

Game User Experience

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A History of Games

- The Cathode Ray Amusement Device (1947)



A History of Games

- Pong (1972) and Asteroids (1979)



A History of Games

- The Super Mario Bros (1985)



Diverse Genres of Games

- Role-playing games: players assume the roles of characters in a fictional setting. Players take responsibility for acting out these roles within a narrative, either through literal acting or through a process of structured decision-making or character development



Diverse Genres of Games

- Strategy games: emphasize strategic, tactical, and sometimes logistical challenges. Many games also offer economic challenges and exploration.



Diverse Genres of Games

- First-person shooter: player experiences the action through the eyes of the protagonist.



Diverse Genres of Games

- Fighting games: player controls an on-screen character and engages in close combat with an opponent



Diverse Genres of Games

- Interactive fiction & visual novels: software simulating environments in which players control characters and influence the environment. Works in this form can be understood as literary narratives and as video games.

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West of House                               Score: 0   Moves: 1

ZORK I: The Great Underground Empire
Copyright (C) 1981, 1982, 1983 Infocom, Inc. All rights reserved.
ZORK is a registered trademark of Infocom, Inc.
Revision 88 / Serial number 840726

West of House
You are standing in an open field west of a white house, with a boarded front
door.
There is a small mailbox here.

>open mailbox
Opening the small mailbox reveals a leaflet.

-|
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Online Games

- MUD

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Telnet british-legends.com
mq
Path.
You are standing on a path which leads off a road to the north, to a cottage
south of you. To the west and east are separate gardens.
mq
Flower garden.
You are in a well-kept garden. There is an unexpectedly sweet smell here, and
you notice lots of flowers. To the east across a path there is more garden.
mq
Cliff.
You are standing on the edge of a cliff surrounded by forest to the north and
a river to the south. A chill wind blows up the unclimbable and unscald
heights. At the base of the cliff you can just make out the shapes of jagged
rocks.
mq
As you approach the edge of the cliff the rock starts to crumble. Hurriedly,
you retreat as you feel the ground begin to give way under your feet!
wleap
You are splattered over a very large area, or at least most of you
is. The rest of your remains are, evn now, being eaten by the seagulls
(specially your eyes). If you'd have looked properly before you leaped you
might have decided not to jump!
Persona updated.
Would you like to play again?
:
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Online Games

- MMOs



Online Games

- Social network games



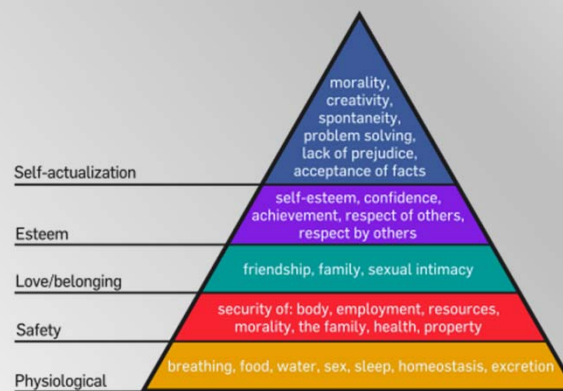
Online Games

- Multiplayer battle arena games



Why Do We Play?

- We desire



Why Do We Play?

- Roger Caillois: Man, Play, and Games:
 - Competition
 - Chance
 - Vertigo
 - Make-Believe

Why Do We Play?

- Lazzaro's Fun Theory:

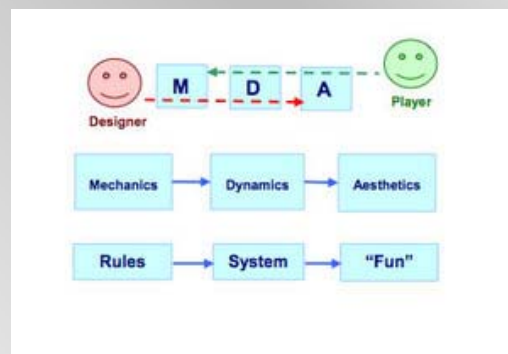


Why Do We Play?

- The Flow State
 - Clear goals that, while challenging, are still attainable.
 - Strong concentration and focused attention.
 - The activity is intrinsically rewarding.
 - Feelings of serenity; a loss of feelings of self-consciousness.
 - Timelessness; a distorted sense of time; feeling so focused on the present that you lose track of time passing.
 - Immediate feedback.
 - Knowing that the task is doable; a balance between skill level and the challenge presented.
 - Feelings of personal control over the situation and the outcome.
 - Lack of awareness of physical needs.
 - Complete focus on the activity itself.

How Do We Design?

