

Game Science - Incentivizing Play In Location-based Augmented Reality Games

There are many games right now use the real world as their game worlds. Location in these game worlds are based on GPS coordinates taken from user devices. Each player's location is visible in the game world to everyone else. These games also use augmented reality, the integration of digital information with the user's environment in real time, to interact with players. As a result, these types of interactions are new and we want to understand gamers incentive when playing these type of games. Moreover, it is important to understand the elements that make games like Pokemon Go, the most popular location based game, successful. We want to create a location-based, augmented reality game to get players data and understand players behaviors. The game starts with an undiscovered world, as the player moves, the world reveals and the player can conquered specific locations on the map to generate resources. Data collected are players' locations, players' interactions with others, players' online times, etc,.. These insights can be used to develop the next generation of location-based AR experiences. These type of data can be used in a wide variety of applications such as understanding crowd behaviors and crowd directing, a technique to guide/direct a crowd of people to a target location with or without people's awareness. This research serves as a useful, convenient platform to collect and process players' data.