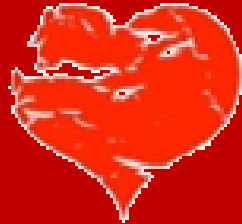


Game Typology

Extend Social Bonding

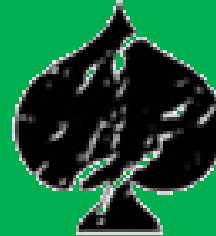


PEOPLE FUN

(Negotiate - Cooperate)

Amusement from collaboration and cooperation.
This kind of game over time build social bonds and team work.

Increase Self-Confidence



HARD FUN

(Compete - Optimize)

Provides the opportunity for challenges and feelings of mastery. Hard Fun focuses attention with a goal, constraints and strategy.

Develop Imagination

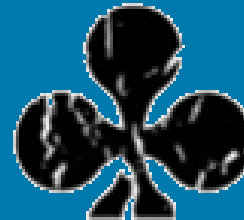


EASY FUN

(Observe - Explore)

Curiosity comes from exploration, role play, and creativity. The fun comes from imagination, surprises and unexpected events.

Provide meaning & value



SERIOUS FUN

(Deduce - Resolve)

Excitement comes from feelings of accomplishment. Showing off skills and holding elite status to others is part of the Serious Fun dimension..