



LEVELING UP SERIOUS GAMES: THE GAMIFICATION OF LIFE, THE UNIVERSE & EVERYTHING

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Chief Design Dude | sreee GbR, Stuttgart

July 29, 2010 | Hochschule der Medien Stuttgart - Summer Games University

Day 4: Development

COMING TO TERMS

to level up:
to progress to the next level of abilities



NEW YORK TIMES BESTSELLING AUTHOR OF

THE **HITCHHIKER'S**
GUIDE TO THE GALAXY

**DOUGLAS
ADAMS**

L!FE,
THE  
UN!VERSE **AND**
EVERYTHING

A Universal Ability?



WWW.PENNY-ARCADE.COM

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Serious Game:

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a game designed for a primary purpose other than pure entertainment, for areas such as learning, defense, health care, emergency training, simulations, marketing etc. (required by client / domain expert)

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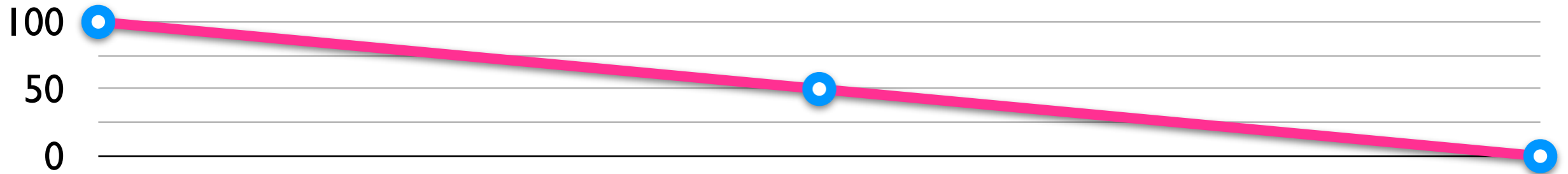
a game designed for a primary purpose other than pure entertainment, for areas such as learning, defense, health care, emergency training, simulations, marketing etc. (required by client / domain expert)

But it still should be fun, though!

(insisted on by game designer)

A Visual Definition of Serious Games

○ Fictionality / Pure Entertainment



A Short History of Serious Games

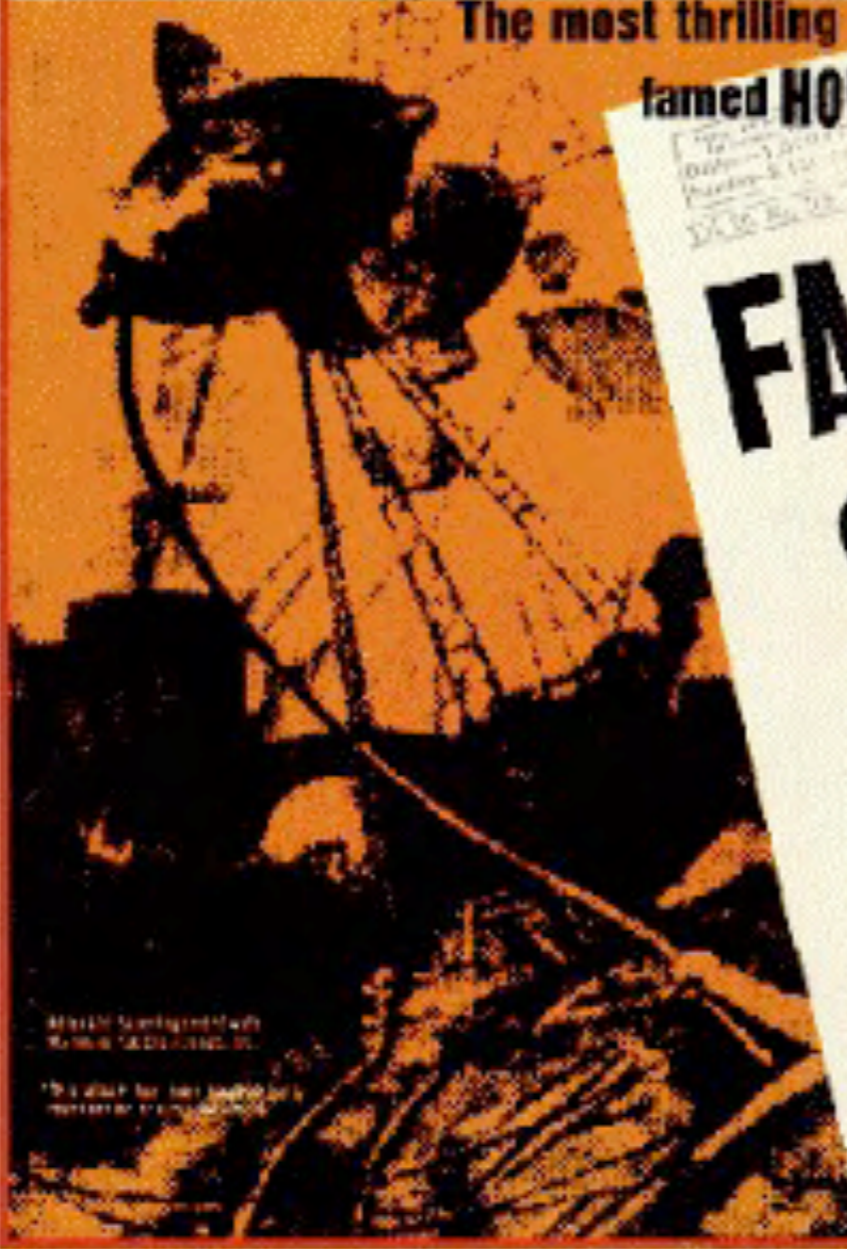


STEREO
4001
A TWO RECORD SET

The original broadcast that panicked the nation!



Man Wants to Fight Mars
 Causes Variety of
ORSON WELLES'
WAR OF THE WORLDS
 The Actual Broadcast by The Mercury Theatre on the Air as heard
 over the Columbia Broadcasting System, October 30, 1938.



The most thrilling drama ever broadcast from the
famed HOWARD KOCH script!

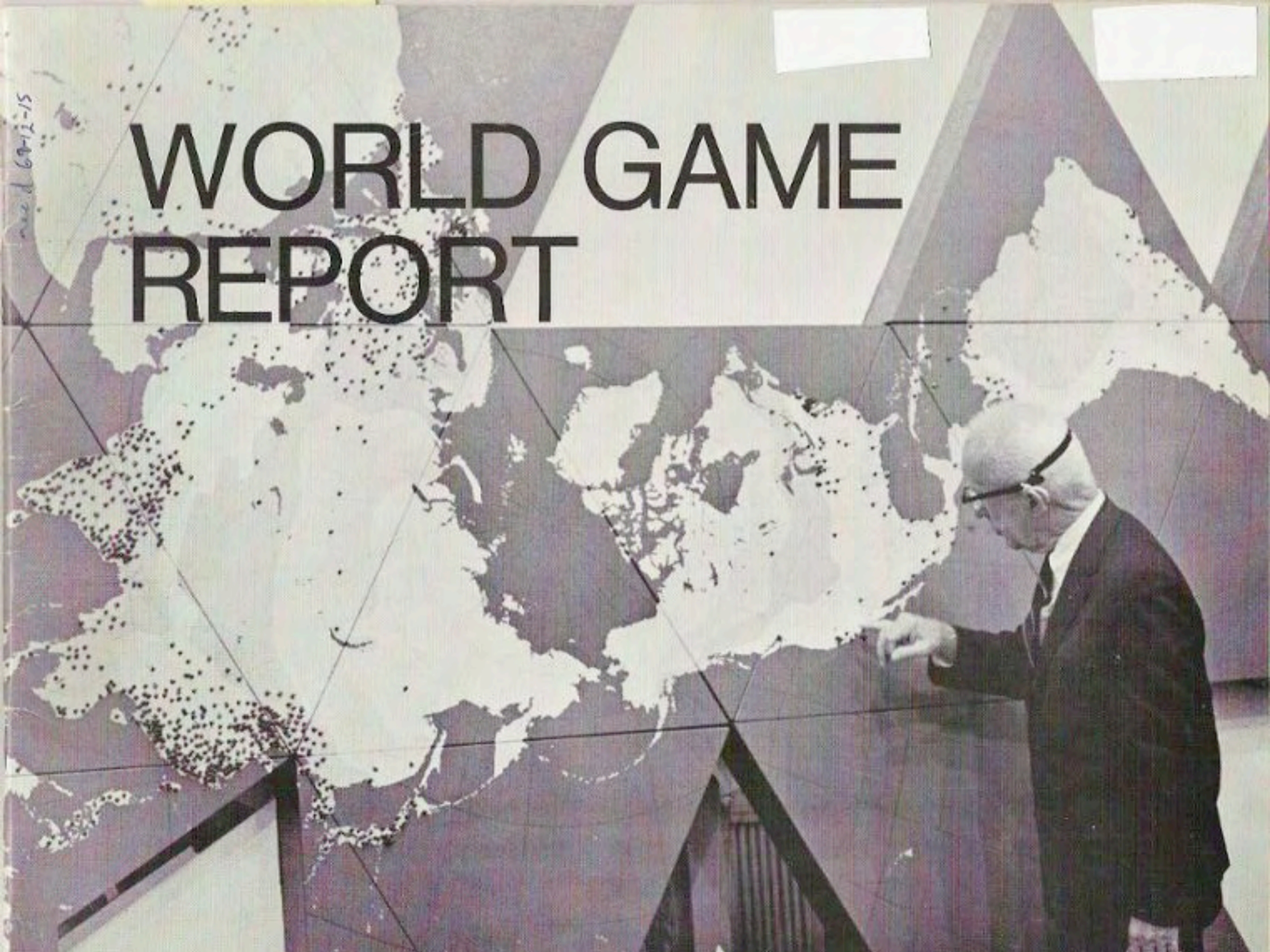
**FAKE RADIO 'WAR
STIRS TERROR
THROUGH U.S.**

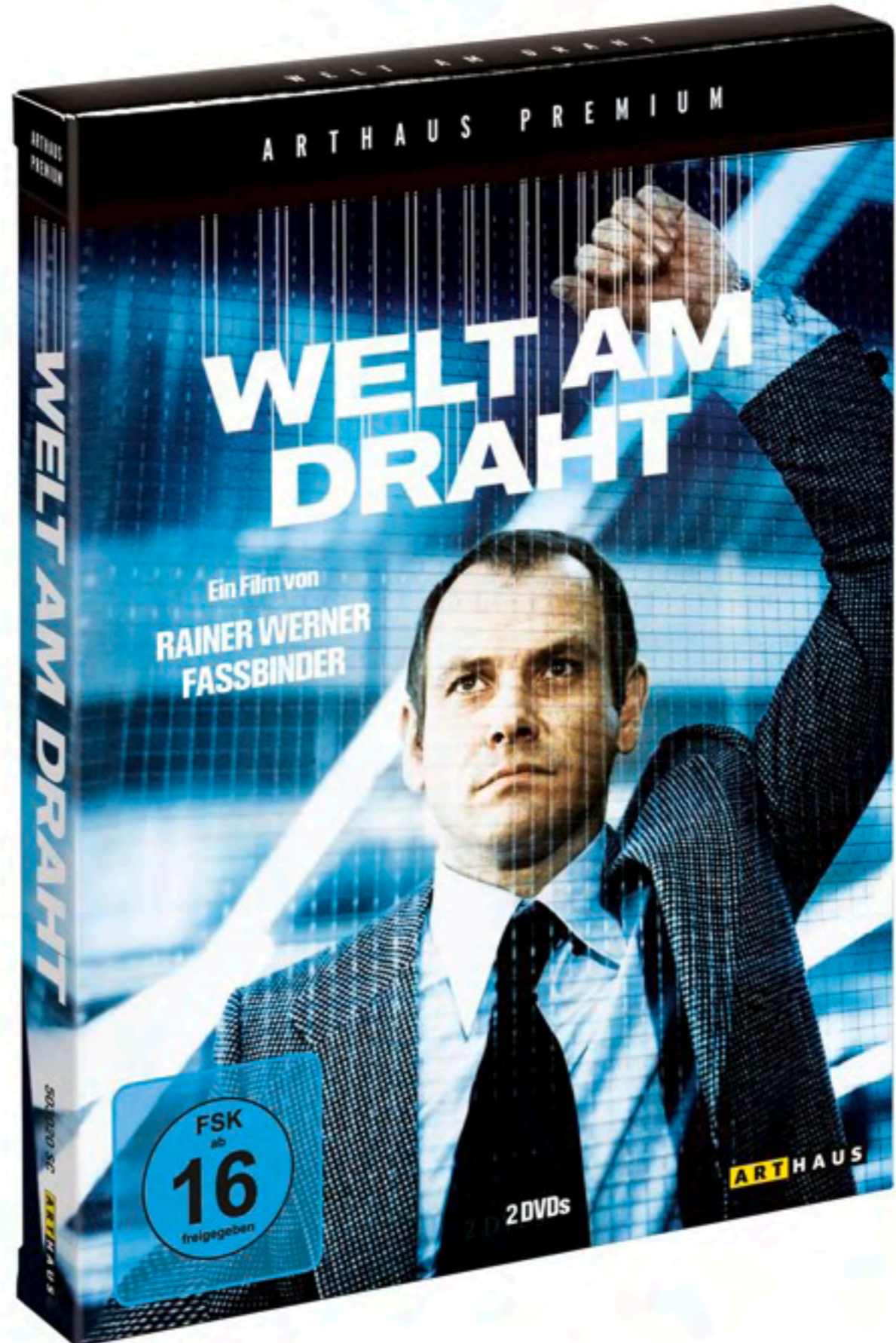
An authentic first edition...
never before released! Com-
plete, not a dramatic word
cut! Script by Howard Koch
from the famous H. G. Wells
novel...featuring the most fa-
mous performance from The
Mercury Theatre On The Air!

