



Gamification Design Framework Toolkit

Description

Following on from the success of the Gamification Journey Planner, I wanted to add more value. Based on my [Gamification Design Framework](#) (GDF)

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This toolkit has been created as a way to help you design better gamified solutions. It is based on my Gamification Design Framework, a systematic way of building solutions that I have developed over the years.

You will find worksheets, tools and advice on going through the process step by step.

Worksheets are made to be printed on A3 paper ideally, giving you plenty of space to write on or attach sticky notes to.

If you have any gamification cards (such as my inspiration cards), they can help you when considering the game elements that might be used.

This is first and foremost a tool, one I have used successfully over the years in various forms. I want you to use it, adapt it and make amazing products with it.

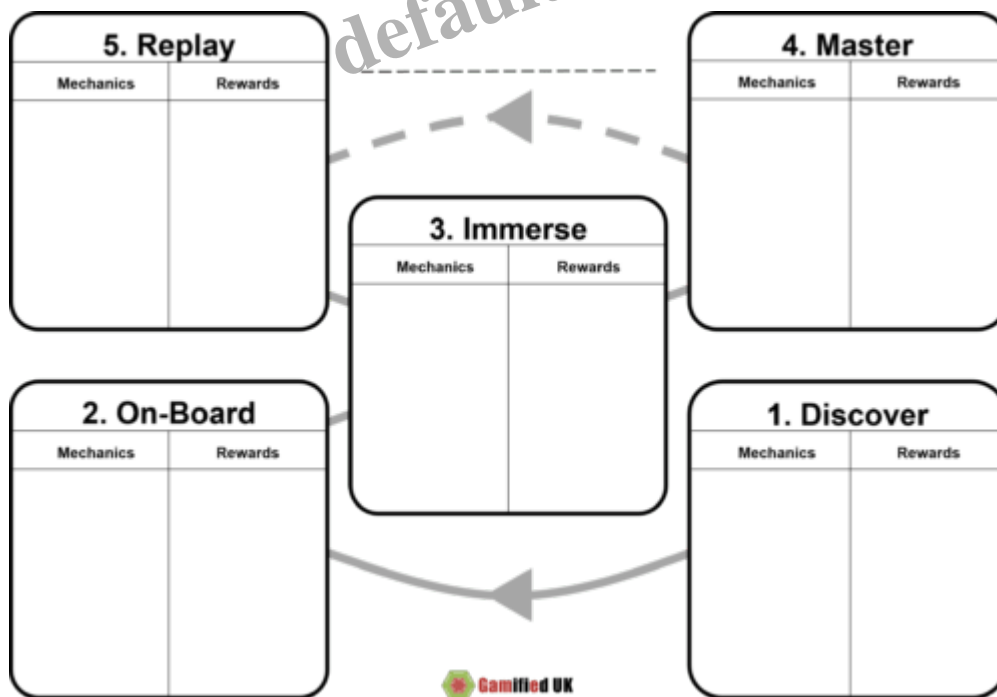
The kit includes the following printables:

- GDF Canvas
- User Journey Planner (2 versions)
- User Journey Adventure (a bit of fun)
- Action / Feedback Loops Planner (2 versions)
- Periodic Table of Gamification Elements
- Emotions, Feelings and Fun Checklist

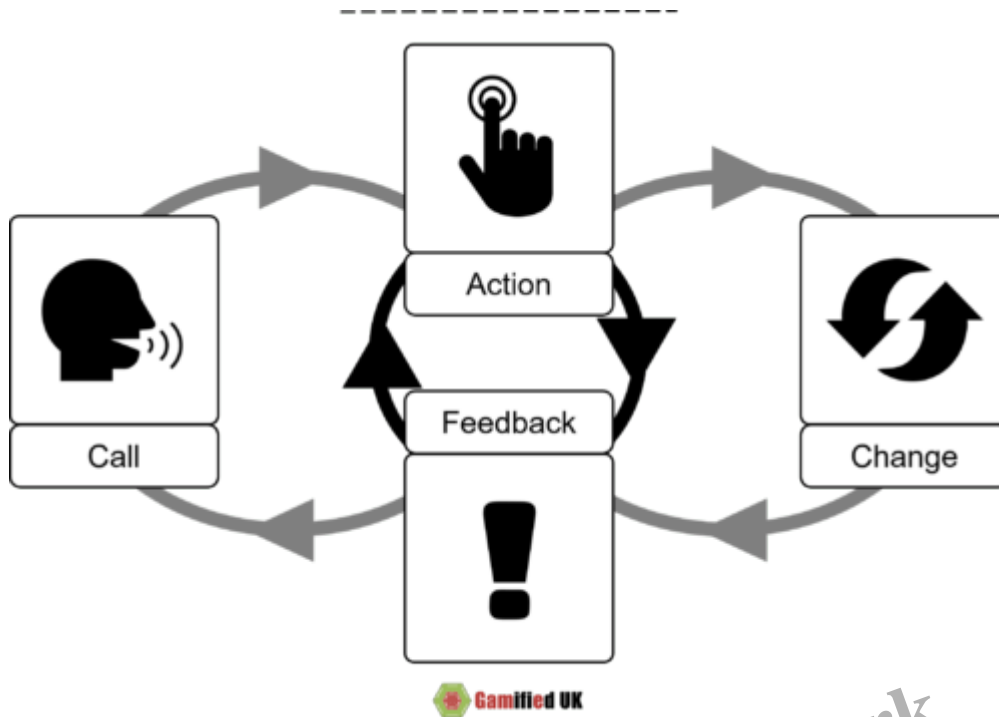
Project Title: The Question and Answer App		Team Title: Gamified UK		Date: April 2017	
1. Define Problem We want people to answer questions posed by other users	2. Define Success 1. Users can find the site. 2. Users ask questions 3. Users find answers to their questions or 4. Users answer questions	5. Behaviours 1. Ask questions 2. Answer questions 3. Telling others about the site	6. Motivations 1. Need to find answers, possibly looking for mastery. 2. Altruistic desire to help others		
4. Define User Journey Discover: Advertising campaign, Social media, Social discovery, YouTube, Direct marketing. On-Boarding: Simple interface and an FAQ if needed. Simple rewards early on to keep users heading in the right direction. Immersion: Users asking and answering questions. Mastery: Experts given mentor status and simple rewards Replay: Those asking questions are shown other peoples questions that they may be able to answer as their knowledge increases.	3. Define People Technical experts and novices. We want people to feel comfortable asking questions, but also have people there who can answer. Achiever, Philanthropist?	8. Mechanics 1. Investment 2. Achievements 3. Rewards 4. Social Network 5. Altruistic Purpose 6. Voting / Thanking 7. Unlocking 8. Access 9. Rank	7. Emotions 1. We want the helpers to get a sense of pride in their achievements 2. Those asking should feel hope and gratitude		
9. Activities (Calls to action, Actions, Feedback, System Changes)					
Call to Action: Users notified of a new question that they may be able to answer. Action: User answers question, or passes.		Feedback: if the answer is accepted the user is given thanks from the person who asked the question. Also points towards expert rank are awarded. Possibly badge if ready.		System Changes: User reaches a certain rank, they unlock new tools and abilities such as blogging platform. People who ask questions may get better access to experts over time.	

Gamification Design Canvas

If you purchased the original planner, you will be getting a copy of this free via email, so no need to buy it again.



User Journey Phases



Action Feedback Loops



The Epic User Journey



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Category

1. Gamification
2. Education

Tags

1. define
2. design
3. framework
4. gamification design framework
5. periodic table
6. user journey
7. workbook

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23/05/2017

Author

andrzej-marczewski