



Co-funded by
the European Union



Collection of Examples of Gamification Methods in Adult Education

February, 2026

Project acronym: *GamifiedEd*

Project name: *GamifiedEd: Gamification in adult education*

Project code: *2025-1-HR01-KA220-ADU-000351906*



Co-funded by
the European Union



IMPRESSUM

Project Title: GamifiedEd: Gamification in adult education

Acronym: GamifiedEd

Program: Erasmus+ Key Action 220 ADU

Project number: 2025-1-HR01-KA220-ADU-000351906

Project duration: November 3, 2025 - November 2, 2027

Project coordinator: Pučko otvoreno učilište Čakovec

Project partners: Kayros Digital Innovation SL., Ljudska univerza, Zavod za izobraževanje odraslih in mladine Lendava, ŽILINSKÁ UNIVERZITA V ŽILINE

Project website: gamifieded.pou-cakovec.hr

Publication title: *Collection of Examples of Gamification Methods in Adult Education*

Summary:

This document presents a wide range of ideas for enhancing learner engagement in adult education through gamification. It highlights 30 methods to make learning more interactive and engaging. These methods include badges, challenges, rewards, team competitions, role-playing and storytelling. In addition, the document explores the use of peer voting, collaborative missions and points, which can make learning more interesting. The document also examines levels, progress bars, quests, leaderboards, certificates, avatars and streaks. Each method is explained in a clear and accessible manner, with practical examples of how it can be applied in adult education contexts. Furthermore, the document highlights examples of organisations and digital learning platforms that successfully implement these approaches. For example, companies and platforms like IBM, Salesforce Trailhead, LinkedIn Learning, Kahoot!, Mursion and Duolingo use some of these gamification methods. The main idea of this document is to help teachers and adult educators in increasing learner motivation and participation. Gamification can contribute to higher levels of engagement, support learners in monitoring their progress, and encourage collaboration and active participation. These methods can be applied in various educational settings, such as in the classroom, online learning or workplace training. They can also be useful for language learning, digital skills and professional development.



Co-funded by
the European Union



Disclaimer: *Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or AMPEU. Neither the European Union nor the granting authority can be held responsible for them.*

Copyright: *No fees, paywalls, or access restrictions are applied to any project outputs. The results may be used by educators, learners, organizations, policymakers, and the wider public across Europe and beyond, supporting sustainability and long-term impact after the project ends.*



This publication is licensed to the public under a Creative Commons Attribution (CC BY-NC 4.0) license.



TABLE OF CONTENTS

1 Introduction.....	1
1.1 Badges	2
1.2 Challenges.....	3
1.3 Rewards.....	4
1.4 Team Competitions	5
1.5 Role-Playing	6
1.6 Storytelling or Narrative Learning	7
1.7 Peer Voting	8
1.8 Collaborative Missions	9
1.9 Milestone Celebrations	10
1.10 Real-World Achievement Boards	11
1.11 Points.....	12
1.12 Levels.....	13
1.13 Progress Bars	14
1.14 Unlockable Content	15
1.15 Time-Limited Tasks	16
1.16 Skill Trees.....	17
1.17 Immediate Feedback	18
1.18 Interactive Quizzes	19
1.19 Simulation Games.....	20
1.20 Boss Battle Tasks	21
1.21 Leaderboards.....	22
1.22 Quests.....	23
1.23 Certificates as Achievement Milestones	24
1.24 Avatars.....	25
1.25 Daily or Weekly Streaks	26
1.26 Mystery or Problem-Solving Missions.....	27
1.27 Hidden Bonuses.....	28
1.28 Choice-Based Pathways.....	29
1.29 Mission Cards	30
1.30 Experience Points (XP).....	31
2 Conclusion	32



1 Introduction

This document presents 30 gamification methods developed within the framework of the GamifiEd Erasmus+ project and designed for use in adult education. Gamification refers to the use of game-inspired elements – such as badges, points, missions, challenges, feedback systems, leaderboards, and progress tracking – to make learning more engaging, interactive, and motivating for adult learners.

The document is intended for adult educators, trainers, facilitators, vocational education providers, lifelong learning organisations, NGOs, and institutions involved in adult learning and professional development. It also supports project partners, instructional designers, and organisations interested in integrating innovative and learner-centred approaches into educational practice.

The aim of this document is to provide practical inspiration and concrete examples of how gamification can be successfully applied in adult education contexts. Adult learners often face challenges related to motivation, time management, participation, and long-term engagement. Gamified learning methods can help address these challenges by creating more dynamic, inclusive, and rewarding learning experiences that encourage active participation, collaboration, and continuous progress.

Through the GamifiedEd project, these methods were collected and structured to support educators in implementing engaging teaching practices in formal, non-formal, and workplace learning environments. The document highlights approaches that can enhance learner motivation, improve retention, support skills development, and strengthen digital and social competences.

Each example in the document follows a clear structure, including a description of the method, its application in adult education, a company or platform example, and a source for further exploration. By presenting adaptable and easy-to-use practices, this document serves as a practical resource for educators and organisations seeking to modernise adult learning through gamification and innovative educational strategies.



1.1 Badges

Description:	Badges are visual symbols or digital credentials awarded when learners complete a task, demonstrate a skill, or reach a milestone. They give recognition and make progress visible.
Application in Adult Education:	Adult learners can receive badges after completing modules such as teamwork, communication, online safety, or employability skills. Digital badges can be added to a CV, portfolio, or LinkedIn profile.
Example:	IBM uses digital badges through IBM SkillsBuild and IBM Training. Learners who complete Cybersecurity Fundamentals can receive a verified badge showing knowledge of cybersecurity concepts and practices.
Source:	IBM SkillsBuild / IBM Training: https://www.ibm.com/training/badge/cybersecurity-fundamentals

Training Badges



Training badges are digital credentials that recognize your skills through courses and hands-on labs. These badges spotlight your IBM Technology expertise and demonstrate your practical experience. Advance through multiple levels to demonstrate continuous growth and evolving capabilities.

Search Training Badges →

Figure 1: An example of Badges in IBM Training.



1.2 Challenges

Description:	Challenges are short practical tasks that ask learners to apply knowledge actively. They make learning more concrete and help learners build confidence.
Application in Adult Education:	Learners can complete weekly challenges such as speaking for one minute, solving a workplace conflict, or presenting an idea to a group.
Example:	Salesforce Trailhead uses modules, projects, and hands-on activities. Learners complete practical tasks and earn points and badges that support their learning rank.
Source:	Salesforce Trailhead: https://trailhead.salesforce.com/content/learn/modules/trailhead-road-to-ranger/learn-about-trailblazer-ranks

What Are Trailblazer Ranks?

Trailblazer Ranks showcase where you are on your Trailhead learning journey. Each module or project you complete earns you a badge and points that go towards your Trailblazer Rank. You climb the ranks as you learn new skills.



Figure 2: An example of Challenges in Salesforce Trailhead.



1.3 Rewards

Description:	Rewards are small forms of recognition for effort, progress, or achievement. They can be certificates, praise, public recognition, or extra learning opportunities.
Application in Adult Education:	Rewards can be given after regular attendance, helping peers, completing weekly tasks, or finishing a module. They should support motivation, not replace the learning goal.
Example:	LinkedIn Learning gives Certificates of Completion when learners finish courses. These certificates help learners show professional development to employers or colleagues.
Source:	LinkedIn Learning: https://www.linkedin.com/help/learning/answer/a705867

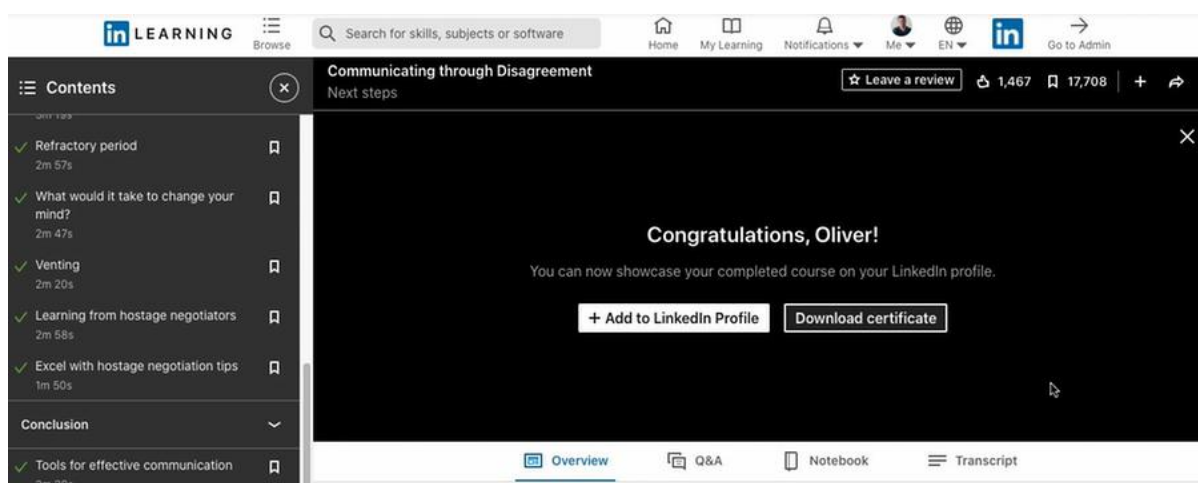


Figure 3: An example of Rewards in LinkedIn Learning.



