

GDC Canada 2010

REACHING NEW AUDIENCES: The Union of Fun & Purpose

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VP Product & Co-founder

Vivify Labs / Fit Brains

INTRODUCTION

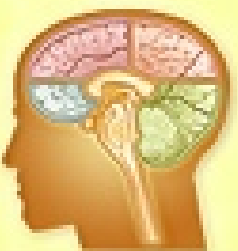
About Me:

- ★ VP Product and Co-founder of Fit Brains / Vivity Labs
- ★ Previous Companies:
 - Gnosis Games - Casual Games
 - Threewave Software - Multiplayer Action
- ★ AAA Games, Multiplayer, Casual, Serious



About Vivity Labs & Fit Brains:

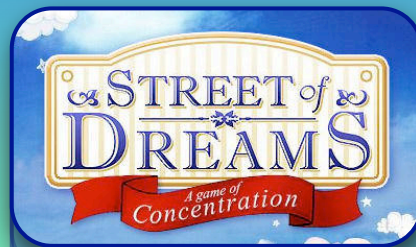
- ★ Vivity means “an active life”, specializing in Gaming + Lifestyle
- ★ Fit Brains is our first product
 - Brain Training & Games
 - Scientifically Designed with Dr. Paul Nussbaum, Clinical Neuropsychologist



INTRODUCTION

VIVITY
Labs

ACTIVITY: Brain Fitness Games



AWARENESS: Tools



Charts,
Graphs &
Tools



Structured
Training
Circuits

MOTIVATION: Rewards



Trophies
& Awards



Social &
Community
Games

ADVANCED BACK-END METRICS SYSTEM

Metrics
Collection

Progress
Tracking

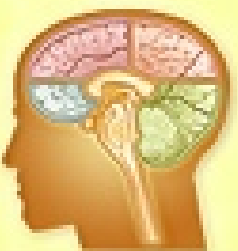
Personalized
Recommendations

Adaptive Game
Scaling

IN THIS PRESENTATION...

Topics:

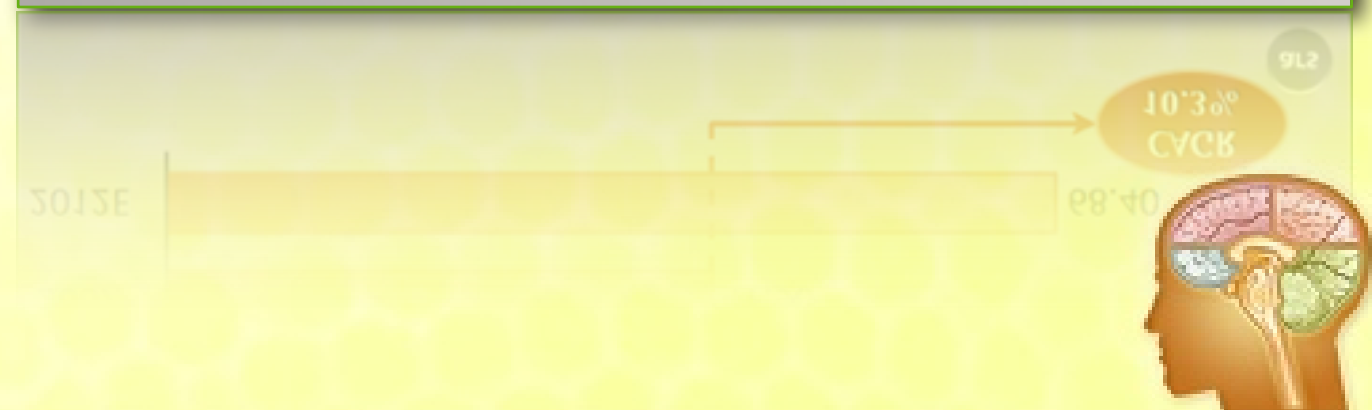
- ★ New Audiences
- ★ Lifestyle Gaming
- ★ Company DNA
- ★ Ego-free Design
- ★ Audience Awareness
- ★ Adaptive Systems
- ★ The Future of Games and Beyond...



REACHING NEW AUDIENCES

Industry Growth

- ★ The Games Industry is expected to be worth \$68 Billion by 2012, more than doubling its value since 2006.
- ★ For the industry to grow at this rate, **new gamers** will need to be brought into the fold.



The Blue Ocean Strategy

- ★ Blue Ocean = uncontested market space
- ★ *Demand is created rather than fought over.*
- ★ Examples:
 - Nintendo:
 - *Wii Fit* (1st game to top \$2B)
 - *Brain Age* (~19M sold)
 - Cola Wars: Pepsi vs. Coke

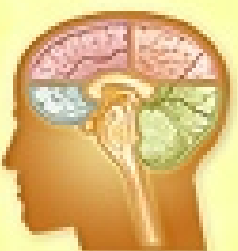


WHAT IS “LIFESTYLE GAMING”?

