

1

Business Targets



Company Centric Design

The company oriented business results and incomes.

Examples :

- Increase the sales.
- Completion of Trainings.
- Decrease of complains.
- More generating ideas.

2

Targeted Behaviors



Behavioural Changes

Behaviors that should be started, increased or stopped during the gamification period are listed.

Examples: Reading Book, increasing the Collection, increasing the number of steps, Giving an Idea or Suggestion, Not Receiving Warning, Error-Free Login etc.

3

Persona



Proto Persona

The first method we will use when categorizing the players motivationally. This is necessary in order to be able to interpret as if we have added the edit for this persona, this persona has never been in the game. Identifying and naming at east 2 and at most 3 behavioral players as a draft: PRIZE MAD DENIZ, COOL ZEYNEP, GAMER CAN

1

Business Targets



Human Centric Design

The human who volunteering to be part of gamification going to gain.

Examples :

- Increase the knowledge
- Customer Satisfaction
- Getting socializing and meeting.
- Sharing.

2

Targeted Behaviors



Easy to Difficult (Flow Theory)

Flow theory is the optimal experience created by matching the tasks given to the players with their existing abilities. According to flow theory, for a great act, there must be an easier and smaller act to make it happen.

3

Persona



Platforms Used

Platforms used in daily life and for business purposes and their frequencies.

2

Targeted Behaviors



Easy to Difficult (Flow Theory)

Examples, Collections:

- Number of calls
- Reaching rate
- Promise amount for collection
- Actual collection rate
- Estimating the amount of collections realized rather than targeted.

2

Hedeflenen Davranışlar



Easy to Difficult (Flow Theory)

Examples :

Reading book :

- Selecting a book
- Starting to read the book
- Completing the first part of the book
- Finishing the book
- Summarizing the book
- Having someone else read the book

2

Targeted Behaviors



Frequency of Behavior

- One time
(BJ Fogg's Behavior Model)
- One semester
(BJ Fogg's Behavior Model)
- Always From Now On
(BJ Fogg's Behavior Model)
- After an Existing Behavior
(BJ Fogg Tiny Habits)

3

Persona



Player Type (3.1)

A grouping method of how players are motivationally.

- Philanthropist
- Player
- Achiever
- Socializers
- Free Spirit
- Questioner

3.1

Persona Player Type



Achiever

They are motivated when the tasks to be done are clear and they do the increasingly difficult tasks.

Examples:

- Completing the task list,
- Achieving firsts,
- More and more difficult levels,
- Progress visuals

3.1

Persona Player Type



Philanthropist

They love the plots of helping the game or the players.

Examples:

- Sharing resources
- Giving a presentation
- Getting someone else to work
- Receiving team goals
- Donation etc.

3

Persona



Types of Entertainment (3.2)

Elements that players should perceive as fun in the gamification process.

- Serious Fun
- Having Fun with People
- Hard Fun
- Easy Fun

3.1

Persona Player Type



Socializers

They like to succeed with the players and with the situation of other players in the game

Examples :

- Meet
- Follow
- Vote
- Team Missions
- Eliminate
- Challenge
- Event Walls etc.

3.1

Persona Player Type



Player

They like to play to get the in-game or out-of-game prizes in the game.

Examples :

- Gaining points
- Participating raffle
- Ranking up
- Getting a prize

3

Persona



Research Methods (3.3)

Behavioral when grouping players
some research needed for analysis
methods.

- Physical Survey / Online Survey
- One-to-One Interview
- Competitor Analysis / Benchmark
- Focus Group Discussion (Focus Group)
- A/B Testing
- Card Grouping / Card Sorting

3.1

Persona Player Type



Free Spirit

These people like to progress by exploring more and choices individually.

Examples:

- Locked content
- Surprise Rewards
- Choices
- Discoveries
- Creativity etc.

3.1

Persona Player Type



Disruptor

They like to play the game not according to the rules but by with different methods and by improving it.

Examples:

- Giving suggestions to the game
- Adding rewards
- Commenting players
- Changing the game vs.

3.2

Types of Entertainment



Having Fun With People

Fun that loves multiplayer games that likes to have fun with people more than games.

Examples:

- Finger wrestling
- Hand games
- Dances
- Imitation etc.

3.2

Types of Entertainment



Serious Fun

Games played seriously, who like to progress with more knowledge in games.

Examples:

- Quizzes,
- Guessing games,
- Escape games etc.

3.3

Research Methods



Physical / Online Survey

Open-ended questionnaires of no more than 4-5 in which we asked about the motivation resources such as game setup and awards, in order to reach the targeted business goals of the players.

