Matrix vs. Pokemon Go: The Battle for the Hollodeck

VRDC 2017 San Francisco September 22, 2017 **@NicoleLazzaro**

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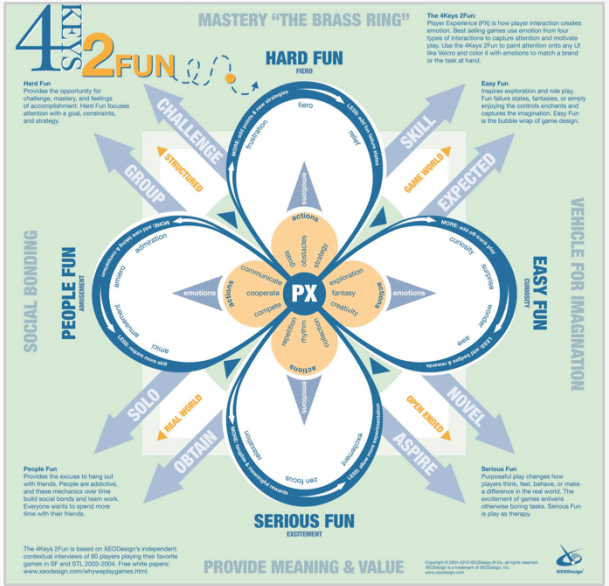
How Emotion Drives Play
Advanced the art of game design
@NicoleLazzaro

The 4 Keys to Fun



Inspired Millions of Developers
"Every designer should learn
to read this language."
Will Wright, Designer of The Sims

Globally Recognized Expert on Emotion and Play 25 Years

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DRAFT

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Plant Trees and Heal the Earth

16K

Tilt World planted trees

iOS App Store: http://bitly.com/TiltWorld
Trailer: https://www.youtube.com/watch?v=sCWmy0T73d4

