Section 2
Chapter 9 - Gamification and Self-Direct Learning: The Use of Mobile Applications in Education and Lifelong Learning

Exemplary case 2

Title: *Nike plus*

Description:

Nike, thanks to the Nike plus system that we could call a "motivational platform", has revolutionized the world of running by pushing thousands of athletes to run more and push their limits. At the beginning of 2015, thanks to Nike plus, 1,118,434,247 miles were travelled and 12,827,604,381 calories burned.

The system is quite simple: a small sensor located in the sole of Nike shoes communicates with your iPod while you run transmitting data (speed, KM traveled, calories burned). With the passing of time the range of compatible devices has greatly expanded to include smartphones (iOS and Android) and special watches created *ad hoc*.

The ability to constantly get real-time feedback on your performance is in itself a powerful incentive to improve. But this is only the beginning. Connecting to the Internet you can add data to your profile which is connected to a system of virtual rewards: every mile is worth a point, totaling a certain number of points allows you to level up but there are also trophies to be won (for example, for the best times or for longer distances) and encouraging video messages from famous athletes when you set your personal record.

To further enhance this motivational system there is the social component of the game that allows you to share your statistics online but especially to play with other users challenging them or

participating in collaborative missions. This helps to put the challenge of running within a broader challenge and gives more meaning to simple exercise.

Obviously, it could not go without the customization component: when you enter the community of Nike plus you are invited to create a "Mini", a small racing companion that represents the avatar of the user. The energy level and animations of the avatar depend directly on what and how much physical activity you perform, so the avatar is a personalized feedback tool with respect to your performance.[1]

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[1] Ibidem