



# Drive & Reward Learning Behavior with Adobe Captivate Prime

Use Gamification to engage & motivate learners towards rapid & effective training completions.



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## Why use Gamification?

To drive employee training in an organization is a task replete with hurdles. A major challenge is engaging and motivating learners. Simply enrolling learners in various Trainings is never enough. It is necessary to see them through from start to finish, within a set time frame, to ensure completion.

## Engage and motivate your learners

An interactive UI with custom branding and personalization does attract learners, but when you add elements of competition and reinforcement of desired behaviors, it can boost learner engagement and motivation.

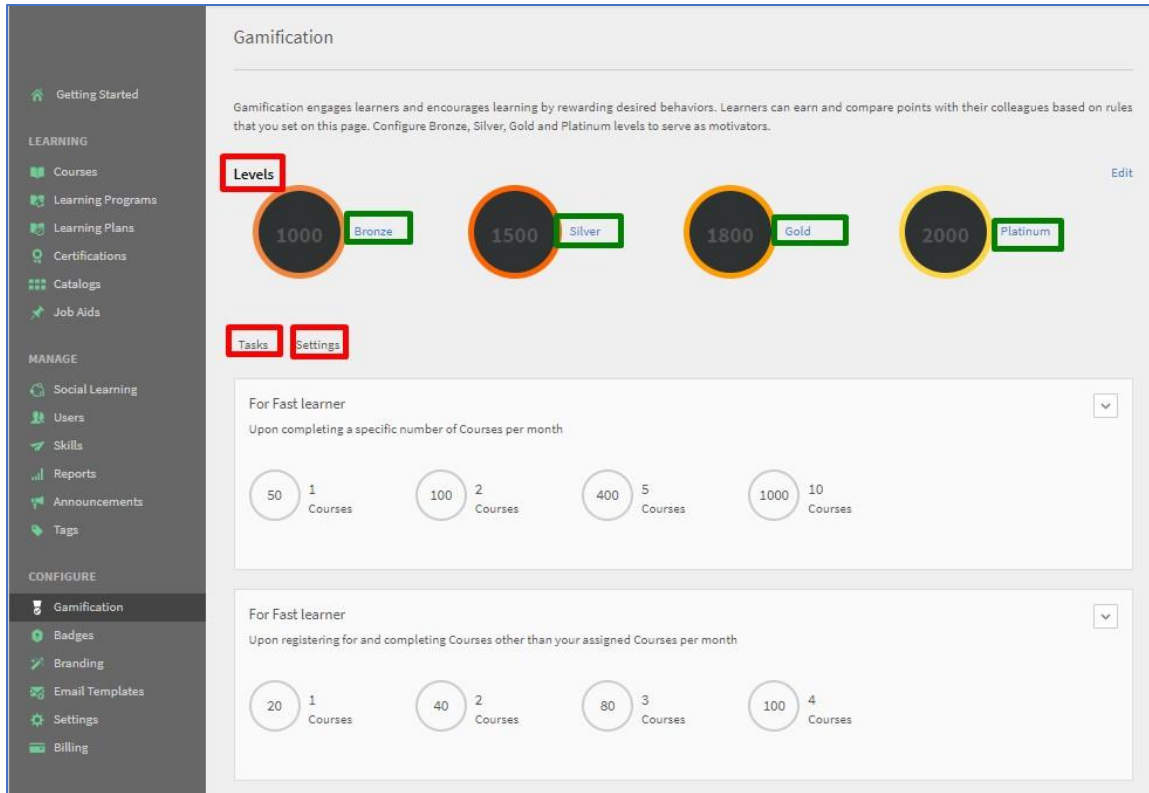
Research shows that there are several learning behaviors that, when reinforced, help learners achieve their goals as well as effectively retain their learning. With Adobe Captivate Prime (referred to as Prime through this document) you can pick and choose from a list of behaviors you wish to reinforce in your learners and accordingly enable and reward them with points as learners consume Trainings. You can decide which behavior merits how many points and if you don't want everyone in the same game, you can conveniently define your audience.

## Gamification in Adobe Captivate Prime

Gamification in Prime is the use of game thinking or mechanics to engage and motivate learners to achieve and complete Trainings in the LMS. When you enable Gamification in Prime, there are behavioral tasks associated with every Training consumed. A learner can see on their Leaderboard what they need to do to gain more points and move ahead. Ignite the spirit of competition through awarding points at every turn and keep learners engaged and alert. Behaviors include upskilling, fast learning, early completion, high scores and more. Reward learners and reinforce these behaviors so that learners are more likely to repeat them towards achieving training goals.

Gamification involves:

- Selecting behavioral tasks that will earn points.
- Setting the scope of Gamification, i.e. who it applies to in the LMS.
- Deciding how many points gets learners to the various levels of Bronze, Silver, Gold and Platinum.



**Gamification**

Gamification engages learners and encourages learning by rewarding desired behaviors. Learners can earn and compare points with their colleagues based on rules that you set on this page. Configure Bronze, Silver, Gold and Platinum levels to serve as motivators.