MARSH...
THE...
...
...
...

WORLD GAME
REPORT

SI 71-09
no. 1 69-12-15



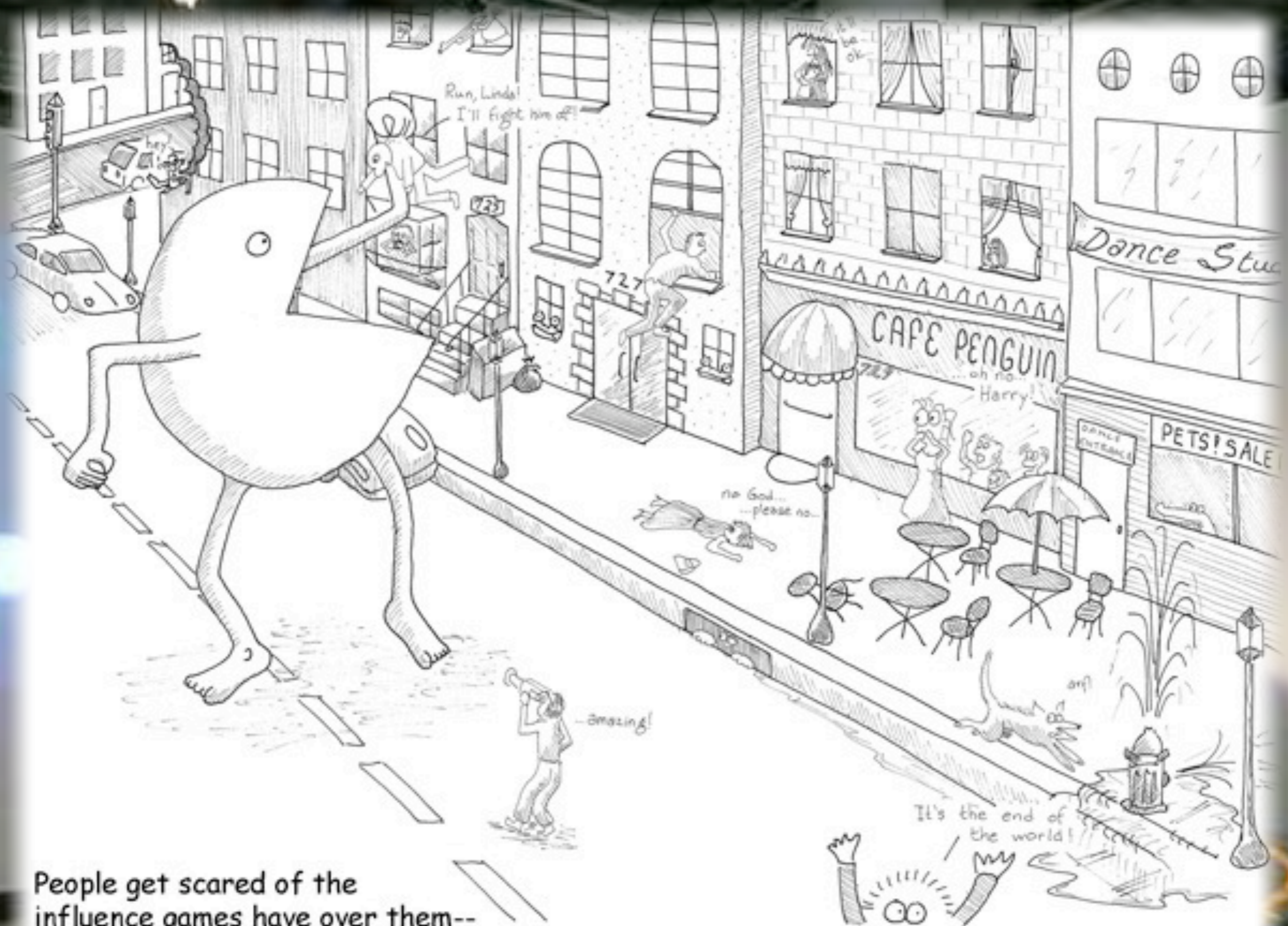


LIVE ACTION ROLEPLAY.



SERIOUS BUSINESS.





People get scared of the influence games have over them-- fears that they will cause murderous rampages on the streets. That's unlikely.

THE ESP GAME

PLAYER 1



GUESSING: **CAR**
GUESSING: **HAT**
GUESSING: **KID**
SUCCESS!
YOU AGREE ON CAR

PLAYER 2



GUESSING: **BOY**
GUESSING: **CAR**
SUCCESS!
YOU AGREE ON CAR

GAMIFICATION: THE BIG PICTURE?!

GAMIFICATION

In: EDGE Magazine, Issue 203 (2009).
Created by www.armyofrolls.co.uk

GAMIFICATION





**„Games are the
emergent cultural
form of our time.“**

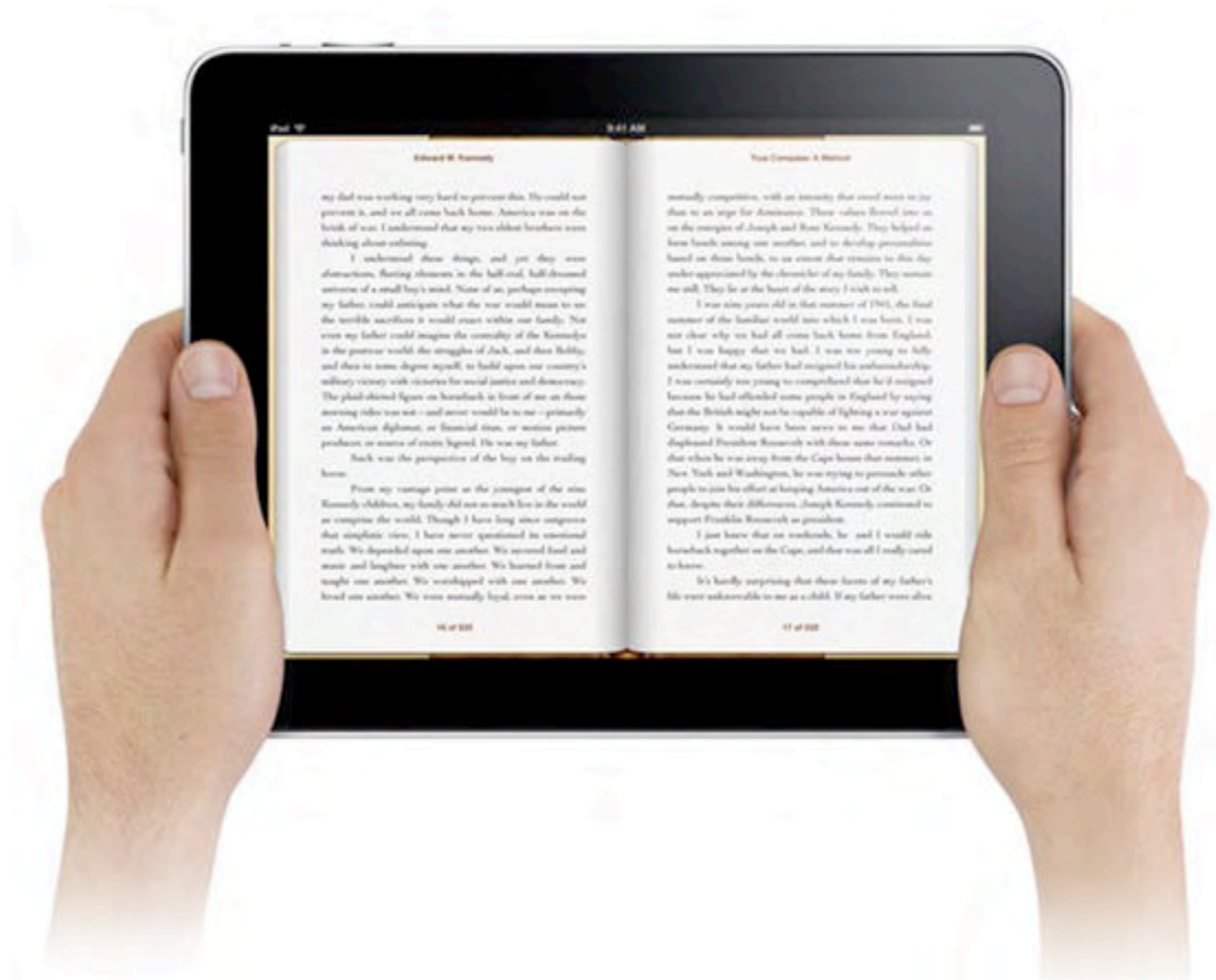
(McKenzie Wark)

Gamification: Life as a Game?



