DESIGNING GAMES WITH A PURPOSE WITH A PURPOSE

LREC 2020

13-15 MAY, 2020

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- I SHALL BEGIN WITH A **SHAMEFUL** AND SOMEWHAT **EMBARRASSING** ADMISSION
- I AM **NOT** A LINGUIST
- I CAN'T EVEN **PARSE** THE CONFERENCE **TITLE**
- IS "LANGUAGE RESOURCES AND EVALUATION" ABOUT:
  - THE EVALUATION OF LANGUAGE RESOURCES?
  - THE RESOURCES OF LANGUAGE AND EVALUATION OF LANGUAGE?
  - TWO THINGS: 1) EVALUATION; 2) LANGUAGE RESOURCES?

- WHAT I AM IS A **GAME DESIGNER**
  - ALBEIT ONE WHOM **LINGUISTS** HAVE **INTIMIDATED** INTO WORKING WITH THEM
- TODAY, I'LL BE TALKING ABOUT THE **DESIGN** OF **GAMES** THAT OBTAIN FROM THEIR PLAYERS **USEFUL** USE-OF-LANGUAGE INFORMATION
  - SUCH AS HOW THEY RESOLVE AMBIGUITIES
- THIS CLASS OF GAMES IS KNOWN AS **G**AMES **W**ITH **A** **P**URPOSE - **GWAPS**
- THEY ARE **DISTINCT** FROM REGULAR GAMES AND SERIOUS GAMES

HAMSTER!

- **SERIOUS** GAMES ARE THE ONES THAT ACADEMICS **USUALLY** MAKE
  - THERE'S NO **FUNDING** TO MAKE **PROPER** GAMES
- SERIOUS GAMES ARE NORMALLY DEVELOPED FOR **TEACHING** PURPOSES
- THE **LOGIC**:
  - BEING TAUGHT IS **UNFUN**
  - GAMES ARE **FUN**
  - BEING TAUGHT + GAMES = **FUN** TEACHING!
- THE **REALITY**
  - BEING TAUGHT + GAMES = **UNFUN** GAMES…

- THE REASON FOR THIS IS THAT SERIOUS GAMES ARE **ABOUT** THE TOPIC THEY'RE TEACHING
- THIS IS BY **DEFINITION** UNFUN
  - IF IT **WERE** FUN, YOU WOULDN'T **NEED** THE GAME
- IF THE SUBJECT MATTER IS UNFUN AND THE GAME HAS THIS AS A CORE **MECHANIC** THEN **OF COURSE** IT'S NOT GOING TO BE FUN!
- YOU CAN'T MAKE SOMETHING UNFUN FUN
- IF WHAT YOU TEACH **IS** FUN, OK, YOU'RE **FINE**
  - SOCIAL SKILLS, HIGH-ORDER PROBLEM-SOLVING
  - INDIRECTION **ALSO** WORKS, *E.G.* TEACHING **FACTS**

- GWAPS **AREN'T** THE SAME AS SERIOUS GAMES
- PEOPLE PLAY GWAPS **BECAUSE** THEY FIND THE SUBJECT MATTER INTERESTING
  - THREATS AND BRIBERY **ALSO** WORK
- THIS GIVES GWAPS A **HUGE** ADVANTAGE OVER SERIOUS GAMES
- GWAPS NOT ONLY **COULD**, BUT **SHOULD** USE THE SUBJECT MATTER IN CORE MECHANICS
- YET WHY WOULD ANYONE **PLAY** SUCH A GAME?
  - "IF IT **WERE** FUN, YOU WOULDN'T **NEED** THE GAME"
  - IT **IS** FUN ... SO YOU **DON'T** NEED THE GAME?

- TO EXPLAIN WHAT A GAME WOULD **BUY** YOU, LET'S CONSIDER WHAT GAMES **ARE**
- GAMES ARE BASICALLY **PLAY** AT WHICH YOU CAN **LOSE**
  - PLAY ENDS **ONLY** WHEN YOU DECIDE TO **STOP**
  - PUZZLES END ONLY WHEN YOU DECIDE TO **STOP** OR YOU **WIN**
  - GAMES END WHEN EITHER YOU DECIDE TO **STOP**, YOU **WIN** OR YOU **LOSE**
- THAT DOESN'T MEAN THAT ALL GAMES MUST BE **FUN**, THOUGH

