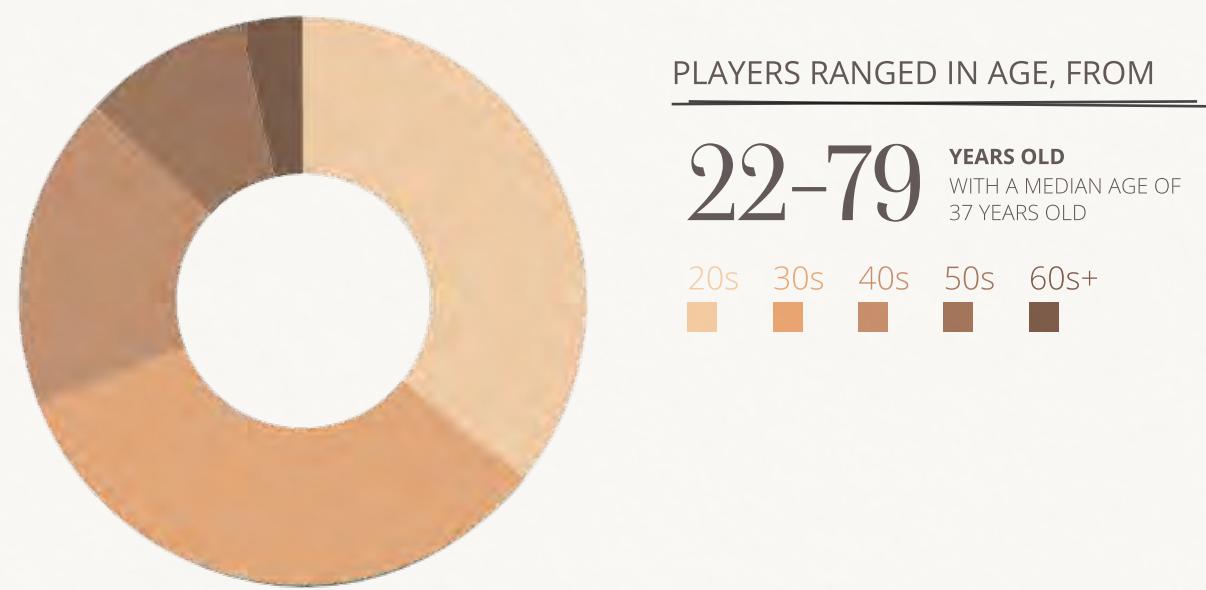
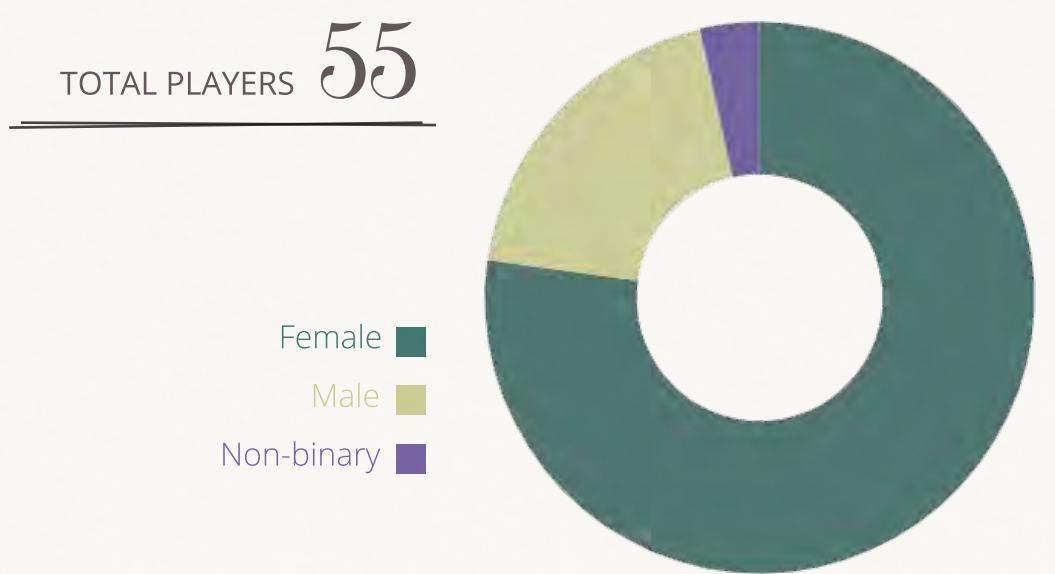


