DIY
CREATE A SERIOUS
BOARD GAME

PROTOTYPE LIKE A BOSS!

1-6 players
90-120 minutes
BUILD A SERIOUS GAME

Create a Serious Game from idea to print and play in six weeks
Real-world design process: ideation ➔ rapid prototyping ➔ play-testing ➔ publishing.

In this session, you will learn:
• How to identify course ideas that potentially make good games
• How to take a content into the game ideation phase
• Rapid prototyping techniques for game design
• Why you must play-test and iterate many times
• What to include in the final published game
IDENTIFY COURSE IDEAS FOR GAMES

Consider existing types of serious games
BUSINESS AND CUSTOMER SERVICE

Business concepts from inception through trading covering; marketing, production and strategic decision making making over a 3-year ‘game’ life cycle.

sales -immersed in sales meetings.

Match customer expectations for the product yet ensure the enterprise can compete on price with rivals.
ANY TOPIC CAN BE MADE INTO A GAME

Leadership skills  Soft skills
Communication     Manufacturing
Business systems  Marketing
Business process  Financials
Product overviews Problem solving
Safety concepts   Networking
Sales             Negotiation

But should it? Is the topic worth the extra time and expense?
SYSTEMS CAN MAKE GREAT GAMES

Leadership skills
Communication
Business systems
Business process
Product overviews
Safety concepts
Sales

Soft skills
Manufacturing
Marketing
Financials
Problem solving
Networking
Negotiation

Holistic

“Thing A affects B, B affects C, C affects A
Defines a systemic loop”

Systemic thinking: seeing the system holistically
Reductionist thinking: seeing how the parts work
Reductionist and holistic thinking together
Decision points can become a game mechanic.

"Advanced Game Design: A Systems Approach" by Michael Seller
WILD RABBITS INTRODUCED FOR SPORT AND HOME LATE 1800S
REINTRODUCTION OF WOLVES TO YELLOWSTONE PARK

**Figure 1.8** The effects of reintroducing wolves into Yellowstone National Park as a systems diagram.
CHANNELS (OR ROLES) COMPETE IN SILOS IN REAL LIFE – CUSTOMER SERVICE, STORE RETAIL CLERK, CATALOG, OR WEBSITE. IT CAN BE PROCESS, GOVERNANCE, AUTHORITY, OR EVEN TECHNOLOGY. BUT WITH THESE LIMITS IN PLACE, THE CONSUMER CAN ‘GAME’ THE SYSTEM, AND SHOP AGAINST YOU, CAUSING YOU TO LOSE THE SALE.
First, it is important to have key players in place

Project Sponsor
Game Designer/Developers
SMEs and Play-testers
6 WEEKS??? WHY DID IT WORK?

1. Solid Idea
2. Content
3. Prototyping
4. Play-testing
5. Iteration
6. Play-testing
7. Art accepted
8. Finalized quickly

Analysis   Goal   Objectives   Prototype
THE GAME:

‘Save that Sale!’ is a multi-player (4-person) card-table sized board game, engaging the players in resolving the business challenges around revenue capture, profitability, and customer engagement in Order Lifecycle Management.
Design quick prototype based on early analysis

Card back
- Action cards
- System cards
- Channel cards
RAPID PROTOTYPING

Use the style of rapid prototyping that you are accustomed to. Or just start trying to design a game without questioning your choices.
SAVVY START

Review content, source videos, courses, etc.

Discuss ideas
• The business has customer challenges so maybe there will be cards to fulfill the challenges?
• Perhaps players need to get the item and the delivery mechanism?
• Create 4 satisfied customers.
• Or is it a trading game? Or similar to Monopoly and chance (discard if not needed), score if each player achieves singular goal, but extra points if all players if reach the goal.
• Competition game until they figure out they should collaborate

Create game board and game play ideas on white board
Create with paper and pen
Each player is dealt four random Consumer cards and four random Challenge card. Each receive one Trade card and one Trade chip.

- Roll the die to determine how many challenge cards you pick up.
- Roll 1-3 and pick up 1-3 cards. Select which one you want to use or keep.
- Discard the rest.
- If you roll a 4 no challenge cards. And move the total number of Satisfied Customers (0-4).
- If you roll a 5 you can ask neighbor to the right to reveal his/her Challenge card. If you can use it you can take their card in exchange for yours. If it leads to a resolution you both place a yellow chip.
- Roll a 6 and ask all players if they have your need. If they do, you get the card and you both place Yellow chip in satisfied customer bin in center. If no one can assist you must place a orange disc on Lost customer area.