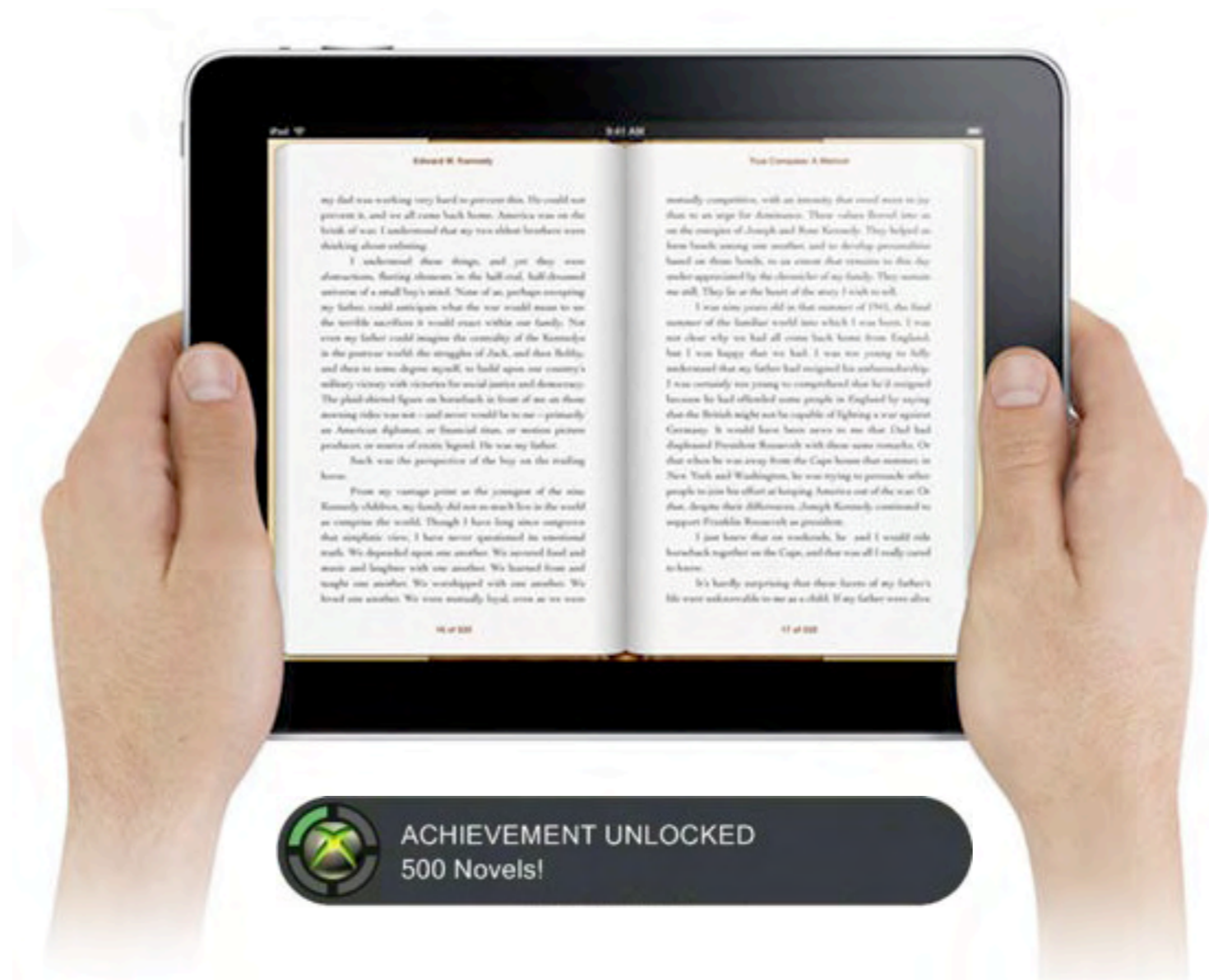
Following Schell, Jesse (2010): „Beyond Facebook. The Future of Pervasive Games.“ Presentation at D.I.C.E. Summit 2010, Las Vegas.

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Gamification: Life as a Game?

GENERAL  MILLS



Just add points!

Game

Kiix

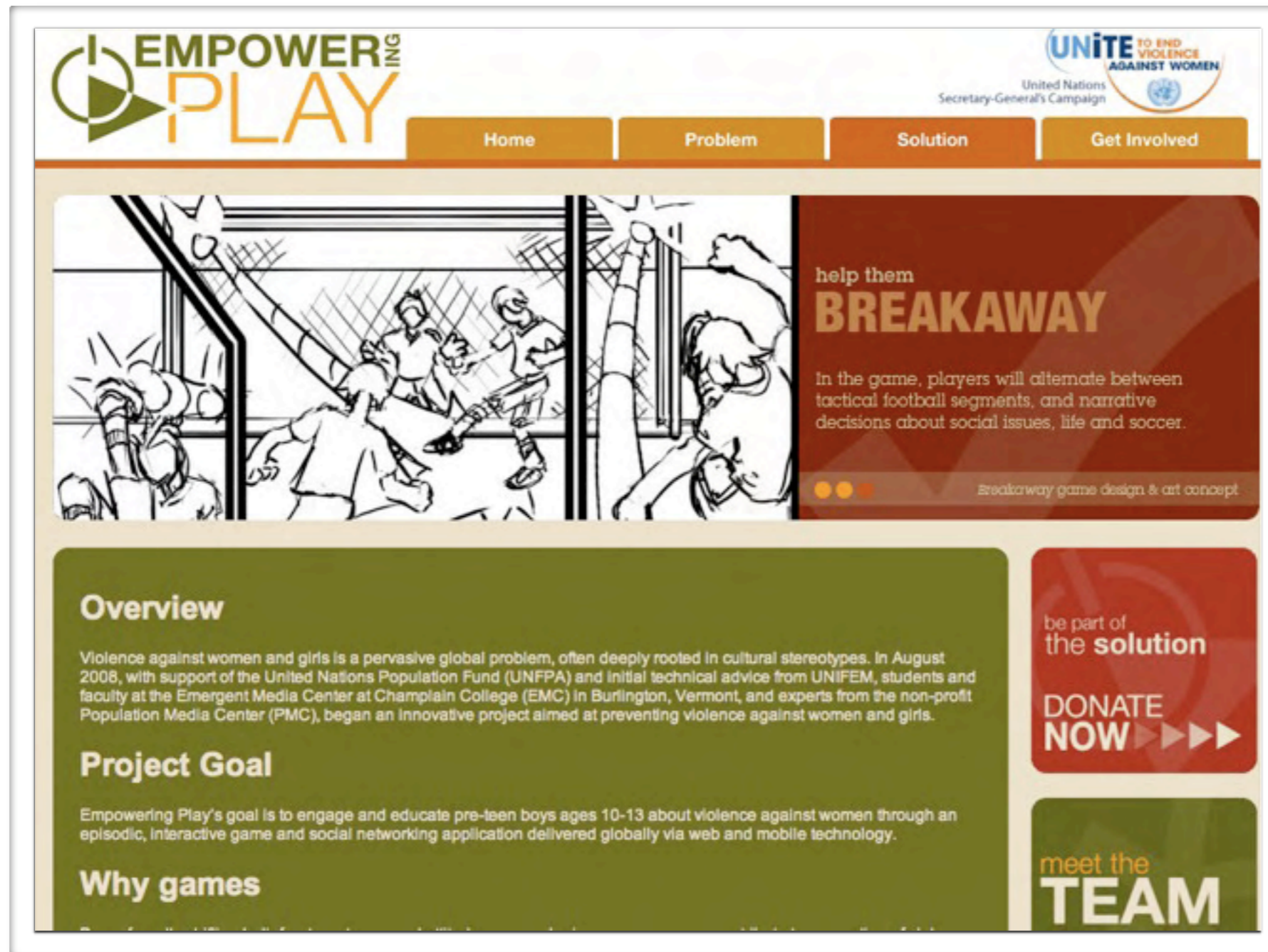
KID TESTED...MOTHER APPROVED®

Gamification using
„Just Add Points“
UX design:
Too Simplistic
(Deterding 2010)

The answer I find reiterated over and over in most of the current debate in UX design is: »Just add points (and leaderboards)!« Points are seen as a kind of monosodium glutamate you can spice up any interaction or product with.

NO ADDED COLORS
NO ARTIFICIAL PRESERVATIVES
NO ADDED FLAVORS
3G OF SUGAR

When the Game is Your Life - Launched June 22, 2010 during the FIFA World Cup:
A Narrative Soccer Browser Game by the United Nations Population Fund (UNFPA),
discouraging violence against women and girls in developing countries (feat. Samuel Eto'o)



spw / sreee: game design & technology consultancy

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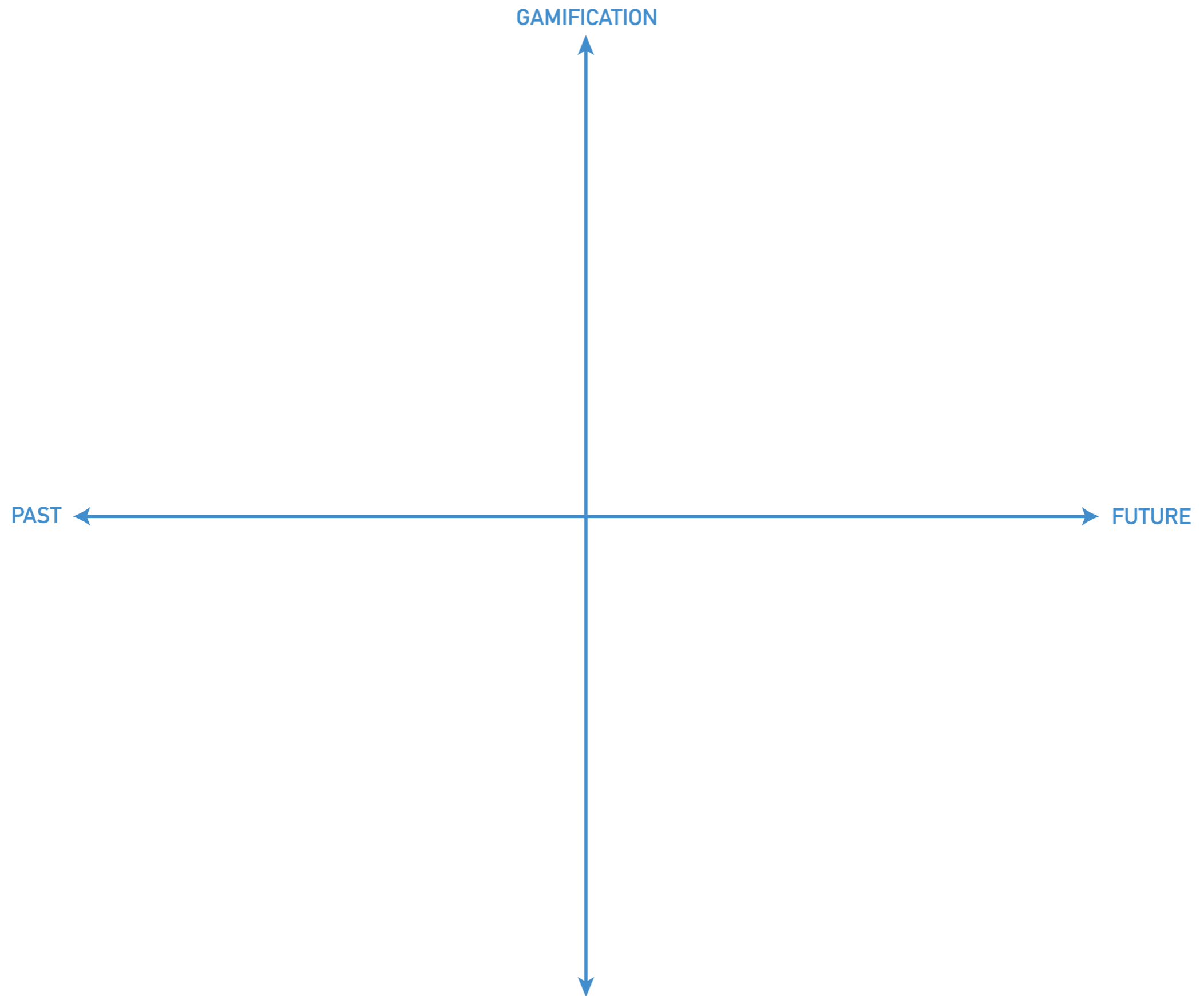


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GAMES AS CULTURAL FORM

GAMIFICATION



PAST

FUTURE

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GAMES AS CULTURAL FORM

GAMIFICATION



PAST

FUTURE



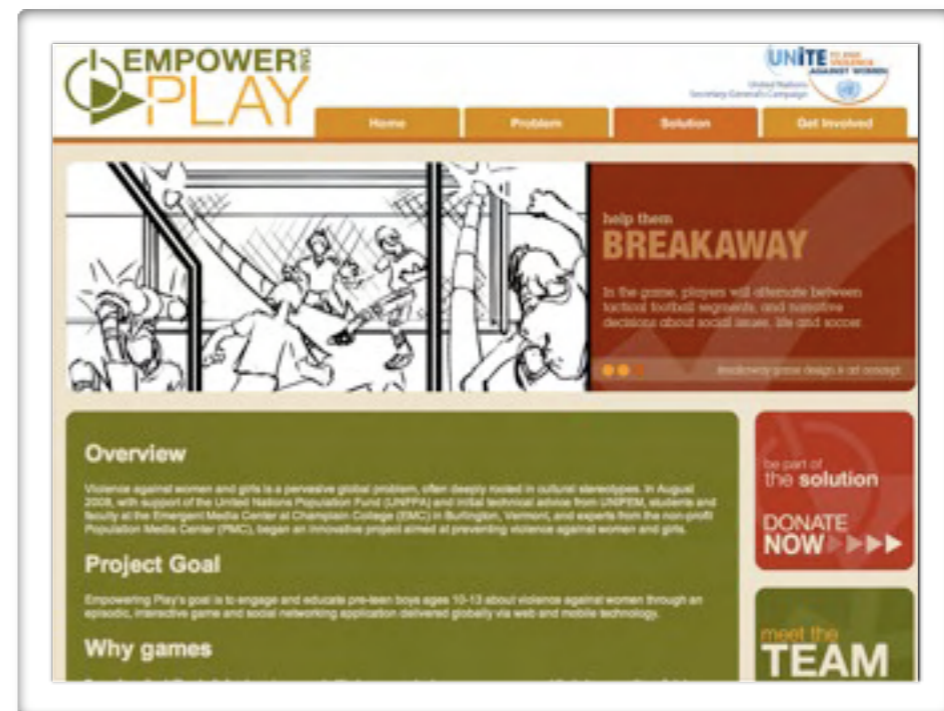
GAMES AS CULTURAL FORM

GAMIFICATION



PAST

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GAMES AS CULTURAL FORM

Wrap Up: Leveling Up Serious Game

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- Games serve as **collaborative problem solving systems** - players form a „collective intelligence“ (McGonigal 2009)
- Workaday life already colonizes games - **we are working when playing** (Yee 2006)

**STRATEGIES &
TRENDS FOR
PROGRESSING TO THE
NEXT LEVEL OF ABILITIES
OF GAMES**

Media Convergence: 360° IP Worlds & Services



Quelle: Davidson, Drew et al. (2010): Cross-Media Communications: An Introduction to the Art of Creating Integrated Media Experiences. Pittsburgh, PA: ETC Press.

