'History' of Among Us

2018-2019

- **2018:** LAUNCH of Among Us
- Single map
- Only able to play the game with those around player (local game)
- At first, omewhere around 50 people would play at a time

- Adding online multiplayer, new tasks, and more features
- More expansive game

- New maps at the price of $4.

2020

- One of the HIT video games (sept 2020)
- Covid-19 Pandemic/ Time of Isolation:
   Stay/stucked at home
   Bored
  'Online social distancing/party'

- Streamers

- Social topic: "sus", memes, doodles

Even crashed at one point as 3.8 MILLION people logged on concurrently!
(avg 60 million per day)

2021

- As Among Us became less 'new' and exciting, players, streamers and viewers alike dropped the game

- (March) New 4th map: 'Airship' released
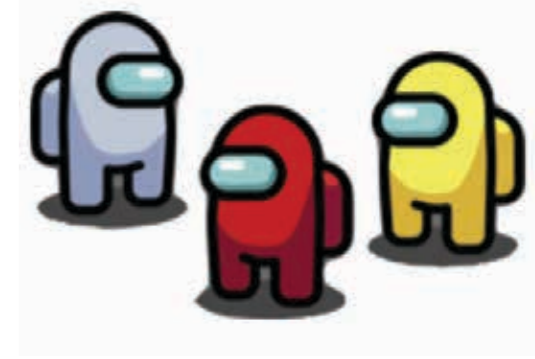- Will it be able to main its popularity?

Among Us's Average No. of Players

Month
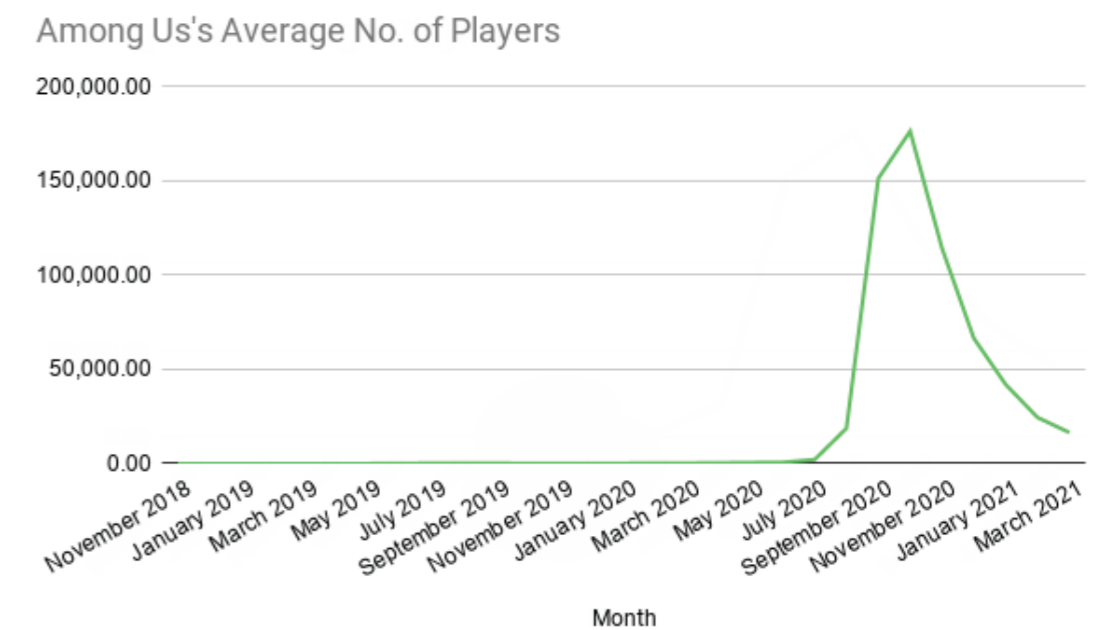
Graph with data retrieved from: https://steamcharts.com/app/945360#1y

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Problem Statement/ Research Motivation

Among Us is **no longer as exciting** as before as we see through **repetitive patterns** in human behaviours and tactics

- It is much harder and time-consuming to open up a playroom in Among Us now.
- Players of Among Us easily abandons or neglects their account.

- Being a crewmate is getting boring, task are repetitious.
- Crewmates, the majority in each game, hardly win by completing tasks, not everyone does their task diligently
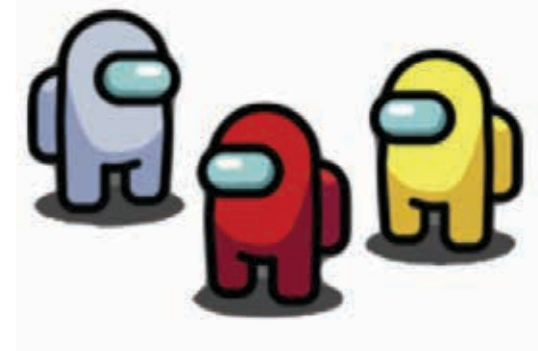
We are now even able to know where are the 'hot spots'
- by intuition
- by data analysis

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Research Question (s)

How might we revive and sustain the hype of Among Us?

What is the players' trend of Among Us and how is it possibly influenced by?

How might we encourage continuous & constant play of Among Us?

What can be done to create more interests and thrill for non-imposters in the game?

How can Among Us provide to include a greater group in society, even persons with disabilities?

