

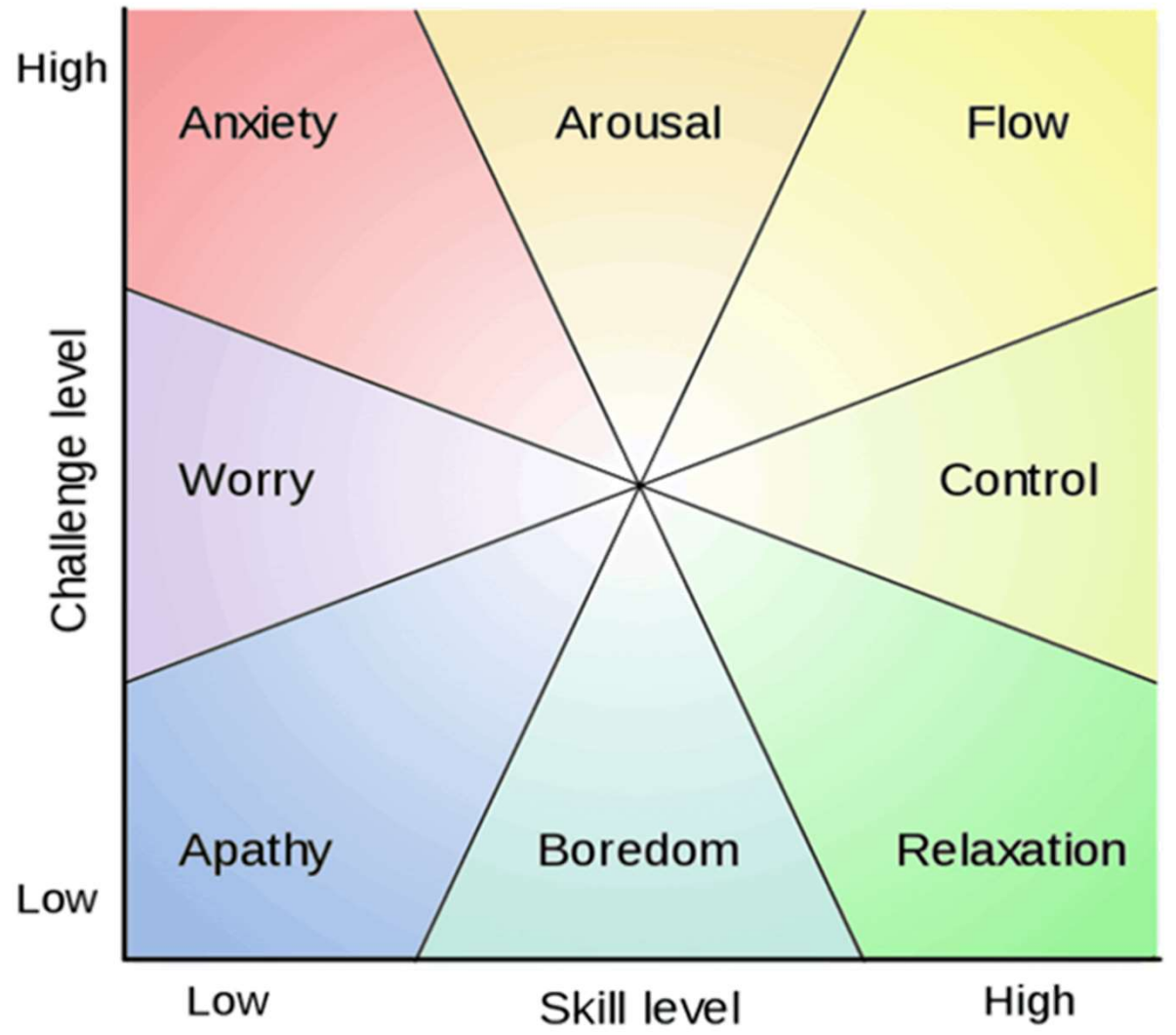
BRING THE MAGIC

Immersion and the Player Journey

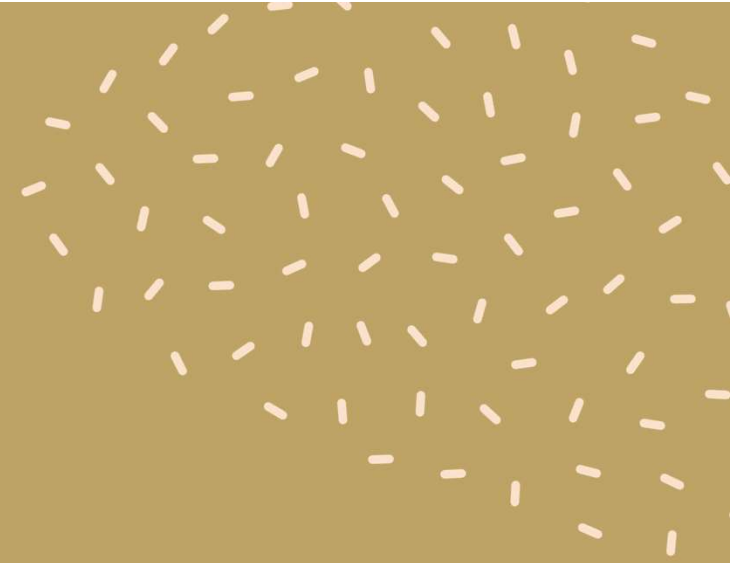
“In this timeless land of enchantment, the age of chivalry, magic and make-believe are reborn - and fairy tales come true.”

