

# ART 260

## User Experience Design I

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### Instructor

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### Office Hours

- Thursday 1pm-4:30pm



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## Business Requirements/Customer Definition

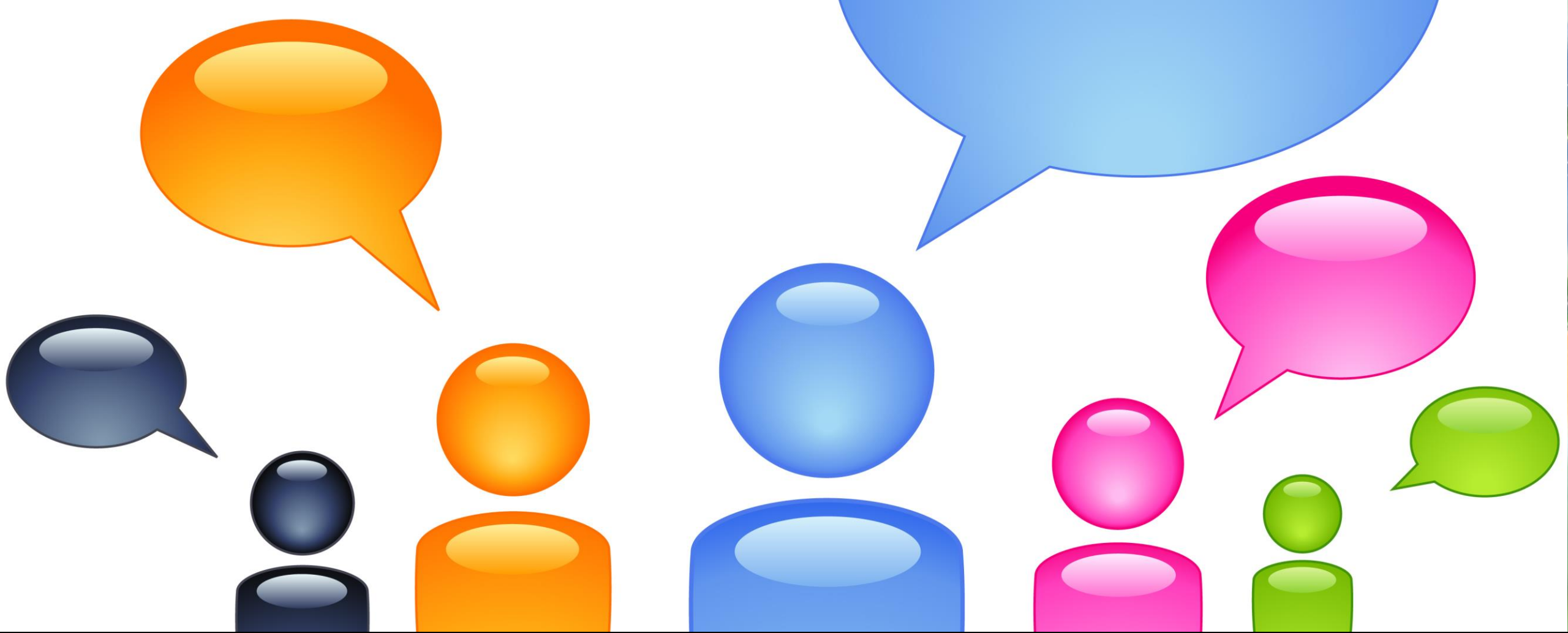
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- ☐ Business Requirements
- ☐ Personas & User Types

