



# ASCEND

## The Most Advanced Gamification System for Moodle

Turn stagnant e-learning into an immersive, competitive, reward-driven experience.



Ascend is a world-first Moodle gamification plugin designed to radically transform how learners engage with online courses. It replaces passive learning with motivation, progression, rewards, competition, and storytelling - all proven drivers of completion and performance.

### INSIGHT

Gamified learning environments increase learner engagement by **48-60%** and improve knowledge retention by **20-40%**. (TalentLMS, University of Colorado, Deloitte)

This isn't surface-level gamification. Ascend is a fully-fledged learning ecosystem.



## Why Ascend?

Traditional e-learning struggles with:

- Low engagement
- Poor completion rates
- Little motivation beyond compliance

Ascend fixes this.

By rewarding the right behaviours, Ascend turns learning into something learners want to complete.



Fun  
Competitive  
Aspirational  
Data-driven  
Built natively for Moodle

### OUTCOME

Organisations using gamified learning report **30-50% higher course completion rates** and significantly improved learner persistence.

## How Ascend Works



Learners earn **Badges, Coins, XP, Levels, Tokens, Avatars, and Stories** by completing activities in ways that improve outcomes - *not just ticking boxes.*

Every achievement is celebrated instantly with animated pop-ups and cinematic badge videos.

### INSIGHT

Immediate positive reinforcement has been shown to double **repeat engagement** and significantly strengthen habit formation.

## Smart Badge System (Behaviour-Driven)



Ascend rewards learners across four powerful badge categories:



### Progress

Encourages momentum and consistency

- Getting Started
- On a Roll
- Halfway Hero
- Master Navigator (Meta)



### IMPACT

Progress-based rewards increase learner persistence by up to **45%** by reinforcing early momentum.



### Timeliness & Discipline

Reinforces deadlines and planning

- Early Bird
- Sharp Shooter
- Deadline Burner
- Time Tamer (Meta)



### IMPACT

Deadline-focused gamification reduces late submissions and procrastination by **30-40%**.



### Quality & Growth

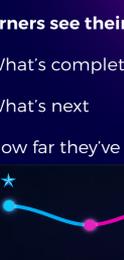
Rewards improvement - not just perfection

- Feedback Follower
- Steady Improver
- Tenacious Tiger
- Glory Guide (Meta)



### IMPACT

Rewarding improvement (not just success) increases feedback usage and learner resilience, particularly among lower-performing learners.



### Course Mastery

Celebrates excellence and completion

- High Flyer
- Activity Ace
- Mission Complete
- Learning Legend (Meta)



Some badges are repeatable, driving ongoing engagement. Meta badges reward sustained excellence.

### OUTCOME

Mastery-based reward systems are linked to **higher final assessment performance** and stronger long-term retention.

## Coins, XP, Levels & Tokens

Every badge earned grants:

- **Coins** » Spend in the Ascend Store
- **XP** » Level up your profile
- **Tokens** » Unlock premium characters



Harder achievements = **bigger rewards.**

Levelling up triggers **animated celebrations**, reinforcing achievement and progress.

### INSIGHT

Layered reward systems (short-term rewards + long-term progression) increase learner persistence by up to **45%**.

## Leaderboards & Competition

Every badge earned grants:

Ascend features a global and course-level leaderboard, updated in real time.

- Fully anonymous
- Public visibility
- Course-filtered or site-wide



This taps into learners' natural drive to improve, and stand out - without embarrassment or pressure.

### IMPACT

Healthy competition increases voluntary participation by **35-50%** in adult learning environments.

## Course Journey Map + Intelligent Coach



Learners see their entire course journey visualised:

- What's complete
- What's next
- How far they've progressed



**Personalized Coaching**  
You're leading the pack at #1 of 45 on the leaderboard—outstanding! To maintain that top spot, focus on earning badges like Activity Ace, which many peers are chasing tooms (50-70% have it). Complete your next activity, specifically the upcoming one in Test 4, with a first-attempt pass by reviewing materials beforehand—let's keep your lead strong!

Alongside this is an **AI-powered Intelligent Coach** that:

- Encourages progress
- Highlights achievable badges
- Identifies weak habits
- Motivates through competition
- Learns and adapts over time

The coach becomes smarter as learner behaviour evolves.

### IMPACT

Personalised nudges and adaptive coaching improve completion rates by up to **40%**.

## Weekly Gameboard Rewards

Every week a learner earns badges, they unlock the Ascend Gameboard.

- Badge = picks
- Meta badge = bonus picks
- Each tile reveals up to 1,000 coins



This keeps learners coming back weekly - even after finishing content.

### INSIGHT

Weekly reward cycles significantly increase platform return rates and sustained engagement.

## The Ascend Universe



Ascend goes beyond points and badges. Learners unlock access to a fully built fantasy universe:

- 20 Heroes
- 20 Pets
- 20 Villains
- 8 Worlds / Levels
- 60 Collectible Characters



Each character:

- Has a story
- Comes with animated videos
- Is unlockable via tokens or coins
- Can be used as a profile avatar



Completing full sets unlocks entire world storylines, tapping into the collector instinct and narrative immersion.

### INSIGHT

Story-driven learning experiences improve recall by **22%+** compared to non-narrative content.

## The Ascend Store

Coins allow learners to take control of their journey:

- 24-hour XP multipliers
- Coin multipliers
- Token multipliers
- Avatar unlocks
- Mystery Boxes (risk vs reward)



The Mystery Box is fully animated and can reward:

- Coins
- Tokens
- Avatars
- Or nothing



This adds excitement, strategy, and choice.

### INSIGHT

Giving learners agency and choice increases intrinsic motivation by **30-45%**.

## Admin Dashboard & Analytics

Ascend includes a powerful admin dashboard:

- Track all badges by user and course
- Full audit trail
- Manually award coins or tokens
- Debug badge eligibility (full breakdown)
- Engagement and performance analytics



Admins stay in control - with total transparency.

## The Result

Ascend transforms Moodle into:

- A game
- A journey
- A competition
- A story
- A motivational engine



Learners don't just complete courses - **they chase mastery.**

### BOTTOM LINE

Gamified learning environments consistently deliver higher engagement, better completion rates, and measurable behaviour change.



# ASCEND

Fun. Immersive. Competitive. Transformational.

The future of Moodle learning starts here.