



# Beyond Check-ins

Location-Based Game Design

**Dokogeo**

Zach Saul

John-Paul Walton

**@dokogeo**  
**#geogames**

# Geogame:

A game that uses technology  
to augment the real world.

# Top Geogames



# Top Geogames



# Top Geogames

**foursquare**<sup>TM</sup>



# Top Geogames

foursquare™

scvngr



# Top Geogames

foursquare™

scvngr



# Top Geogames

foursquare™

scvnr



facebook®



# Check-in

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- Announce a visit

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  - Game system

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  - Other players

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# Check-in

- Announce a visit
  - Game system
  - Other players
  - To friends
- Primarily a social mechanic
- Absorb real world into social graph

**Check-in is a brick  
and mortar “like  
button”**

# Why are Check-ins Popular?

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- World full of venues



# Why are Check-ins Popular?

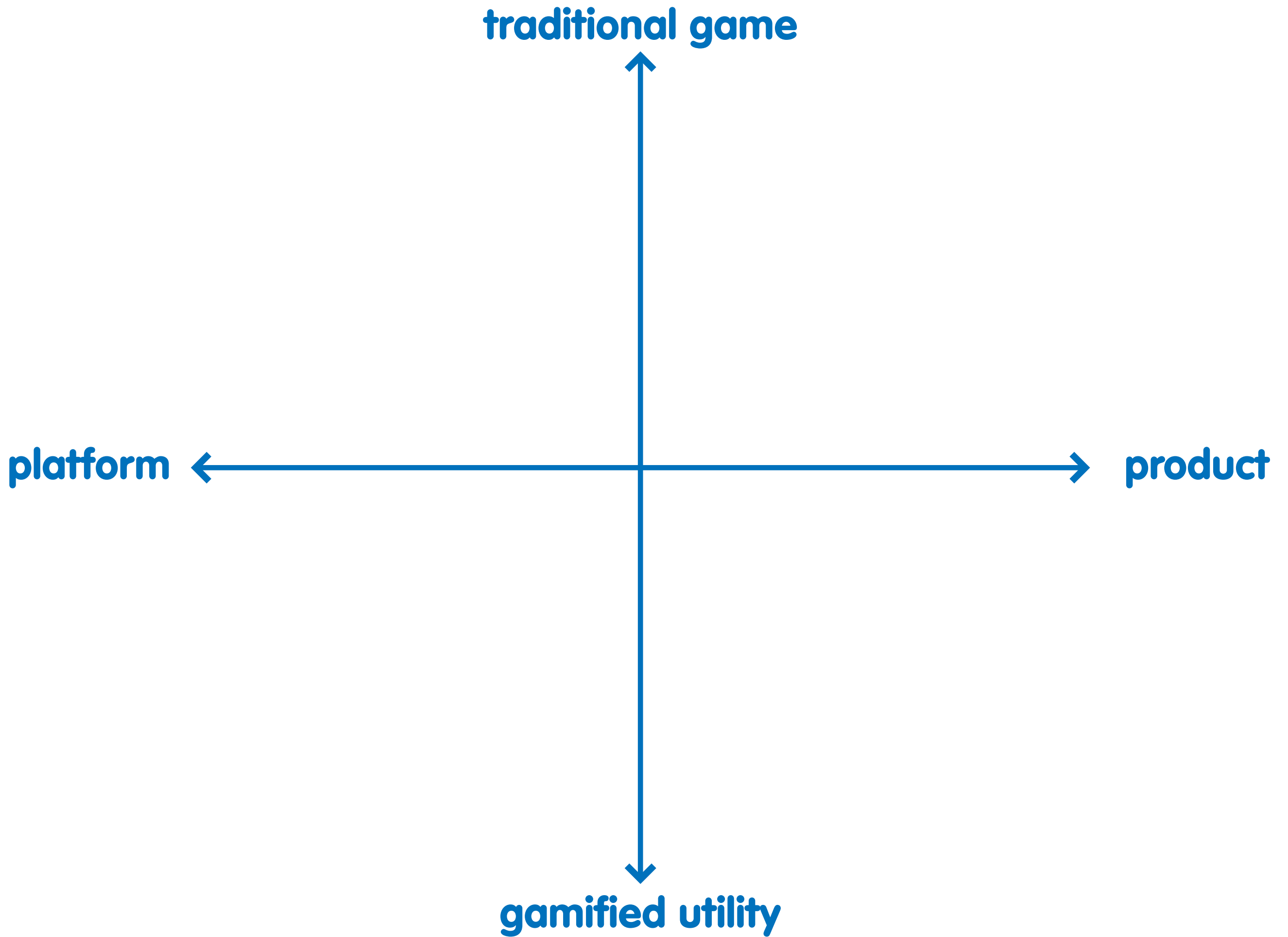
- World full of venues
- Venues are places people go socially

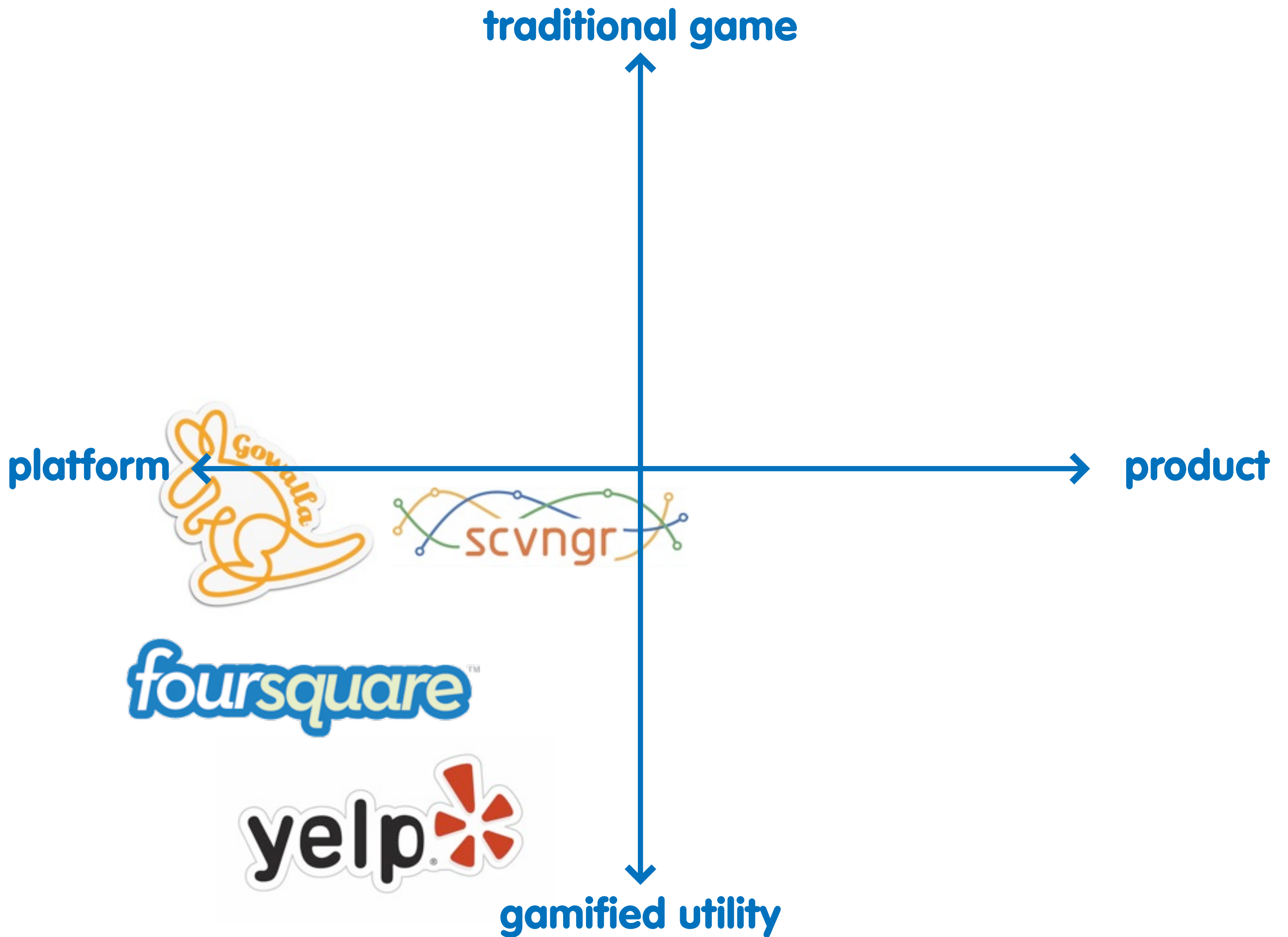
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- World full of venues
- Venues are places people go socially
- Venues fit into people's daily routine
- Promoting venues = business model



