

START HERE!

GOAL OF GAMIFICATION
what is the purpose?

CHALLENGE
what's the main challenge
players are facing?

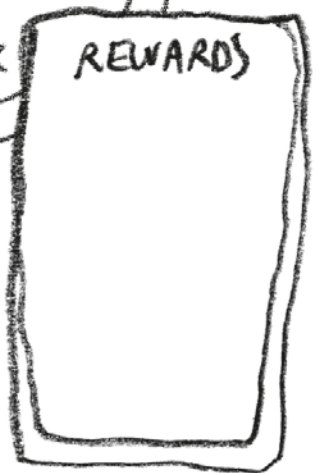
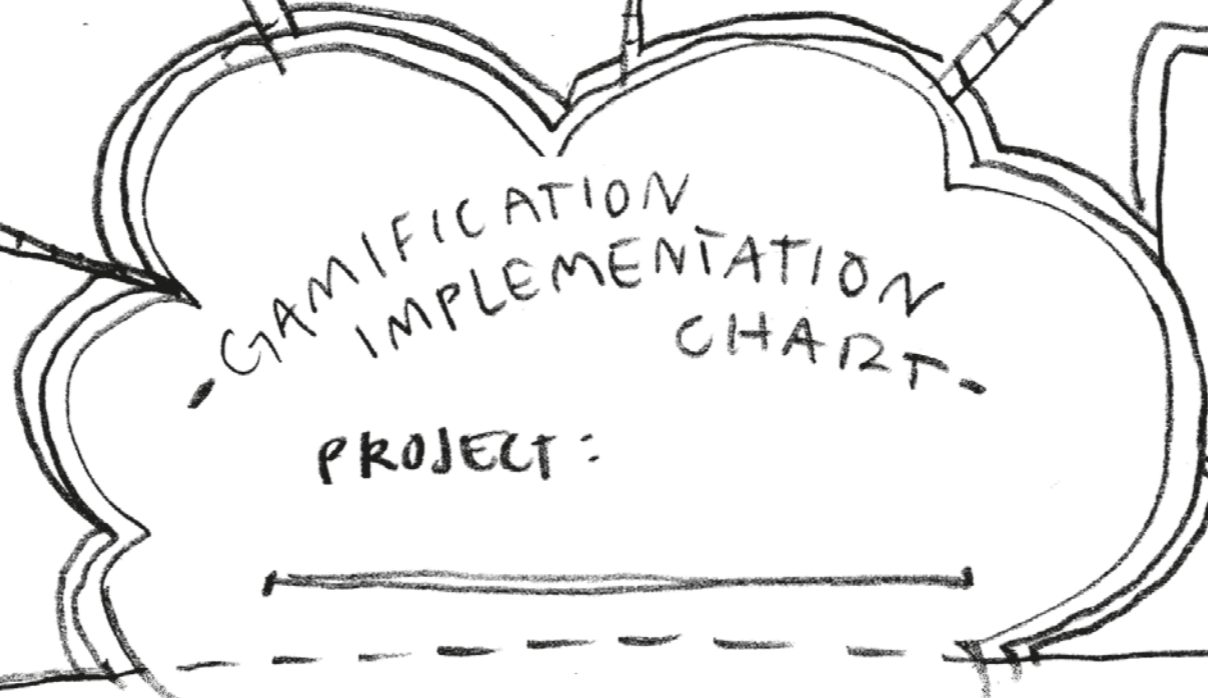
BORDERS & PLAYFIELD
where and when?

meaningful
choices

COMPETITION &
GAME MECHANICS

TARGET
GROUP/S
who will play?

IS THE GOAL MET?



ARE THEIR NEEDS SATISFIED?

ACTING

PLAYER	COMPETITORS	ACHIEVERS	WORLD
	SOCIALIZERS	EXPLORERS	

INTERACTING

+SOCIAL
ASPECTS

+CREATIVE
ASPECTS

- harvest
- socialize
- invest
- battle play
- share
- compete
- trade
- race
- create
- explore
- bet
- contribute
- collect
- negotiate
- build
- tell stories
- match

Player type chart by Richard Bartle, adapted by Ozma