

Gamification Blueprint

Overview	This tool can be used to evaluate or design programs by considering three gamification inspired criteria: purposeful design, degree of engagement and emotional experience.	
Instructions	Read each statement and respond with a 1 (not at all), 2 (possibly, not sure), or 3 (yes it does!). At the end add up all of the numbers to get the Gamification Blueprint score. Compare it to the total possible score of 35.	Score (1-3pts)
I. Purposeful Design	1. Overall individuals (the target market or client) would be willing to participate based on how this program has been designed? (i.e. length of time, intended outcomes, level of attention or exertion required etc.)	
	2. The equipment, supplies as well as the rules and structure of this program are adult appropriate and modified or adapted to best suit the participant's needs.	
	3. The program is progressive in nature. Participants will track their progress or be provided with ongoing feedback based on how they or the group is doing throughout the session or over time. (i.e. leader board, pedometer, weekly check-in etc.)	
	4. This program is participant directed. Participants are encouraged to make choices, take the initiative, co-facilitate, engage, track results as well as support and engage with others, as much as possible.	
	5. The client's or group's success is able to be easily measured and shared, acknowledged and celebrated.	
II. Degree of Engagement	1. The rules or methods used to engage in this program or intervention are a match for your client's and or participants' ability levels, enabling them to meaningful engage and not get frustrated or bored.	
	2. This program will engage clients and or participants in more than "fun and socialization". As a result it will require one or more of the following: attention, strategy, focus, motivation and stimulation in one or more of the following areas: cognitive, physical, spiritual, emotional and sensory.	
	3. This program has been designed with a clear purpose, which is aligned with clients' / participants' values, interests and desires, therefore they are likely to find it relevant and want to participate. It's a fit for their "Player Profile" (i.e. competitive, achievement focused etc.)	
	4. Barriers to engaging in this program or intervention have been sufficiently addressed and no new barriers have been unintentionally added. (i.e. being offered at a time that most of the target population are tired or unavailable or requires a level of energy, focus or ability that the target population does not readily have given their health status at present, or the rules are too technical etc.	
III. Emotional Experience	1. This program has been designed in such a way that during the session or event, participants/clients are likely to experience one or more positive emotions.	
	2. Identify which of the following emotional experiences are targeted to be experienced by your client or participants. It would be impossible to target them all,	

	<p>however the goal is to minimally target 2-3 so that participants have an engaging, emotionally satisfying, inspiring experience.</p> <p>___Pleasure, ___Challenge, ___Discovery, ___Expression, ___Curiosity, ___Competition, ___Contribution, ___Confidence, ___Choice, ___Courage, ___Initiation, ___Success, ___Change (Novel/New Experiences), ___Surprise, ___Anticipation, ___Comfort, ___Purpose, ___Relatedness, ___Flow (match between participants' skill level and program), ___Autonomy?</p> <p>(Award 5 pts for choosing 5+ emotional experiences that the program will target) Total of 5 pts.</p>	
<p>Total Points Scored</p>	<p>Total is out of 35 possible points.</p>	
<p>Interpreting the Results</p>	<p>1. Which of the three areas did this program score the best in? (Purposeful design, degree of engagement or emotional experience)</p> <p>2. Which area has the most opportunity for improvement?</p> <p>3. Identify at least one thing that can be done to improve participants' experience in this program?</p>	