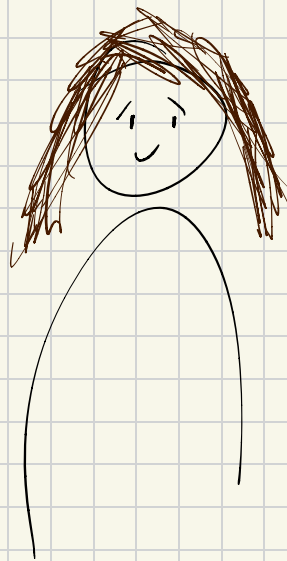PLANTS
vs.
ZOMBIES
creator

Non-gamer

George Fan

George Fan's Mom
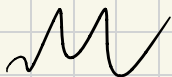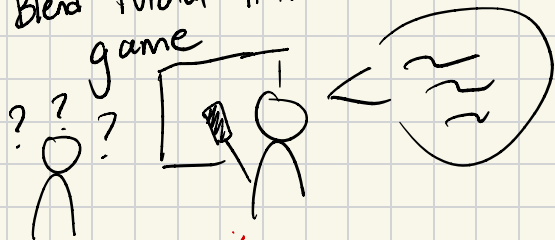
How to get non-gamer to play Pv2?

Tutorial

on **Tutorials**

Tutorial should

Learning is fun!

BLEND with game

1. Blend tutorial into game

? ? ?

Learning is HARD

| GA | Tutorial | ME |

New Game

Tutorial

Options
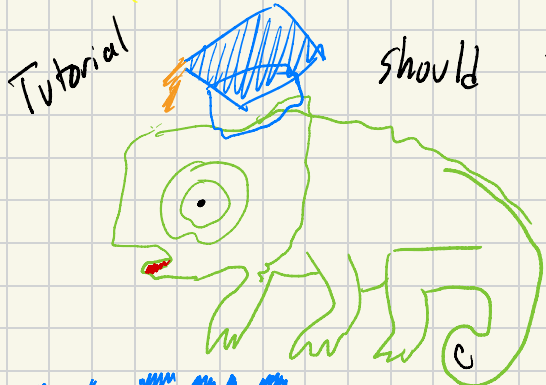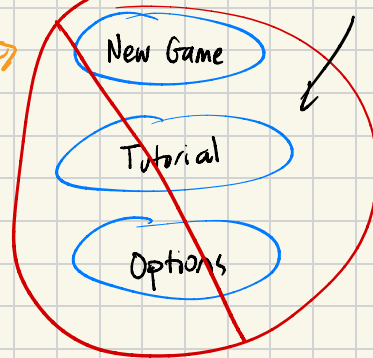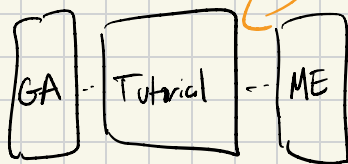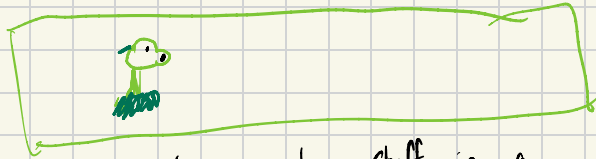
Do not separate tutorial from game

2. Have the player
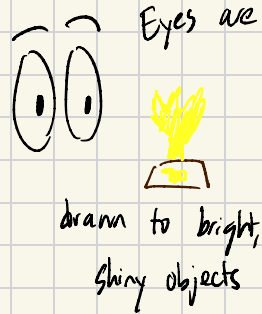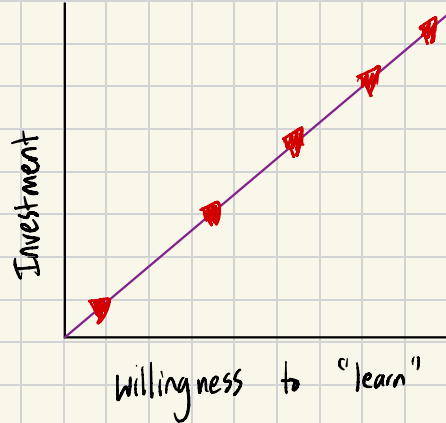do > read

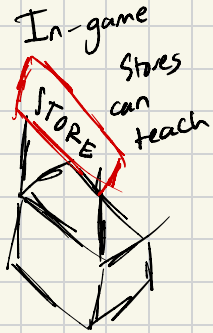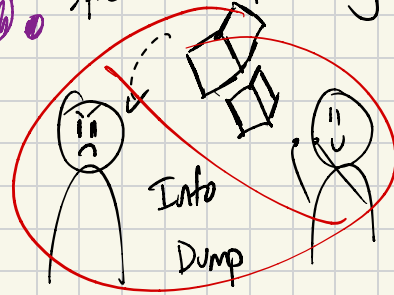Let the player try stuff in a
Safe environment

