



# The Design of Everyday Games

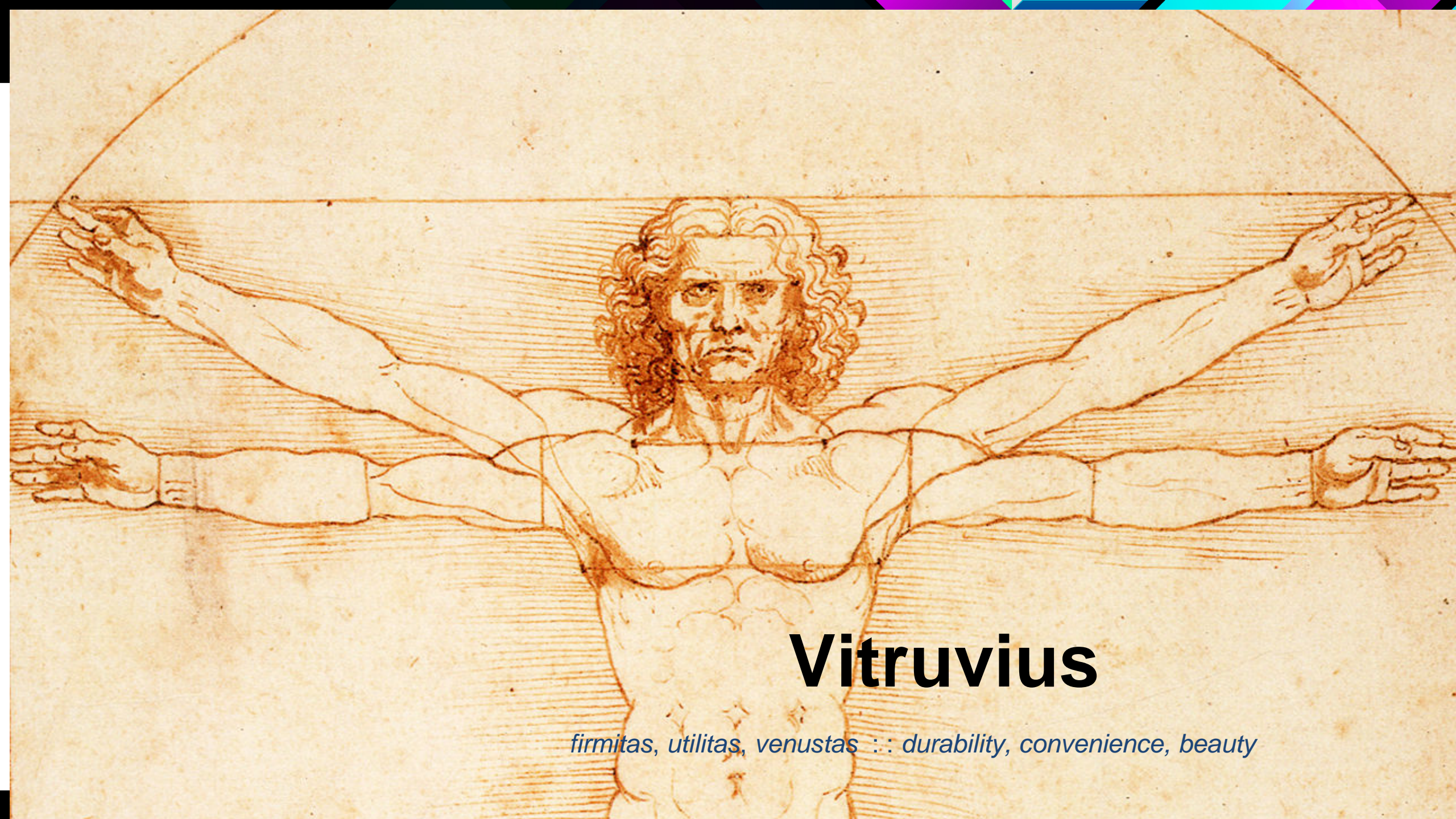
UX for Game Designers

# Christina Wodtke

@cwodtke | [linkedin.com/in/christinawodtke](https://www.linkedin.com/in/christinawodtke) | [cwodtke.com](http://cwodtke.com)