# VISUALIZING THE END



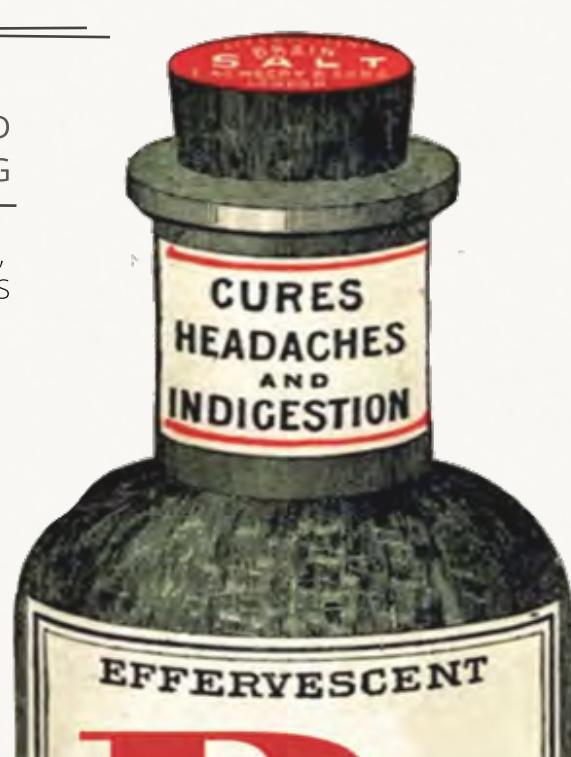
We checked in with players 6 months after the final day of the game

WHEN ASKED IF THEY'VE TALKED ABOUT THE GAME SINCE IT'S ENDING

1 = NOT AT ALL, 5 = MANY TIMES

WHEN ASKED HOW COMFORTABLE THEY ARE THINKING ABOUT DEATH COMPARED TO BEFORE THEY PLAYED

1 = A LOT LESS, 3 = ABOUT THE SAME, 5 = MUCH MORE



“ As antidote to a culture devoted to the denial of death, The End, gently, joyfully, and subtly makes you realize that accepting the fact and presence of death is the key to living a fuller, more engaged life. ”

“The End is an invaluable experiential lesson in presence. It's so easy to be weighed down by the details of life. The End reframes the experience of these details from duty to opportunity. I am forever changed by playing The End, and I hope it can continue to lift and empower journeyers to the beyond.”

After the completion of our May run in 2017, we realized the incredible wealth of data we had at our disposal. While we designed the creative structure of The End with the goal of creating the most engaged player experience possible, a side benefit of using applications, intake surveys, and text messaging as core components of the game was that we had generated an incredibly robust archive of knowledge about players' emotional state throughout the month of play, reflective quotes about their experience, metrics on the piece's psychological impact, demographical basics about their lives, metrics about their messaging styles and timing, response to various cards throughout gameplay... the list truly goes on and on.

