

The Importance of Play

Understanding Player Motivations

What is Play?

- The freedom of movement within a rigid structure
- Provides the opportunity for an emergent experience
- Allows personal expression

An **EMOTIONAL STATE** when
you're having a good time.

What is Play?

- Generally, it is a meaningless behavior
- You do it because it means something to you
- Deeply personal experience that is different for each person

So **WHY** do we do it?

Why do we Play?

- Learn new skills
- Acquire knowledge
- Socialize
- Assists us in problem solving
- Allows us to relax

Process of Experimentation

Pathway to Innovation

State of **MIND**

Classic Categories of Playful Activities

	Freeform Play	Rule Based
Competitive	Unregulated athletics (foot racing)	Boxing, Billiards
Chance Based	Counting-Out Rhymes	Roulette, Lotteries
Make Believe	Mask, Disguises	Theatre, Spectacle
Vertigo	Horseback Riding, Dancing	Skiing, Mountain Climbing

Examining the pleasures of each of these categories will help you design meaningful player experience goals.

Types of Players

- The Competitor
- The Explorer
- The Collector
- The Achiever
- The Joker
- The Artist
- The Director
- The Storyteller
- The Performer
- The Craftsman