**Levels** Edit

| Level    | Points |
|----------|--------|
| Bronze   | 1000   |
| Silver   | 1500   |
| Gold     | 1800   |
| Platinum | 2000   |

**Tasks** **Settings**

**For Fast learner** ▼

Upon completing a specific number of Courses per month

| Points | Courses |
|--------|---------|
| 50     | 1       |
| 100    | 2       |
| 400    | 5       |
| 1000   | 10      |

**For Fast learner** ▼

Upon registering for and completing Courses other than your assigned Courses per month

| Points | Courses |
|--------|---------|
| 20     | 1       |
| 40     | 2       |
| 80     | 3       |
| 100    | 4       |

## Behavioral tasks earn points in Prime

There are several tasks, each one tied to a learning behavior, that can earn points. The kinds of behaviors you can reward include:

- Fast learning:
  - Complete several courses in a specified timeframe\*.
  - Enroll in and complete courses other than those assigned in a specified timeframe\*.
- Self-driven learning:
  - Completing a set of self-enrolled courses in a specified timeframe\*.
- Skill achievement:
  - Achieving N number of Skills in a specified timeframe\*
  - Achieving N number of Skill Levels (for one Skill) within a set timeframe\*
- Referring to an earlier Training:
  - Going back to a bookmarked course within N days of course completion.
- Early completion:
  - Being among the first N learners to complete the course.

- Timely Completion:
  - Finishing the Course within N days.
- Comprehensive learning:
  - Consuming optional Training like Pework, Resources and Job Aids per set timeframe\*.

\* Timeframe = month, quarter or year.

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The psychologist Ebbinghaus in 1885 demonstrated through a series of tests that unless we revisit and therefore embed learning, human beings tend to forget learnt material in a matter of days.

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Note: You can award badges/ certificates to learners on completion of Courses. However, this is not points-based. [Learn more here.](#)

Note: If you want to use Gamification to motivate large cohorts of learners exclusively for a targeted and limited set of Trainings, Captivate Prime offers a separate [Gamification setup for Learning Programs.](#)

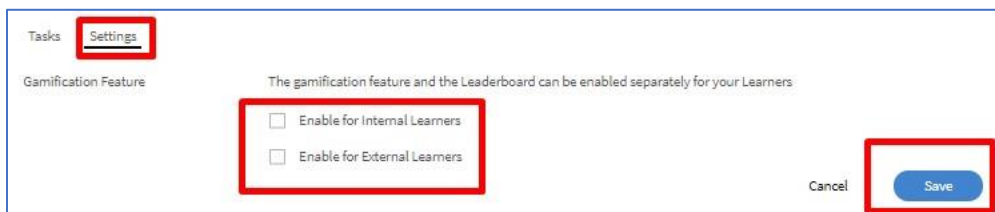
## Gamification Settings

Use **Settings** in Gamification to:

### Enable Gamification

Turn on Gamification in the LMS to enable the points system and apply it to Internal/External Learners in the LMS.

Read below to learn how to restrict your audience.



Tasks **Settings**

Gamification Feature

The gamification feature and the Leaderboard can be enabled separately for your Learners

