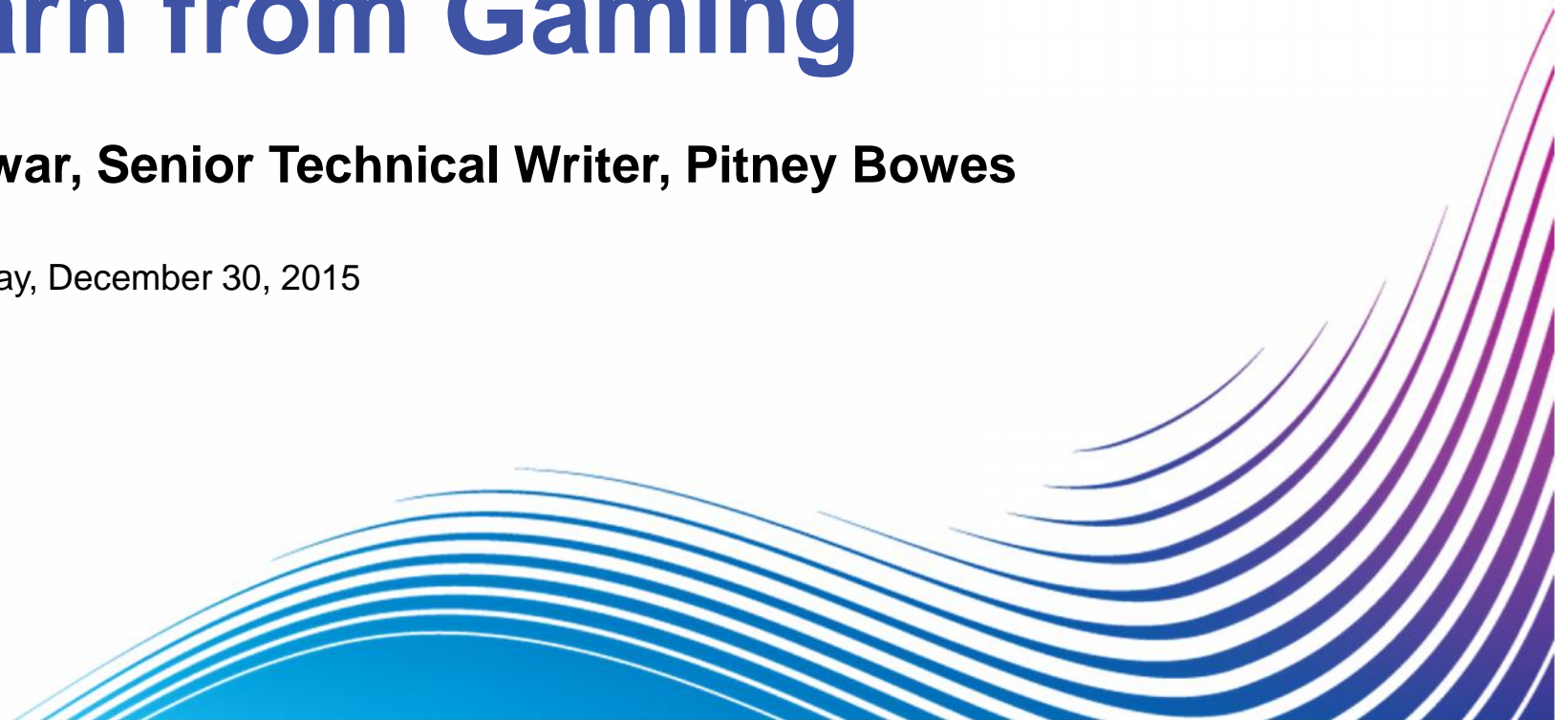
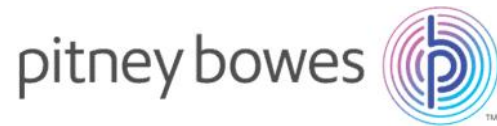


What can Mobile **Instruction** Learn from Gaming

Tejeshwar, Senior Technical Writer, Pitney Bowes

Wednesday, December 30, 2015





Bio – Tejeshwar Sharma

I work as **'the'** Technical Writer for the Global Data Development team at Pitney Bowes (PB), a global technology company offering Digital Commerce, Business Intelligence, and Shipping & Mailing products and solutions.

