

I've said it before and I'll say it again, one of the key pitfalls of applying something like gamification is not knowing what the problem really is or why you are applying gamification in the first place!

A simple tool I like to use is this sentence,

I am _____, because _____.

You start by describing what you are doing or going to do, then you describe why you are doing it and what you hope to achieve by doing it!


I am adding a leaderboard, because the feedback I had from the users was that they wanted to be able to compare their performance to their peers.

You can add to this and modify it for different situations, for example.

I am _____, because _____. I will know it is successful by _____.

The key is the word **because**. If you can answer this (the WHY in other posts here), you are one important step further along in creating a better solution!

Speaking of questions, here are a few more design lenses for you - all about **motives**.

The Pessimist Motives and Actions 	The Optimist Motives and Actions 	Little Finger Motives and Actions 
		
<ul style="list-style-type: none"><input type="checkbox"/> What's the worst thing people could do in the system?<input type="checkbox"/> Why might they do it?<input type="checkbox"/> How can you prevent it from happening?	<ul style="list-style-type: none"><input type="checkbox"/> What's the best thing people could do in the system?<input type="checkbox"/> Why might they do it?<input type="checkbox"/> How can you encourage more of it happening?	<ul style="list-style-type: none"><input type="checkbox"/> What's the worst reason they could possibly have for saying what they say and doing what they do?<input type="checkbox"/> How well does that reason explain what they say and what they do?
The Pessimist	The Optimist	Little Finger

Also published on [Medium](#).

Please wait...