

# Leveling-Up Learning: Gamifying the Buyer Journey for Business Students

## Description

A highly interactive, gamification-driven approach to teaching the buyer journey to business students. This novel method engages students through role-play and scenario-based challenges, simulating real-world decision-making processes. By integrating game play, students gain deeper insights into buyer personas, decision triggers, and touchpoints, fostering critical thinking and improving retention. Observers will learn how this strategy enhances participation and prepares students for customer-focused business environments. They will also be given an opportunity to experience the process first-hand.



# Matt Schiering...Dominican University New York



## My Educational Foundation



Cornell University  
School of Hotel  
Administration

B.S. 1990



M.B.A. 1994

## My Professional Pathway



4 Years



4 Years

Johnson & Johnson

6 Years



4 Years



10 Years



2017 - 2021

## My Passions



# Marketing is...Making Meaningful Connections

Let's  
PLAY

- Get Up
- Get a Marker
- Meet People
- ONE PERSON Signs Their Name to ONE Square
- You Need at Least 4 or 5 DIFFERENT NAMES to WIN
- First to Complete a Row (Up/Down or Diagonal) WINS!

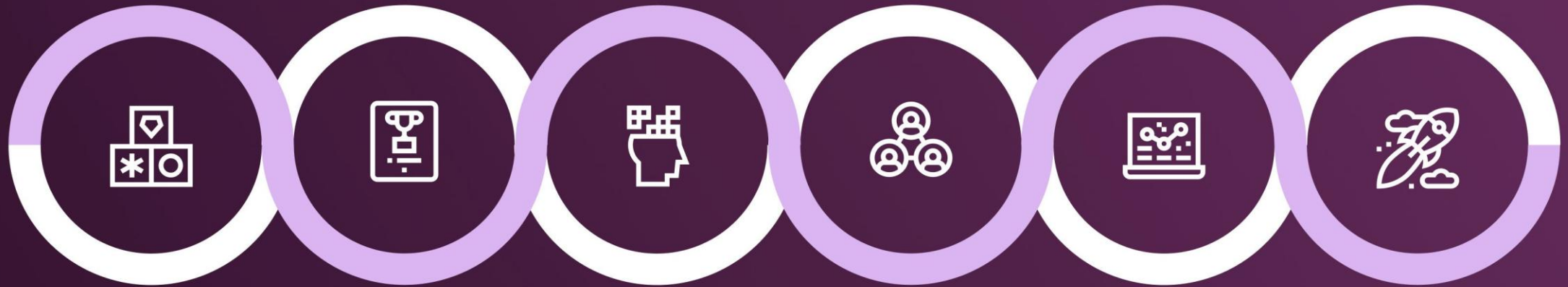
B I N G O				
Plays an instrument	Likes to wake up early	Has been to another country	Has a birthday in June	Has had a surgery
Is an only child	Went to the beach this summer	Plays a sport	Is afraid of spiders	Has lived in another state
Enjoys cooking	Likes pizza	Free!	Has a dog	Likes the same music as you
Likes to read	Has ridden a horse	Has 3 or more siblings	Doesn't have social media	Has been to a concert
Has flown on a plane	Has a job	Plays video games	Has a cat	Has made a YouTube video

 DOMINICAN UNIVERSITY  
NEW YORK





# Gamification in education



Engagement  
through play

Motivation and  
rewards

Problem-solving  
skills

Fostering  
collaboration

Tracking progress  
and growth

Setting and  
achieving goals

“Integrating elements of gamification in education taps into the intrinsic motivations and competitive instincts of students, making the educational journey both enjoyable and compelling.”

**lingio**



A 2012 study proved that intrinsic motives affect staff engagement three times more than extrinsic motives, which use rewards or incentives as motivation

# 5

## BENEFITS

### *of Gamification in Education*

Increased engagement and motivation

+

Enhanced learning experience

+

Customised learning paths

+

Immediate feedback and recognition

+

Allows learners to see real-world applications

+



# *GAMES ARE NOT WITHOUT*



1. POTENTIAL FOR OVEREMPHASIS ON COMPETITION
2. RISK OF DIMINISHING INTRINSIC MOTIVATION
3. CHALLENGES IN PROPER IMPLEMENTATION
4. ACCESSIBILITY AND EQUALITY CONCERNS
5. OVERSIMPLIFICATION OF COMPLEX SUBJECTS



# Designing a learner-centric experience

By tailoring the educational activity(ies) to meet each person's diverse needs, interests, and abilities, we ensure that learning becomes a personal journey, where challenges, rewards, and feedback are customized to enhance engagement and efficacy. By putting students at the heart of the learning process, respecting their individual learning styles, we foster a deeper understanding and sustained interest in the subject matter!

