PRESENTATION

Stand up straight, smile big, and persuade.
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Interactive Test-Bed Development for Persuasive Game Research

A Case Study
MOTIVATION
Commercial games are...
have millions of players...
cost millions of dollars...
take years to develop
games like...
most games require players to sit...
for hours...
for days...
causing sedentary and unhealthy lifestyles
a problem mocked in popular culture
But what if we could change this?
What if we could persuade players to change their out-of-game daily activities?
What if real life activities effected a player's performance in-game?
but how?
The first step
We need tools in order to experiment
An interactive test-bed is the first tool
platform for experimentation
ours is a game
PERSUASION
The power to change a persons activities or attitude
Persuasive Games
in our context...
A persuasive game attempts to influence a players real life activities in a healthy way.
existing examples...
persuasiveness exists in game, but not out
DESIGN
Before we can research persuasiveness we need a game to experiment with
this game must be...
COMPELLING
it should be flexible
OPTIONS
Three were examined...
Build from **scratch**
Use an existing commercial game
Use an existing toolset
A collection of utility programs
fulfilled our needs by offering...
excellent scripting features
a powerful GUI development environment
simple implementation
GAME
Collect player data via wireless sensor motes
modifies an in game avatar
focus on competitive gameplay
players compete directly against one another
Three gameplay elements...
competitive and persuasive
competitive and non-persuasive
non-competitive and non-persuasive
FINDINGS
Used a play-centric method of design
The **Electron Toolset** was an excellent choice
simplifies implementation
rapid development
ELECTRON TOOLSET
Data collection
playtesting sessions
observing players
we found...
Playtesting results suggest our game is compelling
GAMEPLAY
in the future...
strengthen results
What additional gameplay elements can be added?
How do you measure persuasiveness?
the intrigue
QUESTIONS

Unless I can persuade you otherwise.