

# Defining Gamification

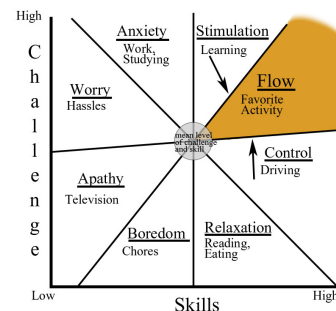
Gamification, according to Wikipedia is:

*The use of game play mechanics for non-game applications... particularly consumer-oriented web and mobile sites, in order to encourage people to adopt the applications. It also strives to encourage users to engage in desired behaviours in connection with the applications. Gamification works by making technology more engaging, and by encouraging desired behaviours, taking advantage of humans' psychological predisposition to engage in gaming.*

Gamification is about engaging people do what you want, or making them want the same things you want.

DesignMap framework:

1. **Cosmetic**: adding game-like visual elements or copy
  - usually visual design or copy driven
  - to immerse into a believable experience
2. **Accessory**: wedging in easy-to-add-on game elements, such as badges or adjacent products
  - usually marketing driven
  - provide explicit rewards
3. **Integrated**: more subtle, deeply integrated elements like % complete
  - usually interaction design driven
  - speak directly several types of natural motivations
  - the enticement of people into an action to support their own goals within our product/service
4. **Basis**: making the entire offering a game
  - usually product driven, "badge sites"
  - use for boring stuff
  - layered onto everyday activities



## Other Frameworks

- Gabe Zicherman - "SAPS": status, access, power, and stuff
- Kris Duggan - influence : personal achievement, group motivation, and contextual communications.
- Roger Caillois - games should be fun, separate, uncertain, non-productive, governed by rules, and fictitious
- Richard A. Bartle - players personas =achiever, explorer, socialiser and imposer
- Progression of user experience should not be binary, like "beginner expert"
- Mihaly Csikszentmihalyi Flow diagram
- Jesse James Garrett's Elements of User Experience

Good design has five features: stability, usefulness, enticement, interest and delight.

