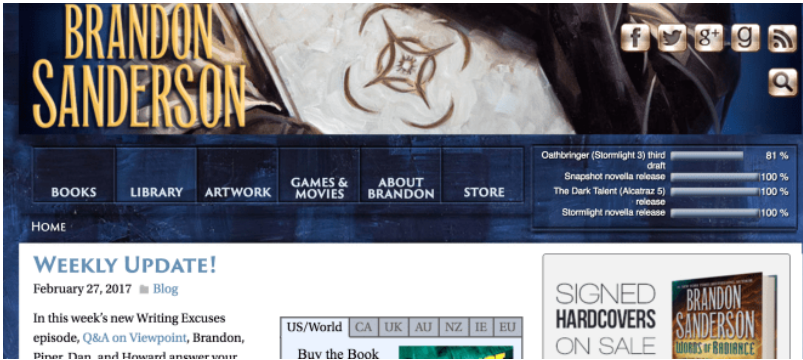


Game Techniques List

	Technique Name	Description	Core Drive	Related Heuristics & Cognitive Biases
1	Status Points	Users see in a score keeping sense how well they are doing. Status Points for the most part can only go up as the user hits more Win-States and it cannot be traded for other valuables. Within Status Points, there are also smaller divisions such as Absolute Status Points (which measures the total amount of points earned in the journey) vs Marginal Status Points (which are points that are specifically set for one challenge or one time period, and can be reset once that challenge and time period is over), as well as One-Way Status Points (it can only go up) vs Two-Way Status Points (it can also go down as the user fails to achieve the Win-State). When you design your Status Point systems, make sure it is based on something meaningful - something that the users themselves want to engage in. Or else, points just become meaningless counters meant to stress people out.	Development and Accomplishment	Aggregation of gains & losses Multiple small losses are more painful than one large loss. Multiple small gains are more pleasurable than one large gain. Skinner's Operant Conditioning Behavior followed by a reward will be more likely to happen again, rather than a behavior being followed by a punishment. Temporal Discounting The degree to which a person favors small immediate rewards over larger future rewards. Do you want a cheeseburger now, or lose weight later?
2	Achievement Symbols (Badges)	An achievement symbol is simply a way to show that a user has developed or accomplished something: developing a skill or accomplishing some kind of goal. And, yeah, it's part of this larger reality of humans as goal-oriented beings. We like to see progress towards a goal. If we're lost in the woods not sure how to get to the destination, not so much.	Development and Accomplishment	Aggregation of gains & losses Multiple small losses are more painful than one large loss. Multiple small gains are more pleasurable than one large gain. Skinner's Operant Conditioning Behavior followed by a reward will be more likely to happen again, rather than a behavior being followed by a punishment. Collecting Where there is interest, people like to amass units that add to or complete a set.
3	Leaderboards	A game element where you rank users based on a set of criteria that is influenced by the users' behaviors towards the Desired Actions.	Development and Accomplishment	
4	Progress Bars	One of the simplest and best known examples of is the LinkedIn Progress Bar.	Development and Accomplishment	Temporal Discounting The degree to which a person favors small immediate rewards over larger future rewards. Do you want a cheeseburger now, or lose weight later?
5				
6	Step-by-step Tutorial	Step-by-Step Tutorials are systems that automatically guide the user towards learning the ropes of the game. We know that most people don't like reading through a manual before trying out a product. Similarly, people also don't like to watch a long video that explains everything at the very beginning. That's why games usually let users learn about the rules, mechanics, and the win-states one step at a time through a Step-By-Step Interactive Tutorial, while providing positive reinforcement on each step. Because each step is guided, users identify the win-state immediately and accomplish it easily, followed by messages such as, "Great job! You nailed it!" As a result, users feel competent and happy.	Development and Accomplishment	
7	Fixed Action Rewards	An obvious example is if you are playing a game and beat a level with at least one star, you'll unlock the next level. Of course, the next level is just another puzzle to figure out (an intrinsic motivation that ties to Core Drive #3), but the tangible reward is in the accomplishment of progressing through the map, which shows one long, continuous train track. The player always knows where they are on the track and always knows the next action they needs to take in order to move forward.	Development and Accomplishment	
8	Virtual Goods	Virtual Items that users can obtain and possess represent Virtual Goods. Although this Game Technique also uses Core Drive 2: Development & Accomplishment and Core Drive 4: Ownership & Possession, the loss and avoidance come into play when a player <i>loses</i> the chance to get something based upon missing or failing a Desired Action. Combined with Dangling (Game technique #44)–where a player is shown possible Virtual Goods–this technique is quite effective. To combo even further, consider using tiers of streaks entice players.	Development and Accomplishment	
9				
