

# GAMIFICATION

## What is it?

Gamification is the concept of applying game mechanics and game design techniques to engage and motivate people to achieve their goals.

Source - <http://badgeville.com/wiki/Gamification>

## Player Types

### Richard Bartle's Player Types

*Acting vs. Interacting*

*Player vs. World*



Source - <http://frankcaron.com/2011/07/on-mapping-bartles-player-types-to-employees/>

### Social Engagement Verbs

- Express – (not covered by Bartle) – choose, customize, design, layout
- Explore – view, read, search, collect
- Compete – win, beat, taunt, challenge, fight, pass
- Cooperate – join, share, give, exchange, gift

Source – Amy Jo Kim, <https://www.youtube.com/watch?v=F4YP-hGZTuA>

## **Player/Customer Life Cycle Stage**

1. Newbie – needs onboarding
2. Regular - needs habit building, learning
3. Enthusiast – needs mastery, exclusivity

**Learning is a very cool way to keep people coming back!**

## **THE POWER OF PERMA**

Martin Seligman, Positive Psychology

P – ositive Emotions – make it fun, safe – This includes TRUST as well.

E – ngagement/Flow – give them activities in which to engage

R – elationships – make it social

M – eaning – give it a narrative

A – ccomplishment - give them goals

### **Features**

Achievement – Progress, Badges, Score

Competition – Rivalry, Pride

Fun – Balance between easy and challenging