5. Use fewer words
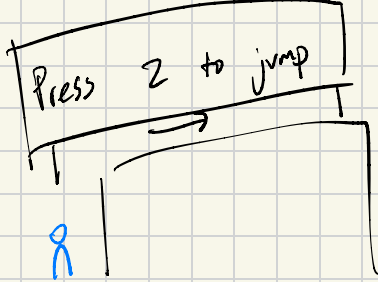
1
vs
4

Eight words
on the screen
at any given time

3. Spread out teaching of game mechanics

Info Dump

In-game stores can teach

STORE

Investment

Willingness to "learn"

pace the game well

Eyes are drawn to bright, shiny objects

The Sophisticated Caveman
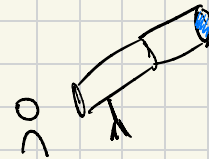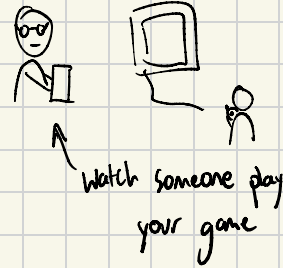
7. Use adaptive messaging

One of your peashooters died!

Try planting them further to the left.

Give players the chance to feel smart!

Watch someone play your game

6. Use unobtrusive messaging

Press Z to jump
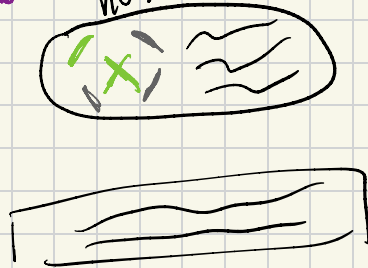
8. Don't create noise

We are building players' trust

Visual Noise

Leave room for exploration

9. Use visuals to teach

Sketchnotes
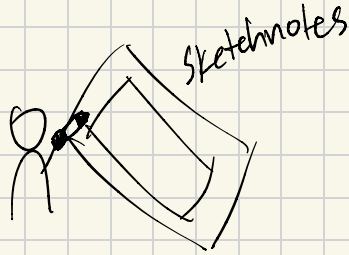
Example: Repeater

Goal: Communicate it does 2x damage as

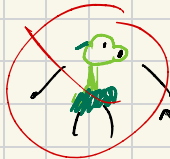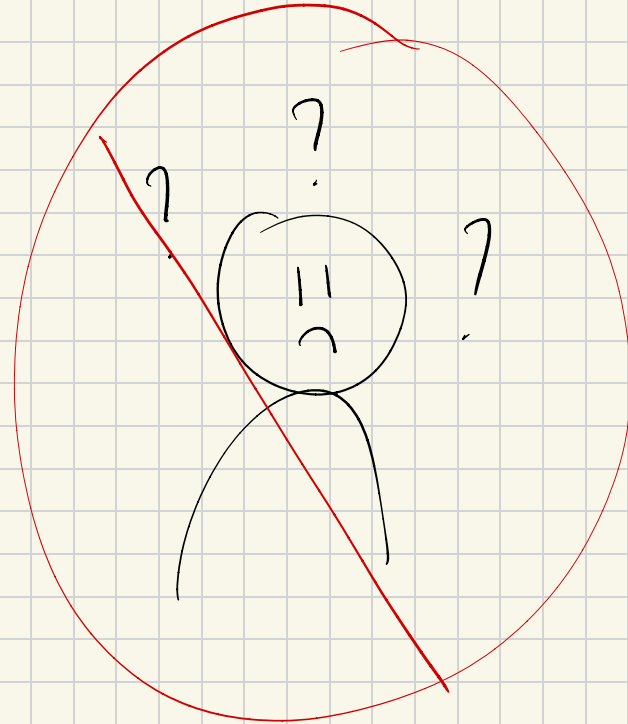volleys of two peas

10. Leverage what people already know

Plants do NOT move

Zombies are slow

Coffee

zzz

Do NOT

CONFUSE PLAYERS