

# Table of Contents

**Foreword by Raph Koster**

**Introduction: What is Game Thinking?**

## **Section I: HYPOTHESIZE**

Chapter 1: Clarify Your Project Strategy

Chapter 2: Draft Your Project Brief

## **Section II: EMPATHIZE**

Chapter 3: Find Your Hot-Core Superfans

Chapter 4: Surface Relevant Habits and Needs

Chapter 5: Distill Customer Insights into Job Stories

## **Section III: DESIGN**

Chapter 6: Sketch Your Mastery Path

Chapter 7: Design Your Learning Loop

Chapter 8: Map Out Your Social Actions

## **Section IV: PLAYTEST**

Chapter 9: Prototype Your Core Activity

Chapter 10: Test Your Idea with Early Customers

## **Section V: REFLECT**

Chapter 11: Update Your Product Strategy

Chapter 12: Plan Your Product Road Map

**Glossary**

**References**

**About the Author**

**About the Illustrator**