1.4 Team Competitions

Description:	Team competitions divide learners into groups that work toward a shared goal. They encourage communication, cooperation, and responsibility.
Application in Adult Education:	Adult learners can compete in teams to solve workplace problems, create a presentation, or complete a practical task in the most professional way.
Example:	Kahoot! uses points and leaderboards in quizzes. Trainers can split adult learners into teams and let groups compete while reviewing knowledge in a fun way.
Source:	Kahoot!: https://support.kahoot.com/hc/en-us/articles/115002303908-How-points-work

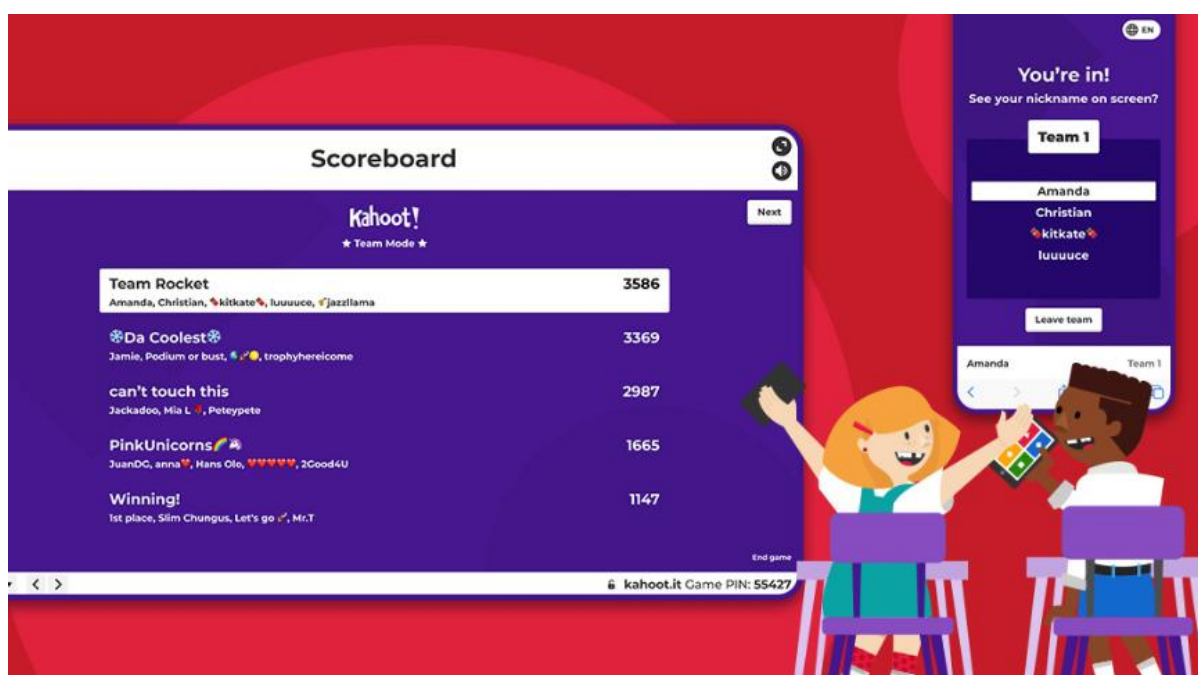


Figure 4: An example of Team competitions in Kahoot!.



1.5 Role-Playing

Description:	Role-playing lets learners practice realistic situations by taking different roles. It is useful for communication, empathy, customer service, conflict solving, and leadership.
Application in Adult Education:	Learners can practice talking to a difficult client, giving feedback, asking for help at work, or resolving a disagreement with a colleague.
Example:	Mursion provides immersive simulations for workplace and education training. Learners can practice difficult conversations with avatars in a safe environment.
Source:	Mursion: https://www.mursion.com/solutions/education/

< Resource Center / Blog

Education

Mixed Reality Simulations for Social-Emotional Learning

Mursion Team

April 22, 2021 • 22 min read



Figure 5: An example of Role-Playing in Mursion.



1.6 Storytelling or Narrative Learning

Description:	Storytelling uses a story, character, or situation to make learning more meaningful. It helps adults connect emotionally with real-life problems and reflect on decisions.
Application in Adult Education:	Learners can follow a workplace story and decide how to respond to stress, conflict, customer complaints, or teamwork problems.
Example:	Duolingo uses story-based language activities where learners follow dialogues and answer questions. This shows how narrative can make learning more active and memorable.
Source:	Duolingo: https://blog.duolingo.com

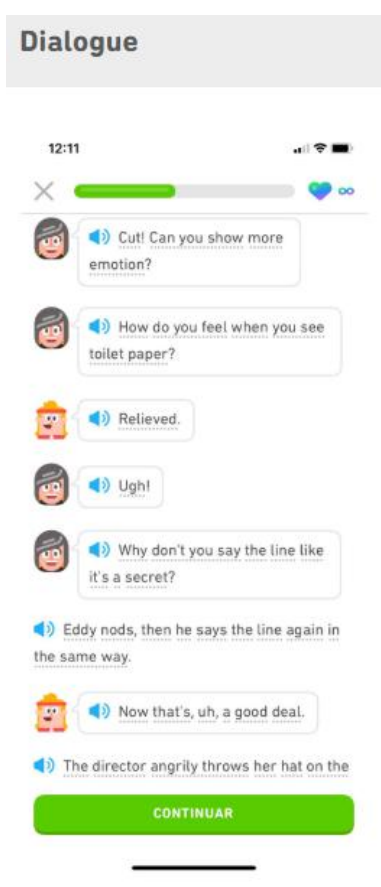


Figure 6: An example of Storytelling or Narrative Learning in Duolingo.



1.7 Peer Voting

Description:	Peer voting allows learners to choose, rate, or give feedback on peer work. It increases participation and gives learners social recognition.
Application in Adult Education:	Learners can vote on the clearest presentation, best teamwork strategy, or most practical solution to a workplace problem.
Example:	Mentimeter uses live polls, quizzes, and audience voting. Trainers can ask adults to vote during a session and use the results for discussion and feedback.
Source:	Mentimeter: https://www.mentimeter.com/features/live-polling

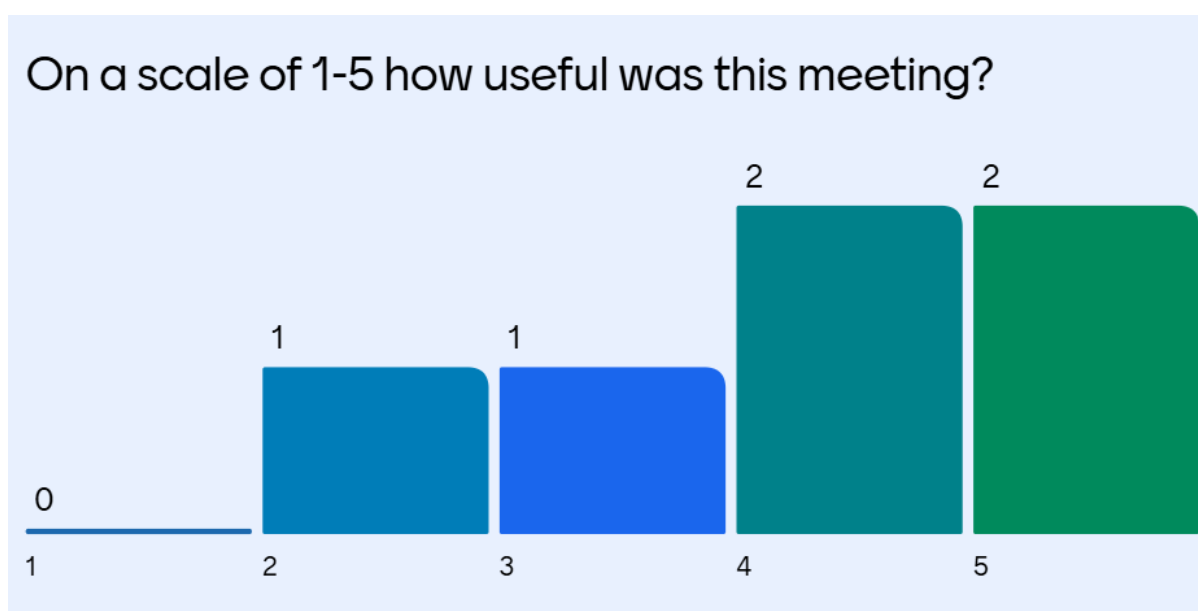


Figure 7: An example of Peer Voting in Mentimeter.



1.8 Collaborative Missions

Description:	Collaborative missions are group tasks where learners must work together to complete a goal. They build teamwork, planning, listening, and shared responsibility.
Application in Adult Education:	Adult learners can complete a mission such as planning an event, creating a training poster, solving a community problem, or preparing a group presentation.
Example:	Miro is used as a collaborative whiteboard where teams can brainstorm, plan, vote, and work together in real time. This supports mission-based group work.
Source:	Miro: https://miro.com/whiteboard/

