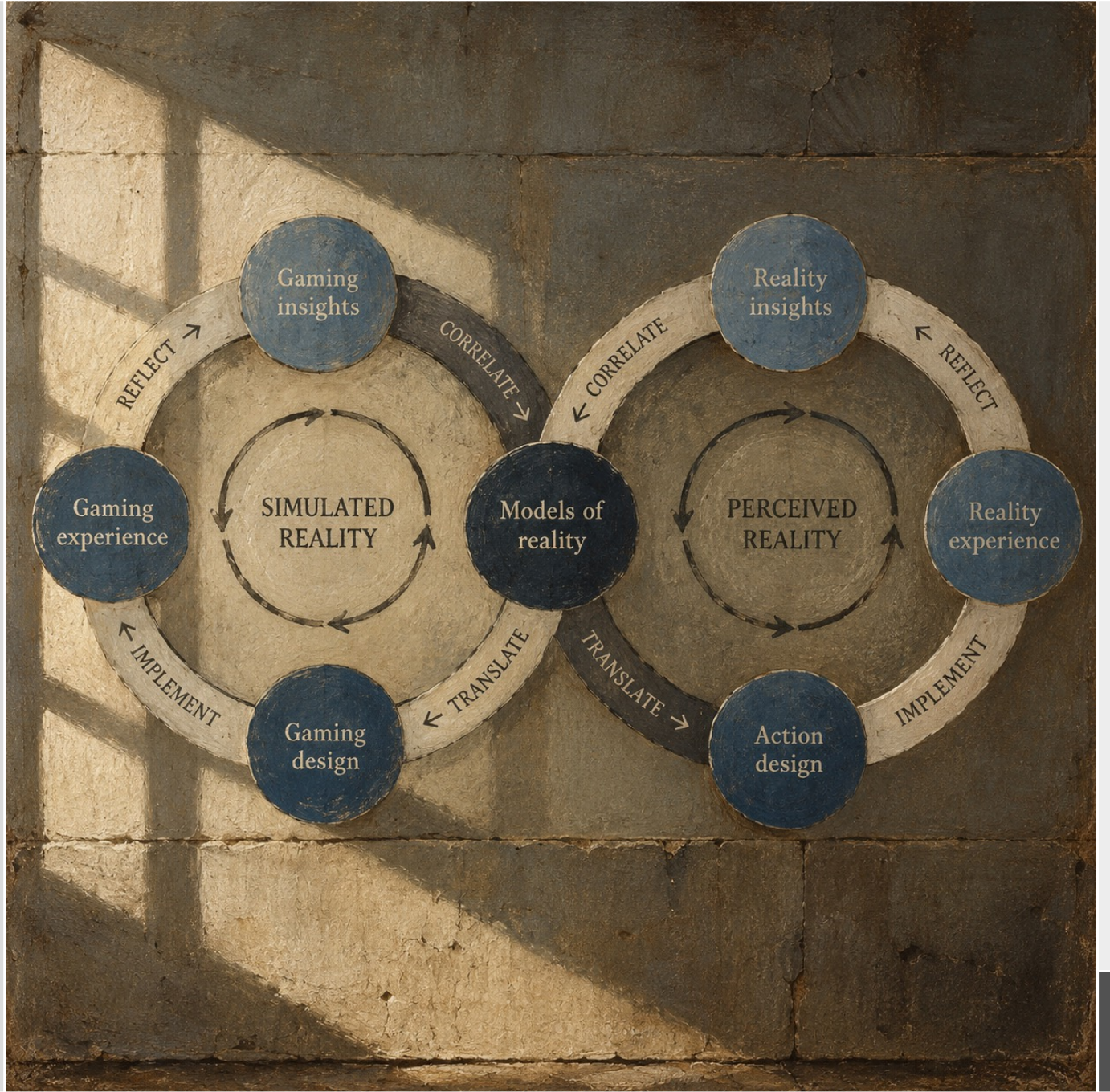
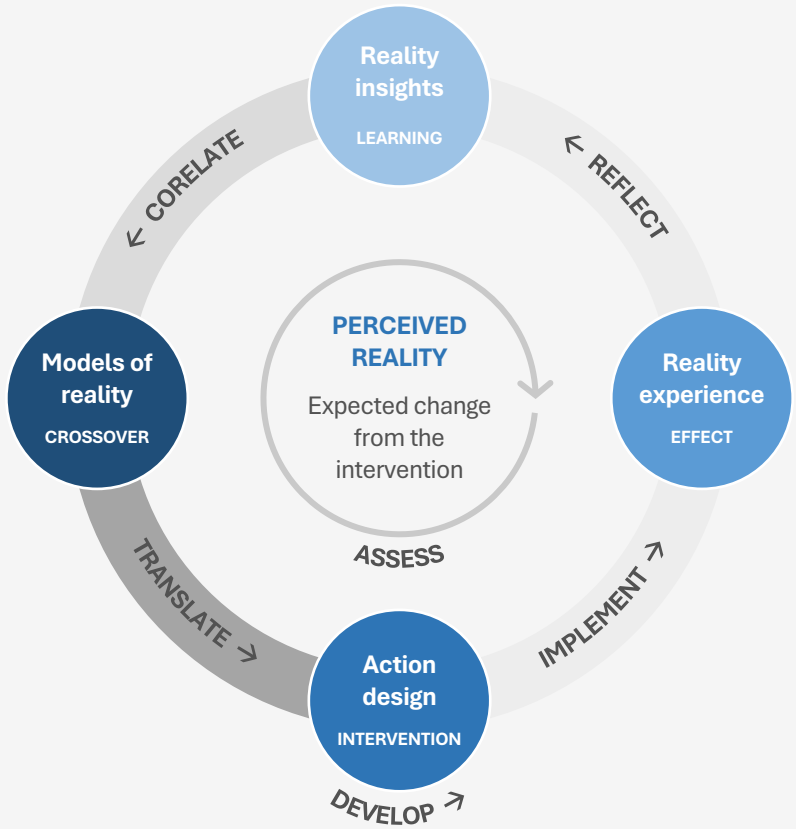
SERIOUS GAMING METHODOLOGY



