

CURIOSITY



UNFOLDING THE CUBE

AN HEURISTIC APPROACH



◆ Introduction

This “paper” reflects my experience and ideas on Curiosity so far (day 2), please be so kind as to excuse my typos and poor phrase construction.

Feel free to share it full or parts of it with the group and your team.

As the Beta proceeds ill keep updating the document.

Hope this helps in any way possible.

Like said before this is a really nice experience for me, I´ve been antecipating this event for a while now and am already thinking on what subjects the following 21 projects will be made.

Stay in touch.

Thank you for your time and attention

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◆ Gameplay

Problems and challenges

What makes someone push a cube after the other, smashing it either in order or through chaos, a task so huge, easily perceived after a few minutes of practise, repetitive, a chore that defies not your brains but your endurance and brawn - or the lifetime of your screen and battery if you're using a 4s like I Am.

When I first met the cube, he was monolith like - shining - I easily understood I could work the task while being at the same time creative, so I decided to try out some pixelated art, after a while interaction started to flow and became more visible, the sound really pulled me into the game, it provides just the right amount of immersion needed to keep one going, soon enough I was interfering with other users while they developed their explorations on the cube.

It was relevant for me then understanding the geography of the cube, how people selected the places to work on, what zones were more attractive and which were the exact opposite.

That made me also understand that this layered cube plays us around like the ancient chessboard riddle of the grains and the squares - a geometric series - only now inverted.

Score was somehow weird at start - and till now I think that score is just a "brag mode" which also reflects on how much coin reward you get. Score will be understood as a skill, an acquired skill and I think many techniques for achieving a great score will emerge really fast.

Economy felt easy to understand and was well balanced - I think on the day 2 of the beta it was on a easier mode than day 1. I could easily pull around 29k coins from 32 rockets, hence allowing me to buy another similar number of rockets.

So why did I keep coming back and explore it some more?
I blame Kubrick and his 2001 monolith of course.

◆ Gamestory

Plot and development

I guess becoming the one solving the mysterious cube, is already a plot thick enough to hold a stable legion of players. Yet I think you have in your hands conceptually an amazing and visionary experience. I think we will all agree that is easy for the player to understand that the cube will be live and mined at all times - so he will have to balance how much “time” he can provide to the cube, eventually I think there’s a chance that some people try to team up working on the same user creating a legendary player. It’s been done before ;) On the other end there always the chance that so many fail to understand the concept of the game and try to somehow diminish its purpose.

At this point I kept thinking - what if the cube was somehow able to be sentient, what if he could leave the perspective of something being scavenged, soulless, and became something more, a guide to the users providing them with information that would make them think that the cube is aware of it all.

The game now doesn’t rely on a narrative, and it works that way, yet, allowing the cube to express, share, interact with the players would create a aura of positive expectations towards what could happen next - and this next could be manipulated according to the development of the real time gameplay.

As for the rewards, this being written on day 2 of the beta I must say that you pulled that one off really good, while last day people were just pecking the cube (late afternoon in day 1 there were already pictures in the cube - but most of us kept doing random cube crushing, or just whatever we felt like), today we witnessed a urge to find each of our pictures - while am not sure how that would work on a final instalment I’m sure the numbers of all the people pressing and cubes crushed increased exponentially - There was now a short term objective and people replied to it by working harder.

From my print screens i have:

Cubes smashed day 1 - 264042+

Cubes smashed day 2 - 1205334+

◆ Game mechanics

Structure and environment

Nothing much to add here - so far we press the cube, shop for things, try to beat the record, there's consistency and challenge, the excitement is being built through the introduction of new values - like it was done with the photos of the testers.

It's simplicity makes it intuitive and natural to handle.

The score is obvious and always present although as said before, in my opinion as it is now it's only relevant for statistics - there should be a way to reward the player with highest score of the day - either through coins, tools, or achievements.

◆ Game usability

Interface and interaction

The layout while being very simple was very intuitive, and I had in consideration that this was a beta event so a lot will be done and redone until the last minute before launching Am sure.

I do need to say that the visuals perspire some of the Xbox graphic language - which i don't mind myself - not being a declared fan of any specific brand - but am sure that Apple fans will be commenting on that. Yet since the game release is meant to be multiplatform maybe this idea vanishes within the confusion.

It could be nice to have a reset cube position option - not relevant for me, but i think some not so handy people will get confused while navigating the cube.

I know this might influence the weight of the app and the lot of the programming but I would consider multiple and different smash animations.

◆ Promotion Ideas

How to tell them about the cube

We are well aware that a lot of people will play the game because they want to be part of the event, others because it will become a fad, and many of course because Peter Molyneux signed under it.

Not knowing at this point what you're planning to do - or how you're planning to show the world the game I have some ideas I would like to share with you. Bare with me on how silly they can actually sound. Am assuming you guys got the regular media plan sorted - so I'll leave you the two main ideas I had for the promotion.

Viral campaign

Unleash the cube

Nothing creates a higher buzz to the people who are nowadays the core of the media users than a collective puzzle. Hence I believe that providing them with a physical teaser 1 week before the launching would be amazing.

What I had in mind was something similar to this - Several cubelets (smaller cubes that compose the big boy) with an average size 8 cm would be created in a sustainable material and somehow similar to Rubik cube in looks (if you took out the color stickers but that had a timer that would open it at the exact time of the launching of the game inside one could find a free download of the app for any platform. But it would be really nice that if the cube was forced before the date it would somehow lose the info.

These cubes could be scattered around in major capitals, close to points of contact with the technology that involves playing the game.

Great visibility campaign

Live the cube

A great wall of a building would be setup and a led projection would play real time images of the development of the cube's gameplay.