

VR, AR, & Gamification

24 Juillet, 2024

Overview of Today

Time	Topic
14h00 - 14h15	Introduction + team check
14h15 - 14h40	Game Design Overview
14h40 - 15h05	Gamification
15h05 - 15h20	Break
15h20 - 15h30	LLM and prompting introduction
15h30 - 16h45	Group work + VR test + UX test
16h45 - 17h00	Discussion + outro

14h00 - 14h15

Introduction + team check

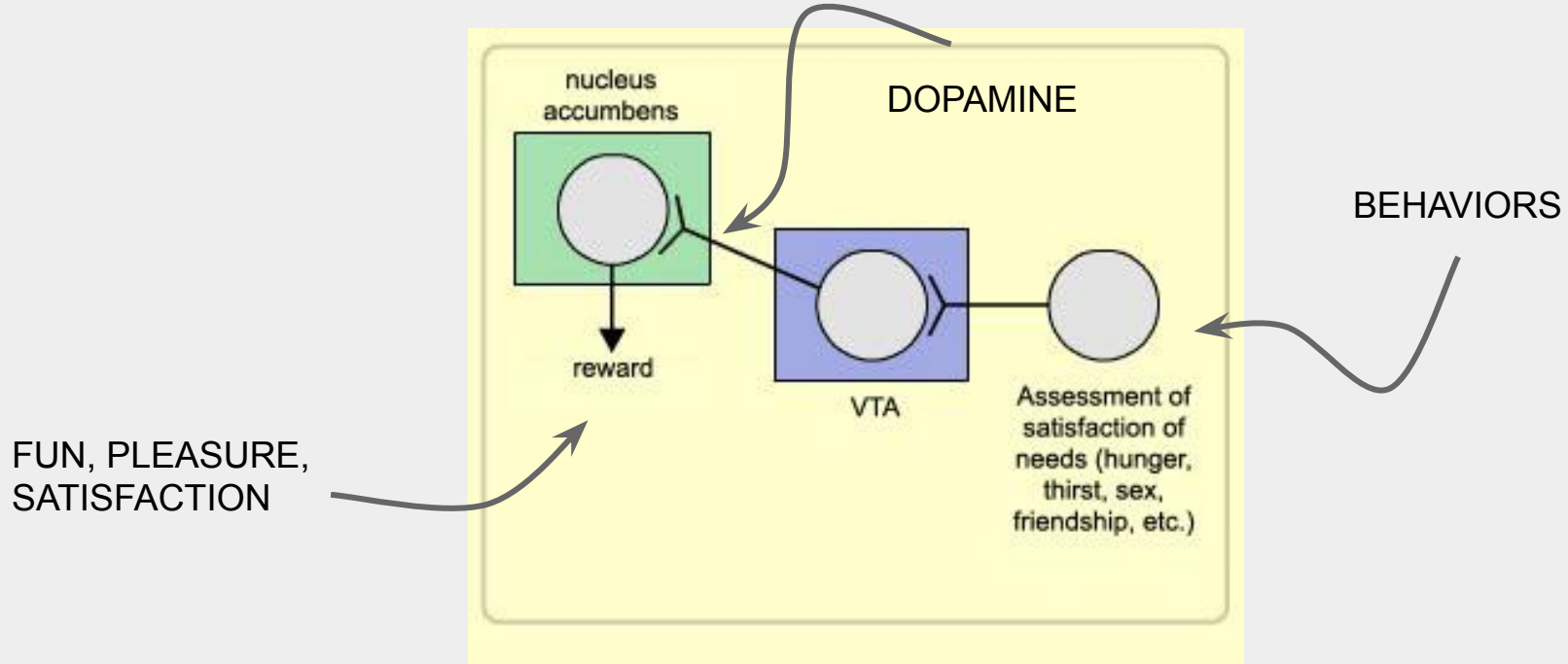
14h15 - 14h40

Game Design Overview

Quick biology and why do users play



Origins of fun



THE REWARD SYSTEM OF THE BRAIN

Game and play

*“A game is a **bounded**, specific way of **problem solving**. Play is more cosmic and **open-ended**. Gods play, but man is a gaming individual...”* – Shiv Visvanathan

Play (Paidia):

Play is effectively the activity of playing. In this context, play is similar to paidia (according to Caillois), we engage in a fun activity **with rules that change as we go along**.

