# Gamification Model Canvas

**Project name:**

**Design for:**

**Design by:**

**On:**

**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 the mission
- Recommend something and get this prize

### 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?
- Why should they play?
- How can our players have fun?

#### Some dynamics:
- Appointment
- Status
- Progress
- Reward
- Mission
- Identity
- Productivity
- Creativity
- Attraction

### 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?
- How will our players feel?

#### Some aesthetics:
- Narrative
- Challenge
- Fellowship
- Discovery
- Mystery
- Art
- Fantasy
- Semiotics
- Submission

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

- Who are our players?
- What do our players want?

### 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
- Badge
- Achievements
- Rewards
- Leaderboards
- Levels
- Countdown
- Random
- Progress Bar
- Missions
- Analysis
- Virtual Goods
- Real Prizes
- Inventory
- Virtual Currency

### Behaviors
Describe the behaviors or actions necessary to develop in our players in order to get results from the project.

- What behaviors do we need to improve the challenges of the game?
- How would our players like to improve?
- What behaviors could be improved?

#### Examples of behaviors:
- Watch video
- Answer survey
- Complete form
- Buy something
- Recommend something
- Go to a website
- Read email

### Simplicity
Describe the problems and obstacles the users have to face in order to change their behaviors.

- What elements act as barriers for behavior changing?

#### Examples of Simplicity:
- Time
- Money
- Break the rules
- Physical exertion
- Technical
- Social pressure
- To set a new routine

### Costs
Describe the main costs or investment for the development of the game.

- What are the main costs of the game?
- 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?
- What results do we hope to achieve from the game?

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