Gamification Design Framework

Design process

- Design is not limited to art, illustration or creative expression; it is a process driven by purpose.
- Design thinking as applied to gamification emphasises a problem-solving approach.
- Here are a few key principles of design thinking:
    - Goal orientated: Design should have a clear goal and every aspect of the process should be aligned with that goal. In the context of gamification, this means designing systems to encourage innovation and participation.
    - Human-centred: Design should focus on creating solutions for people. Whether it is a gamified system or any other design, the user's experience is paramount. This perspective is essential in gamification, where participants are seen as players, not just users or customers.
    - Balance: Design thinking involves striking a balance between analytical thinking and creativity. It is about finding the right mix between formal algorithms and creative intuition, as both are crucial in solving problems and fostering innovation.
    - Iterative: Design is an iterative process. It does not expect perfection from the start. Instead, it involves starting with a basic prototype, testing it, learning from user interaction, and improving it through multiple iterations. This iterative approach is particularly important in the field of gamification, where complex systems require refinement.

A 6-step process for developing gamified systems: = D6 [Define, Delineate, Describe, Devise, Don't, forget, Deploy]

1. Define the objectives of the system.
2. Define desired player behaviours and motivations.

3. Understand and describe player personalities.
4. Plan the activity cycles, both relationship and progression cycles.
5. Emphasise the importance of fun and enjoyment in gamification.
6. Deploy the gamified system using the right components and structures in the right places.

Goals and Behaviours

- In the context of gamification design, the first two steps involve defining your business objectives and desired behaviours.
- Business goals can cover a variety of objectives and are what you want your gamified system to achieve. These goals can be related to how the system works or the intermediate steps presented to users.
- Ultimately, achievements such as badges and points only make sense for your company if they lead to more users buying your product or providing feedback.
- **The primary question is:** *What are the end goals you aim to achieve with gamification? What determines the success or failure of a gamified system?*
    - Using Foursquare as an example, potential business goals include increasing check-ins and collecting more data from them, which is critical to Foursquare's success. Another tactic Foursquare uses in gamification is to offer special discounts to "Mayors" of venues. Mayors are frequent check-in users, which encourages user engagement and data collection.
- To effectively catalogue business goals in a gamified system, a systematic approach is essential. Start by creating a list of objectives and prioritise them. Identify the most important goals and consider the potential consequences of each. It is common for objectives to overlap and creating a hierarchy helps to determine their relative importance.
- The next step is to eliminate goals that do not provide inherent value to the system. Each remaining objective should be justified with a brief explanation of why it is necessary for the gamified system. This process not only generates a list, but also highlights the links between the objectives that are essential for the system design.
- The second step of the process is the definition of target behaviours. These are the actions you want the players to take. Set these behaviours clearly and define the success criteria, i.e.

what defines a win or success in the gamified system.

- The final step involves outlining the analyses required to measure progress towards the success criteria. To evaluate user engagement and system performance in gamified designs, metrics such as DAU/MAU ratio (average daily users / average monthly users, if this ratio is close to 1, you are successful), virality (people inviting, encouraging, recommending their friends to use the site) and activity levels are used. These metrics and tracking methods are very important to understand the purpose and effectiveness of your gamification system.

Players

- Oyuncuların oyun içinde nasıl göründüklerinin ötesine geçilmesi ve demografik özellikleri, yaş grupları, konumları ve hatta gelir düzeylerinin araştırılması gerekiyor. Bu demografik bilgiler pazarlama araştırması için çok önemlidir.
- Oyuncuların davranışlarını, arzularını ve motivasyonlarını araştıran psikografik bir yaklaşım göstermeliyiz. Tüm oyuncular aynı ihtiyaçlara sahip olmadığından, oyuncuları motivasyonlarına göre farklı gruplara ayırmanın önemini vurguluyor. Oyuncuları neyin motive ettiğini anlamak, etkili bir oyunlaştırma tasarlamak için hayati önem taşıyor.
- Bartle'ın Oyuncu Tipleri modeline göre Başaranlar, Kaşifler, Sosyalleşenler ve Katiller gibi farklı oyuncu tipleri tanımlanmıştır.
- Bartle'ın oyuncuları oyun dünyası ve diğer oyuncularla etkileşimlerine göre kategorize eden modeli, oyuncu motivasyonlarını anlamak için değerli bir başlangıç noktası olarak hizmet etmektedir. Ancak bu oyuncu tipleri arasındaki sınırların değişken olabileceğini ve oyuncuların duruma göre bu tipler arasında geçiş yapabileceğini kabul etmektedir.

