

BINV2120-1



UNIT 5: User Experience & User Interface

2BIN English as a Foreign Language
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UNIT 5.1: Introduction to UX and UI

THEORY

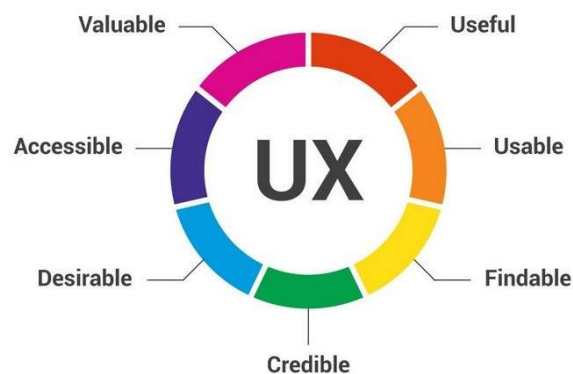
Aspect	User Experience (UX)	User Interface (UI)
Definition	Focuses on the overall experience and satisfaction of the user with a product or service.	Deals with the visual and interactive elements of a product, emphasizing its look and feel.
Scope	Encompasses the entire user journey, including emotions, perceptions, and interactions.	Primarily concerned with the visual aspects, such as layout, colors, typography, and interactive elements.
Goal	Aims to create a positive, meaningful, and seamless experience for the user.	Aims to provide an aesthetically pleasing and user-friendly interface.
Components	Includes usability, accessibility, information architecture, and overall satisfaction.	Encompasses visual design, layout, responsiveness, and interactive elements.
Research	Involves user research, testing, and analysis to understand user needs and behaviors.	May involve usability testing, but primarily focuses on visual and interactive design principles.
Emphasis	Places emphasis on the user's emotions, perceptions, and the overall journey.	Places emphasis on the visual appeal, accessibility, and usability of the interface.
Iterative Process	Involves constant iteration and improvement based on user feedback and changing needs.	Can involve iterations based on usability testing and visual design improvements.
Outcome	Successful UX results in satisfied users who find the product/service valuable and enjoyable.	Successful UI results in an aesthetically pleasing and easy-to-use interface.
Examples	Wireframes, user flows, prototypes, user personas.	Visual design elements, style guides, color schemes, typography choices.

UNIT 5.2: Emotional Design

THEORY

Aspect	Visceral Design	Behavioral Design	Reflective Design
Focus	Immediate, instinctive reactions to appearance.	Usability and functionality during interaction.	Long-term emotional connections and associations.
Emphasis	Aesthetic appeal, visual impact.	User experience, ease of use.	Memories, emotional connections over time.
Timeframe	Immediate reaction upon first encounter.	Experience during interaction with the product.	Emotional response over the product's lifespan.
Importance	Influences initial attraction and interest.	Determines satisfaction during usage.	Shapes long-term attachment and loyalty.
Examples	Product packaging, initial visual impression.	User interface design, interaction flow.	Brand loyalty, nostalgia, user testimonials.
Key Factors	Appearance, aesthetics.	Usability, functionality.	Emotional connections, memories.
Feedback	Visual impact, initial impression.	Interaction experience, ease of use.	Emotional associations, nostalgia.
Goal	Create immediate emotional response.	Provide seamless user experience.	Foster long-term emotional connection and loyalty.

The seven key factors associated with emotional design¹



Useful

If a product isn't useful to someone why would you want to bring it to market? If it has no purpose, it is unlikely to be able to compete for attention alongside a market full of purposeful and useful products. It's worth noting that "useful" is in the eye of the beholder and things can be deemed "useful" if they deliver non-practical benefits such as fun or aesthetic appeal. Thus a computer game or sculpture may be deemed useful even if they don't enable a user to accomplish a goal that others find meaningful.

Usable

Usability is concerned with enabling users to effectively and efficiently achieve their end objective with a product. A computer game which requires 3 sets of control pads is unlikely to be usable as people, for the time being at least, only tend to have 2 hands. Products can succeed if they are not usable but they are less likely to do so. Poor usability is often associated with the very first generation of a product – think the first generation of MP3 players; which lost their market share to the more usable iPod when it was launched. The iPod wasn't the first MP3 player but it was the first truly usable MP3 player.

Findable

Findable refers to the idea that the product must be easy to find and in the instance of digital and information products; the content within them must be easy to find too. If you cannot find a product, you're not going to buy it and that is true for all potential users of that product. If you picked up a newspaper and all the stories within it were allocated page space at random, rather than being organized into sections such as Sport, Entertainment, Business, etc. you would probably find reading the newspaper a very frustrating experience. Findability is vital to the user experience of many products.

