

# REDUCING THE FRICTION

UNDERSTAND THE THREATS TO A GREAT GAME EXPERIENCE



## AVOIDABLY HARMFUL

Take the long-term view to eliminate challenges down the road

- Reconfigure your development process to avoid the big problems
- Simplify your game flow to eliminate distractions



AVOIDABLE



## AVOIDABLY BENEFICIAL

Find the sweet spot between easy and impossible

- Balance difficulty with accomplishment
- Balance familiar elements with new challenges



HARMFUL



BENEFICIAL



## UNAVOIDABLY HARMFUL

Accept limitations in hardware, platforms, and systems

- Ask for forgiveness when things go wrong
- Solve other frictions to minimize players' dismay



UNAVOIDABLE



## UNAVOIDABLY BENEFICIAL

Shift expectations and alter perceptions

- Highlight game advantages while reducing interruptions
- Develop your community to build anticipation

Deliver a better gaming experience.

GET FRICTIONLESS

