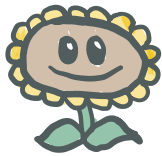


Onboarding in Plants vs. Zombies

Gradual Pace Learning

- Teach what's necessary now:

🌻 = Level 1-1, 💰 = Level 2-1, 🛒 = Level 3-4



One-Time Learning Hooks

- highlight objects to nudge first-time behavior



Visuals to Teach

- Design plants and zombies that look like what they do



Blend the Tutorial into the Game

Let the Player DO, not Read:

actions >> pop-ups

Adaptive messaging

- show messages only when needed (ex. player messes up)
- good for novices but not distracting to experts



Use Fewer Words (<8) & Noise

Unobstructive messaging

- Do NOT interrupt gameplay
- use passive text
- avoid pausing action for dialog

Leverage what people already know: 🌻 = stationary, ☀️ = plant power, 🧟 = slow-moving