



SHOPKEEPER

Game about recommendations
and personal preferences

OVERVIEW

Educational party game

2-6 players (with two decks)

Time: 15-30 minutes

Age: 10+

Take a role of one recommendation algorithm in an AB test and be the most successful one



RULES

Each player: starts with 5 cards in hand, 3 items to recommend (publicly visible)

Table: draw deck, discard pile, customers

Goal of the game: be the first player to successfully recommend all three items

One action per round:

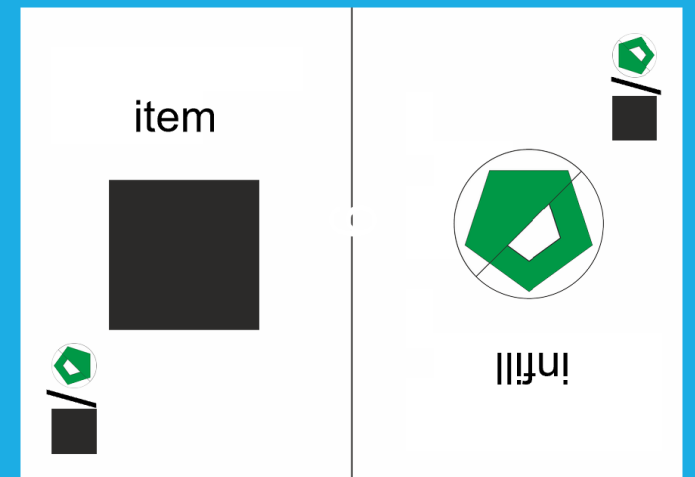
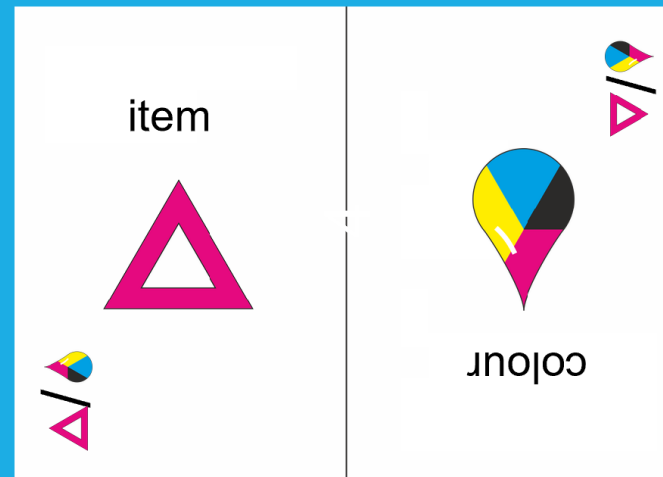
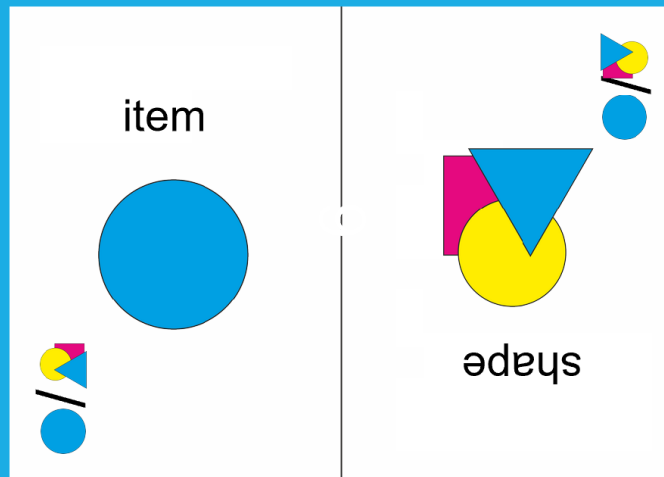
- A. Play up to two cards, pitch your item (if possible), draw back to 5 cards or
- B. Discard the hand and redraw to 5 cards

TYPES OF CARDS

4 colours – CMYK (colour blind friendly option)

