

Workshop proposal for MindTrek 2010 conference

16th Sep 2010

Friday 8th October, 10.15 – 16.00

Workshop: Designing Social Games with SoPlay Heuristics

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Workshop description

Designing Social Games with SoPlay Heuristics is a one-day workshop where the participants will learn how to use SoPlay heuristics effectively in designing social network games (i.e. “social games) concepts for online social networks, such as Facebook.

The workshop features an introduction, a two phase design exercise and an evaluation discussion. First the ten SoPlay heuristics (*Spontaneity, Interruptability, Continuity, Discovery, Virality, Narrativity, Expression, Sharing, Sociability and Competition*) are presented with examples from current social games. The workshop continues as the participants choose one AAA retail game title, which is used for ideating the theme for their social game concept. The work continues by following the SoPlay heuristics as each heuristic is taken under closer examination and design questions relating to that particular heuristic are presented. After ten heuristics and series of design questions, the participants should have a solid social game concept to be briefly presented and evaluated by others. As this workshop is part of the SoPlay research project, the heuristics and the methodology used in the workshop are also evaluated with discussion and questionnaire form.

Tentative schedule:

- 10.15 Introduction to the workshop and participants
- 10.45 Introduction to SoPlay heuristics
- 11:30 Design exercise, first part
- 13:00 Lunch
- 14:00 Design exercise, second part
- 15:00 Discussion and evaluation
- 16:00 Workshop closing

Tutor bio

The workshop will be tutored by Janne Paavilainen, who works in Game Research Lab (University of Tampere, Finland) as a project manager in the SoPlay research project, focusing on games and play in social media. Paavilainen has been involved in games research for several years studying casual, mobile, social and educational games. His specific research interests are in game design and evaluation methods, especially in heuristics, from the perspective of usability, playability and play experience. Paavilainen has a master's degree on economics and is currently planning his Ph.D studies.

SoPlay Project website:

<http://soplayproject.wordpress.com>

Tutor's recent work on game design and evaluation methods

- Paavilainen J. (*Forthcoming*). Critical Review on Game Evaluation Heuristics: Social Games Perspective. In Proceedings of the 2010 Conference on Future Play, 80-89.
- Paavilainen J, Korhonen H, Saarenpää H. (*Forthcoming*). Comparing Two Playability Heuristic Sets with Expert Review Method – A Case Study of Mobile Game Evaluation. In Artur Lugmayer et al. (Eds.) Media in the Ubiquitous Era: Ambient, Social, and Gaming Media. IGI Global.
- Stenros J, Paavilainen J, Mäyrä F. (*Forthcoming*). Social Interaction in Games. International Journal of Arts and Technology.
- Stenros J, Paavilainen J, Mäyrä F. (2009). The many faces of sociability and social play in games. Teoksessa Artur Lugmayer et al. (Eds.) Proceedings of the 13th International MindTrek Conference: Everyday Life in the Ubiquitous Era. New York: ACM, 82-89.
- Paavilainen J, Kultima A, Kuittinen J, Mäyrä F, Saarenpää H, Niemelä J. (2009). GameSpace: Methods for Design and Evaluation for Casual Mobile Multiplayer Games. Tampere: University of Tampere, Department of information studies and interactive media. (Research of interactive media 1).
- Paavilainen J, Saarenpää H, Seisto A, Federley M. (2009). Creating a Design Framework for Educational Language Games Utilizing Hybrid Media. In Qasim Mehdi et al (Eds.) Proceedings of 14th International Conference on Computer Games: AI, Animation, Mobile, Interactive Multimedia, Educational & Serious Games. Wolverhampton: University of Wolverhampton, 81-89.
- Paavilainen J, Korhonen H, Saarenpää H, Holopainen J. (2009). Player Perception of Context Information Utilization in Pervasive Mobile Games. Teoksessa The Proceedings of the 2009 DiGRA Conference, 1-8.
- Korhonen H, Paavilainen J, Saarenpää H. (2009). Expert review method in game evaluations: comparison of two playability heuristic sets. In Artur Lugmayer et al. (Eds.) Proceedings of the 13th International MindTrek Conference: Everyday Life in the Ubiquitous Era. New York: ACM, 74-81.
- Saarenpää H, Korhonen H, Paavilainen J. (2009). Asynchronous Gameplay in Pervasive Multiplayer Mobile Games. In Proceedings of the 27th international conference extended abstracts on Human factors in computing systems, 4213-4218.

To sign up for this workshop, conference attendees can send an email to:

academic.info (at) mindtrek.org

Please note that there are limited spaces available, so first come, first served!