But play is also a verb that allows us to say that we are playing something. To play a game for example.

Game (Ludus):

But as for Play, Game is also an activity. It refers to Ludus (according to Caillois). When one engages in such an activity, it is because one is in competition. One finds it in the sport notably with the fact of disputing a match. We can see that fun is no longer the only component because **the fact of winning or losing comes into play**.

Game can also designate a verb. In the sense of playing with a system, which refers to the notion of manipulating. It is a more abstract level.

Book : “*Man, Play and Games*”, 1961, Roger Caillois

Human skills involved in a game activity

Physical skills

Strength, dexterity, coordination, endurance, speed, reflex

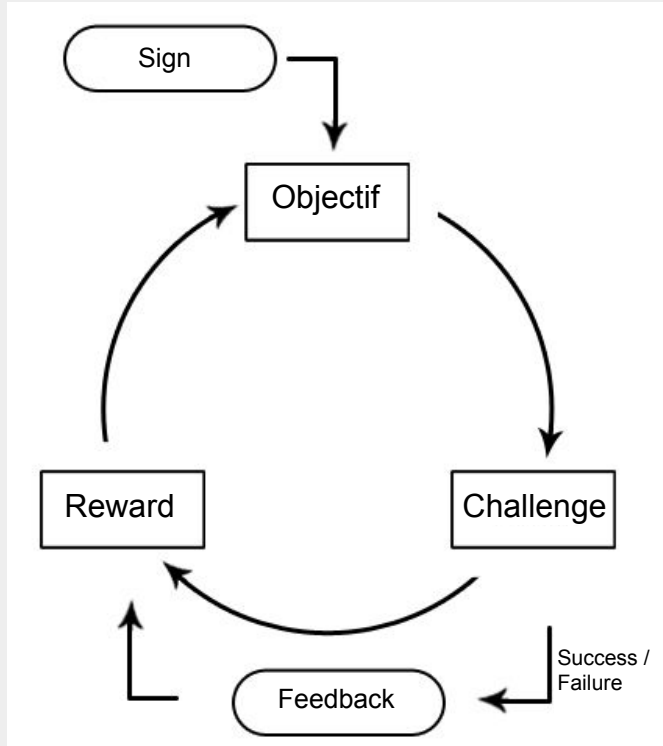
