



10 RULES FOR USING GAMIFICATION EFFECTIVELY

INTIX Conference, January 2015 – Twitter: @shellyalcorn



GAMING

Gaming is the first
mass media literacy
of the 21st century.

Professor Kevin Werbach, University of Pennsylvania

BEWARE OF THE HYPE



LEARN BY PLAYING



RULE #1 – PARTICIPATION MUST BE VOLUNTARY



RULE #2 – THINK LIKE A DESIGNER



STORY ARC

- Define (impact of the experience on your players)
- Describe (rules, aesthetics)
- Construct (components)

RULE #3 – CUSTOMER VS PLAYER



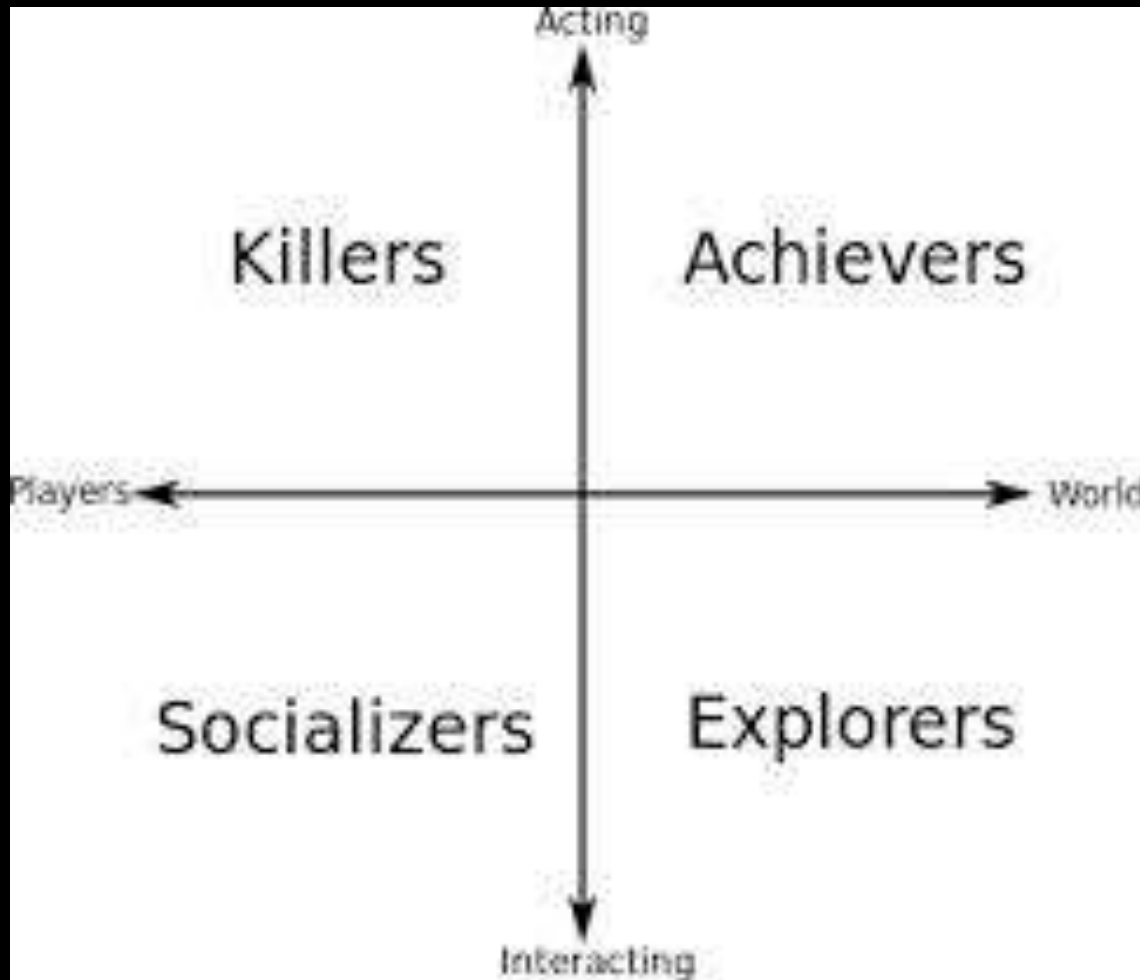
PLAYER CHARACTERISTICS

- Always at the center of any experience
- Act with agency
- Sense of autonomy and meaningful choices
- Players play

