

M6X01111

LECTURE 2 – THE FIVE
MAIN INGREDIENTS OF
UX

PART I

User Experience Design

The UXD process



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



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...

The 5 Main Ingredients of UX

In general this course will follow the process of UXD, but there are 5 overarching topics that should be considered at all times

- Psychology – both the users' and your own
- Usability – how easy it is to use
- Design – how well it works, not how good it looks
- Copywriting – accurate and useful information
- Analysis – using data to improve your system

Each of these generate a set of questions you should ask yourself when designing a UX

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?

Activity

- ▶ Answer the questions below based on your current understanding and experience of Ingress, Pokémon Go, and Wizards Unite
 - ▶ What is the user's motivation?
 - ▶ How does this make them feel?
 - ▶ How much work are they expected to do?
 - ▶ What habits does this create if they do it again and again?
 - ▶ What do they expect when they access the site?
 - ▶ Are users given enough information to use the system effectively from the start?
 - ▶ Is this something users want to do again? Why? How often?
 - ▶ Are Niantic thinking of the user's wants and needs or their own profits?
 - ▶ How are Niantic defining and rewarding good behaviour?

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?

Activity

- ▶ Answer the questions below based on your current understanding and experience of Ingress, Pokémon Go, and Wizards Unite
 - ▶ Could you use the system with less input from the user?
 - ▶ Are there any user mistakes you could prevent?
 - ▶ Are all interactions clear and direct or is this a little too clever?
 - ▶ Are controls and information easy to find (good), hard to miss (better), or subconsciously expected (best)?
 - ▶ Are Niantic working with the user's assumptions or against them?
 - ▶ Have Niantic provided everything the user needs to know?
 - ▶ Could any controls be replaced with simpler ones?
 - ▶ Are there any design decisions that just don't make sense to you?
 - ▶ If the user doesn't read all of the instructions, does it still work/make sense? How easy is it to pick up again after not accessing the site for a while?

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?

Activity

- ▶ Answer the questions below based on your current understanding and experience of Ingress, Pokémon Go, and Wizards Unite
 - ▶ Do users think the sites look good? Do they trust them immediately? What do the different styles used communicate about the sites?
 - ▶ Does it communicate the purpose and function without words?
 - ▶ Does it represent the media brands? Are the look and feel consistent?
 - ▶ Do the designs 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?

Link to Assignment

- ▶ All of the activities today link directly to the assignment
 - ▶ Today's answers give you a snapshot of your first impressions of the software and what it's trying to do
- ▶ After you have played Ingress, Pokémon Go, and Wizards Unite for a month come back to these questions and review your answers
 - ▶ Have any of your answers changed as you have unlocked new features or become more familiar with the game?
- ▶ These answers will form the core of your review of the game apps

Coming
Soon...



Next lecture: More on the 5
Main UX Ingredients



Homework: Read the
articles linked to this lecture
on Moodle.

Module Learning Outcomes

Critically reflect upon current design practice, selecting appropriate techniques and technologies for a wide range of interactions.

- Research user needs within both personal and social interactivity spheres for unconstrained problems.
- Select and apply appropriate UX methodologies and good practices to prototype innovative interaction within a social context.
- Critically analyse and reflect upon the results of UX testing.

Module Learning Outcomes

Task 1

Ingress, *Pokémon Go*, and *Harry Potter: Wizards United* are three location-based, augmented reality, massively multiplayer games released by Niantic (originally Niantic Labs @ Google). These games use the same underlying mechanic of getting users to travel between locations to interact with game elements that are displayed using Internet-connected mobile devices. *Ingress* was originally released in 2013 for Android devices and opened to iOS devices in 2014. *Pokémon Go* was released for both technologies in 2016. *Harry Potter: Wizards United* was released for them in 2019.

After downloading and playing these games, write a short (2000-word) report that discusses the following issues:

- How do the games use psychology, usability, design, and copywriting to engage and maintain user interest in the games?
- What user experience lessons has Niantic learned from each game and applied in the games following it?
- How do the differences between the games provide different social experiences for their players?

Task 1

The report should include appropriate illustrations and references to research literature (8-10 references are sufficient, and at least two thirds of these should be books/journal papers).

Your submission should be presented in the form of a report that includes the following sections:

- (10%) A (very!) brief description of the games, including similarities and differences in their mechanics and interfaces.
- (15%) Consideration of the target user groups for the games. Is there any overlap or potential to encourage players of one game to migrate to the others?
- (40%) What elements of psychology, usability, design and copyrighting are significant and how these interact to provide an emotionally satisfying user experience?

Task 1

- (15%) Are there any elements that don't work? If a user of one game decides to try another game then what elements are likely to feel comfortable or uncomfortable? Are there any features that might be missed?
- (10%) The impact that the games have had in terms of user numbers, length of use, social familiarity with and acceptance of augmented reality features.
The final 10% will be awarded for document presentation and appropriate references to the research literature.
The report should be submitted through Turnitin. Do not submit the assignment brief document with this.

Task 2

The boardgame CLUEDO is familiar to many as one that requires players to move their pieces around a board that represents a country mansion, finding clues that will help them solve the murder of Dr Black.

You are to design a UWTSD version of this as a computer game.
“Oh no! The Vice-Chancellor has been murdered! Who did it?”

You may set the game on any or all of the university campuses, and may include up to 8 players who should represent different parts of the university. This task represents your initial user research and design ideas for the game interface. In the next assignment you will develop your ideas further into a full colour design.

Task 2

You should submit a report containing the following:

- A set of four detailed personas with associated scenarios and an indication of the main user and experience requirements relating to each persona;
- An appropriate information architecture for your game with justification for its structure;
- An initial set of wireframe storyboards;
- A description of the process used to collect feedback on your storyboard prototypes and a summary of the positive and negative feedback elicited.

The report should include appropriate illustrations and references to research literature (at least two thirds of these should be books/journal papers).

Task 2

Your submission should be presented in the form of a report that includes the following sections:

- (20%) Who are your test personas? What are their user and experience requirements? Remember that students are not all able-bodied 18-21 year olds living in the Swansea area.
- (20%) How did you gather information to support the design of your personas? Discuss the results of any focus groups you held to elicit this information. Lists of user and experience requirements, categorised using the MoSCoW criteria, should be provided in an appendix.
- (20%) What information is necessary for the game to be a success? How does this need to be structured to make it easy to use? What information is location-sensitive, and how does this fit into the app?
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Task 2

- (20%) Storyboards should be wireframe only, rather than full colour design. They should show all of the major functionality of the app at a size appropriate for a mobile phone, and should take all of the usual aspects of interaction design theory into account in the design. The complete set of storyboards should be presented in an appendix but significant elements such as the main screen designs should be discussed in the main body of the report. These can be created using any suitable software; Adobe XD is a good choice for this, but other packages are fine provided that you remember to show not only the screens but how the user moves between the screens.
- (10%) How did you collect feedback on your prototypes? How did you ensure that your test subjects covered the range of personas you defined earlier? What feedback did you get, both in terms of usability and of emotional response? Were these what you expected and, if not, why not?

The final 10% will be awarded for document presentation and appropriate references to the research literature.

The report should be submitted through Turnitin. Do not submit the assignment brief document with this