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Design-by-Connecting

„It's all about connecting the dots.“
(Ralph H. Baer, Videogame Inventor)

+

„Eventually, everything connects.“
(Charles Eames, Architect)

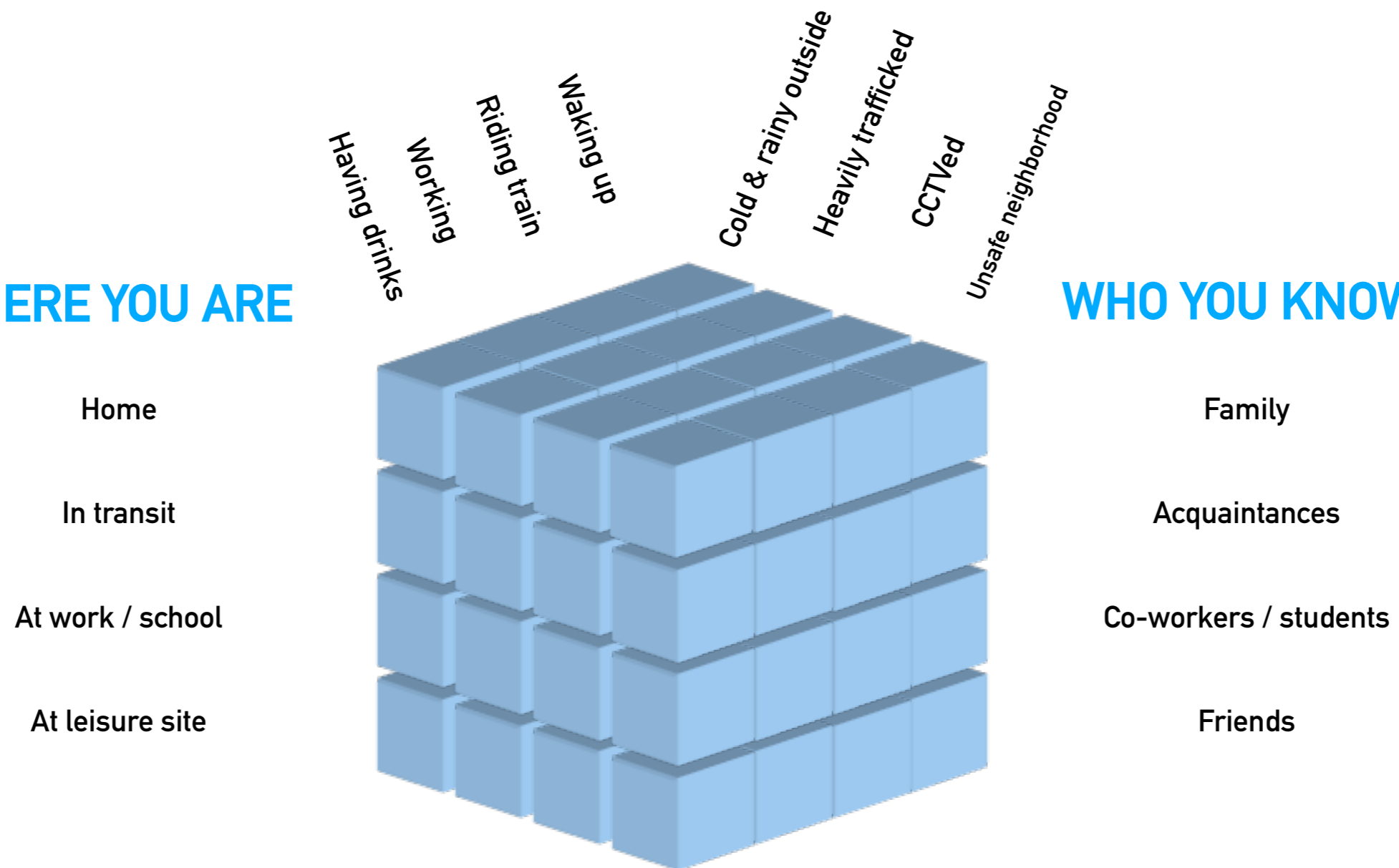
The Mobile & Social Internet of Things: A Game Design Space of Interrelations

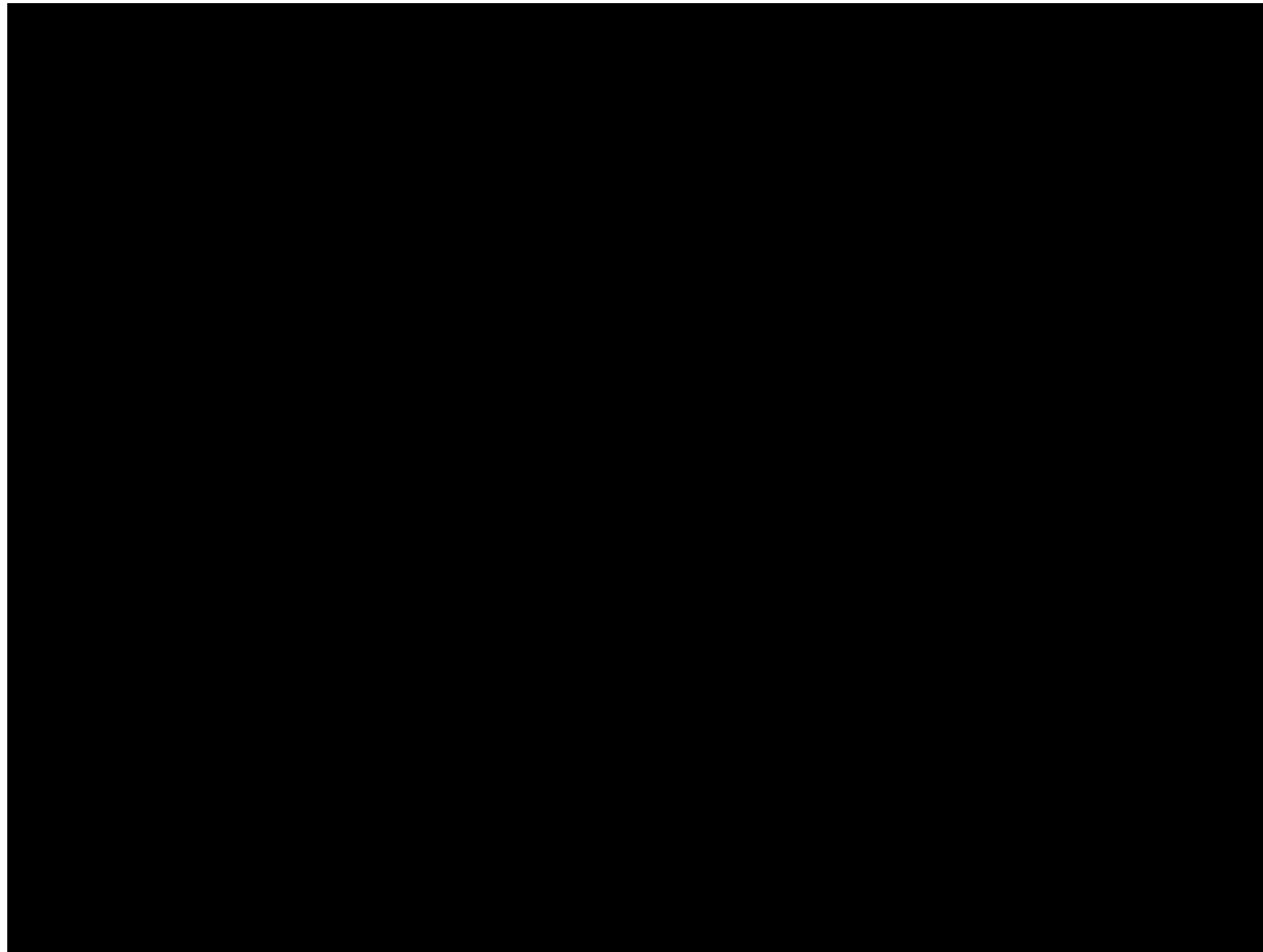
WHAT YOU'RE DOING

WHAT IS UP

WHERE YOU ARE

WHO YOU KNOW

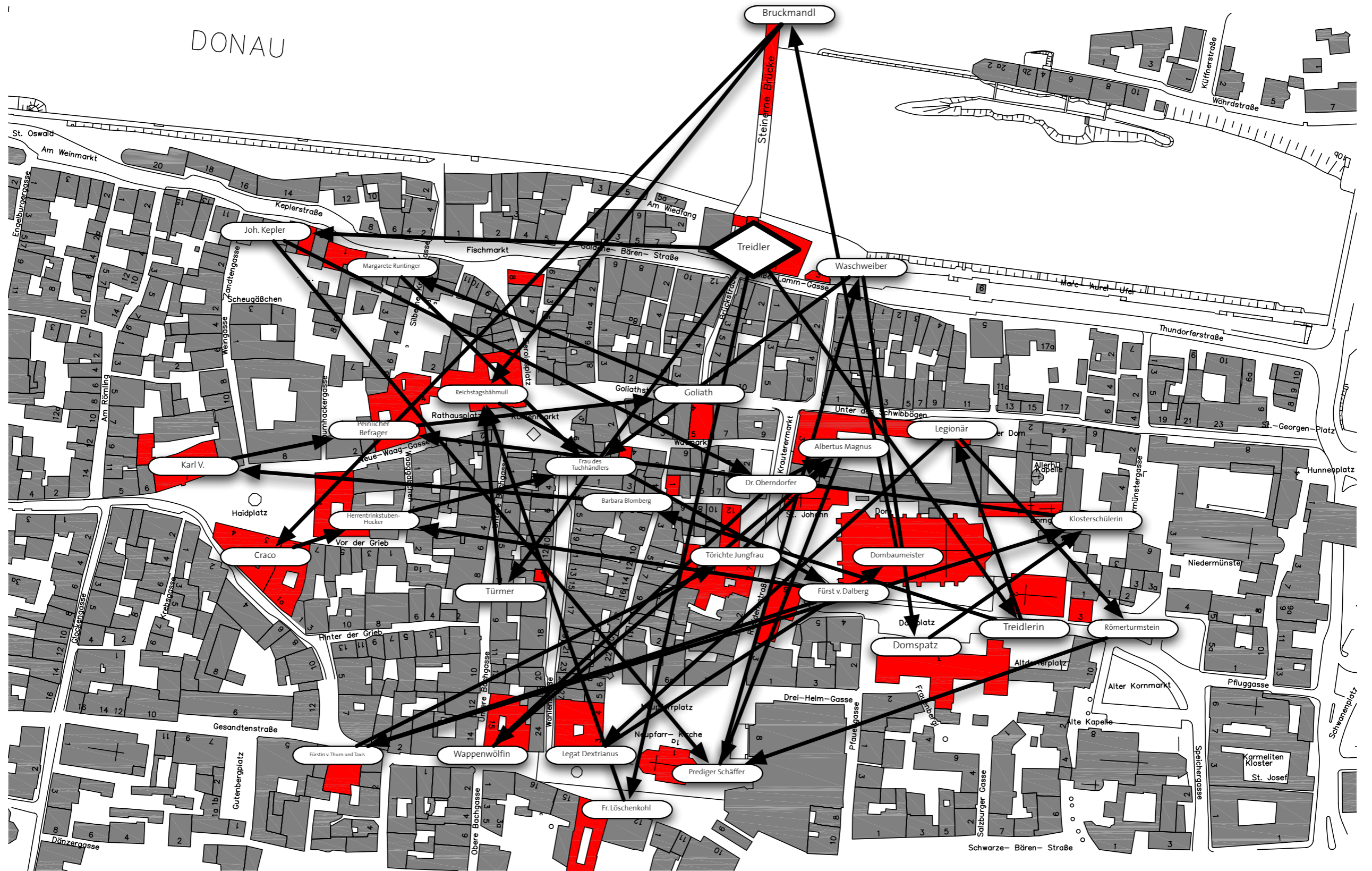




Game co-projected and designed by spw. Film by Stephan Achermann.