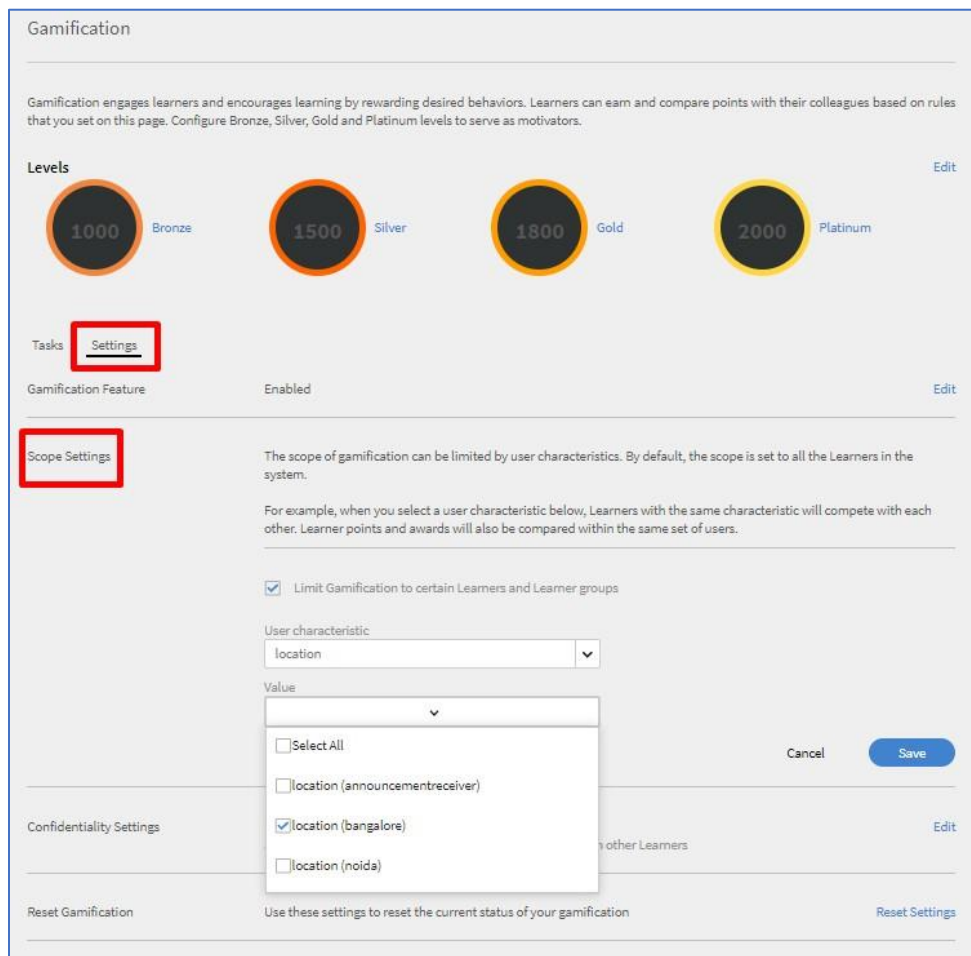
Enable for Internal Learners

Enable for External Learners

Cancel **Save**

## Define scope settings

Use this feature to limit who / which user groups in the LMS must be gamified. For example, if you want all people at Location X to be a part of this gamified training, you can limit the scope to that location. Therefore, only learners in the LMS who belong to Location X will see the leaderboard and be able to participate and compete.



**Gamification**

Gamification engages learners and encourages learning by rewarding desired behaviors. Learners can earn and compare points with their colleagues based on rules that you set on this page. Configure Bronze, Silver, Gold and Platinum levels to serve as motivators.

**Levels** Edit

- 1000 Bronze
- 1500 Silver
- 1800 Gold
- 2000 Platinum

**Tasks** Settings

Gamification Feature: Enabled Edit

**Scope Settings**

The scope of gamification can be limited by user characteristics. By default, the scope is set to all the Learners in the system.

For example, when you select a user characteristic below, Learners with the same characteristic will compete with each other. Learner points and awards will also be compared within the same set of users.

Limit Gamification to certain Learners and Learner groups

User characteristic: location

Value:

- Select All
- location (announcementreceiver)
- location (bangalore)
- location (noida)

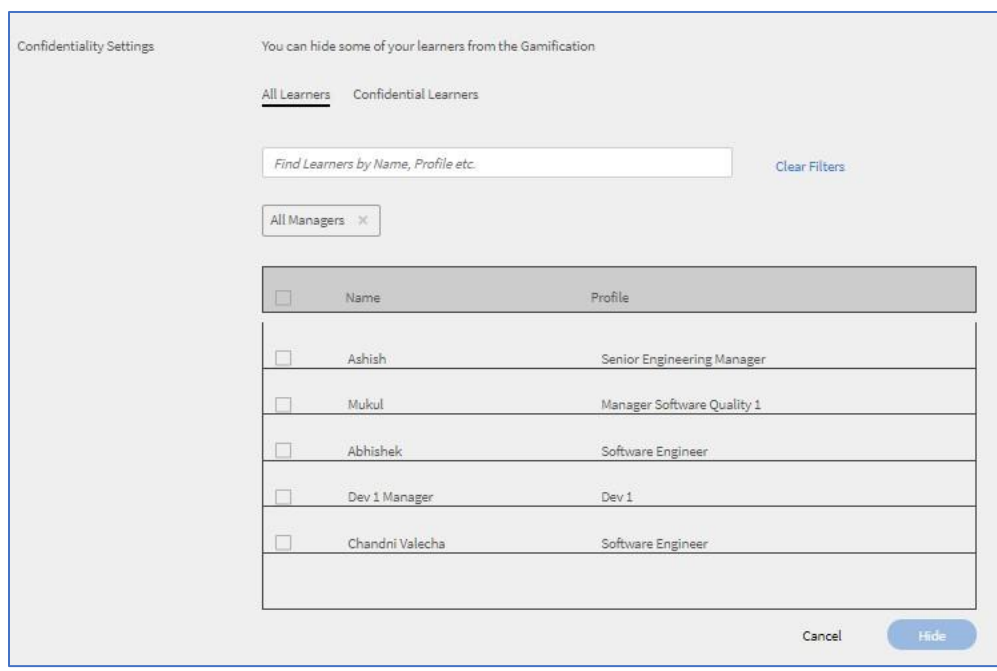
Cancel Save

Confidentiality Settings Edit

Reset Gamification Reset Settings

## Define confidentiality settings

If, for any reason, you want to leave some people out of the Gamification plan, you can do so using this feature. E.g you want to leave all managers out of it (see below). Select learners by name/profile/user group and make them "Confidential Learners".



Click on the **Confidential Learners** tab to see the learners on the confidential list.

