TDSOFT

GAMIFICATION PORTFOLIO

ENGAGEMENT • PROGRESSION • INTERACTION • CONVERSION



UX/UI DESIGN

GAMIFICATION STRATEGY

avocado

1 Avocado

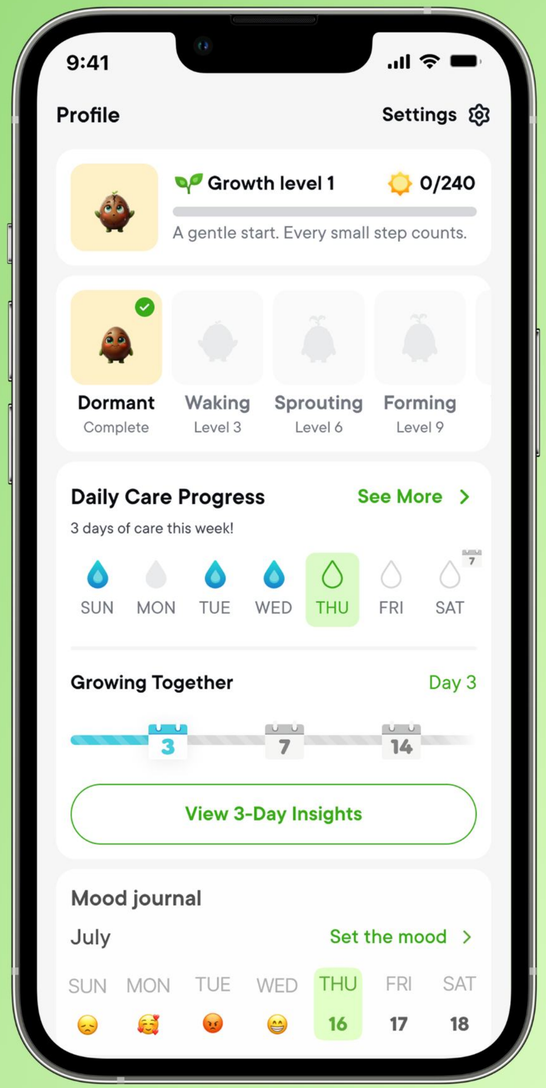
A companion that grows with you.

Daily self-care becomes visible progress. Rituals and check-ins help users nurture their Avocado companion through eight growth stages. Small actions, lasting motivation - drops, daily care tracking and reflection milestones make each small step feel meaningful - and give users a reason to return. Eight stages of growth.