Credible

¹ Interaction Design Foundation - IxDF. (2021, January 12). The 7 Factors that Influence User Experience. Interaction Design Foundation - IxDF. <https://www.interaction-design.org/literature/article/the-7-factors-that-influence-user-experience>

Randall Terry said; “Fool me once, shame on you. Fool me twice, shame on me.” Today’s users aren’t going to give you a second chance to fool them – there are plenty of options in nearly every field for them to choose a credible product provider. Credibility relates to the ability of the user to trust in the product that you’ve provided. Not just that it does the job that it is supposed to do but that it will last for a reasonable amount of time and that the information provided with it is accurate and fit-for-purpose. It is nearly impossible to deliver a user experience if the user thinks the product creator is a lying, clown with bad intentions – they’ll take their business elsewhere instead.

Desirable

Skoda and Porsche both make cars. They are to some extent both useful, usable, findable, accessible, credible and valuable but Porsche is much more desirable than Skoda. This is not to say that Skoda is undesirable they have sold a lot of cars under that brand but given a choice of a new Porsche or Skoda for free – most people will opt for the Porsche. Desirability is conveyed in design through branding, image, identity, aesthetics and emotional design. The more desirable a product is – the more likely it is that the user who has it will brag about it and create desire in other users.

Accessible

Accessibility is about providing an experience which can be accessed by users of a full range of abilities – this includes those who are disabled in some respect such as hearing loss, impaired vision, motion impaired or learning impaired. Design for accessibility is often seen by companies as a waste of money because the impression is that people with disabilities make up a small segment of the population. In fact, in the United States at least 19% of people have a disability according to the census data and it is likely that this number is higher in less developed nations. It’s also worth remembering that when you design for accessibility, you will often find that you create products that are easier for everyone to use not just those with disabilities. Don’t neglect accessibility in the user experience. Finally, accessible design is now a legal obligation in many jurisdictions including the EU and failure to deliver it may result in fines. Sadly, this obligation is not being enforced as often as it should be.

Valuable

Finally, the product must deliver value. It must deliver value to the business which creates it and to the user who buys or uses it. Without value it is likely that any initial success of a product will eventually be undermined. Designers should bear in mind that value is one of the key influences on purchasing decisions. A \$100 product that solves a \$10,000 problem is one that is likely to succeed; a \$10,000 product that solves a \$100 problem is much less likely to do so.

UNIT 5.3: UX and UI in video games

THEORY

In game design, both User Interface (UI) and User Experience (UX) play crucial roles in ensuring that players have an enjoyable, engaging, and immersive gaming experience.

User Interface (UI) in Game Design:

1. **Menus and Navigation:** UI elements include menus, buttons, and navigation systems that allow players to access different parts of the game, such as settings, inventory, or maps.
2. **Heads-Up Display (HUD):** displays essential information during gameplay, like health, ammunition, and other critical data, without obstructing the player's view of the game world.
3. **Icons and Symbols:** visual elements like icons and symbols are used to represent actions, items, or status, making it easier for players to understand and interact with the game.
4. **Consistency and Design:** consistent design throughout the UI helps maintain a cohesive visual style and ensures that players can easily understand and predict how different elements function.
5. **Feedback and Responsiveness:** UI elements should provide immediate feedback to player actions, ensuring that players are aware of the consequences of their actions in the game world.

User Experience (UX) in Game Design:

1. **Onboarding and Tutorials:** a good UX design includes effective onboarding processes and tutorials to help players understand the game mechanics, controls, and objectives.
2. **Player Engagement:** design elements that keep players engaged, such as a compelling storyline, interesting characters, and a well-balanced progression system, contribute to a positive overall experience.
3. **Immersion and Atmosphere:** UX design focuses on creating an immersive atmosphere through graphics, sound, and storytelling, enhancing the player's emotional connection to the game.

4. **Flow and Pacing:** balancing the difficulty level, pacing the progression, and maintaining a smooth flow of gameplay are essential for a satisfying user experience.
5. **Accessibility:** consideration for different player abilities, preferences, and devices ensures that the game is accessible to a diverse audience.
6. **User Feedback and Iteration:** gathering feedback from playtesting and incorporating it into the design helps in refining the user experience, making the game more enjoyable and user-friendly.
7. **Multiplatform Considerations:** UX designers need to consider the diverse platforms on which the game will be played (PC, consoles, mobile) and adapt the design accordingly for a seamless experience.