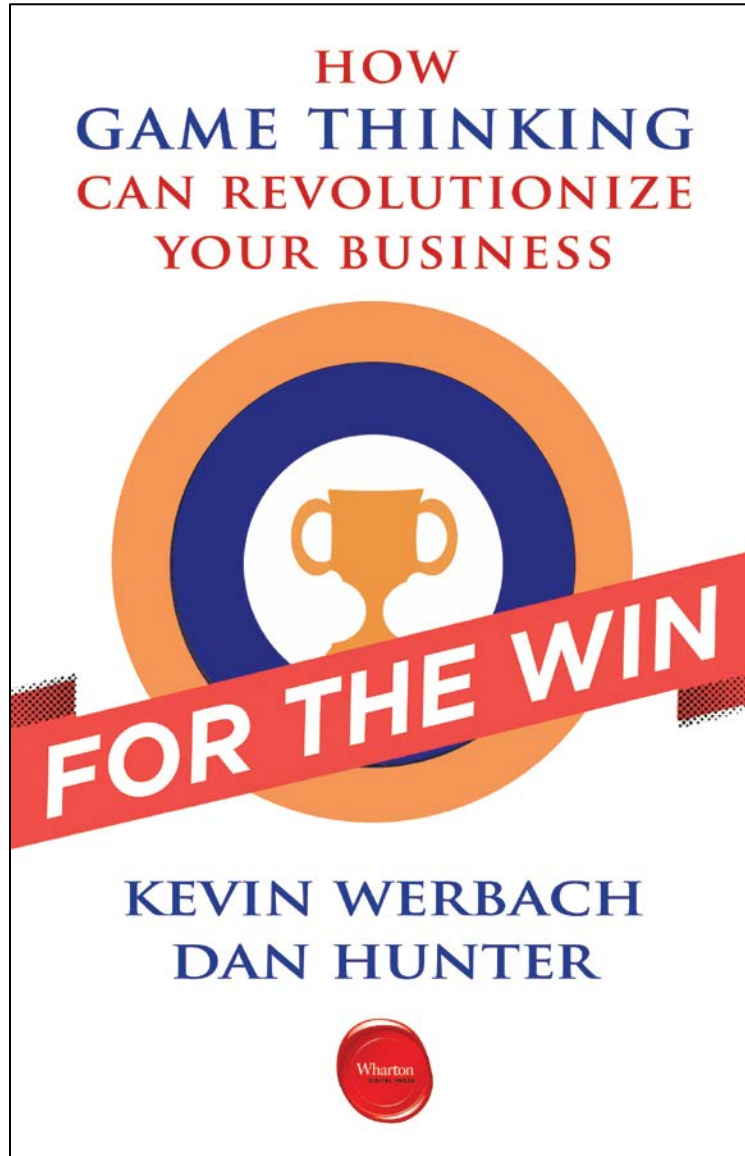


## Companion Guide to Audiobook



**Table 2.2**  
**Basic Gamification Checklist**

Players		Frameworks		
Activity	1. Motivation	2. Meaningful Choices	3. Structure	4. Potential Conflicts

**Table 2.3**  
**Completed Checklist for Supermarket Example**

Players		Frameworks		
Activity	1. Motivation	2. Meaningful Choices	3. Structure	4. Potential Conflicts
Check-out clerk performance	<del>Not clear that engagement would improve customer experience</del>	<del>Largely noncreative activity</del>	Average time of customer checkout easy to measure	<del>Perhaps intrinsic enjoyment can be added to a dull activity, but gamification might produce resentment</del>
Shopper loyalty rewards	Give customers a reason to choose us other than price and in-store service, with direct revenue benefits	Let customers choose how to qualify for different kinds of rewards	Purchases automatically tracked through our POS system and loyalty cards	Customer and company interests aligned