The logo for 'The Key' features the word 'The' in a bold, orange, sans-serif font. Below it, the word 'Key' is rendered in a larger, bold, orange, sans-serif font. The 'K' in 'Key' is stylized, with its vertical stem extending downwards to form a circular shape, resembling a keyhole or a ring.

# 3 Concepts OneGoal



**03** Experiential  
Content

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**01** Target Audience

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**02** OmniChannel

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# TARGET AUDIENCE

**Geographic  
Segmentation**

**Behavioral  
Segmentation**

**Psychographic  
Segmentation**

**Demographic  
Segmentation**



# OMNI-CHANNEL COMES TO LIFE VIA THE INTERSECTION OF THE OFFLINE & ONLINE CHANNELS



## THE OMNICHANNEL END CUSTOMER JOURNEY

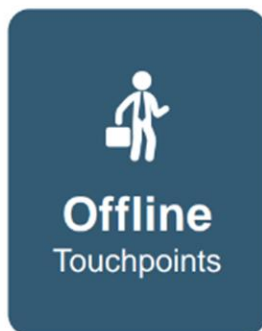


- Online Video
- Search
- Online Display

- Website/ Landing Page (Tork Online)
- Social Media
- E-Mail

- Webshop
- Mobile App

- Marketing Automation
- Search
- Online Display



- 
- Awareness**  
(reach)

- Trade Show
- Print
- PR
- Catalog

- 
- Consideration**  
(engagement)

- Distributor Shows

- 
- Purchase**  
(conversion)

- Distributor Sales Rep
- Direct Offers
- Inside Sales Rep

- 
- Retention**  
(loyalty)

- Loyalty Program (Tork Club)
- Customer Retention Journey (Dispenser Value Program)



# What makes an experience... “an experience”?

**Different /  
memorable.**

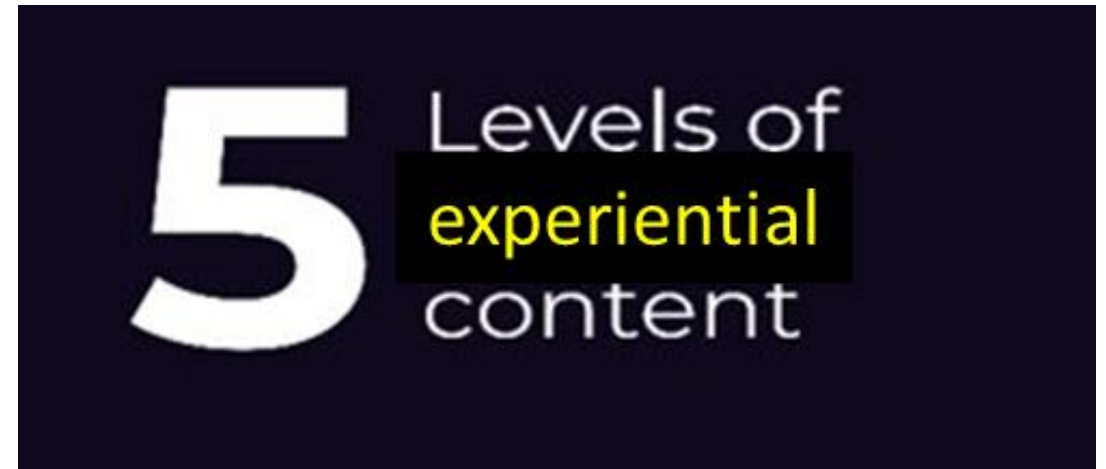
Really good  
Really bad

LEVEL FOUR

**Interactive Elements**

LEVEL FIVE

**Immersive Elements**



LEVEL ONE

**Narrative Elements**

copy, story, script, text, data, etc.

LEVEL TWO

**Visual Elements**

images, graphics, photos, videos, etc.

LEVEL THREE

**Integrated Elements**

forms, maps, chat, embedded content/apps, etc.

click, touch, hover based actions (gameification, choose your own adventure, customization, deeper-dive, surprise & delight, etc.), customized, OR open content paths possible

Triggered actions/animations (timed, on show, on click, on scroll), sound, content effects (i.e. parallax, mouse tracking), content depth: dynamic layers vs. flat

# *The Buyer Journey*



## Designing a learner-centric experience

By tailoring the educational activity(ies) to meet each person's diverse needs, interests, and abilities, we ensure that learning becomes a personal journey

**REMEMBER**



**The  
Key**







# Pitch, Hitch or Ditch™ (Classroom Edition)



**Pitch, Hitch or Ditch™** is an educational role-playing game for students enrolled in Marketing, Entrepreneurship, or Communications curricula.

**Goal:** Become comfortable developing and presenting ideas intended to attract and 'close' new customers of varying types for a wide range of products and services.

