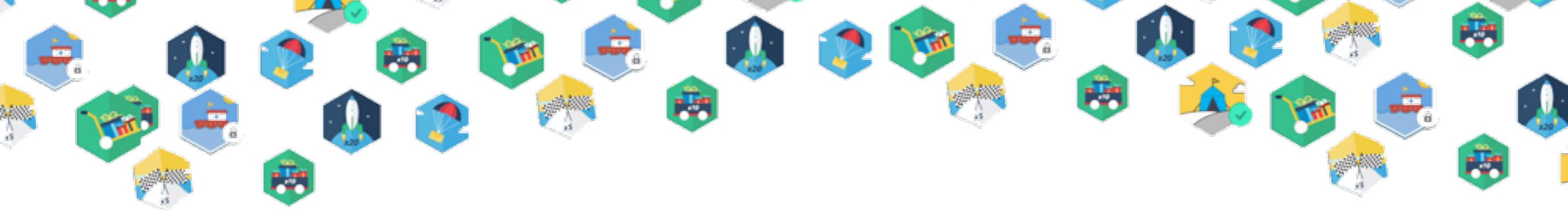




# THE COMPLETE GAMIFICATION GLOSSARY



# Here at Captain Up we have created a Gamification Glossary just for you!

**In todays world Gamification is a big deal.**  
It is rapidly changing the way we interact with our world.

Gamification makes learning fun.

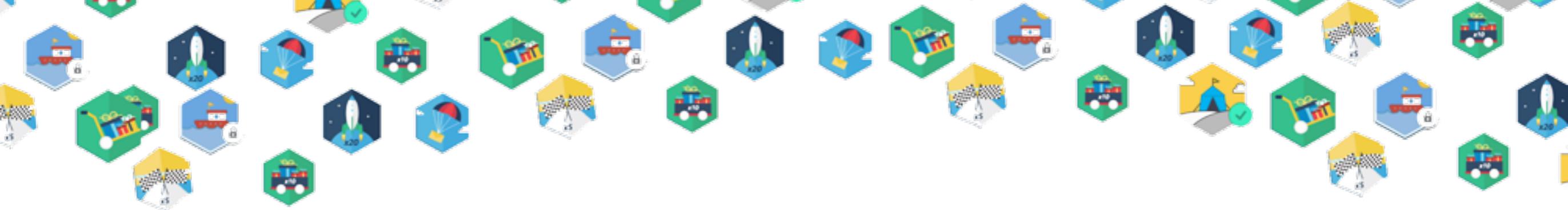
It encourages active participation and engagement and allows for direct, immediate feedback. FourSquare and eBay have hit the nail on the head. They have Gamification built into their core DNA and have used it heavily to drive business.

**Foursquare** uses badges to motivate users, and **eBay** implements two prominent game mechanics being auction and status. If these guys have scored big with Gamification, we all can.

Gamification has proved to be incredibly effective at engaging and motivating people to change their behaviours. If you can get your customers to engage with your product, have fun, and feel good, you are on the road to success.

**This gift includes all the Gamification terminology you need to know to be on your way to becoming a Gamification Guru.**

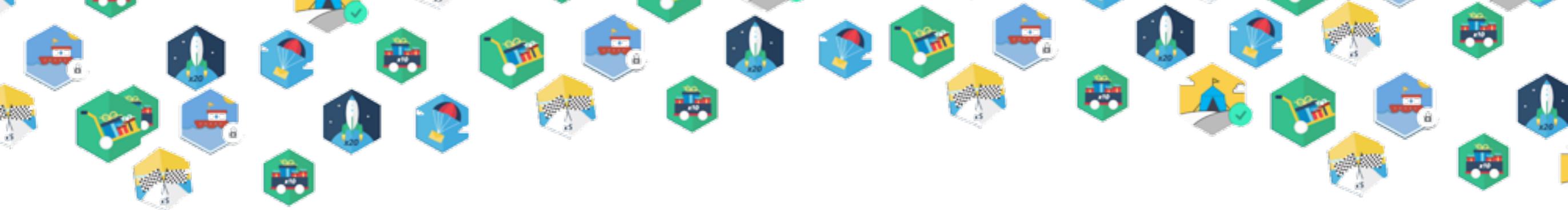
Lets get started!