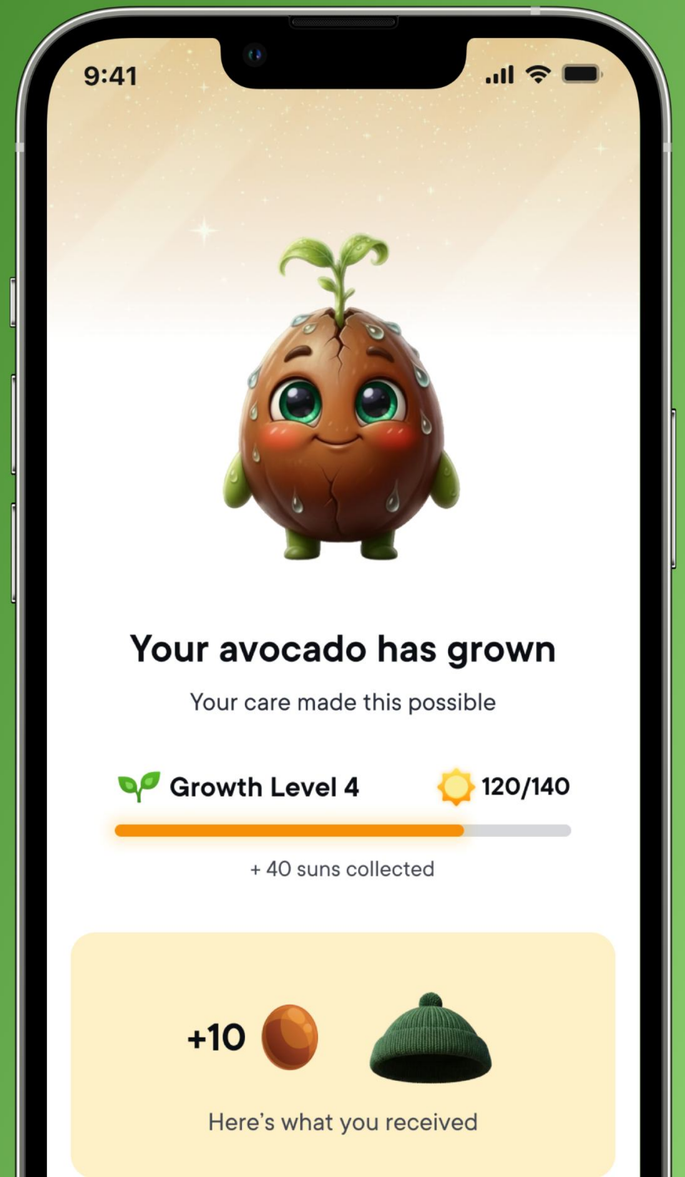


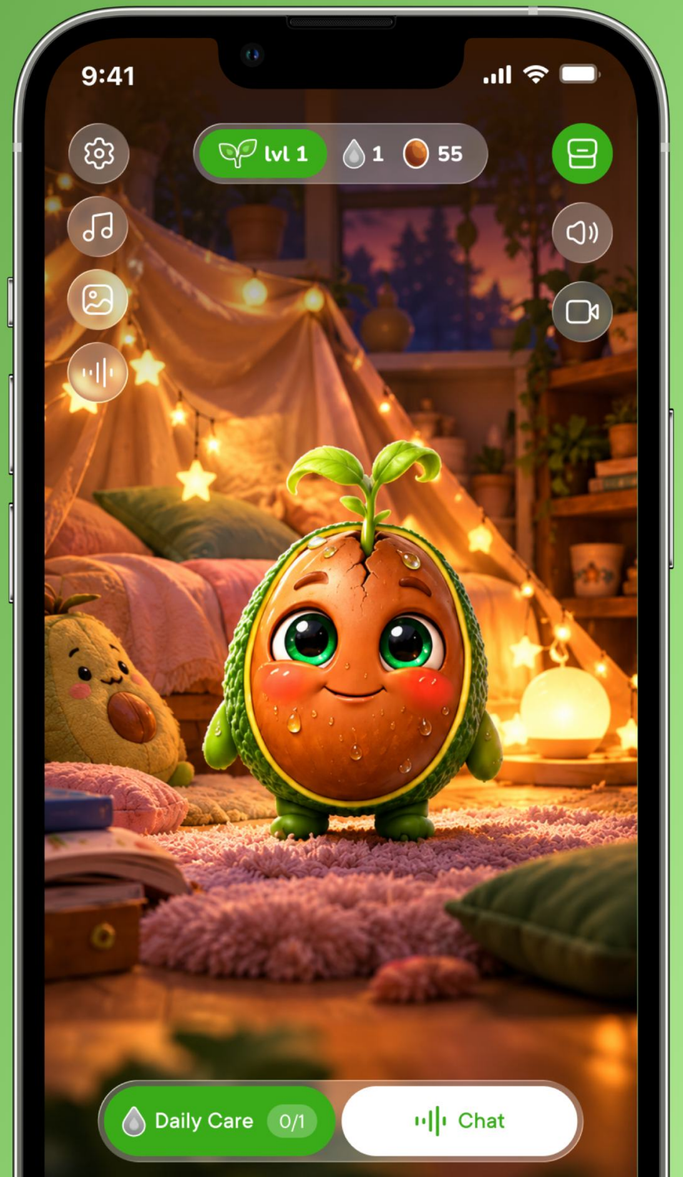
APPSTORE LINK →

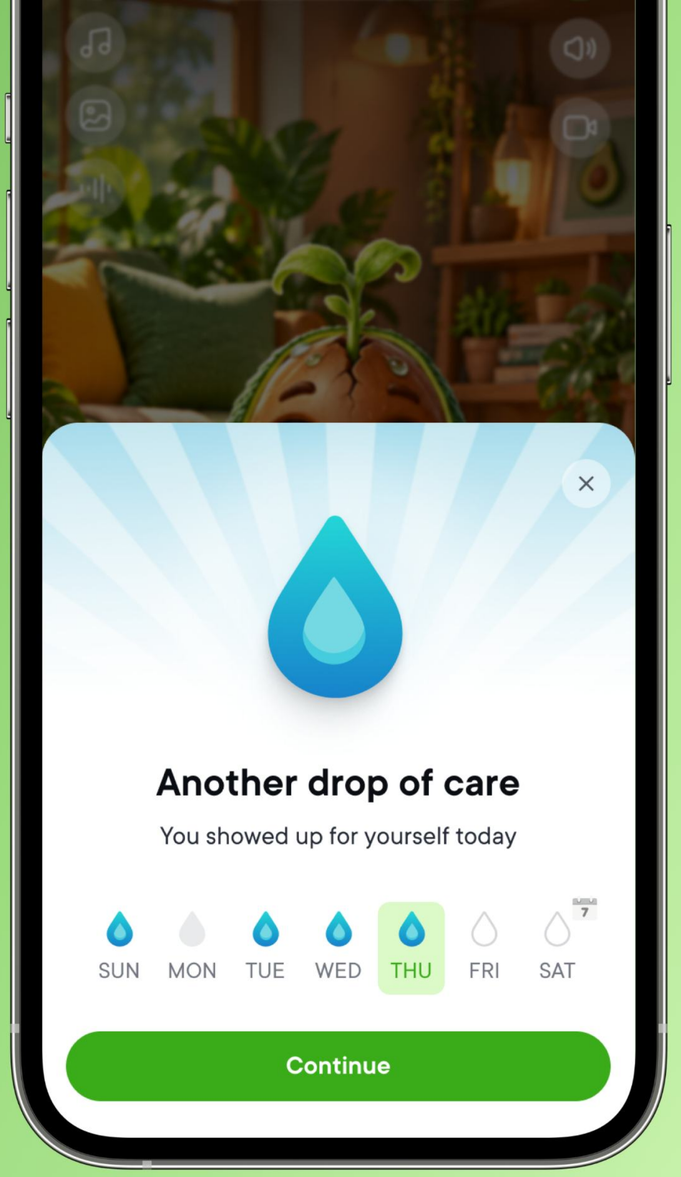


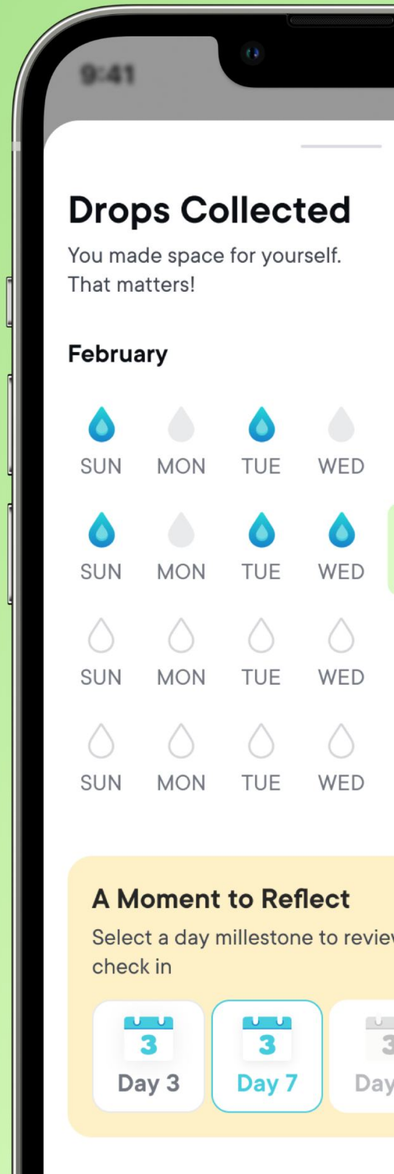


Small rituals. Real growth.









