

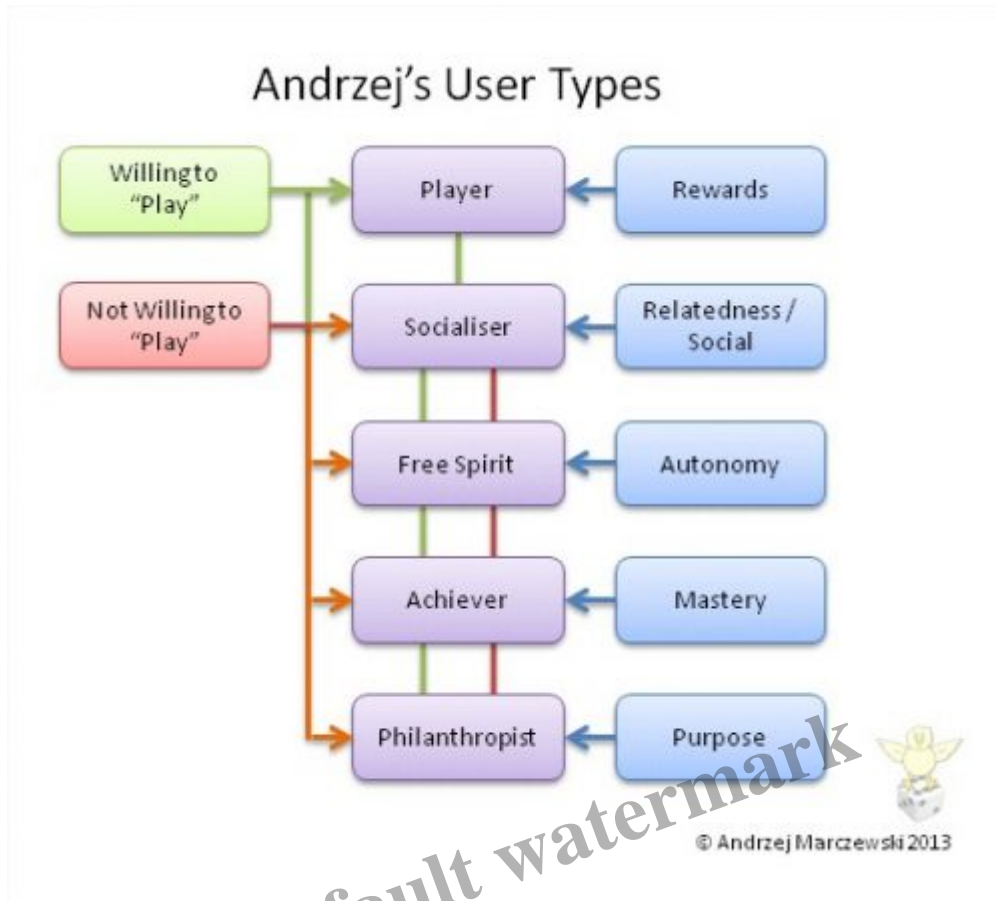
10 Years of HEXAD

Description

Well, I just realised that I may have missed the 10-year anniversary of the [HEXAD!!](#) (Try the new [12 question quiz!!](#))

I *think* I actually created the HEXAD in 2013 – but it is a bit fluffy as it went through so many iterations before the HEXAD was finalised! Below you can see some of the evolution. There was much more than this of course.

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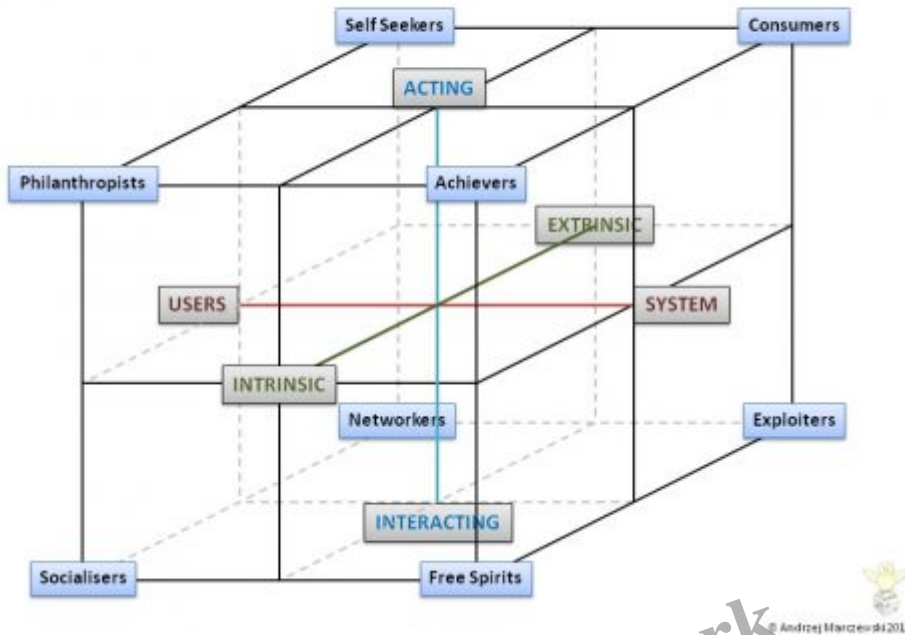


