

The background of the slide is a dark blue color with a complex network of white and light blue dots connected by thin lines, creating a mesh-like pattern. A large, orange, trapezoidal shape is positioned on the right side of the slide, containing the main title and author information. In the bottom right corner, there is a white, trapezoidal shape containing the Erasmus+ logo.

# Gamification Design Workshop

Prepared by An Coppens –  
Gamification Nation



Think like a game designer:  
Let's design a gamification  
campaign



Define the problem you will address



What games do you play?

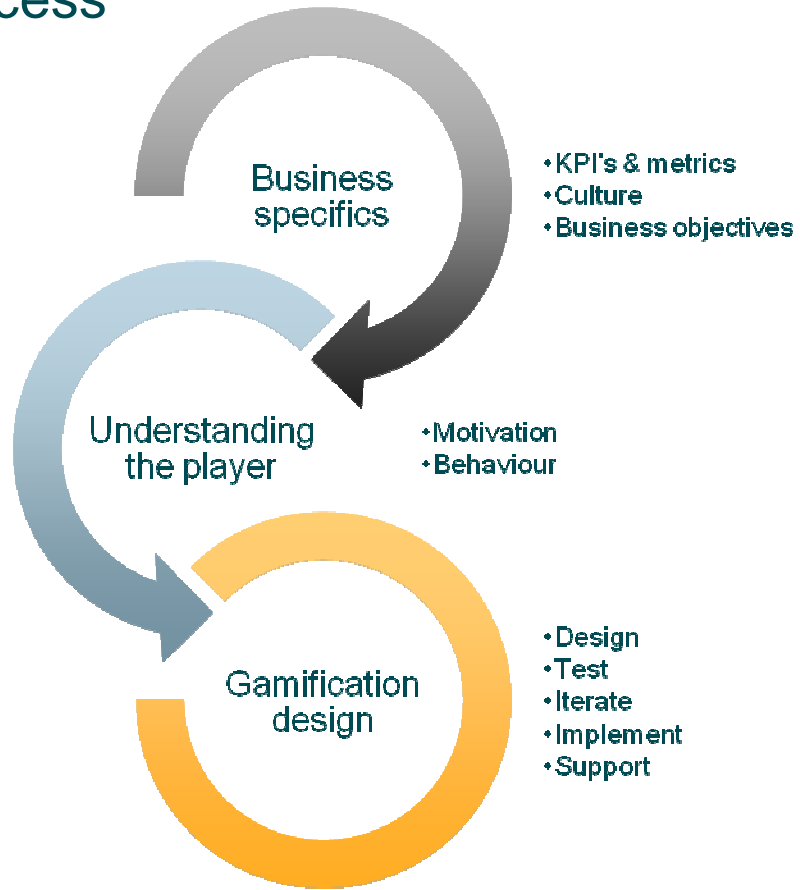


# The frameworks and models





## Our process



[www.gamificationnation.com](http://www.gamificationnation.com)

## 6 D gamification design framework – Kevin Werbach

1. Design business objectives
2. Delineate target behaviour
3. Describe your players
4. Devise activity loops
5. Don't forget the fun
6. Deploy the appropriate tools

# Mapping the player's journey to mastery – Gabe Zicherman

1. Find the target audience wants/ needs emotional triggers ->emotional profile
2. Design challenges based on these triggers -> emotional trigger challenges
3. Design rewards based on wants/ needs -> reward structure
4. Design communication for platforms where your target group spends time -> communication plan
5. Invite players to participate -> implement communication plan and player registration



What would the business objectives be for your project?



# Time for some behavioural profiling



## Bartle's Player Type





Source: Andrzej Marcziwski

What are the motivations to tap into?



