing in market research and marketing. Adamou is the inventor of ResearchGames™ (a new research methodology) where she designs games as instruments for consumer research on behalf of Fortune 500 brands. Betty has been voted “1 of 7 women shaping the future of market research” and is a multi-award winning entrepreneur and innovator, including the NGMR Disruptive Innovator and Enfield Entrepreneur of the Year awards.

[Learn more about Betty's methodology.](#)

Happy Birthday and Have a Wonderful Year Ahead!





On behalf of all the members of GamFed, belated birthday wishes, **Sandra!**
Here's wishing you a wonderful year ahead.
Sandra who is the co-founder of GamUp and the Secretary & Content Lead for
GamFed (Egypt) celebrated her birthday on **April 30th**.



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