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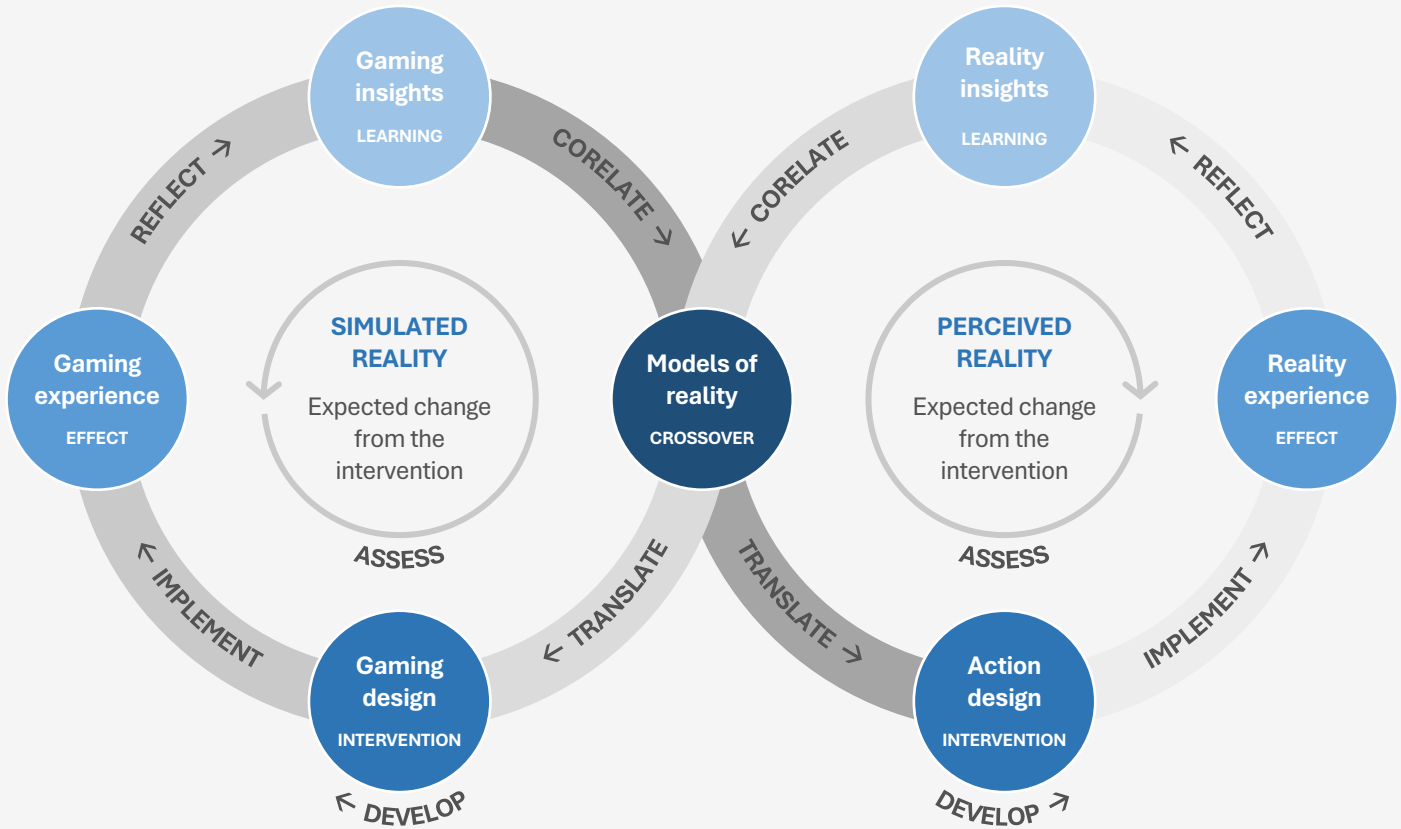
REALITY AS WE PERCEIVE IT

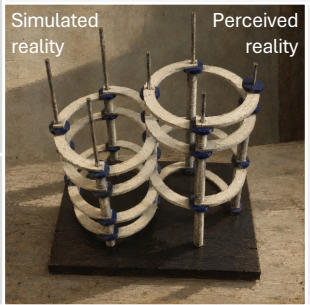
FROM EXPERIENCES, THROUGH INSIGHTS AND MODELS, TO ACTIONS AND THEIR EFFECTS



LEMNISCATE OF REALITY

A JOURNEY FROM THE PERCEIVED REALITY TO THE SIMULATED REALITY AND BACK





FOLLOWING THE LEMNISCATE INVOLVES TEN CONSECUTIVE AND ITERATIVE PHASES

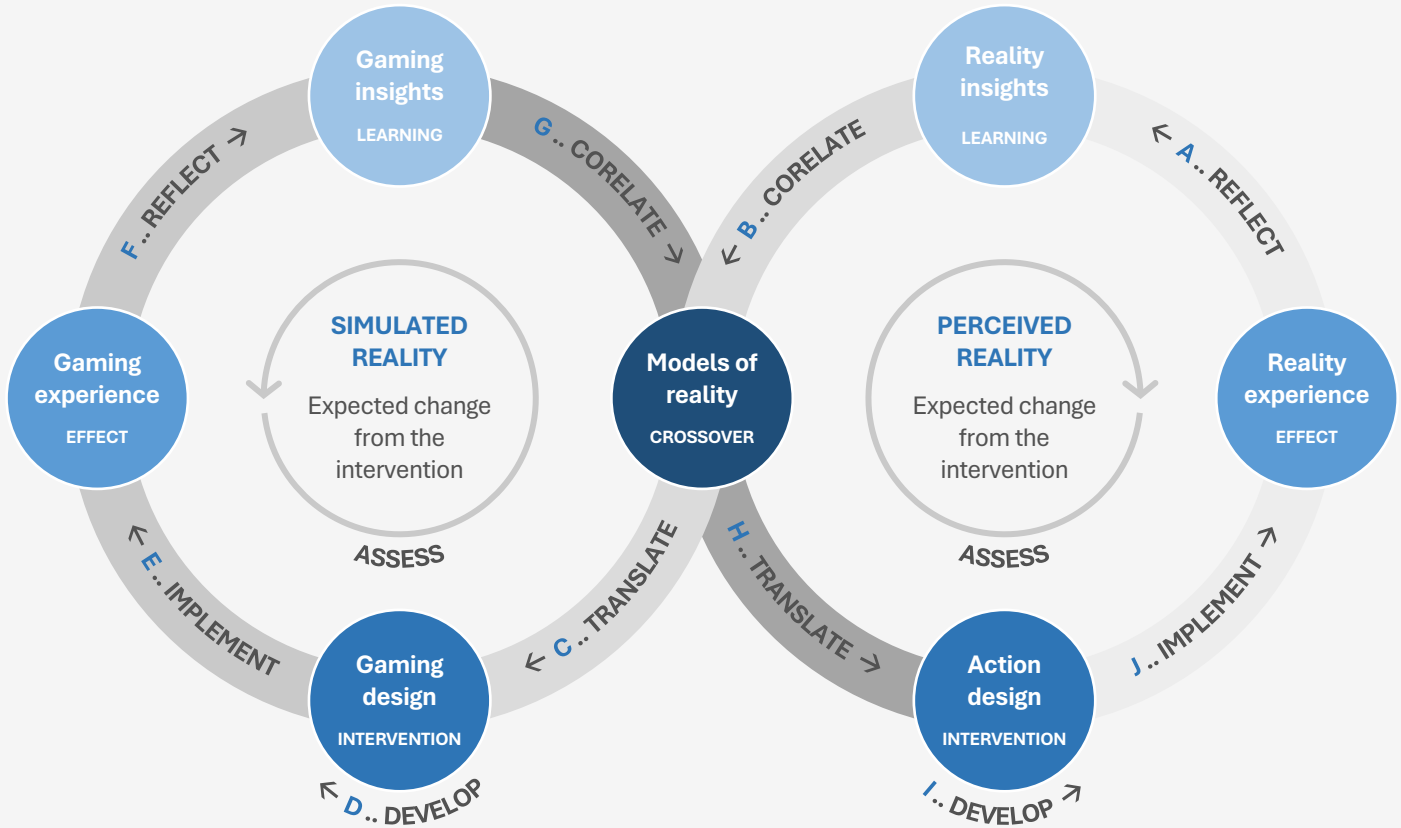
Reflect on the real-life experiences • Insights that are relevant for the expected change in reality — A

