

Ultra Light Startups

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Gaming Dynamics & Marketing

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Overview

- Examples
- Making apps fun. Measuring fun
- Building a game vs. “gamifying” an app
- Retrofitting vs. designed from inception
- Gaming in a business context
- Gaming as a part of a marketing mix



Gaming Terms

- Quests / missions
- Soloing vs. group questing
- Crafting
- The Bartle Player types
 - Achievers
 - Explorers
 - Socializers
 - Killers

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Motivating Behavior

- Behaviors to incent
 - Examples
 - Retention, referral, engagement
 - How many behaviors to incent
- Measurement
 - What to measure?
 - Good signs/bad signs
- Gaming and revenue
 - Buying points/credits | spending points/credits
 - Virtual currency; Facebook credit
- Perpetual games
 - motivating players in all stages

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Mechanics

- Badges
- Points / virtual currency
- Rankings / leaderboards
- Progress bars
- Contests (deadline driven)
- Physical prizes

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