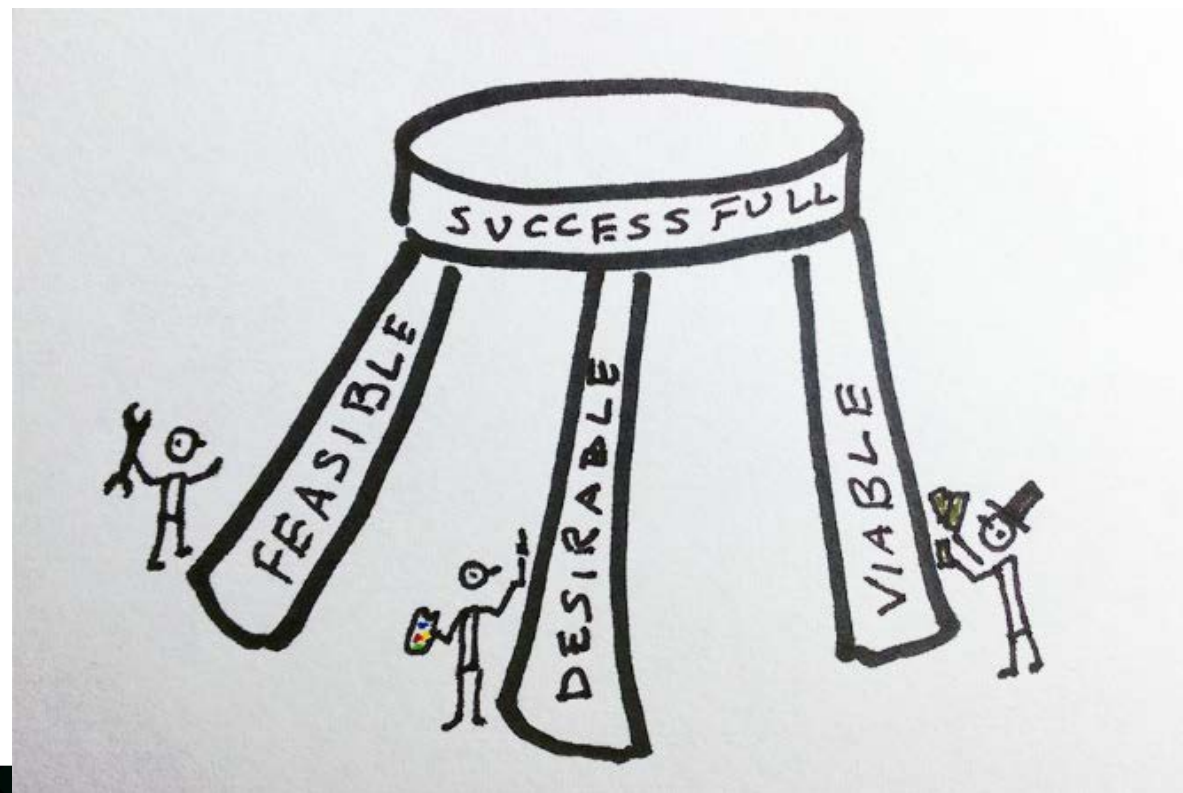


# Vitruvius

*firmitas, utilitas, venustas :: durability, convenience, beauty*



“All three legs provide necessary and complementary strengths. Weaken one leg and the product falls.” The Invisible Computer, 1998.





"User experience" encompasses **all aspects** of the end-user's interaction with the company, its services, and its products.



Don Norman



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Hello, **Christina**  
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## Amazon Instant Video

Page 1 of 4

**New Release**

MythBusters Season 13

Amazon Instant Video

[Why recommended?](#)**New Release**

MythBusters Season 11

Amazon Instant Video

[Why recommended?](#)

\$15.99



Wonder Woman

Lynda Carter

★★★★★ (1)

Amazon Instant Video

\$19.99

[Why recommended?](#)

Wonder Woman

Lynda Carter

★★★★★ (1)

Amazon Instant Video

\$19.99

[Why recommended?](#)

Amazon understands me. It shows me things I didn't even realize were available that I love. Lynda Carter FTW!

[➤ See all recommendations in Amazon Instant Video](#)





Let's be honest: It's all about the smiling boxes.







The first requirement for an exemplary user experience is to **meet the exact needs** of the customer, without fuss or bother.

