

How I got my mom to play PLANTS vs. Zombies

by Matthew Agade

use VISUAL hierarchy
→ to incentivize action
→ don't SPELL it out
Communicate through play

teach "economics" of game to All players
"ECONOMY"

crazy dave!!!!
speaks w/ real life metaphors

tutorials
accessibility
game vs. tutorial
LEARN BY DOING

don't overwhelm the player
mechanics

there was a tutorial?
?

SHOP
teach through shops in gameplay

commitment

willingness to learn

if ↑ invested, willingness ↑ to spend ☹

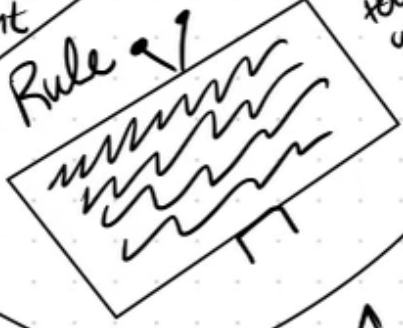
add prices to Sunflower

character & the content

8 words

don't have too many words

#5 Rule



#6 passive messaging

→ don't take over screen
→ e.g. put words on wall so it flows

LET THEM FEEL



START

#7 adaptive messaging
→ help correct gameplay

don't teach over 90 seconds

Intuitive
→ communicate function through shape



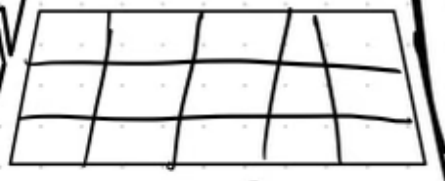
WOLF

DON'T MAKE

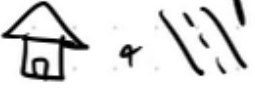
NOISE

→ reluctant to add awards

ACTION TAKES PLACE...



IN-BETWEEN



will check out... boring
↑ ↑ ↑
brain



brains as currency?
No, straightup

NAMING

→ direct
→ communicative
eg. walnut is a wall flower #shy



CASE
→ add a NUM
→ MARIO
→ outlandish

1

SCREEN

GAMEPLAY

STUDY



Design

damage
↑
double the damage

valleys of two
↑
poor