



Werbach (2016) has introduced a six-step gamification design framework. The steps are:

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

In this document the steps are described to help you to define your gamification assignment. Things is this design framework probably have been covered in the previous sections of this course concerning the game design altogether.

## **1. Define business objectives.**

Why are you gamifying? What is the main goal that you want to achieve? Do you hope to benefit your business? Do you want to motivate people to change their behavior? In overall, the main goals of gamification are within these categories: get better results, get more users, make our players spend more time on something and increase user engagement. As an example, imagine we are a business and we want to sell more (better results). (Werbach 2016.)

This is not like get people to get points and badges. Badges are only valuable to the company if they're part of some process that gets more people to buy products or gets more customers to post feedback on the company's website. (Werbach 2016.)

Any gamified solution that's going to be successful invariably focuses on enabling players to achieve their goals. By doing so they will achieve the organizational goals, but the organizational goals are really a consequence of motivating players to achieve their goals. Businesses need to align the goals of players with those of the organization itself. (Kapko 2014.)

In this step you focus to process. As you state your objectives, emphasize the end goal or goals of your gamified design rather than detailing the means through which you'll achieve this goal. Basically, if your gamified system does what you intend, what specific positive results will it generate for your organization? What will define whether this gamified system is a success or a failure? (Werbach 2016.)

## **2. Delineate target behaviors.**

What do you want your players to do? And what are the metrics that will allow you to measure them? Once the gamification goal is defined, it's time to see what we are encouraging our player to do. So in order to achieve our goal, the players will have to take some actions. These actions or behaviors should promote your business objectives, although the relationship may be indirect. (Werbach 2016.)

These behaviors should be as specific as possible. For example, your business goal might be to increase sales, but your target behavior could be for visitors to spend more time on your website. As you describe the behaviors, be sure to explain how they will help your system achieve its objectives. (Werbach 2016.)

The behaviors should be somehow be measurable. The metrics should in some fashion provide feedback to the players, letting them know when they are successfully engaging in the intended behaviors.



### 3. Describe your players.

Who are the people who will be participating in your gamified activity? What is their relationship to you? What kind of people are going to use our system in order to make them happy and motivated? For example, are they prospective customers, employees at your organization, or some other community? And what are they like? You can describe your players using demographics (such as age and gender), psychographics (such as their values and personalities). What do you know about their behavior? What kinds of things do they like to buy? What kinds of things do they like to do? (Werbach 2016.)

You should show that you understand what sorts of game elements and other structures are likely to be effective for this population. What would motivate your players? Here - if you wish - you can also describe your players like they are described in general in game design: achievers, explorers, socializers, and killers.

It's a more involved process to understand who the players are, what their motivations are, what their goals are -- and then design an experience that's going to take them along a path to achieving their goals. (Kapko 2014.)

### 4. Devise your activity loops.

In games there are two kind of loops: engagement loops and progression loops (Figure 1). These loops are similar to general game design. Explore in greater detail how you will motivate your players using engagement and progression loops.

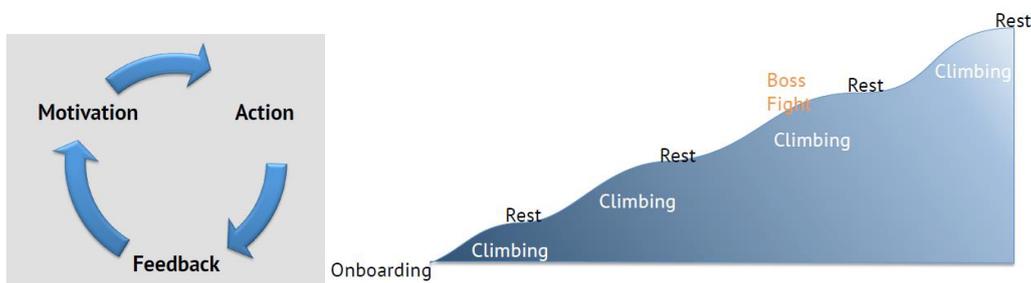


Figure 1. Engagement loop (left) and progression loop (right) (Werbach 2016.)

The engagement loop is the one that motivates the player. The game gives the user something to do, some reason to be motivated to, take an action to, and overcome a challenge. When the motivation is strong enough, effective enough, will lead to the action. They want to get the points to get to the reward. So they go and spend time on that part of the site, that's the action, and then the user gets feedback. Once again, the importance of the user having clear, direct, and immediate feedback on what they're doing. Seeing the points, they've received. Seeing the level of their performance. That in and of itself then becomes a motivator. So that's why this is a loop. The actions produce the feedback, the feedback becomes a form of motivation, and the motivation leads to more actions. (Werbach 2016.)

The gamified system moves forward through progression loops like in any game. You don't just say to the players, go and start here, and get all the way over to here, because that seems overwhelming. You say, here's your overall objective and you're going to get there by means of some specific steps. Here are the quests that we're going to give you along the way and they are typically going to be part of some sub



challenges. A progression loop guides from start to finish through a set of steps, which are all balanced in an effective way. This is a representation of the player journey. (Werbach 2016.)

First, describe the kinds of feedback your system will offer the players to encourage further action, and explain how this feedback will work to motivate the players. (Remember: rewards are only one kind of feedback.) Second, how if at all will players progress in your system? This includes how the system will get new players engaged, and how it will remain interesting for more experienced players.

## 5. Don't forget the fun.

Ensure that your gamified system is fun. This is as important as the other aspects. In order to fully explore this aspect of the design process, consider how your game would function without any extrinsic rewards. Would you say it was fun? Identify which aspects of the game could continue to motivate players to participate even without rewards. (Werbach 2016.)

The fun in gamified system is like in any game. There is different kind of fun. Lazzaro (2004) has defined easy fun, hard fun, people fun, serious fun. Easy fun - novelty - this is curiosity from exploration, role play, and creativity. Hard fun - challenge - this is from achieving a difficult goal. People fun - friendship - This is amusement from competition and cooperation. Serious fun - meaning - this is excitement from changing the player and their world.

Marc LeBlanc has defined eight kind of fun: sensation, fantasy, narrative, challenge, fellowship, discovery, expression, and submission:

- Sensation: Game as sense-pleasure, evoking of emotions in the player.
- Fantasy: Game as make-believe, this is not real life.
- Narrative: Game as unfolding story, a sense of purpose.
- Challenge: Game as obstacle course, positive reinforcement lets the player know that he/she is doing the right thing.
- Fellowship: Game as social framework, fellowship or multi-player games adds an extra layer of interaction for the players.
- Discovery: Game as uncharted territory, discovery not in just the game itself but what you learn about yourself.
- Expression: Game as soap box, expression comes from the rules of the game and its dynamics.
- Submission: Game as mindless pastime, submission can also be thought of as the opposite of challenge. (Che Han 2013).

## 6. Deploy the appropriate tools.

By this point, you've probably identified several of the game elements and other specifics of your gamified system. If you haven't already, you should explain in detail what your system would look like. What are some of the game elements involved and what will the experience be like for the players? What specific choices would you make in deploying your system? For example, you might discuss whether the gamified system is to be experienced primarily on personal computers, mobile devices, or some other platform. You might also describe what feedback, rewards, and other reinforcements the players could receive. Finally,



think about whether you've tied your decisions back to the other five steps in the process, especially the business objectives. (Werbach 2016.)

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