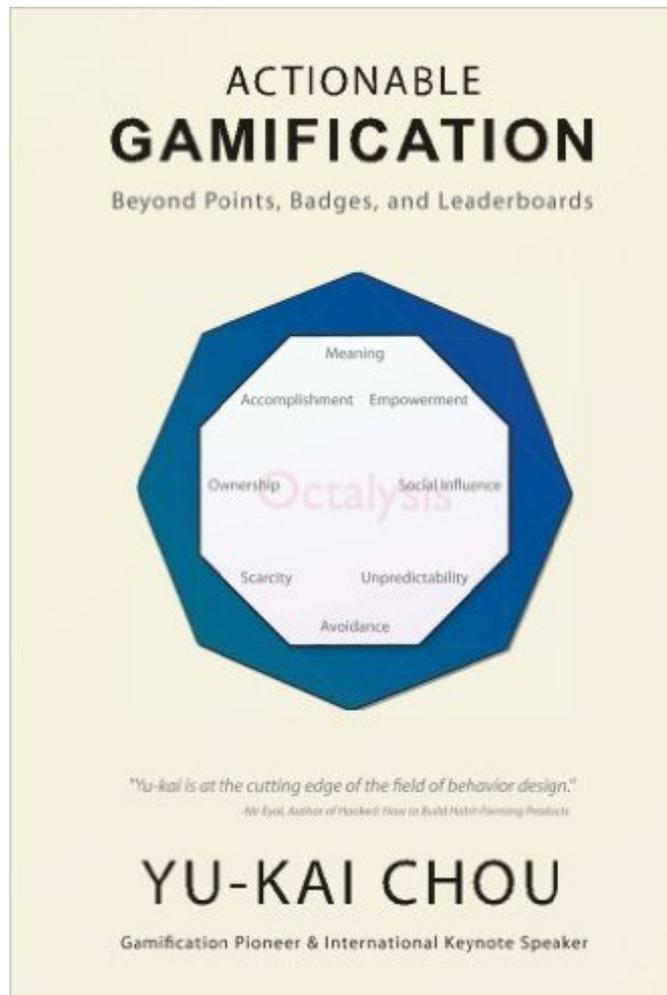# Actionable Gamification – Beyond Points, Badges, And Leaderboards

Synopsis

The new era of Gamification and Human-Focused Design optimizes for motivation and engagement over traditional Function-Focused Design. Within the industry, studies on game mechanics and behavioral psychology have become proliferate. However, few people understand how to merge the two fields into experience designs that reliably increases business metrics and generates a return on investment. Gamification Pioneer Yu-kai Chou takes reader on a journey to learn his twelve years of obsessive research in creating the Octalysis Framework, and how to apply the framework to create engaging and successful experiences in their product, workplace, marketing, and personal lives.

Book Information

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Customer Reviews

This book is probably the most important and well researched guide to Gamification that is on the market today. If you think Gamification is about gaming stuff them you are dead wrong. It's about how your brain works and is motivated.I interviewed Yu-kai for the Business Book Talk Podcast and his understanding and depth of knowledge kept me on the edge of my studio seat for over 45 minutes. This is probably one of the best values on today if you are a business manager, marketing expert or entrepreneur. I can't wait for his next book.

I don't normally write reviews, but I bought this book and I absolutely adore it.I am an educator who wanted to try to revitalize his classroom. I had bought a few books about gamification, and

"Actionable Gamification" stood out fast and far. The other books I got were vague and not helpful. Chou's book gives evidence, cites sources, and lists tangible ways to gamify any project you might be working on. It reads like a how-to manual, rather than some worthlessly optimistic, airy theoretical text.Chou begins by explaining that there are 8 useful motivating forces, or reasons anyone does anything at all; which Chou calls "Core Drives." Each chapter after this point focuses specifically on one of these forces, how you can use them to your advantage in your projects, and how, if abused, they can be a detriment to your project. He then lists several techniques for that core drive, wraps up the chapter with a thought exercise and a tie in to his website, and moves on to the next core drive.The book is incredibly easy to understand, well paced, and fun to read. I am excited to use what I learned in this book to go make lesson plans. :)

I'm still not even all the way through but I've gained so, so much from this book. Yu-kai Chou is the absolute EXPERT on this topic and also has led an interesting life in general. His passion for gamification and how real people can use it emanates from every page, and the Octalysis framework is possibly the most interesting and detailed system I've ever read about, on any topic, ever. (And I studied physics, computer science, and business in college!)As a marketer, copywriter, and storyteller who has basically "heard it all" in terms of psychological triggers, this book continues to astound me and help me level up (pun intended) my mastery of so many functions of my daily workâ"creating, selling, publishing, and more. Highly recommended.

Wow!! This is one of the best reads in recent times for me, a very practical book that shows how to apply gamification in real world. Yu-Kai Chou sets up a strong foundation thru the concepts such as human focused design and 8 motivators for a human being to take action (Octalysis framework). He illustrates this framework by applying to some of the most popular sites and games. He then takes the readers thru an excellent deep dive of these 8 motivations with 50+ gaming techniques sprinkled throughout the book with examples.The concepts have great applicability in workplace as well as designing new products. Look forward to learn and apply some of these techniques further!!

Gamification Pioneer Yu-kai Chou is one of the most unique thaumaturgists in our emerging field of gamification. He is an extraordinary thought leader, and has a great sense of humour...hie is the instigator of an eclectic funification trend in business and in higher education. His book is a must read! No Apprentice, Fellowcraft, or Master should be without a copy!

This book is revolutionizing how I deliver instruction and design apps. I say "revolutionizing" quite deliberately, as Chou's work has sent me off on an ongoing quest, a journey of re-evaluating and re-imagining just about everything I thought I knew about education and how to motivate learners. As someone who has for years prided herself on delivering high-quality, innovative education - both in the past as a training officer for first responders and now as a software developer and STEAM educator - that is saying something.It is exciting to see such a sound conceptual approach coupled with a well-defined method to apply those insights. Chou's work takes one well beyond the often superficial applications of gamification that plague the business and education fields and vaults us into a whole new territory. Be prepared to explore a place where play and a sense of wonder make all the aspects of everyday life into opportunities for growth and positive change, where stories and humor make learning deep psychological concepts a joy, and where there is no war between business metrics and developing human potential.I cannot recommend this book highly enough. Read it. Dig into its depths. Apply it. And watch your own and other people's creativity and abilities bloom.

Don't hesitate to buy this Book. Based on reading this, my Company - SocialQpon Inc - hired Yu-Kai to design our game experience for QponQrush.Yu-Kai is a trusted advisor, with deep experience of the "gaming topography" and his framework - Octalysis gave us a process for making decisions on the key features in QponQrush based on what motivates our Customer (see 8 Core Drives).Yu-Kai designed our game around the key Business Metrics that we wanted to optimize.If your looking for the best, then hire Yu-Kai. If your looking to read a Book about the topic, then buy his Book.Paul TaylorCEO/SocialQpon

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