3 shapes – triangle, square, circle

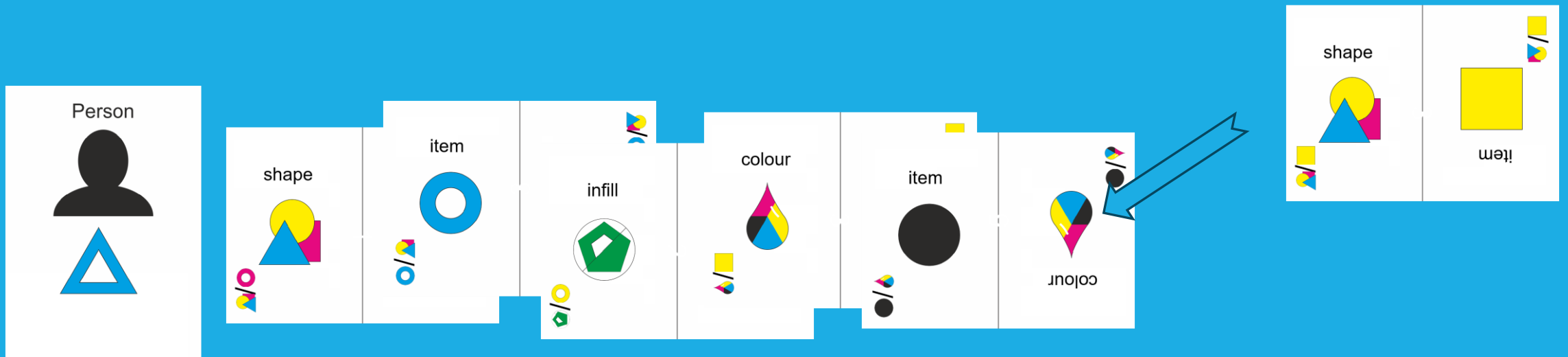
2 types of infill – filled, hollow



PLAYING A CARD

Add up to two cards

There might be only up to two consecutive change cards

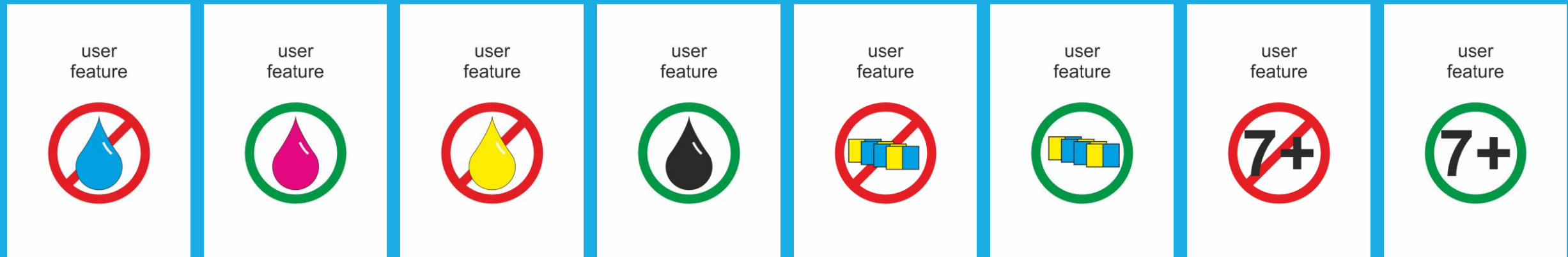


TYPES OF PREFERENCES

Colours – like/dislike in recommendation

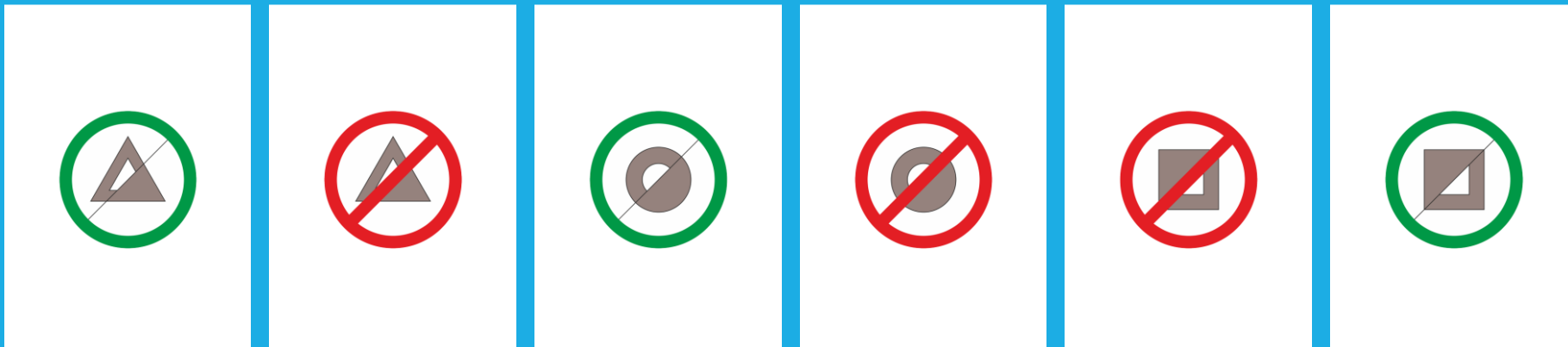
Patience – how many cards is customer willing to accept

