Rapid Prototyping Serious Games Using the Business Model Canvas

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Session 704: Rapid Prototyping Serious Games Using the Business Model Canvas
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The story so far:
Mr. McCabe is on disability after lumbar fusion surgery. He states that he has constant pain in his back since the surgery a year ago and has been unable to work since. He is on multiple pain meds which are not working. You are working as a pain specialist.

Patient Bio:
Name: Jesse McCabe
Gender: Male
Ethnicity: Caucasian-American
Age: 51 years
Height: 6'1"
Weight: 225 lb

https://vimeo.com/257569070/8a408892e2

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The Business Model Canvas, a common template process for strategic management, can provide you with a plan to visualize new business ideas.

This session will show how you can also use this model to design a successful game. By using the Business Model Canvas, you’ll create a starting point for all participants to visualize the project in its initial development process and allow for rapid changes and pivots.

In this session, you’ll walk through the steps of using the Business Model Canvas to complete a successful plan that addresses the concerns of your stakeholders and final audience.
In this session, you will learn:

- How to **introduce** the Business Model Canvas to **all project team members**
- How to **define the value proposition** to each customer segment
- How to identify the elements of a **minimum value product** (MVP) to refine your ideas in the Business Model Canvas
- How to define the **customer relationship** with your game, create the **delivery channels**, identify **key partners** and suppliers, and establish the **cost structures**
- How to **evaluate all** of these elements and create a cohesive plan
GAME TECHNIQUES SUMMARY

Can we apply all these fantastic design, gameplay and behavioral techniques to education? You bet!

Is it easy? Nope!

Emulate successful games & their interactions
Desire to learn is present
Take advantage of modern learning science
Can have multiple purposes
  Testing & Evaluation
  Learning
Can do automated assessments with formative feedback

Learn from others’ failures
Learn from others’ success

Multiple Success Paths
Levels
Achievements
Rated Player Matching
Customization
Skills Development
Shared & Individual Success
Special Rewards
Dynamic adjustment for optimal challenge
Competition & Socialization
Exploration
Human Stories / Narrative
Connections with real people

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Gamification places non-game experiences into a game-like environment.

Serious games, however, are educational experiences specifically designed to deliver formative or summative assessments, based on pre-determined learning objectives.

Gamification creates an experience; **Serious Games promote task or concept mastery.** The underlying aim of Serious Games concentrates the user’s effort on the mastery of a specific task, with a feedback loop to inform the user of their progress towards that goal.

“How quickly can I get into Gaming?” Gamification: one of the hottest topics in corporate learning today, yet fraught with pitfalls.
Capture Sheet: Mash-up

You can use this page to document and visualize ideas you came up with in the mash-up exercise.

NAME:

CHALLENGE QUESTION:

NUMBER OF PEOPLE INVOLVED:

CAPTURE A SKETCH, PLUS A TITLE OR TAGLINE, FOR THE THREE TO FIVE IDEAS.

NUMBER OF IDEAS GENERATED:

WILDEST IDEAS:
Ideation Method: Mash-up

This method is about bringing odd or unexpected things together to spark fresh ideas.

**Steps for a Mash-up**

1. **FRAME** Articulate a challenge in the form of a “How Might We” statement. Let’s tackle the question: “How might we create a more human-centered care experience for the families and friends of patients in a hospital?”

2. **NARROW** Pick two broad, unrelated categories within which to brainstorm products, services or experiences. The categories should be unrelated to each other, but at least one should tie in to your “How Might We” statement. We’ve defined the two categories for you in this example.

3. **GENERATE** One category at a time, come up with as many elements of these experiences as possible. It generally helps to give yourself a time limit (say, two minutes). You can do this with a partner and tackle one category each.

4. **MASH-UP** Combine items from the two different lists to develop new ideas. Try putting together items that seem the most different, and see if you can communicate the value of your inventions in ways that are relevant to your challenge, adapting the original idea as necessary.

**Remember**

This is only part of the ideation process, which is part of the broader creative process. New ideas are great, but it is critical to invest the necessary time to understand the needs of your users and frame a challenge before ideating.

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**Category 1**

**E.G., Elements of the Hospital Experience**

1. Sitting in the hospital room
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

**Category 2**

**E.G., Things You Would Find in a Hotel**

A. Minibar
B.
C.
D.
E.
F.
G.
H.
I.
J.
K.
L.
M.
N.
O.

**Mash-Ups with Definitions**

1A. Hospital Room Minibar — a fridge filled with healthy food and drinks in each hospital room

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Value Propositions

What value do we deliver to the customer?
Which one of our customer’s problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS

Newness
Performance
Customization
“Getting the Job Done”
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

EXAMPLES

Personal assistance
Dedicated Personal Assistant
Self-Service
Automated Services
Communities
Co-creation
Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

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Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES:

1. Awareness
   How do we raise awareness about our company's products and services?

2. Evaluation
   How do we help customers evaluate our organization's Value Proposition?

3. Purchase
   How do we allow customers to purchase specific products and services?

4. Delivery
   How do we deliver a Value Proposition to customers?

5. After sales
   How do we provide post-purchase customer support?
Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimisation and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities
Key Resources


TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial
Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

*IS YOUR BUSINESS MORE:*
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

*SAMPLE CHARACTERISTICS:*
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope
Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES:
- Asset sale
- Usage fee
- Subscription Fees
- Lending/Renting/Leasing
- Licensing
- Brokerage fees
- Advertising

FIXED PRICING
- List Price
- Product feature dependent
- Customer segment dependent
- Volume dependent

DYNAMIC PRICING
- Negotiation (bargaining)
- Yield Management
- Real-time Market