COCK FIGHTERS

Fight till the death!

Abstract

A user experience design document for Cock Fighters

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Contents

Description of Brief

The task at hand is for me to be able to identify the information required to design an engaging user experience through various ways. I will be creating a game of my own creation with elements from other games that I will use as inspiration to mould into my game. The focus point of this document is how the player will experience the first 15 minutes of gameplay. Research, references, and iteration will be used throughout the whole design process to help support my design.

This includes:

- Research: Conducting research to explain what a user experience itself is as well as who the audience is, the games genre and how will teach the player about the game systems.

- Target User: After conducting my research on my desired target audience I will then need to present this in the form of personas and user stories.

- Design Process: I will be documenting my design process, from conceptualisation to prototyping and finally user testing.

The users who this user experience document is surrounded around is first time players of my chosen genre ("Action, Casual, Indie").

Research

This section should outline your research that you have conducted. You should be able to address the following questions:

What is a User Experience?

A user experience can be used to provide a meaningful and relevant experience for a user, this includes integrating the product, brand design, usability, and function. Usability and User Interface design is an important design aspect of any user cantered design process. There are multiple aspects of a user experience this can include but are not limited to:

- Pleasure
- Efficiency
- Fun

A good user experience considers every possible user that could play.

There is the rule of 3 when designing a user experience, these are as follows:

- Why should the player adopt the product? (Motivation, values, and views)
- What can the player do with the product? (Functionality and features)
- How is the design and functionality in an accessible and aesthetically pleasant games? (Accessibility and Aesthetics)
  - "Why -> What -> How"

Who is the Audience?

The target audience for a my game would be casual gamers who are looking for a first time experience in a light core mess-around fighting game who enjoy playing with a few friends, while the game does have a competitive nature to it, that is not the main focus, it's a humours experience targeted for age group of 18+

The target Platforms would be:
- PC
- Console
- Phone
- Tablet

While the game may be centred around casual gameplay this does not account for those people who have disabilities therefore I have included a list of accessibility features that would be key to allowing a larger audience join who are often forgotten about or left behind.

The game will have accessibility features such as:
- Customizable button mapping
  - Controller Support for many controller types includes Xbox and PlayStation
  - Using the Xbox custom controller allows for people with disabilities to be able to play using their custom controller.
- Mouse and keyboard support
- Customizable Audio and Video
  - Speech to Text
  - High Contrast Mode
  - Colour-blind Mode

What is the game's Genre that I will be developing?

The genre I have chosen to develop for is Action, Indie after conducting research into similarly styled games I have decided that action, indie is the best suiting genre.

The "Tags" for the game would be as listed below:
- Action
- Casual
- Indie
- Challenge
- Multiplayer
- Local-Multiplayer
- Funny

The above research was conducted on the following likewise games:
- Genital Jousting (https://store.steampowered.com/app/469820/Genital_Jousting/)
- Human Fall Flat (https://store.steampowered.com/app/477160/Human_Fall_Flat/)
- Gang Beasts (https://store.steampowered.com/app/285900/Gang_Beasts/)

How will the game build Capacity (i.e. teach the player) about the game's systems?

The plan for teaching the player how to play would be through a brief tutorial level that would last 2-4 minutes, this level would teach the player the basic movement controls, fighting controls as well as how to level up their chicken.

The tutorial level would consist of 4 mini levels that teach the player how to Attack, dodge, jump and movement

The basic tutorial level for movement would consist of a running level obstacle course style level where the player uses the on-screen prompts that appear to dodge the upcoming objects.

Whereas the Fighting and Dodging level would consist of a more real-to-gameplay styled level where that player would face an easy AI to learn attacks and how to dodge oncoming attacks.

The player can they take what they learned and begin to play the mini games to increase the chicken's skills or begin fighting against other players either on local-multiplayer or online multiplayer.

Target User / Demographic

In this section, you are expected to present your research into the audience(s) that your user experience has been designed for. These should be presented as:

Personas

These should be based on initial research and form the basis of the audience that you are designing for.

A study by ESA in 2019 on the essential facts about the computer games industry found that the average game is 33 years old, as well as 56% of gamers have a creative hobby such as drawing, singing, and writing. This gives me a good idea for the audience I will be designing for.

