

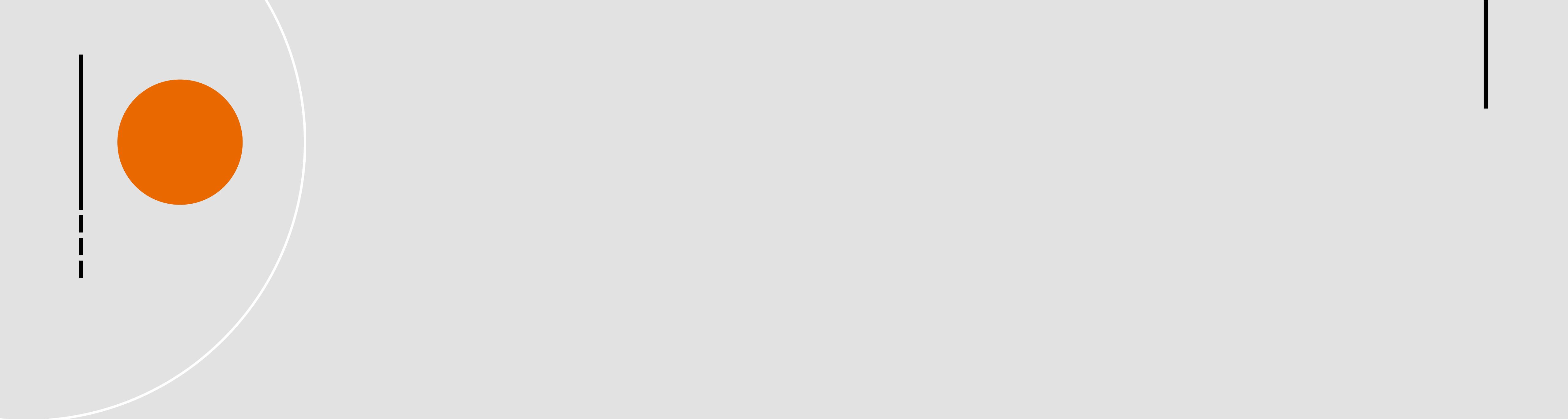
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DEATH STRANDING

SERVICE DESIGN AND SERVICE BLUEPRINT

OBJECTIVE

TO FIND A PROBLEM AND PROVIDE A
SOLUTION AS A SERVICE



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IMPORTANCE OF SERVICE DESIGN IN GAMING



Player-Centric Experience

Service design in gaming prioritises the player, optimising user experience and fostering engagement, leading to increased player satisfaction and loyalty.



Competitive Edge

Games that incorporate service design principles gain a competitive advantage by standing out in the market, offering superior experiences, and building positive brand perception.



Adaptability and Growth

Service design enables iterative improvement, quick adaptation to industry trends, and the creation of inclusive and accessible games, ensuring sustained relevance and success in the dynamic gaming landscape.

