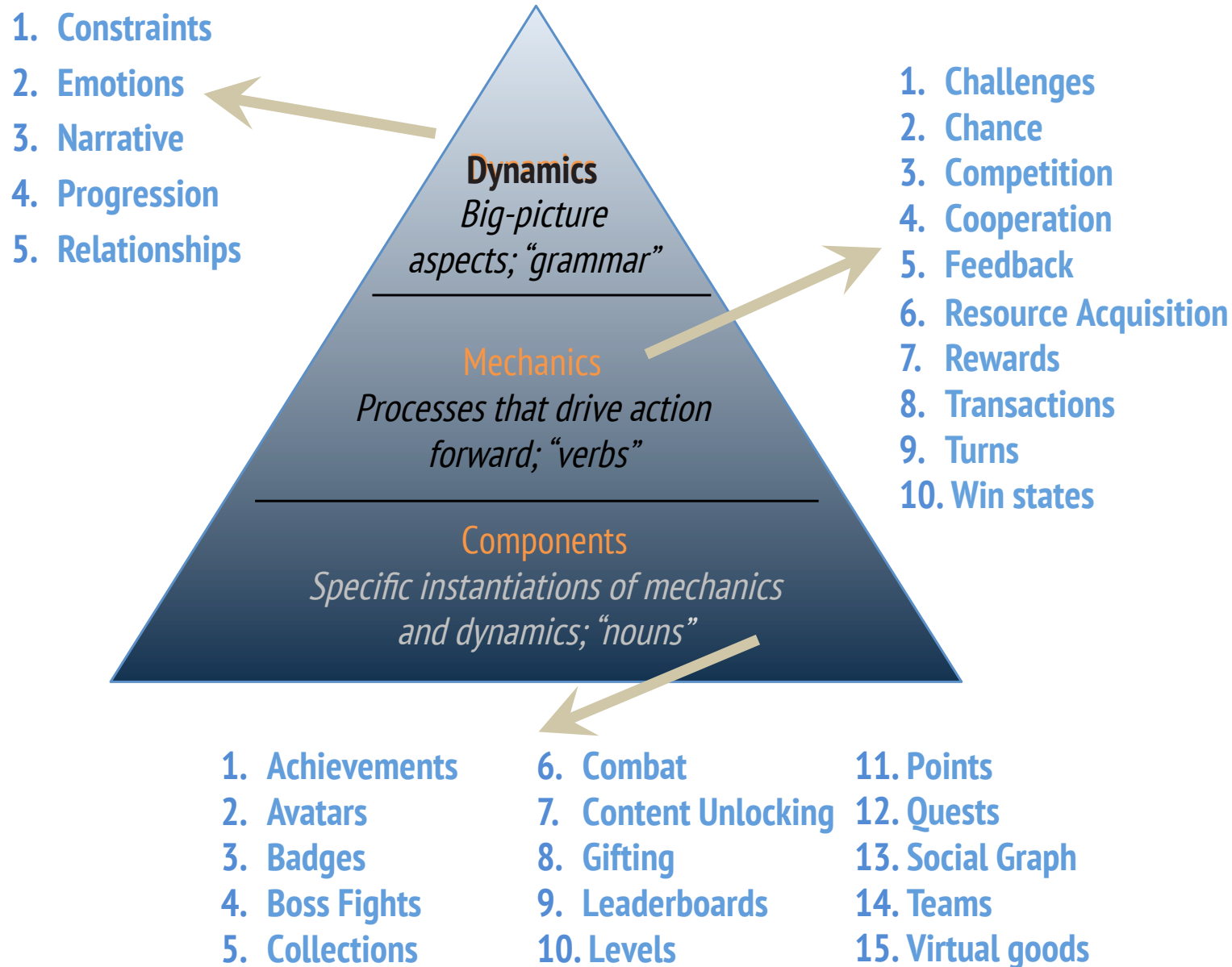


The Pyramid of Game Elements

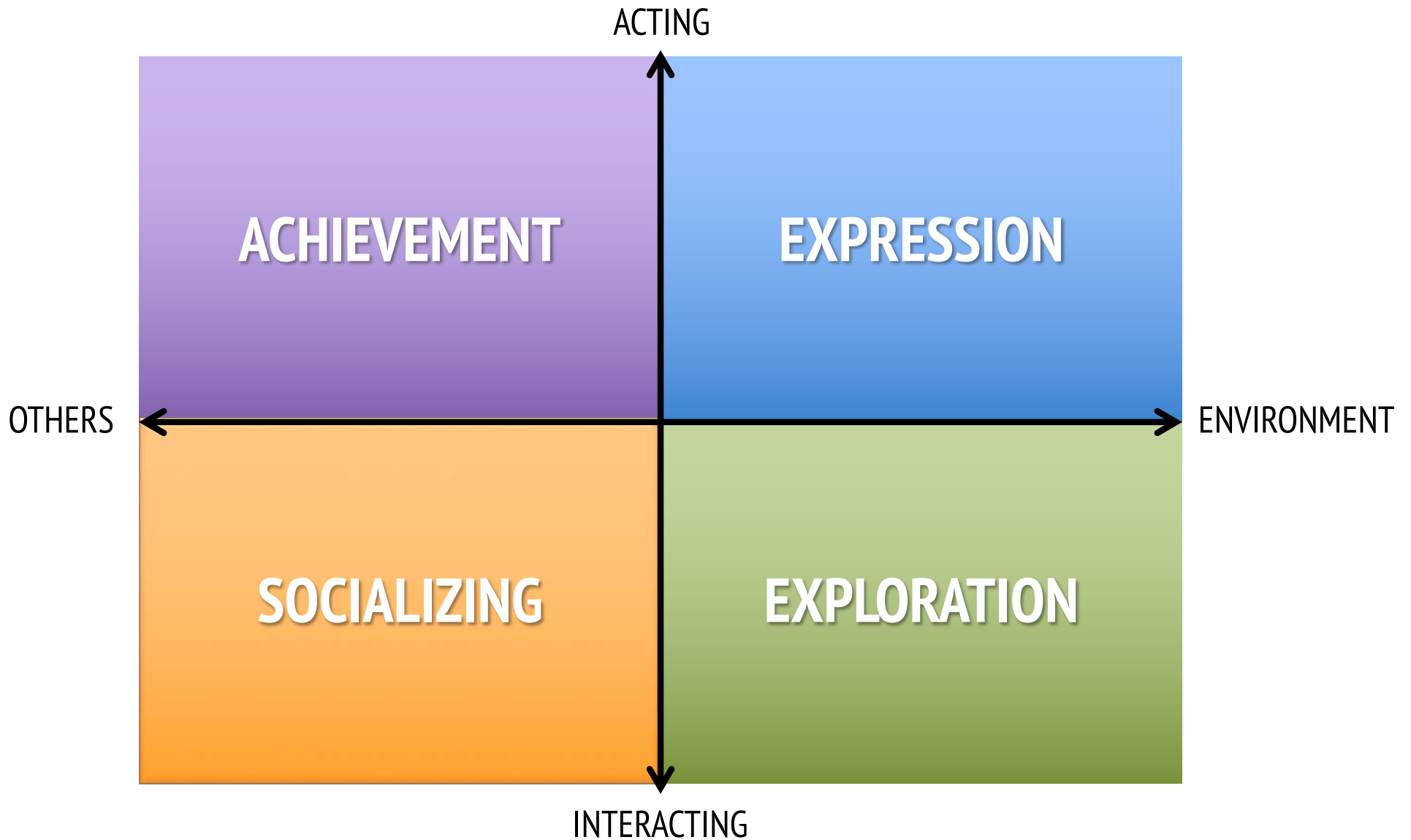


Gamification

