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| **UFCFHQ-45-3 Comprehensive Creative Technologies Project:**  **Initial Proposal** | |
| Student Name: | Luke Hammond |
| Student Number: | 21013675 |
| Award: | Digital Media |
| Provisional project title: | Transferrable UI Across Game Platforms |

# Description

My project will outline the importance of a transferable User Interface (UI) system for games between platforms. In this case the UI will be exclusive to the menus but will take into account Gaming Experience (GX) and User Experience (UX). As someone who plays games, I can empathise with how frustrating it can be to move from one platform to another and have to relearn the UI for a game you already know all over again. There is little research into this field, at least not many that have gained traction, for that reason I view this as an opportunity to produce work for a low populated field and hopefully stand out with my discoveries. Therefore, I want to research and test interfaces to create a prototype of a transferable interface on an already existing game in Figma. This will be tested by participants and updated with feedback.

My methodology for this work will be a mix of quantitative and qualitative research involving case studies, interviews of participants and surveys. I will have participants play test a game that is available on multiple platforms as well as games exclusive to platforms to find common ground that is enjoyed between them. Moreover, I will utilise existing case studies as well as past reports to demonstrate my data analysis skills of secondary research and incorporating it into my work.

With both primary and secondary data, I will be capable of creating an ideal UI which will go through the same testing procedures: receiving feedback from participants. Before my final submission I will update my Figma creation with an evaluation on the current stage as well as propose the possible next stage for the UI.

This project will showcase my understanding for UX and UI that I have accumulated and display them in use. I will also be furthering my knowledge of UI across multiple platforms as most of my experience is based around mobile applications as well as demonstrating my ability to conduct UX data gathering.

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