

# BUNGIE SENIOR UX DESIGNER TEST

CALEB HOU

FEBRUARY 2021

## The project I'm most proud of

One of the most challenging - and rewarding - projects that I have ever worked on is a project called Disney Genie. Genie is a scheduling assistant tool for Disney Parks, that helps people plan their perfect, magical day. This project had over 20 designers working on it, with dozens of engineers and a plethora of different technical dependencies spread across the company. I worked on the mobile version of Genie where guests could adjust their auto-generated itinerary and immediately receive suggestions based on time, availability, and location. As this project was mobile-first, we could design a variety of complex interactions based on gestures and data. Some of the features that were previously separate that we were now combining were things like Fastpasses, dining reservations, tickets for shows, and character meet and greets.

The vision for Genie was to create a tool that guests can use to navigate our massive parks with convenience and comfort, without the burden of trying to manage a complicated schedule. One of the challenges that I faced on this project was balancing the interests of guests against the interests of business. With a smart tool that can guide the guest real-time through the park, it can be easy to push them towards more premium experiences that business is trying to promote.

While it was a juggling act to design for so many unique tools and scenarios, the end result was incredibly satisfying and is a project that I am incredibly proud of.

## TASK 2

# A system that gets people excited about having multiple finishers

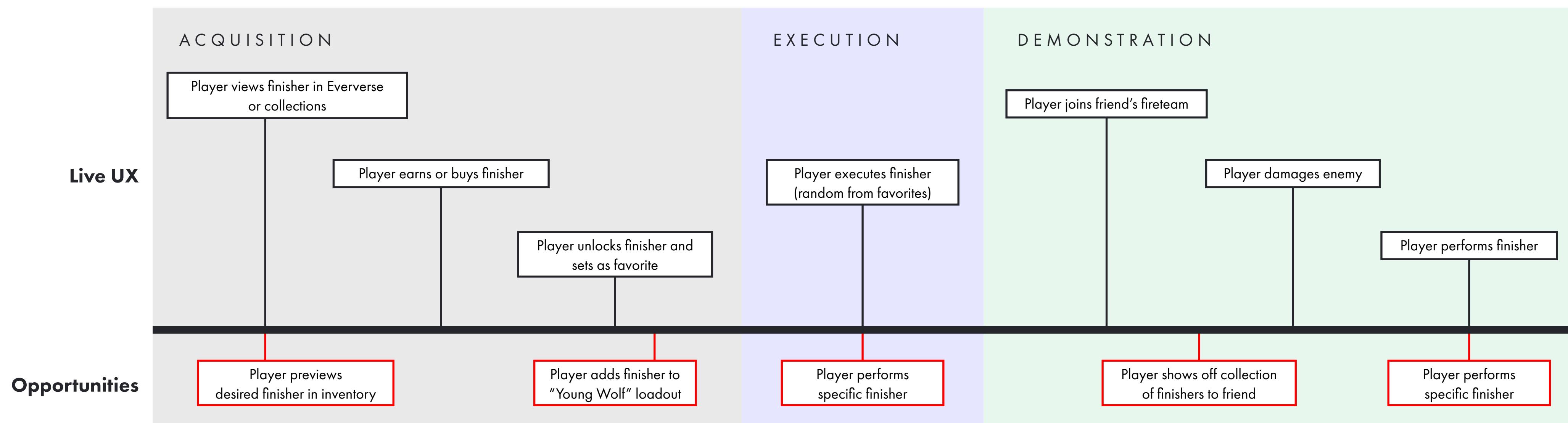
## APPROACH

Destiny 2 is a game that millions of people play every day, so every change must be made with considerable thought and consideration. Given that there are a plethora of experts for each feature, I would immediately contact them to understand the logic behind each feature. For this design exercise, my experience of finishers can be separated into 3 distinct phases.

The first phase is **Acquisition**, where the player either earns the finisher through gameplay or purchases it through the Eververse. Since the product manager and investment designer are the main drivers for product strategy, I would first seek to learn the strategy so that whatever solution I provide aligns with the core experience.

The second phase is **Execution**, where the player performs the finisher. Within this stage, the tech designer, engineer and visual designer own the moment-to-moment gameplay experience. My plan here would be to understand how the finisher experience was initially designed and discover any opportunities to make enhancements.

## USER FLOW



## TASK 2

# Process

1

Ask the PM and Investment Designer for prior research and design logic on finishers. Ask for current metrics as previously defined in the "questions" segment.

ARTIFACT: FINISHER FINDINGS SUMMARY

2

Perform competitive and heuristic analysis with Visual Designer on other similar solutions within the industry.

ARTIFACT: MOOD BOARD AND COMPETITIVE ANALYSIS DOCUMENTS

3

Create persona, problem statements, and journey map with PM and Investment Designer.

ARTIFACT: PLAYER PERSONA, PROBLEM STATEMENTS, AND JOURNEY MAP

4

Organize brainstorming workshop with the team to gather ideas on potential solutions. Note: prepare the team first with the preliminary research and any relevant metrics.