Corelate insights from reality to the model of reality • Insights that are relevant for their translation to a gaming intervention — B

Translate revised model of reality into a gaming design • Crossover of insights from a perceived to a simulated reality — C

Develop a serious game • Implementable intervention either as a prototype or as the final serious gaming product — D

Implement a gaming intervention • Change in knowledge, skills, or behaviors within the context of a simulated reality — E



Reflect on the game run experiences • Insights that are relevant for the change that is expected from the gaming intervention — F

Corelate insights from the game run to the model of reality • Insights that are relevant for their translation to a real-life action — G

Translate revised model of reality into the real-life action design • Crossover of insights from a simulated to a perceived reality — H

Develop a solution • Implementable real-life intervention that should enable achievement of the expected change — I

Implement real-life actions • Specific personal, organizational, or social change within the context of a perceived reality — J

THERE ARE SEVERAL REQUIREMENTS TO DELIVER VALUE WITH SERIOUS GAMING

For more information on delivering value with serious games see presentation: **Delivering value with serious gaming.**

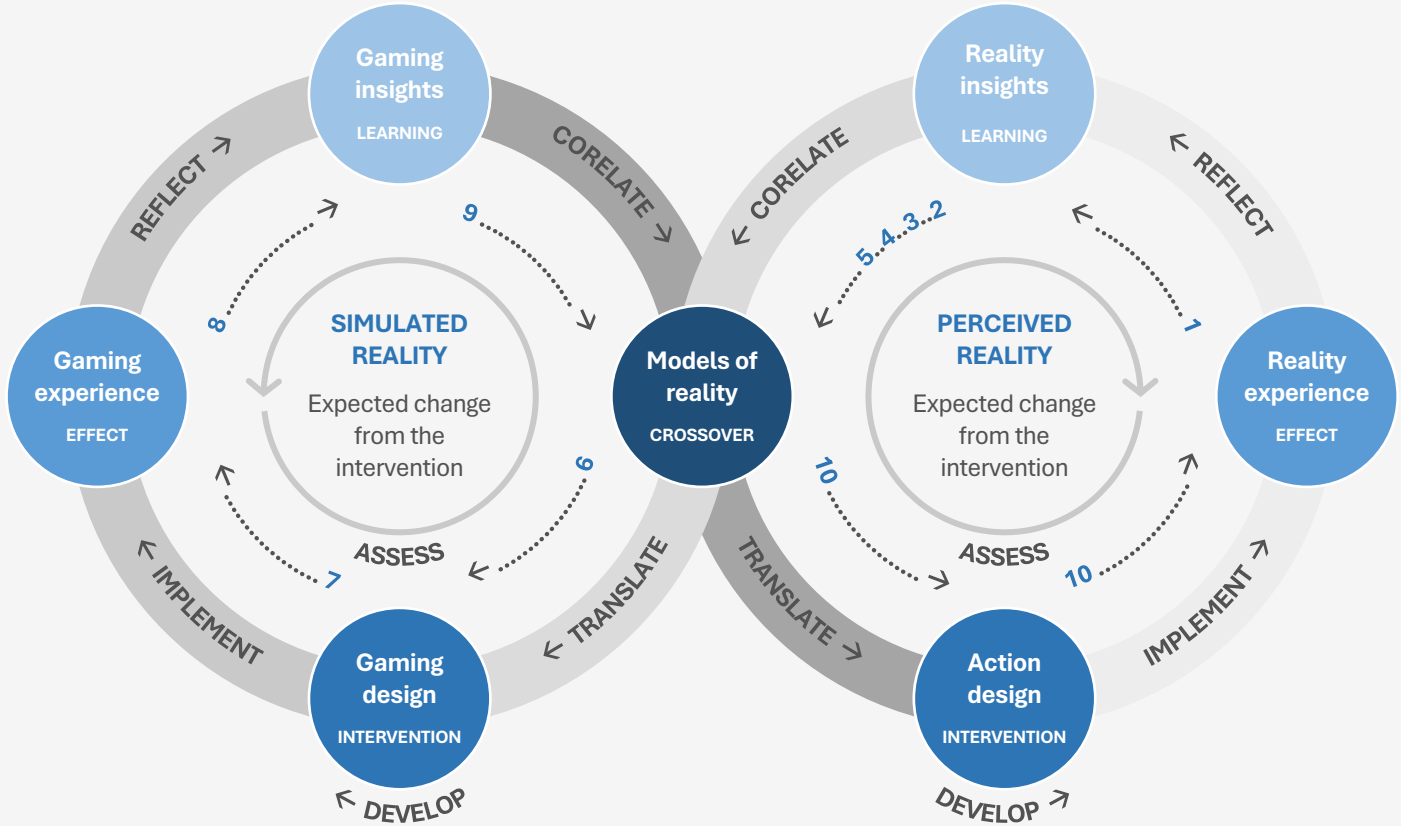
Understand the problem or opportunity that requires acting upon • Problem definition — 1

