Better than **Fun**?

Fun sucks!

Divorce kid of

Psychology

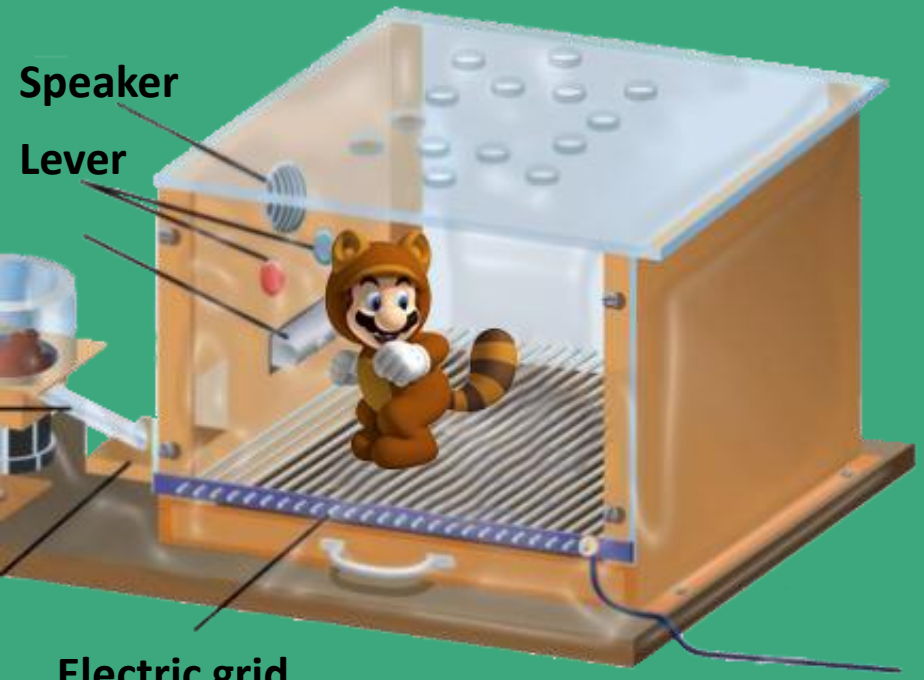
and

Video Games

Me

„Violent and addictive‘
„Manipulative and ignorant“

User Experience Research

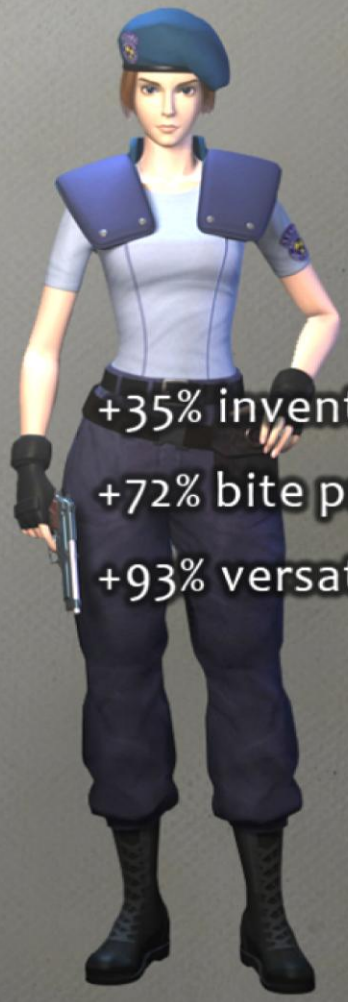


VALVE

Microsoft game studios

BLIZZARD ENTERTAINMENT

1



+35% inventory space

+72% bite protection

+93% versatility

2

+99% “likes” in target audience

GAME DESIGN

SENSORY ELEMENTS

TECHNICAL FLAWS

CHALLENGE

REWARDS

Fun

Fun

Beliefs
Perception
Memory
Needs
Behavior
Emotion
Motivation

Perceived Competence
Self-Control
Needs and Incentives
Social Norms
Learning Experience
Dispositions
Intelligence
Reaction Time
Heart Rate
Genetics
Preferences
Upbringing