ARTIFACT: LIST OF IDEAS

5

Categorize and prioritize ideas with player impact rating.

ARTIFACT: CARD SORT ACTIVITY SUMMARY

6

Create hypothesis write-up to ask questions against Tech Designer and Engineers.

ARTIFACT: DESIGN PRESENTATION WITH RESEARCH AND HYPOTHESIS.

7

Create list of questions to have answered by research.

ARTIFACT: RESEARCH PLAN

8

Create information architecture with and validate with research, Investment Designer, and PM to confirm design direction.

ARTIFACT: WIREFRAMES

9

Create rough wireframes and check with team to confirm experience design direction.

ARTIFACT: WIREFRAMES

10

Work with Visual Designer and Tech Designer to create prototype.

ARTIFACT: CLICKABLE PROTOTYPE

11

Create usability test research plan with Research Team and PM, and run remote moderated test.

ARTIFACT: USABILITY TEST RESULTS

12

Work with PM and Engineering to create development schedule for proposed features.

ARTIFACT: DEVELOPMENT SCHEDULE

13

Work with Visual Designer, Tech Designer, PM and Engineer to build feature.

ARTIFACT: WORKING FEATURE

14

Verify success metrics with PM and Investment Designer and create post-launch test plan.

ARTIFACT: POST-LAUNCH TEST PLAN

LAUNCH FEATURE

15

Run post-launch tests with PM and gather data from analytics and share with the team.

ARTIFACT: PLAYER PERCEPTION REPORT

16

Thank team for their hard work and buy them a drink/bake them cookies.

ARTIFACT: JOY AND APPRECIATION FOR ONE ANOTHER

## TASK 2

# Questions I would ask

## INVESTMENT DESIGNER

What incentives currently exist for players to own multiple finishers?

Have we explored the option to allow players to perform specific finishers even within the subset of favorited finishers that they have selected?

## TECH DESIGNER

What methods does a player currently have to perform specific actions within the context of the game that does not interrupt the flow of combat?

What are the design guidelines to maintain moment-to-moment gameplay immersion while giving players agency in the specificity of their actions?

## PROJECT MANAGER

What is the current strategy to allow players to purchase specific finishers in Eververse?

Is there a way for us to inform the player when the finisher they want is available for purchase?

What metrics are currently available for usage of finishers? Under what context are finishers most commonly used?

What is the player perception of finishers? Is there anything that they would like to do that they can't now? What happened during the user testing?

## POST LAUNCH

Did this feature improvement increase sales of finishers?

Did this feature improvement increase player enthusiasm for finishers?

Are players using finishers more than before?

## VISUAL DESIGNER

What are some ways for us to add a quick-select menu within the game that does not hinder the player or take them out of the immersive experience?

Are there any design pitfalls that I should be aware of while designing this experience?

What existing UI patterns can we re-appropriate so we don't end up with two solutions for one problem?

## ENGINEERING

What are the technical limitations for us to build a new UI piece that the player can bring up at any time to execute a specific action?

Would this break anything, and is there a way for us to design it so that this sort of UI can be re-appropriated for a different context in the future?

## RESEARCH (DISCOVERY)

How do players feel about finishers?

How often are finishers performed?

How many finishers does each player have?

What influences a player's decision to purchase a finisher?

