

HOW FAR WILL YOU GO TO BE THE PERFECT SINGAPOREAN?



# ***THE SINGAPOREAN DREAM***



***THE NEW NORMAL***



## UXG1501- Assignment 3 (Interaction Analysis)

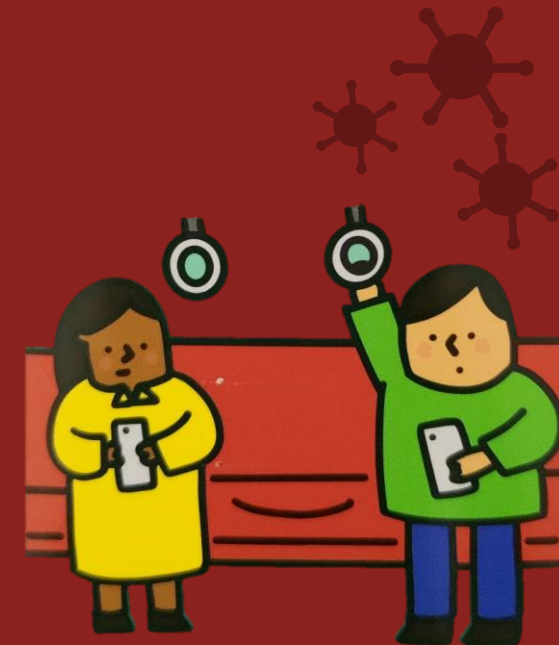
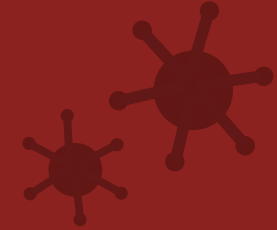
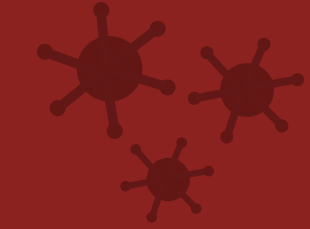
### What is The Singaporean Dream?

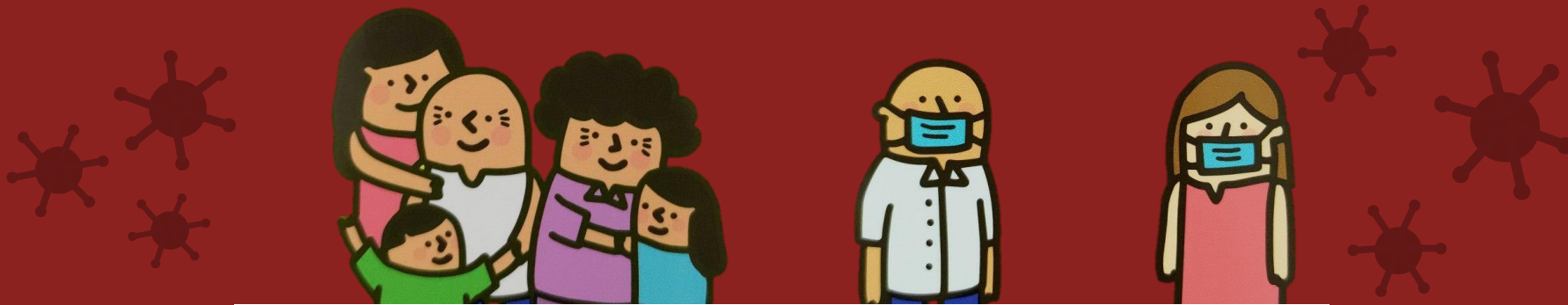
***The Singaporean Dream: The New Normal*** is the latest edition of *The Singaporean Dream*, an interactive card game that lets you pay, steal, and sabo your way to be the perfect Singaporean. This edition features some of the most iconic moments from 2020 – PMD Ban, Circuit Breaker, #GE2020 and more! It is created by SYNT Studio, founded by local game designer, Theresa, who successfully launched *The Singaporean Dream* on Kickstarter in 2018. *The Singaporean Dream* was then licensed to local media company, SGAG, from Sep 2018 to Sep 2020

In the game, you play a classic Singaporean Personality (different for each player)

The game goal is to collect as many dreams as you can before the dream pile runs out. You can buy the Dream Cards with Cash Cards in the bank or gain them with Action Cards.