UX/UI DESIGN | GAMIFICATION STRATEGY | DEVELOPMENT

ogamify

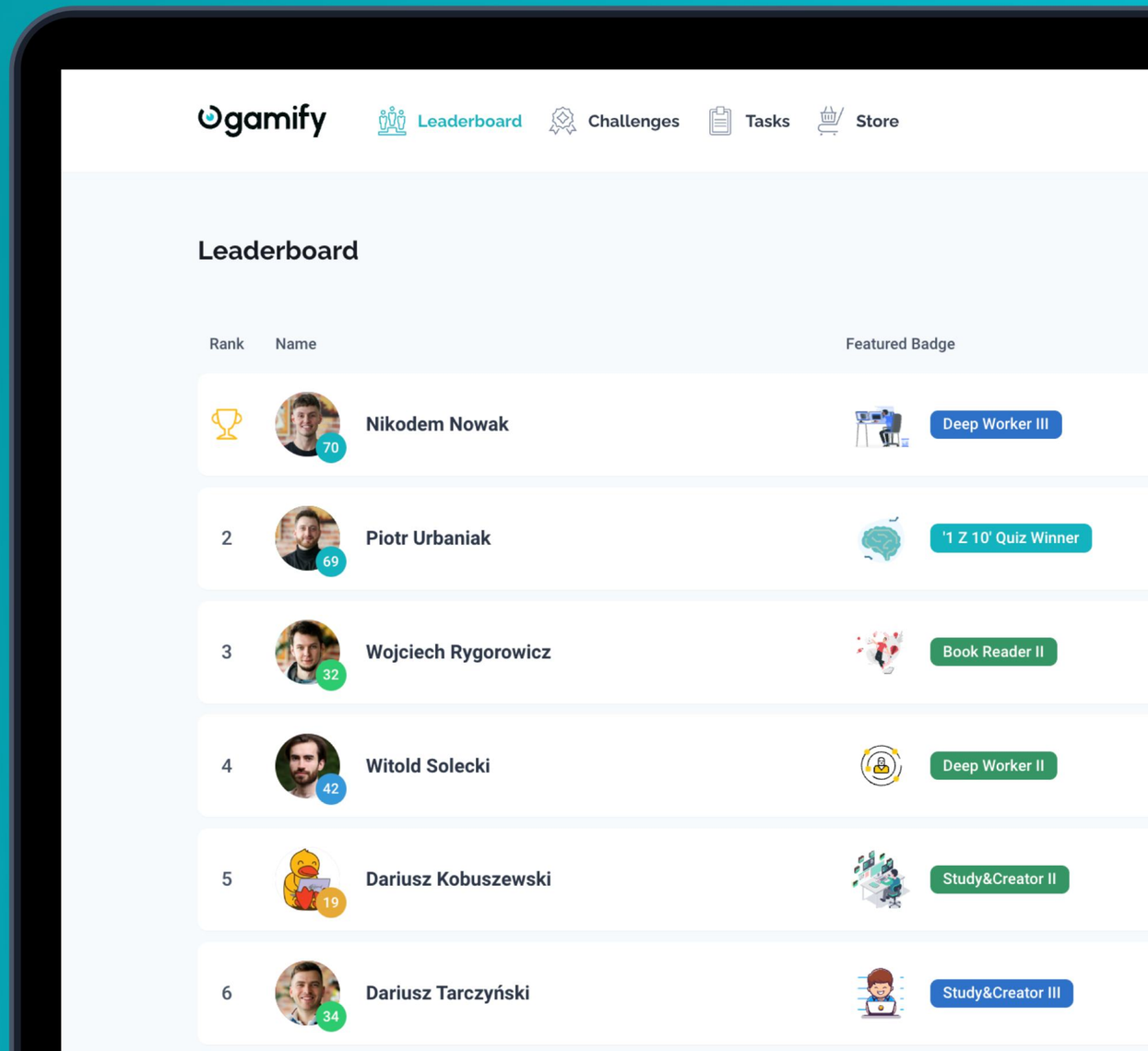
2 Ogamify

Where team growth meets company success.

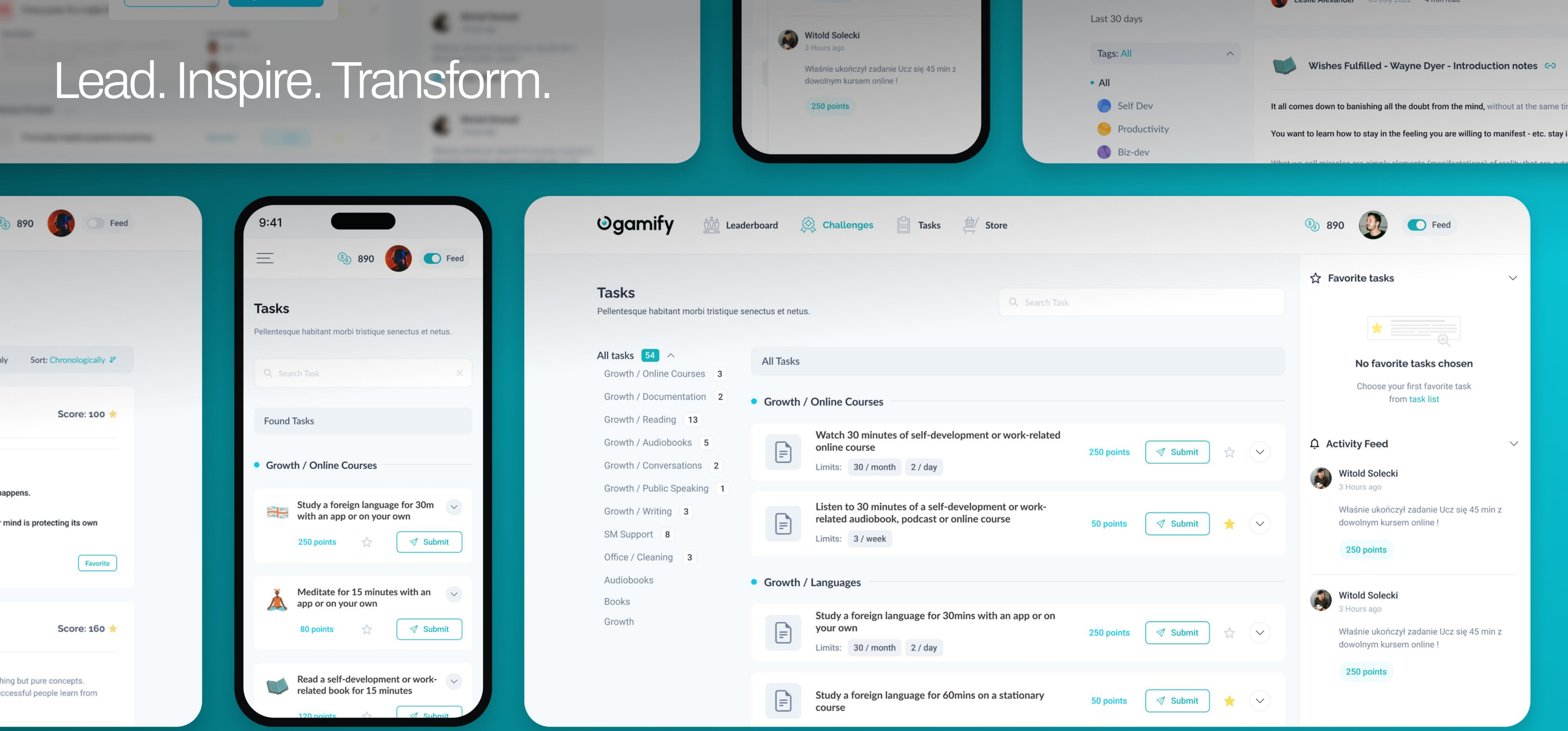
Ogamify is the ultimate office gamification tool designed to enhance team engagement, productivity and motivation. With its innovative features, Ogamify empowers leaders to focus on bigger issues while their teams self-improve.