- The MDA Framework (Mechanics, Dynamics, Aesthetics)
 - 1. Sensation
 - 2. Fantasy
 - 3. Narrative
 - 4. Challenge
 - 5. Fellowship
 - 6. Discovery
 - 7. Expression
 - 8. Submission



How Do We Design?

- Murray: Hamlet on the Holodeck
 - Immersion
 - Agency
 - Transformation

How Do We Design?

- The Story Element
 - Premise
 - Plot
 - Environment
 - Characters
 - Techniques & style

How Do We Design?

- Incremental Design



Cater to Your Players

- Bartle Types

 <p>Killers <i>Defined by:</i> A focus on winning, rank, and direct peer-to-peer competition. <i>Engaged by:</i> Leaderboards, Ranks</p>	 <p>Achievers <i>Defined by:</i> A focus on attaining status and achieving preset goals quickly and/or completely. <i>Engaged by:</i> Achievements</p>
 <p>Socialites <i>Defined by:</i> A focus on socializing and a drive to develop a network of friends and contacts. <i>Engaged by:</i> Newsfeeds, Friends Lists, Chat</p>	 <p>Explorers <i>Defined by:</i> A focus on exploring and a drive to discover the unknown. <i>Engaged by:</i> Obfuscated Achievements</p>

Cater to Your Players

- The Brainhex Model



Design Research

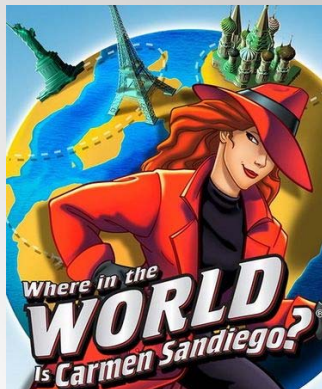
- Usability testing
- Playability testing
 - Desurvire's heuristics:
<http://userbehavioristics.com/downloads/DesurvireFinalHCI09PLAY.pdf>

Design Exercise

- Find a game that you are familiar with
- Identify the core game mechanic and its meaning
- Investigate ways to modify the game mechanic to generate a new meaning
- Explain how you would design a game with the new mechanic

Games More Than Play

- Edutainment



Games More Than Play

- Games for Health



Games More Than Play

- Persuasive Games

It is early on an unseasonably warm Saturday morning. Endo is enjoying the warm weather as he peacefully strolls to the market to buy some supplies. The market is abuzz with activity.



Endo quietly wanders through the busy market, scanning the daily offerings from the countless vendors and doing his best to dodge the advertisements being handed out. He stops to ponder how busy the market is and thinks to himself...

What does Endo ponder?

- Endo thinks about getting some fresh fish to eat for dinner.
- Endo thinks about going for a relaxing cup of tea.

(Answer)

The Latest Technologies

- The Oculus Rift
 - <http://www.youtube.com/watch?v=INDKNA7kXoo>



The Latest Technologies

- Illumiroom
 - <http://www.youtube.com/watch?v=oBvkF71u5P4>



The Latest Technologies

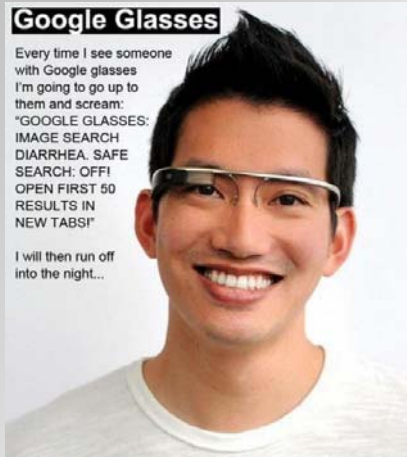
- Mobile Platforms



Google Glasses

Every time I see someone with Google glasses I'm going to go up to them and scream: "GOOGLE GLASSES: IMAGE SEARCH DIARRHEA. SAFE SEARCH: OFF! OPEN FIRST 50 RESULTS IN NEW TABS!"

I will then run off into the night...



Trends

- Interactivity and virtual reality



Trends

- Freedom vs. linear



Trends

- Movie-like storytelling



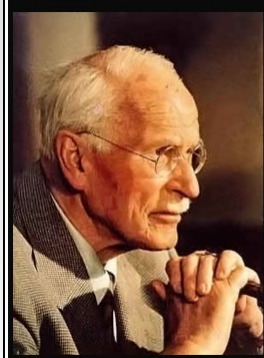
The Things That Never Change



Books for a Game Writer

- Poetics, Aristotle
- The Art of Dramatic Writing, Egri Lajos
- The Seven Basic Plots: Why We Tell Stories, Christopher Booker
- Modern Theories of Drama: A Selection of Writings on Drama and Theatre, 1850-1990, George W. Brandt

What is Game to You?



Who looks outside, dreams; who looks inside,
awakes.

(Carl Jung)

izquotes.com