10	Narrative	A story that gives people context for a higher meaning in terms of interacting with your company, product, or website. <i>Example:</i> Zamzee, a “wearable technology” company for children, uses narratives to instill a fantasy Epic Meaning & Calling into children in order to make them exercise more. Through its online software interface, Zamzee gives kids fantasy quests, such as becoming a sorcerer's apprentice. In order to learn your first spell, you run up and down the stairs 15 times.	Epic meaning and Calling	
11	Plant Picker/ Meaningful Choices (AKA General's Carrot)	Some choices demonstrate preferences that are not obviously superior over others. In plant picker the user is given a goal, as well as a variety of tools and methodologies to strategize towards reaching that goal and can decide the best path to get to where they want to be. These techniques I call “Plant Pickers” because, just like deciding what to plant in a garden, it is often a preference on style and strategy.	Empowerment of Creativity and Feedback	
12	Dynamic Feedback	Instant feedback that tells you how you are doing. <i>Example:</i> A sleep app displays feedback about your sleep patterns once sleep data is entered.	Empowerment of Creativity and Feedback	

13	Avatar	Oftentimes, if a website gets people to invest time into building something, like a personal profile or avatar, users have a much higher chance of developing personal ownership within the effort. When they start customizing their avatar or their website profile, they invest a lot of time and feel "this is my avatar, this is my profile." Now they develop a stronger relationship to it and they want other people to see it (reaching into Social Influence & Relatedness) – but they also want to spend even more time and sometimes money to make it look snazzier, with a better picture, and a nicer background. Of course, there's always a balance, because during the Onboarding process, even though it is advantageous to get people to spend time customizing things, users are still not committed to your experience, so it is often better to send them to the First Major Win-State first before users are required to customize things.	Ownership and Possession	IKEA effect
14	Boss Fights		Development and Accomplishment	
15	Anticipation Parade	Ever gotten that suspiciously warm feeling <i>just</i> before you've reached the finish line. The Anticipation Parade is all about that sensation reward after getting closer to a win-state ("you're almost there!"). The Anticipation Parade can be effectively combo'd with Last Mile Drive or a Progress Bar (Game Technique #4).  In the graphic above, the super productive epic fantasy author Brandon Sanderson publishes his progress bars to improve his own productivity AND give fans some anticipation ahead of book releases. Very smart. And very productive.	Development and Accomplishment	
16	Prize Pacing/ Collection Sets	One of the most powerful and effective ways to utilize the Ownership and Possession Core Drive is through Collection Sets. Say you give people a few items, characters, or badges, and you tell them that this is part of a collection set that follows a theme. This creates a desire in people to collect all the elements and complete their selection set. <i>Example: In the game Geomon, there's a theme of the four-season deer. There's a spring deer, a summer fire deer, and winter ice deer. User's were willing to do a lot more work to get ALL the deer to complete their sets, which could mean that they needed to be waiting for months for the seasons to come around. Users would talk to people, negotiate, and even throw in a few dollars just to finish that collection.</i> <i>What's mind-blowing about this level of ownership, is that people felt so attached to the Geomons they captured and trained in the game, that when the game announced that it was shutting down, the players (whom mostly consisted of high school students) banded together and raised a committed sum of \$700,000 to see if they could keep the game going. That was quite an impressive figure which was mainly motivated by Core Drive 4: Ownership & Possession as well as Core Drive 8: Loss & Avoidance. In fact, in higher level Octalysis studies, you will see that building Core Drive 4 often reinforces the power of Core Drive 8.</i>	Ownership and Possession	Collecting Where there is interest, people like to amass units that add to or complete a set.
17	High Five	It is a way of saying job well done and encourages a positive feeling about the activity completed.	Development and Accomplishment	Skinner's Operant Conditioning Behavior followed by a reward will be more likely to happen again, rather than a behavior being followed by a punishment.