3.2

Types of Entertainment



Hard Fun

Entertainment that likes to play with strategy support by preparing both mental and physical for difficult targets in the game.

Examples :

- Mountain peaking
- Diving
- Marathon running

3.3

Research Methods



One to One Face to Face Meeting

Sessions where we record personal information such as games they like to play, digital literacy, as well as suggestions for business goals, game plots and prize ideas.

3.3

Research Methods



Disguised Observation

Observing and recording players about their business goals without informing them in the process.

Often used to extract insights when players can't indicate the problem in achieving business goals.

3.2

Types of Entertainment



Easy Fun

The game is mostly instant and simple who likes to have fun with tasks.

Examples: • Scratch game

- Throwing the ping pong ball into the jar

- Playing camel-dwarf game

- Bingo

- Opening a gift box

- Pop bubbles etc.

3.3

Research Methods



One-to-One Online Meeting

One-to-one online sessions with players where we record personal information such as the games they like to play, digital literacy, as well as suggestions about business goals, game plots and reward ideas.

3.3

Research Methods



Open Observation

Observing and recording players about their business goals by informing them in the process.

3.3

Research Methods



Empathy Map

Here is the model that we have covered in 4 titles of what the player says, thinks, does and feels.

3.3

Research Methods



Card Sorting

Asking players to rank in order of importance by displaying possible screens, game plots, and even prizes with cards.

3.3

Research Methods



Focus Grup

To hold in small groups interviews with the relevant teams to be gamified

3.3

Research Methods



Stakeholder Map

Mapping the organizational hierarchy and the people involved, such as business partners. It is especially needed in communication model.

3.3

Research Methods



Flow of a Gamer's Day

Determining the flow of the player's entire day and suggesting gamification-related additions to relevant points

3.3

Research Methods



Netnography

They are the opinions shared by the players on different platforms about the business goal.

3.3

Research Methods



A/B Testing

It is to compare
as A or B version
by showing players 2 different
versions of a plot or screen

3.3

Research Methods



Competitor Analysis

It is the analysis of how the behaviors we want to gamify are achieved by other applications.

4

The Player's Journey



Discovery

It's the interacting phase with simple tasks and questions on how to explore the game.

Examples :

- Guessing competition
- Test drive
- Discovering something about himself
- Learning information etc.

4

The Player's Journey



Onboarding

It's the interacting phase with simple tasks and questions on how to explore the game. Examples :

- Guessing competition
- Test drive
- Discovering something about himself
- Learning information etc.

4.1

The Player's Journey

Player's Mode (3C Model)



Challenge (Individual)

The game progresses entirely by achieving individual goals.

5

8 Basic Game Feeling



Meaning

The player plays the game for a meaning he finds in the game.

Examples:

- Story
- Elite Communities
- Friends Clubs
- Donation
- Family etc.

4

The Player's Journey



Development (Habit-Building)

Multiple behaviors in the game besides requiring start the habit that includes finishing transforming stage.

Sample :

- Entering the best idea
- Most suggestive
- No complaints for the longest time
- Most challenge winner etc.

4.1

The Player's Journey

Player's Mode (3C Model)



Competition

The game proceeds with a competition between players to achieve a goal.

5

8 Basic Game Feeling



Accomplishment

The player plays the game to achieve a goal and to complete the game.

Examples :

- Challenging Objectives
- Score
- Level
- Ranking
- Completion
- Chain Construction

4

The Player's Journey



Mastery

What can be done to help and improve the game and the player after mastering the game

Examples:

- Team up and help
- Sharing the tactics of the day
- Help players
- Making decisions in the game etc.

4.1

The Player's Journey

Player's Mode (3C Model)



Cooperation

The game progresses as players collaboratively achieve a common goal.

5

8 Basic Game Feeling



Empowerment

The player plays in the Game for the purposes of trying things, learning, improving and personalizing.

Examples :

- Quizzes
- Exercises
- Creativity
- Trial and error
- Boosters, promoters etc.

5

8 Basic Game Feeling



Ownership

The player plays to have some elements in the Game such as numbers, resources, collections, levels, status. Examples :

- Profile
- Avatar
- Talent Lists
- Collection
- Shared Points-Rewards etc.

5

8 Basic Game Feeling



Unpredictability

The player plays to guess and see a surprise element in the game.

Examples :

- Luck
- Rank
- Surprise Missions
- Random Rewards (Wheel of Fortune etc.)

6

Game Elements



Scoring

Will scores be reflected on a scoreboard?

5

8 Basic Game Feeling



Scarcity

The player plays with a sense of urgency with a limited resource or time in the Game.

