

# GAT 261

## User Experience Design II

---

### Instructor

- Rich Rowan
- [rrowan@digipen.edu](mailto:rrowan@digipen.edu)
- Cell: 206-898-2955

### Office Hours

- Tuesday 2pm-4:30pm
- Wednesday 2pm-4:30pm
- By Appointment



---

## Class Overview & UX Design Review

---

- ☐ Class Overview
- ☐ Syllabus
- ☐ UX Design I Review

**PLEASE SILENCE  
ALL ELECTRONIC DEVICES**

**THANK YOU**





# CLASS OVERVIEW

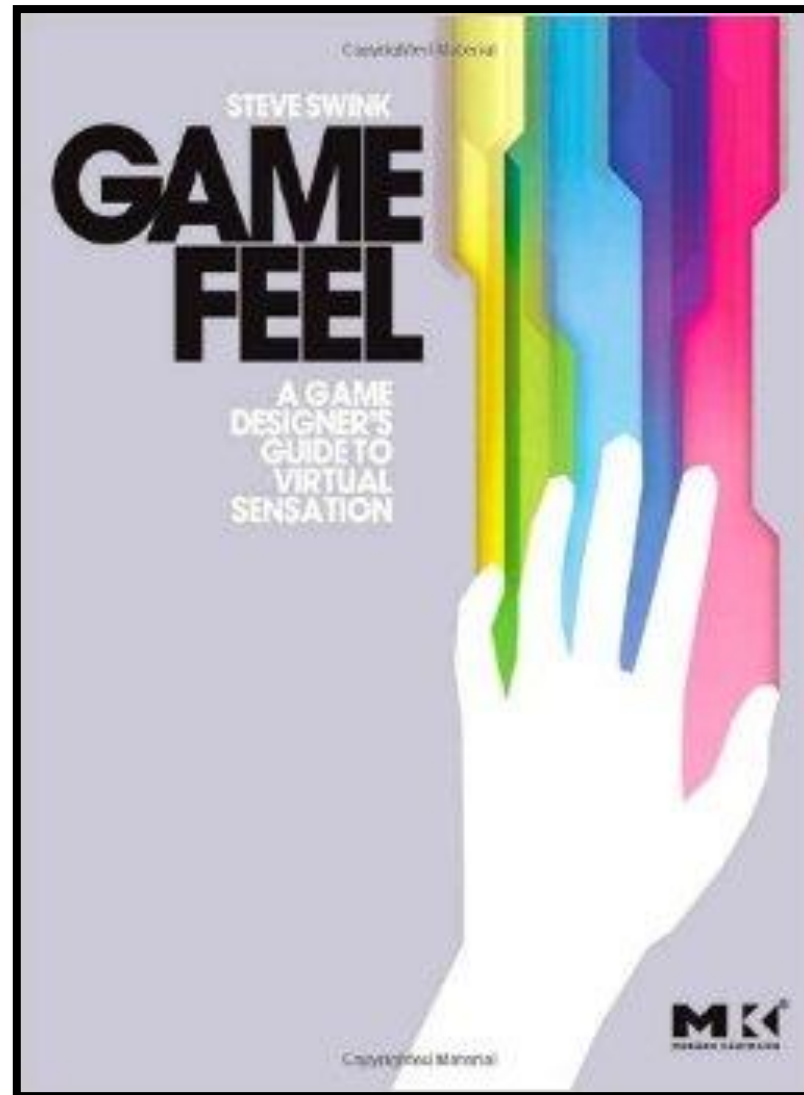


# Course Objectives



- Learn to analyze the strengths and weaknesses of existing interfaces.
- Design and practice implementation changes to audio and visuals to enhance user interactions.
- Learn and practice a variety of techniques and tools for enhancing engagement through a kinesthetic sense of control.
- Further develop skills in creation of standard user interface design documentation.

