

ART 260

User Experience Design

Instructor

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- Cell: 206-898-2955

Office Hours

- Tuesday 5:30pm-7:00pm
- Thursday 1pm-3:30pm



Class Overview & Intro to User Experience

- ☐ Class Overview
- ☐ Syllabus
- ☐ User Experience Defined

**PLEASE SILENCE
ALL ELECTRONIC DEVICES**

THANK YOU



About Your Instructor



Game Industry Professional for 20 Years

- Wizards of the Coast
- Rubicon Games
- Microsoft Game Studios
- Gaslight Press
- Hourglass Games
- The Amazing Society/Gazillion Entertainment
- Glu Mobile
- Auric Games

About Your Instructor



Worked on more than 50 games in my career:

- **MUDs/MMOs** (Asheron's Call, Marvel Super Hero Squad Online)
- **PC Games** (Vista Inbox Games)
- **Console Games** (Psychonauts, Jade Empire, Shenmue II, UNO for XBLA)
- **Casual Games** (Bejeweled Flash, Wheel of Fortune, JEOPARDY)
- **Handheld/Mobile Games** (Labyrinth, Dragon Storm)
- **Card & Board Games** (Magic: The Gathering, Netrunner, Battletech, V:TES)
- **Roleplaying Games** (Everway, Earth & Sky, Sun & Scale for d20)
- **Puzzle Events** (Microsoft Puzzle Hunt 9 & 16, Microsoft Puzzle Safari 3-15)