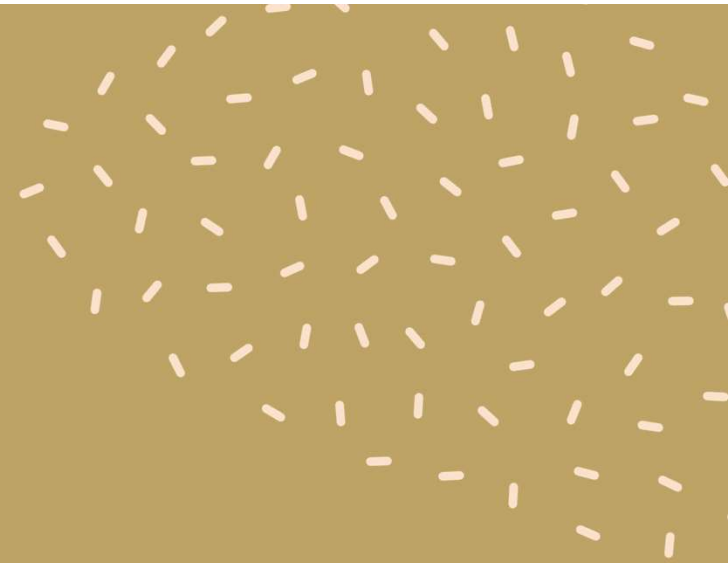
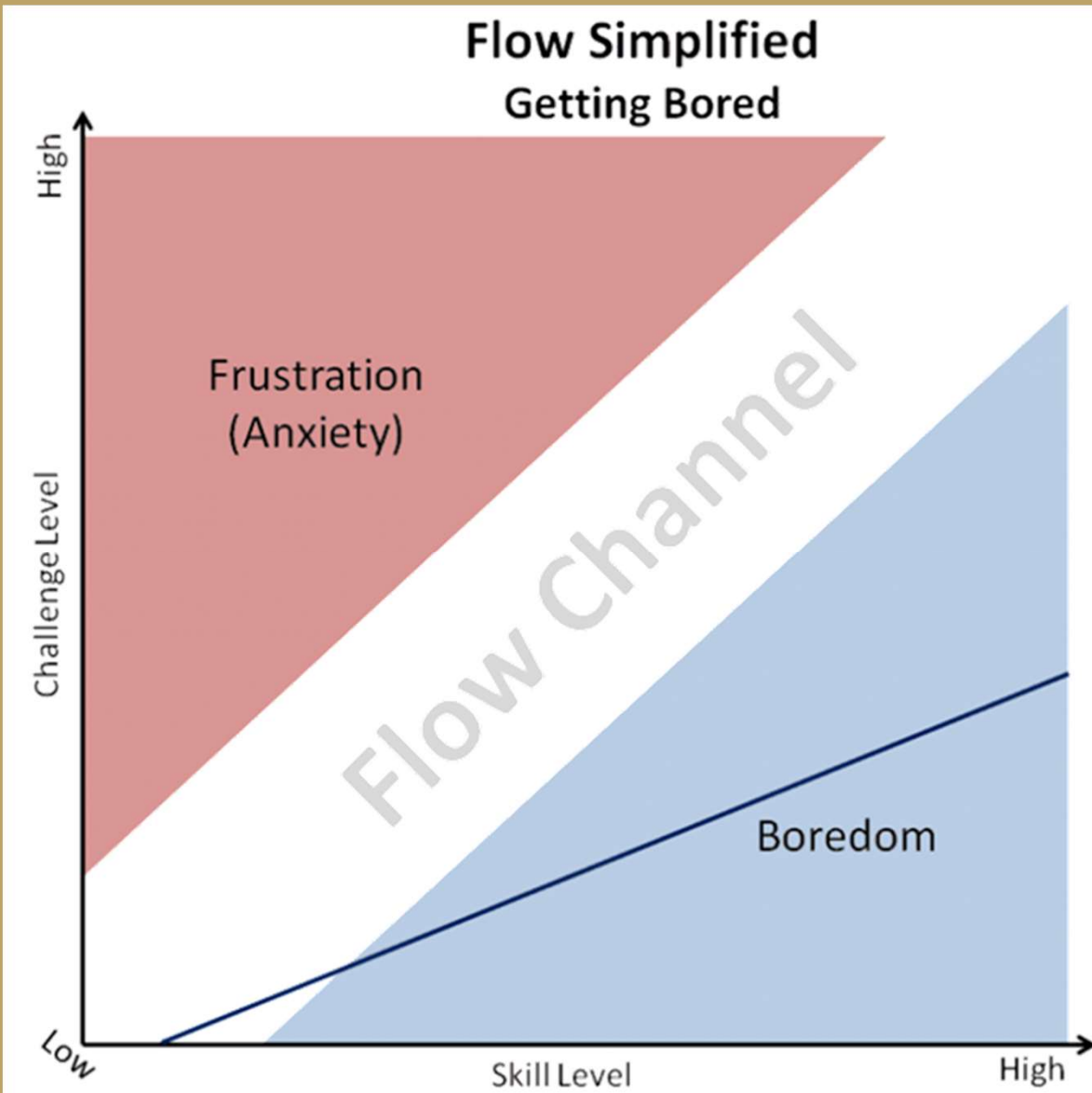
~W. Disney