The First Version



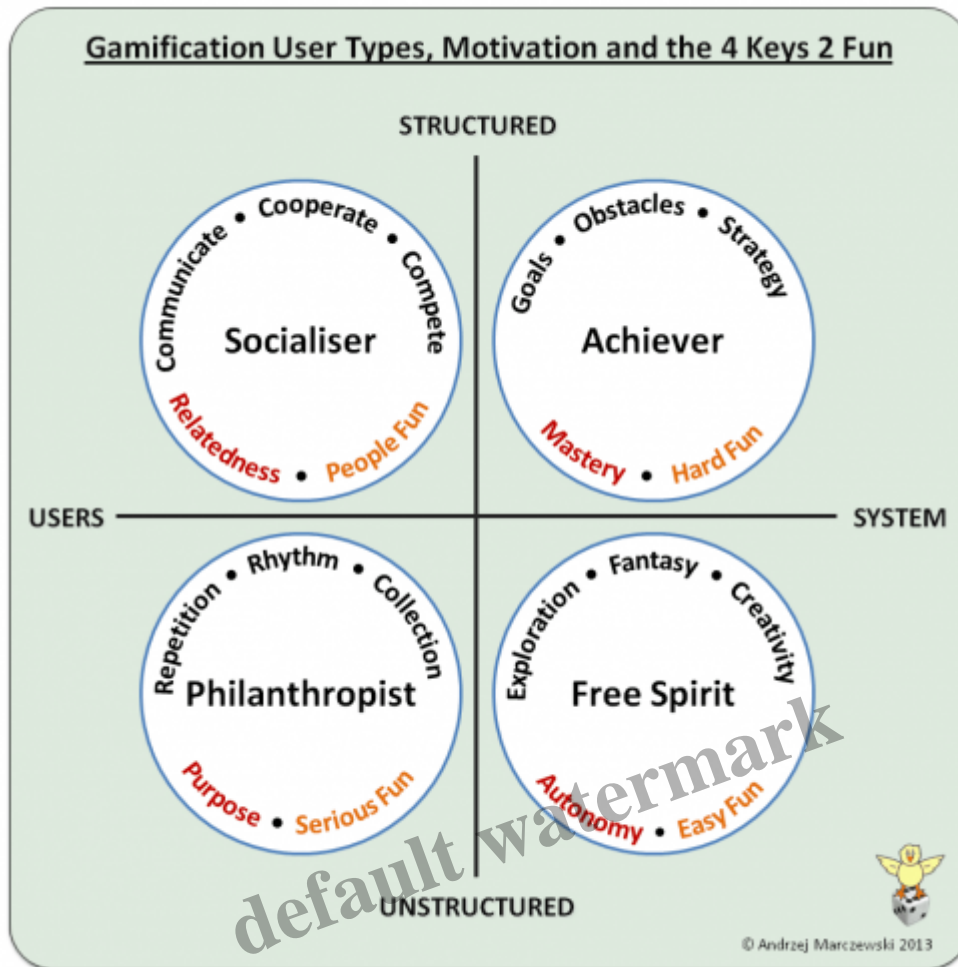
User Types Theory

8 User Types of Gamification

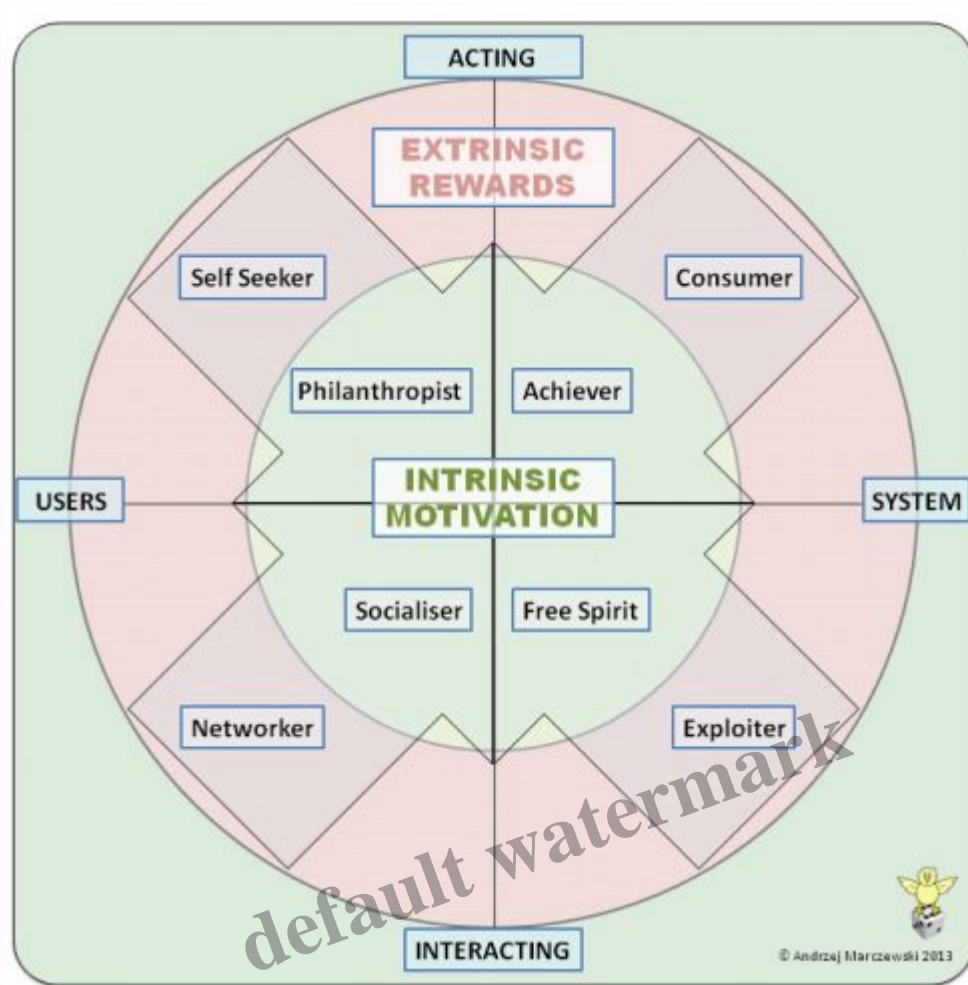


8 User Types