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A RELOOK AT INITIAL INTENTIONS

Gameplay of Among Us

WHAT?
- Type of Game
- Structure of Game

Multiplayer Social Deduction Game: Game of Survival

Teamwork between Crewmates: complete tasks, vote out imposters **AGAINST** Imposters: attempts deception and manipulation, antagonist.
Assymetrical balance of 'good' & 'bad' sides

Original selling point- easy tasks

WHY?
- Reason for Playing

Online socialising due to more having to staying at home during the pandemic
Watching - playing
A way to connect with friends   - these days, are they still fufiled?

Exciting, Drama, Adrenaline

WHO?
- The ones playing

Everyone. Teenagers, Children, Adults
Streamers, Gamers

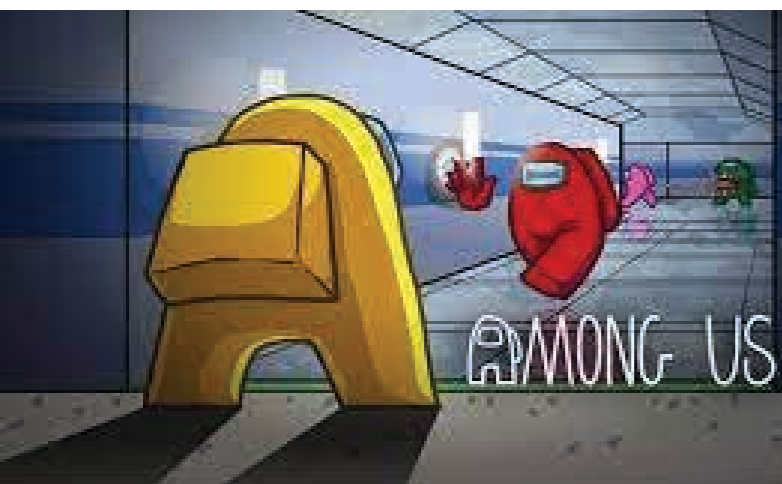**2 key concepts:**

Situational Awareness
(imposters: hide & ambush)

Familiarity with Map

Patterns of Behaviours

People - Personalities

Social Dynamics: accusation & ejection phase

All in all, excitement in "Among Us" is highly based around
human behavior & its unpredictability
However, common strategies and behavioral trends have became apparent over time
resulting in less tension held within the game

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Among Us
Game Improvements

Criterions of Among Us as a game

Fulfilled & Hoped

dorable

Graphics of crew members are simple yet so cute.
They run around in the map in the most adorable manner as well!

ccountable

Players feel ATTACHED to their characters within Among Us
such that they continuously play & "take care" of their account
- Is Among Us continuously popular with many players?
- Does Among Us instill a sense of responsibility into owners of crews?

dventure

EXCITING experiences that challenges players
- Does Among Us feel too easy/ boring to play today?
- Are players constantly thinking (not too hard to the point of distress)
  about task and gameplay?
- Are there short-term + long term goals in Among Us?

ccessible

Players are able to understand, appreciate and thus have fun in Among Us
(even if they are suffering from certain conditions like colour blindness)
- Are new players today at too much of a disadvantage compared to those
  familiar with the game?
- Are players able to enjoy the same experience if they are colour blind or
  have low vision or have muscle-joint disabilities?

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How might we encourage continuous & constant play of Among Us?

Award Displays = Adds Personality
to Individual Crews
Maybe awards to give out at the end of each game

A. Special Missions (Daily Quest)

- Add on (replacement) of repetitive tasks and killing
- Could drive task completion: not a chore anymore
- Different everyday return treat
- Drive vibrancy of gameplay
- LONG TERM rewards & goals

Best Shooter in Town
Cleared 5K aesteroids

DAILY QUESTS
Complete them to earn your character points &
climb up the leader board

Pro Shooter! Clear 60 Aesteroids		CLAIM
Busiest Reporter. Report 5 bodies		1/5
Smartest Move! Kill & self report		CLAIM

Brainslug Pet Bundle
OR
$2.99   500 pts
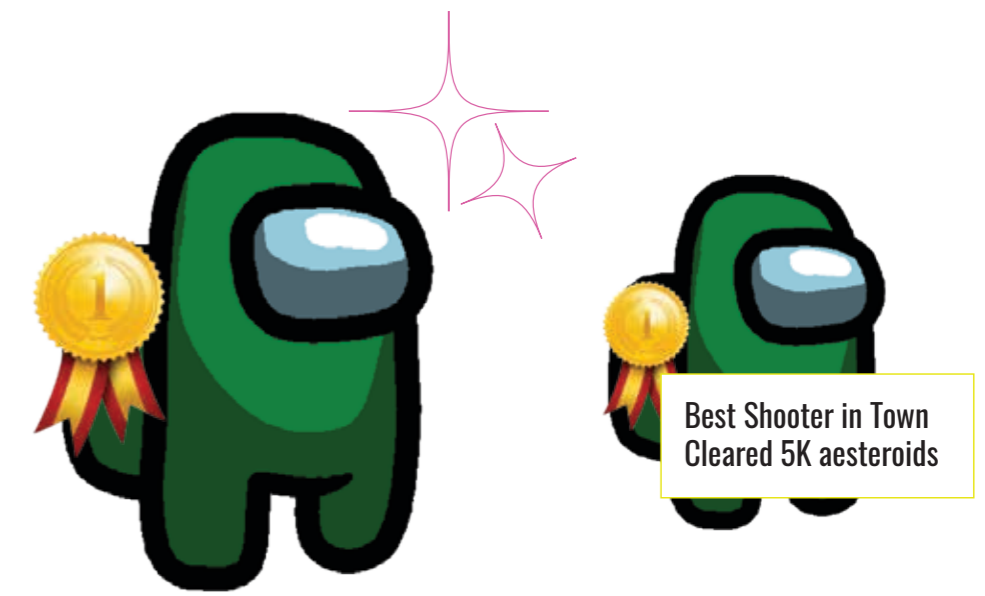
B. New 'Evidence'

- Ability to choose method of killing
- Having more say in actions rather than 'just a button'
- Could drive new topics in discussions:
- Important to keep selection process simple and fast

It was a stab!
So it could only be
red, white or black

!!!

