mastering gamification

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there's something about mary

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gamification is the process of using game thinking & mechanics to engage audiences & solve problems
fun and theme are not correlated
what activities are fun?
edutainment vs entertainment

game: Where in the World is Carmen Sandiego?
game genre: geography

game: Civilization IV
game genre: history
the spoonful of sugar approach
sugar (loyalty) throughout history

Tangible Goods 1800s

Cash Incentives 1930s

Loyalty Systems 1980s

Virtual Rewards 2000s
costs and status value of loyalty

- **Loyalty costs**
- **Status & Social Power**
at what cost, status?
at what cost, status?

$1,000,000

$100,000
gamification loop

- win conditions
- challenges
- status
- leaderboards
- badges
- social networking

point system
meta-games

- gifting
- structured exchanges
- reputation/ranking
- quests/raids
- poking/flirting
<table>
<thead>
<tr>
<th>achiever</th>
<th>socializer</th>
</tr>
</thead>
<tbody>
<tr>
<td>explorer</td>
<td>killer</td>
</tr>
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</table>
nike+ is a great example

RUNS
Track Your Runs

GOALS
Beat Your Best

CHALLENGES
Compete With Friends

COACH
Train Like a Pro

MINI
Get Motivated
is broad better?

MY NIKE+ LEVEL: YELLOW

TOTAL

0.00 MI

31mi to reach the next level.

IT'S BACK!

CHASE PICKS UP THE TAB

What are levels?

CHASE
there are "issues"
the game favors its creator
basics summary

theme & fun are not correlated

fun & work can merge with games

status, not cash is the best incentive

the gamification loop is your guide

games favor their creators

fun is the future
Three Perfect Bullets
point break

- XP, not Redeemable
- Reputation Matters
- Put Your Priorities First
badgenfreude

- Social Update, Social Proof
- Design Matters
- Bad Badges not Bad Badging
leader-bored

- You are not normal (achiever)
- Socializing Matters
- Remember the Arcade
level up

- Gold, Platinum...Black?
- Testing Matters
- Staggered, increasing difficulty