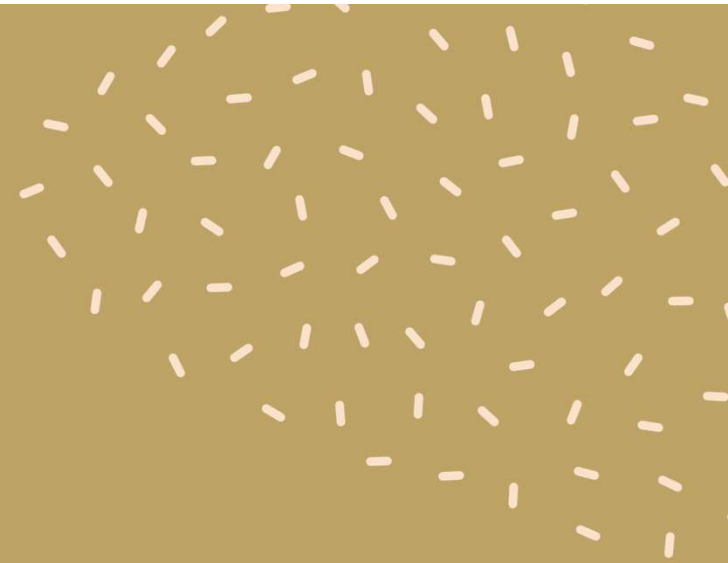
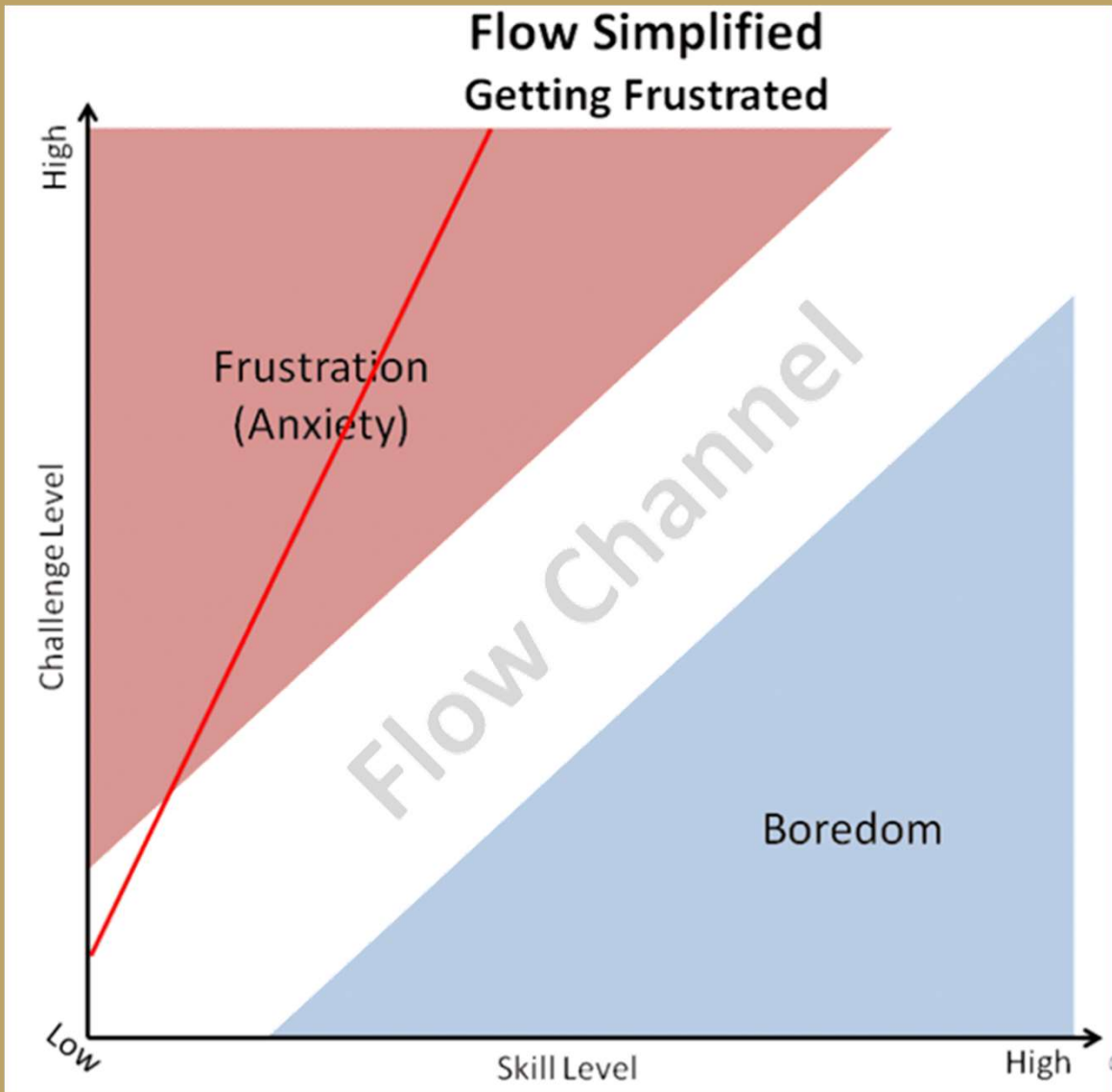