18	Crowning	<i>Example: In Pokemon Go players' pokemon who defeat a gym are prominently displayed on the UI.</i>	Development and Accomplishment	
19	Milestone Unlock	When people play games, they often set an internal stop time in the form of a milestone – "Let me beat this boss and then I'm done." "I'm close to leveling up, let me level up and I'll stop." What the Milestone Unlock does, is that it unlocks an exciting possibility that wasn't there before once that milestone is hit. In some RPGs (Role Playing Games), whenever you level up, you learn a new set of skills. These skills are awesome and generally help you kill monsters faster, with more style, or it would have made your earlier gameplay a lot easier. Once players level up (their "stop time milestone"), they naturally want to see what these new skills are, test them out a bit, test them out on stronger enemies, enjoy how powerful they are, and then realize they are so close to the next milestone that they might as well get there first. This is when people plan to stop at 11PM but end up playing till 5AM in the morning.	Empowerment of Creativity and Feedback	
20				
21	Appointment Dynamics	Having to show up at a certain time to do or gain something. <i>Example: Happy Hour, where by hitting the Win-State of showing up at the right time, people get to enjoy the reward of 50% appetizers and beer.</i> <i>See Seth Priebatsch's popular TEDx Boston talk on The Game Layer on Top of the World.</i>	Scarcity and Impatience	
22	Group Quests	Requires group participation before any individual can achieve the Win-State. <i>Example: A successful game that utilizes this is World of Warcraft, another fanatically successful and addictive game made by Blizzard Entertainment. In WoW, there are many quests that are so challenging that it requires an entire team of 40 max-leveled players to work together, each specialized in their own responsibilities, before they have a chance of beating the quest. In well-designed instances, even though the 40-player requirement is not imposed by the program, the users simply find it difficult to win if they had 39 players.</i>	Social Influence and Relatedness	

23	Beginner's Luck	This is the "Calling" in Epic Meaning & Calling. Calling makes people think they are uniquely destined to do something. With Beginner's Luck, people feel like they've been one of the few chosen to take action—which makes them much more likely to take it. If a gamer, upon the first day of playing a game, randomly earns one of the most powerful swords in the game that even veteran players couldn't get easily, chances are he isn't going to quit on day one. He'll likely be using that powerful sword to kill monsters fanatically until the next hook in the game shows up. The game designer would likely also add in Social Influence & Relatedness (Core Drive 5) by designing in Touting Horns (Game Technique #64), which are mechanism that allow the user to implicitly show off what they are proud of. If the game designer also adds Empowerment of Creativity and Feedback(Core Drive 6) through a Generals Carrot by telling the user he can only equip this sword once he defeats a particular level that is very difficult, now the user becomes obsessed and tries to figure out all sorts of ways to defeat that level.	Epic meaning and Calling	
24	Free Lunch	Along the lines of the "Calling" theme, giving freebies that usually cost money for others to certain people in a way that ties to a larger theme can make customers feel special and encourage them to take further action. Keep in mind that you can really turn people off if you appear disingenuous in your efforts to create Epic Meaning and Calling. for example, if a fast food conglomerate that is known for cheap unhealthy foods and for never recycling or composting, runs a marketing campaign that says, "Eating our food protects your health and your family," people may also see that as a manipulative slap in the face. Even in fantasy make-believe settings like Zombies Run, where users are motivated to run more because they are trying to save their village from hypothetical zombies, you want to make sure the user is prepared to believe in the fantasy higher meaning in that context. Pretending there are zombies in the room during large corporate board meetings to get everyone to stand up more would likely not fare too well (and don't tell the Board Directors that you did it because you read my book on Epic Meaning & Calling). Once you have firmly established believability of your Epic Meaning & Calling, then you have a good chance of appealing to this Core Drive effectively to bring out the fun and selflessness in people.	Epic meaning and Calling	
25	Destiny?	Users feel like they are destined to take this journey and see how far they can get without losing	Epic meaning and Calling?	
26	Elitism	Allowing your users or customers to form a prideful group based on a common interests makes them feel like they are part of a larger cause. Elitism instills group pride, which means each member tries to secure the pride of the group by taking specific actions. The group also attempts to frustrate its rivals, which can lead both groups upping their actions to beat the competition. <i>Example 1:</i> Sports team rivalries ... During sports seasons, a rivalry reaches its pinnacle, with both sides often sporting team gear and aggressively, sometimes violently, insulting each other. <i>Example 2:</i> Kiva.org created groups and showed statistics that allowed Christians and Atheists to compete against each and see who contributes more money to help third world countries. The Christians believed that, since the Bible tells them to love God and love one another beyond all things, they should demonstrate generosity to the world and help those in need, and so they increased their contributions. The Atheists, on the other hand, wanted to prove that one does not need to believe in a god to be kind to fellow human beings, so they also increased their contributions. Both sides contributed more than they would have otherwise, simply because they felt they were doing it for a bigger purpose than themselves.	Epic meaning and Calling	Limited Access/Scarcity People naturally desire things that are perceived as exclusive or belonging to a select few.
