



Game Design & Choice Psychology

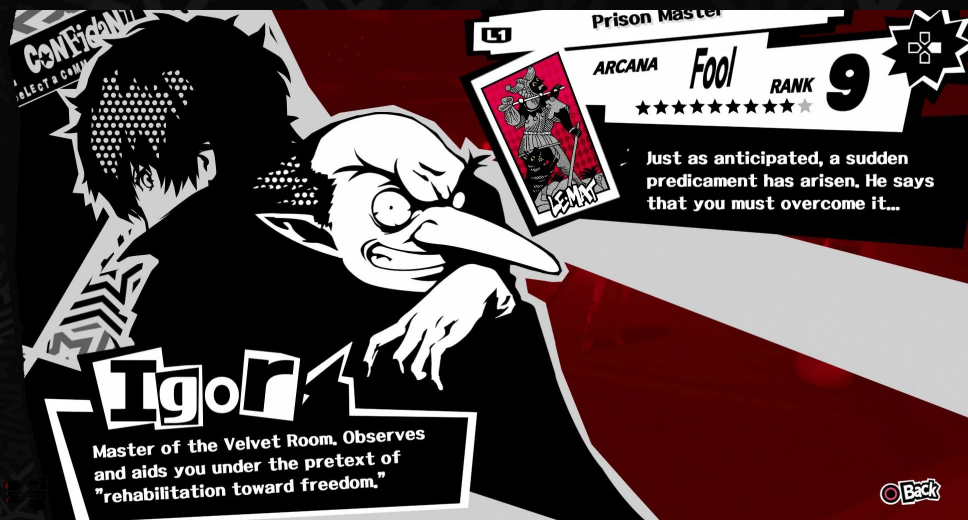
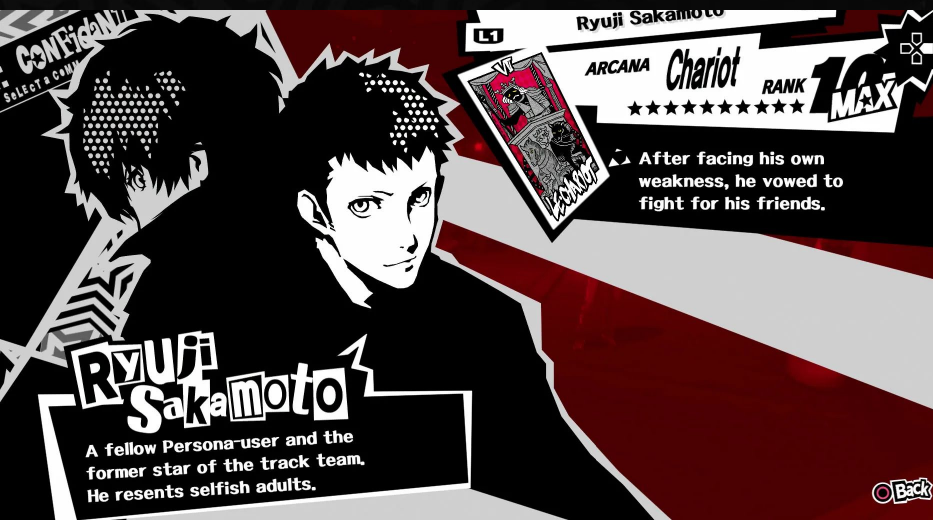
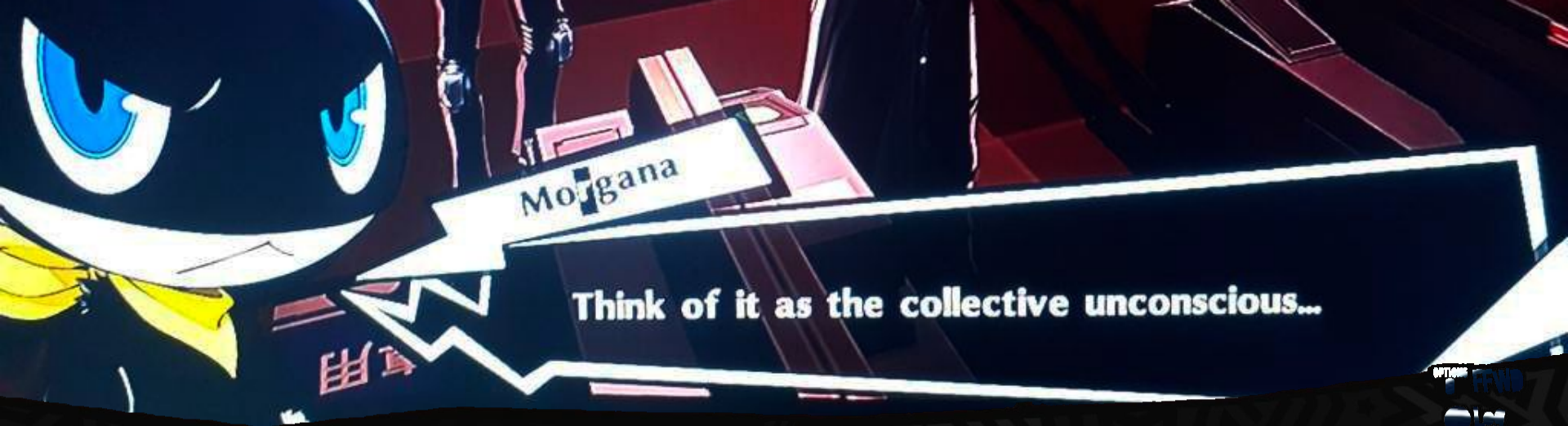