Note:

- Confidential Learners will not appear on the Leaderboard.
- They will not be awarded any points once moved to the confidential list.
- If removed from the Confidential list, they will resume earning points from where they left off when marked as Confidential.

## Reset

This lets you reset Gamification to zero. The Reset feature lets you test Gamification for a few learners and, once you have the best strategy in place, reset and start over for defined groups/profiles/roles.

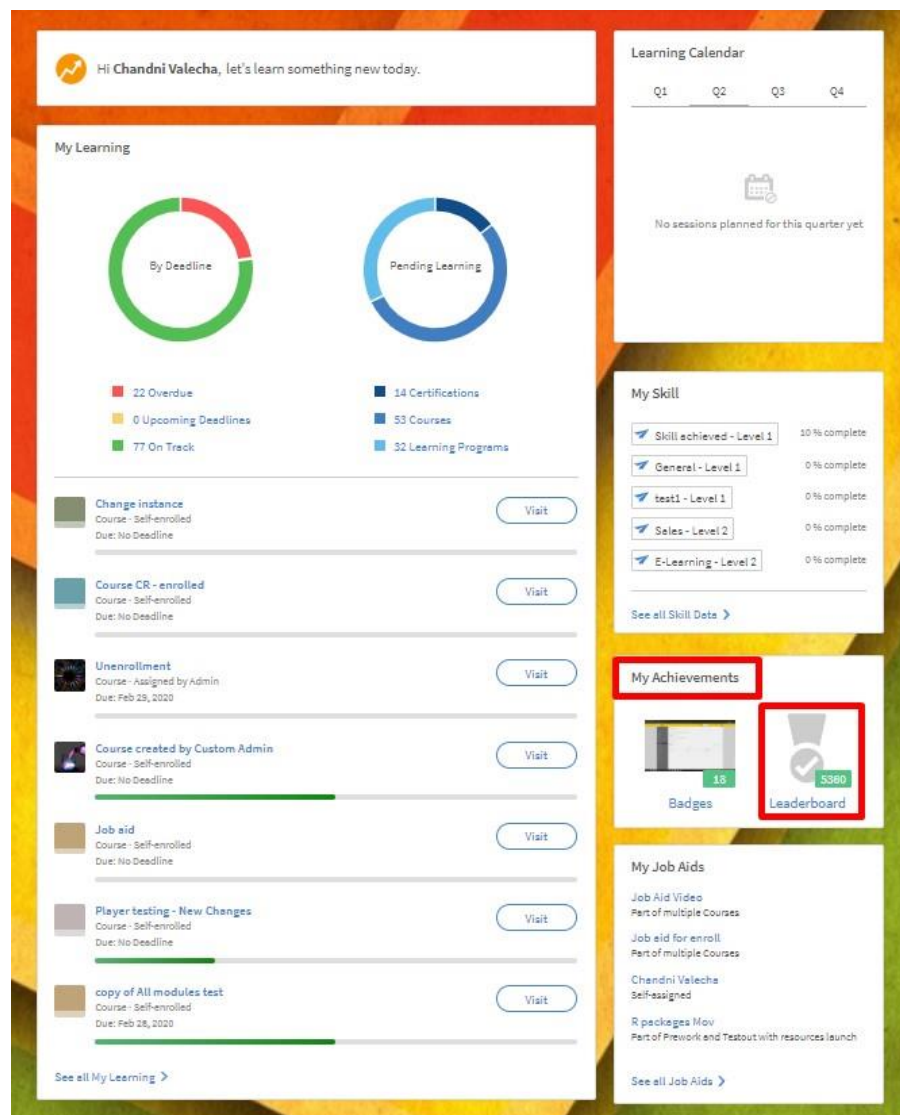
## Levels

Defined numbers of cumulative points allow learners to achieve **Levels**. You can configure these to suit your points system. The default Levels in the LMS are:

- Bronze = 1500 points
- Silver = 2500 points
- Gold = 3500 points
- Platinum = 5000 points

## Leaderboard

The Leaderboard constantly updates the number of points a learner earns. Learners can view this Leaderboard and see for themselves where they stand in relation to their colleagues, thus motivating them to compete and do better/learn more. You can see the leaderboard when you click on this icon in the **My Achievements** widget in the Learner App:



The Leaderboard lets learners see their ranks and where they stand in relation to each other. Hovering over the points in red shows what tasks learners have completed. The column on the right lists the behavioral tasks learners must accomplish to earn more points.

The **Timeline** on top is a graphic visualization of a learner's achievements according to Levels (Bronze, Silver, Gold, Platinum) achieved. A learner can click on the **+Add Colleagues** to add any colleague to the Timeline and see where they stand too.