27	Humanity Hero	The way this works is to tie the actions you want people to take to something that will make the world a better place. <i>Example:</i> TOM's Shoes sends one pair of shoes to a child in a third-world country whenever you buy from them. Additionally, when customers wear the shoes, they let others know that they are helping the world, which is a method of Touting (Game Technique #64) within Social Influence & Relatedness.	Epic meaning and Calling	
28	Glowing Choice	<u>This is a game technique where hints are displayed to help the player understand what to do next.</u> <i>Example: In MMORPGs (massively multiplayer online role playing games) such as World of Warcraft, the player is thrown into an unfamiliar virtual landscape where there are countless places to explore. It's extremely easy to feel lost or confused in such a big open world like that.</i> <i>However, the user rarely feels like he doesn't know what to do at any given moment because there are often "glowing explanation marks" or arrows above an NPC's (Non-Playable Character's) head.</i> <i>When you click on that character, he will start to give you a narrative such as, "This village used to be peaceful...but a month ago [very very weak and pathetic] beasts came and ravaged the village, bringing horror to everyone. Please Hero, can you help us with this problem?" This provides information that the player needs and includes some Epic Meaning & Calling into the process.</i> Players can be forced to click a glowing choice by limiting their options. But it is often more empowering to let the user decide. They can continue exploring by purposely not clicking on the Glowing Choice, but will know in their hearts that talking to the "glowing choice" is the way to make real progress. In many mobile apps, you will see this practice becoming more and more common. At the beginning of the experience, other features would be grayed out, with a pointy arrow that tells the user the next essential function to learn about. This will happen until all features are selected. Similar to what was explained above, it is even better to have the glowing choice there, but not FORCE the user to click on it, so the user is actually empowered with a choice. However, glowing choice will remain there until the user clicks on it, so eventually and inevitably they will, and are also seriously ready for the next step.	Curiosity and Unpredict ability	
29				
30	Sudden Rewards /Easter Eggs	<u>This is a pleasant novel surprise based on an unexpected trigger.</u> It's pretty hard to add Easter Eggs to your OWN design, BUT you can ask someone else to add Easter Eggs for you. <i>Example: If I want to give my partner a surprise when he or she does some routine cleaning, I could do the following: I hid some candy behind the books on the shelf where my partner will do some dusting. When my partner dusts, bam there's the candy! You can guess she will be looking for the candy the next time she cleans!</i>	Curiosity and Unpredict ability	Variable Reward "Without variability, People are like children in that once they figure out what will happen next, they become less excited by the experience. Variability increases the frequency of us performing the actions. Studies of the brain reveal that <i>what draws people to act is not the sensation they receive from the reward itself, but the need to alleviate the craving for that reward</i> (anticipation)."
31	Boosters	<u>A player obtains something to help them achieve the win-state effectively.</u> <i>Example: Boosters show up in Super Mario when you pick up a mushroom or flower that makes you stronger (such as breaking blocks with your head or throwing fireballs).</i>	Empowerment of Creativity and Feedback	
32	Secret Code: Revealed Heart			
33	Co-Creator	The underlying concept is a user feels they were chosen to use a product because they created it.	Epic meaning and Calling	

34				
35	Quest Lists	A quest by definition is a journey or expedition where challenges are overcome and in gamification we want this to result in a reward.	Development and Accomplishment	
36	Protector Quest	Protector Quest is a concept based on the occurrence that people start to develop a relationship with something that they are protecting. Here a bit of Core Drive 5: Social Influence & Relatedness is present too. Combine w/ Head Start in Onboarding. Give someone something, then say, "If you don't do XYZ, I'll take it away." (<i>Habitica does this with Dailies.</i>) <i>Example: If you have kids and want to make sure everyone does the chores, you can institute a Protector Quest. If ANYONE doesn't pull their end of the bargain...if ANYONE misses their chore for the day or week, the TEAM loses. This should get your son and daughter collaborating or inspiring each other instead of fighting, too.</i> <i>If you give users or employees a Protector Quest where they need to keep an object or file safe from harm's way, or you give high school students an egg to protect for a week, people will often become attached to the object or file as they freak out when the object or file comes under danger but is saved.</i>	Loss and Avoidance	Loss Aversion;
37	Evolved UI	The Evolved UI is about giving people less options at the beginning of an experience and evolving as the player moves through the experience. Basically start simple and then add options over time. Why should we withhold important functionalities? Sometimes, it truthfully isn't "right" to do it. For the designer though, it is important to acknowledge it as an option to drive more behavior towards the Desired Action. Just because it makes users feel uncomfortable doesn't mean it's necessarily bad for you, nor the user for that matter. And often it helps prevent a user from feeling overwhelmed by a complex system.	Scarcity and Impatience	
38	Desert Oasis	Where visually <u>nothing else is prominent besides the main Desired Action</u> . The Desert Oasis looks green and juicy and it subconsciously suggests that there is a Win-State behind this option.	Development and Accomplishment	
39				
40	Chain Combos	Users must complete an action as well as other actions to obtain greater rewards that compound.	Empowerment of Creativity and Feedback	
