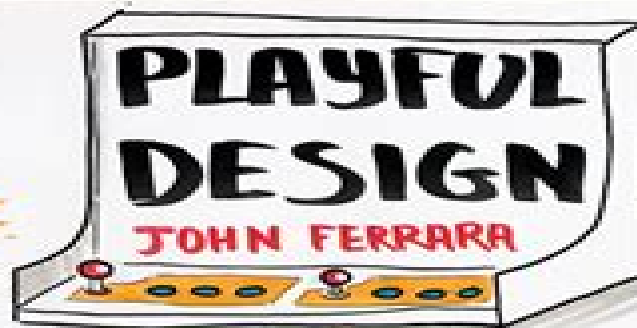




@ Playful Design

GAMIFICATION ?

EVERYONE HAS ITS OWN DEFINITION.
(FROM PARKVILLE TO LINKED IN)

WHY SHOULD UX DESIGNERS CARE ABOUT GAMES?

HELPS TO MAKE PRODUCTS

THE PROBLEM IS DESIGN
GAMES ARE HARD TO DESIGN WELL

SERIOUS GAMES ARE EVEN HARDER

WE ARE NEEDED

- GAME DESIGN IS A LOT LIKE UX DESIGN
- GAMES ARE A BRILLIANT ACTIVITY
- GAMES ARE INNOVATIVE IN INTERACTIVITY
- TECHNOLOGY IS BRINGING GAMES & UX TOGETHER

LEARNING

- FAILURE BASED LEARNING
- GETTING IT WRONG SHOULD A BETTER UNDERSTANDING
- GAMES ARE A TRYING SAFE "VIRTUAL LAB"

HUMAN COMPUTATION

USEFUL OUTPUTS ARE A BYPRODUCT OF PLAY

"GAMES ARE ALGORITHMS THAT RUN ON PEOPLE"
- LUN VON HAIN

BUY THE ADVANTAGE

INTERNAL REWARDS FOR EXTERNAL ACTIONS
PLAYERS MUST GREATLY VALUE THE GAME EXPERIENCE

SYSTEMS THINKING

WORKING WITH THE RELATIONSHIP BETWEEN MOVING PARTS



GAMES ARE THE BEST MEDIUM FOR THIS THAT EXISTS

REFRAMING

CASTING REAL-LIFE CHALLENGES IN A DIFFERENT MANT

OVERLAY

REFRAMING IN THE MOMENT
A FANTASY WORLD IS SUPERIMPOSED ON REALITY

GAMES CAN PERSUADE



GAMES CAN ACHIEVE GREAT THINGS IN THE REAL WORLD*

* IF THEY ARE WELL DESIGNED EXPERIENCES



GAMES SHOULD BE DESIGNED TO BE GAMES FIRST !!!

Playful Design John Ferrara

**James Silk Buckingham, John
Sterling, Frederick Denison
Maurice, Henry Stebbing, Charles
Wentworth Dilke, Thomas Kibble
Hervey, William Hepworth
Dixon, Norman Maccoll, Vernon Horace
Rendall, John Middleton Murry**

Playful Design John Ferrara:

Playful Design John Ferrara, 2012-05-17 Game design is a sibling discipline to software and Web design but they are siblings that grew up in different houses. They have much more in common than their perceived distinction typically suggests and user experience practitioners can realize enormous benefit by exploiting the solutions that games have found to the real problems of design. This book will show you how.

Why We Fail Victor Lombardi, 2013-07-15 Just as pilots and doctors improve by studying crash reports and postmortems, experience designers can improve by learning how customer experience failures cause products to fail in the marketplace. Rather than proselytizing a particular approach to design, *Why We Fail* holistically explores what teams actually built, why the products failed, and how we can learn from the past to avoid failure ourselves.

Fun and Software Olga Goriunova, 2016-05-19 *Fun and Software* offers the untold story of fun as constitutive of the culture and aesthetics of computing. Fun in computing is a mode of thinking, making, and experiencing. It invokes and convolutes the question of rationalism and logical reason, addresses the sensibilities and experience of computation, and attests to its creative drives. By exploring topics as diverse as the pleasure and pain of the programmer, geek wit, affects of play, and coding as a bodily pursuit of the unique in recursive structures, *Fun and Software* helps construct a different point of entry to the understanding of software as culture. Fun is a form of production that touches on the foundations of formal logic and precise notation, as well as rhetoric, exhibiting connections between computing and paradox, politics, and aesthetics. From the formation of the discipline of programming as an outgrowth of pure mathematics to its manifestation in contemporary and contradictory forms such as gaming, data analysis, and art, fun is a powerful force that continues to shape our life with software as it becomes the key mechanism of contemporary society. Including chapters from leading scholars, programmers, and artists, *Fun and Software* makes a major contribution to the field of software studies and opens the topic of software to some of the most pressing concerns in contemporary theory.

Playing Software Miguel Sicart, 2023-02-14 The play element is at the heart of our interactions with computers, and how it drives the best and the worst manifestations of the information age. Whether we interact with video games or spreadsheets or social media, playing with software shapes every facet of our lives. In *Playing Software*, Miguel Sicart delves into why we play with computers, how that play shapes culture and society, and the threat posed by malefactors using play to weaponize everything from conspiracy theories to extractive capitalism. Starting from the controversial idea that software is an essential agent in the information age, Sicart considers our culture in general and our way of thinking about and creating digital technology in particular as a consequence of interacting with software's agency through play. As Sicart shows, playing shapes software agency. In turn, software shapes our agency as we adapt and relate to it through play. That play drives the creation of new cultural, social, and political forms, Sicart also reveals the role of make-believe in driving our playful engagement with the digital sphere. From there, he discusses the cybernetic theory of digital play and what we can learn from combining it with the idea that playfulness can mean.

pleasurable interaction with human and nonhuman agents inside the boundaries of a computational system Finally he critiques the instrumentalization of play as a tool wielded by platform capitalism *Emotional Design Elements* Smashing Magazine,2013 Whether you re creating a game or a website a lasting bond with users is more often than not the result of emotional attachment Knowing the ins and outs of emotional design will enable you to imbue your creation with personality and to shape the user s perception Find out how to integrate emotional appeal into your website and how to turn your game into more than a cold flawless technical challenge A personal touch can make all the difference if you know how to design it

TABLE OF CONTENTS Inclusive Design The Personality Layer Give Your Website Soul With Emotionally Intelligent Interactions Not Just Pretty Building Emotion Into Your Websites Playful UX Design Building A Better Game Gamification And UX Where Users Win Or Lose Adding A Personal Touch To Your Web Design *Playful Design* John Ferrara,2012 Game design is a sibling discipline to software and Web design but they re siblings that grew up in different houses They have much more in common than their perceived distinction typically suggests and user experience practitioners can realize enormous benefit by exploiting the solutions that games have found to the real problems of design This book will show you how

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