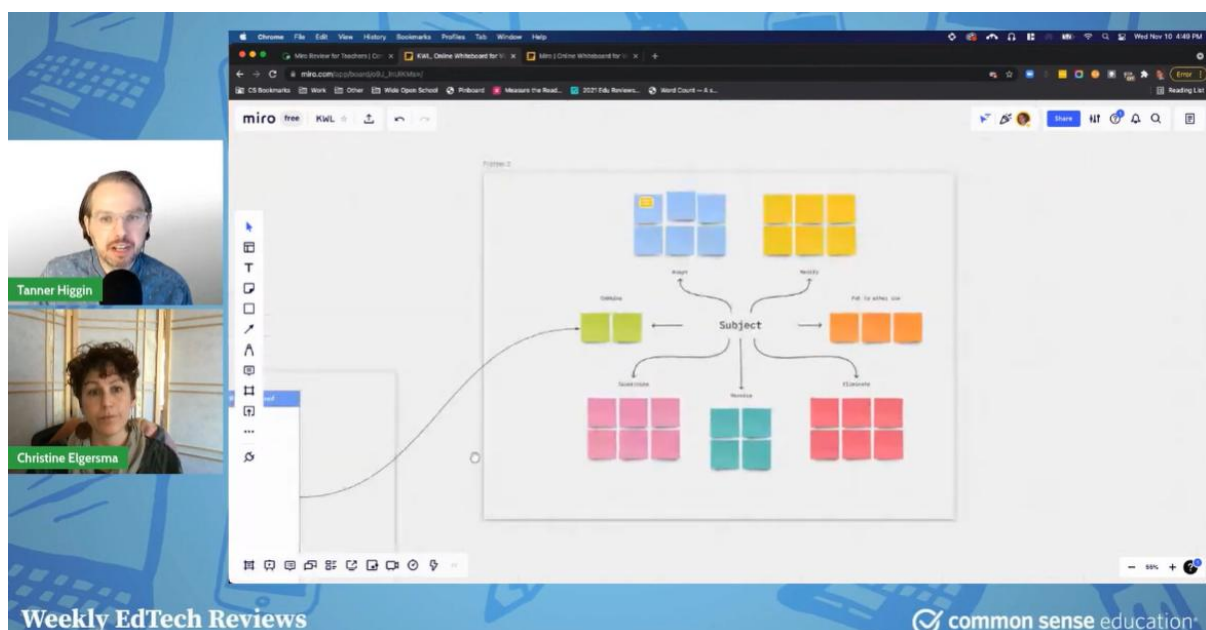


Figure 8: An example of Collaborative Missions in Miro.



1.9 Milestone Celebrations

Description:	Milestone celebrations mark important progress points in learning. They help adults feel proud and motivated to continue.
Application in Adult Education:	At the end of a module or week, the teacher can celebrate learners who improved participation, completed tasks, or reached a personal goal.
Example:	Coursera uses course and professional certificates to mark completion of learning milestones. Learners can use these milestones as proof of progress.
Source:	Coursera: https://www.coursera.support/s/article/learner-000001187

Coursera Certificates: Samples, Templates and Inspo

Have you seen a Coursera certificate sample and thought—this is the level my certificate should match? In this article, you'll learn what makes a Coursera certificate example strong, how to use those elements in your own certificate design and how to do it quickly using Certifier.

Author Aksen Semak Reviewer Valerie Kakoukina Verified Expert

Updated: April 21, 2026 | 11 min read

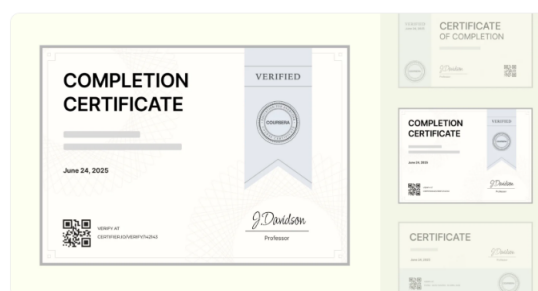


Figure 9: An example of Milestone Celebrations in Coursera.



1.10 Real-World Achievement Boards

Description:	Achievement boards show completed tasks and progress in a visible place. They connect learning to real skills and motivate learners to keep improving.
Application in Adult Education:	A class board can show achievements such as 'spoke in front of a group', 'solved a conflict task', or 'helped a peer complete a digital task'.
Example:	Microsoft Learn profiles include achievements such as badges, trophies, and XP. Learners can see and share completed achievements from their profile.
Source:	Microsoft Learn: https://learn.microsoft.com/en-us/training/support/faq

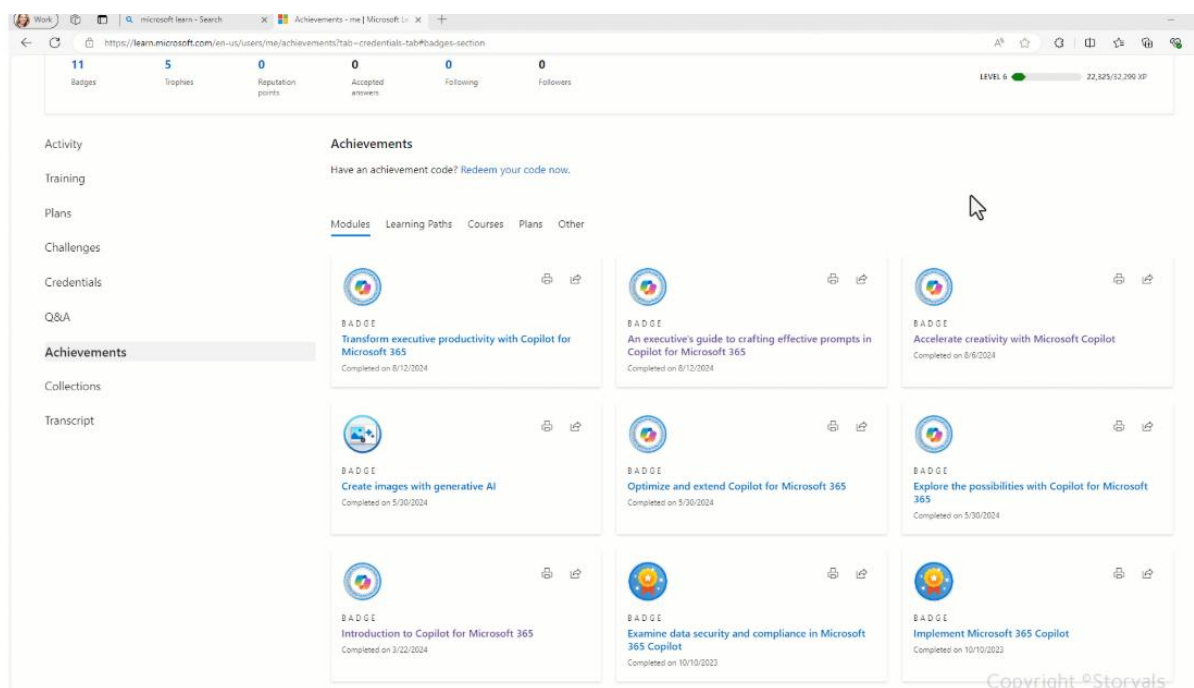


Figure 10: An example of Real-World Achievement Boards in Microsoft Learn.



1.11 Points

Description:	Points are numerical rewards given for completed tasks, correct answers, or active participation. They make progress easy to measure.
Application in Adult Education:	Learners can earn points for completing email, spreadsheet, online safety, and file-management exercises.
Example:	Kahoot! awards points for correct answers in quizzes. This can be used in digital literacy classes to review internet safety or computer basics.
Source:	Kahoot!: https://support.kahoot.com/hc/en-us/articles/115002303908-How-points-work

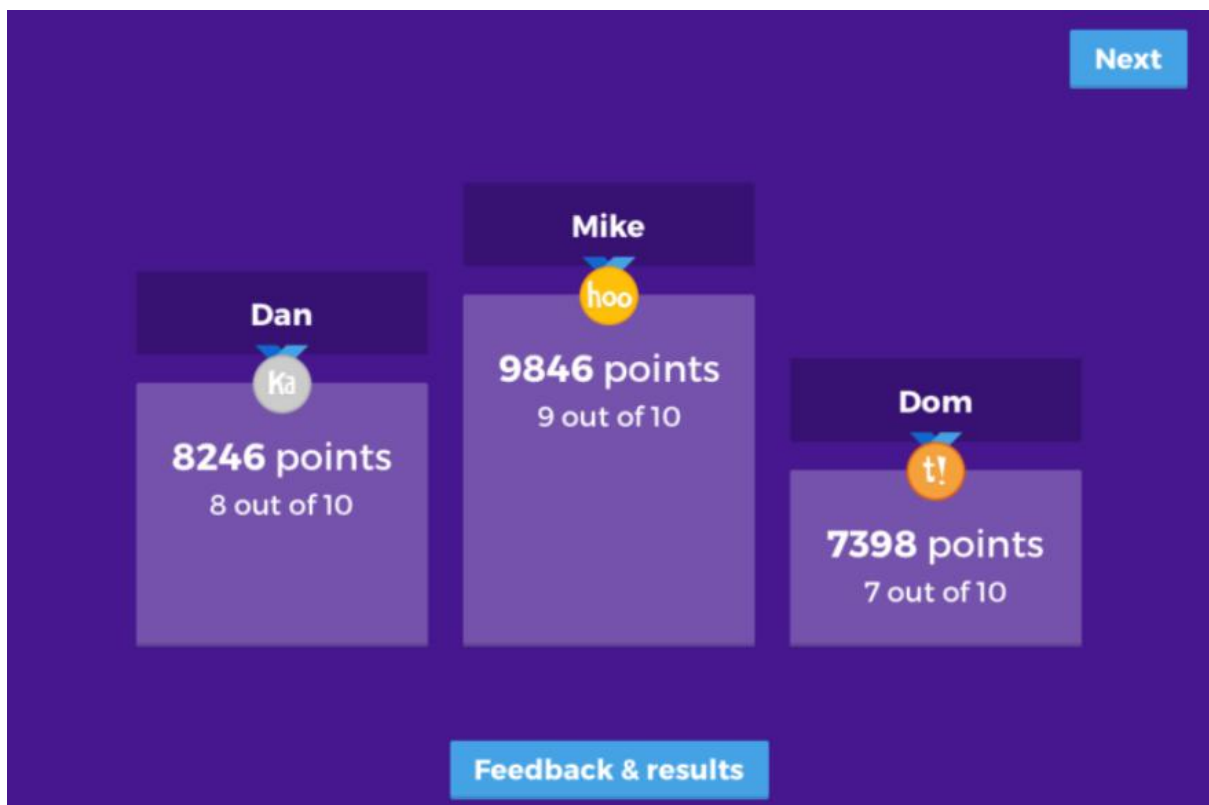


Figure 11: An example of Points in Kahoot!.