- FUN IS A **DIFFICULT** CONCEPT TO PIN DOWN
- SOME LANGUAGES DON'T EVEN HAVE A **DIRECT** TRANSLATION FOR THE ENGLISH WORD
- **GOOGLE**'S TRANSLATION, ENGLISH -> FRENCH:
  - "THIS IS FUN" -> "C'EST MARRANT"
    - BACKWARDS TRANSLATES AS "THIS IS FUNNY"
  - "THIS GAME IS FUN" -> "CE JEU EST AMUSANT"
    - SAME TRANSLATION AS FOR "THIS GAME IS AMUSING"
- WORSE, IN **ENGLISH** **FUN** HAS **TWO** OPPOSITES: **UNFUN** AND **NO FUN**
  - AT LEAST AMONG GAME DESIGNERS, ANYWAY...

- **UNFUN** IS WHEN SOMETHING IS TOO **HARD** FOR YOU AND YOU'RE MAKING NO SUBSTANTIAL **PROGRESS**
  - USUALLY MANIFESTED AS **FRUSTRATION**
  - SERIOUS GAMES ARE **INVARIABLY** TRYING TO TEACH A SKILL BEYOND YOUR CURRENT ABILITY, WHICH IS WHY THEY'RE **ALWAYS** UNFUN
- **NO FUN** IS WHEN SOMETHING IS TOO **EASY** FOR YOU
  - USUALLY MANIFESTED AS **BOREDOM**
- FUN FALLS IN THE **SWEET** SPOT BETWEEN THEM

- THIS **LOOKS** LIKE THE DIAGRAM FOR **FLOW** BUT **ISN'T**
- THE SLOPE IS **DIFFERENT** FOR EACH **PERSON**
  – AND EVEN THE **SAME** PERSON AT DIFFERENT **TIMES**