Mental skills

Memory, observation, strategy, problem solving, estimations

Social skills

Teamwork, opponent reading, empathy, communication

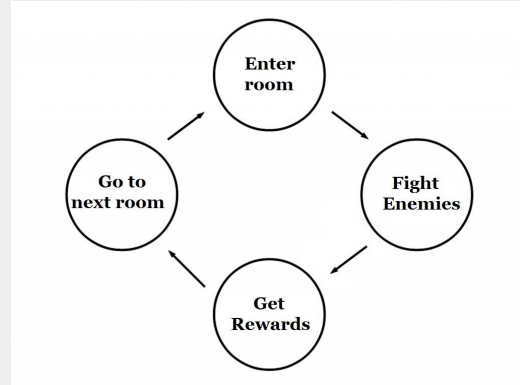
Set of actions - game loops



macro : the game

meso : a level

micro : an action



Bartle's player type



14h40 - 15h05

Gamification

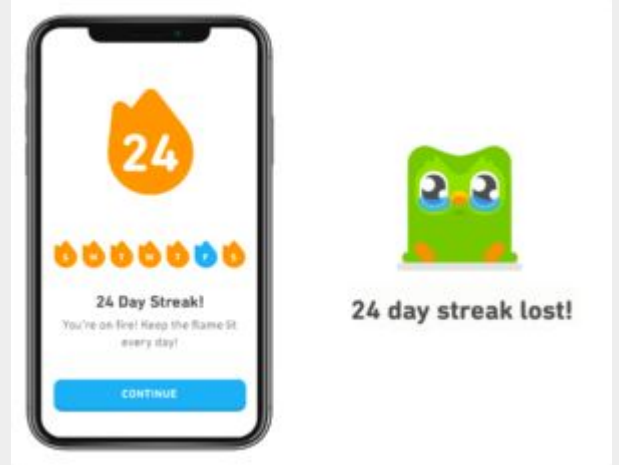
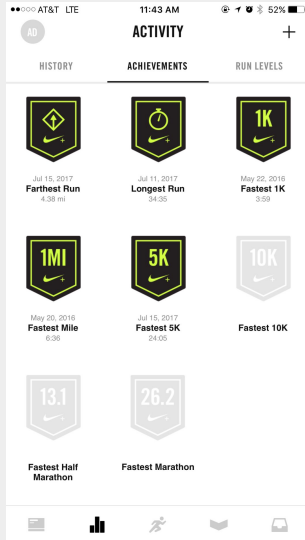
Gamification definition

Gamification is the application of game-design elements and game principles in non-game contexts

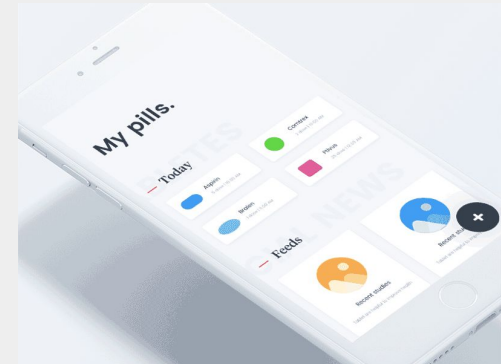
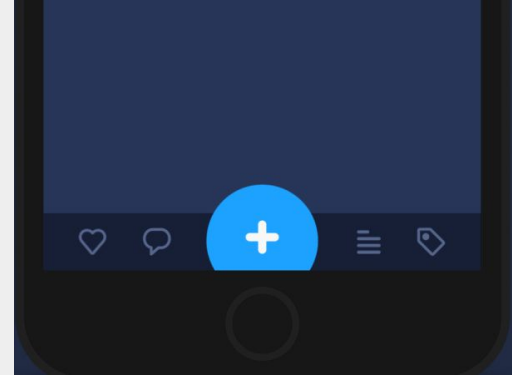
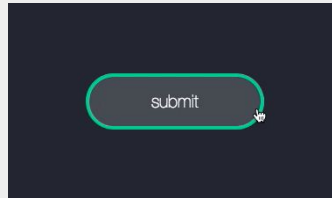
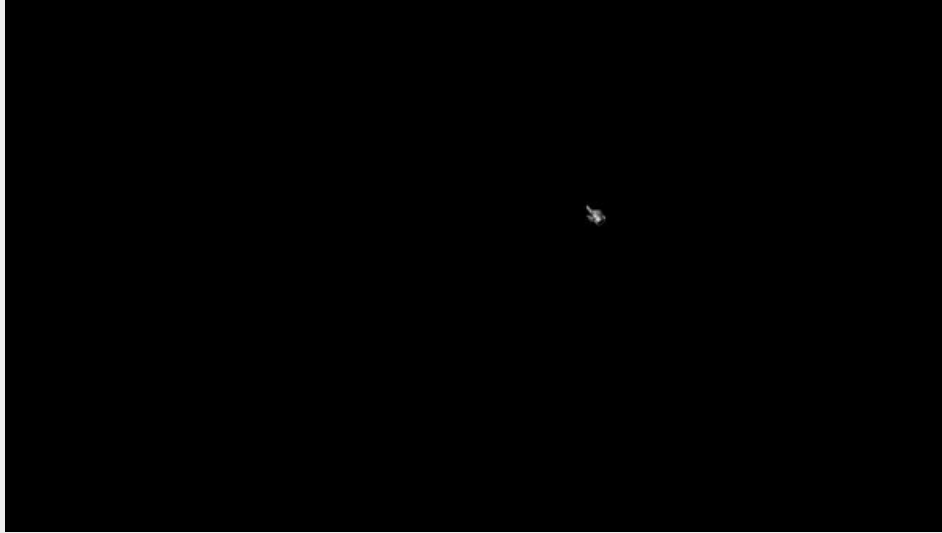
“In every job that must be done, there is an element of fun. You find the fun and snap! The job’s a game.”



