



Designing Mobile Games That Actually Get Kids Mobile

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So Why Talk About This?

The State of Kids and Activity In Brief



Trembley et al, 2015
Atkin et al, 2014
Sardinha, 2013
Leatherdale and Ahmed,
2011
and more...



84% of **3-** to **4-**year-olds meet the daily recommendation of at least **180** minutes of physical activity at any intensity

7% of **5-** to **11-**year-olds meet the daily recommendation of at least **60** minutes



Children and youth get an average of 7 hours and 48 minutes of screen time per day.

Leatherdale ST, Ahmed R (2011)



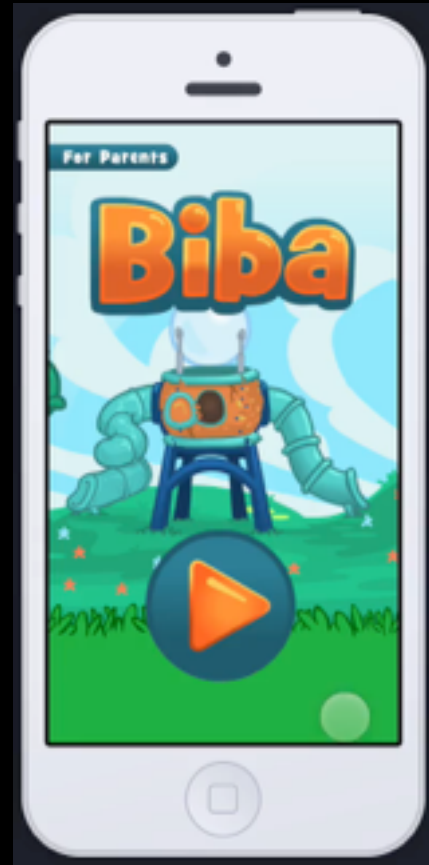


Biba!





To Play, Add
Present Equipment
and the Phone Does
the Rest







Chewing Through Our Process





Kids Mobile Activity Games





“We built it...but they aren't coming”

ADHC Report Card, 2014



Our Partner: PlayPower

- One of the largest manufacturers of playground equipment in the world.
- Marrying screen literacy with outdoor play.





Research!

Focus Groups

Ethnographic Data

Prototype Field Tests

The Literature



Focus Groups



1. Ensuring Activity



"I don't want my kid sitting with an iPad at the park: they pretty much do that at home."



1. Ensuring Activity

2. Child Safety



NOT REALLY SAFE



1. Ensuring Activity

2. Child Safety

3. Device Safety



4. Low Barrier To Entry



Meeting These Challenges





Ensuring Activity



**What if The Child
Wasn't Playing ON the Phone,
but rather, was playing
THROUGH it?**



Embodied Play

- Designing along the axes of **physical** play and **tool-based** interaction in a way that presents and supports a game's premise.





'Simon Says meets Warioware'



First Aspect: Physical Play

Actualizing Gameplay Through Physical Movement.