GAMES
Perception
Interpretation
Genetics
Evaluations
Attitudes
Reception
Experience
Belief Forming
Feelings
Biography
Reactions
Verbal Output
Behavior
Fun

	Fun
Perceived Value	
Enthusiasm	
Interest in Developer	
Retention (9 months)	

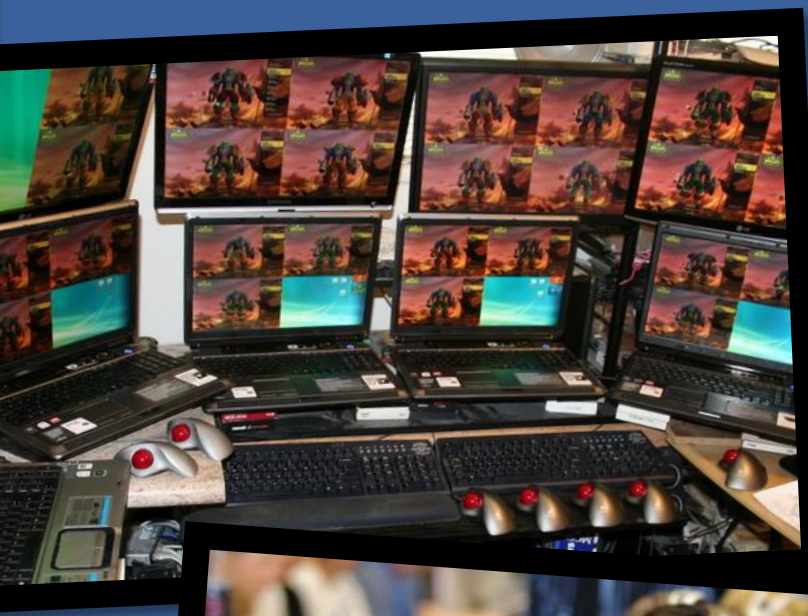
Fun

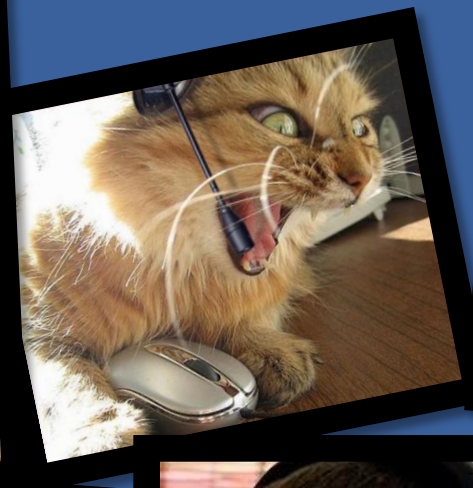
Can we measure it?

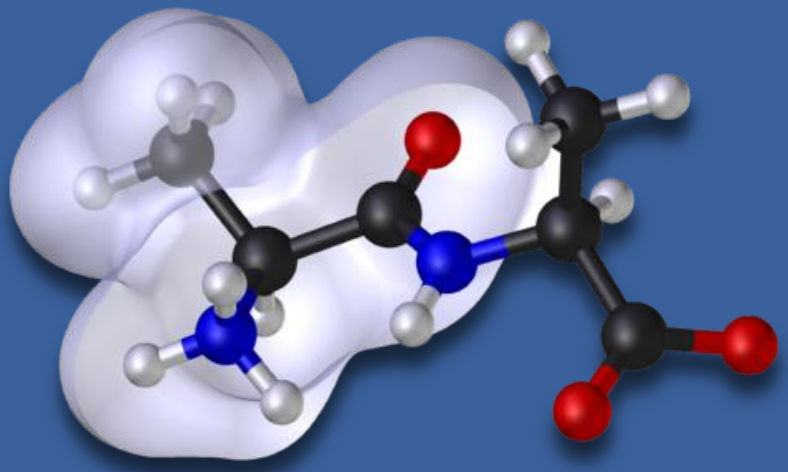
Does it help us predict behavior?