Activity cycles

- In the context of gamification systems, it is useful to think of the basic game elements in terms of loops or cycles. These loops work in a similar way to the functioning of computer programmes. Imagine a simple program with a fixed loop that continuously checks for key presses and triggers another process or sub-programme to perform an action, such as displaying a letter on the screen when a key is pressed. The game works in a similar way with repeating and branching structures.
- Two main types of loops are very important in gamification systems: interaction loops and progress loops:
- **Interaction loops** address individual user activities on a smaller scale. They motivate users to take action, overcome obstacles and spend time on a platform. Users receive feedback and rewards, which further motivates them, creating a cycle of activity, feedback and motivation.
- Progression loops work on a larger scale. They guide users from start to finish, providing an overarching structure for the whole game. To avoid overwhelming users, these loops are broken down into manageable steps, each leading to the next and ultimately reaching the final goal. This progression often involves a cycle of increasing and decreasing difficulty, helping users to develop their skills while keeping them engaged.

- In well-designed gamification systems, feedback is a key component that continuously motivates users and keeps them engaged in various activities. These systems include both engagement cycles and progression cycles and offer a balance between achievable goals and challenging obstacles. The combination of these elements ensures that users can progress naturally and master the system without feeling overwhelmed. Overall, gamification systems and games benefit from a structured approach that provides a delicate balance between user motivation, feedback and activities, making the whole experience engaging and rewarding.

Entertainment and Tools

- Gamified systems need to be engaging, but this goal is often overlooked when implementing them, especially in Project Based Learning (PBL) contexts where the focus tends to shift to the impact of behavioural cycles and responses.
- He suggests that it is common for them to ignore the need for fun and excitement by not asking questions such as **"Is this really fun? "** or **"How can we make this concept more engaging by adding more questions and puzzles and making everything surprising and fun? "**.
- The question of whether the gamified system actually engages the user is raised and it is emphasised that it is important to consider where the fun lies within the activity.
- How turning a complex problem into a game or a game-like system can engage people and lead to important breakthroughs. The point emphasised here is that fun can be applied to serious issues, but the degree of fun needs to be compatible with the nature of the application.
- It is very important that the final step in gamification, after addressing all the basic questions, is to review the various options and select the most appropriate tools for the given problem. Continuous improvement should be made through iterations until the system truly benefits the users.

Gamification Design Framework

- Professor Werbach's gamification design framework consists of six steps for creating gamified systems. These steps serve as a guide for designing gamification projects:

Define Business Objectives: Start by clarifying why you are implementing gamification and how it will benefit your organisation. Focus on the positive outcomes it will create rather than the end goals and specific ways to achieve them.

Identify Target Behaviours: Identify the actions you want your players to take and the metrics to measure them. These behaviours should align with your business goals, even if the connection is indirect. Explain how these behaviours contribute to achieving your system's goals.

Identify Your Players: Identify and understand the demographics, psychographics and player types of the individuals who will participate in your gamified activity. Tailor your game elements and structures to fit this specific player population, considering whether a competitive or co-operative system will work best.

Design Activity Cycles: Explore how to motivate players through participation and progress cycles. Explain feedback mechanisms that incentivise further action, emphasising that rewards are just one type of feedback. Also, address how players will progress through your system and how to keep both new and experienced players engaged.

Don't Forget Fun: Make sure your gamified system is fun and engaging. Consider how the game would function without extrinsic rewards and identify aspects that will continue to motivate players even without these rewards.

Use Appropriate Tools: Describe the features of your gamified system, including relevant game elements and player experience. Describe the platform (e.g. personal computers, mobile devices) and discuss the feedback, rewards and other reinforcements players will receive. Ensure that your design choices are aligned with the previous five steps and, most importantly, with your business objectives.