Jason Butler
Developer & Games Evangelist

Why so serious?

Developing games for elearning

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Brief Bio

- Graduated from iDat course at UoP 2009
- Freelance front end developer for 5 years
- Games Developer at Remode
- Elearning developer at Sponge
- Sponge Games Evangelist since 2015

Special Skills

- Musician / Poet / DJ

Specialists in custom-made elearning courses

Sponge UK helps large organisations turn their training into **absorbing** online programmes

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Clients

TESCO

Google

LEXUS

gsk

John Lewis Partnership

adidas
GROUP

Nestlé

UNFPA

World Health
Organization

novo nordisk

HM Treasury

VOLKSWAGEN

TOYOTA

DIAGEO

LANCÔME
PARIS

TD

SPORTS
DIRECT.COM

DH Department
of Health

GKN

Boehringer
Ingelheim

Coca-Cola Enterprises

Waitrose

babcock

Royal Mail

IFAD

NHS

UB

SPORT
ENGLAND

farmfoods

Sponge ethos - Love to learn

Share

Find time

Look forward

More likely to remember

Real business benefits

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Engaged workforce means
25% lower staff turnover

Happy employees are
12% more productive

Why use elearning games?

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The power of games

"Games...are everything we say should be a part of great instructional design. They engage the learner, are interactive, and they enable the learner to get immediate feedback and to demonstrate mastery."