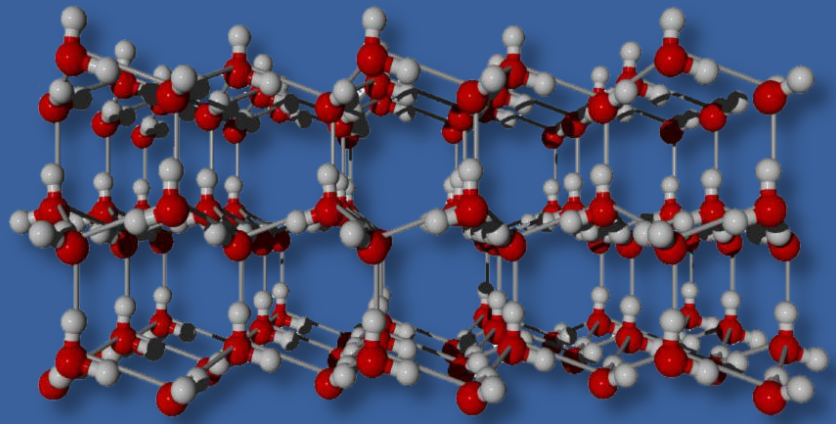
Is it specific enough to help us improve our products?

GAMIFICATION









Psychology on Games

Incentive Theories

Flow Experience

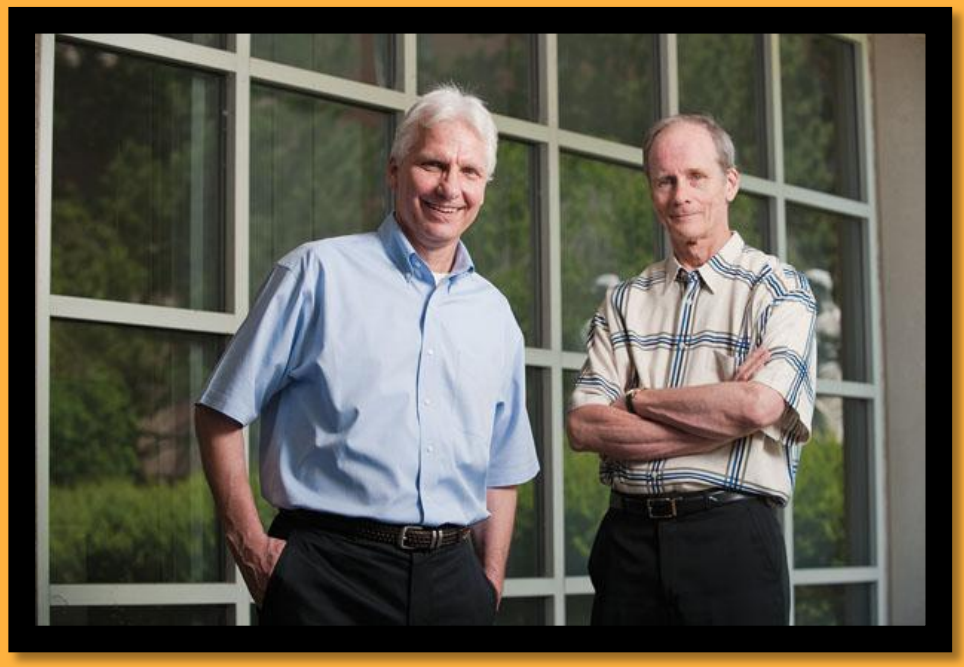
Cognitive Theories

Self-Determination Theory

Cognitive Theories

Self-Determination Theory

Richard M. Ryan



Edward L. Deci

Satisfaction of

fundamental needs

Intrinsic motivation

Self-Determination

Satisfaction of

The need for **Competence**
The need for **Autonomy**
The need for **Relatedness**

Intrinsic motivation

Self-Determination

The need for

Competence

The need to feel **effective**

JAYHAWKS
letters
K U!