KILL

Maybe only certain colours could do certain type of killing,
i.e. 1 colour 3 type of kill
Each kill leaves tracing of kill method

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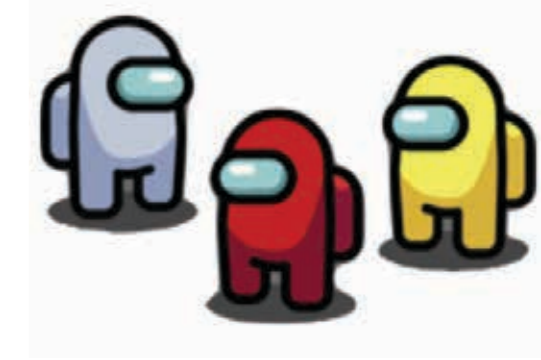
How might we encourage continuous & constant play of Among Us?

C. Acknowledging Multiple Modes of Playing

- More/many are finding the original gameplay (do task, kill, vote) of Among Us repetitive and boring
- Players have been coming up with their own methods of playing among us such as hide & seek
- But not all around the world knows of this, resulting in barriers to pilot this game when playing online

Hence, we could:
- acknowledge creative solutions by the population
- create & implement new methods of gameplay (no more lying & voting!!!)
- making this methods an *official option* when entering games

Retrieved from: jeumobi.com

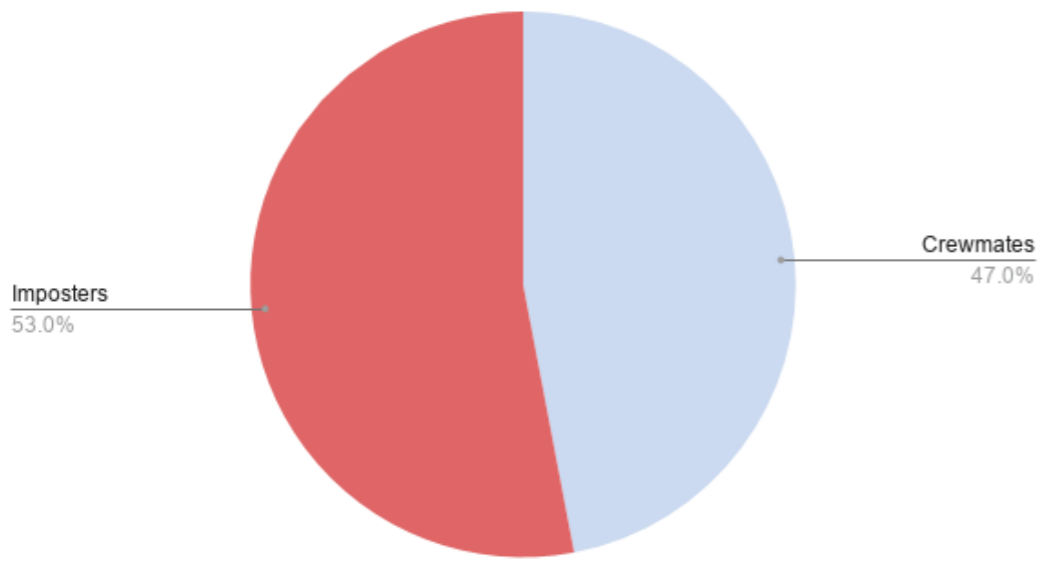**Same Map (s)**
Different tactics & behaviours

Improvements
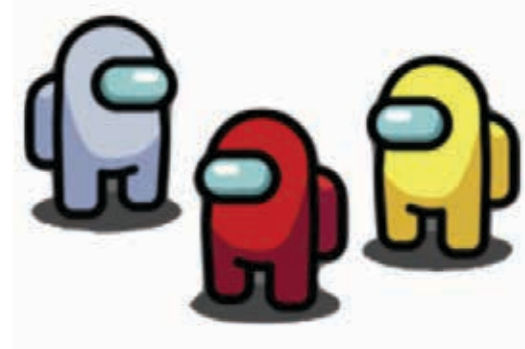
What can be done to create more interests and thrill for non-imposters in the game?

Win Rate

Imposters 53.0%
Crewmates 47.0%

Still not quite balanced
Proportion Wise: 1-3 imposters 53%
Many crew mates 47%

vote off imposters

slightly draggy/boring

Isn't it more exciting if I am allocated the role of an Imposter?