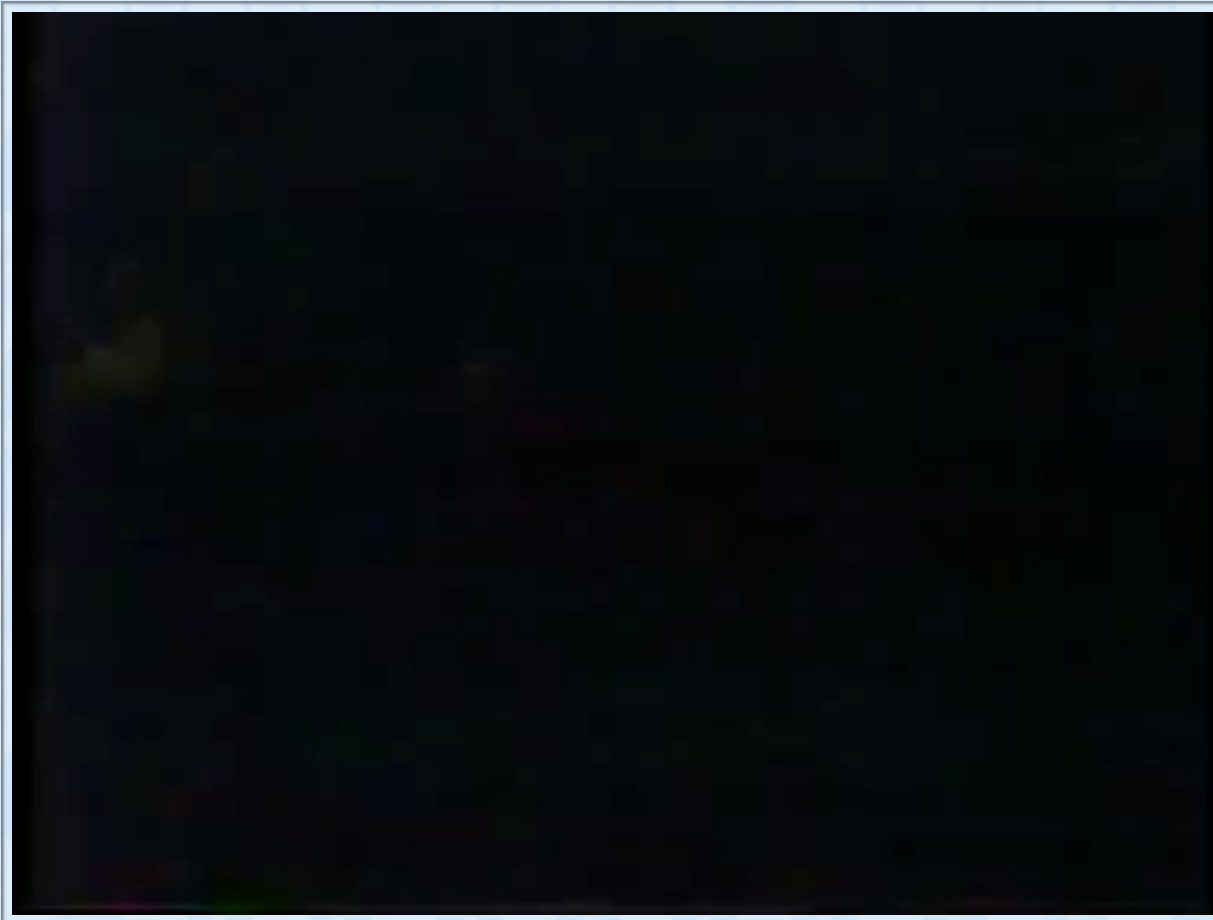
“What if there was a place you could run like you are on Temple Run!?” (Girl, 9)

“How cool would it be if you could really knock over pigs and monkeys over, like I was a real life Angry Bird? That would be the coolest!” (Boy, 8)



Ethnographic Research:

Kids are asking for
embodied play.





Premises That Naturally Guide Action and Activity



Biba Treasure Hunter



You Are An Explorer!





Biba Spy



You Are A Secret Agent!





Biba Racer



You Are A Car!



If I'm a _____, this
Is What I Do!



Incidental Activity



Landscapes of Imagination... ...Reinforced by the Phone



Second Aspect: Screen Embodied Interactions

Contextually Applicable
Tool-Based Functions







Tool-Based Interactions Implied by a Context



If I'm a _____, this
Is What I'd Need!



**Now Slice The
Lasers Quickly!**



Dust Off The Skeleton!