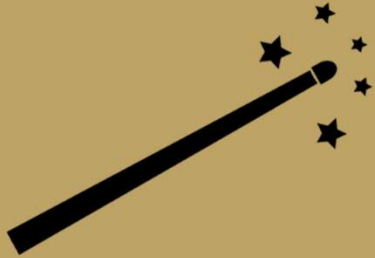


© Andr

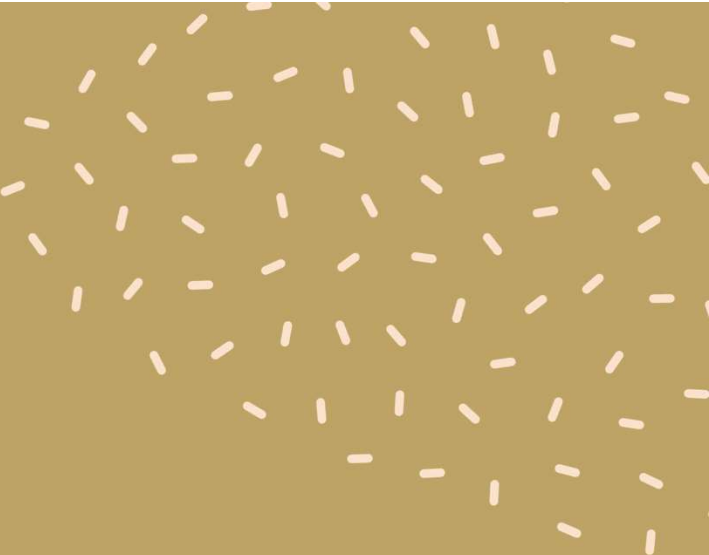