UNFUN

Frustration

Challenge

Fun

NO FUN

Boredom
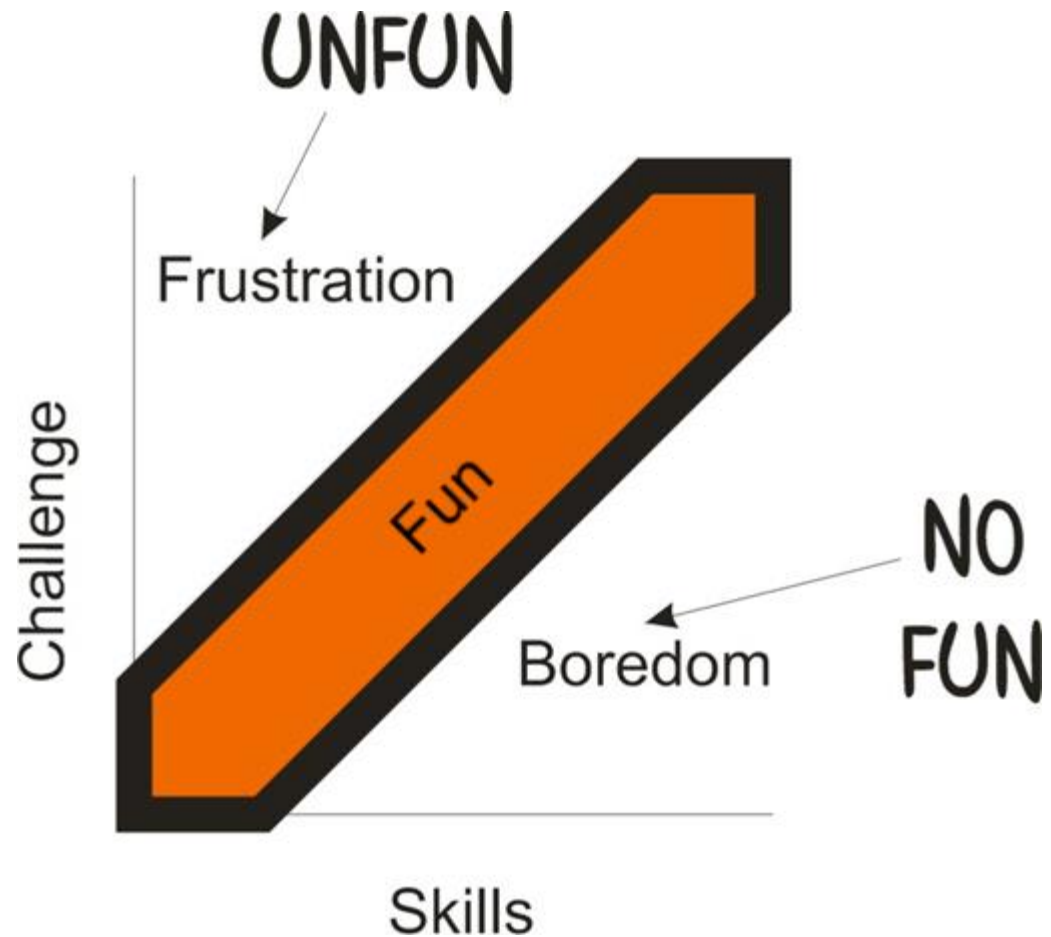
Skills

- FUN IS AN **INTRINSIC** REWARD FOR PLAY
  - **AUTOTELIC**: IT'S FUN IN AND OF ITSELF
- GAMES ALSO EMPLOY **EXTRINSIC** REWARDS
- THIS IS PERFECTLY LEGITIMATE **UNLESS** THE EXTRINSIC REWARDS **DOMINATE**
- WHEN GAMES **AREN'T** INTRINSICALLY FUN, PLAYERS HAVE TO BE **INDUCED** TO PLAY BY THE USE OF **EXTRINSIC** REWARDS
  - OR, IN THEORY, EXTRINSIC **PUNISHMENTS**
- THE **TECHNICAL** TERM GAME DESIGNERS USE FOR THIS IS "CHEAP PSYCHOLOGICAL TRICKS"

- DESIGNERS ARE IN GENERAL FERVENTLY **AGAINST** USING CHEAP PSYCHOLOGICAL TRICKS
- THEY WANT PEOPLE TO PLAY THEIR GAMES BECAUSE THEY'RE **FUN** AND **SAY** SOMETHING, **NOT** THROUGH **MIND CONTROL**
  - THIS IS WHY DESIGNERS TEND TO **AVOID** SERIOUS GAMES AND TRULY **LOATHE** MOST GAMIFICATION
- **IMPORTANT**: GWAPS **ARE** INTRINSICALLY FUN, SO DESIGNERS HAVE **NO** PHILOSOPHICAL OBJECTIONS TO THEM
- GAME DESIGNERS **WILL** DESIGN GWAPS

- SO, WHY IS A GAME **ABOUT** AN ACTIVITY SOMETIMES **BETTER** THAN THE ACTIVITY ALONE?
- WHAT GAMES CAN **DO** FOR A PLAYER:
  - GIVE THEM A **DIRECTION** AND AN OVERALL **GOAL**
  - **STRUCTURE** THE EXPERIENCE TO HIGHLIGHT THE FUN PARTS
  - PROVIDE TOOLS TO MAKE THE **LESS** FUN PARTS GO AWAY
  - ALLOW THE PLAYER TO MATCH THE **DIFFICULTY** OF A TASK TO THEIR OWN **SKILLS** AND **PREFERENCES**
- *CONTINUED...*

- ...CONTINUED

  - **AMPLIFY** THE FUN AT KEY MOMENTS
    - EXTRINSIC REWARDS SUCH AS MUSIC OR ANIMATIONS **CAN** WORK HERE — DESIGNERS CALL IT **JUICINESS**
  - HELP THE PLAYER FEEL **ACCEPTANCE** AND **RECOGNITION**
    - DESIGNERS CALL THIS **VALIDATION**, BUT THAT MEANS SOMETHING ELSE IN A GWAP CONTEXT
  - **EXTEND** OR **SHORTEN** THE PERIOD OF INVOLVEMENT AS THE PLAYER **CHOOSES**
  - **REASSURE** THE PLAYER THAT THE STEPS WHICH ARE UNFUN ARE LEADING TO AN ACCOMPLISHMENT THAT **WILL** BE FUN

- THIS IS HOW **REGULAR** GAMES WORK

  – YOU MIGHT LIKE FITTING FALLING BLOCKS INTO PILES **ANYWAY**, BUT IT'S MORE **FUN** IF THERE'S A **GAME** BUILT AROUND IT

- GWAPS ARE **REGULAR** GAMES THAT CO-OPT THE PLAYER'S ACTIVITY FOR THEIR OWN **ENDS**

- ANALOGY: **HAMSTERS**!

- HAMSTERS **LOVE** RUNNING IN HAMSTER WHEELS

- REGULAR GAME: KEEP **RUNNING**, LITTLE BUDDY!

- GWAP: KEEP **RUNNING**, LITTLE BUDDY!