What is Persona 5?









PERSONAS & SHADOWS



Jungian Psychology 101

PeRSoNaS



Carl Jung

The persona is a complicated system of relations between the individual consciousness and society, fittingly enough a kind of mask...

Jungian Psychology 101

PeRSoNaS



Carl Jung

...designed on the one hand to make a definite impression upon others, and, on the other, to conceal the true nature of the individual.



You're right. No more holding back...!

Jungian Psychology 101

SHaDOWS

A stylized illustration of Carl Jung, an older man with white hair, a mustache, and glasses, wearing a dark suit and tie. He is looking slightly to the right. The background behind him features a complex, black and white geometric pattern of interlocking lines forming star-like shapes.

Carl Jung

The shadow exists as part of the unconscious mind and is composed of repressed ideas, weaknesses, desires, instincts, and shortcomings.

Jungian Psychology 101

SHaDOWS



Carl Jung

The shadow forms out of our attempts to adapt to cultural norms and expectations.



Kamoshida

...Ohhh, you can't.
Hahaha, but of course you can't!



Shadow Kamoshida

This is MY castle—a place in
which I can do whatever I want.
Everyone wishes to be loved by me.



World Building

How to Create Two Distinct Worlds

ReaL WoRLD



MeTaVeRSe





MAKE A CHOICE

Choice Architecture



Menu Design

The Art of Presentation & Categorization



Other RPGs (WoW)

VeNDORS



Pokémon Sun & Moon (2016)

- (Largely) uncategorized list
- Fewer clicks, more scrolling
- Large and accessible UI



Final Fantasy VX (2016)

- Categorization via tabs
- Small fonts and buttons
- Occasional unused screen real estate

1030
SUNDAY
Daytime



VeNDORS



Wai

Hey, you gonna buy somethin'?



Calendar System

Choosing how you spend your time wisely



Tutorial

How to Advance Time

- ▲ Time is limited. Think carefully about your schedule before you act.

