

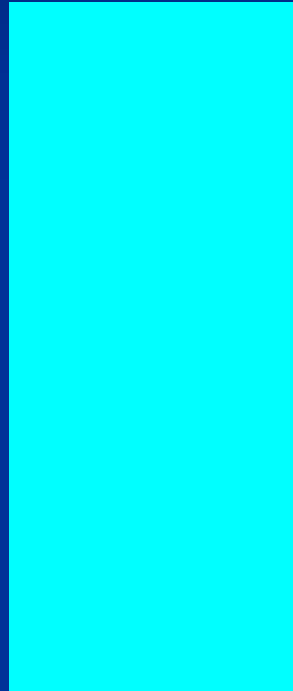
# Robust, Dependable, and User Error Tolerance - Lessons from Computer Games (Part II)

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IFIP Working Group 10.4  
Siena, Italy  
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# Making Things Fun

Jesse Schell

# The Pierce Effect



# What's the Lesson?

- Use Indirect Control
- Limit the Options
- Control the Outcomes
- Cheat!

**Tip #1: Use the principles of  
themed entertainment**

# Themed Entertainment Principles

1. Know your story.
2. Tell your story using every means possible.
3. Assume your guest's point of view.

# Know your guest

What's important to them?

What do they like?

What don't they like?

Why?

What do they expect from you?

Why have they come to see you at all?



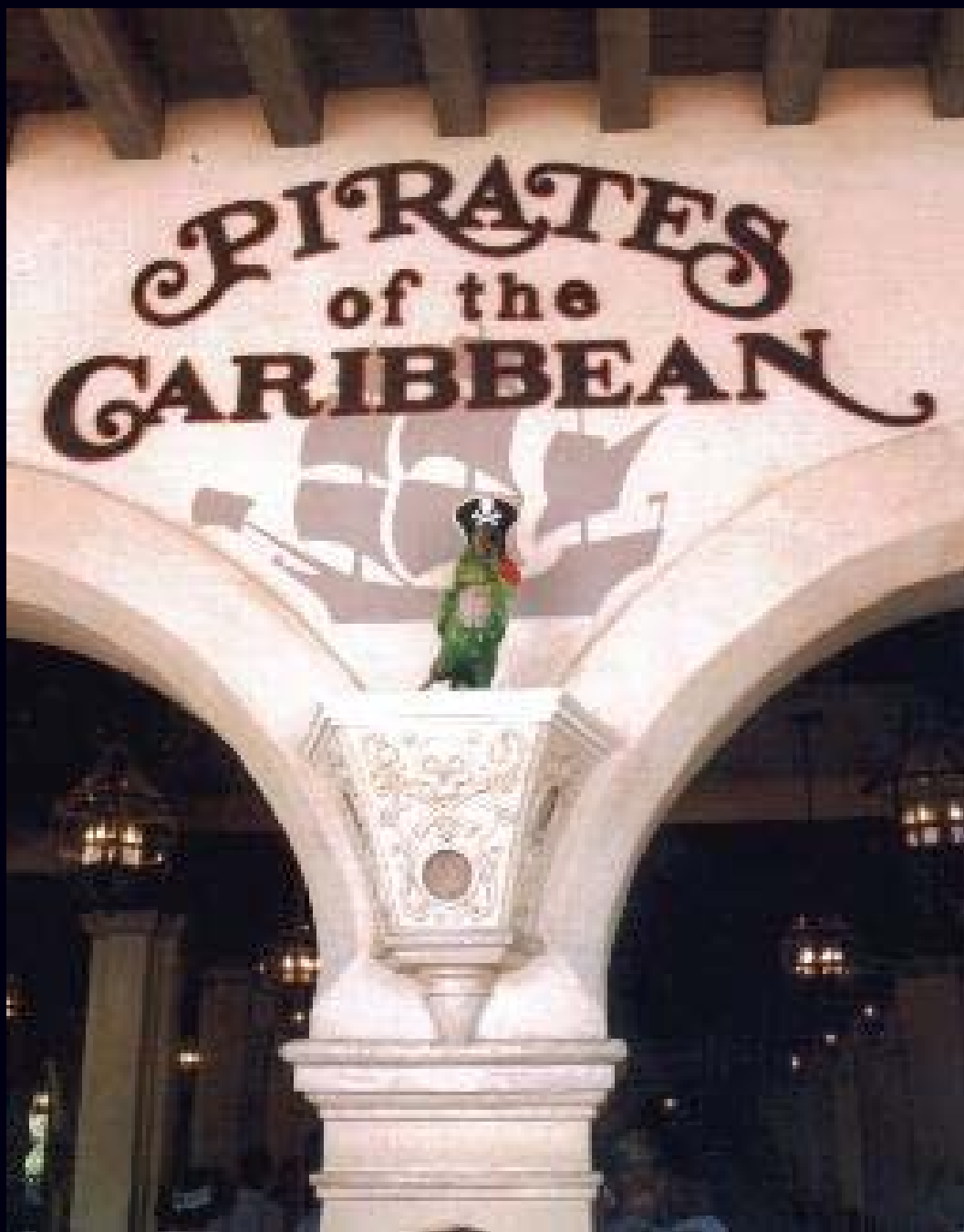




# Pirates Case Study

First Principle: Know your story.

