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John Ferrara

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and supposedly
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John Ferrara, the
creator of Fitter
Critters, a game that
encourages healthy
eating habit in kids,
vividly shows how good
game design needs to
have a message.

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John Ferrara has worked as a user experience practitioner since 1999 and began designing video games in 2001. His nutrition education game Fitter Critters was a top prizewinner in the 2010 Apps for Healthy Kids

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contest sponsored by Michelle Obama's "Let's Move!" campaign, and it is currently being tested in public elementary schools.

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much more in common than their perceived distinction typically suggests, and user experience practitioners can realize enormous benefit by exploiting the solutions that games have found to the real problems of design.

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In the following interview, “ Playful Design ” author John Ferrara

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John Ferrara
(@PlayfulDesign)

explains what he sees as the real gaming revolution — not “gamification,” or the application of gaming characteristics to existing applications and processes, but how games themselves can and will be a “force of cultural transformation.”

**A gaming revolution,
minus the hype -
O'Reilly Radar**

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