41	Sudden Tips	<u>A sudden pointer helps the user achieve more progress.</u> This could be triggered by several unspecified actions in your design. <i>Example: <u>this one</u> in creative writing because it uses AI. If you stop typing, the engine suggests a word or phrase based on a digital stack of science fiction books from our literary past. As a writer, this tool "will" keep me writing as it pushes me toward progress...and might even make me laugh at what the AI comes up with.</i>	Curiosity and Unpredictability	
42	Monitor Attachment	A bit like waiting for water to boil, the user keeps checking their screen to see what's changed. Facebook uses this as do Stock market apps. (Be mindful of this if you are invested in the market, as simply watching these numbers go up and down may not be the best use of your time.) People who own pets can be driven by monitor attachment to check on their pet's well-being, and people with wellness wearables will check frequently on their own well-being.	Ownership and Possession	
43	Build-From-Scratch	When you create a product or service, it's good to get your users to increase their invested ownership and possession in the process (unless the objective is to get the users to take the Desired Action and then move on quickly to other systems). This is why <u>it is often advantageous to have them involved in the development process early on</u> – to "build from scratch." Building from scratch means that instead of giving them the entire setup – giving them the fully furnished house and the character from the beginning, you want them to start off decorating the house from scratch; pick and place the beds in the house for themselves; choose a hair color and style for their character; and select their preferred fashion statement. As I said earlier, when people are building something from scratch, they feel like, "I own this. This is my thing." But if you start off by giving them a perfectly enchanting character or a fully decorated home, they may not become as involved otherwise. Even if you tell them, "Hey, you can redecorate it or add things to it," people will likely feel less ownership and be less engaged. <i>Example: There has been studies indicating that people feel more attached to their cheap IKEA furniture even compared to other expensive high-end furniture, primarily because they spent more time building the IKEA furniture with their own hands. That feeling of personal ownership motivates them to talk about their IKEA furniture more often with friends too.</i> However, if the Build-From-Scratch technique distracts people away from the First Major Win-State, then it is not good design. Either you want to give users the option to Build-From-Scratch as well as some quick template options that will allow users to customize later on, or you want to make sure that the Build-From-Scratch Technique itself is a First Major Win-State.	Ownership and Possession	
44	Dangling	The promise of a reward after completing certain actions. The productivity Habitica uses Dangling to present Quests which are only unlockable after further achievements. <i>Example: You can have a smoothie after you finish your workout.</i>	Scarcity and Impatience	
45	Thank-You Economy	If you design a system that encourages users to continuously and generously give, there's a social pressure to give back somehow, creating a type of in-system viral coefficient. <i>Example: In Waze, when you keep seeing people sharing information about road and traffic conditions, you become a bit more motivated to share some roadside information yourself. Afterwards, you often get a "Thank You!" from a user that is also driving in the area, creating a good feeling. As a result, everyone starts to share more, as well as thank each other more.</i>	Social Influence and Relatedness	
46	Rightful Heritage	Instead of telling users to gain something if they do the desired actions, give the perception that they already earned it but would lose it if they did not perform the Desired Action. What drives us here is a sense of ownership for something we don't have yet, but believe we should OR something newly owned and in threat of being taken away. <i>Example: If you've ever been handed something at a convention (for free), but then lost it, or set it down but forgot it, you'll know the feeling of Rightful Heritage.</i>	Loss and Avoidance	
47	Visual Grave	Show users inspiring graphics when they fail to achieve the win-state. Then, they will pick themselves up again. <i>Example: a Soccer Captain at Saint Olaf College when a teammate messed up, said something like "Wow that was epicly bad, but unlucky, let's get the next one." He showed my teammate he cared, but ALSO cared about the next opportunity. Honey and vinegar.</i>	Loss and Avoidance	
48	MiniQuests		Curiosity and Unpredictability	
49	Weep Tune	Defined as playing uninspiring or sad tunes when users fail to achieve the Win-State. <i>Example: Moti, a productivity bot you can use in your home, makes sad noises when you don't do your yoga or brush your teeth.</i> This technique can also be considered a negative reward (but a boost to reverse the emotional effect). When your child does something wrong, how do you respond?	Loss and Avoidance	

50	The Sunk Cost Prison	A Sunk Cost Prison is a designed scenario where users will suffer the loss of ALL progress and possessions in the system if they quit the system. <i>Example: You've probably seen this used often in any software package you use. ... "If you uninstall this app, you will lose all data associated with your account." Sometimes, this makes me reconsider. And sometimes, it annoys me, and I quit anyway.</i> Some apps have decided to SAVE your data in the cloud for the convenience factor of your later return to the app. This is better because it gives the user an opening to return.	Loss and Avoidance	Loss Aversion;
51	Pure Mischief	playing small pranks on players	Curiosity and Unpredictability	Variable Reward "Without variability, People are like children in that once they figure out what will happen next, they become less excited by the experience. Variability increases the frequency of us performing the actions. Studies of the brain reveal that <i>what draws people to act is not the sensation they receive from the reward itself, but the need to alleviate the craving for that reward</i> (anticipation)."