# OF MESSAGES SENT FROM PLAYERS TO THE END

**27,360** AVERAGE OF 489 PER PLAYER

# OF IMAGES PLAYERS SENT TO THE END

**325** AVERAGE OF 6 IMAGES PER PLAYER

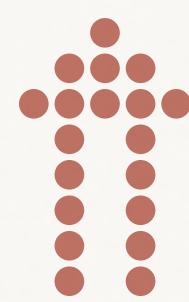
# OF TEXTS SENT BY PERFORMERS

**30,936**

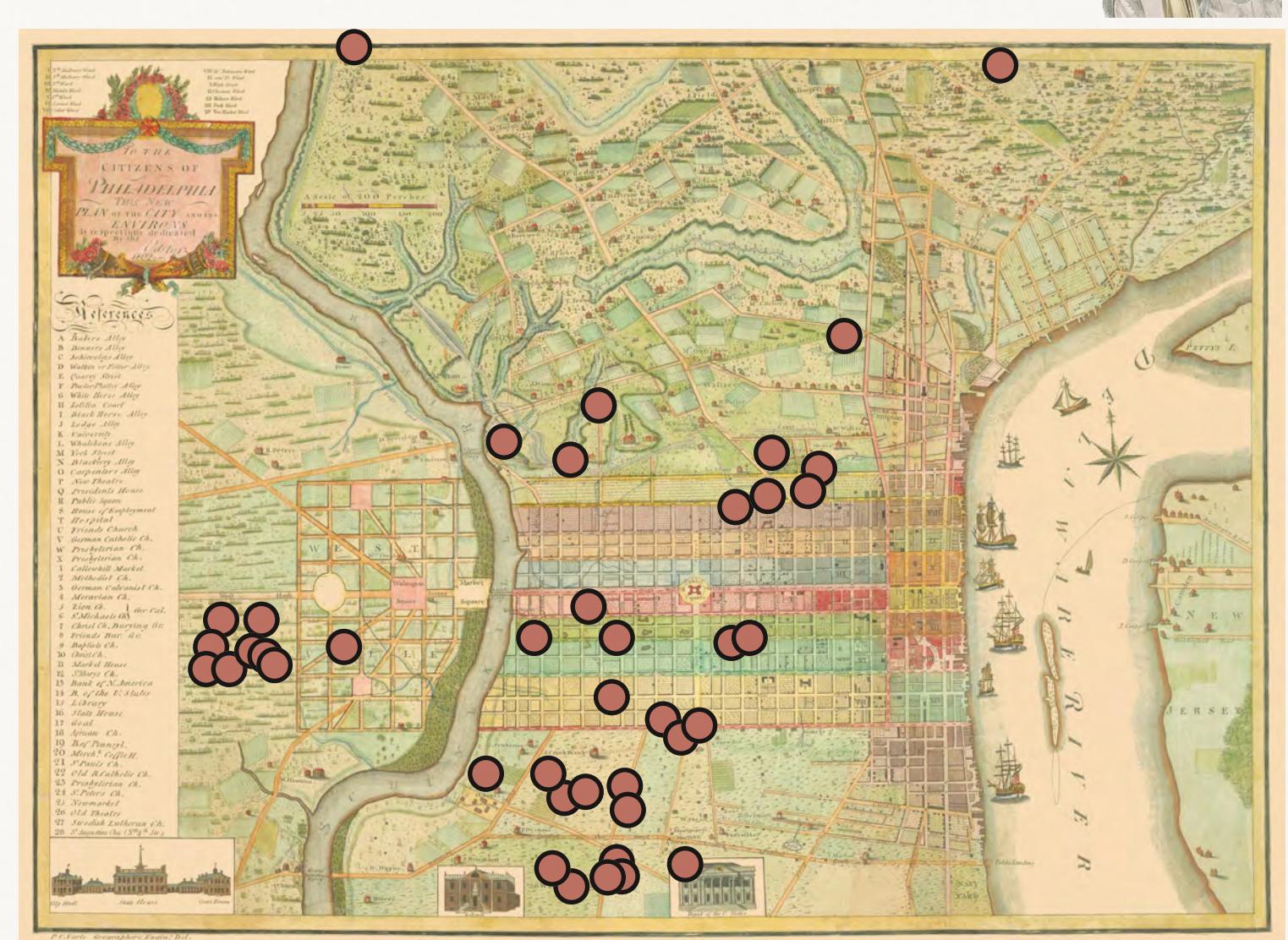
# OF HOURS PLAYERS SPENT INTERACTING VIA LIVE TEXT