The most common devices used for video games are among adults:
  o Smartphone – 60%
  o PC – 52%
  o Console – 49%

With casual being the most popular genre at 71% followed by Action at 53%

Within the average household 75% have at least one gamer, with 40% being the age of 18-40

Personas Per Age group:

Male Millennial
Ages – 18-34
Favourite Genres – Action, Shooter, Sports
Favourite Games – God of War, Madden NFL, Fortnite

Female Millennial
Ages 18-34
Favourite Genres – Casual, Action
Favourite Games – Candy Crush, Assassin's Creed, Tomb Raider

From the above statistics, both generations fit, with the female millennials having the plus of casual games.

I can then create 2 matching personas based on the statistics I have found.

Aoife (19) Is a first year Art Student in University, she has two main hobbies of Fashion Design and Gaming, Her favourite genre of games is casual as after a long day of classes and studying she likes to sit down and relax for a couple hours playing games with some friends over. She likes a bit of action in her games and likes new experiences while playing.

Adam (33) Adam is the average gamer, he plays a bit of everything and only has a few hours a week to spend on gaming, he likes to relax on the weekend and play some casual games with his friends online. He likes games such as *Gang Beasts, Human Fall Flat and Genital Jousting* Which are well known for being humorous and fun with friends.

User Stories
These should explain the ways in which your audience will engage with the game, from initial contact (i.e. deciding to download/purchase the game) to how the player will engage with specific features of the user experience.

Adam (33) Want's more fun mini games with a bit more depth for him and his friends to play.
Whilst browsing steam greenlight, he notices "cock fighters" and is intrigued as it reminds of him genital jousting just by the name, he then reads through the page seeing what the game is about and adds it to his Wishlist and follows to keep up with developer updated as well as notifying his friends.

Aoife (19) Aoife is looking for more fun and whacky games to play when her friends are over. She discovers Cock Fighters and see it's a local multiplayer game that can played as 4 player split screen, which meets her requirements for when friends are over, she also notices how it has multiple support for inputs and accessibility controls as Aoife is colour-blind.
        She likes the experience that her and her friends could get from the game fighting it out against one another as chickens across various scenes and locations to add to the whacky-ness.

Design Process
In this section, you are expected to document the methods that you have used to design and develop your user experience. These should be segmented into three sections:

Conceptualisation
This should describe how you have generated, considered, and critiqued multiple ideas and concepts for a user experience. This should also form the basis of the game's mechanics, systems, and features that would typically be documented in a Game Design Document (GDD).

Overview:
Cock Fighters is based upon an old mini-clip game called "Duck Tale", The premise of the game is that you create a duck and train your duck through various mini-games to improve it's skills such as; running, swimming, flying. I took this basis and expanded upon it to develop a more in-depth version.

After some consideration I have chosen to still use the mini-games to level up and increase the players chickens' skills through local-multiplayer and online multiplayer.

The local-multiplayer works on all devices, however joining works differently for each device, on mobile the owner of the game can create a join code and give it their friends who can then join a party, if the players choose too they can stream the game to a TV which will be split in 4 sections, but the players themselves sill control their character from their phones.

PC Lobbies are easier to handle, as the game could be on multiple launchers such as steam, epic games, GoG (Good Old Games), all that is required is for them to be friend on whichever launcher and invite that way, the same applies to consoles. I also want multi-launcher capabilities to allow for as many users to play, as well as cross-launcher play allowing people who own the game on steam to play with people who own it on epic games or uplay.

I looked into games such as one finger death punch, gang beasts and tekken, All games involve fighting but in different levels of difficultly, gang beasts is the most suitable for my design, as it is a casual fighting game, players can work together to kill another player then dual it out, whilst this is a possibility it can be considered unfair.

Therefore, after a couple iterations on trying to find a consistent balance to avoid unfair gameplay, I have decided that the fighting mini games can come in a range such as:
- o Dual – 1v1
- o Free for All – 1v1v1v1
- o Teams – 2v2
- o AI – Play solo against AI

The game modes are easy to set-up to allow for the most efficient way whoever the host/owner of the part/lobby is can pick between the 4 modes of fighting, however AI mode is only available to solo players wanting to practice new techniques in fighting. The owner of the game can choose whether an unknown player can join in if there are free spaces in the lobby.

