Our Brief

A key skill available to games designers is the ability to create and put players through working compulsion loops to create habitual behaviour crafted to encourage continued and repetitive play. This means that players could keep returning for extended periods of time, up to years in some cases.

This brief requires you to use one or more compulsion loops to create designed habits in players to encourage them to keep returning to the game to go through the compulsion loop over and over again.

For the compulsion loops to work the game will need to provide players with; motivating triggers to encourage returning players; simple actions for them to complete; variable rewards to keep players stimulated towards completing the goal and a suitable way for the player to invest into the game.

The game must be developed as a web browser game for PC and must be a snack game suitable for repeated play over the course of many weeks, months or even years. The game should be targeted towards a casual gaming demographic and as such the user interface must be clean and easy to navigate as well as feature clear affordances.

Core Research materials

Hooked – Nir Eyal

Michel McBride-Charpentier. (2011). Affordance Design in Half-Life 2. Available: http://www.gamasutra.com/blogs/MichelMcBrideCharpentier/20110102/88710/Affordance\_Design\_in\_HalfLife\_2.php. Last accessed 08/07/2017.

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Affordance Design in Half-Life 2

www.gamasutra.com

The concepts of perceptible, hidden, and false affordances are briefly examined as applied (effectively and not) to various objects in the first level of Half-Life 2.

Chris Bateman. (2005). Designing Rewards in Games. Available: http://onlyagame.typepad.com/only\_a\_game/2005/08/designing\_rewar.html. Last accessed 08/07/2017.

Only a Game: Designing Rewards in Games

onlyagame.typepad.com

Assuming we have built a game with a core activity that the player enjoys, how do we keep them playing, and what makes them stop? It's all about the rewards the ...

Joseph Kim. (2014). The Compulsion Loop Explained. Available: http://www.gamasutra.com/blogs/JosephKim/20140323/213728/The\_Compulsion\_Loop\_Explained.php. Last accessed 08/07/2017.

The Compulsion Loop Explained - Gamasutra

www.gamasutra.com

The Art & Business of Making Games. Video game industry news, developer blogs, and features delivered daily

Adam Telfer. (2014). Mobile Free to Play: Grinding Sucks, Let’s Fix it.Available: https://mobilefreetoplay.com/2014/11/25/free-to-play-grinding/. Last accessed 08/07/2017.u757k