# **GAMIFICATION MODEL CANVAS**

**Design by: Project name:** Iteration:

## **PLATFORMS**



## **MECHANICS**



## **DYNAMICS**



## **AESTHETICS**



## **PLAYERS**

develop behaviors.

Who are our players?

What are your players like?

What do our players want?



On:

Describe who and what the people are like in whom we want to

Describe the platforms on which to implement game mechanics

What platforms do we have available for incorporating mechanics? What platforms can we use to bring mechanics to the player? What platforms will the game run on?

Describe the rules of the game with components for creating game

How will we use the selected components to develop behaviors? How can we explain the mechanics to our players? How can we increase the difficulty of mechanics over time?

Examples of mechanics:

Watch this video and get 10 points Answer this survey and get expert level Complete this form and unlock this badge Buy something to complete this mission Read content before 15 minutes Recommend something and get this prize

**COMPONENTS** 

mechanics or to give feedback to the players

What components will create game mechanics?

Some components:

Points

Badges

Levels

Achievements

Leaderboards

Countdown

What components will we use to create our dynamics?

What components will be used to provide feedback?

Describe the elements or characteristics of the game to create

Progress Bar

Real Prizes

Virtual Currency

Inventory

Avatars

Describe the run-time behavior of the mechanics acting on the player over time

What dynamics will we use to create the aesthetics of our game? What dynamics work best for our players? How will these dynamics work in our game?

Appointment Status Progression Reward Scarcity Identity Productivity Altruism

Describe the desirable emotional responses evoked in the player, when they interact with the game

**Design for:** 

What elements will grab the attention of our players? Why should they play? How can our players have fun?

Some aesthetics:

Challenge Fellowship Discovery Expression Sensation

## **BEHAVIORS**



Describe the behaviors or actions necessary to develop in our players in order to get returns from the project

What behaviors do we need to improve the challenges of the game? What behaviors would our players like to improve?

Examples of behaviors:

Watch video Answer survey Complete form Read content Recommend something Go to a website Read email



What behaviors can be improved?

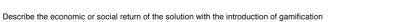
## COSTS



What are the main costs of the game? What budget is available for achieving the challenges set? Can we phase costs over time, based on the achievement of objectives?



## **REVENUES**



What economic or social challenges set out the game? How will we measure the success of the game? What results do we hope to achieve from the game?