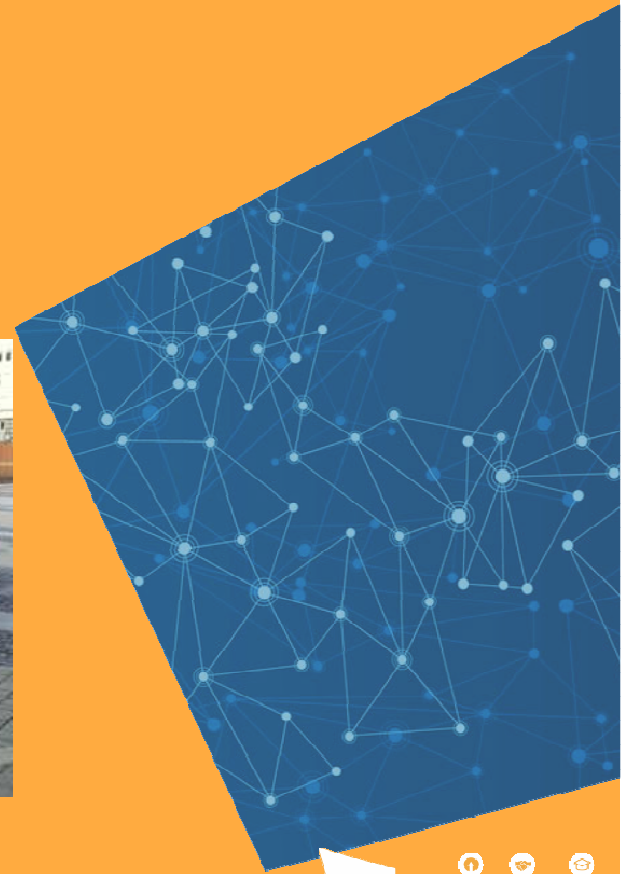
<http://vimeo.com/88939322>

# Motivational drivers

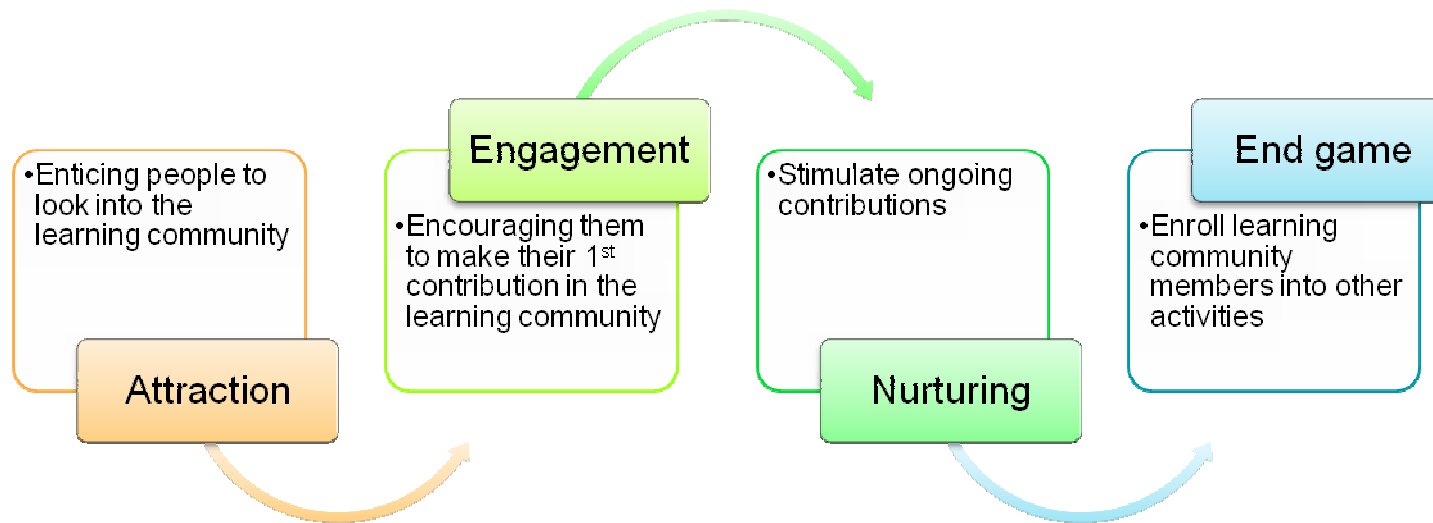
1. Epic meaning and calling
2. Development and achievement
3. Empowerment of creativity and feedback
4. Ownership and possession
5. Social influence and relatedness
6. Scarcity and impatience
7. Unpredictability and curiosity
8. Loss and avoidance