PIRATES  
of the  
CARIBBEAN







# Pirates Case Study

Second Principle: Tell your story using every means possible.









# Pirates Case Study

Third Principle: Assume your guest's  
point of view.

fine  
games  
the  
family  
plays  
together



HOURS OF AMUSEMENT  
AND THRILLING  
ENTERTAINMENT

More than thirty different games to choose from to provide a variety for both young folks and adults. Each one has a unique feature that makes it interesting, exciting and fun to play. For an escape into the realm of fun . . . nothing compares with a fine game. Look for the Selright seal . . . and know that you are playing the finest of games. On sale at better stores everywhere.

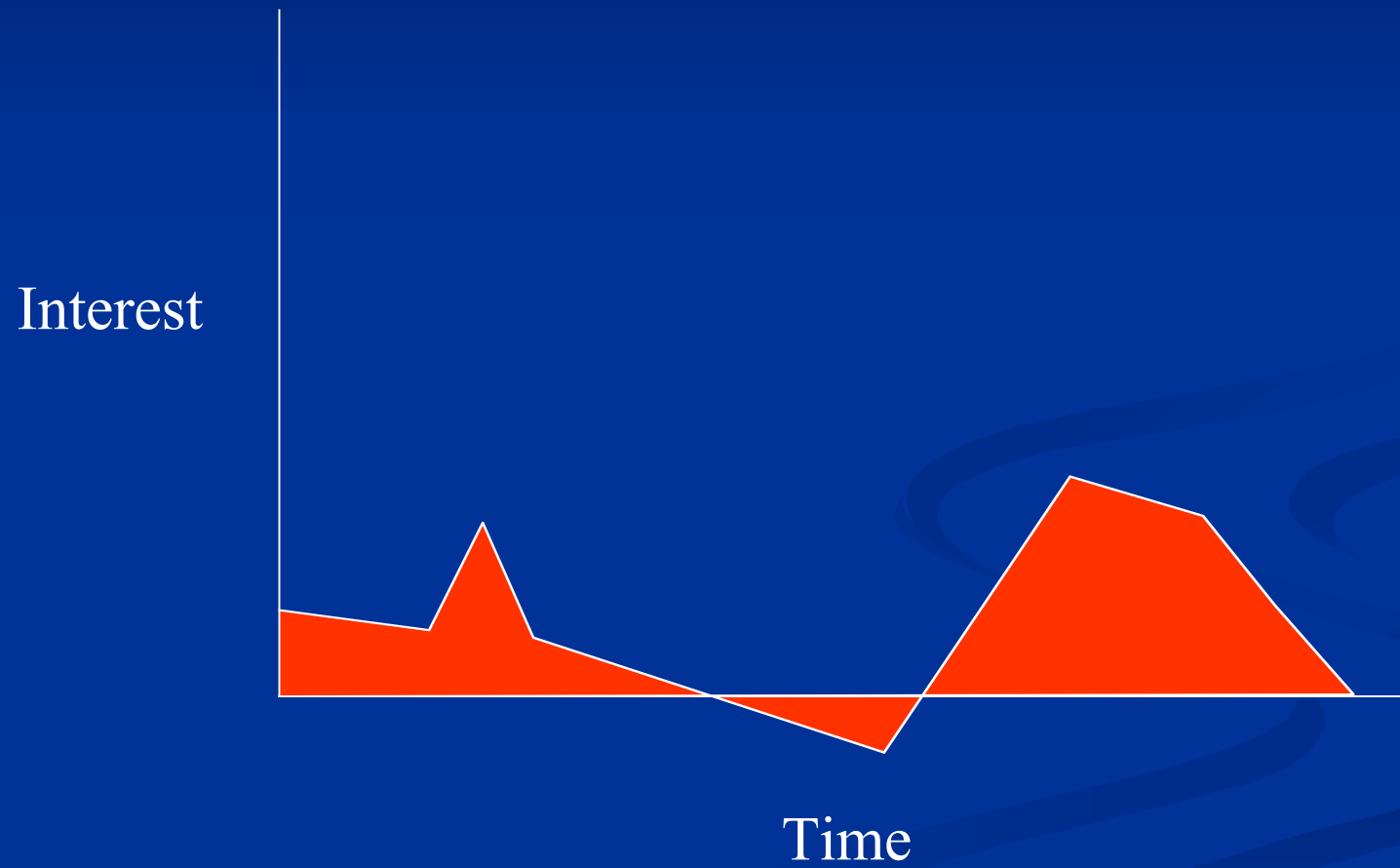
