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BA COMPUTER GAMES DESIGN

USER EXPERIENCE DESIGN

The Five Main Ingredients of UX



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② Questions to ask when designing / analysing UX

- ① Psychology
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- ④ Copywriting
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③ Exercise



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Introduction



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UXD is an engineering discipline – it **solves problems** rather than discovering things about the physical world



The process of UXD is an **engineering** process

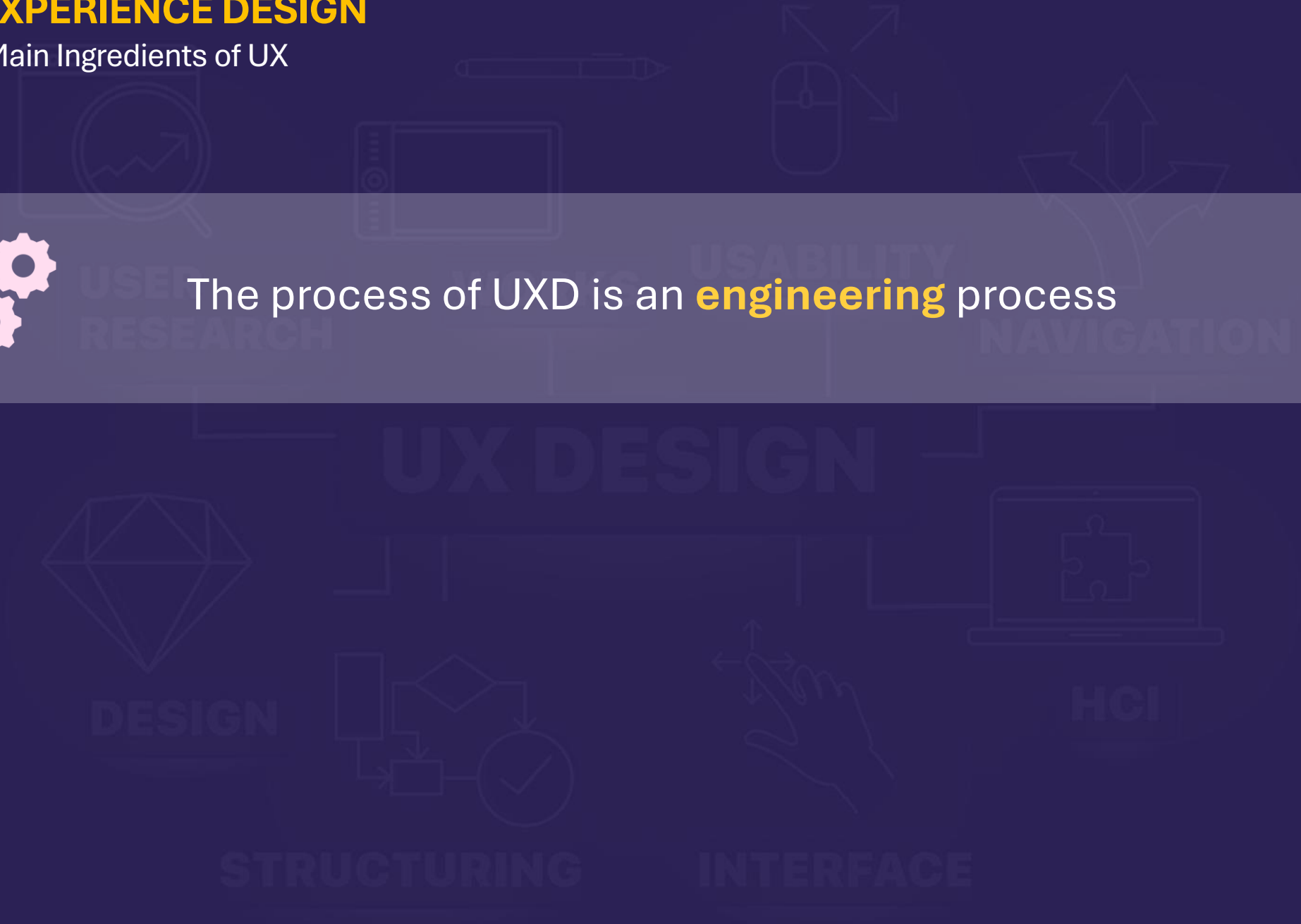


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The process of UXD is an **engineering** process





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The process of UXD is an **engineering** process

