Day 005 Summary

#008 玩法设计

Build Experience

1. Find Experience: exact
2. Build Macro Experience: world
3. Build Micro Experience: feeling of game(**feeling, not function**)

Design Gameplay

what is gameplay?
一系列有意义的选择
意义?
Verb + Noun -Rule-> Goal

1.Analyze Experience

get Verb, Noun

2.Set Goal, Build Choices

Goal first, Choices - micro

> choices need balance
>
> human cares about "compare": High - Low

Organize Goal

1.Decide Goal

long-term
mid-term
short-tem

2.Connection between Goals of different terms

linear & net connection

tips: How to balance choices?

Feedback

positive & negative

#009 一页纸设计文档（如何优雅地提需求）

Communication

Think Clearly

MECE principle: mutually exclusive, collectively exhaustive
互斥且完备，不重不漏

Experience -> Components (also remember Components -> Experience)

Exp:
new ability:

1. gain

- who
- when
- what
- what happened

2. use

- effect
- ...

3. loss

- who
- when
- what
- what happened

miss some questions?
at least 5/7/... questions

Speak Clearly

1. the Goal
2. 总分，MECE
3. 让对方复述

Write Clearly

design document - a way of effective communication
MECE

1. Tradition document
2. wiki

benefit: 全面 / MECE
deficiency: too many pages(words) / No connection between different sections / No Keypoint

shall: graphic / logic connection / keypoint / for viewers

ONE-PAGE

Same technique from Graphic Design

can be used in everything

benefits:

- for team: easier to spread / more people wouold read
- for yourself: force yourself to think wholly / force yourself to think about keypoint / more easy to see connections

text to diminish ambiguity

don't be too full

Tools: drawio...

#010 游戏设计宏观文档

游戏设计概要 Generate Concept

1.游戏愿景

2.支柱

贯穿游戏的3个keyword

3.玩家为何关心

4.核心功能

5.游戏循环

对于长期运营游戏：

 1. 小循环：核心玩法
 2. 中循环：系统、内容...
 3. 大循环：生命周期

6.付费设计

 1. 付费思路：**没有测试机会！**整体考虑：商品、用户；微小的改动会影响整体。
 2. 首次付费
 3. 大额付费
 4. 持续付费

7.背景设定

8.美术：风格、参考、概念

9.市场机会

找到市场缺口、机会
分析竞品优缺点
注意：自己的游戏不能在每一方面都是最优的：没有特色

10.市场规模

 1. 分析该品类市场规模

    2. 罗列竞品商业数据

    3. 预估产品商业目标

11.竞争对手

宏观规划表

exp content:
level, look feel, time of day / mood, ally, enemy, macro gameplay, macro flow, player mechanics, gameplay theme, ...

for different game, it's different...

How To?

1. brainstorm: attractive objects
2. classify: **most attractive objects** & **not that attractive but still attractive objects**
3. use the **experience curve**: put attractive objects on it: high - high, low - low

Experience

- more profession ways to analyze and create gameplay
- different term goals and connections between themselves, choices and themselves
- MECE principle to think
- communicate elegantly
- commerical macro design doc & expample
- the experience curve in making macro plan
- freaking awesome day

> *write be Hellinus - 2023.7.14*