52	Control			
53	Last Mile Drive	The Last Mile Drive is showing users that they are so close the end goal and helping boost their motivation to complete the goal. Progress Bars are useful for this visually, but reminders also help. This is a great way to promote urgent optimism . They work well with countdown timers (GT #65).	Scarcity and Impatience	
54				
55	Water Coolers	A good way to reinforce Conformity Anchors (social norms). One example of a Water Cooler is adding a forum to your site. Forums are very helpful for community to bond, share ideas, and for this purpose, broadcast a social norm.	Social Influence and Relatedness	Social Cognitive Theory People learn not only through their own experiences, but also by observing the actions of others and the results of those actions Social Proof People view a behavior as more correct in a given situation to the degree that they see others performing it. People use behavior of others, to determine proper behavior for themselves. Social Practice Theory Behavior takes place in social environments and efforts to change it must therefore take account of the social context and the political and economic forces which act directly on people's health regardless of any individual choices that they may make about their own conduct.
56				
57	Brag Buttons	A Brag Button is an obvious Desired Action that users can take in order to broadcast what they feel accomplished about. In other words, Brag Buttons are little action tools and mechanisms for users to broadcast how awesome they are to others. <i>Example: In the game Temple Run whenever a game is over, there is a quick and easy way for users to take a screenshot of their high scores and share it on Facebook, Instagram, and Twitter.</i>	Social Influence and Relatedness	
58	Conformity Anchor	The power of social norms. <i>Example: oPower has discovered that, the best way to motivate households to consume less energy is to show them a chart on how their best neighbors are consuming, and what their neighbors are consuming. With this interface, oPower reportedly reduced 2.6 terawatt hours of electricity through 16 million households worldwide between 2007 and 2013, the equivalent of \$300 Million Dollars.</i>	Social Influence and Relatedness	Social Cognitive Theory People learn not only through their own experiences, but also by observing the actions of others and the results of those actions Social Proof People view a behavior as more correct in a given situation to the degree that they see others performing it. People use behavior of others, to determine proper behavior for themselves. Social Practice Theory Behavior takes place in social environments and efforts to change it must therefore take account of the social context and the political and economic forces which act directly on people's health regardless of any individual choices that they may make about their own conduct.
59				
60	Envy (?)		Social Influence and Relatedness	

	Friendship Loop		Social Influence and Relatedness	Social Cognitive Theory People learn not only through their own experiences, but also by observing the actions of others and the results of those actions Social Proof People view a behavior as more correct in a given situation to the degree that they see others performing it. People use behavior of others, to determine proper behavior for themselves. Social Practice Theory Behavior takes place in social environments and efforts to change it must therefore take account of the social context and the political and economic forces which act directly on people's health regardless of any individual choices that they may make about their own conduct.
61	Mentorship	A system that incentivizes veteran users (those in the EndGame) to provide mentorship to newbie users and help them level up faster, that would ensure the new user is learning the ropes, and also feels accountable to this mentor so as to not quit early.	Social Influence and Relatedness	
62	Social Prods	The Social Prod is the least amount of effort to create a social interaction, often times a click of a button. Good examples are Facebook Pokes/Likes, Google +1s. LinkedIn Endorsements are also a great example.	Social Influence and Relatedness	
63	Social Treasures /Gifting	Social Treasures are gifts or rewards that can only be given to you by friends or other players.	Social Influence and Relatedness	
64	Trophy Shelves/Tout Flags	A Touting Flag is an obvious display that shows the achievements of the users. In other words, the user simply has to put up the Flag, and without doing more things, everyone who walks by would acknowledge this great achievement. <i>Example: Touting Flags are seen when you walk into someone's office, and on their walls you see all types of awards, certificates, and credentials. These professionals don't necessarily want to brag about how they graduated cum de laude from Stanford University and have a Level 4 Octalysis Certificate to everyone all the time, but by having it on their walls, they implicitly tout it.</i>	Social Influence and Relatedness	
65	Countdown Timers	When you get close to the end of something, having a countdown can create a sense of urgency. <i>Example: Near the end of writing sessions, I sometimes set small timers of 5 or 8 or 11 minutes and have to write as much as possible before the end. Quality no longer matters.</i>	Scarcity and Impatience	
