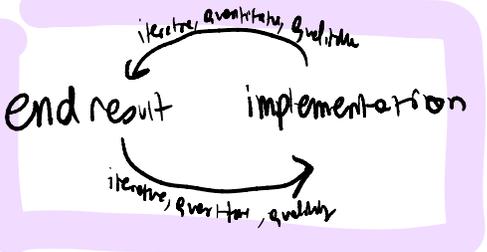


MDAO

What are Games?

- Free
- separate
- uncertain
- unproductive
- generally N/A
- Marcher

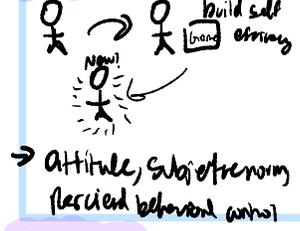
All artifacts are created with design methodology



Types of Fun

- o Sensation
- o Fantasy
- o Narrative
- o Challenge
- o Fellowship
- o Discovery
- o Expression
- o Submission

Behavior Change



TEACHING

- effective education
- objectives
- variable difficulty tasks
- encourage practice
- intrinsic + extrinsic rewards



Games are unpredictable

Rules = Mechanics
System = Dynamics
Fun = Aesthetics

Games can have Multiple aesthetic goals

Aesthetic Models

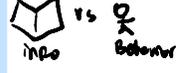
- o define M + D
- compress

Dynamic Models

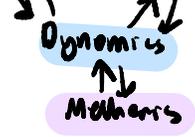
- o create aesthetic experience
- o avoid pitfalls
- o identify aesthetic solutions

Outcomes

- o Desired outcome on a unit
- o Behavior
- o Attitude
- o Info
- o Aesthetics
- o Self-efficacy
- o Explicit skills
- o Implicit skills



Outcomes ↔ Aesthetics



→ Each component is a view of the game

FIRST PASS

- Aesthetic goals
- Mechanics

SECOND PASS

- Dynamics
- new aesthetics
- refine mechanics

THIRD PASS

- Total aesthetic shift
- rework
- new mechanics

Mechanics

- o actions, behaviors + control mechanisms
- o support dynamics

Tuning

- o Iteratively refine
- o point out problems

USING MDAO

- o Promote engagement
- o Playshare distribution goals
- o Balancing to create flow
- o Apply Behavior Change Theories
- o identify outcomes
- o Strengthen intention toward behavior
- o challenge or mess up