- Research the users



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The process of UXD is an **engineering** process

- Research the users
- Develop solutions to solve the users' problems



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The process of UXD is an **engineering** process

- Research the users
- Develop solutions to solve the users' problems
- Build these solutions



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The process of UXD is an **engineering** process

- Research the users
- Develop solutions to solve the users' problems
- Build these solutions
- Measure the effects they have in the real world



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The process of UXD is an **engineering** process

- Research the users
- Develop solutions to solve the users' problems
- Build these solutions
- Measure the effects they have in the real world
- Repeat to improve



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Questions to Ask While Designing /Analysing UX



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There are **5 overarching topics** that should be considered at all times:

- ① **PSYCHOLOGY** - Both the users and your own
- ② **USABILITY** - How easy it is to use
- ③ **DESIGN** - How well it works, NOT how good it looks
- ④ **COPYWRITING** - Accurate and useful information
- ⑤ **ANALYSIS** - Using data to improve your system

Each of these topics **generate a set of questions** you should ask yourself when designing (or evaluating) a UX.



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For the purpose of UX Design, **Copywriting** in particular has a specific definition [1].

Copywriting is the practice of **writing content for digital products and services** to help users **navigate and interact** with them.

The intention of UX Copywriting is to **help users accomplish a goal**.



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For the purpose of UX Design, **Copywriting** in particular has a specific definition [1].

UX Copywriters create **microcopy**, which includes the following:

- Button Labels
- Tooltips
- Error messages
- Form instructions



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For the purpose of UX Design, **Copywriting** in particular has a specific definition [1].

Microcopy should:

- Be simple and Easy to Understand
- Be helpful and precise
- Answer questions before they are asked
- Set Expectations
- Understand brand messaging and tone of voice
- Understand the product design process



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① PSYCHOLOGY

ASK YOURSELF:

- ▶ What is the user's **motivation**?
- ▶ How does this make them **feel**?
- ▶ How much **work are they prepared to do**?
- ▶ What habits does this create if they **do it again and again**?
- ▶ What do they **expect** when they click this?
- ▶ Are you **assuming that they know something** they haven't learned yet?
- ▶ Is this something **they want to do again**? Why? How often?
- ▶ Are you thinking of the **user's wants and needs** or your own?
- ▶ How are you **rewarding** good behaviour?



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② USABILITY

ASK YOURSELF:

- ▶ Could you **get the job done with less input** from the user?
- ▶ Are there any **user mistakes you could prevent**?
- ▶ Are you being **clear and direct** or is this a little too clever?
- ▶ Are things **easy to find** (good), **hard to miss** (better), or **subconsciously expected** (best)?
- ▶ Are you working **with the user's assumptions** or against them?
- ▶ Have you provided **everything the user needs to know**?
- ▶ Could you solve this just as well by doing something more **common**?
- ▶ Are you basing your decisions **on your own logic or on the user's intuition**? How do you know?
- ▶ If the user doesn't read all of the instructions, **does it still work/make sense**?



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③ DESIGN

ASK YOURSELF:

- ▶ Do users think it looks good? **Do they trust it immediately?**
- ▶ Does it communicate the **purpose and function without words?**
- ▶ Does it **represent the brand**? Does it all feel like the same site?
- ▶ Does the **design lead the user's eyes** to the right places? How do you know?
- ▶ Do the **colours, shapes, and typography help** people find what they want and improve usability of the details?
- ▶ Do **clickable things** look different than **normal things**?



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④ COPYWRITING

ASK YOURSELF:

- ▶ Does it sound confident and **tell the user what to do**?
- ▶ Does it **motivate the user to complete their goal**? Is that what we want?
- ▶ Is the **biggest text the most important** text? If not, why not?
- ▶ Does it **inform the user** or does it assume that they already understand?
- ▶ Does it **reduce anxiety**?
- ▶ Is it **clear, direct, simple and functional**?



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⑤ ANALYSIS

ASK YOURSELF:

- ▶ Are you using data to **prove that you are right** or to **learn the truth**?
- ▶ Are you looking for **subjective opinions** or **objective truths**?
- ▶ Have you **collected information** that can give you those types of answers?
- ▶ Do you **know** why users do that, or are you **interpreting** their behaviours?
- ▶ Are you looking at **absolute numbers** or **relative improvements**?
- ▶ **How will you measure this?** Are you measuring the right things?
- ▶ Are you looking for **bad results** too? If not, why not?
- ▶ How can you use this analysis to **make improvements**?



