



INDEPENDENT GAMES
SUMMIT

Respect the Player

Catt Small
Game Developer

GDC

GAME DEVELOPERS CONFERENCE

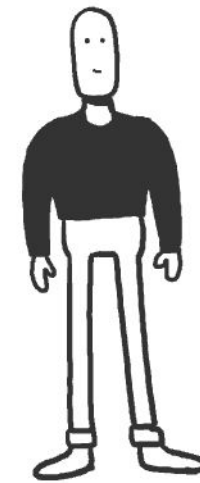
MARCH 18-22, 2019 | #GDC19

Hi, I'm Catt!

- Independent Game Developer
- Co-organizer, Game Devs of Color Expo
- Senior Product Designer, Etsy
- **@cattsmall** on Twitter

We need to talk about ethics.

Tech industry breaches in ethics



Attention economy

An approach that treats **human attention as a scarce commodity**. As content has grown increasingly abundant and immediately available, attention becomes the limiting factor in the consumption of information.

Source: Wikipedia

Games take a lot of time and money from their players.



Battery pack (\$20)



Pokemon Go Wristband (~\$45)



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“ Why is Harry Potter Hogwarts Mystery one of those microtransaction games? I just want to pay \$10 or whatever and enjoy a game without stupid timers.

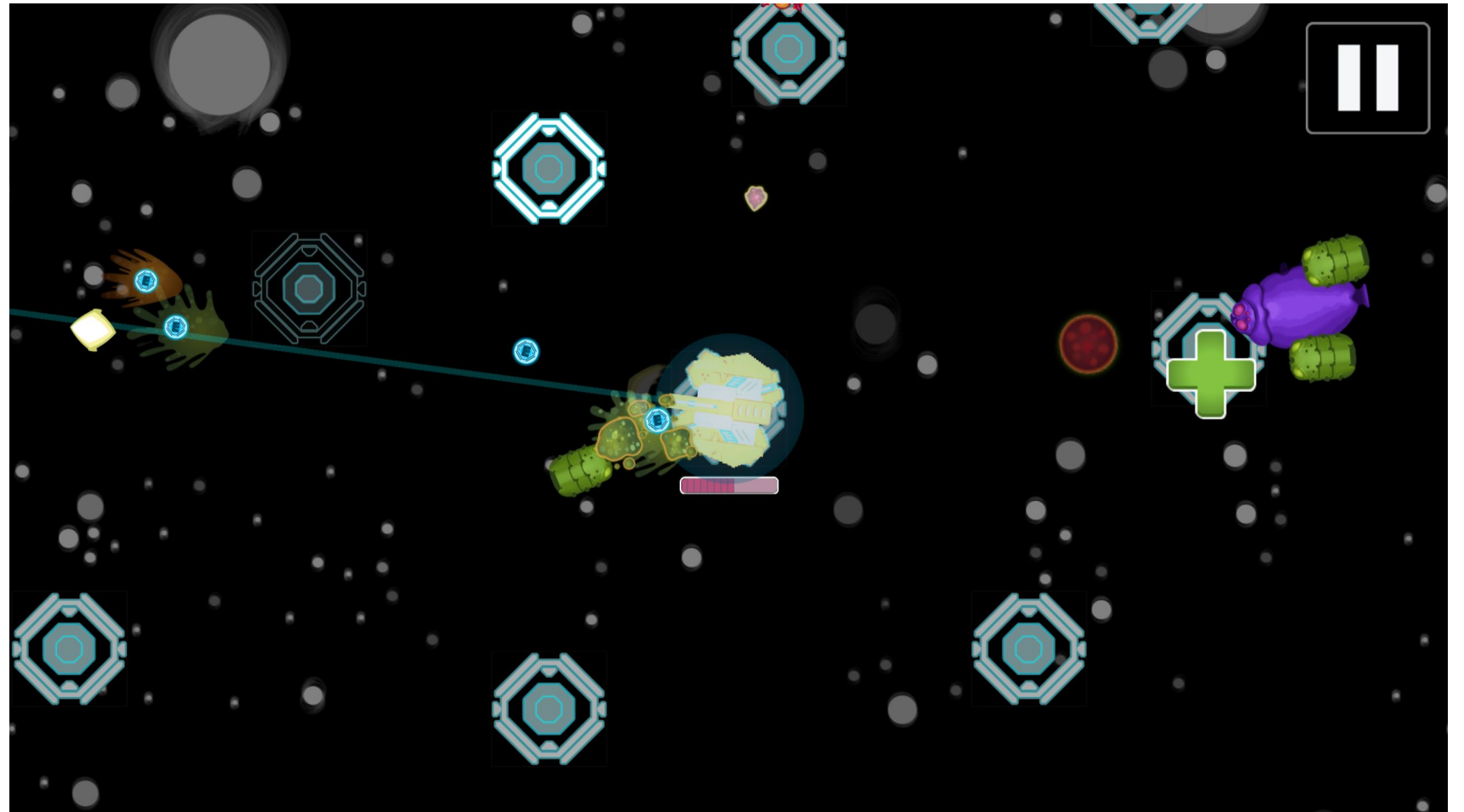
Ben Ng, my former coworker

TIME == MONEY

“ **Dark Patterns** are deceptive UX/UI interactions, designed to mislead or trick users to make them do something they don't want to do.