Don Norman



Roll over image to zoom in

## Gillette Venus Breeze Womens Razor Refill Cartridges, 6-Count

by [Gillette](#)

★★★★☆ (22 customer reviews) | [Like](#) (7)

NEW ARRIVAL

List Price: ~~\$33.67~~

Price: **\$19.49** (\$3.25 / counts) [Prime](#)

You Save: **\$14.18 (42%)**

[Special Offers Available](#)

**In Stock.**

Ships from and sold by **Amazon.com**. Gift-wrap available.

- ShowerSafe blade refills are individually sealed to stay clean and dry, shower
- Refills are for the Venus Breeze razor
- Venus blade refill cartridges are interchangeable with all Venus refills

**Pay only \$18.52 (\$3.09 / counts) and relax with Subscribe & Save**  
Sign up for automatic deliveries of this item and get an extra **5%**  
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Next comes simplicity and elegance that produce products that are **a joy to own, a joy to use.**

True user experience goes **far beyond giving customers what they say they want**, or providing checklist features.



# Don Norman



Dec 8, 2012  
Bjørnstjerne Bjørnson's 180th Birthday



Dec 7, 2012  
Ghana Elections 2012



Dec 7, 2012  
Día de las Velitas



Dec 6, 2012  
Finland Independence Day 2012



Dec 3, 2012  
Doodle 4 Google 2012 - Japan Winner



Dec 3, 2012  
Hryhorii Skovoroda's 290 Birthday



Dec 2, 2012  
United Arab Emirates National Day 2012



Dec 1, 2012  
Doodle 4 Google 2012 - Romania Winner

The doodle not only has no utility on google, it breaks the rule of branding: never touch the mark! Let it warms and makes human the search giant. That matters.



Nov 30, 2012



Nov 28, 2012



Nov 26, 2012



Nov 22, 2012





Roll over image to zoom in

by Images SI Inc.

## Uranium Ore

★★★★★ 790 customer reviews | 56 answered questions

List Price: \$49.95

Price: **\$39.95**

You Save: **\$10.00 (20%)**

**Note:** \$10.49 shipping when purchased from Images SI Inc.. Not eligible for Amazon Prime

**In stock.**

Usually ships within 4 to 5 days.

Ships from and sold by [Images SI Inc.](#)

### Most Helpful Customer Reviews

18,109 of 18,446 people found the following review helpful

★★★★★ **Great Product, Poor Packaging**

By [Patrick J. McGovern](#) on May 14, 2009

I purchased this product 4.47 Billion Years ago and when I opened it today, it was half empty

[152 Comments](#)

Was this review helpful to you?

EAN 0410000210390

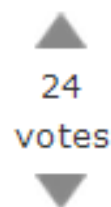
UPC 410000210390

You can argue that Amazon should kill joke reviews, because they mess up the algorithms. But they also warm up what could be a cold space.



Roll over image to zoom in

## Customer Questions & Answers



24  
votes

**Q: Why are they NINE DOLLARS for six cheap pens????**

**A:** Because they are for girls, silly, and we don't understand math.  
[See all 3 answers](#)

37,877 of 38,281 people found the following review helpful

★★★★★ **FINALLY!**

By [Tracy Hamilton](#) on August 24, 2012

Someone has answered my gentle prayers and FINALLY designed a pen that I can use all month long! I use it when I'm swimming, riding a horse, walking on the beach and doing yoga. It's comfortable, leak-proof, non-slip and it makes me feel so feminine and pretty! Since I've begun using these pens, men have found me more attractive and approachable. It has given me soft skin and manageable hair and it has really given me the self-esteem I needed to start a book club and flirt with the bag-boy at my local market. My drawings of kittens and ponies have improved, and now that I'm writing my last name hyphenated with the Robert Pattinson's last name, I really believe he may some day marry me! I'm positively giddy. Those smart men in marketing have come up with a pen that my lady parts can really identify with.

Where has this pen been all my life???

[474 Comments](#)

Was this review helpful to you?

Yes

No

14,385 of 14,607 people found the following review helpful

★★★★★ **Great fit, but I have a question....**

By [Courtney](#) on August 28, 2012

I see this comes in a sleek design. But as a "full-figured" woman, do these pens come in "curvy and carefree"?

[24 Comments](#)

Was this review helpful to you?

Yes

No



In order to achieve high-quality user experience in a company's offerings **there must be a seamless merging of the services of multiple disciplines**, including engineering, marketing, graphical and industrial design, and interface design.



