Mainstream is:

* less secretive
* more mature
* don’t get (We don’t need ux, our designers are to good to need this)
* more buy in, less effort needed to influence, larger budget, more methods and variety.

An issue with gur:

* has heavy reliance on large scale, multi person testing
  + Easy to grok “Lots of numbers = reliable”
  + This is a good way but should not be the only way, others need to be considered
  + Not always going to be the best

Once you build something, then you see if it is good is not a good way of doing things

* You can actually get info before you build something by looking at other games that are similar or that has similar mechanics and you can see how players react to them.
* Paper prototyping

What gur has over mur

* More interesting research questions (much more detail and uncertainty)
* More unexplored and less developed so there is more to find and explore
* Tougher challenges, feelings emotions
* More passionate people
* Best new technologies (vr, motion control, ar)