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Follow the White Rabbit

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MR

This is a Design Talk

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MR About the Future

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Narrative Spaces

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Give Me the Feels

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For More than 15 Minutes

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How I Want MR to Feel

def

Narrative spaces create a series of emotions

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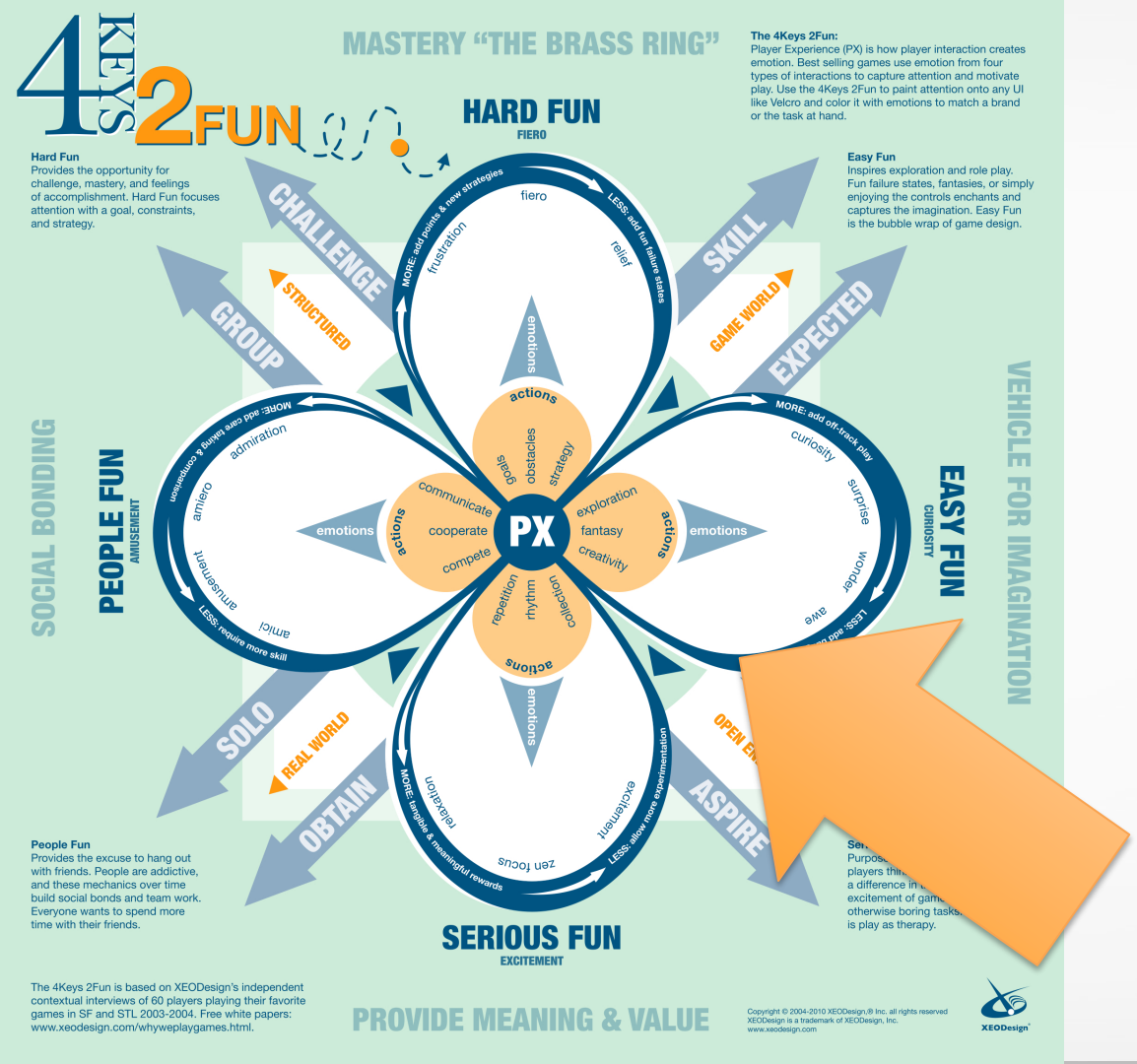

The 4 Keys

Each emotion has a function
Interaction design leverages each to create more compelling experiences

- Curiosity > explore
- Frustration > goal
- Amusement > social bond
- Satisfaction > value

Free Download 4K2F.com

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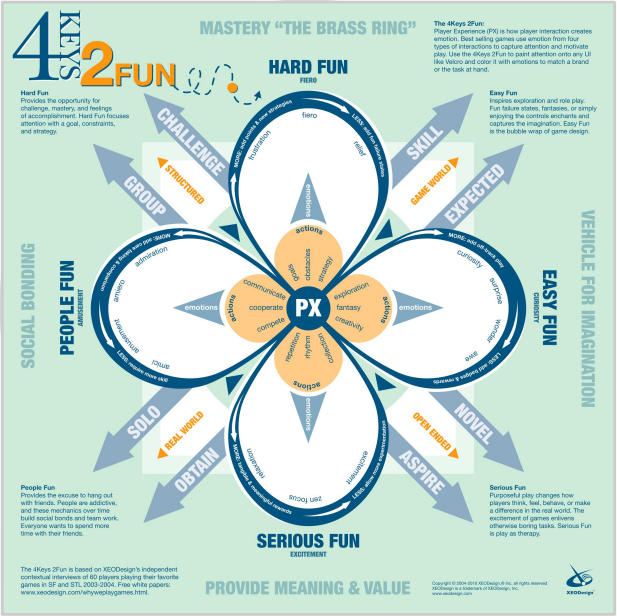
The 4 Keys to Fun

Use the 4 Keys to Fun: Best selling games allow players to move between different kinds of play.



The 4 Keys to Fun Increases Engagement

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Matrix vs Pokemon Go

To create the most emotion what's the right approach for emotional MR games of the future?