More detailed and explanation of the game followed by a gameplay of the game can be seen in this video by Shopee Singapore's YouTube Channel - [\(26\) We Play The Singaporean Dream: The New Normal Edition | ShopeeTV - YouTube](#)





**In this analysis paper, I have chosen the specific aspect of the game, which I will be talking about the – *Mechanics, Goals, and Dynamic***

**The first mechanic I will be talking about is the drawing of 2 action cards per turn and playing up to 3 actions**

**This is a very common game mechanic used in card games, other card games implement the same game mechanic as well such as the Monopoly Deal card game**

**However, what makes The Singaporean Dream unique and differs from other card games that uses the same game mechanic is the playable actions for each turn. These playable actions include gaining dreams, stealing dreams, gaining, and stealing cash and stopping other players from making an action.**



**How is it different from other card games such as Monopoly Deal?**

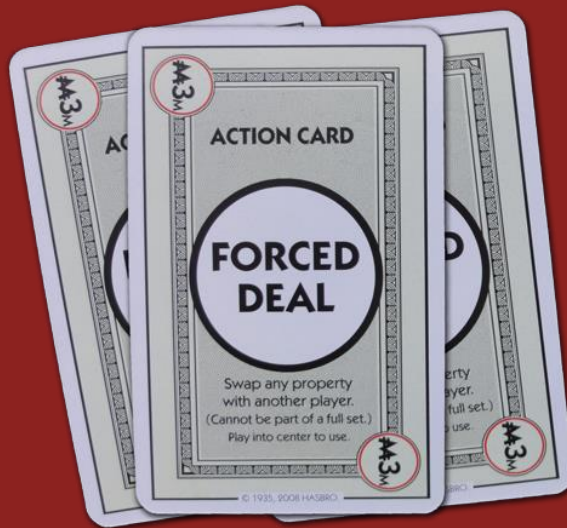


**VS**





**In Monopoly Deal players also use up to 3 actions to steal properties from players such as the Forced Deal, Sly Deal, and the Deal Breaker Card**



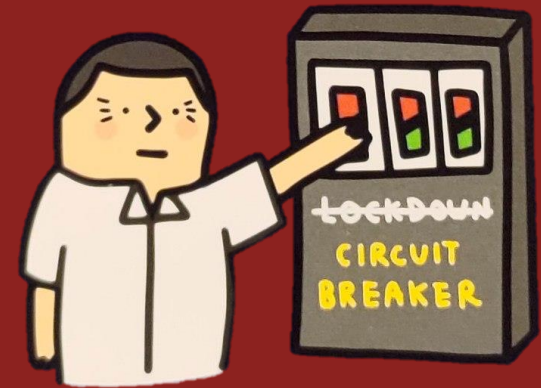
**Similarly, players can also steal money from other players using the Debt Collector Card and prevent other players from using their actions with the Just Say No! Card**





However, what sets *The Singapore Dream* apart is the variety of playable actions that interacts with all players physically and psychologically, creating a more engaging and interactive experience

The Singaporean Dream's game mechanic although common, impacts the player's user experience differently from other similar card games by having action cards such as the "STAND UP FOR SINGAPORE" card and the "NDP AT HOME" card.





**The “STAND UP FOR SINGAPORE” card not only steals a dream from another player which is the mechanic of the game, but instead of choosing a certain player to steal a dream from, all players will have to stand up when the player holding this card plays it and the last person who stands up must give up 1 of their dream cards.**

**By doing so, this engages all the players by forcing them to be alert and be physically engaged by standing up instead of just giving up a card in their deck with no meaning. The action of all players standing up also correspond with the Game’s Purpose by influencing the thought of standing up for their own country. This highly impacts the user experience of all players even though it has the same mechanic of stealing a card just like other similar card games.**





**The “NDP AT HOME” card has the game mechanic of forcing a player to gain a dream or lose a dream depending on whether the player can successfully recite the Singapore pledge. This is unique to the Singaporean Dream Card Game as it allows the targeted player, be it the holding player or other players to relive the moments of celebrating the Singapore’s NDP Parade at home.**