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Lifestyle Games are designed to utilize fun and engagement to motivate life-relevant changes.

- ★ Self-improvement - tangible skills/health
- ★ Learning / Awareness - gain knowledge
- ★ Social Change - change social patterns



WHAT is "LIFESTYLE GAMING"?

Lifestyle Games should be casual and accessible to broad audiences.

- ★ Mainstream Themes that interest wide audiences.
- ★ Easy enough for anyone to play.
- ★ Layers that allow even the most skilled players to be engaged and challenged.



FORMING the RIGHT COMPANY DNA

Hiring the Right Team

- ★ Diversity is very important
- ★ Balanced mix of genders
- ★ Non-gamer perspectives are important
- ★ Encourage input, but design should not be democratic



The Importance of Designer Empathy

- ★ What is Designer Empathy?
- ★ Finding a good fit
- ★ Creating games for people who aren't interested in games requires a strong Designer Empathy.



RUNNING EGO-FREE CREATIVE SESSIONS

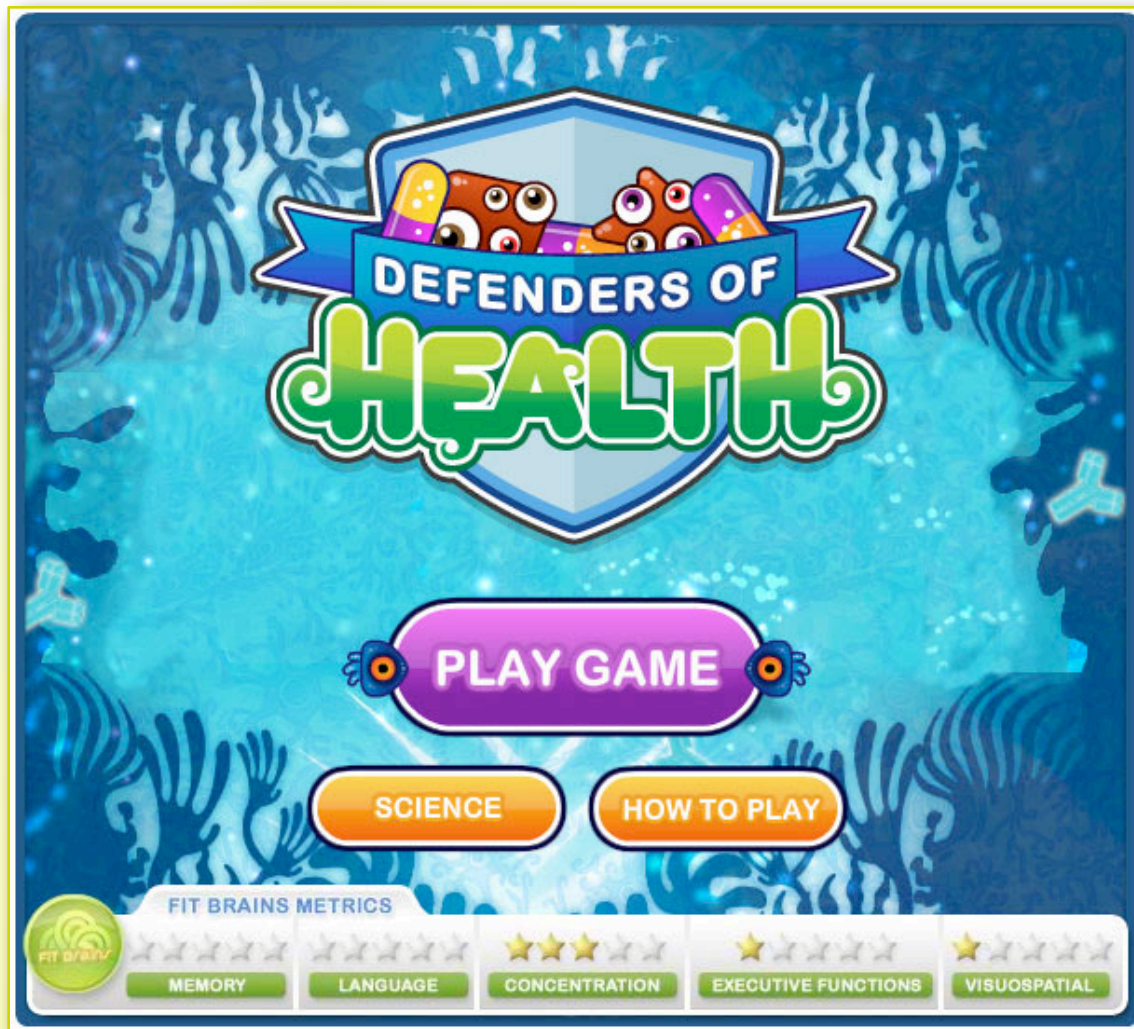
Persona-Based Design

- ★ GOAL: reduce personal ego & preferences from group brainstorming
- ★ “Invite” an imaginary representative of the target audience to the design table
- ★ EXAMPLE: Defenders of Health, a Concentration Brain Game