**SELCHOW & RIGHTER CO.**

GAME MASTERS SINCE 1867  
BAY SHORE, L.I., NEW YORK

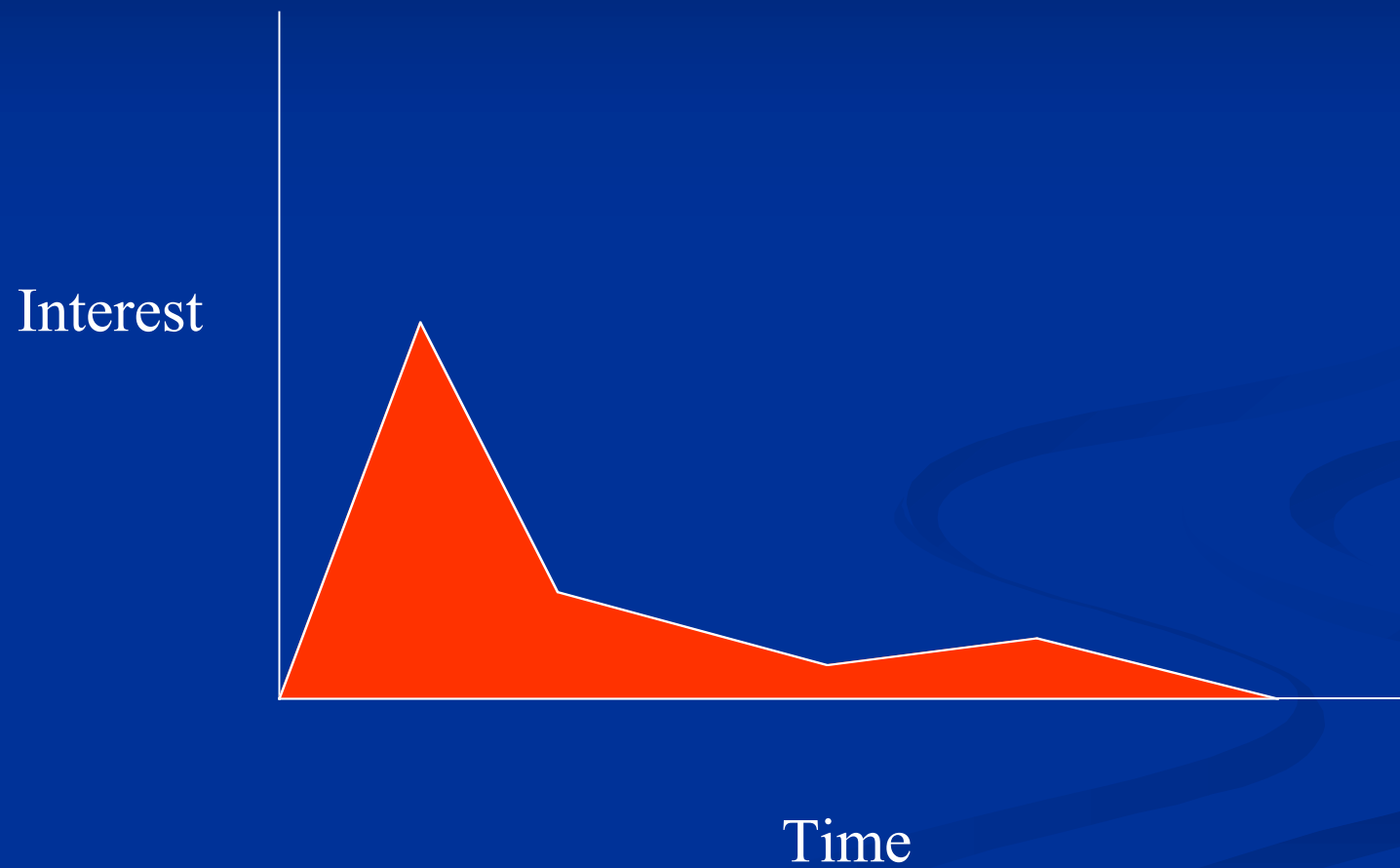


# Tip #2: Use Interest Curves

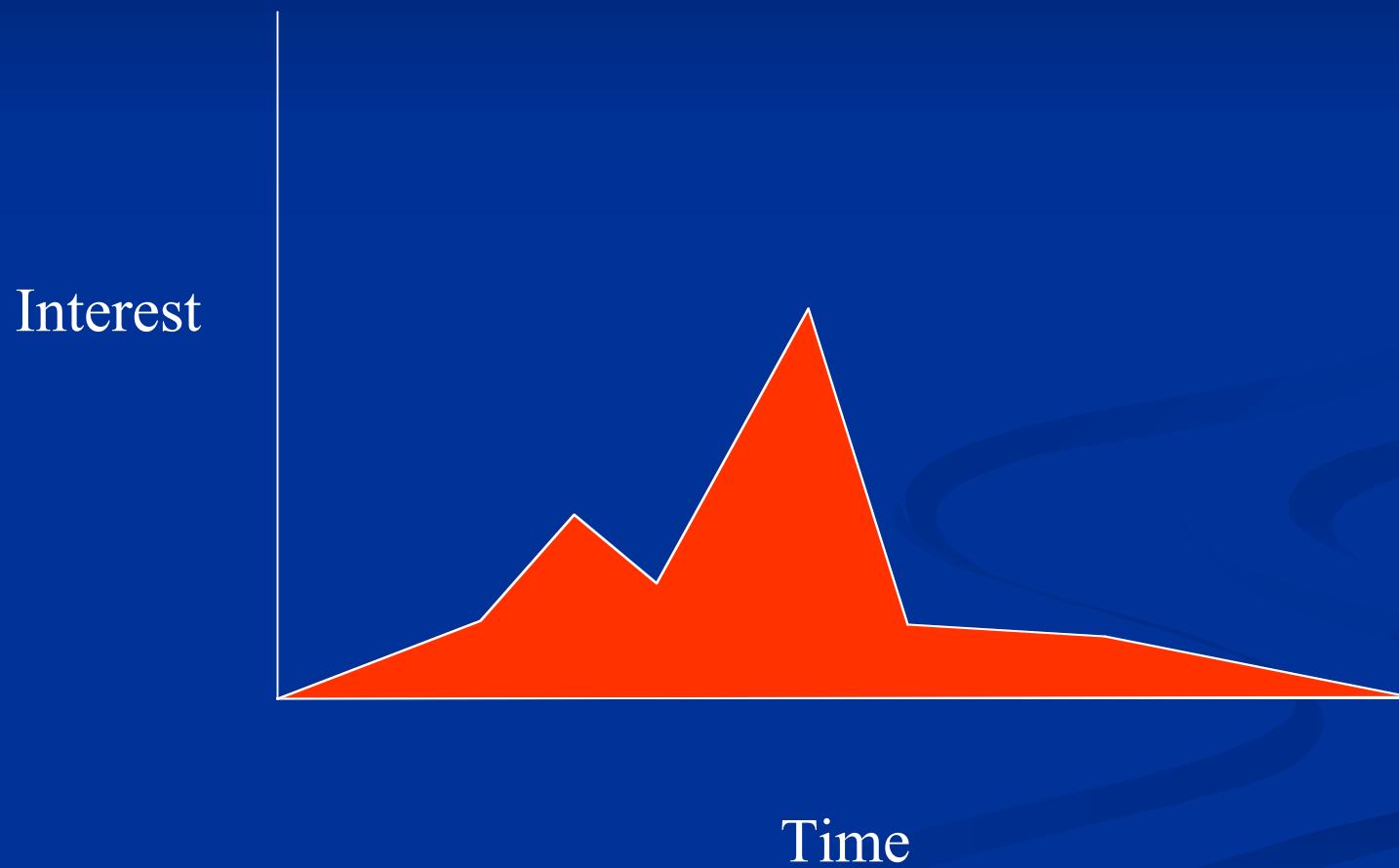
# A Bad Interest Curve



# Another Bad Interest Curve



# Still Another Bad Interest Curve





# A Good Interest Curve



# The Power of Imagination

- Close your eyes...