Don Norman

# USER EXPERIENCE?







## 15 MILLION SONGS, ONE APP: MOG

Looking for another reason to get MINI Connected? How about unlimited access to over 15 million songs and playlists from artists right in your dashboard? With MINI Connected and \$10/month subscription to MOG's music streaming service, you'll be able to pull up pretty much any song, artist, or album you can think of – whether at home or in your MINI.

**MOG**

But it gets even better. MOG also lets you make playlists or stream playlists created by their expert staff, other users or even top artists. And for those times you want to listen but you don't have a cell connection, MOG lets you download songs right to your phone. And just in case you needed one more reason to give it a try, MOG's audio quality is top-notch – 320k – the best of any streaming music service.

> [INSTRUCTIONS TO GET STARTED \(PDF\)](#)

> [FREE 14-DAY TRIAL](#)

> [EXISTING SUBSCRIBER? DOWNLOAD THE APP NOW](#)



## INTRODUCING MINI LINK

MINI Link is the iPhone® app for MINI Owners and all MINI enthusiasts. It's a map-based app that allows MINI motorists to detect and connect with each other on the road, and share all sorts of roadside recommendations and fun and helpful tips.

>> [CLICK HERE TO GO TO THE APP STORE FOR MORE INFORMATION](#)



**WANT TO MEET UP WITH SOME OTHER MINI OWNERS?**  
Create a MINI event or start an instant road rally.



**KNOW OF A GREAT DINER OFF THE BEATEN PATH?**  
Put it on the MINI Link map.



**KNOW WHERE TO GET A GREAT DEAL ON GAS OR WHERE JOHNNY LAW LIKES TO LURK?**  
Drop a breadcrumb and alert your fellow motorists.



**WANT TO SAY HI TO YOUR FELLOW MINI MOTORISTS?**  
Send digital waves automatically to their iPhones when they're nearby.



iPhone is a registered trademark of Apple Inc. All rights reserved.



## MINI MOTORING HEARTS



### LET'S MAKE A DIFFERENCE

Motoring is about more than just driving. It's about chugging life down in great big gulps. And helping others out along the way.

That's why we created the Motoring Hearts program. It makes it easier than ever to volunteer by pairing you up with an opportunity that matches your interests. Did you know you can rack up karma points by teaching young motorists the subtle art of driving stick? Or that they need people like you to play with dogs at the local shelter? With over 37,000 volunteer organizations needing help, you'll be able to find a cause as unique as you.

> [GET HOOKED UP WITH THE RIGHT VOLUNTEER OPPORTUNITY.](#)



> [GET INSPIRED WITH THE MOTORING HEARTS BOOK](#)

# GOOD?

# BAD?



**BE GOOD.**

**User Experience Design:**  
the design of anything  
independent of medium  
or across [device]  
with human experience as an explicit outcome  
and human engagement as an explicit goal

