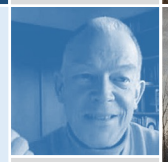
WHAT MAKES A SERIOUS GAME A SERIOUSLY GOOD GAME



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THERE ARE FOUR QUALITY RELATED ATTRIBUTES OF A SERIOUS GAME









We work to achieve a purpose, but we play to arrive at meaning.

Thomas Matus

SERIOUS GAMING ATRIBUTES

Developing and testing prototypes of serious games requires attention to four groups of attributes of what makes a serious game a seriously good game.

- **Foundation** related attributes – to ensure the serious game is purposeful and relevant for its learning goals
- **Structure** related attributes – to ensure the serious game offers an intuitive and flexible design that supports smooth interaction
- **Process** related attributes – to ensure gameplay is engaging and challenging to maintain motivation and flow of the game
- **Outcome** related attributes – to ensure the serious game provides insights that are meaningful and actionable for real-world application

FOUNDATION ATTRIBUTES OF A SERIOUS GAME



Thinking about design is hard, but not thinking about it can be disastrous.

Ralph Caplan

For more information on ethics and gaming, see presentation : **Ethics of serious gaming.**

A SERIOUSLY GOOD SERIOUS GAME SHOULD BE ...

PURPOSEFUL

Complete clarity on the what and the why

RELEVANT

Solving real problems for real people

ETHICAL

No manipulation and exploitation of players

MINDFUL

Considering broader consequences

HONEST

Making promises it can always keep

THOROUGH

Designed and crafted down to the last detail

COHESIVE

Clarity on how pieces relate to each other

AESTHETICAL

Quickly fascinates and appeals to senses

UNIQUE

Offering experiences like nowhere else

STRUCTURE ATTRIBUTES OF A SERIOUS GAME



We shape our buildings; thereafter they shape us.

Winston Churchill



A SERIOUSLY GOOD SERIOUS GAME SHOULD BE ...

UNDERSTANDABLE

Easy to comprehend how the game works

BELIEVABLE

Ensuring suspension of disbelief

PLAYABLE

Easy to play and it works as intended

INTUITIVE

Explaining itself on how to be played

FOCUSED

Ensuring simplicity and attention density

CONSTRAINED

Restrictions that will breed creativity

FLEXIBLE

Different ways to accomplish each goal

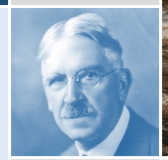
INTERACTIVE

Stimulating players to react to one another

REACTIVE

Providing immediate, useful rewards

GAMING PROCESS ATTRIBUTES OF A SERIOUS GAME



Things gain meaning by being used in a shared experience or joint action.

John Dewey



A SERIOUSLY GOOD SERIOUS GAME SHOULD BE ...

MOTIVATING
Making players want to engage in a game

COMPELLING
Immersion through intriguing narratives

SURPRISING
Dynamics that cannot be predicted

CHALLENGING
Challenges leading to new challenges

CAPTIVATING
Catching attention and keeping suspension

ENGAGING
Steady pace of interesting events

HOPEFUL
Keeping tension to the last move

ENJOYABLE
Personal gratification and fun to play

MEMORABLE
Unforgettable story and experiences

OUTCOME | **IV**

OUTCOME ATTRIBUTES OF A SERIOUS GAME



Quality without results is pointless. Results without quality is boring.

Johan Cruyff



A SERIOUSLY GOOD SERIOUS GAME SHOULD BE ...

RUNNABLE
Easy to set up, facilitate, and debrief

MULTIFACETED
Allowing for a variety of outcomes

UNOBTRUSIVE
Leaving room for player self-expression

INSIGHTFUL
Sufficient input for decisions to be made

VALUABLE
Effective in meeting all the objectives

CREDIBLE
Proven success with reliable testimonials

ACTIONABLE
Results are translatable to reality

SCALABLE
Replicability in multiple contexts

SUSTAINABLE
Long-term usability and impact

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THANK YOU

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