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"Playful design" claims that UX professionals can learn from

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game design to "achieve great things in the real world". However, what John Ferrara delivers is simply a systematic categorisation of different computer game types, and how these game types cater for different audiences, and supposedly achieve different things.

Playful Design: Creating Game Experiences in Everyday ... 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.

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Playful Design - Rosenfeld Media

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John Ferrara, the creator of Fitter Critters, a game that encourages healthy eating habit in kids, vividly shows how good game design needs to have a message.

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In the following interview, [Playful Design](#) author John

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Ferrara (@PlayfulDesign) explains what he sees as the real gaming revolution – not – gamification, or the application of gaming characteristics to existing applications and processes, but how games themselves can and will be a –force of cultural transformation. –

A gaming revolution, minus the hype - O'Reilly Radar
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PD001: Figure 0.1. Following the typical path of the Gartner hype cycle, in early 2012 gamification was somewhere just past the peak of inflated expectations.

PD001: Figure 0.1 | Following the typical path of ... - Flickr
In Foldit, players solve puzzles based on real proteins.
Ferrara, John. 2012. Playful Design. New York: Rosenfeld Media. www.rosenfeldmedia.com/books/game-design/

PD002: Figure 1.1 | In Foldit, players solve puzzles based ...
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John Ferrara on Apple Music

The Institute for Urban Design tweeted a great way to learn why Dattner's early design work continues to spark discussion. EAST 72ND STREET PLAYGROUND - #5 . This playground features tire swings, wooden climbing structures, sand, a stone slide, a water tower, and a net "spider web" for climbing. It is situated adjacent to the East Green.

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