**Meeting Minutes – Level 6 Group 6**

**Time**: 16th October 2017 11:00am

**Place of Meeting:** A214

**Attendees:**Callum Walsh, Charlie Crewe, George Flude

Alex Polley was absent, but let the group know of his absence

**Agenda**

* Discuss feeback from Presentations
* Prepare for Group Games Jam this coming Wednesday

**Topics of Discussion**

* Charlie needed to research the Hook/Trigger Model, as he was unclear of the theories
* The group needs to consider this more, as omitting it from the presentation made it unclear that any coercive monetisation work had been conducted
* The core mechanics needed to be decided upon, and these have been discussed after last week’s presentation
* Mini Games Jam
  + Each member of the group spends a day designing a game around the coercive monetisation techniques, and mechanics we have agreed upon
  + We have agreed upon using Advertisement to drive revenue, but making it optional
  + We need to consider progression in the game

**Time**: 18th October 2017 10:00am

**Place of Meeting:** A214

**Attendees:**Callum Walsh, Charlie Crewe, George Flude

Alex Polley was absent, but let the group know of his absence

Started Games Jam

* Callum worked on prototyping for our game
* Charlie and George worked on addressing the feedback we had been given for our presentation and designing game elements around that

**Notes taken below that address this**

The team needs to drill down deeper into their **preferred experience**

* Hard fun
  + Obstacles
  + Time Limits
  + Enemies
* Serious Fun
  + Completion
  + Collection
  + Simple Gameplay
* Easy Fun
  + Environment
  + Theme
  + Perspective
* People Fun
  + Leaderboards
  + In level messages
  + Ghosts

Identifying a pragmatic psychographic

* Activities and interest
* Attitudes and behaviours
* Values and beliefs

Specifying progression mechanics

* Forward progression
  + Level based, promises rewards for doing levels
  + Collectables that have purpose later on
* Consistent progress (Schedules and Contingencies)
  + Variable Ratio rewards
    - Each action may give a reward, but it may not
      * Player movement
      * Colour
      * Daily rewards
        + Fixed intervals
        + Variable Intervals

Considering what the player does and thinks and feels at each step of the player life-cycle

* Discovery
  + What gets the user to the product
    - TA
    - Psychographs
  + Easy fun is the strongest
  + Easy at the beginning
  + Pushes intot he next stage
  + Learn the Mechanics without input from designer
    - Symbols and affordances
    - Feedback
* Adoption
  + Has chosen to adopt the game
  + The player has decided theres something worth playing
  + They need rewards for having chosen to adopt
  + Reinforce that at the beginning
    - Progression
    - Focus
* Trial
  + Progression needs to reward players for having played this long
  + Need to have been hooked
  + Challenge that tests their skill
  + Game worth playing
* Abandonment/Long term usage
  + The player needs to feel like they’ve received rewards worth playing
  + Where the Hook/Trigger model loops back
  + Evaluate all of the rewards, and worth of their time to the game

Providing some sense of play-style including duration of gaming sessions

* Pick it up for short bursts
* Used on transport
* Levels
* Stages
* Worlds
* Reward schedules

frequency of gaming sessions, and entire duration of game-play.

* Level based
* Number of levels to be determined by how much work one level takes

If the team intends to discuss rewards, they must do so with recourse to serious research. Certainly, I would expect the team to be capable of discussing each step of Nir Eyal’s Hook cycle, demonstrating

* how they are creating the anticipation of variable rewards
  + Certainty of a reward, but uncertainty of quality
  + Simple action and confirmed currency
  + Not sure how much
* and anchoring these to actions, allowing the player to become invested
  + Can use currency to buy reward of choice
  + Have customisation rewards which invests player
* Generating stored value
  + Currency
  + Value in movement
  + Rewards might not appear unless you play
* distributing rewards with recourse to considered schedules of reinforcement
  + Variable Ratio
    - Painting may give reward
    - Delivered Variable Adverts
  + Variable Interval
    - Quests/Missions
      * Can Change time it takes to appear as a quest/Mission
  + Fixed Ratio
    - Adverts
  + Fixed Interval
    - Daily Quests
* Maintaining behavioural momentum through chained schedules
  + Fixed Internals
    - Deliver Variable Interval
      * Deliver Fixed Ratio
      * Difficulty determines reward, but difficultly is delivered as a variable reward
* Creating the ‘itch’ that drives the player through successive cycles of the loop.
  + Game Loop
    - Discover
    - Paint
    - Reward

Meeting with Rob – 11:45 (Delayed to 12:00 due to fire alarm)

* Discussed logistic of project
  + Emails
  + Meeting Minutes
  + Addressed concerns about total hours spent on tasks during the week
  + As well as allocating tasks during a mini-jam
    - 6 hours for tasks leading up to the jam
    - 6 hours for the jam
  + Discussed game loop
    - Went over our loop
    - Rob pointed out that it lacked any real smart depth
    - Explained how we could integrate this into our game
    - Through doing this, the rewards are able to be thought about more, rather than generealising and working with uncertainty
    - Proposed a game that ddnt use twitch mechanics, and catered towards a different demographic and psychograph
  + Went on to explain psychgraphs to us
    - Pychographs cater the experience to an indivisual so the constraints we’ve working to can be explained as being appropriate to this specific person
    - Also gives the game a personal feel to it, rather than generalising (Radio Presenters)
* Resumed the jam, and brainstormed different ways of designing a loop with depth
* Eliminated twitch mechanics and researched into a psygraphic audience
* Accuracy with Painting game
  + Painting with different brushes as a reward
  + Can buy, or earn them
  + Ai Companion
  + Smart Depth comes from completing the painting with accuracy



Unlock

Complete Painting