Define a specific value to be delivered by the intervention • Value proposition — 2

Determine risks involved in delivering the expected value • Risk assessment — 3

Recognize the stakeholder's capacity for sponsorship • Stakeholder commitment — 4

Assure objectives are clear, specific, and measurable • Defined objectives — 5



Safeguard that the development process is iterative and interactive • Good design — 6

Secure the operational excellence of the implementation • Effective implementation — 7

Ascertain the effects of intervention on learning • Actionable insights — 8

Communicate the relevance of what has been learned • Learning acceptance — 9

Ensure the learning is translated into real life action • Implemented actions — 10

DIFFERENT STAKEHOLDERS ARE INVOLVED IN DIFFERENT PHASES OF THE PROCESS

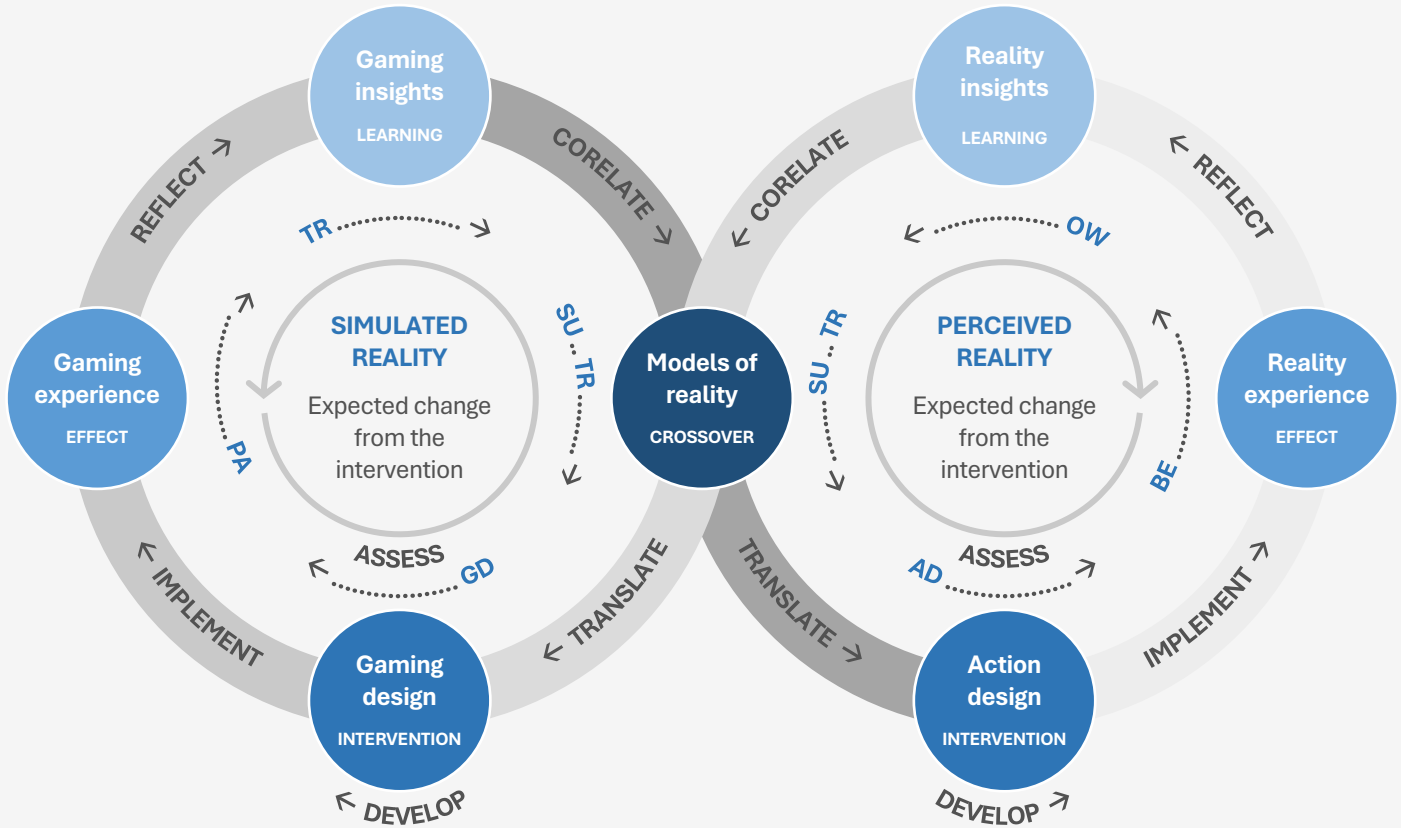
- There are different stakeholders, and each can hold multiple perspectives at the same time.
- Interaction with stakeholders requires differentiation between stakeholder engagement, analysis, and management.
- Type and timing of stakeholder interaction is determined by objectives and intent with respect to these stakeholders.

For more information on engaging and managing stakeholders see presentation: **Understanding and engaging stakeholders.**

Define and own the overall change initiative • Owner — OW

Supply insights and knowledge of either perceived or simulated realities • Supplier — SU

Design, engineer, and implement the gaming intervention • Game developer — GD



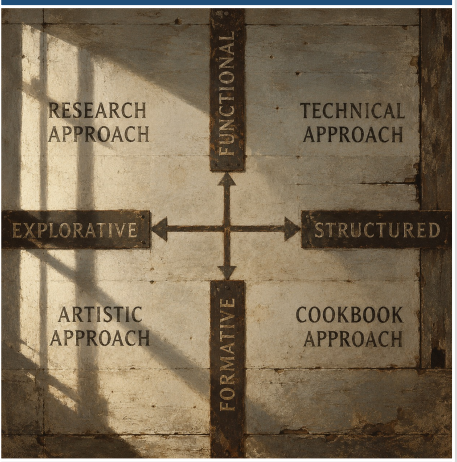
Participate in the gaming intervention • Participant — PA

Translate insight from either perceived or simulated realities into action • Translator — TR

Design, engineer, and implement the desired change in reality • Action developer — AD