Would more personalities make being a crew mate more sought after?

seems like helpless & harmless little creatures running around

to complete tasks

dorable crew members

Imposters kill, lie, misdirect, fake claims

A. More Roles & Abilities

- Giving more special roles to crewmates
- Officially introduce new characters into the current gameplay
- A 'life after death' mission

THE QUIET KID
THE DETECTIVE

Ghosts
just stick around to complete tasks

A Chance to 'Speak' to Ghosts: time-limited
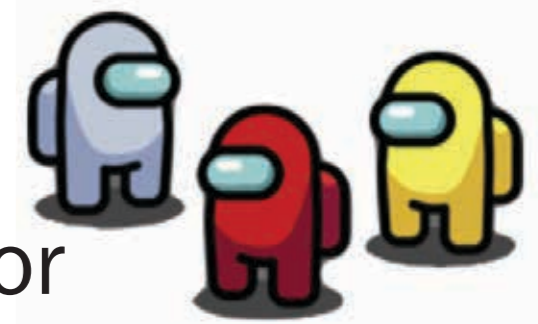To tell the truth and risk life or not?

Detective   Doctor   Far-sighted   The Invisible

Can we 'glorify' dead crew members?

'Speak' to Special Teammates
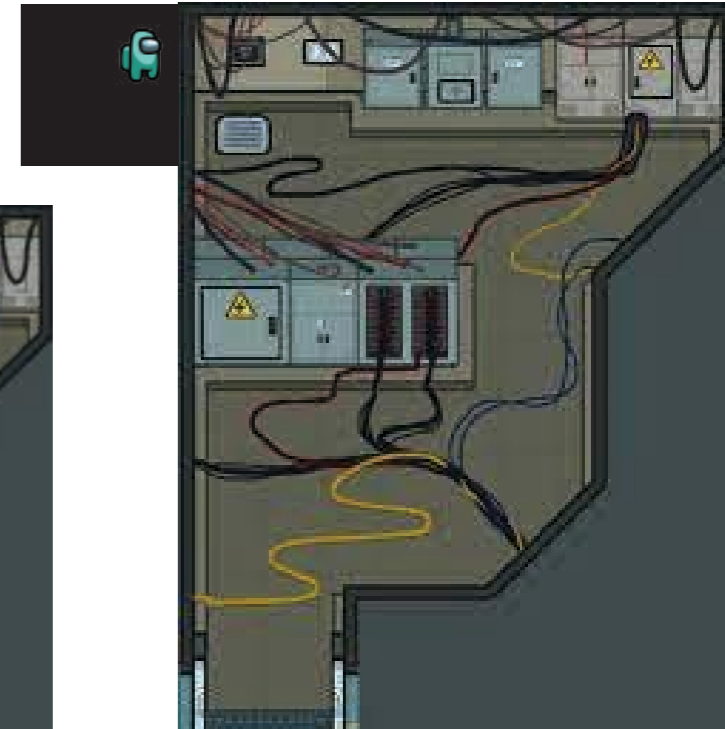at special intervals with a time limit

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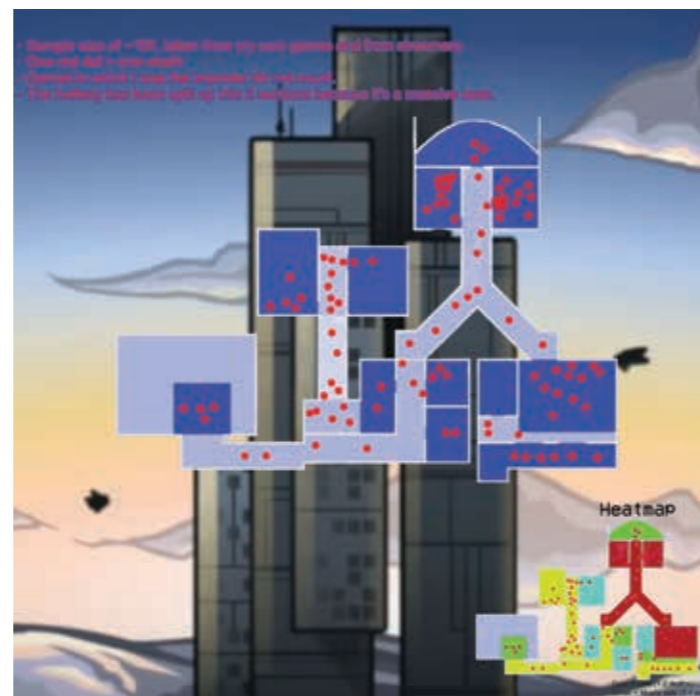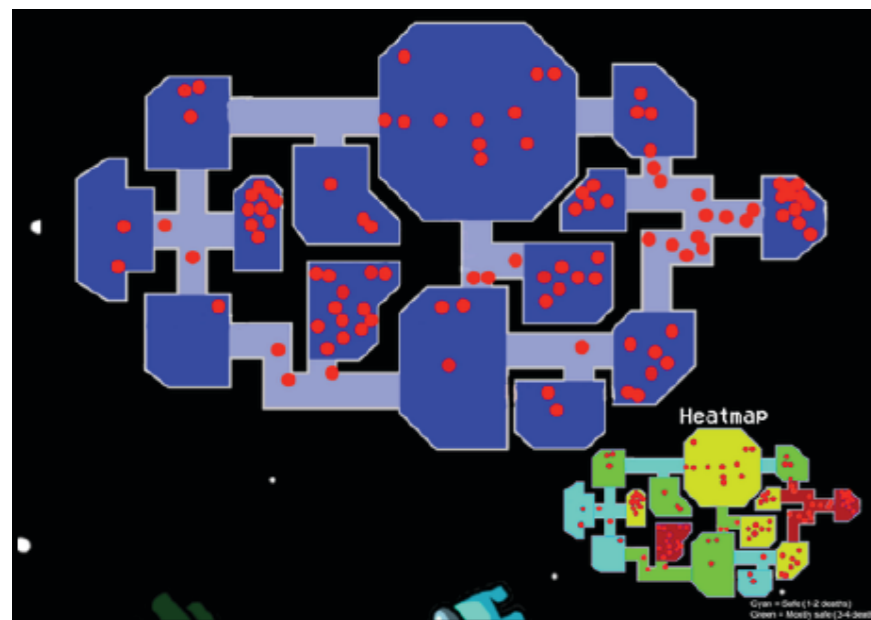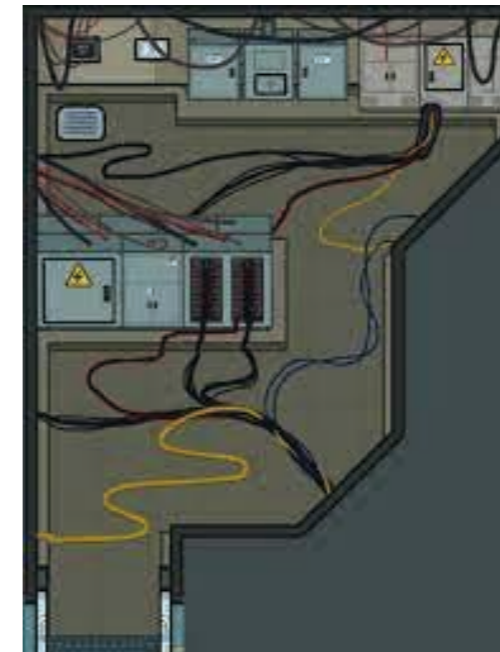# What can be done to create more interests and thrill for non-imposters in the game?

