Mapping the PLAYER JOURNEY

On-Boarding to Scaffolding to Mastery to End-Game

GamiCon

October 13, 2020
2:30pm-4:30pm
Central Time

INSERT COIN

INSERT COIN

PRESS START!

FACTS

- Learn to define clear goals for your players
- Organize your adventure with clear paths for successful engagement
- Build a compelling experience using simple techniques
- Use professional structures to make complex journeys
- Learn to update your adventure to respond to players actions
- Build solid rewards systems that are intrinsically and extrinsically motivating
- Understand the different dimensions of player growth and participation

The first thing to know is that this is not a static curriculum.

It’s a living being that will ask things from the players at different times and they will need to pay attention.

As a living being it needs food, it eats from the content we and the players provide.

Players arrive at the adventure with different expectations. Some will want to get everything from it, and some will be happy with a couple of rewards.

The goal is to ensure everyone has an engaging experience at the level of immersion they want. It’s very important to understand the players come with different skill levels and your starting point will be an arbitrary assumption of their skill.

JUST GIMME YELLOW

BLUE? YES PLEASE

DIFFERENT EXPECTATIONS

RED’S THE BEST

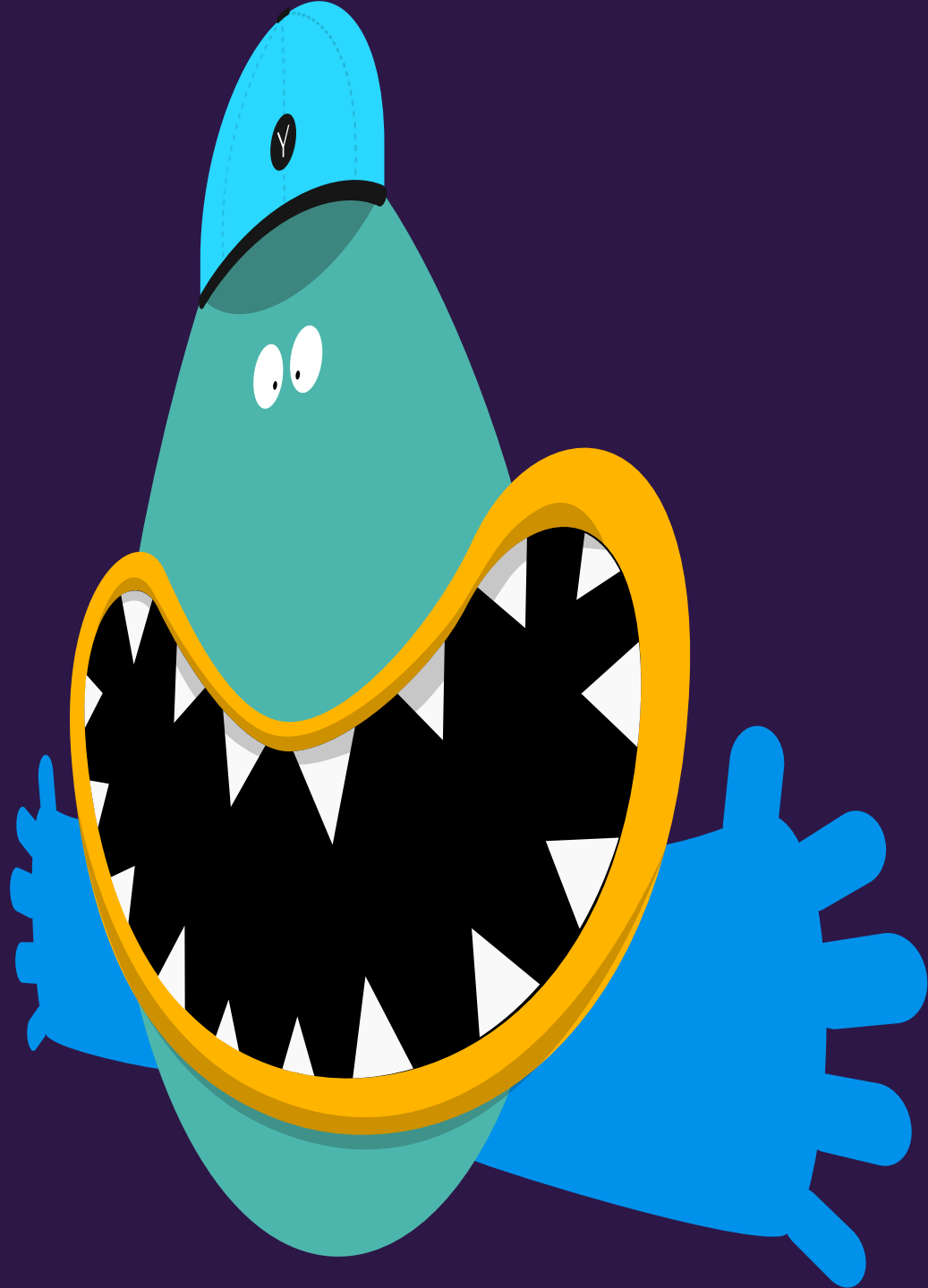
PLAYERS CONSUME CONTENT FAST

If you think you can outrun an audience of 100 people at design speed, you are WRONG.