# Textbooks



# Class Structure

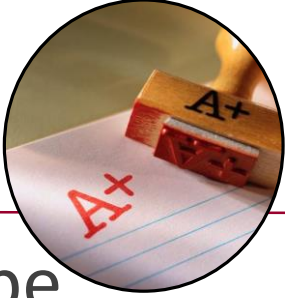
- Lectures
  - Lectures on a variety of UX topics with a special emphasis on implementation techniques
- Research & Participation
  - Competitive Research & Project Proposals
  - Participation in Class Discussions
- Projects
  - Three Projects
    - Menus
    - HUDs
    - Sensation/Kinesthetic Flow
  - Project Presentations

# Class Rules



- No food in class – drinks must be in closable containers.
- Bring questions and observations.
- Bring a pencil and notebook – you will need them for note taking and in-class exercises.
- No electronics usage in class unless specifically asked to do so. No phones, no computers, no tablets, no exceptions.
- If you have something to contribute, raise your hand – I will let you know when it is discussion time to talk with neighbors.
- Be responsible. Turn in assignments on time and make every effort to attend. If for some reason, you can't attend, you **MUST** email or text me or you **WILL** affect your grade.

# Assignments and Grading



- Detailed descriptions of all assignments and due dates will be posted on Moodle.
- I will NOT be reminding you when assignments are due. Please get in the habit of checking Moodle regularly.
- If you have questions about an assignment, please ask during the Announcements section of class.
- All completed assignments must be submitted to Moodle. If it isn't on Moodle, you will get a 0% for the assignment.
- Moodle sometimes fails to post submissions – it is your responsibility to check that an assignment posted correctly and work with IT to fix any issues. I cannot fix these for you.
- All grades will be posted on Moodle.



# Class Assignments

Assignment Name	% of Grade
Project 1: Proposal & Research	5%
Project 1: Menus	25%
Project 2: Proposal & Research	5%
Project 2: HUDs	20%
Project 3: Proposal & Research	5%
Project 3: TBD	30%
Participation	10%



# CLASS DISCUSSION

## *Learning Aspirations*





# UX DESIGN KEY CONCEPT REVIEW

# Our Definition

User experience is every aspect of a person's interaction with a game and other players, including the information presentation, interface layout, graphics, sound, industrial design, and interaction or learning process.

# UX is not UI

## User Experience

- User Research
- Requirements Design
- Information Architecture
- Taxonomy/Terminology Creation
- Hardware Interface
- Feature Design
- Content Design
- User Testing
- Interaction Design
- Interface Design
- Visual Design
- Usability & Accessibility

## User Interface

- User Research
- Requirements Design
- Information Architecture
- Taxonomy/Terminology Creation
- Hardware Interface
- Feature Design
- Content Design
- User Testing
- Interaction Design
- Interface Design
- Visual Design
- Usability & Accessibility



# Affordances

“[T]he term *affordance* refers to the perceived and actual properties of the thing, primarily those fundamental properties that determine just how the thing could possibly be used...” – Don Norman, *The Design of Everyday Things*

