



JAPAN
GAMIFICATION
ASSOCIATION



REPLAYING
JAPAN

J-Gamification and The State of Japan:

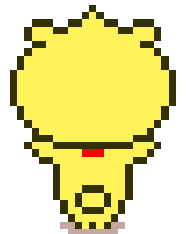
Why doesn't Japan, a gaming superpower, incorporate more game elements into its reality?

(30 mins)



世界を
神ゲー
に。

Make the world
a fun game!



Kishimoto Yoshihiro

Japan Gamification Association Representative Sage Lv98



The flow of my presentation

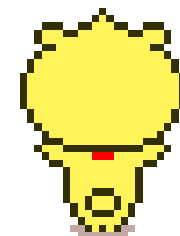
Part 1: Gamification and I

Part 2: Six Elements of Gamification Design

Part 3: The Current State of Gamification in Japan

Part 4. Why doesn't Japan, a gaming superpower,
incorporate more game elements into reality?

(30 minutes in total)



- 29 years



©BNE

Namco
Koei

- 7 years Tokyo University of Technology,
Faculty of Media Studies, etc.



- 4 years
Lv98



Representative Sage

My career

- 29 years



©BNE

Namco
Koei

Game design

- 7 years Tokyo University of Technology,
Faculty of Media Studies, etc.

Gamification
design

- 4 years



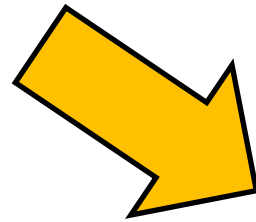
Representative Sage Lv98

⇒Expert in creating mechanisms for fun and continuity



Game-like approach to teaching

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GAM
ASS



game mechanics



stamp cards



ping pong boo



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Next Generation Gamification Laboratory

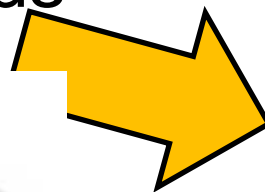
Game mechanics



Stamp cards



Ping pong boo



Next Generation
Gamification Laboratory



Kishimoto Yoshihiro and Mikami Koji The Potential of Gamification in University Education/2013

In a multi-level class of 200-250 students
Utilized the six elements of gamification design
⇒ The students "enjoyed the class more"
and "concentrated on the class more"



History of J-Gamification

2010 (12 years ago) Gamification was born in the U.S.

2011 Gamification boom in Japan

2013 Period of disillusionment in Japan

2014 Methods of motivation and reaffirmation

2022- We expect another boom in Japan.





J-Gamification

ゲーミフィケーションとは

- 身の回りのこと（仕事）に、
- ゲーム要素を入れて、
- 人を楽しくやる気にさせること。

* 楽しいモチベーションメソッド

* 若い世代との親和性が高い



Gamification is

"putting game elements into the things around us (work, study, housework, and life) to motivate people to have fun.

- a fun motivational method
- highly compatible with the younger generation

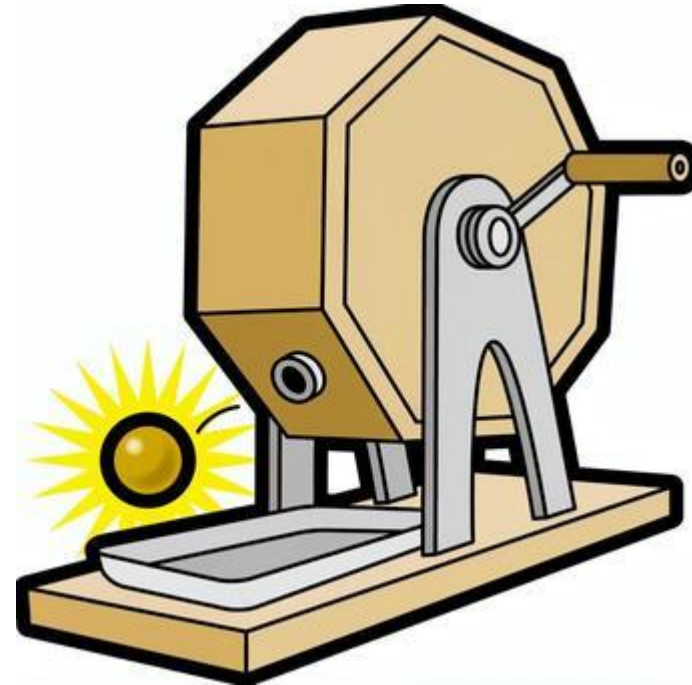


Two typical examples of J-gamification

Stamp card



Garapon(a lottery box)

