

Luma's Observation

It is not about just having digital badges and digital trophies, but rather purposefully designing them to be authentic and meaningful to your learners.

Make the look and feel of the badges fun and connected to your learner's story at your company.

Create names of digital badges that speak to your learners on an emotional level and allow them to "level up" or move through ranks.

Which digital badges speak to you?



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Lumafy Tip 1

Consider designs and names that create an emotional connection to your learners.

Which badge names speak to your learners? Don't know? Ask them!

Send out a survey question and have them come up with the names of badges and digital trophies that can be earned in future months.

Option: Include their name with the new badge you roll out.



John Smith



What will yours look like?

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