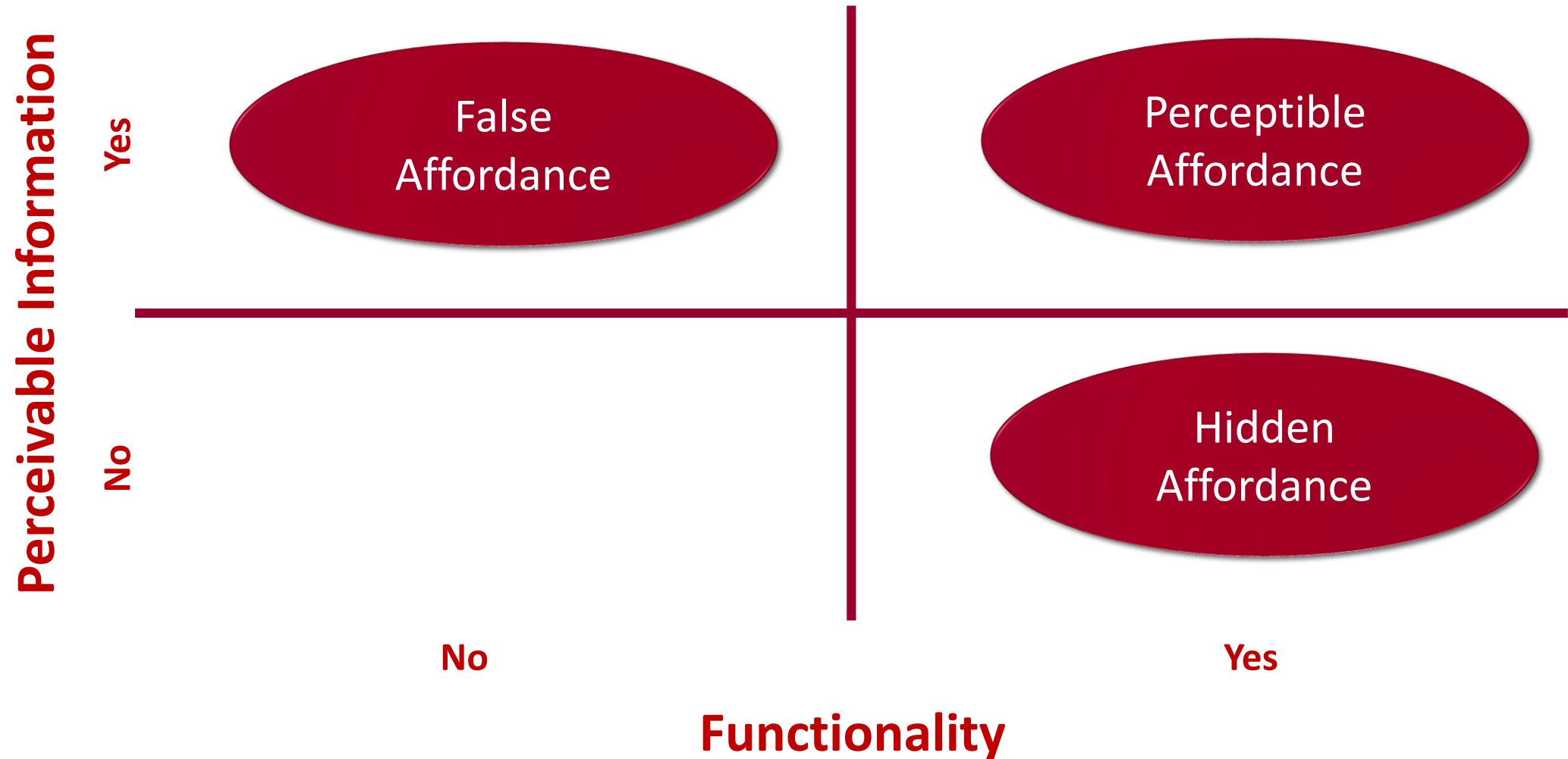
- The term was introduced by James J. Gibson, a psychologist, in the 1977 article *The Theory of Affordances* and elaborated on in *The Ecological Approach to Visual Perception*.
- Affordances give us clues about how something might work.
  - Plates are for pushing
  - Knobs are for turning
  - Slots are for inserting things into
  - Etc.



# Affordance Types

- **Perceptible**
  - Information about an object that the player can perceive and then act upon.
- **False**
  - A perceptible affordance that does not have any function, e.g. a placebo button.
- **Hidden**
  - There are available functions but they are not perceived by the player.