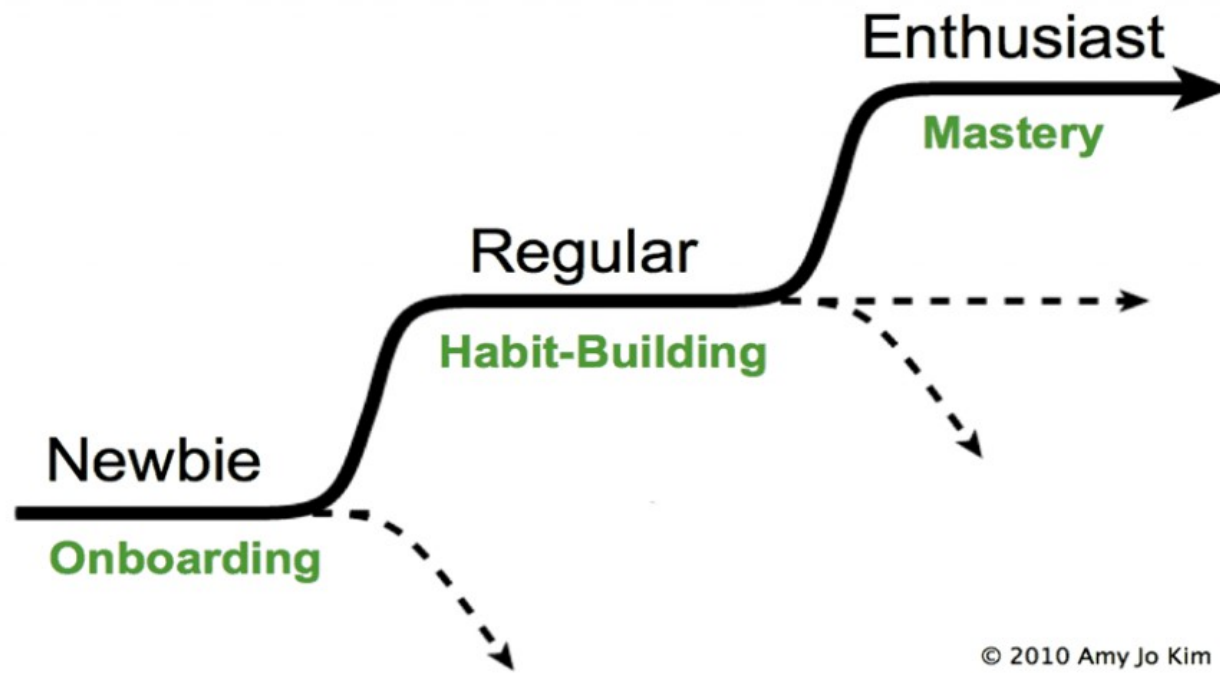




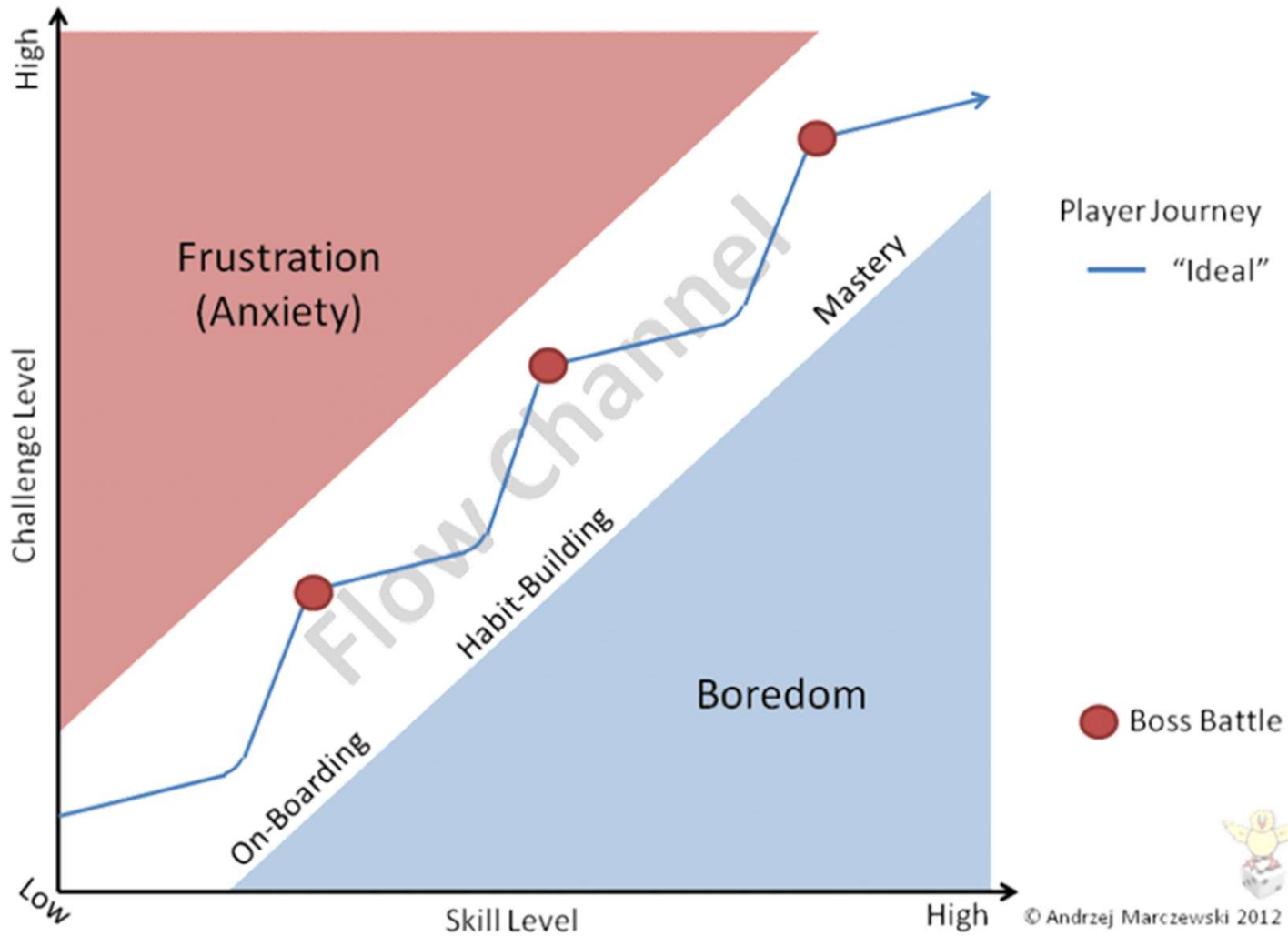
Magic!