Source: Octalysis framework by Yukai Chou

Design the experience the  
journey to mastery



# Framework for engagement: learning community example





## Gamification: The Continuous Engagement Loop

Start by understanding user motivations, pair the right actions, rewards and achievements to keep them engaged on an ongoing basis.

**Motivation Examples:**

- Desire for Recognition
- Knowledge Sharing

**Action Examples:**

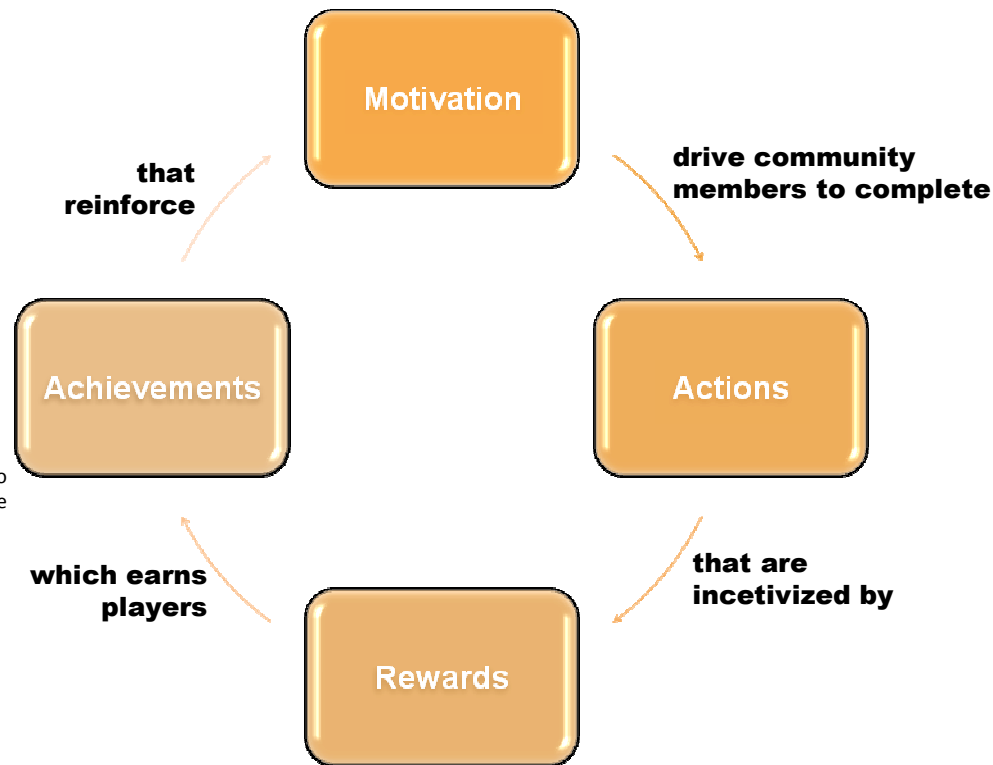
- Challenges - missions to accomplish
- Exploration - Appealing to curiosity to view new elements

**Rewards Examples:**

- Content Access - Giving users access to things they didn't have access to before experience
- Badges - accruing badges that demonstrate accomplishments

**Achievements Examples:**

- Experiences – new areas unlocked upon achievement
- Virtual goods - Users attain through redeeming points



## Active Engagement Modeling

Players progress along a journey to mastery.  
Each player enters with a different skill level.