**Included:** Each game set includes 4 sets (16 cards) of **Buyer Journey Cards** (labeled as Awareness, Consideration, Purchase, and Advocacy); one set of (50) **Buyer Persona** cards, and one set of (50) **Product** cards. *Optional: One 3-minute timer may be included. If missing, use a cell phone to track time.*

**Object:** Collect all four **Buyer Journey** cards, in order, before your competitors (opponents) to 'win' the game.

**How to Begin:** After determining the players or 'team-ups,' each of these selects one PRODUCT and one BUYER PERSONA card from the decks provided. Each player or team has 3-5 minutes (judge's discretion) to craft a pitch/story explaining how you will make the selected Buyer Persona AWARE of the PRODUCT you selected.

**Hints:** Players/Teams should consider developing and sharing back ideas related to the 4Ps of Marketing (place, price, packaging, promotion), focusing on platforms and creative ways to attract the attention of the Buyer Persona selected.

**Note (Classroom Edition):** *Gamification of the Buyer Journey works best when an instructor and/or teaching assistant(s) serve as the 'judge' for individual player or team pitches. After each player/team has developed their respective pitches, they take turns revealing their Buyer Persona and Product cards, sharing how they intend to make the selected Persona AWARE of the Product. We recommend giving each player/team a maximum of sixty seconds to pitch their proposal. No ideas are off limits. Pairings of Product and Persona are random so that marketing ideas can be wildly novel.*

**Next:** After each pitch, the designated judge announces whether the pitching team has earned a **Hitch** (positive outcome) or a **Ditch** (negative outcome). If the judge votes 'HITCH,' the pitching team wins their first card: **AWARENESS**, and will prepare a new pitch for the **CONSIDERATION** card in the next round, which begins after all player/teams have pitched once. If the judge votes 'DITCH,' the pitch team continues to fine tune their presentation in the next round in an effort to earn the AWARENESS card. *\*\*In the event that a player/team has two consecutive failed attempts in trying to earn their AWARENESS card, they may draw a new Persona AND/OR Product card and begin anew.*



# Pitch, Hitch or Ditch™ (Classroom Edition)

Buyer Journey Cards:



AWARENESS

CONSIDERATION

PURCHASE

ADVOCACY

Earn all (4) before your competitors to win!

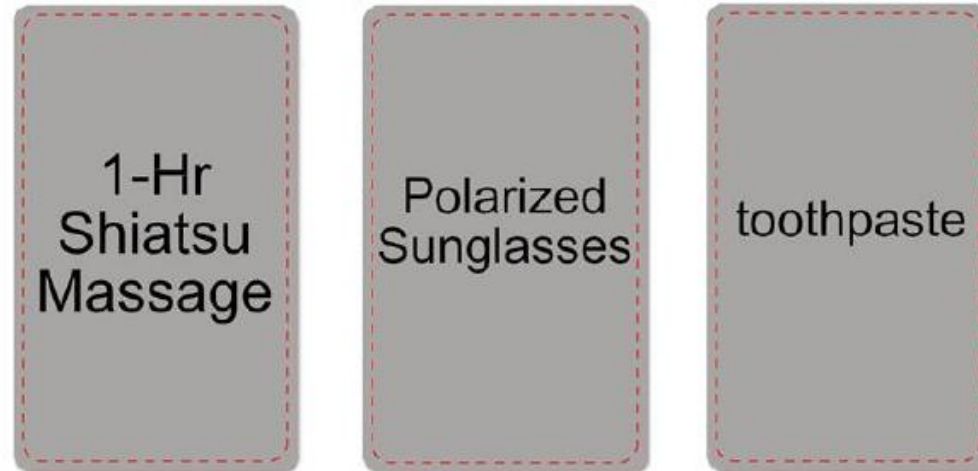
### Buyer Persona Cards:



Trevor, 44	_____	Name, Age
Bangor, ME	_____	Geography
IT Worker	_____	Occupation
\$140,000	_____	Annual Income
Divorced	_____	Family Status
2 Kids	_____	Other Notable

50 unique personas per game set

### Product Cards:



50 unique products/services per game set





Hey! We played the game today in both sections of my social media marketing class and they loved it! They really enjoyed crafting the “stories” to tell about the buyer’s journey & they were pretty creative.

They wanted to play again so I’d say it was a success!! They thought the info on the persona cards were good and they liked that some products were specific and some were more ordinary.

I actually changed my lesson on customer journey mapping so they’d be better equipped to play and I think that not only helped them for the game but for the process as well. They usually have a hard time understanding that concept so that was super helpful to me as a teacher and I probably wouldn’t have sought to make that change had we not played this game!

*- Jamiee Shipley, Troy NY*



Professor, that game was awesome! I wasn't totally engaged in the earlier part of the lesson bc I tend to glaze over with PowerPoint slides, but the group activity with the cards was super helpful- and competitive! I was cracking up the way some of the teams were insisting they earned a card while the rest of the class was telling them to sit back down lol. I'm not sure I'd ever want to be the judge though! I hope we play it again soon. Did you really invent it?