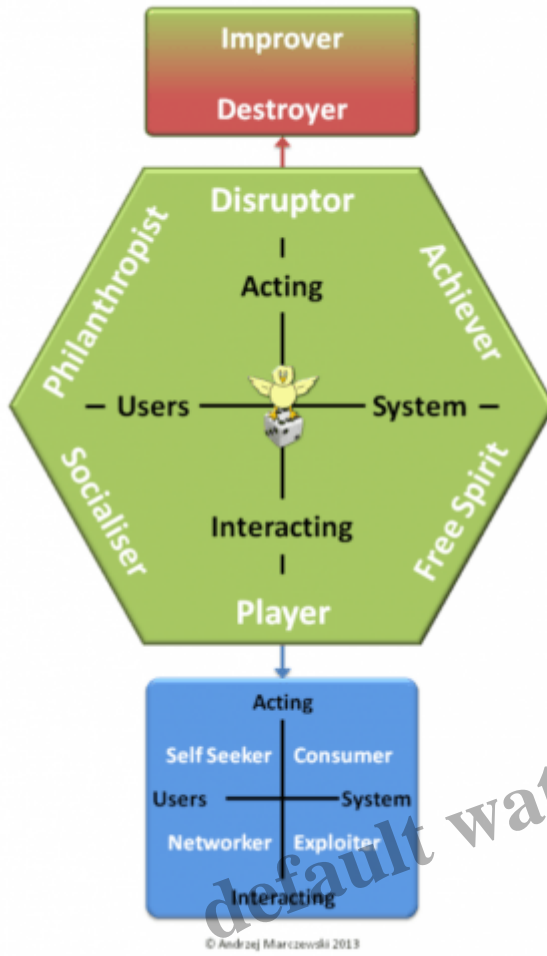
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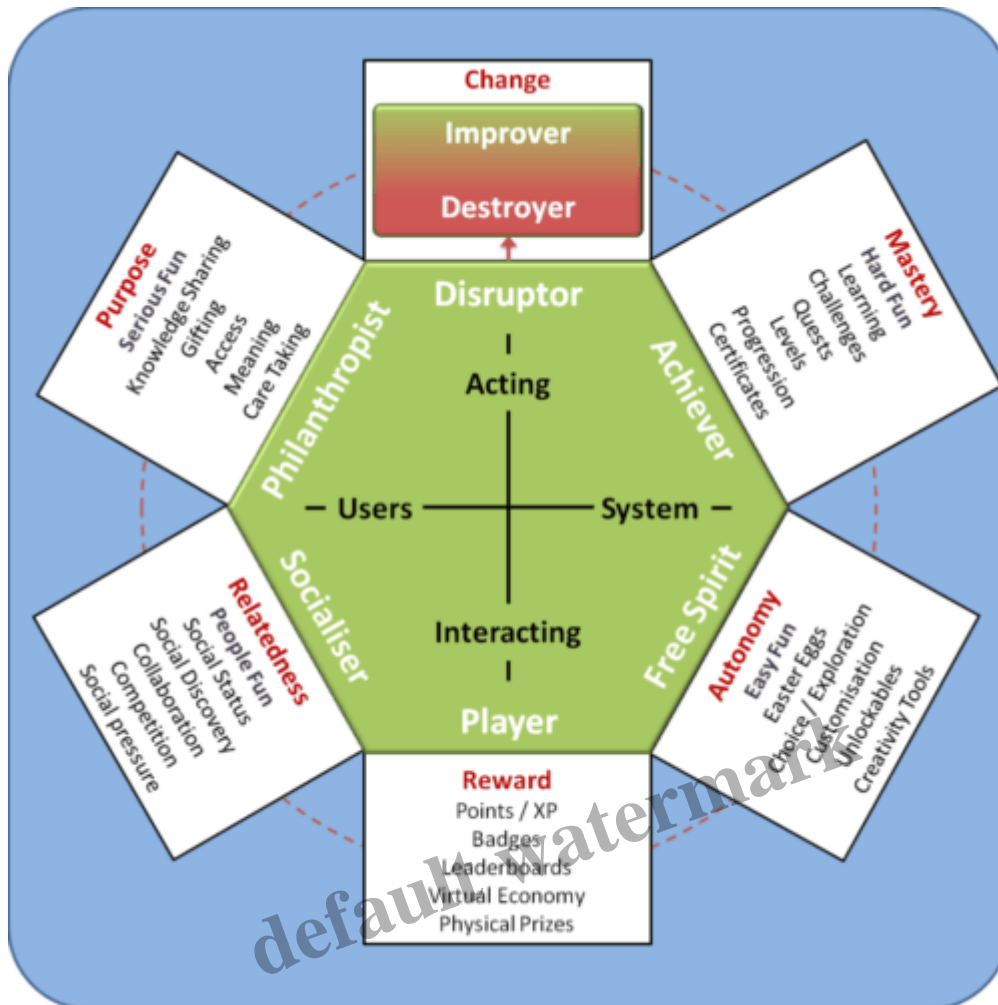
User Type Fun Theory