# Surprises Are Interesting!

- Journal of Neuroscience
- Surprise is the root of all comedy
- Surprise is the root of all strategy



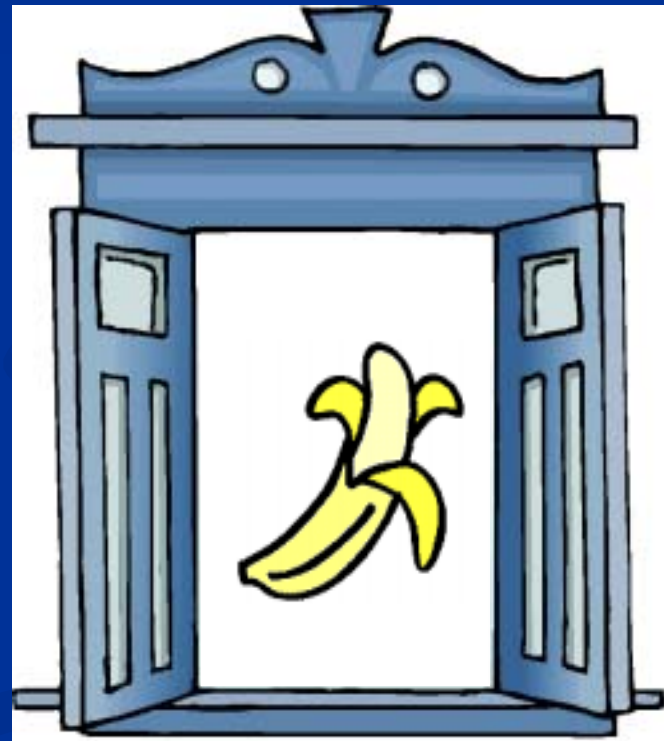
# Tip #3: Use Indirect Control

# Indirect Control through Goals



# Indirect Control through Goals

*Go get some bananas!*

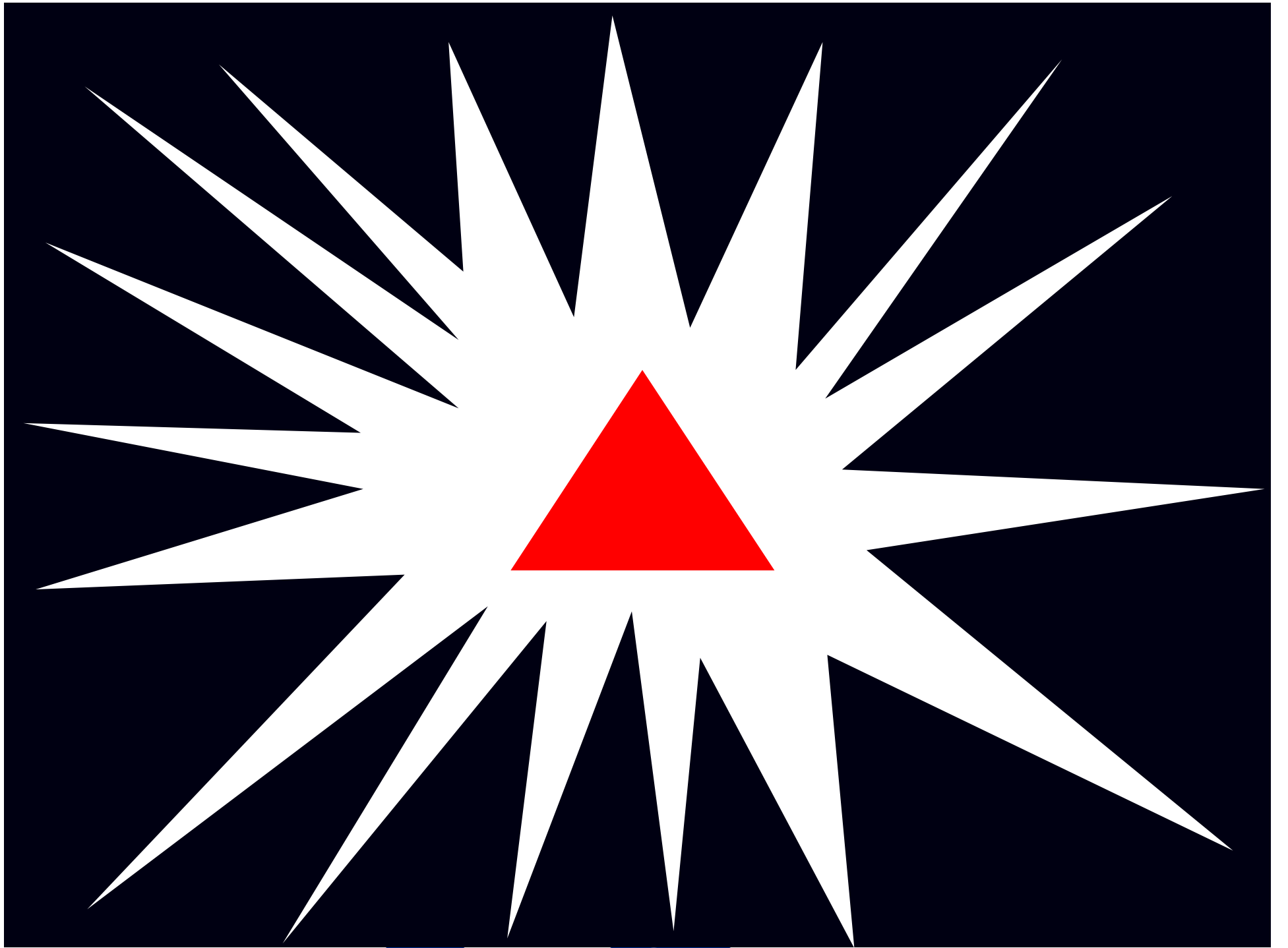


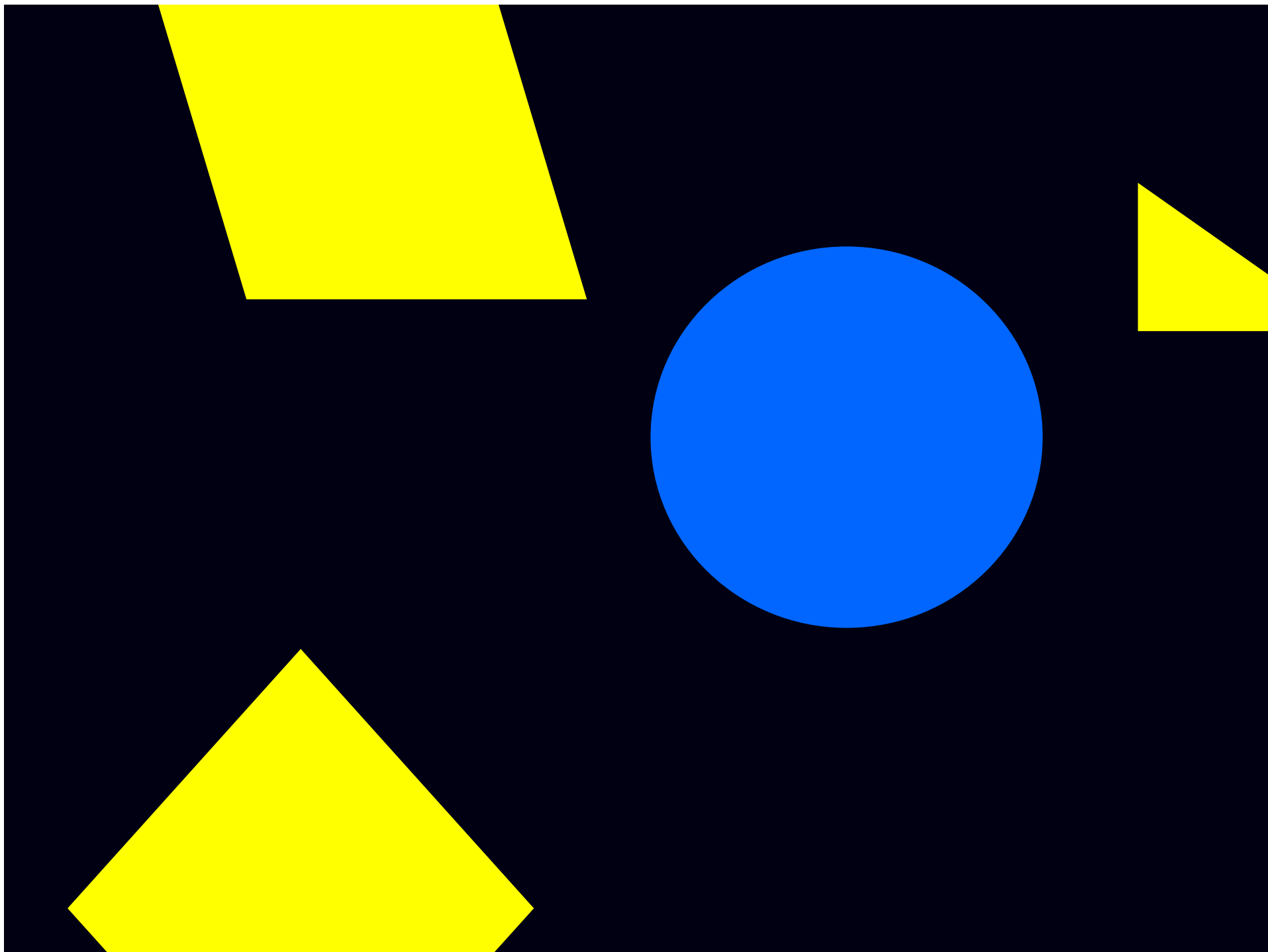
# Indirect Control through Interface



# Indirect Control through Visual Design





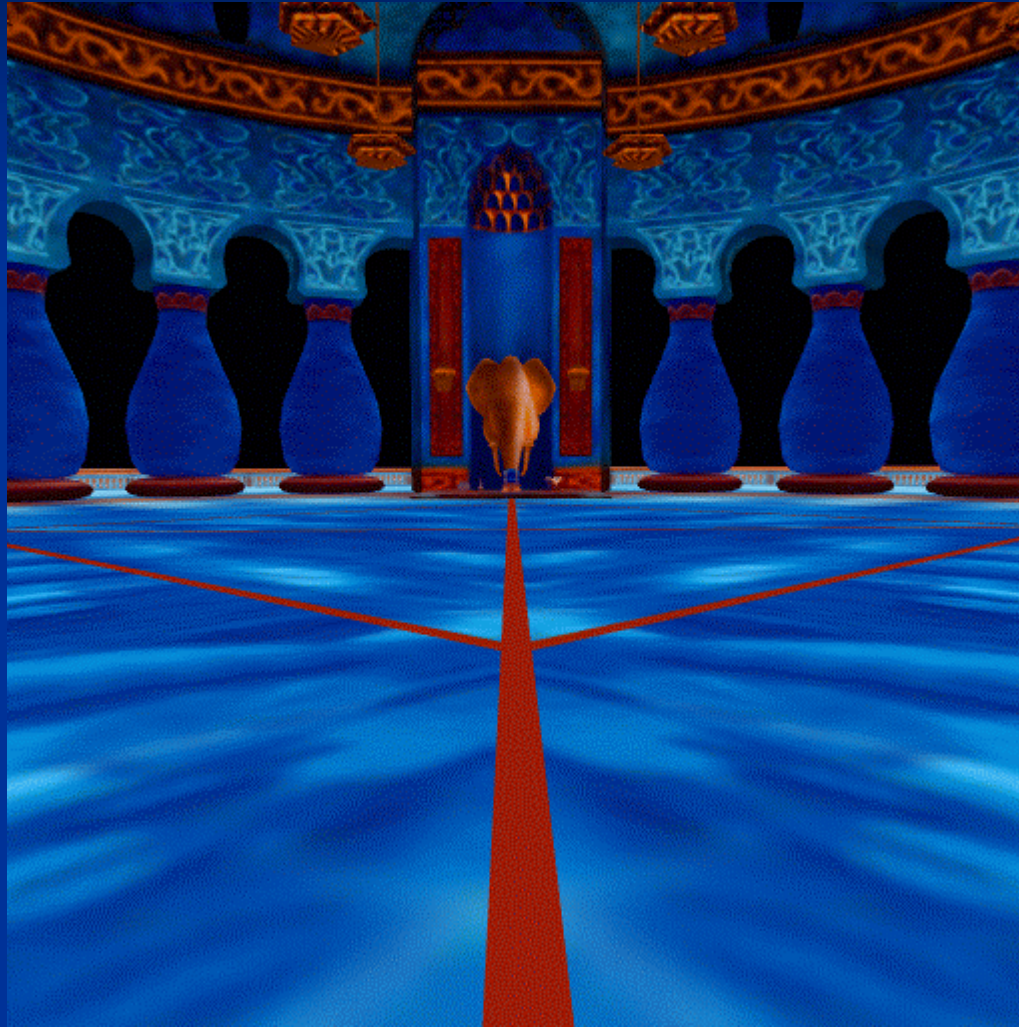


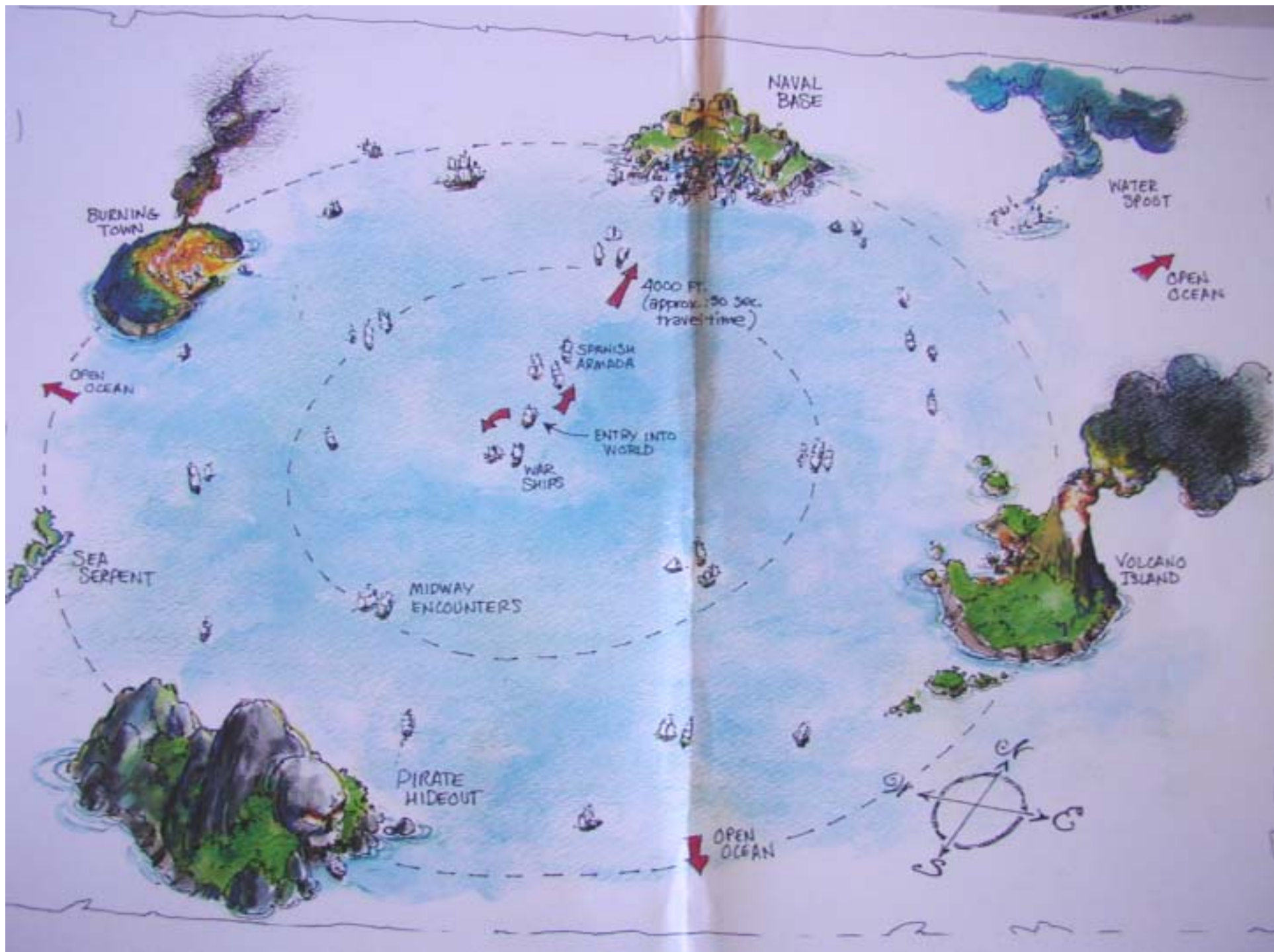