The available skills for each chicken are:
- o Jump
- o Dodge
- o Attack
  - ▪ Kick
  - ▪ Beak Attack
  - ▪ Body Attack
- o Movement

Each skill can be upgraded to allow for more, movement speed, jump height, dodge techniques and attack techniques.

I added sub-attacks to the attack skill, this allows for more skills to be learnt, which will help with the combo system I have recently introduced.

The player is introduced to each skill via the tutorial which they can chose to ignore if they wish to and can later complete the tutorials.

The tutorials would be 4 separate tutorials, 1 for each skill. They would last around 30 seconds to 1 minute with the attack tutorial taking the longest due to more sub-skills, to help give the player a better understanding of the skills and how they can improve them.

In terms of accessibility features, these are held within the option menu, which can be accessed at any time on any scene if the player wishes to change something. The available accessibility features are as follows:

- o Customizable button mapping
    - ▪ Controller Support for many controller types includes Xbox and PlayStation
    - ▪ Using the Xbox custom controller allows for people with disabilities to be able to play using their custom controller.
- o Mouse and keyboard support
- o Customizable Audio and Video
    - ▪ Speech to Text
    - ▪ High Contrast Mode
    - ▪ Colour-blind Mode

Xbox has a program that allows people to create their own custom controllers to allow for ease of access and more people from the disabled community to be able to play games, which I will fully adopt and optimise for this.

Players with vision issues are able to adjust the text size to be more readable, colour-blind mode to help distinguish different colours for those who need it, Overwatch is a great example of this, there colour blind options allow for extremely good adjustments to be made in a competitive game. Allowing for much better visibility.

Audio and Video is customizable per platform:

	Mobile	Console	PC
Audio Adjustments			
Video			

Due to platform limitations, mobiles are locked at the default device resolution, PC and Console can have adjustments to resolution, however console still has limitations to what resolutions are available.

Camera:
Camera movement, is cantered above the player in a 3rd person aspect, to give a higher field of view and positioning, the camera will automatically turn with the players facing direction, this allows for less confusion and the player won't have to manually monitor and move it.

Naming:
The player can name their chicken, this can be as they like, a profanity filter is appliable to avoid unwanted names. Allowing the player to name their chicken gives an emotional response of them owning it and needed to take care of it. Although this is just a small user experience design.

Currency:
After further concepting and thinking, I have concepted a currency within the game, this currency allows the player to customize their chickens, with items such as hats, glasses and gloves as well as change the overall appearance of their chicken with the currency. This currency can be earned through fighting against other players, adding this feature persuades the player to play more against other players to customize their chicken even further.
    (Currency is available on all platforms)

Combos:
Players over time will learn combos when fighting, this allows for more points to be earned as well as more damage being dealt to the opposition. Combos are consistent hits as well as certain attacks being input in order.
For example:

Kick attack, block, beak attack, body attack – would be 1 type of combo that yields more points and damage over time.

> Player's will not immediately be introduced to combos although they will be told they are possible as it is more of a learning experience for themselves to discover through gameplay.

Each Platform will experience the combo's differently due to different control figurations, on mobile it would be double tapping or pressing 1 key with another, for pc it would be multi-button pressing provided the players keyboard allows for multi-key actions at once.
Controller would be a mix of both, from double tapping to multi-key actions.

Prototyping
This should describe how you have developed your concept(s) into artefacts that practically evidence your designed user experience.