**BLOW OUT
THE
FIRE!**



Child/Device Safety

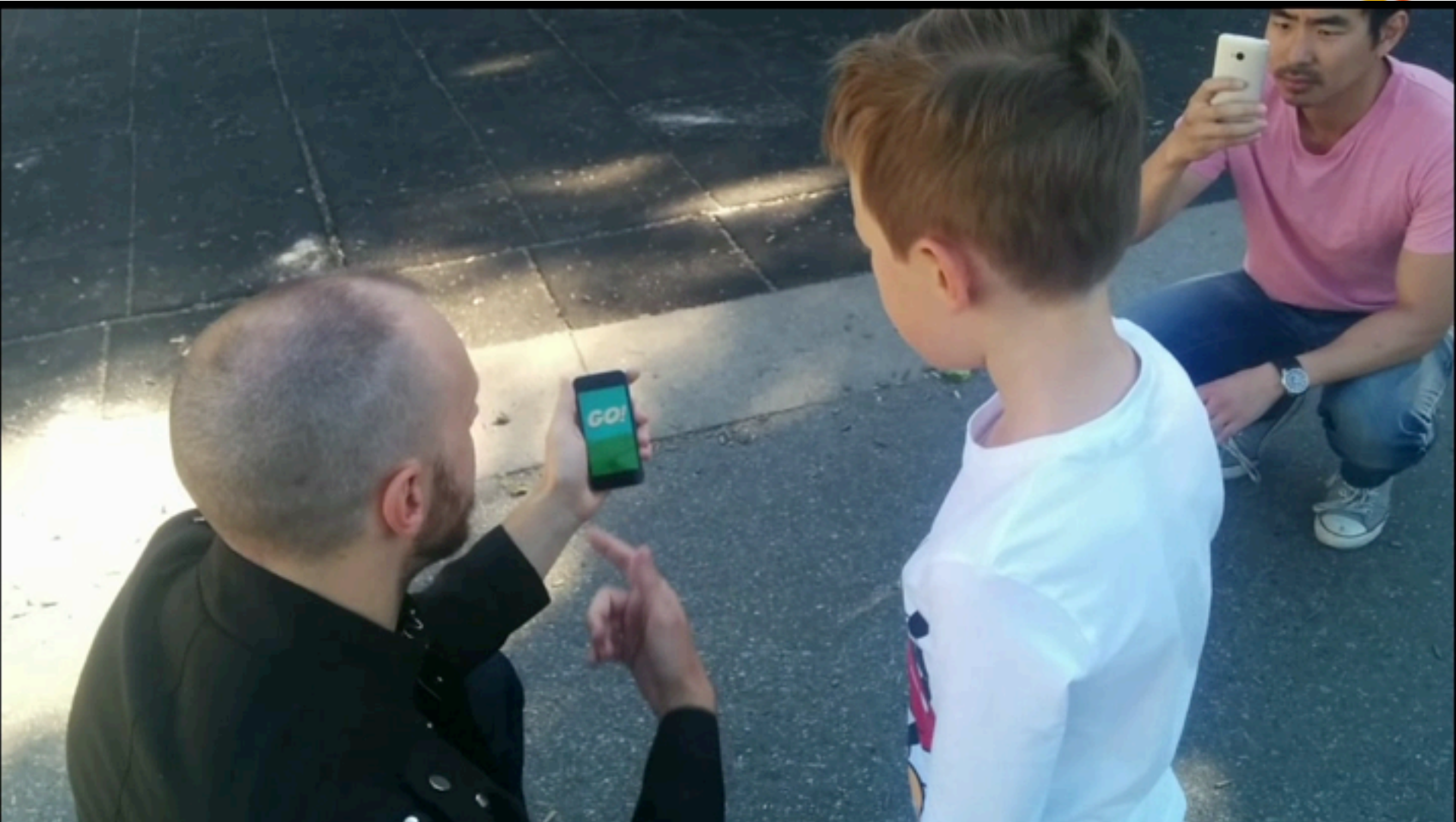


What If The Child Didn't Have to Hold the Phone to Play the game?



