



Step 1:

Know your 'players'

Understand your 'players' and their context.
Identify them as precisely as possible.



Step 2:

Identify your mission

What is the current situation and the desired aim? The more precisely the objective is defined, the easier it is to find the path towards it.



Step 3:

Understand human motivation

Should your system be based on extrinsic or intrinsic motivation? What form is better suited to your objective?



Step 4:

Apply mechanics typical to a game

Points: This way the actions of the 'players' are counted and evaluated.

Badges: 'Players' are rewarded for their accomplishments. These will satisfy the status requirement and ensure positive reinforcement.

Challenges: Motivation in the form of essential key aims, which are more important than the particular 'players' themselves.

Limitations: We all know that ever closer deadlines substantially increase our motivation.

Implementation: The 'players' find themselves on a journey. But they must understand precisely where this journey should lead to and how they can achieve their goals.

Continuous development: Once the basic elements have been implemented, the system becomes more complex step by step. The 'players' gradually use more and more of the system's functions.

Feedback: The players receive constant feedback about their progress and the achievement of their goals.

History: An interesting history ensures greater immersion.

Rules: What must the 'player' do, what tools are available to them and what does the reward look like?



Step 5:

Manage, observe and measure.

Gamification is a process, not a project. It is important to start off small and to actively adapt the process to the 'players' on a gradual basis.