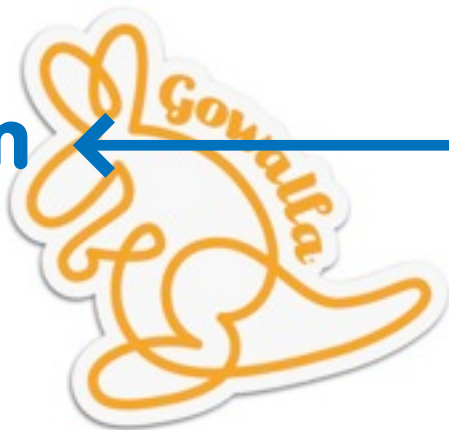




traditional game



platform



product

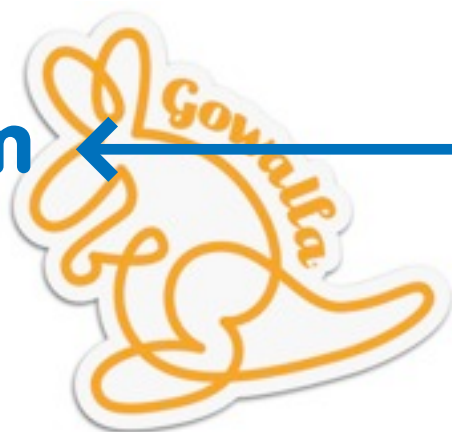


gamified utility

traditional game



platform



product



gamified utility

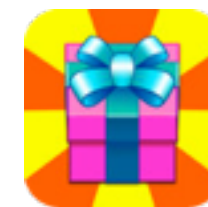




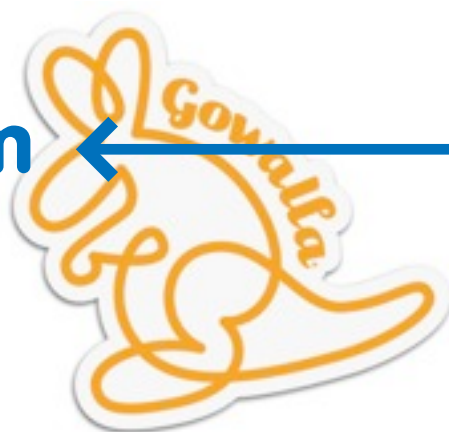
traditional game



GEOSEEK



platform



product

foursquare

facebook



gamified utility





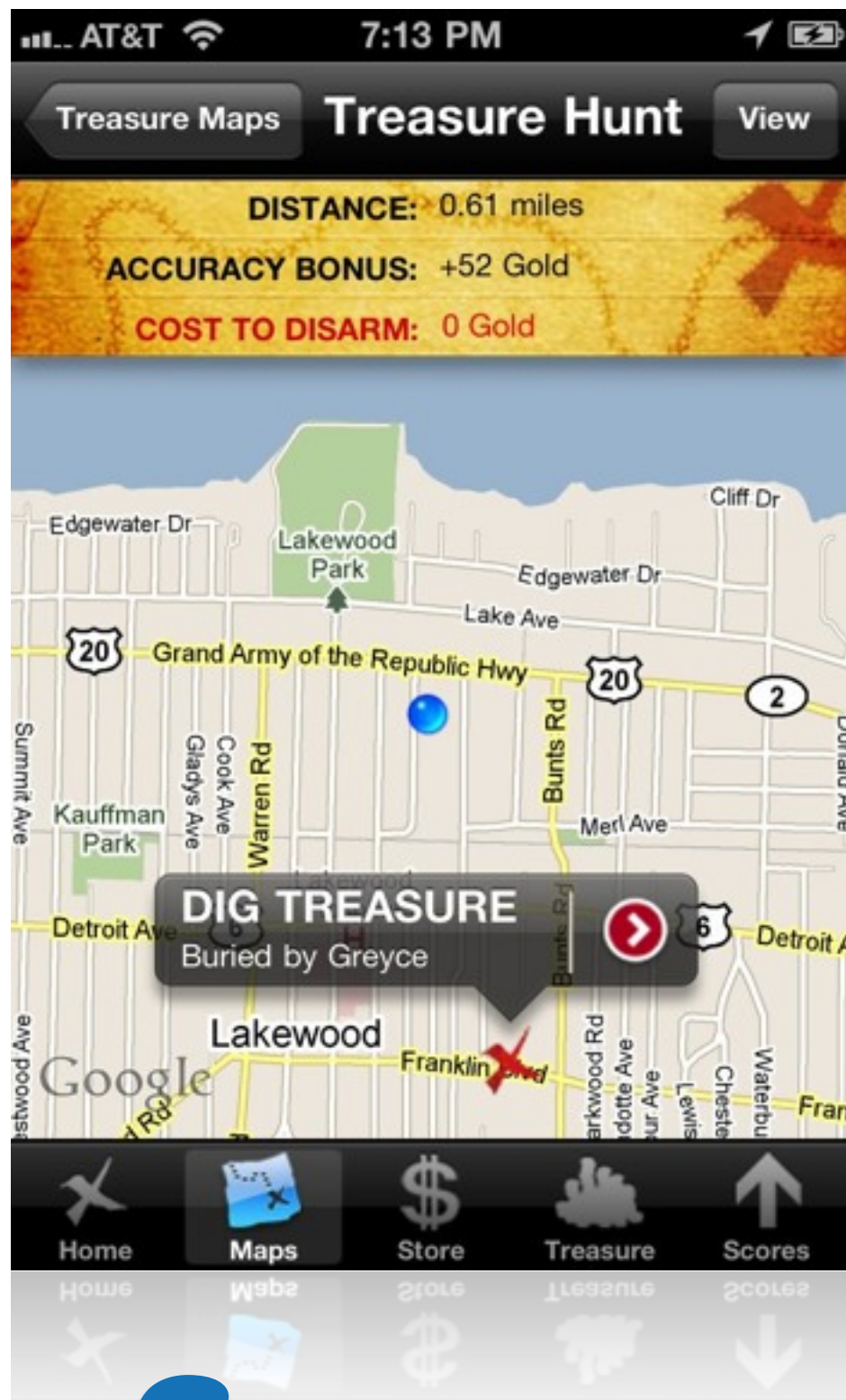
# Themes Being Explored Today





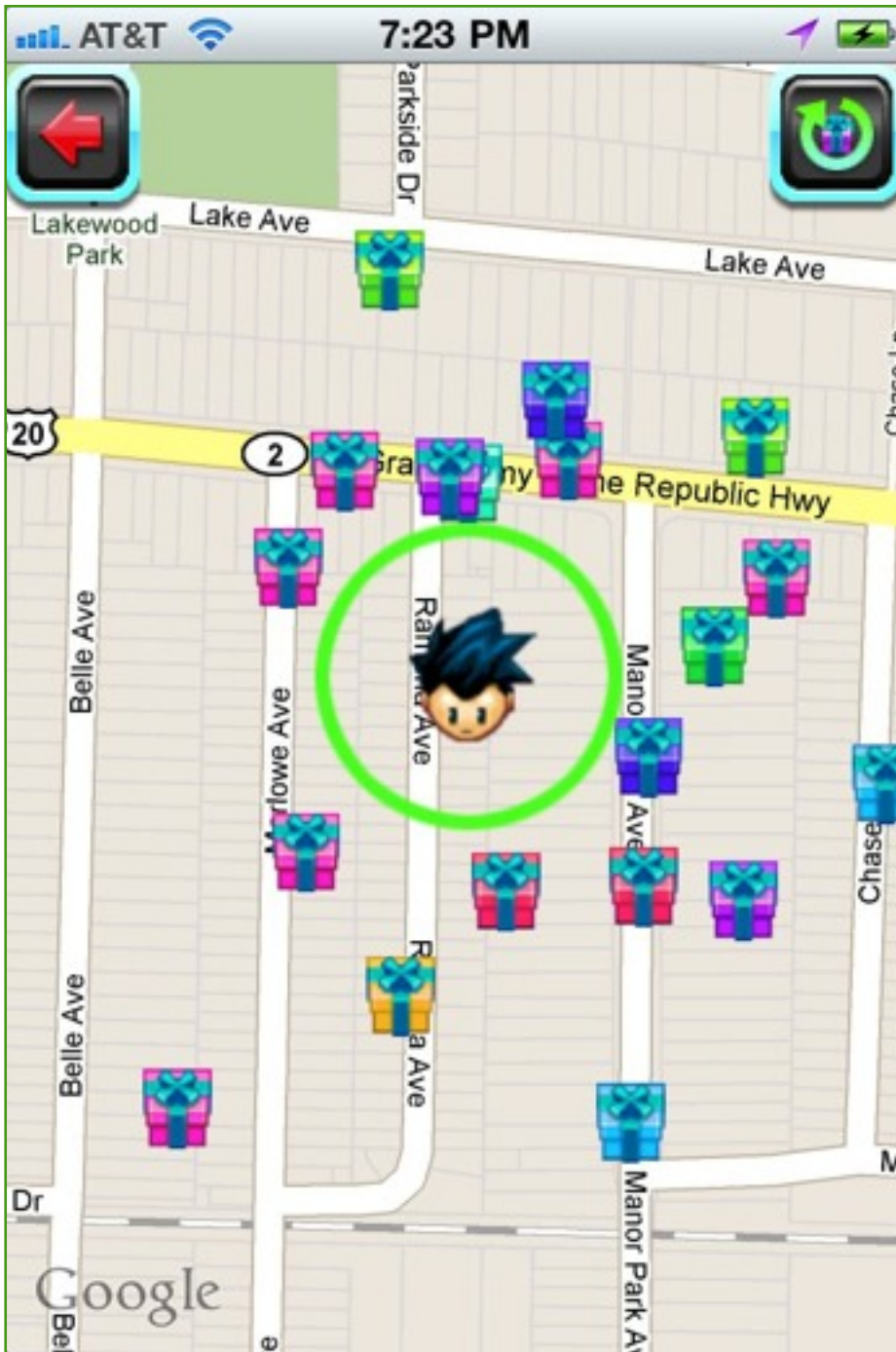
# Scavenger Hunt





# Scavenger Hunt





# Scavenger Hunt

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	200	1491

Mayor

Last 60 Days



**DrChristos K.**  
44 checkins



Photos

No photos here yet!

Staff

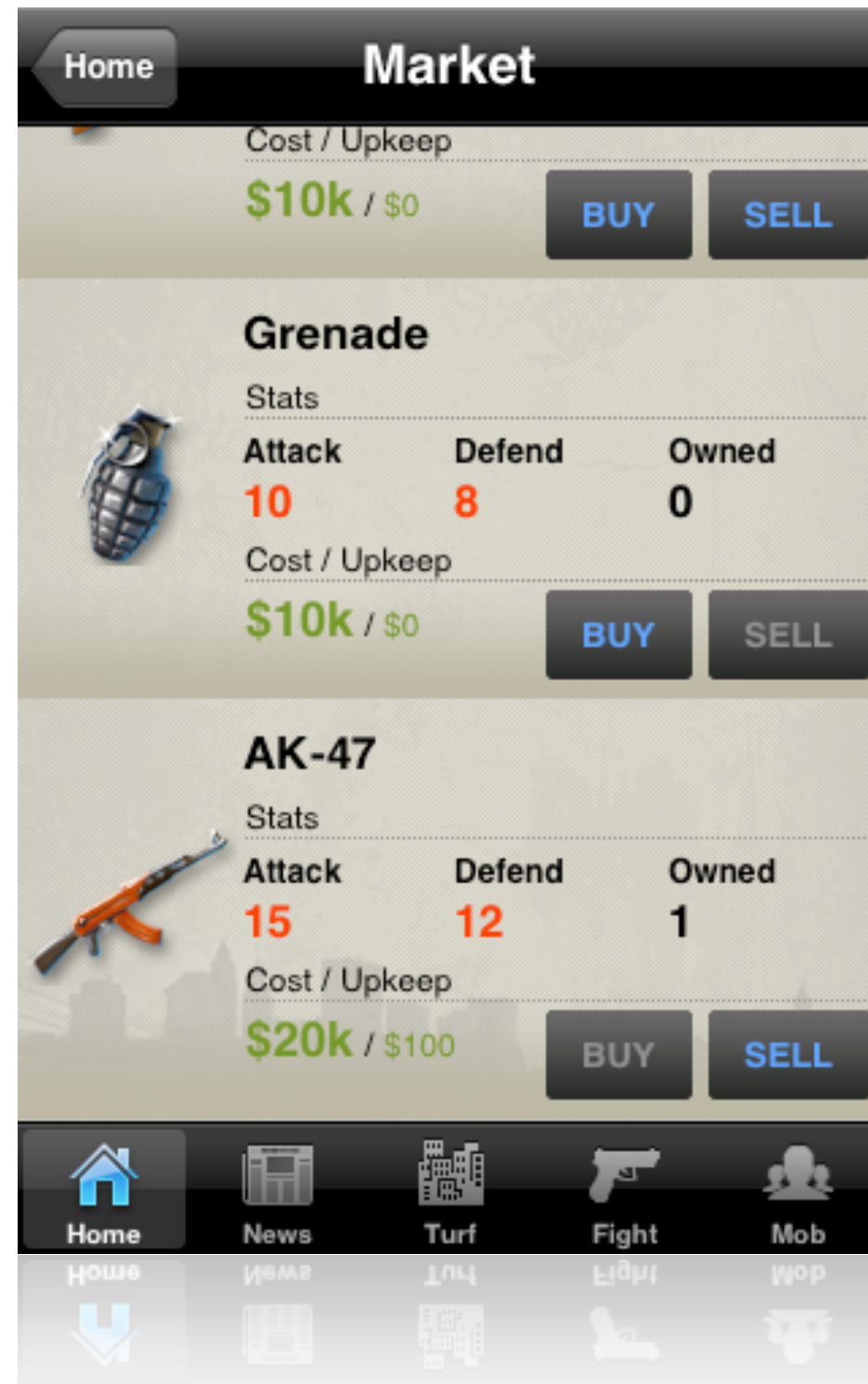
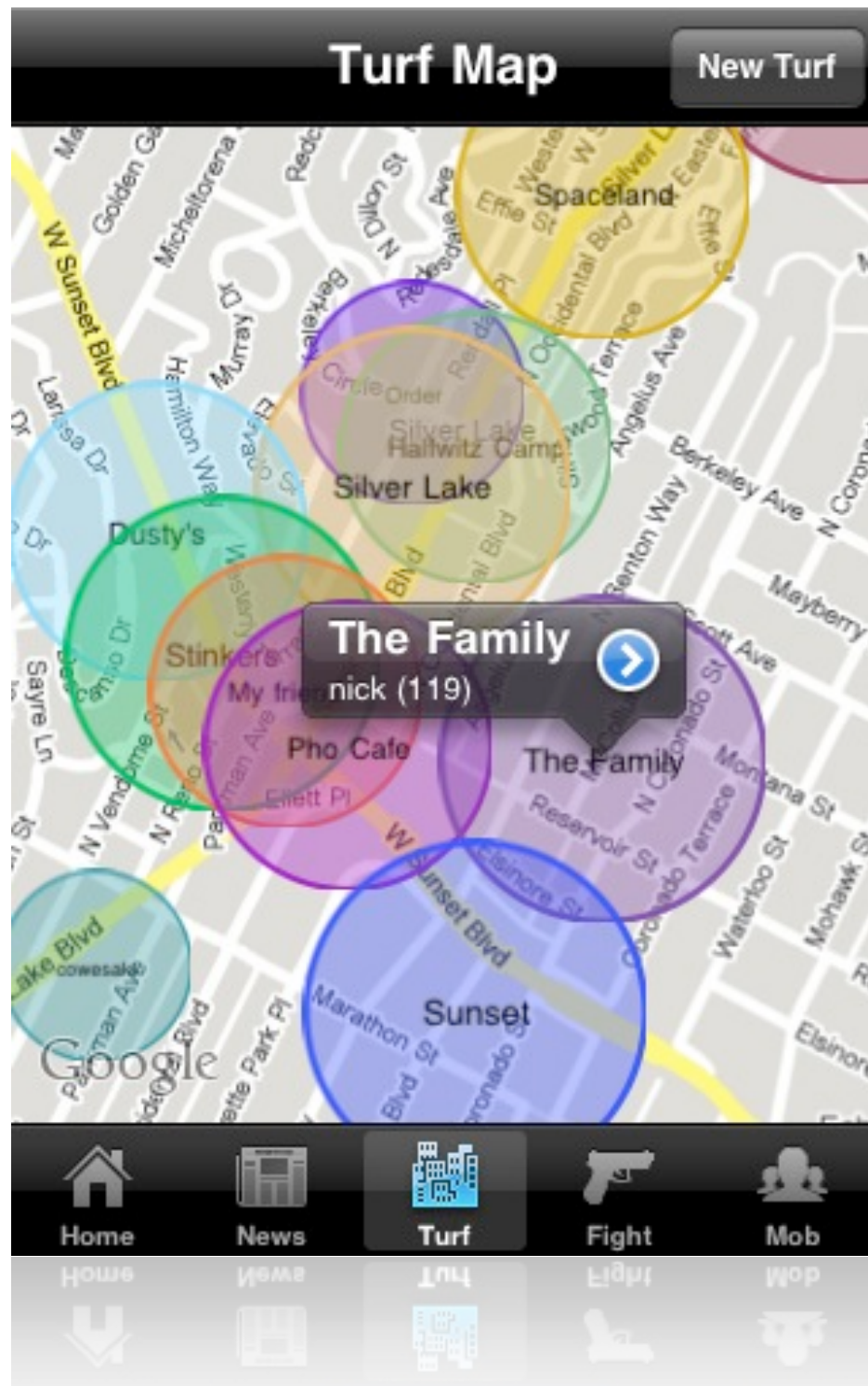






