

Gamification elements

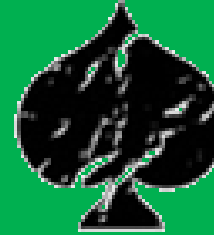
**PEOPLE
FUN**

Extend Social Bonding



**SOCIALIZERS
PEOPLE FUN
COLLABORATION**

Social Functionalities
(chatter, FB, Tweeter...)
/ Post Feedback (survey, poll..)
/ Friends Invites / Instant Feedback



**HARD
FUN**

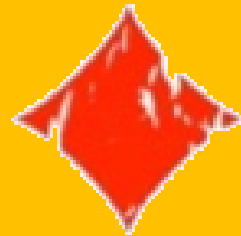
Increase Self-Confidence

**KILLERS
HARD FUN
EMPOWERMENT**

Challenges / Points / Score
/ Levels / Leader boards / Status
/ Vitality

**EASY
FUN**

Develop Imagination



**EXPLORERS
EASY FUN
DISCOVERY**

Storytelling / Mystery / Badges
/ Avatar / Characters / Bonuses
/ Appointment Dynamics



**SERIOUS
FUN**

Provide meaning & value

**ACHIVERS
SERIOUS FUN
ACCOMPLISHMENT**

Quests / Maps / Countdown
/ Progression Bar / Learning Curve
/ Resources Collection / Rewards