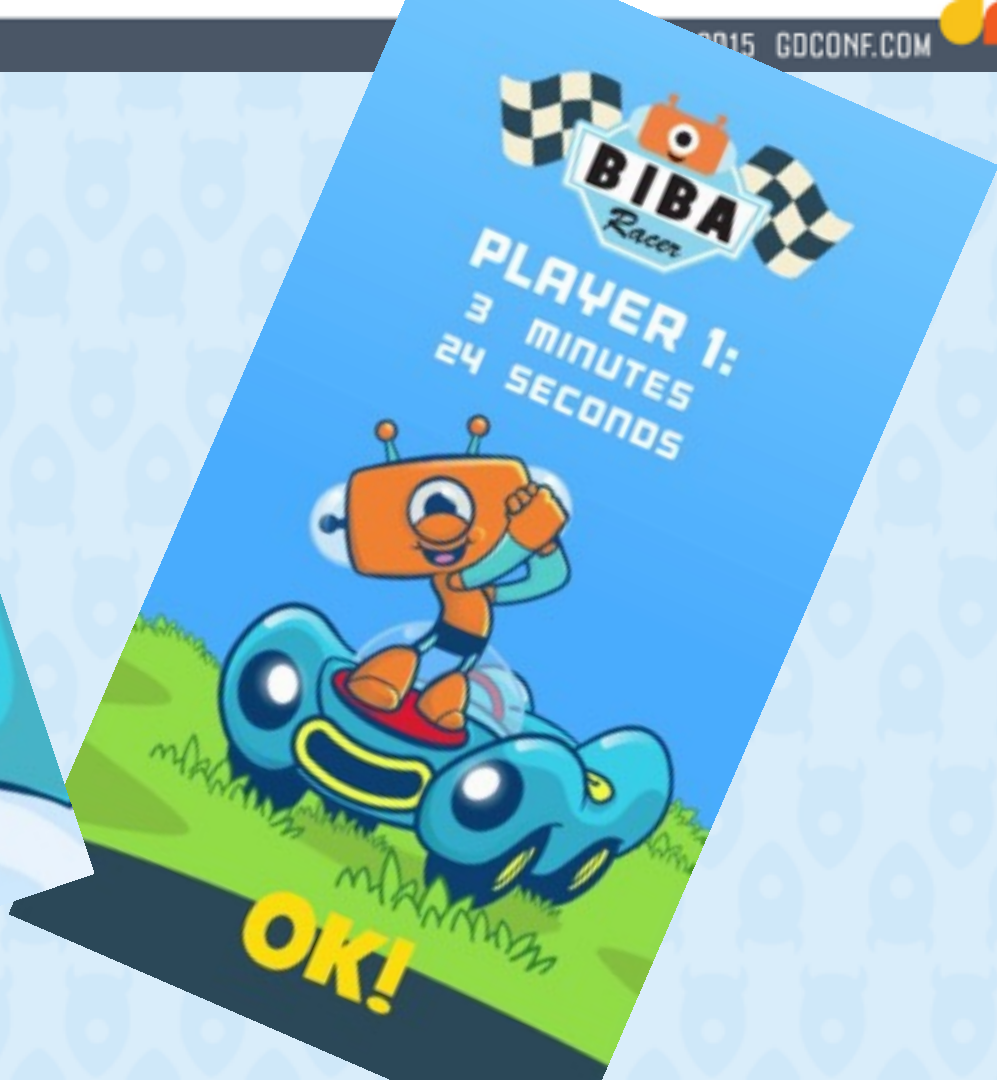
Refereed Play





Complete and Return





Parent/Child Collaborative





Teamwork and Random Encounters



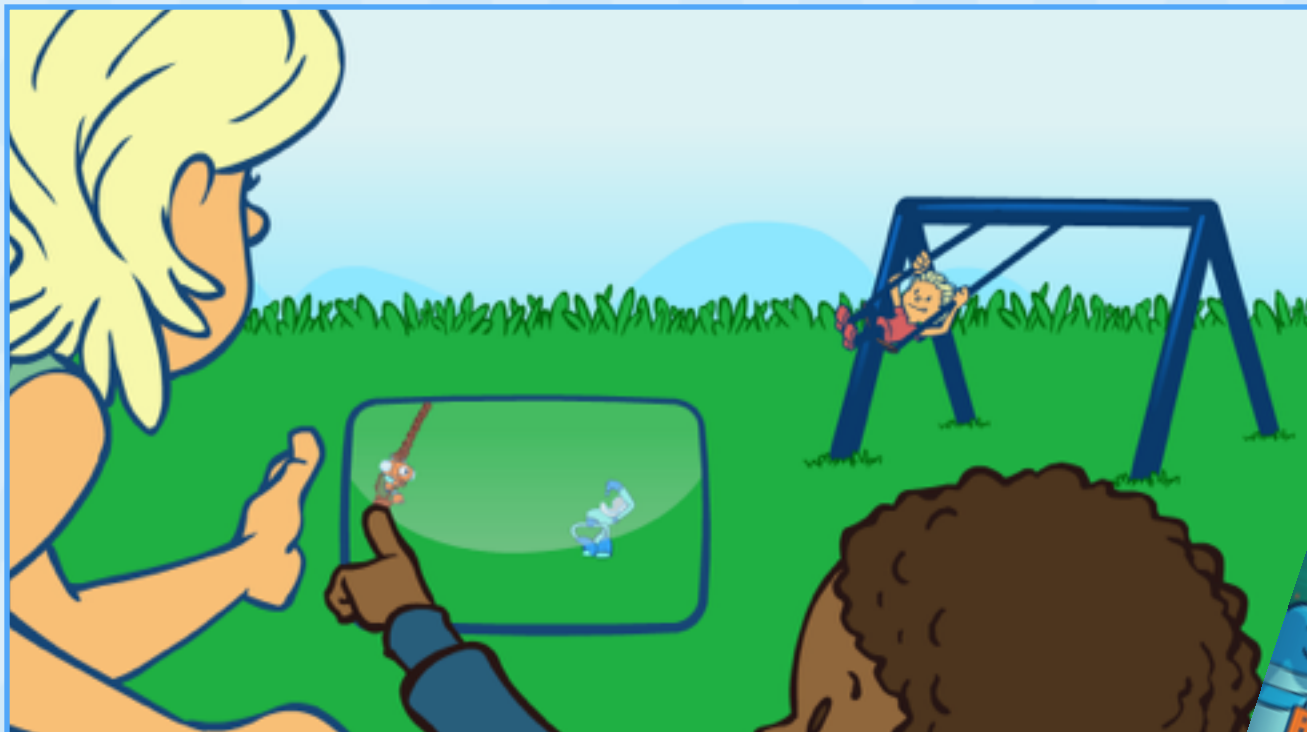
Two-Child Collaborative

X



Y

Z





To Recap...



Key Principles

- 1) Embodied Play
- 2) Screen-Embodiment
- 3) Refereed Play



Mobile Design For Mobile Play

- 1)** Designing Around Fictional Premises That Naturally Require Activity
- 2)** Design Mechanics That Are Native To The Active Scenario
- 3)** Determine Role of Equipment in Supporting the Active Scenario
- 4)** Determine How Phone Supports The Game's Fictional Context



**Just Starting,
But More Ahead**



Reclaiming ‘Real’ Play

- We know kids love mobile and are growing up in a mobile world—let’s leverage it to get them moving.
- We know kids have fantastic imaginations—let’s inspire them.
- We know kids love real play—let’s foster it.



Questions?!

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