Week 2

3 Game Thinking
    3.1 Why Gamify
        -engagement gap
        -choices
        -progression
        -social
        -habit

    3.2 Think like a game designer

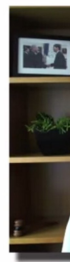**Think Like a Game Designer**

- "I am a game designer"
- Different than *being* a game designer
- Different than thinking like a *gamer*

Your Participants as Players

(Customers, employees, community, target population)

- Players are the center of a game
- Players feel a sense of autonomy/control
- Players <u>play</u>

- Goal: get your players playing, and keep them playing

    3.3 Design Rules

        Rule1：

The Player Journey

- Onboarding
- Scaffolding
- Pathways to mastery

新手引导-新手保护-游戏掌握
Eg 植物大战僵尸第一关：

- Guides
- Highlighting
- Feedback
- Limited options
- Limited monsters
- Impossible to fail

Rule2：
Balance

Rule3：
Create an experience

3.4 Tapping the Emotions

What Things are Fun?

- Winning
- Problem-solving
- Exploring
- Chilling
- Teamwork
- Recognition
- Triumphing
- Collecting
- Surprise
- Imagination
- Sharing
- Role Playing
- Customization
- Goofing off

3.5 Anatomy of Fun

1. Easy Fun
2. Hard fun
3. People fun
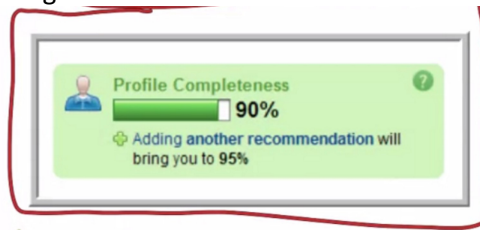4. Serious fun

Marc LeBlanc's 8 Kinds of Fun

1. Sensation
2. Fantasy
3. Narrative
4. Challenge
5. Fellowship
6. Discovery
7. Expression
8. Submission

Takeaways

- Fun can (and should) be designed
- Fun can be challenging!
- Appeal to different kinds of fun

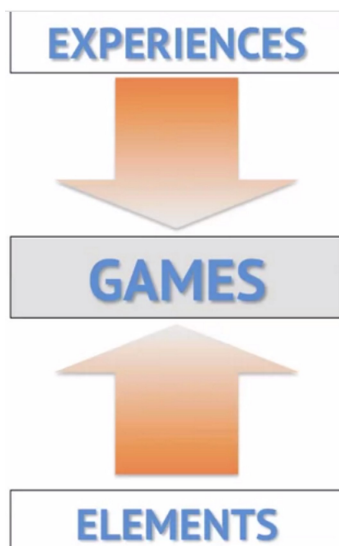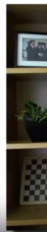## 3.6 Finding the Fun

- → Feedback
- • Progression
- • Completion
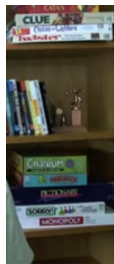
4 Game Elements
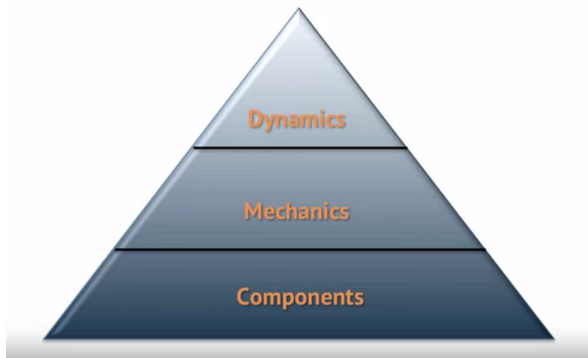
4.1 Breaking Games Down

