

DIGITAL BLUR

Would you like to use media content, personalization and gaming elements as part of your branding strategy? The Digital Blur card deck is the ultimate packaging design creativity toolkit!

Companion to the video “Digital Blur - The future of packaging”, this convenient deck contains over 40 different game mechanics and technology cards that can be mixed and matched to create the foundation for next-generation packaging concepts.



game mechanics



technology

› *visit www.digitalblur.info* ‹





APPOINTMENT DYNAMIC

Definition: A dynamic in which to succeed one must return at a predefined time and location to take some action. Appointment dynamics are often closely related to interval based reward schedules or avoidance dynamics.

Example: Farmville - players are required to return to harvest their crops or they rot





CASCADING INFORMATION THEORY

Definition: The theory that information should be released in the minimum possible snippets to gain the appropriate level of understanding at each point during a game narrative.

Example: basic actions first › unlocking more as you progress through levels





CHAIN SCHEDULES

Definition: The practice of linking a reward to a series of contingencies. Players tend to simply treat these as individual contingencies. Unlocking one step in the contingency is often viewed as an individual reward by the player.

Example: find all 3 keys to open the dragons cave, every 30 minutes the dragon appears





COMMUNAL DISCOVERY AND COLLABORATION

Definition: The game dynamic wherein an entire community is rallied to work together to solve a riddle, a problem or a challenge. Immensely viral and very entertaining.

Example: cottage industries that appear around McDonalds monopoly ›Boardwalk‹





COMPANION GAMING

Definition: Games that can be played across multiple platforms with completely seamless cross platform gameplay.

Example: games that can be played on iPhone, Facebook, Xbox, Pc & Mac





COUNTDOWN

Definition: The dynamic in which players are only given a certain amount of time to do something. This will create an activity graph that causes increased initial activity increasing frenetically until time runs out which is a forced extinction.

Examples: bonus rounds, timed levels





EPIC MEANING

Definition: Players will be highly motivated if they believe they are working to achieve something great, something awe-inspiring, something bigger than themselves. Players' motivation increases with the aspiration level of the set goal/objective.

Example: Jane McGonical's Ted talk





EXTINCTION

Definition: Term used to refer to the action of stopping to provide a reward. This tends to create anger in players as they feel betrayed by no longer receiving the reward they have come to expect.

Example: receiving a reward or prize for doing something the first time





FIXED RATIO REWARD SCHEDULE

Definition: A fixed ratio schedule provides rewards after a fixed number of actions. This creates cyclical nadirs of engagement (first action will not create any reward so the incentive is low) and then bursts of activity as the reward gets closer and closer.

Examples: buy ten get one free punch cards, visit five locations to get a badge





FREE LUNCH

Definition: A dynamic in which a player feels that he is getting something for free due to someone else having done work. It is critical that the players are aware of the work which has been done in order to avoid breaching trust in this scenario.

Example: Groupon - 100 other people have bought the deal > you get it for cheap





FUN ONCE, FUN ALWAYS

Definition: The concept that an action is perceived enjoyable to the extent that it is continuously repeated. This generally refers to simple actions. The level of enjoyment is often limited.

Examples: local check-ins, product scans





INTERVAL REWARD SCHEDULES

Definition: Interval based reward schedules provide a reward after a certain amount of time. There are two flavors: variable and fixed.

Example: wait 30 minutes › collect rent





LOTTERY

Definition: A game dynamic in which the winner is determined solely by chance and not a fairness-based concept. This creates a high level of anticipation and winners are found to continue playing indefinitely while losers quickly abandon the game.

Examples: gambling, scratch tickets



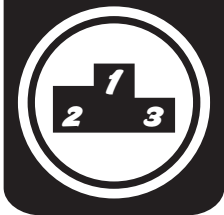


LOYALTY

Definition: The concept of feeling a positively sustained connection to an entity leading to a feeling of partial ownership. Often reinforced with a visual representation.

Example: achieving status at physical places, wall of favorite customers





MICRO LEADER-BOARDS

Definition: The rankings of all individuals in a micro-set. Often great for distributed game dynamics where one prefers many micro-competitions or desire to induce loyalty.

Example: be the top scorers at Joe's bar this week and get a free appetizer





x5

MODIFIERS

Definition: An item that when used affects other actions. Generally modifiers are earned after having completed a task or a series of challenges.

Example: *a modifier that gives you five times the points on the next action*





PRIVACY

Definition: The concept that certain information is private and not for public distribution. This can be a demotivator (I won't take an action because I don't want to share this) or a motivator (by sharing this I reinforce my own actions).

Example: scales which publish your daily weight onto twitter





PROGRESSION DYNAMIC

Definition: A dynamic in which success is granularly displayed and measured through the process of completing itemized tasks.

Examples: progress bars, character level





ROLLING PHYSICAL GOODS

Definition: A physical good of real value that can be won by anyone on an ongoing basis as long as a certain characteristic is met which rolls from player to player.

Examples: top scorer deals, mayor deals





STATUS

Definition: The rank or level of a player. Players are motivated by trying to reach a higher level or status.

