colleagues
friends
management department
IT department
socializer
achieved
explorer
tactical

attracted to the social aspects
focus on obtaining some level of success
seeks out the thrill of discovery
love the opportunity to compete (and beat) the other
Win

Achiever

Focus on obtaining some level of success

Socializer

Attracted to the social aspects of life

Friends

management department

IT department

Tactician

The other (and beat) loves the opportunity to compete (and beat)

Explorer

Seeks out the thrill of discovery

Colleagues

Interested in achieving goals

People
creativity  collaboration  competition  social interaction  learning  content creation  new service/product  engagement
Learning

Content creation

Product/new service

Engagement

Creativity

Collaboration

Competition

Social interaction
expectations

online/offline

strategy

enjoyment/fun

recognition/status

feedback

positive emotions
expectations
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methods/tools

- personas
- brainstorming
- survey
- questionnaire

methods/tools

- diary
- prototyping
- qualitative methods
- quantitative methods
co-creation

customer journey mapping

design scenarios

focus groups

storyboard

empathy map

affinity map

stakeholder map
<table>
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<th>Method/Tool</th>
<th>Description</th>
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<td>Co-creation</td>
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<td>Stakeholder map</td>
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SWOT analysis

Software
rewards

monetary rewards

random rewards
random rewards
surprise and delight people with unexpected rewards

fixed rewards
reward people based on defined actions and events

time dependent rewards
events that happen at specific time or are only available for set period of time

task rewards
you get the reward when you start a task

engagement rewards
you get the reward when you start a task

performance rewards
you get the reward if you do the task well
Rewards

**Time Dependent Rewards**
- Available for specific time or only events that happen at specific times.

**Task Rewards**
- You get the reward when you start a task.

**Performance Rewards**
- Reward people based on defined actions and events.
- Reward people with unexpected surprise and delight.

**Random Rewards**
- Random rewards.

**Monetary Rewards**
- You get the reward when you start a task.

**Fixed Rewards**
- Rewards on defined actions and events.
- Rewards people based on defined actions and events.
completion rewards
you get the reward if you do the task well

progress bars

points

badges

leaderboards

peer recognition

contest

system/platform
completion
you get the reward if you do the task well

recognitions
peer

contest

platform/system

leaderboards

peer recognition

progress bars

points

badges

rewards

resources
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