

<p>1 Business Targets</p>	<p>3 Persona</p>	<p>4 The Player's Journey</p>	<p>6 Game Elements</p>	<p>7 Awards</p>
<p>2 Targeted Behaviors</p>		<p>5 8 Basic Game Feelings</p>		<p>8 Technology</p>
<p>9 Triggers and Communication</p>		<p>10 Measurement and Evaluation</p>		