**By reciting the Singapore Pledge it also engages all players as the targeted player must physically recite the pledge out loud and other players must listen carefully to catch for any mistakes made by the reciting player. Similarly, this symbolizes the loyalty players have for their country which also correspond to the Game’s Purpose. Hence this enhances user experience instead of just the targeted player gaining or losing a dream.**



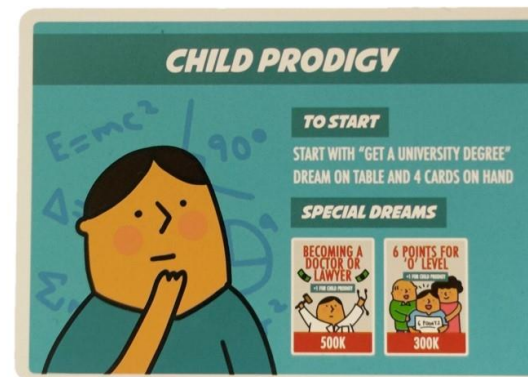
**The second mechanic I will be talking about is the choosing of personality card and how the dream card correlates with the personality card chosen**

**The mechanic of choosing a personality card is another common mechanism that is presented in other games such as choosing a character at the start of the game. Let's look at the Monopoly Game, in Monopoly, players can choose 1 of the 8 characters to play with, such characters are E.g., the "Top Hat", and the "Battleship".**



In Monopoly, players move these characters around the map and purchase properties to gain rental money from other players which has no correlation at all to the individual characters. Like how can an inanimate object such as a top hat or battleship buy properties? And the properties have no relationship to the objects, deemed “Characters”.

However, what makes the characters in *The Singaporean Dream: The New Normal* unique despite being a common mechanic of picking a character, is that the characters are categorized by personality cards, For Example, the “Aunty” personality card, and the “Child Prodigy” personality card.



## **What makes these characters interesting and enjoyable to play is because it symbolizes typical Singaporean personalities that live among all Singaporeans**

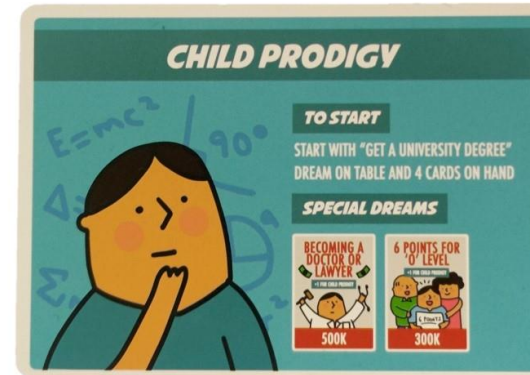
To start, these personality cards are relatable to us players as these personalities live among all Singaporeans, take the Aunty and Child Prodigy for example, they could easily be your neighbour, or even your own family member. Ask any Singaporeans and they can easily spot and identify a typical Aunty in Singapore, such as “Aunty Lucy”,



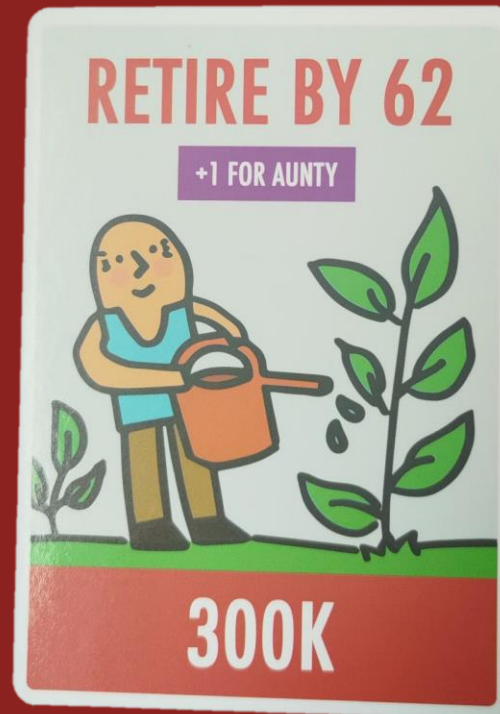
a popular TV persona played by local actor Dennis Chew. These aunties personalities ranges from aunties that always hog up the basketball court for their taichi sessions to those aunties that always gather around their friends at the void deck under their HDB blocks to gossip about other aunties, the different kinds of aunties in Singapore are just endless and we love them all. In this article are some examples of different aunties that all Singaporeans may know off. - [8 types of adorable S'porean aunties whom we all love - Mothership.SG - News from Singapore, Asia and around the world](#)