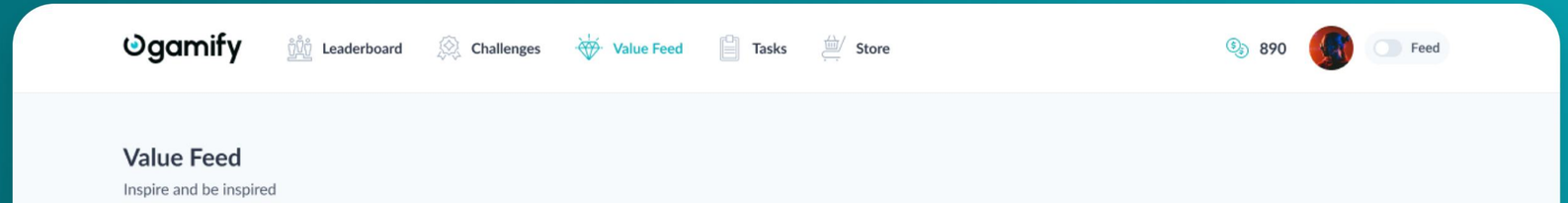
Through a variety of tasks and challenges, teams can compete on the leaderboard, fostering a collaborative environment and driving extraordinary results.

LIVE PREVIEW →



Lead. Inspire. Transform.





UX/UI DESIGN

GAMIFICATION STRATEGY

meli

3 Meli

Turn everyday moments into progress.

Meli turns personal journeys into a playful social experience. Users build streaks, complete challenges and earn Melos while sharing progress with their circle.

Collectible Fammelis add a character-driven reward loop: discover new companions, craft characters and grow a collection with distinct personalities.

APPSTORE LINK →



Collect. Connect. Keep progressing.



UX/UI DESIGN | GAMIFICATION STRATEGY | PROTOTYPING

4 Tournamently

Win with gamified tournaments.

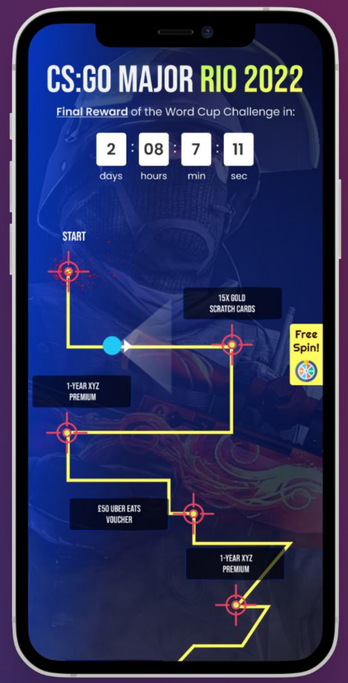
Tournamently is a plug-and-play gamification-based microsite, designed as a sportsbook marketing tool for major tournaments. It offers an effective way to enhance brand awareness and increase profits during popular sports events.

With a social game of predictions on a unique "board-game" style path of progress, you can engage your audience and make the most of every big sports event.

