

Step 1: Define business objectives

The business objectives of ShareAll are the following:

- Increase revenue
- Increase number of users/market share

Step 2: Delineate target behaviours

Target behaviour	Metric	Relation to business objective
Users sign up for the service	New subscriptions per month Total number of users	More users → greater market share
User use the service	Total number of active users (users that used the service in the last month) Total number of transactions Total value of transactions (expressed in \$)	More active users → more transactions → more revenue More valuable transactions → more revenue

Step 3: Describe your players

General description: Although the potential market for this type of service is large, most users of this platform will be of the gen Y generation. This generation is characterised by a desire for access rather than ownership. As a result of this they are more likely to use services such as ShareAll which enables them to gain access to a wide range of services and items without having to buy them. The primary relationship these people have with the ShareAll platform is that of a customer and seller. Users can have both roles as they are able to buy and sell their services and/or products. Given the aim of ShareAll (simplify the transactions between buyers & sellers) it is likely users on this platform are seeking to quickly find the product or services they need. As a result of this they can be identified as achievers in the Bartle player model. This means game elements should focus on promoting the achievement of transactions on the platform.

Relation to the previous steps: The characterisation of the users allows for a more targeted design of the gamified elements. Furthermore, the identification within the Bartle framework helps to design the activities loops which can stimulate the users to use the platform more.

Step 4: Devise your activity loops

Description of activities of the gamified system: The gamified system consists of three elements. The first element consists of a point system based on the level of trust people have earned. Trust can be earned by completing more transactions successful and providing feedback about the quality other users provide. In order to stimulate users to provide feedback the second game mechanic will be used.

This is a badge system in which users can earn badges for various activities related to using ShareAlls' services. Examples of this include: the number of times feedback is provided, the number of successful transactions and reaching specific trust levels. When users start to use the service they will be provided with clues about these different categories and how they can earn them. Furthermore, they will be prompted on how they can reach new levels of badges by prompts similar to the methodology used by LinkedIn regarding profile completion. The third element used is a ranking based on the number of Shares a user has spent.

Types of feedback used

Activity	Type of feedback	Why does this motivate people?
Gaining trust by completing successful transactions and be given positive feedback	Intrinsic	Being perceived as trustful motivates people to provide better service. Receiving positive feedback (with which you want to compete) makes you feel good.
Badges upon completion transactions	External	People will get motivated to completed more transactions as it provides them with an reward.
Gaining points by completing transactions	External	Ranking the users stimulates them to increase their use on the platform as they want to be better than their peers.

Progression and engagement: Progression in the various mechanics will be ensured by providing the users with clues on how they can increase their trust/level/rank. This will be done by displaying these in a sidebar next to the main screen. Furthermore, there will be various levels of badges to be earned in the platform. When players receive a badge they will be notified on how they can reach the next level of the badge.

Relation to the previous steps:

- The trust level increases the quality of the services being provided which will increase the popularity of the platform. Given the nature of the players they likely want to reach a high level of trust.
- Badges recognise the achievement of a user. By providing them with a clue about a higher level of the same badge users will be triggered to try to reach the next level. In doing so they will use the system in a more intense way. This will increase revenue.
- Point gained through transactions allow for a direct comparison with other users which, given the characteristics of the users, will lead to a competition to reach a higher ranking than other users.

Step 5: Don't forget the fun

Although based on the elements described in the previous section, one might feel the concept as presented as not fun, being able to complete transactions in itself can bring great joy as it allows users to get the product/service they need in an easy manner. As the players of this platform are likely want to completed specific tasks it has to be noted this can be enough for them in itself. By providing external rewards as a bonus the interactions with the platform has the possibility to increase. This aligns with the goals as described in the first section.

Step 6: Deploy the appropriate tools

Game element	Tool used
Trust metric	Points
Badge system	Badges
Completed transaction metric	Points, Leader board

Primary platform: Given the nature of the service it is believed it would be best to use a computer as the primary platform of the gamified concept. However, looking at the user base and current technology trends, an alternative platform for tablets has also be

Relation to the previous steps: The tools relate to the game elements as described in section 4