

# GAMIFICATION MODEL CANVAS










Design for:

On:

Project name:

Design by:

Iteration:

<p><b>PLATFORMS</b> </p> <p>Describe the platforms on which to implement game mechanics</p> <p>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?</p>	<p><b>MECHANICS</b> </p> <p>Describe the rules of the game with components for creating game dynamics</p> <p>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?</p> <p>Examples of mechanics:</p> <p>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</p>	<p><b>DYNAMICS</b> </p> <p>Describe the run-time behavior of the mechanics acting on the player over time</p> <p>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?</p> <p>Some dynamics:</p> <p>Appointment Status Progression Reward Scarcity Identity Productivity Creativity Altruism</p>	<p><b>AESTHETICS</b> </p> <p>Describe the desirable emotional responses evoked in the player, when they interact with the game</p> <p>What elements will grab the attention of our players? Why should they play? How can our players have fun?</p> <p>Some aesthetics:</p> <p>Narrative Challenge Fellowship Discovery Expression Fantasy Sensation Submission</p>	<p><b>PLAYERS</b> </p> <p>Describe who and what the people are like in whom we want to develop behaviors.</p> <p>Who are our players? What are your players like? What do our players want?</p>													
<p><b>COMPONENTS</b> </p> <p>Describe the elements or characteristics of the game to create mechanics or to give feedback to the players</p> <p>What components will we use to create our dynamics? What components will create game mechanics? What components will be used to provide feedback?</p> <p>Some components:</p> <table border="0"> <tr> <td>Points</td> <td>Progress Bar</td> </tr> <tr> <td>Badges</td> <td>Missions</td> </tr> <tr> <td>Achievements</td> <td>Avatars</td> </tr> <tr> <td>Rewards</td> <td>Virtual Goods</td> </tr> <tr> <td>Leaderboards</td> <td>Real Prizes</td> </tr> <tr> <td>Levels</td> <td>Inventory</td> </tr> <tr> <td>Countdown</td> <td>Virtual Currency</td> </tr> <tr> <td>Random</td> <td></td> </tr> </table>	Points	Progress Bar	Badges	Missions	Achievements	Avatars	Rewards	Virtual Goods	Leaderboards	Real Prizes	Levels	Inventory	Countdown	Virtual Currency	Random		<p><b>BEHAVIORS</b> </p> <p>Describe the behaviors or actions necessary to develop in our players in order to get returns from the project</p> <p>What behaviors do we need to improve the challenges of the game? What behaviors would our players like to improve? What behaviors can be improved?</p> <p>Examples of behaviors:</p> <p>Watch video Answer survey Complete form Buy something Read content Recommend something Go to a website Read email</p>
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<p><b>COSTS</b> </p> <p>Describe the main costs or investment for the development of the game</p> <p>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?</p>		<p><b>REVENUES</b> </p> <p>Describe the economic or social return of the solution with the introduction of gamification</p> <p>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?</p>															