- Meaningful Feedback
- Optimal Challenge
- Mastery Experience
- Context

- Too Easy/Hard
- Control Issues
- Unspecific Feedback

241,267
2
355
x4
x4
x4

The need for Autonomy

The need to feel **volitional**

ROCK

- Unique Identity
- Opportunities for Action
- Choice of Paths

- Forced Action
- Fake Opportunities
- Loss of Control

RED DEAD
REDEMPTION

Battlefish

SCORPION
SEKTOR

RG
UNIT COUNTERS

Detector Detector

Detector Detector

Baneling Nest

Spine Crawler

Spire

Nydus Network

Greater Spire

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Strong Against: Weak Against:

Detector

Detector

Autonomy ≠ Choices

The need for

Relatedness

The need for meaningful relations

- Being Acknowledged
- Receiving Support
- Making an Impact

- Isolation
- Hostility
- Indifference

아제로스의 구원자 괴도리팡
<즐거운공격대>
아제로스의 구원자 죽음의요새의결의
<즐거운공격대>
아제로스의 구원자 EXCALIBER<즐거운공격대>
아제로스의 구원자 사꾸
<즐거운공격대>
아제로스의 구원자 YURIBIE
<즐거운공격대>
아제로스의 구원자 LURKER
<즐거운공격대>
아제로스의 구원자 VERSAILLE
<즐거운공격대>
아제로스의 구원자 공허의배신자
<즐거운공격대>
아제로스의 구원자 ZILTOO
<즐거운공격대>
아제로스의 구원자 데오바인
<즐거운공격대>
군주 ZEDKA
<즐거운공격대>

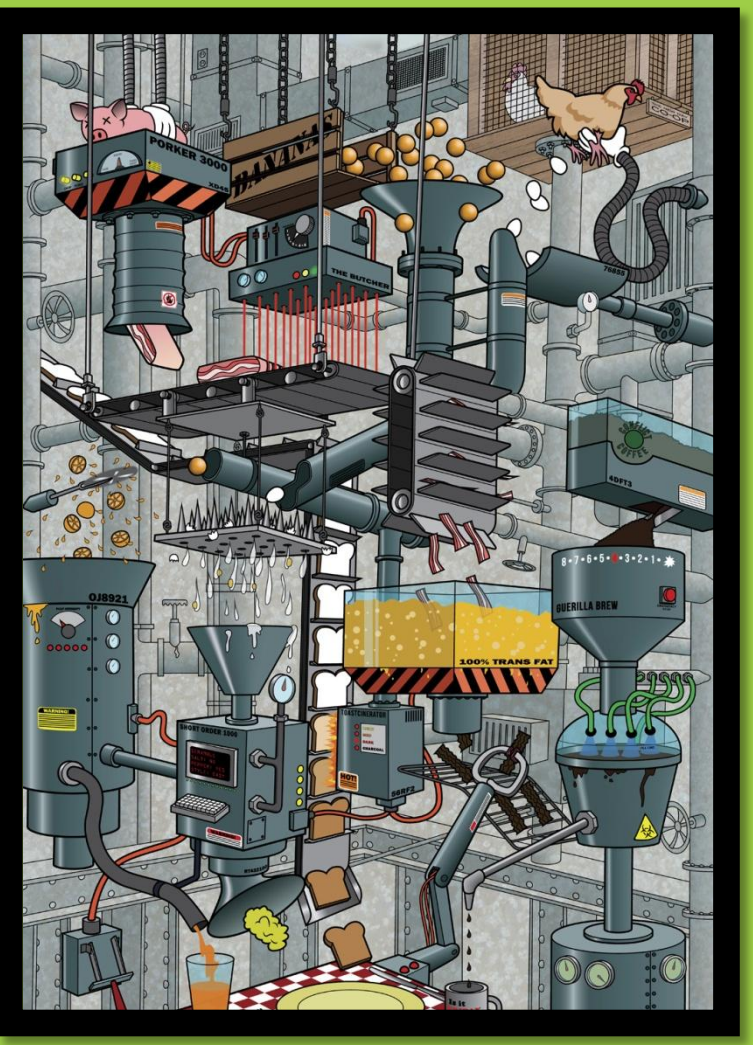
TAMAGOTCHI
CONNECTION

Damage
0%
Hunger
24%
Tiredness
22%
Reward
Good Boy 80%

Enchantress: A powerful enemy we have laid low.
Guard of the Keep: Our champion is too powerful! Those bastards didn't stand a chance!