66	Torture Breaks (Also might be Throttles)	A torture break is a sudden pause to pursuing the Desired Action for a limited time. By creating a pause in the action, you make the users desire to complete the action increase and thus make the action itself into a reward. Often after a Torture Break is triggered, an Appointment Dynamic (GT #21) follows. <i>Example: Candy Crush does a great job of incorporating the Torture Break. After losing a life, the game pauses and forces you to wait 25 minutes before you can gain another life and proceed to the next level. This causes players to think about the game while not playing it and jump right back in when more lives are ready. This can also cue the player to BUY more lives if they want to keep playing badly enough (GT #69 Anchored Juxtaposition) or ask friends to give them a life (GT #63 Social Treasure).</i> As a reminder, a Torture Break could counter-intuitively be used for good if you know what you're gonna do NEXT, as I sometimes do when I'm writing. I'll stop for the night when I know exactly what I want to write next. When I wake up in the morning, I'm ready. Sometimes you need to rest. <i>Listed under "Throttles": changing the pace at which progress can be made.</i>	Scarcity and Impatience	
67	Moats	Having something accessible only in fixed intervals or after meeting specified condition/s. In games where you build a castle you will also have the opportunity to build a moat or potentially it is pre-existing. The moat offers an extra layer of defence or protection in the case of an attack. Challenger will have to safely cross the moat as well as break into your castle walls, before they can positively cause damage and attack you. Translated into business terms I would suggest: Can your employees or customers earn access to your inner castle? How would they have to behave in order to get there and what will give them passage to the next level, considering it is likely exclusive and the privilege can be taken away at any given time. The term also inherently brings with it an element of challenge and difficulty, so a sense of achievement may well exist when passage is made successfully.	Scarcity and Impatience	
68	Magnetic Caps	Abundance is boring. The feeling of abundance, unfortunately, is not very motivating to our brains. Scarcity, on the other hand, is motivating. This means that, if you want to increase a certain behavior, one powerful way is to place a limit on that activity. Of course, you don't necessarily want to limit the activity so much that you are losing key metrics from that limit. The best way is to first find an "upper edge" of that metric which simply forms a <i>perceived</i> sense of scarcity, but doesn't necessarily limit the behavior. <i>Example: In Brian Wansink's book Mindless Eating: Why We Eat More Than We Think, Wansink describes that when a grocery store just displays a promotional sign that says, "No Limit Per Person," people often just buy a few of the promoted item. However, if the sign said, "Limit 12 Per Person," people started to buy more – in fact, 30%-105% more. That's another odd nature of scarcity, where by drawing limits, it draws us towards the limit.</i> <i>Example: A company could say "Even though we want users to select an unlimited amount of hobbies, 90% of our users choose less than five hobbies on our website" which means it would be appropriate to set a limit at five of six hobbies instead of having no limits.</i> This aligns with the Goldilocks law and plugs nicely into Mihaly Csikszentmihalyi's Flow Theory, where the difficult of the challenge must increase along with the skill set of the user. What about power users? See Evolved UI (GT #37)	Scarcity and Impatience	
69	Anchored Juxtaposition	Place two options side by side: one that costs money, and the other that requires a great amount of effort towards accomplishing the Desired Actions that benefit the system. In comparison to other presented options, this seems like a great idea. For example, you can play 10 hours, or you can pay \$1 for this item.	Scarcity and Impatience	
70				
71	Oracle Effect	where a prediction about the future causes the user to become fully engaged to see whether the "prophecy" will become true or not.	Curiosity and Unpredictability	

72	Random Rewards /Mystery Boxes	Random rewards that recreate the excitement that children have opening gift boxes.	Curiosity and Unpredictability	Variable Reward "Without variability, People are like children in that once they figure out what will happen next, they become less excited by the experience. Variability increases the frequency of us performing the actions. Studies of the brain reveal that <i>what draws people to act is not the sensation they receive from the reward itself, but the need to alleviate the craving for that reward</i> (anticipation)."
73				
74	Rolling Rewards /Lottery	Lotteries that some player has to win each period, with actions available that increase one's chance of winning.	Curiosity and Unpredictability	Variable Reward "Without variability, People are like children in that once they figure out what will happen next, they become less excited by the experience. Variability increases the frequency of us performing the actions. Studies of the brain reveal that <i>what draws people to act is not the sensation they receive from the reward itself, but the need to alleviate the craving for that reward</i> (anticipation)."
75	Exchangeable Points		Ownership and Possession	
76	Suspense		Curiosity and Unpredictability	Variable Reward "Without variability, People are like children in that once they figure out what will happen next, they become less excited by the experience. Variability increases the frequency of us performing the actions. Studies of the brain reveal that <i>what draws people to act is not the sensation they receive from the reward itself, but the need to alleviate the craving for that reward</i> (anticipation)."
