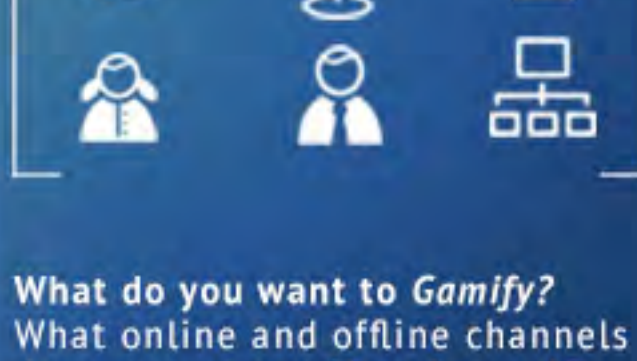


GAMIFICATION ROADMAP

1. SET GOALS AND BOUNDARIES

Gamification Goals

Gamification Environment



Be SMART: What are your goals? Increased activity, higher quality of output or increased loyalty?

What do you want to Gamify? What online and offline channels do you want to affect (or not)?

2. WHO ARE YOU DEALING WITH?

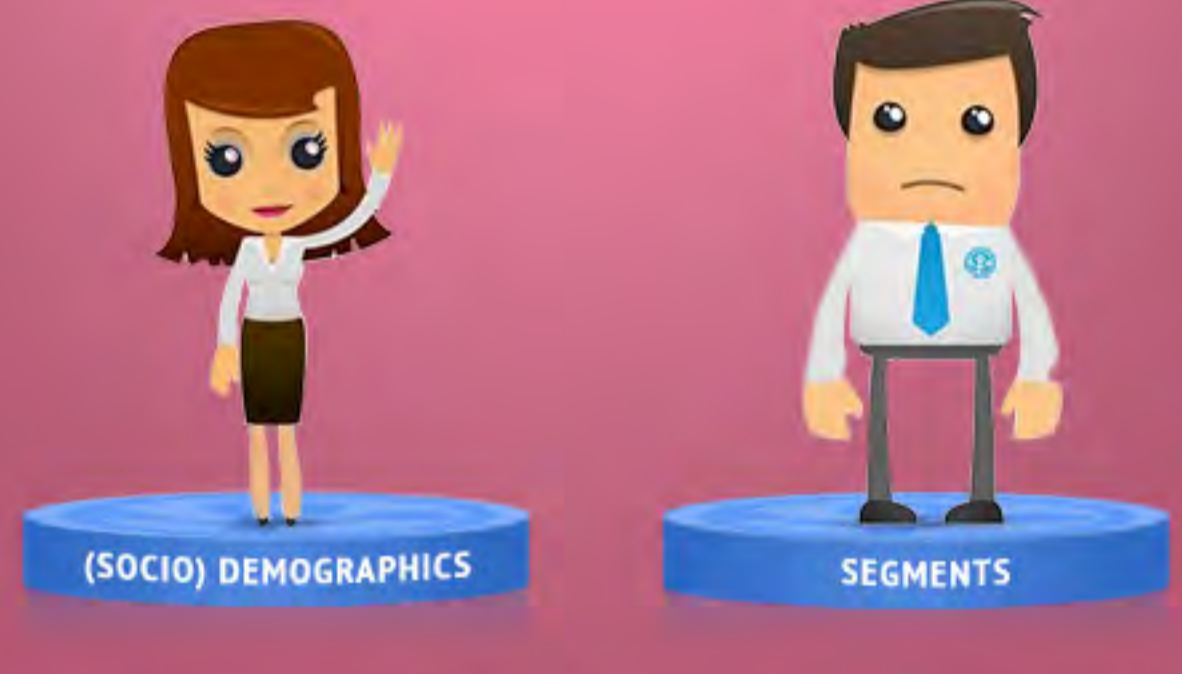
KNOW THY BARTLE...

Your users are players. There are four types, all motivated by another Gamification SET and STORY. A badge is not a Socializers cup of tea!



... AND YOUR SEGMENTS AND DEMOGRAPHICS

Women respond differently to Gamification than men. New versus experienced users differ. Don't trick anyone into doing stuff. Help users to realize their own intrinsic goals!



