

Marketing Gamification Framework.

A customer journey for a playful environment.

Project name:

Design by:

Design for:

Date:

User X
(hard to reach)



Short description
of the users' background

Needs/Mission

Main
Functionalities

Gamefied
Solutions

Trigger level

Like level

Love level

Conversion

User Y
(normal to reach)



Short description
of the users' background

Needs/Mission

Main
Functionalities

Gamefied
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User Z
(easy to reach)



Short description
of the users' background

Needs/Mission

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Solutions