A project collaboration with RWTH Aachen University for the Regensburg Experience Museum
REX & the City of Regensburg, sponsored by Forum Nokia, Nokia Research Center etc..

REXplorer (2005-2007)
cf. <http://reexplorer.arch.ethz.ch>





Play to navigate the website:

<http://spw.playbe.com>

Shie Chien University, Taipei / Taipei 101 Skyscraper



TAIPEI PROTECTION 守護台北城

If we talk about the Building Taipei 101, the first point we think of is opening windows to see the view in its famous account. Especially its architecture is (101) . That you can take it everything at a glance the whole Taipei region that kind of canine and really hard to speak out

Even though you enjoy yourself in the full when you reach the highest position and look so far, sometimes you still want to observe precisely. Just now, the telescope is becoming a best assistant! However, in addition to hoping for and probably an ability to increase some fun for this again, even educational! Therefore, we figured out this idea, making use of the character of the telescopes, designing a game to best in the happy moment.

After we inspected Taipei 101, we decided according to it is enjoying an our account, and used the whole Taipei as the game's background. Supposing that we can see UFO, to combine the game's background with UFO, then we added the quantity of reality and virtual reality to design a game's set of rules, and get in touch with different buildings in the screen. Then it will exhibit different building information. After that, the telescopes is no longer just a telescopes, but having an educational function more than!

For more interest of the game, we make a series of paths to combine the special features of each building. And we will present the history information as mission map, designed many mission set-games, guiding a player to find out each beauty point step by step, then understanding the enemy. And the unlimited order form person carry on game, even can cooperate with friends on-line!



Game design concept & pitch by [sreee](#).

buzzyplay

Ultra casual & player-generated quiz games, incl. geo-referencing.
Playable via Website, Twitter & Facebook. Internal prototype.

Register

Logout

LOG IN ON BUZZYPLAY

SIGN IN WITH TWITTER

SIGN IN WITH FACEBOOK

Playful Devil

MY GAMES

MY COMMENTS

FOLLOWERS

FRIENDS

CARS

FUN

GAMES

MOVIES

MUSIC

SPORTS

ECONOMY

NEWS

WHAT'S UP ON "BUZZYMOVIES"?

MOST ACTIVE GAME (ENDS 11/10/2009)

Do you know 2pac? <http://bit.ly/39qDxe> #buzzymovies

PLAY

MOST RECENT GAME (ENDS 11/10/2009)

Who know about this young crazy Sido? <http://bit.ly/4j9om> #buzzymovies

PLAY

NUMBER OF GAMES PLAYED ON THIS PLANET: 3

NUMBER OF CURRENTLY ACTIVE GAMES: 3

BUZZ FACTOR: 67%

938/996

SEARCH

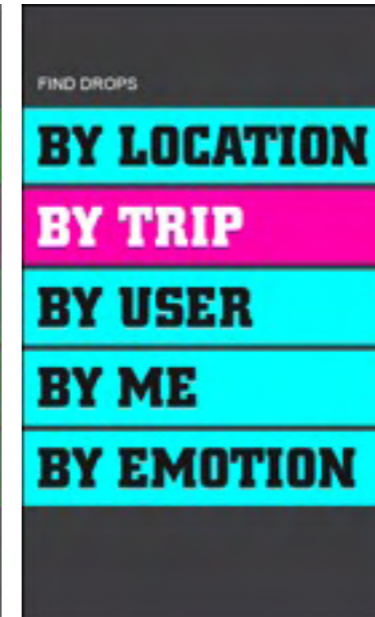
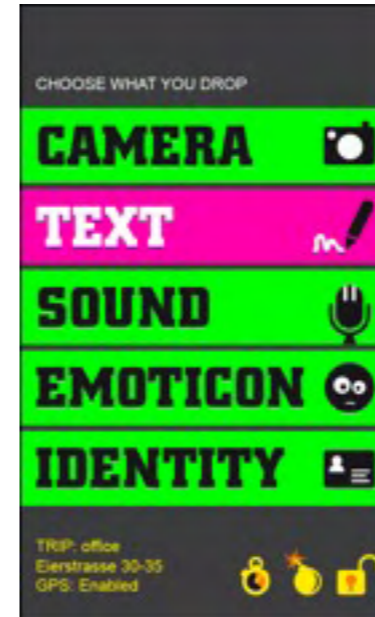
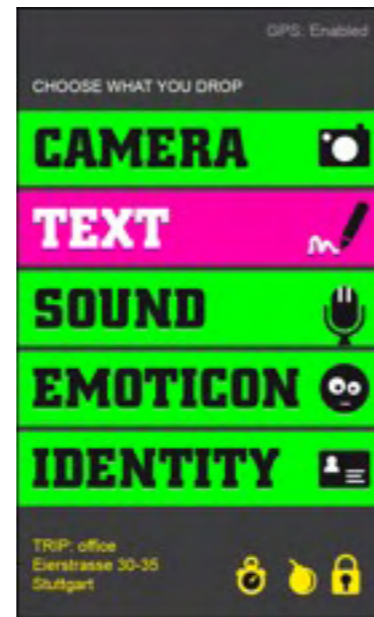
Do you know 2pac?

TOUR AHEAD

footer

DropPick

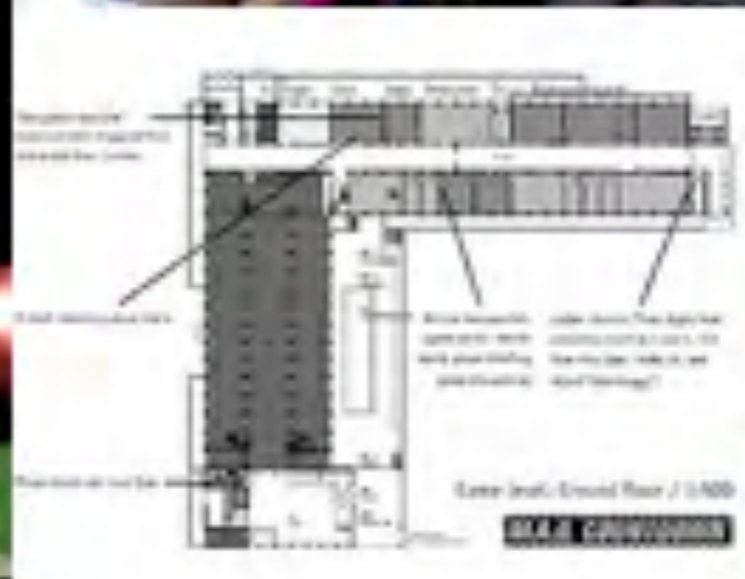
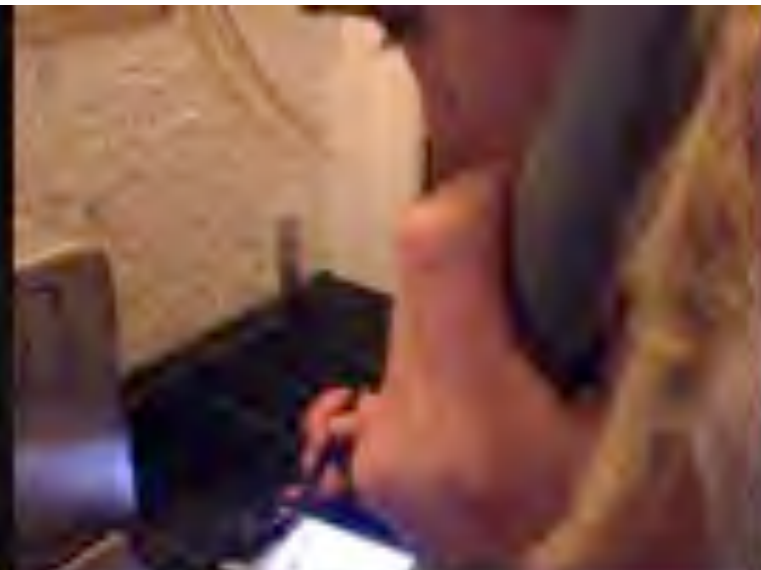
Ultra casual location-based annotation game (Android) with Facebook forwarding, launching 2010. Prototype stage.



- “Ludify” pre-existing patterns
- Flavor them with uncontroversial and playful, but alike behavioral patterns.
- The „Simile Principle“

M.A.D. Countdown (2002):

X-media & mobile defuse-the-bomb team game



Toward a Ludic

THE SPACE OF PLAY AND GAMES

Architecture

by

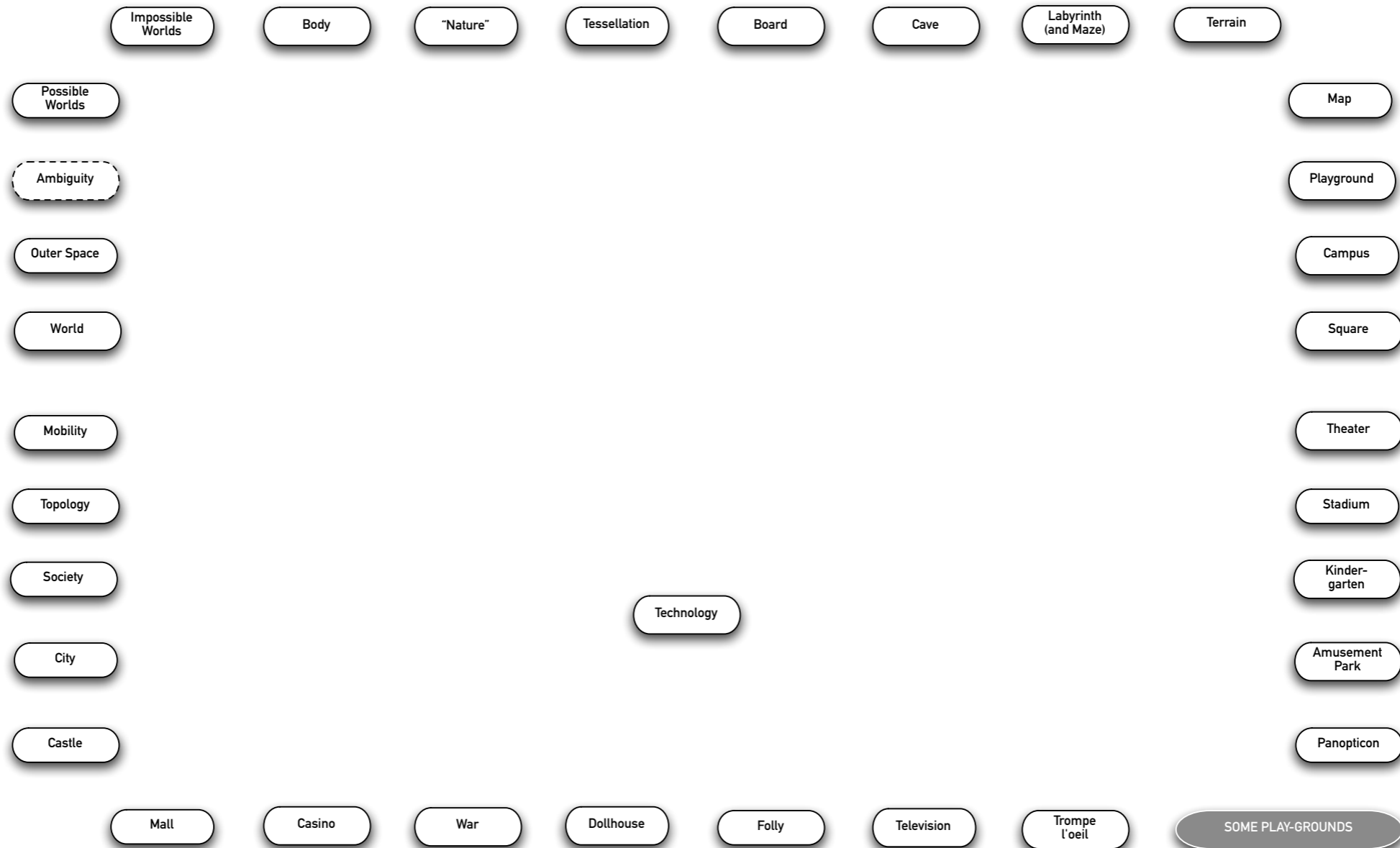
STEFFEN P. WALZ

- 2010 ETC Press / Carnegie Mellon University's open source & multimedia publisher -

