

Plants and Zombies

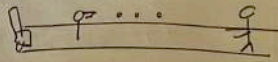
tutorial to learn how to play → reach audience

↓
accessibility

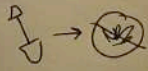
"How can I make PvZ playable by anyone?"

How to: make a tutorial

- ① blend into game ~ mix seamlessly
- ② learn by DOING ~ basic task in controlled environment

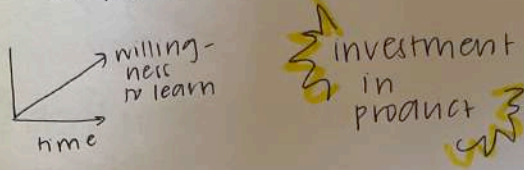


is use case teaching the right thing?



engagement

③ don't teach all at once
↳ do you need to know this yet?



④ one time to convince
↳ explicit ↳ implicit

when you make as ripple effects

⑤ 3 word max!
what is most BASIC info?

⑥ Don't break flow

~ passive messages ~

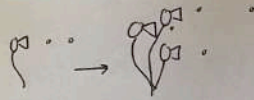
conditional messages
? need ?
help ?

7 adaptive messaging



8 don't create noise

9 🖐️ visuals 🖐️ to teach



10 🗣️ Leverage what people already know

○○□○
patterns

🌍
real world
experience

