

Since I first launched my [User Types](#) nearly a year ago, I have had lots of great feedback, interesting criticism and a few changes of heart here and there. I have tried to evolve the types and add detail to them, in an attempt to help other people make use of them. The goal was to create a usable framework to help you plan and build gamified systems by identifying a few basic types of users and how to [engage](#) them.

Along the way, I seem to have actually made it too complex for many - something than 1.5 tries do deal with (a little). It is also based in part on the stats I have collected from the [User Types test](#) that has been running for many months now. So first, some stats.

We all love stats!

There have been **334** responses - not enough to be scientific, but more than most shampoo adverts! You can see all of the raw numbers [here](#).

Of **334**, taking into account that some people display multiple "dominant types", the following types were seen. Mixed is seen as part of multiple dominant types (e.g. Achiever / Socialiser), pure is seen on its own - hence there are more than 334 here!

Type	Mixed	Pure	Total	%
Achiever	102	117	219	44%
Socialiser	86	40	126	25%
Philanthropist	69	32	101	20%
Free Spirit	41	15	56	11%

In the test, a 5th metric is looked at - how much influence rewards have on the person taking the test. An average taken of this influence across the **334** tested is **0.4**. **135** people who took the test had a reward influence score over this average, that's **40%**! However you look at it, the majority of people see themselves as displaying a dominance in the Achiever type.

If we look at just those users who have an above average reward influence, we see the following.

All Types (mixed and pure together) Influenced by Rewards

Type	Total Influenced	% Influenced
Achiever	219	120 55%
Socialiser	126	41 33%
Philanthropist	101	20 20%
Free Spirit	126	9 1%

Pure Types

Type	Total Influenced	% Influenced
Achiever	117	76 56%
Socialiser	40	10 7%
Philanthropist	32	0 0%
Free Spirit	15	1 1%
Mixed	130	48 36%

As you can see, Achievers (according to this) are the User Type who are most influenced by rewards. Now, when I think about this, it seems quite obvious - once you remove the concept that all rewards have only an extrinsic meaning. This is where my definitions have been causing confusion it seems.



Not all rewards are extrinsic

The lesson here is that not all rewards should be considered only extrinsic, even points and badges. Whilst a user who is an achiever is mostly going to be driven by a desire for Mastery, there is nothing to say that they don't like getting points and badges. For many they are a fantastic way to measure their achievement and progress. This is not to say they want bragging rights, but that they like to see how they are getting on - the extrinsic reward can have an intrinsic meaning to them.

For now let me conclude by saying, just because I have labelled these my "intrinsic" user types, don't be drawn into the idea that rewards and the like will not appeal to them. The point is that the intrinsic types will still continue to do what they are motivated to do even without the rewards. That does not mean you should not offer them, especially early on in the process.

Next week, I will be presenting a simplified User Types - v1.5 if you will. It will be based on 6 types. Achiever, Socialiser, Philanthropist, Free Spirit, Player and Disruptor. This will not replace the previous types (9 of them), but it should help make it more usable and easier to understand and implement.

Until then, why not take the [user type test](#) and add to the data!

Please wait...