Similarly, there is always that one kid that every other kid is jealous of and you can't stop hoping that their extremely proud parents will just shut up and stop boasting about how their prodigy kid can solve a Rubik's Cube at the age of 2 and play the piano extremely well at the age of 4 or how well their kid scored for their PSLE, the list of talents these prodigy kids have just never ends. Take Nathanael Koh for example,



a Singaporean child prodigy that has appeared on numerous TV programmes and articles written about him for his accomplishment in music and mathematics. There are countless articles about him online and this article is just one of the countless articles to find out more about Nathanael Koh. - [Nathanael Koh Makes Waves in Academics & Music Despite Early Life Challenges \(theindependent.sg\)](https://www.theindependent.sg/nathanael-koh-makes-waves-in-academics-music-despite-early-life-challenges)



Moreover, each personality card has specific dream cards that when the player obtains it according to their personality card it counts as 2 dreams for the player instead of 1 dream. This means that the dream cards correlates with the personality cards and provides engagement and user experience to the players. The dream cards that correlates with the personality card is also not by random and it provides narrative to the personality.

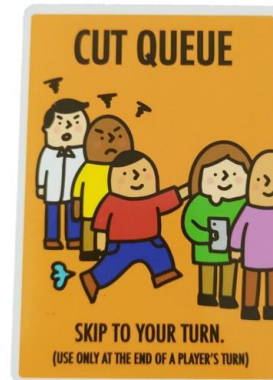
For instance, the “CASH OUT CPF” card corresponds to the Aunty personality and not the Child Prodigy personality as in Singapore, Singaporeans, notably the middle aged – elderly above the age of 55 can cash out their CPF.

The “RETIRE BY 62” card also corresponds to the Aunty personality as an “Aunty” in Singapore is considered a middle-aged person and it justify the Aunty Personality to want to retire by the age of 62.

By having certain dream cards that corresponds to certain personality card, it provides opportunities for players to explore potential strategies based on the game's mechanics and goals to achieve rewards and punishments that further enhances the user experience of the players and motivates and engages them to play.

For example, the player that is playing the Aunty personality will be motivated to obtain the “CASH OUT CPF” and the “RETIRE BY 62” dream card as it rewards the player with an additional dream count to add to their total dream count, the Aunty player can play cards such as the “CUT QUEUE” card to immediately skip to her turn at the end of another player's if the current top dream card of the pile is one of those two cards to buy them.


However, other players can also use the opportunity to block the player with the Aunty personality's chance to obtain those dream cards or buy the dream cards that corresponds to Aunty to prevent and punish the Aunty player by giving them no chance of getting additional dream counts. Other players can do so by playing cards such as the “GAHMEN SAY CANNOT” card.





The third mechanic I will be talking about is the collaborative gameplay denoted by party cards in *The Singaporean Dream: The New Normal* card game

This specific mechanic is unique to *The Singaporean Dream: The New Normal* as it allows players to split into two teams and collaborate to win the other team. The two teams are namely the “INCUMBENT” party and the “OPPOSITION” party



