

Introduction

In this model, there are six types of user described (at a basic level). There are four basic intrinsic types; Achiever, Socialiser, Philanthropist and Free Spirit. They are motivated by Relatedness, Autonomy, Mastery and Purpose [2][3] – RAMP. The other two types, whose motivations are a little less black and white are Disruptor and Player. The images below show the basics.

<http://www.gamified.uk/user-types/>

types of user described

Socialisers are motivated by Relatedness. They want to interact with others and create social connections.

Free Spirits are motivated by Autonomy and self-expression. They want to create and explore.

Achievers are motivated by Mastery. They are looking to learn new things and improve themselves. They want challenges to overcome.

Philanthropists are motivated by Purpose and Meaning. This group are altruistic, wanting to give to other people and enrich the lives of others in some way with no expectation of reward.

Players are motivated by Rewards. They will do what is needed of them to collect rewards from a system. They are in it for themselves.

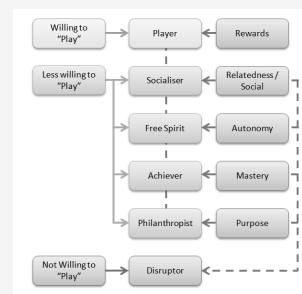
Disruptors are motivated by Change. In general, they want to disrupt your system, either directly or through other users to force positive or negative change.

Framework

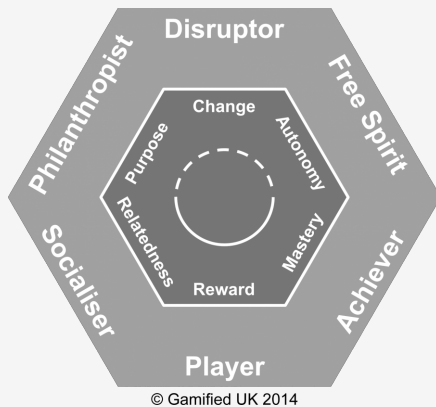
Players are happy to “play” your game, where points and rewards are up for grabs. Disruptors want nothing to do with it and the others need a bit more to keep them interested. This looks a bit like this

The point of these types is to give gamification designers a simple framework to think about the types of people they may have using their system. It is essential to keep in mind that people can not be broken down into simple categories like this, they will likely display most if not all of these traits in varying degrees. You need to design to encourage the behaviours that will give your system the best outcome, whilst engaging users. These types can help with that.

Willingness to Play



Gamification User Types



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Not published yet.
 Last updated 18th September, 2016.
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