Understanding Player Motivation: *Behavioral Psychology in Game Design for Gen Z*

Introduction

When designing a boardgame it is necessary to make it connect with the end user and not just make it look nice to the eye. This research is focused on behavioural psychology in game design, specifically how reward and punishment systems interact with the way players engage and feel when playing the game. Our goal in Slaygency is to create a game that is exciting and unpredictable while not overwhelming the player.

Reward Systems

Due to current social media apps, Gen Z is used to instant feedback. Whenever they make a move, something is expected in return, points, progression or even just something funny. To create these small dopamine boosts

Punishment Systems

Punishment in games can either build tension or make people hate the game. Our target audience will most likely not sit through repetitive patterns in the game or boring consequences, that's why punishments need to feel more like fun setbacks rather than real punishments.

Conclusion

Considering psychology when designing is key to make a game exciting, fair and fun. Gen Z (Our target audience) wants to laugh and collect things while competing. Our aim is to keep the players locked in and for that we need a good game flow that contains smart reward and punishment systems.

Sources

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