Arushi Jaiswal, Product Designer

PRISM SHELL





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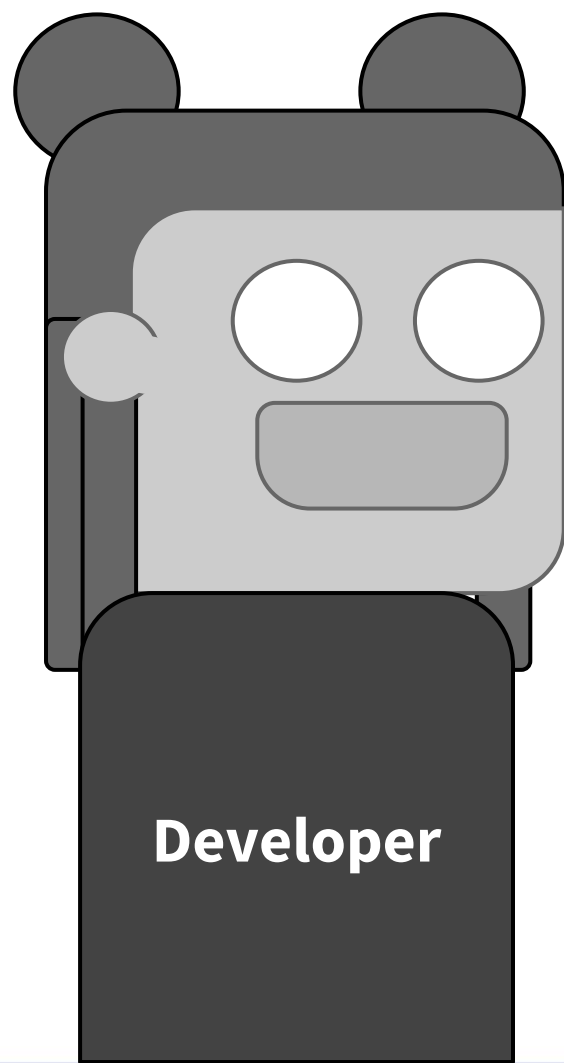
How can we do better?

Method 1

Define your principles

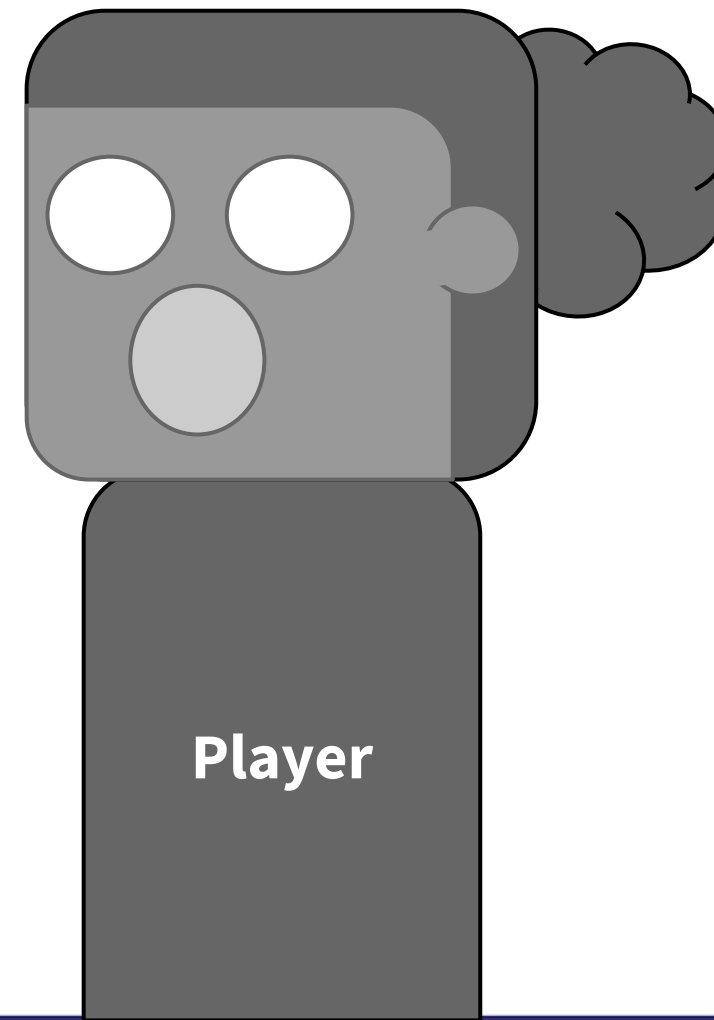
Experience principles

A set of words or sentences that express the core values behind a project.



What kinds of games do you play and why?

Well...



Method 2

Question everything

Why are we using
this strategy?

Maybe we should
think about it more.

Method 3

Be intentional

Key Performance Indicators (KPIs)

What defines success for this project?

Good question.
Let's think about it.

Method 4

Stop incentivizing addiction



Method 5

Get creative

Respect the player.

Thank you!

Twitter: **@cattsmall**

Play my games: **cattsmall.itch.io**

Game Devs of Color Expo: **gdocexpo.com**

Unionize! **gameworkersunite.org**