Experience the effects of the gaming inspired interventions in reality • Beneficiary — BE

LEMNISCATE OF REALITY IS AT THE CORE OF SERIOUS GAMING DESIGN PROCESS



For more information on the serious gaming design process see presentation: **Serious gaming design process.**

Analyze the context and define the required change • Change objectives

1



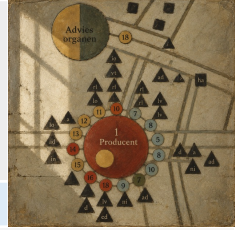
Specify the boundaries of serious gaming intervention • Design specs

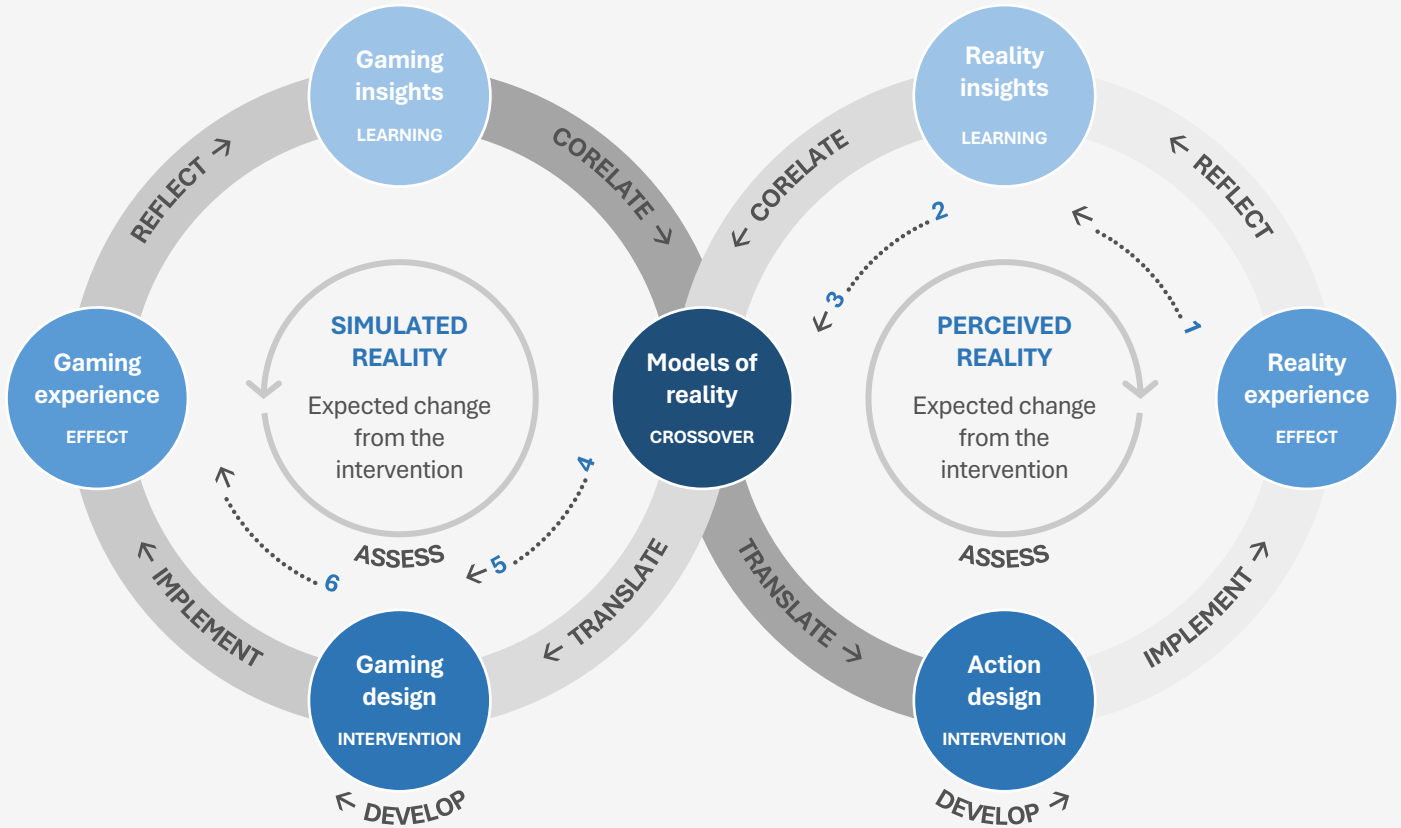
2



Create abstracted representation of the problem environment • Models of reality

3





Translate the model of reality into the serious gaming components • Game on paper