Examples :

- Countdown
- Decrease in Points
- Clock appointment mechanics etc.

5

8 Basic Game Feeling



Social Influence

The player plays for the influence of other players in the Game.

Examples:

- Team captain
- Ability to follow other players
- Mentoring
- Buddy system
- Challenge etc.

6

Game Elements



Badges / Symbols

It is used to show certain levels in the game.

- Is it repetitive?
- For a lifetime?
- Lossy?
- Is it a design? (triangle, rectangle, hexagon, emblem, symbol, etc.)

5

8 Basic Game Feeling



Avoidance

The player plays to not lose a gain in the game and not be penalized.

Examples :

- Losing their winnings
- Penalty systems
- Leveling down
- Temporary dismissal etc.

6

Game Elements



Types of Points

Score used to show progress in the game.

Examples:

- Experience Points (XP)
- Rewards Points
- Social Points
- Variable Points
- Can it be shared?
- Will it reset?

6

Game Elements



Leaderboard / Ranking

It is used to compare the successes of the respective players in the game.

What can be the sorting parameters?
(Region, Store, Period, Individual, Team, Percentage Unit, Leagues etc.)

6

Game Elements



Levels

Will the players have levels? What level-specific suggestions will there be? What will the contents mean?

6

Game Elements



Award

Awards to be given according to the determined criteria.

6

Game Elements



Tournament

A tournament where players are matched and the loser is eliminated.

6

Game Elements



Profile Page

What information can be on the profile page, such as player, department, seniority, hobbies, competencies, and how can it be filled with a fiction such as Profile Strength?

6

Game Elements



Award Catalog

An award catalog and stock management where awards are requested, not awarded.

6

Game Elements



Team Building

Players join a goal together by forming teams with a certain number of players.

6

Game Elements



Avatar

Will it be a classic photo, choosing from existing avatars or an avatar that they will develop themselves?

6

Game Elements



League

Different leagues separated by the level of the players.

6

Game Elements



Team Missions

Tasks that players must do together with the team, not individually.

6

Game Elements



Team Captain

A captain will be selected for issues such as distribution of points, naming, presentation in the team.

6

Game Elements



Victory Points

A target score to finish the game.

6

Game Elements



Zone Control

Trying to protect a certain area or subject in the game with certain criteria.

6

Game Elements



Collection

It is to collect some elements in the game.

6

Game Elements



Elimination

Elimination of other players by players in the game.

6

Game Elements



Random

Will there be randomness in the game?

6

Game Elements



Free Win

Some free resources, diamonds, chests, lives etc. that can be used in the game.

6

Game Elements



Escape

Always running away from something in the game.

6

Game Elements



Epic Selection

Changing the rules of the game temporarily.

6

Game Elements



Auction

Resources in the game can be traded for bids via auction.

6

Game Elements



Taking Risk

It is risking a resource in the game.

6

Game Elements



Swap

Exchange resources in the game between each other

6

Game Elements



Tasks

Will there be quests on doing
 multiple tasks in the game?

6

Game Elements



Guessing

To guess a subject in the game

6

Game Elements



Present

Free gifting resources in the game.

6

Game Elements



Measuring Time

Will time be measured in the game?

6

Game Elements



Personalization

To customize in-game elements and their profiles.

6

Game Elements



Locked Content

Some elements in the game are locked.

6

Game Elements



Player Rating

Players' voting on players or a game element.

6

Game Elements



Story - Theme

The progression of the game through a story or theme.

6

Game Elements



Sequence

Players playing by waiting for each other's turn.

6

Game Elements



Series Editing

A series of player's login or a behavior in the game.

6

Game Elements



Appreciation and Thanks

Opportunity for players to appreciate and thank each other

6

Game Elements



Suggestion - Giving an Idea

Players' suggestions about the game or business goal and the evaluation and scoring of the suggestions.

6

Game Elements



Raffle

Making a raffle between players

6

Game Elements



Special Day

Inviting players to special days

- Company startup
- Birthday
- Holidays
- World noodle day

6

Game Elements



Feedback

Players give feedback about the system.

6

Game Elements



Boss Battles - Level end boss

Having players do a rather difficult task at the end of the game.

6

Game Elements



Additional Mission for the Left Behind

Special tasks for players who enter later or slow down in the game.

6

Game Elements



Time

Will times in the game be measured?

6

Game Elements



Social Discovery

Players discover talents among each other.

6

Game Elements



Knowledge Competition

Players take the quiz once a day or 1 day a week.

6

Game Elements



Sharing

Can tactics or any other game element be shared with players?

6

Game Elements



Boosters - Accelerators

In-game rewards that players can receive at any time.