Needs

Perceived Value	✔
Enthusiasm	✔
Interest in Developer	✔
Retention (9 months)	✔



⬅ **Self-Determination Theory**

➡ **Product Improvement**

TANKWARS

Tank Deathmatch

Real-time Multiplayer

Unity 3D

Crossplatform

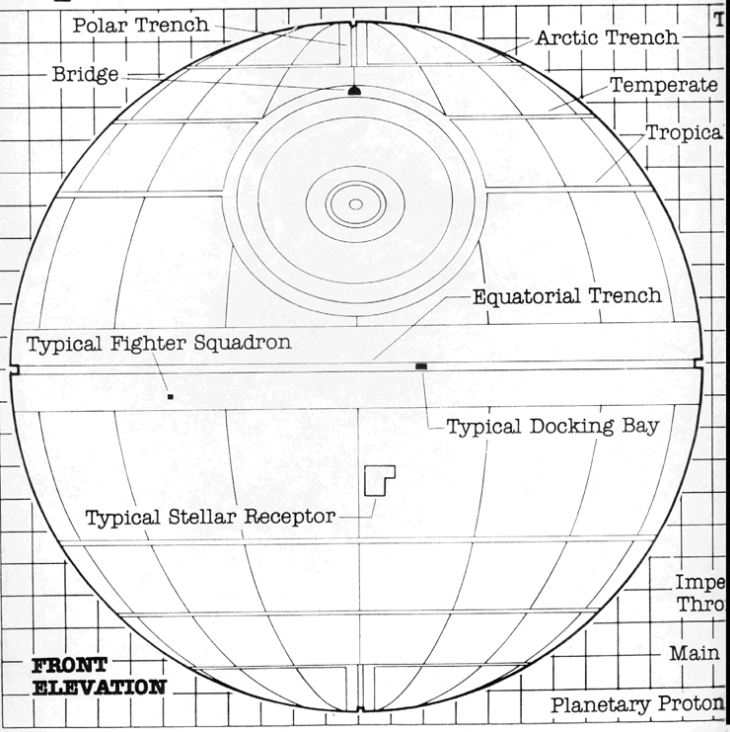
Facebook

Indie Developer

Death Star I

Imperial Battle Station

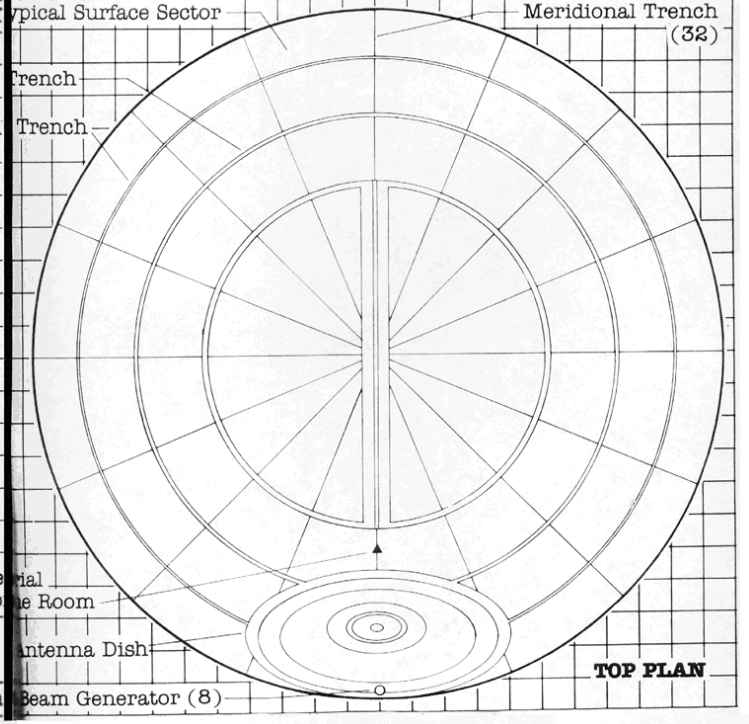
Kilometers



FRONT ELEVATION

Kyrellian Leagues

Imperial M.S.U.



