**Chapter 14**

**Summary:**

In this chapter, the author first shares a story about the importance of *interest curves* in any game / show. In the curve, at the first point A, the players come to play the game with some level of interest and expectation. Then the experience starts and at point B (called “the hook”), the audience/players of the game should be excited about the experience. This point helps audience sustain focus over the less interesting part as well. Then onwards, the audience’s interest will rise or drop and finally at point G – the final point, there is a climax after which the story is resolved, and people gets out / leave the room with a great experience.

Interest curves proves to be one of the most useful and versatile tools we can use as a game designer. In the game designing process, ask these questions: If I draw an interest curve of my experience? Does it have a hook? Does it have gradually rising interest? ٰ Is there a climax?

The interest can be broken down into other factors:

**Inherent Interest:** Some events are simply more interesting than others. For example, risk is more interesting than safety, fancy is more interesting than plain, and the unusual is more interesting than the ordinary. So, while designing game, ask yourself, what aspects of our game will capture audience’s interest? Does it have something different? etc.

**Poetry of Presentation:** This refers to aesthetics of the entertainment experience. The more beautiful the artistry used in presenting the experience, the more interesting and compelling it will be.

**Projection:** Your game should compel the audience to put themselves into the experience. Ask these questions: what is there in your game that players can relate to? etc.

Putting it all together, we should develop the habit of creating interest curves, so that we have insights into designs that others are likely to miss.

**Implementation:**

In this chapter, we came to know the importance of the audience interest through different real-life examples. We know how much it is important to follow the interest curve pattern in our game design as well. As a hook at the start of the game, we need to do something different, so that audience gets surprised when they first time start the game. This will create a very good impression on their minds. We can use some sort of animation of the character or some story line at the start of the game as a hook, so that players develop their interest early in the game.

As the game starts, we should make sure to keep players have interest in the game by introducing unique things at regular intervals. For example, we will use different and unique obstacles in the game that our players haven’t seen in any other game, and it will be fun and challenging for them to surpass these obstacles.

Moreover, the sound of the game, engine sound, and the collision with obstacles sound will also play a key role in developing the interest in players’ minds all the time.

As for the poetry of presentation factor in developing interest, we must make the game interface more appealing. We will use interesting and surprising maps and characters (riders, bikes) in the game and will make sure to keep the whole design consistent to each element and objective of the game.