# Gamification

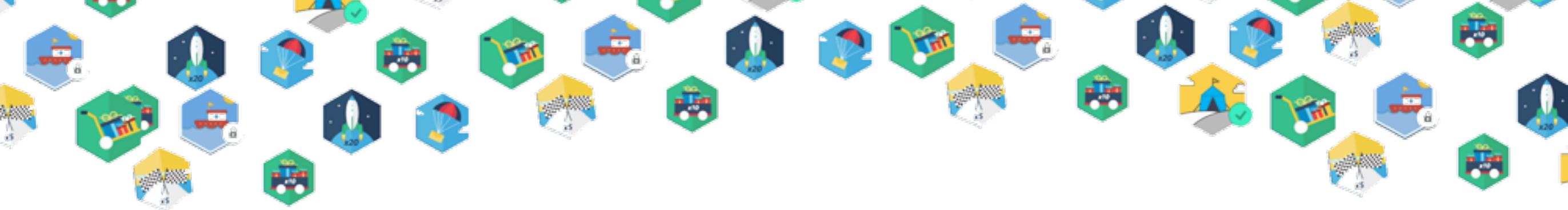
Applying elements of game mechanics such as badges, rewards, and points to encourage engagement with a product or service in non-game contexts

“Gamification is exciting because it promises to make the hard stuff in life fun” (Oxford Dictionary)



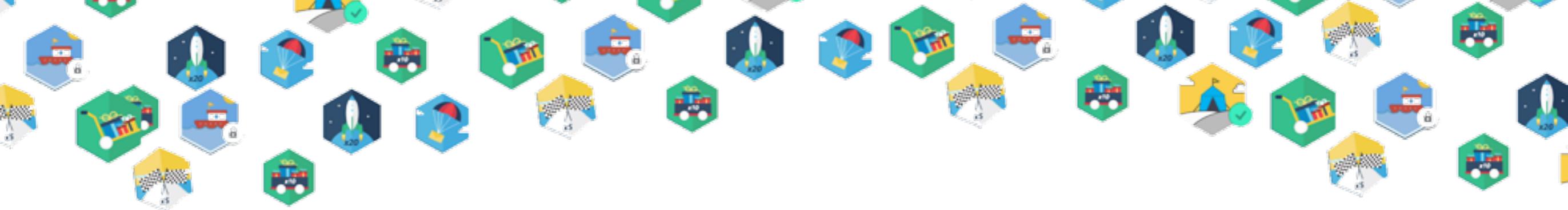
# Game mechanics

Constructs of rules designed for interaction with the game state, providing gameplay.



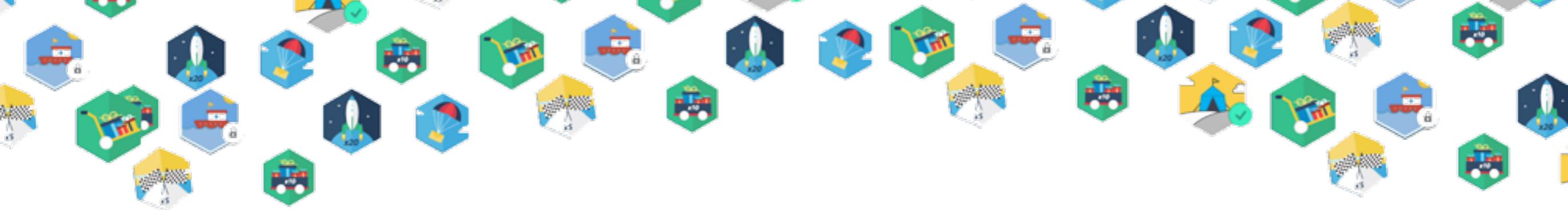
# Game Dynamics

These can be described in terms of our desires. Humans all have a desire to be recognized and achieve success these are the game dynamics that take place when playing games.