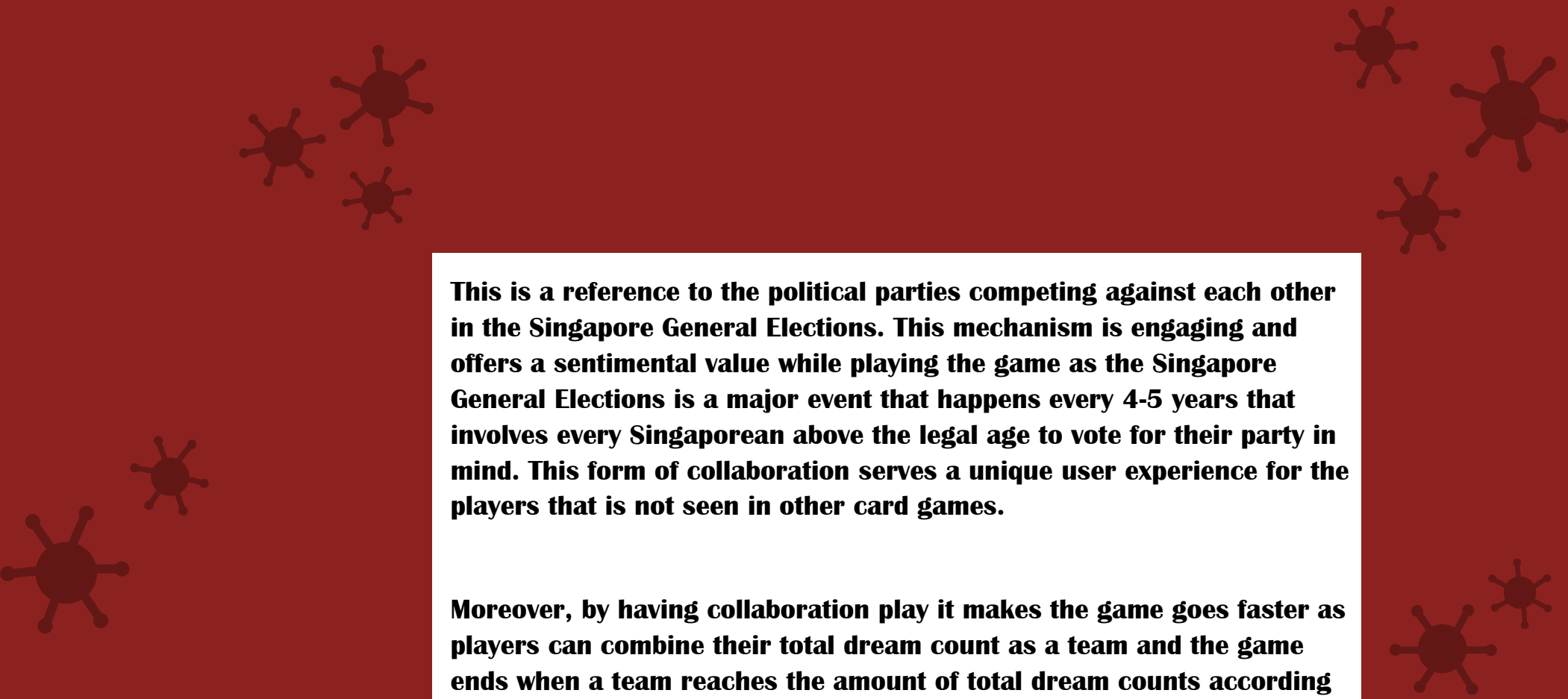
INCUMBENT		
NUMBER OF DREAMS TO WIN		
Refer to the rule book for more details		
	INCUMBENT	OPPOSITION
3 PLAYERS	12	5
4 PLAYERS	9	9
5 PLAYERS	11	6
6 PLAYERS	9	9



OPPOSITION		
NUMBER OF DREAMS TO WIN		
Refer to the rule book for more details		
	OPPOSITION	INCUMBENT
3 PLAYERS	5	12
4 PLAYERS	9	9
5 PLAYERS	6	11
6 PLAYERS	9	9





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**This is a reference to the political parties competing against each other in the Singapore General Elections. This mechanism is engaging and offers a sentimental value while playing the game as the Singapore General Elections is a major event that happens every 4-5 years that involves every Singaporean above the legal age to vote for their party in mind. This form of collaboration serves a unique user experience for the players that is not seen in other card games.**

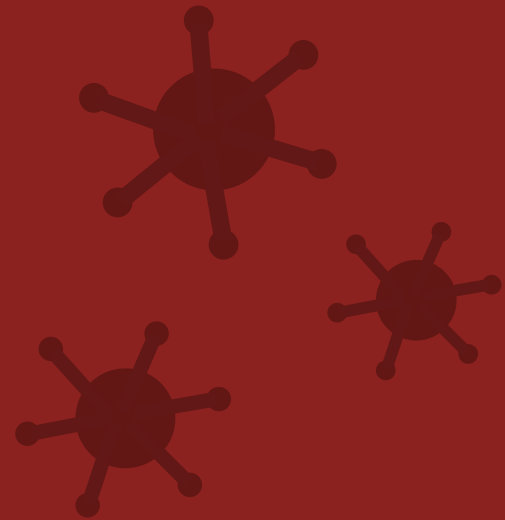
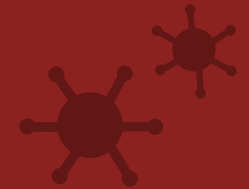
**Moreover, by having collaboration play it makes the game goes faster as players can combine their total dream count as a team and the game ends when a team reaches the amount of total dream counts according to how many players are in the game stated on the party cards. This is useful in scenarios when players wants to play a quick game of *The Singaporean Dream: The New Normal* or aims to play multiple games as games go by much quicker this way.**