-Jesse James Garrett

## jesse james garrett

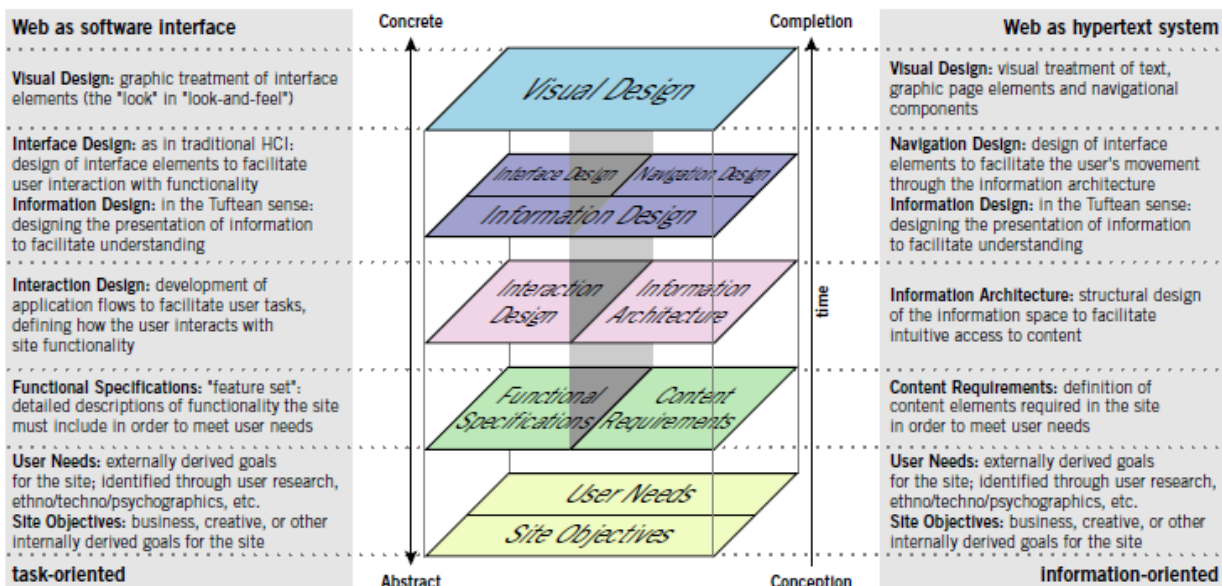
## The Elements of User Experience

Jesse James Garrett

jjg@jjg.net

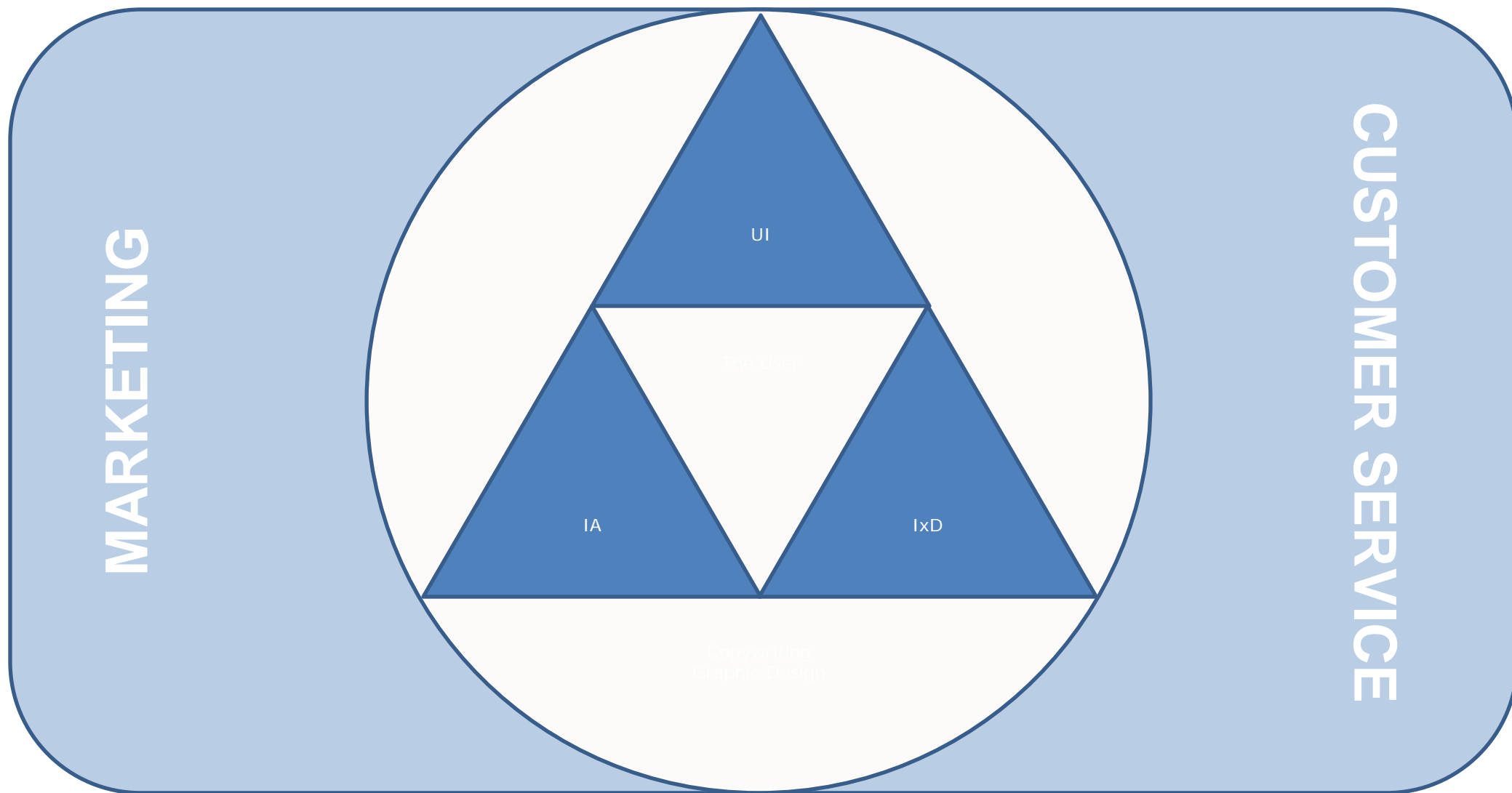
30 March 2000

**A basic duality:** The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.



**This picture is incomplete:** The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.

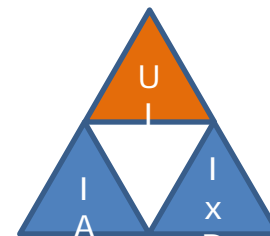




# Things you should know

# UNIVERSAL PRINCIPLES

- Affordances
- Feedback
- Standards

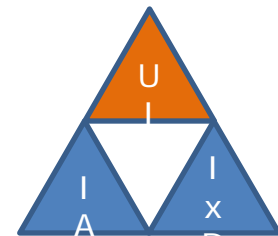




“Like putting an Armani suit on Attila the Hun, interface design only tells how to dress up an existing behavior.” — Alan Cooper