The screenshot displays a gamification interface with a progress timeline at the top, ranging from Beginner 0 to Platinum 2000. A user's profile is shown at Platinum 5360. Below the timeline are two leaderboards: 'People around your Rank' and 'Rank List', both listing names and scores. To the right, a 'Tasks' section details point earning rules for various activities.

| Rank | Name            | Score |
|------|-----------------|-------|
| 1.   | Chandni Velecha | 5360  |
| 2.   | Ashwin          | 3780  |
| 3.   | Swami           | 3680  |
| 4.   | Abhishek        | 3190  |
| 5.   | Sirisha         | 2990  |
| 6.   | Avranil         | 2750  |
| 7.   | Mahak           | 2500  |
| 8.   | Ruchi           | 2500  |
| 9.   | Aman            | 2500  |
| 10.  | Newadmin        | 2500  |

| Rank | Name            | Score |
|------|-----------------|-------|
| 1.   | Chandni Velecha | 5360  |
| 2.   | Ashwin          | 3780  |
| 3.   | Swami           | 3680  |
| 4.   | Abhishek        | 3190  |
| 5.   | Sirisha         | 2990  |
| 6.   | Avranil         | 2750  |
| 7.   | Mahak           | 2500  |
| 8.   | Ruchi           | 2500  |
| 9.   | Sunil           | 2500  |
| 10.  | Aman            | 2500  |

**Tasks**

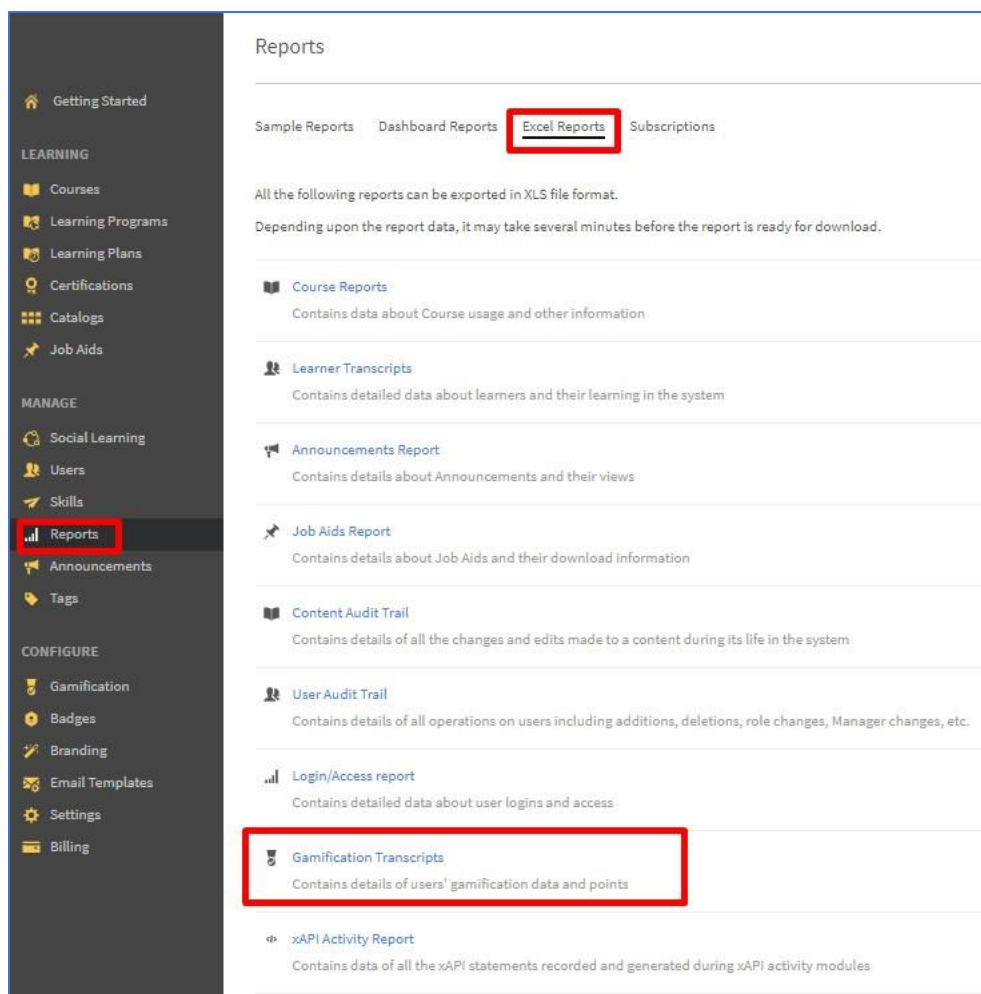
- Earn Points**: Every time you learn or achieve a Skill, you earn gamification points. See below for the number of points you earn for each achievement.
- Fast learner**: Upon completing a specific number of Courses: 50 for 1 Course, 100 for 2 Courses, 400 for 5 Courses, 1000 for 10 Courses.
- Other than your assigned Courses**: 20 for 1 Course, 40 for 2 Courses, 80 for 3 Courses, 100 for 4 Courses.
- Self driven**: Upon completing a set of self-enrolled Courses: 50 for 1 Course, 150 for 2 Courses.
- Up Skill**: Upon completing a specific number of Skills: 50 for 1 Skill, 100 for 2 Skills, 150 for 3 Skills, 300 for 4 Skills. Upon completing a specific Skill level: 50 for 1 Skill, 100 for 2 Skills, 150 for 3 Skills.
- REFERENCE**: 100 points for referring to a bookmarked Course 5 days after Course completion.
- Early completion**: 100 points for being in the first 30 learners to complete a Course.
- Timely completion**: 100 points for completing a Course in first 28 days.
- Comprehensive Learner**: Upon consuming optional training material like Prework, Resources and Job Aids: 20 for 1 Learning(s), 40 for 2 Learning(s), 80 for 3 Learning(s), 100 for 4 Learning(s).

