

# Heuristic Evaluation for Gameful Design

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## Features of the Gameful Design Heuristics (GDH)

- Serves as guidelines for heuristic evaluation of gameful design in interactive systems
- Focussed on evaluation through the lens of intrinsic and extrinsic motivational affordances
- Helps evaluators to identify gaps in a gameful system's design
- GDH is based on the examination of several gameful design frameworks

## Frameworks that contributed to the Gameful Design Heuristics were:

- Octalysis, by Yu-kai Chou [OCT]
- Motivational Design Lenses, by Sebastian Deterding [MDL]
- The Kaleidoscope of Effective Gamification, by Dennis Kappen and Lennart Nacke [KEG]
- HEXAD, by Andrzej Marczewski [HEX]
- Super Better, by Jane McGonigal [SUP]
- RECIPE for Meaningful Gamification, by Scott Nicholson [REC]

## Intrinsic Motivation Heuristics

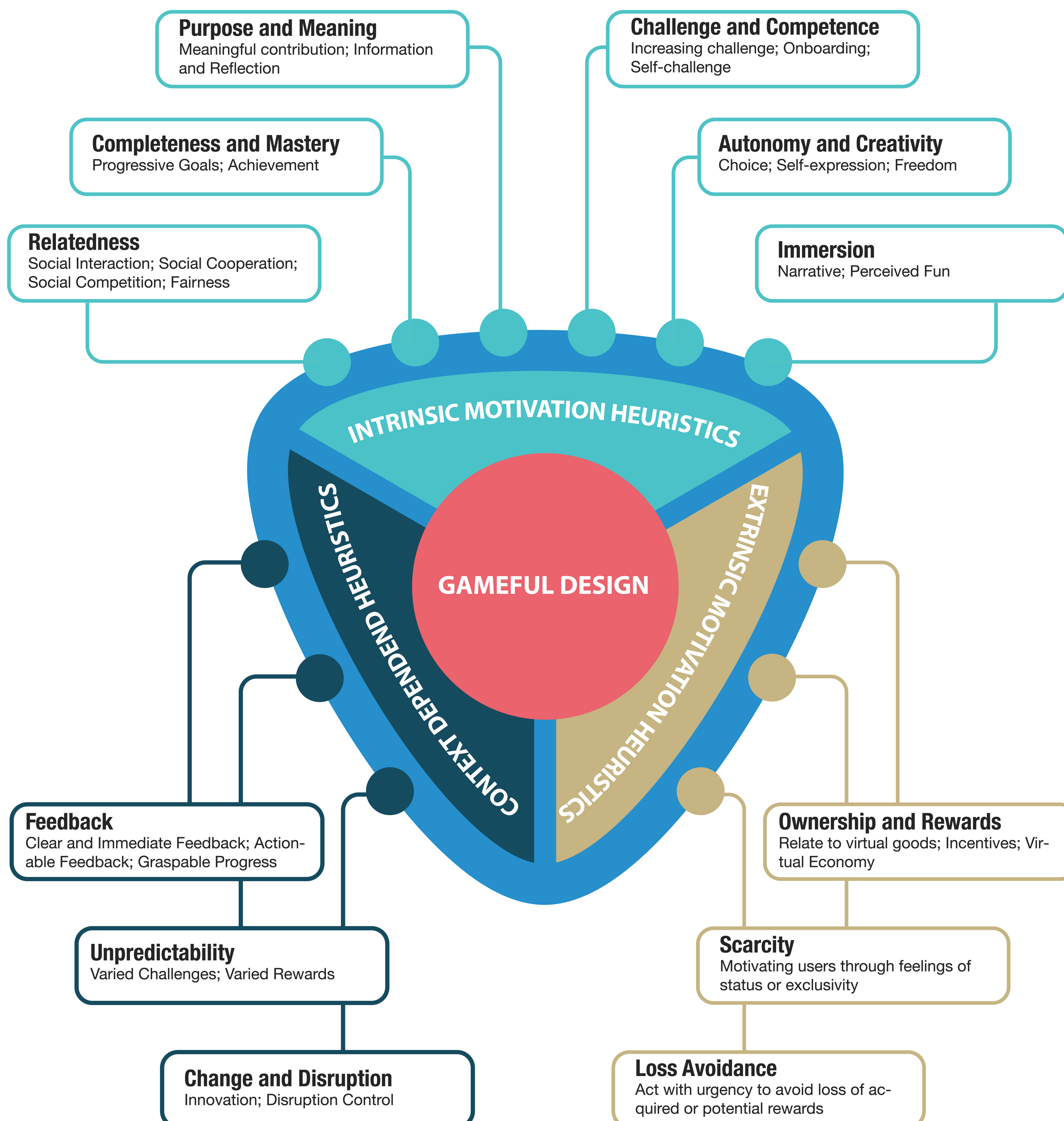
This category includes affordances related to the psychological needs introduced by SDT (competence, autonomy, and relatedness), as well as other affordances that facilitate internalization.

## Extrinsic Motivation Heuristics

This category includes affordances that provide an outcome or value separated from the activity itself as suggested by SDT.

## Context Dependent Heuristics

This category includes the affordances that foster either intrinsic or extrinsic motivation, depending on contextual factors.



## REFERENCES

- [OCT] Yu-kai Chou. 2015. Actionable Gamification - Beyond Points, Badges, and Leaderboards. Octalysis Media.  
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