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80				
81	Progress Loss		Loss and Avoidance	
82	Scarlet Letter	The shame of not having something all the good players have.	Loss and Avoidance	
83	The Alfred Effect	The Alfred Effect is when users feel that a product or service is so personalized to their own needs that they cannot imagine using another service. Through Big Data, we are now able to provide users that sense of personalization by having smart systems constantly learn about their preferences and habits. In a game, the system is constantly learning about the user and customizing the experience based on past behavior. A game would know, "This player is on level 3; he has learned these four skills, but not these six, picked up these three items, defeated these monsters, talked to these two characters, but these other three characters. As a result, this door does not open." A game remembers almost everything a player does in the game, and modifies the experience based on it. Gamers take this level of personalization for granted: if at level 3, the game forgot some details of what the player did in level 1, the player would often become furious and quit the game. In the real world, most sites just give you the same static experience, no matter what you do. Some more advanced sites provide different experiences based on region or gender, but most are on a very barebones basis. But when a user feels like a system has been learning everything about them and customizing towards their needs, even if another service out there offered better technologies, functions, or prices, the user still has a tendency to stay with this system, because this is now uniquely "my system." Nothing else understands me like my system. <i>Examples: Sites like Amazon understand your preferences based on all your activities and recommend different products to you; Google Search now shows search results that are personalized for you based on your history; Facebook shows you content that you or your friends would most likely care about; and Netflix can predict which movies you will enjoy better than your friends can.</i> <i>On a less automated form, some people have spent time adjusting their Operating Systems or Browsers right to their needs. Others have their own systems of Dropbox Folders in place that fits well into their flow of work. Even a person's workstation that is customized properly to fit her habits can create more engagement and attachment to it.</i> When you have implemented a good level of the Alfred Effect in place, even if new products, technologies, or platforms that are better than yours are introduced to your users, they still have a high tendency to stay with their own uniquely tailored system.	Ownership and Possession	
84	FOMO Punch	We fear losing what we have, but we also fear losing what we could have had. To counter the Status Quo Sloth that is working against you, something I call the "FOMO Punch" might be implemented. We fear losing what we have, but we also fear losing what we could have had. This fear of regret, when prompted correctly, can penetrate through the behavioral inertia of Status Quo Sloth and trigger the Desired Action. When Steve Jobs wanted to recruit Pepsi executive John Sculley into Apple as the new CEO, he famously said, "Do you want to spend the rest of your life selling sugar water, or do you want a chance to change the world?" Boom! That was a powerful FOMO Punch that prompted Sculley to think he would miss out on the opportunity of a lifetime if he "wasted" the rest of his career at Pepsi. FOMO Punches can be very effective in the Discovery Phase of an experience when users are trying out a new experience.	Loss and Avoidance	
85	Status Quo Sloth	This is basically when a user is wanting to continue the game with the same behavior. For those who are experienced in launching new and innovative products, you might recognize that the phrase "I'll definitely sign up tomorrow." More often than not, the true meaning of "tomorrow" is "never." Not because the person isn't being genuine, but due to the fact that with so many distractions in life, there simply won't be enough motivation to perform the Desired Action. As experience designers, our goal is to build Status Quo Sloth into the Endgame phases of our products by developing highly engaging activity loops that allow the user to turn Desired Actions into habits.	Loss and Avoidance	Status Quo Bias People tend not to change an established behavior unless the incentive to change is compelling. Habit Replacement Change is more likely to occur when an old habit is replaced with a new habit that fulfills the same reward need.
86	Evanescent Opportunities	An Evanescent Opportunity is an opportunity that will disappear if the user does not take the Desired Action immediately. Every limited-time offer that forces you to decide whether to buy the product or lose the offer forever uses this Game Technique. (works well with countdown timer #65)	Loss and Avoidance	

87	Obvious Wonder	Seeing something that was always there but seeing it in a new or surprising way that brings delight. Example: the way Pokemon Go offers different pokemon depending on what kind of environment your in. So if you take a walk by a river that you see frequently and you realize that "OOH I can catch Magikarp here!" it changes your perspective of the river.	Curiosity and Unpredictability	
88				
89	Poison Picker /Choice Perception	Many studies have shown that <u>people like something more when they are given a choice, compared to simply having one option.</u> This holds true even if the multiple options are not as appealing compared to the single choice. The key to the Choice Perception is that the choice itself is not necessarily meaningful, but merely makes a person feel like they are empowered to choose between different paths and options.	Empowerment of Creativity and Feedback	
90				
91				
92	The Rockstar Effect	where you make users feel like everyone is dying to interact with them	Development and Accomplishment	
93				
94	Daily Catch		Undefined	
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98	Daily Tipper			
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101	Creative Counters		Empowerment of Creativity and Feedback	
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107	Bootleg Quest			
?	Interest Feint	A bargaining strategy where a buyer acts disinterested to see how low a seller will drop his price.	Scarcity and Impatience	
	Evergreen mechanics	A term referring to gaming features where users can continuously stay engaged without adding any additional content for a long time. It's always good to incorporate as many core drives into a design as possible. Empowerment of Creativity & Feedback is the most effective at this because it gets users to discover their creative beings and inspires people. Minecraft is a great example of evergreen mechanics.		