3. HIT INTRINSIC MOTIVATION

What drives them?



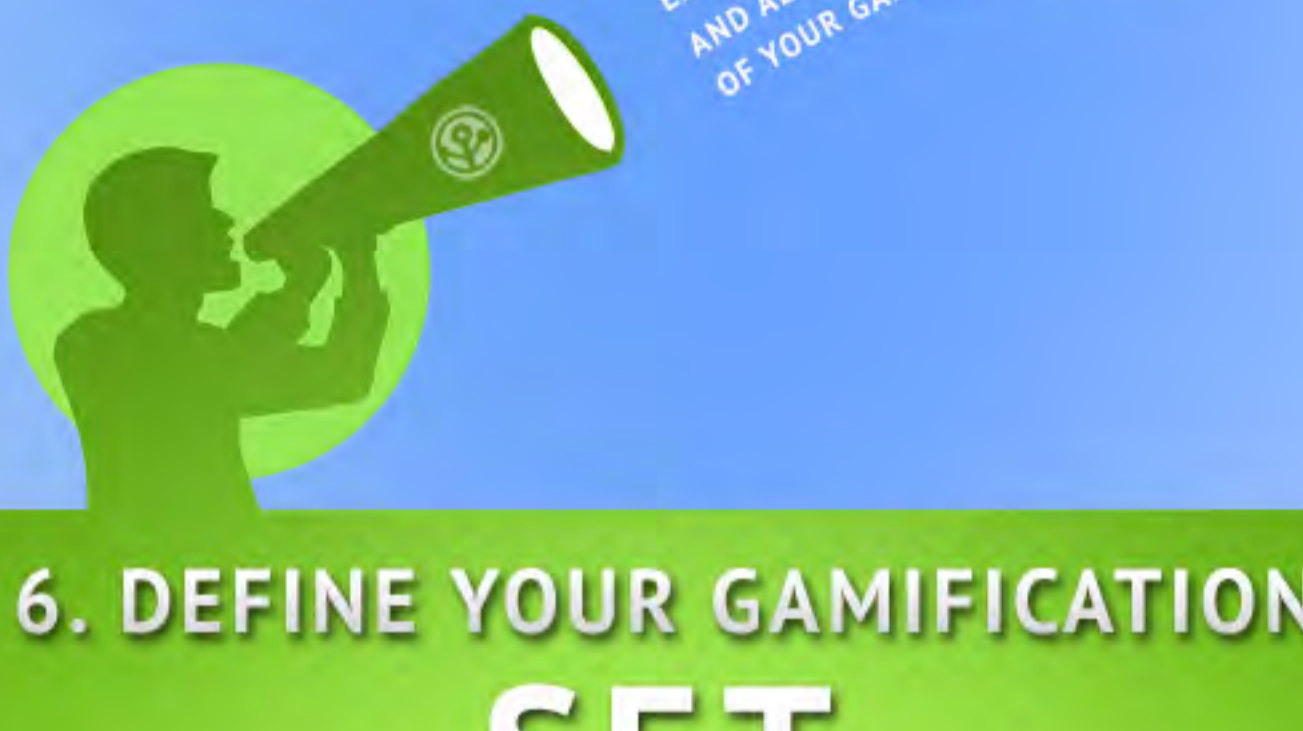
4. SCAN CURRENT USER BEHAVIOUR AND EXPERIENCE

Identify gaps and opportunities where the UX is lacking and behavior can be influenced with the help of Gamification. Find the pain!



5. DESIGN THE RIGHT STORY

Create a concept with an appealing story that inspires your users. What do they learn, experience and achieve in your Gamified program?



6. DEFINE YOUR GAMIFICATION SET

Design a Gamified System with the right Game Elements and Game Tools to supercharge long-term engagement.



7. IMPLEMENT GAMIFICATION SET AND STORY ON UX

Be sure to pick your battles. Not everything can be Gamified!



8. FIND THE RIGHT BALANCE

The single most important step is to create the right flow! Game-designers master it and so should you.

