



MYNI2013

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MYNI2013/#MYNIPHOTO

Feedback and Development on MYNI2013

Rules/Points

- The rules need to be made clearer from the start of play. There needs to be explicit guidance for players about scoring points and multipliers if these will continue as mechanics. If tasks are given difficulties which corresponds to points this needs to be clear to players from the task.
- All players were awarded 5 points at signup, this feature needs to be removed or adapted. I would suggest that there is a simple "tutorial task" for players when they sign up to play. I would suggest something like take a picture of where you are sat/stood, this should have examples of pictures of peoples feet. This task is shippable for players, but completing it gives players 5 points. This would mean that players would learn how to play, and invest in the game from sign up.
- Giving points for comments means that players were able to aggregate their own points. Maybe a better way would be to give points every time it is shared on Facebook or Twitter and track this, this sharing would help to promote the game, extend the audience and increase the social aspect of the project.

Tasks

- Map overlay with a custom icon for your "base camp" and rings to show distance/multipliers to make the process clearer for players.
- Location tasks should be displayed on a map so that players can plan to cluster them together for trips to regions. This would promote seeing more than one site on a trip to a place in the region.
- Additional information can be added to each task in a separate box which gives some of the history of the space, or interesting facts. This might encourage creative response from players
- It would be good to work backwards from the photographs which would be useful to NITB to tailor tasks to fit these. This would create more useable content and assets for the company. It would be important to include tasks which are not driven solely by useful asset generation such as the "I LOVE NI" task from the original run, but more useful content could be generated by tailoring tasks.

Functionality

- If gender and (bracketed) age were added then the project could tweet out statements which reflect those on say Million Pound Drop, and might help Kathryn speak to some of her goals for this section i.e. tweeting "The girls are really doing well this week", "our most active users are from the Enniskillen Area"
- Will the add to mail list still be on the sign up, if so could it be a lightbox style pop up, then if I select yes, it extends to ask what categories?
- There is a problem in linking to postcode as sometimes places don't have them as they are locations, this was evident in the Tranquillity task during MYNI2013

- The popular entries and featured users as front page sections generated a lot of additional points for some players, creating a gulf between players. Maybe this can be replaced with a "recently uploaded" ticker of images.
- Is it possible to automatically reject any entries submitted which are pinned outside of a region on the map?
- Can IP's be logged at signup, and checked against a registry, giving a message "you may already have an account" to ward off fake accounts used to increase player points.

Monetisation

- It would be possible to produce a calendar from images which could be used to recoup investment in the project. This could be the judges choice award, and all players selected get a prize.