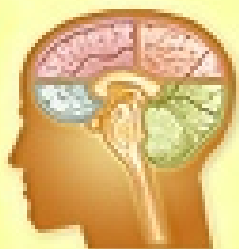
EGO-FREE CREATIVE SESSIONS

VIVITY
Labs



Defenders of Health:

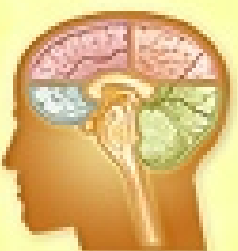
★ A Tower Defense game for 60 y.o Women.



AUDIENCE AWARE ITERATIVE DEVELOPMENT

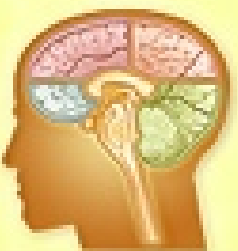
Learning from Users

- ★ Non-gamers think differently than we do as gamers.
- ★ Community Manager
 - Feedback
 - Surveys & Focus Testing



Value of an Online Product

- ★ Collecting Metrics for “evidence based” design decisions
- ★ Updating games on a regular basis to increase user engagement and broaden their appeal



PERSONALIZATION THROUGH ADAPTIVE DIFFICULTY SCALING

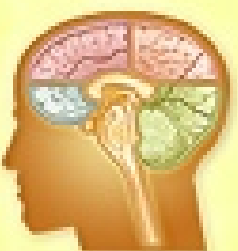
Adaptive Personalization

- ★ More life-relevant
- ★ More effective
- ★ The ultimately casual experience



Clustering

- ★ Balancing Gameplay based on groups of users with similar traits.
- ★ Explicit Clustering (age, gender, etc)
- ★ Implicit Clustering (non-obvious grouping based on metrics)



The FUTURE of GAMES (and BEYOND...)

The future of fun...

★ All successful interactive products of the future will likely integrate abstract aspects of gaming to increase their engagement.

★ EXAMPLES

- EBay
- Stack Overload



EBay

Feedback Profile






(648 ☆)  Power Seller





Positive Feedback (last 12 months): 99.7% [\[How is Feedback Percentage calculated?\]](#)

Member since: 29-Apr-08 in Malaysia

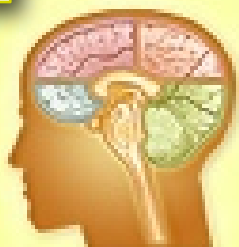
Recent Feedback Ratings (last 12 months)

	1 month	6 months	12 months
 Positive	0	404	673
 Neutral	0	3	3
 Negative	0	2	2

Detailed Seller Ratings (last 12 months)

Criteria	Average rating	Number of ratings
Item as described		489
Communication		488
Dispatch time		489
Postage and packaging charges		489

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Stack Overflow

● Famous Question × 940	Asked a question with 10,000 views
● Fanatic × 884	Visited the site each day for 100 consecutive days
● Favorite Question × 1026	Question favorited by 25 users
● Generalist	Active in
● Good Answer × 8704	Answer v
● Good Question × 2098	Question
● Great Answer × 977	Answer v
● Great Question × 180	Question voted up 100 times
● Guru × 1067	Accepted answer and voted up 40 times
● Legendary × 15	Hit the daily reputation cap on 150 days
● Mortarboard × 4012	Hit the daily reputation cap for the first time
● Necromancer × 4492	Answered a question more than 60 days later with at least 5 votes

4
votes

4
answers


120 views

Why can you assign Nothing to an Integer in VB.NET?

Why am I allowed to say: Dim x as Integer x = Nothing in VB.NET, but I can't say: int x; x = null; in C# ?

c# .net vb.net

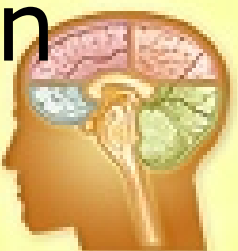
asked 2 hours ago

 JoelFan
3,069 ● 3 ● 6 ● 27



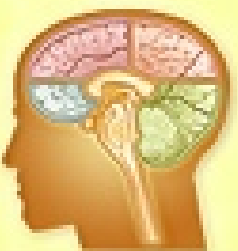
The Blue Ocean of gaming (and beyond) is about new experiences & new audiences.

- ★ New types of games = new types of gamers
- ★ Game designers = motivational “scientists”
- ★ As *Wii Fit* has demonstrated, the market is massive for people who want to have fun in ways that can improve their lives.



The future belongs to “Game Designers”.

- ★ Motivation is powerful tool
- ★ As “motivational scientists”, how will each of us harness motivation to create new experiences and expand the future of games?



Q & A

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