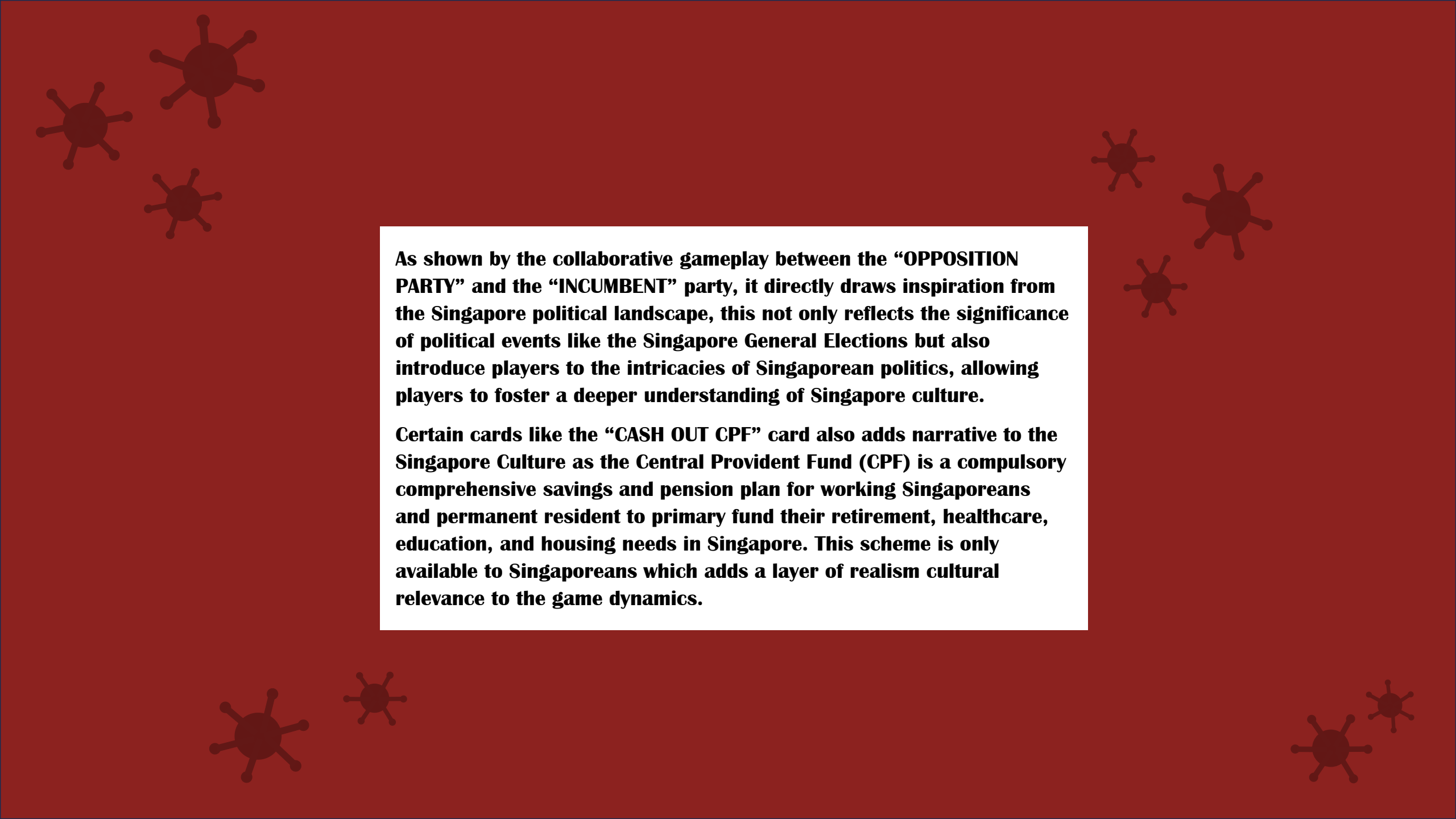
## Cultural Context Integration –

One of the factors that *The Singaporean Dream: The New Normal* does well and differs from other card games is the integration of Singapore's Cultural Context to provide players a culturally immersive gaming experience.