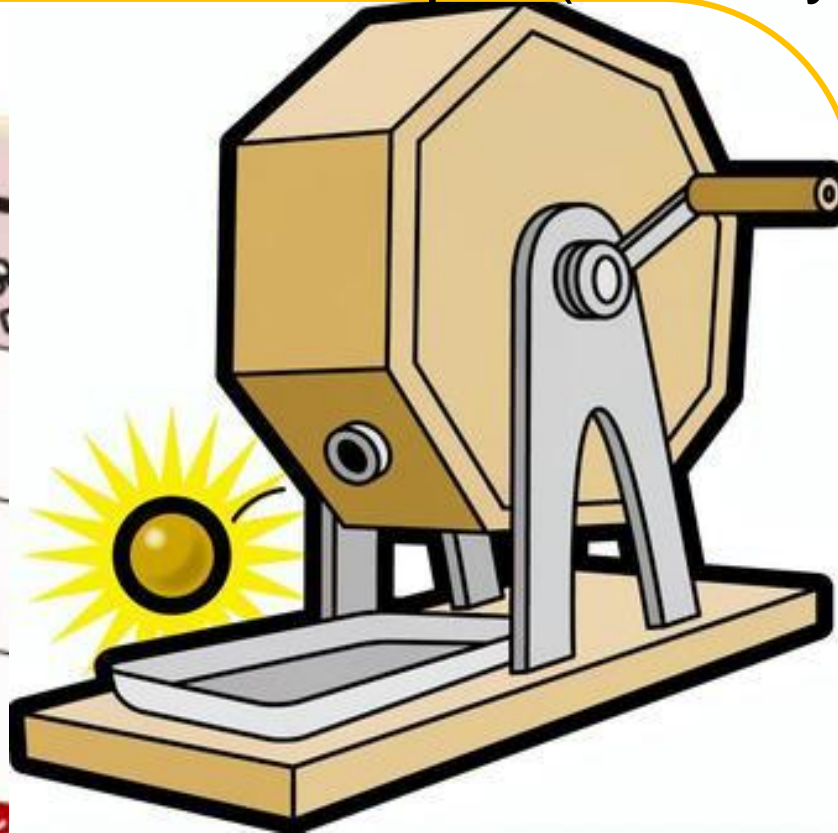




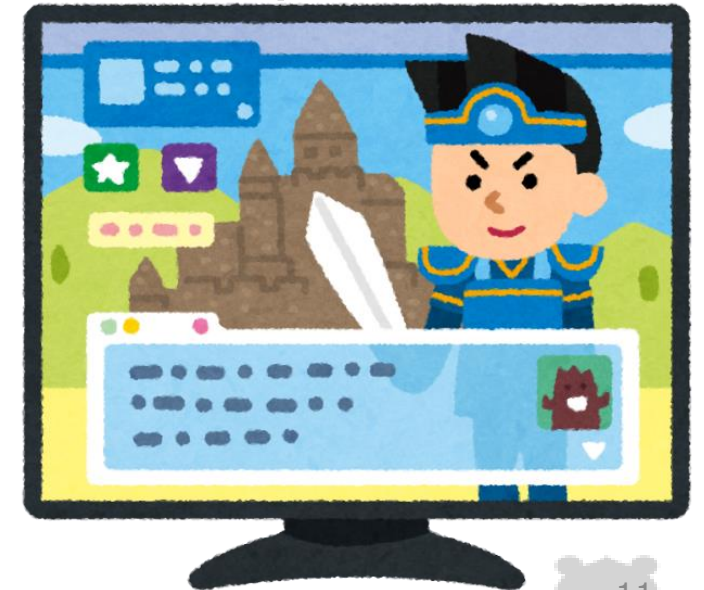
J-gamification is similar to Japanese games

Garapon(a lottery box)

Stamp card



Japanese Games







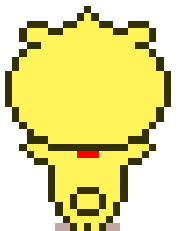
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My career

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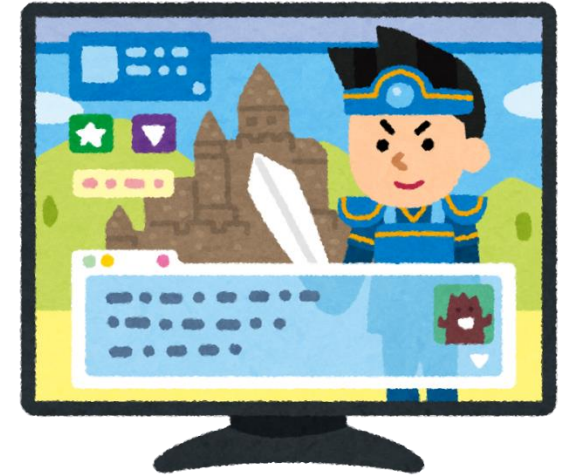
- 4 years
Lv98

