## Why we play games (XEODesign Inc, Nicole Lazzaro)

### Play games in four ways

#### Master a challenge

#### To fire their imaginations

#### Ticket to relaxation

#### Social reason: excuse for hanging out with friends

### 4 Fun keys:

#### Hard Fun

#### Easy Fun

#### Serious Fun

#### People fun

### Emotions

#### more than the prize at the end of a stimulus-response-reward loop.

#### Emotion plays 5 roles in games:

##### Enjoy the sensations emotion creates

##### Emotion focus attention

##### Aid in decision making

##### Affect performance

##### Reward and motivate learning

#### Can measure 7 emotions in the face:

##### Anger

##### Fear

##### Disgust

##### Happiness

##### Sadness

##### Surprise

##### Curiosity

##### WHY NOT

###### Frustration?

#### Fiero: feeling of personal triumph over adversity

##### Overcoming obstacles

##### Often require users feel frustrated first

##### Player can actively pursue the “FIERO” feeling in games

##### Hard fun!

#### Enjoy games for exploration

##### Fooling around

##### Simply interacting can be fun

##### Not going after “high score”

#### Games engage imagination

##### Easy fun

#### Curiosity

#### Let user move between easy and hard fun

#### Serious fun

##### With a purpose

##### Play DDR to loose weight,

#### People fun

##### Opportunity to interact

##### MMOGs