1.12 Levels

Description:	Levels divide learning into stages from easier to more difficult. They help learners understand what comes next and reduce overload.
Application in Adult Education:	Digital literacy can be organized into Level 1 email basics, Level 2 spreadsheets, Level 3 online collaboration tools, and Level 4 online safety.
Example:	Microsoft Learn uses learning paths, modules, achievements, and XP to structure progress through technology skills.
Source:	Microsoft Learn: https://learn.microsoft.com/en-us/training/support/faq

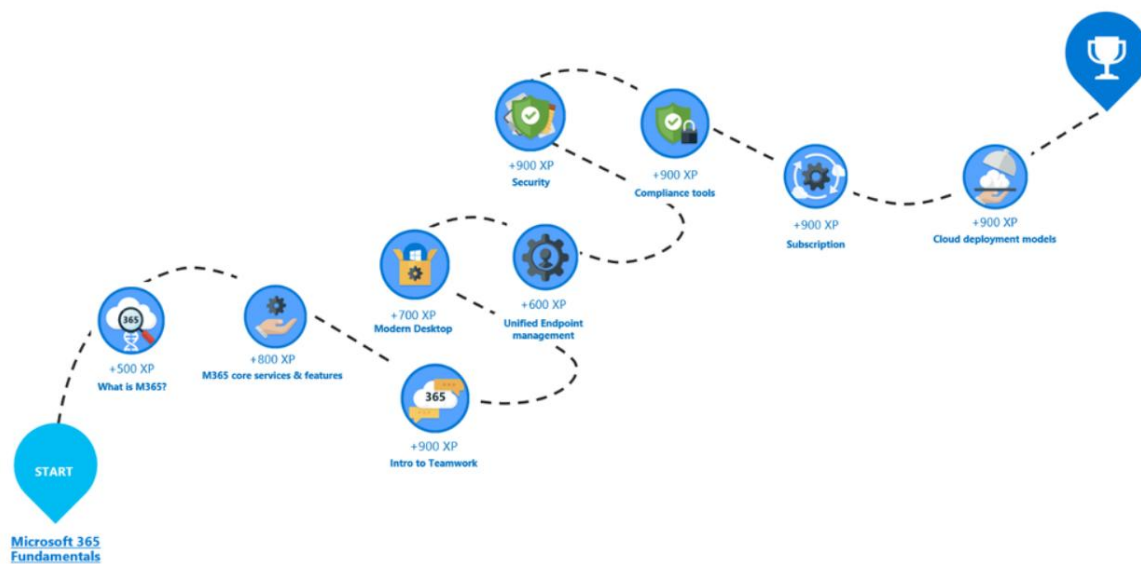


Figure 12: An example of Levels in Microsoft Learn.



1.13 Progress Bars

Description:	Progress bars visually show how much of a course or task has been completed. They help learners stay oriented and motivated.
Application in Adult Education:	An online digital literacy course can show learners that they completed 40%, 70%, or 100% of the course after finishing modules.
Example:	Codecademy uses progress tracking and Skill XP to help learners see growth as they complete coding lessons and courses.
Source:	Codecademy: https://www.codecademy.com/resources/blog/introducing-codecademy-skill-xp

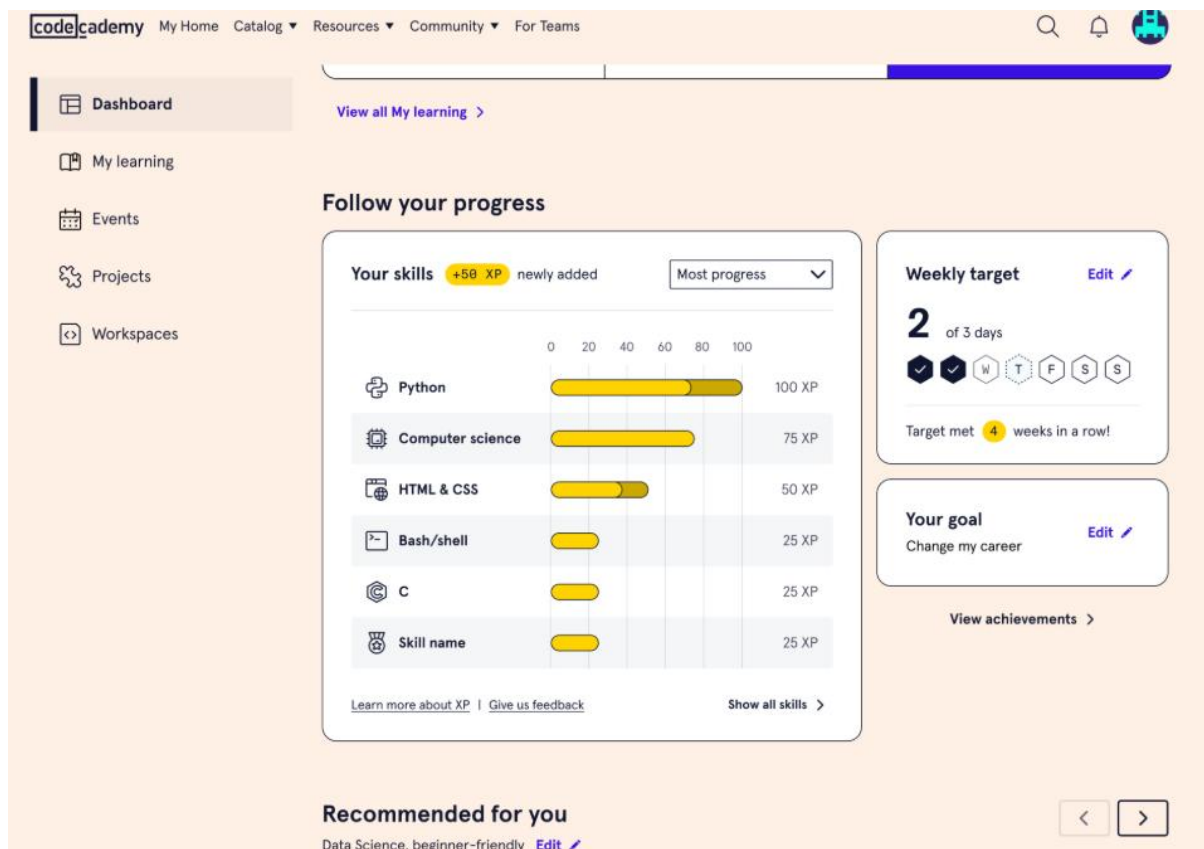


Figure 13: An example of Progress Bars in Codecademy.



1.14 Unlockable Content

Description:	Unlockable content means learners receive access to new tasks only after completing earlier steps. It keeps learning structured and prevents confusion.
Application in Adult Education:	The Online Safety module can unlock only after learners finish Internet Basics. This helps adults build skills step by step.
Example:	Salesforce Trailhead organizes learning through trails and modules. Learners complete structured content and build toward badges and ranks.
Source:	Salesforce Trailhead: https://trailhead.salesforce.com/trailblazer-ranks

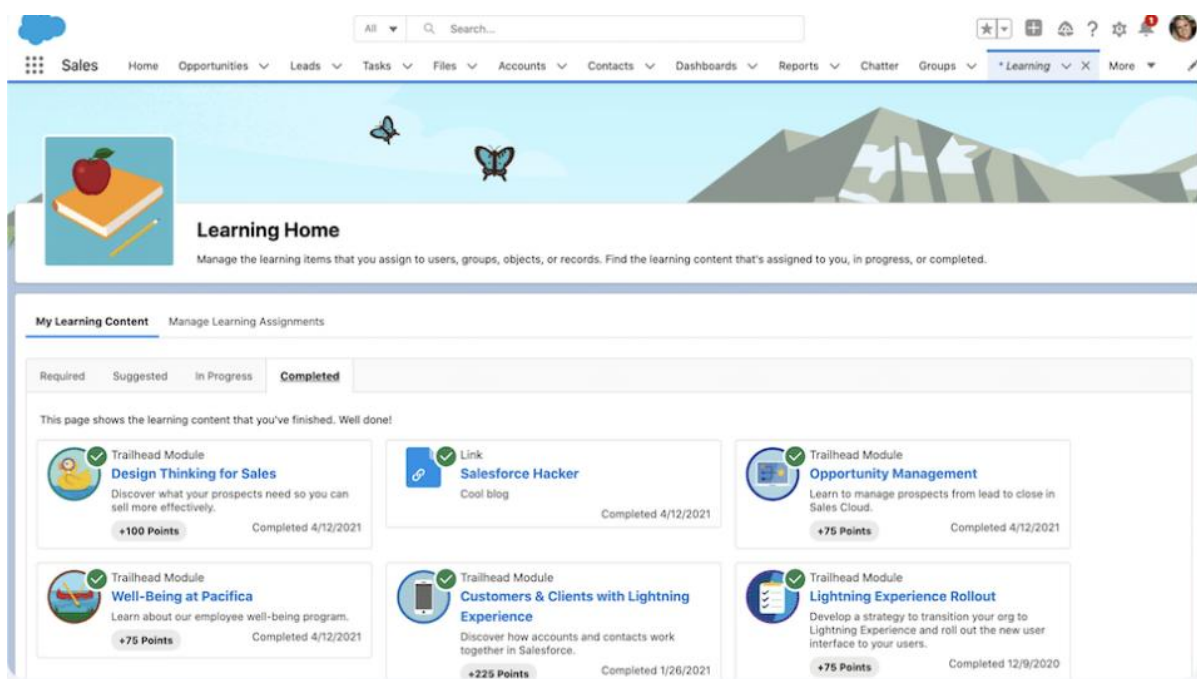


Figure 14: An example of Unlockable Content in an online learning platform.