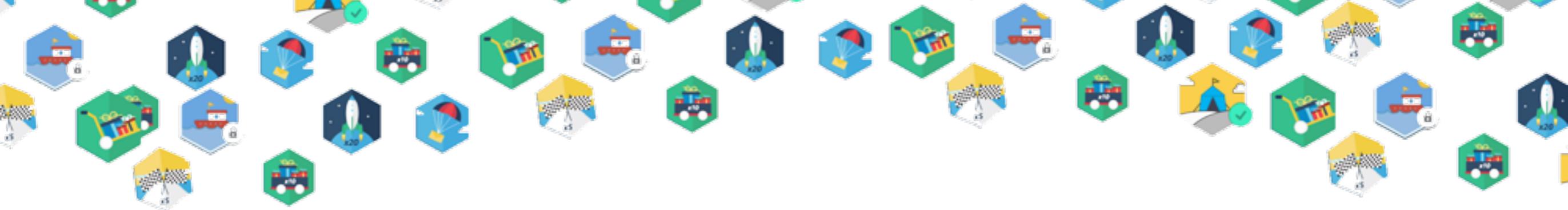
# Game elements

These are components taken from games such as missions, points, badges, and leader boards



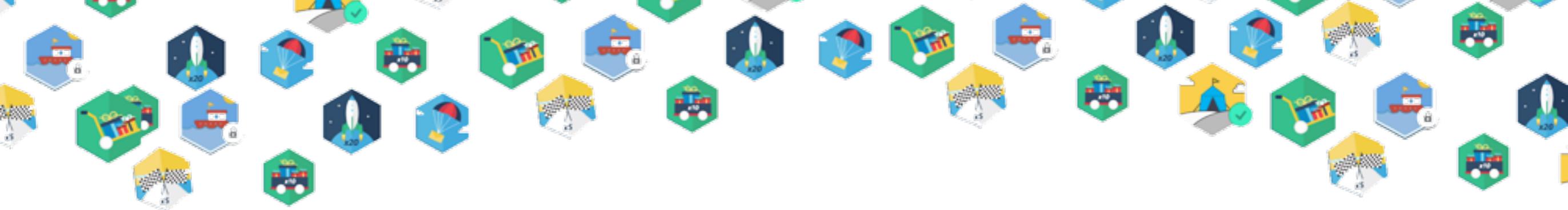
# Game Aesthetics

The beauty of the game for example the graphics, images, and fonts.



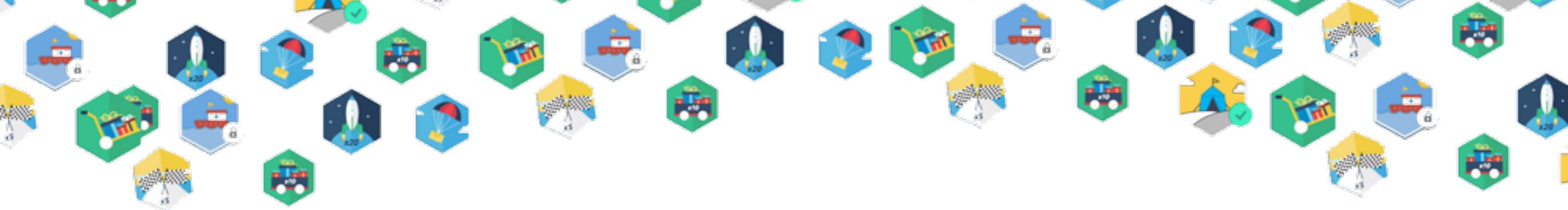
# Points & Badges

These are among the most visible elements of Gamification. They mark achievement, encourage users to continue and make them feel motivated.



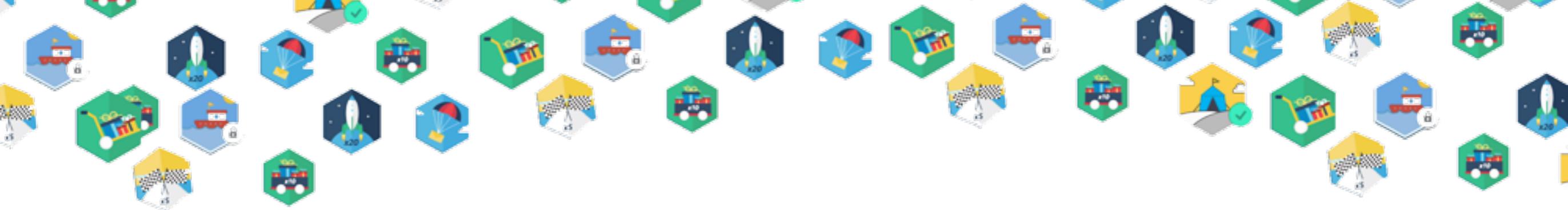
# Extrinsic Motivation

Anything you do to obtain something whether it be badges, points, money, recognition is extrinsic motivation. It refers to the motivation that comes from outside an individual.



