

Game On!



Designed by **Mind**DoJo

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MindDoJo



For manufacturers interested in working with us

Design and produce

"Most Innovative Beverage Container"

3 pieces (same design) within 20 minutes

Refreshing Retailers



- Children (1-6 year old)
- Rural villages of Central African countries
- Easy to clean and durable
- Can by shipped conveniently
- Distributed via UnitedNations





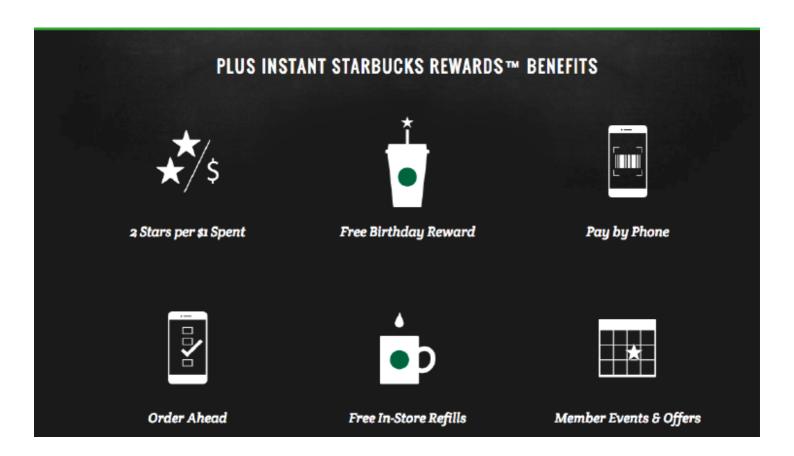


MY STARBUCKS REWARDS

Keep track of your Stars, rewards and membership level.





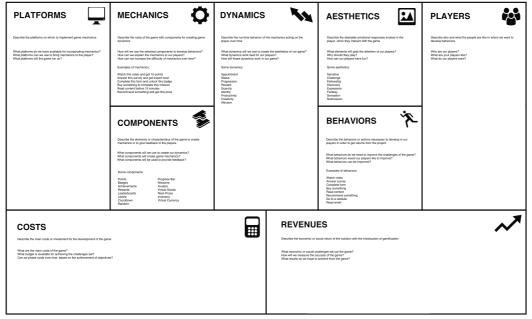






GAMIFICATION MODEL CANVAS

Design for: On: Project name: Design by: Iteration:



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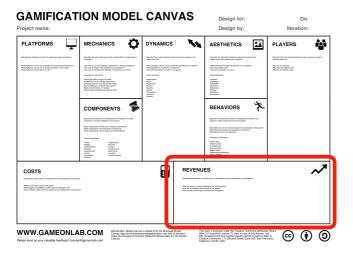
This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License, To view a copy of this license, visit http://creativecommons.org/licenses/visid.3.0 or created latest to Creative Commons. 171 Second Street, Sulte 300, San Francisco, Caldronia, 94106, USA





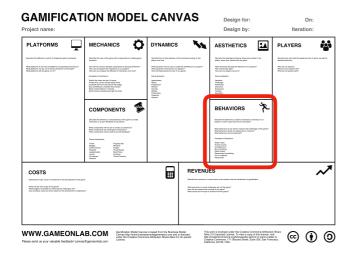






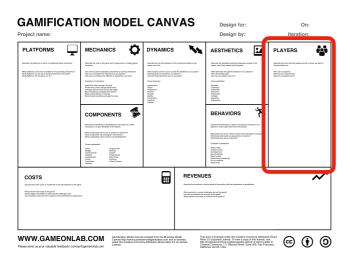
- Financial & Social Returns on Gamification
- Expectations
- Results measurement





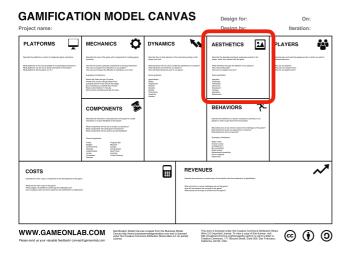
What do the players need to do?





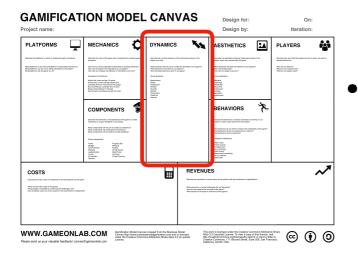
- Who are the players?
- What are they like?
- What do they want?

AESTHETICS (14)



- The "feel" of the game that will attract Players
- Emotional Responses that we want from Players
- The Game Theme type



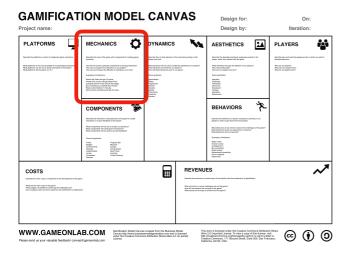


The Motivators & Drivers that will make the game fun to players

Octalysis Framework with the Core Drives

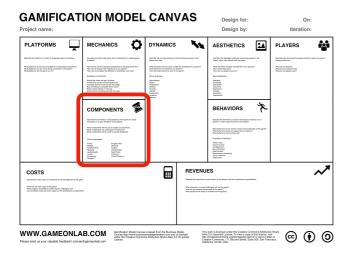


MECHANICS (**)



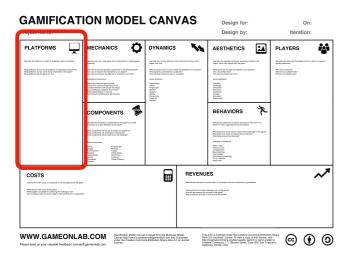
- What are the rules of the Game?
- What are the consequences of Players' actions in the Game





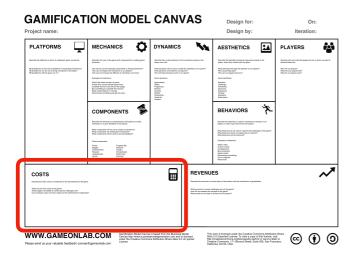
What do we need to make the game work?

PLATFORMS ___



- What does the Game run on?
- Where & how do Players interact with the Game?





Key cost elements

 in making the Game
 work & playable

GAMIFICATION MODEL CANVAS

Project name: InnoSights 'R' Us Event

Design for: Design by:

On: Iteration:

PLATFORMS

- **Events room**
- Workshop **Tables**

MECHANICS

- Design & Prototypes ar materials pack
- 20 mins Group Vote for Finalists Facilitator decides winner through 2 mins

COMPONENTS

- Materials pack (paper, glue, scissors, etc.)
- Slides with Instructions and Story Jug with water

DYNAMICS

- Accomplishment Empowerment
- Scarcity

AESTHETICS

- Challenge style
- Expression of Ideas

:

- Play the Cup Activity
- Fail to understand customers and their needs

PLAYERS

- Corporate Innovation managers
- IT professionals
- Innovation teams

BEHAVIORS

Simulation

Want a better, faster and more predictable way to launch innovations

COSTS

- · Facilitator fees
- · Events room costs
- · Materials pack costs

REVENUES

- Increase (basic) free trial users from the event
- Increase (premium) subscriber revenue on to the InnoSights 'R' Us **Platform**

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Game On!