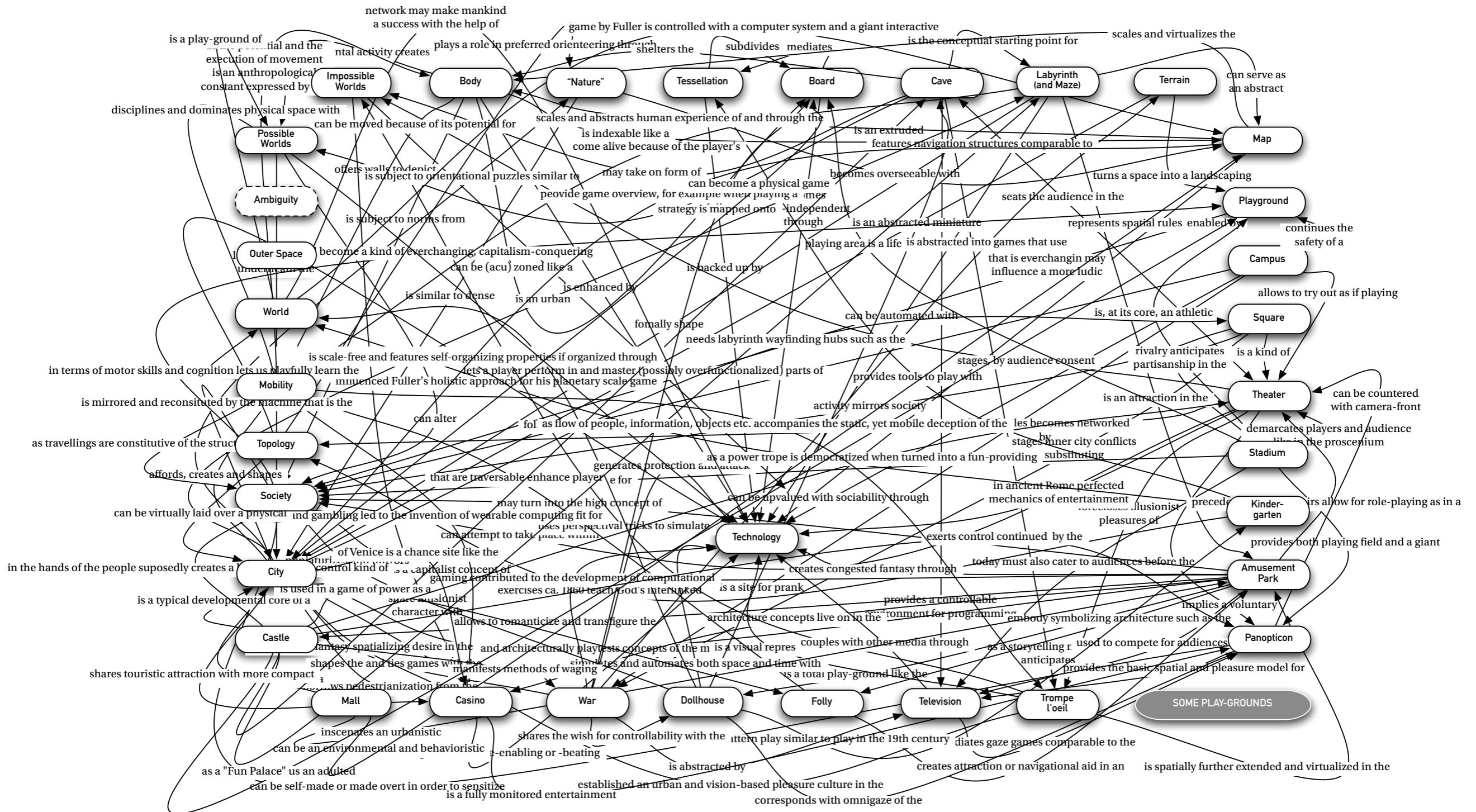
The book's *text* is freely available Online at

<http://www.etc.cmu.edu> (or purchase the print version with figures, tables etc.)

Some Play-Grounds from TLA



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Value chains have changed

Klassische Wertschöpfungskette



Online-Wertschöpfungskette



Geschäftsmodelle:

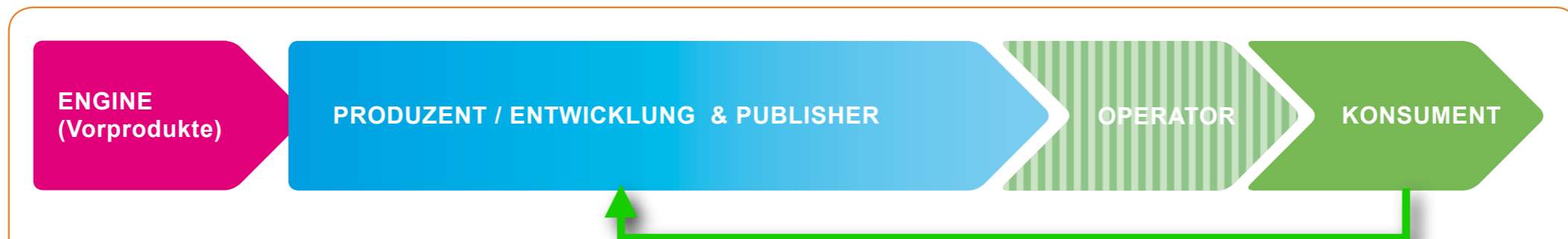
1. Konsument abonniert Game, Game-Erweiterungen oder „Epsioden“ eines Games.
2. Free-to-play oder Freemium: Umsatz wird durch Mikrotransaktionen erzielt.
3. Zukünftige Ideen: Spieler erzeugen Elemente des Spieles, die gegen Kommission verkauft werden (Bsp.).

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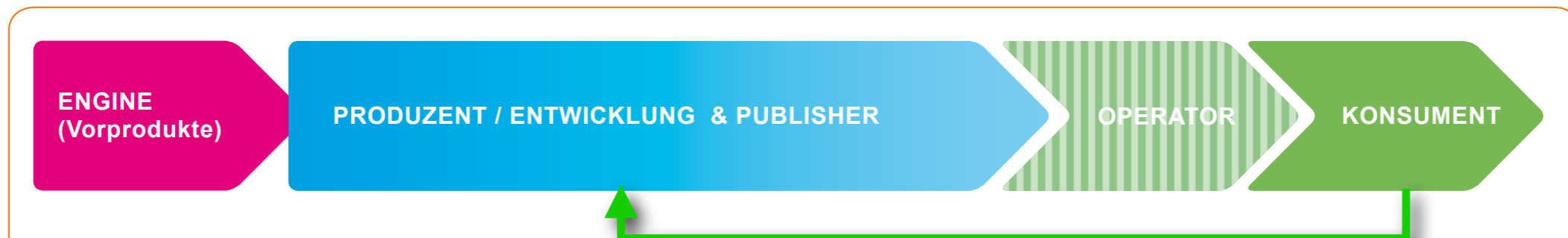
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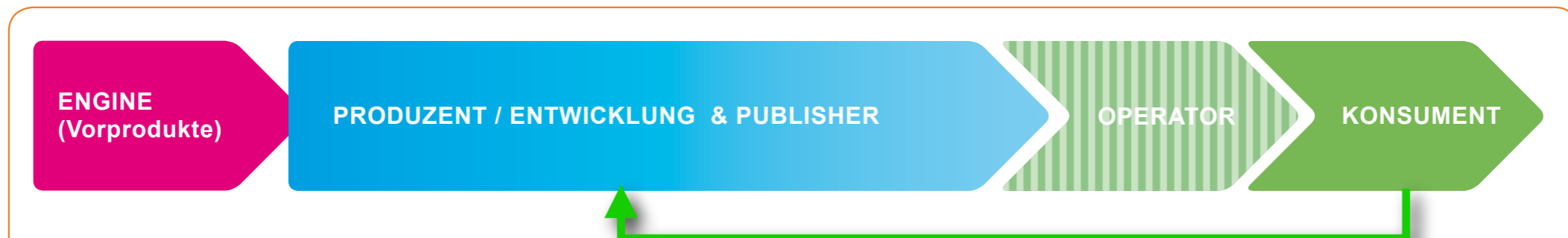
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Production & Feedback Loop