2/2

Hanging out with characters in the game to build relationships

Get a job to earn money to spend on battle items, presents for characters, etc

Taking care of plants and your own health (drinking juice, etc)

Do chores that raise your stats, like cleaning your room and the kitchen

Playing minigames, like going to the batting cages, many of which improve stats

Improve skills via reading books, studying for school, or watching movies

Raid Palaces and dungeons to advance the storyline

Grinding/farming for experience to level yourself up for the next dungeon



Tutorial

Palace Infiltration Deadline

- ⚠ If you cannot execute the plan by the deadline, then it's **game over**. Keep vigilant and be aware of the time remaining.

1/2>

SUN MON TUE WED THU FRI SAT

1 2 3 4 5

6 7 8 9 10 11 12

13 14 15 16 17 18 19

20 21 22 23 24 25 26

27 28 29 30

L1

DEC

R

EVENTS

12/30 (Fri)

○ Winter Break

Day Job

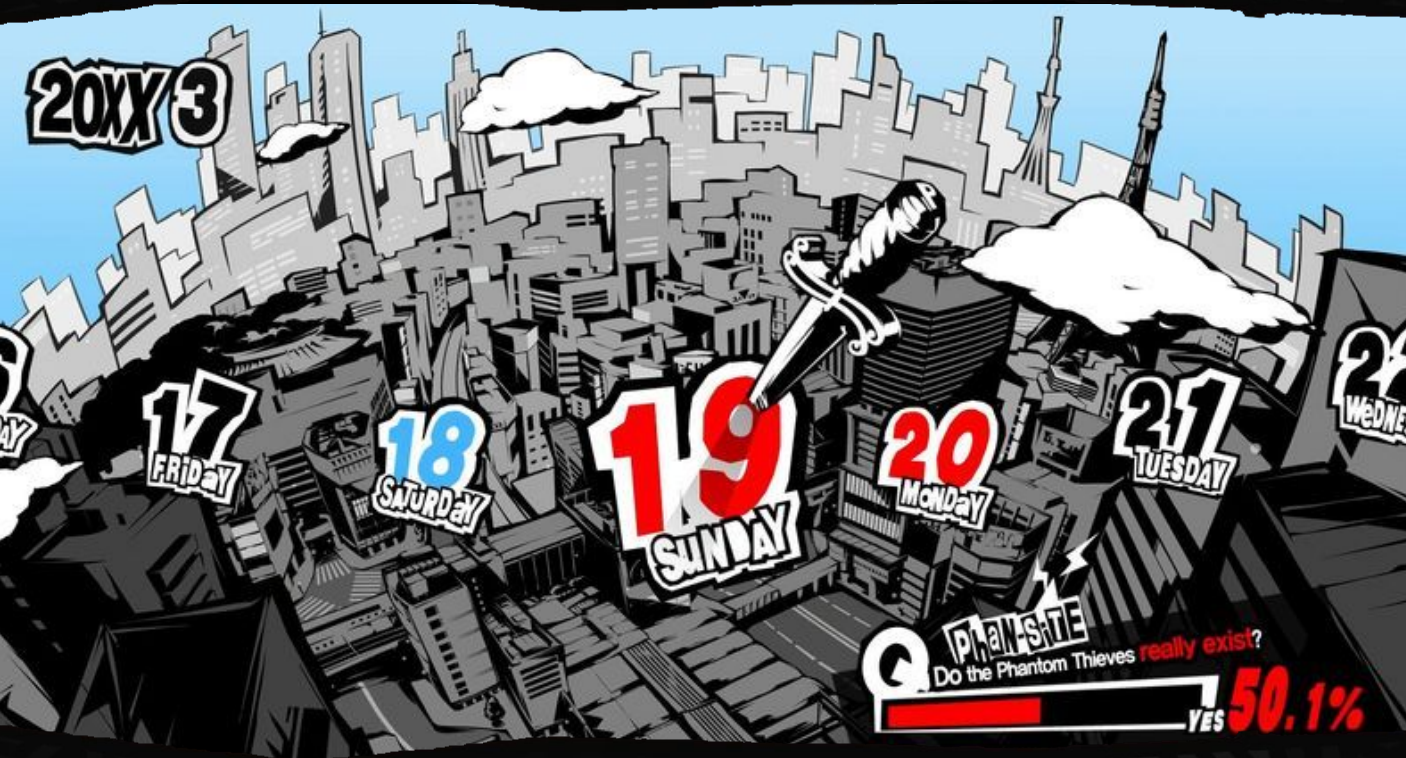
Night Job

• Beef Bowl Shop

Which plans do you want to view?