# AFFORDANCES



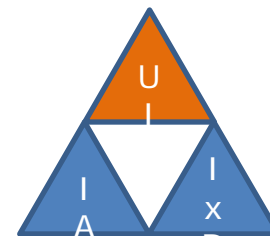
## AFFORDANCES

Flat

 $V_S$ 

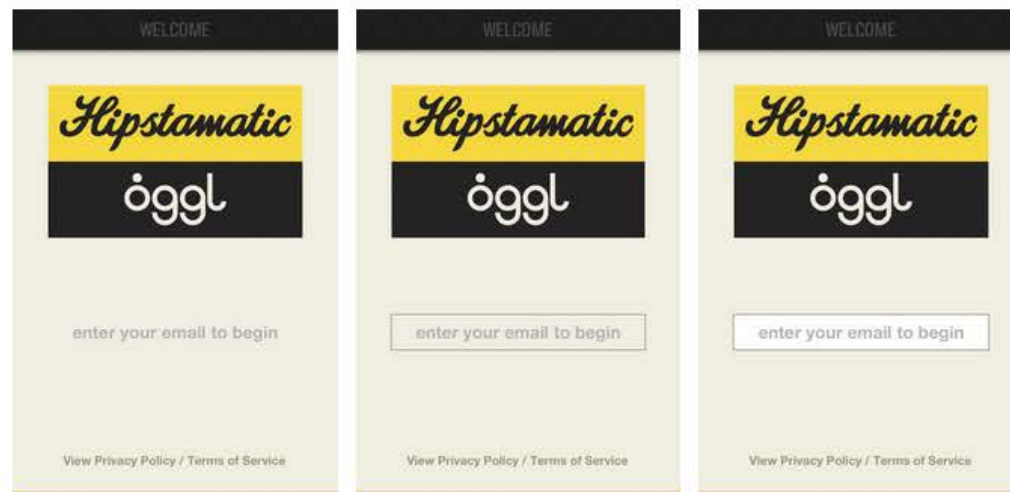
Skeuo

Buttons that look pushable, get pushed

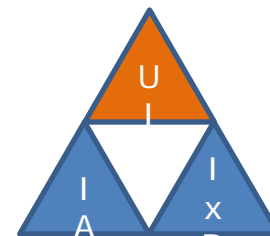


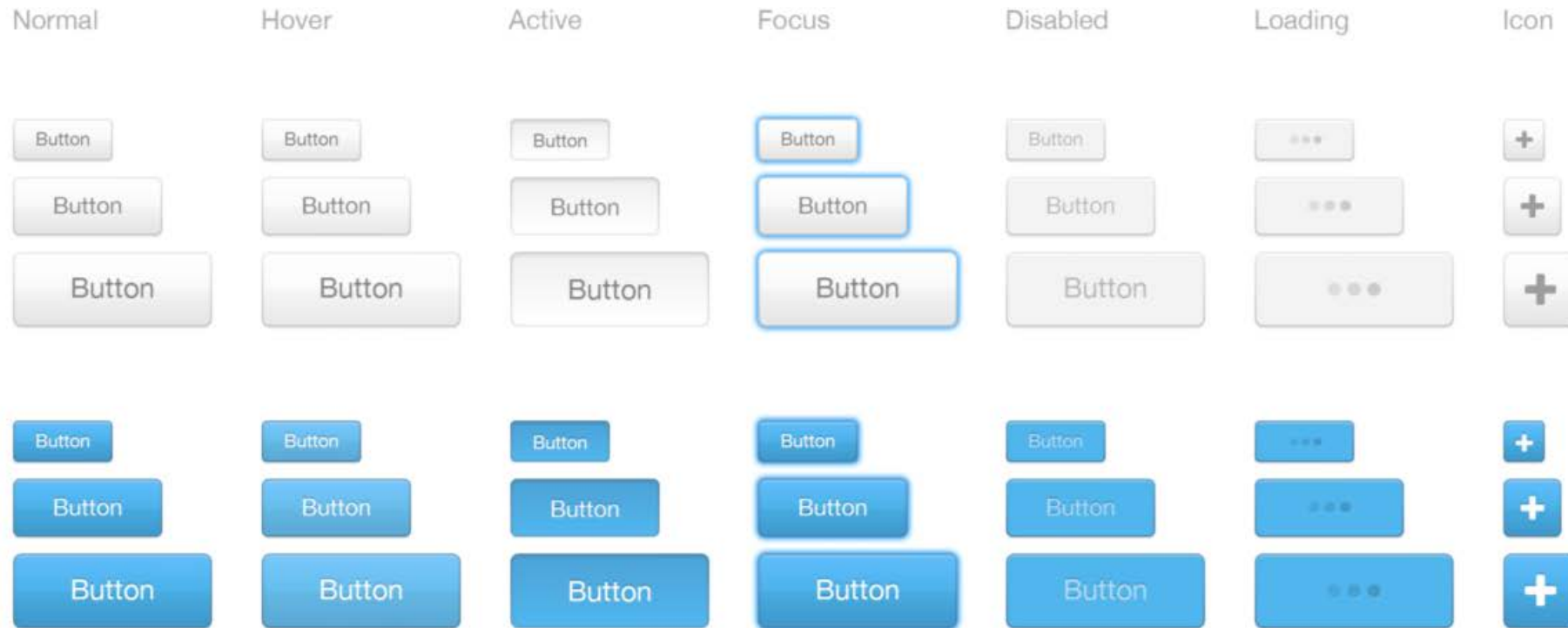


# Forms should say "type here"

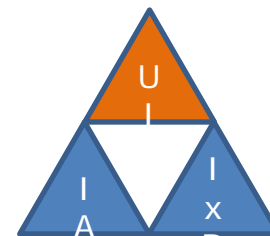


# MEANING





# BUTTONS HAVE MEANING







## Svbtile Exclusivity

by ADII PIENAAR / WOOTHemes

A few recent happenings has gotten me thinking about my initial motivation to switch my blog to Svbtile a couple of months ago. On the surface this would seem to be an odd decision on my part, considering that I'm CEO of one of the biggest WordPress product companies around and a switch of *platform* (away from WordPress) wouldn't make loads of sense.

I first fell in love with Svbtile when Dustin [first previewed the UI](#), which I felt would be perfectly suited to clutter-free idea generation & writing (something which WordPress isn't doing so well these days).

But most importantly, I wanted into Svbtile because of the exclusivity. The fact that Svbtile was invite-only made we want into the action so badly. I wanted to be part of the crowd where the cool kids hung out.

And I don't think I'm the only one... Immediately after Svbtile's launch, there was a [self-service copy created](#). And over the last...

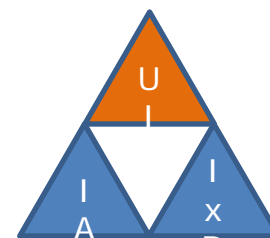
[CONTINUE READING→](#)

