Introduction

A Brief History
The three projects featured in this book are the product of a true collaboration between the game development community of the University of Southern California and Humana Inc.

Originating out of the Spring 2009 Interactive Media Games for Health course, these three concepts were chosen to be explored and developed throughout the course of the following summer and fall semesters with generous support from Humana Inc.

A full-scale design was then created for each project. From there, through the efforts of several development teams, each project was prototyped, tested, and developed into a "vertical slice" build in which each of the core features are fully playable.

Moving forward, these vertical slice builds serve as the key foundation upon which all additional features and expansions can be built.
USC Executive Team

USC Collaborators:
Marientia Gotsis | Media Lab Manager, Interactive Media Division
Maryalice Jordan-Marsh | Director, Nurse Social Work Practitioner Program
Michael Zyda | Director, USC GamePipe Laboratory

Additional Support:
Erin Reynolds | Executive Producer
Bill Ortiz, Binh Cheng | Budget Analysts

Very Special Thanks

Peter Stephenson and the Humana team
Overview
Entréainer is a free iPhone application that accrues marketing data about specific foods while informing users about their caloric information and price, what other people recommend, and, most importantly, what a user’s personal food preferences are and how they can be used to find a personal-favorite dish.

The primary goal of Entréainer is to categorize and associate foods to one another using “tags” that include nutritional data, ingredient information, price, sensation, taste, proximity, and appearance. While providing utility to the user, the application produces detailed marketing data about how users choose between similar dishes and what influences their decisions - calories, price, recommendation, or appearance - identifying market trends within the widely diverse food industry.

Entréainer indirectly finds parallels between what the user *thinks* he wants and what the user has never considered loving, educating users about available healthy eats and how their subconscious affects their food preferences.
How to Play:

A Quick Guide for Jumping in and Getting Started:
Opening the application will take you to the filter page. Here, you can list any personal dietary needs, any ingredients you’d like Entréainer to leave out, or any ingredients you especially prefer!

After selecting your filter, you are taken to the “Entreainer” game system, which quizzes you about two dishes’ nutritional data and price, which of the two dishes you would prefer to eat, and how you have made your decision. Your score in the game system determines your role in the food community: a food critique (judge food by score and written review), a reviewer (judge food only by written review), or just an average food fan.

When you select a dish over another that you would rather eat, the selected dish’s tags are documented and two new dishes will appear that feature tags similar to your previously selected dish - your options keep getting better!

If a particular dish entices you, save it for later by dragging it into the favorites tab at any time! You can access your favorites by simply touching the “Favorites” tab; the “Top Tags” tab shows your current, most popular tags from the dishes you’ve selected in “Entreainer”. Keep playing! The application benefits you the more you play - Learn about food that learns about you!
Team Entraîner

USC Developers
Blade Olson - Producer
Jason Mathias - Producer
Raunak Roy - Programmer, Artist
Kranthi Kedari - Programmer

Special Thanks
Anshul Dhawan
Favorites
[click for more info]

1. Chicken Sandwich
2. Beef Taco
3. Chicken Salad
4. Chili Cheese Fries

Top Tags

<table>
<thead>
<tr>
<th>Tag</th>
<th># of Picks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bread</td>
<td>1245</td>
</tr>
<tr>
<td>Cheese</td>
<td>786</td>
</tr>
<tr>
<td>Chicken</td>
<td>675</td>
</tr>
<tr>
<td>Spicy</td>
<td>659</td>
</tr>
<tr>
<td>Barbeque</td>
<td>598</td>
</tr>
</tbody>
</table>
Trainer

Overview
Trainer gives Players the responsibility of caring for creatures who all have dietary and fitness needs. Unlike any other title currently on the market, the Player actually trains with the creatures. When one of the creature exercises, so does the Player! Both benefit from this shared activity.