Professor Karl M Kapp
Bloomsberg University

4 elements of games

Engagement

through storytelling and challenge

Autonomy

Explore, create mystery and suspense

Mastery

Repeat tricky challenges

Progression

Achievements, scores, badges and levels

Real Risks & Consequences

Skills & Behaviours

Decision making

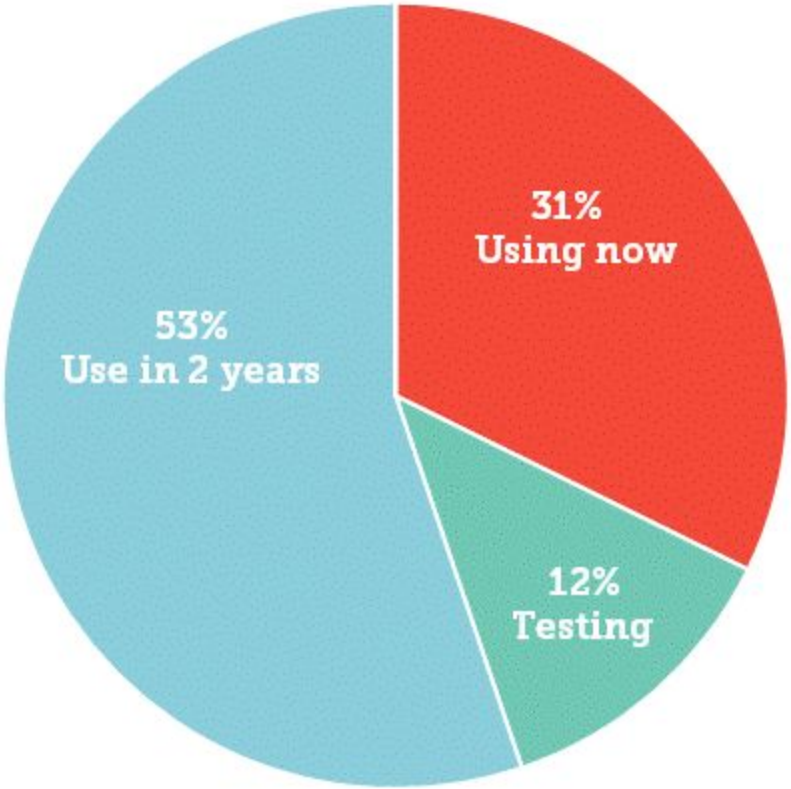
Team collaboration

Problem solving

Rules and procedures

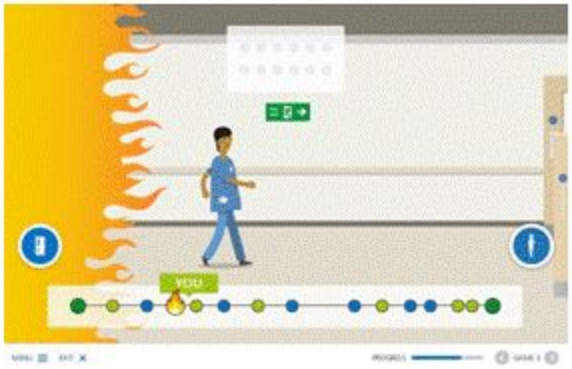
Business take up

Towards Maturity data on serious games & simulations



Games in elearning authoring tool

Fire Safety –NHS



Health & Safety – TUI Group

Code of Conduct– Tesco

Compliance – Royal Mail

Also management skills, social media compliance, sales training, product knowledge.

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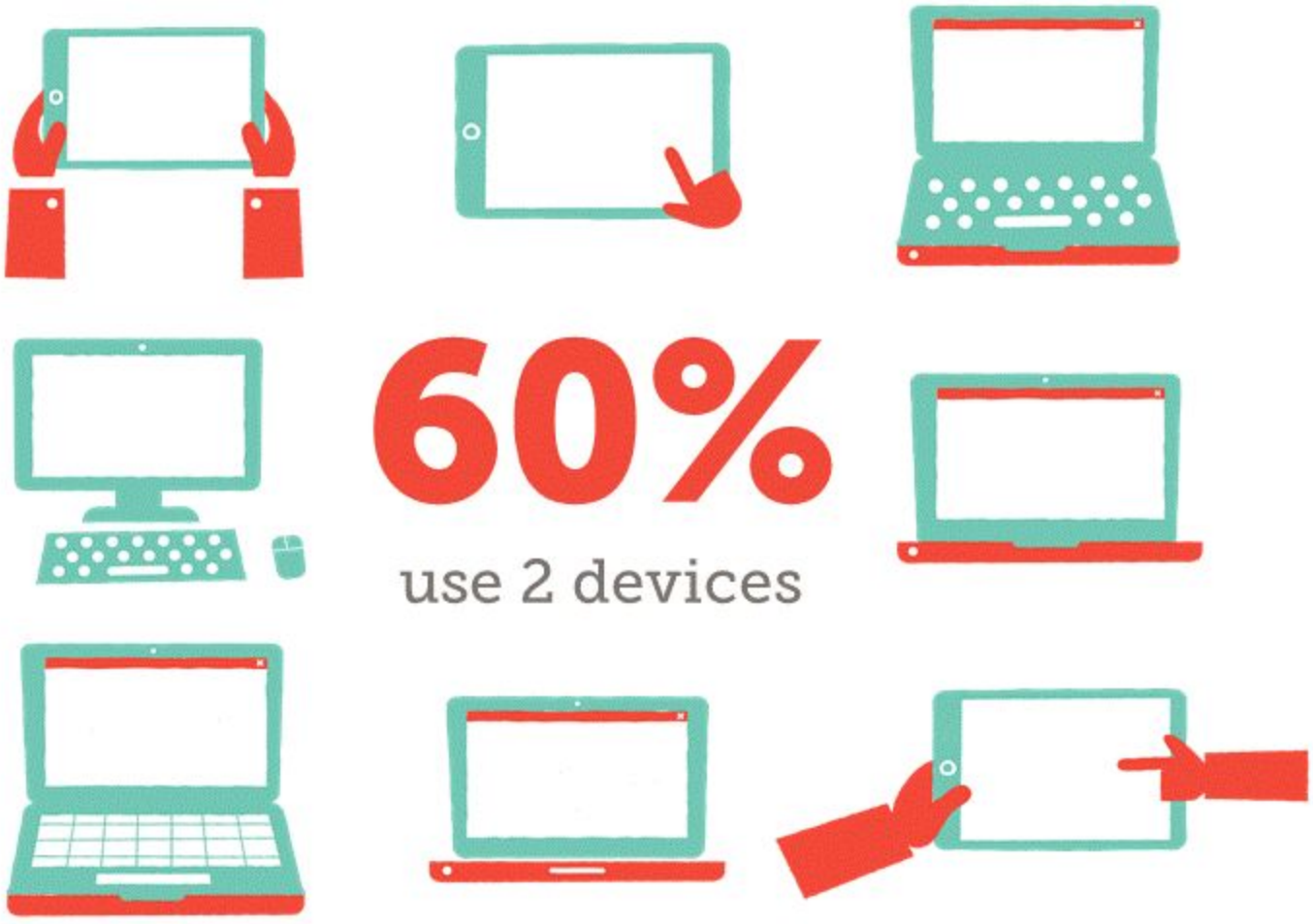
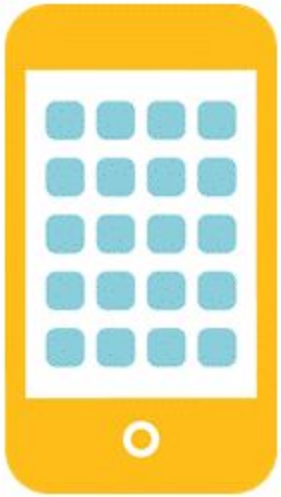
Multi-device world