4



Develop and test prototypes of a serious gaming design • Final product

5



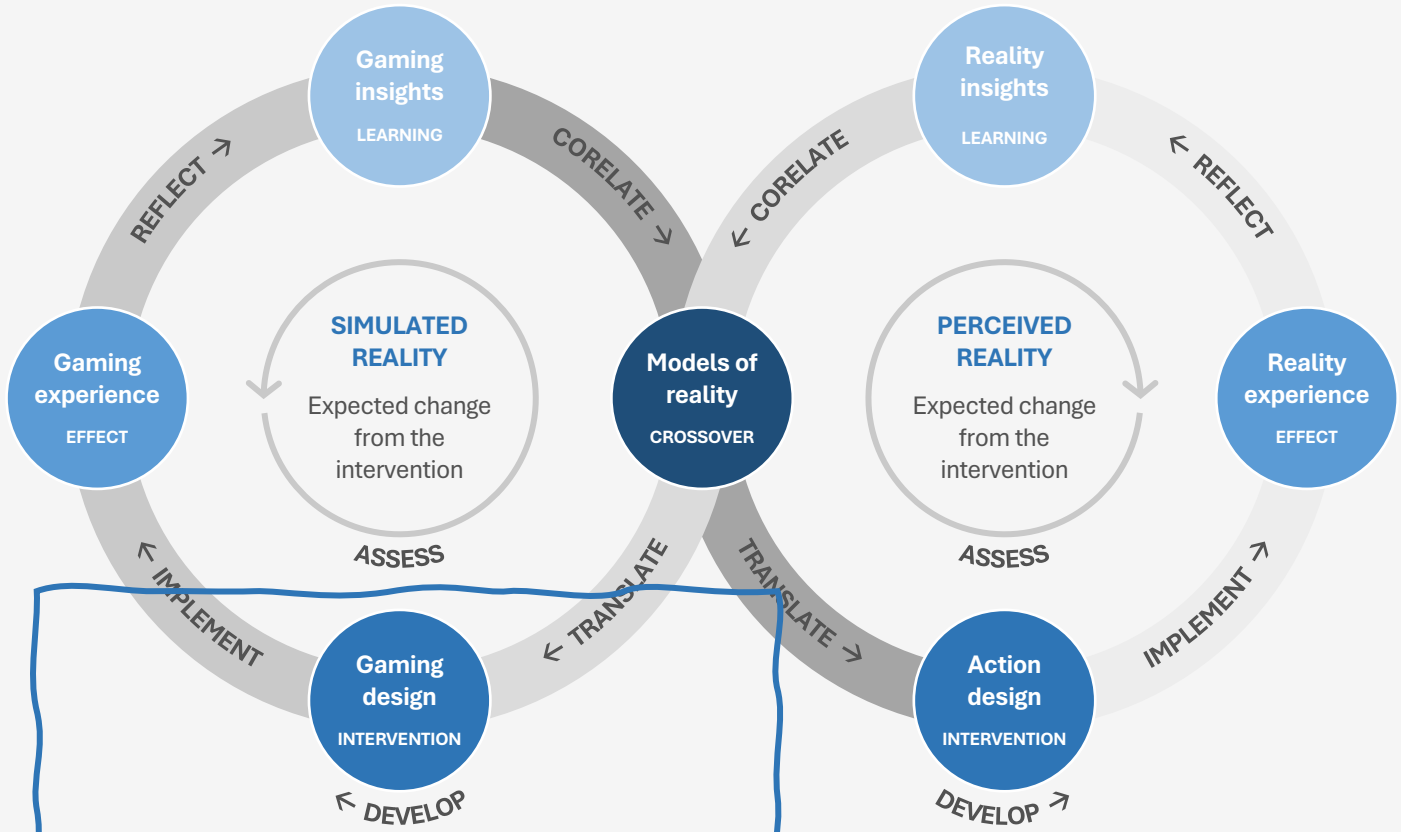
Actuate and facilitate game implementation and debriefing • Actionable insights

