



Exploring the Disruptor User Type

Description

As time passes and I learn more, I often re-evaluate my past blogs and ideas – none more-so than my User Types! Now, don't panic, I am not about to release version 3 – the User Types Dodecagon. The purpose of this post is to just clarify my current thinking around the disruptor type, based on what I know now.

The basic idea is still the same. Disruptors disrupt a system in some way. This may be by acting on users or on the system itself. As with the Player type, the Disruptor type is a group rather than a single type. However, I don't tend to go into the detail as the effect on your design is generally similar for all the variations of the type.

Going into a deep dive, we get these 4 main types of disruptor:

[Disruptor Type Broken Down](#)

- **Griefer:** This is our *Killer* (yep, finally I have an answer for those who kept asking where it was!). I have chosen to use Bartle's description from his 8 types, because this is the pure arsehole type. They want to negatively affect other users, just because they can. It may be to prove a point about the fact they don't like the system, it may just be for fun. They have no place in most gamified systems, so you need to find ways to either change their minds – or get rid of them.
- **Destroyer:** This type of user wants to break the actual system directly. This may be by hacking or finding loopholes in the rules that allow them to ruin the experience for others. Their reasons again may be because they dislike the system or it may just be because they find it fun to hack and break things. If you can't convince them to at least convert to an *Improver*, then you have to get rid of them.
- **Influencer:** These users will try to change the way a system works by exerting influence over other users. This is not to say they are a negative type, far from it. If they feel the system needs to change and you actually allow them a voice to help change it, they could become massive advocates. Make use of them or lose them – worse still the could end up switching to a *Griefer*!
- **Improver:** Improvers will interact with the system with the best intentions in mind. They may hack

it or find loopholes, but their aim is to change the system for the better. They are similar to the *Free Spirit* type in reality, they want to have the chance to explore the system, find problems and try to fix them. Take care of these users as they can help you massively. Mistreat them and they may well become *Destroyers*.

As you can see, the Disruptor can be a complex type and whilst they make up a very small percentage of the overall user group, they can be very powerful. Handled correctly they could help improve your system, handled badly and they may destroy it.

Category

1. Gamification

Tags

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