



Andrzej's Gamification Framework

- 🧱 I know **WHAT** I am going to Gamify
 - 🧱 I know **WHY** I am gamifying it
 - 🧱 I know **WHO** will be involved
 - 🧱 I know **HOW** I am gamifying it
 - 🧱 I have **ANALYTICS** set up
 - 🧱 I have **TESTED** with users
 - 🧱 I have **ACTED** on feedback
 - 🧱 I have **RELEASED** the solution
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Remember

- 🧱 Think like a games designer
- 🧱 Try to make it voluntary
- 🧱 Plan for **CCHEATERS**
- 🧱 **IINTRINSIC** > extrinsic
- 🧱 Don't be **EEVIL**
- 🧱 Remember the **FFUN**
- 🧱 Be **SSOCIAL**

Intrinsic Motivation **RAMP**

Relatedness – **A**utonomy – **M**astery – **P**urpose

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