6



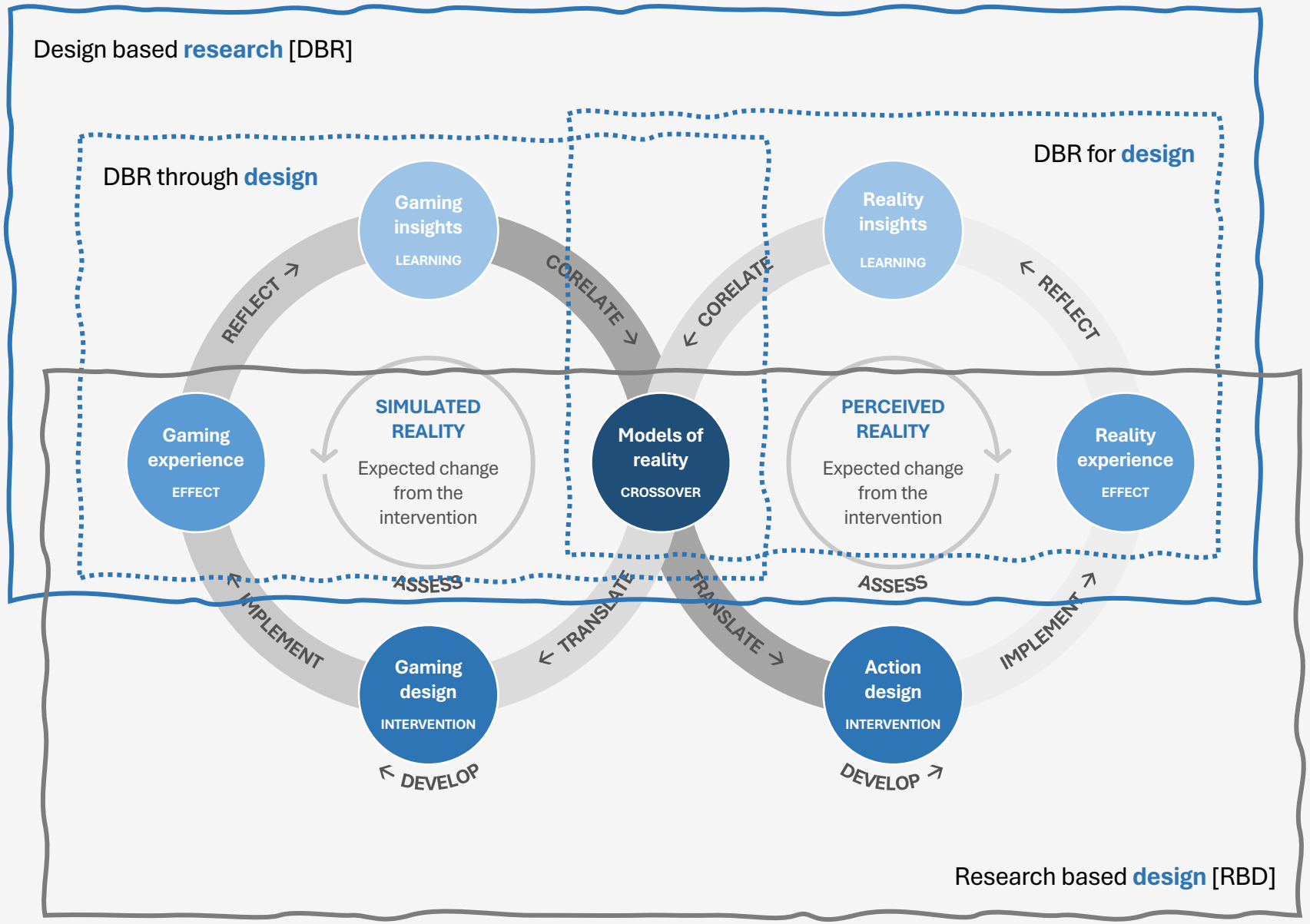
SERIOUS GAMING IS BOTH A PROCESS AND AN INSTRUMENT OF CHANGE

Serious gaming as a **process**



Serious gaming as an **instrument**

INTEGRATION OF RESEARCH BASED DESIGN AND DESIGN BASED RESEARCH



LEMNISCATE OF REALITY IS A JOURNEY FROM VALUE POTENTIAL TO VALUE DELIVERY

Holistic view

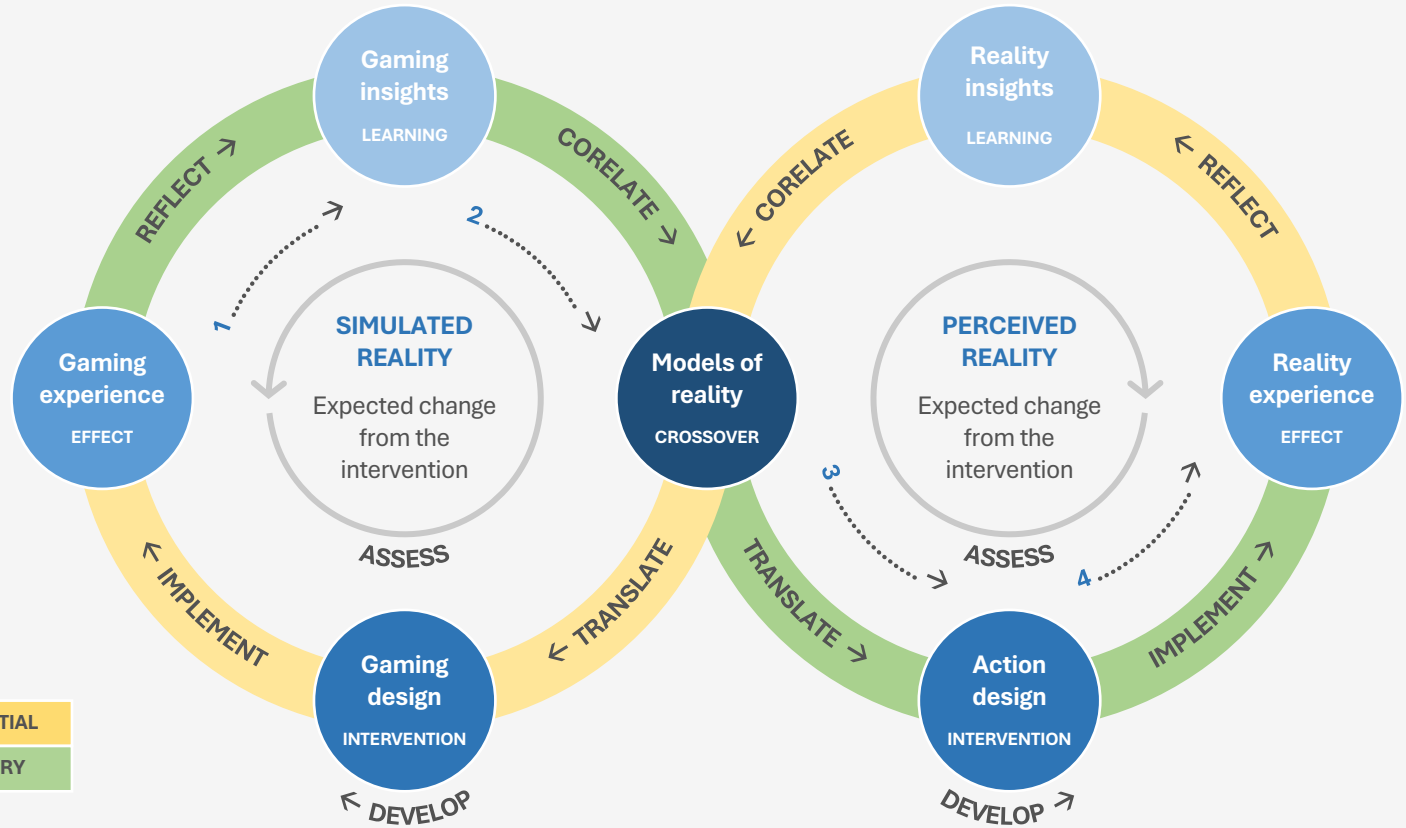
What of change • Gestalt insight and understanding of the change that needs to take place.

1

Shared awareness

Why of change • Socially constructed meaning on the importance and urgency for change.

2



Memories of the future

How of change • Actionable insights, skills, and behaviors required for an effective change.

3

Experience of benefits

When of change • Commitment to act in a timely manner to achieve and sustain the benefits

4

For more information on the utility of serious gaming, see presentation: **Learning for change with serious gaming.**

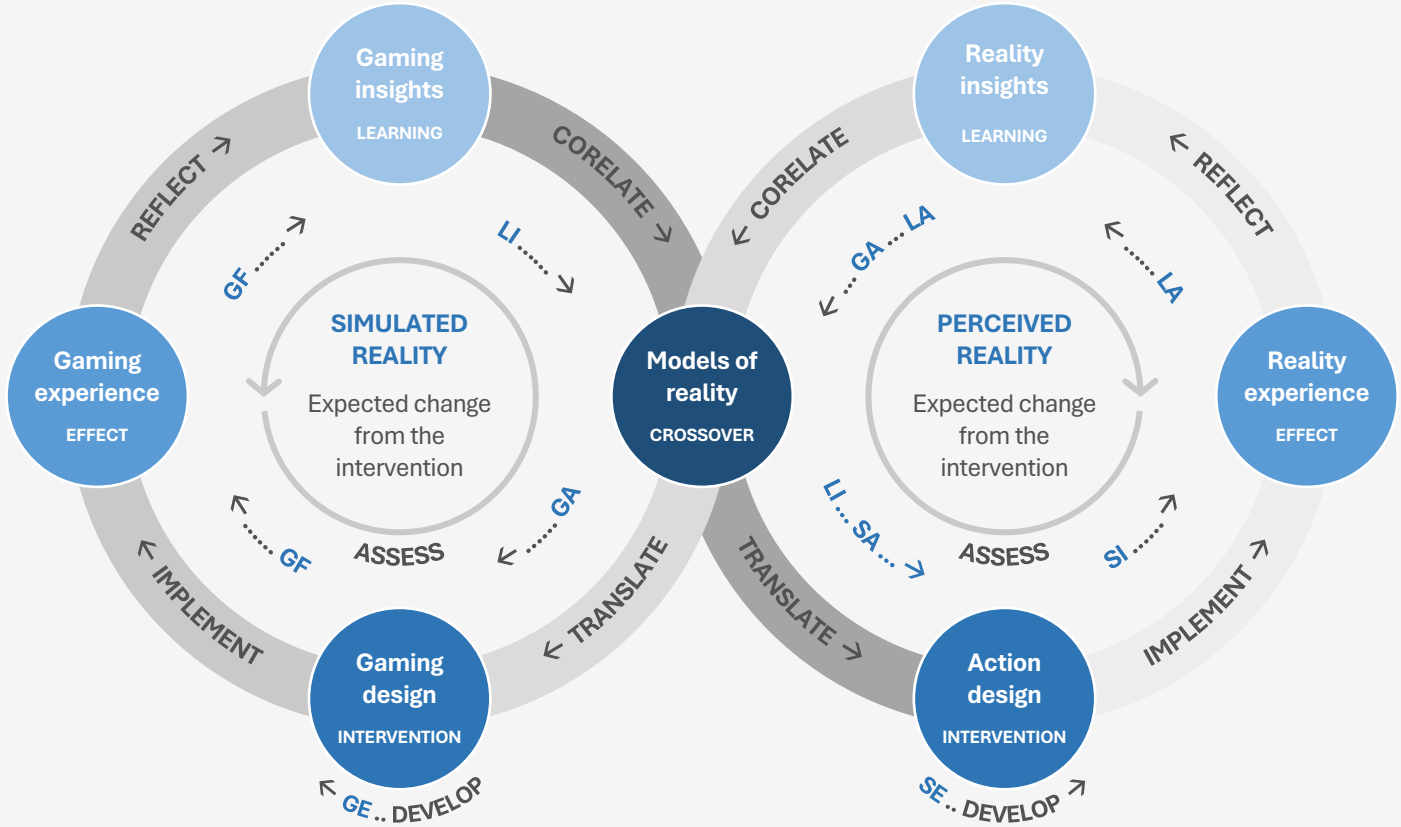
FOLLOWING THE LEMNISCATE OF REALITY REQUIRES PROFESSIONALS WITH DIFFERING PROFILES