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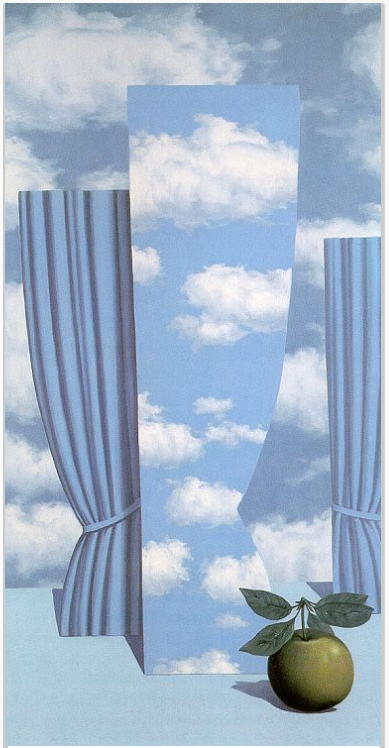
Virtual Reality

Augmented Reality



Mixed Reality

Mixed Reality Road Map

Progression of experiences more important than of technologies

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Virtual Reality

Pulls the fictional world around the player

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1

World is MR's Genre

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World Interaction is the Game

Narrative Spaces

Mousetrap Board Game Milton Bradley vs. Mousetrap Play by Agatha Christie

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VR Need Environments that Tell the Story: Elementary Dear Data

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Depth Map
Is the Gameplay

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4 Crayons

VR

VR Design is More Architecture than Film

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Depth Map World

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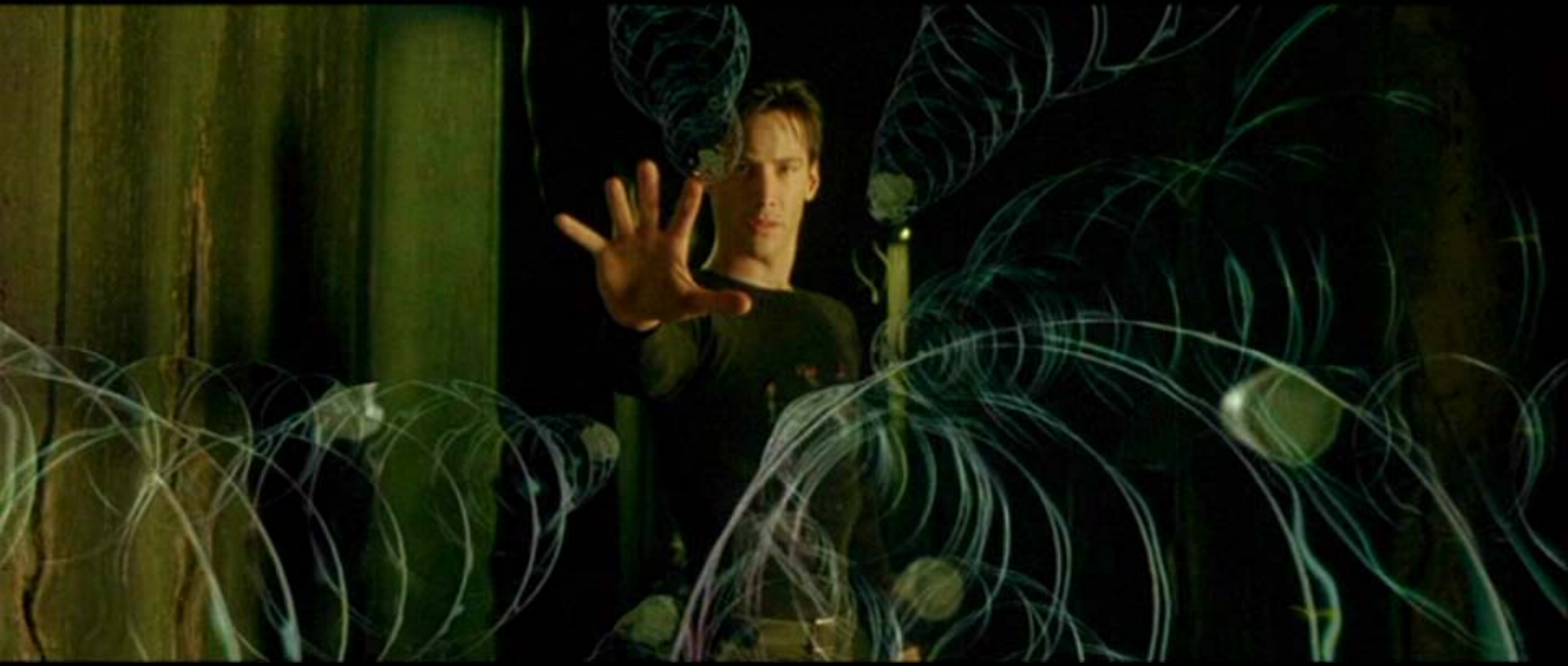