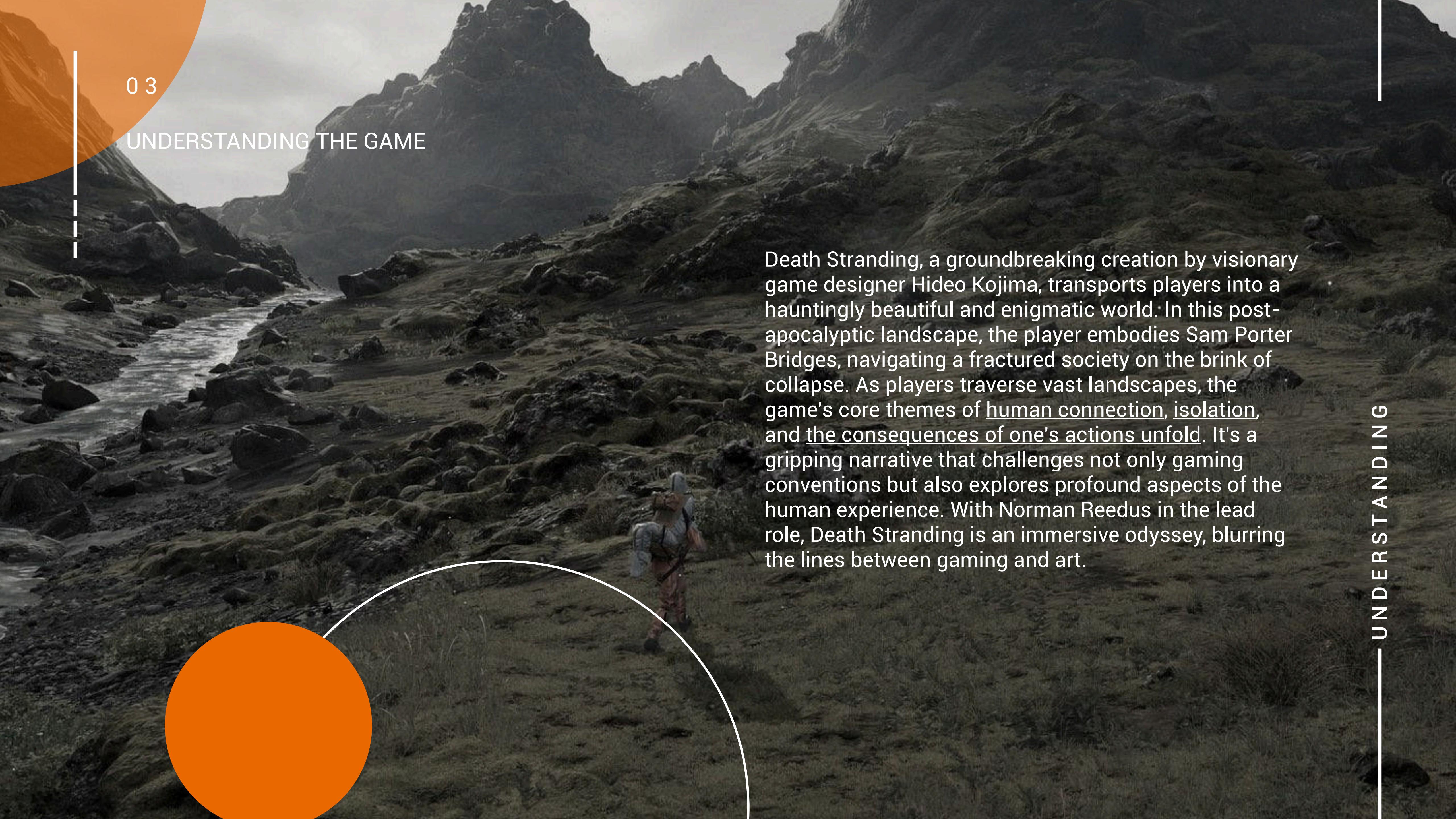
WHY SERVICE DESIGN IN GAMING?

Player-Centric Experience: It emphasises the application of service design in gaming animation to improve the overall experience for players. It involves optimising interfaces, controls, and gameplay mechanics to make the gaming journey more intuitive, enjoyable, and user-friendly.

Creating Immersive Storytelling: Here, the focus is on leveraging service design to enhance the narrative elements within gaming animation. By integrating storytelling seamlessly into gameplay, developers can create a more immersive and emotionally resonant experience, contributing to a deeper connection between players and the game world.

Increasing Player Engagement: It underscores the role of service design in boosting player engagement. Through thoughtful design choices and player-centric approaches, service design aims to captivate and retain players' interest, encouraging prolonged gameplay and fostering a sense of involvement and satisfaction.



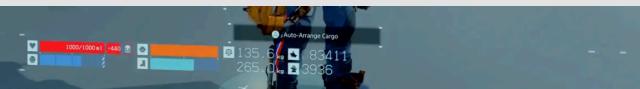


Death Stranding, a groundbreaking creation by visionary game designer Hideo Kojima, transports players into a hauntingly beautiful and enigmatic world. In this post-apocalyptic landscape, the player embodies Sam Porter Bridges, navigating a fractured society on the brink of collapse. As players traverse vast landscapes, the game's core themes of human connection, isolation, and the consequences of one's actions unfold. It's a gripping narrative that challenges not only gaming conventions but also explores profound aspects of the human experience. With Norman Reedus in the lead role, Death Stranding is an immersive odyssey, blurring the lines between gaming and art.

RESEARCH AND PROBLEM STATEMENT

Critic Reception

is insufferable. Sam's quest is certainly a compelling one; to reconnect the isolated remnants of civilisation by completing an endurance-testing sequence of delivery jobs from one city to the next, earning the trust of their citizens, and finally reaching the government's "Chiral Network" as he makes his pilgrimage.