As shown previously, the inclusion of action cards like the “STAND UP FOR SINGAPORE” and “NDP AT HOME” card taps into Singaporean's strong sense of national identity, by incorporating actions that encourage players to physically stand up or recite the Singapore Pledge, this fosters a connection between sentimental value, aligning with the cultural emphasis on national pride.


The personality cards also represent the different types of Singaporean characters, reflecting the diversity and relatability of everyday life in Singapore. This allows players to recognize and connect with familiar personalities, adding a layer of authenticity to the overall gaming experience.



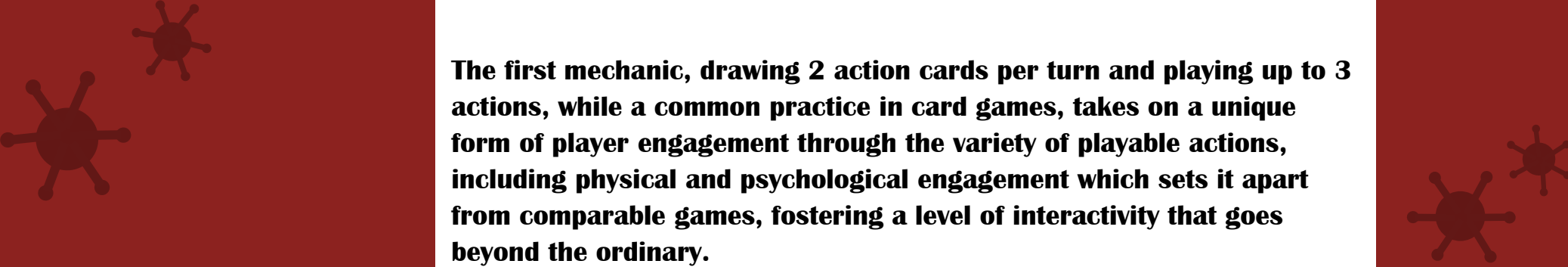
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**As shown by the collaborative gameplay between the “OPPOSITION PARTY” and the “INCUMBENT” party, it directly draws inspiration from the Singapore political landscape, this not only reflects the significance of political events like the Singapore General Elections but also introduce players to the intricacies of Singaporean politics, allowing players to foster a deeper understanding of Singapore culture.**

**Certain cards like the “CASH OUT CPF” card also adds narrative to the Singapore Culture as the Central Provident Fund (CPF) is a compulsory comprehensive savings and pension plan for working Singaporeans and permanent resident to primary fund their retirement, healthcare, education, and housing needs in Singapore. This scheme is only available to Singaporeans which adds a layer of realism cultural relevance to the game dynamics.**