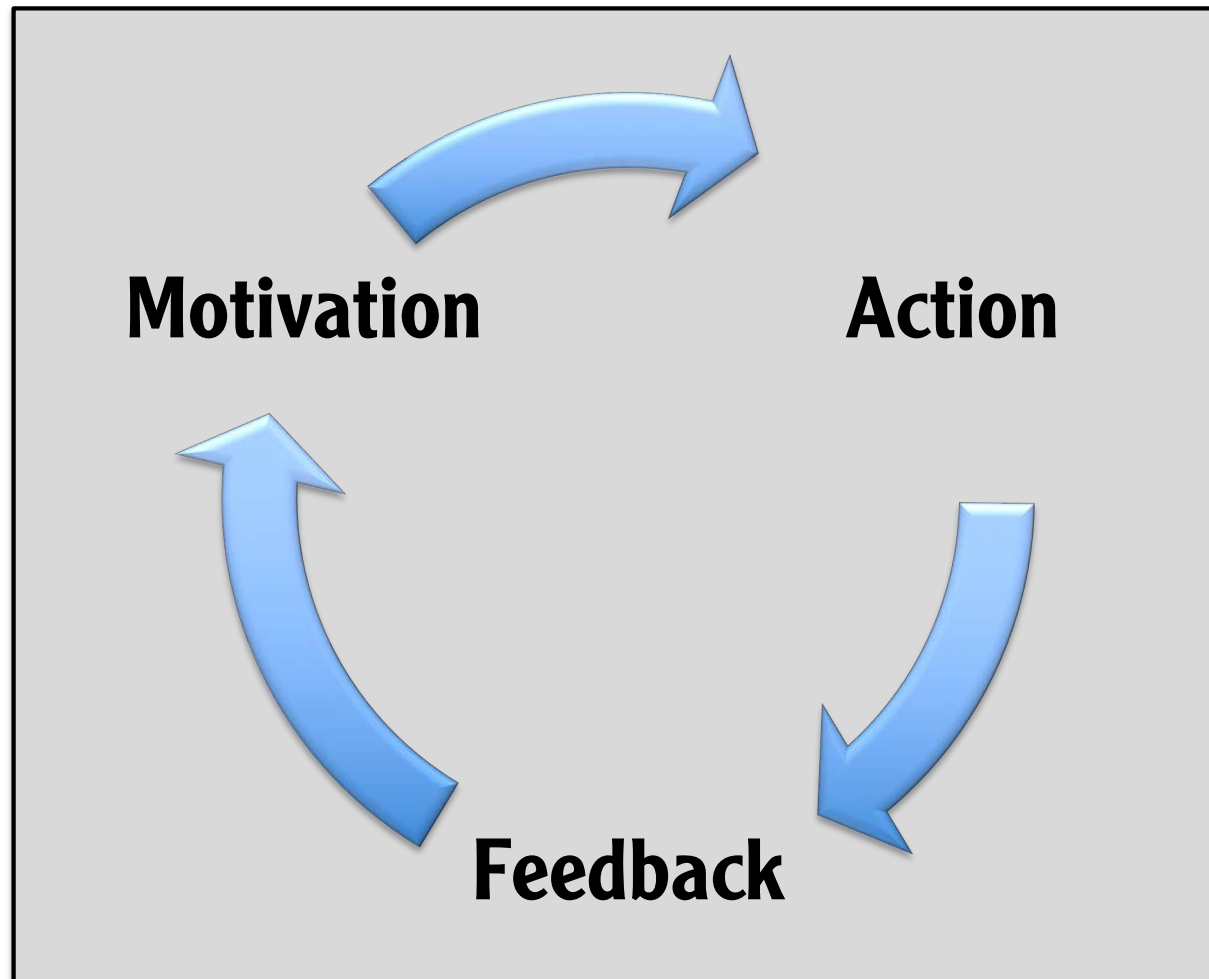
D^{esign}

1. Define business objectives
2. Delineate target behaviors
3. Describe your players
4. Devise activity cycles
5. Don't forget the fun!
6. Deploy appropriate tools

Player Motivators



4A. Engagement Loops



4B. Progression Stairs