1.15 Time-Limited Tasks

Description:	Time-limited tasks ask learners to complete an activity within a set time. They add focus and prepare learners for real work situations where speed matters.
Application in Adult Education:	Learners can have 10 minutes to format a spreadsheet, send an email with an attachment, or find reliable information online.
Example:	Kahoot! quizzes use timed questions, which can train quick recall and decision-making during digital literacy review activities.
Source:	Kahoot!: https://support.kahoot.com/hc/en-us/articles/115002303908-How-points-work

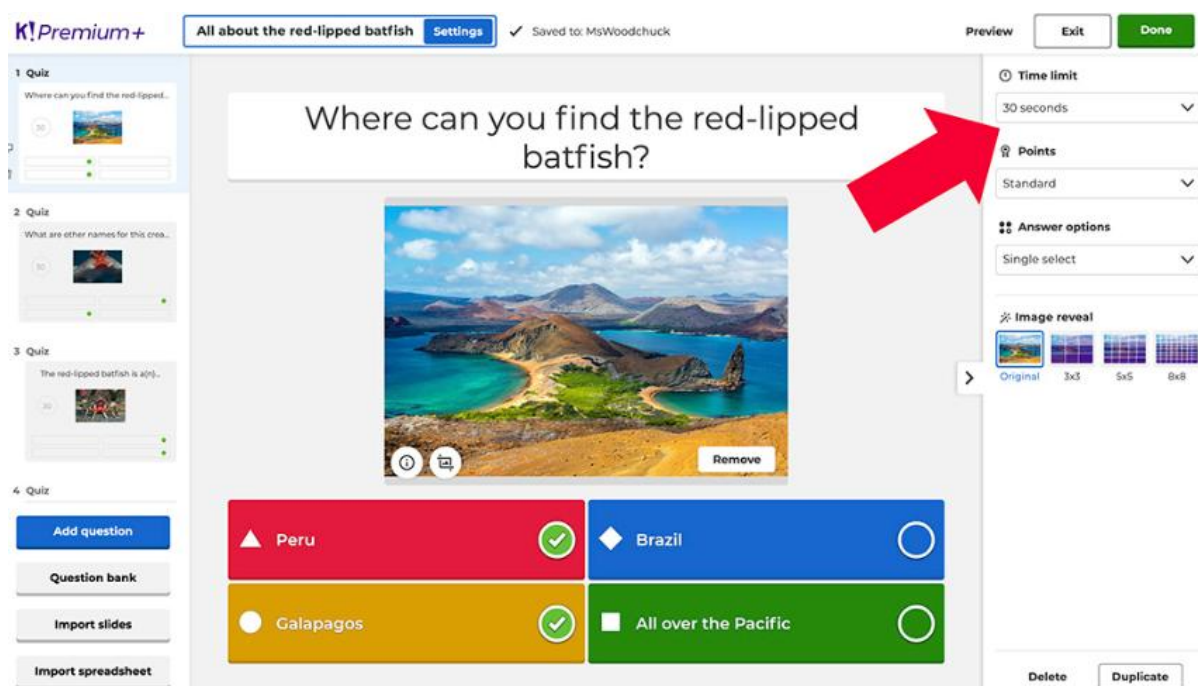


Figure 15: An example of Time-Limited Tasks in Kahoot!.



1.16 Skill Trees

Description:	Skill trees show different learning paths and how skills connect. They help learners choose what they need most and see long-term development.
Application in Adult Education:	A digital literacy skill tree can include branches for email, word processing, spreadsheets, online collaboration, and internet safety.
Example:	Salesforce Trailhead uses career paths, trails, modules, badges, and ranks to show structured skill development in a visual, motivating way.
Source:	Salesforce Trailhead: https://trailhead.salesforce.com/trailblazer-ranks

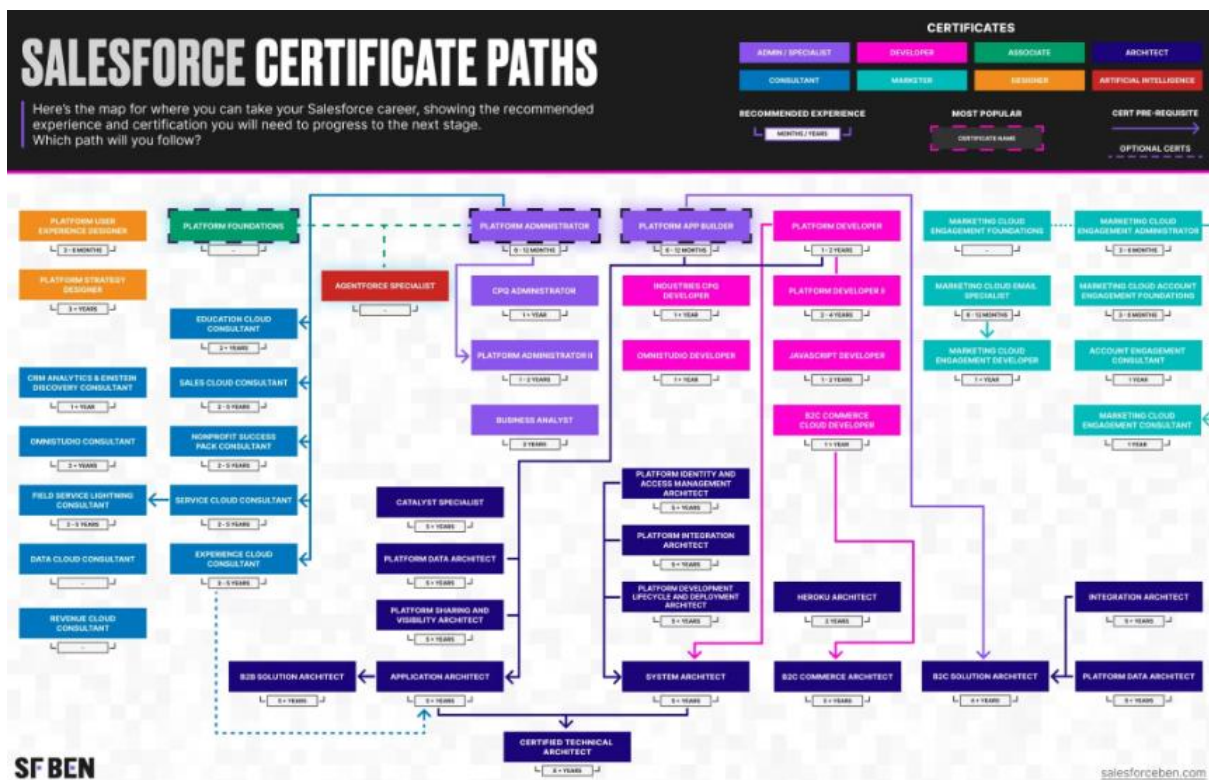


Figure 16: An example of Skill Trees in Salesforce Trailhead.



1.17 Immediate Feedback

Description:	Immediate feedback tells learners right away whether an answer or action was correct. It helps them correct mistakes before they become habits.
Application in Adult Education:	After learners answer a question about phishing, the system can immediately explain why the answer is correct or incorrect.
Example:	Kahoot! gives instant quiz results and feedback after questions. Trainers can use this to explain digital safety concepts immediately.
Source:	Kahoot!: https://support.kahoot.com/hc/en-us/articles/360035063054-Kahoot-quiz-reports

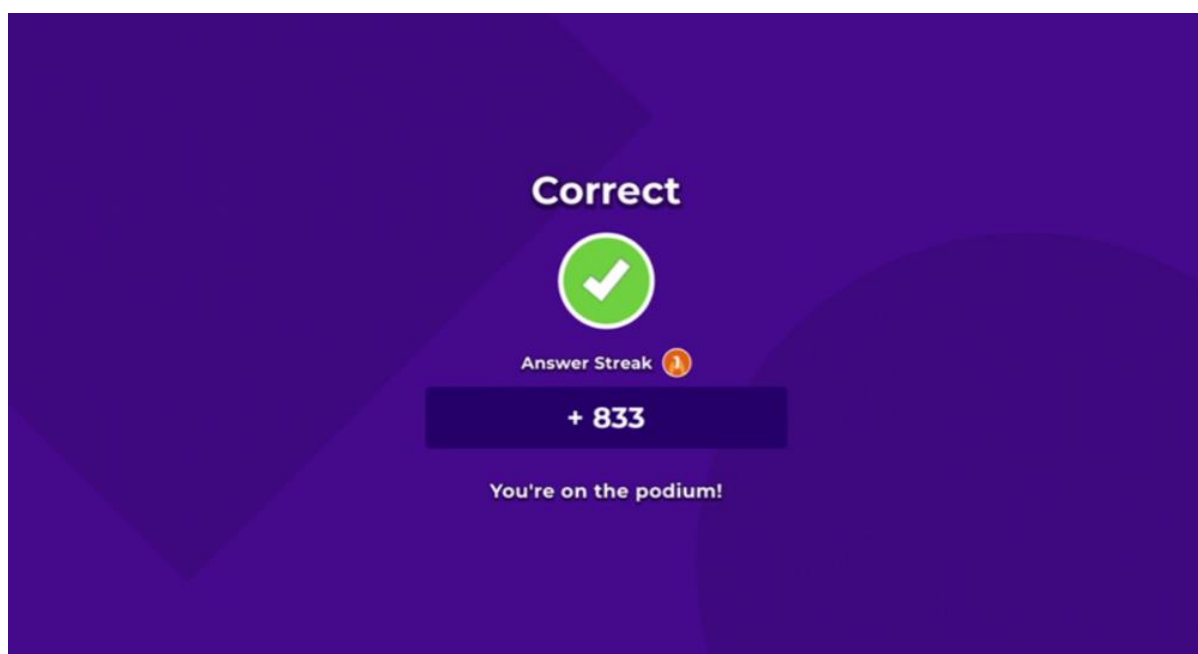


Figure 17: An example of Immediate Feedback in Kahoot!.