○ Back × Job Detail

EVENTS



OPTIONAL
FWS
Lo

51
SUNDAY
Daytime

Short-term thinking



Hanasaki

The customer is looking for **large, brightly-colored flowers**. Pick three that fit that description.

OPTIONS FFWD

Auto

Log

Load

Reread your entries up to this point?

NETWORK

UNACCESSED

COMPLETED

START a NEW GAME.

PLAY TIME 85:20

Central Street Lv77

No.1

No.2

3/19 SU Daytime

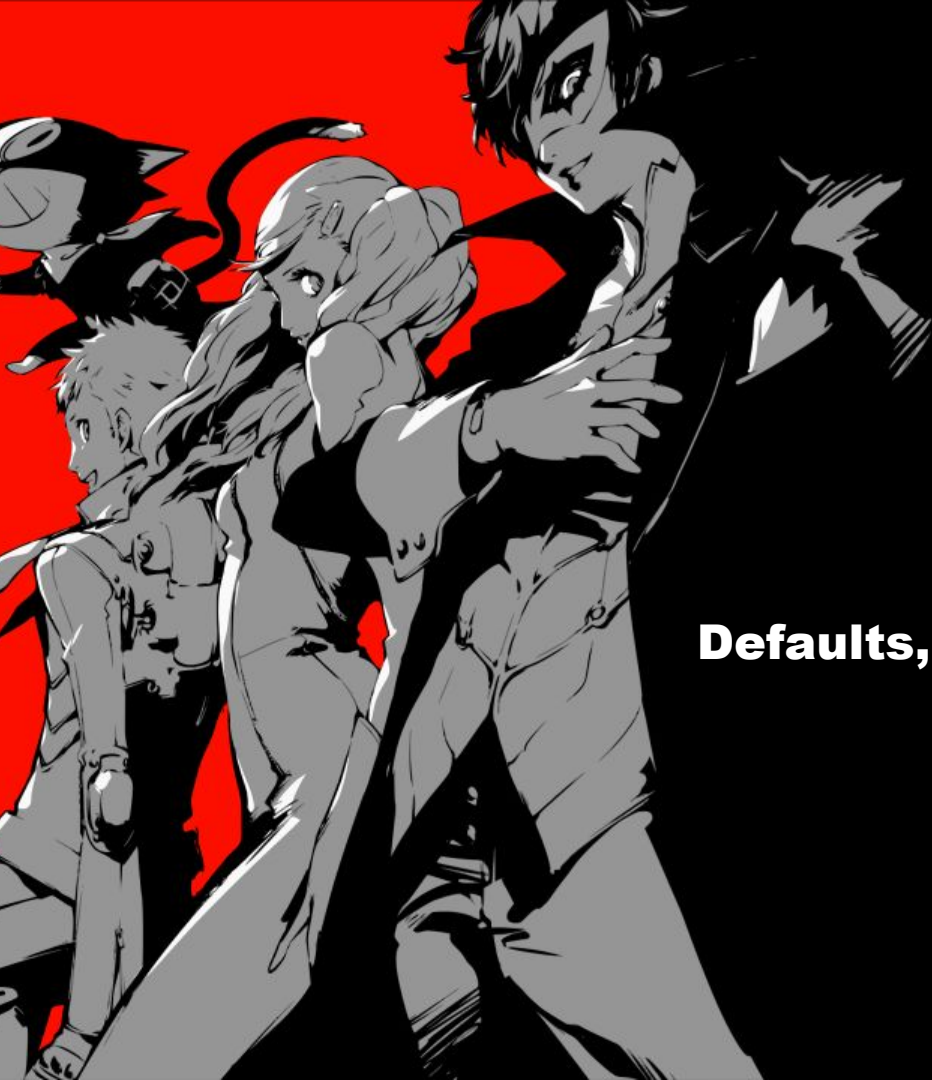
NONE

NONE

No.3

No.4

○ Back × Confirm



Relationships

Defaults, Attachment, and Prospect Theory

CoNFidANTS

Lala Escargot

I'll need you to help with some chores around the bar. Washing dishes, clearing tables, the like.