# Conquer Area



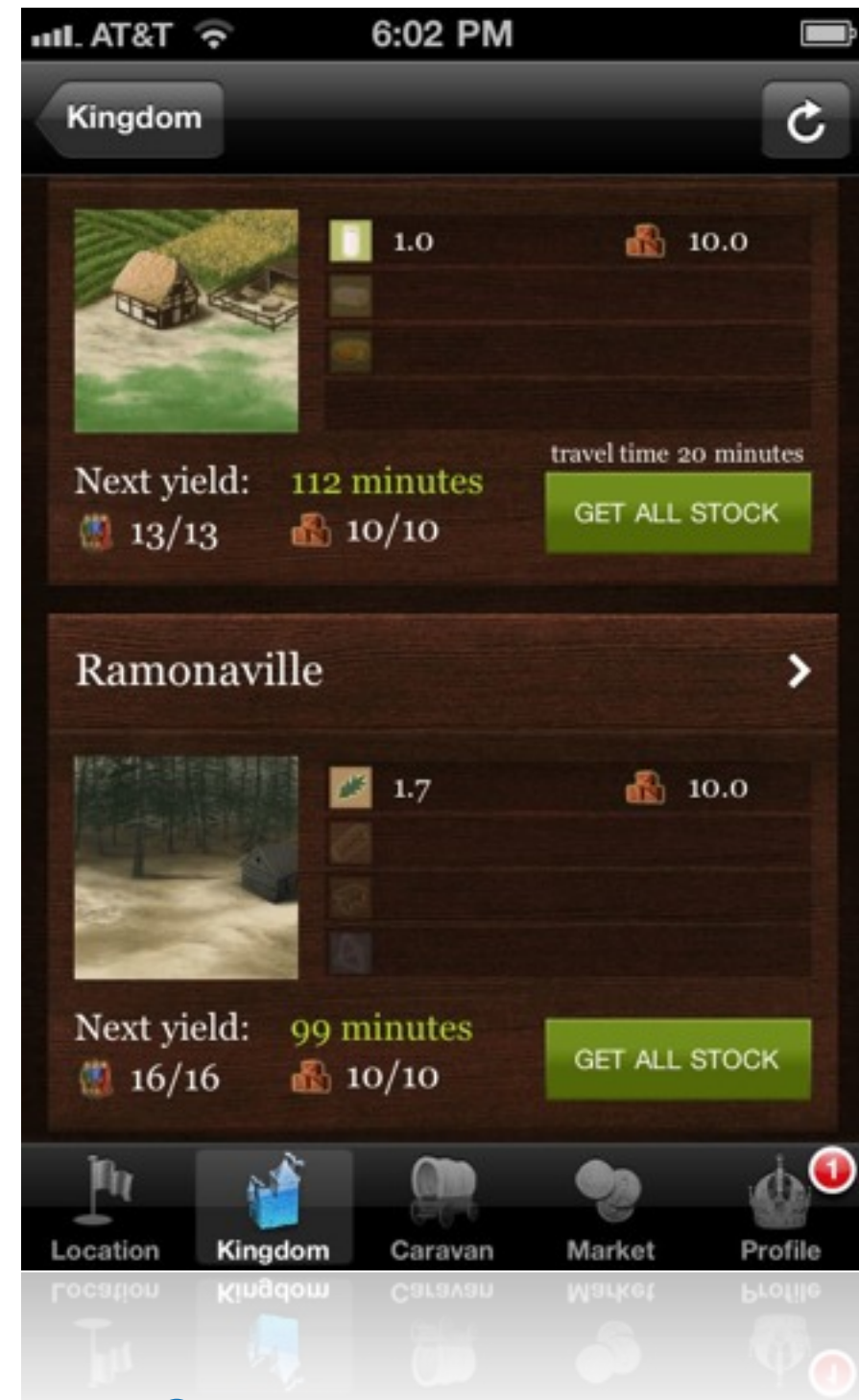
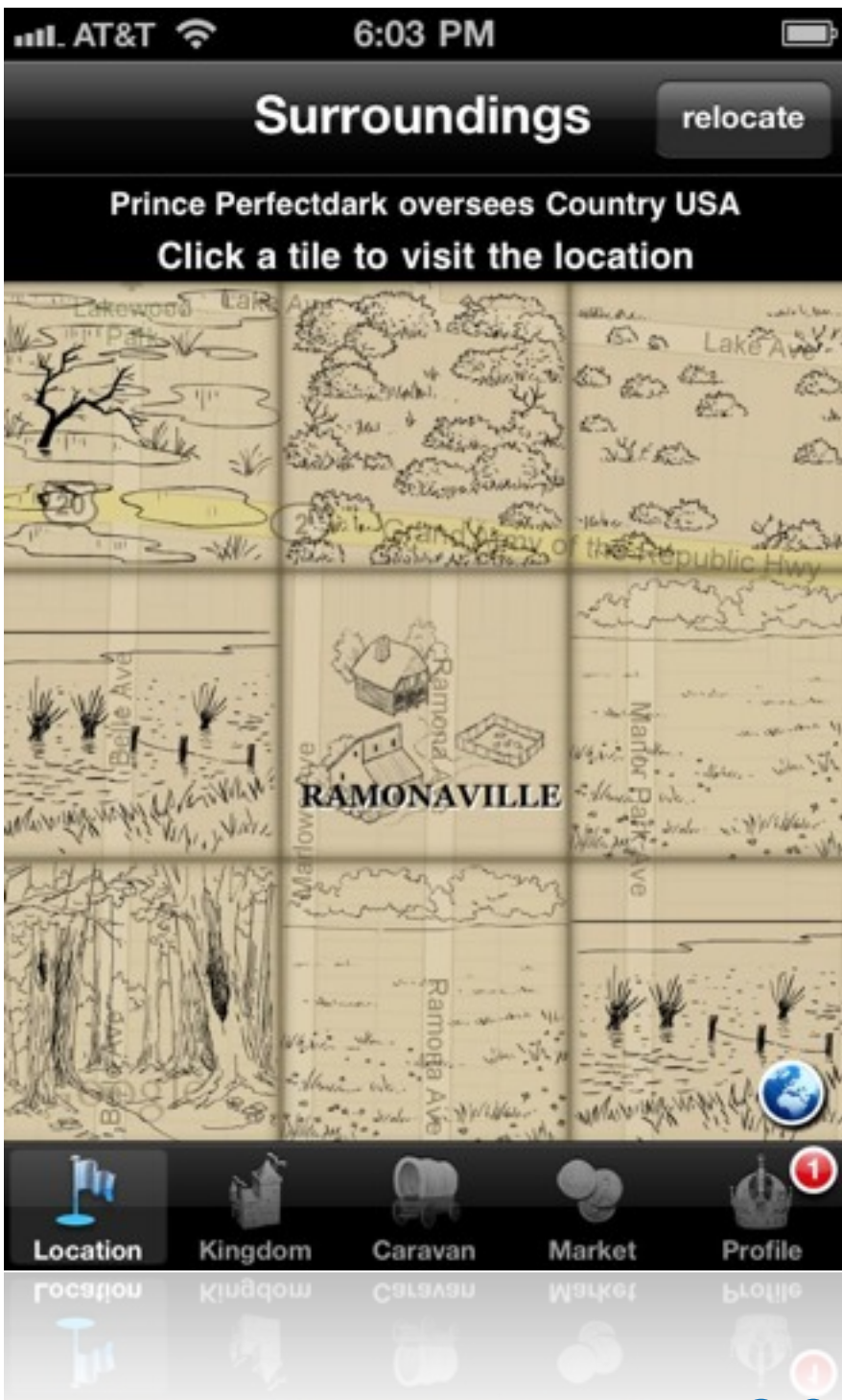


# Conquer Area



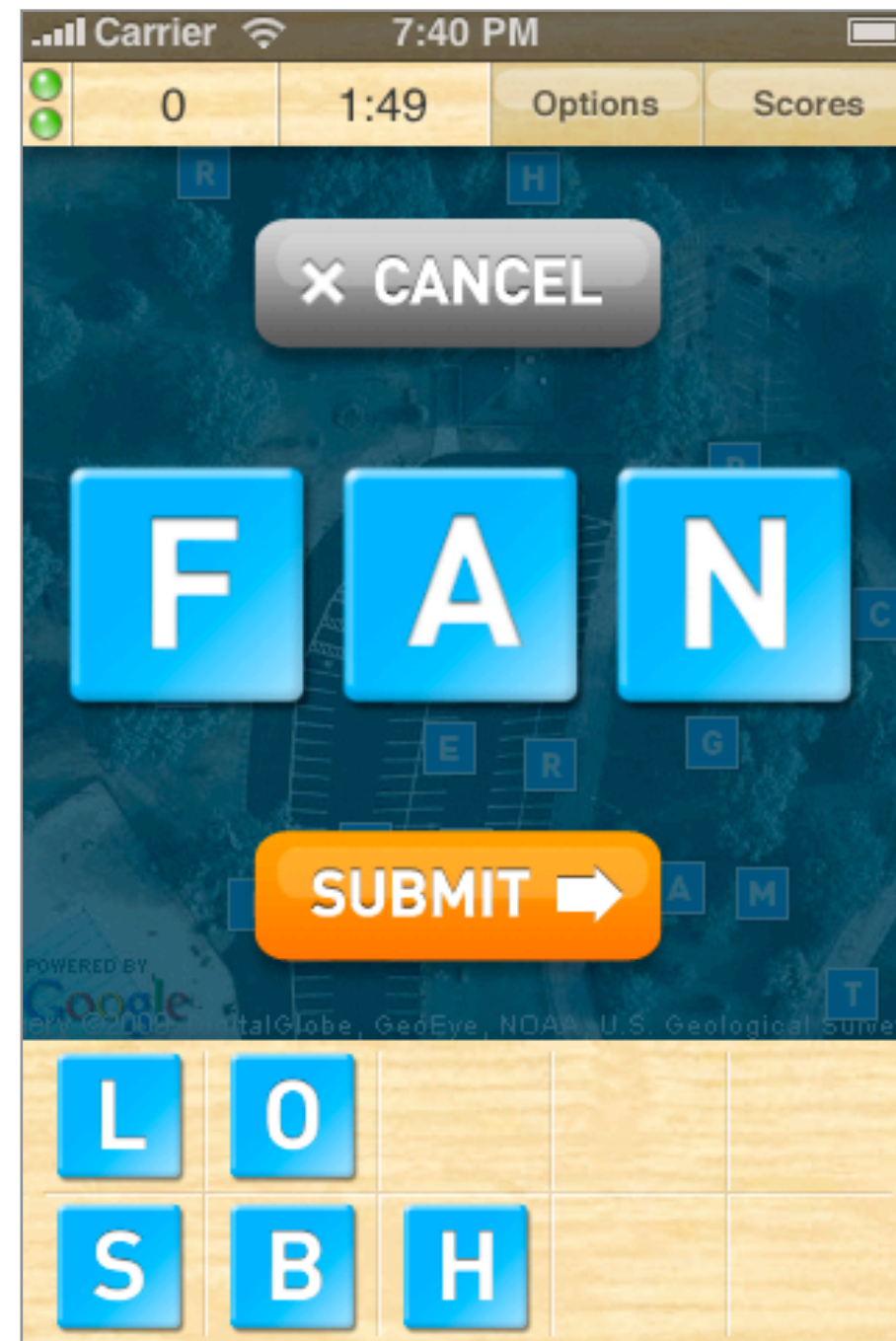
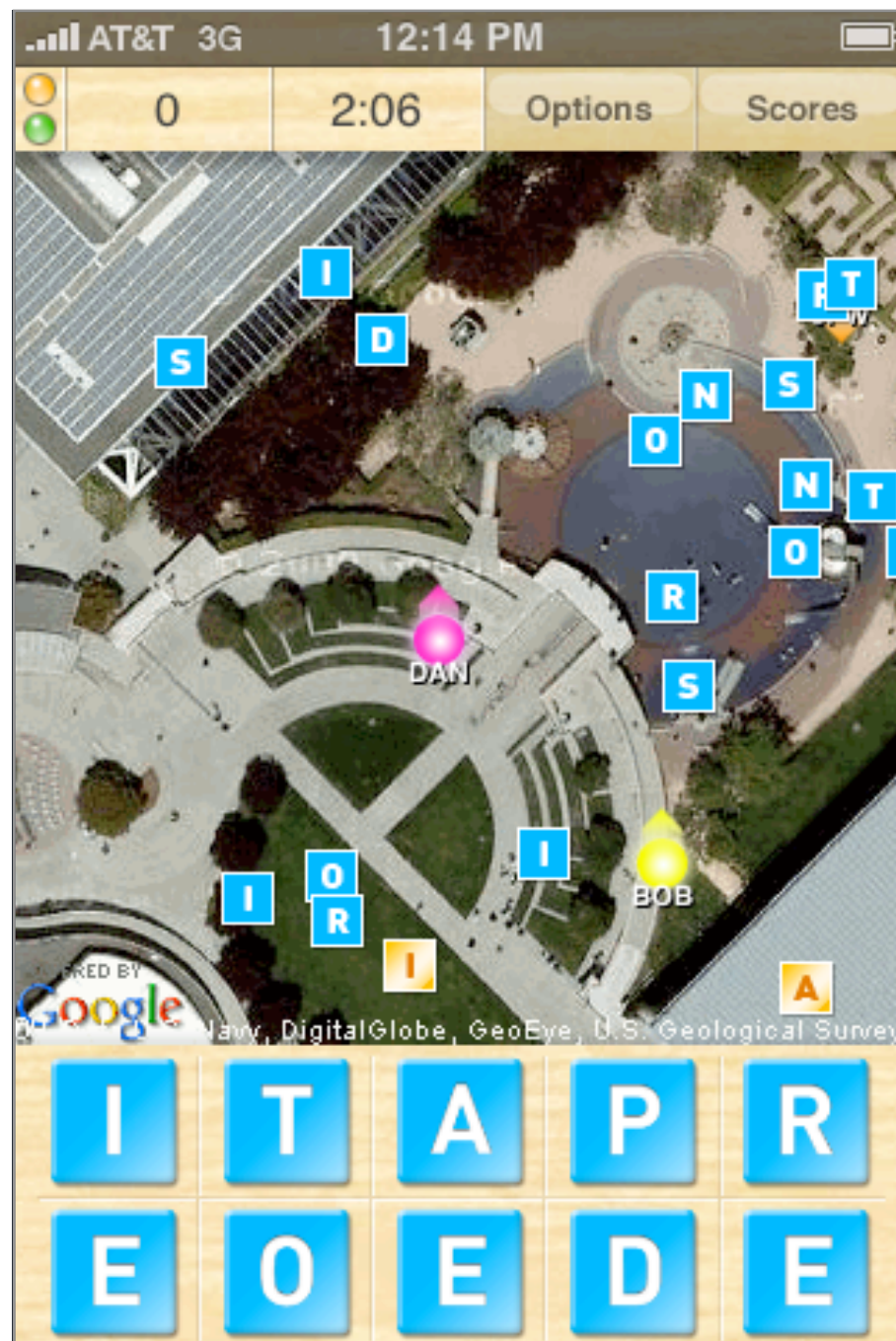
# Build Virtual City





Build Virtual City





# Active Movement





# Active Movement





NIKE.COM

WELCOME JANERUNSWILD REGISTER MY ACCOUNT NEWSLETTER

JaneRunsWild

I HAVE COMPLETED 82 RUNS FOR A TOTAL OF 430.2 MILES. MY AVERAGE PACE IS 9'45" PER MILE.

records blog forums

View My Challenges: ACTIVE COMPLETED (11) UNCONFIRMED (2) OPTIONS SHARE

**VS THE BIG GYM THROWDOWN**

VIEW DESCRIPTION

01 Stationary_Bikes	83.8mi	
02 Treadmills	70mi	
03 Ellipticals	55.4mi	
04 Stair_Steppers	40.7mi	

The Bikes are dominating, you all don't stand a chance!

Don't be so quick to brag, we're catching up quick! It's only a matter of time...

