

Transformational Games

Games designed with a **purpose**
to **change players and the world**

#1



Orient around a **High-Level Purpose**

Why are you doing this?

“fight social isolation and language loss”

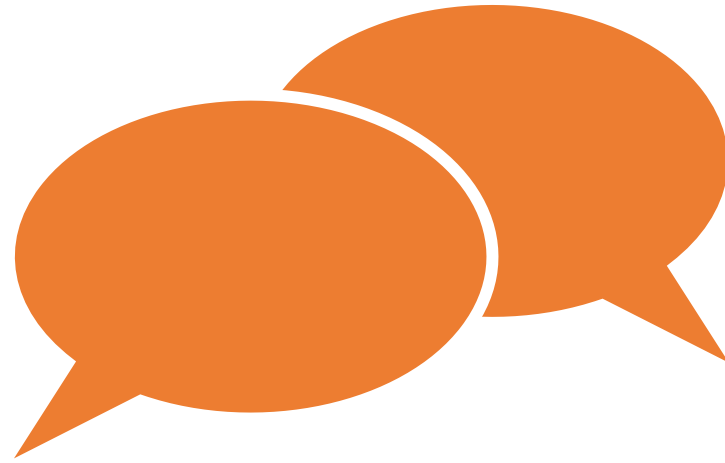
Put your high-level
purpose somewhere
you can see it often



Fight social
isolation and
language loss



#2



Prioritize the voices of your **Audience**

Your Audience

the people you want to play your game

- ✓ Have team members or advisors with aphasia and experience with aphasia
- ✓ Find audience members *not* on your team

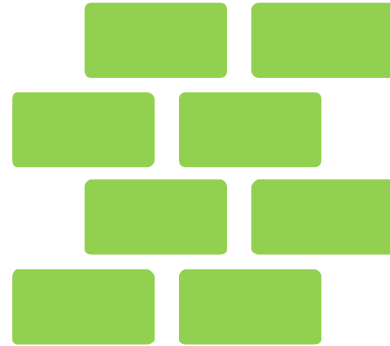
Define A **Target** Audience

Player Persona



- Specific connection to aphasia?
- Age?
- Experience with games?
- Playing on own or formal setting?
- Etc...

#3



Identify a **Barrier** You Can Address

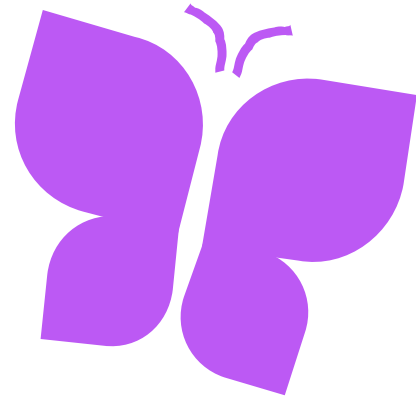
What stands between your audience and your high-level purpose?



- 👉 Barriers represent gaps where your game can create impact
- 👉 Barriers are problems, and games are often about problem-solving

- ✓ Make a list of barriers
- ✓ Pick one or two where you think your game can make an impact

#4



Articulate how your game will change players

PHYSICAL
the player's body is changed




EXPERIENCE
the player's personal story is changed




DISPOSITION
the player's feelings are changed



BEHAVIOR
the player acts in a different way




SKILL
the player can do something new



KNOWLEDGE
the player knows something new



IDENTITY
the player's sense of self is changed



RELATIONSHIPS
the player's social interactions are changed



"In our game <your audience>
will <how they will change>
in order to <your high level purpose> "

In our game, *adults with aphasia* will *improve their ability to speak short sentences*, in order to **reduce social isolation and language loss.**

In our game, *older adults with aphasia and their grandchildren* will *build a habit of playing games together*, in order to **reduce social isolation and language loss.**

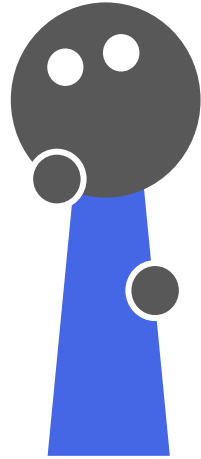
"In our game **<your audience>** will
<what your players will do in the game>
which will **<how they will change>**
in order to **<your high level purpose>** "

...adults with aphasia will play a verbal party game with others that will improve their ability to speak short sentences...

... older adults with aphasia and their grandchildren will solve a weekly cooperative puzzle, which will build a habit of playing games together ...

*...in order to **reduce social isolation and language loss.***

#5



Don't Try to Think Yourself to the "Right" Game

- ☞ There are things about your game you can only learn from building and iterating
- ☞ The first version of your game won't be good
 - *especially if you're doing anything new, innovative, or transformative

Get to your "bad" first version early - then iterate!



Playtest

put an (unfinished) version of your game
in front of an audience to get their
feedback and evaluate your game

Now



Iterate



Iterate



Iterate



Finished Game



Playtest



Playtest



Playtest

- ✓ Decide what you can build for your **first** iteration and playtest
- ✓ Make changes in your design after each playtest and iteration

#6



Visualize The Results You Want to See

Common Playtest Methods



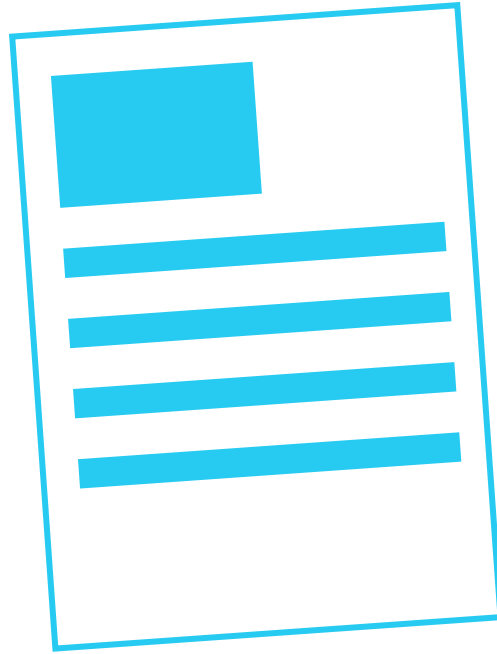
Observe players
while they play



Survey or
interview players

- ✓ Create a short list of questions and data you'd like to collect to demonstrate your game's impact
- ✓ ALSO create your ideal answers- what you hope players will say or do

#7



Document Your Iterations and Decisions

- ✓ Take regular video and screenshots
- ✓ Record notes on decisions and changes



Orient around a High-level Purpose



Prioritize the voices of your Audience



Identify a Barrier you can address



Articulate how your game will change players



Don't think yourself to the "right" game – Iterate!



Visualize the results you want to see



Document your iterations and decisions





The Transformational Framework

A process tool for the development of Transformational Games

Download the book for free at transformationalframework.com