The Gamer's Brain

Development good practices

Link

- https://www.amazon.com/Gamers-Brain-Neuroscience-Impact-Design/dp/1498775500
- https://celiahodent.com/?s=brain

Description

The Gamer's Brain: How Neuroscience and UX Can Impact Video Game Design" is a book written by Celia Hodent, a UX expert with a PhD in psychology who has worked in the entertainment industry for over 10 years at companies such as Epic Games (Fortnite), Ubisoft, and LucasArts.

The book provides an overview of how the brain learns and processes information by distilling research findings from cognitive science and psychology research in a very accessible way. Topics covered include "neuromyths", perception, memory, attention, motivation, emotion, and learning.

Features

The book also includes numerous examples from released games of how scientific knowledge translates into game design and how to use a UX framework in game

development. It describes how UX can guide developers to improve the usability and the level of engagement a game provides to its target audience by using cognitive psychology knowledge, implementing human-computer interaction principles, and applying the scientific method (user research).

Price

Free: GDC talks and blog. 30€: Book

Why using it?

The book is invaluable for understanding how the brain works. It is targeted at game designers for their games' onboarding design but is also great for teachers!

How to use it?

You can also get extracts from the book in the form of blog articles from its author as well as her GDC talks on the subject which can serve as a primer of summary of the book.

References

Hodent, C. (2018). The Gamer's Brain: How Neuroscience and UX Can Impact Video Game Design. CRC Press.

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