Benski

Or a matter of stairs, hahal

RunAsakoRun

talk trash

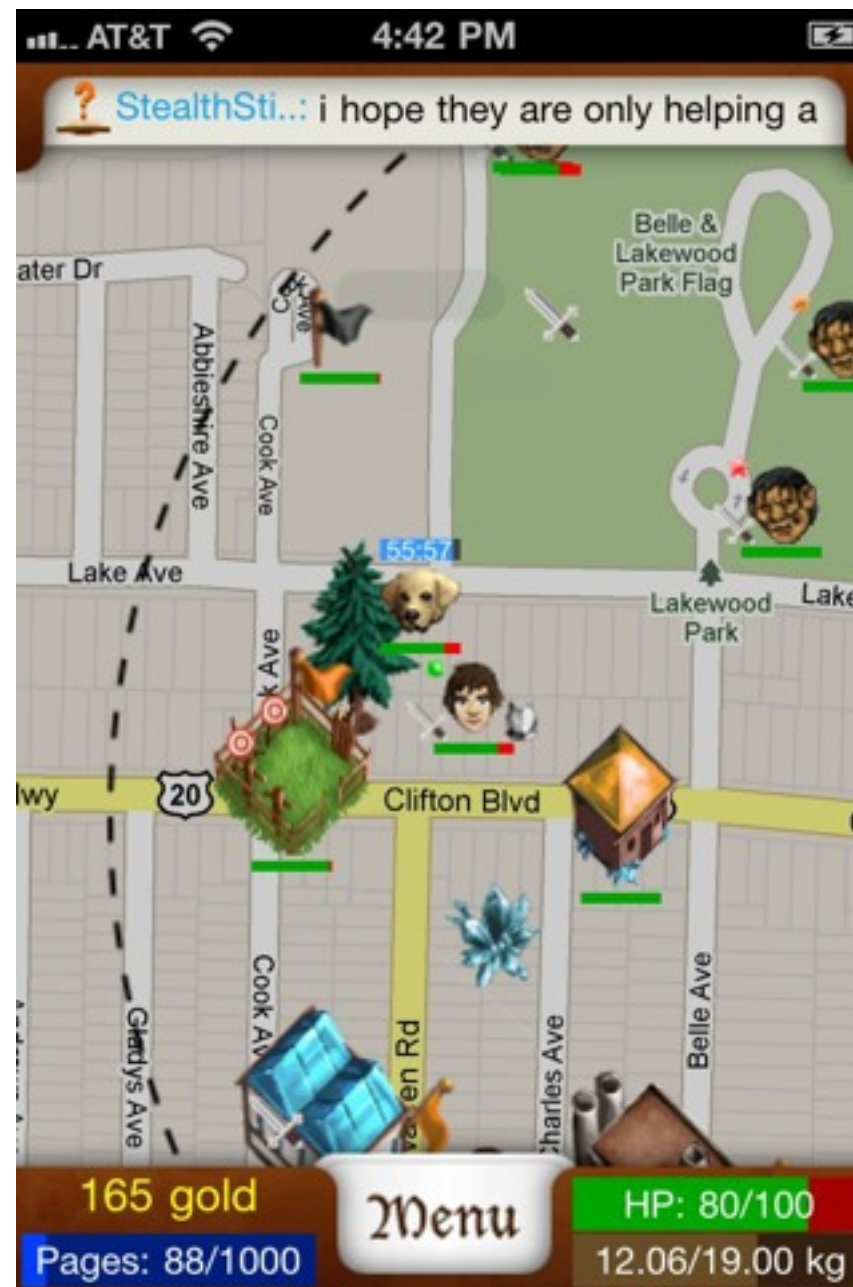
Workouts Challenges Community 47,693,547 mi Gear & Music Support

COUNTRY SELECTOR STORE LOCATOR CUSTOMER SERVICE PRIVACY/TERMS OF USE

©2007 NIKE ALL RIGHTS RESERVED

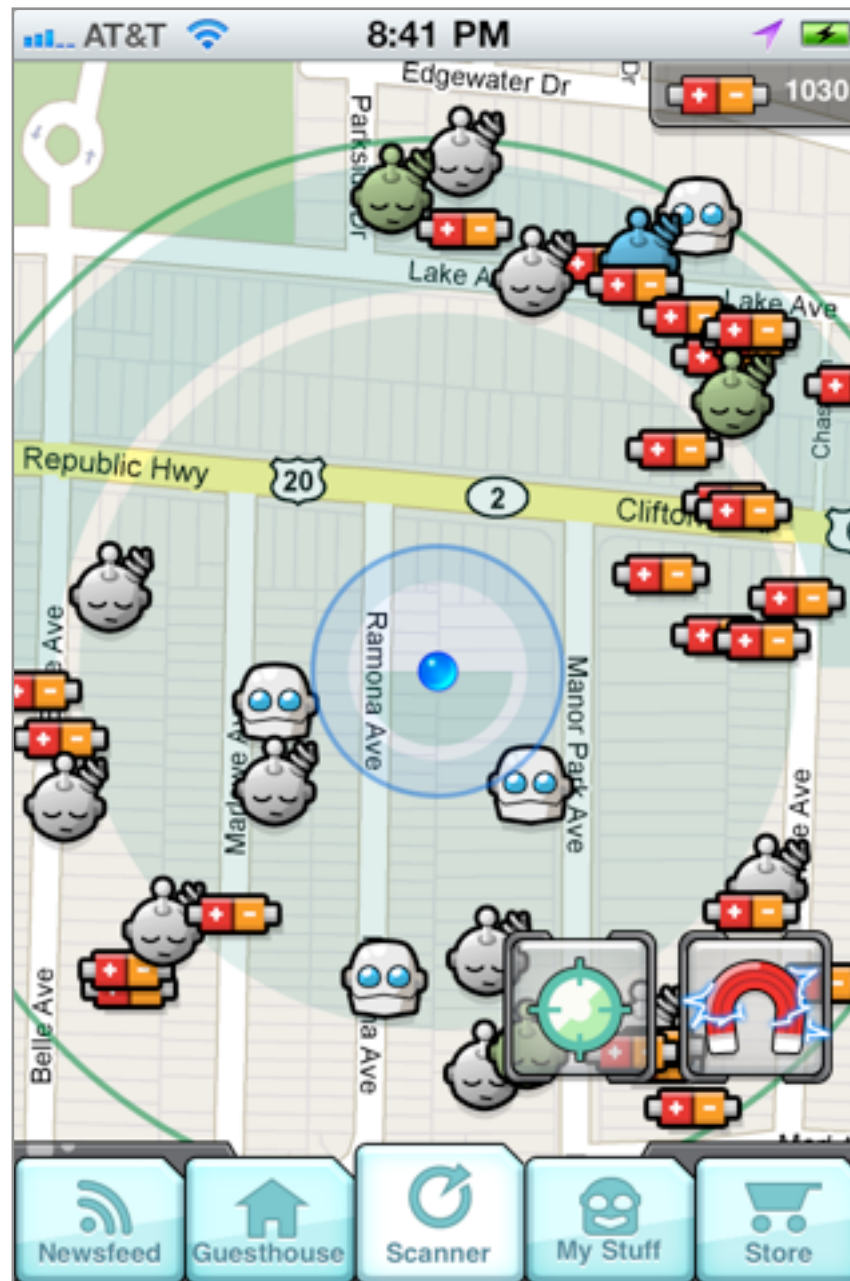
# Active Movement





# Parallel World





# Dokobots





Dokobots

# Tech & Design Challenges





**The World is Massive**





# The World is Massive

# The Biggest “MMO”

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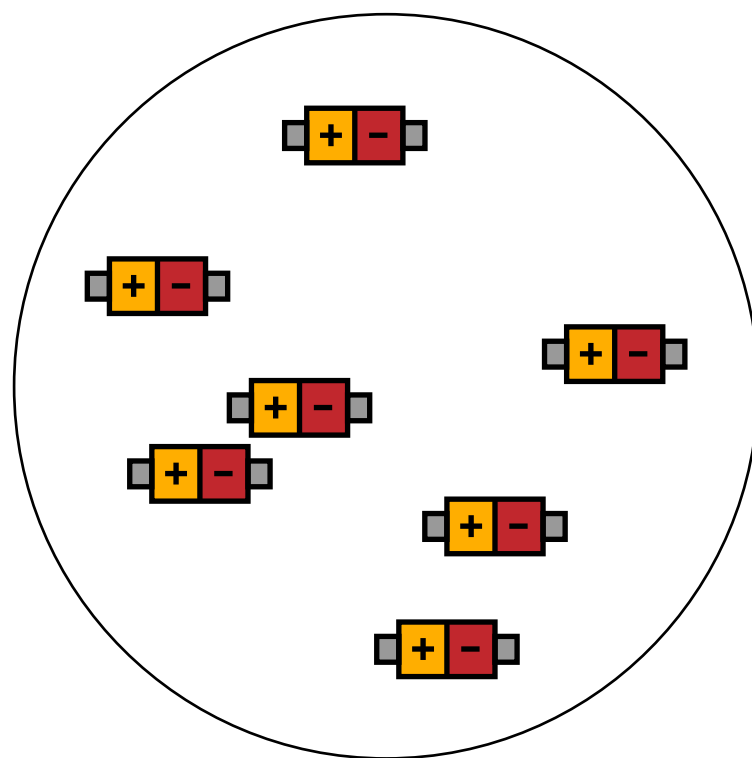
# The Biggest “MMO”

- How to create enough content for earth?
- Launch in limited locales
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- Generated Content

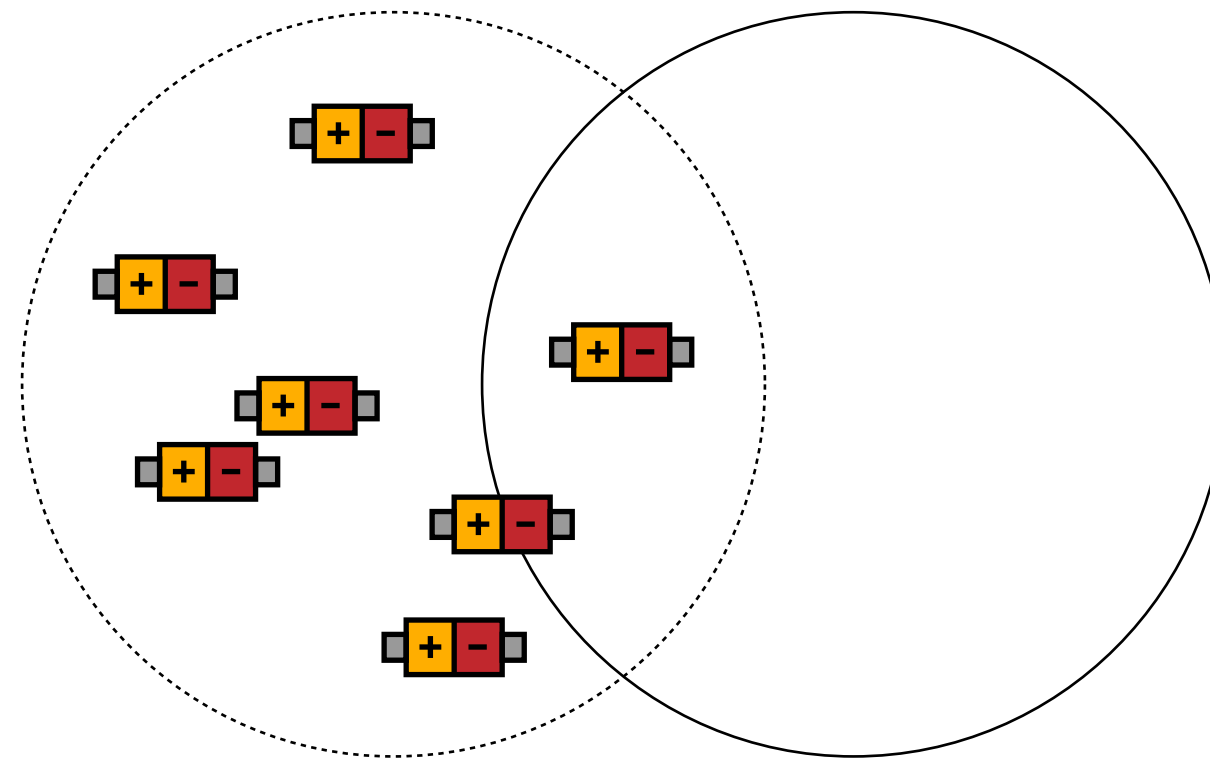
**196M sq mi**  
**240 vobs per sq mi**

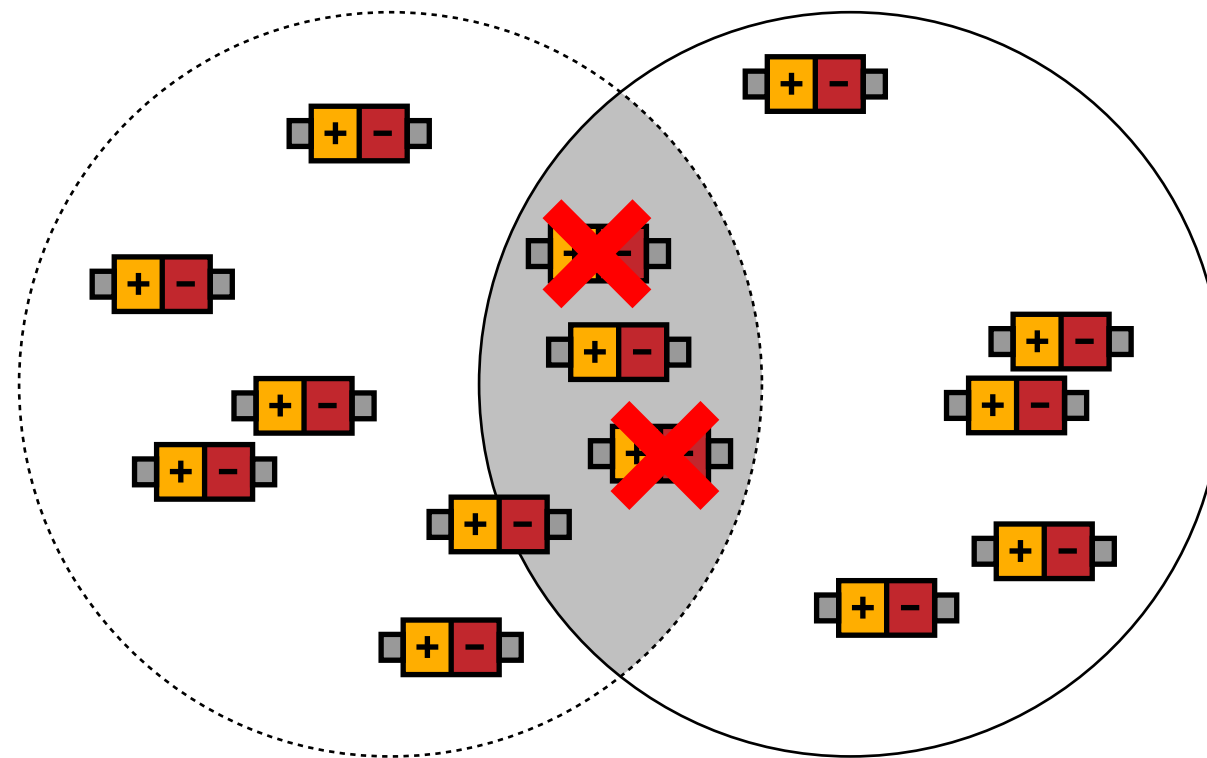
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**=**  
**47,040,000,000**  
**DB records**