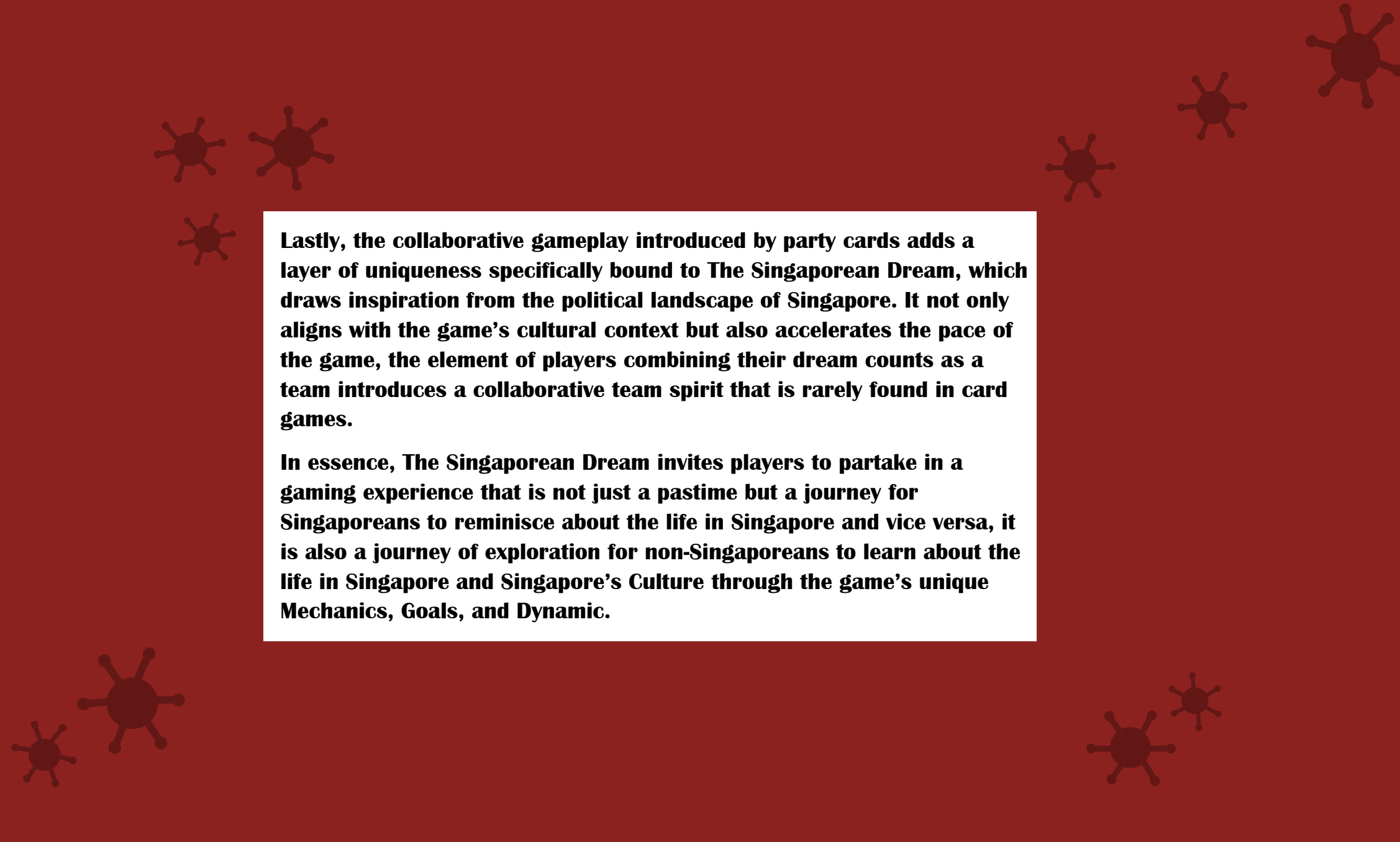
**Finally, to conclude on the game mechanics spoken about in this analysis paper of *The Singaporean Dream: The New Normal*, the game breaks the boundaries of traditional card gameplay through its unique mechanics, goals and dynamics as it collectively creates an immersive experience for players.**



**The first mechanic, drawing 2 action cards per turn and playing up to 3 actions, while a common practice in card games, takes on a unique form of player engagement through the variety of playable actions, including physical and psychological engagement which sets it apart from comparable games, fostering a level of interactivity that goes beyond the ordinary.**

**The second mechanic, the choice of personality cards, introduce personality and narrative to the gaming experience unlike other games where character choice may seem arbitrary. The Singaporean Dream ties personality cards to specific dream cards, providing both relatability and room for strategic gameplay, this correlation promotes player engagement and motivation.**



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**Lastly, the collaborative gameplay introduced by party cards adds a layer of uniqueness specifically bound to The Singaporean Dream, which draws inspiration from the political landscape of Singapore. It not only aligns with the game's cultural context but also accelerates the pace of the game, the element of players combining their dream counts as a team introduces a collaborative team spirit that is rarely found in card games.**

**In essence, The Singaporean Dream invites players to partake in a gaming experience that is not just a pastime but a journey for Singaporeans to reminisce about the life in Singapore and vice versa, it is also a journey of exploration for non-Singaporeans to learn about the life in Singapore and Singapore's Culture through the game's unique Mechanics, Goals, and Dynamic.**

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# Thank You!

Analysis paper done by: Ryan Lim