*- Kristen Mena, Senior*

*Capstone*



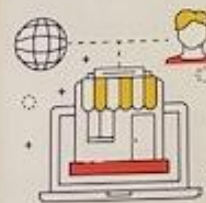


AWARENESS

CONSIDERATION

PURCHASE

ADVOCACY



BUYER  
PERSONA



Jay, 37  
Des Moines, IA  
Programmer  
\$75,000  
Separated  
2 kids

Lip  
Balm  
Stick

Phone 55  
Sally  
Sep 31  
New York, NY  
\$10,000

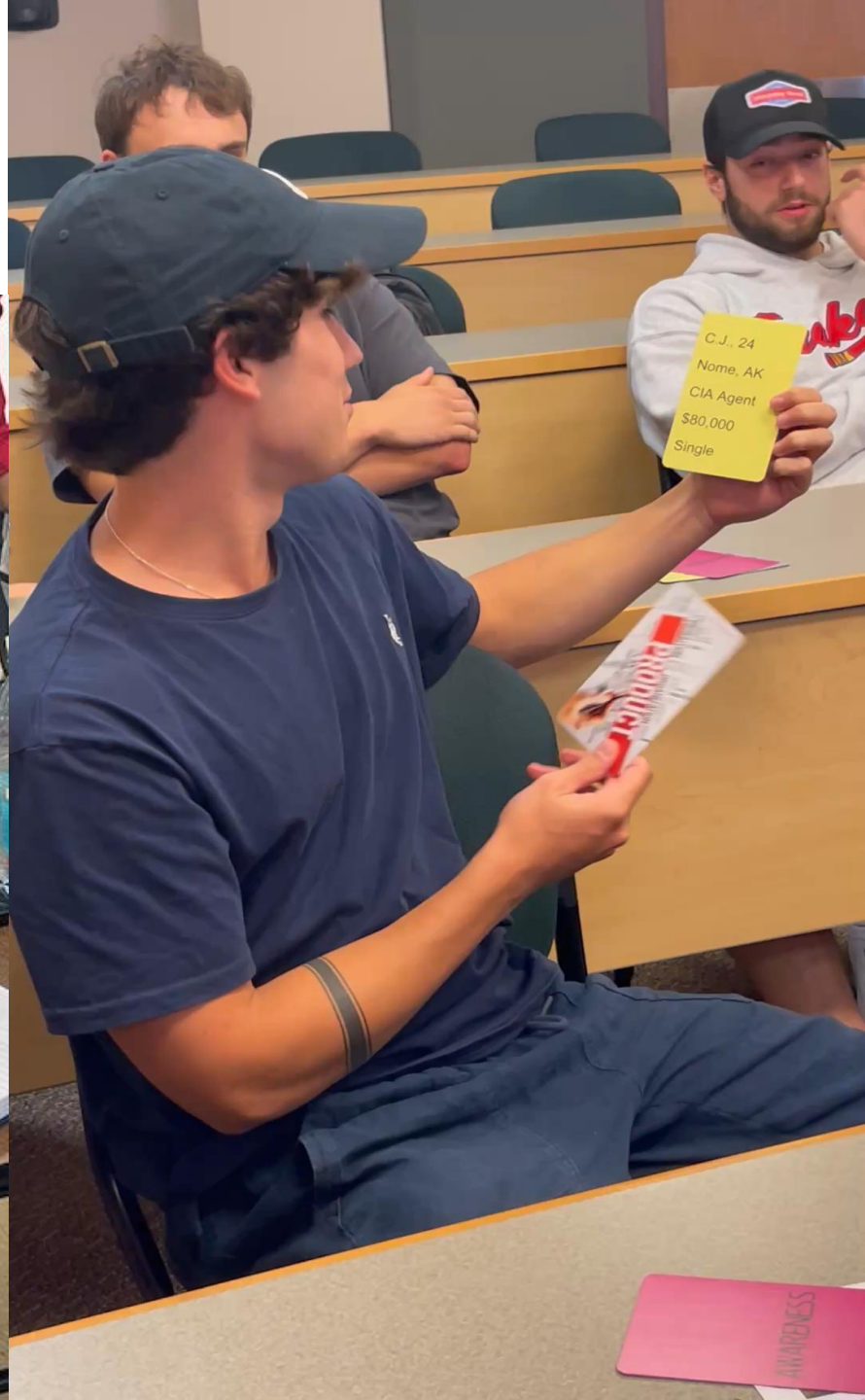


BUYER





# STUDENTS ★ IN ★ ACTION!





# Let's Play





@DUNY\_BIZ

THANK YOU!