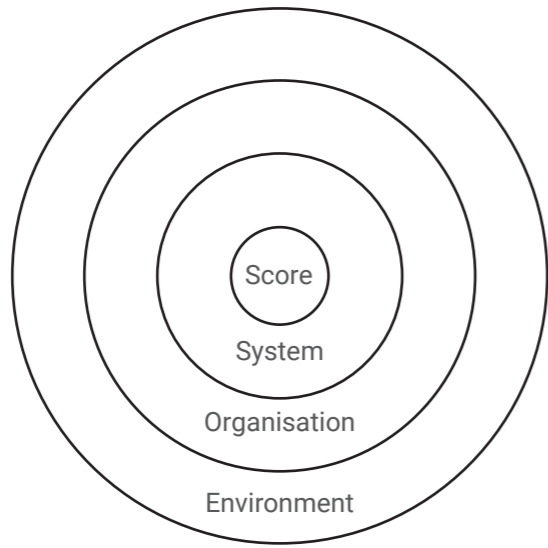


Toby Beresford's

# Infinite Gamification Canvas

## Stakeholder Analysis



## Score Committee

## Player Persona

Background & Culture    Risk Appetite    Demographics & Personality    Job Responsibilities & How Evaluated  
 Trusted Content Channels    Unmet Needs & Frustrations    Ambitions & Goals    Restrictions & Limits

## Data Sources

Players      Data

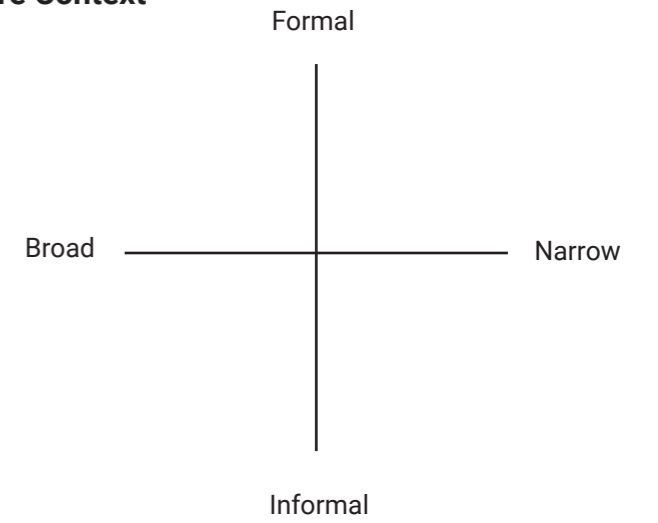
## Metrics

Lag    Lead    Vanity    Clarity    Activity    Reciprocity    Positive    Negative

## Player Motivation

Intrinsic    Status    Access    Power    Stuff    Cash

## Score Context

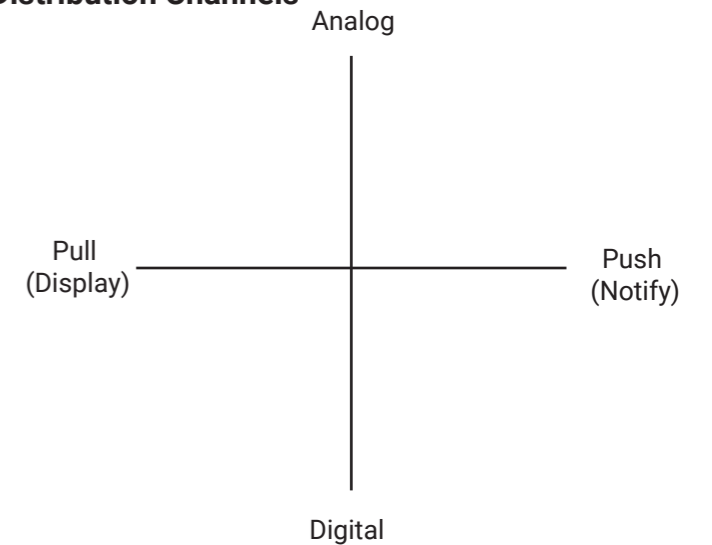


## Score Algorithm

## Comparison

Individual      vs Time  
Group            vs Target  
                      vs Peers

## Distribution Channels



## Score Name

## Player Name (Label)

## League Name

## Program Name