Game Design Framework: Defining the basic structure of Gamification Marketing strategy

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Abstract: Design is not just art, illustration, or creative expression. Design can be a problem-solving process. We tend to think of design as what designers do. Anything used for creative purposes, such as advertising, graphic design, or online user experience design. But basically, design is a universal approach to problem solving. What is particularly useful for gamification? In recent years, many leading commentators and experts have talked about the concept of design thinking. There are people like Roger Martin, Dean of Graduate Education at the University of Toronto, and David Kelly, who led the famous Silicon Valley product design company IDO. Arguing for style thinking should be a process that every company must strive to achieve a specific goal, and may not cover every detail of design thinking, but some of the core principles are especially enabling.

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Design Thinking:

So, what does design really mean? And often this is a synthesis of the different perspectives of many people who illuminate many basic aspects of design thinking. When you think about design, the most important thing is that it is the purpose, the goal. You are not just trying to create something beautiful. I am not trying to create a process that does a specific task. You are trying to achieve a certain goal. And everything in the process has to do with this goal. So, the goal is to build a game system because you want your employees to have more ideas for your company's innovations and promote this kind of innovation. Therefore, the design of a step-by-step system should constantly focus on achieving this goal.

The second aspect of design thinking is that it is people-centered. Design thinking is always striving for experience and trying not to forget what people really think. And this is not an experience where the player sees all the moving parts of the system on the surface. The third factor in design thinking is balance. The idea is to use analytical thinking from time to time and break things down into smaller pieces. We are trying to provide an algorithm that is a formal way to solve the problem. But sometimes we also have to be creative. Sometimes we want to guess intuition. Sometimes it is artistic, tasty, tasty and cannot be reduced to a formula. Design thinking is to balance the two.

With only analysis, only numbers, and just a formal quantitative structure, the process is too dry and formal. It doesn't really meet people's demands for experience, and you'll miss out on many opportunities for creativity and innovation. They're usually just because the formula is out of telling us. When a formal algorithm doesn't solve a problem, we usually use things like science, more ambiguous expressions, more ambiguous structures. Sometimes we don't have any science. We have individual examples of trying to combine and find patterns. Design thinking is to balance the two. Especially those who specialize in what's in the middle. Someone who specializes in what to do when there is data, but there is not enough data to provide a transparent, clean, structured algorithm. It includes what is often called Abductive reasoning.

Therefore, there is not enough information to evaluate. We don't fully know the answer, but there are rough guesses or explanations. Let's start with the simplest explanation we have and then draw a conclusion. That's the heart of design thinking. We make an intuitive jump.

Finally, design thinking is iterative. That said, he basically expects that we won't get it right the first time. We can't make a perfect system. We have to internalize the idea that trying, failing, learning, rethinking, and repeating from scratch means doing collective action multiple times, but over time this approach gets better. And this often seems to be a very important aspect of game design that can be a design habit. I don't think I'm making a game by sitting down and drawing art, repairing characters, making games. Start with a rough version of the sport. It's not that different from how you record something like a movie. Often they are pieces of encrypted paper that usually provide insights into the structural elements, mechanics, and mechanics that are most important in sports. Then he lends it to some people.

The Gamification Design Framework:

If you try from 0 to 60 and start over and immediately try to implement the game system, you will almost lose your vital aspect as a player. The experience will be similar. So repetition is a way to overcome it.

Here are some basic design guidelines as a process.

1 • Define business objectives

2 • Delineate target behaviors

3 • Describe you players

4 • Devise activity loops

5 • Dont forget the Fun

6 • Deploy the appropriate tools

The Gamification Design Framework

Step 1-Define and define your business goals. What is the purpose of this system? What is that goal? You need to focus on the design.

Second, what is the target action? What do you want people to do? The game is motivation. It's about getting people to do certain things. And you have to start with understanding what it is.

Third, describe the player. Human and player orientation is at the heart of design and design for gamification. So do you need an idea of who will use this? What do they like? How can the game system react to the different types of players? Then design your activity link. There are two types of loops that facilitate execution in the game system. We call this interactive link and progress relationship. This is where you make up the basic game aspect at the micro and macro level.

Fifth, don't forget to have fun. This goes back to the previous discussion of the idea of play. How important is fun, how difficult it is to define, but how to see certain types of features that make things interesting in different ways. Ironically, it's easy to overlook when making games. Because the game is about creating structures, rules, processes and systems to achieve the aforementioned goals. And those who follow this path are often pulled because they forget that this system should be interesting and fun in some way. Be aware of the player or not. Otherwise, you lose most of what makes the game potentially powerful. Finally expand. Use the right tool for the right job. Use the right elements and use the right structure to place them in the game system.

The Metrics Demystified:

Here are some examples of common analytics used in gaming, social gaming, and marketing.