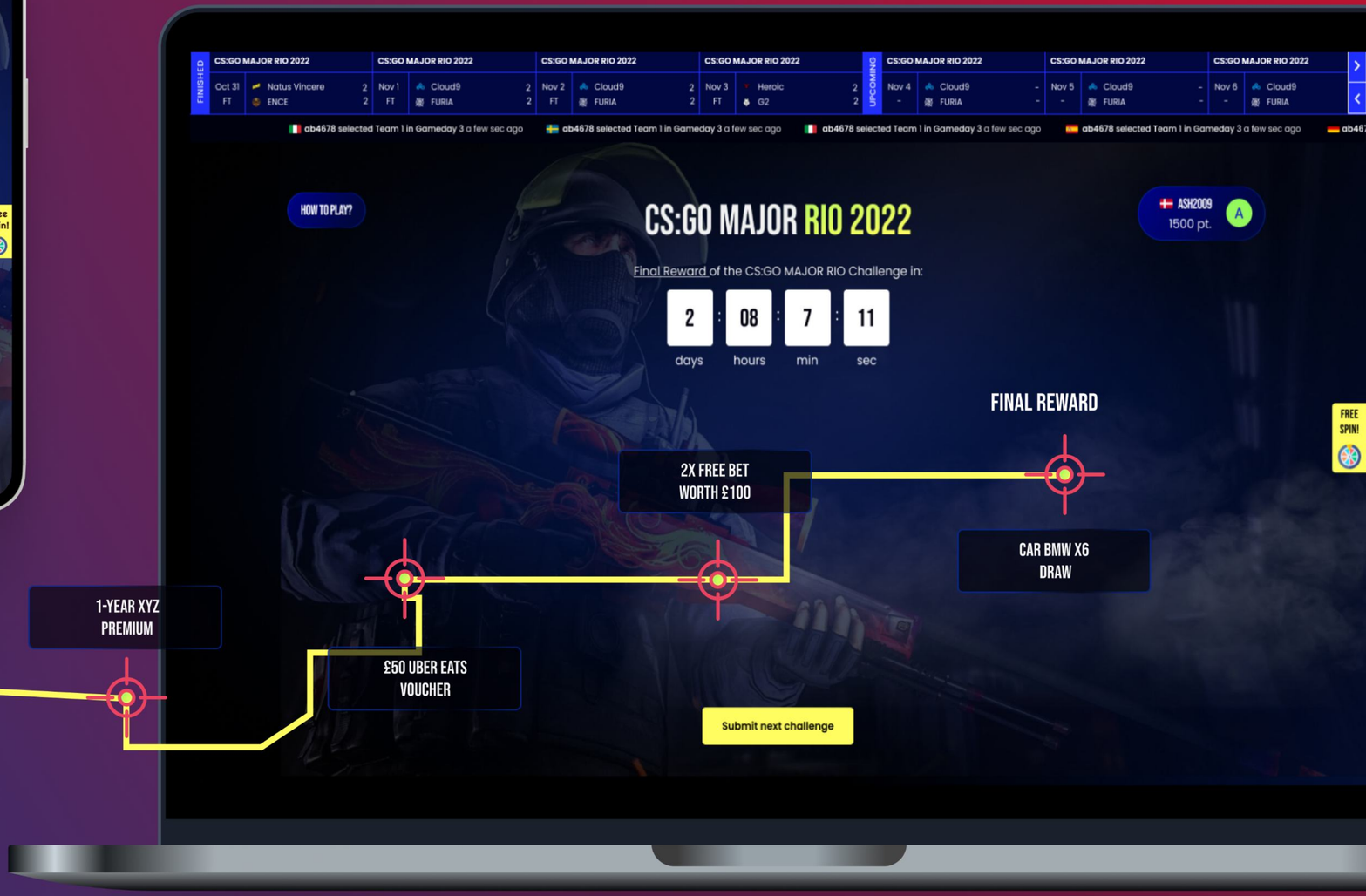
FIGMA PROTOTYPE →



Sportsbook marketing tool for every big tournament.







UX/UI DESIGN

GAMIFICATION STRATEGY

Jobsolv
Accelerate Your Career

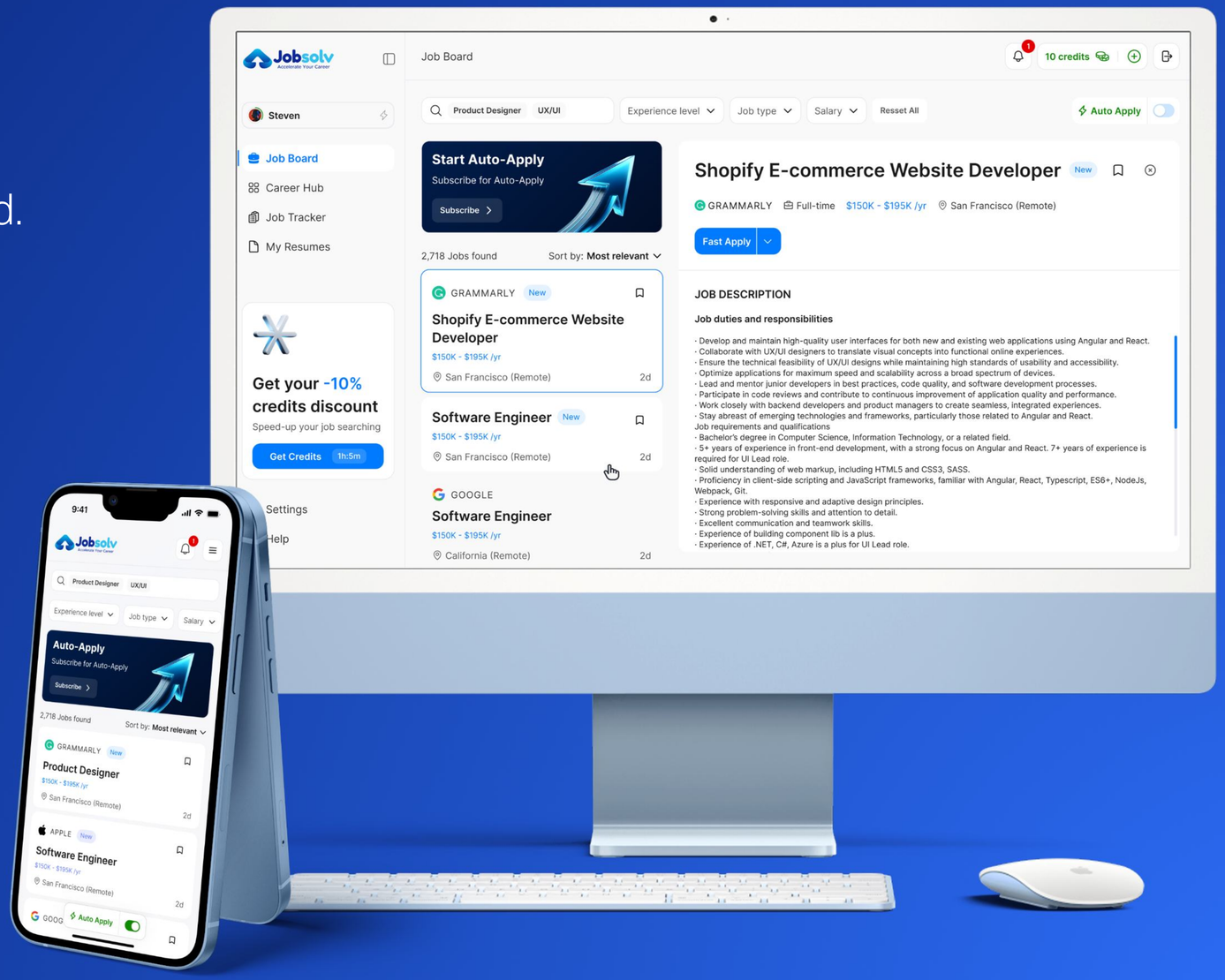
5 Jobsolv

Your career journey, simplified and gamified.