6

Game Elements



Question Of The Day

Answering the question of the day.

6

Game Elements



Mentoring

Will players be assigned a mentor as an expert on a subject?

6

Game Elements



Buddy System (Pair Matcing)

It is for the players to help each other regardless of their specialization. The purpose is Pairwise Matcing.

7

Awards



Extrinsic Rewards

Rewards that are not related to the gamification process and have monetary value.

- Gift certificates
- Discount coupons
- Cash
- Gold
- Cryptocurrency
- NFT etc.

7

Awards



Access

- Open a non-public resource to him;
- Meet the CEO
 - Manage the donation budget
 - Be the first to access a software or venue.

6

Game Elements



Challenge

Players challenge other players on a subject for a specified period of time.

7

Awards



Intrinsic Rewards

In-game rewards that support the gamification process.

- Game score
- Joker in the quiz etc.

7

Awards



Power

Having a say over other players. As you will do this this week to be able to present and mentor them, etc.

6

Game Elements



Gain Extra Live and Right

Oyunculara ekstra can verme
(her 3. girişte gibi).

7

Awards



Status

A unique name to be given to a player represented by a name. It can appear at the beginning of as in the abbreviation "Dr." or under the name such as Agile Koç.

7

Awards



Goods

representative and non-monetary items that will show the achievement in the game.

Trophies, badges, t-shirts, pens, hats, toys, plaques, etc.

7

Awards



Donation

A selected NGO provides financial donations, help stray animals, children, soldiers, planting trees etc.

7.1

Awards Fiction of Prize



Surprise Rewards (Easter Egg)

In-game surprise rewards before you reach the goal.

7.1

Awards Fiction of Prize



Collection Completion (Reward Pacing)

Winning a piece of a big prize with targeted behavior. Puzzle piece, letters in the company name, colors in the rainbow, etc.

7.1

Awards Fiction of Prize



Instant Reward (Fixed Action Rewards)

Direct rewards given instantly to the person who achieves this goal.

7.1

Awards Fiction of Prize



Rolling Rewards

The right to participate in a prize that will be distributed by raffling off upon reaching the target.

7.1

Awards Fiction of Prize



Individual Awards

Will the rewards be individually collectible and spendable?

7.1

Awards Fiction of Prize



Random Rewards

To receive a reward directly with an element of luck when the goal is reached.

7.1

Awards Fiction of Prize



Gifting Rewards

Obligation to share the won prize with anyone else.

7.1

Awards Fiction of Prize



Team Awards

If team rewards are individual, not as a team, will the distribution be equal or based on the contribution made?

8

Technology



Playing Cards

Collecting certain achievements by symbolizing with physical cards, using them together with elements such as bartering.

8

Technology



Web 2.0 Programs

Supporting existing fiction with many ready-made software.

8

Technology



Metaverse Platforms

Using some experiences on Metaverse platforms in a plot of the game.

8

Technology



Board Game

Board games are progression on a lane with games constructed by giving real-life tasks according to the rules of loss-win

8

Technology



AR Augmented Reality

Fiction to be made by having
real-world objects read.

8

Technology



Gamification Engines

Ready-made software that will support the technological infrastructure on your platform and will give you the coding of gamification and give you as a screen directly.

8

Technology



Post-it

A game that progresses with gained post-its to be added under each player's own name.

8

Technology



VR Virtual Reality

To be able to use some of the experiences in the virtual world and the game elements by bringing them to real life.

8

Technology



Web Platform

Developing a game by designing a website from scratch.

8

Technology



App Mobil Application

Developing as a mobile application.

8

Technology



A4 paper

Experiencing the app using sketches drawn by our hands.

8.1

Technology Platform and Tools



Genially

Ready-made games such as word or Monopoly can be developed.

8

Technology



API Integration

Developing in a partial interface by receiving information such as players, numbers from a platform.

8.1

Technology Platform and Tools



Kahoot

Quiz show

8.1

Technology Platform and Tools



Padlet

Content can be voted by adding content together in Post-it style.

8

Technology



Draft Prototype (Wireframe-Mockup)

Editing with black and white sketches

8.1

Technology Platform and Tools



Mentimeter

There are alternatives such as word cloud, quiz.

8.1

Technology Platform and Tools



Quizziz

Quiz show

8.1

Technology Platform and Tools



Classcraft

Development of warrior-looking eroes with points gained from determined behaviors.

8.1

Technology

Platform and Tools



Flippity

Putting players in a ranking with certain points.

8.1

Technology Platform and Tools



Figma

Cloud software that can develop prototypes of game screens.