**9.33** THIS DOES NOT INCLUDE TIME SPENT UNDERTAKING THEIR QUEST ON THEIR OWN

After playing The End, players demonstrated statistically significant increases in:



- Receiving help and support from others
- Feeling a sense of direction in life
- Feeling less anxious
- Generally feeling happy



# Exploratory Data Analysis

## AXIS OF ENGAGEMENT A QUALITATIVE STUDY OF THE END

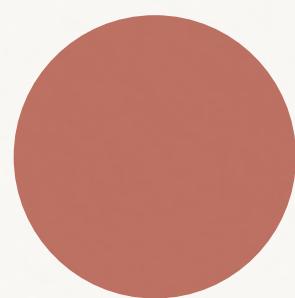
To most effectively analyze how players interacted with The End, we created a system of coding based on an "Axis of Player Engagement" that defined meaningful examples of player's engaging with the game's themes. At its core The End sought to encourage players into meaningful experiences of play, to engage in deep emotions with bravery and curiosity, reflect on their personal values and past experiences and ideally, take these awareness into concrete action and transformation in their lives. We defined these four modes of engagement as follows:



### STEPPING INTO THE MAGIC CIRCLE

Correctly following game rules, bonding with The End as a character, exhibiting a playful or humorous attitude, "buying in" as a player

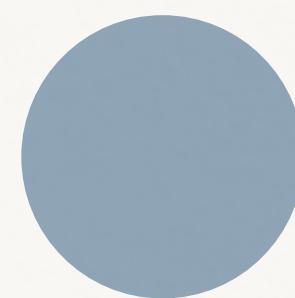
"O End, companion in darkness these May days, unfurl thy mystery!"



### DISPLAYING VULNERABILITY & BRAVERY

Expressing curiosity or desire for surprise, offering genuine displays of feeling, confronting difficult material, sharing personal information

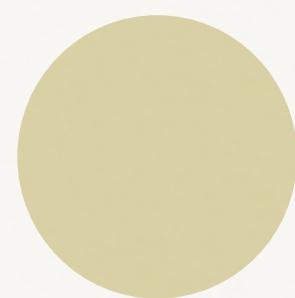
"Currently, I'm confronting feelings of anxiety that I will leave someone off, that I've forgotten who has died."



### REFLECTING ON AND DEFINING PERSONAL VALUES

Making current action plans or change to one's life, defining concrete steps for future plans or one's legacy