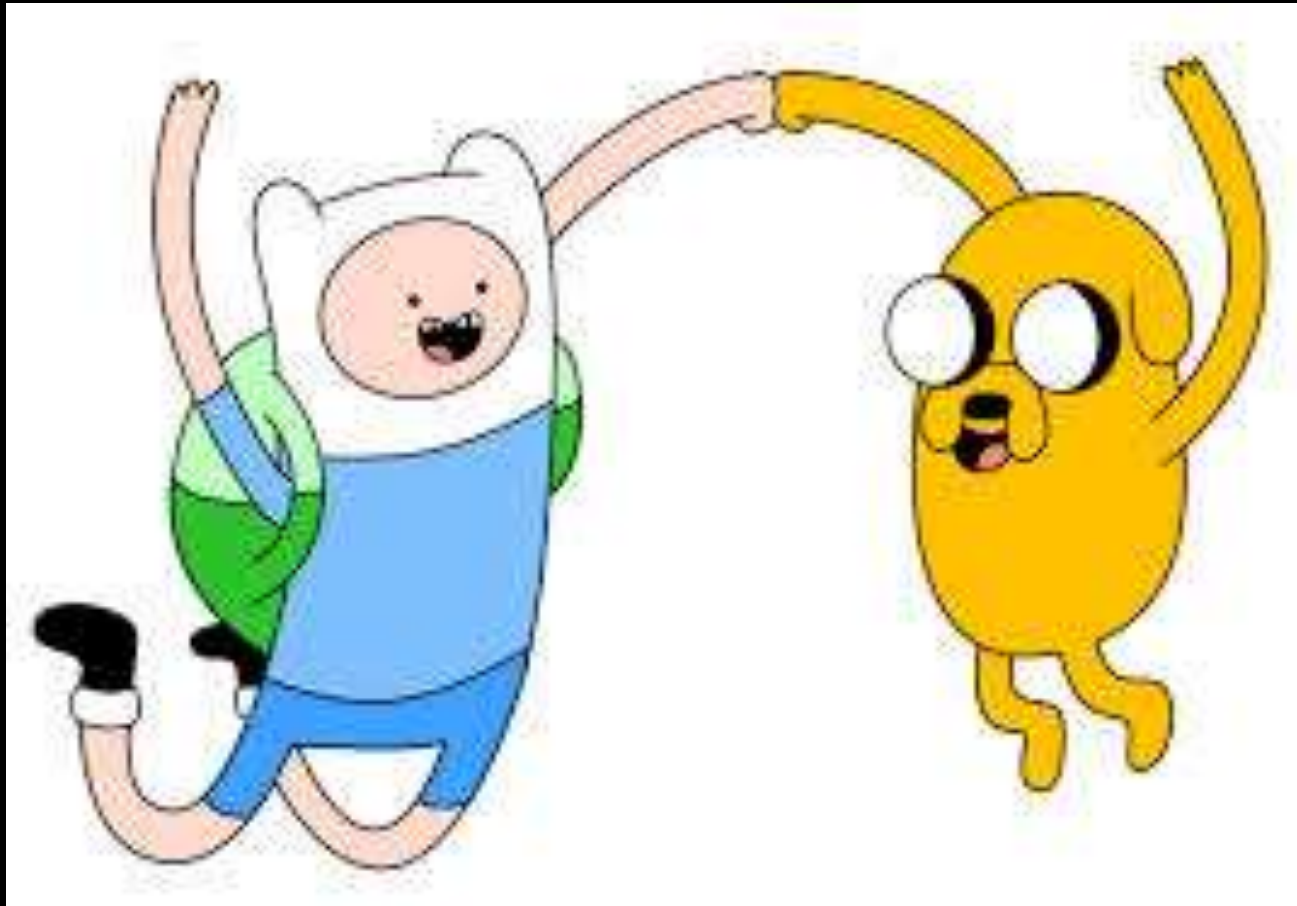
RULE #4 – PLAYER TYPES



BARTLE'S ASSESSMENT



RULE #5 – TAP INTO FOUR KINDS OF FUN





NICOLE LAZZARO

- Hard fun
- Easy fun
- Altered States
- People fun

RULE #6 – SET THE FOUNDATION

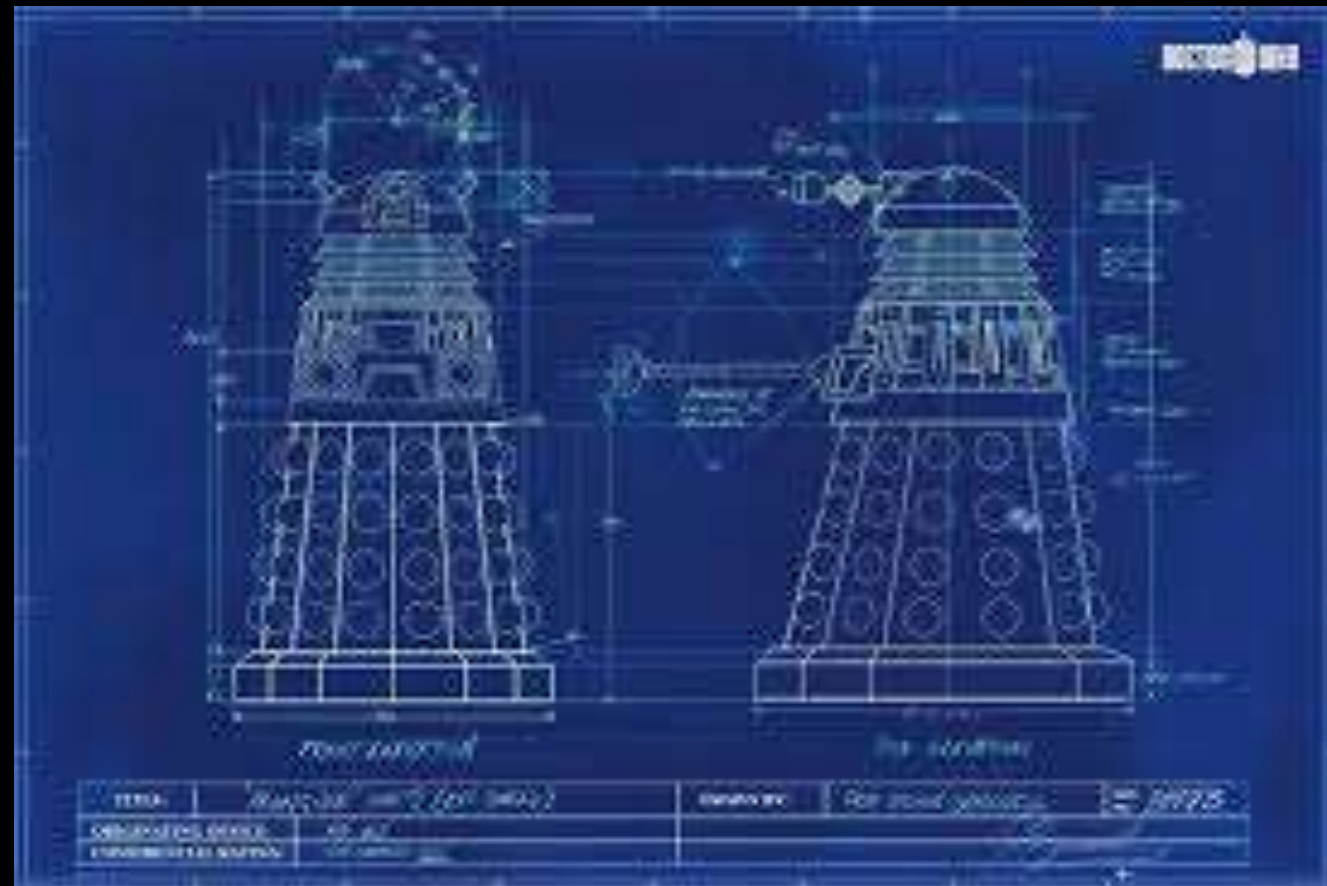




GAMING DYNAMICS

- Narrative
- Emotions
- Constraints
- Progression
- Relationships

RULE #7 – USE GOOD BLUEPRINTS



GAMING PROCESSES

- Challenges
- Chance
- Competition
- Feedback
- Resource acquisition
- Transactions
- Rewards
- Turns
- Win states

RULE #8 – USE BUILDING BLOCKS



GAMING ACTIVITIES

- Achievements
- Avatars
- Boss fights
- Collections
- Combat
- Content unlocking
- Gifting
- Leveling
- Quests
- Virtual goods

RULE #9 – OFFER REWARDS

**THE WINTER KINGS
BOSS COLLECTION**
JACK FROST, KRAMPUS,
AND GLACIUS

CRAFT these Boss Armors to **COLLECT**
LEGENDARY REWARDS!

CRAFT and KEEP in Your Inventory...

the **BOSS ARMOR** for
Keys to the Winter Chest! >

the **BOSS ARMOR⁺** for
Winter Chest Keys and Aegis of the Dragon⁺



SAPS

- Status
- Access
- Power
- Stuff

RULE #10 – THE DOPAMINE SHOT



REWARD SCHEDULES

- Continuous
- Fixed ratio (actions)
- Fixed interval (time)
- Variable ratio

BONUS RULE – FAIRNESS AND FUN



THANK YOU

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Shelly Alcorn, CAE

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