Extinction event

The idea is that 'the Death Stranding', a cataclysmic past apocalyptic event, has reduced the world to little more than walled cities and bunkered survivors, known

The Super BB Method

The first few hours of the game are the slowest, and a large part of that is because you don't have access to the online component right away. It's an incredibly lonely stretch of time during which you mostly just walk; the work you do early on is especially laborious in the absence of advanced gear, and it serves to give you an appreciation for other players and better gear as you move forward.

Even as the gameplay opens up, you continue to get a lot of story exposition with almost no explanation. It can all seem kind of goofy at first, and you can get lost in the metaphors; every city you need to add to the chiral network has "knot" in its name, for example, and they are all referred to as "knots" on a strand that connects the country. There's bizarre and unwarranted product placement in the form of Monster Energy drinks and the show Ride with Norman Reedus. Guillermo del Toro's likeness is used for a kind of dorky character called Deadman, and there's a woman named Fragile in a game about delivering packages.

Depths, not only because other real-life players add useful items like ladders and warning signs to your world, but because it achieves what it tries to do: It creates bonds. I liked knowing I was helping others when I erected a bridge or anchored a rope at a key location, and enjoyed giving others praise for their efforts via the like system. Regardless, this sentiment wanes amidst the larger morass of routine.

TL;DR Death Stranding PC review summary

Lengths,

he coronavirus has made its themes more relevant than ever. While there are many odd decisions, in terms of plot and narrative, the overall experience remains strangely engrossing. The game world filled with detail and mystery, that works in conjunction with a bizarre storyline that somehow manages to be both insightful. Great graphics and a good PC port.

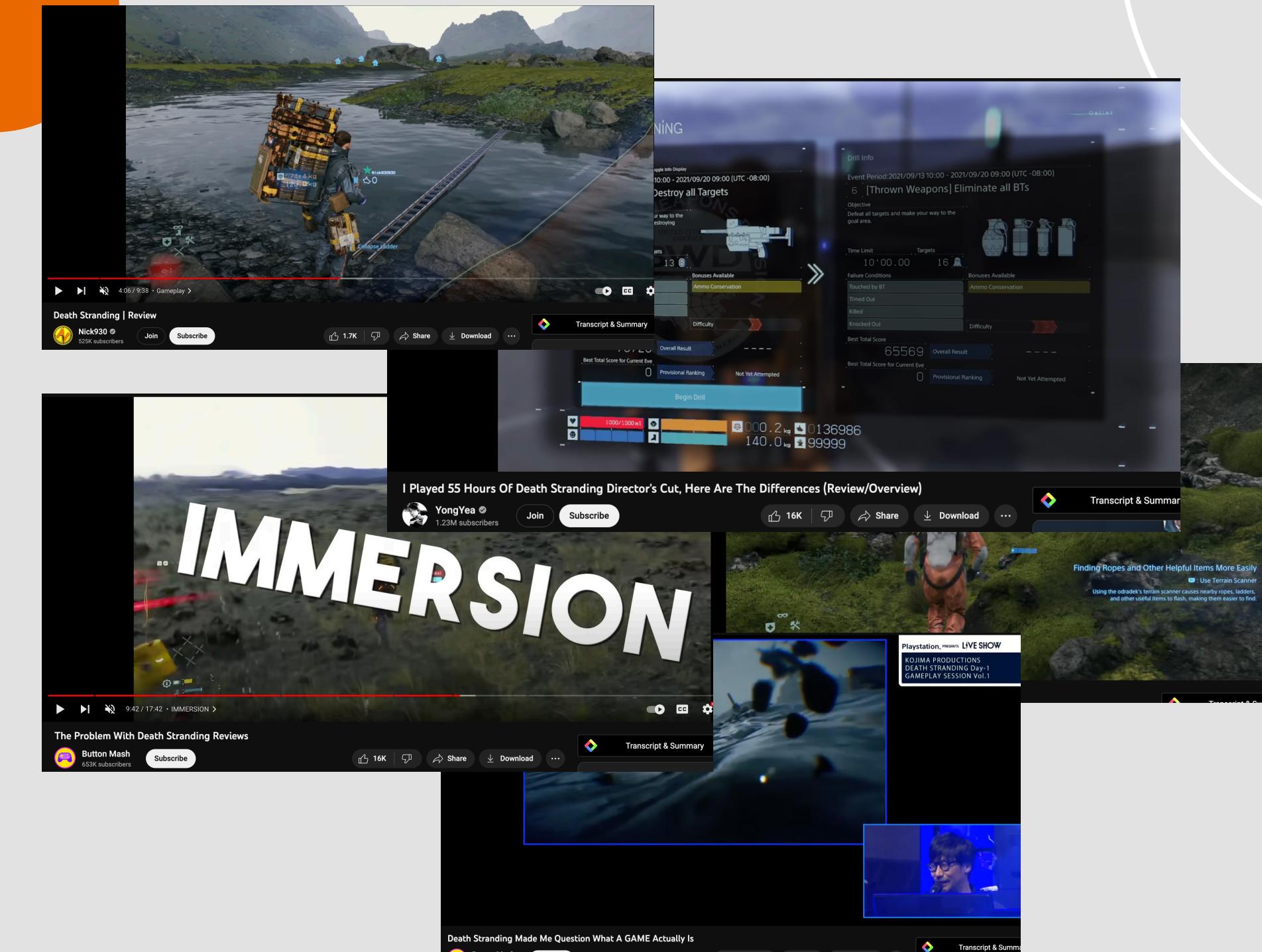
Cons: There's no getting away from the fact that the basic gameplay loop is very repetitive and often quite dull. Narrative becomes increasingly intrusive, and nonsensical, in the final hours.

