


# Playful Design: Creating Game Experiences in Everyday Interfaces

*By John Ferrara*

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Game design is a sibling discipline to software and Web design, but they're siblings that grew up in different houses. They have much more in common than their perceived distinction typically suggests, and user experience practitioners can realize enormous benefit by exploiting the solutions that games have found to the real problems of design. This book will show you how.

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## Editorial Review

Review
For UX designers eager to go beyond simple points and badges, it s been hard to find resources that truly bridge the worlds of UX and game design. John Ferrara's thorough, thoughtful, and practical book is just what we ve been waiting for. --Jesse James Garrett, Author, *The Elements of User Experience*

The hype around games and gamification for learning, social change, and impact has hit warp speed. *Playful Design* is a brilliant beyond-the-hype book that truly sifts the gold from the dross. It is a must read for anyone interested not just in games, but in designing engaging and meaningful human experiences. --James Paul Gee, Mary Lou Fulton Presidential Professor of Literacy Studies, Arizona State University, Author of *What Video Games Have to Teach Us About Learning and Literacy*

What can the field of UX learn from game design? To answer this question, John Ferrara examines the underlying mechanics behind some familiar (and less familiar) games. But be prepared, you'll come away with more than a few new tools and ideas added to your design toolbox! --Stephen P. Anderson, Author, *Seductive Interaction Design*

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About the Author

John Ferrara has worked as a user experience practitioner since 1999 and began designing video games in 2001. His nutrition education game Fitter Critters was a top prizewinner in the 2010 Apps for Healthy Kids contest sponsored by Michelle Obama's "Let's Move!" campaign, and it is currently being tested in public elementary schools. In 2011 he co-founded Megazoid Games, which focuses on creating mobile, social, and

educational player experiences.

John works as an information architect at Vanguard and has done significant work in the past for Unisys and GE. He holds a BA in Communication Arts from Hofstra University and an MA in Communication Studies from West Chester University. He gets really excited about things like search algorithms, human evolution, artificial intelligence, and independent films of the 1990s. He freely admits that he probably plays too many video games, but swears up and down that he's got it under control and can stop at any time. He lives in the Philadelphia area with his beautiful wife and superhero daughter.

## Users Review

**From reader reviews:**

**Robert Riggio:**

Have you spare time for the day? What do you do when you have far more or little spare time? Yep, you can choose the suitable activity with regard to spend your time. Any person spent their very own spare time to take a move, shopping, or went to often the Mall. How about open as well as read a book eligible Playful Design: Creating Game Experiences in Everyday Interfaces? Maybe it is to become best activity for you. You already know beside you can spend your time with your favorite's book, you can smarter than before. Do you agree with it is opinion or you have some other opinion?

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