# Affordance Types

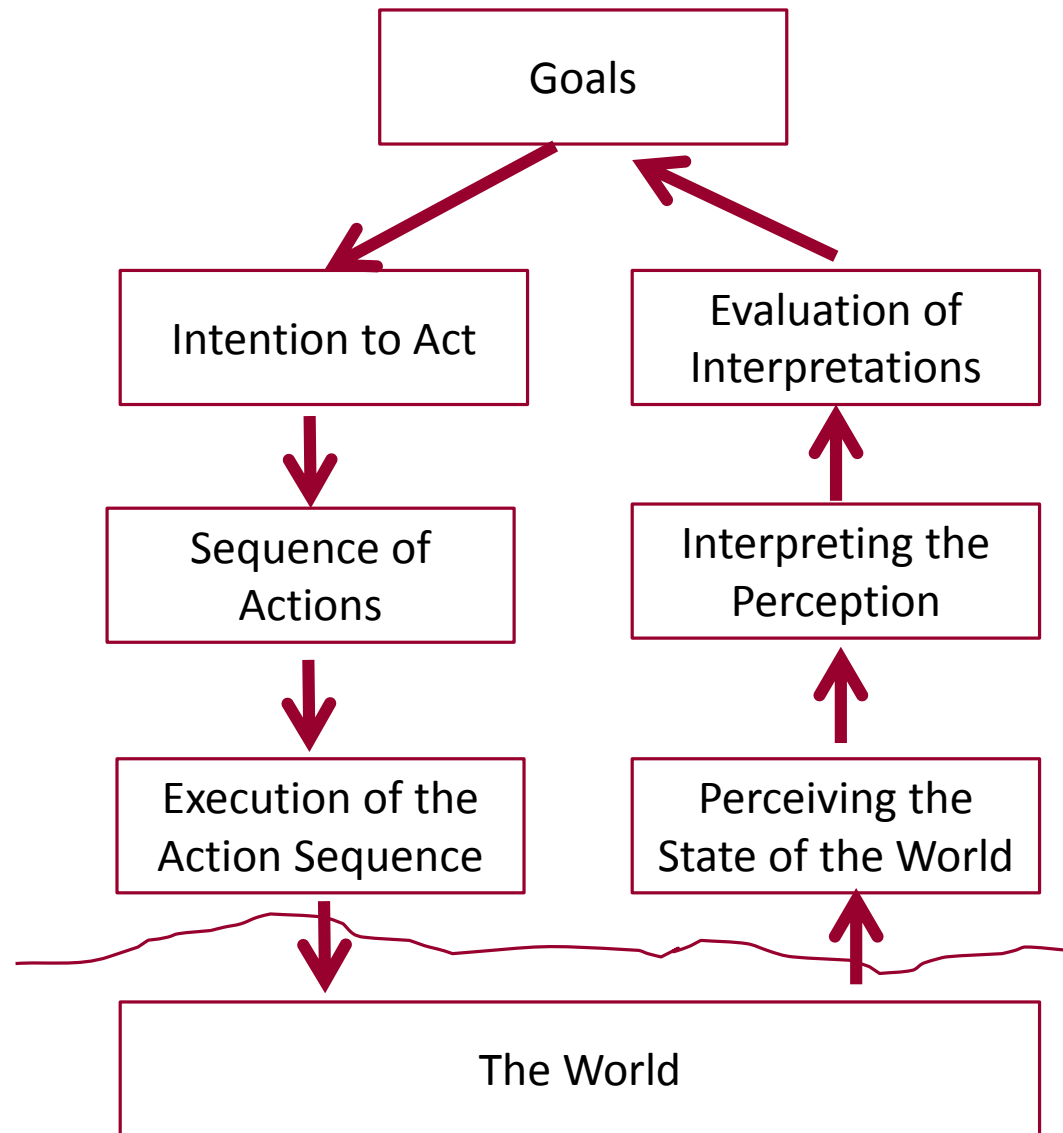


# Feedback

Feedback is the process of sending information back to the player about what action has actually been done or what result has been accomplished.

- Feedback has two primary outcomes:
  - Evocative – initiates an emotional “charge” associated with using an established neural pathway
  - Functional – establishes new neural pathways or reinforces neural pathways that can be used in the future