VR Objects & Depth

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Make it Feel

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World Progress is The Story

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Story is Progress

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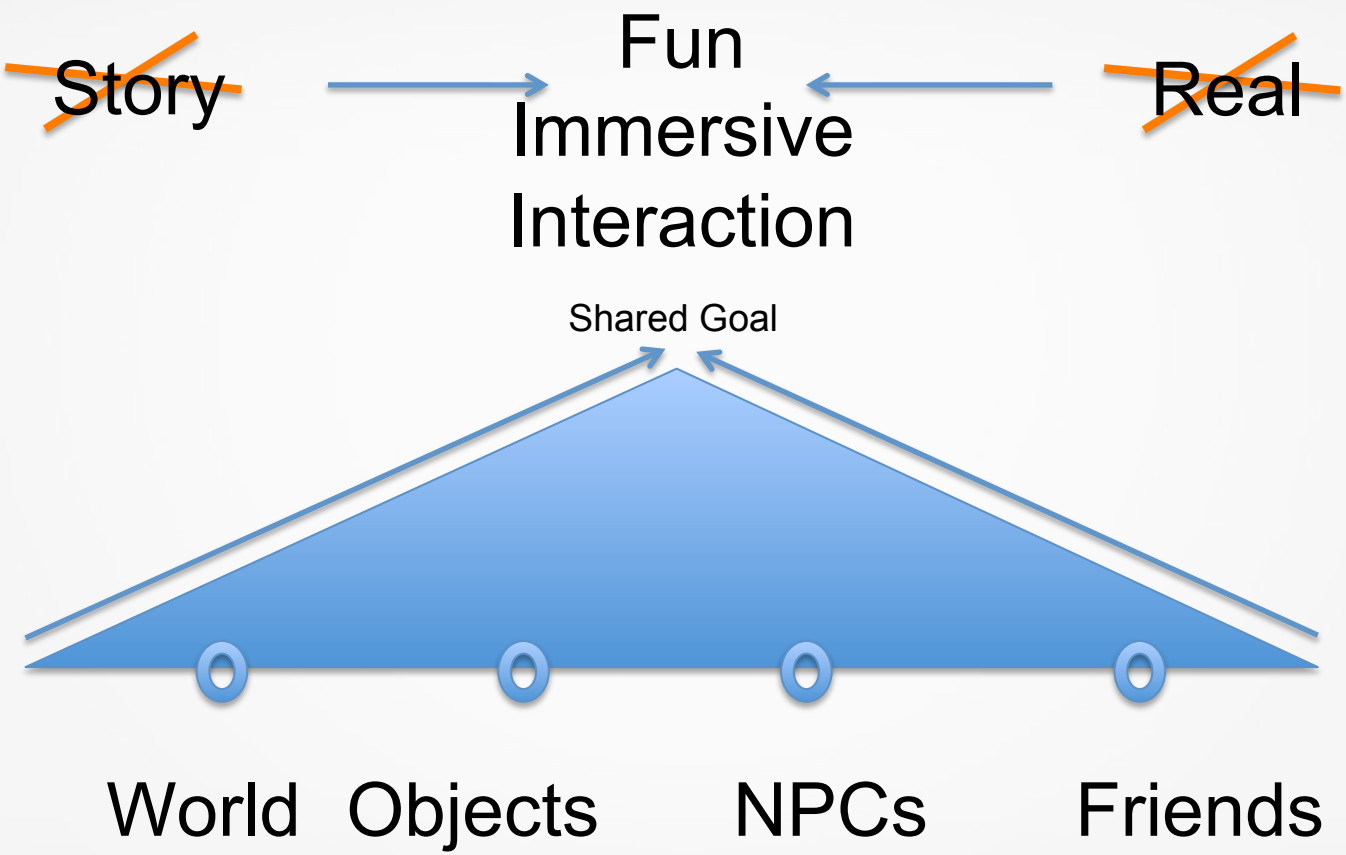