# Indirect Control



# Indirect Control (multiplayer)







# Indirect Control Through Avatars





# Indirect Control through Non-Player Characters

All right, you. Didn't your mum ever explain that bank robbery isn't nice?



# Indirect Control through Music!



Mike Higgins - November 2001

# Five Methods of Indirect Control

- Goals
- Environment Design
- Avatar
- Non-Player Characters
- Music

**Tip #4: Lead gradually from the  
simple to the complex**

*"...guided along, as it were, a chain of  
flowers into the mysteries of life."*

- Charles Willson Peale

**KISS**



# Tip #5: Control Expectations



# Control Expectations



# Tip #6: Use the pleasure of touch

- Rubik's Cube
- Mordak Story
- Immediately Reactive
- Use sound – it simulates touch.
- Understandable – Approachable
- Touch has power – cannon story



# Tip #7: Make it Feel Right

- *Virtual Cannon Story*
- *Become the user*

# Tip #8: Empower the user



# Tip #9: Engender Passion

HI, I'M CAT MAN DU!

YOU'RE TOONTASTIC!



*“Long experience has taught me that the crux of my fortunes is whether I can radiate good will toward my audience. There is only one way to do it and that is to feel it. You can fool the eyes and minds of the audience, but you cannot fool their hearts.”*

- Howard Thurston

*“When it comes to the requirements for pleasing an audience, all the knowledge and instruction in the world is worth less than one ounce of soul.”*

- Ottawa Keyes

# Summary



## Jesse's Tips for Making Things Fun

- 1: Use the principles of themed entertainment
- 2: Use Interest Curves
- 3: Use Indirect Control
- 4: Lead gradually from the simple to the complex
- 5: Control Expectations
- 6: Use The Pleasure of Touch
- 7: Make it Feel Right
- 8: Empower the user
- 9: Engender Passion

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