Pokémon Go

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- How does the game balance challenge and reward at different levels

    o 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

    o 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

    o 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

    o 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)

  o 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

  o Players earn Pokéballs, berries, and potions from Pokéstops, ensuring a steady stream of small, incremental rewards to keep them engaged. (W7)