Serendipity – is the user a serendipity seeker



TYPES OF PREFERENCES- IN TESTING

Shapes – like/dislike given shape in recommendation



PITCHING AN ITEM

Have an item fitting one person

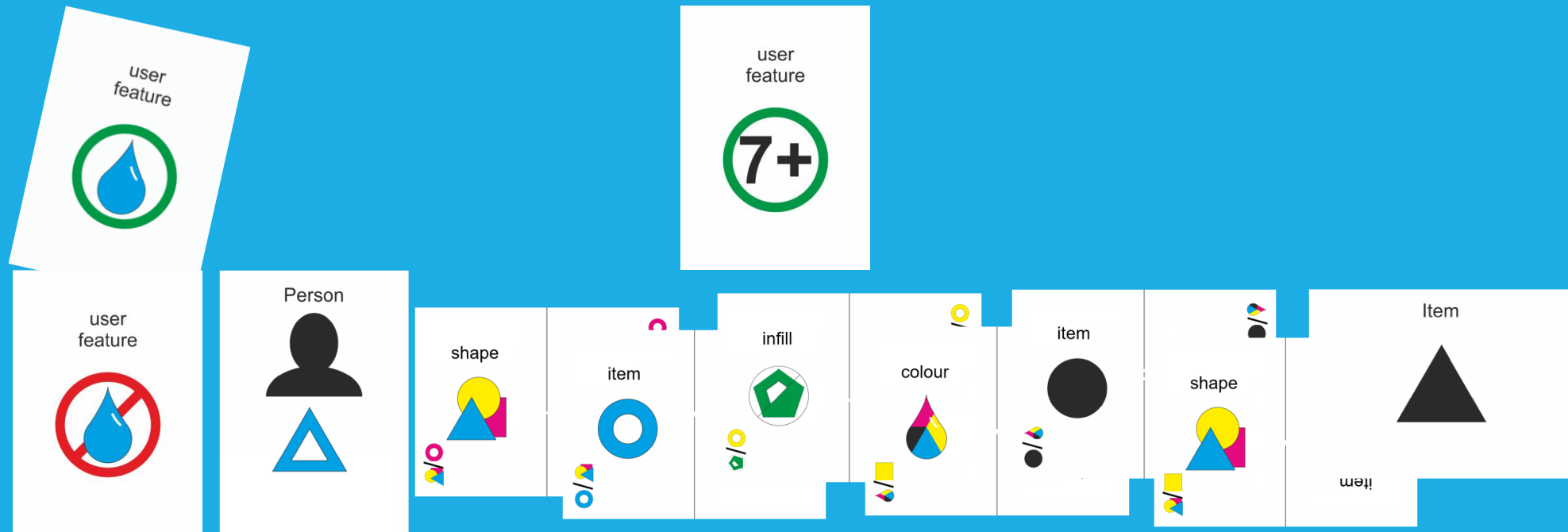
Satisfy his preferences including the new ones, in case of failure replace old one by new



PITCHING AN ITEM

Have an item fitting one person

Satisfy his preferences including the new ones, in case of failure replace old one by new



SIMPLE VERSION — “UNO MEETS DOMINO”

Each player: starts with 5 cards in hand

Table: draw deck, discard pile

Goal of the game: be the first player to play all cards from your hand

One action per round:

- A. Play a card from your hand
- B. Draw a card

PLAYING A CARD

Place one card

Card needs to have the same trait as indicated on the previous one

