

GAMIFICATION FRAMEWORK

A customer journey for a playful environment.

Project name:

Design by:

Design for:

Date:

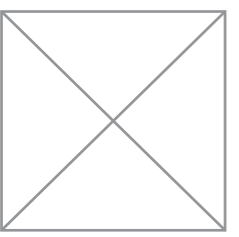
Trigger level

Like level

Love level

Conversion

User X
(hard to reach)



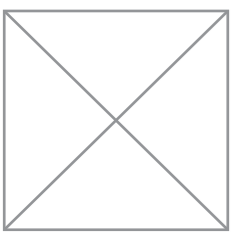
Short description
of the users' background

Needs/Mission

*Main
Functionalities*

*Gamified
Solutions*

User Y
(normal to reach)



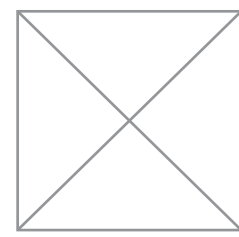
Short description
of the users' background

Needs/Mission

*Main
Functionalities*

*Gamified
Solutions*

User Z
(easy to reach)



Short description
of the users' background

Needs/Mission

*Main
Functionalities*

*Gamified
Solutions*