


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!


Gamified UK
 Gamification Frameworks

GAME Framework

Planning & Building a gamified solution

Gather
Gather information by asking: What are you gamifying, Who your users are, Why you are doing it and How you measure success.

Act
Act on the information you have. Design the best solution for your goals and the engagement and experience of your users. Then test it with them.

Measure
Measure user activity and goal outcomes. Get feedback and iterate improvements.

Enrich
Enrich your system over time, people change as do their goals. Keep up with them or one step ahead!

RAMP Framework

Intrinsic motivation framework

Relatedness
User Type: Socialiser
Social Status, Social Connections, Belonging.

Autonomy
User Type: Free Spirit
Creativity, Choice, Freedom, Agency.

Mastery
User Type: Achiever
Learning, Personal Development, Skill Up.

Purpose
User Type: Philanthropist
Altruism, Meaning, A Reason Why.

EEEE Framework

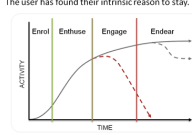
Stages of use over time

Enrol
The first moments in the system.

Enthuse
A period of high activity and enjoyment.


Engage
The point where the user starts to find the true use.


Endear
The user has found their intrinsic reason to stay.



User Types Hexad

Marczewski's Gamification User Types



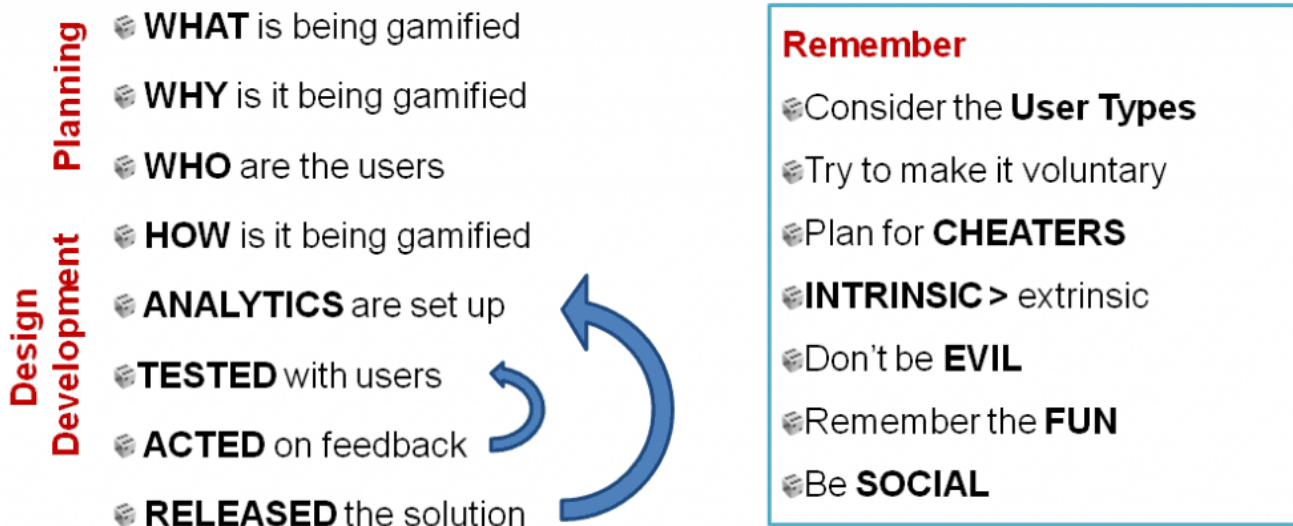

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Outline of my Frameworks

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 4x4 Framework. 4 x I know and 4 x I have ☐

Marczewski's Gamification Framework



Intrinsic Motivation **RAMP**

Relatedness – Autonomy – Mastery – Purpose

“Lots of things have the bells and whistles, but not the heart of a game”

© Andrzej Marczewski 2014

Jane McGonigal

[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 you 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

Gamification Framework

What

What is the problem you are trying to solve? Is it engagement, is it motivation, is it the solution for world peace?



Why

Why are you choosing to use gamification? Are you trying to fix something that is broken or are you trying to add new depth and fulfillment to something?

Who

Who are your target audience? Consider the User Types as you look at who will be using your gamified product, as this will help you develop a better long term solution.

Socialisers are motivated by Relatedness.
Free Spirits are motivated by Autonomy.
Achievers are motivated by Mastery.
Relationships are motivated by Purpose.
Players are motivated by Rewards.
Disruptors want to disrupt their system.

Marczewski's User Types Hexad



How

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.

Motivation – Intrinsic RAMP

Intrinsic motivation is often the best way to promote engagement. Use the Intrinsic Motivation-RAMP framework to get ahead with this. Each motivation relates to one of the user types.

The Intrinsic Motivation RAMP

Relatedness Type: Social Needs: Social Status, Social Connections, Belonging
Autonomy Type: Free Spirit Needs: Creativity, Choice, Freedom, Responsibility
Mastery Type: Achiever Needs: Learning, Personal Development, Levels
Purpose Type: Philanthropist Needs: Altruism, Meaning, A Reason Why

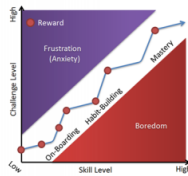


Feedback & Game Mechanics

You may want to use Points, Badges, Leaderboards and other feedback and reward mechanisms. Just keep in mind that they offer short-lived engagement. Use the right tools to engage with the right types of users.

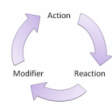
User Journey

Look at the User Journey and its Flow through on-boarding, habit building and finally mastery. If you are using rewards, consider how they will fit into this journey.



Engagement / Feedback Loops

A positive feedback loop amplifies something, whereas a negative feedback loop will reduce something. Using feedback loops and shorter defined goals and checkpoints, we can help keep people far more engaged than just expecting them to repeat an action over and over again with no feedback or visible chance of a "win" at all.



Finally

Set up your analytics, test with your target audience, iterate improvements based on the feedback and release your product / system. This is a continuous loop for the whole life cycle of your gamified solution.



Gamification



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