1.18 Interactive Quizzes

Description:	Interactive quizzes use questions, feedback, images, and scoring to make knowledge checks active. They are useful for reviewing practical digital knowledge.
Application in Adult Education:	Learners can complete quizzes on safe passwords, fake websites, email attachments, and spreadsheet formulas.
Example:	Mentimeter supports live quizzes and interactive presentations. A trainer can test digital literacy knowledge during class and discuss results with learners.
Source:	Mentimeter: https://www.mentimeter.com/

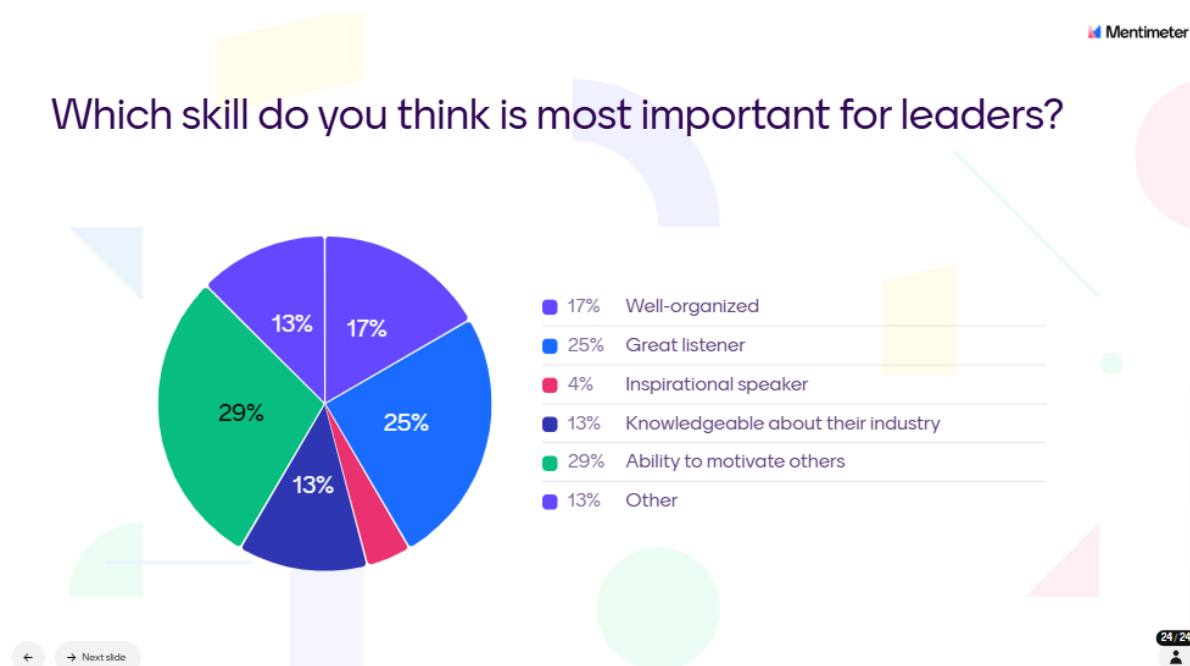


Figure 18: An example of Interactive Quizzes in Mentimeter.



1.19 Simulation Games

Description:	Simulation games let learners practice in a safe environment that imitates real situations. They are useful when mistakes in real life could cause problems.
Application in Adult Education:	Learners can use a fake inbox to identify spam, phishing, suspicious links, and safe messages before working with real email.
Example:	Mursion uses simulations to help people practice workplace skills. The same approach can be adapted for digital safety and communication training.
Source:	Mursion: https://www.mursion.com/



Figure 19: An example of Simulation Games in Mursion.



1.20 Boss Battle Tasks

Description:	A boss battle task is a final practical challenge that combines several skills. It checks whether learners can apply knowledge independently.
Application in Adult Education:	At the end of a digital literacy course, learners send an email, create a spreadsheet, save a file, and upload it correctly.
Example:	Salesforce Trailhead uses Superbadges as advanced, hands-on credentials where learners apply multiple skills in realistic scenarios.
Source:	Salesforce Trailhead: https://trailhead.salesforce.com/superbadges

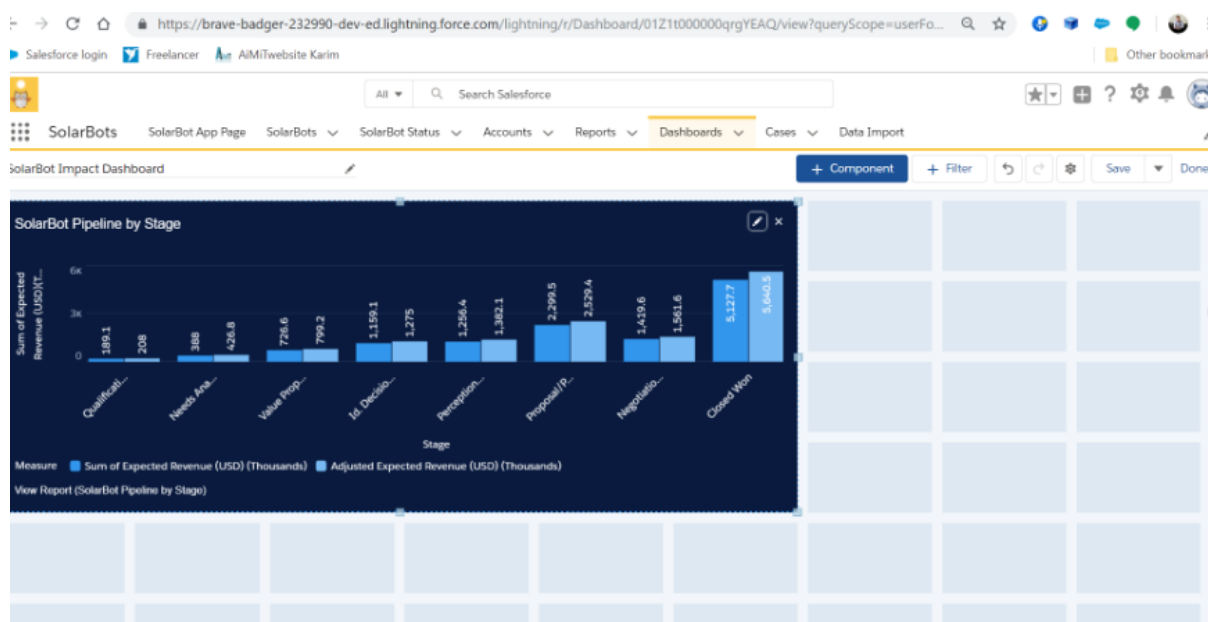


Figure 20: An example of Boss Battle Tasks in Salesforce Trailhead.



1.21 Leaderboards

Description:	Leaderboards rank learners or teams based on points, completed tasks, or progress. They can motivate participation when used carefully.
Application in Adult Education:	A weekly leaderboard can show which learners completed the most English vocabulary or speaking activities, while still respecting a supportive atmosphere.
Example:	Duolingo uses leagues and leaderboards where learners compete based on weekly progress and study effort.
Source:	Duolingo: https://blog.duolingo.com/duolingo-leagues-leaderboards/

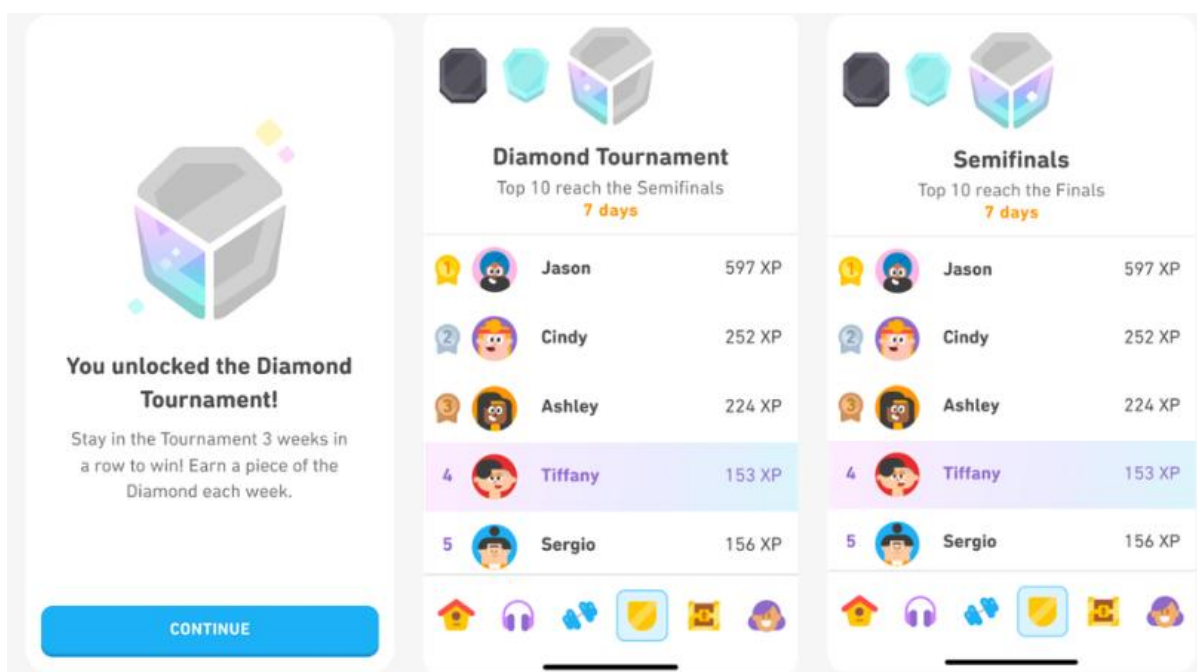


Figure 21: An example of Leaderboards in Duolingo.