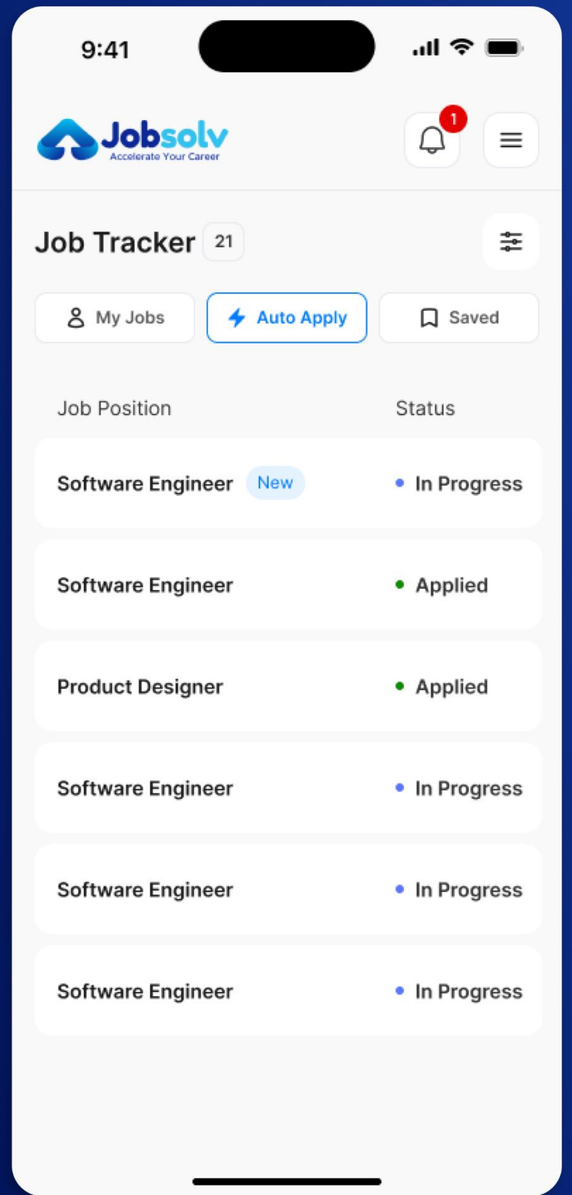
JobSolv is a cutting-edge job search app designed to simplify and enhance the job-hunting experience. We brought our expertise in user-centric design and gamification to create a tool that is both intuitive and engaging.

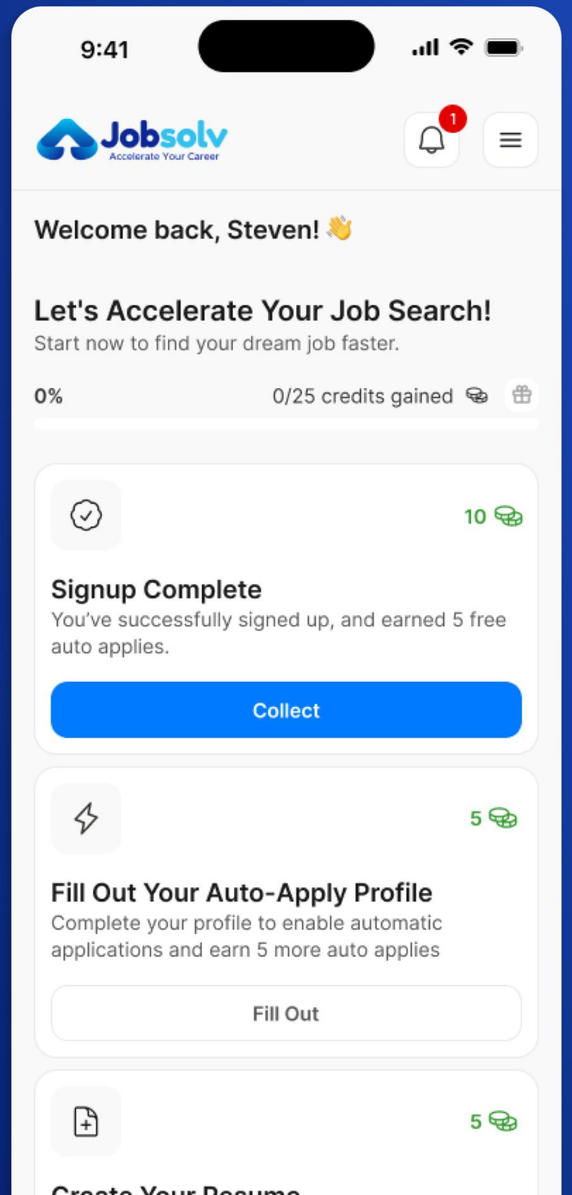
With JobSolv, users gain not just access to job listings but also tools for CV building, interview prep, and career growth, all in one seamless experience.

