Gamification in Education Model

Project Name:
Designer:
Date:
Version:

Business Objectives

What does the project sponsor/institute/organisation or person paying for this want? (*Higher retention, quality learning, pathways to future learning*)

What problem are you trying to solve?

Learner Profiles

Think about the users/learners/players who will be using this system. Describe 2 – 4 learners. What do they want? (How is this different to what the sponsor wants? Can you find a common denominator, or settle for a close second?)

Include:
Age, Gender, Education, Fears, Hopes, Life Journey.
(User Based Design)

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

What will motivate each of your learners?

Target Behaviours

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

Wrap a story around it

Create an experience , a story or journey (optional)

eg:
- Treasure Hunt
- Quest/Challenge
- Puzzles

Collaborative/Competitive Connected Immersion

Activity Loops

(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 personal achievement?

Key Metrics

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

- Recency
- Frequency
- Duration
- Virality
- Ratings

Obstacles / Rules

- Time Limits
- Rules
- Levels
- Boss Fights

Do the learners feel like there is playful challenge?

Voluntary Participation

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

Do the learners feel a sense of contol?

Costs

- 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?

Don't forget the fun !