10 RULES FOR USING GAMIFICATION EFFECTIVELY

INTIX Conference, January 2015 – Twitter: @shellyalcorn
Gaming is the first mass media literacy of the 21st century.

Professor Kevin Werbach, University of Pennsylvania
BEWARE OF THE HYPE
LEARN BY PLAYING

DRAGON AGE INQUISITION
RULE #1 – PARTICIPATION MUST BE VOLUNTARY
RULE #2 – THINK LIKE A DESIGNER
STORY ARC

• Define (impact of the experience on your players)
• Describe (rules, aesthetics)
• Construct (components)
RULE #3 – CUSTOMER VS PLAYER
PLAYER CHARACTERISTICS

- Always at the center of any experience
- Act with agency
- Sense of autonomy and meaningful choices
- Players play
RULE #4 – PLAYER TYPES
BARTLE’S ASSESSMENT
RULE #5 – TAP INTO FOUR KINDS OF FUN
• Hard fun
• Easy fun
• Altered States
• People fun
RULE #6 – SET THE FOUNDATION
GAMING DYNAMICS

- Narrative
- Emotions
- Constraints
- Progression
- Relationships
RULE #7 – USE GOOD BLUEPRINTS
GAMING PROCESSES

- Challenges
- Chance
- Competition
- Feedback
- Resource acquisition
- Transactions
- Rewards
- Turns
- Win states
RULE #8 – USE BUILDING BLOCKS
GAMING ACTIVITIES

- Achievements
- Avatars
- Boss fights
- Collections
- Combat
- Content unlocking
- Gifting
- Leveling
- Quests
- Virtual goods
RULE #9 – OFFER REWARDS
• Status
• Access
• Power
• Stuff
RULE #10 – THE DOPAMINE SHOT
REWARD SCHEDULES

• Continuous
• Fixed ratio (actions)
• Fixed interval (time)
• Variable ratio
BONUS RULE – FAIRNESS AND FUN
THANK YOU

Shelly Alcorn, CAE
@shellyalcon
www.alcornassociates.com
Association Subculture Blog