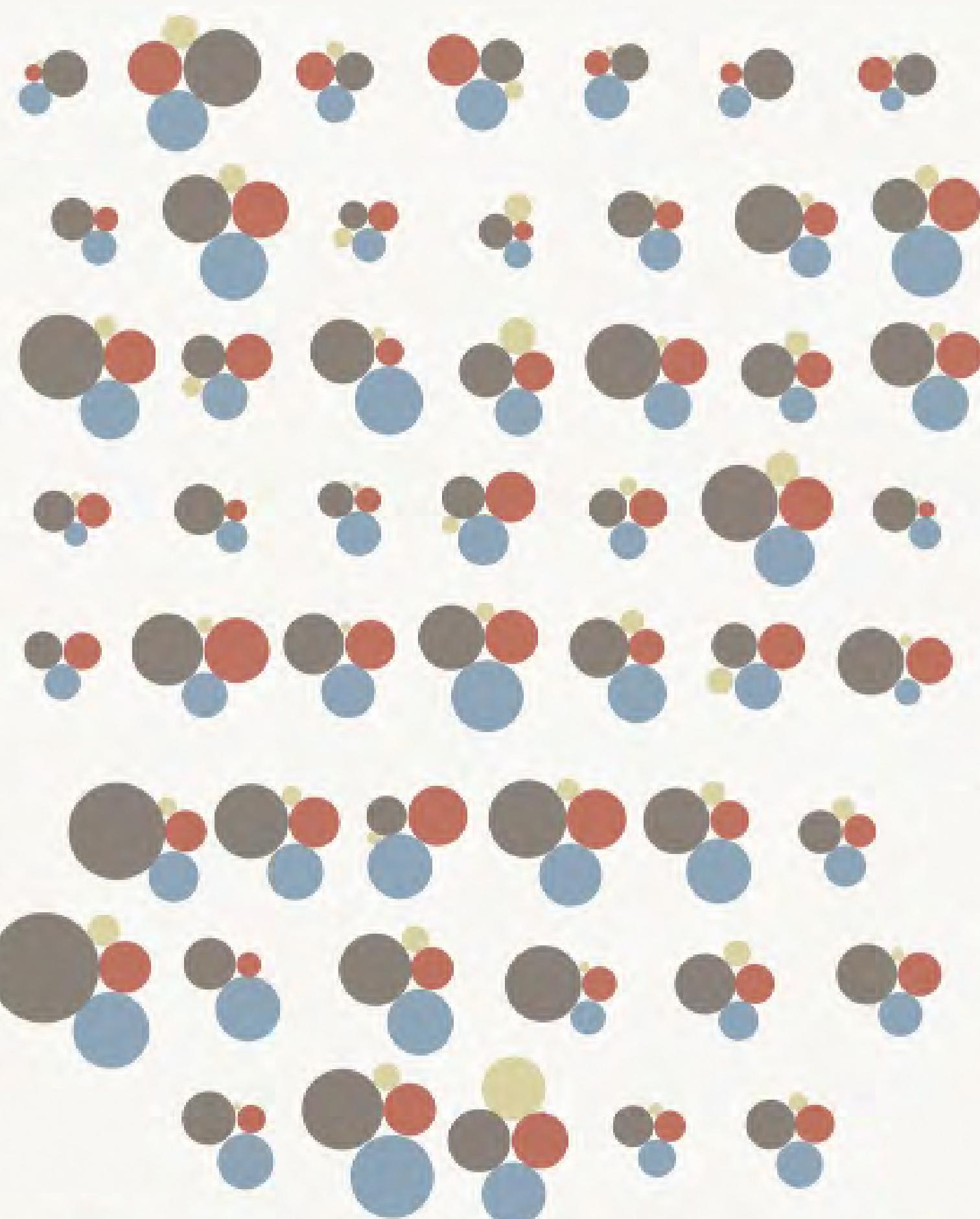
"I don't want to live there, in the future. But it's so grand to have one..."



### TAKING AGENCY AND UNDERGOING TRANSFORMATION

Assessing one's gameplay experience, general worldview, pattern of life behavior or values and beliefs

"Perhaps I should make more of an effort to recognize when I need calming, and utilize this list."