I have 8+ years of experience in the field of Technical Writing, Instructional Design, and Content Management.

Prior to joining PB, I was employed with Infosys Technologies Ltd.

I am a Post Graduate in Business Journalism & Corporate Communication from Delhi University and hold a Bachelors in Computer Applications (BCA) degree.

Pitney Bowes – History, Past & Present



1930

The logo symbolized the essential security of the metered mail system.



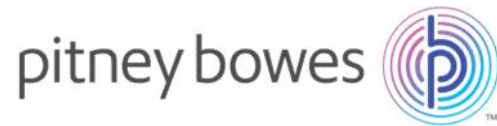
1971

The logo stood for the intersection of paper-based and electronic communication.



Today

The logo symbolizes the power of accuracy and precision to create impact in the world of commerce.



Introduction

Do you remember the first hugely-successful, much-talked-about mobile phenomenon?

It really understood what mobile users wanted, and was the first mobile game to truly hit the mainstream.

The first mobile game that hit one billion mobile downloads.

*Rovio's **'Angry Birds'** ...*

One of the most successful games in the mobile history, it took the mobile gaming industry by storm when released in 2009.



Why Now ...

'Angry Birds 2' was released earlier this year (30th July 2015), and is very important to Rovio's future since its other franchise divisions (such as Plush Toys, and Theme Parks) haven't performed well.

With Angry Birds movie releasing in summer of 2016, the company is really hoping to strike big, and repeat its earlier success.

Since the release seems so important for Rovio, we will look back to reflect how a simple game catapulted Rovio, a small gaming company into big league, and what design and content principles we can learn from the hugely successful game, to make Mobile Instruction, more effective.

The 'Angry' World – Stick to Basics

- Simple, intuitive and easy to play.
- Accessible from most mobile devices, no complex technology setup required, functions fine on most screen resolutions.
- No complex controls; three actions **Touch**, **Drag** and **Release** are used to play.
- Do not require a manual or how-to-play document; just have a look at the screen, and almost everyone can play.

The Learning World ...



Braden Best November 27, 2015



Get your facts straight If you're making a tutorial, the last thing a user needs is to be given broken code in the very first snippet ('Void' with a capital V is not a type, 'void main' is bad in itself, a void function can't return an int, half of the lines you "explained" were either poorly explained or didn't even appear in the snippet). This is riddled with inaccuracies, lazy design, poor spelling and grammar, bad coding practices, and all-around incompetence. You should not be teaching C.



Ray Luo December 13, 2014



Without search feature, but with AD I uninstall this immediately, and switch to another python doc app by Zhang Tai



