Brain Age

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Brain Age: Train Your Brain in Minutes a Day!

Dr. Kawashima's Brain Training: How Old Is Your Brain?

Nintendo

JP: May 19, 2005
US: April 16, 2006

19.00 million copies worldwide (as of March 31, 2013)

9 developers and 90 days
Overview

- “Train your brain in minutes a day!”
- measure it/train it/ keep it 20
- Controlled by touch screen and microphone
- Three modes quick play daily training sudoku
- Measured according to speed and accuracy walking\bicycle\jet\rocket
Game List

- Calculations X 20
- Calculations X 100
- Reading Aloud
- Low to High
- Syllable Count
- Head Count
- Triangle Math
- Time Lapse
- Voice Calculation
Representative Games

- Quick brain age check: Stroop Test
- Show words of colors’ names on the screen
- These words are in one of the color
- You have to speak the color of the text
Representative Games

- SUDOKU
  - traditional number-placement puzzle
  - click on blank to zoom in and zoom out to confirm
  - write possible answers
  - classified missions with tips
  - ask you about notification
Design

- A collection of tiny puzzles
- Well arranged instructions
  rule & tips
- direct alert & post-game
  feedback
- single player
Design

- BGM
  science friction style and positive
  no sound during games

- Graph
  a very wired head
  colors are bright
  text is clear
Details

- collecting user data
- considerate questions
  - can you speak?
  - which hand you use?
  - microphone issue?
  - want mistake notified?
- require pronunciation and handwriting
- Some puzzles have no quit option
Many neurologists recommend the game for prevention of dementia/Alzheimer’s.

Nintendo of America has refused to support any scientific claims.

One study involved 600 Scottish students who play twenty minutes of Brain Age before class daily for nine weeks.

Another study made by a French university showed that brain age is not better than doing puzzles with pencils and paper.

One study conducted between March 2010 and August 2010 in Japan showed playing brain age for 4 weeks improves cognitive functions in elderly.
And now, any questions?
References


