What is being gamified

Why is it being gamified

Who are the users

How is it being gamified

Analytics are set up

Tested with users

Acted on feedback

Released the solution

Remember

Consider the User Types

Try to make it voluntary

Plan for Cheaters

Intrinsic > extrinsic

Don’t be evil

Remember the Fun

Be Social

Intrinsic Motivation RAMP
Relatingness – Autonomy – Mastery – Purpose

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

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Jane McGonigal