Representative Sage



Six methods to make games more interesting

- (1) Active participation
- (2) Achievable goals
- (3) Direct Praise
- (4) Immediate feedback
- (5) Growth visualization
- (6) Recommend uniqueness



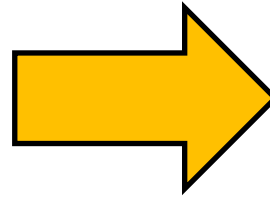


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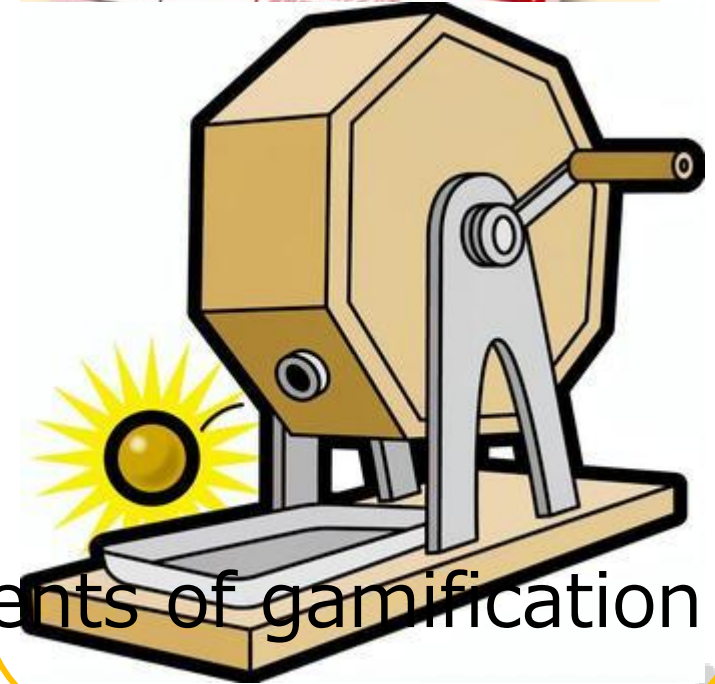
Applying the Six Elements to Gamification



Six elements of game design



Six elements of gamification design





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A class utilizing the six gamification elements



A class



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Small Break







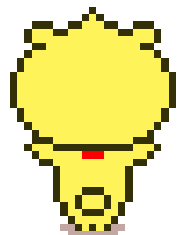
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Two familiar examples of J-gamification





Stamp card of a radio exercise



The gamification here is a stamp card. Each day that a participant participates in the program, he or she receives a stamp. Collecting and seeing the stamps becomes a form of visual motivation. In this way, the goal is achieved in small steps, one day at a time, to increase motivation. It is also important to note that parents who see the stamp cards give praise to their children.



Roulette at a Kaiten Sushi Restaurant



A machine that allows you to spin a roulette when you throw in five empty plates (after eating your sushi) at a conveyor-belt sushi restaurant. If you win, you will receive original goods.

The game is popular with parents and children. Fathers, who are urged by children who want to spin the roulette, sometimes eat additional sushi until the roulette is full, which boosts sales.



