Week 4

7 Gamification Design Framework
    7.1 The Design Process

    7.2 Objectives and Behaviors
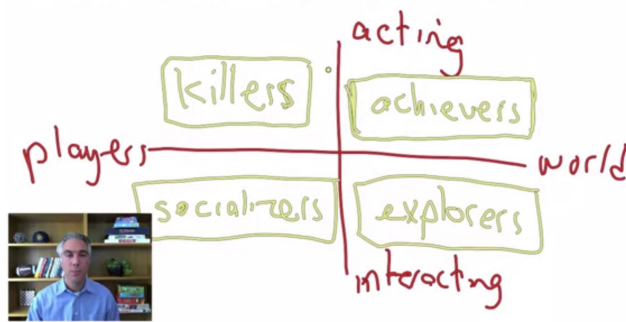   1) Define business objectives

     2) Delineate target behaviors

    7.3 Players
     1) Overlapping value structures
     2) Bartle MMOG player type model

Bartle MMOG Player Type Model

7.4 Activity Loops

4A. Engagement Loops

Motivation → Action → Feedback

4B. Progression Loops

Onboarding — Climbing — Rest — Climbing — Rest — Climbing — Boss Fight — Rest — Climbing — Rest

首先是新手引导
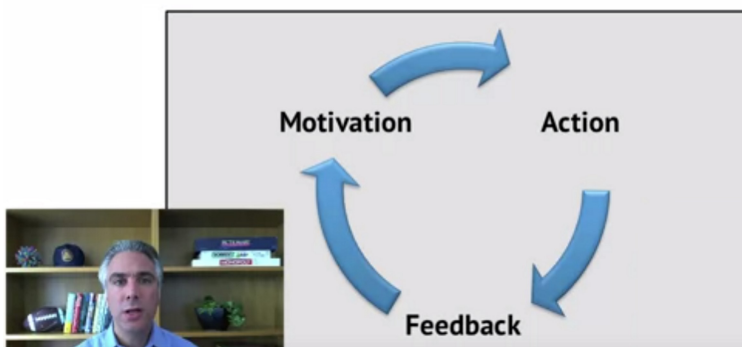
7.5 Fun and Tools

Gamification Design Framework

Professor Werbach's six-step gamification design framework is described in lecture unit 7. To help with your final written assignment, below is a summary of each element.

Your submission should be organized around these six tasks. However, this is not a precise template. You could start with an overview of your system, for example. And you don't need to address every specific question below; they are just offered to illustrate the design steps.

1. **Define business objectives**. Why are you gamifying? How do you hope to benefit your business, or achieve some other goal such as motivating people to change their behavior? The first written assignment focused on this step of the process, so you may wish to look back on your earlier submission and the peer assessments for guidance. As you state your objectives, emphasize the end goal or goals of your gamified design rather than detailing the means through which you'll achieve this goal. Basically, if your gamified system does what you intend, what specific positive results will it generate for your organization?

2. **Delineate target behaviors**. What do you want your players to do? And what are the metrics that will allow you to measure them? These behaviors should promote your business objectives, although the relationship may be indirect. For example, your business goal might be to increase sales, but your target behavior could be for visitors to spend more time on your website. As you describe the behaviors, be sure to explain how they will help your system achieve its objectives. The metrics should in some fashion provide feedback to the players, letting them know when they are successfully engaging in the intended behaviors.

3. **Describe your players**. Who are the people who will be participating in your gamified activity? What is their relationship to you? For example, are they prospective customers, employees at your organization, or some other community? And what are they like? You can describe your players using demographics (such as age and gender), psychographics (such as their values and personalities), Bartle's player types, or some other framework. You should show that you understand what sorts of game elements and other structures are likely to be effective for this population. For example, you might discuss whether a more competitive or cooperative system would be better for this player community.

4. **Devise your activity loops**. Explore in greater detail how you will motivate your players using engagement and progression loops. First, describe the kinds of feedback your system will offer the players to encourage further action, and explain how this feedback will work to motivate the players. (Remember: rewards are only one kind of feedback.) Second, how if at all will players progress in your system? This includes how the system will get new players engaged, and how it will remain interesting for more experienced players.

5. **Don't forget the fun**. Although more abstract than some of the other elements, ensuring that your gamified system is fun remains as important as the other aspects. In order to fully explore this aspect of the design process, consider how your game would function without any extrinsic rewards. Would you say it was fun? Identify which aspects of the game could continue to motivate players to participate even without rewards.

6. **Deploy the appropriate tools**. By this point, you've probably identified several of the game elements and other specifics of your gamified system. If you haven't already, you should explain in detail what your system would look like. What are some of the game elements involved and what will the experience be like for the players? What specific choices would you make in deploying your system? For example, you might discuss whether the gamified system is to be experienced primarily on personal computers, mobile devices, or some other platform. You might also describe what feedback, rewards, and other reinforcements the players could receive. Finally, think about whether you've tied your decisions back to the other five steps in the process, especially the business objectives.

8 Design Choices

8.1 Taking Stock

Doing	Feeling
Marketing and economics	Game design and cognitive psychology
Incentives	Experiences
Satisfying needs	Fun
Game elements (inductive)	Game thinking (deductive)
Status	Meaning
PBLs	Puzzles
Rewards	Progression
Making users do things	Making players awesome

8.2 Is Gamification Right for Me

Four Questions

1. **Motivation**
   – Where would you derive value from encouraging behavior?
2. **Meaningful Choices**
   – Are your target activities sufficiently interesting?
3. **Structure**
   – Can the desired behaviors be modeled through algorithms?
4. **Potential Conflicts**
   – Can the game avoid tension with other motivational structures?
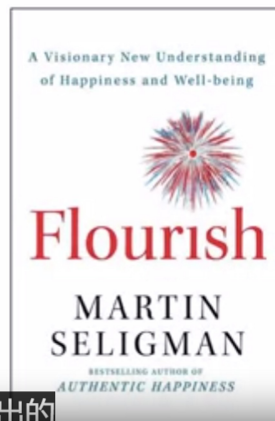
8.3 Design for Collective Good
        Eg.stack overflow

8.4 Designing for Happiness

Positive Psychology

• **Martin Seligman**

• **Mihaly Csikszentmihalyi**

• **P**ositive emotions
• **E**ngagement
• **R**elationships
• **M**eaning
• **A**chievement

A Visionary New Understanding of Happiness and Well-being

Flourish

MARTIN SELIGMAN

BESTSELLING AUTHOR OF *AUTHENTIC HAPPINESS*

游戏能够涵盖Seligman提出的
"PERMA"自我成长体系中的所有元素

心流：

Conditions for Flow

- Clear goals
- Balance between perceived challenges and perceived skills
- Clear and immediate feedback