



GAMIFICATION DYNAMICS

Dynamics are the **engine that drives players** to move forward in achieving their goals.

Reward

Players pursue a **benefit** associated with achieving the objective.

Status

Players seek to **rise in the ranking** to achieve recognition.

Achievement

Players strive to reach a goal to obtain **personal satisfaction**.

Competition

Measuring their performance against others **encourages players** to do their best.



Fuente: CELPE