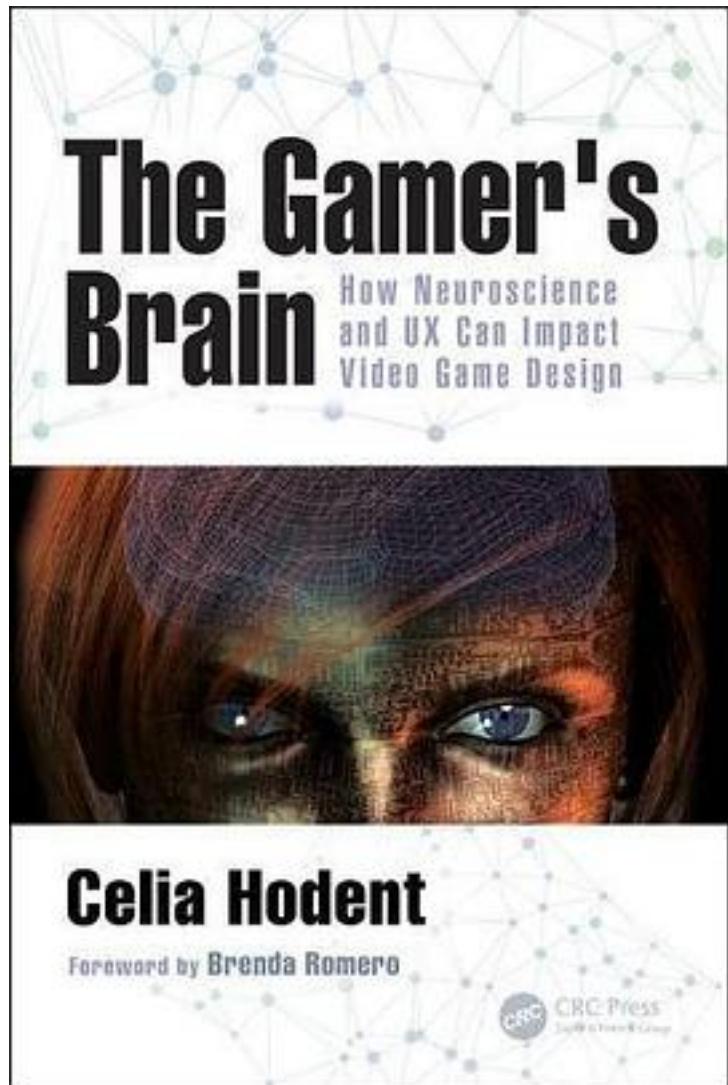


# The Gamer's Brain



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出版者:CRC Press

出版时间:2017-9-16

装帧:Paperback

isbn:9781498775502

Making a successful video game is hard. Even games that are successful at launch may fail to engage and retain players in the long term due to issues with the user experience (UX) that they are delivering. The game user experience accounts for the whole experience players have with a video game, from first hearing about it to navigating menus and progressing in the game. UX as a discipline offers guidelines to assist developers in creating the experience they want to deliver, shipping higher quality games (whether it is an indie game, AAA game, or "serious game"), and meeting their business goals while staying true to their design and artistic intent. In a nutshell, UX is about understanding the gamer's brain: understanding human capabilities and limitations to anticipate how a game will be perceived, the emotions it will elicit, how players will interact with it, and how engaging the experience will be. This book is designed to equip readers of all levels, from student to professional, with neuroscience knowledge and user experience guidelines and methodologies. These insights will help readers identify the ingredients for successful and engaging video games, empowering them to develop their own unique game recipe more efficiently, while providing a better experience for their audience.

## 作者介绍:

Celia Hodent is recognized as a leader in the application of user experience (UX) and cognitive science in the game industry. Celia holds a PhD in psychology and has over ten years of experience in the development of UX strategy and processes in video game studios. Through her work at Ubisoft (e.g. Rainbow Six franchise), LucasArts (e.g. Star Wars: 1313), and as Director of UX at Epic Games (e.g. Fortnite), she has contributed to many projects across multiple platforms, from PC to consoles, mobile, and VR. Celia is also the founder of the Game UX Summit, advisor for the GDC UX Summit, and author of *The Gamer's Brain: How Neuroscience and UX can Impact Video Game Design*. She currently works as a freelance Game UX Consultant, helping studios increase their games' likeliness of being engaging and successful.

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## 标签

游戏

心理学

Game

UX

Design

Brain

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外国文学

## 评论

Part1: perception-(motivation, attention, emotion, learning principle)-memory Part2: usability, engage ability; research, analytics; ...

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# 书评

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