

Then maybe another for getting a review or a comment. Then you may get one or two more in rapid succession for doing other things. Soon you have collected five or six in no time at all. Then it dries up. The next award is not going to be given too you (if you are told at all what the criteria is) until you have submitted another 20 reviews. This dry spell could be a killer to any system like this.

Who Cares? Not I

Finally, and this is a pretty big one, not everyone cares about badges and trophies. I don't for instance. When I play games on the Xbox or the PS3, I couldn't care less that I have got the "Jumped for a million feet and survived" trophy. I want the game to be good. The same is true of websites or intranets. Personally, I want good content. I also want to be guided to other good content (see [Gamification: You may already be using it](#)).

Blended Approach

Gamification is all about using the right approaches for your intended audience. It maybe they are captive, in the case of an Intranet. You may be trying to entice them to register. You may have a million visitors but no loyalty. It is unlikely that any one mechanic / technique will cover your needs. Experiment, test and gather feedback to work out the most effective use of gamification for you.

Category

1. Gamification
2. Technology

Tags

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