**Rules of Game Design for Games as a service** *(Source Raph Koster, Creator Ultima Online)*

1. Why build a service?
   1. Lock in players into our world. Build an addiction.
   2. Recurring revenues.
2. Business Model
   1. What we sell – Luxuries. Things they actually don’t need to buy.
   2. Up-sell models
      1. *Free sample model* – give them taste and then make them pay for more.
      2. *Blocking model* – allow advancement towards a goal but make completion impossible without payment.
      3. *Cheating model* – trade time vs money.
   3. Player should have an emotional connection with the game.

*“Service games are like marriage. The longer they stay more they pay.”*

* 1. Make sure they add own payment information to the game so they can purchase later easily when they need.

1. Key Emotional drivers
   1. Guilt – feel obligation to return.
   2. Love – Game become hobby, enjoying the community they created.
   3. Obligation – support friends, commitment fallacy
   4. Pride and anger – hierarchies.
   5. Security – refuge from real life. [meditation]
   6. Curiosity – next what.
2. Serial Storytelling
   1. Cliff-hangers – charity events... people can talk about it and socialize around it.
   2. Crossovers – leave clues/hints to what next
   3. Arcs – create hype for an event during the month and then give something at the end of the month.
3. Multiple Play Styles
   1. Game should have different play style to target different kind of user base.
4. Lifetime != Content
   1. Elder game. Once player runs out the content. Players opt for PvP or other type of games.
   2. Have scope for user generated content or algorithmic content creation. Players will outpace the content.
5. Glory and shame
   1. Two ways of success in games.. skill driven or time driven.
   2. Skill driven players try to demeanour everybody else or people they are standing upon. They will pay to make other players feel bad. Hence less players in this game.. “players don’t want to play games where they are picked last or where they lose”
   3. Social games tend to be follow grinding part of the game to avoid shame to other players. Games without grind do not accommodate the average player. They only accommodate bad ass. So normally people are given grinding games with zero risk. Plus we have PvP where nobody looses anything. Winner gets glory... looser doesn’t get shame. Protect players from shame.
6. Expressivity /Self –discovery
   1. As a social signalling tool to tell others about you.
   2. Decorators inside the game.. avatars.. forums... build stuff inside games.
   3. Players engage in forums... politics.. act out.
7. Hanarra’s Law
   1. Over time your playerbase contracts to a group of people.
8. Game design is a contact sport
   1. Brand and reputation management is critical.
   2. Communication between player and the player, developer and the player is very important. Community management is very very very important.
9. Measuring statistics
   1. Measures in time slices. Remember and constantly touch the customers.

**NUTSHELL**

**“You are designing to up-sell luxury goods  
that means you are selling emotions  
And you are marrying the customer.”**

1. Learn to read their emotional desires.
2. Tell them a story, and don’t forget date nights.
3. Keep the friendship fresh and varied.
4. You can’t keep it going forward just on chocolates.
5. Give them moments of glory.
6. Protect them from humiliation and don’t shame them yourself.
7. Help them learn about themselves and be creative.
8. Don’t go chasing after everybody who looks cute.
9. Talk regularly, honestly and enjoy moment with them.
10. Live in the now. Remember you’re in this for the long haul.
11. Strip away with all the business terms.

**Gambling Industry**

* Offer perks/comps like hotel stay, food, credit cards for high rolling players.
* People come to Vegas to have fun. Live life king size and spend their savings on luxuries.
* Only the casino wins in the last.
* Gamblers never stop until they have nothing left.
* Private Managers take care of customers as friends.
* Customers are given lavish hotels, wines, swimming pools and facilities and allowed to stay in best suites. And all comes free of cost. Extravagance and elegance all round. Gamblers should feel they are above the rest and given extra privileges.
* Opulent artwork, furniture, gyms, beds and lavish luxury exist.
* Free Jet travel and limousine free rides.
* Casinos are located round the world.
* People go online and do gambling with the same passion as they do in real life.
* Girls play an important role in the casinos.
* City of dreams for grownups and gamblers.
* Easy money
* Roulette, Black Jack, Slots, Poker, Wheel of fortune, Bingo, Pachinko, Keno , baccarat
* Wine, Dinner all on casino.
* Gamblers crave for the thrill of the near miss and hope for the next win.
* Various casinos differ based on the architecture, themes, luxury and attractions.
* Crime also rules in the background of the casino empires.
* Top 10 casinos in Vegas:
  + 10) Venetian – Venice City
  + 9) The Rio – Brazil in Vegas. Clowns, Mimics, waitresses, carnival
  + 8) Bellagio – Class. PvP Poker not PvHouse.
  + 7) Binion’s HorseShoe – Original Las Vegas theme, best blackjack deals, novices can also learn.
  + 6) Stardust – Sports betting, provide best bets, own radio which tells the odds.
  + 5) Green Valley Ranch – Slot Machines .both hand based and button operated. It has machines which pay out in diamonds.
  + 4) Lady Luck – freebies. Best complementary deals. Everybody is a big fish.
  + 3) Stratosphere – better chance to win, guaranteed refund – free money for next visit...better chances to win.
  + 2) The Palms – Video Poker, more than 100% payback. Palm readers out there.
  + 1) MGM Grand – largest casino in Nevada. Biggest, best. No waiting around.
* Around the world – top 10
  + 10) Casino de Monte Carlo – Monaco
  + 9) Borgata hotel casino and spa (Atlantic City, USA)
  + 8) Casino Lisboa , Portugal
  + 7) MGM Grand , Vegas
  + 6) Sands, Macau, China
  + 5) Tusk Rio, South Africa
  + 4) Beligo, Vegas
  + 3) Foxwoods, Connecticut
  + 2) City of dreams, Macau
  + 1) The Venetian, Macau
* Macau – Portuguese culture
  + Shopping and gambling.
    - City of Dreams
    - Venetian

// Meet Abhinav Chokavatia, Maharaja Hati singh for information about Las Vegas.

**Game Design Findings**

Graphics should look real not artwork. <http://www.montecarlosbm.com/virtual_tour/lagon.html>