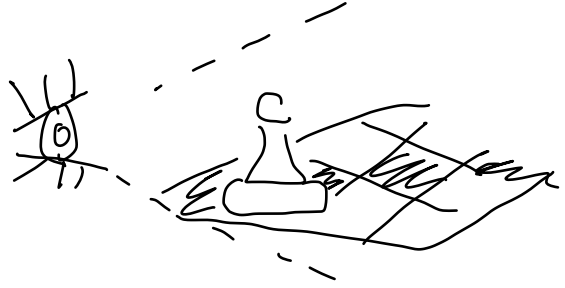
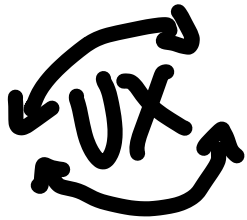
MDA



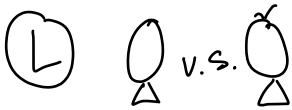
rules → System → fun

mechanics — dynamics — aesthetics



strategy

tension



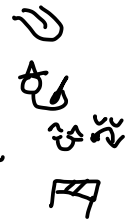
FUN:

sensation

fantasy

narrative

challenge



fellowship

discovery

expression

submission

1. aesthetic? EXPLORE + DISCOVER
2. MORE CHALLENGE
3. CHALLENGE + SUBMISSION

end result?

↓

implementation

↓

new result

ITERATE!

MDAO

PLAYER — OUTCOME
AESTHETIC — DYNAMIC — MECH
builds on prev step
DESIGNER

MDA + O

intentional process for clearly defined outcome

GAMES ARE POWERFUL

DYNAMIC — Who? — mechanics (tailor)
→ outcome?

GAMES:

- X IRL
- ✓ UNCERTAIN
- ✓ RULES
- X CONSEQUENCE [illusion of no]
- ✓ FANTASY

MISTAKES in: Gamification

extrinsic reward
INTRINSIC

MORE RISK

MORE SKILL

Learn new skills, practice them in various applications

long term change

SIMULATE RISK
↳ INTENDED REWARD

SKILL CHALLENGE ← tailor

FEAR < FLOW

goal

feedback

PLANNED BEHAVIOR

flow

I believe in me

self-efficacy

INTENTION!

M X
D
A
O

key to success

Knowledge not enough

BE SPECIFIC, KNOW AUDIENCE, KNOW PSYCHOLOGY

Generally, good games follow MDA but srs games need a clear outcome