

- who is our player + how do they like to engage

- females, ages 25-50

- 53% of mobile gamers are female

↳ 31% play in bed, 16% on bus/train
(short bursts)

- females like to ~~collaborative~~ collaborate + their usual games are dominated by collaborative mechanics (join, share, help, gift, greet, exchange, trade)

↳ networking constraint, could be solved by helping NPCs?

↳ demographic also enjoys expressive elements (choose, customise, layout, design, dress up, show-off)

↳ social engagement verbs: build, decorate, customise, choose, purchase (express);

↳ potential others: collect (explore), compare (compete); share, help (collaborate)

expressive collaborators

- what positive emotion is at the core of what we are trying to design for + how will we elicit that (dopamine, serotonin, oxytocin, endorphins are responsible for happiness)

↳ anticipation + awe & wonder/surprise

evoked when you witness something grand, spectacular, or breathtaking, sense of overwhelming appreciation

a sense of delight when someone brings you unexpected happiness or a situation goes even better than you had hoped

self-expression
via choosing what to plant + how to lay out objects

↳ elicited via having pictures of seeds + not explaining what

they are / what they grow into

think about these when brainstorming ideas

- ↳ dopamine: end of quest reward, quick hit of pleasure
- ↳ oxytocin: essential for bonding, cooperative gameplay releases oxytocin + increases ~~game~~ generosity
- ↳ endorphine: positive gameplay gives players natural "high", especially after overcoming a difficult boss battle
- ↳ serotonin: more complex, can give negative effects if not connected to the other three chemicals, if not used right it can make players sad + depressed

- engagement

loops +

player

lifecycle

- ↳ 7 components of gamification; goals, rewards, motivation, rules, feedback, freedom of choice, freedom to fail

- ↳ 7 onboarding lessons from Nintendo

- ↳ ① Teach the game by playing the game (show don't tell)

- ↳ ② Design for the naive user

- ↳ user testing is important; gain personal insight about your user + test your designs by having them carry out tasks without intervening (important to reach out to people who are not experienced with your game)

- ↳ ③ Inspire users to progress

- ↳ the "need to complete" is one of the most important psychological drivers of game engagement