Goal for MR Progression Systems

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Changes to World Tell the Story

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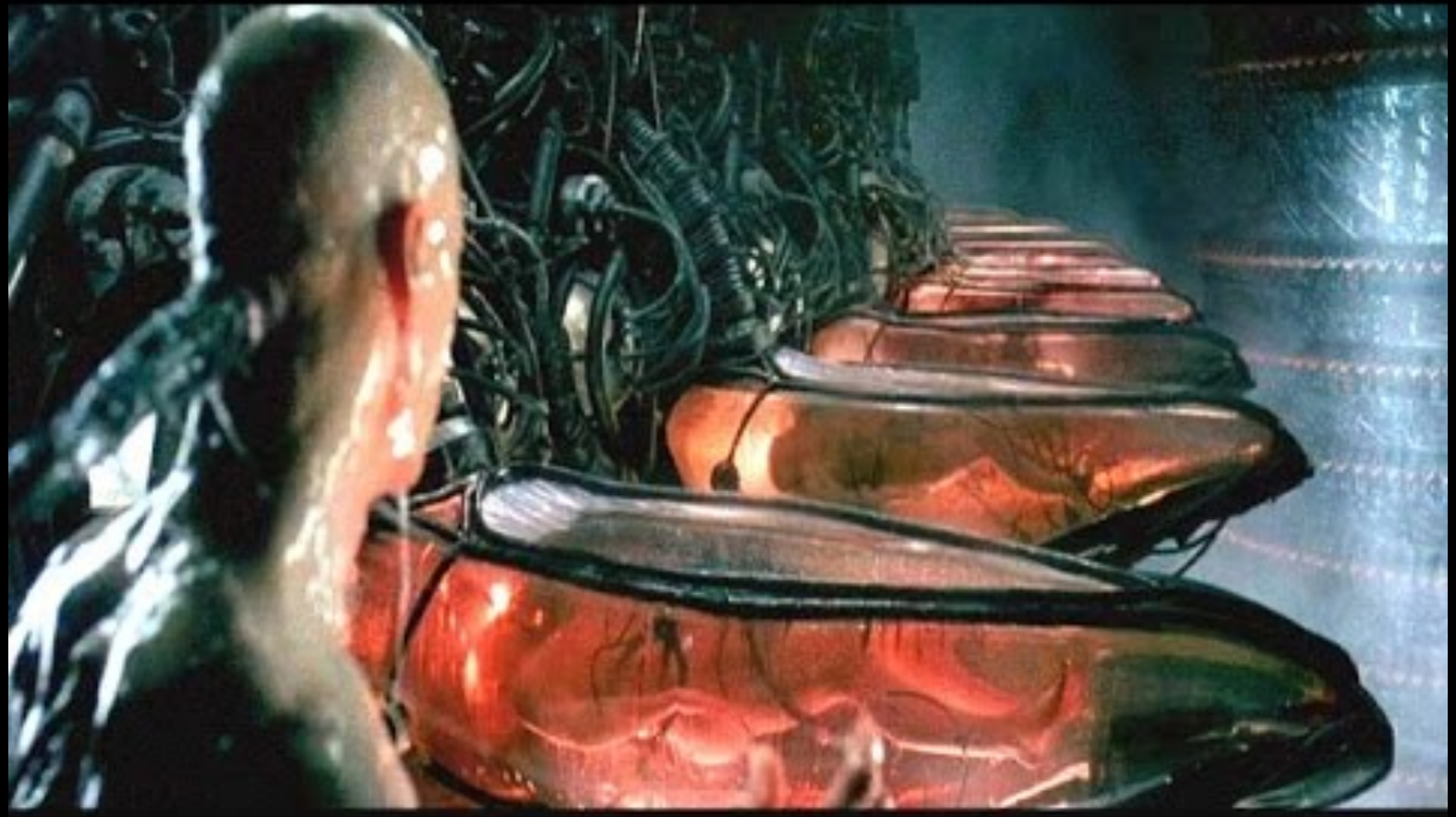