B. Temporary Hiding Spots

- Crewmates get to go into hiding for 20secs (no more, no less), maximum 3 times
- Whenever they feel threatened, could be when someone they suspect of an imposter is nearby
- Imposters will not be able to see the hiding 'cave'
- Reducing overall kill rate of a game, especially at kill hot spots
- More activities for crewmates to embark on

What Crewmates See

What Imposters See

Heatmap

Kikonoya#9750

LAVA PIT

● INSTANT YEET ● SAFE
● DANGER
● DON'T GO ALONE
● BE CAREFUL

Heatmap

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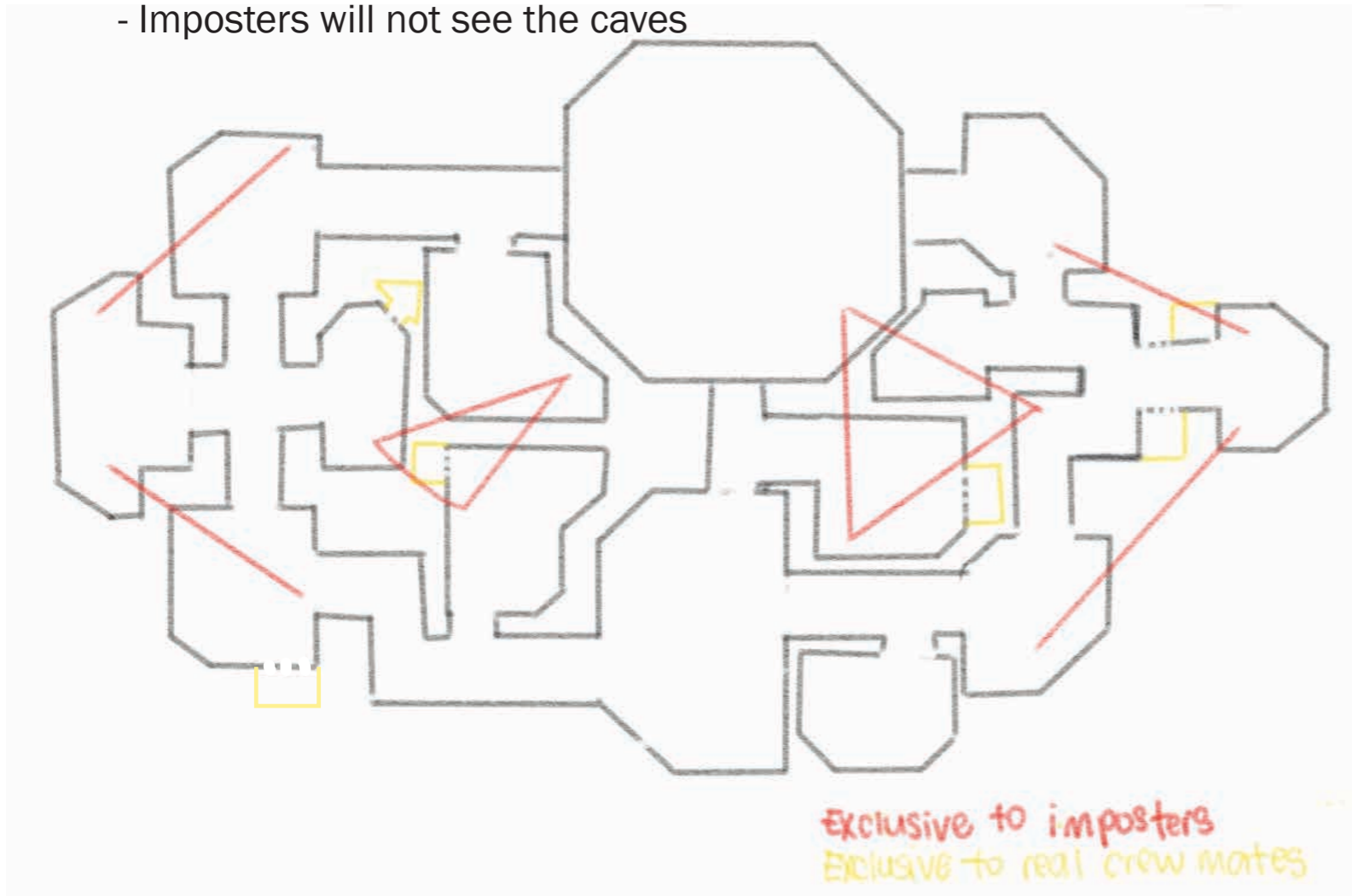Instructors: Genevieve, Ryan, Sharina