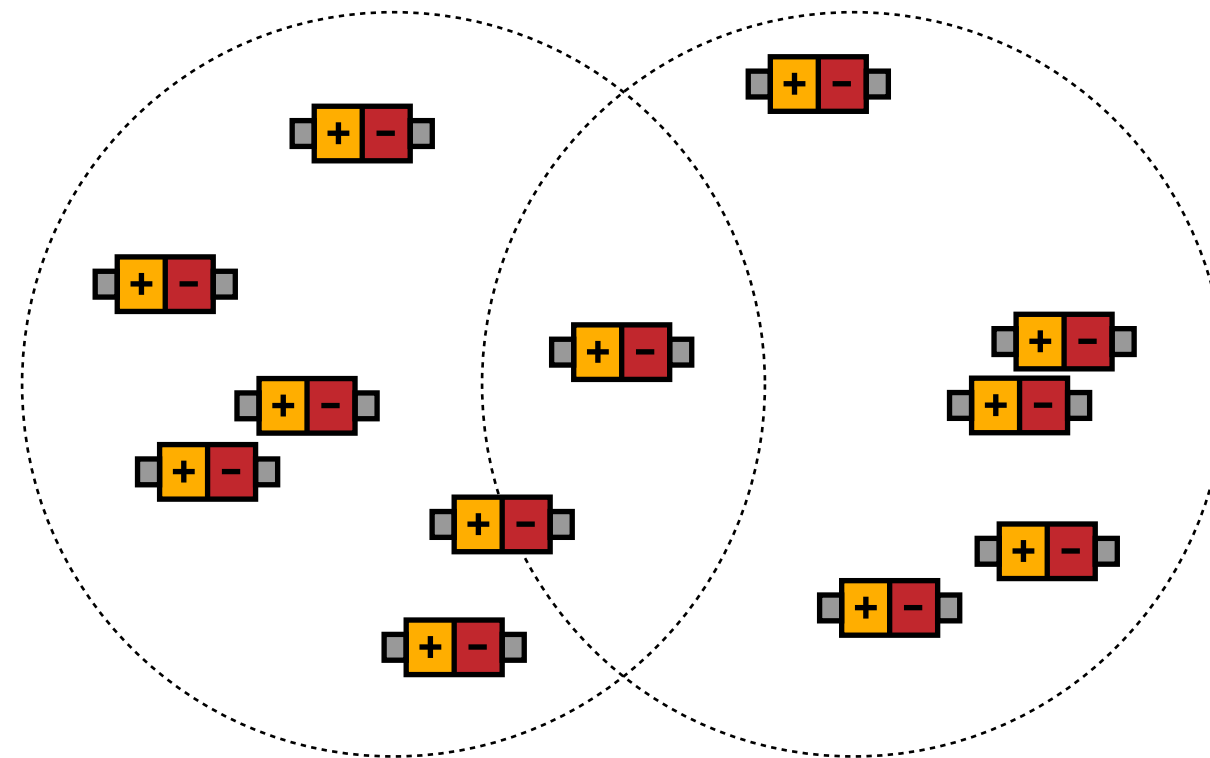


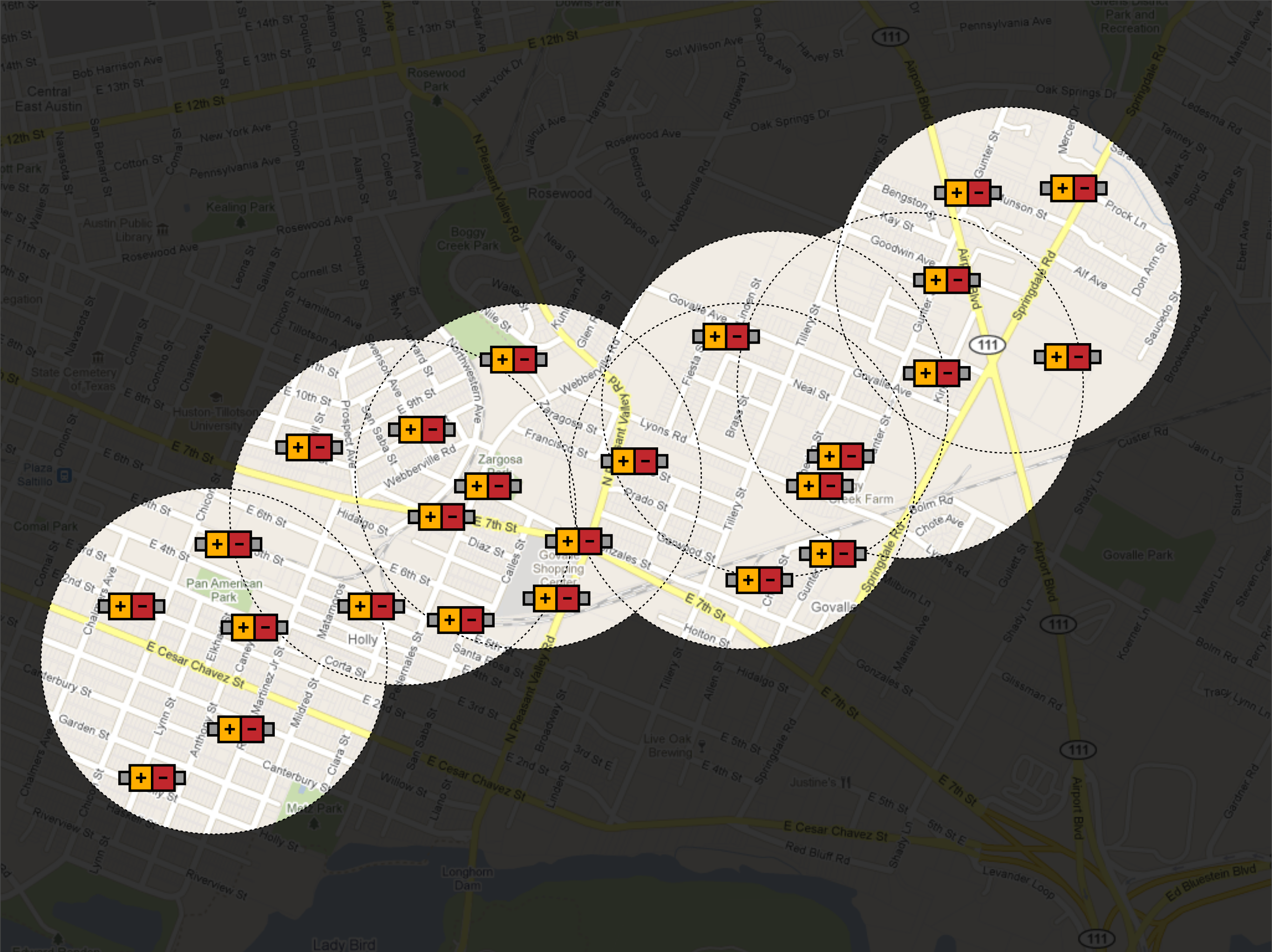












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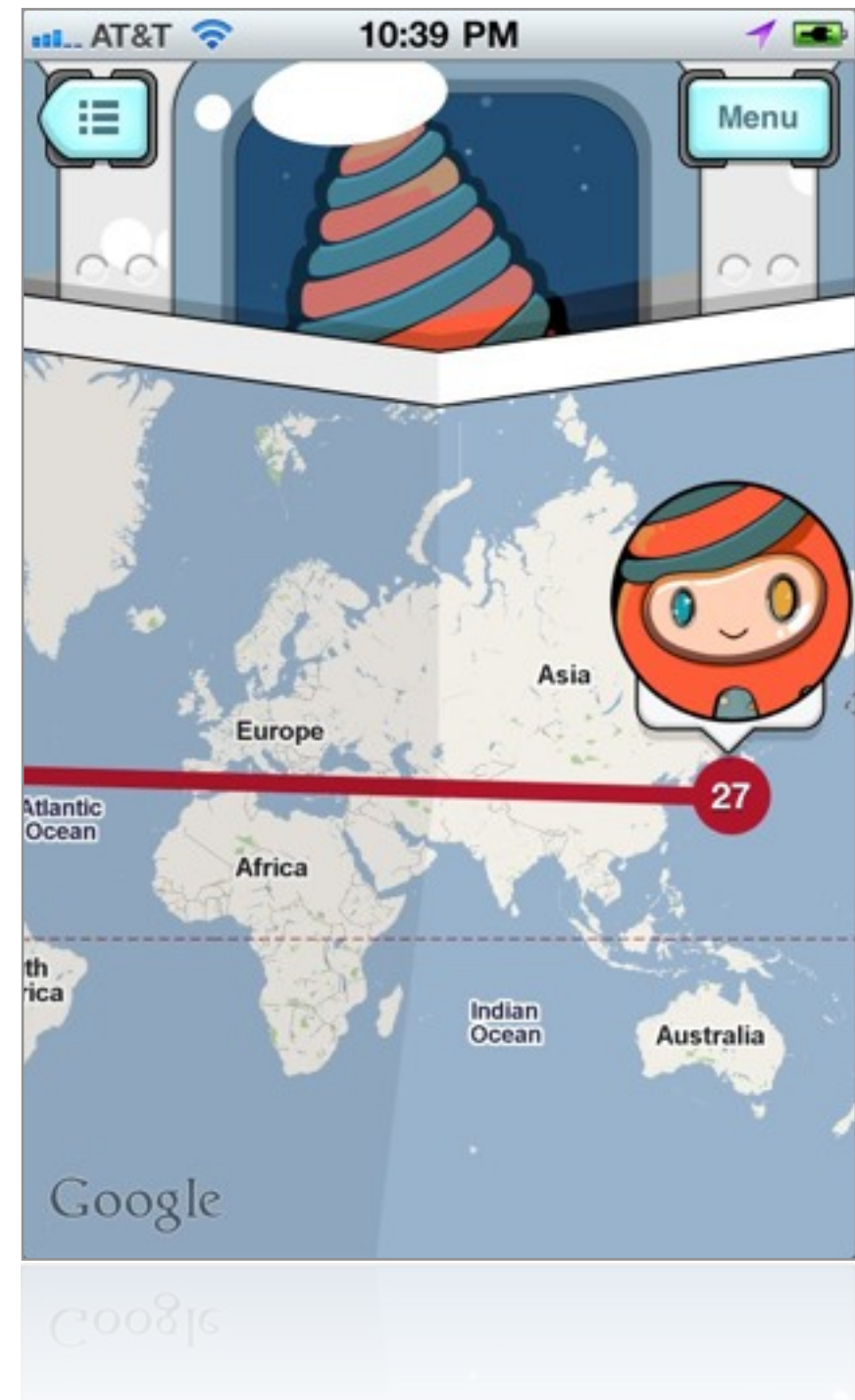
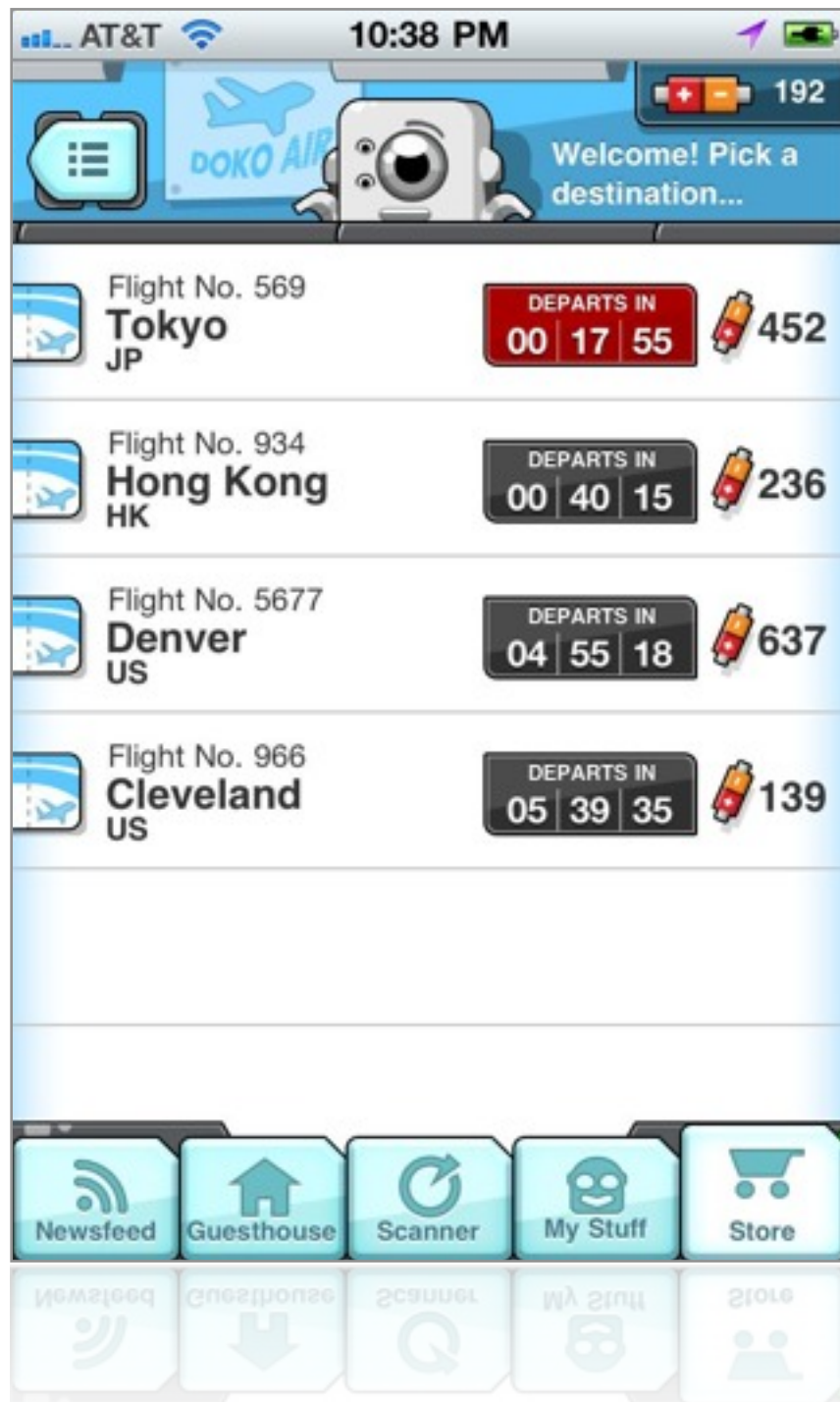
- How to engage players everywhere?
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# Uneven Population Density

- How to engage players everywhere?
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- Launch in limited locales
- Instanced Games
- Generated Content

# Uneven Population Density

- How to engage players everywhere?
- Single player activities
- Launch in limited locales
- Instanced Games
- Generated Content
- Interact with players worldwide