<table>
<thead>
<tr>
<th>Action</th>
<th>Completed Place x here</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied consumer</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Satisfied consumer</td>
<td></td>
<td>10</td>
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<tr>
<td>Satisfied consumer</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Satisfied consumer</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Share</td>
<td></td>
<td>40</td>
</tr>
<tr>
<td>Extra chips</td>
<td></td>
<td>5 each</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CREATE CONTENT GRID

Four Cards

- Challenge
- System
- Wild
- Consumer
### System

**Save a Sale**
This card allows you to review one system card from another player to save a sale for your consumer. If no one has a system card you can take one from the System stack. If you find a card that saves your sale, use it!

**Omni-channel**
This card can be used to satisfy a consumer. Select a Challenge card from your hand and combine with this card to satisfy a consumer.

### Consumer

*Want:* Black Advanced Quadcopter drone  
*Order:* store  
*Delivery:* pickup  
*When:* today

*Want:* headphones  
*Order:* catalog  
*Delivery:* ship  
*When:* 3-5 days shipping

### Challenge

*Item:* leather belt  
*Order:* Website  
*Delivery:* ship  
*When:* overnight

*Item:* table lamp - green shade  
*Order:* customer service  
*Delivery:* ship  
*When:* 2 day shipping

### Wild

**Chip Time**
Get a chip!  
Use it next turn

**Recall**
One of your Challenge card items is recalled. You can use a Challenge card from your hand if available — if not you must use one from satisfied consumer. Place in discard stack.

**Lost Sale**
This card requires you to turn in a chip to the lost sales area on the board. Everyone deducts 5pts. Update score pad.

**Challenge Card**
Pick up an extra challenge card from the deck. Use it right now if you can.
PLAY-TEST AND ITERATE

Why you must play-test and iterate many times

Every test reveals glitches and mistakes
Read the rules carefully each time you play to ensure you are communicating properly
BEGIN FIRST DESIGN

Client request – spinner
Test with spinner
Complicated game

Client wanted images of product on Challenge cards

Art work proved difficult to find based on constraints

- Move total number of satisfied consumers – 0-4
- Wild card
- System card or collect 1 chip
- Move up or down Challenge - discard (always have 2 in hand)
- Move 2 pick or up or down Challenge – discard 2 in hand

Ditched!
Too corporate

Client was willing to go more playful
Create content for cards in spreadsheet to determine how many cards are needed for x number of players.
FINAL PARTS AND PIECES
Set up Game
Set up game board and place timer on table. (as shown below)
- Give each player a score pad, pencil, 1 chip and 1 game pawn.
- Deal 4 Consumer cards to each player.
- Consumer cards are placed face up on Player game board side.
- Deal 4 challenge cards to each player.
- Deal one system card to each player. Place face up.
- As indicated on the board, stack remaining cards face down in matching location. (Wild, Challenge and System cards)
- Decide who starts first. Next birthday, oldest, youngest, etc.

How to Play
At the start of the game:
Using the timer, all Players have within 30 seconds to determine which of their Consumer cards can be satisfied with their Challenge cards. Place any Challenge card on Consumer card if it satisfies the want.
At the start of each turn:
1. Players can use a system card to satisfy a consumer want. Read instructions on card to understand if it can be used. Use in combination with appropriate Challenge card.
2. Player can help another Player by providing a Challenge card. Read all of your Challenge cards to all players, if you wish. You get points for sharing, and you can pick up another Challenge card. The first player to say “I want it!” gets it.
3. Hand over card at this time! Card can be used next turn.
4. Players can turn in chips for System cards or Challenge cards. Exchange 2 chips for System card, 4 chips for challenge card. Use during next turn.
5. Time to Roll the Die!

Score Pad
At the end of each turn:
- Players mark points for each item using the score pad

End of Game
At the end of each turn:
- Players mark points for each item using the score pad
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ALL ABOUT ME

• Quick on the Draw
  • Public broadcast educational TV game show content
• Avalon Hill
  • Wednesday salons
  • Learned about war
  • Bit by game bug
• Reconnaissance mission
  • Sneaking games into training
THANK YOU!

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