

Whilst I am away for a few days, I thought I would fill the gap with a quick post for you all. A few gamification tips.

1. Define your goal, you can't expect anything to work if you have no reason to use it.
2. Extrinsic rewards like points and badges are useful for short term [engagement](#) only. They do not make a fully gamified system.
3. Intrinsic [motivation](#) is what you are aiming for. Consider [RAMP](#) (Relatedness, Autonomy, Mastery and Purpose).
4. Find out what the user wants and design around that. Sure, you have goals, but the user won't buy into it unless it satisfies their needs in some way.
5. You can't force fun. What you think will be fun, many will find insulting, patronising or downright enraging.
6. Gamification is not a magic bullet. You may see sudden increases in activity, but overall you will get small percentage increases. This is good as it is better than what you had!
7. Measure. If you don't measure, you can't report back on ROI and you will not be able to prove it works.
8. Fail, but learn from it. If something doesn't work, try something else. There is no magic formula for engagement.
9. Ask for help. There is a huge community out there of people who want to help you - ask them.
10. Don't believe everything you read, even the big analysts can be wrong. However, read everything!
11. Add monkeys or monkey ninjas. Everyone loves monkeys and everyone loves ninjas.

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