GAMIFICATION MODEL CANVAS

Design for: **On:**

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

PLATFORMS

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?

MECHANICS

Describe the rules of the game with components for creating game dynamics

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

Describe the elements or characteristics of the game to create mechanics or to give feedback to the players

What components will we use to create our dynamics?
What components will create game mechanics?
What components will be used to provide feedback?

Some components:

Points	Progress Bar
Badges	Missions
Achievements	Avatars
Leaderboards	Virtual Goods
Levels	Real Prizes
Countdown	Inventory
Dice	Virtual Currency

DYNAMICS

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?

Some dynamics:

Appointment
Status
Progression
Reward
Scarcity
Identity
Productivity
Creativity
Altruism

AESTHETICS

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

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

Some aesthetics:

Narrative
Challenge
Fellowship
Discovery
Expression
Fantasy
Sensation
Submission

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?
What behaviors can be improved?

Examples of behaviors:

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

PLAYERS

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

Who are our players?
What are your players like?
What do our players want?

COSTS

Describe the main costs or investment for the development of the game

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

Describe the economic or social return of the solution with the introduction of gamification

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?