- Collect feedback

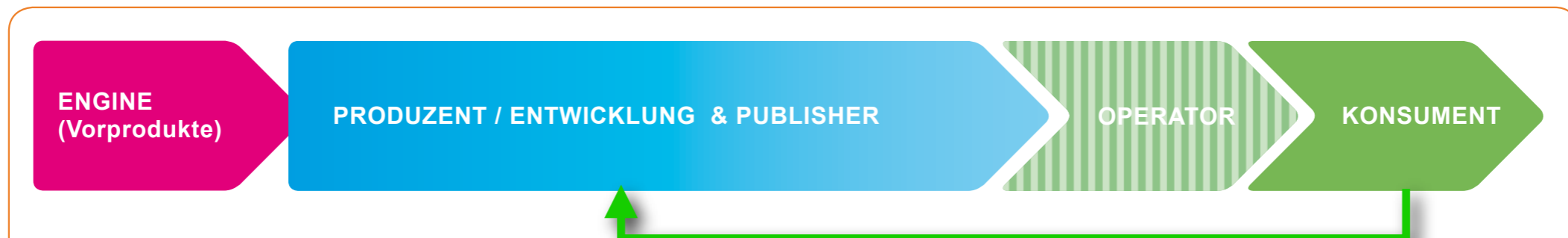
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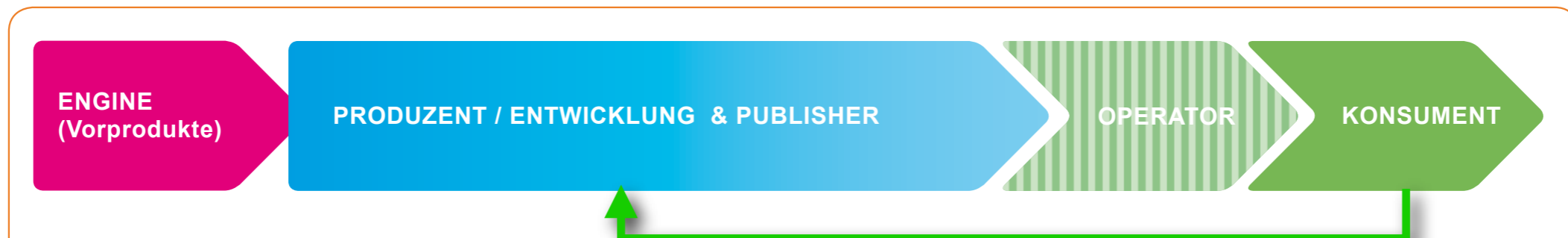
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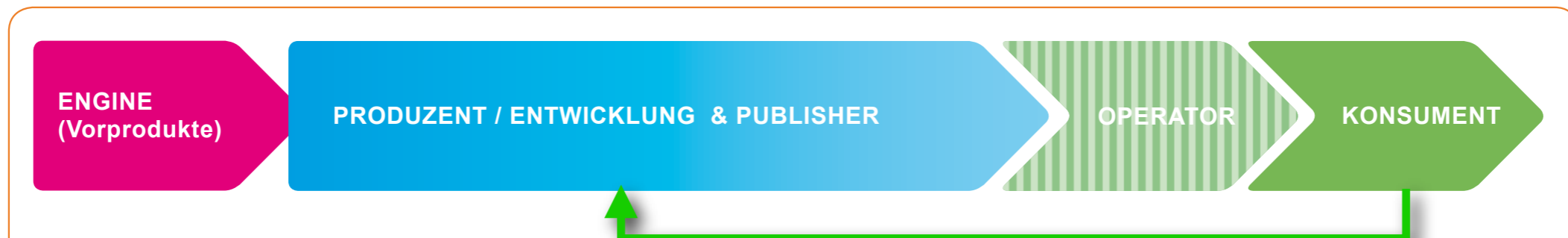
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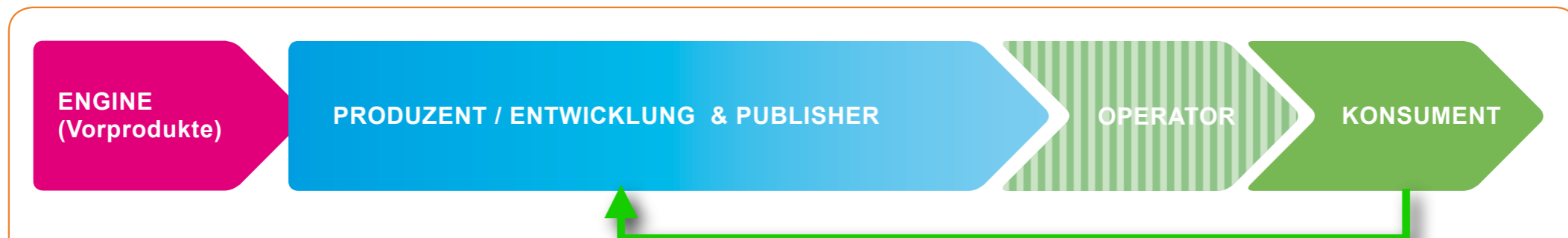
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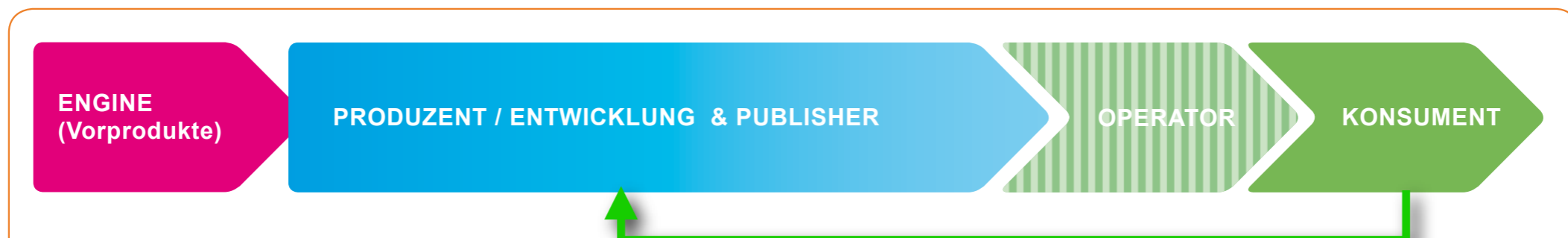
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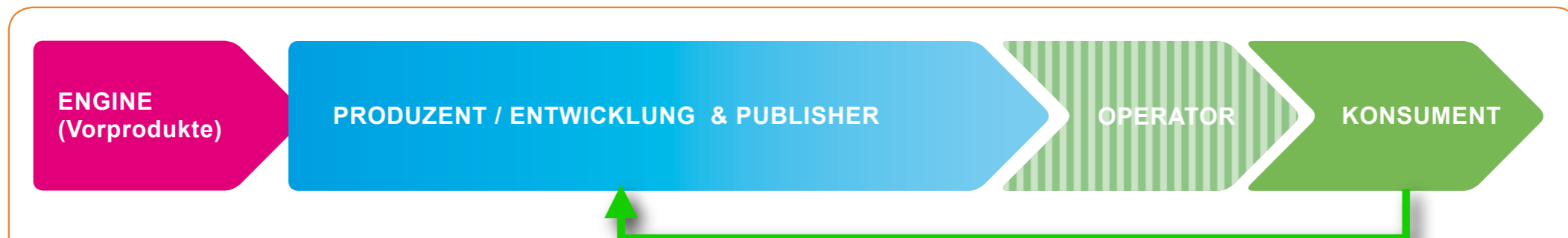
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(Source: Lars Janssen / Lead Product Manager, Acony GmbH & Co. KG)

en (Bsp.).

CUSTOMERS
DO NOT WANT
ONLINE GAMES.



1987-2002

SATORU IWATA, NINTENDO



Online enables e.g.

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- **Player involvement:** player-created content; player feeds back to developer, developer creates functionality / content (cf. Janssen 2010)

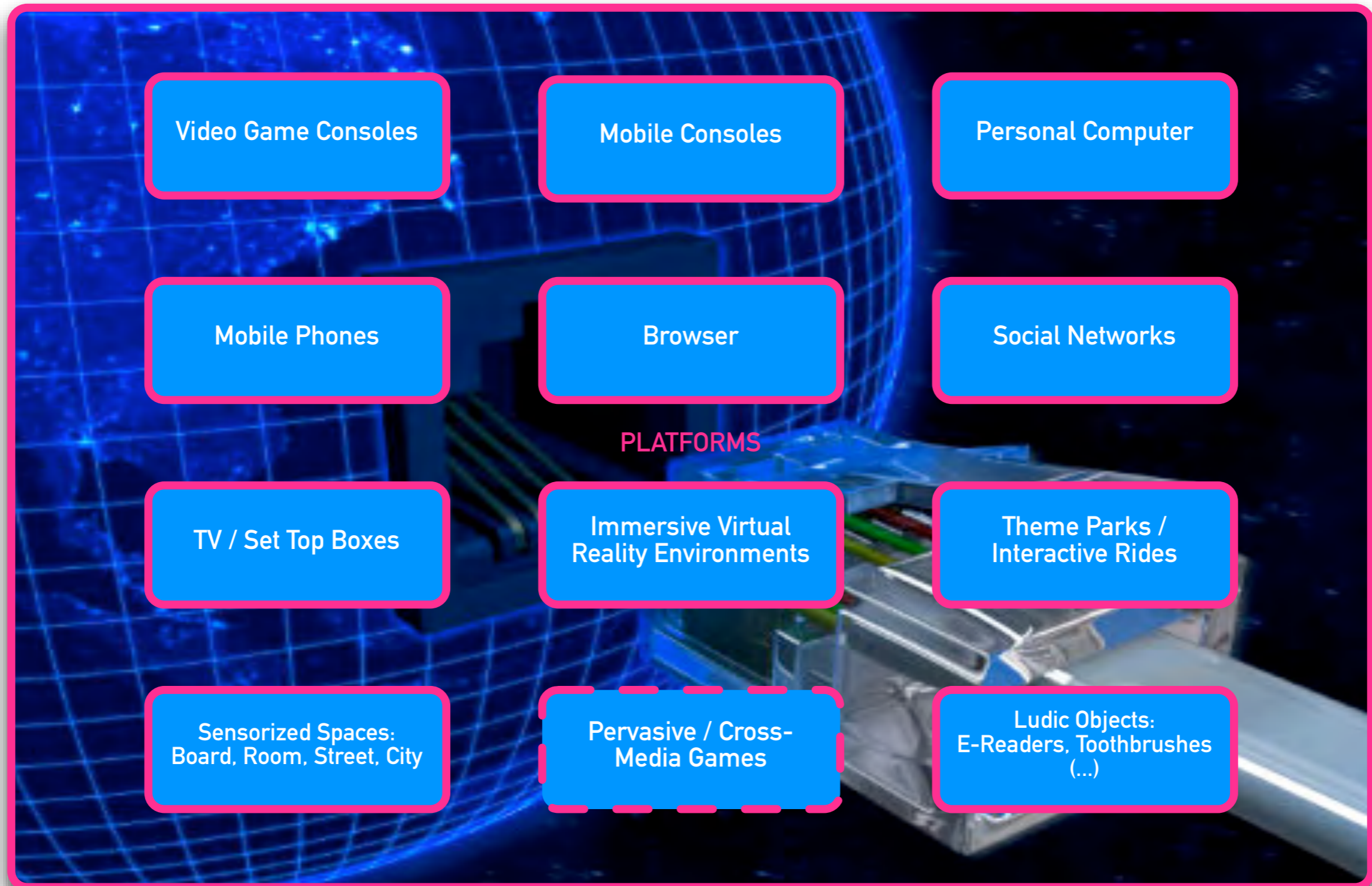
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- **Virtual consumption:** primary means of Online player participation is purchase of virtual goods, which are designed to be desirable, e.g. customizable, rare etc. (Lehdonvirta 2009, 2010).
- **Socialization of gameplay:** friend-of-a-friend, broadcasting, community, social interactions (chatting, gifting), cf. An (2010).
- **Direct distribution:** player receives full content, new items, add-ons etc.
- **Novel business models:** on-the-fly payments, microtransactions etc.
- **Contextual & situational access:** „Spielzeit wird zum Zeitspiel.“ (Blanck 2010) -> player availability becomes crucial design factor, Online connectivity provides flexibility.
- **Player involvement:** player-created content; player feeds back to developer, developer creates functionality / content (cf. Janssen 2010)
- **Player data & metrics:** monitoring of player behavior for immersion, adjusting of game, emergent gameplay etc. - consider novel (sensor) input!

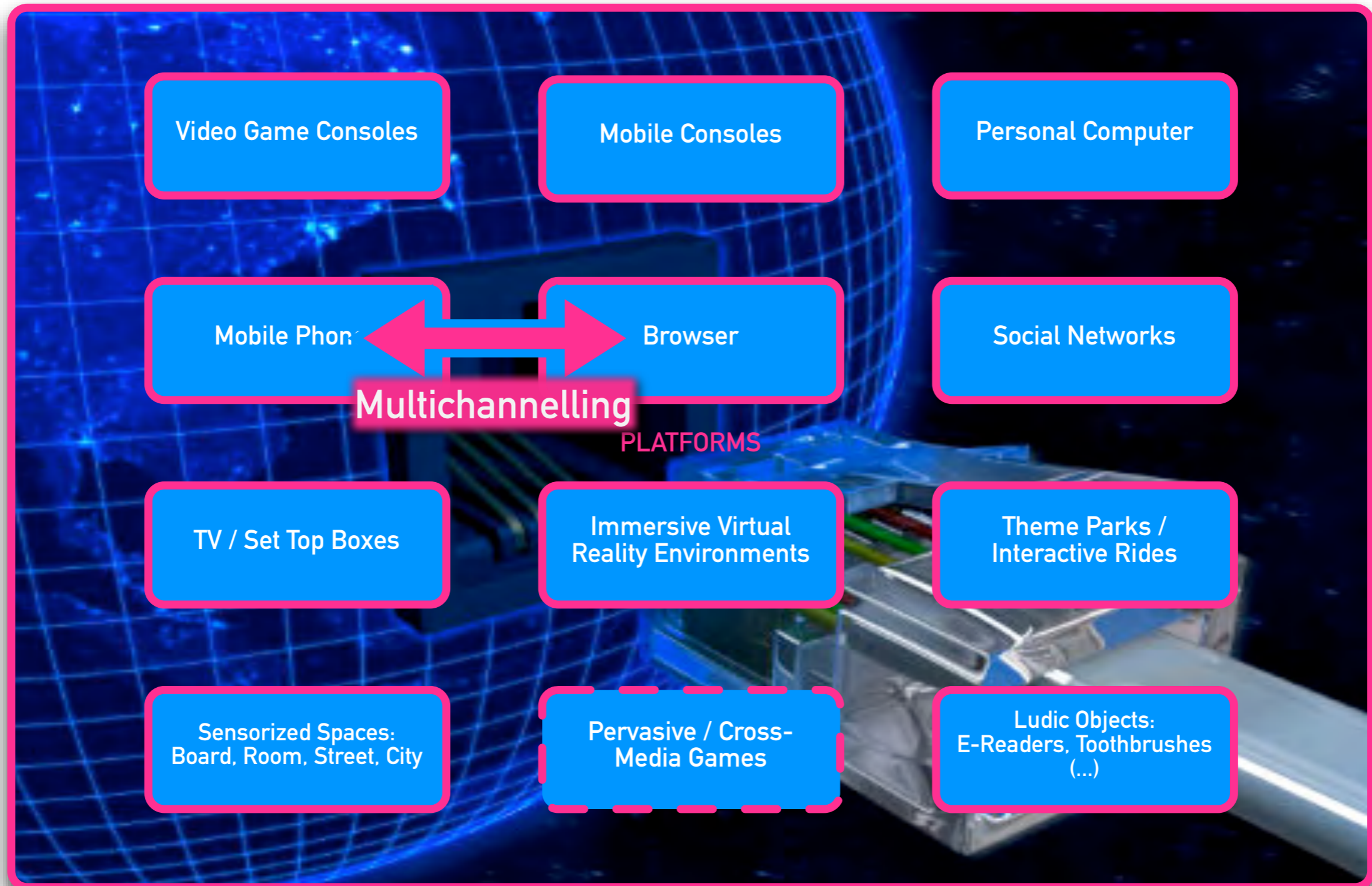
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All Platforms: Online!