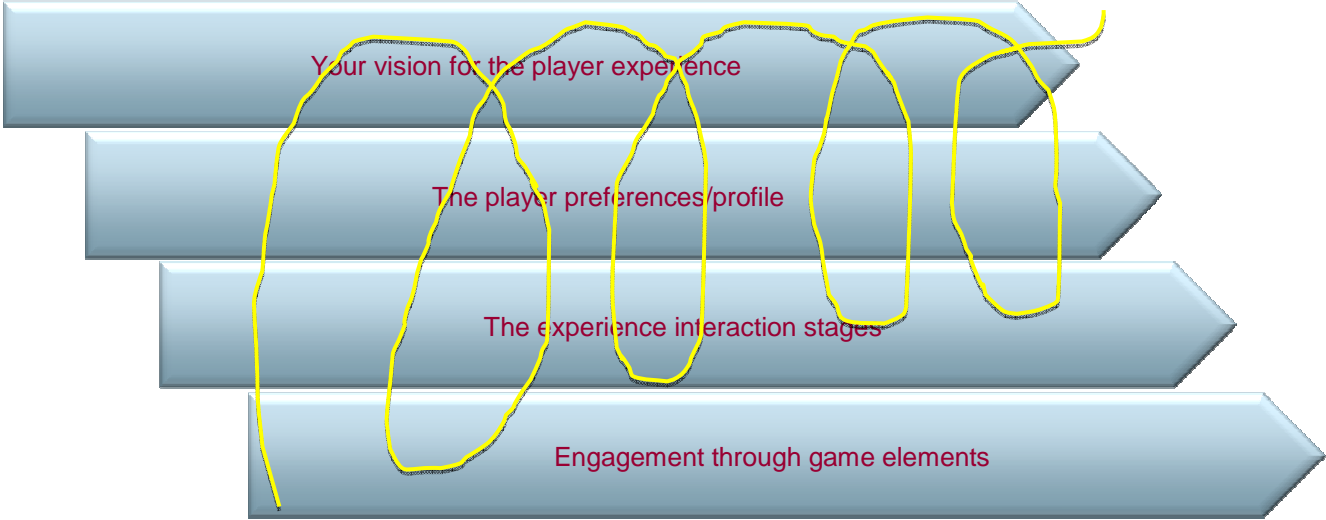


# A.M.E.R

FORMULA



# Layers of gamification



How will the journey be FUN



# Test pilot with different audience segments

Men – Women – age groups – tech savvy – tech novices – etc.