  – OH, AND **IGNORE** THE **DYNAMO** IN THE AXLE

- IF GWAPS ARE **REGULAR** GAMES, AND GAME DESIGNERS HAVE NO **OBJECTIONS** TO THEM, SURELY THAT'S PROBLEM **SOLVED** THEN!

- SADLY, **NO**

- WHAT WE HAVE HERE IS A DISTINCTION BETWEEN ART AND CRAFT

- GAME DESIGN IS AN ART FORM
  – DESPITE THE WORD "DESIGN" THERE'S IMPLYING OTHERWISE

- GAME DESIGNERS ARE **CREATIVE** PEOPLE
  – THEY WANT TO **SAY** THINGS THROUGH GAMEPLAY

WHY?

- CREATIVE PEOPLE HAVE **MANY** POSSIBLE OUTLETS
  - POETRY, MUSIC, SCULPTURE, DANCE, ARCHITECTURE, ...
- FOR **GAME** DESIGNERS, WHAT THEY WANT TO SAY IS BEST SAID THROUGH **GAMEPLAY**
- THEY'RE NOT SAYING **ANYTHING** TO PLAYERS IN THE DESIGN OF A **GWAP**
- THE **REASON** FOR DESIGNING THE GAME IS TO LEVERAGE THE PLAYER'S ACTIVITY TO SOME **END**
- THE DESIGNER CAN'T USE WHAT THEY WANT TO **SAY** TO HELP **DIRECT** THEIR GAME DESIGN
  - THAT'S **ENGINEERING**, NOT **EXPRESSION**

- THIS SITUATES GWAPS **BETWEEN** SERIOUS GAMES AND COMMERCIAL GAMES
- HERE'S THE **FULL** SPECTRUM OF **INTERESTS**:
  - SERIOUS GAMES – ONLY **STAKEHOLDERS**
  - GWAPS – STAKEHOLDERS **AND** PLAYERS
  - COMMERICAL GAMES – STAKEHOLDERS, PLAYERS AND THE **DESIGNER**
  - INDIE GAMES – **PLAYERS** AND THE DESIGNER
  - SELF-CONSCIOUS ART GAMES – **ONLY** THE DESIGNER
- GWAPS **DO** APPEAL TO DESIGNERS AS AN INTELLECTUAL **EXERCISE**, SO ALL IS NOT LOST

- HOW DO YOU START **DESIGNING** A GWAP?
- THE **#1 RULE** OF GAME DESIGN IS **KNOW YOUR PLAYERS**
  - **#0** IS KNOW WHAT YOU WANT TO **SAY**, BUT FOR GWAPS THAT'S NOT A **FACTOR**
- FOR GWAPS, YOU'RE BASICALLY TRYING TO BUILD A **GAME** AROUND AN ACTIVITY THAT THE PLAYERS WANT TO DO **ANYWAY**
- BECAUSE EVERYONE LIKES THE **SAME THING**, THAT MAKES IT **EASIER**
 - THAT DOESN'T MEAN IT'S **EASY**, THOUGH

- PLAYERS MAY LIKE THE SAME **ACTIVITY** BUT NOT FOR THE SAME **REASONS**

- THE BIGGEST MISTAKE **NON-DESIGNERS** MAKE IS TO DESIGN A GAME THAT THEY, **PERSONALLY**, WILL FIND FUN

- OK, SO THIS **DOES** MEAN THAT AT LEAST **ONE** PERSON WILL FIND IT FUN

- HOWEVER, THEY SHOULD BE MAKING A GAME THAT **PEOPLE** WILL FIND FUN

- IN TRYING TO **EXPLAIN** THIS, I PUBLISHED A **PAPER** WAAAY BACK IN 1996...

- MY PAPER **SHOWED** THAT FOR WHAT ARE NOW CALLED **MMORPGS**, PEOPLE COULD BE **CATEGORISED** BY WHAT THEY FOUND **FUN**
- THERE WERE **FOUR** BASIC PLAYER TYPES
  - ACHIEVER, EXPLORER, SOCIALISER, KILLER
- I FIGURED THAT PEOPLE WOULD **SOON** THINK OF DIFFERENT, **BETTER** TYPES, BUT IT TURNED OUT MY FIRST CUT WAS QUITE **GOOD**
  - 2,000+ CITATIONS, 2 OR 3 NEW ONES EVERY WEEK
- THE **NEXT** SLIDE SHOWS WHAT THE BASIC PLAYER TYPES GRAPH **LOOKS** LIKE