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What can be done to create more interests and thrill for non-imposters in the game?
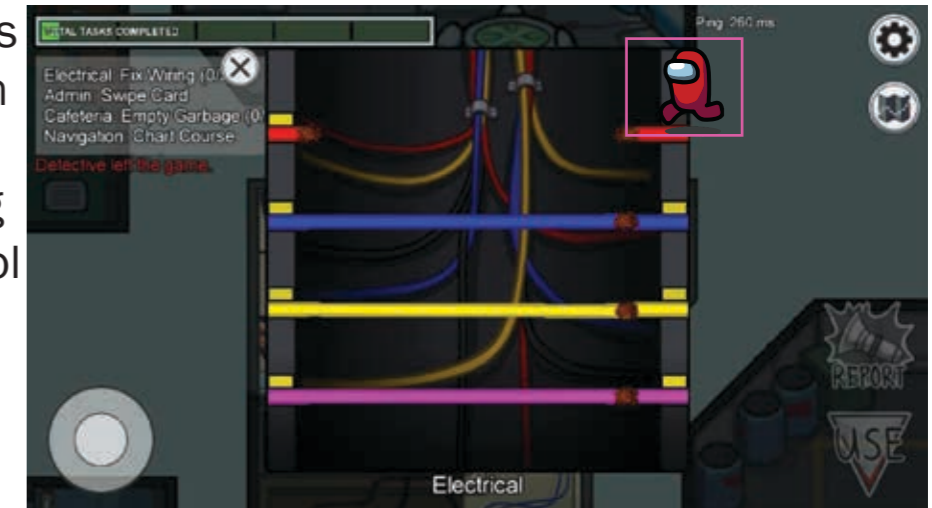
B. Temporary Hiding Spots
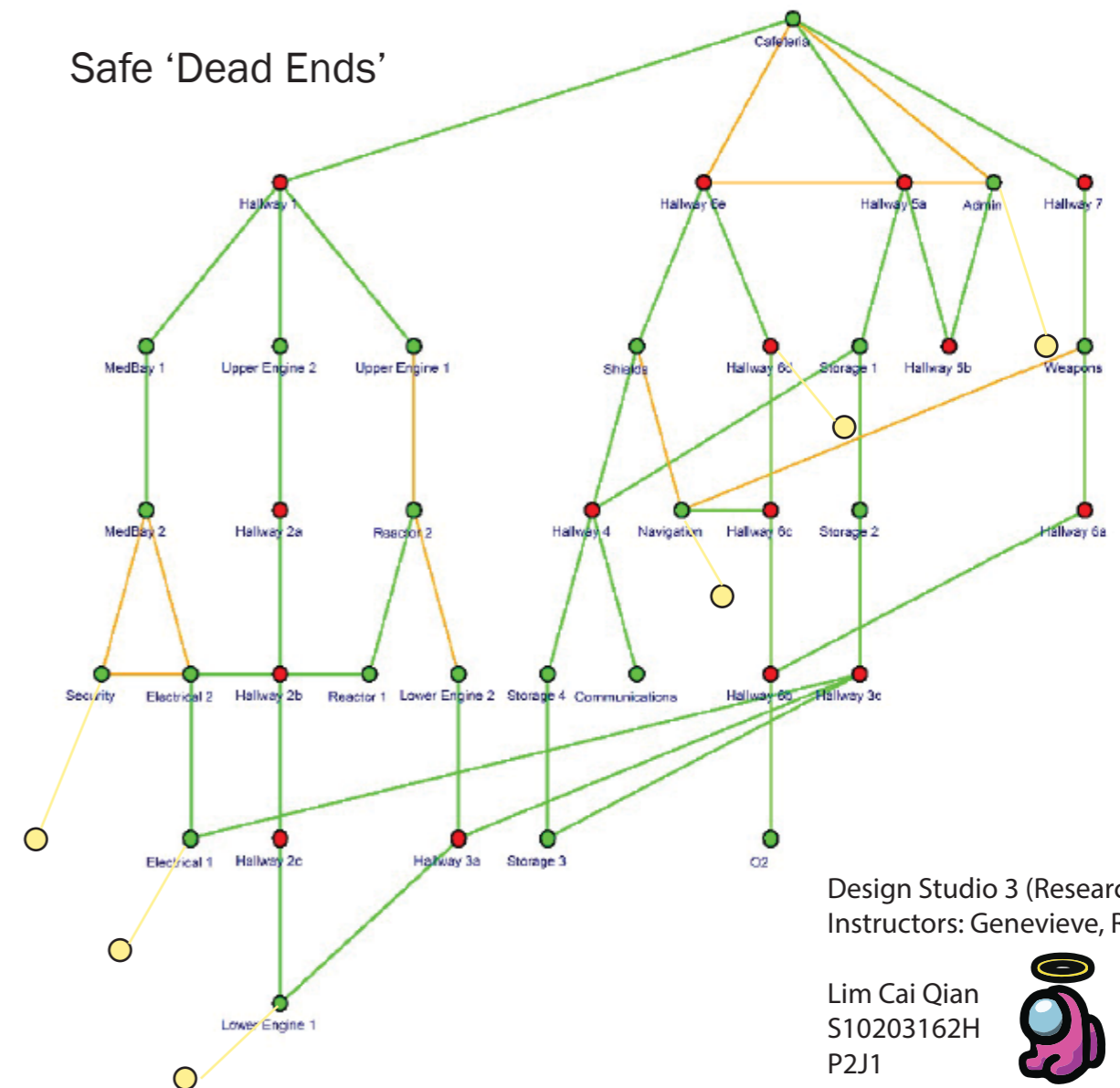
Map of Exclusivity (of both Imposters and Crewmates now):