Amy Jo Kim's Player Journey



Flow and the Player's Journey



© Andrzej Marczewski 2012





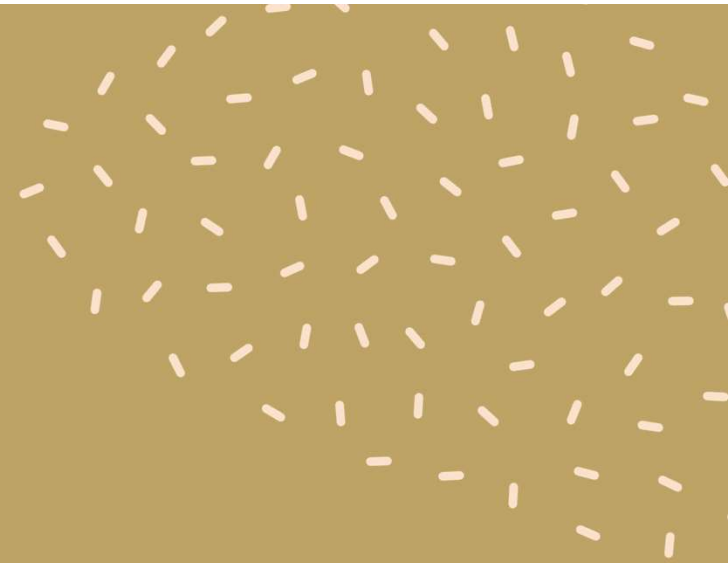
GOALS



FEEDBACK



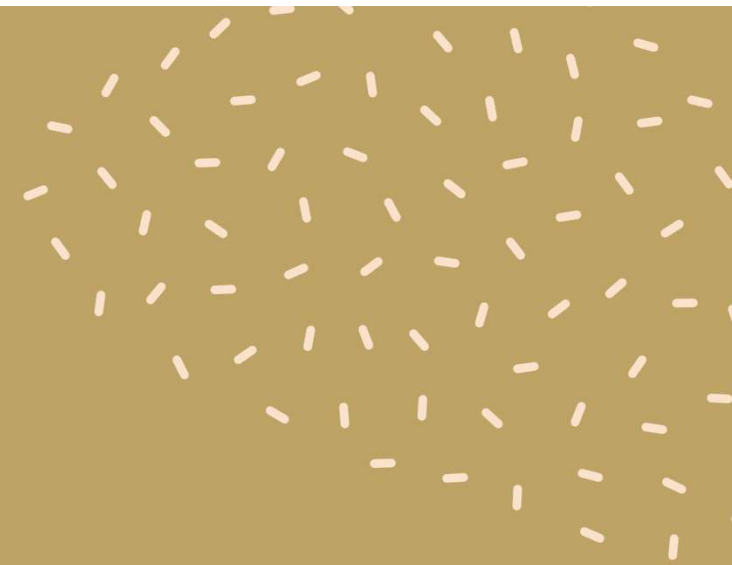
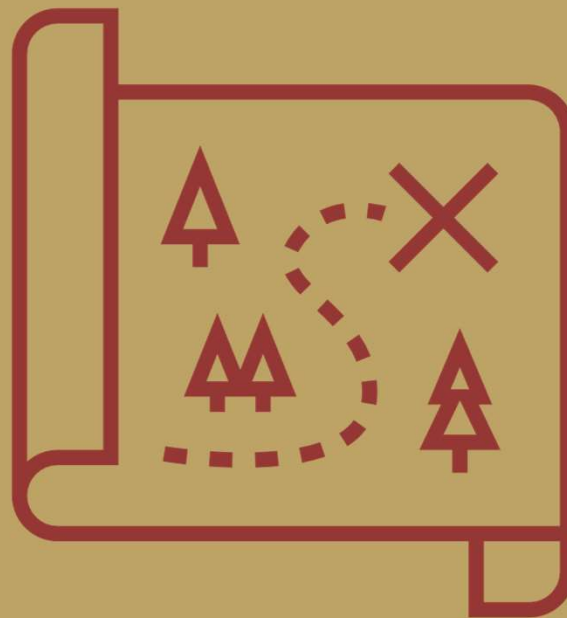
BALANCE