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Exercise



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EXERCISE:

In pairs, try **using the five topics and their question prompts** to conduct an investigation on **one** of the following examples:

- Moodle or University Website
- UCAS Website
- Online shopping experiences such as Amazon, Tesco Online, etc.
- Educational apps, e.g. Duolingo, Memrise, etc.

For some questions you may need to consider looking at these from the perspective of **both the UX designer and an end user**.



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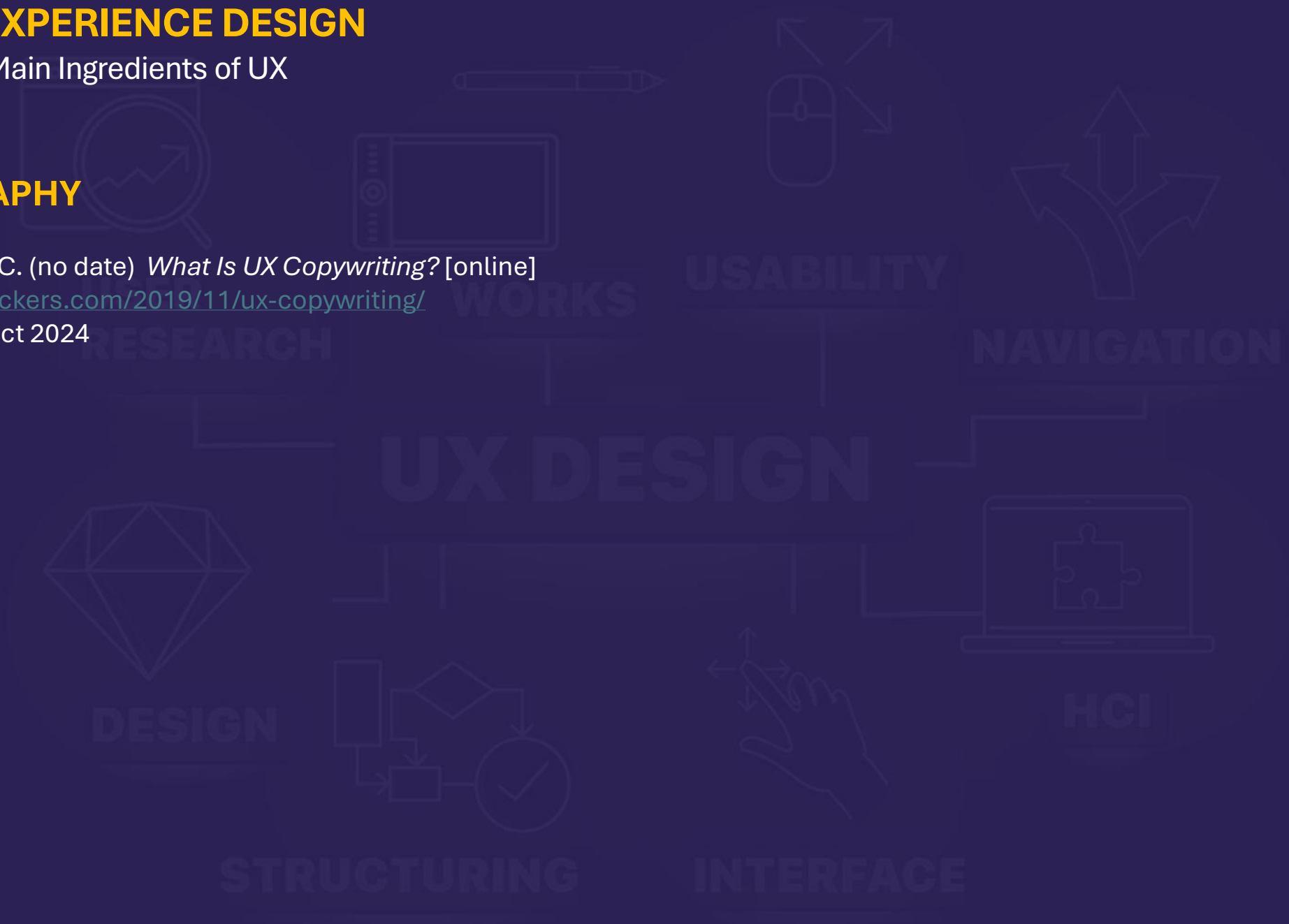
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