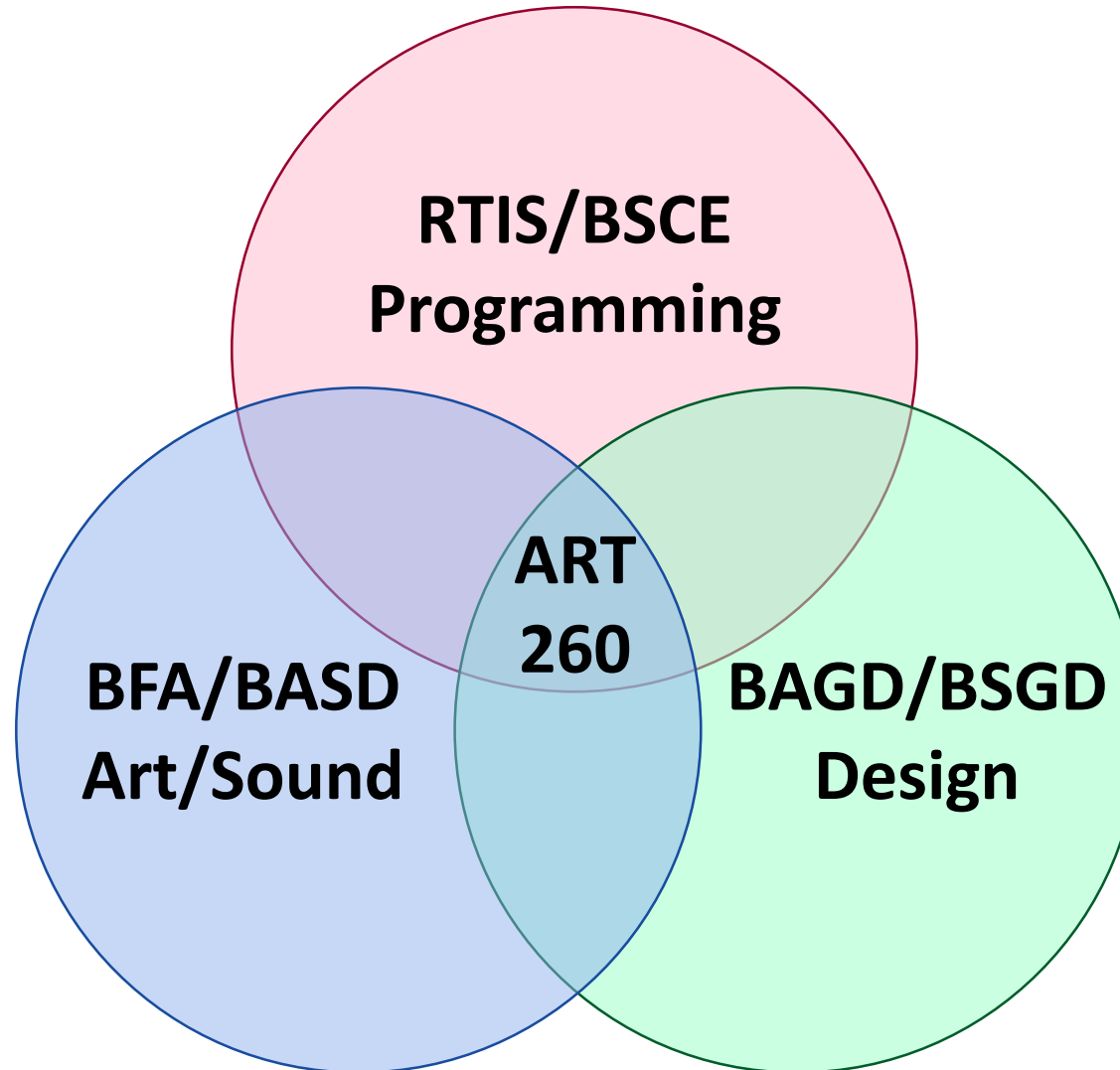
CLASS OVERVIEW

Course Objectives

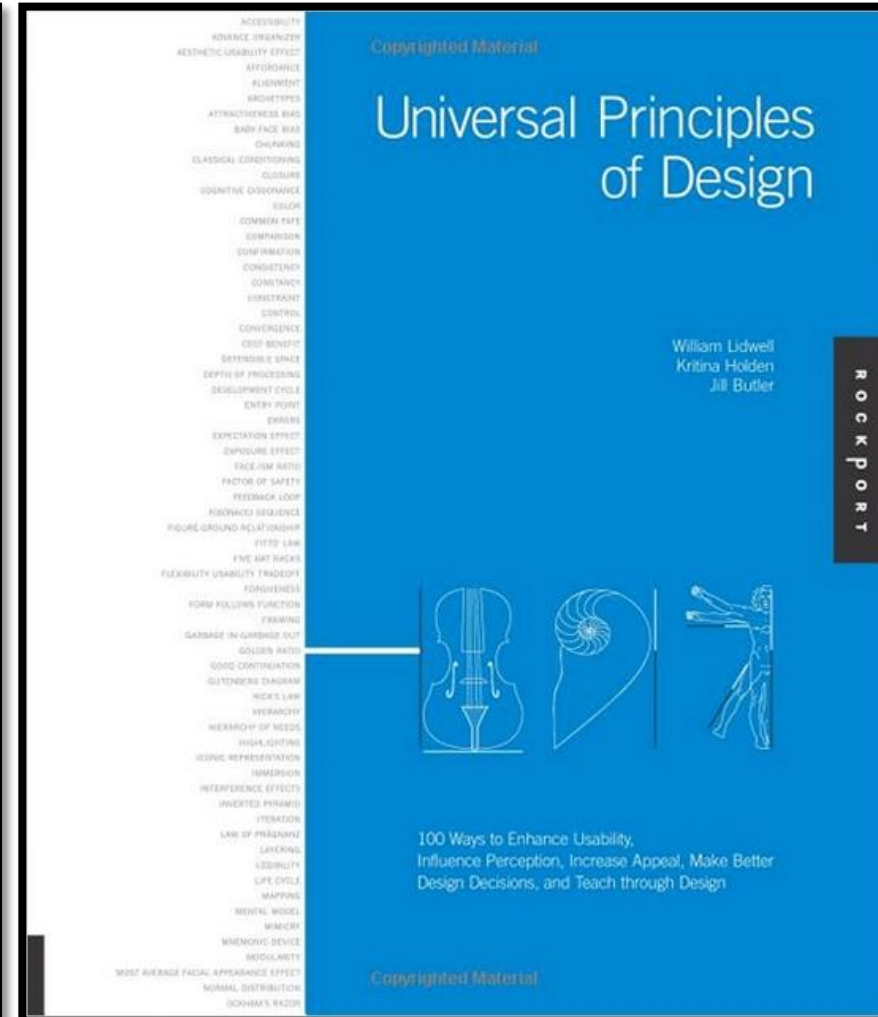
