

Appendix: Game Design Considerations

Target Audience Considerations

Aside from the typical marketing analysis (i.e.: demographics, geographic, psychographics), I add another dimension to my games. Educational psychologists have discovered common thought patterns among left-handed versus right-handed learners. Games are a learning environment. The approach to solving game challenges and the 'elements of fun' may differ whether right or left-handed game designers designed the game. Consider left-brain dominant learners, more often than not, may

- Prefer things in sequence
- Learn best from parts to wholes
- Like words, symbols and letters
- Rather read about a subject first
- Want to gather factual information
- Prefer detailed orderly instructions
- Experience more internal focus
- Want structure and predictability
- Be better at seeing differences in apparently similar things
- Be better at analysis
- Other associated concepts: focused, reason, key features, time-ordered, logic, ordering, analytic, isolating, selectivity, explanation.

Contrasted to left-brain dominant learners. right-brain dominant learners —more often than not— might:

- Be more comfortable with randomness
- Learn best from wholes to parts
- Prefer a whole language reading system
- Like pictures, graphs, and charts
- Rather see it or experience a subject first
- Want to gather information about relationships among things
- Prefer spontaneous, go with the flow, learning environments
- Experience more external focus
- Want open-ended approaches, novelty, and surprises
- Be better at seeing similarities in apparently different things
- Be better at synthesis
- Other associated concepts: song, experience, whole picture, time independent, facial expressions, harmonizing, holistic, relating, involvement, inspiration

Concluding this section, I propose the following game design question:

- * Are we designing games that are 'biased toward' or 'favoring' a single perspective?
- * Which game mechanics would "left-brain dominant" prefer? (15% of the world population)
- * Which game mechanics would appeal to both?
- * Would gender, ethnic, cultural aspect also impact or modify these generalities?