

Game Ideation

Unit 12

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Group work - calendar

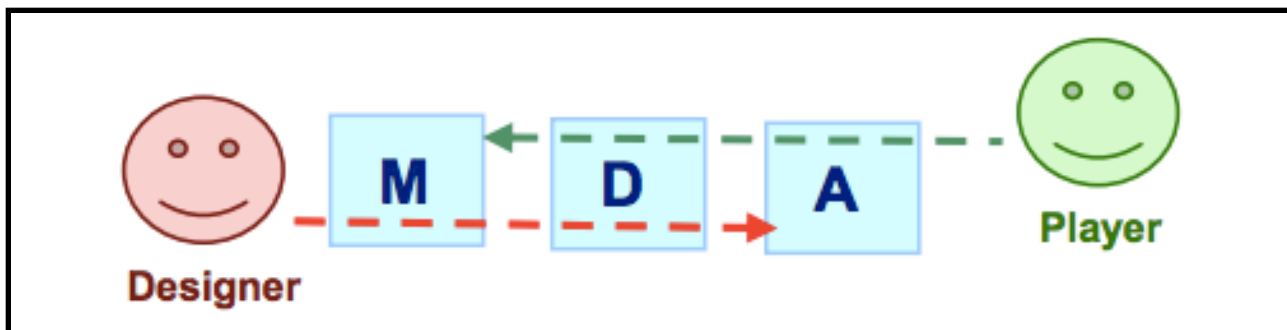
- **Week V – game ideation**
- Weeks VI, VII – PACT analysis and User requirements
- Week VIII – first design
- Week IX – prototyping
- Week X – presentation
- Week XI, XII – evaluation (from heuristics and users)
- Weeks XIII, XIV – re-design

PERVASIVE GAME/
GAMIFICATION

SUPPORT SOCIAL LIFE

IN/FROM CAMPUS

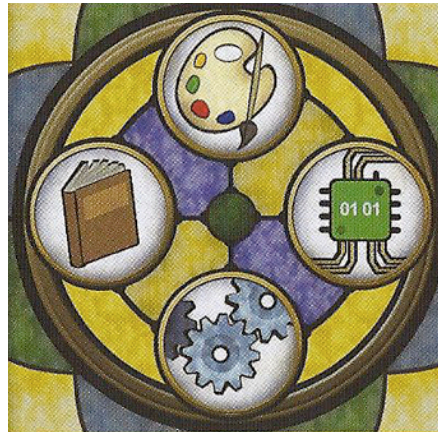
MDA framework



Elemental tetrad

AESTHETICS: visual and acoustic content

STORY:
sequence of events



TECHNOLOGY:
technological environment

MECHANICS: basic rules

Gamification



Badges



Social Triggers



Leaderboards



Social Integration



Virtual Currency



Challenges



Virtual Gifts



Organisational Goals



Friends

Game ideation

No more than one page:

1. A rough conceptualization of the game
(**technology, mechanics, story, aesthetics**)
2. Your hypothetical players and their desired
game experience
3. The **purpose** of the game

Player-centred design

Think about the experience of the player

- What experience do I want the player to have?
- What is essential to that experience?

Motivation, skills and more

Who are your players?

- achievement of goals OR enjoyment of experience? structure and guidance OR freedom to explore? ...
- Physical, mental, social skills?
- Competition OR cooperation? Challenge OR Sensation? ... *

*MDA's Aesthetics

Users/players

Suggestions:

- PACT analysis
- Personas and/or scenarios
- Questionnaires and/or interviews

Interviews

Semi-structured interviews (at this stage):

- to gather focused, qualitative textual data
- clarifying the research domain
- to develop a preliminary hypothesis

Interviews - questions

- **Style:** use open-ended questions rather than “yes” or “no” questions
- **Biases:** avoid leading questions
(e.g., do you have any *positive comments* on my work?)
- **Language:** use terms that participants can understand (personal knowledge, language skills, cultural background, age, gender, etc.)
- **Concise:** questions as short and specific as possible. Avoid two-in-one questions
(e.g. do you like *books and comics*?)
- **Frame:** avoid questions with a strong positive or negative association. Avoid phrasing questions as negatives
(e.g., should we *not reduce* the investments in health services?)

Interviews - misc (1)

- Determine the order of the questions
- Introduce yourself and provide consent forms ready to be signed
(ethical concerns are a key elements)
- Determine how information will be recorded

Interviews - misc (2)

- Try not to interrupt participants; make a note and come back to the idea later
- Keep the conversation focused on the main domains
- Shortly after the interview review your notes
- Review interview responses and observational data for insights and pattern

Questionnaires

- Indirect observation techniques
- Collecting information from users about their experiences and opinions

HOWEVER

- Several performance indicators are better determined in different ways
(e.g. task completion, time on task, errors, ...)

Questionnaires - purpose

- The questionnaire should measure what it says it is measuring
 - Carefully consider research questions and objectives
 - Carefully consider how to conduct the analysis
 - Carefully consider if a questionnaire is the right tool

Questionnaires - variables

1. purpose
2. question content
3. question wording
4. response format
5. question sequence
6. questionnaire length
7. questionnaire layout

piloting (= testing a questionnaire)

Questionnaires - pitfalls

- Selection of respondents
- Effect of fatigue, feeling bored, time pressure
- Social desirable replies
- Respondent does not want to appear stupid
- “Please the researcher” effect

Questionnaires - questions

Closed-ended questions:

- Advantages
 - easy and quick to answer
 - answers across respondents easy to compare
 - analysis of answers easier
- Disadvantages
 - can put ideas in respondent's head
 - respondents with no opinion might answer anyway
 - respondents can feel constrained and frustrated

Questionnaires - questions

Open-ended questions:

- Advantages
 - permit unlimited number of answers
 - can find the unanticipated
- Disadvantages
 - respondents give answers with different level of detail
 - answers can be irrelevant

Questionnaires - questions

On scale points

not at all o---o---o---o **very much**

- Two or three options may be appropriate, but four, five or six will usually produce a more interesting result, especially as respondents may avoid the extremes.
- Better label the extreme responses in a 'mild' way. Use 'poor' rather than 'bad' and 'very good' rather than 'excellent'.
- Even/non-even number of points on a scale?
- 5, 7, more, ... ?

Let's start

- Divide in groups
- Work
- Discuss with me

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