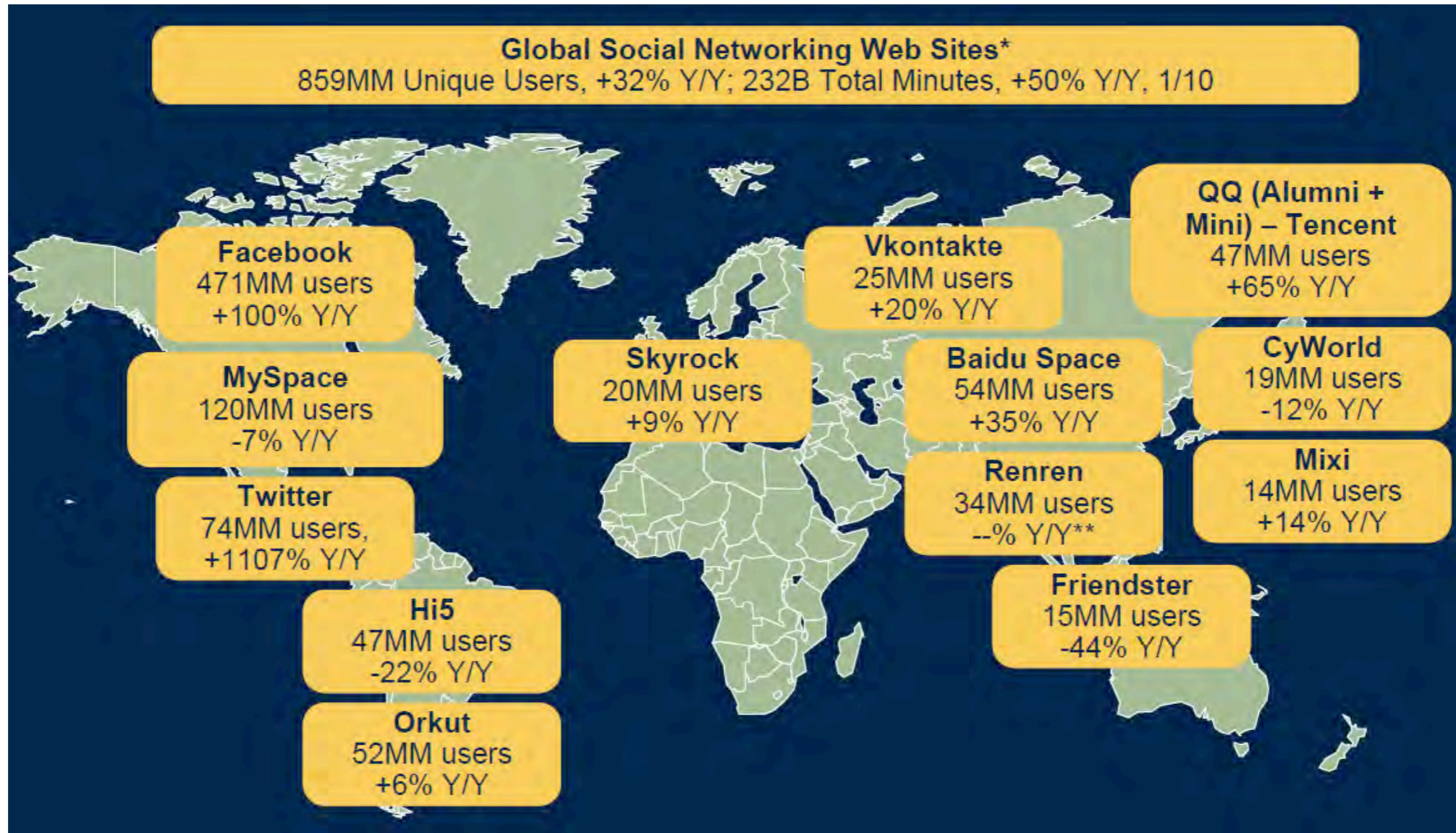


All Platforms: Online!



Trend Indicators

Social Networking Services



Quelle: Morgan Stanley Internet Research 2010

FARMVILLE



Trend Indicators

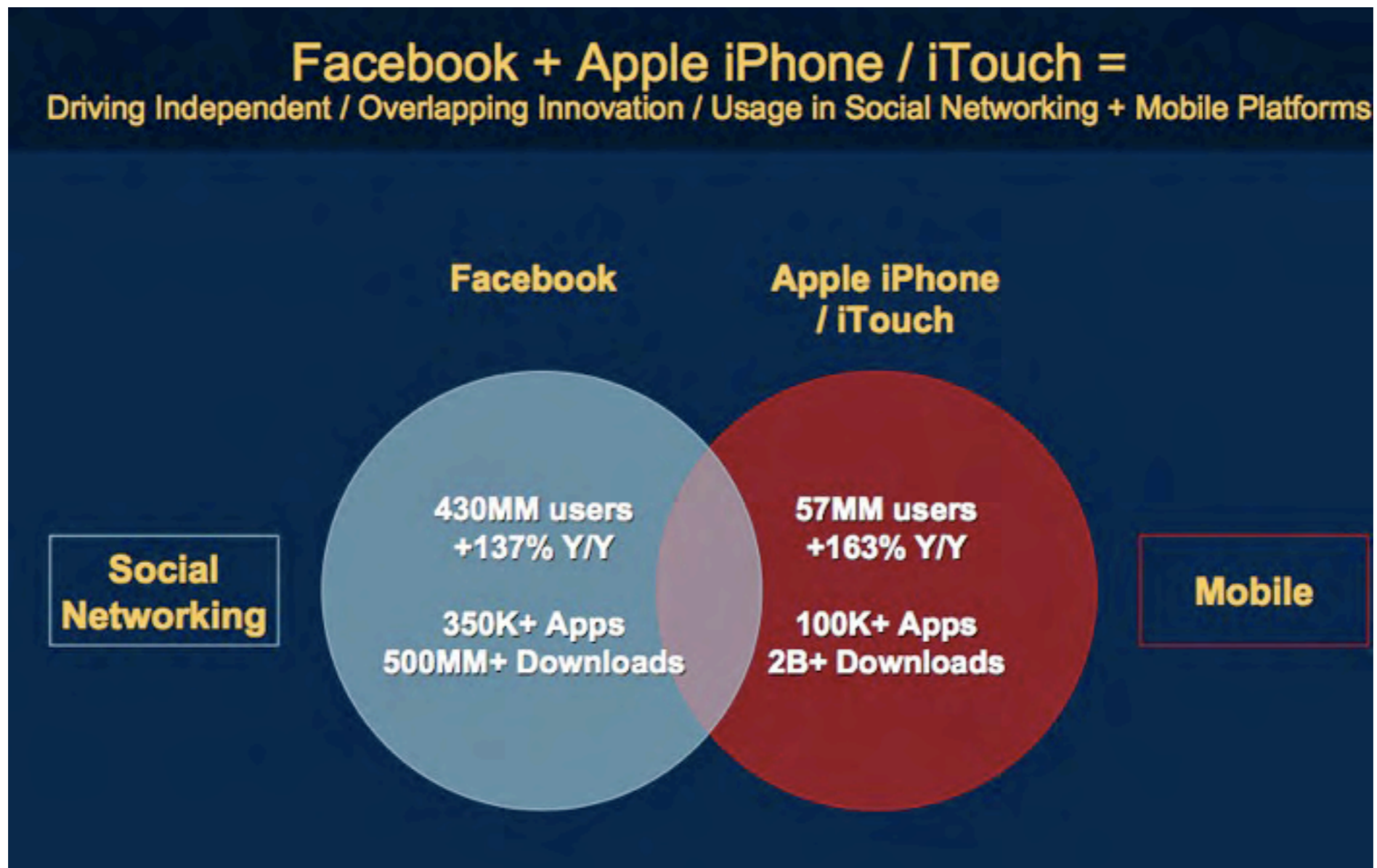
Social Networking Apps / Category Overview

| Kategorie | Anzahl der Apps | % des Totals | Monthly Active User (MAU) der Top 100 Apps (Mio.) | Anzahl der Apps mit >1 Mio. MAU |
|-------------------|-----------------|--------------|---|---------------------------------|
| Games | 13.537 | 23 | 418 | 56 |
| Lifestyle | 4.778 | 8 | 42 | 8 |
| Utilities | 4.604 | 8 | 59 | 8 |
| Lernen | 2.279 | 4 | 66 | 5 |
| Unterhaltung | 2.015 | 3 | 76 | 11 |
| Business | 1.981 | 3 | 5 | 1 |
| Sport | 1.431 | 2 | 5 | 0 |
| Just for Fun | 400 | 1 | 44 | 10 |
| Freunde & Familie | 0 | 0 | 37 | 3 |
| TOTAL | 59.427 | 100 | 752 | 102 |

Quelle: Morgan Stanley Mobile Internet Report, Dez. 2009.

Trend Indicators

Convergence Between Social Networking & Mobile



Quelle: Morgan Stanley Mobile Internet Report, Dez. 2009.

Trend Indicators

Apple App Store (iPhone & iPod Touch) / Category Overview

| Kategorie | Anzahl der Apps (000er) | % des Totals | Anzahl der bezahlten Apps (000er) | Bezahlt als % des Kategorien-Totals |
|---------------|-------------------------|--------------|-----------------------------------|-------------------------------------|
| Games | 22,6 | 19,1 | 15,7 | 69 |
| Entertainment | 17,2 | 14,6 | 12,5 | 72 |
| Bücher | 14,8 | 12,5 | 13,5 | 91 |
| Reisen | 7,9 | 6,7 | 7,1 | 89 |
| Utilities | 7,7 | 6,5 | 5,5 | 71 |
| Lernen | 7,7 | 6,5 | 6,4 | 83 |
| Lifestyle | 6,7 | 5,6 | 4,7 | 71 |
| Nachschlagen | 4,7 | 4,0 | 3,9 | 82 |
| Musik | 4,0 | 3,4 | 2,2 | 56 |
| TOTAL | 118,4 | | 89,1 | 75 |

Quelle: Morgan Stanley Mobile Internet Report, Dez. 2009.

Consequentially, Farmville goes Mobile: Get Ready for Multichanneling



**GAMIFICATION?
GAMES AS CULTURAL
FORM!**

Maybe not yet Gamification, but: Understanding Games as a Function Across Society



Maybe not yet Gamification, but: Understanding Games as a Function Across Society





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