Gamification in Education Model

Project Name: Designer: Date: Version:



Business **Objectives**

What does the project

sponsor/institute/organisation or

(Higher retention, quality learning,

What problem are you trying to

person paying for this want?

pathways to future learning)



Profiles Think about the users/learners/players who will be

Learner

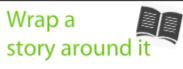


Target **Behaviours**

Outcomes / Performance

Criteria)

Identify the behaviour (s) or knowledge /awareness you want to change in the learners. (Goals/Learning



Create an experience, a story or journey (optional)

- Treasure Hunt

Connected Immersion



Loops

Activity

(aka Assessment)

1) Motivation

Why should I do this? Same action = different motives

2) Action

What exactly do you want me to do? By when - and how?

3) Feedback/ Rewards

Did I do it?

- · Status/Access/Power/Stuff
- Badges / Certificates
- Progress Bars
- Checklists
- Points / Gifts
- Levels
- Sharing
- Variable Rewards
- Leaderboards
- Memberships/Access/Unlocking
- · Customisation / Virtual Goods

Do the learners feel a sense of

- Quest/Challenge
- Puzzles

Collaborative/Competitive

Key Metrics



How will the effectiveness of engagement be measured (win states)

Recency

solve?

- Frequency
- Duration Virality
- Ratings

Include: Age, Gender, Education, Fears, Hopes, Life Journey.

learners?

(User Based Design)

second?)

Which Bartle player types will they adopt in this context? Achievers/

Explorers/Socialisers/Killers

using this system. Describe 2-4

wants? Can you find a common

denominator, or settle for a close

learners. What do they want? (How

is this different to what the sponsor

Obstacles / Rules



- Time Limits
- Rules
- Levels
- Boss Fights

Do the learners feel like there is playful challenge?

Participation

Voluntary

- Choose a learning pathway
- Choose a starting point
- Choose a boss fight
- Choose a reward /punishment
- Customise avatar or interface

contol?

Do the learners feel a sense of personal achievement?

Costs



What will motivate each of your

- Time to consult, develop and test strategy
- Technology Platform
- Content / Graphic Design / Media Production
- Ongoing support

Deployment

Low Tech/ High Tech Solutions Facilitated / Independant Learning Synchronous/ Asychronous Sessions



Summary/Benefits



What you will achieve by implementing this project successfully?

Inspired by www.gameonlab.com Gamification Canvas, Jane McGonnigal, Kevin Werbach's 6 D model, Gabe Zichermann & Alexander Osterwalder Canvas

http://werbach.com/ http://gamification.co/ http://ianemcgonigal.com/ http://irez.me/2012/09/26/gamification-design-framework/