Changes to World Alter Understanding of Who We Are

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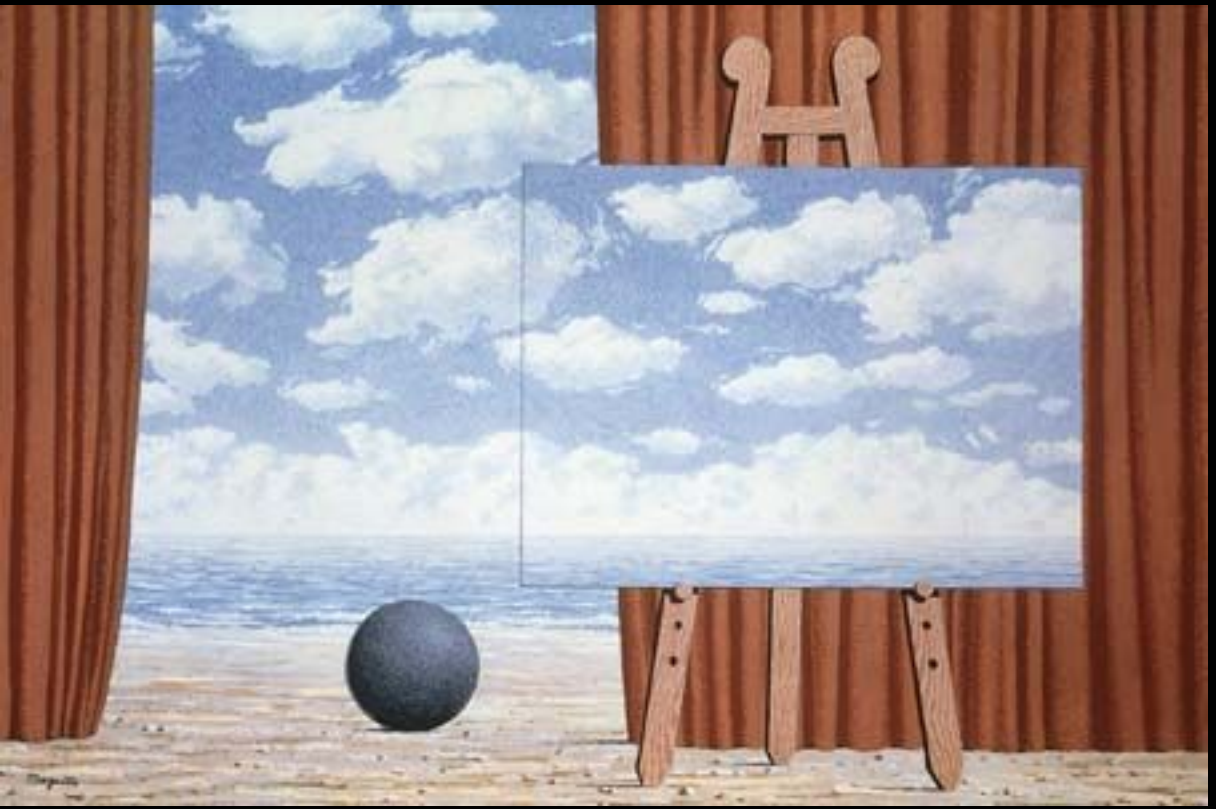

Augmented Reality

Fictional overlays or items separate from but positioned in the real world.

Today they tend to be windows or objects separate from the real world but locked in space and viewable from multiple angles.

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AR Narrative Spaces

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Pokemon Go

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Game Boards

There’s more to AR

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Portals

There’s more to AR

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Don’t Play While Driving

Actually this is where AR get’s interesting when virtual characters respond to real world terrain and events.

