

Pokémon Go

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- How does the game balance challenge and reward at different levels
 - In the beginning, players only need to catch nearby, easy-to-find Pokémon. The tasks are simple, and the rewards are straightforward, such as gaining experience points and candy. However, as players level up, rarer and higher CP Pokémon appear, requiring greater skills, such as using curveballs or higher-tier Poke Balls. (W3)
- Learnability
 - Players start with simple tasks like catching Pokémon and spinning PokéStops, avoiding overwhelming new users with complex features. (C6)
- User mental models of the game world
 - The game world mirrors the real world using augmented reality (AR), aligning with players' mental models of walking, exploring, and encountering things in their environment. This familiarity makes the game easy to grasp and enhances immersion. (C1)
- Use of speed and pacing
 - Randomized Pokémon spawns at unpredictable intervals to keep players on their toes, creating anticipation and excitement during exploration. This unpredictability leverages variable interval reinforcement to encourage longer

play sessions. (W7)

- Importance of storyline (or not)

- Pokémon Go does not rely on a traditional storyline to engage its players.

Instead, the game leverages the nostalgic appeal of Pokémon, combined with open-ended gameplay and user-driven exploration, to create an engaging experience. Players can create their own “story” as they progress, capturing Pokemon and exploring the real world. (C4)

- Implementation of rewards

- The daily streak rewards for spinning PokéStops and catching Pokémon

encourage players to return every day. Missing a day breaks the streak and motivates consistent engagement, creating a sense of urgency and attachment to daily play (W9).