# Network Reliability

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# Network Reliability

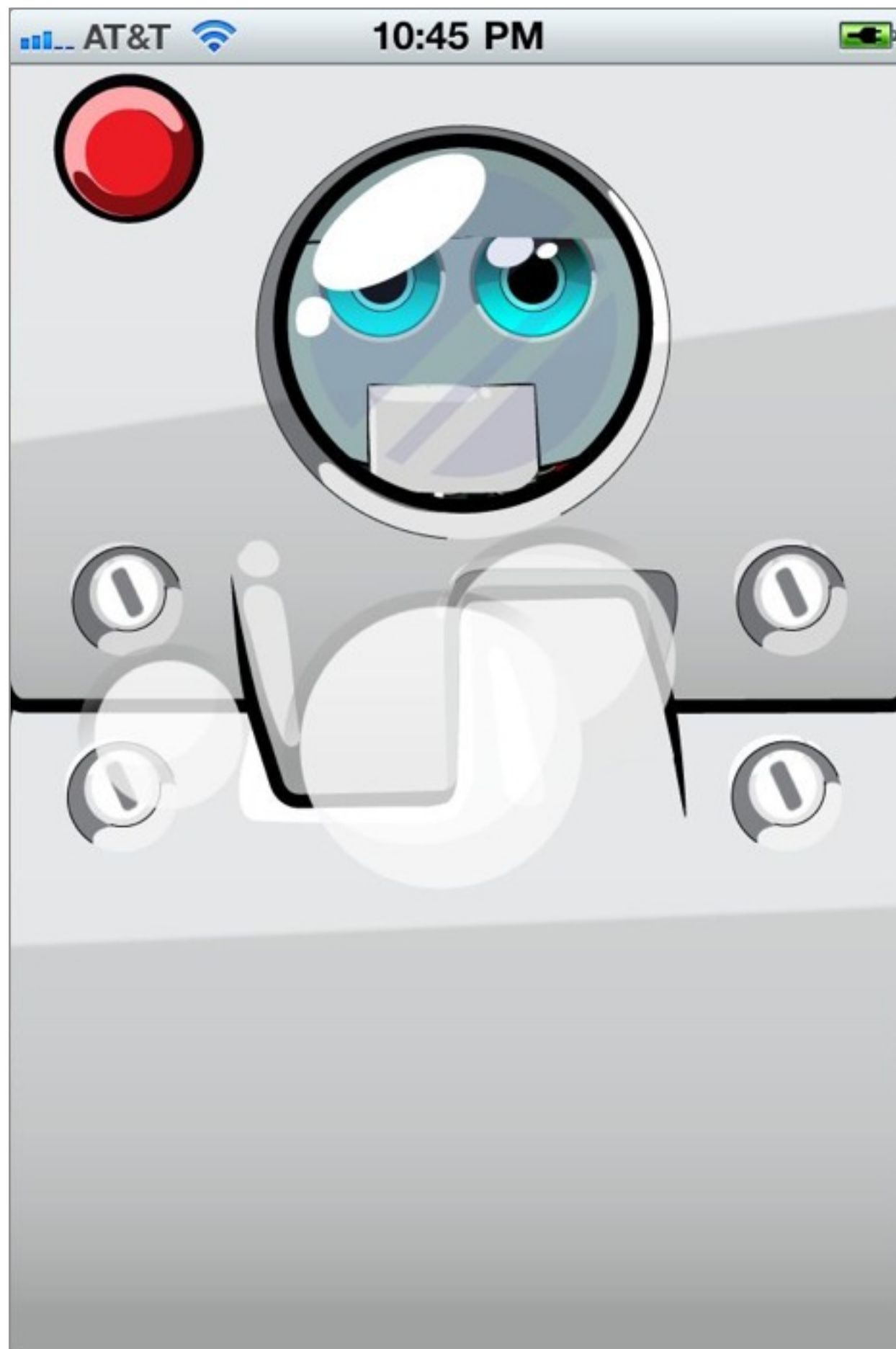
- Mobile network is unreliable
- Worse as players move around
- Non-cellphone devices

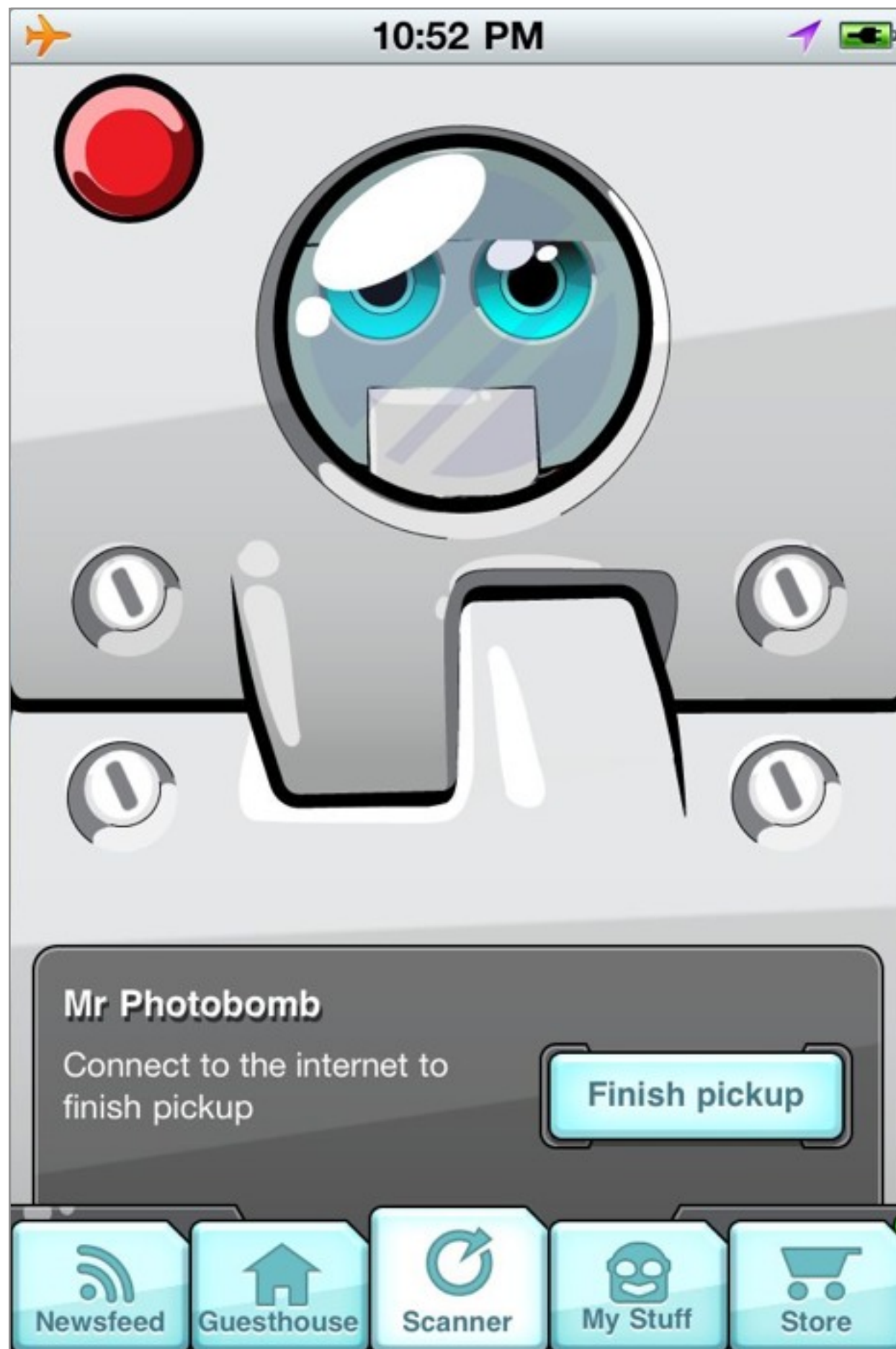


# Network Reliability

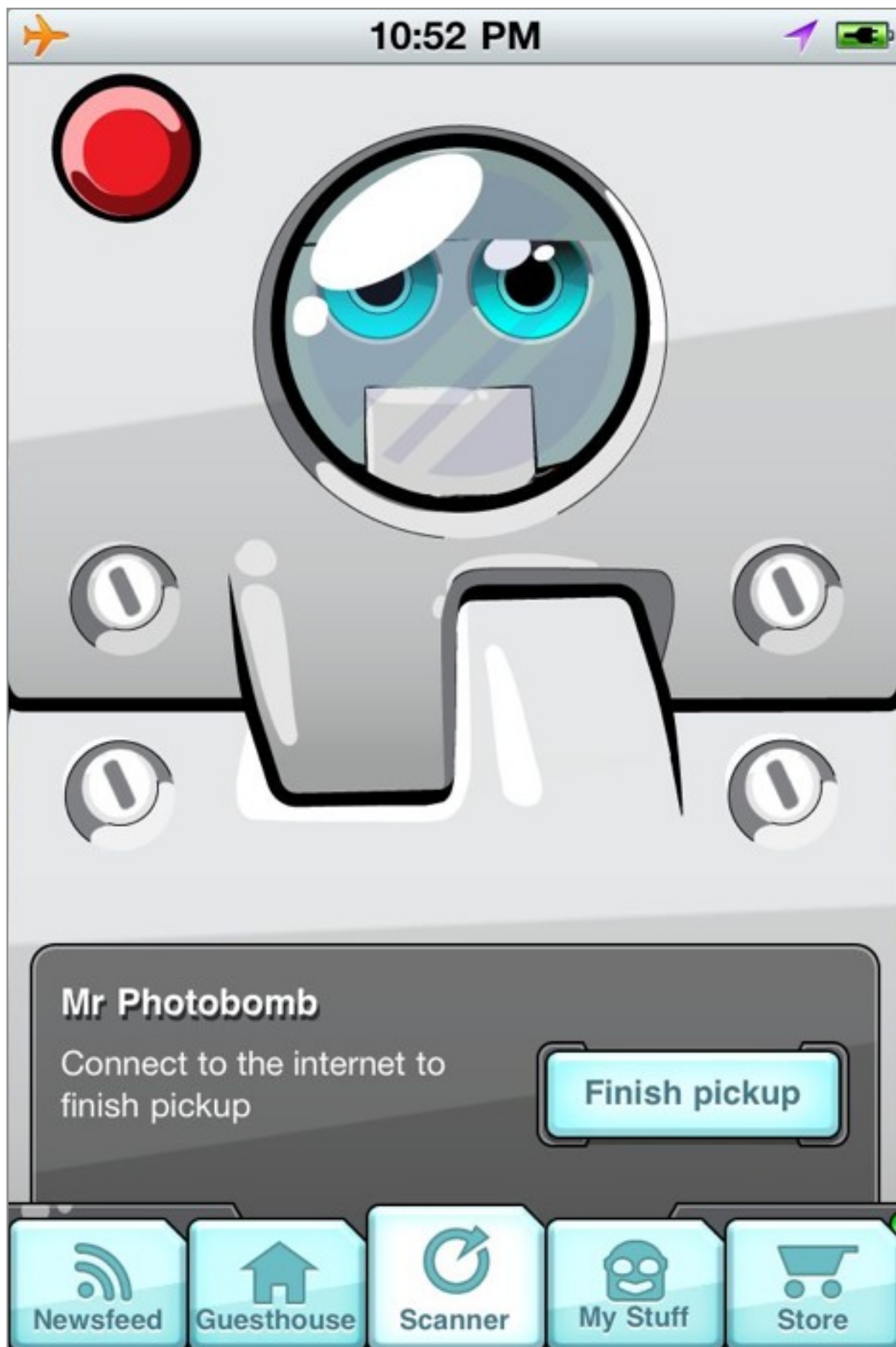
- Mobile network is unreliable
- Worse as players move around
- Non-cellphone devices
- Design for failure

