Recent J-Gamification Case Studies





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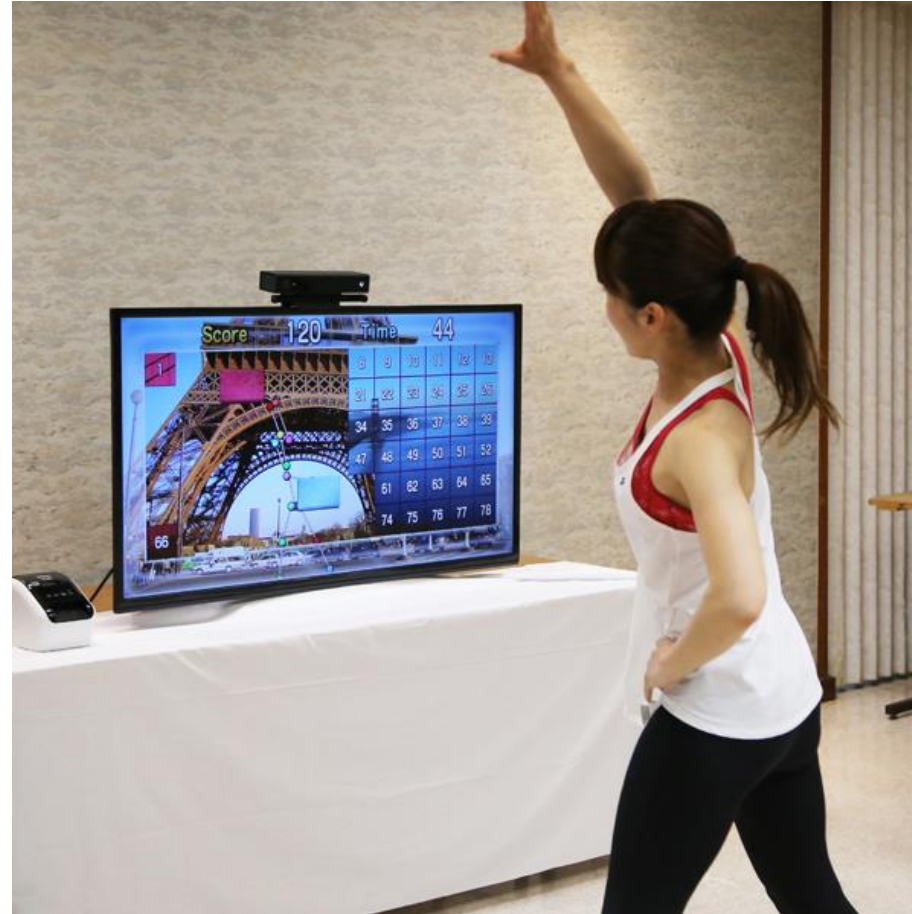
Shukudai Yaruki Pen: IoT tool for fun homework







TANO: Recreational equipment for the elderly





Kizuna Fantasia: Regional RPG







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Gamification Corporate Landscape

国内ゲーミフィケーション業界カオスマップ

2022年度版

BtoBソリューション

体験型研修



専門知識型研修



コミュニケーション/自己啓発



業務支援/ゲーミフィケーションツール



BtoB受託

受託/DX含む



コンサルティング



BtoC, BtoBtoC

ヘルスケア



リテール



SDGs/ESG全般



防災



幼児教育



学校教育



生涯学習



【業界初】
国内ゲーミフィケーション
業界カオスマップの
ニュースリリースはこちらから



ゲーミフィケーションカオスマップ編集委員会



- Overall market size: unknown
- Largest markets
 1. DX contract development
 2. Training and education
 3. School education
- Future growth is expected
 1. healthcare
 2. retail
 3. education for infant and children
- Market size growing little
- Much smaller than the 2 trillion yen spent on games in Japan





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**Part4. Why doesn't Japan, a gaming superpower,
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(30 minutes in total)



Why Japan, the Gaming Superpower, Does Not Incorporate More Game Elements into Reality?

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世界を
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に。

"Make the world
a fun game"



Spreads rapidly



Everyone will be happy



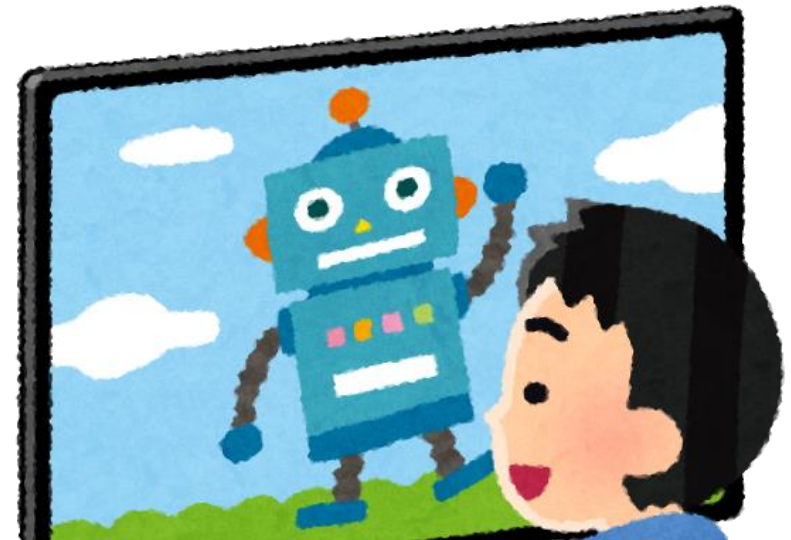
Least Favorite Country for Games Japan

Japan is the country with the most money per capita spent on games in the world.



