

**Levels**



Mechanic that displays the player's overall and current state

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**Level 1**

**Badge**




Achievement to be unlocked by special conditions

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**Level 2**

**Equipment**




Any items our characters have

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**Level 3**

**Gifting**



Collaborative mechanic that increases P2P interaction

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**Level 4**

**Social Ranking**



Relative ranking focused on the player's social graph

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**Level 5**

**Chat systems**



Communication channels that allow social interaction

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**Level 6**

**World**



Where it all takes place within a gamified system

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**Level 1**

**Absolute Ranking**




Standing that shows the top players of the system

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**Level 2**

**Skills / Traits**



Mechanics that modify the player's characteristics

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**Level 3**

**Random Rewards**




Rewards that are randomly given by a drop rate

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**Level 4**

**Free Lunch**



Rewards achieved with other's actions

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**Level 5**

**Ambassador**



Game experts that act as mentors, developers or viralizers

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**Level 6**

**Avatar**



A virtual representation of the player

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**Level 1**

**Fixed / Variable Reward**




Rewards given by any kind of fixed ratio or variable condition

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**Level 2**

**Power-up**



Positive but limited effect on the player's actions

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**Level 3**

**Easter Eggs**



Special secrets that are yet to be discovered

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**Level 4**

**Party / Team**



The more, the merrier! ;)

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**Level 5**

**Player vs Player**



Mechanic that allows direct competition between players

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**Level 6**

**Lif jackets**



Give players some rest after difficult game levels

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**Level 1**

**Relative Leaderboard**



It shows the player's position relative to others of a similar rank

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**Level 2**

**In-Game Currency**



Virtual or real currency that serves as in-game money

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**Level 3**

**Game Constraints**



Rules that keep the system stable

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**Level 4**

**Guilds**



Association of players for common purposes

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**Level 5**

**The 35 Gamification Mechanics Toolkit v2.0**

Designed by: Victor Manrique  
epicwinblog.net  
@victormanriquez  
2013

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