

# Design Innovation Centre, HUB

## One Page Report Gamification in UX Design

### Gamification in UX Design

**Date:** 27<sup>th</sup> April 2020  
**Time:** 05:00 pm Onward

**Expert Name:** Mrs. Lavina Utamani Sharma

**Registration Link:**  
[bit.ly/GTU-dTalk](http://bit.ly/GTU-dTalk)

**No. Of Registration:** 155  
**No. of Participants:** 65

The session started by Mr. Parth Sejal to addressing all the students and faculties. Ms. Lavina Utamani Sharma was a speaker of the webinar. Her topic was gamification in UX Design. First of all, Ms. Lavina Utamani Sharma explained meaning of gamification: Gamification is a technique where designers insert gameplay elements in non-gaming settings so as to enhance user engagement with a product or service. By weaving suitably fun features such as leader boards and badges into an existing system, designers tap users' intrinsic motivations so they enjoy using it. Moving further, Ms. Lavina Utamani Sharma gave examples of some application including her own application using gamification. There are 3 Easy Ways to Gamify Your UX. After that there were question - answer session between Audience and Speaker.

#### Brochure:

GTU Design Innovation Centre  
ESTD - 1987

Presents  
**Webinar on**  
**Gamification in UX Design**

**Speaker**  
**MRS. LAVINA UTAMANI SHARMA**  
DESIGN THINKER | MAKER | EDUCATOR | DESIGN LOVER

Founder, CEO - The Design Way  
Design Educator UX - Imagin XP  
Ex. Creative Director - Maker Mela,  
Product Designer - SmartLogic Inc

Register: [bit.ly/GTU-dTalk](http://bit.ly/GTU-dTalk)

27<sup>th</sup> April 2020  
Monday, 05:00 PM India

In association with:  
SSIP | i-Hub (A Government of Gujarat Initiative) | SmartHub

Join us,  
Save the date.

#### Event Photo:

Zoom Meeting  
Gamification in UX Design

Most of them...

1. Don't understand your product
2. Forget to use it over time
3. Discover other apps to replace it

Chat window:  
Parth Sejal  
Lavina Utamani