1.22 Quests

Description:	Quests are purposeful learning tasks with a clear mission. They make language learning feel practical and connected to real situations.
Application in Adult Education:	Adult English learners can complete quests such as ordering food, asking for directions, writing a work email, or introducing themselves.
Example:	Duolingo organizes learning into short goals and activities that feel like missions. This makes daily language practice more motivating.
Source:	Duolingo: https://www.duolingo.com/



Figure 22: An example of Quests in Duolingo.



1.23 Certificates as Achievement Milestones

Description:	Certificates are formal recognitions given after completing a course, module, or skill area. They help adults see the value of their learning.
Application in Adult Education:	Learners can receive a certificate after completing an English for Work module, a speaking course, or a writing workshop.
Example:	Coursera gives Course Certificates as official credentials confirming that learners successfully completed a course.
Source:	Coursera: https://www.coursera.support/s/article/learner-000001187

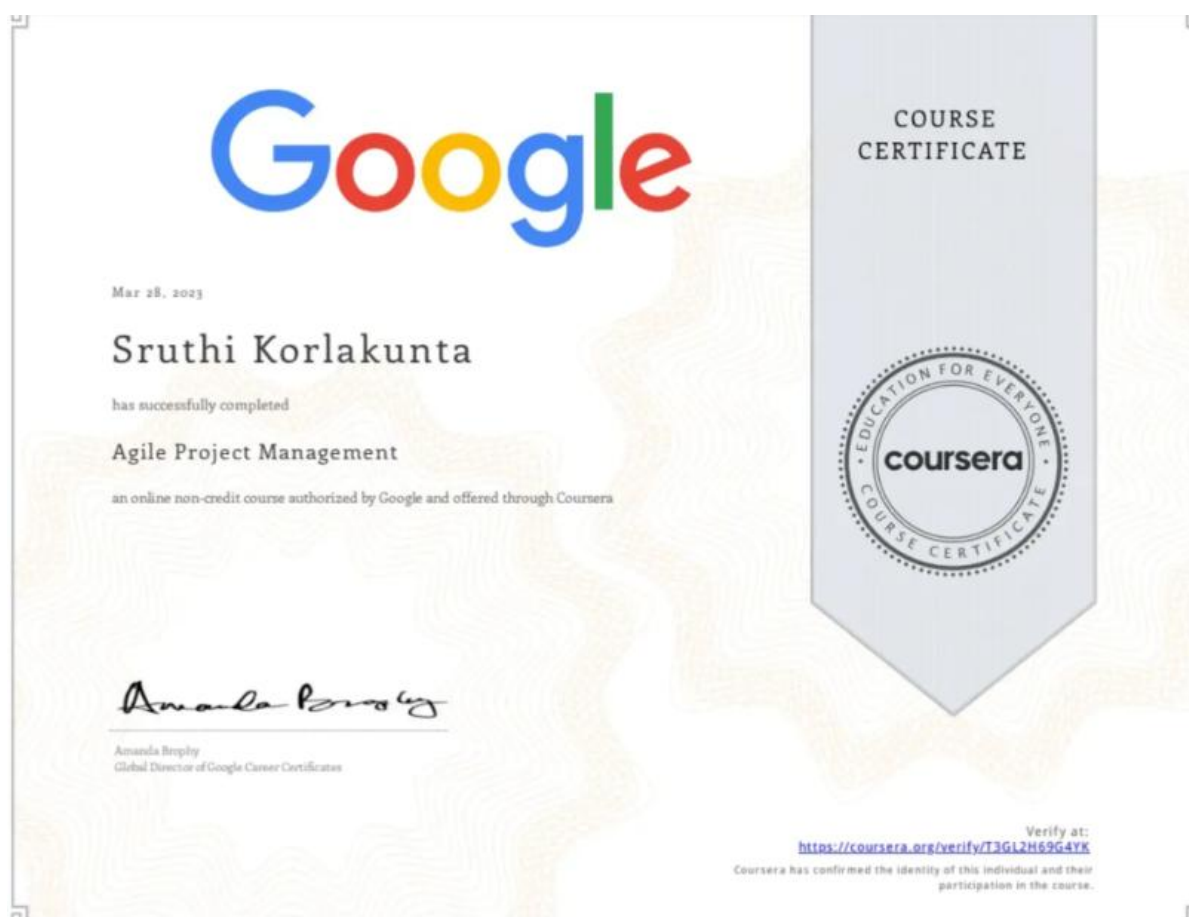


Figure 23: An example of Certificates as Achievement Milestones in Coursera.



1.24 Avatars

Description:	Avatars are digital characters that represent learners in an online space. They can reduce stress and make speaking practice feel less intimidating.
Application in Adult Education:	Learners can use avatars in online speaking tasks, role plays, or virtual classrooms and unlock items after completing tasks.
Example:	Mursion uses avatar-based simulations for communication and interpersonal skills practice. This can support English speaking practice in realistic situations.
Source:	Mursion: https://www.mursion.com/blog/avatars-vs-role-play-which-is-the-future-of-interpersonal-skills-training/



Figure 24: An example of Avatars in Mursion.



1.25 Daily or Weekly Streaks

Description:	Streaks reward regular practice over several days or weeks. They are especially useful for language learning because progress depends on repetition.
Application in Adult Education:	Learners can keep a 7-day streak by completing one short English vocabulary, grammar, or speaking exercise each day.
Example:	Codecademy uses weekly targets and streaks to encourage consistent learning habits. The same idea can be used for English practice.
Source:	Codecademy: https://help.codecademy.com/hc/en-us/articles/360056218734-Weekly-Targets

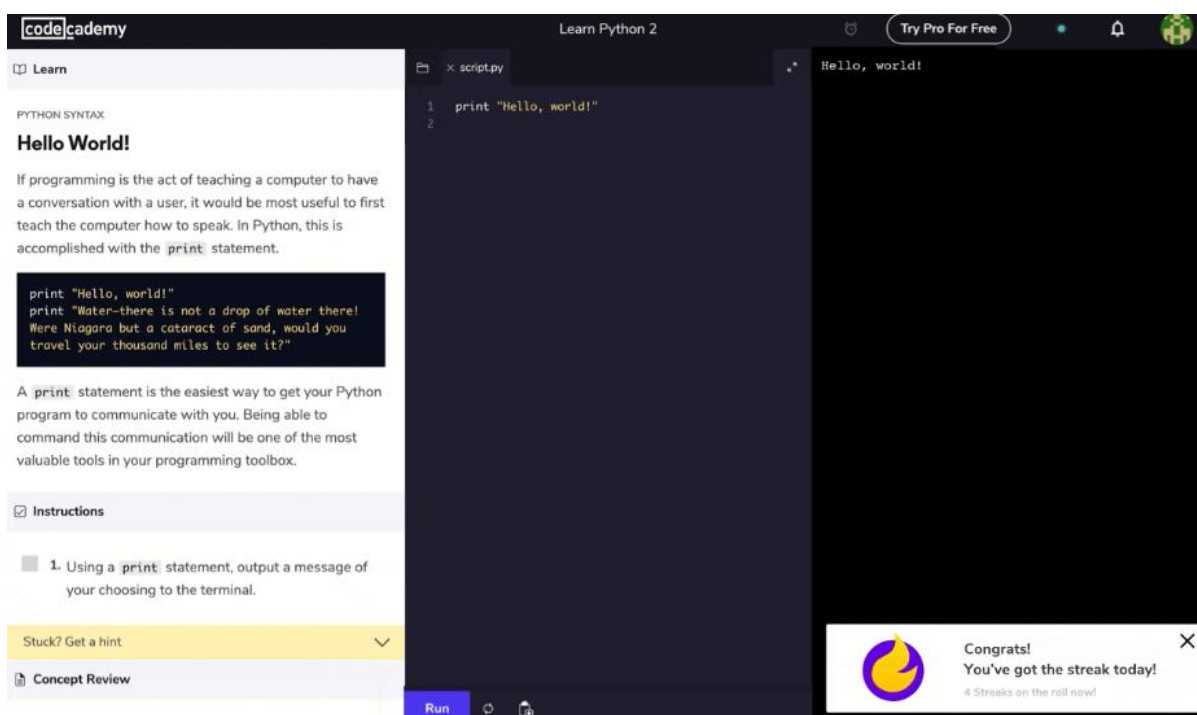


Figure 25: An example of Daily or Weekly Streaks in Codecademy.



