



Narrative is Key

Tuesday 19 June 2018, 9:00am - 17:00pm
Broadway House Tothill Street London SW1H 9NQ



Description

In this workshop, Melinda Jacobs of Subatomic will show you how to find and define the narrative of your experience and design the journey of your user.

What's the story you're telling?
What's the process (journey) you're facilitating?

Aim of this workshop is to help you understand why games create states of flow, and what is the role, of the games' narrative to create successful engagement.

Course takeaways for all delegates

- **HIGH** Value Checklist to Build Your Own Successful Gamification Project (worth £250)
- **COMPLIMENTARY** 30-day Online Follow-Up Consultation with Trainer (worth £300)

[**CLICK HERE TO
REGISTER**](#)



Facilitated by Melinda Jacobs

Melinda S. Jacobs, M.A., is an entrepreneur, gamification & UX strategist, and international speaker, specializing in changing behaviour through play and games. She started consulting and creating digital experiences for companies in 2011 and based on this passion she founded her own company Subatomic (subatomic.nl). She is an international speaker on gamification, games, user psychology, and narrative and has spoken at events such as Festival of Games, Gamification World, UPRISE, and Gamification Europe.

Melinda is active in her research on how to create behaviour change through gamification and games. Her research has been published in peer-reviewed literature and she frequently gives workshops based on her work. She is a member of the review board for the Journal of Games and Virtual Worlds and the IJGBL and continues to give guest lectures at colleges and universities across the Netherlands.

Who is this workshop for?

Anyone that is interested in adding or improving the narrative in their product – customer service.

You should come if you have an idea for/are building an experience and want to delve deeper into engaging your user. You want to understand what's important to consider - even if you will not design it yourself - when thinking about the behaviour of your user and the success of your design.

You are a practitioner who wants to design experiences that are engaging for your customers. You want to learn about a framework you can use for using gamification/game-inspired practice in your design.

Venue



Broadway House is an impressive Edwardian style conference venue in London located at the heart of Westminster directly opposite St James's Park tube station. The venue is AIM GOLD accredited, the industry national standard for quality of service and facilities you can expect to find.



Narrative is Key

[CLICK HERE TO REGISTER](#)

DAY 1

08:30 - 09:00

Registration & Coffee

Level 1: What's a narrative?

Melinda will introduce the workshop and aim of the program. What's a narrative? What's an experience, and how is it different from a user journey or process?

10:30 to 11:00

Coffee Break

Level 2: Finding your Narrative

Participants will learn about and find their narrative. They will break into groups and share their story they are telling with each other and get feedback.

12:30 to 13:30

Lunch Break

Level 3: Finding your Journey

Participants will learn how to map out their most basic journey. We'll identify barter points: points in your journey where you need something from the user (or vice-versa). We'll talk about why understanding barter is crucial to good design, and expand on this in the afternoon sessions.

15:00 to 15:30

Coffee Break

Level 4: What is flow

What is flow, and why do we want the user to enter a state of it.

Level 5: Challenges, Pitfalls, (Missed) Opportunities, and Boosts

We'll go through each component one by one, explain how it relates to the journey, the narrative, and overall engagement. We'll discuss how to design for it, and what design tools we can use to remedy these moments.