

Actionable Gamification Beyond Points Badges And Leaderboards By Yu Kai Chou

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"Pressestimmen 'Yu-kai is at the cutting edge of the field of behavior design.'-Nir Eyal, Best Selling Author of *Hooked: How to Design Habit-Forming Products* 'Yu-kai's Octalysis framework brilliantly explains the intricate relationships between human behaviors and their inner drives. Accompanied by numerous application examples, Octalysis is the turnkey for gamification in any product and service design.'-Dr. Jianming Dong, Chief User Experience Architect, Huawei 'I've been following Yu-kai's work on gamification for years and have enjoyed his deep insights and actionable recommendations. Octalysis is a powerful and pragmatic framework to understand human nature and positive motivators that encourage people to do their best work. It's great that Yu-kai was able to capture his thoughts into this framework and can share it with others through this book. It should be required reading for anyone building, managing, or collaborating with a team, community, or ecosystem.'-Susie Wee, VP and CTO of Networked Experiences at Cisco Systems Yu-Kai is the real deal. His experience, expertise and passion make this a must read for those looking to grasp the possibilities available through applied gamification. --Jeff Gates, former counsel to U.S. Senate Committee on Finance and author of *The Ownership Solution, Democracy at Risk, Guilt By Association*. Yu-kai's Insights were instrumental in helping Lucky Diem supercharge our client La Quinta's bookings per user by 206% and incremental revenue per user by \$157 (132% Lift) against the control group. Being able to achieve a viral coefficient of 530%, I would recommend any business to work with Yu-kai and learn his Octalysis Framework. --Andrew Landis, Founder & CEO of Lucky Diem Yu-kai's reputation precedes him in the field of gamification. His Octalysis framework is both elegantly simple and intricately complex. His book is not only extrinsically rewarding to read, but intrinsically motivating to apply; it's wickedly effective, and yet divinely true. Octalysis brilliantly unified all these seemingly conflicting aspects of gamification into a single cohesive framework with a hidden twist in the middle of it it s sensational. --Michael Wu, Chief Scientist of Lithium Über den Autor und weitere Mitwirkende Yu-kai Chou is an Author and International Keynote Speaker on Gamification. He is the Original Creator of the gamification framework: Octalysis, and the

author of Actionable Gamification: Beyond Points, Badges, and Leaderboards. He is the Founder of The Octalysis Group and has been a regular speaker/lecturer on gamification worldwide, including at organizations like Google, Stanford University, LEGO, TEDx, SxSW, Gamified India, Huawei, the Innovation Center in Denmark, Kingdom of Bahrain, and many more. Yu-kai was one of the earliest pioneers in Gamification, starting his work in the industry in 2003. In 2015, Yu-kai was rated #1 among the 'Gamification Gurus Power 100' by RISE, and was also awarded 'Gamification Guru of the Year Award' for both 2014 and 2015 by the World Gamification Congress based in Europe. He has helped a variety of companies, from seed stage startups to Fortune 500 companies such as LEGO, Accenture, eBay, Huawei, Fidelity, AIG Japan, Verizon, HP, Ericsson, Cisco, Wells Fargo, and more. His work has been featured in Forbes, The Wall Street Journal, The World Journal, Business Insider, PBS, and many more. Yu-kai is a follower of Christ, and his other hobbies include playing/teaching chess, writing/playing string quartet pieces, writing Chinese novels, rating high quality movies, though he rarely has time for these hobbies."

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Leaderboards game technique 3 leaderboards is a game element where you rank users based on a

set of criteria that is influenced by the users behaviors towards the desired actions what users need is urgent optimism another term coined by jane mcgonigal where the user feels opti

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