ACTING

KILLERS   ACHIEVERS

PLAYERS   WORLD

SOCIALISERS   EXPLORERS

INTERACTING
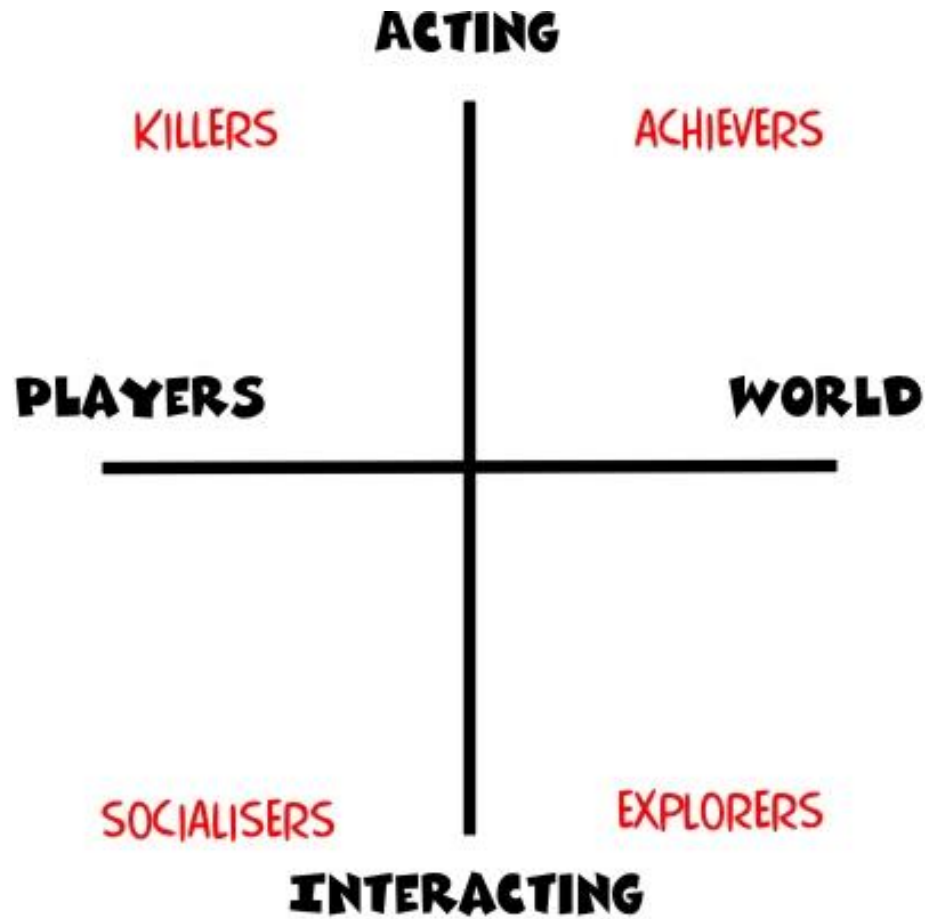
- I MAKE **NO** CLAIMS THAT THIS APPLIES TO **ANY** KIND OF GAME **OTHER** THAN MMORPGS
  - BECAUSE I CAN'T EXPLAIN WHY IT **WOULD**
- HOWEVER, PLAYER TYPES **DO** GET USED **ALL THE TIME** IN GAME DESIGN
  - I APPEAR IN EXAMINATION QUESTIONS!
- I'LL THEREFORE **USE** PLAYER TYPES TO ILLUSTRATE THE **GENERAL** PRINCIPLE THAT **DIFFERENT** PEOPLE FIND **DIFFERENT** THINGS **FUN**
  - AND THAT IF YOU **UNDERSTAND** YOUR PLAYERS, YOU CAN WIDEN THE **APPEAL** OF YOUR GAME

- THE **CORE LOOP** IS WHAT PLAYERS DO **MOST** OF THE TIME
- CORE LOOPS USUALLY COME IN SHORT **BEATS** OF TWO OR THREE **ACTIONS**
  - *TENNIS:* HIT BALL, MOVE
  - *FPS:* MOVE, SHOOT
  - *POKER:* DRAW, BID
  - LANGUAGE GWAP: READ SENTENCE, MAKE JUDGEMENT
- WE CAN **ASSUME** THAT **ALL** OUR PLAYERS WILL FIND THE CORE LOOP **FUN**
  - IF NOT, THEY'LL **NEVER** ENGAGE WITH THE GAME