TOP PLAN

ME

Usability

Heuristics

GameFlow

InGaME

Inventory for Game Motivation and Experience

Developer Training

Player Questionnaire

Motivational Review

„How many strategies lead to success?“

„To what extent can players influence their identity?“

„How frequently are mastery moments offered?“

„What kind of feedback is given?“

„What elements of the game scale in difficulty?“

„How is the player‘s impact on the world made visible?“

„How is a supportive community encouraged?“

TankWars - Gamer Opinion

Greetings, gamer!

We believe that gamers are experts on gaming! As a game developer we want to make awesome games. So who better to ask for feedback than you? Share your experience in video gaming with us. Let us know what you feel and think about our game.

Objective: Complete all items in this questionnaire.
Rules: Don't think too long. Answer spontaneously and quick. Be honest!

Now go forth!

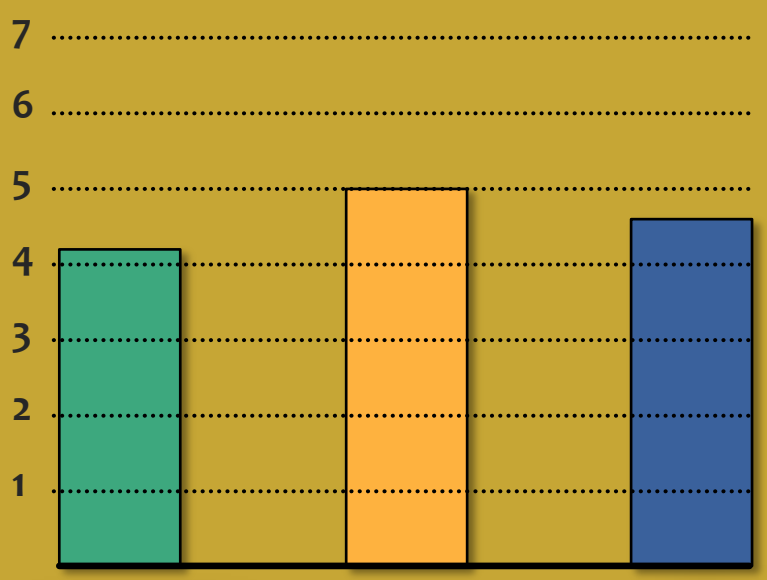
Please indicate how strongly you agree or disagree with these statements about TankWars:

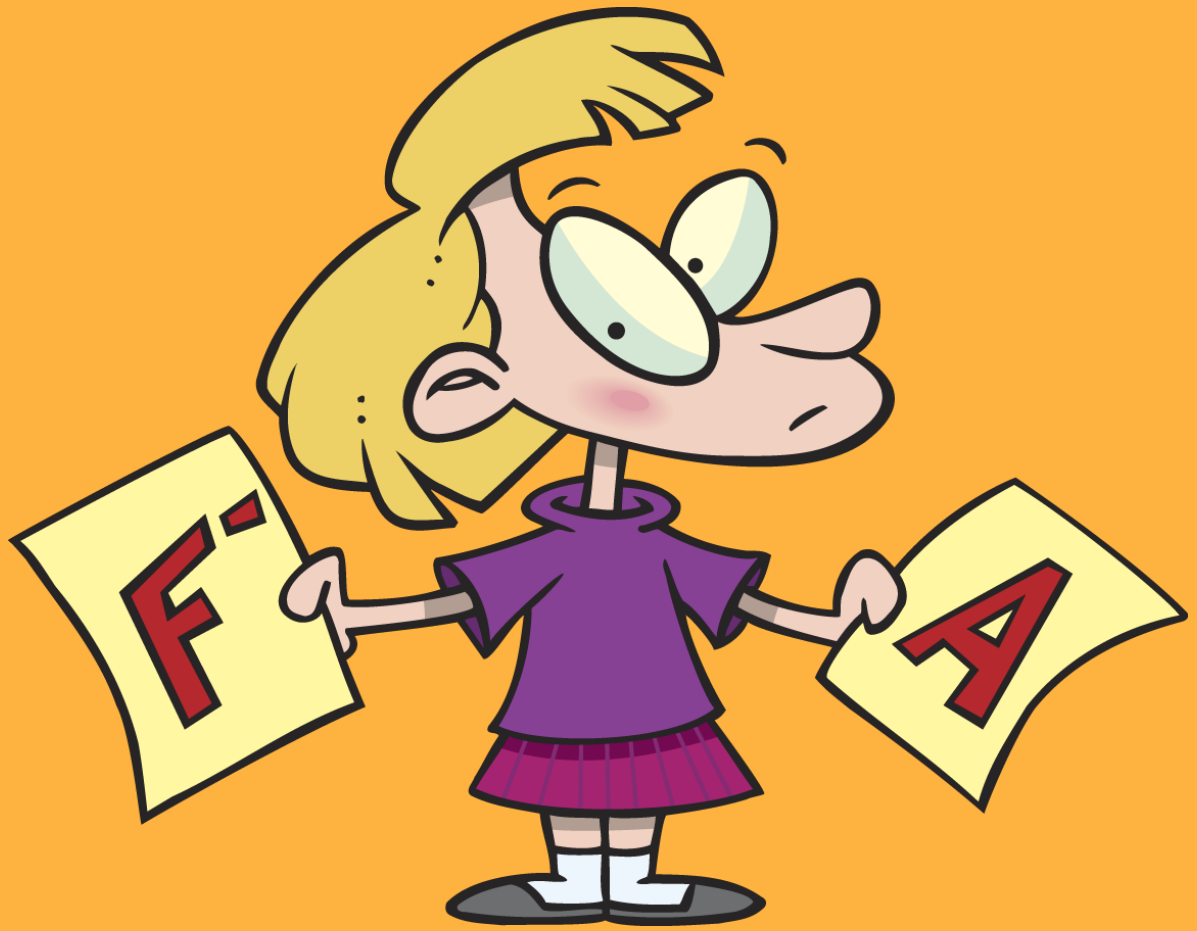
	Strongly **disagree**						Strongly **agree**
	1	**2**	**3**	**4**	**5**	**6**	**7**
It was easy to keep orientation in the game environment.	○	○	○	○	○	○	○
Everything in the menu was clear and easy to find.	○	○	○	○	○	○	○
The game camera was hindering me at times.	○	○	○	○	○	○	○
I always knew where I was.	○	○	○	○	○	○	○
The interface was annoying.	○	○	○	○	○	○	○
I had no trouble to tell the tanks and the target area from the game environment.	○	○	○	○	○	○	○
My first experience with the game was fun.	○	○	○	○	○	○	○
I felt personally involved in the game.	○	○	○	○	○	○	○

	Strongly **disagree**						Strongly **agree**
	1	**2**	**3**	**4**	**5**	**6**	**7**
I felt that my contributions were helpful to the other players.	○	○	○	○	○	○	○
I felt like I was advancing most of the time.	○	○	○	○	○	○	○
I felt that the game was fair.	○	○	○	○	○	○	○
I had an idea about what I had to do.	○	○	○	○	○	○	○

I strongly agree

	1	2	3
„When I failed I knew why.“			✓
„I was satisfied with my performance.“	✓		
„The goals were clear to me.“		✓	
„I felt supported by the other players.“			
„I felt free to express my own playstyle.“			✓
„I felt that my contributions were unique.“	✓		
„The game allowed me to create a unique identity.“		✓	
„When I failed I knew why.“			✓


7
6
5
4
3
2
1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A

InGaME

Inventory for Game Motivation and Experience

Motivational Review

Client: **yoone UG**

Product: **TankWars**

1. Introduction
2. Need Satisfaction
2.1. Competence
2.2. Autonomy
2.3. Relatedness
3. Contingency Design
3.1. List
3.2. Evaluation
3.3. Suggestions
4. Usability
4.1. Score
4.2. Explanations
5. Appendix
5.1. Pictures
5.2. References
5.3. Impressum

2. Need Satisfaction

Competence	9.2
Context	10
Feedback	8.0
Challenge	9.5

Autonomy	8.0
Identity	7.4
Opportunities	8.6
Choice	7.0

Relatedness	7.7
Acknowledgement	9.0
Support	4.5
Impact	7.4

Did you know?
When playing action games, player behavior is more strongly influenced by competence satisfaction than with other game genres.