← Timeline

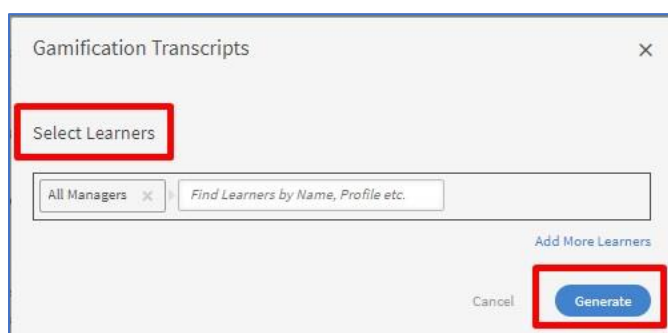
← Tasks

## Track Gamification

The Reports feature of the LMS enables you to track several aspects of training. You can access Gamification Transcripts for learners under the Excel Reports tab.



Select for whom/what role/group you want transcripts for:



You will receive a notification in the Admin app when your transcript is ready. The transcript is generated in an excel sheet format that includes all relevant fields.

| User Name         | User Email    | Total Points Scored | Fast Learner Points | Upskill Points | Reference Points | Self Driven Learner Points | Early Completion Points | Timely Completion Points | Completion Points | Completion Points | Comprehensive Learner Points | Playing Group | Current Level | Bronze A | Silver A | Gold A | Platinum | Manager  | user@state | profile   | location     | external  | abco    | hobby | DOI            |                |
|-------------------|---------------|---------------------|---------------------|----------------|------------------|----------------------------|-------------------------|--------------------------|-------------------|-------------------|------------------------------|---------------|---------------|----------|----------|--------|----------|----------|------------|-----------|--------------|-----------|---------|-------|----------------|----------------|
| nml jii           | todurkar+nji@ | 1330                | 500                 | 500            | 0                | 150                        | 0                       | 0                        | 100               | 80                | All Users                    | Platinum      | *****         | *****    | *****    | *****  | *****    | Abhishek | ACTIVE     | mlk       | do           | external  | a       | veev  | vdv            |                |
| Manash Handique   | handique+n    | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Abhishek | ACTIVE     | abo       |              |           |         |       |                |                |
| Shyama Praveen    | shyama@ab     | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | microsoft |              |           |         |       |                |                |
| Pavan Kumar       | pavankumar    | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          |          | ACTIVE     | lenovo    |              |           |         |       |                |                |
| John Adams        | john@examp    | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Abhishek | ACTIVE     | developer |              |           |         |       |                |                |
| New admin         | todurkar+nev  | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | software  | bangalore    |           |         |       | 5/10/2004 0:00 |                |
| Shikha            | todurkar+sh   | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Abhishek | ACTIVE     | software  | bangalore    |           |         |       | 5/10/2004 0:00 |                |
| Mahak             | kudyar@ado    | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | software  | bangalore    |           |         |       | 5/10/2004 0:00 |                |
| Sirisha           | spendem@      | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Ashish   | ACTIVE     | software  | paris        |           |         |       | 5/10/2004 0:00 |                |
| Ashwin            | todurkar@ac   | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | software  | bangalore    |           |         |       | 5/10/2004 0:00 |                |
| Ruchi             | rrathore@ad   | 220                 | 120                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | software  | paris        | b         | dancing |       | 5/10/2004 0:00 |                |
| LearningPlanUser5 | todurkar+tpu  | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | learning  | noida        |           |         |       | 5/10/2004 0:00 |                |
| LearningPlanUser4 | todurkar+tpu  | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | learning  | noida        |           |         |       | 5/10/2004 0:00 |                |
| LearningPlanUser3 | todurkar+tpu  | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | learning  | noida        |           |         |       | 5/10/2004 0:00 |                |
| ActiveFieldTester | todurkar+alt  | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | software  | bangalore    |           |         |       | 5/10/2004 0:00 |                |
| Aman              | todurkar+am   | 220                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 20                | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | software  | announcement | ec        | b       | vd    | 5/10/2004 0:00 |                |
| Deepa             | dbh@adobe     | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | quality   | er           | noida     |         |       |                | 5/10/2004 0:00 |
| Mukul             | anair+mvele   | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Ashish   | ACTIVE     | manager   | bangalore    |           |         |       | 5/10/2004 0:00 |                |
| Rahuls            | rahuls@adot   | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Ashish   | ACTIVE     | sr        | compu        | bangalore | a       |       |                | 5/10/2004 0:00 |
| Ashish            | todurkar+as   | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          |          | ACTIVE     | senior    | en           | bangalore |         |       |                | 5/10/2004 0:00 |
| Abhishek          | anair@adobe   | 1670                | 600                 | 750            | 0                | 300                        | 0                       | 0                        | *****             | *****             | *****                        | *****         | *****         | *****    | *****    | *****  | *****    | Mukul    | ACTIVE     | software  | bangalore    | a         | dancing |       | 5/10/2004 0:00 |                |
| Single user       | single@singl  | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Abhishek | ACTIVE     | software  | bangalore    |           |         |       |                |                |
| Chinmay Chaudhri  | chinmay@at    | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          |          | ACTIVE     | microsoft | bangalore    |           |         |       |                |                |
| Rohan Sharma      | rsmicrosoft@  | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          |          | ACTIVE     | microsoft | bangalore    |           |         |       |                |                |
| Raj Verma         | rajverma@ra   | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          |          | ACTIVE     | lenovo    | london       |           |         |       |                |                |
| Swami             | haridas@ad    | 200                 | 100                 | 0              | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Beginner      |               |          |          |        |          | Mukul    | ACTIVE     | software  | bangalore    |           |         |       | 5/10/2004 0:00 |                |
| Disha Sharma      | disha@sharr   | 900                 | 150                 | 650            | 0                | 0                          | 0                       | 0                        | 100               | 0                 | All Users                    | Platinum      | *****         | *****    |          |        |          |          | ACTIVE     | lenovo    | bangalore    | abc       |         |       |                |                |