- CORE LOOPS **ALONE** ARE ENOUGH TO SUSTAIN **CASUAL** GAMES
- MOST PEOPLE WON'T PLAY FOR **LONG**, BUT YOU MIGHT ATTRACT **MORE** OF THEM
  - YOU'LL ONLY GET **SHALLOW** JUDGEMENTS
- NON-CASUAL GAMES HAVE FEWER **PLAYERS** BUT HIGHER **RETENTION**
  - YOU CAN GET **SOPHISTICATED** JUDGEMENTS
  - HOWEVER, PLAYER INTEREST HAS TO BE SUSTAINED AT A **HIGHER** LEVEL
- **AT** THIS HIGHER LEVEL, PLAYER TYPES KICK IN

- **ACHIEVERS** ARE PEOPLE WHO ARE PLAYING YOUR GAME **AS** A GAME AND IN THE **SPIRIT** OF THE GAME

- THEY'RE BASICALLY TRYING TO **WIN**
  - THEIR FUN DERIVES FROM THE **STRUGGLE** THIS ENTAILS

- THE END **GOAL** IS IMPORTANT, BUT SO IS THE **JOURNEY** TO THAT GOAL

- THEY WANT TO **CHART** A **COURSE** THROUGH A SERIES OF **MEANINGFUL** DECISIONS
  - IN OTHER WORDS, THEY WANT **GAMEPLAY**

- **SHOWERING** ACHIEVERS WITH REWARDS FOR **MINOR** TASKS IS SIMPLE BUT **INEFFECTIVE**
  - EXCEPTION: IT **MIGHT** KEEP **NEW** PLAYERS AROUND A LITTLE LONGER
- IT **DOESN'T** SATISFY ACHIEVERS BECAUSE IT **DEMEANS** THEIR ACHIEVEMENTS
- ACHIEVERS **LIKE** IT WHEN **SOME** RULES SUGGEST DOING **ONE** THING AND OTHERS SUGGEST DOING THE **OPPOSITE**
  - **RISK** *VERSUS* REWARD, FOR EXAMPLE
- THAT MAKES THEIR DECISIONS **IMPORTANT**

- A GWAP THAT IS TO **APPEAL** TO ACHIEVERS SHOULD PRESENT THEM WITH **INTERESTING DECISIONS** TO MAKE
  - NOT ALL OF WHICH ARE **EASY**, NOR EVEN NECESSARILY **SOLVABLE**
- YOU GIVE THEM WAYS TO ADVANCE TO **NEW** PROBLEMS THAT THEY COULDN'T HAVE **DEALT WITH** BEFORE
- FORMULATING STRATEGIES TO **NAVIGATE** THIS PROGRESSION IS WHAT THEY FIND **FUN**
- **MOST** PLAYERS WILL BE ACHIEVERS

- EXPLORERS FIND YOUR GAME'S **SYSTEMS** FUN
- THEY PLAY BECAUSE THEY WANT TO **UNDERSTAND** HOW YOUR GAME **WORKS**
  - IF YOUR GAME IS ABOUT LANGUAGE USE, THIS **COULD** MEAN EXPLORING HOW LANGUAGE WORKS
- THEY ARE **EXCELLENT** AT SPOTTING **BUGS** AND OTHER WEAKNESSES
  - IN THE GAME **AND** IN ITS CONTENT — LANGUAGE?
- IMAGINE YOUR GAME IS A WOODEN **BARREL**
  - EXPLORERS ARE LIKE WATER YOU **POUR** INTO IT
  - THEY'LL DISCOVER ALL THE **CRACKS** IN IT

- GENERALLY, EXPLORERS MAKE VERY **GOOD** JUDGEMENTS

- HOWEVER, THEY WILL **SOMETIMES** MAKE **MARGINAL** OR **INCORRECT** JUDGEMENTS JUST TO SEE WHAT HAPPENS

  - OUT OF **CURIOSITY**, NOT MALICE

- UNLIKE ACHIEVERS, THEY DON'T TRY TO WIN FOR THE **SAKE** OF WINNING

  - THEY SEE WINNING AS A **HOOP** THEY NEED TO JUMP THROUGH TO REACH THE NEXT TYPE OF **CONTENT**

- EXPLORERS WILL **NOTICE** IF:
  - YOU TRY TO **TRICK** PLAYERS INTO THINKING THEY'RE PLAYING AGAINST A HUMAN OPPONENT WHEN THEY'RE **NOT**
  - YOU **REWARD** THEM FOR GIVING JUDGEMENTS THAT YOU DON'T YET KNOW ARE CORRECT
  - YOU ASK THEM THE SAME THING **TWICE**, BUT PHRASED DIFFERENTLY TO CHECK FOR CONSISTENCY
- ON THE WHOLE, EXPLORERS ARE **GOOD** TO HAVE
- THEY ARE LIKELY TO BE RELATIVELY **RARE**
  - UNLESS YOUR GAME ATTRACTS **RESEARCHERS**

