Parallel Design Concepts	Products Designed to Engage a Large Marketplace			
	Software Apps	**User Documentation**	**Screenplays / Films**	**Games**
Structured Elements	Hierarchy of blocks of code	Blocks of info > sections > manuals > doc sets	Beats > scenes > sequences > acts > stories > sagas	Levels of play
Reusable Blocks of Content	Generic code (functs or routines) used by other apps	Text or graphics that contain generic elements	Scene you've seen in several films (chase sequence, epic showdown, first kiss, etc.)	Repeating sequences or actions
Categorization (Rules & Syntax)	Classes, structures, functions, definitions, inheritance, delimiters, operands	Content format depends on purpose: reference, tutorial, conceptual, case study	Genre-based patterns (mystery, romcom, western, etc.) that audiences expect to see in order to buy a ticket and/or feel satisfied	Boundaries, levels, scoring, penalties, bonuses, speed of play
Target Audiences	Novice to expert users	Novice to expert users	Blockbusters aim at 4 corners: young, old, male, female	Novice to expert players
Audience Motivations to Give Time & Attention	• Life-Affirming Energy / Joy • Immersion / Escape / Flow • Purpose / Meaning • Accomplishment / Progress • Connection / Relationships	• Purpose / Meaning • Accomplishment / Progress • Connection / Relationships	• Life-Affirming Energy / Joy • Immersion / Escape / Flow • Purpose / Meaning • Accomplishment / Progress • Connection / Relationships	• Life-Affirming Energy / Joy • Immersion / Escape / Flow • Purpose / Meaning • Accomplishment / Progress • Connection / Relationships
Distribution Channels	PCs, mobile apps, device-specifc apps	Hardcopy, electronic, context-sensitive	Location-based access (home / theater), online, offline devices	Location-based access (home / vendor), online, offline devices
Communication Methods	Get / Send parameters	User-centric vs. curation-centric	One-way transmission in 2-D or 3-D, on any size screen	Interactive by definition, in 2-D or 3-D, on any size screen
Quality Objective	Timely execution of error-free logic	Timely acquisition of accurate & complete info	Emotional satisfaction or effective persuasion	Emotional or intellectual satisfaction
Main Objective	**Transfer Data**	**Transfer Knowledge**	**Transfer Emotion**	**Transfer Fun**
Cathartic Release	Attaining Main Goal	Attaining Understanding	Witnessing Protagonist Attaining Main Goal	Attaining an Epic Win
Decision Points	if, then etc.	hyperlinks	plot points (commercial breaks)	continual
Feedback Avenues	Data analytics, online channels like social networks, surveys, word-of-mouth	Data analytics, online channels like social networks, surveys, word-of-mouth	Data analytics, online channels like social networks, surveys, word-of-mouth	Data analytics, online channels like social networks, surveys, word-of-mouth
Engagement Indicators	• willing to receive info • seeking info • trying or testing • making a purchase • evaluating • actively using • quitting early • exiting properly • deinstalling • actively promoting or condemning • repeating purchase or experience	• willing to receive info • seeking info • trying or testing • making a purchase • evaluating • actively using • quitting early • exiting properly • deinstalling • actively promoting or condemning • repeating purchase or experience	• willing to receive info • seeking info • watching a trailer • making a purchase • evaluating • actively using • quitting early • exiting properly • deleting content • actively promoting or condemning • repeating purchase or experience	• willing to receive info • seeking info • trying or testing • making a purchase • evaluating • actively using • quitting early • exiting properly • deinstalling • actively promoting or condemning • repeating purchase or experience