Analyse van een game of applicatie volgens het Octalysis-raamwerk van Yu-Kai Chou

http://yukaichou.com/gamification-examples/octalysis-complete-gamification-framework/

Tool: http://www.yukaichou.com/octalysis-tool/

Met het Octalysis-raamwerk kun je "core drives" of motivationele factoren van een game of applicatie in kaart brengen. Door een analyse van deze factoren kun je games vergelijken, sterke en zwakke punten beter begrijpen en bij het ontwerpen van een game deze beter laten aansluiten op de doelgroep.


De online tool http://www.yukaichou.com/octalysis-tool/ past de score in het model direct aan en geeft feedback op de verhouding van de factoren. Bij elke factor staat de uitleg van de factor.

Kies bij voorkeur een game of applicatie waar je al enigszins mee bekend bent.

The 8 Core Drives of Gamification

1. Epic Meaning & Calling

Epic Meaning & Calling is the Core Drive where a player believes that he is doing something greater than himself or he was “chosen” to do something. A symptom of this is a player that devotes a lot of his time to maintaining a forum or helping to create things for the entire community (think Wikipedia or Open Source projects). This also comes into play when someone has “Beginner’s Luck” – an effect where people believe they have some type of gift that others don’t or believe they were “lucky” to get that amazing sword at the very beginning of the game.

2. Development & Accomplishment

Development & Accomplishment is the internal drive of making progress, developing skills, and eventually overcoming challenges. The word “challenge” here is very important, as a badge or trophy without a challenge is not meaningful at all. This is also the core drive that is the easiest to design for and coincidentally is where most of the PBLs: points, badges, leaderboards mostly focus on.

3. Empowerment of Creativity & Feedback

Empowerment of Creativity & Feedback is when users are engaged in a creative process where they have to repeatedly figure things out and try different combinations. People not only need ways to express their creativity, but they need to be able to see the results of their creativity, receive feedback, and respond in turn. This is why playing with Legos and painting are fun in-and-of themselves and often become Evergreen Mechanics, where a game-designer no longer needs to continuously add more content to keep the activity fresh and engaging.

4. Ownership & Possession

This is the drive where users are motivated because they feel like they own something. When a player feels ownership, she innately wants to make what she owns better and own even more. Besides being the major core drive for wanting to accumulate wealth, this deals with many virtual goods or virtual
currencies within systems. Also, if a person spends a lot of time to customize her profile or her avatar, she automatically feels more ownership towards it too. Finally, this is also the core drive that makes collecting stamps or puzzle pieces fun.

5. Social Influence & Relatedness

This drive incorporates all the social elements that drive people, including: mentorship, acceptance, social responses, companionship, as well as competition and envy. When you see a friend that is amazing at some skill or owns something extraordinary, you become driven to reach the same level. Also, it includes the drive we have to draw closer to people, places, or events that we can relate to. If you see a product that reminds you of your childhood, the sense of nostalgia would likely increase the odds of you buying the product. This Core Drive is relatively well-studied too, as many companies these are days are putting a lot of priority on optimizing their online social strategies.

6. Scarcity & Impatience

This is the drive of wanting something because you can't have it. Many games have Appointment Dynamics within them (come back 2 hours later to get your reward) – the fact that people can't get something right now motivates them to think about it all day long. This is the Core Drive utilized by Facebook when it first started: at first it was just for Harvard. Then it opened up to a few other prestigious schools, and eventually all colleges. When it finally opened up to everyone, many people wanted to join because they previously couldn’t get in it.

7. Unpredictability & Curiosity

Generally, this is a harmless drive of wanting to find out what will happen next. If you don’t know what's going to happen, your brain is engaged and you think about it often. Many people watch movies or read novels because of this drive. However, this drive is also the primary factor behind gambling addiction. Also, this core drive is utilized whenever a company runs a sweepstake or lottery program to engage users. The very controversial Skinner Box experiments, where an animal irrationally presses a lever frequently because of unpredictable results, are exclusively referring to the core drive of Unpredictability & Curiosity, although many have misunderstood it as the driver behind points, badges, and leaderboard mechanics in general.

8. Loss & Avoidance

This core drive is based upon the avoidance of something negative happening. On a small scale, it could be to avoid losing previous work. On a larger scale, it could be to avoid admitting that everything you did up to this point was useless because you are now quitting. Also, opportunities that are fading away have a strong utilization of this Core Drive, because people feel like if they didn’t act immediately, they would lose the opportunity to act forever.