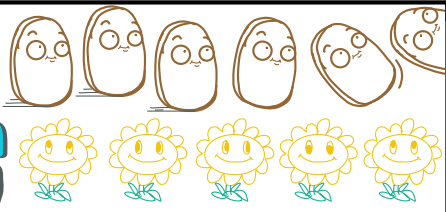


ONBOARDING

PLANTS vs. ZOMBIES



A M A N D A H U Y N H

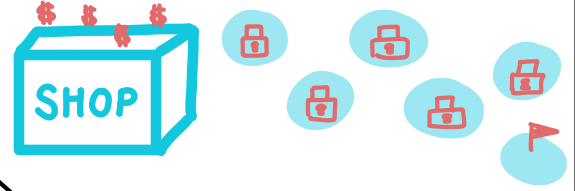
TUTORIAL 
that doesn't FEEL like a tutorial



FUN \neq **SAFE** 

SPREAD OUT

teaching of GAME MECHANICS



JUST DO IT... ONCE



REPEAT!


DON'T BREAK FLOW


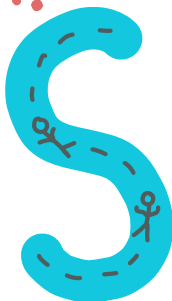
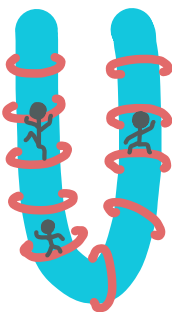





USE ADAPTIVE MESSAGES





VISUALS

TEXT 







     



TEACH

“WHY ARE YOU KILLING OLD MEN?”

1 
tutorial


2 
strategy


3   
pacing
  

4 
balance


5    
rewards
   

6  
design
 