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| **I. Category 1: Game Play** |
| ***A. Heuristic: Enduring Play*** |
| **A1. The players find the game fun, with no repetitive or boring tasks**  **A2. The players should not experience being penalized repetitively for the same failure.**  **A3. The players should not lose any hard won possessions.**  **A4. Gameplay is long and enduring and keeps the players’ interest.**  **A5. Any fatigue or boredom was minimized by varying activities and pacing during the game play.** |
| ***B. Heuristic: Challenge, Strategy and Pace*** |
| **B1. Challenge, strategy and pace are in balance.**  **B2. The game is paced to apply pressure without frustrating the players. The difficulty level varies so the players experience greater challenges as they develop mastery.**  **B3. Easy to learn, harder to master.**  **B4. Challenges are positive game experiences, rather than negative experiences, resulting in wanting to play more, rather than quitting.**  **B5. AI is balanced with the players’ play.**  **B6. The AI is tough enough that the players have to try different tactics against it.** |
| ***C. Heuristic: Consistency in Game World*** |
| **C1. The game world reacts to the player and remembers their passage through it.**  **C2. Changes the player make in the game world are persistent and noticeable if they back-track to where they have been before.** |
| ***D. Heuristic: Goals*** |
| **D1. The game goals are clear. The game provides clear goals, presents overriding goals early as well as short term goals throughout game play.**  **D2. The skills needed to attain goals are taught early enough to play or use later, or right before the new skill is needed.**  **D3. The game gives rewards that immerse the player more deeply in the game by increasing their capabilities, capacity or for example, expanding their ability to customize.** |
| ***E. Heuristic: Variety of Players and Game Styles*** |
| **E1. The game supports a variety of game styles.**  **E2. The game is balanced with multiple ways to win.**  **E3. The first ten minutes of play and player actions are painfully obvious and should result in immediate and positive feedback for all types of players.**  **E4. The game had different AI settings so that it was challenging to all levels of players, whether novice or expert players.** |
| ***F. Heuristic: Players Perception of Control*** |
| **F1. Players feel in control.**  **F2. The player’s have a sense of control and influence onto the game world.** |
| **II. Category 2: Coolness/Entertainment/Humor/Emotional Immersion** |
| ***A. Heuristic: Emotional Connection*** |
| **A1. There is an emotional connection between the player and the game world as well as with their “avatar.”** |
| ***B. Heuristic: Coolness/Entertainment*** |
| **B1. The game offers something different in terms of attracting and retaining the players’ interest.** |
| ***C. Heuristic: Humor*** |
| **C1. The game uses humor well.** |
| ***D. Heuristic: Immersion*** |
| **D1. The game utilizes visceral, audio and visual content to further the players’ immersion in the game.** |
| **III. Category 3: Usability & Game Mechanics** |
| ***A. Heuristic: Documentation/Tutorial*** |
| **A1. Player does not need to read the manual or documentation to play.**  **A2. Player does not need to access the tutorial in order to play.** |
| ***B. Heuristic: Status and Score*** |
| **B1. Game controls are consistent within the game and follow standard conventions.**  **B2. Status score Indicators are seamless, obvious, available and do not interfere with game play.**  **B3. Controls are intuitive, and mapped in a natural way; they are customizable and default to industry standard settings.**  **B4. Consistency shortens the learning curve by following the trends set by the gaming industry to meet users’ expectations. If no industry standard exists, perform usability/playability research to ascertain the best mapping for the majority of intended players.** |
| ***C. Heuristic: Game Provides Feedback*** |
| **C1. Game provides feedback and reacts in a consistent, immediate, challenging and exciting way to the players’ actions.**  **C2. Provide appropriate audio/visual/visceral feedback (music, sound effects, controller vibration).** |
| ***D. Heuristic: Terminology*** |
| **D1. The game goals are clear. The game provides clear goals, presents overriding goals early as well as short term goals throughout game play.**  **D2. The skills needed to attain goals are taught early enough to play or use later, or right before the new skill is needed.**  **D3. The game gives rewards that immerse the player more deeply in the game by increasing their capabilities, capacity or, for example, expanding their ability to customize.** |
| ***E. Heuristic: Burden On Player*** |
| **E1. The game does not put an unnecessary burden on the player.**  **E2. Player is given controls that are basic enough to learn quickly, yet expandable for advanced options for advanced players.** |
| ***F. Heuristic: Screen Layout*** |
| **F1. Screen layout is efficient, integrated, and visually pleasing.**  **F2. The player experiences the user interface as consistent (in controller, color, typographic, dialogue and user interface design).**  **F3. The players experience the user interface/HUD as a part of the game.**  **F4. Art is recognizable to the player and speaks to its function.** |
| ***G. Heuristic: Navigation*** |
| **G1. Navigation is consistent, logical and minimalist.** |
| ***H. Heuristic: Error Prevention*** |
| **H1. Player error is avoided.**  **H2. Player interruption is supported, so that players can easily turn the game on and off and be able to save the games in different states.**  **H3. Upon turning on the game, the player has enough information to begin play.**  **H4. Players should be given context sensitive help while playing so that they are not stuck and need to rely on a manual for help.**  **H5. All levels of players are able to play and get involved quickly and easily with tutorials, and/or progressive or adjustable difficulty levels.** |
| ***I. Heuristic: Game Story Immersion*** |
| **I.1 Game story encourages immersion (If game has story component).** |