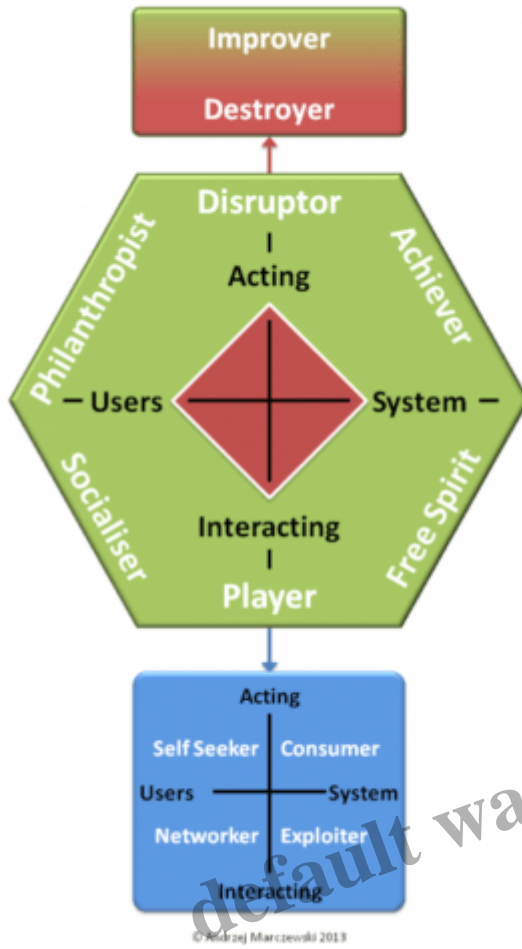
Too Many?



The HEAXD v1



The HEXAD and bit More



Getting the Colours Right



© Gamified UK 2014

Nailed It!

One of the things building this taught me was that you are not always right! I too many missteps and had a lot of help. Richard Bartle, Amy Jo Kim and Nicole Lazzaro all gave me loads and loads of help as I developed the types.

Since then, they have taken on a life of their own, thanks in no small part to Gustavo Tondello and Lennart Nacke whose work on validation of my [User Types quiz](#) skyrocketed the popularity of the HEXAD.

Today the HEXAD has been used in hundreds of projects and research papers, something I never ever dreamed of and something that makes me incredibly proud.

user hexad types



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So – happy 10th birthday (ish) to the User Types HEXAD and here is to the next 10 years!

Thank you everyone – I love you all.

Category

1. Gamification

Tags

1. engagement
2. Gamification
3. hexad
4. motivation
5. user types

Date Created

19/02/2024

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