Mobile:

Allowing players to be able to adjust the positioning of their controls is an essential system that should be all mobile games that have movement systems. I have drawn up a simple image to showcase button layouts on phone:
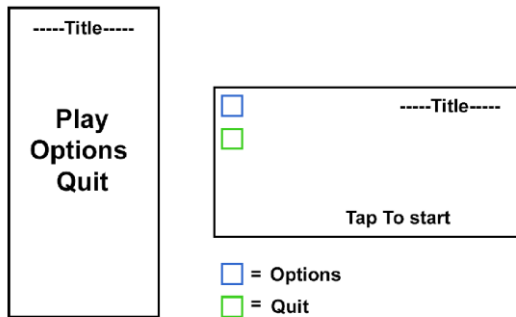

Mobile Accessibility

Touch Control Layout
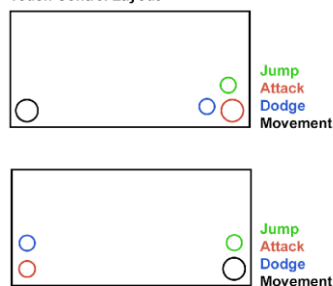
As you can see the controls can be moved to be on either side, to help with people who hold their phones in different ways, as well as left-handed people.
Controller support is available for al 3 platforms, if a controller is connected to a phone the onscreen touch buttons would no longer be visible as it is then controlled by the controller.

When it comes to combo attack's on mobile touch, these can be activated via double tapping, holding, pressing 2 buttons consistently.
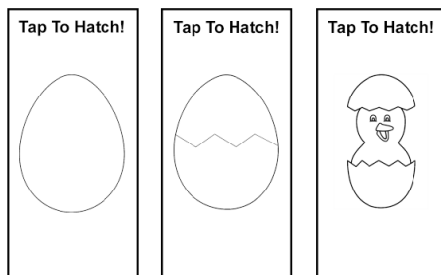
Mobile Accessibility

Main Menu

```
-----Title-----


   Play
  Options
   Quit
```

```
☐                    -----Title-----
☐




                  Tap To start
```

☐ = Options
☐ = Quit

The Game can be launched in either Portrait or landscape mode, each mode displays a different menu layout but functions the same.
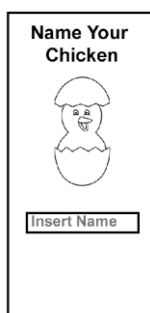
Mobile Accessibility

First Launch

```
Tap To Hatch!    Tap To Hatch!    Tap To Hatch!
```

When the player first launches they will be presented with a screen asking them to "tap to hatch", this takes only a couple seconds and allows the player to hatch their own chicken adding to that emotional response this chicken belongs to them.

Mobile Accessibility

First Launch

```
Name Your
 Chicken




 Insert Name
```

When it comes to getting friends to join your lobby for a fighting game on mobile, it is as simple as:
Fight -> Local Multiplayer -> Game Mode -> Generate Code

Mobile Accessibility

Friend Code
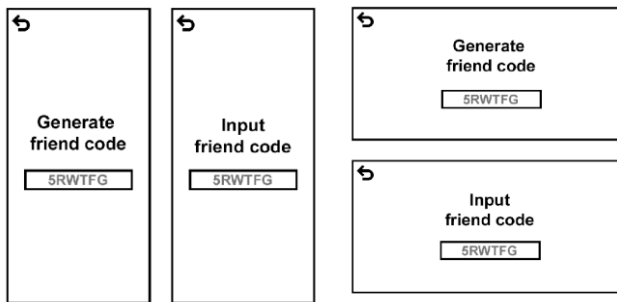
The options Menu holds the settings to, audio, visuals, controls, and extras.
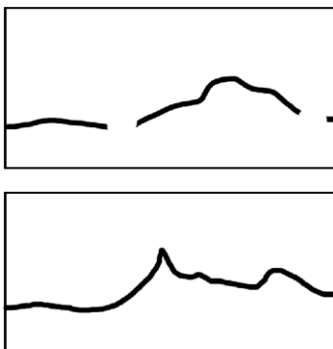Extras includes things like credits and other promotional stuff.

Mobile Accessibility

Options Menu
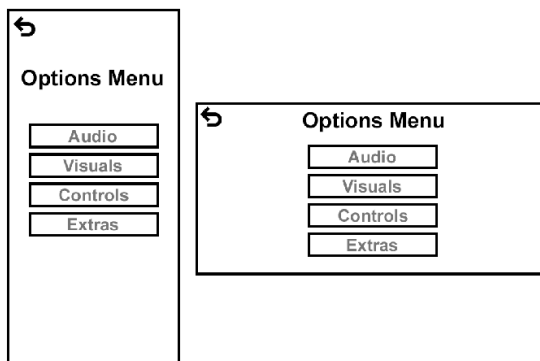
Mobile Accessibility

Tutorial Level

The tutorial levels would be a simple layout for each type, the above shows side on view of a simple level where the player is learning movement as well as some small jumps between and intense inclines.