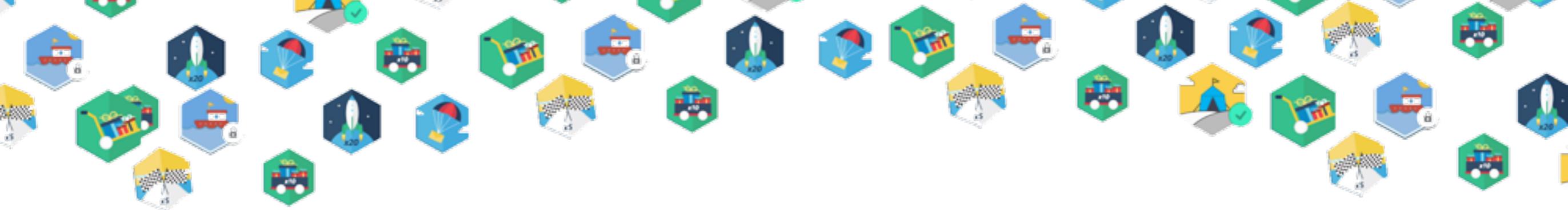
# Intrinsic Motivation

Anything you do because it FEELS good is intrinsic motivation, even if you do not make any progress at all. For example listening to a joke or hugging a loved one.



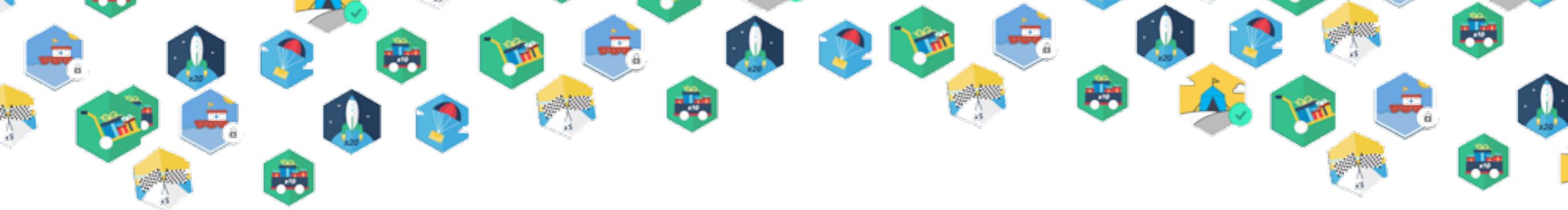
# Leaderboards

Leaderboards show where players are ranked in a gamified system. They are implemented to show which players have achieved the most.



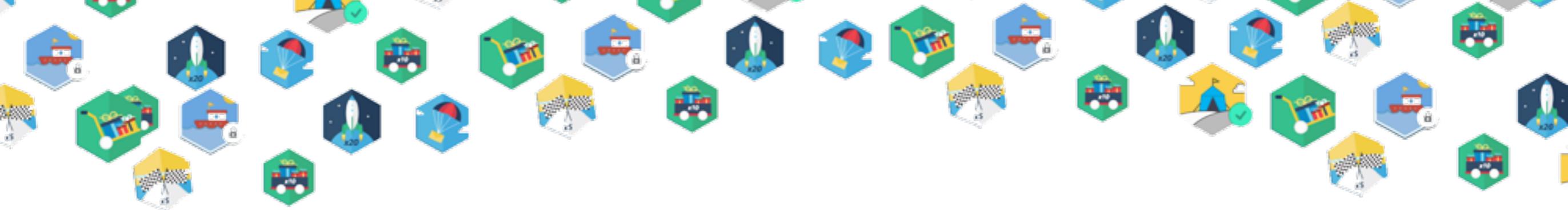
# Engagement

Engagement is an essential element of the player experience. When users are engaged they feel motivated to succeed and continue.



# Loyalty

Once users feel a sense of loyalty they will keep returning.  
You have to make them feel special enough to do so.



# Activity Loop

The "loop" means a set of actions that users are motivated to come back again and again for.

We hope this has been useful for you!  
Now you have a perfect list of Gamification terms  
Right at your finger tips!

**SIGN UP  
TO CAPTAIN UP  
INCREASE  
ENGAGEMENT & LOYALTY  
ON YOUR SITE!**

**START NOW**