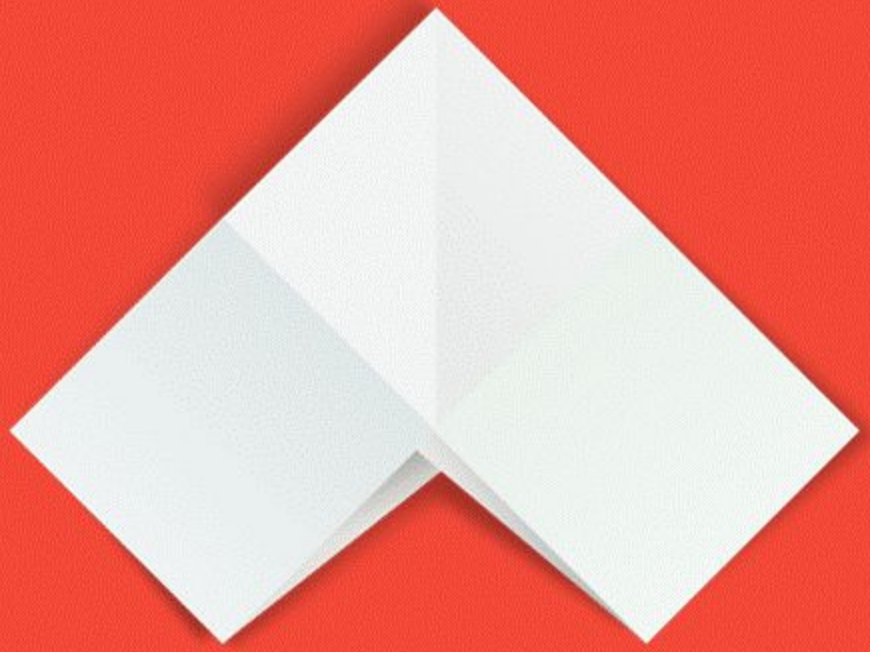
Implications for learning



Flexible

Consistent

Responsive



How Adapt is transforming multi-device elearning

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Adapt framework

Adapt Benefits

adaptlearning.org

- Open source
- Interactions adapt to any screen
- Scrolling design
- LMS compatible
- Future-proof