Luiz Augusto October 29, 2015



Only ADS Don't download, it's just an ads app



shiv sharma July 24, 2015



Bad app Can't sign in and app stopped suddenly



Василий Марнопольский

August 8, 2015



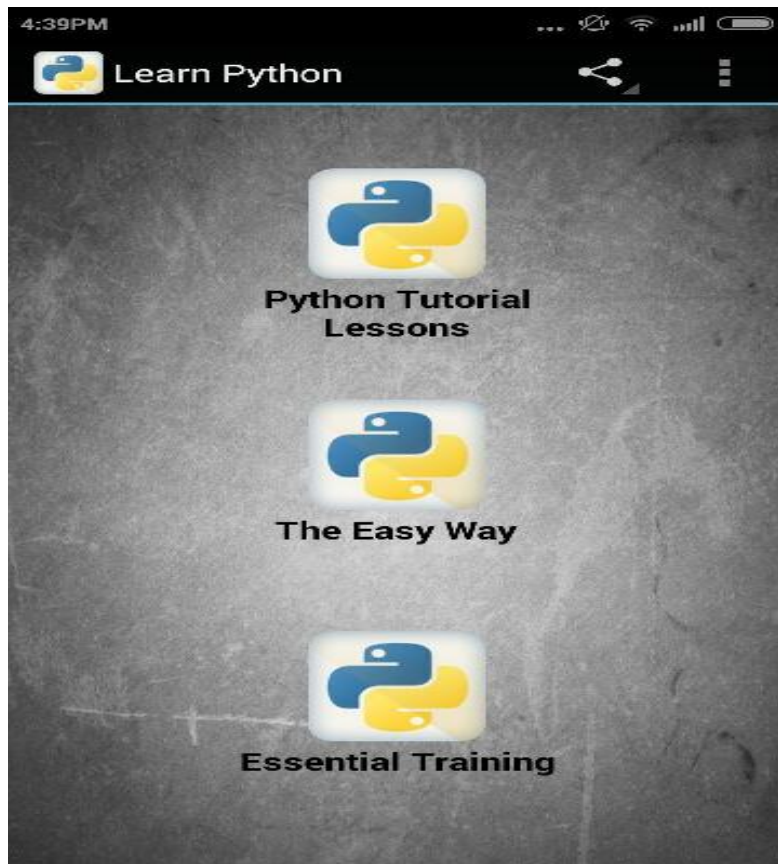
Not cool

Easy & Challenging – A Perfect Squish-Squash

- Do not follow a steep learning (each subsequent task is difficult from the preceding task) curve.
A healthy mix of ‘easy-difficult-easy-difficult’ tasks.
- Keeps the player involved since a skill learnt at clearing a level can be useful in clearing the subsequent level(s).
- Keeps the player curiosity alive and instils a sense of confidence about the skills learned while clearing levels.

The Learning World ...

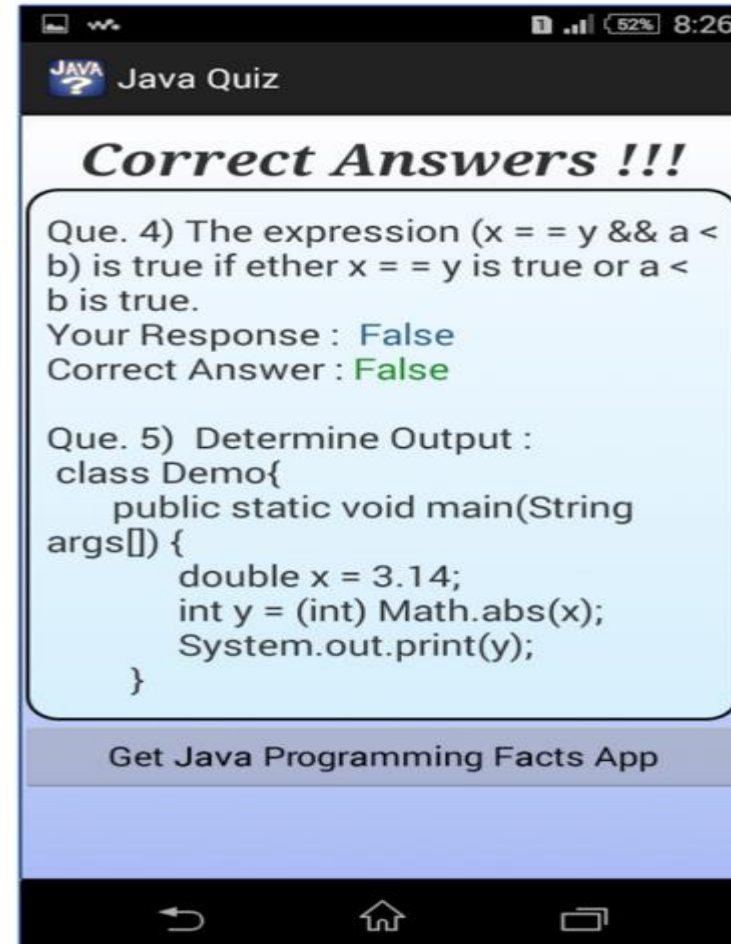
No structure ...



Error Detection – ‘Trial & Error’

- The game uses the most basic form of learning; ‘trial & error’.
- You learn on the way of making mistakes how not to repeat them. There is no pressure of not being able to complete a level other than the irritating sound of pigs. One can simply try again and again until one completes a level.

The Learning World ...





Success – The ‘YOU’ Factor

- One thing which makes Angry Birds so irresistible is that there is no right or wrong way of playing it. Everyone sketches his own learning curve, at his own pace. Just Play and Figure Out.



Response Time – Smart, Really Smart

- In Angry Birds, the fast is not always the best approach.
- The time between the launch of the bird till it hits target is not the fastest (by default), the structures takes long to crumble, the birds and pigs take long time to expire.
- All this is a part of intelligently utilized response time. The response time provides a break from the action to let gamer relax before the next round.

Thank You