Score: 7/10

Death Stranding review

- **Developer:** Kojima Productions
- **Publisher:** Sony Computer Entertainment
- **Platform:** Reviewed on PlayStation

Player Reception



GAMER INTERVIEW

I interviewed 4 casual gamers who have played Death Stranding and all of their experiences were positive yet they all faced the same difficulty with different levels.

Problem identified from secondary and primary research:

- Driving/vehicle mechanics
- Lengthy monologues



USER JOURNEY MAP

User steps <small>What is each step of the user journey?</small>	Onboarding	Exploration and Initial Deliveries	Dynamic Challenges	Story Progression and Character Interaction	Multiplayer Interaction	Achievements and Upgrades	Culmination and Endgame
User actions <small>What action does the user take during each step?</small>	Launching the game, initial setup, and tutorials.	Exploring the open world, first delivery missions.	Navigating challenging terrains, encountering hostile entities.	Advancing the narrative, interacting with key characters.	Collaborative missions, encountering structures from other players.	Completing missions, acquiring new equipment.	Final missions, resolution of the narrative.
Feelings and thoughts <small>Use the emojis below to help illustrate how the user might be feeling.</small>	Curiosity, anticipation, excitement.	Wonder, discovery, accomplishment.	Frustration, determination, suspense.	Intrigue, connection, emotional engagement.	Connection, cooperation, surprise.	Satisfaction, progress, empowerment.	Culmination, accomplishment, reflection.
	😊	😊	😐	😊	😊	😊	😊

RESEARCH

COMPETITIVE ANALYSIS

Company Advantages

What are the things that provide a leg up?

The Legend of
Zelda: Breath of
the Wild (2017)

- Massive open world with a seamless, non-linear environment.
- Unique physics and chemistry engine allowing for creative problem-solving.
- Engaging story and memorable characters.

Red Dead
Redemption 2
(2018)

- Incredibly detailed open world with realistic environments and dynamic weather.
- Complex characters with a strong narrative.
- A mix of action and slow-paced, immersive activities.

Death Stranding

- Innovative social features with the asynchronous multiplayer component.
- Unique storyline and world-building, combining elements of sci-fi and the supernatural.
- Emphasis on exploration and traversal, with a focus on balance and weight management.

Company disadvantages

Where might drawbacks exist?

- Combat system may feel simplistic compared to some other action games.
- Limited voice acting for non-playable characters.

- Some find the controls and animations to be a bit clunky.
- The slow pace might not appeal to players seeking constant action.

- The gameplay loop of delivering packages might not be as universally appealing as traditional action-adventure mechanics.
- Some players found the plot and symbolism to be complex and challenging to understand.
- Limited traditional combat compared to other action games.

Similar Capabilities

What do all the companies have in common?

- Open World Exploration
- Emphasis on Exploration
- Narrative Depth
- Unique Environments
- Dynamic Weather and Day-Night Cycle
- Immersive Soundtracks
- Interactivity with the Environment
- Non-Linear Progression

Apparent Differences

What are the differences between the companies?

- Gameplay Mechanics
- Setting and Theme
- Art Style
- Combat System
- Multiplayer Interaction

Key Learnings

What can we learn from the process

Death Stranding:

- Innovative Gameplay Mechanics
- Emphasis on Connection
- Narrative Ambiguity

The Legend of Zelda: Breath of the Wild:

- Open-World Exploration
- Player Agency and Emergent Gameplay
- Breaking Conventions

Red Dead Redemption 2:

- Attention to Detail and Realism
- Complex Characters and Narrative Depth
- Balancing Realism and Enjoyability

Opportunities

Where can we progress or create value?

