Marczewski's Gamification Framework
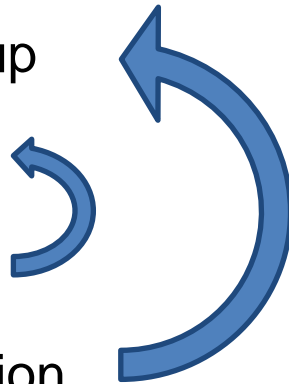
Planning

- **WHAT** is being gamified
- **WHY** is it being gamified
- **WHO** are the users

Design Development

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

"Lots of things have the bells and whistles, but not the heart of a game"
Jane McGonigal