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An Interactive Story in *I Love You, Colonel Sanders*

The game *I Love You, Colonel Sanders! A Finger Lickin' Good Dating Simulator* (Psyop, 2019) is a dating simulator where the player tries to get Colonel Sanders to fall in love with them. Despite the game being made to market KFC, it has a complex, interactive story that keeps the player engaged. This interactivity is built up of formal elements, described by Clara Fernández-Vara in her book *Introduction to Game Analysis* as "...concepts and terms that help us describe the game in detail, extending its general description to detailed components, and providing insight about how it works and how it is played" (Fernández-Vara 131). In the game *I Love you, Colonel Sanders*, the alignment and misalignment of the player's choices with the game's intended choices creates a personalized experience built through the choice design, values, visual design, and mediation of the game, which motivates the player to thoughtfully interact with an otherwise ridiculous marketing concept.

As a dating simulator, a key aspect of *I Love You, Colonel Sanders* is the ability for the player to make choices that have a discernible impact on the story. The design of the choices in a game is important, as Fernández-Vara says, "How frequent these choices are, the extent of their consequences, and how obvious they are also determine how interesting the game may become"