井字游戏

Elements of Tic Tac Toe

- • The board
- • Tokens (X and O)
- • Two players
- • Competitive
- • Turns
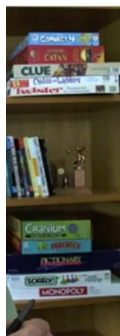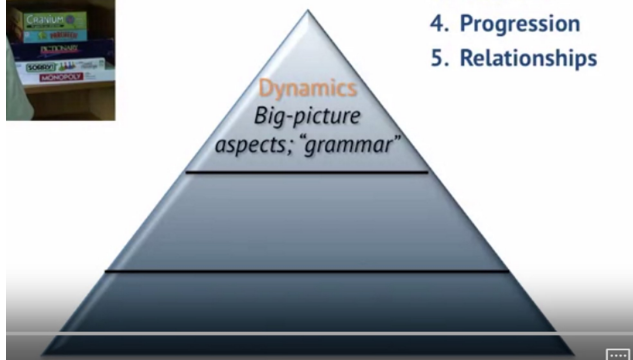- • Win and draw states
- • No progression or scoring
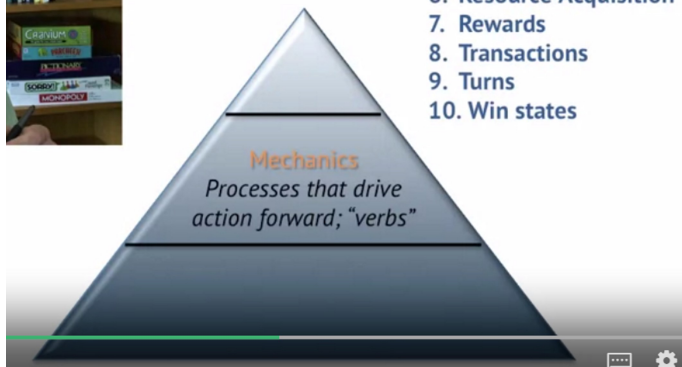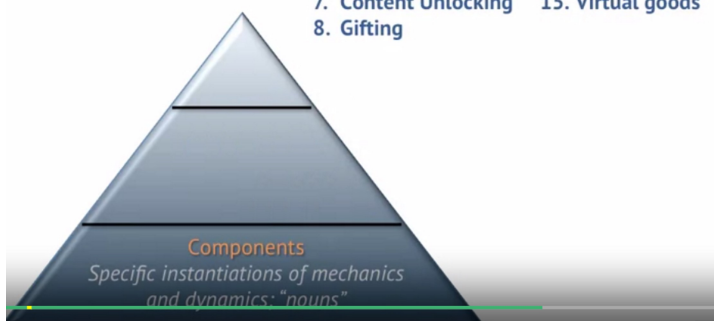

4.2 The Pyramid of Elements

Dynamics

Mechanics

Components

1. Constraints
2. Emotions
3. Narrative
4. Progression
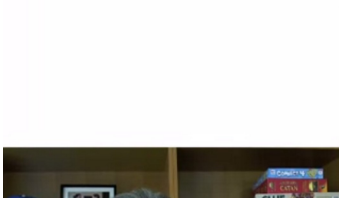5. Relationships

Dynamics
Big-picture
aspects; "grammar"

1. Challenges
2. Chance
3. Competition
4. Cooperation
5. Feedback
6. Resource Acquisition
7. Rewards
8. Transactions
9. Turns
10. Win states

Mechanics
Processes that drive
action forward; "verbs"

1. Achievements
2. Avatars
3. Badges
4. Boss Fights
5. Collections
6. Combat
7. Content Unlocking
8. Gifting
9. Leaderboards
10. Levels
11. Points
12. Quests
13. Social Graph
14. Teams
15. Virtual goods

Components
Specific instantiations of mechanics
and dynamics; "nouns"

Lessons from the Pyramid

- A variety of options
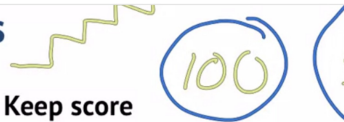- Lower levels tend to implement one or more higher-level concepts

4.3 The PBL Triad
PBL:Points\Badges\Leader boards

The Point of Points

- Keep score
- Determine win states
- Connect to rewards
- Provide feedback
- Display of progress
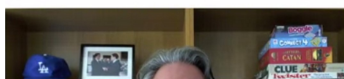- Data for the game designer
- Fungible

Badges

- Representations of achievement
- Flexibility
- Style
- Signaling of importance
- Credentials
- Collections
- Social display (status symbols)

Leaderboards

- Ranking
  - Feedback on competition
- Personalized leaderboards
  - Friend-relative variant

4.4 Limitations of Elements

- The elements are not the game
- Not all rewards are fun; Not all fun is rewarding
- Cookie cutter

What About...

- Meaningful choices?
- Puzzles?
- Mastery?
- Community?
- Different kinds of users?

4.5 Bing Gordon Interview