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