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BA COMPUTER GAMES DESIGN

USER EXPERIENCE DESIGN

Behaviour Basics



BEHAVIOUR BASICS

Lecture Contents

① User Perspective

② Mental Models

③ User Psychology

④ Ethics

⑤ User Experience



USER EXPERIENCE DESIGN

Behaviour Basics

Behaviour Basics

User Perspective



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USER PERSPECTIVE

The user has **three basic questions** when faced with a new system:

- 1) **What is this?**
- 2) **What's in it for me?**
- 3) **What do I do?**



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USER PERSPECTIVE

The user has **three basic questions** when faced with a new system:

1) **What is this?**

- **Titles and images** are good for this
- Use **simple terms** rather than complex language



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USER PERSPECTIVE

The user has **three basic questions** when faced with a new system:

2) **What's in it for me?**

- **Show users what they will get** - This can be images, videos, user testimonials, etc.



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USER PERSPECTIVE

The user has **three basic questions** when faced with a new system:

3) **What do I do?**

- Make the user's next action an **obvious** one
(This doesn't need to be limited to offering only one option)
- Work out what they want to do next and **give them the tools to do it**



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Mental Models



MENTAL MODELS

A mental model is a model of **what users know** (or **think** they know) about a system (such as your website or application). Mental models **help the user predict how a system will work** and, therefore, influence how they interact with an interface.

Users form their predictions about the system **based on their mental models** and plan their future actions accordingly.

A prime goal for designers is to **ensure that the user interface clearly communicates the nature of the system** so that users form accurate (and thus useful) mental models. [1]



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MENTAL MODELS

Often, users just use the knowledge they have about the world to create mental models.

Consider Jakob's law of the internet user experience:



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MENTAL MODELS

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**Users spend most of their time on other websites.
This means that users prefer your site to work the same way
as all the other sites they already know. [2]**



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MENTAL MODELS

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as all the other sites they already know. [2]

A big part of customers' mental models of your site will be influenced by information gleaned from other sites.

People expect websites to act alike. [1]



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MENTAL MODELS

Each user **has their own mental model**.

This is based on each user's individual background knowledge and past experiences, so **different users might construct different mental models of the same system**.

One of the biggest dilemmas in usability is **the gap between designers' and users' mental models**. Designers form wonderfully detailed mental models of their own creations, leading them to believe that **each feature is easy to understand**. [1]



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MENTAL MODELS

On the other hand, most users' mental models of the system are usually less developed; as a result, they are more likely to **make mistakes and find the design harder to use**.

Mental models can change over time — due to additional experience with your system or with other systems. [1]



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MENTAL MODELS

Examples of existing mental models [1]: The 'Back' Button

The Back button is a long-standing essential in browser navigation. Over time, users have built a strong mental model for it: namely, **Back is supposed to lead back to the previous screen**, essentially acting as an **undo** function.

When mobile smartphones became popular, users found themselves presented with another use of the Back button in mobile apps. Unlike on the web, where Back was used to take users to the previous screen, in some mobile apps, **Back took users up in the hierarchy of the site**.



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MENTAL MODELS

Examples of existing mental models [1]: **The 'Back' Button**

For example, if, while the user was reading a news story A, they tapped on a link to another news story B, the Back button would take them to the list of all news articles instead of taking them back to the news story A.

This behaviour violated users' expectations. Over the years, designers have luckily understood that, and now it is rare to find that implementation for Back in mobile apps.



MENTAL MODELS

Examples of existing mental models [1]: **Search Bars**

Users expect to be able to **input keywords and phrases into a search bar to find any information** on a website. A single, well-placed search bar **aligns with their expectations**, offering a clear point for queries.

When a website has several search features on the same page, **users often get confused**. They'll enter their query in the wrong box and assume that the site doesn't have the answer if nothing comes back. (In reality, they might have used a specialized search that doesn't cover everything.)

Users often **perceive search bars as universal**. The presence of multiple search bars introduces **complexity** and a potential for **confusion**.



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MENTAL MODELS

Mental models are a key concept in the development of instructions, documentation, tutorials, demos, and other forms of user assistance.

All such information must be short while teaching the key concepts that people need to know to make sense of the overall system.



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User Psychology



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USER PSYCHOLOGY

UX designers need some understanding of **psychology**.

All human brains are basically the same with some very **small differences**. Psychology is about identifying the ways in which all humans are the same. While it is true that people have important individual differences, **most of us share many basic behaviours**.



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USER PSYCHOLOGY

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If we know how people are alike, **we can predict their behaviour under different circumstances**.



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USER PSYCHOLOGY

UX design is the practice of creating **non-random effects** in people in order to **solve problems**.

Always remember you are **making users feel, think, and do things**.

THIS CAN LEAD TO ETHICAL ISSUES!



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Ethics



ETHICS

At its simplest, **ethics** is a system of moral principles. They affect how people make decisions and lead their lives.

Ethics is concerned with **what is good** for individuals and **society** and is also described as **moral philosophy**.

The term is derived from the Greek word *ethos* which can mean **custom, habit, character or disposition**. [3]





ETHICS

Ethics covers the following dilemmas [3]:

- How to live a good life
- Our rights and responsibilities
- The language of right and wrong
- Moral decisions - what is good and bad?





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ETHICS

First, ethics refers to **well-founded standards of right and wrong** that prescribe **what humans ought to do**, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues.

Ethics, for example, refers to those standards that impose the reasonable obligations to refrain from rape, stealing, murder, assault, slander, and fraud. [4]



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ETHICS

Ethical standards also include those that enjoin virtues of **honesty, compassion, and loyalty** in addition to standards relating to rights, such as the right to life, the right to freedom from injury, and the right to privacy.

Such standards are adequate standards of ethics because **they are supported by consistent and well-founded reasons**. [4]



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USER EXPERIENCE

A User experience has 6 elements:





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USER EXPERIENCE

A User experience has 6 elements:

- What the user *feels*
- What the user *wants*
- What the user *thinks*
- What the user *believes*
- What the user *remembers*
- What the user *doesn't realise*



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USER EXPERIENCE

A User experience has 6 elements:

- What the user *feels*

This is relatively easy to study – **observing and talking to users** will provide information in this area.

What a user feels is the **emotional impact** of the system.



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USER EXPERIENCE

A User experience has 6 elements:

- What the user *wants*

Bear in mind that if you change what a user will *see* you may also change what they *want*.



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USER EXPERIENCE

A User experience has 6 elements:

- What the user *thinks*

Every time you make the user think you add to their **cognitive load**.

Cognitive load refers to the **amount of information our working memory can process** at any given time.

[5]



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USER EXPERIENCE

A User experience has 6 elements:

- What the user *believes*

People believe things for predictable reasons – culture and society, social media, life perspective and / or experience, etc.



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USER EXPERIENCE

A User experience has 6 elements:

- What the user *remembers*

Human memory can make mistakes, but the kind of **designs you implement** in a UX can affect what people remember and what is forgotten.

Conduct as much research (or testing) as is feasible and **apply what you learn** to refine your ideas and improve your chances of success.



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USER EXPERIENCE

A User experience has 6 elements:

- What the user *doesn't realise*

There are additional elements that may not be apparent to your user, such as **information architecture** and **knowledge / models of how users may act**.

However, you must be aware of these as the designer!



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Behaviour Basics

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Behaviour Basics