GAMIFICATION MODEL CANVAS

Design by: Project name: Iteration:

PLATFORMS

What platforms will the game run on?

What platforms do we have available for incorporating mechanics?

What platforms can we use to bring mechanics to the player?



MECHANICS



DYNAMICS



AESTHETICS



PLAYERS



Describe the platforms on which to implement game mechanics Describe the rules of the game with components for creating game player over time player, when they interact with the 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 Describe the run-time behavior of the mechanics acting on the

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

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? What behaviors can be improved?

Examples of behaviors:

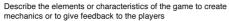
Watch video Answer survey Complete form Read content Recommend something Go to a website Read email

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

On:

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

COMPONENTS



What components will we use to create our dynamics? What components will create game mechanics?

Points Badges Achievements Avatars Levels Countdown Inventory Dice

What components will be used to provide feedback?

Some components:

Progress Bar Virtual Goods Real Prizes Virtual Currency



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?





