Aim of the workshop

- To analyse/develop some business aspects of your SG project.
- We will do it by abstracting and combining dimensions from the different types of canvases presented here into a **Lean Canvas for Serious Games**. (co-developed with Vania Castagnino and Per Holmén from Science Park Skövde)
- There are some unique feature of serious games business thinking:
  - You need to take game features into account
  - You need to take player characteristics into account
  - You need to consider *two dimensions of the Value Proposition* in parallel

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Customer

For whom are you creating value?
Other stakeholders to consider?

Who is the Payer

Who is paying you?
What are potential funding sources?

Who is the Player

Who is playing your game?
Which are target audiences?

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Problem

- What problem/challenge do you address?
- What are the existing alternatives (top 3, not necessarily other serious games only)?
- Define one clear, direct competitor.
- Competitive analysis.

Value Proposition (Payer)

- What does the customer get?
- How does it solve the problem?
- Why is the game needed?
- What is the goal of the game?
- Why a game?
- A clear and compelling message to the customer.

Value Proposition (Player)

- What does the player get?
- How does it solve their problem?
- Why is the game meaningful to them?
- Why is a game better than other solutions?
- A clear and compelling reason to play

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Game characteristics

- What is the game genre?
- Single or multi player?
- Devices?
- What is the core game loop?
- What should the player do?
- What are the most important mechanics and interactions?

Player characterstics

- Who is the typical player?
- Age, player type, gender, game literacy
- Why do they play the game?
- What are the main motivations to play?

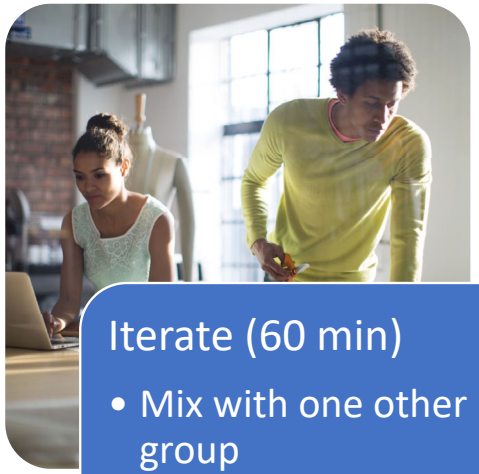
Context

- What is the intended usage situation?
- How does the game relate to the problem/challenge at hand?
- Play context?
  - All in the game vs. game in context
  - Other resources
- How does the player get the game?

Process

Design (45 min)

- Develop your canvas
- Use Post-Its



Iterate (60 min)

- Mix with one other group
- Review
- Update
- Presentable format on your whiteboard

Present (60 min)

- Presentations and discussion
- Total of 10 min/group (max 5 min for presentation)

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