Lifelab Studios is a unique partnership of Learning Scientists, Engineers, Game Designers and Researchers committed to building innovations as a means to empower individuals and communities to realize their own potential.

While people naturally aspire to great things, many of us lack the resources, motivation or support to create and sustain change in our lives, often dousing our natural drive. Some look to technology to ‘fix’ us, but we believe the power of innovation is to augment our own inner capabilities. Simply offering updated learning systems is not sufficient, and often are digital versions of outdated approaches.

At the same time, powerful new innovations coupled with research on the art and science of learning, provide an unprecedented opportunity; allowing us to build innovations that can invite, enable, and release the potential of all individuals to thrive in a rapidly changing, digitally connected world. To this end, Lifelab Studios located at the Center for Games & Impact has been researching, developing, and optimizing products and services focused on helping people thrive.

We are quite concerned with those that seek solutions within the bits and bytes of those products being developed, instead of believing in the amazing potential that lies within the learner. We have observed numerous occasions in which a designed innovation is transformative when introduced in one context, and the same product is less effective when implemented in another.

The key difference lies not in the technology, but in the ways the technology is integrated, and whether people are empowered to own and achieve goals in which they are invested.

As a university research and development entity we have brought together what we know about powerful learning principles, coupled with a design studio and new platform technologies, to develop a growth methodology, platform community, and a suite of products and services for unlocking human potential.

Specifically, we have developed:

- a design methodology for researching, designing and optimizing growth and impact;
- an immersive play engine for helping learners fail forward in a safe environment with consequential feedback;
- a mobile platform technology for making available opportunities to thrive in personally and socially relevant ways;
- an implementation process for mobilizing and sustaining latent energy and empowered guides to champion the growth of another.
- a facilitator dashboard for creating groups, managing progress, and adapting designs locally.

Centered at Arizona State University as part of the Center for Games and Impact, our team operates under the design aspirations for a New American University, especially in terms of activity that is use-inspired and community-embedded.
Thrive Methodology

Thrive Integrations is a methodology for researching, designing, and optimizing products and services that cultivate the capacity for groups of people to thrive.

We have created a suite of design methodologies and platform technologies from which to create diverse pathways and solutions to aid partners in achieving their goals.

- **Journey Mapping** – The process begins by identifying the goals that members of your community want to achieve, uncovering struggles and success stories to ensure that designs are likely to be viewed as useful for achieving goals that matter to them.

- **Content Development** – Grounded in an understanding of what users want to get done, the next stage involves developing growth opportunities that members are likely to engage and find useful in achieving goals of value to your community.

- **Ecosystem Integration** – Using these designed invitations to thrive, we work with you to build capacity to support members engaging these opportunities motivated by personal and social relevance, and that can be sustained at scale.

- **Impact Optimization** – Each implementation is an agile startup, highlighting customer development and leveraging data to optimize designed products and services in ways that allow for design/integration pivots to maximize impact outcomes.

Lifelab Studios Innovations

Accompanying the Thrive Integrations Methodology, we offer two customizable design platforms.

**ThriveCast Platform**

Connecting each one of us to the opportunities, people, and content to ensure that we become all we were meant to be.

- User-Aware Feed
- Thrive Opportunities
- Facilitator Dashboard

**Immersive Play Engine**

Providing rich, interactive worlds where learners can grow and practice skills in a safe and supportive environment.

- Immersive Worlds
- Consequential Feedback
- Facilitator Dashboard