OPTIONS
FFWD
Auto OFF
Log

Ann

Is that supposed to be a joke?

OPTIONS
FFWD
Log

CoNFIDaNTS

Relationship Tier List

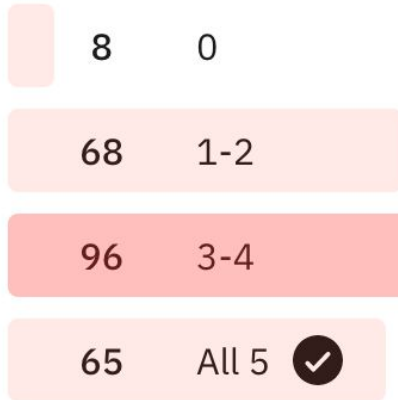
Red are your fellow
Phantom Thieves, your
party members. They're
very accessible.

Blue are relationships the
game forces you to develop.

S					
A					
B					
C					
D					
Story Driven					

On your first play through of Persona
confidants; how many of them were
How did you choose your confidants?

237 votes



1 day 9 hours left



14 Comments



Share



I mostly hung out with fellow Phantom Thieves because I'd experienced the most together with them.

Similarly to real friendships imo, the more meaningful interactions you have with someone, the more interactions you want

I wanted to hang out with everyone so most of the ones I maxed first were just those who are available a lot or easy to rank up

I prioritized party members mainly based on when they showed up, since it's easier to max out the earlier recruited ones.



Yoshida

The next generation will lead us into the future and yet they have no plan for how to arrive there.