As for the fighting tutorial, the player would face an AI on a low difficulty 3D scene, with on-screen prompts showing the player what button to press. The players can create combos of their own to deal more damage with consistent hits.

Tutorial levels would be the same general design/theme across all platforms therefore do not need to be repeated in the upcoming prototypes for pc and console. The only differences would be on-screen prompts and controls used, which will be listed.

PC:

Tutorial level would follow suit with other platforms, the only difference being the on-screen prompts being shown with the correct buttons related to whichever input is being used.

Audio Customization is the same throughout all platforms with different sliders for the different types of audio included such as music, background music, sound effects etc.

Most things would follow suit of the above layouts, with slight adjustments to make more sense, for example instead of "Tap to Hatch" it would say "Click to Hatch"
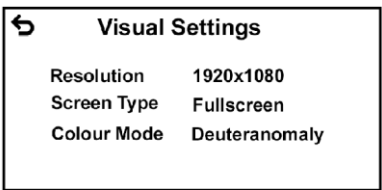
PC Accessibility

First Launch
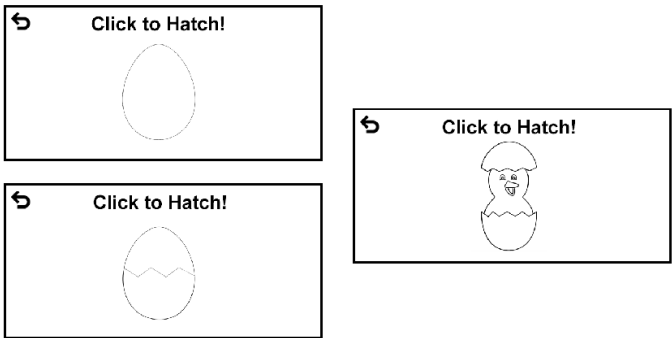
The available options as mentioned for Video Customization is available on PC, this allows the player to change the scale of the game as well Fullscreen or windowed mode.

PC Accessibility

Visual Customization

The controls on PC are also a lot more customizable as there are a multitude of different combo's people play with, this can be accessed from within the settings menu under "Controls"

PC Accessibility

Control Customization

↶   **Control Settings**
| | |
Movement   W,A,S,D
Attack   Mouse 1
Block   Mouse 4

Example chart:

Movement	Left: A	Right: D	Forwards: W	Backwards: S
Jump	Space			
Attack	Beak: Mouse 1	Body Attack: Q	Wing Attack: E	
Block	Mouse 3			
Pause	Escape			

Console:

Tutorial level would follow suit with other platforms, the only difference being the on-screen prompts being shown with the correct buttons related to whichever input is being used.

Audio Customization is the same throughout all platforms with a different slider for the different types of audio included such as music, background music, sound effects etc.

Once again things remain similar, the only adjustment needed is that the appropriate Button in this case (A) being displayed.

Console Accessibility

First Launch Customization

Tap (A) to Hatch

A = Button to press on Console

Tap (A) to Hatch

Tap (A) to Hatch

Console Controls can be customized, not as much as PC but buttons available on the controller can be changed around to accommodate for left-handed people. As well as just any buttons that people do not feel comfortable with being assigned, they can change to fit their needs. Once again special designed controllers for the Xbox are available for use and can be connected.

Testing

Due to the COVID-19 Pandemic I was unable to conduct testing with a group of people. Therefore, I could only conduct testing on my own. I created paper-prototypes of the more valuable scenes that the user will make contact with.