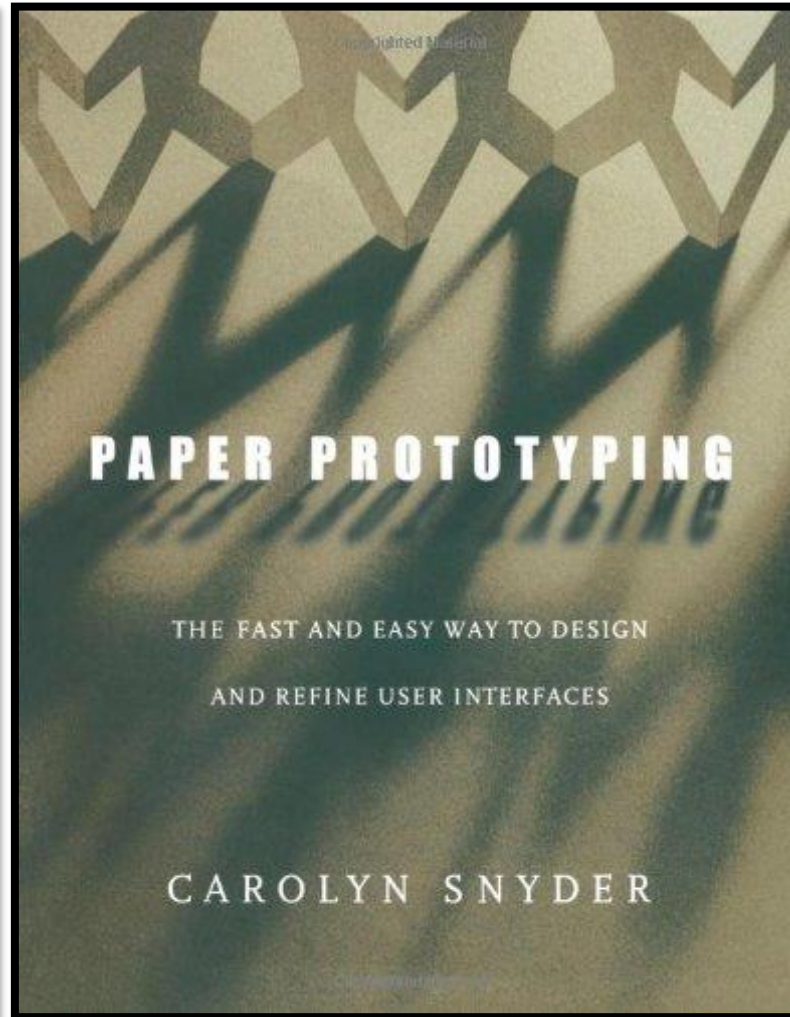
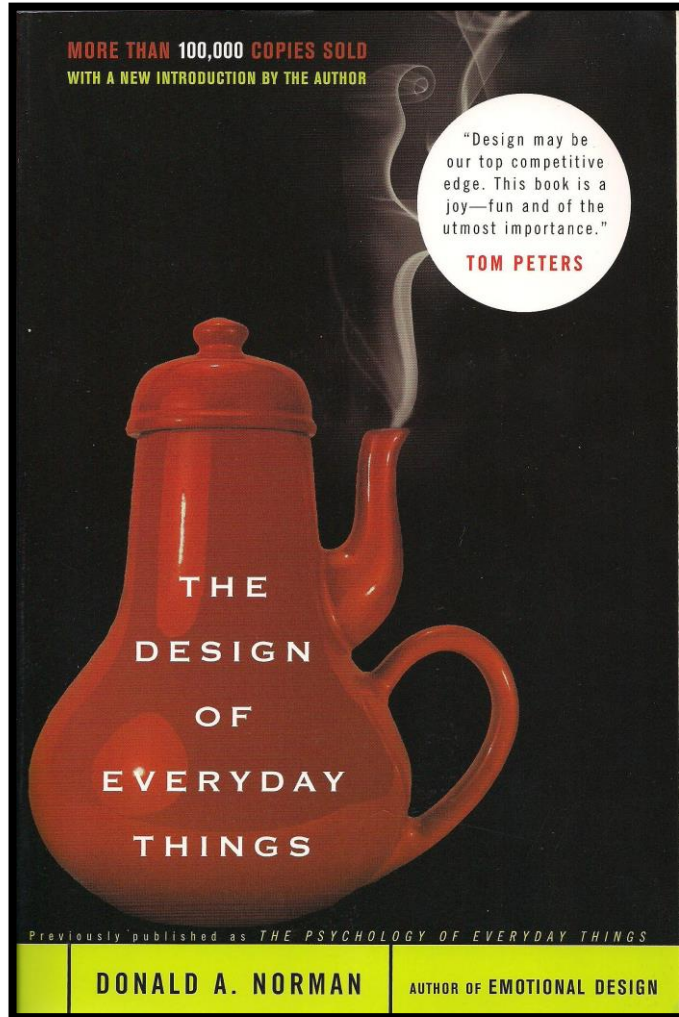