# Vobs in a Real World



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# Vobs

# World

- Our good
- Suggest
- Virtual c

imitations



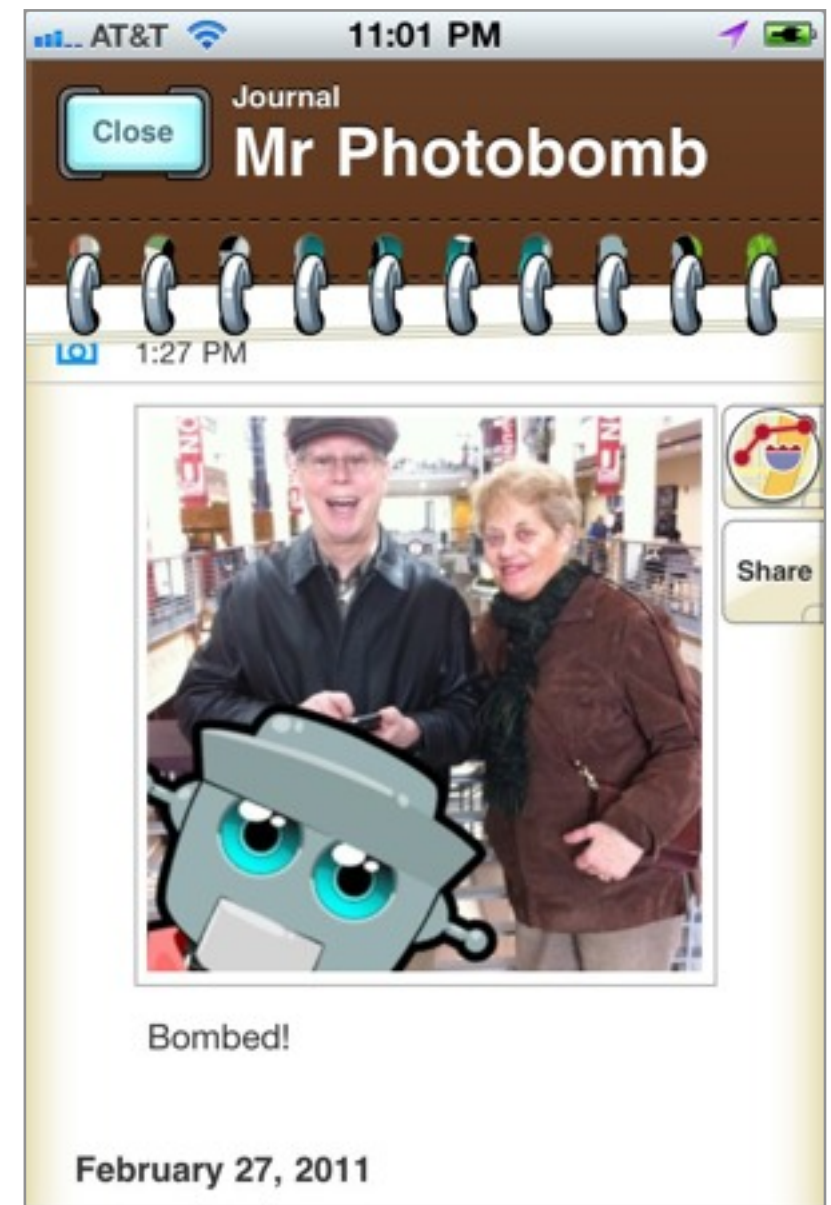


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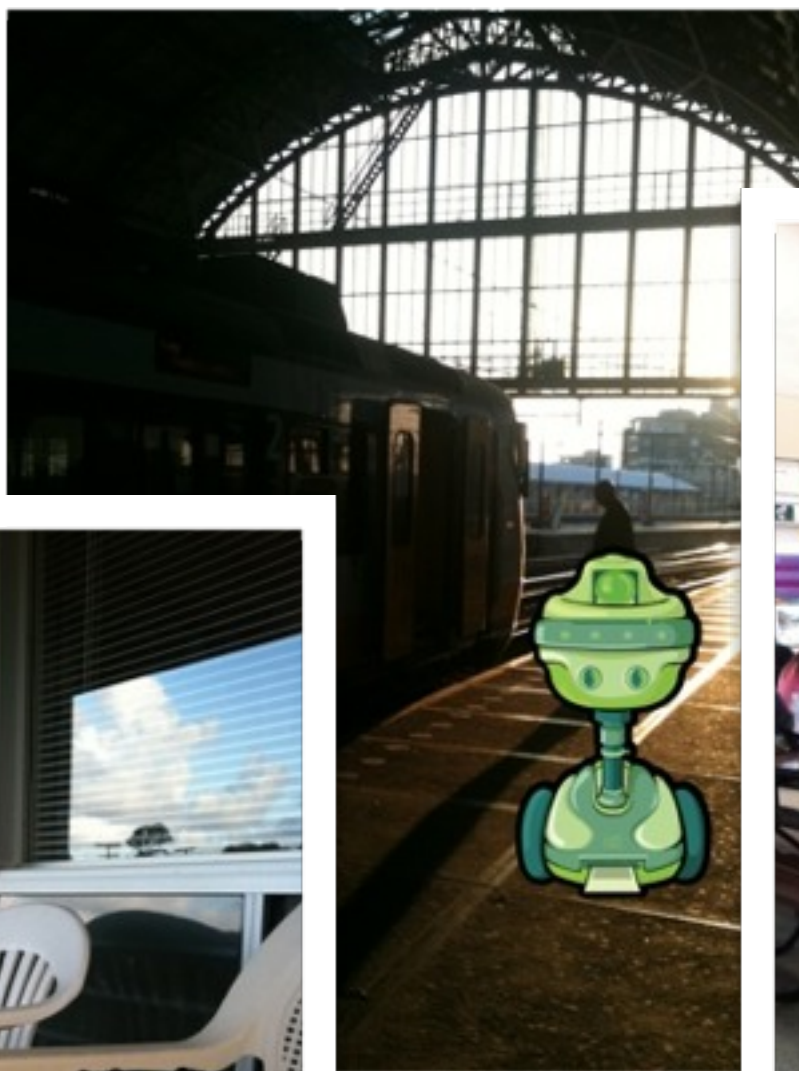
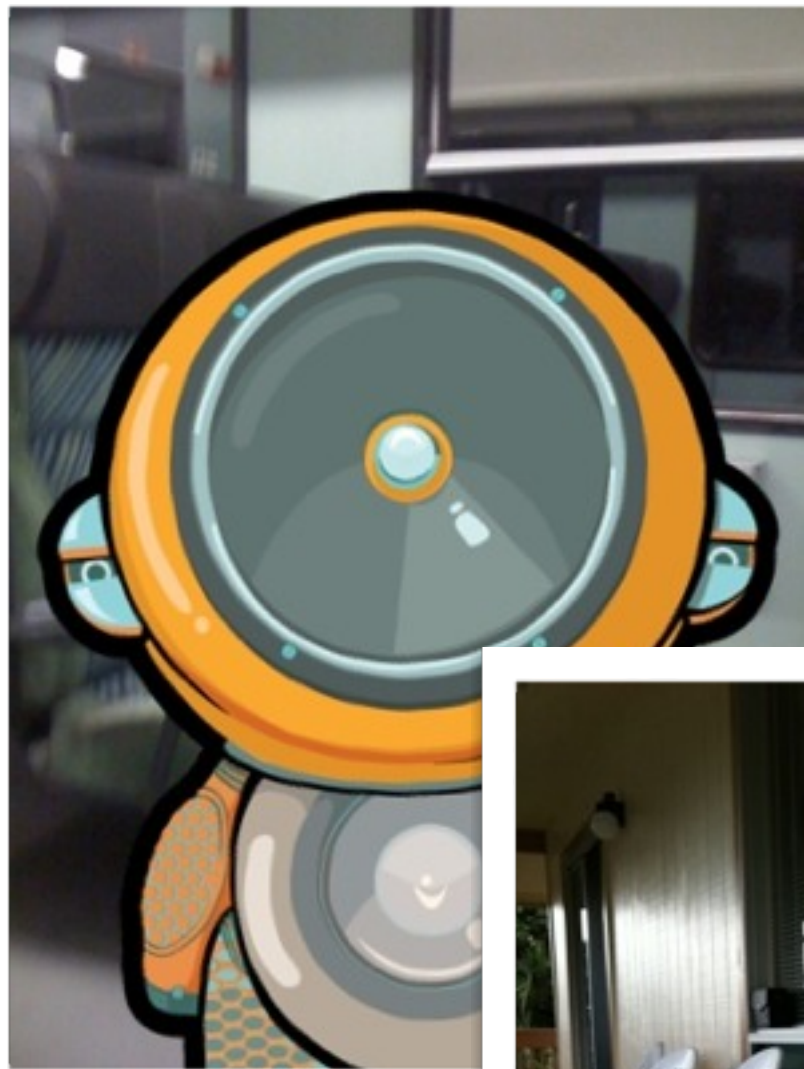
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# Vobs in a Real World

- Our goal is to create an overlap
- Suggest “physicality”
- Virtual objects with real-world limitations
- Virtual objects that Interact with reality









# Unique Opportunities

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- The World is Massive!





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Saturday, March 12, 2011



# Unique Opportunities

- The World is Massive!
- User Retention

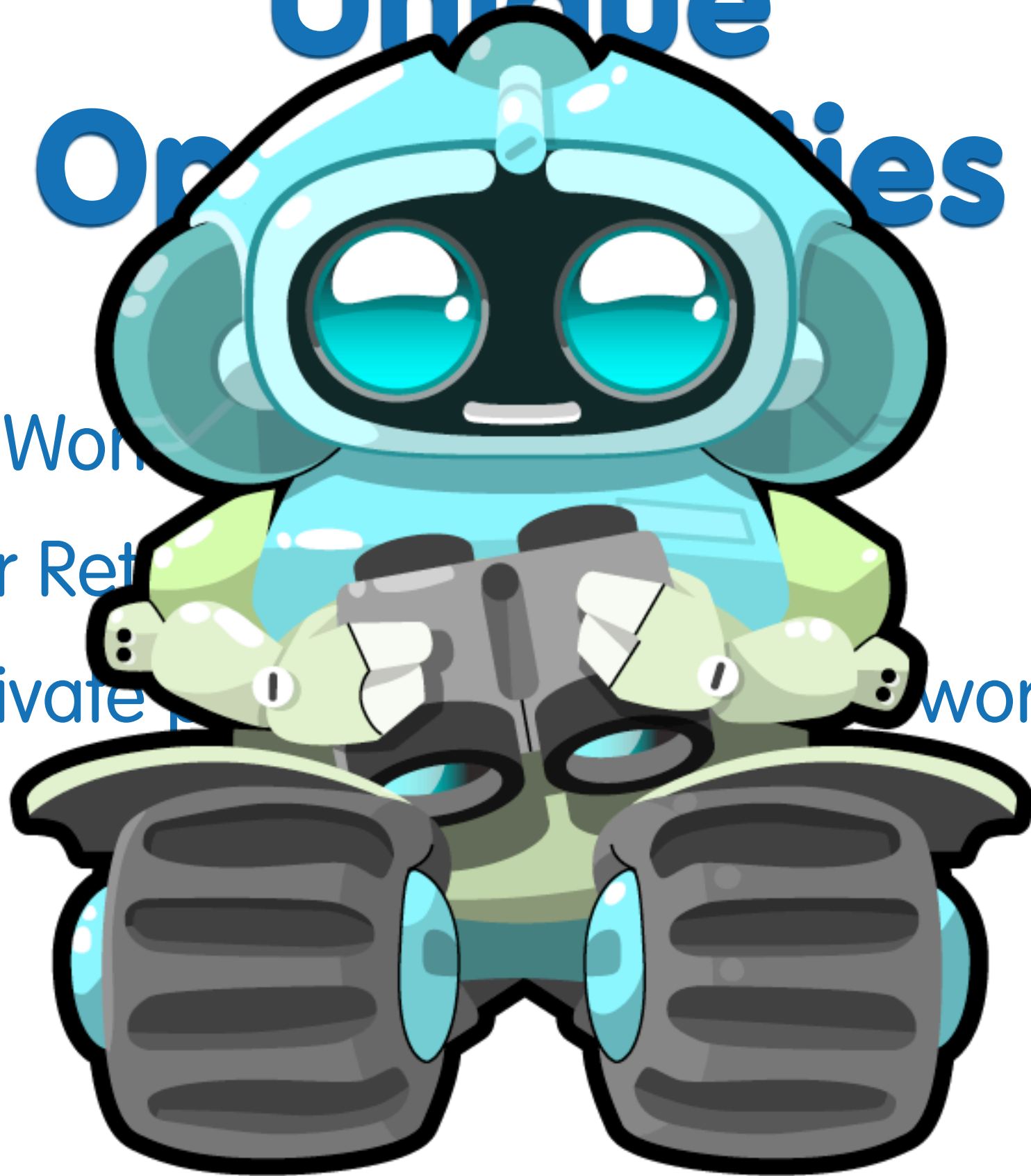


# Unique Opportunities

- The World is Massive!
- User Retention
- Motivate people to explore their world

# Unique Opportunities

- The World
- User Retention
- Motivate the world



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# Unique Opportunities

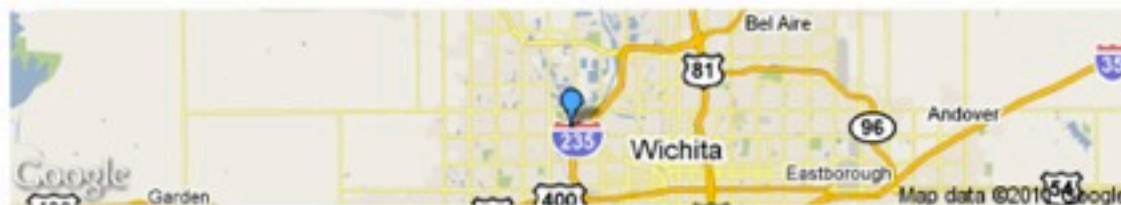
- The World is Massive!
- User Retention
- Motivate people to explore their world
- Video Game that provides real experiences



# DOKOBOTS

## 9. Photo added by call me al

Jan. 17, 2011, 9:54 p.m. GMT, Wichita, US



"My tiger buddy giving me a hug. :)"



**From the Journal of Zoo  
Buddy, a traveling robot.**

Visit the zoo with a buddy

 **23** entries

Activated by call me al  
At large in San Francisco, US

# Unique Opportunities

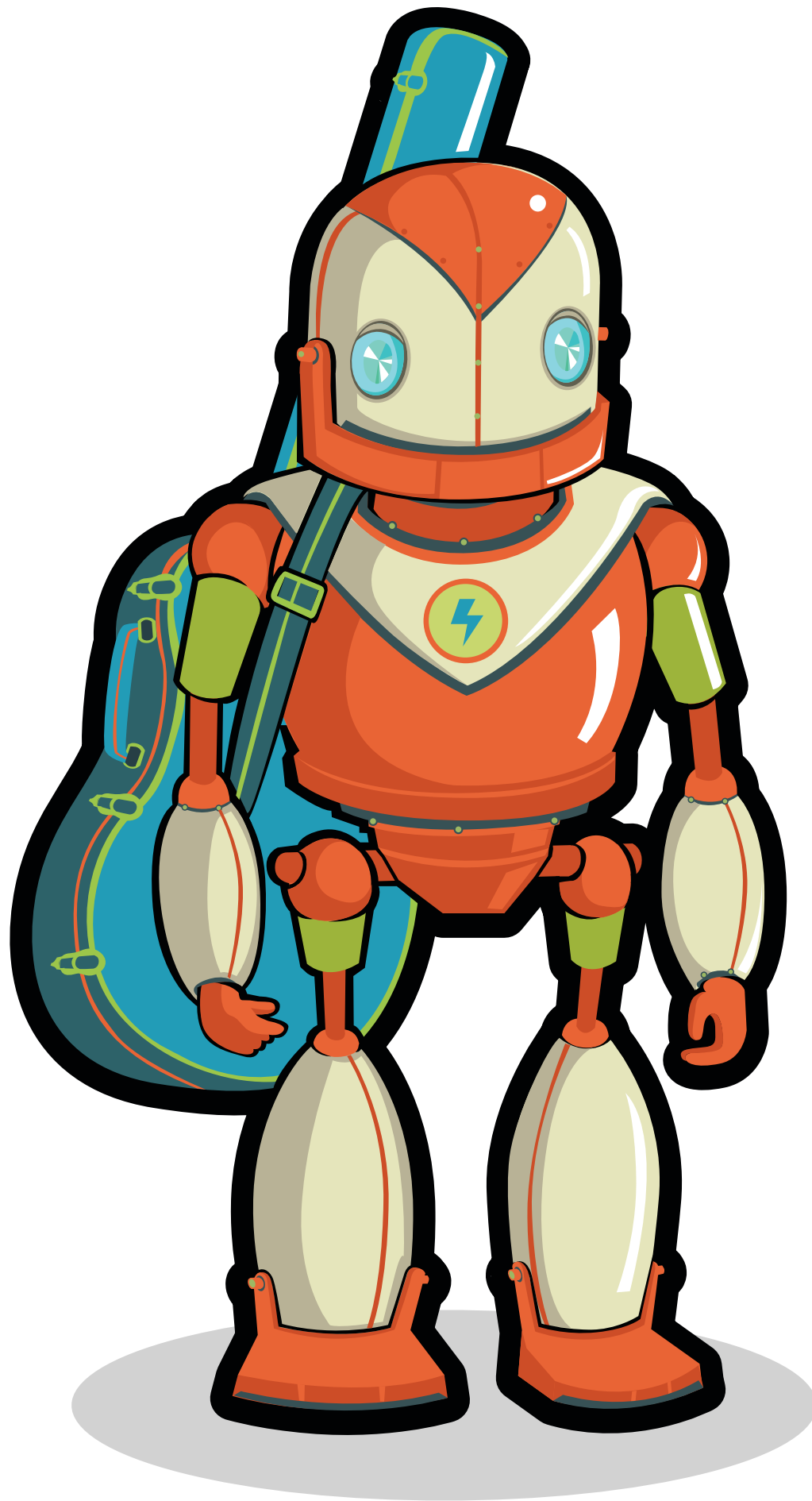
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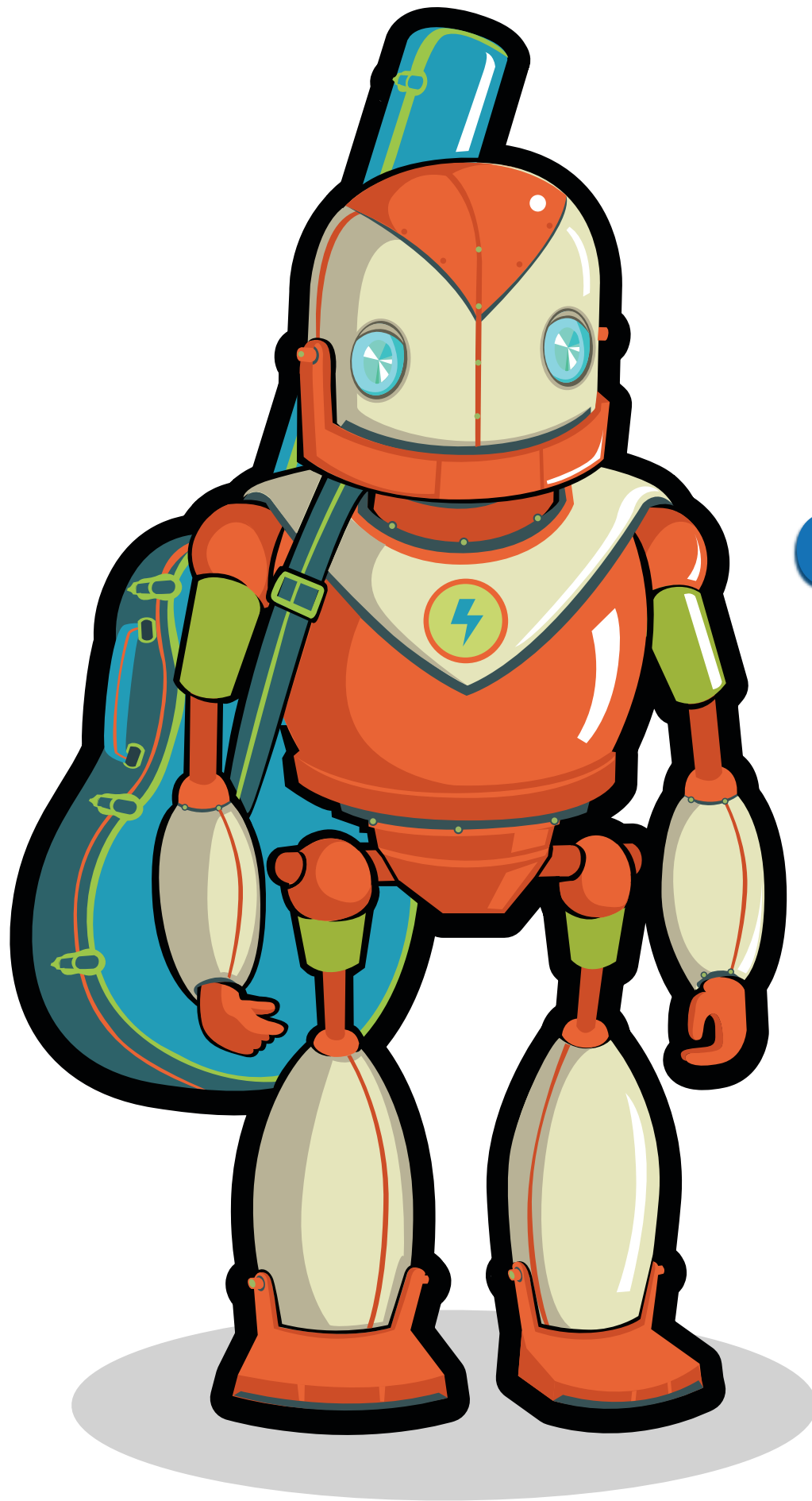
# Unique Opportunities