1.26 Mystery or Problem-Solving Missions

Description:	Mystery missions ask learners to use language clues to solve a problem. They encourage reading, speaking, listening, and teamwork.
Application in Adult Education:	Learners can read clues in English to solve a workplace mystery, find missing information, or complete a communication task.
Example:	Genially offers gamification and escape-room templates that can be used to build mystery-style language activities.
Source:	Genially: https://genially.com/features/gamification/

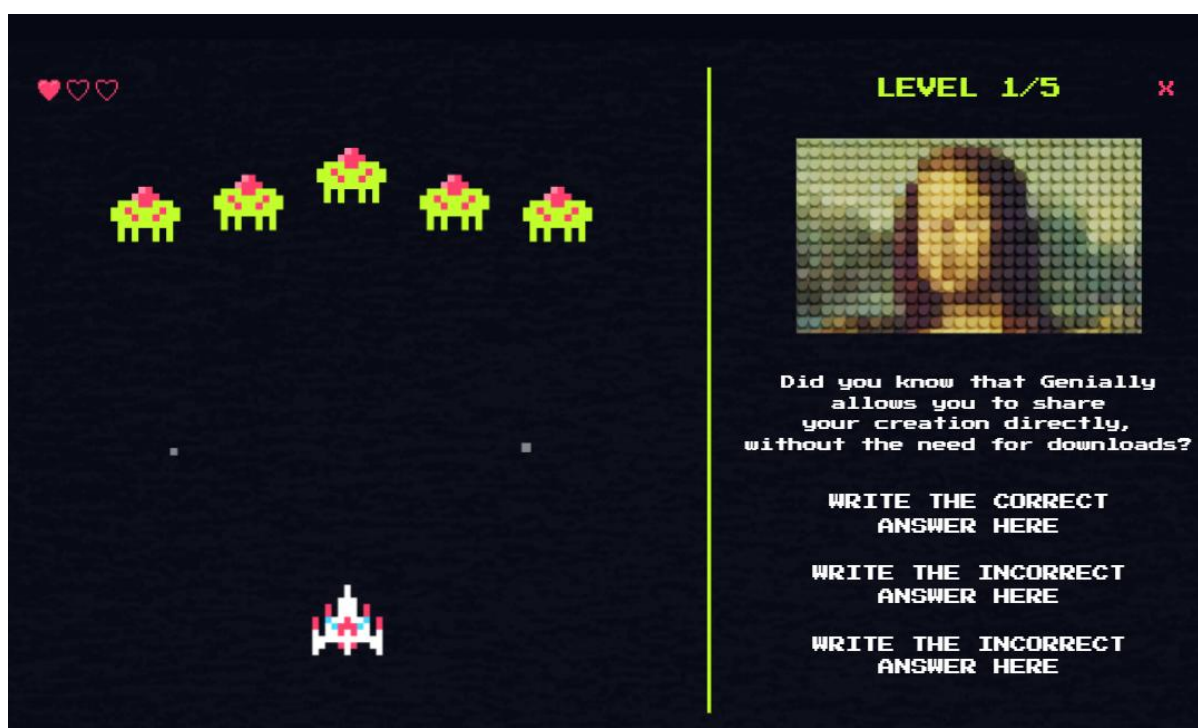


Figure 26: An example of Mystery or Problem-Solving Missions in Genially.



1.27 Hidden Bonuses

Description:	Hidden bonuses are surprise rewards for extra effort or creative use of learning content. They make lessons more playful and encourage learners to go beyond the minimum.
Application in Adult Education:	A learner can receive bonus points for using five new English words correctly in a conversation or helping another learner complete a task.
Example:	Kahoot! allows bonus-style scoring through point settings and quiz mechanics. Trainers can use this idea to reward extra vocabulary use or fast correct answers.
Source:	Kahoot!: https://support.kahoot.com/hc/en-us/articles/115002303908-How-points-work

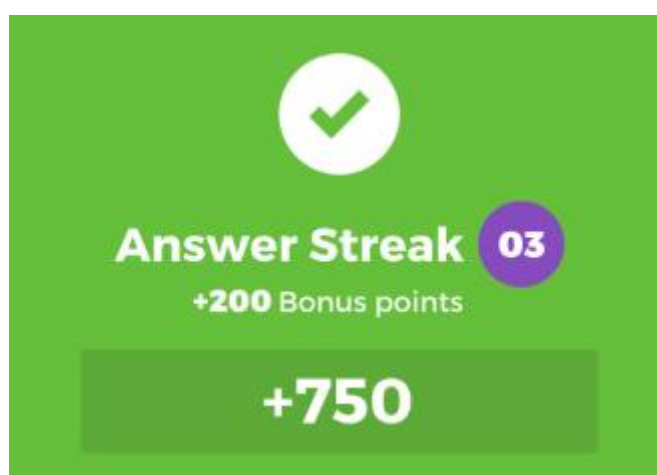


Figure 27: An example of Hidden Bonuses in Kahoot!.



1.28 Choice-Based Pathways

Description:	Choice-based pathways let learners choose topics or routes that match their needs. This is important for adults because goals differ by work, travel, family, or daily life.
Application in Adult Education:	Learners can choose between business English, travel English, healthcare English, or everyday conversation tasks.
Example:	Coursera offers different learning paths and professional certificates from many companies and universities, allowing learners to choose a route based on career goals.
Source:	Coursera: https://www.coursera.org/professional-certificates



coursera
Learn without limits

**GET READY TO LEARN FROM THE
WORLD CLASS LEARNING PLATFORM**

- 17,000+ courses
- Professional Certificates
- Career-Focused Specializations
- Industry Recognized Credentials

Learn from 350+ university and industry partners on Coursera

Figure 28: An example of Choice-Based Pathways in Coursera.



1.29 Mission Cards

Description:	Mission cards are small task cards that give learners a clear speaking, writing, or vocabulary mission. They are simple to prepare and easy to use in class.
Application in Adult Education:	A learner draws a card such as 'Introduce yourself in English', 'Ask for directions', or 'Explain your job in three sentences'.
Example:	Mentimeter and Miro can support digital mission-card activities: trainers can display cards, collect answers, and let learners work together online.
Source:	Miro: https://www.mentimeter.com/how-to

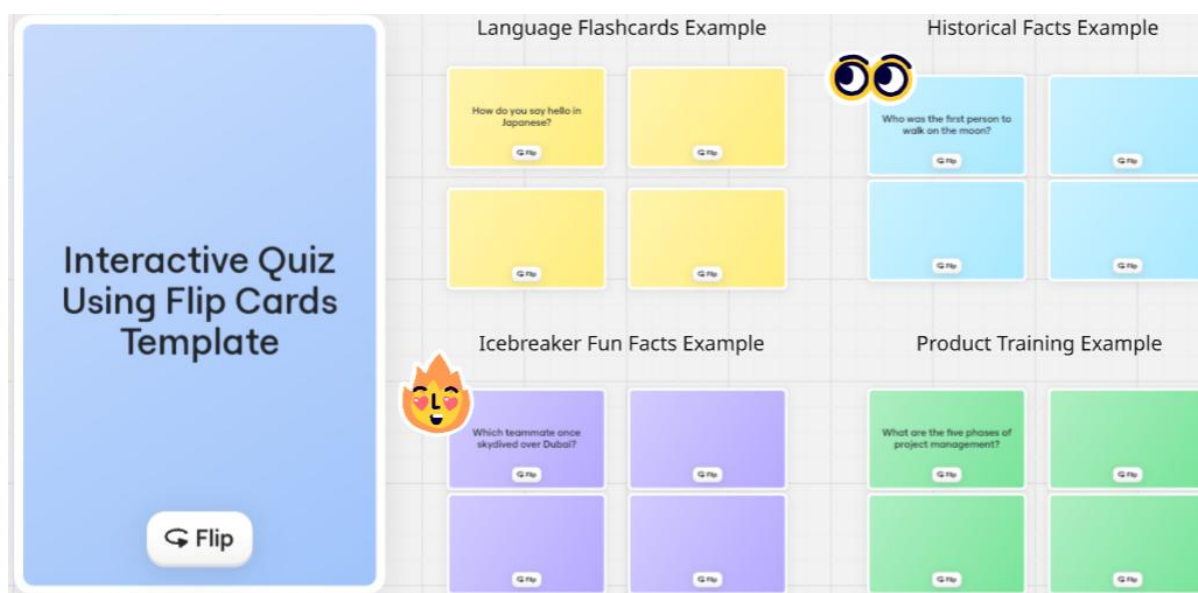


Figure 29: An example of Mission Cards in Miro.



1.30 Experience Points (XP)

Description:	XP are points collected over time for completing activities. They make progress feel continuous and give learners a reason to keep practicing.
Application in Adult Education:	Learners can earn XP for speaking, completing grammar tasks, using new vocabulary, and participating in class discussions.
Example:	Duolingo uses XP as part of its language-learning system, and Microsoft Learn also uses XP to show training achievements. XP can be adapted to adult English courses.
Source:	Microsoft Learn: https://learn.microsoft.com/en-us/training/support/faq

Congratulations!

You earned experience points for completing the knowledge check.



Continue

Review answers

Figure 30: An example of Experience Points (XP) in Duolingo.



2 Conclusion

Gamification constitutes an innovative pedagogical approach with strong relevance for the enhancement of adult education across formal, non-formal, and informal learning contexts. The 30 gamification methods presented in this document illustrate a comprehensive framework of practical strategies, integrating elements such as points, badges, progress indicators, quests, simulations, storytelling, collaborative tasks, and achievement-based systems.

These approaches contribute to improving learner motivation, engagement, and retention, particularly among adult learners who often combine education with professional and personal responsibilities. By structuring learning into clear stages, providing continuous feedback, and establishing transparent learning objectives, gamification supports learner autonomy and facilitates more inclusive and accessible learning environments.

In addition, the application of gamification methodologies fosters the development of transversal and key competences, including digital skills, communication, problem-solving, teamwork, and self-directed learning. These competences are essential for active participation in contemporary labour markets and lifelong learning pathways.

It is important to underline that the effectiveness of gamification depends on its pedagogically sound implementation, aligned with defined learning outcomes and the specific needs of target learner groups. Gamification should therefore be understood as a methodological tool rather than an end in itself.

In conclusion, gamification represents a valuable and transferable educational approach within adult learning. The collection of 30 methods developed within this framework provides a practical and adaptable resource for educators, trainers, and organisations seeking to enhance the quality, attractiveness, and effectiveness of adult education provision in line with Erasmus+ priorities on innovation, inclusion, and lifelong learning.