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AR Narrative Spaces

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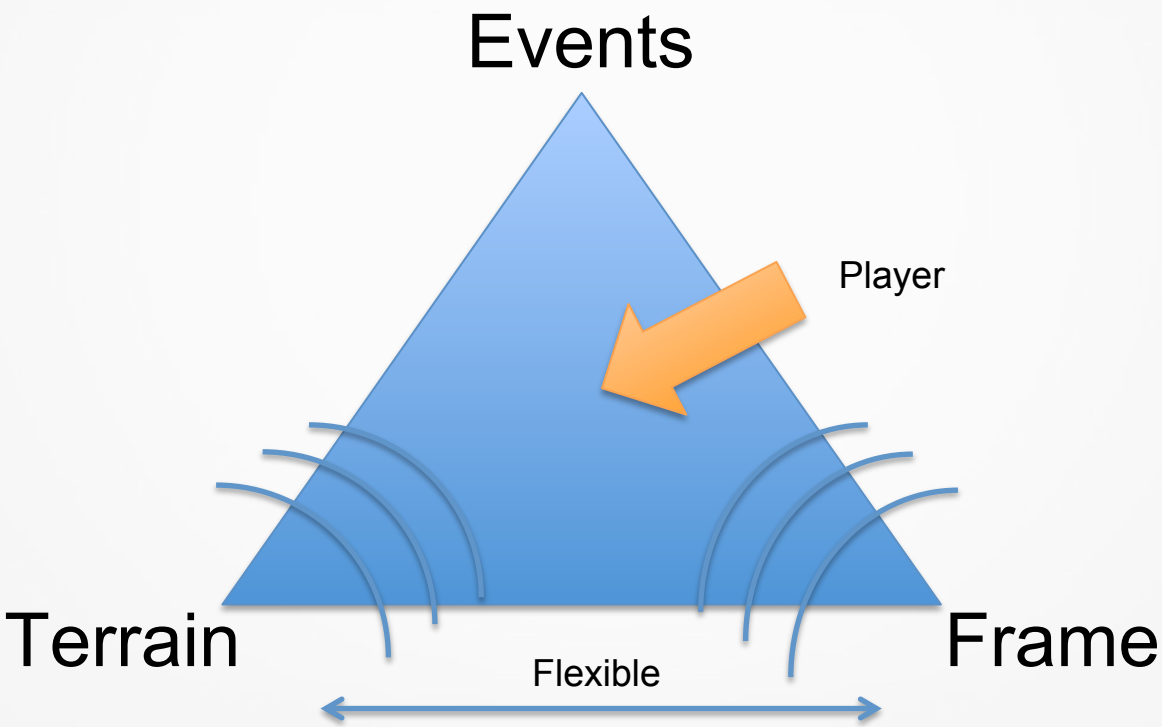

Event Frame and Terrain Triad for AR Narrative Spaces

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Narrative AR Overlays

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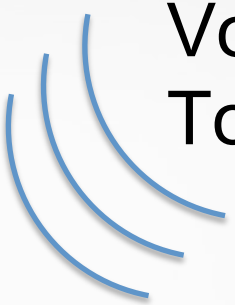
AR Narrative Spaces

Require Unique AI

NPC
Interaction



Voice
Touch

Object
Recognition

Player
Augmentation

Feed Story Engine

AI for Responsive Narrative Spaces

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AR World Building

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AR AI Powered World Mappings

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Real Objects Play a Role

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Object Narrative

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AI Respond to Real World

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Woman in Red Dress AR

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Woman in Red Dress AR

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With Dynamically Constructed Consequences from Story Engine