1. Introduction
2. Need Satisfaction
2.1. Competence
2.2. Autonomy
2.3. Relatedness
3. Contingency Design
3.1. List
3.2. Evaluation
3.3. Suggestions
4. Usability
4.1. Score
4.2. Explanations
5. Appendix
5.1. Pictures
5.2. References
5.3. Impressum

2.1. Competence

Feedback

Micro-Feedback

TankWars gives immediate visual feedback on these player actions: Moving, shooting and using abilities. Acoustic feedback is given on shooting and using abilities. However, no acoustic feedback is given on movement. A central issue with TankWar's micro-feedback is that no prominent distinction between success and failure is given.

1. Hit/Miss

Though feedback is given on explosion of the projectiles, no distinction between hitting terrain (= missing) or an enemy player is made. The enemy player's life bar can be used as an indicator but is restricted to sight range and can not distinguish between the source of the damage taken.

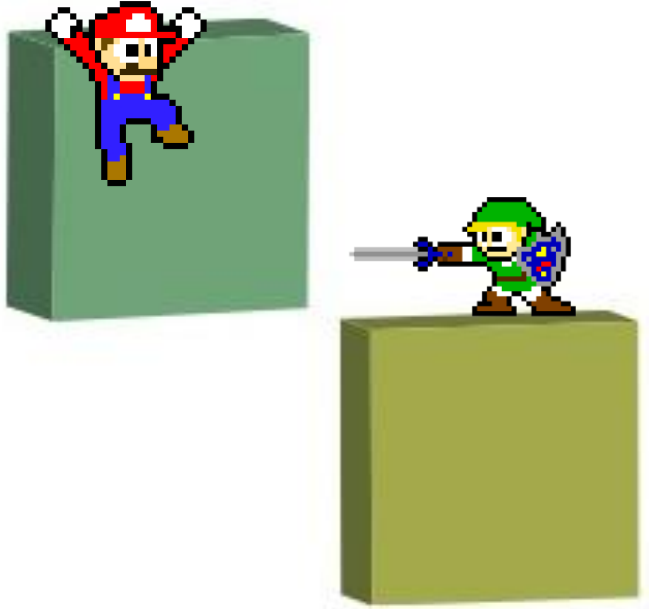
Overall Feedback

Did you know?
Excellent benchmark games for micro-feedback are *Diablo 3, Guitar Hero* and *League of Legends.*

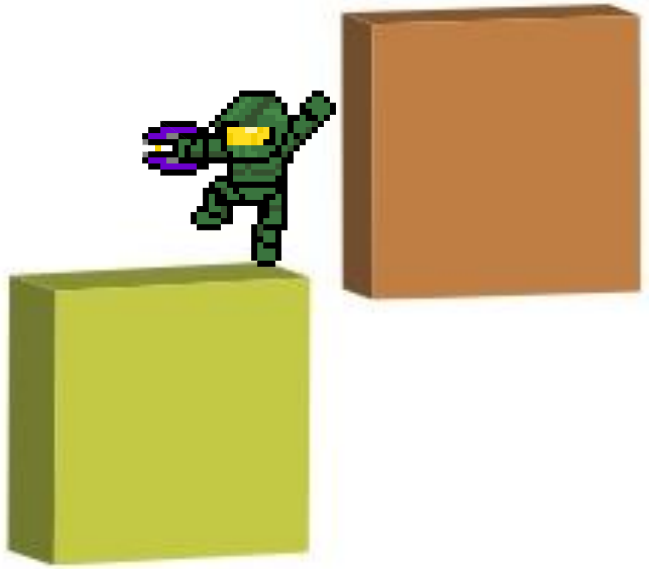
Community Analysis

&

Player Typology



THANK YOU FOR LISTENING!



Questions?

References?

Feedback?

InGaME

Inventory for Game Motivation and Experience

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