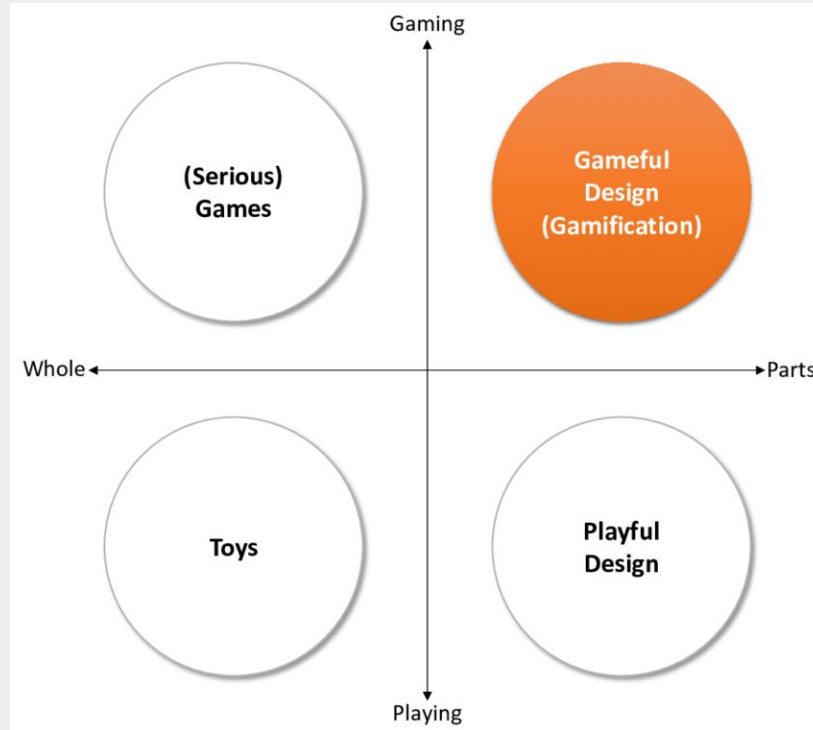
Examples



Differences with toyfication



Categorisation



Quick intro to “game motivation”

Yee’s gaming motivation model (Yee, 2006a) extracted 10 gaming motives, then further refined these into three broad types:

- (1) **achievement motive** (including advancement, mechanics, and competition)
- (2) **social motive** (such as socializing, relationships, and teamwork)
- (3) **immersion motive** (such as discovery, role-playing, customization, and escapism).

Gradient :

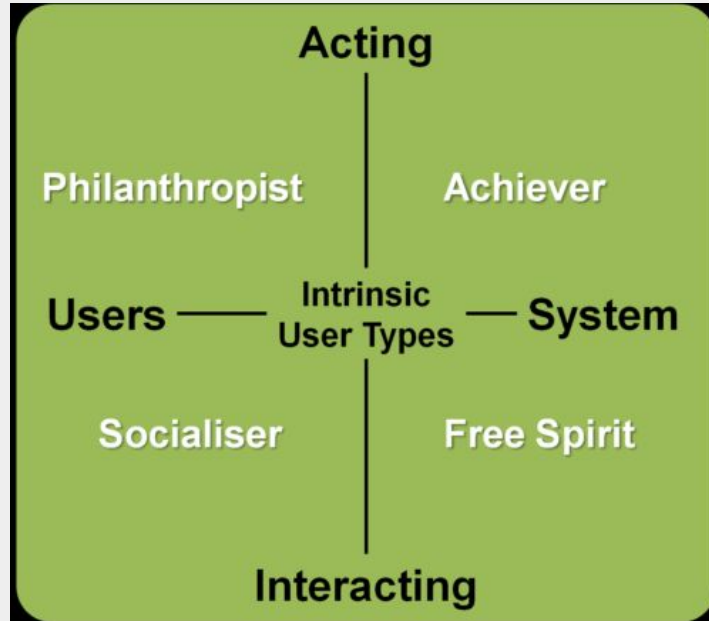
External	↑ Extrinsic	External motivation	For payment
		Introjected motivation	Because I said I would
		Identified motivation	Because I think it’s important
		Integrated motivation	Because I’m that kind of person
Internal	↓ Intrinsic	Intrinsic motivation	Because I feel like doing it for its own sake

