# Virtual games

How do we describe value and meaning to in game items?

## Serious fun

The exciting pursuit of meaningful rewards

Meaning before during and after gameplay

Rhythm and repetition and collecting

Zen focus and relaxation

# Pleasures

## Know your player

Only understand what truly matters to users

Can the designer correctly match the right reward to their intended behaviour?

### It’s all about the experience

Maximizing happiness means spending more on experiences those physical goods. Virtual goods are experimental

Types of reward

### Rewards of the tribe

Rewards that make us feel accepted, attractive, important and included

### Rewards of the hunt

The search for material resources and information

## Desirability

### Instrumental attributes

Instrumental attributes

Performance

Functionality

### Hedonic attributes

Visual and sounds

Background fiction

Provenance

Customization

### Social attributes

Cultural references

Licenses

Rarity

Price

## The scarcity principle

As an example there’s two jars of cookies, one is full and one is half full. People/players will go for the half full jar because of the illusion that they taste better.

The price can encourage players to buy the product due to its rarity

## Envy

See others people stuff and want it yourself

### Benign envy

Think other players deserve things

## Fun pain

Waiting is converted from a dull experience to anticipation/suspense

Collecting

Tension (craving)

Nearness enhances tension

Variable rewards

Disproportionate feedback

## Epic meaning

High motivation generated by creating the belief that the player is working to achieve something great

### Layered pricing

When you hide the value of an item with in game currency

### Endowed progress

Giving the player a small amount of in game currency to get them started.

### Reciprocity

Once indebted, players are more likely to comply the requests.