- Learn terminology of interface design and standard design conventions
- Understand the fundamental principles and psychology in user interface design
- Understand the role of visual and aural theme in the design of user interfaces
- Understand the impact of various user input methods and display systems on user interface design
- Create standard user interface documentation
- Learn and practice user testing evaluation techniques

Customers of this Class



Textbooks



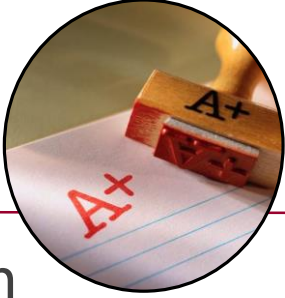
Moodle Structure

- Meta Website
 - Lectures
 - General Class Announcements
 - Reading Assignments
 - Resources
- Section Websites (Section A and Section B)
 - Lab Assignment Resources (Instructions & Resources)
 - Lab Assignment Submissions
 - Main Project Resources (Instructions & Resources)
 - Main Project Submissions

Class Structure

- Lectures: Theory, Documentation, and Conventions
 - Lectures
 - Introduction to User Experience
 - Psychology of Interactions
 - User Experience Documentation
 - UI Navigation & Flow
 - Visual/Audio Design
 - User Testing Methodologies
 - Interface Training
 - Feedback Systems
 - Etc.
 - Project Assignments
- Labs: Practice
 - Individual Lab Assignments
 - Group Lab Assignments
 - Project Presentations

Assignments and Grading



- Detailed descriptions of all assignments and due dates will be posted on Moodle.
- Lab assignment submissions are due by the end of lab and CLOSED after a few hours – late submissions beyond this deadline will NOT be accepted.
- 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 but are unofficial until posted in SRS.

Class Assignments

Assignment Name	% of Grade
Requirements & Persona Document	5%
Game 1: User Scenarios Document	5%
Game 1: User Scenario Flows	5%
Game 1: Mind Map	5%
Game 1: Wireframes & UI State Map	10%
Game 2: Group Project	40%
Lab Assignment Participation	15%
Final Exam	15%
Take-Home Quizzes	0%

Class Rules



- No food in class – drinks must be in closable containers.
- Be here on time and be ready to learn.
- 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.



CLASS DISCUSSION

Learning Aspirations



WHAT IS USER EXPERIENCE DESIGN?

A Multi-Disciplinary Field of Study

User experience design incorporates aspects of:

- Psychology
- Anthropology
- Architecture
- Sociology
- Computer Science
- Graphic Design
- Industrial Design
- Cognitive Science
- Communications
- Instructional Design
- Game Design



GROUP EXERCISE

Define User Experience

User Experience Design Definitions

- “The process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product.”
 - *Kujala, Roto, Väänänen-Vainio-Mattila, Karapanos, & Sinneläa (2011). "UX Curve: A method for evaluating long-term user experience".*
- “User experience design encompasses traditional human-computer interaction (HCI) design, and extends it by addressing all aspects of a product or service as perceived by users.”
 - *"What is user experience design?", IBM*
- “User experience is any aspect of a person's interaction with a given IT system, including the interface, graphics, industrial design, physical interaction, and the manual.”
 - *Peter Merholz (2007). "Peter in Conversation with Don Norman About UX & Innovation"*