Player type adapted to gamification

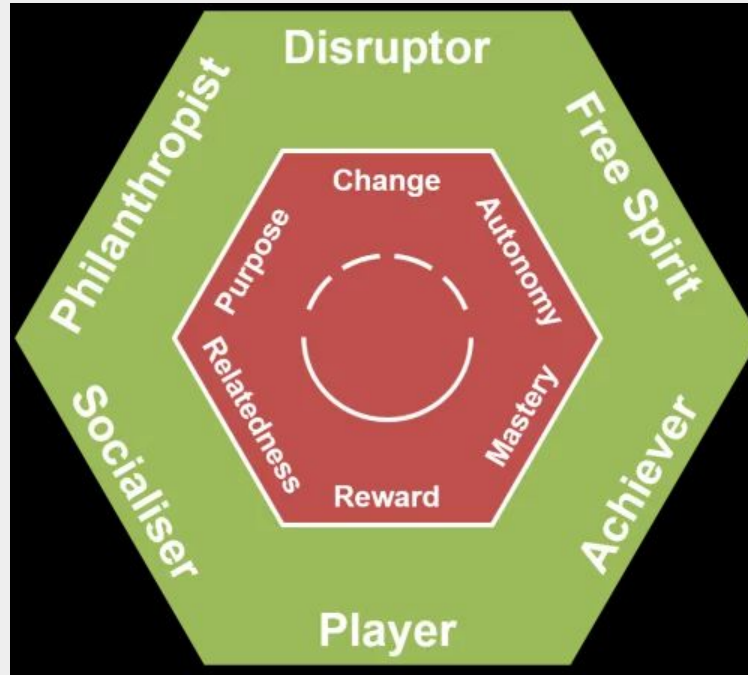
	HEXAD Gamification User Types					
	Achiever	Player	Socialiser	Disruptor	Free Spirit	Philanthropist
Bartle Typology	Achiever		Socialiser	Killer	Explorer	
Yee's	Achievement, Immersion		Social		Immersion	
4 Fun Keys	Hard Fun		People Fun		Easy Fun	Serious Fun
DGD1	Conqueror, Manager		Participant		Wanderer	
DGD2	Strategic, Logistical		Diplomatic		Tactical	
BrainHex	Achiever, Conqueror, Mastermind		Socialiser		Seeker	

[“User/Player Type in Gamification”, Ryan MACDONELL Andrias, 2019](#)

Player type adapted to gamification: Intrinsic User Types



Player type adapted to gamification: Simple model



Player type adapted to gamification



The Dodecad of User Types

15h05 - 15h20

Break

15h20 - 15h30

LLM and prompting introduction

Using LLM for marketing research:

Short exercise

Product pitch and interview: <https://jpst.it/3jmJb>

“DrawVerse VR - Unleash Your Imagination in a Boundless World

Introduction: Welcome to DrawVerse VR, an unparalleled virtual reality drawing experience that breaks the boundaries of artistic creation. Embark on an awe-inspiring journey where you can immerse yourself in a magical realm, armed with only your creativity and a brush in hand. Prepare to be amazed as DrawVerse VR redefines the way you approach art, offering an unmatched combination of technology and imagination.”

Persona extraction, ask chatGPT to extract:

- The persona general description: “Background, Interests, Motivations, Concerns, Frustrations
- 5 user stories about that persona using the product

15h30 - 16h45

Group work

Group work objectives

- **Identify the VR/AR/games in which you want to integrate LLM**

- Look at the overall VR/AR/video games market and identify 3 products that interest you

- **Understand how the chosen products/games works and what their current business model is**

- Create a slide for each of these 3 chosen companies, representing your understanding of their business model

- **Draw up a hypothesis of how LLM could be integrated**

- Think about how LLM could be integrated into the game/product in a way that fits the current business model, and choose the product/game from your list of 3 that best fits LLM

16h45 - 17h00

Next class homework