**PLEASE SILENCE  
ALL ELECTRONIC DEVICES**

**THANK YOU**





# CUSTOMER DEFINITIONS

*Who is your customer?*

# Business Requirements

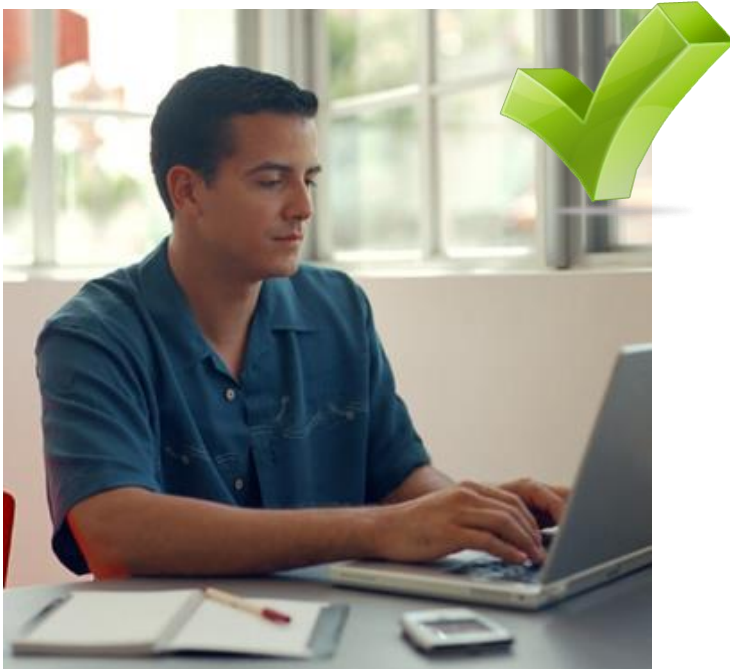
- When you are designing a game, you will have a number of business constraints that inform the creation of your personas.
  - Business Model
  - Customer Play Patterns
  - Target Platforms
  - Marketplace Constraints

# Personas

- A persona is a single, fictitious person who represents the needs and wants of many people.
- Usually created by information gathered during user and stakeholder interviews.
- Personas are great for FOCUS of the design and identifying key user type scenarios that define the totality of the experience.
- Personas can define and drive both features and content.
- Personas are much more nuanced than “hardcore gamer” or “casual gamer”.

# Personas Vs. Stereotypes

- Personas should NOT be stereotypes!
- They should be well-rounded people with lots of shades of gray.
- Personas are intended to gain empathy and sensitivity to your customers, not to create biased caricatures.



# Elements of a Persona

- Portrait
- **Name / Role**
- Sex
- Age
- Relationship Status
- Career / Job Title
- Game Experience
- **Back Story**
- **Motivations**
- **Frustrations**
- **Ideal Experience**

# Jimmy Junior

## The Second Generation Gamer



**Age:** 9

**Sex:** Male

**Occupation:** 4<sup>th</sup> Grade

**Relationship Status:** No way! Gross!

**Game Experience:** Plays Nintendo DS, Game Consoles, and Minecraft 8 h/wk

### Back Story

Jimmy has played games since age 2 due to his dad being a gamer. He plays games extensively, but he still struggles with many action games as he is still developing eye-hand coordination. He is competitive, and has played soccer since he was 4. He has recently started to get interested in tablet games. His favorite TV show is currently *Batman: The Brave and the Bold* on Netflix.

### Motivations

- Collecting Objects
- Replaying Levels for Mastery
- Showing Off His Collection

### Frustrations

- Hates “Getting Stuck”
- Doesn’t Like Complicated Menus
- Long Load Times



# Jimmy Junior

## *The Second Generation Gamer*



**Quote:** “I like games that I can play quickly and can make things to show to my dad. I like games with lots of levels, but I don’t like it when it’s too hard.”

### Ideal Experience

- Game is fast to load
- Game doesn’t require a lot of complicated decisions before/between play sessions
- Prefers to learn by experimenting without a long tutorial
- Game doesn’t have a lot of reading
- Game has the ability to collect or build a lot of things with an ability to share these with friends and family
- Game can be completed fairly simply, but has additional challenges or difficulty levels for proving mastery
- Likes the ability to replay with substantially the same experience

### Favorite Games

- Minecraft
- Lego Star Wars
- New Super Mario Bros.
- Little Big Planet

# Persona/Feature Matrix

	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5	Feature 6	Feature 7	Feature 8	Feature 9
Persona 1	●	●	●	⊗	●	●	○	○	●
Persona 2	●	●	●	●	○	○	●	⊗	○
Persona 3	●	●	⊗	●	●	●	⊗	●	⊗
Persona 4	●	●	●	○	⊗	●	○	●	⊗
Persona 5	●	⊗	●	●	●	⊗	●	⊗	●

Feature Interest	
●	Like
○	Don't Care
⊗	Dislike



# CLASS EXERCISE

## *Defining Personas*

A background image of red stage curtains with a scalloped top edge. The curtains are closed and have a rich, deep red color with some vertical folds and subtle lighting variations.

See You Next Class