The first is called DAU over MAU. DAU represents the average daily user. MAU represents average monthly users. And that's the relationship between these two numbers. First, what is the average number of users visiting your site per day? So this is commonly used for social games from companies like Zynga, Playdom, PopCap, etc. They want to see how often people come back. If you have a game that lets people come back and check every day, your daily figures will be pretty close to yours over a longer timeline. However, relationships change when the game doesn't play people often. This is why we put the MAU denominator here. MAU-What is the average total number of players visiting your website in a particular month? MAU is bigger because I can all say that my site in general had 10 million views in a month. However, many have come back many times. We are talking about real users, not total visits. So, while 10 million other people visited my site a month, the average daily visitor this month was only 2 million daily. Because not many people come in every day, and at least once a month. DAU to MAU ratio. So in this case, I have an average of 2 million users per day, the average number of users who visit my site this month is 10 million or more monthly, and 10 million citizens. 10 becomes 2. This is definitely 20%, 0.2. This relationship tells you how interesting the site is. If it's higher, close to 1, you'll have a more interesting website when all users return every day of the month. People come back more often. There is more participation. They don't just show, check something and don't come back. The lower the TWO, the more often people will appear, or will appear and leave again a few times, indicating less interesting sites. The second commonly used metric or analysis is often referred to as viral. Because people invite friends to play games or use the site. Relationships, i.e. the speed at which people communicate with others and those who visit your site

through these tips, indicate how viral your app is. If one person can speak to 20, 50 or 100 people, and these people speak very quickly to the same number of others, then you can get an explosive level of growth. Here's what I've seen recently on very successful viral apps like Pinterest and some social games like Zynga Games. Several people started using them, talked to a lot of friends about it, these friends talked to a lot of friends, and suddenly there was a huge user base. Viralism tells you how fast it happens.
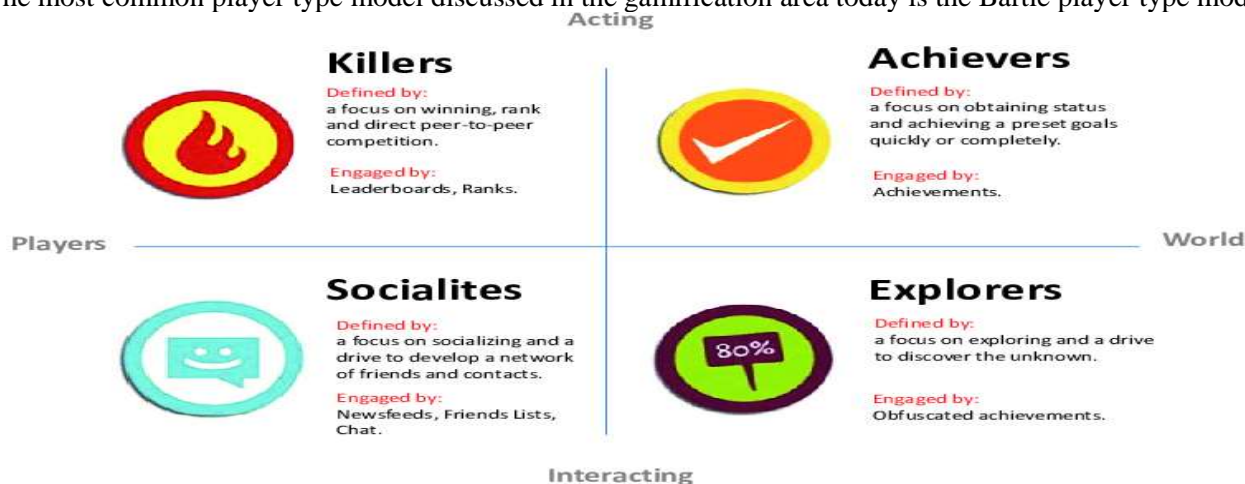
Finally, what you see on many gaming websites is the potential of a virtual economy. What activities are happening? If you have a point system, how many points are awarded per month? How many brands have you acquired? How many levels do people play? Tracking it over time allows you to see your level of engagement, interaction and interaction with your website and what people are doing. Do people usually get points? Are you at the bottom of the alignment curve, or at the top of the alignment curve? What does the usage diagram look like? All this tells a lot about how the system works. Deciding which metrics to collect is an important part of defining your website. So this provides a framework for the first two steps of the design process. This is basically a contextual approach to understanding what you want to do with this system.

Understanding the Players:

Who are the people who play the game or participate in the Battle Vision game? And I don't mean what they look like in the game. It looks like a horde of orcs, fairies and other strange monsters riding bears. In other words, what do you know about the player? It starts with standard types of measures such as demographics, age group, place of residence, etc. Income level. Any kind of indicator you want in standard market research.

