### Bloques que componen un producto

#### **Estructura**

Estados del producto. ¿Qué es? ¿Cuales son sus componentes? ¿Cuales son sus características?

## Flujo

¿Cómo llegan los usuarios de un estado al otro? ¿Cómo funciona?

## Identidad visual

Apariencia. Paleta de color, tipografía, formas, materiales. ¿Cómo se ve? ¿Cómo se siente?

### Estructura

Estados del producto.

¿Qué es?

¿Cuales son sus componentes?

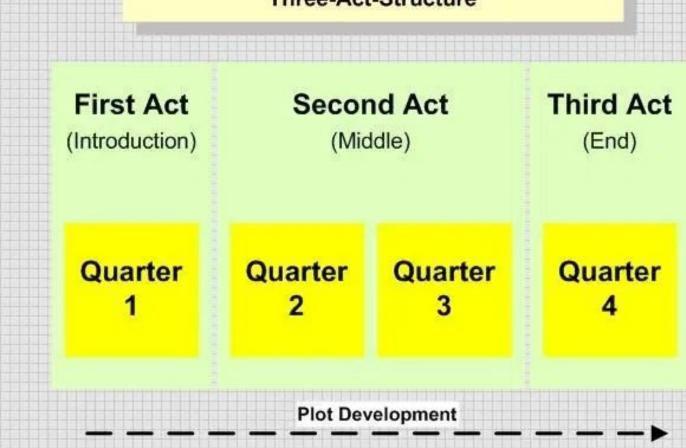
## TV (Serie web, pelicula, etc ...)

There are always three different levels of structure to every episode of every TV show, movie, web series, and dramatic story.

- 1. The first level of structure is, "This is what I want."
- The second level of structure, the primal structure we connect to at a deep emotional level, is what we understand in our hearts rather than our minds.
- 3. The third level is called Thematic Structure. This is how all these elements tie together around a theme.

https://www.writeyourscreenplay.com/game-of-thrones-episode-5-three-levels-of-structure/

#### Three-Act-Structure



https://altugi.wordpress.com/2011/04/16/from-first-act-to-end-a-comparison-of-video-games-and-feature-films/

## TV aplicada a videojuegos

Goals of the First Act

Demo Screen

**Primary Goals** 

Attracting interest

Introducing the challenge

Presenting overview of player vocabulary

Introducing characters, setting, power-ups etc

Setting overall goal and winning conditions

Foreshadowing of story and gameplay experience

Lvi 1

**Primary Goals** 

Putting the player into a real encounter with the player vocabulary and letting her adapt to controls

Delivering overall game feel and building up expectations

Getting the player to get his hands wet with the challenge and immerse him into the action Goals of the Second Act

Lvl \_\_ \_ Level progress \_\_

#### **Primary Goals**

Increasing game difficulty through introduction of new enemy types, trickier settings, boss fights etc which put the player through a row of crisis

Fostering the feeling that there's something real to the game and that it progresses towards a climax

Broadening the palette of gameplay affordances by introducing new reward types, superpowers etc which enable the player to continue to struggle in the face of increasing game difficulty (gameplay progression)

Maintaining a balanced learning curve that equals to a feel of mastery and growth

Setting secondary goals that lead to the overall goal

Goals of the Third Act

Final Level

**Primary Goals** 

The player reaches the climax of the gameplay experience

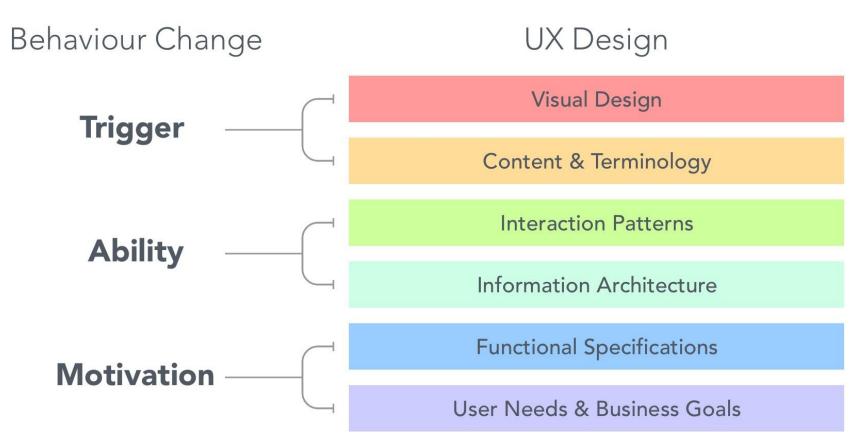
Brings the challenge to an end through either the elimination of the player or through reaching victory conditions High scores

**Primary Goals** 

Serving as an afterword on the player's performance.

Allowing the player to put his learning into context

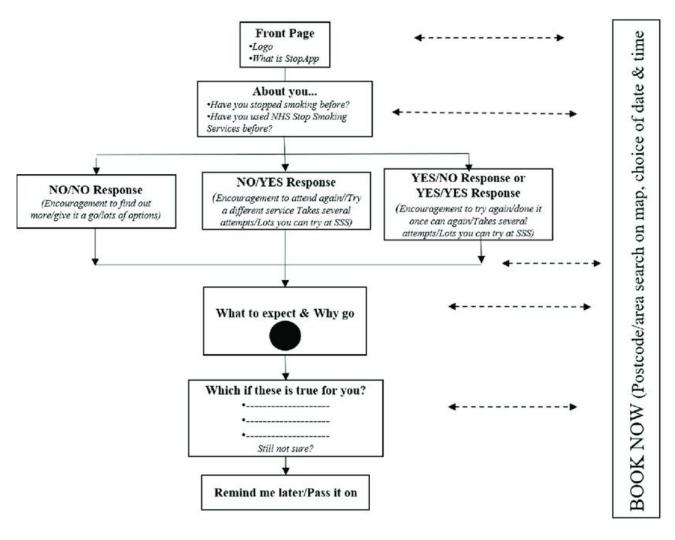
## Experiencias para cambio de comportamiento



https://blog.gds-gov.tech/https-medium-com-lenerdchen-behavioural-science-to-ux-design-part-2-c0adc23556b4

## Flujo

¿Cómo llegan los usuarios de un estado al otro? ¿Cómo funciona?



https://www.researchgate.net/publication/326240259 Lost in Translation Transforming Behaviour Change Techniques into Engaging Digital Content and Design for the StopApp

# Identidad visual

Apariencia.

Paleta de color, tipografía, formas, materiales.

¿Cómo se ve?

¿Cómo se siente?

LOVE

**PASSION** 

VIOLENCE

DANGER

**ANGER** 

**POWER** 