8.1

Technology Platform and Tools



Classdojo

It is the evolution of monster-looking avatars with points gained from determined behaviors

8.1

Technology Platform and Tools



Wordwall

It contains some ready game elements such as wheel of fortune and crossword puzzle.

8.1

Technology Platform and Tools



Miro

Cloud software that can develop prototypes of game screens.

8.1

Technology Platform and Tools



Ready Player Me

Metaverse compatible avatar development platform.

8.1

Technology Platform and Tools



Canva

Visuals where the game's communication and announcements will be made.

8.1

Technology Platform and Tools



Paper Prototyping

Getting feedback by drawing game screens on paper first.

8.1

Technology Platform and Tools



Mockup/Wireframe

Cloud software with which you can develop linear sketches of game screens.

9

Triggers and Communication



Hook

Using the hook method to guide the next behavior after the reward.

Examples:

Congratulations, you've reached this level. Do you want to see your other friends?

9

Triggers and Communication



Telephone

Whatsapp groups that can be created about gamification and communication with related messaging groups by mobile phone.

8.1

Technology Platform and Tools



Invision

Cloud software where you can create clickable links in game drafts.

9

Triggers and Communication



Period

It is correct to apply a small period of when gamification, especially when piloting.

Examples :

- During Q quarter
- Weekend
- End of month.

9

Triggers and Communication



Terms and Conditions (Game)

Trigger situations related to the states of other players within the gamification. Examples :

- Reward catalog updated stock • 3 points left to level up
- First entries • Top entries
- Weekly-daily game clock
- New player added
- New question added

9

Triggers and Communication



Reminders

These are reminders to be sent from some statuses that will be added automatically in the system.

Examples :

- You haven't logged in for 3 days
- Your friend has reached this level
- This reward has been added to the reward catalog, etc.

9

Triggers and Communication



E-Mail

Use email in communication about situations in gamification and add admin, family, cc.

9

Triggers and Communication



Terms and Conditions (Player)

Trigger situations related to the states of other players within the gamification. Examples :

- A player has challenged you
- The player below in the ranking passed you
- This player has logged in after a long time,etc.

9

Triggers and Communication



SMS

It is to send a summary SMS to a persona who reads the SMS according to the persona outputs related to the gamification.

9

Triggers and Communication



In-App Notification Area

Having a notification screen when logging into the gamification application and determining what will be there

9

Triggers and Communication



Storytelling

Space, Star Wars, Clans, Islands of Earth, The Hunger Games, Master Chef, Champions League, Blue Tour etc.

9

Triggers and Communication



Game Posters

Posters on creating excitement and curiosity before the game starts.

9

Triggers and Communication



Daily-Weekly Game Hour

Adding a "game hour" with their administrators to their special calendars for those who can't spare time for gamification.

10

Measurement and Valuation



Number of Active Players

Number of players who log into the game regularly with multiple actions

9

Triggers and Communication



Game Rules (FAQ)

Preparing a FAQ document where all the points in the game are earned and the flow is explained.

9

Triggers and Communication



Push Notification

If you are using a mobile app under what conditions regarding gamification little but concise push notification should be sent.

10

Measurement and Valuation



Number of Interactions That Happened

The total number of interactions that players have made after logging in.

10

Measurement and Valuation



Player Satisfaction

Satisfaction rate as measured by in-game or post-game surveys sent to Players.

10

Measurement and Valuation



Reducing Company Loss

The amount or ate of reduction of incurable damage to the company from reduced behavior during this game period.

10

Measurement and Valuation



OKR

A clear business goal in OKR format.

Example:

Each player will gain 100 new customers in 2 weeks.

10

Measurement and Valuation



Player Level Distribution

Players should not be to the very beginning or to the very end of the determined flow, there should be a healthy distribution .

10

Measurement and Valuation



Number of Logins to the Platform

Total number of logins by players to the Gamification platform.

10

Measurement and Valuation



SMART

A business goal in SMART format.

10

Measurement and Valuation



Income Impact on the Company

The net amount of or rate gained from behavior applied at the company during this game period.

10

Measurement and Valuation



Permanent Behavior Change

The increase in the frequency of players performing the targeted behavior after the gamification period compared to the pre-game period.

10

Measurement and Valuation



Game Elements Stats

Examples such as badges distributed during the game, number of awards, number of opened challenges, number of correct questions answered.

10

Measurement and Valuation



Improvement (Agile Method)

Improving the process with alternative agile targets to be determined with players during the gamification project.

TOY

GAMIFICATION DECARDS™

TOY Gamification Model ve
TOY Gamification Decards
Ercan Altuğ Yılmaz tarafından geliştirilmiştir.