And psychostatistics, what do you know about their behavior? What do they want to buy? What do they like? These are all useful for understanding gamers using gamification, just as they are useful in any other form of marketing or other spatial activity. You're trying to do something with a specific group of people, and in general you have to split rather than try to give everything to everyone. Because different subgroups will have different needs. This is all you need to get started and will be somewhat practical or accurate depending on the nature of your application. If this is a typical marketing position for outsourcing, then such information may already exist. It may not be useful if this is one of the other categories. But anyway, you can see what kind of people are here. It is very important to know that the participants in this system are for example a group of employees, not a group of customers. OK. So, how do you define the different types of players in your game system?

The most common player type model discussed in the gamification area today is the Bartle player type model.

Acting

Killers
Defined by:
a focus on winning, rank and direct peer-to-peer competition.

Engaged by:
Leaderboards, Ranks.

Achievers
Defined by:
a focus on obtaining status and achieving a preset goals quickly or completely.

Engaged by:
Achievements.

Players   World

Socialites
Defined by:
a focus on socializing and a drive to develop a network of friends and contacts.

Engaged by:
Newsfeeds, Friends Lists, Chat.

Explorers
80%
Defined by:
a focus on exploring and a drive to discover the unknown.

Engaged by:
Obfuscated achievements.

Interacting

Bartle's classification of players.

You interact with these things on top, and interact with these things below. Therefore, he called players who want to influence the success of the world. These are people who want to achieve something to overcome some obstacles. People who want to interact with the world called researchers. These are the people who want to see what is possible in the game and explore the whole area. At the bottom, there are people who care about the player, not the world, but there are people who want to interact with these players. Bartle called it a socializer. So here are the players who are particularly involved in interacting with others. Finally, Bartle's most controversial category was those that affected other players and called them Killers. Killers are usually portrayed as people who don't want to win the game because they're good people, but want to bully others.

So Bartle identified four categories. You can think about how to use it in potentially wrong situations. Important warning: this does not mean that we are all born in one of these fields.

The Loops:

In terms of loops, you can think of the basics of the game in the game system. In particular, we will look at two types of activity cycles in games, especially game systems, which are called interaction cycles and sequence cycles. The interaction loop works at the micro level, which is the task of individual users. Sequence cycles operate at a macro level in a wider structure of activity, throughout the game.

Engagement Loop

The first is the interaction cycle. And this is an endless process from the advent of the first ascension, and the game gives the user a reason to do, motivate and act to overcome problems. Going and doing something in the game. And if the motivation is strong enough and effective, it will lead to action. Maybe not, and at this point Link dies, but another stimulator appears. And at that moment, the user is taking action. They want points to be rewarded. So they spend their time on this part of the site. This is an action. And then the user gets feedback. It emphasizes the importance of getting clear, direct and instant feedback on what users are doing. Record the points earned. Given the level of their work, this in itself becomes a driving force.

Progression Loop

We can also take a broader look at how the game system evolves through the so-called sequencing cycle, and we will now basically go back from individual actions and motivations and look at the whole structure of what. It happens to users of the site. There are a number of relatively small tasks that are part of a larger task at the level that is usually performed when designing a game. So, I don't want to tell players, "Start here and work all the way." Because it looks overwhelming. Say this is your main goal. However, you can do this with a few specific steps. These are the missions we offer you and are usually part of some side quests. And overall, the goal of the game is to go from start to finish. So this is a kind of cycle of progress. Through a series of intermediate steps that are efficiently balanced from start to finish, the user feels above all the lightness of individual steps. The next step is ahead. It also justifies beyond the ultimate scope and potential of the goal. Another way to think of this as a player journey. From beginners, beginners to champions, player development in games usually happens through good and bad things in the game. So, the first step is to adapt, that is, learn someone as quickly and efficiently as possible within the game itself. Take them to the point where they learn the basics of the game themselves. And then you start to climb to a higher level and at some point, you will rest. It's always too hard to go uphill and people get tired. So, we gave them a break and the difficulty was reduced. And it rises again, collapses, rises again, and at some point, we move on to the puzzle. So, this is usually a shareable previous point to the next major level or general segment of the game, and an opportunity for real achievements, real achievements, and skill demonstrations in this part of the game.

The final element in your gamification design work is to have fun in mind and use the right tools. Now, you might think it's obvious that the game system is fun, but it seems that this goal is often overlooked when people get lost to build a game combat system. Especially when it comes to systems like PBL, it focuses more on the types of behavioral cycles of motivation for specific actions and specific responses to stimuli received by humans. It's easy to forget that

this or one of the most important points here is that this is a game. This is what attracts people because they have fun. And often I wonder why someone needs this? Is it really fun? Can you think of a way to make this idea more interesting? More complaints, problems, surprises, pleasures and everything we relate to fun.

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