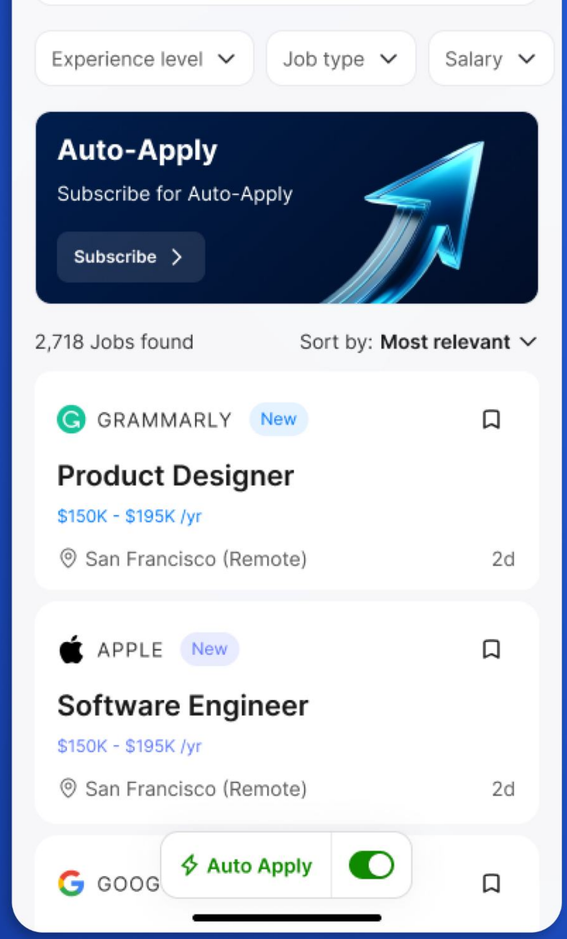
LIVE PREVIEW →

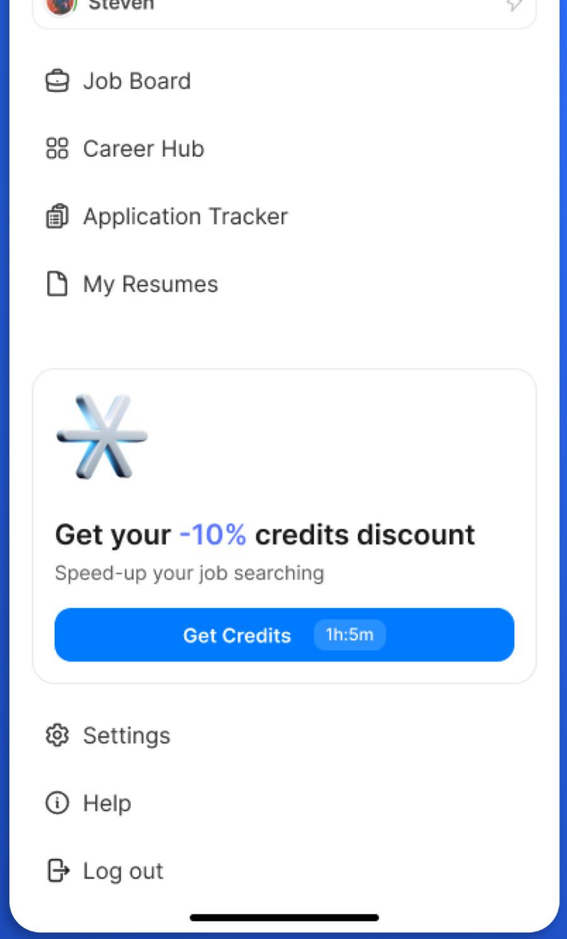


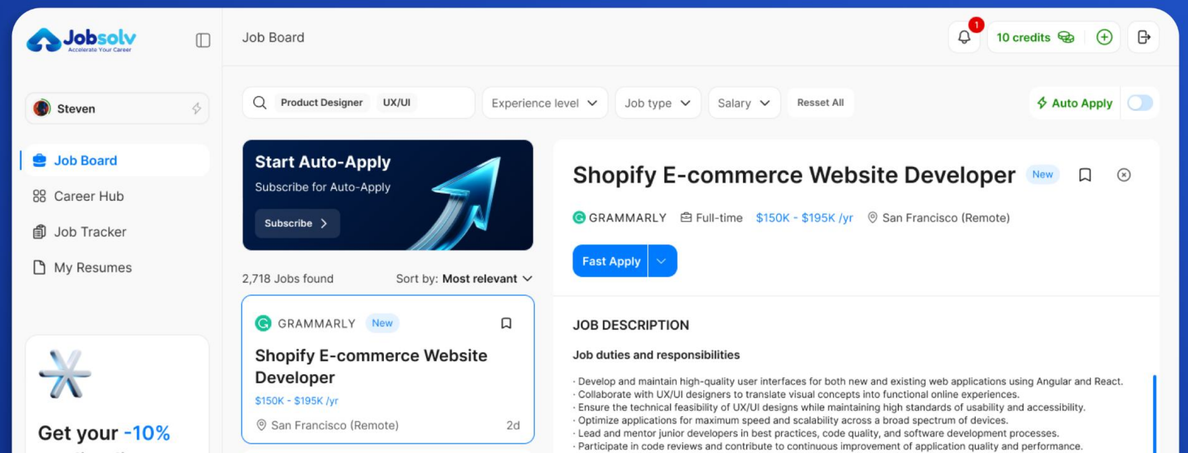
Level up your job search.











UX/UI DESIGN | GAMIFICATION STRATEGY | DEVELOPMENT

EAT WATCH PLAY

6 EatWatchPlay

Turn your picks into perks.