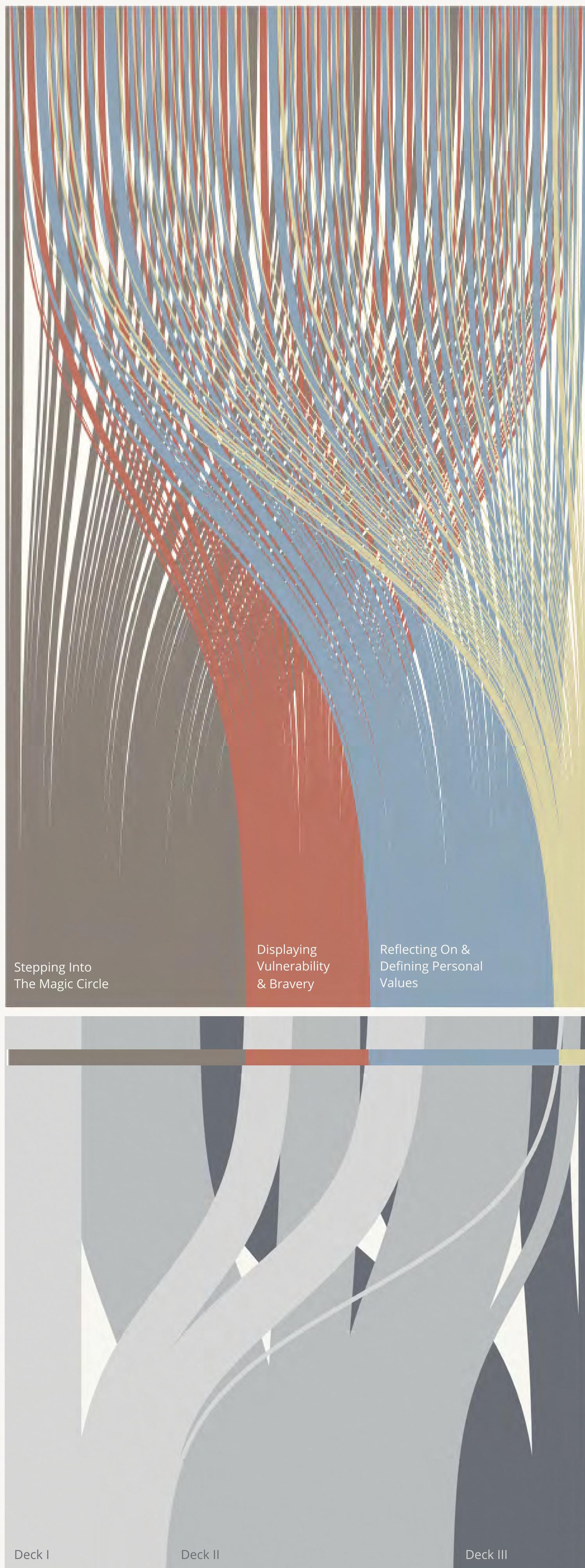


## Player Maps

Every player approached The End differently. These player maps highlight those differences by showing how each played The End according to the axis of engagement. Each cluster of four circles represents a single player distribution.