Touch controls:
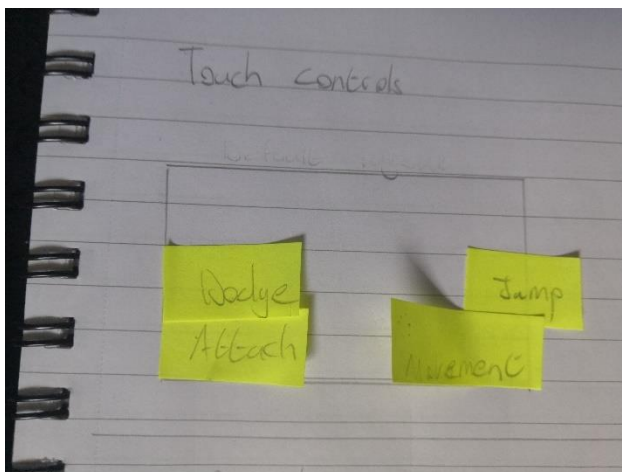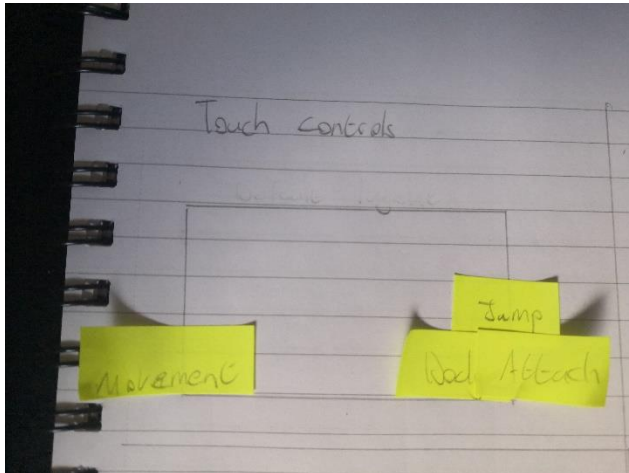
I wanted to test the control layout schemes, I want to make it as easy as possible to customize, the images above show two different layouts, the user will be able to access this menu by going to options > controls and edit mode.

I find the flow of this easy to understand, however maybe the accessibility might be difficult to find, in the tutorial I would add a section in the movement that shows/tells the player where and how to change the layout.

Main Menu:
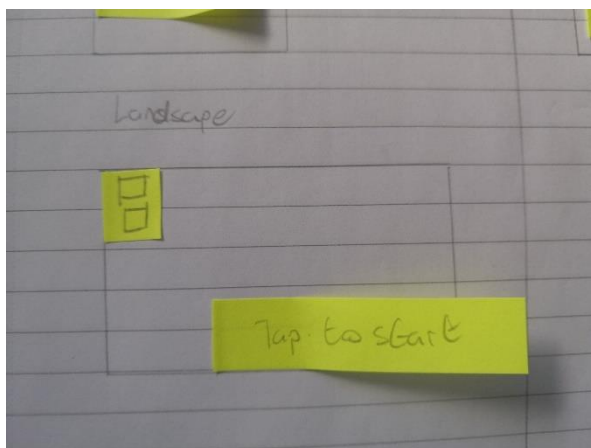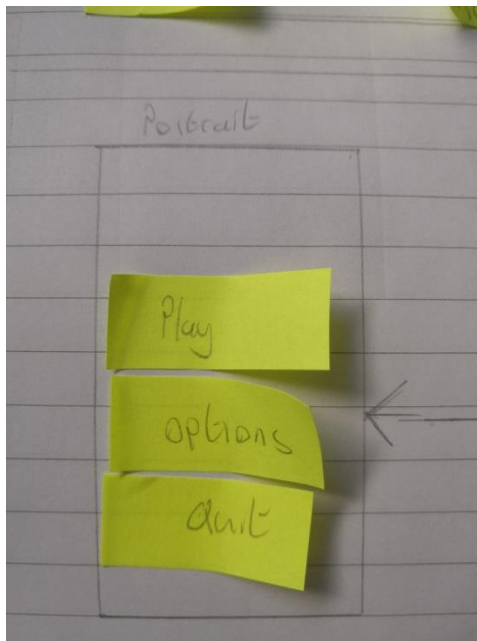
I wanted two different styles of menu, one for portrait mode and landscape mode. Above shows both, the portrait is a more basic styled menu and whereas the landscape menu has a bigger focus of the artwork, (which is the blank space). The menus are easily accessible on both examples. I do think adding text to the options and quit icons in the top left of the landscape menu might help, however the images used would be a cog for settings and a "X" for quitting, which to most people this is easy enough to understand but not for all.