- In yellow- 'caves' for crewmates
- Imposters will not see the caves

Exclusive to imposters
Exclusive to real crew mates

Alert that there is crewmates withn _____distance
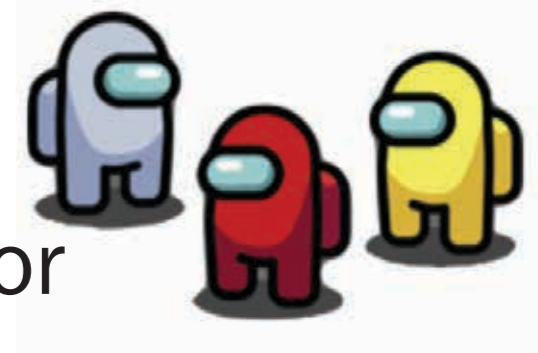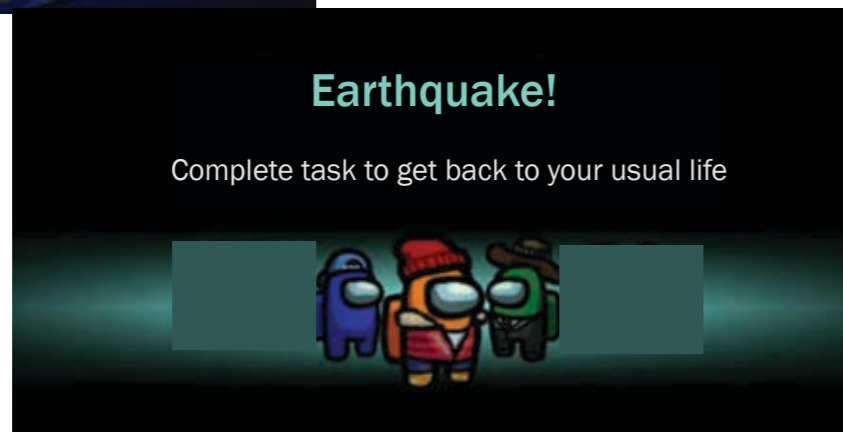-blinking running among us symbol

Safe 'Dead Ends'

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What can be done to create more interests and thrill for non-imposters in the game?

Earthquake!

Complete task to get back to your usual life

C. Disrupting Usual Gameplay

- At a random time (regulated by rate of kill), everyone will be dispersed, grouped into different locations of the room
- Movements will be restricted for 20 seconds (or when everyone has completed task), rooms are locked up
- Crews will be distributed to rooms where they have not completed their tasks
- Imposters cannot kill when **break-up rooms** open
- While crews complete tasks, imposters will have to fake it
- Possible revelation of imposter

