## Gamification in Education Model

### 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)

### 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)

- 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

### 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

What will motivate each of your learners?

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 control?

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

### Deployment
Low Tech/High Tech Solutions
Facilitated/Independent Learning
Synchronous/Asynchronous Sessions

### Summary/Benefits
What you will achieve by implementing this project successfully?

Inspired by [www.gamesonlab.com](http://www.gamesonlab.com) Gamification Canvas, Jane McGonigal, Kevin Werbech’s 6 D model, Gabe Zichermann & Alexander Osterwalder Canvas


Don’t forget the fun!

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