Game Element	Description	Count
Points / Experience Points (XP)	Feedback mechanics and track progress. Award based on achievement or desired behavior.	32
Badges / Achievements	Given when users complete some specific goal.	22
Leaderboards / Ladders	Show users how they compare to others and others can see them.	19
Quests / Tasks / Missions	Set specifics objectives that users must complete in order to obtain points and rewards.	18
Progress / Feedback	Necessary to give users a measure of progress or feedback. It can have many forms and have many mechanics.	17
Levels / Progression	Show users where to go next, allowing them to prepare for what is coming.	17
Rewards / Prizes	Something to give when a task is completed successfully.	16
Challenges	Set specific challenges that users can try. Usually more difficult than the normal tasks, but they give better awards.	11
Guilds / Teams	Allow users to form groups to help each other.	10
Rankings / Scores	Show users the top users that have most points or scores.	9
Social Status	Give users a greater visibility. Often used with leaderboards.	9
Competition	Allow users to compete with each other and challenge themselves, winning rewards.	8
Customization / Avatars	Allow users to create and customize their avatar or the environment.	8
Narrative / Story	Linked with the theme, it is a story to strengthen the understanding of your gamification.	6
Branching Choices	Give users the opportunity to choose their own path.	5
Gifting / Sharing	Allow gifting or sharing of items to other people to help them achieve their goals. Whilst a form of altruism, the potential for reciprocity can be a strong motivator.	5
Time Pressure	Reducing the amount of time people have to do things can focus them on the problem. It can also lead to different decisions.	4
Fixed Reward Schedule	Reward people based on defined actions and events. First activity, level up, progression. Useful to celebrate milestone events.	4
Voting / Voice	Let users know that they are being heard. Change is much easier if everyone is on the same page.	3
Loss Aversion	Users lose something when not completing a task. Fear of losing status, friends, points, achievements, possessions, progress etc. can be a powerful reason for people to do things.	2
Virtual Economy / Marketplace / Economies	Create a virtual economy and allow people to spend their virtual currency on real or virtual goods. Consider the long-term financial costs.	2
Lottery / Game of Chance / Betting	Lotteries and games of chance are a way to win rewards with very little effort from the user.	2
Exploration	Give users the ability to move around and explore. If you are creating virtual worlds, consider that they	2

	will want to find the boundaries and give them something to find.	
Meaning / Purpose	Give your gamification a clear meaning to help users understand and embrace the gamification. For others they need to feel they are part of something greater than themselves.	2
Sharing Knowledge / Cooperation	For some, helping other people by sharing knowledge with them is its own reward. Allow users to exchange knowledge.	2
Visual metaphor	A kind of visual metaphor for your gamification, like a 3D environment.	2
Role-Playing	Allow users to choose from a given set of "personalities" and play in their skin.	2
Rules	Set rules for users to follow so the gamification do not go off track.	2
Flow	Show the entire path until some objective.	1
Consequences	Set consequences for when users do things wrong or not at all. Do they lose a life, points or items they have earned?	1
Social Network	Allow people to connect and be social with an easy to use and accessible social network.	1
Social Discovery	Combine users based on the same interests and status can help them get started.	1
Unlockable / Rare Content	Reward users that have great curiosity. Add to the feeling of self-expression and value, by offering unlockable or rare content for users to make use of.	1
Learning / New Skills	Give users the opportunity to learn something new.	1
Boss Battles	A special task that approach everything the users learned until that point. Boss battles are a chance to consolidate everything you have learned and mastered in one epic challenge. Usually signals the end of the journey – and the beginning of a new one.	1
Care-taking / Altruism	Looking after other people can be very fulfilling. Allow users to help each other and reward those who help most. Create roles for administrators, moderators, curators etc.	1
Anarchy	Sometimes you just have to burn it all to the ground and start again. Let users do anything they want. Give some short "no rules" event.	1
Theme	Little fantasy to the gamification can be anything from a company values to vampires and werewolves.	0