



Actionable Gamification - Beyond Points, Badges, and Leaderboards

Yu-kai Chou

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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.

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