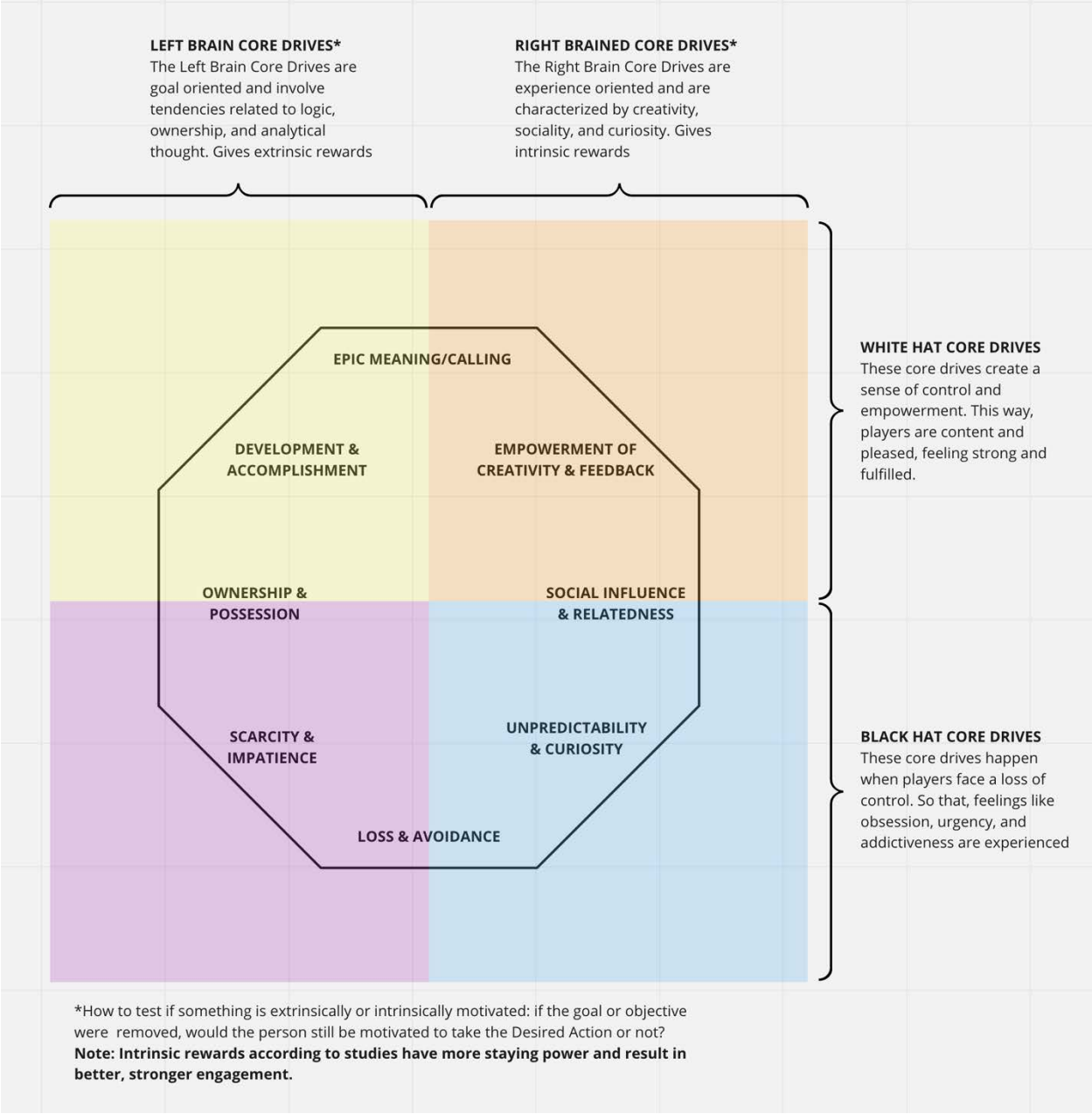
Gamification (AKA Human Centered Design) Overview

GAMIFICATION OVERVIEW

Gamification is design that places emphasis on *human motivation*. It is "Human-Focused Design," as opposed to "Function-Focused Design." It's a design process that optimizes for human motivation in a system, as opposed to pure efficiency. Or said another way, it addresses ***why*** a person would want to use your product and not just ***how*** they might use it. The reason we call it Gamification is because the gaming industry was the first to master Human-Focused Design. Games have no other purpose than to please (read *engage*) the individual playing them.

