

WIND, NOT SAND

MAPPING DYNAMIC EMOTIONS ACROSS A PRODUCT LANDSCAPE

→ ERIN NOFFMAN founder, sense of wonder

LEARNING

- gamers don't talk to others online twitter

NORMAL PEOPLE

VS. GAME PEOPLE

touched by games + tech @ young age

outsiders, games as solace

"games believe in you" ♥

don't like mainstream

TRIP HAWKINS
FOUNDER OF EA

game designers are artists, provoke EMOTION

simple emotions, but also regret, loneliness

papers, please → Journey

WHAT IS THE CORE EMOTION?

FUN — RAPH KOSTER

IS JUST ANOTHER WORD FOR LEARNING

surprise comes from other players

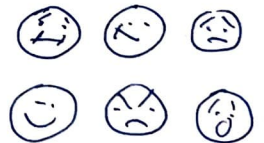
GLASS LAB

make classroom fun, brought SimCity in

not represented in Eckman's work

↓
ENGAGED STUDENTS are BEYOND FUN

→ a new emotion



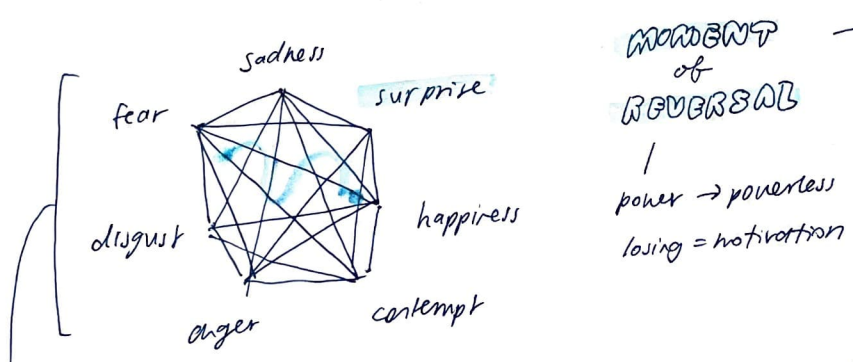
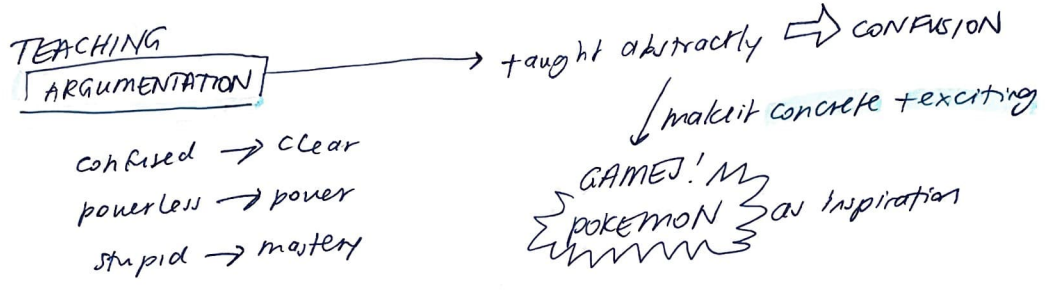
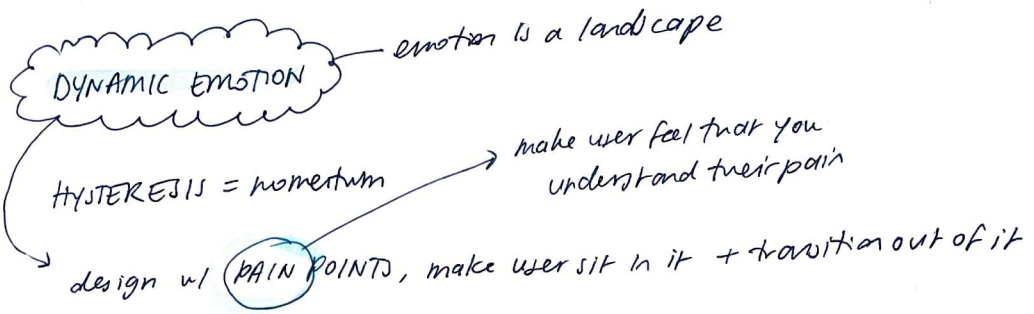
ew microbes → Oh microbes are cool, the 2nd genome

SOPHIA

FUN =
fear → happiness
thru surprise
hmmmm

SOPHIA ARC of emotion includes STRESS which leads to insights

NO WAY OF MEASURING EMOTION - hard to measure process of emotion change



these concepts → also used in ENVIRONMENTAL DESIGN

mostly negative, but acknowledging them is important

Videogame is opposite of gamification