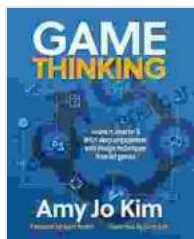


# Innovate Smarter: Drive Deep Engagement with Design Techniques from Hit Games



**Game Thinking: Innovate smarter & drive deep engagement with design techniques from hit games**

by Amy Jo Kim

★★★★☆ 4.5 out of 5

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In the ever-evolving landscape of business, innovation is not just a buzzword—it's a key driver of success.

But how do you innovate in a way that truly resonates with your audience and drives deep engagement?

One powerful source of inspiration can be found in the world of video games. Hit games like World of Warcraft, Fortnite, and Candy Crush have mastered the art of keeping players engaged for hours on end. And they do this not by sheer luck or coincidence, but by carefully applying design techniques that tap into our deepest motivations.

In this article, we'll explore how you can apply these same techniques to your own business to drive deep engagement and fuel innovation.

## **The Power of Game Mechanics**

At the core of any hit game are its mechanics—the rules that govern gameplay and determine how players interact with the experience.

Well-designed game mechanics can create a sense of challenge, accomplishment, and reward that keeps players motivated and engaged.

For example, the leveling system in *World of Warcraft* rewards players for completing quests and defeating enemies. Each level they gain gives them access to new abilities and challenges, creating a constant sense of progression and accomplishment.

You can apply this same principle to your own business by creating clear goals, milestones, and rewards for your customers. This will help them stay motivated and engaged as they work towards achieving their desired outcomes.

## **Intrinsic Motivation**

One of the most important factors in driving deep engagement is intrinsic motivation—the desire to engage in an activity for its own sake.

Hit games often tap into intrinsic motivation by creating experiences that are challenging, engaging, and rewarding.

For example, *Candy Crush* is a simple game but it's incredibly addictive because it's challenging, yet achievable. Each level presents a new puzzle

that requires players to think strategically and use their skills to overcome.

You can apply this principle to your own business by creating products and services that are not only useful, but also enjoyable to use. This will help you build a loyal customer base that is genuinely engaged with your brand.

## **Social Engagement**

Social interaction is a powerful motivator that can drive engagement and innovation.

Hit games like Fortnite and Minecraft encourage players to interact with each other, forming teams, competing against each other, and sharing their experiences.

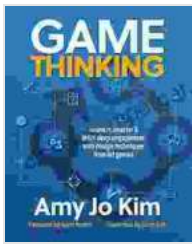
This social engagement creates a sense of community and belonging that keeps players coming back for more.

You can apply this principle to your own business by creating opportunities for your customers to interact with each other. This could include online forums, social media groups, or even in-person events.

By applying design techniques from hit games, you can drive deep engagement, fuel innovation, and build a loyal customer base.

Remember, the key is to create experiences that are challenging, engaging, rewarding, and social.

When you do this, you'll create products and services that people love to use and that will keep them coming back for more.

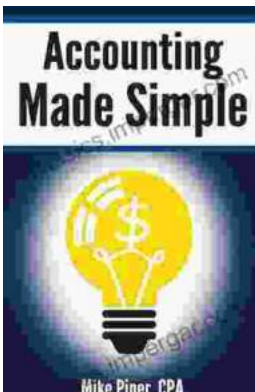


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