- SOCIALISERS USE THE GAME AS A WAY TO **INTERACT** WITH LIKE-MINDED PEOPLE
- THEY'RE NOT REALLY **WORRIED** ABOUT WINNING OR LOSING
  - ACHIEVERS LIKE HAVING THEM AROUND, BECAUSE THEY GIVE THEM SOMEONE TO BE **BETTER** THAN
- IF YOU GIVE THEM **AMBIGUITIES**, THEY WILL **LOVE** DISCUSSING THESE WITH OTHER PLAYERS
  - IF YOU PROVIDE THE **TOOLS** FOR THEM TO DO SO
- THEY PREFER **CO-OPERATIVE** PLAY
  - OR SOLO PLAY THEY CAN **TALK** ABOUT SOMEWHERE

- THIS CAN BE VERY **GOOD**, BECAUSE IT CAN LEAD TO THE **DEFINITIVE** ANSWERS YOU NEED

- IT CAN ALSO BE A LITTLE **BAD**
  - THEY'LL SPEND TOO LONG **DISCUSSING** AND NOT ENOUGH TIME MAKING **JUDGEMENTS**
  - THEY'LL RECOMMEND TEXTS THAT HAVE **ALREADY** BEEN ANNOTATED TO DEATH OR ARE **EASY** READS
  - THEY MAY BE **HAPPY** WHERE THEY ARE AND NOT **WISH** TO ADVANCE TO MORE **DIFFICULT** CONTENT

- A GWAP COULD ATTRACT **LARGE** NUMBERS OF SOCIALISERS IF DESIGNED **RIGHT**

- KILLERS DERIVE **THEIR** FUN FROM STOPPING **OTHER** PEOPLE FROM HAVING FUN
  - **GRIEFERS** AND **TROLLS** ARE EXAMPLES
- YOU'LL **GET** THEM IN YOUR GAME WHETHER YOU **WANT** THEM OR **NOT**
- MMORPGS **NEED** A FEW TO ADD **DRAMA**
- GWAPS ALMOST CERTAINLY DON'T WANT **ANY** OF THEM, BUT THEY'RE **HARD** TO DISCOURAGE
- SOCIALISERS IN PARTICULAR ARE **EASY** PREY
  - IF SOCIALISERS **PERCEIVE** A COMMUNITY TO BE **TOXIC**, THEY'LL LEAVE IN **DROVES**

- YOUR **MAIN** OBJECTIVE WITH REGARD TO KILLERS IS TO **IDENTIFY** THEM
  - SO YOU CAN **IGNORE** THEIR CONTRIBUTIONS
  - SO YOU CAN **BAN** THEM – VERY FEW REFORM
- YOU CAN DO THIS USING **HONEY TRAPS**
  - MECHANICS THAT TEMPT A **DEVIANT** PLAYER TO DO SOMETHING A **REGULAR** PLAYER WOULDN'T
- THERE WILL **ALWAYS** BE PEOPLE WHO SPOIL OTHER PEOPLE'S FUN **FOR** FUN
- IN GWAPS, THEY MAY CHOOSE TO SPOIL **YOUR** **RESEARCH** FOR FUN INSTEAD

- REMINDER: THE **WARRANTY** ON PLAYER TYPES IS **ONLY** GOOD FOR MMORPGS

- THEY MAY **NOT** BE AN APPROPRIATE LENS FOR LOOKING AT **YOUR** GAME'S PLAYERS

- THE POINT OF BRINGING THEM **UP** HERE IS SIMPLY TO SHOW THAT PEOPLE **DO** PLAY GAMES FOR DIFFERENT REASONS

- IF YOU'RE AN **INEXPERIENCED** DESIGNER, IT'S ALL-TOO-EASY TO ASSUME THAT YOUR **PLAYERS** WILL THINK LIKE **YOU** THINK

  — EVEN IF YOU **KNOW** THEY LIKE DIFFERENT THINGS!

