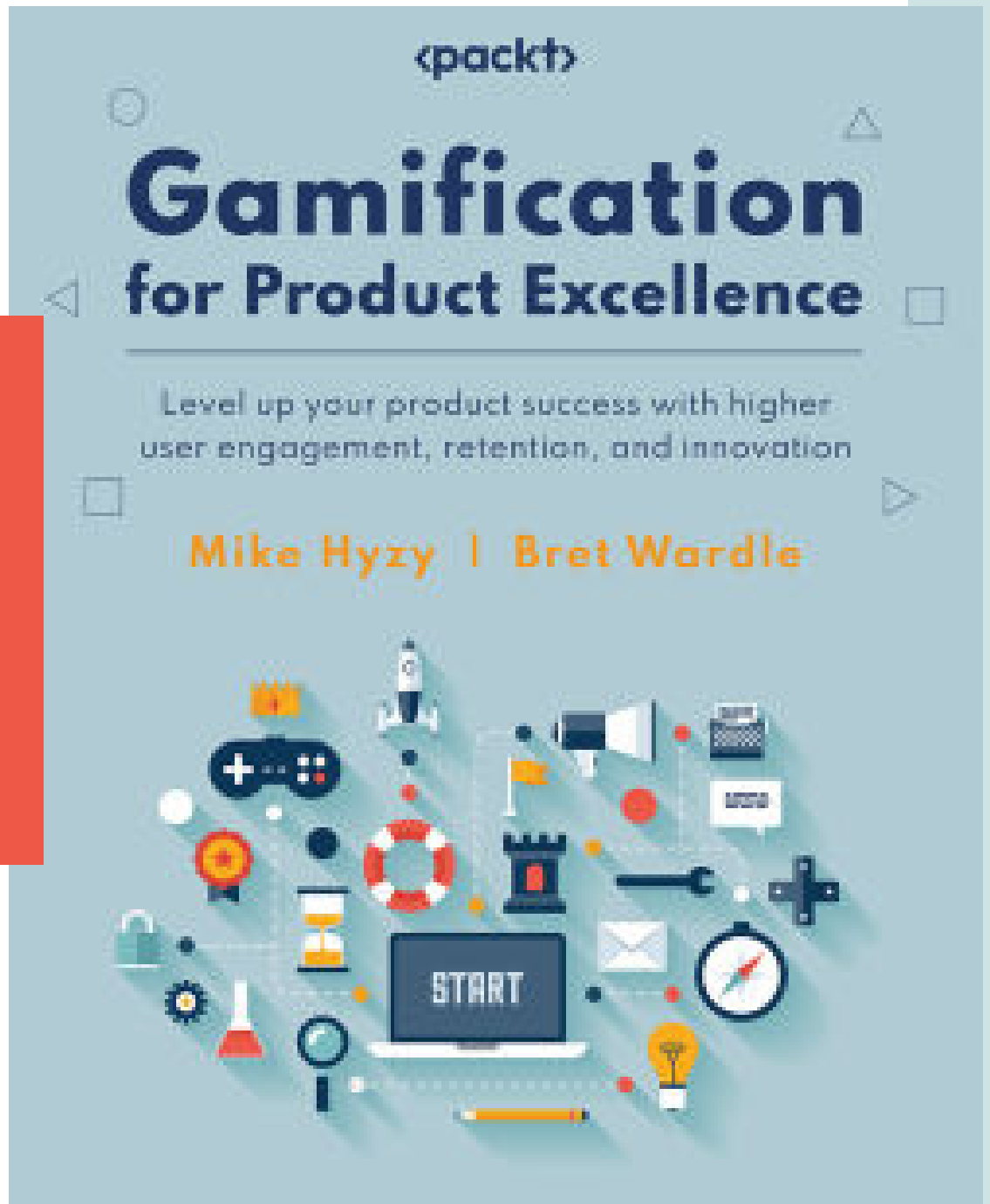


Mike Hyzy

AUTHOR

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About the Book

Gamification for Product Excellence: Level up your product success with higher user engagement, retention, and innovation" is the essential guide for anyone keen to infuse their digital products with the captivating power of game mechanics.

The book is designed for product managers tasked with creating innovative digital products or enhancing existing ones. Still, its appeal extends to designers, UX strategists, analysts, and senior management. With a basic understanding of product development and familiarity with methodologies like Scrum, Agile, Lean, or Stage-Gate, readers will discover how to integrate game mechanics into their existing processes.



This innovative new book combines Hyzy's vast experience as a product strategist and consultant with Wardle's unique perspective on the convergence of design psychology in games and software. Together, they create a roadmap for product professionals, showing how the clever use of game mechanics and theory can elevate products from the mundane to the extraordinary.

By using a mix of hypothetical and real-world examples, Hyzy and Wardle make it easy for readers to understand how to apply game mechanics and theory in non-game situations. The result is a book that offers key insights and concrete strategies to help product managers engage their users, develop successful gamification strategies, design and test prototypes, and gain stakeholder buy-in.

IN "GAMIFICATION FOR PRODUCT EXCELLENCE," READERS WILL:

- Learn about the concept of gamification and how to engage your user with it.
- Gain insights into the functionality and implementation of different gamification frameworks.
- Master specific game elements and mechanics that can be used to improve the experiences you create.
- Design a successful gamification strategy to test the hypothesis and develop a business case.
- Implement and test the created prototype with users for feedback.
- Learn the argument structure to sell gamification strategy to stakeholders.
- Utilize design thinking exercises and game elements to improve the product management process.

STATS

699k

Product Managers

900k

UX/UI Designers

29.6m

Software Engineers

1

Mike Hyzy

AUTHOR

About Mike

Mike Hyzy is a highly experienced product strategist and senior principal consultant with a proven track record of delivering results. His expertise spans guiding cross-functional teams to successful product launches, driving growth for clients, and leveraging game mechanics for product innovation and enhancement.



ABOUT THE AUTHOR

As a visionary in the product development landscape, Mike has an exceptional track record for developing and executing effective product strategies, bringing innovative products to market that are known for their user engagement and market impact. Mike is known for executing big plans, bringing innovative products to market that stand out for their user engagement and market impact.

He is currently working at Daugherty Business Solutions, where he contributes his significant skills and knowledge in product management to help businesses achieve their strategic goals. Mike holds critical certifications, including an NPDP certification from the Product Development and Management Association, a CSPO certification from the Scrum Alliance, and a Foresight Practitioner certification from the Institute for the Future.

EXPERT TALKING POINTS

- New Product Development
- Gamification
- Product Management
- IT Strategy
- AI/ML and Data Insights
- Product Marketing

OPPORTUNITIES OF INTEREST

- Conferences
- Panels
- Podcasts
- Interviews
- Media

STATS

26

Products Launched



5

Awards



3

Startups



30

Short Films Produced