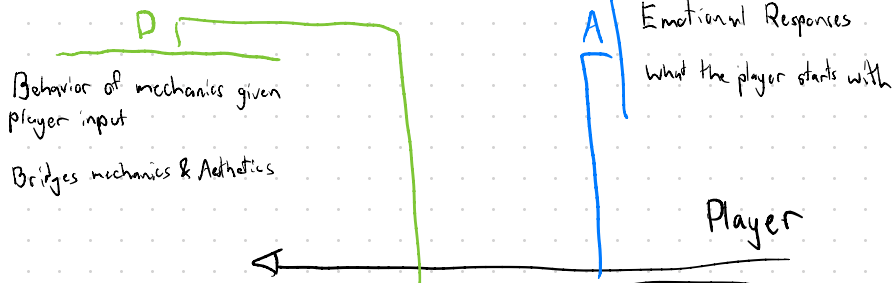


# MDAO

## Original Framework: MDA



**D**  
 Behavior of mechanics given player input  
 Bridges mechanics & Aesthetics

**A** Emotional Responses  
 What the player starts with

**M**  
 Particular components & Algorithms  
 What the designer starts with

**Bidirectional!**

Helps translate between player & designer understanding

- Types of fun taxonomy
- Fellowship
  - Sensation
  - Discovery
  - Fantasy
  - Expression
  - Narrative
  - Submission
  - Challenge

- Use each as a lens for designing, iterating, & understanding

## But Wait: what if we want the game to accomplish something? (serious games)

Superficial "gameification" adds rewards but doesn't utilize the power of games

What effect does the game have on the player?

Outcomes

↳ Fix this with MDAO to:

↳ understand games effects

↳ Use dynamics + aesthetics for behavior change

- choose specific outcomes based on intervention