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… and zombies

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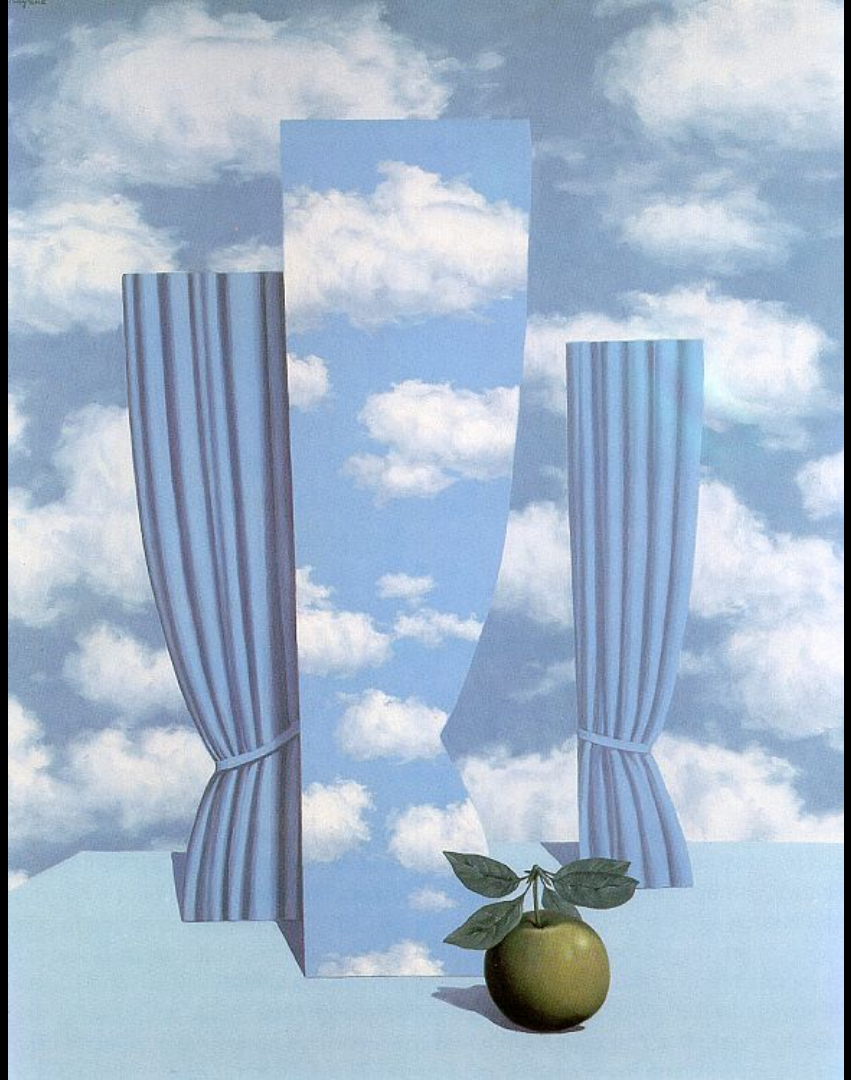

MR

When we get there the real and the virtual are fully mixed

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DIY Murder Mystery Dinner Party

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Feel Like Game of Thrones Need Something to Do

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AI to Hide the Body

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Explorable NPCs

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Exploreable NPC Interaction

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Non Player Characters

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Narrative NPC Depth Through Moral Choice

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Narrative NPC Cause You to Question Who They are in the World

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Narrative NPC Let You Bring Your Friends

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Narrative Player Customization

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More than Thematic Immersion

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Room for the Player (Richard Dansky)

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Narrative Player Character Fun and Expressive

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Rustle of Silk

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Or Just Be Someone Else! Mindshow

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I am Batman

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Character Customizations Mean Something to the Story

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True MR

How do we know we're close?

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True MR When a Real Sparrow Invites You to Tea

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True MR: When You Can Eat Scones and Drink Earl Gray Hot

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True MR: When an NPC Picks Your Pocket

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MR

Designing Narrative Spaces

1. World is MR's Genre
2. Depth Map is the Game
3. World Progress is Story
4. Explorable NPCs
5. Narrative Player Customization

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How Will You Make Your Narrative Spaces Feel?

The End?

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WTF?

Where's the Fun?

Narrative Spaces for MR

Follow the White Rabbit

Tilt World

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