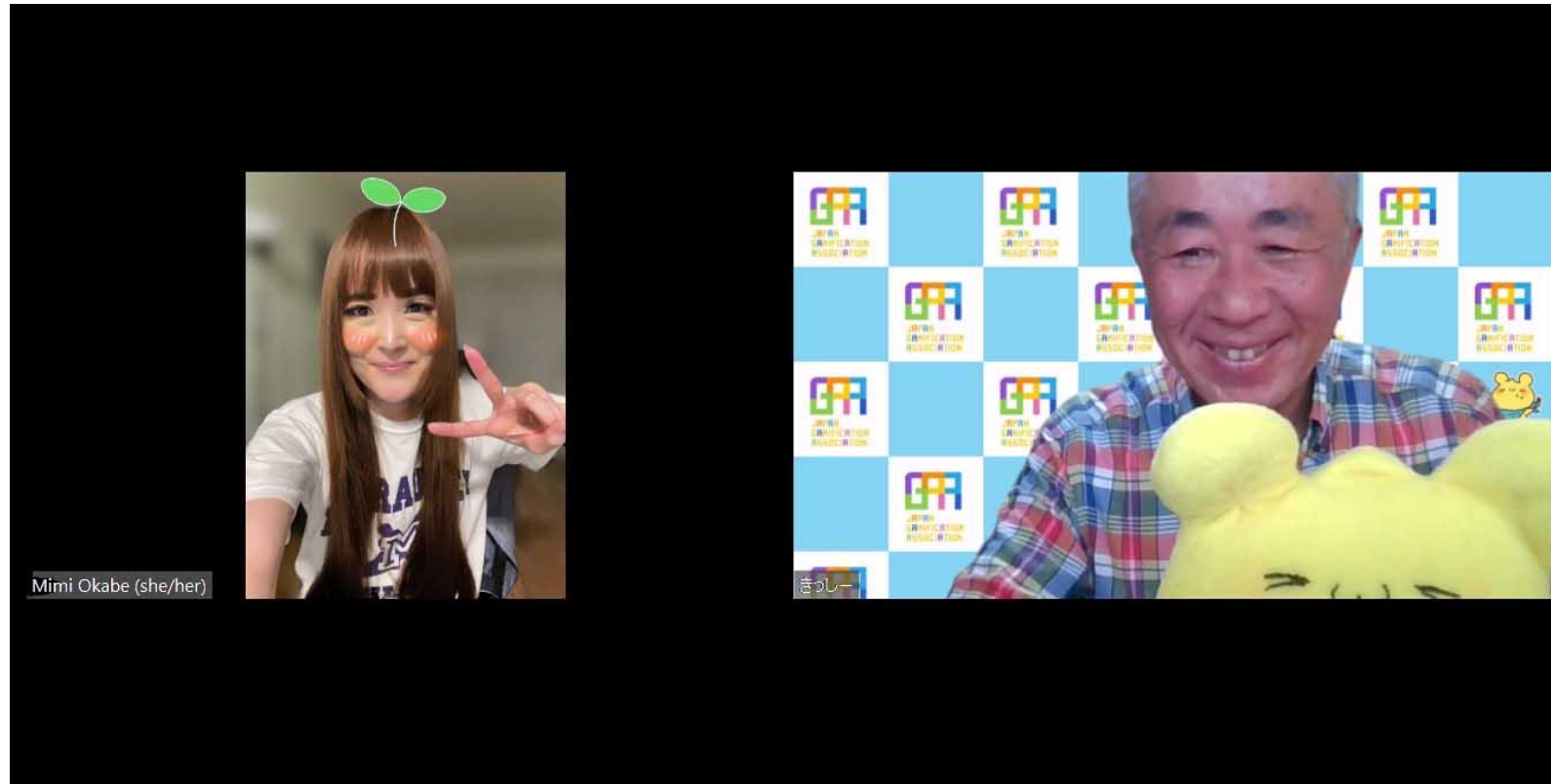
My hypothesis

"Japanese games and anime are already too much fun."



Thanks Mimi Okabe

Thanks her for the help with the English translation.





Thank You for listening!

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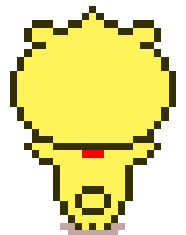
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Kishimoto Yoshihiro

Japan Gamification Association Representative Sage Lv98

Q&A

J-Gamification



J-Gamification Site URL

<http://kishimotolab.org/J-Gamification/>