1. What is the goal or objective of the experience?
2. Who are the learner-players – what are their personas, what motivates them?
3. What mechanics will align to these motivators?
4. What do learner-players need to know to start and how will they know they are on the right path?
5. What are the win-states along the way and the end game?
6. What are the rewards, consequences, and end state to be achieved?



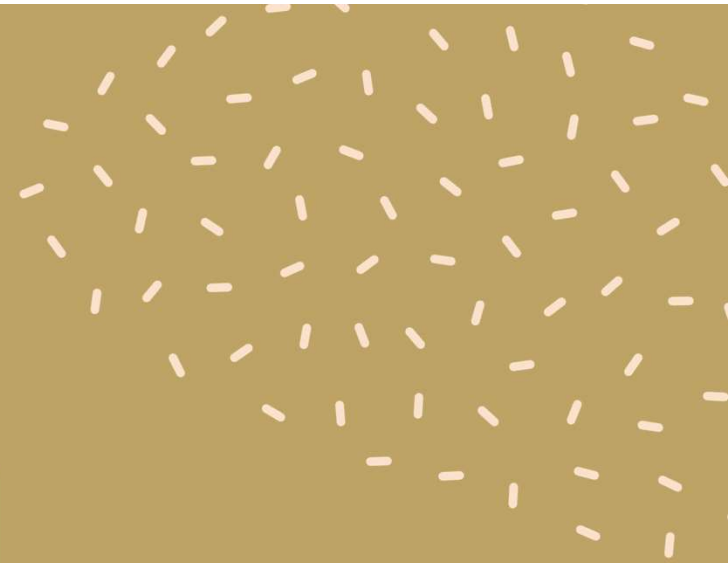
Discovery and Onboarding



TIME TO ADD THE MAGIC



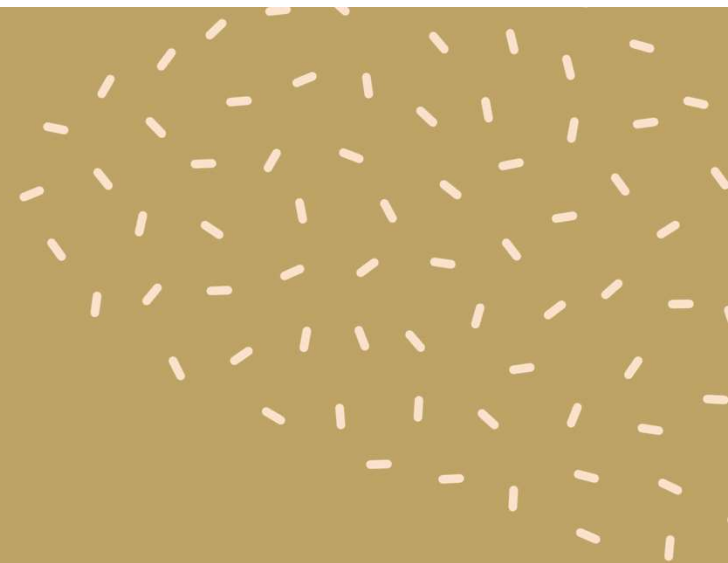
Scaffolding



TIME TO ADD THE MAGIC



End Game



TIME TO ADD THE MAGIC



*“There is no magic in magic,
it’s all in the details.”*

~W. Disney



Bernardo Letayf

Amy Jo Kim

Yu Kai Chou

Alina Arhipova

Andrei Csikszentmihalyi