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

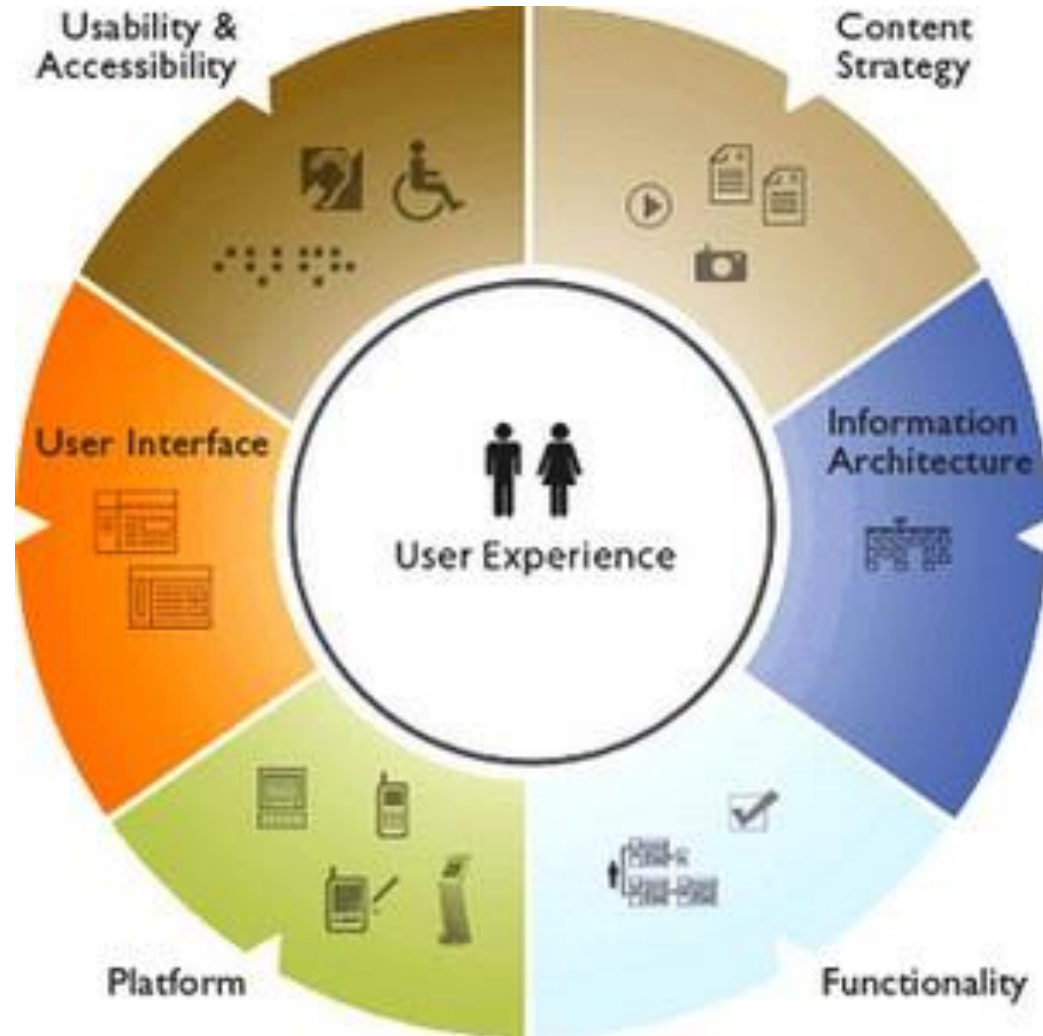
User Experience

- 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

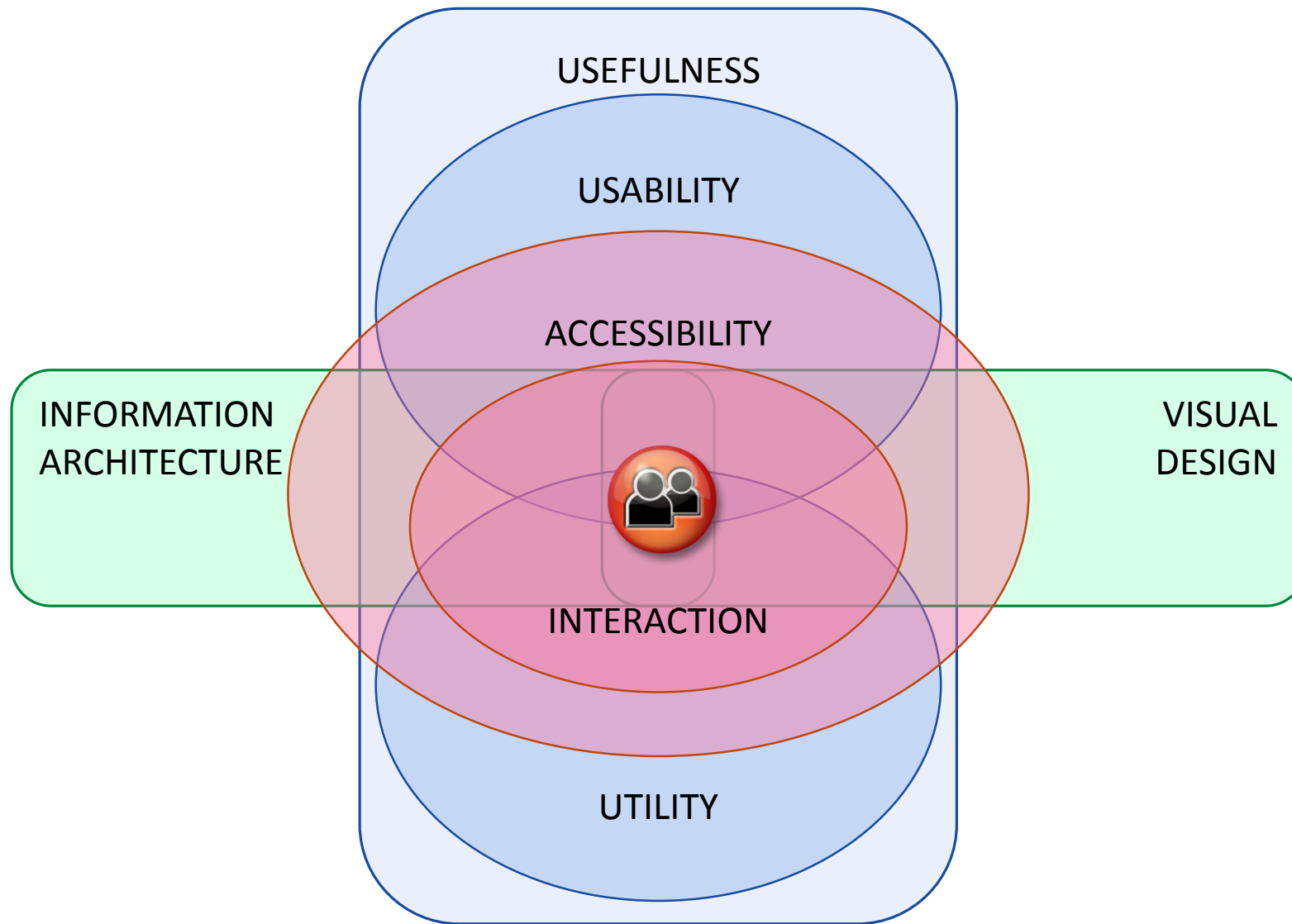
User Interface

- User Research
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- User Testing
- Interaction Design
- Interface Design
- Visual Design
- Usability & Accessibility

User Experience Model



Another UX Model



Learning Modules

Product

Visual Design

Audio Design

Interface Training

Testing

Heuristic
Evaluations

Usability Testing

Playtesting

Analytics

Design

Player Personas

Wireframing

State Maps

Experience Flow

Theory

Learning Loops

Design Patterns

User Interface
Modules

Feedback

Interaction
Psychology

Requirements

Hardware

Information Design

A background image of red stage curtains with vertical pleats and a scalloped valance at the top. The text "See You Next Class" is centered in the middle of the image in a yellow font.

See You Next Class