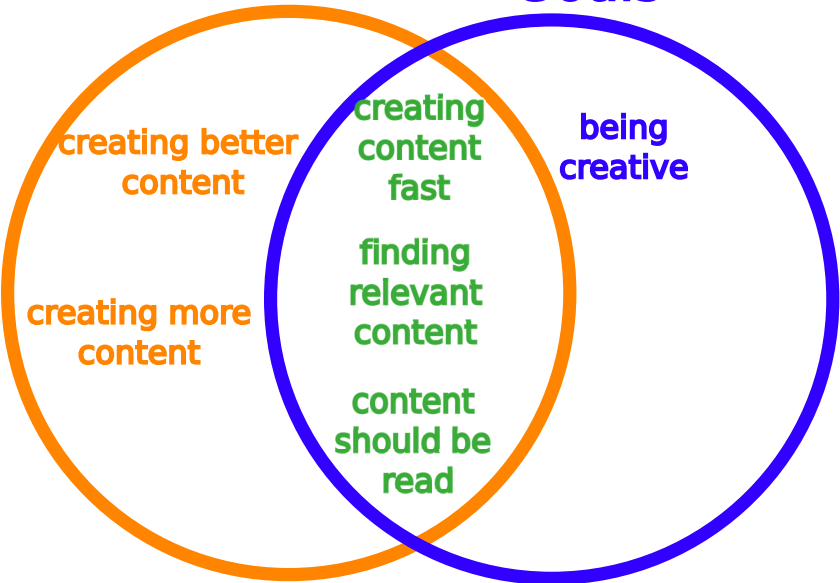**Business Outcomes**

Player Goals

creating better content

creating more content

creating content fast

finding relevant content

content should be read

being creative

Gamification Goals