Examples: Star Alliance Gold Status, VIP Shopper, Level 20 Paladin





VIRAL ENGAGEMENT

Definition: A game element that requires multiple people to play (or that can be played better with multiple people)

Example: you are more successful in a game if you invite your friends to join





VIRTUAL ITEMS

Definition: Digital prizes, rewards and objects found or taken within the course of a game that often can also be traded or given away.

Examples: Gowalla's items, foursquare badges





COMBOS

Definition: Often used in games to reward certain skills by combining them. This can add excitement or incentivize an additional action after already having completed one.

Example: a reward for completing a combination of actions or achievements





ENVY

Definition: The desire to have what others have. Envy can only be generated if the object of desire is visible to other people (voyeurism).

Example: my friend has this item and I want it, too





OWNERSHIP

Definition: The act of controlling something, having it be ›your‹ property. Ownership is interesting on a number of levels, from taking over places, to controlling a slot, to simply owning popularity by having a digital representation of many friends.

Examples: Facebook friends, mayorships





PRIDE

Definition: The feeling of ownership of and joy about an accomplishment.

Examples: xbox achievements, badges





QUESTS AND CHALLENGES

Definition: Challenges usually imply a time limit or competition whereas Quests are meant to be a journey of obstacles a player must overcome.

Examples: complete a set of tasks, find the missing items in five minutes





ACHIEVEMENTS

Definition: Achievements are a virtual or physical representation of having accomplished something. Achievements can be easy, difficult, surprising, funny, accomplished alone or as a group.

Examples: Xbox achievements, Apple Game Center achievements, virtual badges





BEHAVIORAL MOMENTUM

Definition: Behavioral Momentum is the tendency of players to keep doing what they have been doing.

Example: Jesse Schell's Dice talk





DISCOVERY

Definition: A game dynamic (also called exploration) based on the fact that players love to be surprised and discover something unexpectedly.

Example: a bonus based on how many new locations a player visits within a week





EYE TRACKING

Technology: The point of gaze ›where we are looking‹ can be detected by measuring the motion of the eye relative to the head.

Examples: *attention tracking, reactive products*





MOTION DETECTION

Technology: Motion can be detected by measuring change in speed or vector of an object. This can be achieved either by sensors or cameras that quantify and measure changes in the given environment.

Examples: Wii Remote, Xbox Kinect, iPhone





TEMPERATURE TRACKING

Technology: Temperature can be assessed by measuring the physical property of a working material that varies with temperature.

Examples: quality control, temperature tracking



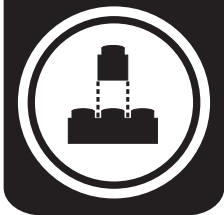


PROXIMITY TRACKING

Technology: A proximity sensor is a sensor able to detect the presence of nearby objects without any physical contact.

Examples: scavenger hunts, reactive products





CUSTOMIZATION

Definition: Customization or personalization involves using technology to accommodate the differences between individuals. There are two flavors: automatic (rules-based) customization and manual customization.

Examples: personalized magazine covers, nike id, character customization





POINTS

Definition: Points are a running numerical values given for any single action or combination of actions.

Examples: frequent flyer miles, tetris points





AUGMENTED REALITY

Technology: The term for a live direct or indirect view of a physical, real-world environment whose elements are augmented by computer-generated sensory input, such as graphics or sound.

Examples: additional product information, virtual lines in sport broadcasts





LOCATION AWARENESS

Technology: Location awareness allows electronic receivers to determine their location (longitude, latitude, and altitude). Examples are gps, gsm and nlbs localization including bluetooth, wlan, rfid and near field communication technologies.

Examples: location-based services, local recommendations, navigation





TIME SENSITIVITY

Technology: Time is used to sequence events, compare the duration of events as well as the intervals between them and to quantify rates of change, such as the motions of objects.

Examples: happy hour deals, holiday specials



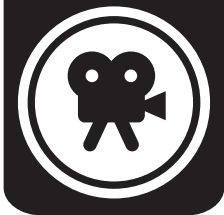


CONNECTIVITY

Technology: The networked interconnection of everyday objects (Internet of Things) refers to the and the internet. Objects can interact as well as receive and send information from and to the internet.

Examples: intelligent fridge, recent news on packaging, personal recommendations





MEDIA RECORDING

Technology: The process of capturing data for storage and playback.

Examples: video reviews by customers, audio annotations





DISPLAY TECHNOLOGY

Technology: A visual display is a piece of equipment which acts as an output device for visual reception as well as the presentation of images transmitted electronically without producing a permanent record.

Examples: oled, e ink, video playback





MEDIA PLAYBACK

Technology: The process of reproducing previously stored information or accessing live media.

Examples: video & audio playback





WIRELESS COMMUNICATION

Technology: Wireless communication may be used to transfer information over short or long distances.

Examples: wi-fi, rfid, nfc, radio





TWO-DIMENSIONAL CODES

Technology: A barcode is an optical machine-readable representation of data that shows data about the object to which it is attached.

Examples: urls, identification of items



