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# UX Research

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Fontys

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## Introduction

This Document contains the information I will make for Semester 2:

This is contained below:

- UX Research

Hoofdvraag en deelvragen

## Reasoning

This document serves as UX Research for my DNDForMe project.

## Who am I?

My name is Art Nooijen, a 22-year-old student. I am studying HBO-ICT Demand-based.

## Prototype

Prototype number	Date	Writer	Changes
<b>Versie 1</b>	08-02-2022	Art Nooijen, A.T.G.	N.v.t

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## Introduction

In recent years, there has been an increased focus on the user experience (UX) of digital products. This is because as the world becomes more and more digital, the way that users interact with products has a big impact on their overall satisfaction and whether or not they will continue to use the product. There are many factors that go into UX design, and it can be a challenge to create a good UX for a digital product. However, it is important to consider UX when designing any digital product, as a good UX can make the difference between a user who is satisfied with the product and a user who is not. When designing a digital product, UX designers must take into account the user's needs and wants, as well as the product's goals. They must also consider how the user will interact with the product, and what kind of experience the user will have. There are many tools and methods that UX designers use to create a good UX. Some of these tools and methods include user research, user testing, and prototyping. User research is important for understanding the user's needs and wants. UX designers use various methods to conduct user research, such as interviews, surveys, and focus groups. User testing is a way to test the product with real users to see how they interact with it and what their experience is like. UX designers use various methods to conduct user testing, such as A/B testing and usability testing. Prototyping is a way to create a mock-up of the product so that UX designers can test it with users. UX designers use various methods to create prototypes, such as paper prototyping and digital prototyping. Once the UX designer has a good understanding of the user's needs and wants, as well as the product's goals, they can start to design the product. The UX designer will create a prototype of the product and then test it with users. Based on the feedback from the user testing, the UX designer will make changes to the product until it meets the user's needs and wants, and the product's goals.

## UI vs UX

The user interface (UI) is the graphical layout of an application. It is the visual elements a user interacts with in order to use a software application. A well-designed UI provides a user-friendly experience by making an application easy to use.

The user experience (UX) is the overall experience a user has when using an application. A well-designed UX takes into account all aspects of the user's interaction with an application, including the UI, the functionality, and the overall experience.

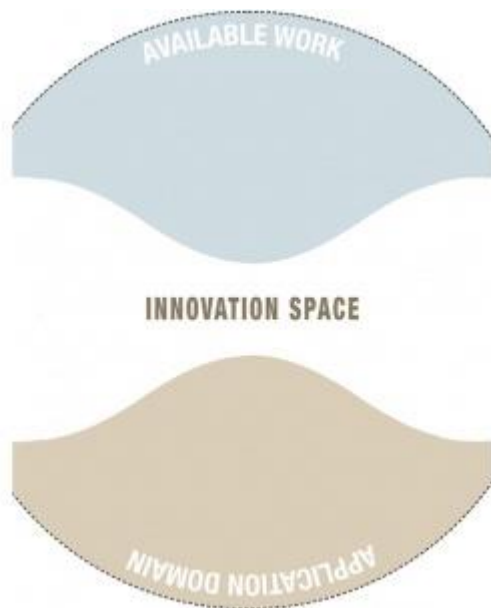
## The DOT Framework

This framework is centred around these three concepts:

- The "What" of your research (the domains)
- The "Why" of your research (the trade-offs)
- The "How" of your research (the strategies and methods)

(The\_DOT\_Framework, 2022)

Here is a visualization:



**FIGURE 1 VISUALIZATION OF THE DOTFRAMEWORK**

## The What

Placeholder

Available Product analysis

I want to look at Websites like roll 20 an DND beyond what makes them the most popular at the moment.

Best good and bad practices

I want to do research in general why some things are done.

Some links worth checking out:

[https://scholar.google.nl/scholar?q=ux+research&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholart](https://scholar.google.nl/scholar?q=ux+research&hl=en&as_sdt=0&as_vis=1&oi=scholart)

[https://uxpajournal.org/wp-content/uploads/sites/7/pdf/JUS\\_Barnum\\_Nov2019.pdf](https://uxpajournal.org/wp-content/uploads/sites/7/pdf/JUS_Barnum_Nov2019.pdf)

<https://books.google.nl/books?hl=en&lr=&id=sfOeDQAAQBAJ&oi=fnd&pg=PR11&dq=ux+research&ots=Tejv9OFDJR&sig=STKD6lt0PU33SZjPXoOs2zib4a0#v=onepage&q=ux%20research&f=false>

## Available Product analysis

Goal: The goals is to look at what has already been done before. What is working for similar applications? Etc.

The two websites that most represent my project would be

- Roll20 (compendium/dnd5e/BookIndex, 2022)
- Dndbeyond (search, 2022)

## The why

Placeholder

- Focus Group

I want to do research to the focus group I am going to target. (DND players. From child to adult). After the research I want to do a focus group analysis.

Questions:

1. What is the main difference between UI and UX?
2. What are the main goals of UI and UX?
3. How do UI and UX work together?
4. What are the main skills necessary for UI and UX?
5. What are the main tools used in UI and UX?
6. What are the main trends in UI and UX?
7. What is the future of UI and UX?
8. What are the main challenges faced by UI and UX?
9. How can UI and UX be improved?
10. What are the main benefits of UI and UX?

## The how

Placeholder

- Prototype/AB testing  
I want to make different versions to see what a different effect they have on the people that look at the designs.
- testing

After asking these questions you get a more appropriate triangulation of the problem you are trying to solve.

## Bibliography

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<https://www.dndbeyond.com/search?q=magic%20mistle>

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