There is a new simplified version of my framework called GAME that can be found here http://www.gamified.uk/2014/05/07/game-design-process-framework/

As well as GAME, there is now the EEEE User Journey framework available here http://www.gamified.uk/2014/04/30/eeee-user-journey-framework/

Here is a run down of my basic frameworks – lots more to come soon!
A Simple Gamification Framework / Cheat Sheet

GAME Framework
Planning & Building a gamified solution
Gather
Identify your target audience. What are your goals? Why are you doing it? And how will you measure success?
Act
Access the information you have. Design the best solution for your goals and the engagement experience of your users. Then test it with them.
Measure
Monitor user progress and goal outcomes. Get feedback and iterate improvements.
Enrich
Ensure your system evolves, people change as do their goals. Keep up with them and your users will stay with you!

RAMP Framework
relatedness according framework
Relatedness
User, Team, Location, Social, Team, Social, Connection, Belonging.
Autonomy
User Type, Task, Control, Quality, Freedom, Autonomous.
Mastery
User Type, Content, Learning, Personal Development, Skill Up.
Purpose
User Type, Knowledge, Achievement, Meaning, A Reason Why.

E E E E Framework
Stages of use over time
Enrol
The first moments in the system.
Enthuse
The user stays focused and engaged.
Engage
The person wants to use the system to find the true use.
Endear
The user has fixed their emotional reason to stay.

User Types Hexad
User Types Classification User Types
Disruptor
Phenomenal
Change
Innovator
Firefighter
Creative
Player
Outline of my Frameworks

The original framework

Basically this is a take on many other peoples attempts at defining a simple framework (I read about Kevin Werbach’s D6 framework the day after my presentation for example). It has no clever abbreviations or acronyms (WWW HATTAR seems daft). How about the 4×4 Framework. 4 x I know and 4 x I have
Click the image above to download the Framework as a PDF

The first part is a series of **8 questions to ask yourself** as you embark on your gamification adventures. I have it printed on my wall in the office.

1. **WHAT** is being gamified
   - You must be totally sure what the activity(s) is that you are going to gamify.
2. **WHY** is it being gamified
   - Just as important as what is why. What do you hope to gain from this project?
3. **WHO** are the users
   - Who are your users? You need to know that to be really able to engage with them. Check out the [User Types](#).
4. **HOW** is it being gamified
   - Once you know What, Why and Who, it is time to work out what you are going to
do to gamify it all. What elements and ideas will work best for your system? Are you going to employ rewards or are you going to work purely with intrinsic motivators – it will be different every time.

5. **ANALYTICS** are set up
   - You have to have metrics and analytics of some form – otherwise, how do you measure success, check it is working, find choke points and also report back to people!?

6. **TESTED** with users
   - You must test anything like this with the target audience. They are the ones who will be involved, not you and the designers.

7. **ACTED / ITERATED** on feedback
   - Collecting feedback from testing is only beneficial if you actually act upon it. If the players hate your favourite idea, you have to get rid of it!

8. **RELEASED** the solution
   - Finishing and releasing are different. Silently pushing your new system out there is pointless. Make some noise about it, get people on board before they have even seen it!

You can repeat 6 and 7 in a loop as much as needed, then you need to repeat all the steps from 5 to 8 on a regular basis. Collect feedback and iterate improvements and add new elements to keep it interesting.

The second part of that slide is a little list of **things to remember** about gamification.

1. Think like a games designer
   - Like it or not, you are now part games designer. As Jesse Schell says, to be a games designer just say to yourself “I am a games designer”

2. Try to make it voluntary
   - Volunteers make much better players than those forced!

3. Plan for **CHEATERS**
   - Plan for cheaters, it is in some humans nature to try and cheat the system – especially if there is an extrinsic reward at stake

4. **INTRINSIC > extrinsic**
   - Intrinsic motivation is always more powerful than extrinsic. That said, at times extrinsic motivation may be all you have to get a system kick-started – but you cannot rely on it for long.

5. Don’t be **EVIL**
   - Don’t be evil. This is not your opportunity to use the people in your new gamified system – they will catch you out and reject the system.
6. Remember the **FUN**
   - Try to remember that a bit of fun (however you wish to describe it) can make almost anything a little more bearable.

7. Be **SOCIAL**
   - Playing alone is fine, but playing with other people is always better. Social [mechanics](#) are essential for long term engagement.

Infographic to illustrate all of this
A Simple Gamification Framework / Cheat Sheet

Gamification Framework

**What**
What is the problem you are trying to solve? Is it employee engagement? Is it motivating your target audience to take a specific action?

**Why**
Why are you choosing to use gamification? Are you trying to increase engagement, improve performance, or achieve a specific business goal?

**Who**
Who is your target audience? Which demographic are you targeting? What are their interests, needs, and goals?

Feedback & Gamification Mechanics

**Intrinsic Motivation**
Intrinsic motivation is driven by the content and context of the activity itself. It's what makes you want to do something.

**Extrinsic Motivation**
Extrinsic motivation is driven by external factors such as rewards, recognition, or avoiding punishment.

User Journey

Look at the user journey and map it through the process, highlighting areas of improvement. Consider how you can improve the user experience.

Engagement / Feedback Cycle

**Engagement**
Engaging content that encourages users to participate and keep coming back.

**Feedback**
Feedback is crucial for improving the user experience. It helps users understand how they are doing and what they need to improve.

Finally

Set up your analytics tool with your target audience in mind to track the feedback and outcomes of the gamification framework.

Gamification

This is a continuous loop for the value add cycle of your gamification solution.
Please wait...