











Recherche Gamification

Different Gamification User Types according to Marczewski

User Type	Motivation	Characteristics	Implementation in our app
 Socializer	Relatedness	<p>Has the need to connect with other people</p> <ul style="list-style-type: none"> • Social Network Functions • Teams to play in • Social Pressure 	Team ranking 
 Free Spirit	Autonomy	<p>Has the need to feel independent or free</p> <ul style="list-style-type: none"> • Exploration • Easter eggs (hidden “feature”) • Creativity • Make Decisions/Choices 	
 Achiever	Competence	<p>Has the need to learn new skills and develop expertise</p> <ul style="list-style-type: none"> • Levels • Learnings/New Skills • Unlock Stuff 	plant a Tree 
 Philanthropist	Purpose	<p>Has the need to feel a greater meaning or to feel altruistic</p> <ul style="list-style-type: none"> • Meaning • Care Taking 	More environmentally conscious thinking is encouraged 
 Players	Rewards	<p>Has the need to feel acknowledgement</p> <ul style="list-style-type: none"> • Leaderboards • Rewards • Achievements 	Scoreboard 
 Disruptor	change	<p>Has the need to disrupt the system</p> <ul style="list-style-type: none"> • possibility to change • Change the System positive and negative 	