Players will consume the content really fast so this must be expected.

Ensure you have additional content for contingency. I always start with triple the content I think they will get through…

Usually they'll get to about 2.5

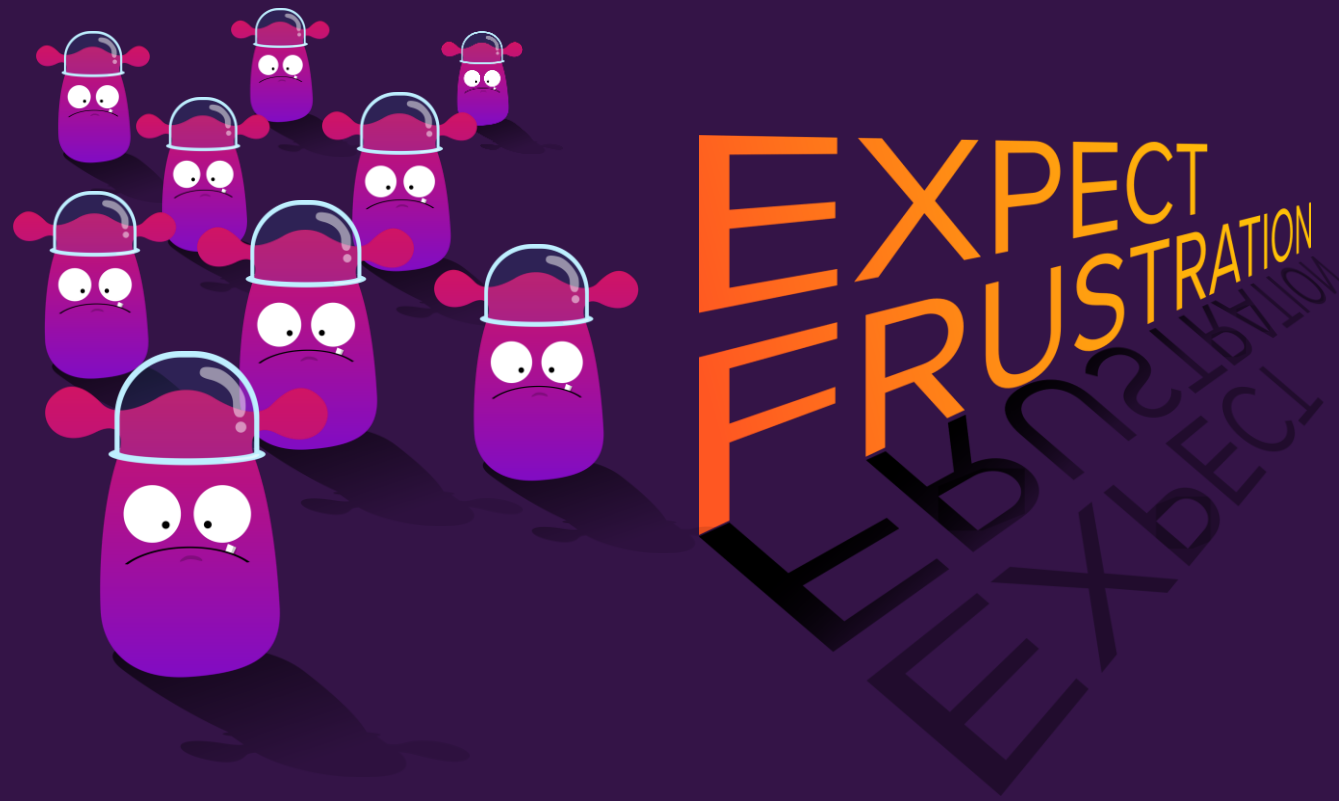


Players love complexity but hate difficulty. Difficulty brings frustration to the table. You want them to struggle and to do many things, but you don't want them to be so frustrated they don't want to play anymore. This is where FLOW theory is really valuable, but we're saving that juicy tidbit for the workshop.

COMPLEX
GOOD

DIFFICULT
BAD

Making something complex means there may be many steps, so if a task is too difficult, break it into parts so the players get a feeling of progression and your feedback loop works better. This doesn't mean there can't be a challenge or a degree of difficulty, it just means SPLIT it into simpler steps. It will be easier to write a book as a series of blog posts than having to compose the whole thing in one sitting.



Don’t go into it thinking everyone will be happy all the time. Rewards will come and players MUST feel frustrated at certain points. They have to FAIL. If they don’t, they are cheating or too lucky.

Build your content around this. Learners should fail every now and then to add flavor to the feeling of achievement. Once they succeed on their second or third attempt, they’ll feel what they got is more valuable, and will take next steps more conscious of what rewards may be coming. If the hero has everything solved at the beginning, it’s going to be a boring story.

REGISTER NOW

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