We are designing bespoke games and video for Adapt

Using Phaser to create powerful games with HTML5 & javascript

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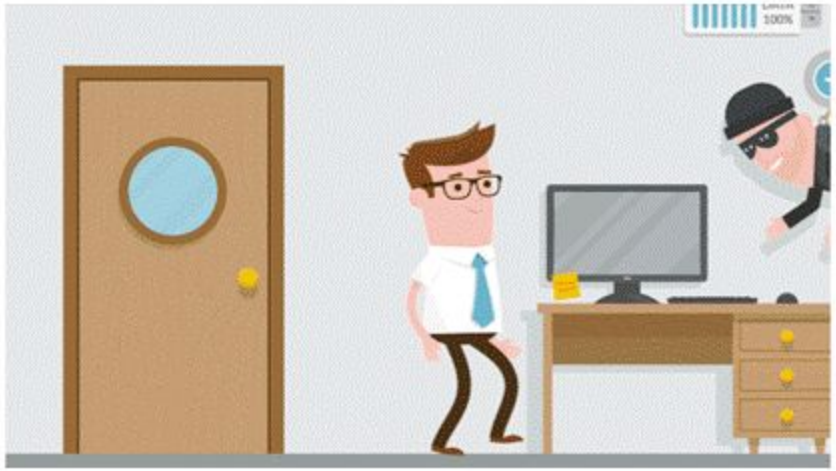
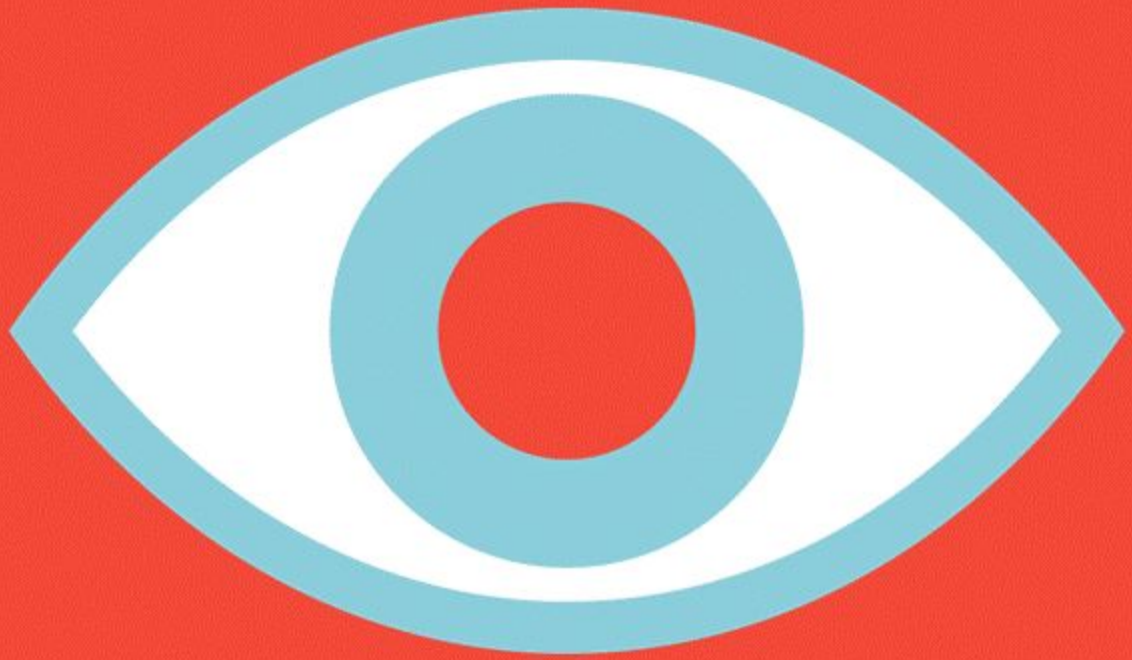
Multi-device games in HTML5





Real life example

Public Fundraising Association

Reputational crisis

A different approach

Beyond learning the rules

Understand the impact of poor behaviour

Instil good practice

Appeal to under 25s

The solution

4 x 10 minute modules

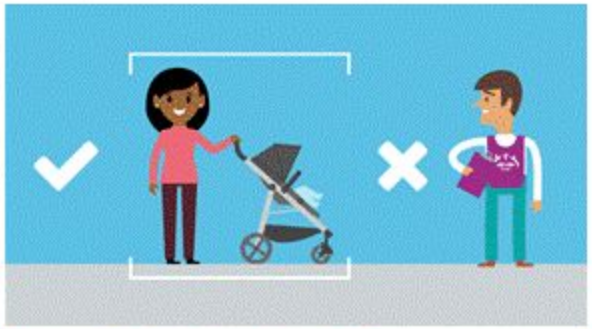
Games & video solution

Multi-device using Adapt

Phaser for game build

Three game challenges

Where to stand?



Who to approach?

The Door Challenge

Live demo

THANK YOU

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