Options Menu:
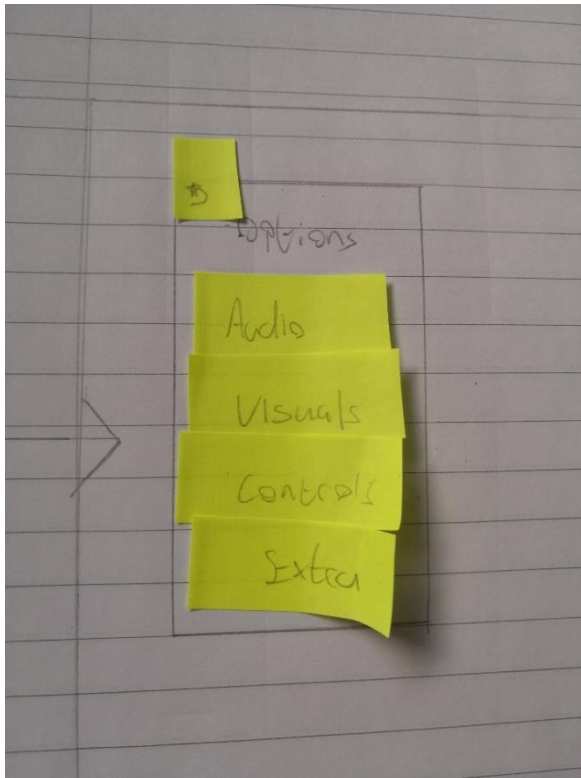
The options menu is where all adjustable settings are, including audio, visuals, and controls. I wanted these to be easily readable and understandable. The player can access these by simply clicking "options" in the main menu or during gameplay by taping the options menu icon. Navigating back to the main menu is a return button in the top left of the screen, this applies to portrait and landscape modes.

I feel like these options are easily accessible and easy to understand for the targeted audience. Although out of the 4 listed options the extras will not be used as much as it would only contain development members and teams, I think it would be better if renamed to "credits".

Main Scene:
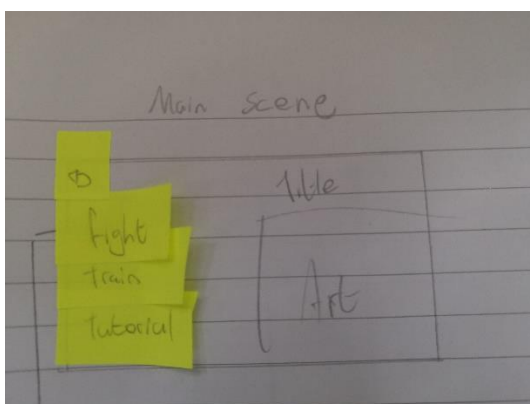
The main scene is where the player chooses what to play, they can pick between fighting, training, and the tutorial. The tutorial only appears if they player chose not to do it in the beginning.
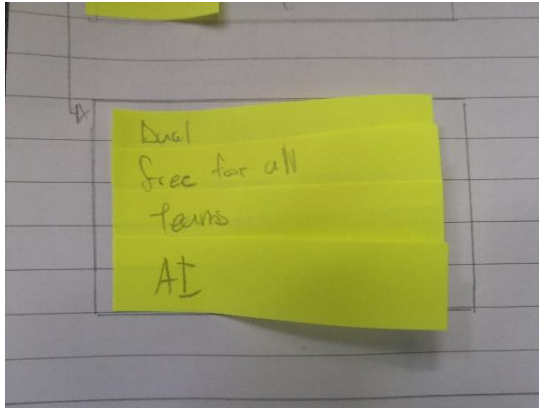
When the player chooses "Fight" they are brought to another screen with 4 options to choose from.

I find this a very straight forward process, another thing that could be added is explanations beside each options, I couldn't convey that in the images due to scaling but it is definitely something I can see that brings a better experience instead of just plain titles.

