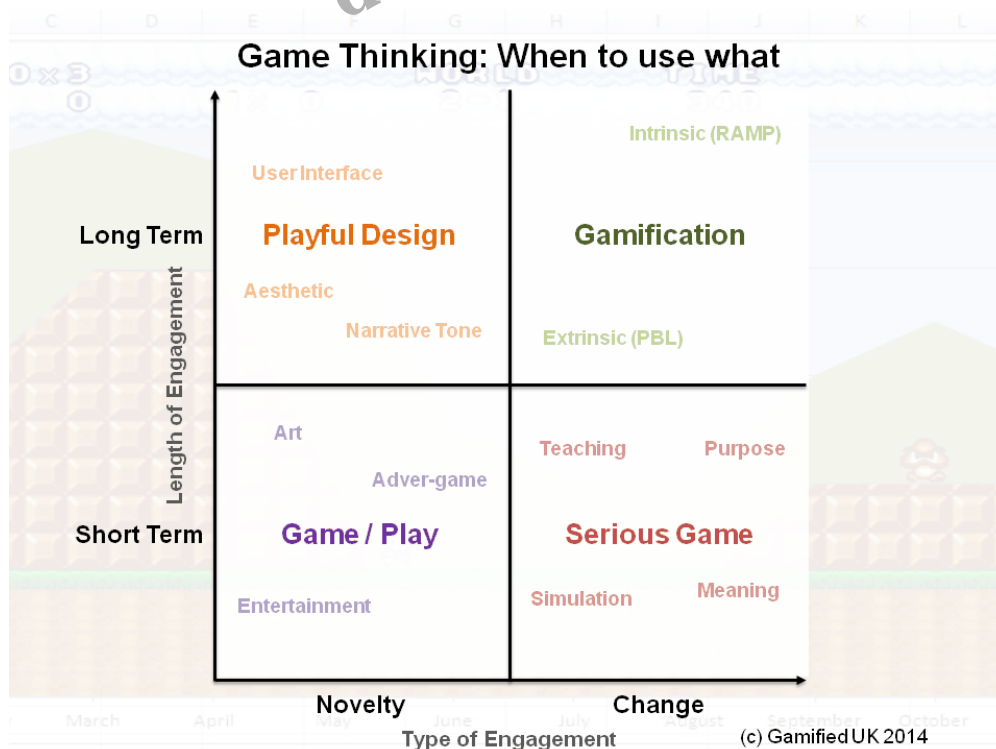


How to Use Game Thinking

Description

A while back I started to introduce my alternative catch-all to Gamification, that is [Game Thinking](#).

Game Thinking takes four common components of game like or games based solutions and puts them under a single banner. Those are Playful Design / Game inspired design, Serious Games, Games and Gamification / Motivational Design (more on that another day). I was asked recently under what circumstances each would be most appropriate, so I hit powerpoint and made the following matrix thingy!



Game Thinking Matrix

This is very similar to the Thin Layer vs Deep Level gamification model I presented a while ago –

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