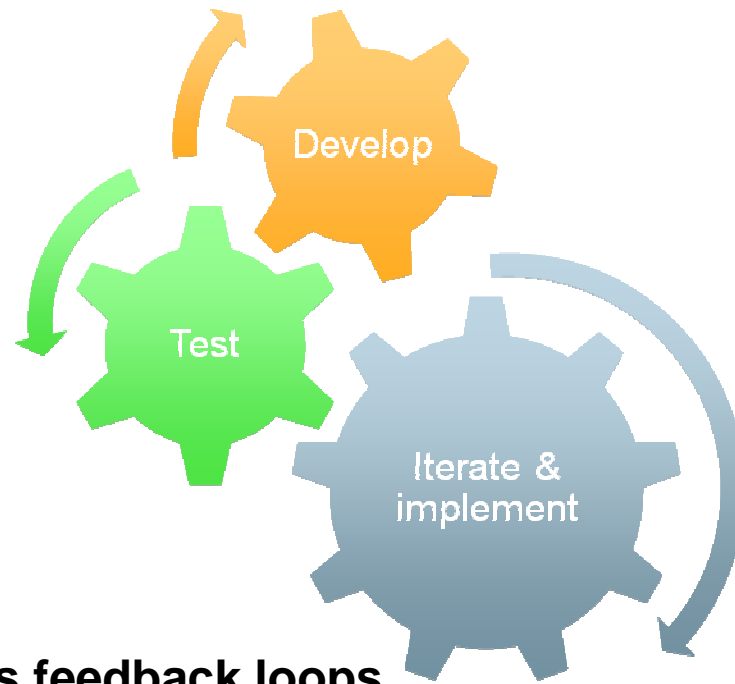
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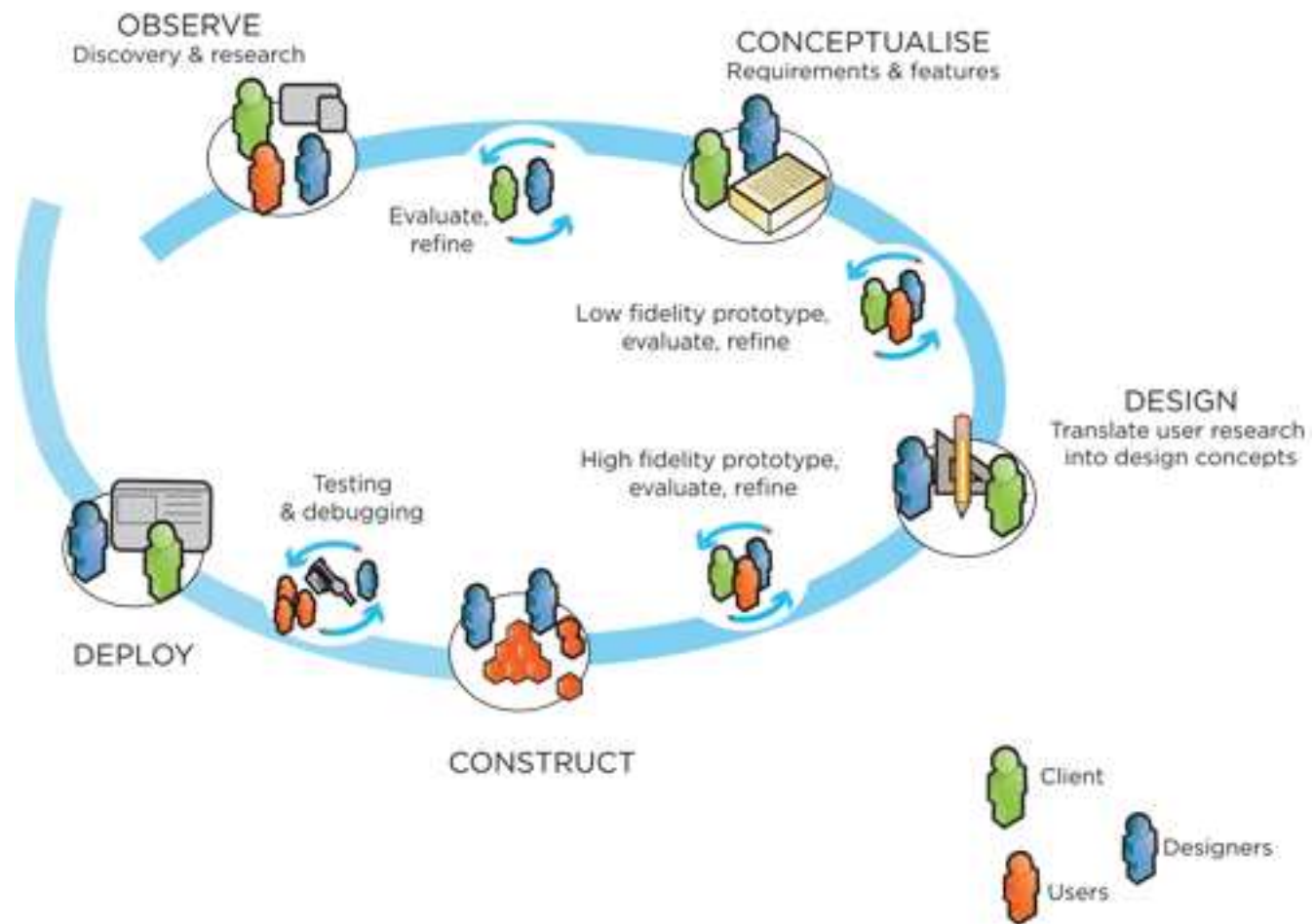


"You won't believe it! Anderson's experiment... the results... they're conclusive! *Conclusive* I tell you!"

# Develop and implement



**Continuous feedback loops**





To be continued...