The training mode is where the player goes to increase their skill levels through various mini games. The styling would be similar to that of the fight scene, where the skills would appear with options to complete a new challenge to increase their skills.

Reflections

In this section, you should provide reflections on what you have learned from developing this user experience. You should reflect on each stage, highlighting what did/did not work, what you learned from each instance, and how you would change/improve/maintain your design practice.

Day 1

Filled out Brief description and conducted research into the 4 questions being asked. From today alone I learned a lot more about audiences, I always have difficulties defining my audience but after finding the 2019 report from ESA gave me a good idea of the age group, common hobbies and liked games, which I was then able to use to create my own personas of 2 people with varying ages which the game would apply too and then how they would discover the game.

I plan to begin working on concepting my game tomorrow, I plan to write it out beforehand and take the parts that make most sense to include in the game, I expect this to be a bit messy with new mechanics, features and systems being included as I move along.

A surprising thing I did discover from my research is the average age of a gamer being 34 years old, as well as how much of a genre and likable game changes there are between millennials and gen X

Day 2

I began concepting, instead of writing on paper, I have decided to type it straight into the document, I have already noticed that I have added new mechanics, features and systems that I had not previously thought about, so I updated my research part to match the new information added.

I did stick close to my original idea of teaching the player how to play through

various tutorial levels which they would be introduced to upon launching the game, I did however give the option for the player to skip and explore other features of the game firstly then return and complete the tutorials.

I did make a lot of editions today with the combo system and current system. I had not originally planned for this but after looking into more fighting games and seeing their combo systems I decided to include my own, with this however I had to then update the attack types and add new sub-skills to be able to make a functional use of the combo system.

I was also able to add more customizability to the players characters, by allowing the currency to buy items that can fit onto their chickens, this currency can earned through fighting which I believe is good way to get the player involved more and express themselves with different types of customization. For players who prefer the party game aspect the currency is still earned through the local multiplayer but at a reduced rate so that people do not abuse the currency earnings from a game and are able to buy everything.

Day 3

Today I began prototyping, I did begin with paper prototyping, however I then switched to digital representations of my features, this allowed for more clearer designs to be used, although basic it get's the point across of how I would like the features, mechanics and systems to act across different platforms.

I was able to allow for different forms of customization on each platform, some were unable to be as detailed due to platform restrictions. I was able to look up multiple games and look at their customization features, for example I used one finger death punch for the control layout on mobile, as well as Overwatch for the colour-blind features they have.

Xbox has a program where people with disabilities can create their own custom controller to fit their needs, which I think is amazing, allowing people with disabilities to be able to take part in whichever way they can, I want to take this onboard and be able to use this program to include more communities with disabilities to be able to play.

Day 4

Today I went back to paper prototyping, as much as I can understand what I am looking for through my digital representations, I wanted a more hands on go. I created a few "playboard" type prototypes which I can use to see how the flow of the first 5-10 minutes of the game would. I used sticky notes as the buttons and for on screen hints to show the player what to do.

I created the prototypes for the starting scenes and tutorial as well as the options to understand how easily accessible they are. Unfortunately due to the current COVID-19 pandemic, I am unable to conduct proper testing so therefore I am the only one able to effectively test which is not the best as I won't see the obvious mistakes or feature issues. I will try to see if I can get some sort of feedback by either explaining my prototypes as I go through them or over a video call.

Day 5

Today I did more prototyping. I used the prototypes made from last time and today in the testing section. Unfortunately, I was unable to get any actual testers due to the current situation of covid-19. I did conduct testing alone, which is not the best I understand, but I was able to see new things that I might have not otherwise seen from actually creating these prototypes for functionality. Now that I have finished, I can see improvements that can be

made to my originally idea which I have brought up in the testing section to help improve the over all experience the player will receive.

References

What is a user experience?

- https://www.interaction-design.org/literature/topics/ux-design

Genre example games:

- https://store.steampowered.com/app/469820/Genital_Jousting/
- https://store.steampowered.com/app/477160/Human_Fall_Flat/
- https://store.steampowered.com/app/285900/Gang_Beasts/

ESA 2019 Report:

- https://www.theesa.com/wp-content/uploads/2019/05/ESA_Essential_facts_2019_final.pdf