TEXT GOALS

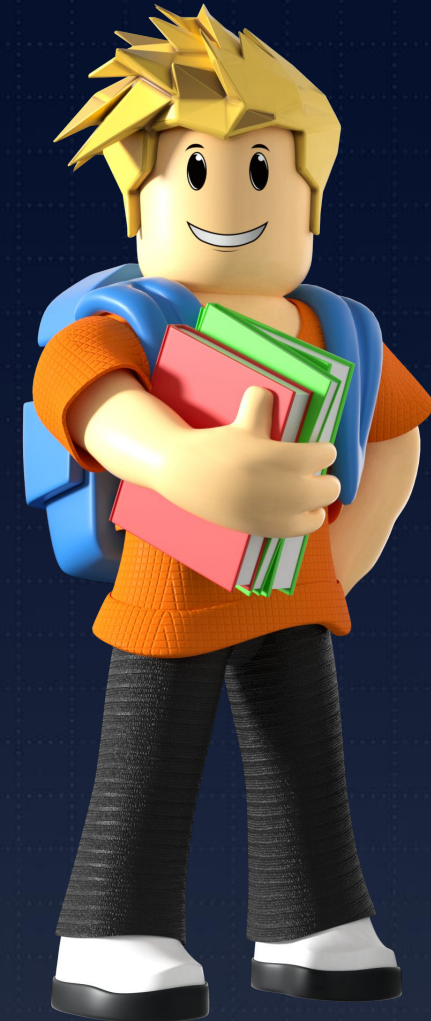**Be deliberate with your writing choices**

- Concise
- Consistent
- Accurate
- Precise
- Immersive
- Helpful

BE CONCISE

Players want to play, not read

- Use numerals instead of words when writing out numbers
- Establish character limits
- Write the basic, default task text first, then add flavor
- Limit number of taps in dialogue

LEVEL UP

BE CONSISTENT

Consistency reduces confusion

- Establish the vocabulary for your game
- Create a glossary -- and use it
- Update when new features are added

Term	Definition	Example
Crop	**NOUN**: An edible plant that players can harvest	Harvest 5 crops
Plant	**VERB**: To place seeds in farm plots	Plant 3 seeds

BE ACCURATE

Ensure that your text and quest behavior match

- Document the intended tasks and triggers
- Playtest and verify
- Update when systems change
- Use variables instead of hard-coded values

TASK TEXT	AMOUNT	USER-FACING TEXT
Harvest {AMOUNT} crops	5	Harvest 5 crops
Plant {AMOUNT} seeds	3	Plant 3 seeds

LEVEL UP

BE PRECISE

Say *exactly* what you mean

- Accuracy ≠ Precision
- If specifics matter, be specific
- Leave no room for misunderstanding

Hold E to drink

VARIETY THROUGH PRECISION

Precision reveals more task options

- Specific systems
- Specific content
- Generic systems (categories)
- Generic content
- Drop rates

VARIETY THROUGH PRECISION

Variable drop rates introduce even more options

- If tomatoes drops between 1 and 3 times each harvest:
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Get	Obtain it any way you want	Easier, because the player has options
Have	If you've already got it, it counts!	Easiest, because they player may already own the item

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- Vernacular and idioms
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Don't sacrifice clarity for theme!

BE IMMERSIVE

Give your game a voice of its own

- What is its personality?
- How does it interact with the player?
- How would it react to the player's actions?

BE IMMERSIVE

Choose a tone that matches your game

- Casual vs formal
- Lighthearted vs dark
- Cozy vs threatening
- Humorous vs serious

BE IMMERSIVE

Use quest-giver characters to add variety and texture

- Personality
- Perspective
- Knowledge
- Emotion
- Narrative

BE HELPFUL

Make your text easy to read

- Break up large blocks of text (or trim)
- Be mindful of auto-scaling
- Use rich text formatting to highlight key words
- Leave room for localization

ANATOMY OF A QUEST

TITLE

Titles can serve different functions

- Presenting the task itself
- Tracking progress in a quest chain
- Adding flavor
    - Narrative
    - Puns, jokes, references