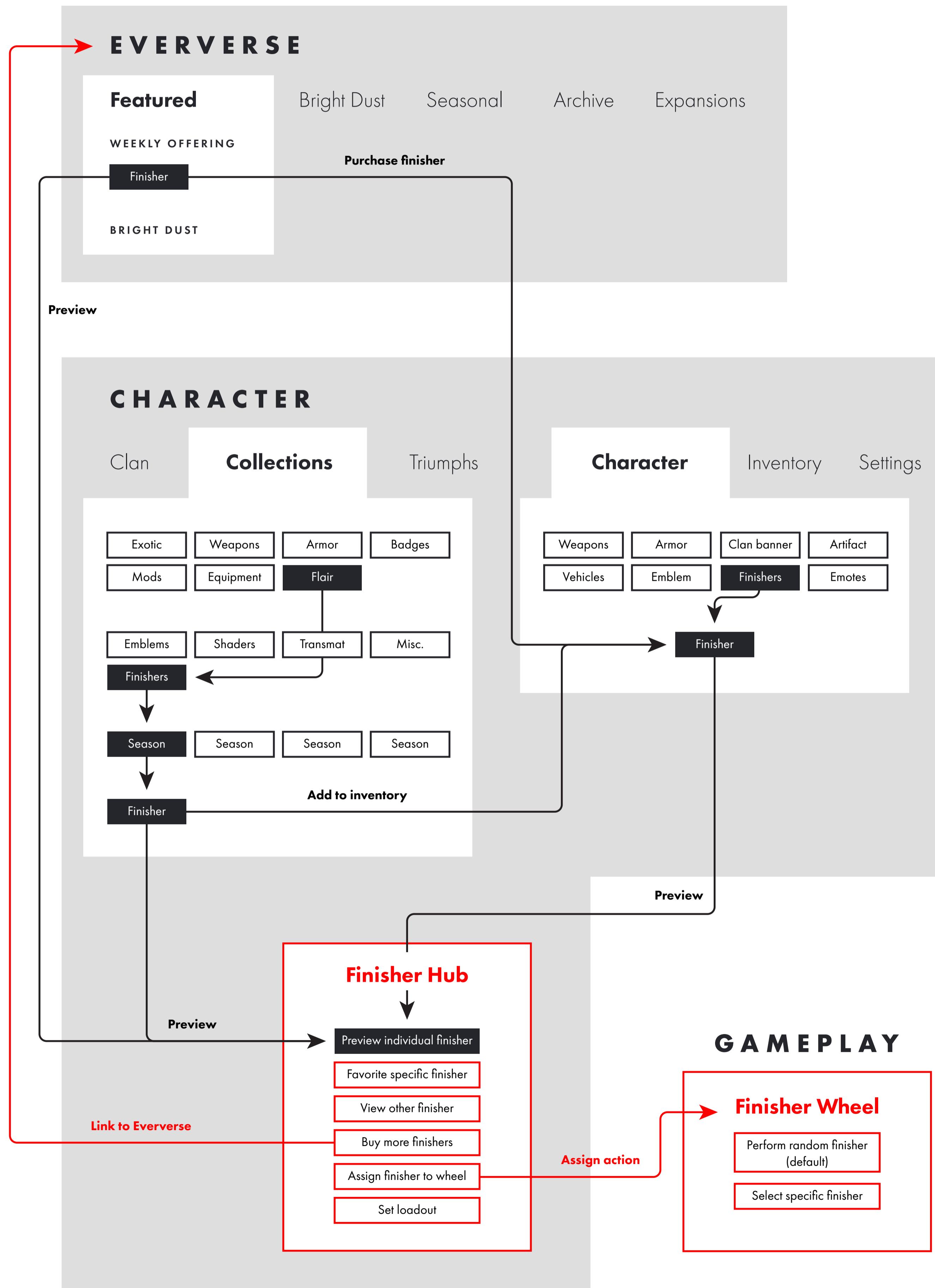
What gaps currently exist for players within the finisher experience?

When do players find themselves performing finishers most frequently?

How does a friend influence their decision to purchase a specific finisher?

## TASK 2

# Information Architecture



## WHY SHOW IA?

Information architecture, to me, reveals the most intention and logic in a design. To effectively show the "Why" of my solution, I wanted to show my design logic and decisions in its simplest form. Here, you can see my understanding of the game design, and my suggestions on how to integrate enhancements that build on existing patterns, while adding a new pattern that can also be utilized in other scenarios.

## WHY THIS APPROACH?

I tackled this design challenge by analyzing pre-existing patterns in the game. I wanted to create a seamless UX that naturally weaves into the UI by utilizing as many existing patterns as possible. Much of my inspiration came from the emote page as well as the comp for the transmog system shared in a prior TWAB.

The new **Finisher Hub** contains the ability to preview multiple finishers, and allows players to assign a specific finisher to a wheel. Functionally, this is identical to the emote page, which is also accessed from the Character screen and can also assign specific actions to a D-pad.

By giving the player the ability to add finishers to the **Finisher Wheel**, it enables the player to perform specific actions in the context of their choice. This can build excitement to own multiple finishers, as players now have a way of choosing the specific finisher they want to use, while retaining the ability to perform a random finisher.

Additionally, the new **Finisher Hub** allows the player to quickly access Eververse, where they can purchase a new finisher to fill the gaps in their **Finisher Wheel**. There is also the addition of the ability to set loudouts of specific sets of finishers. Given that there are many finishers that are specific to a sub-class or element, I wanted to create a system where players can swap from being an Iron Lord, to a itchy-fingered cowboy, to a graceful ice-skater. Creating loudouts of finishers not only maintains immersion of a player's role-playing fantasy, but it also opens up new avenues for loadouts for weapons, and armor, and other flair in the future.

Information architecture is a great way to match a player journey map to UI, but it can miss some smaller interactions that I want to highlight. One example is the ability for other players to inspect your character and view what finishers you have equipped. By enabling this interaction, players can discover new finishers and be inspired to purchase them when they become available.

While my intention was to upgrade the UX of finishers, I also wanted to future-proof by creating new UI patterns that could be repurposed for other projects. For example, the **Finisher Hub** pattern can be used to enhance the emote page, or even a possible shader page. It's even possible that in the future, they could be combined into a singular Action Flair page, where players can tab between emotes and finishers. Additionally, the **Finisher Wheel** can also be repurposed for an **Emote Wheel** upgrade in the future.



Synthocep

// SEASON 16 RANK 98 / 1560 / 13,683

A

CLAN

COLLECTIONS

TRIUMPHS

CHARACTER

INVENTORY



D



W

E Gear Stats Esc Dismiss



## FINISHERS