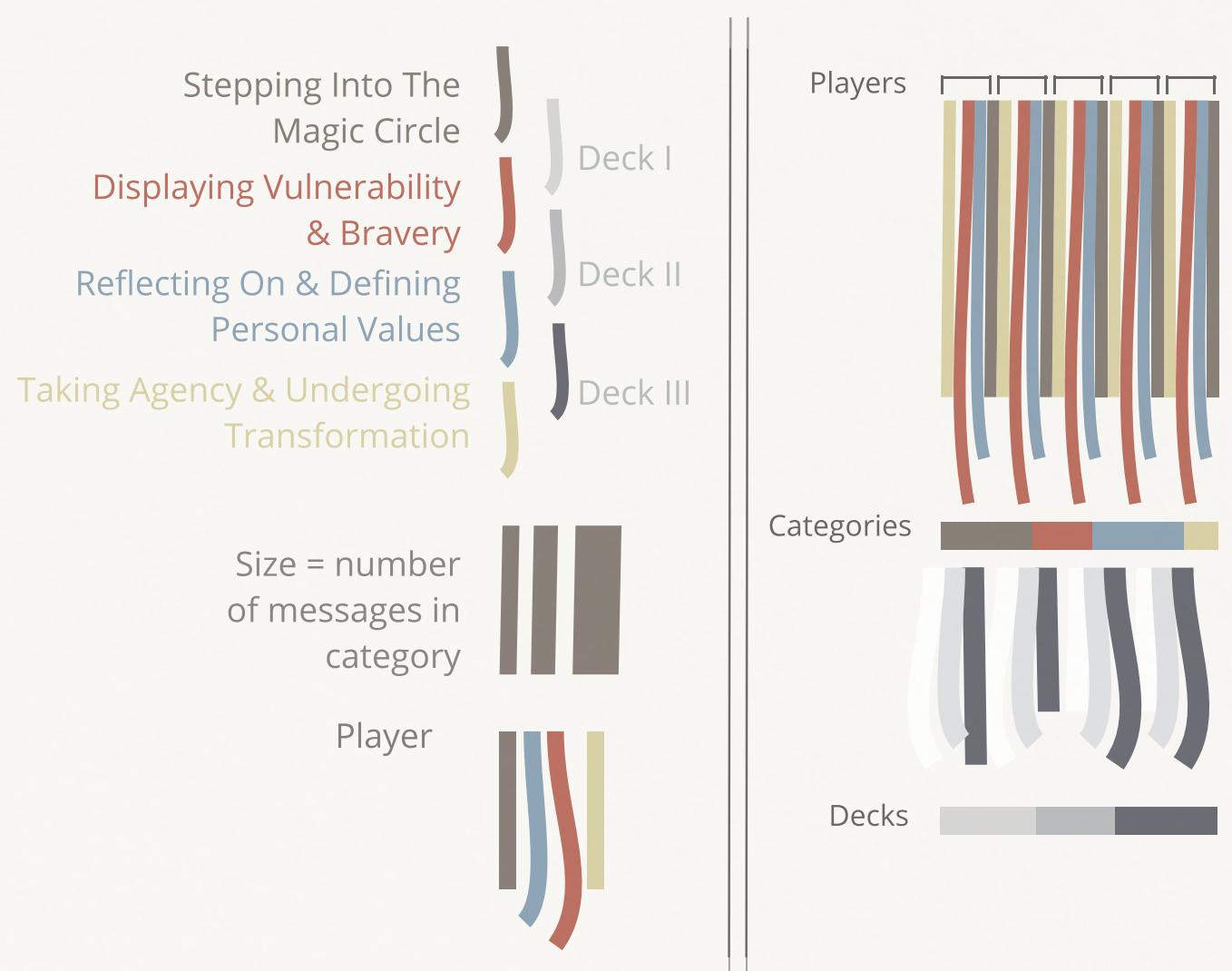


Players with a history of depression were on average about 1 fewer message per active day in Stepping into the Magic Circle and Displaying Vulnerability and Bravery.



## Maps, Categories & Decks

To get a sense of how individual player maps amount to collective patterns of play, we've created this figure to illustrate the aggregate totals of the axis of engagement and their distribution throughout the decks over the course of The End.

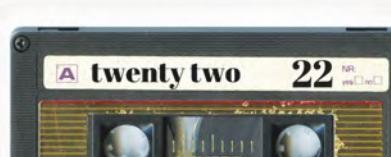


The total number of messages coded as **Taking Agency and Undergoing Transformation** tripled from Deck 1 (roughly 0-10) to Deck 3 (20-30), suggesting more action-oriented thinking as the game progresses.



### Stepping into the Magic Circle

Appeared the most in Card 8



### Displaying Vulnerability & Bravery

Appeared the most in Card 22

Day of the Month



—7:00am

Time of Day

## Engagement Map

The engagement map charts how players interfaced with The End over the month. Each dot in this figure represents a text message sent from players to The End. Patterns of play emerge as we explore when during the day and throughout the month players tuned in.



### PATTERNS OF ENGAGEMENT

PLAYER FATIGUE	% OF MESSAGES SENT BETWEEN
PLAYERS SEEM TO NEED A REST AT THE END OF WEEK 3	7:30AM-9:00AM: 8.6%
	9:00AM-12:00PM: 14.4%
	12:00PM-6:00PM: 32.7%
	6:00PM-11:00PM: 44.3%

—12:00AM



“ The End should be required for all humans ”