

UNDERSTANDING FUN

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Nicole Lazzaro's 4 Keys

1. Easy Fun
2. Hard fun
3. People fun
4. Serious fun

POSTER -- <http://xeodesign.com/4k2f/4k2f.jpg>

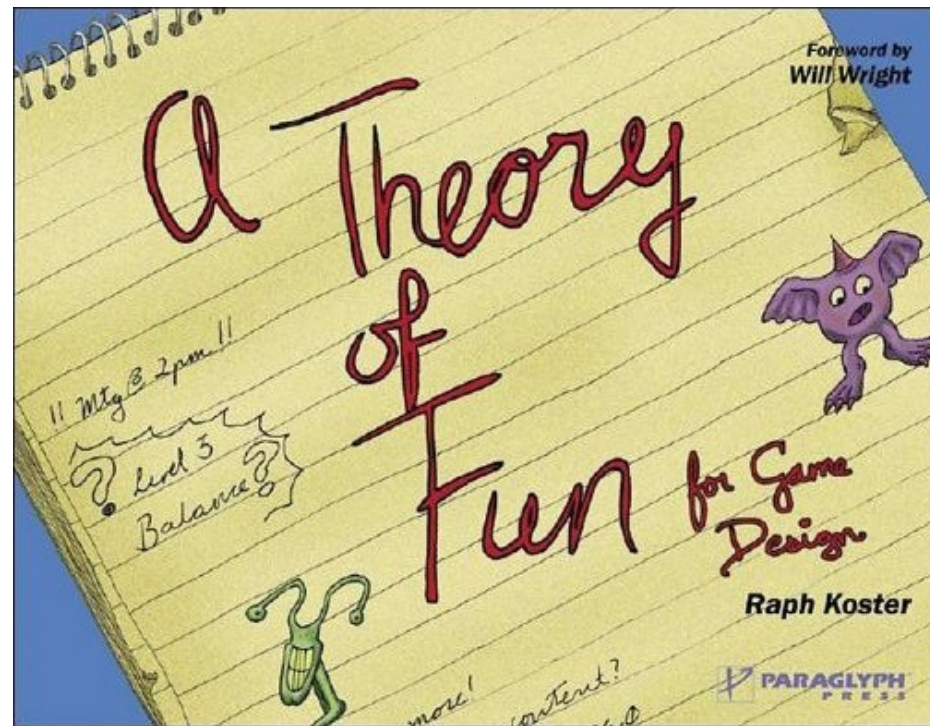
WHITE PAPER -- http://www.xeodesign.com/xeodesign_whyweplaygames.pdf

Marc Leblanc's 8 Kinds of Fun

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|---------------------|----------------------|
| 1. Sensation | 5. Fellowship |
| 2. Fantasy | 6. Discovery |
| 3. Narrative | 7. Expression |
| 4. Challenge | 8. Submission |

<http://8kindsoffun.com/>

For More on Fun...



Takeaways

- **Fun can (and should) be designed**
- **Fun can be challenging!**
- **Appeal to different kinds of fun**