Death Stranding:

- Asynchronous Multiplayer Innovation
- Emphasis on Unique Mechanics
- Thematic Storytelling

The Legend of Zelda: Breath of the Wild:

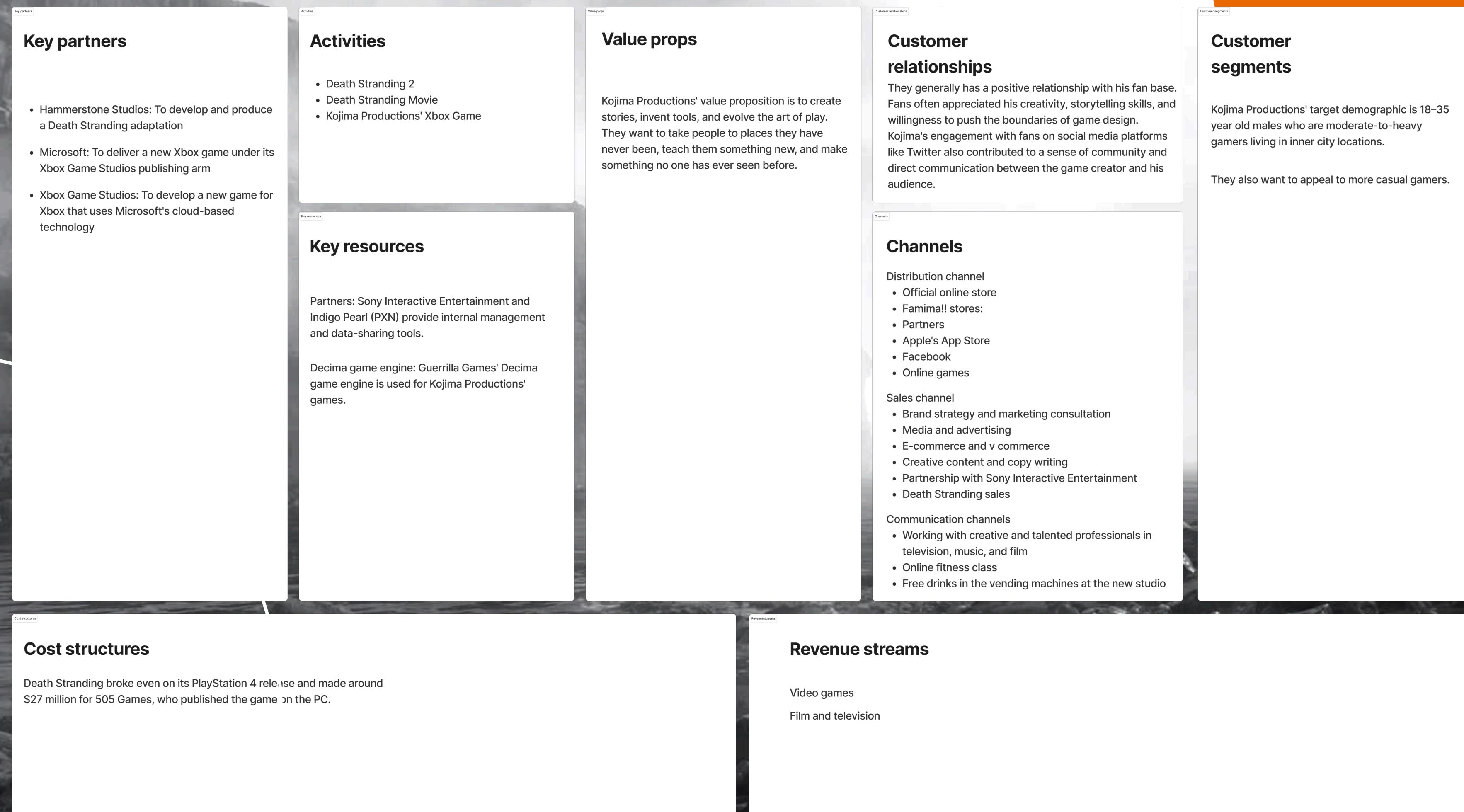
- Open-World Exploration and Interactivity
- Physics-Based Gameplay
- Reimagining Established Franchises