- AS AN **EXAMPLE**, CONSIDER A **DESIGNER** WHO IS THINKING LIKE AN **ACHIEVER**

- THEY'LL **REWARD** ACHIEVERS WITH INTERIM **BADGES**, TITLES AND SO ON FOR REACHING GAMEPLAY **MILESTONES**
  - THIS IS USUALLY **FINE**
  - MODULO THE **OVERJUSTIFICATION** EFFECT

- THEY'LL GIVE **SIMILAR** REWARDS TO **EXPLORERS** FOR LOOKING AT A VARIETY OF TEXTS OR DOING MANY KINDS OF JUDGEMENT
  - THIS IS **NOT** FINE

- FOR EXPLORERS, THE REWARD IS IN **FINDING** NEW THINGS

  - IT'S **NOT** IN GETTING A PAT ON THE BACK FOR IT

- YOU REWARD **EXPLORERS** BY GIVING THEM ACCESS TO **NEW** CONTENT

  - **NEW** THINGS TO **EXPLORE**

- LIKEWISE, AN ACHIEVER-MINDSET DESIGNER WILL REWARD **SOCIALISERS** FOR THE **NUMBER** OF COMMUNICATIONS MADE

- NO! FOR SOCIALISERS, THE REWARD IS IN THE **QUALITY** OF INTERACTIONS

- IF YOU FORMALLY AWARD **BADGES**, POINTS OR SIMILAR FOR **COMMUNICATION** ACTS, ONLY **ACHIEVERS** WILL CARE

- THEY'LL SEND EACH OTHER **VACUOUS** MESSAGES TO EARN THE BADGES
  - THE SAME THING APPLIES IF YOU RECOGNISE **EXPLORATION** WITH ACHIEVER REWARDS

- AS FOR **KILLERS**, ACHIEVEMENT-THINKING DESIGNERS WILL **WITHHOLD** THEIR REWARDS
  - **THEY** SEE THIS AS A PUNISHMENT
  - **KILLERS** SEE IT AS PROOF THEY'RE HURTING YOU

- GWAP DESIGNERS FACE **OTHER** ISSUES, **NOT** TO DO WITH PLAYER TYPES:
  - IT'S HARD TO RESPOND TO THE ACTIONS OF PLAYERS IF WE DON'T KNOW WHETHER THEY'RE **RIGHT** YET
  - PLAYERS NEED TO BE INTRODUCED BOTH TO GAMEPLAY **AND** CONTENT
  - TODAY'S PLAYERS DON'T LIKE READING **INSTRUCTIONS**, THEY PREFER TO **WING** IT
  - WHAT **PLAYERS** WANT TO READ MAY NOT BE WHAT **YOU** WANT THEM TO READ
- THESE AREN'T **INSURMOUNTABLE** BUT THEY DO NEED TO BE RECOGNISED UP FRONT

- GWAPS LIE SOMEWHERE **BETWEEN** SERIOUS GAMES AND COMMERCIAL GAMES

- DESIGNERS PROBABLY **WON'T** BE INTERESTED IN DESIGNING THEM FOR FUN

- DESIGNERS **COULD** BE INTERESTED IN THEM AS AN INTELLECTUAL EXERCISE

- IF THE CORE LOOP **ISN'T** FUN, THE REST OF THE GAMEPLAY IS **IRRELEVANT**

- IF IT **IS** FUN, THE REST OF THE GAME IS FUN FOR DIFFERENT PEOPLE FOR DIFFERENT **REASONS**
  - THE MORE OF THESE YOU CAN ADDRESS, THE BETTER!

- ADMISSION: EVEN THE **BEST** GAME DESIGNERS AREN'T ALL THAT **GOOD** AT GAME DESIGN
  – THEY'RE JUST MUCH, MUCH BETTER THAN **YOU** ARE
- IF YOU SPOT A GAME DESIGN ISSUE, **SAY** SO
  – YOU COULD VERY WELL BE **RIGHT**!
- EXCEPTION: IF A DESIGNER CAN'T SAY **WHY** THINGS HAVE TO BE THIS WAY, JUST **THAT** THEY HAVE TO BE THIS WAY, **INDULGE** THEM
  – IT MEANS THEY'RE THINKING **ART**, NOT CRAFT
  – YOU'LL GET A **FAR** BETTER GAME OUT OF THEM AS A RESULT!