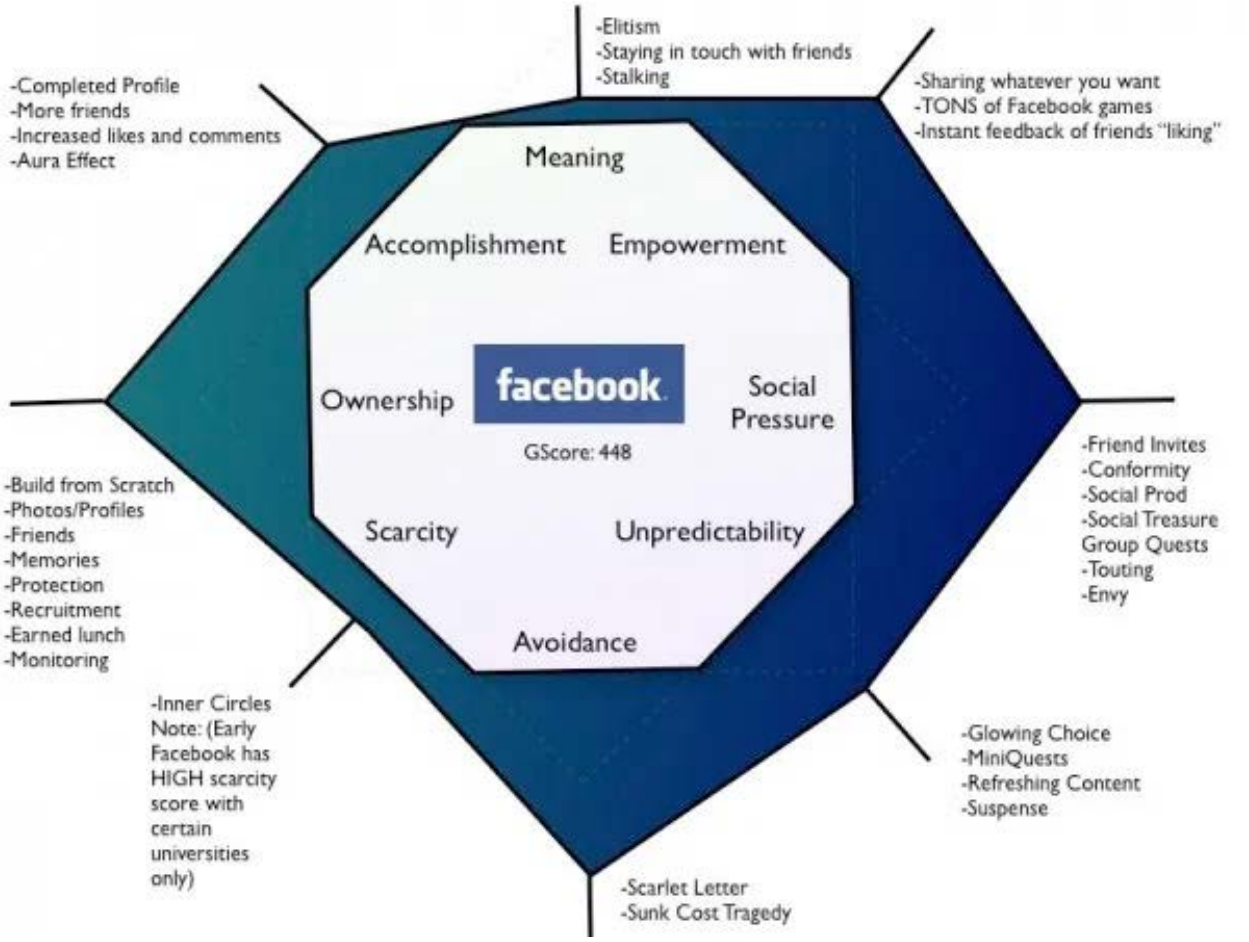
Behavior change models try to address how to get people to do things that don't really have any strong drives associated with them. **Gamification *is* the rewards part of LEARN / ACTION / REWARD / EVALUATE in our behavior change model.** Up til now we have been building our rewards system based on what companies provide us or what we *think* should work. This section on gamification will give us a more thoughtful and organized approach to rewards in a way that is measurable. Since engagement is a major focus for 2021, gamification should be something we all try to wrap our heads around. The information listed here is taken from the book *Actionable Gamification*: *Beyond Points, Badges and Leaderboards* by Yu-Kai Chou. Yu-kai Chou is one of the earliest pioneers in the industry of gamification.[1] He has been a regular keynote speaker lecturer on Gamification at organizations like TEDx Lausanne,[2] Stanford University, Google, Tesla, Lego, Huawei, Uber, Boston Consulting Group, among others.[3] (info taken from Wikipedia)

The Gamification Framework shown below is called *Octalysis*, designed as an octagon shape with each of the 8 Core Drives (think *Motivators*) representing a side. These Drives also sort into 4 quadrants:



Within each drive is a set of game techniques. These are essentially a list of heuristics, biases and behavioral psychology that have been sorted according to the drive they fit under. The list of documented game techniques seem to reach around 107. I have documented as many techniques as I could find along with what core drive they belong to. You can find them on the Game techniques page.

The more evenly dispersed your game techniques are across the drives, the more engaging your product will be. You can map your product features out in such a way so you can see how balanced your engagement is. Below is a mapping of Facebook. You can see that FB leans a little heavy on the right brained/black hat quadrant ... so it tends to be intrinsic reward driven but also makes users feel a little out of control. Sounds about right yeah?



Candy Crush on the other hand is a bit more balanced but lacking in Epic meaning & Calling.