Final Thoughts



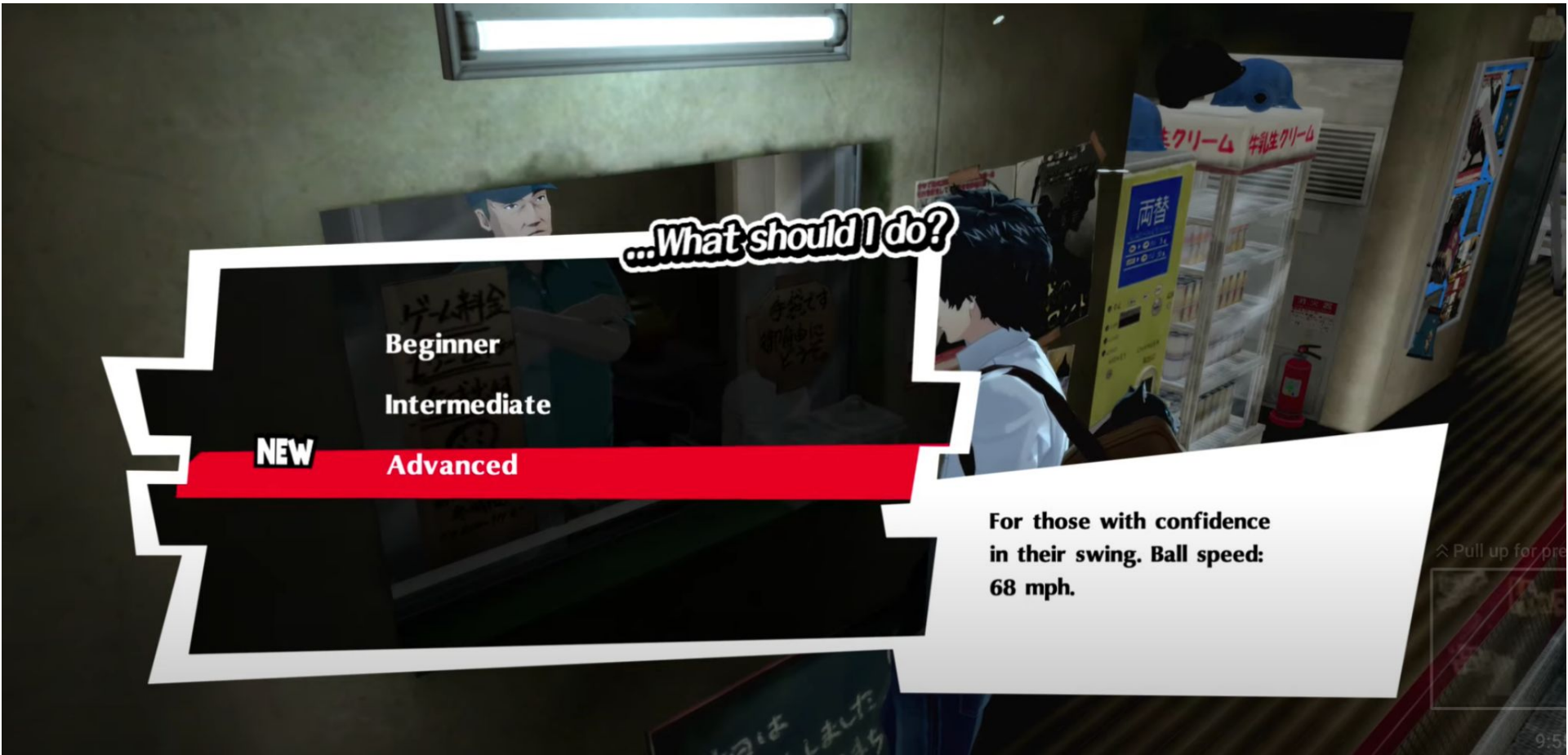


THE SHOW'S OVER!



Beauty is
Revolution

(Maybe take out) Menu Design: Vendor menus



...What should I do?

Beginner

Intermediate

NEW

Advanced

For those with confidence
in their swing. Ball speed:
68 mph.

△ Pull up for pre

SELECT DIFFICULTY

SAFE

EASY

NORMAL

HARD

Switch from English to Japanese voices.

Japanese Voice

~~ON~~ OFF

Vibration

ON

Dialogue Voices

ON

Auto-Advance

OFF

Animation Subtitles

OFF

Cursor Memory

Battle Memory

ON

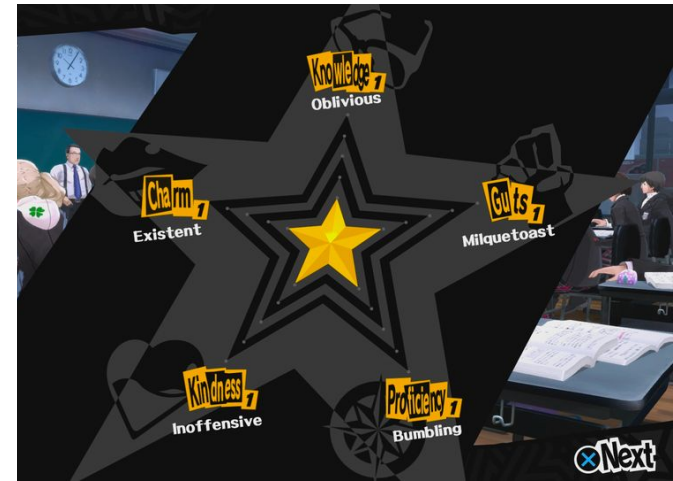
Confirm

OK

Menu Design: Battle Systems and Attributes



Final Fantasy XIII-2 (2012)



Fallout 4 (2015)

Mechanics, Dynamics, Aesthetics

Mechanics

Dynamics

Aesthetics