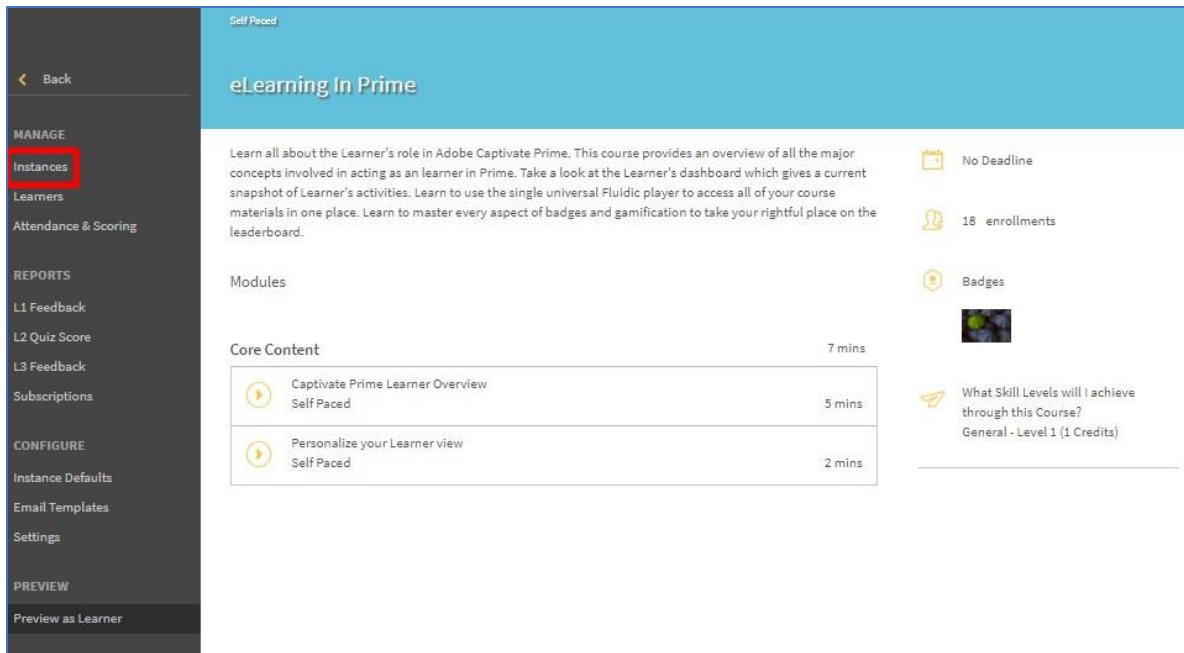
A closer look at some of the more relevant fields in the Gamification transcript:

| User Name         | User Email    | Total Points Scored | Fast Learner Points | Upskill Points | Reference Points | Learner Points | Completion Points | Completion Points | Comprehensive Learner Points | Playing Group |
|-------------------|---------------|---------------------|---------------------|----------------|------------------|----------------|-------------------|-------------------|------------------------------|---------------|
| nml jii           | todurkar+nji@ | 1330                | 500                 | 500            | 0                | 150            | 0                 | 100               | 80                           | All Users     |
| Manash Handique   | handique+n    | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Shyama Praveen    | shyama@ab     | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Pavan Kumar       | pavankumar    | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| John Adams        | john@examp    | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| New admin         | todurkar+nev  | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Shikha            | todurkar+sh   | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Mahak             | kudyar@ado    | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Sirisha           | spendem@      | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Ashwin            | todurkar@ac   | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Ruchi             | rrathore@ad   | 220                 | 120                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| LearningPlanUser5 | todurkar+tpu  | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| LearningPlanUser4 | todurkar+tpu  | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| LearningPlanUser3 | todurkar+tpu  | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| ActiveFieldTester | todurkar+alt  | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Aman              | todurkar+am   | 220                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 20                           | All Users     |
| Deepa             | dbh@adobe     | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Mukul             | anair+mvele   | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Rahuls            | rahuls@adot   | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Ashish            | todurkar+as   | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Abhishek          | anair@adobe   | 1670                | 600                 | 750            | 0                | 300            | 0                 | *****             | *****                        | *****         |
| Single user       | single@singl  | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Chinmay Chaudhri  | chinmay@at    | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Rohan Sharma      | rsmicrosoft@  | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Raj Verma         | rajverma@ra   | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Swami             | haridas@ad    | 200                 | 100                 | 0              | 0                | 0              | 0                 | 100               | 0                            | All Users     |
| Disha Sharma      | disha@sharr   | 900                 | 150                 | 650            | 0                | 0              | 0                 | 100               | 0                            | All Users     |

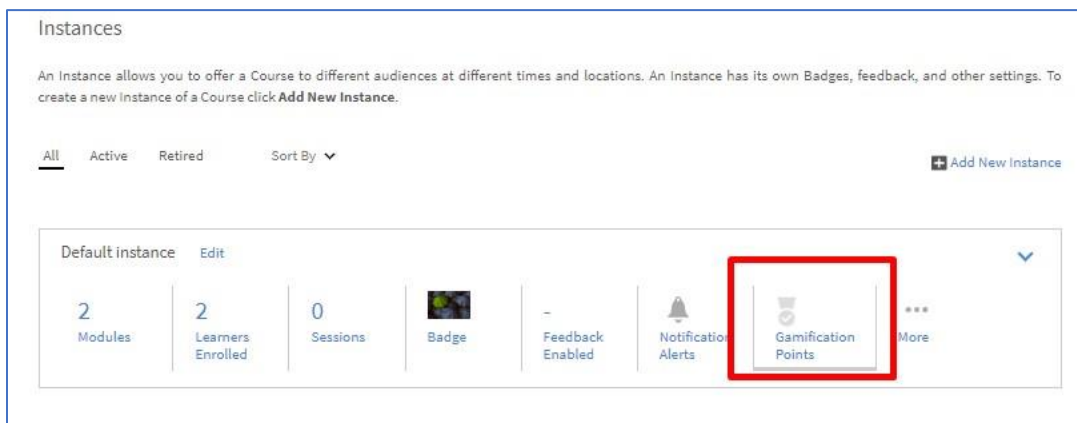
## Important: Gamification at the Course Instance Level

Please note that even if you enable all Gamification Tasks at the account level you must still enable *two* Tasks – **Early Completion** and **Timely Completion** – at the **Course Instance** level. This is because not all training endeavors require learners to complete Trainings within short/specific time periods. Enable these Tasks at the Instance level when you have time constraints and want to push your learners to finish their assigned Trainings as soon as possible.

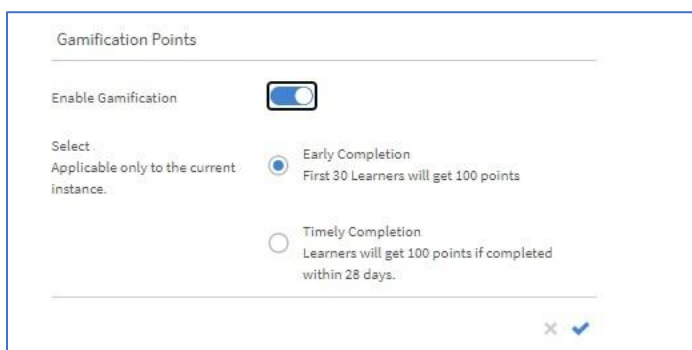
Go to **Courses**, hover over the selected Course Card, click **View Course**. Navigate to **Instances**.



Click on Gamification Points.



Enable Gamification for this Instance of the Course and select one or both tasks that you want to apply to this Instance.





## Conclusion

Predicated on the importance of motivation in human behavior, Gamification is an important addition to your training endeavors. Adobe Captivate Prime looks at Gamification from a holistic perspective including the kinds of tasks and incentives you can use to engage and push your learners along their journey. From rewarding learners with points, an attractive timeline where they can see where they stand, to the ability to select whom you do or don't want in a gamified group, Gamification offers a lot of flexibility and customization that is easy and fun to use. We hope you enjoy implementing and using Gamification as much as we did putting it together for you!

Should you have any questions, please contact your CSAM or [captivateprimesupport@adobe.com](mailto:captivateprimesupport@adobe.com). If you have feedback about this document, please write to [jaisim@adobe.com](mailto:jaisim@adobe.com).