# Feedback



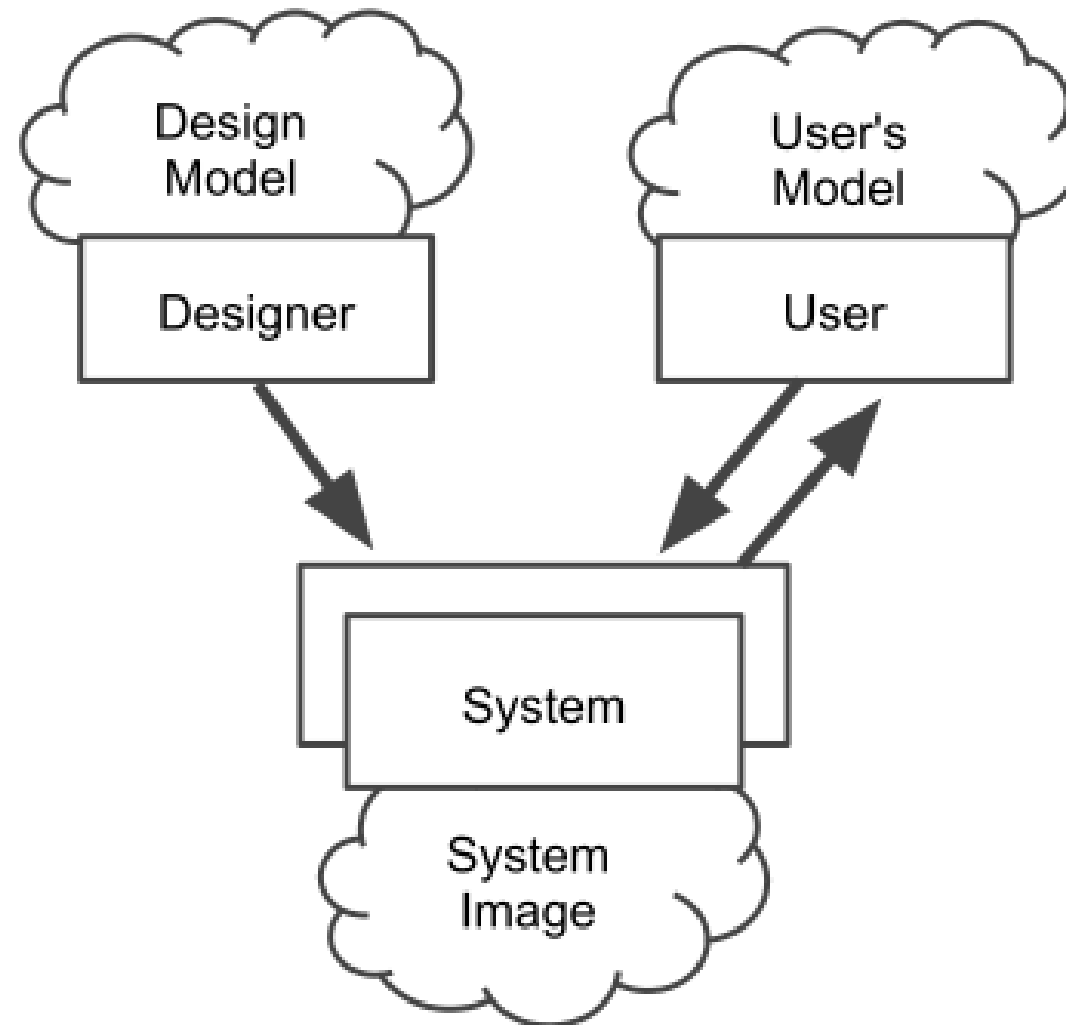


# Conceptual Models

“A good conceptual model allows us to predict the effects of our actions. Without a good model we operate by rote, blindly; we do operations as we were told to do them; we can’t fully appreciate why, what effects to expect, or what to do if things go wrong.” – Don Norman, *The Design of Everyday Things*

- People form conceptual models through experience, training, and instruction.
- The conceptual model of a device is formed largely by interpreting its perceived actions and its visible structure, called the **system image**.

