DESIGN RULES

Prof. Kevin Werbach @kwerb

The Player Journey

- Onboarding
- Scaffolding
- Pathways to mastery

Plants vs. Zombies

http://www.popcap.com/games/plants-vs-zombies/online

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

Balance

Create an Experience