Similar to Sabotages (Advantage of Imposters),
Break-up rooms will end up making both crewmates & imposters start at different points at the end,
this time, only benefitting the innocent crew mates
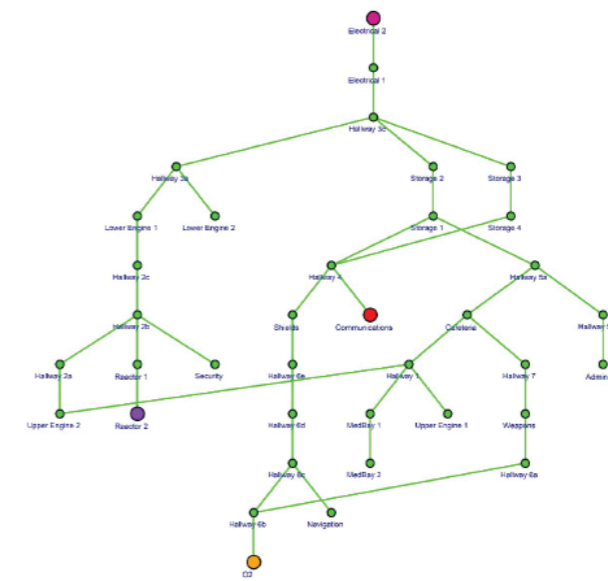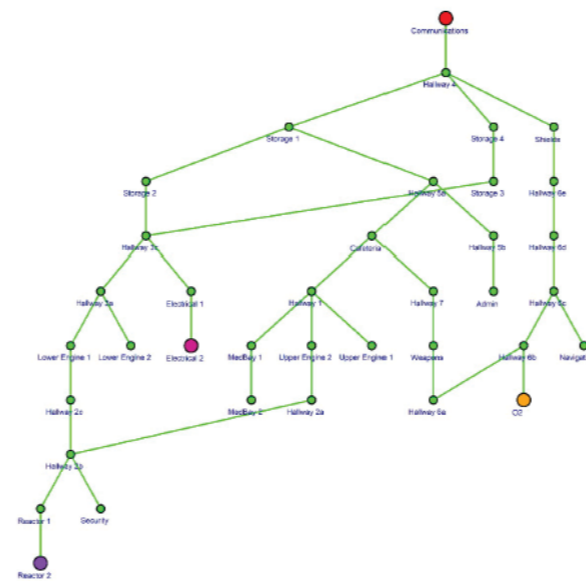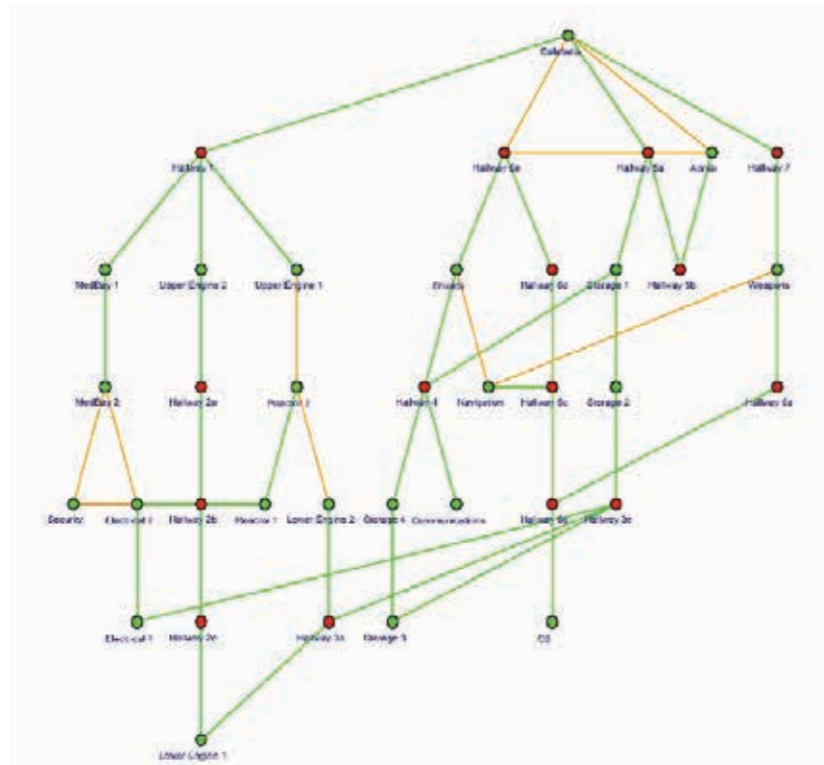
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How can Among Us provide to include a greater group in society, even persons with disabilities?

Colorblind people playing among us be like..... Red Its yellow he vented

Greenn Red

made with mematic
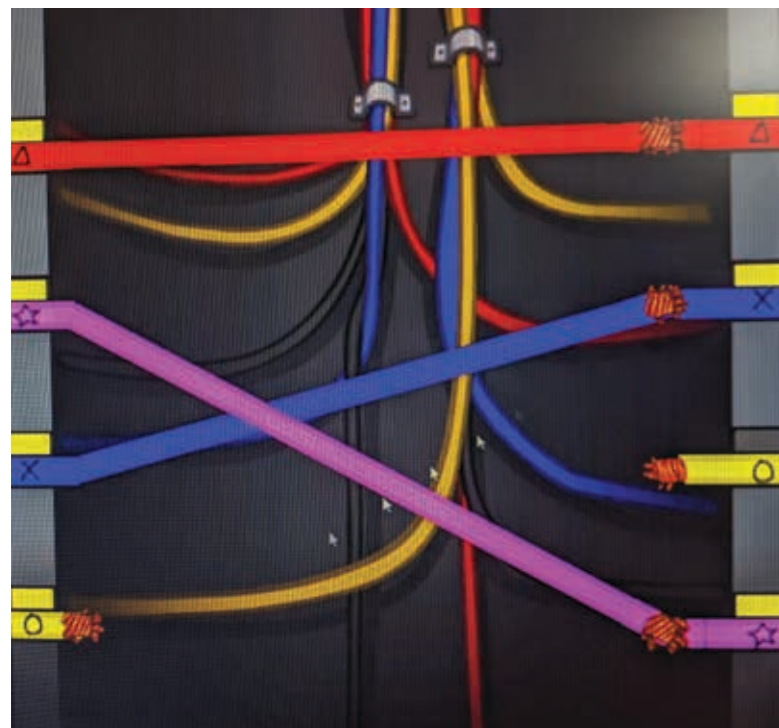
Proposal to turn Video Game into a Sensory Experience

- Music/Sound effects wthin certain distance to know what is going on

- Products that allows users to use it to play by not only kinesthetic but also tactile senses
  - Shaking to run around
  - Press buttons, pinch or even a light brush: correspond to actions in the game

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