Learning architect • **Analyze** the context of the need to change and define the learning objectives — LA

Gaming architect • **Develop** design specifications and lead the game development process — GA

Gaming engineer • **Translate** prototypes into a fully functional serious gaming intervention — GE

Gaming facilitator • **Facilitate** implementation, and debriefing of the game intervention — GF



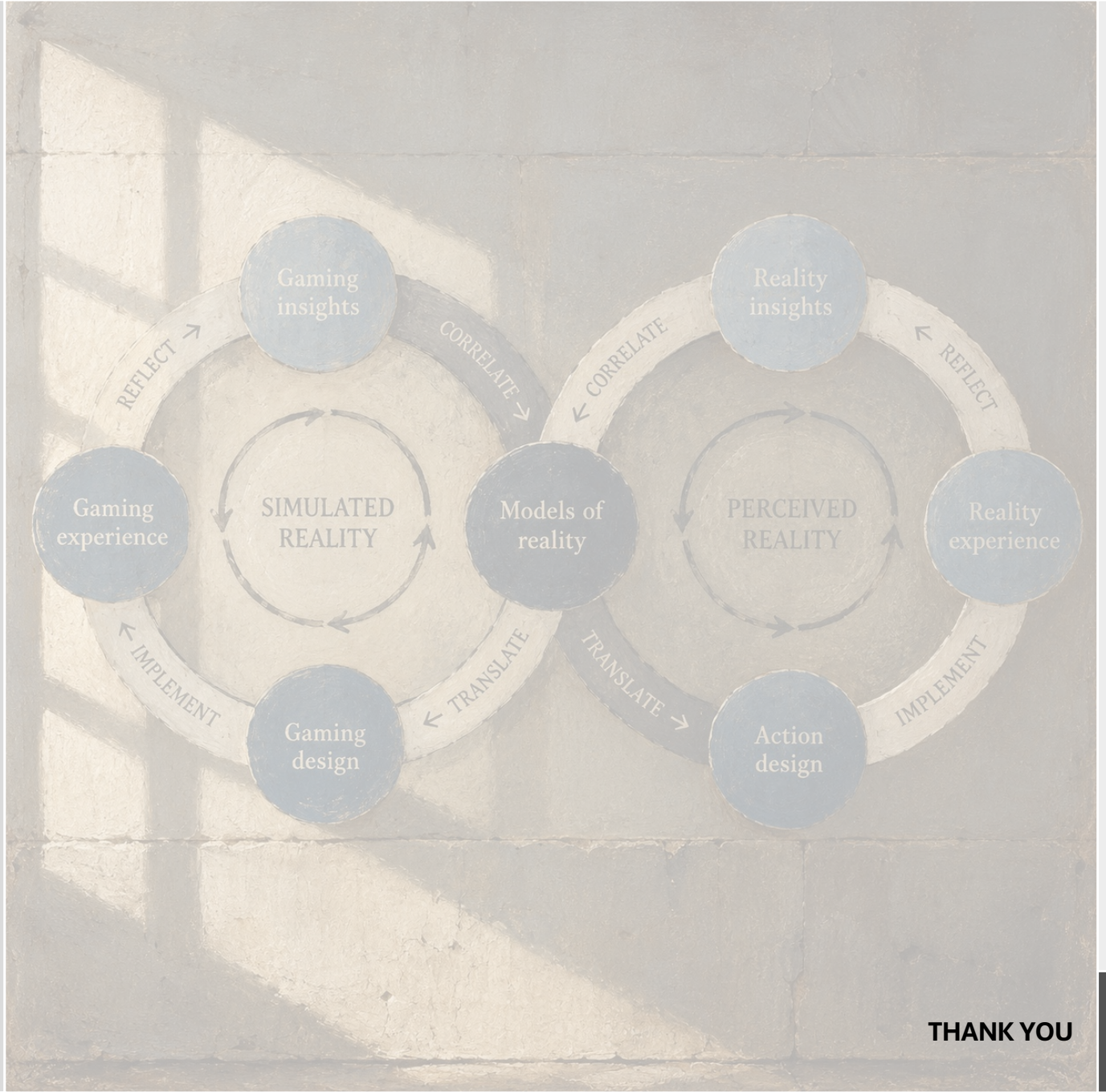
Learning interpreter • **Relate** insights to learning objectives and initiate translation to action in reality — LI

Solution architect • **Translate** insights and the revised model of reality into the real-life action design — SA

Solution engineer • **Transform** insights and learning into implementable real-life intervention — SE

Solution implementer • **Implement** the intervention within the real-life context to achieve change — SI

SERIOUS GAMING METHODOLOGY



THANK YOU

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