LEARNING GAME AND SIMULATION CANVAS

Game:

Iteration:

TiER1 PERFORMANCE

CLARIFY YOUR OBJECTIVES

Our Problem — Motivation — Goals — Purpose

Why are we designing this game?
What are the business objectives and strategies aligned to this game?
What will be achieved through this game?

Learning Goals — Outcomes — Metrics

What must be learned through the game play?
Describe the learning experience and measurements

Resources

What resources does your game provide?
Is the game content a resource?

Rules

How do players interact with the game?
With each other?
What are the rules associated with resource allocation? Acquisition?

Questions — Insights

What questions or insights will be raised for the learner?
How will these be raised through the game?

Actions

What actions can players take?
How do players make "moves"?
How do the players manipulate or manage resources?
What actions can players do to the other players?

Feedback

How do you provide feedback to your players? Consider timers, status, location, and placement of items.

UNDERSTAND YOUR PLAYERS

Your Player's Problem — Motivation — Goals — Purpose

What is motivating your players?
What makes it meaningful? Engaging?
What do they get from playing your game?

Desired Thought Process

What thought processes do you want to induce?
Divergent: Generating ideas, exploring solutions.
Sensemaking: Organizing, Creating Meaning
Convergent: Ranking, Prioritizing, Selecting

Internal / External Focus

Are your players internal or external?
Internal: Sales, Marketing, Internal Stakeholders
External: Customers, Market, Partners, Suppliers

Time Frame of Action

Is this game intended to create or enable near-term actions & results or long-term results?

Game Content

What content is required?
What performance support will the player need?

Player Preparation

How do your players prepare?
What demands are you making on them?
How much effort does it take to prepare for the game?

Duration

How much time does it take to play your game?
Is it "fast"? Is it slower?
Time can create urgency and engagement or frustration.

Facilitation Skill

How much facilitation skill is required?
Can your players self-facilitate the game?

DESIGN & DELIVER YOUR GAME

Game Environment

Does your game board rely primarily on space?
Is your game based on a metaphor?
What portions are used to keep or maintain status?
Do you need a special "space" for play?

Physical Design

As you consider implementation options, consider the needs of facilitators, players, and observers. Consider larger context such as physical game boards, space requirements, materials.

What needs to be client customizable?

Digital Design

For digital game boards, you'll need the right devices and internet connection. Physical games make it easier to tweak things, but digital games let you scale interactions and keep results more consistent.

What devices are we designing for?
What needs to be scalable?

Play Strategies

What does it mean to play your game "well" or "with skill"?

Win Strategies

What does it mean to "win" your game?
What are some of the key strategies players can use to "win"?

Points / Levels

Does your game have a scoring system?
Does it keep track of player levels?

Post Processing — How to Get Insights

Now that you've got your results, how do you get insights? Consider the direct results of playing the game (e.g., items purchased in Buy a Feature). Consider the indirect results of playing the game (e.g., the negotiations around purchases).