GETTING STARTED

PLEASE COMPLETE THE FOLLOWING STATEMENTS:

By the end of this session I hope that

In order to have a great session, I am going to

ACTIVITY 1 - WHY DO WE PLAY GAMES?

In pairs, you will exchange stories. How would you describe your favorite game to someone? Why is it your favorite?
DEVELOPING A GAME PLAN

Develop a **GAME Plan** before you gamify. By determining your **Goals** and understanding your **Audience** you can select the appropriate game **Mechanics** to create the best user **Experience**.

**ACTIVITY 2 – WHAT ARE THE SPECIFIC GOALS?**

Before diving into any project, it is crucial that we determine what our specific goals are. Among the questions you would want to consider are:

1. What problem am I trying to solve?
2. What does success look like?
3. How can I create a clear pathway and help the learner see their progress?
4. Are there short- and long-term goals?

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4Cs to an A+ Learning Experience
Valary Oleinik
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ACTIVITY 3 – CREATING A LEARNER PERSONA

Using the following worksheet create a learner persona. Remember that you are not describing one particular learner but creating a composite character that represents a specific population of learners. The clearer the image of this persona is in your mind, the easier it will be to design and conduct learning that puts the focus on the learners.

LEARNER PERSONA WORKSHEET

Some things to consider include:

❑ Name (you may also want to find an image)
❑ Age, where they live, languages spoken, hobbies, interests
❑ Education level; full- or part-time employee/student
❑ Major they are pursuing or what job role do they have
❑ Prior knowledge/experience with the subject matter
❑ Reason for taking the course
❑ Comfort level with the requisite technologies
❑ How they consume information outside of formal learning
❑ How self-directed they are as learners
❑ What they would identify as their needs as a student
❑ Responsibilities: job; family; community
❑ Motivations, desires, and goals
❑ Learning obstacles
❑ Special skills or abilities
ACTIVITY 4 – 4 Cs Sprint

Now that you have a goal and an idea of who some of your audience members are, it is time to prototype a solution.

You must use at least 4 of the cards containing various gameful elements that begin with the letter C. You can use more than 4 and you can use any other ideas you want to. There are question prompts on each card, but you can interpret the concepts any way you like.

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Community</th>
<th>Collections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chance</td>
<td>Competence</td>
<td>Collaboration</td>
</tr>
<tr>
<td>Character</td>
<td>Competition</td>
<td>Choice</td>
</tr>
<tr>
<td>Creativity</td>
<td>Curiosity</td>
<td>Currency</td>
</tr>
</tbody>
</table>

ACTIVITY 5 – Share a Takeaway

In pairs, you will exchange stories. Share at least one idea you will take away from this session and one next action you plan to take.

WOULD YOU LIKE A NUDGE?

This is just the end of today’s session, but the start of brand new learning experiences for you and your learners. If you would like a nudge to ensure that you follow through on your commitment (we all get busy and tend to fall back into regular patterns after conferences) leave me your name and the word “nudge” or exchange info with one of your fellow participants.