

When you want people to listen, storytelling is your go to skill. But when you want people to engage with something then gamification is the answer. Tell great stories but build great games.



Building great games is not easy. It is not just the idea but the core game mechanics have to work. Whether the in game economy, point-system, levels, challenges or attribute-balance. Everything has to be in sync.

Great video on in game economy : https://youtu.be/Zrf1cou_yVo

Here is a very nice categorisation of gamer profiles. It puts in context motivation and the keys to having fun.