The primary goal of Trainer is to give players the opportunity to discover, seek and share health information. Through experiential learning, Players will quickly gain insight into how nutrition and fitness impacts their daily lives - removing many of the stigmas surrounding diet and exercise. Furthermore, through a customized gameplay experience, Players will be encouraged to exercise on a regular basis – attaining their fitness goals both in-game and in real life!

Trainer also indirectly encourages several “hidden” agendas – including (but not limited to) building healthy habits that will serve as a foundation for a healthy lifestyle and providing an enhanced sense of well-being and happiness that lasts beyond the gameplay session itself.
How to Play:

A Quick Guide for Jumping in and Getting Started:
When you start the game, you will first need to answer a few questions. These will help us pick the right creature, goals, and motivational text for you! Once the questions have been completed, you will be introduced to your main creature and the King and Queen will take you on a quick tour of the island. The next steps are up to you!

Feel free to explore areas such as the park or forest where you can exercise with your creature. To feed your creature, first visit the store to buy food, then meet up with your creature at home. Exercising and feeding your creature is very important to keeping it healthy and happy. The happier he or she is, the more reputation points you will receive!

Exercising will make your creature stronger and faster! When you think your creature is strong enough, you can compete with other creatures at the arena. Be careful though, your creature has only so much energy. Things like exercising and battling will tire him or her out. When you run out of energy points, put the game away for a while to let your creature rest. Come back later and he or she will be ready to play again!
Check in on how your creature is doing!
Here you can view things like your creature's mood, stats, and energy levels!

Buy some food!
Here you can buy food to feed your creature later. Check back often - the items change!
Team Trainer

USC Development
Tony Tseung - Producer
David Villatoro - Game Designer
Erin Reynolds - Game Designer
Adam Berkett - Game Designer
Joseph Kohn - Programmer
Ross Danielson - Programmer
Rita Yeung - Artist

Special Thanks
Scott Easley and the CSCI 486 (Serious Games) class
Germ Wars

Overview
Germ Wars is a simple yet multifaceted gameplay experience that allows players to experience the wonder and complexity of the immune system from the macro to micro level.

Players will be able to assume the role of either the human immune system or the germs trying to infect it. Based on the popular gameplay mechanics of Tower Defense, players must skillfully utilize strategy, creativity, and a little bit of luck in order to succeed. The Player’s every day actions and decisions will impact gameplay as well – making the in-game body either more protected against or susceptible to the impending infection.

With multiplayer competitive gameplay, a germ editor, and minigames designed to make you healthier, who knew the Immune System could be so much fun!
How to Play

A Quick Guide for Jumping in and Getting Started:
An infection is about to invade - and you, the Immune System, need to fight back! Choose a Defender (found in the lower right corner) and place it anywhere in the game screen (except on the organ itself). Choose wisely, though, as the Defenders take protoplasm and you have only so much.

Once you feel you have properly fortified the body, press the Start button and the infection will start to make its way toward the organ. The Defenders you placed will do their best to eliminate the germs before they reach their target.

Infections will come in waves. You can continue to place Defenders as long as you have enough protoplasm. If you successfully take on each and every wave you will win. If you let the infection engulf the organ....let’s just say it’s time to get out the tissue box and chicken noodle soup.
Who will Defend You from Germs?
Place Defenders around the organ to protect it from different infections.

How Will the Battle End?
Watch the Defenders and Infections vie for control of the body.
Team Germ Wars

USC Development Team

Jacob Boyle - Producer, Game Designer
Erin Reynolds - Game Designer
Anshul Dhawan - Programmer
Roxana Eslamieh - Artist
Contact

Marientina Gotsis: mgotsis@cinema.usc.edu
Maryalice Jordan-Marsh: jordanma@usc.edu
Michael Zyda: zyda@usc.edu
Erin Reynolds: erin.reynolds@gmail.com

Additional Thanks:

USC Interactive Media Department
USC GamePipe Laboratory
USC School of Social Work
USC Games for Health
2009

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