# System Image





# CLASSIFICATION OF INTERFACE ELEMENTS

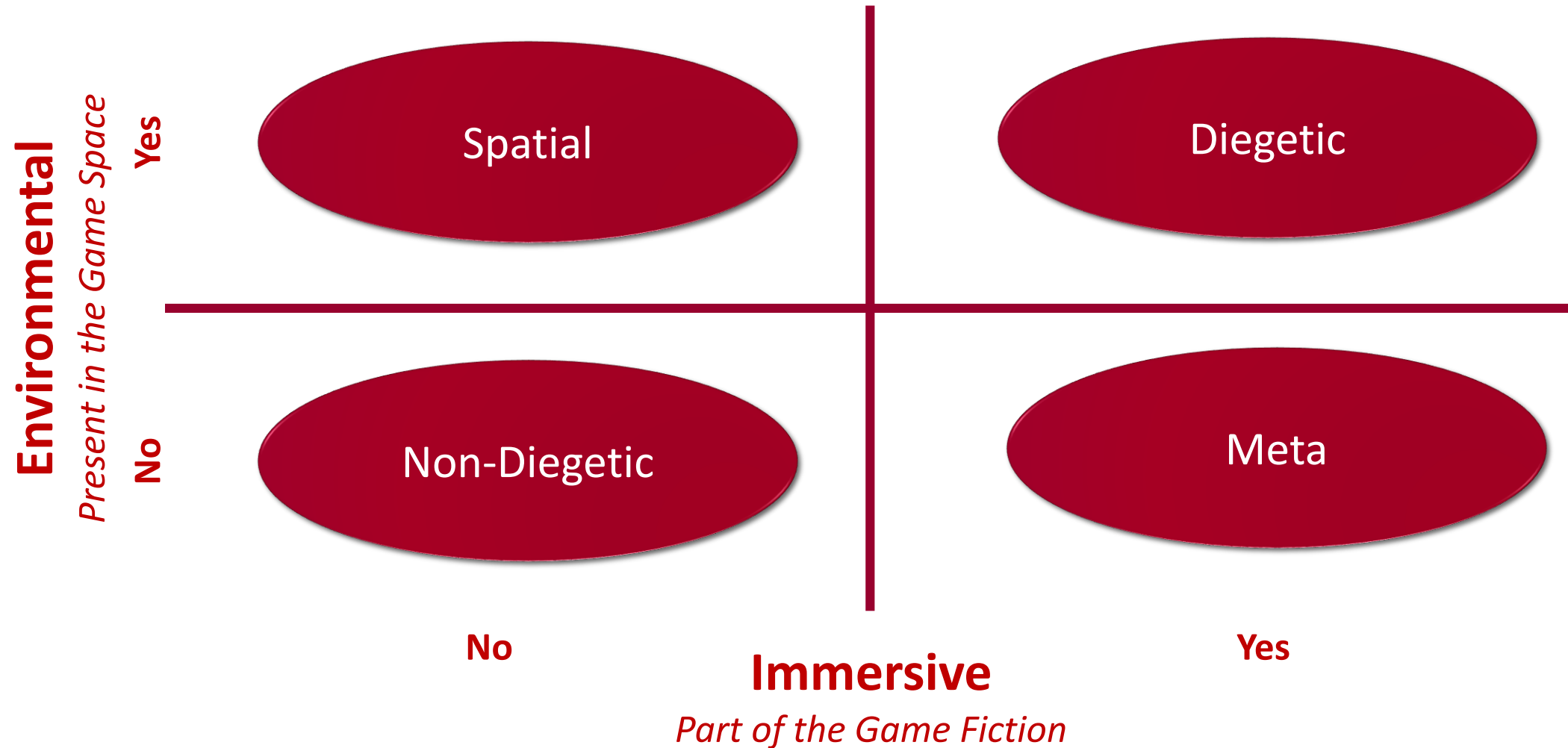
## *Taxonomy and Definitions*

# Interface Elements

- Interface elements are any elements that provide at least one of the following:
  - **Information** – including affordances, labels, feedback, etc.
  - **Control** – including affordances, input reception, hardware, etc.
- Interface elements can generally be classified along two axes proposed by Fagerholt and Magnus\*:
  - **Environmental** – whether or not it is physically present in the game space
  - **Immersive** – whether or not it is part of the game fiction; i.e. would characters in the game world be able to see it, or is it only visible to the player but not the characters

*\* Beyond the HUD: User Interfaces for Increased Player Immersion in FPS Games, Masters of Science Thesis, Eric Fagerholt and Magnus Lorentz, 2009 Chalmers University of Technology*

# Interface Element Classification





# Diegetic Examples



**Dead Space**  
EA, 2008

# Spatial Examples



**Assassin's Creed II**  
Ubisoft, 2009



# Meta Examples



**Grand Theft Auto IV**  
Rockstar North, 2008



A background image of red stage curtains with vertical pleats and a scalloped valance at the top.

See You Next Class