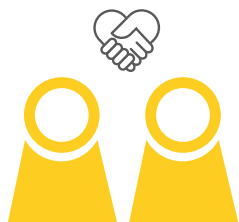


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people



colleagues

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people



friends

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people



management
department

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people

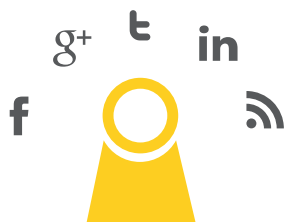


IT
department

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people



socializer

attracted to the social
aspects

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people



achiever

focus on obtaining
some level of success

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people



explorer

seeks out the thrill of
discovery

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people

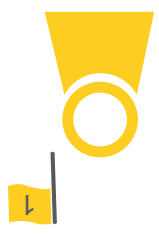


tactical

love the opportunity to
compete (and beat)
the other

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love the opportunity to compete (and beat) the other



tactical



people

seeks out the thrill of discovery

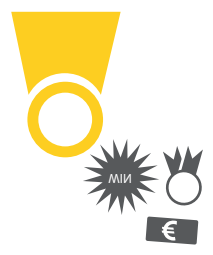


explorer



people

focus on obtaining some level of success



achiever



people

attracted to the social aspects



socializer



people

IT department



people

management department



people

friends



people

colleagues



people

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user

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student

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employee

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business partner

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registered users

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members

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administration

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industrial partner

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people

business partner



people

administration



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employee



people

members



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student



people

registered users



people

user



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expectations



creativity

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competition

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**new service/
product**

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engagement

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product



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learning



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interaction



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competition



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collaboration



expectations

creativity



expectations

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expectations



**online/
offline**

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strategy

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expectations



**enjoyment/
fun**

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expectations



**recognition/
status**

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feedback

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**positive
emotions**

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expectations



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expectations



**recognition/
status**



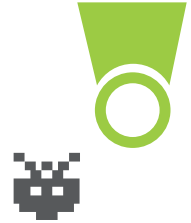
expectations



expectations



**enjoyment/
fun**



expectations



**positive
emotions**



expectations



strategy



expectations



feedback



expectations



**online/
offline**



expectations



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personas

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methods/ tools



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methods/ tools



survey

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methods/ tools



questionnaire

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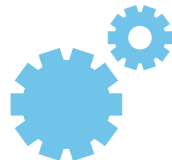


diary

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methods/ tools



prototyping

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methods/ tools



**qualitative
methods**

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methods/ tools



**quantitative
methods**

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quantitative methods



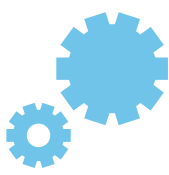
methods/ tools

qualitative methods



methods/ tools

prototyping



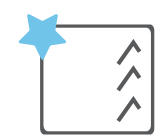
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diary



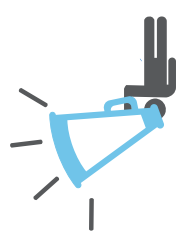
methods/ tools

questionnaire



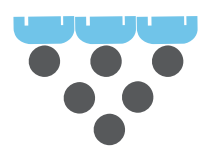
methods/ tools

survey



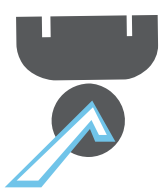
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brainstorming



methods/ tools

personas



methods/ tools

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methods/ tools



co-creation

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**customer
journey
mapping**

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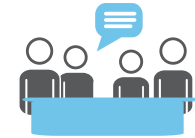


**design
scenarios**

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focus groups

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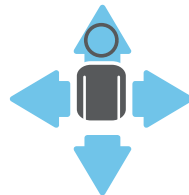


storyboard

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methods/ tools



**empathy
map**

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**affinity
map**

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**stakeholder
map**

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stakeholder map



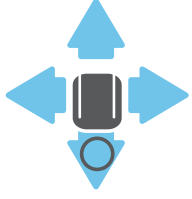
methods/ tools

affinity map



methods/ tools

empathy map



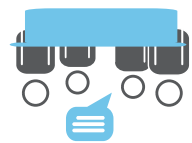
methods/ tools

storyboard



methods/ tools

focus groups



methods/ tools

design scenarios



methods/ tools

customer journey mapping



methods/ tools

co-creation



methods/ tools

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**SWOT
analysis**

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resources



rewards

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**monetary
rewards**

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random rewards
random rewards
surprise and delight
people with unexpected
rewards

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fixed rewards
reward people based
on defined actions and
events

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

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resources



task rewards
you get the reward
when you start a task

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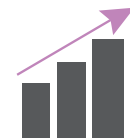


**engagement
rewards**
you get the reward
when you start a task

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

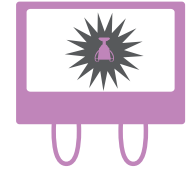
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performance rewards
if you do the task well
you get the reward



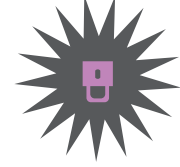
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fixed rewards
reward people based on defined actions and events



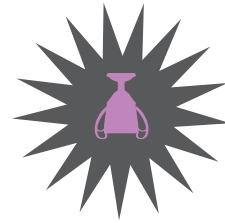
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engagement rewards
you get the reward when you start a task



resources

random rewards
random rewards surprise and delight people with unexpected rewards



resources

task rewards
you get the reward when you start a task



resources

monetary rewards



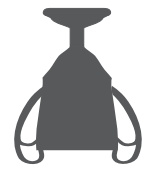
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time dependent rewards
events that happen at specific time or are only available for set period of time



resources

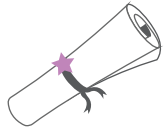
rewards



resources



resources



completion rewards

you get the reward if you do the task well

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resources



progress bars

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resources



points

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resources

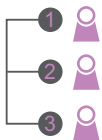


badges

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resources



leaderboards

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resources

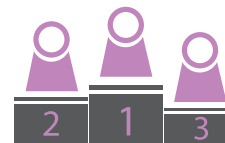


peer recognition

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resources



contest

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resources



system/ platform

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system/ platform



resources



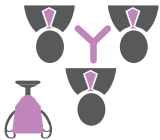
contest



resources



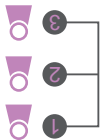
peer recognition



resources



leaderboards



resources



badges



resources



points



resources



progress bars

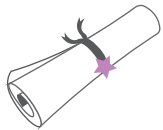


resources



completion rewards

you get the reward if
you do the task well



resources



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story

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theme/
topic

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rules

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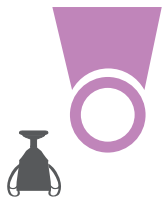


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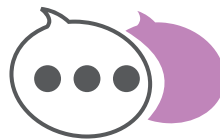
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topic



rules



scenario/
story



policies



documents



resources



resources



resources



resources



social network



resources



resources



resources



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