Red Dead Redemption 2

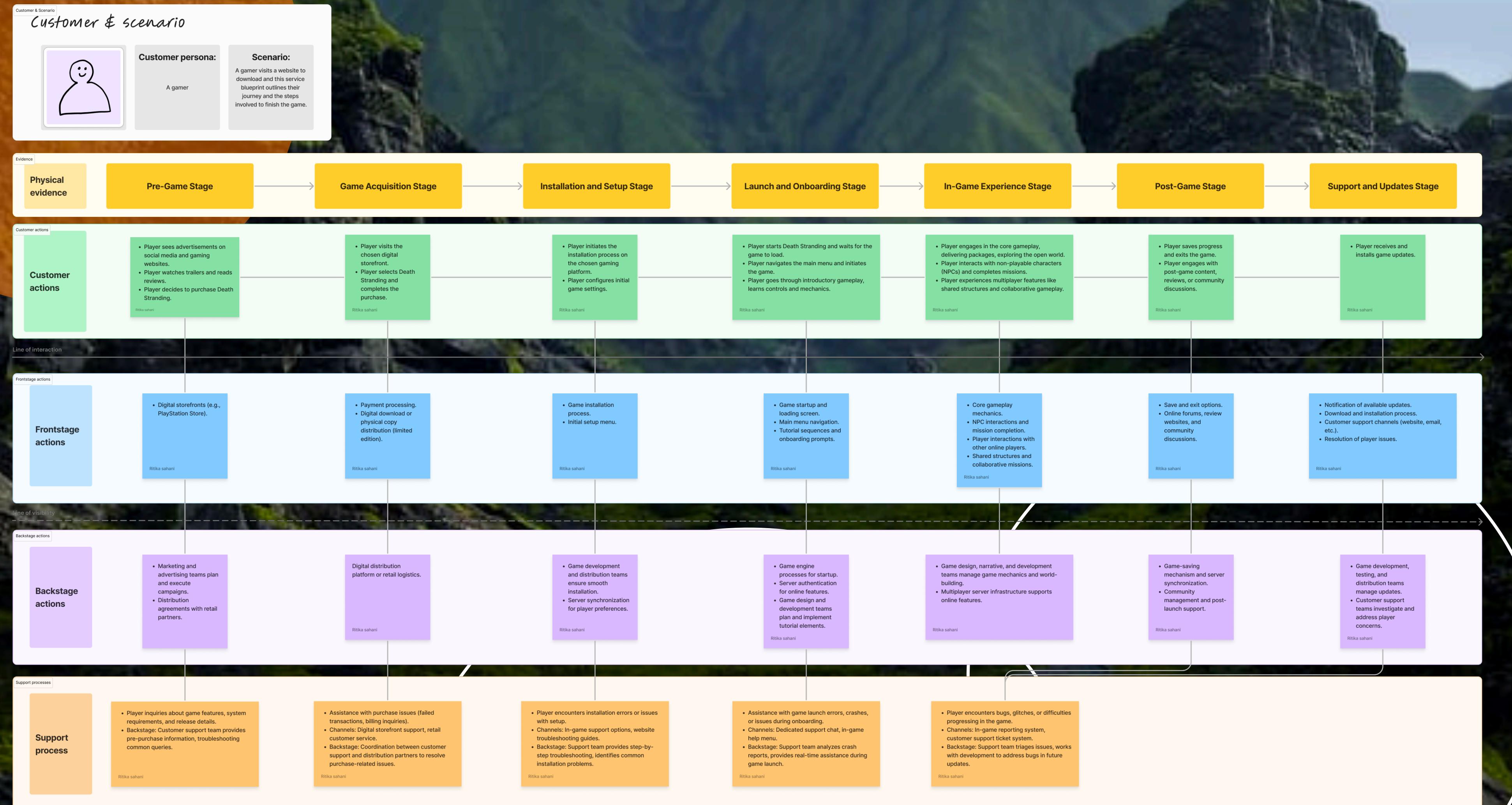
- Passive mode in online
- Opening up the online mode and private sessions.

RESEARCH

BUSINESS MODEL CANVAS



SERVICE BLUEPRINT



RESEARCH

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PROPOSED SOLUTION

For driving/vehicle mechanics

- A vehicle which doesn't have a tire or a crawler like structure instead a heightened base with four or more leg like structure which will give the vehicle height and it can have a sharp end with will make it easier to move through rough terrains or rocks.

For lengthy monologue

- Dynamic monologue

SOLUTION



THANK YOU