- The World is Massive!
- User Retention
- Motivate people to explore their world
- Video Game that provides real experiences
- Engage players with their context

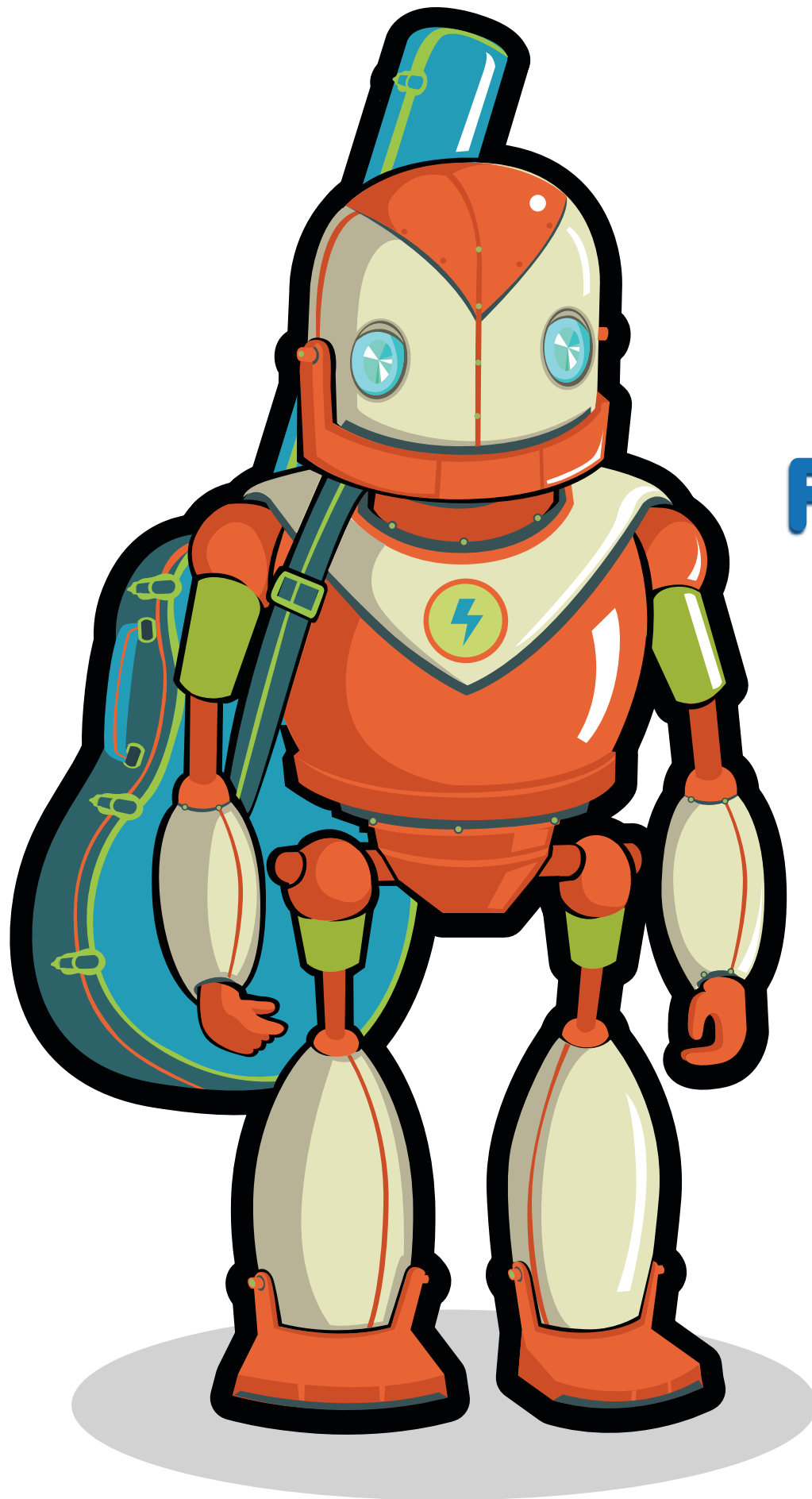




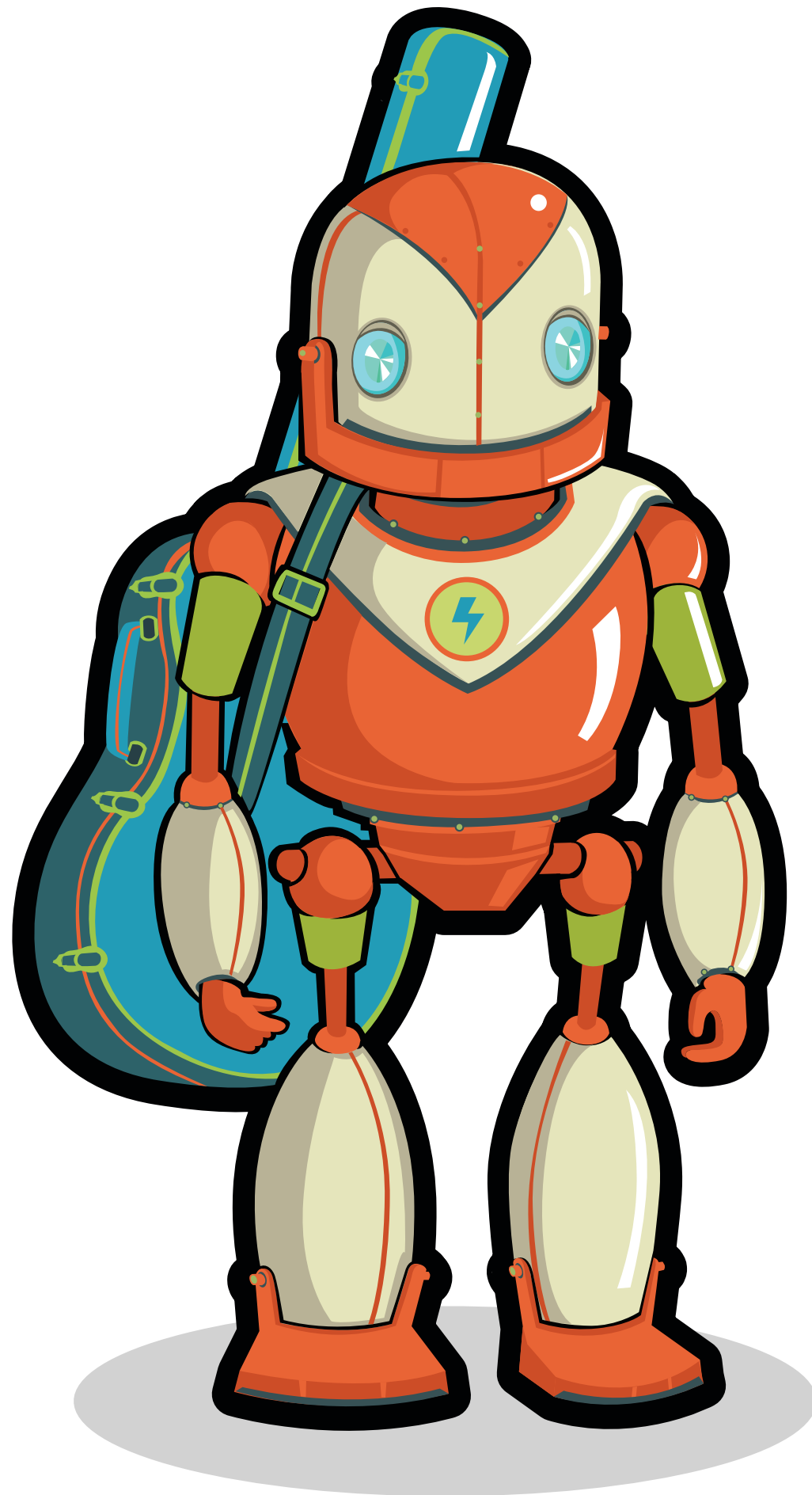




**Only Available at  
SXSW 2011!**

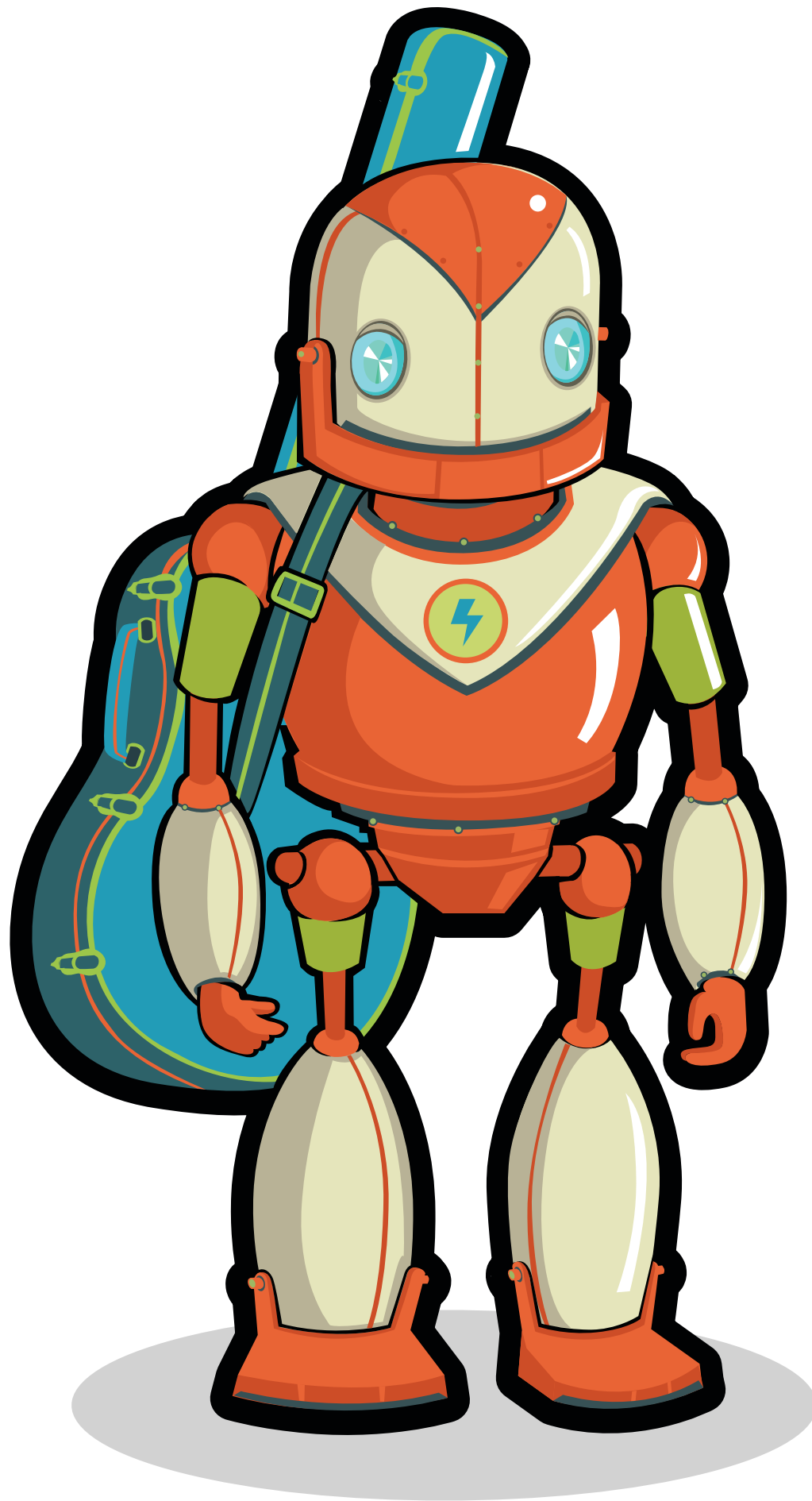


**Follow @dokogeo  
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Thanks!





Q&A