Lecture 15:
Games with a Purpose
11/24 Postmortems

Tues

12/1 Marketing

Thurs

11/19 Today

12/3 Kongregate

Sat

12/12 Final Postmortems
Optional team meetings

- Monday and Tuesday
Newgrounds Postmortem Tues.

- What was your A/B test? Which condition performed the best? Why?
  - Show and discuss burndown charts for progress and time played for both the A and B conditions of the Newgrounds Release.
  - Show a heatmap and/or other data that illustrates the impact of the A/B test on player engagement.
  - (Optional but not required) Test for statistical significance.

- Did player engagement improve from Friends to Newgrounds?
  - Show burndown charts for progress and time played for the Friends Release and the best Newgrounds Release condition.
  - Show a heatmap and/or other data that illustrates the impact of the most important change made from Friends to Newgrounds on player engagement.

- What will you change for Kongregate? Why does the data support this conclusion?
Revised Plan

- Due Tuesday at 11:59pm
1. TLoZ - The secret weapon
   by Dan-Dark
   Movie | Rated M | 345 Views

2. Subway Surfers Off the rails
   by TheCgbros2
   Movie | Rated E | 282 Views

3. Unbalanced
   by dpkgame
   Game | Rated E | 174 Views

4. Root's New Shoes - Root & Digby
   by Oobar
   Movie | Rated E | 116 Views

5. Clone Combat
   by maxxmcc
   Game | Rated T | 483 Views
Unique players: 8574 so far

- Unbalanced
- Cavern
- Lightmare
- Triplicates
- Pew
- Black Cat
- Clone Combat
- Final Flare
Active Time

- Unbalanced
- Cavern
- Lightmare
- Triplicates
- Pew
- Black Cat
- Clone Combat
- Final Flare

seconds
A/B Tests

- Unbalanced
- Cavern
- Lightmare
- Triplicates
- Pew
- Black Cat
- Clone Combat
- Final Flare

Seconds: 0 100 200 300 400 500

Higher condition #
Lower condition #
Content Discovery Engines

NEWGROUNDS

KONGREGATE
Newgrounds

- Founded 1995
- Large content variety
  - games
  - movies
  - art
  - music
- 78,384 games

Tom Fulp
Famous memes

Badger Badger Badger

Numa Numa Dance
Kongregate

- Founded 2006
- Owned by Gamestop since 2010
- 103,682 games
- In 2010:
  - 10 million players / month
  - 23 million hours

Jim and Emily Greer
Game Life Cycle

1-24 hours: Under Judgment
1 day: New Games List
1-3 days: Hot New Games
3-7 days: Featured Games

Gathering Dust
# Kongregate Contests

<table>
<thead>
<tr>
<th>Weekly:</th>
<th>Monthly (during November 2015):</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st: $250</td>
<td>1st: $1500</td>
</tr>
<tr>
<td>2nd: $150</td>
<td>2nd: $1000</td>
</tr>
<tr>
<td>3rd: $150</td>
<td>3rd: $700</td>
</tr>
<tr>
<td></td>
<td>4th: $500</td>
</tr>
<tr>
<td></td>
<td>5th-9th: $250 each</td>
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</table>
Kongregate Weekly Contest

Top prize: $250  
*Ends:* Nov. 20, 2015

The highest rated game uploaded each week wins! Vote for your faves by rating.

### Contest Leaders

<table>
<thead>
<tr>
<th>game title</th>
<th>rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sequence</td>
<td>★★★★★☆☆☆☆☆☆</td>
</tr>
<tr>
<td>Galaxy Siege 3</td>
<td>★★★★★☆☆☆☆☆☆</td>
</tr>
<tr>
<td>Little Lamp Story</td>
<td>★★★★★☆☆☆☆☆☆</td>
</tr>
<tr>
<td>SpaceWreckedHD</td>
<td>★★★★★☆☆☆☆☆☆</td>
</tr>
<tr>
<td>Farmer</td>
<td>★★★★★☆☆☆☆☆☆</td>
</tr>
<tr>
<td>Flowers Painting House Escape</td>
<td>★★★★★☆☆☆☆☆☆</td>
</tr>
</tbody>
</table>
Kongregate Monthly Contest

**Top prize:** $1500  
**Ends:** Nov. 30, 2015

The highest rated games uploaded in November win, so vote with your ratings.

### Contest Leaders

<table>
<thead>
<tr>
<th>game title</th>
<th>rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reactor idle</td>
<td>★★★★★</td>
</tr>
<tr>
<td>Bullet Heaven 2</td>
<td>★★★★★</td>
</tr>
<tr>
<td>Zombie And Juliet</td>
<td>★★★★★</td>
</tr>
<tr>
<td>Idle Sword</td>
<td>★★★★★</td>
</tr>
<tr>
<td>UpRising Commanders</td>
<td>★★★★★</td>
</tr>
<tr>
<td>Sequence</td>
<td>★★★★★</td>
</tr>
<tr>
<td>David and Keithan - The Haunted Lighthouse</td>
<td>★★★★★</td>
</tr>
<tr>
<td>Galaxy Siege 3</td>
<td>★★★★★</td>
</tr>
<tr>
<td>Infectonator : Survivors Alpha DEMO</td>
<td>★★★★★</td>
</tr>
</tbody>
</table>
Dramatic improvement is possible

Mu Complex

Rating: 3.6

Mu Complex: Episode One

Rating: 4.3
Games with a purpose
How many hours per day?

200 million

- Luis von Ahn
“Crowdsourcing”
ESP Game

What do you see?

taboo words:
- peace
- lay

guesses:
- sheeps...
- sheep

score: 100

time: 2:21
Three cases

- Improve 3D reconstruction
- Contribute to actual science
- Teach math
3D reconstruction
3D reconstruction
Game design problems

- Can we incentivize people to take pictures?
- Can we get pictures from less common angles?
- How can we design a game around this?
Photocity
Expert strategies
Science labs
Game design problems

- Can people do science through gameplay?
- How do we make this fun?
Protein Folding

a protein’s *structure* determines its *function*

finding a protein’s *structure* is hard!
Game design problems

- Can people do science through gameplay?
- How do we make this fun?

3D model of protein → magical computer machines → “score”
Foldit
Boots Mcgraw
Players solved a protein related to HIV
The problem

<table>
<thead>
<tr>
<th>Level: 4</th>
<th>Multiples of 19</th>
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<tbody>
<tr>
<td>190</td>
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<td>168</td>
<td>133</td>
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<tr>
<td>54</td>
<td>202</td>
</tr>
</tbody>
</table>

Score: 10

Image source: childrenofthenineties.blogspot.org
Norway Apple App Store, 2012

sales

Angry Birds

DragonBox
I see what you did here…

Image source: Wired
Concreteness Fading

Image source: Wired
What topics does this work for?
Halo 3 Balance Interface

Are you having fun? Y/N

Pistol: 3
Sniper Rifle: 4
Slice Fractions

Collect funky hats

3/6

2/3

1/3

4/6
That time I got to meet Bill Gates
Refraction: Teaching Fractions through Gameplay

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Refraction
Finding the best pathways to learning algebra

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