FLAVOR TEXT

Share narrative and give context to your tasks

- Provide a reason for the tasks

LEVEL UP

FLAVOR TEXT

Share narrative and give context to your tasks

- Provide a reason for the tasks
- New context can make tasks feel fresh

Welcome to RoCity
The best way to get around RoCity is by car. Purchase your first from Spencer Auto and learn to spawn it.
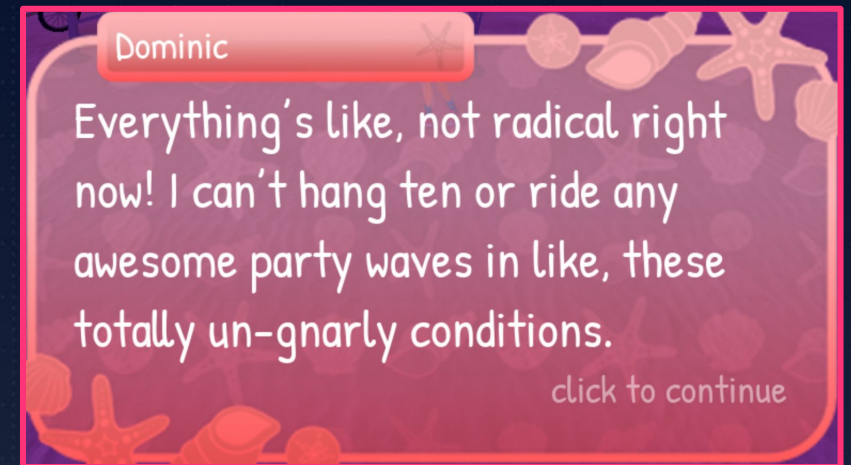
💼 $500

Current Segment
-Talk to "Hard Times" Henry

Abandon

FLAVOR TEXT

Share narrative and give context to your tasks

- Provide a reason for the tasks
- New context can make tasks feel fresh
- Character dialogue bookends can provide story too

Dominic

Everything's like, not radical right now! I can't hang ten or ride any awesome party waves in like, these totally un-gnarly conditions.

click to continue

A GOOD DAY TO PIE

Apples are in season,
and that means one thing: PIE!

Harvest 10 apples for the pie filling

0/10

Milk 3 cows to make the buttery crust

0/3

Throw a party to share the pie with friends

0/1

REWARDS

x 10

XP

x N

CLAIM

CLOSING THOUGHTS

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- Be concise. Respect your player's time and make sure your text fits comfortably in your UI.

- Be consistent. Establish your game's terminology and stick with it.

- Be accurate. Ensure quest text and behavior match.

- Be precise. Leave no room for ambiguity!

- Be immersive. Use text to convey tone and theme.

- Be helpful. Make your text as easy to read as possible.

- A little planning up front with your quest content spreadsheet will save you time later!

KEY TERMS

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Achievements: Also known as Badges on Roblox, achievements use quest-like mechanics to create long-term player goals

Analytics: Metrics that track aggregate player behavior in a game, used to inform developers' decisions and identify bugs

Dailies: Quests that reset daily, whether the player completed them or not

Difficulty: A measurement of player effort, both inherent to the task and modified by factors like quantity, time limits, etc.

Engagement: An inference of player enjoyment derived from metrics like session length and number of sessions sessions per day

KEY TERMS

Hard Currency: Currency that is unique to a specific game and is primarily obtained by purchasing with real money

Progression: Players' advancement over time in a game, including content consumption and investment

Quest: A task or group of tasks that players complete to earn a reward

Retention: A metric representing the percentage of players who return to a game day over day. Commonly referenced metrics include Day 1, Day 7 and Day 30 (D1, D7, D30) which represent the number of players who play on their first day and return to play again a day, week or month later

KEY TERMS

Session: A length of time in which a player plays a specific game in a single sitting. Players may have multiple sessions in a day.

Soft Currency: Currency that is unique to a specific game and is primarily earned through gameplay

Surfacing: Also known as discoverability, the act of making a feature or information easy to for players to discover.

Task: An activity that the player is required to do in order to complete a quest. eg: Harvest 10 apples.