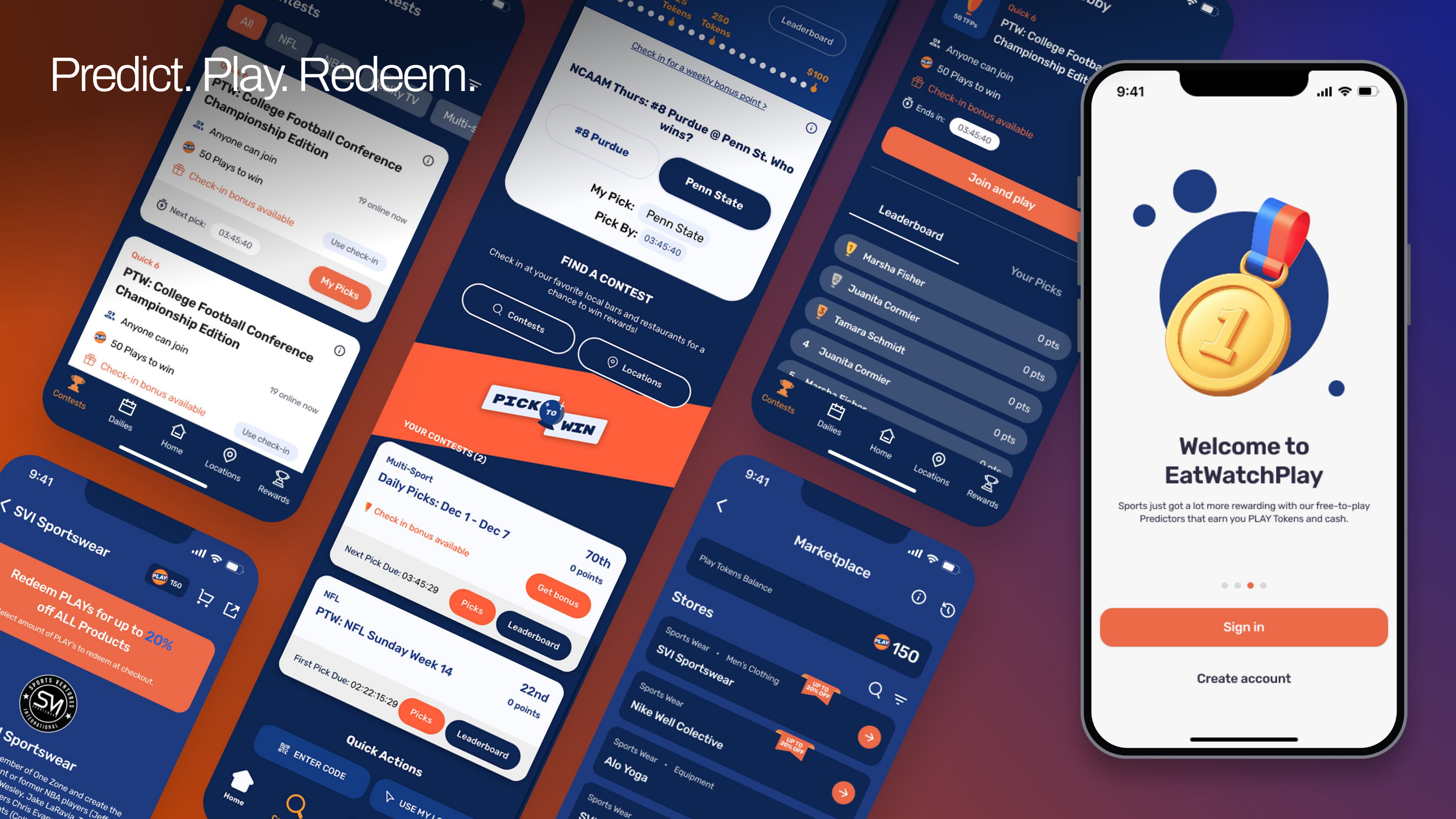
EatWatchPlay is a fan-driven mobile experience we helped design and develop, focusing on engaging prediction contests and a seamless reward system.

We gamified sports fandom by turning correct picks into real-world rewards at local bars, restaurants, and venues. From streak challenges to location check-ins, every interaction is designed to keep fans playing and winning.

LIVE PREVIEW →



Predict. Play. Redeem.



UX/UI DESIGN | GAMIFICATION STRATEGY | DEVELOPMENT | PoC

SCRATCHIE

7 Scratchie

Making safety rewarding, one badge at a time.

In the Scratchie initiative, we transformed safety engagement in hazardous work environments by replacing punitive methods with a rewarding system. Our role was to reimagine the app's user experience, focusing solely on UI/UX enhancements to create an intuitive and user-friendly interface.

We streamlined the information flow and simplified navigation, ensuring that safety procedures were easy to follow and more accessible. By incorporating user feedback, we were able to introduce a series of motivational elements, like pop-ups, levels, and badges, making safety compliance not only rewarding but a positive and integral part of the user's daily routine.

LIVE PREVIEW →



Celebrate Safety.
Gain Rewards.



UX/UI DESIGN | GAMIFICATION STRATEGY | PROTOTYPING

8 Futbin

Quick Games. Big Fun.

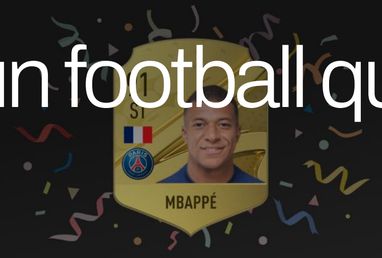
FutbinMiniGame is a dynamic mini-games created entirely by our UI/UX team - from the initial concept to the full working prototype. We played a key role in shaping the game design, applying our gamification expertise to elevate the user experience.

Our work focused on refining gameplay mechanics and ensuring the game felt intuitive, engaging, and fun. As a result, FutbinMiniGame offers players an enjoyable set of time-killer challenges, such as guessing team names from national flags or selecting the better player - all presented in a creative and rewarding way.

PANINI HI-LO DEMO →



Fun football quick-play.



Last Spinned Cards Your Collection >



Spin!

≡ UT Spinner 321 ★ 3

Cards Library

England 5%

Premier League	63%	★ 3/5
EFL Championship (ENG 2)	7%	☆ 0/5
EFL League One (ENG 3)	2%	☆ 0/5

700 XP 30s

Rounds 7 Up Next

PACE

Is Van Dijk pace skill lower or higher than Nkunku's 99?

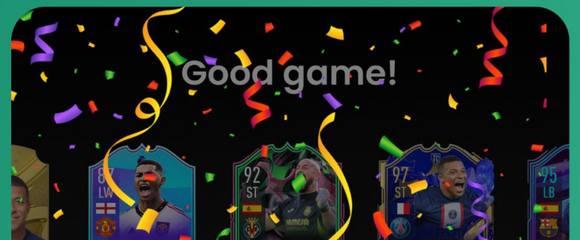


Swipe lewft to select **Lower**

Swipe right to select **Higher**

Lower than 99

Higher than 99



Goalkeepers



Defenders



Midfielders



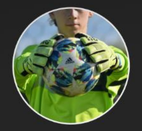
Home Cards Library Leaderboard Profile

≡ UT Spinner 321 ★ 3

GLOBAL CONTINENT COUNTRY

All time

1.	TheFootballFanatic	76 899 XP
2.	GoalScorer	76 899 XP
3.	FootieChamp	76 899 XP
4.	StrikerAce	76 899 XP
5.	TheSoccerSiren	76 899 XP



KeeperKing

Level 40 40 987 XP

201 XP to reach level 2

UT Spinner

Statistics Achievements

Achivements Progress 56% (13 / 21)

Achivements

Polish League Fan +100 pts
Find one competitor from Poland

High Roller (40/100 %) +100 pts
Spin three 88+ cards in a row.

Club Collector (40/100 %) +100 pts
Spin 5 players from the same club in one

Home Cards Library Leaderboard Profile

≡ FUTBIN Mini Games 321

★ 27 321



Guess the Team

Analyze the distribution of players and guess the

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