Chapter Review
SimSmarts
Matt Byrnes

Very interesting to read about the levels of research they are doing on the game. I was particularly taken with the idea of giving people expectations and associations to map deeper understanding. I would have liked the interview go more into this and discuss some of his ideas for developing his "low resolution" specs. I wondered if using a preconceived metaphor for a game is limiting but I guess it is easier to use some core concepts and beliefs than creating new metaphors from scratch.

I also think we can take advantage of building usability data gathering tools into our products. I imagine it would not be difficult to add this into the programming of a game or activity and have it send us raw formal information on how our games are being played.