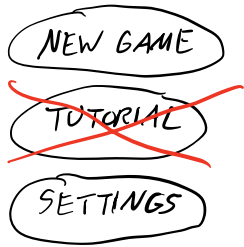


Onboarding in PvZ


Blend Tutorial into Game

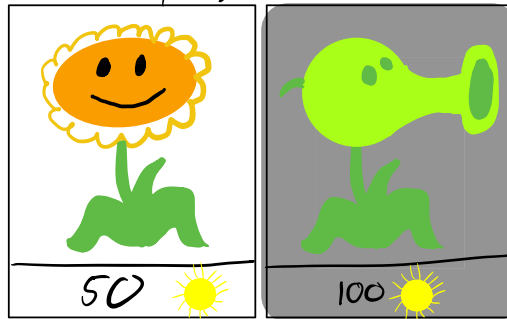
- Trick into learning
- Don't separate



Understand Economy

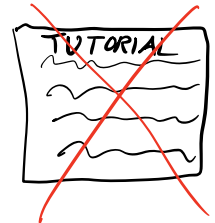
- Users press shiny objects

50 



Encouraged to press sunflower

Do > Read

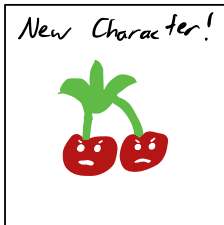


- 1 Maximum
- 2 8
- 3 words
- 4 on
- 5 screen
- 6 at
- 7 a
- 8 time

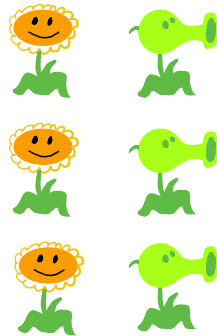
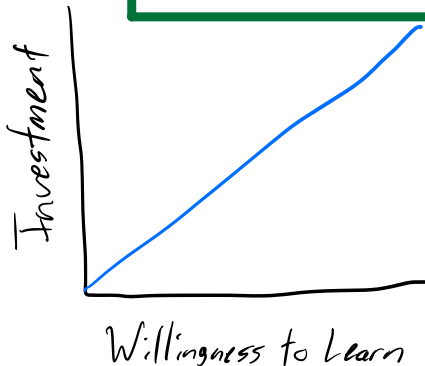
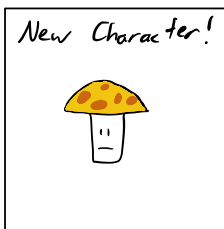
Spread Out Tutorial

- Spread out new characters

Level 3:



Level 10:

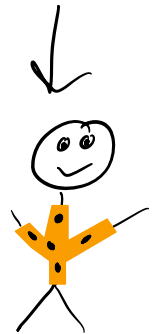


Passive Messaging

- Don't break flow
- Give hints to users struggling early on

↓
"Plant peashooters to the left"

"Sophisticated Caveman"



- Break dialog into small bits
- One sentence per plant

Don't Create Noise