## Designing Contracts for the XXI Century

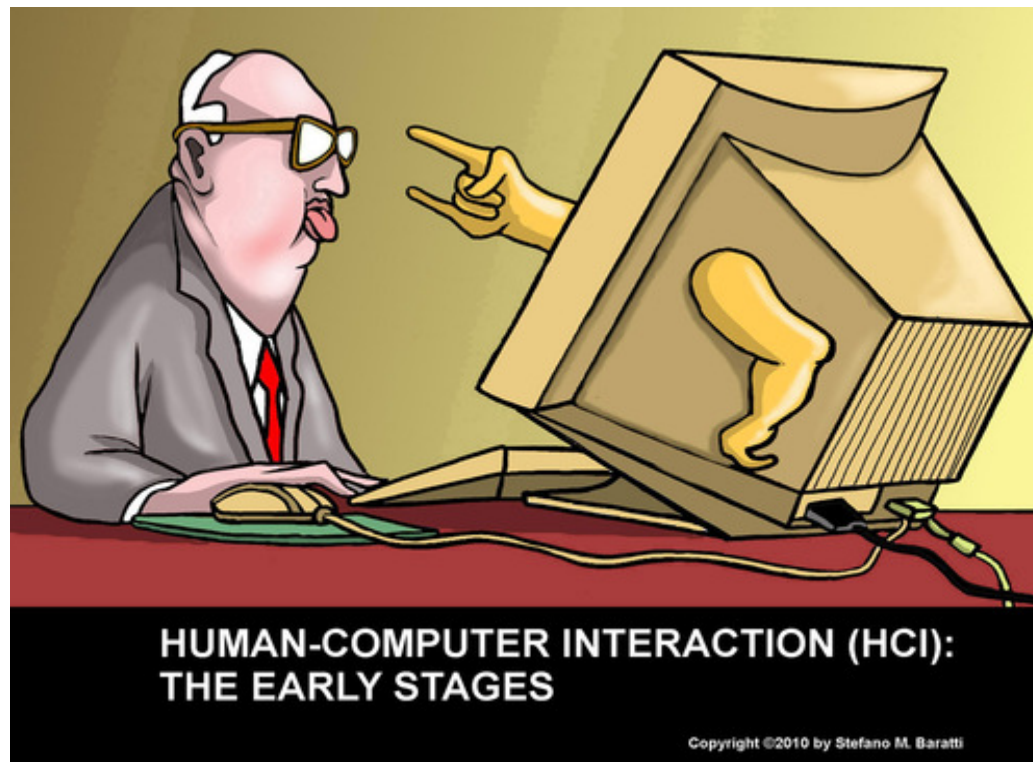
by VERONICA PICCIAFUOCO

A design contract is like a business card—it comes from the same desk, and bears the same creative mark. But it's also the business card you hate handing out: a folder of legal gibberish with terrible formatting that reminds the client of everything that could possibly go wrong before the work has even started. If we want to address the readability problems unique to our era—and improve communication with our clients—then it's time we fix the language, layout, and typesetting of our contracts. And who better than designers to do it? Veronica Picciafuoco shows how modernizing your contract to match your carefully crafted brand can also help you reach an agreement faster, and even strengthen your position when negotiating.

*A List Apart explores the design, development, and meaning of web content, with a special focus on web standards and best practices. Explore our [articles](#) or find out more [about us](#).*

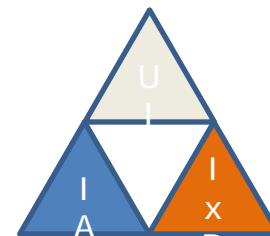


# You are always communicating.



## Don't be rude.

# Set expectations, meet expectations





## Feedback

The screenshot shows a Twitter interface with a dark navigation bar at the top containing icons for Home, Connect, Discover, and Me, along with a search bar and settings. On the left, a profile card for Christina Wodtke displays her profile picture, name, and statistics: 14,878 tweets, 870 following, and 3,811 followers. A 'Compose new Tweet...' box is visible below the profile card. A dark notification banner at the top of the tweet area reads 'Your Tweet was posted!'. The main feed shows a tweet by Christina Wodtke (@cwodtke) asking for feedback on interface design, and a tweet by Betty F\*ckin' White (@BettyFckinWhite) mentioning cats, dogs, and a hashtag #FF.

Home Connect Discover Me Search

**Christina Wodtke**  
View my profile page

14,878 TWEETS 870 FOLLOWING 3,811 FOLLOWERS

Compose new Tweet...

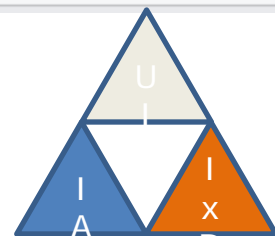
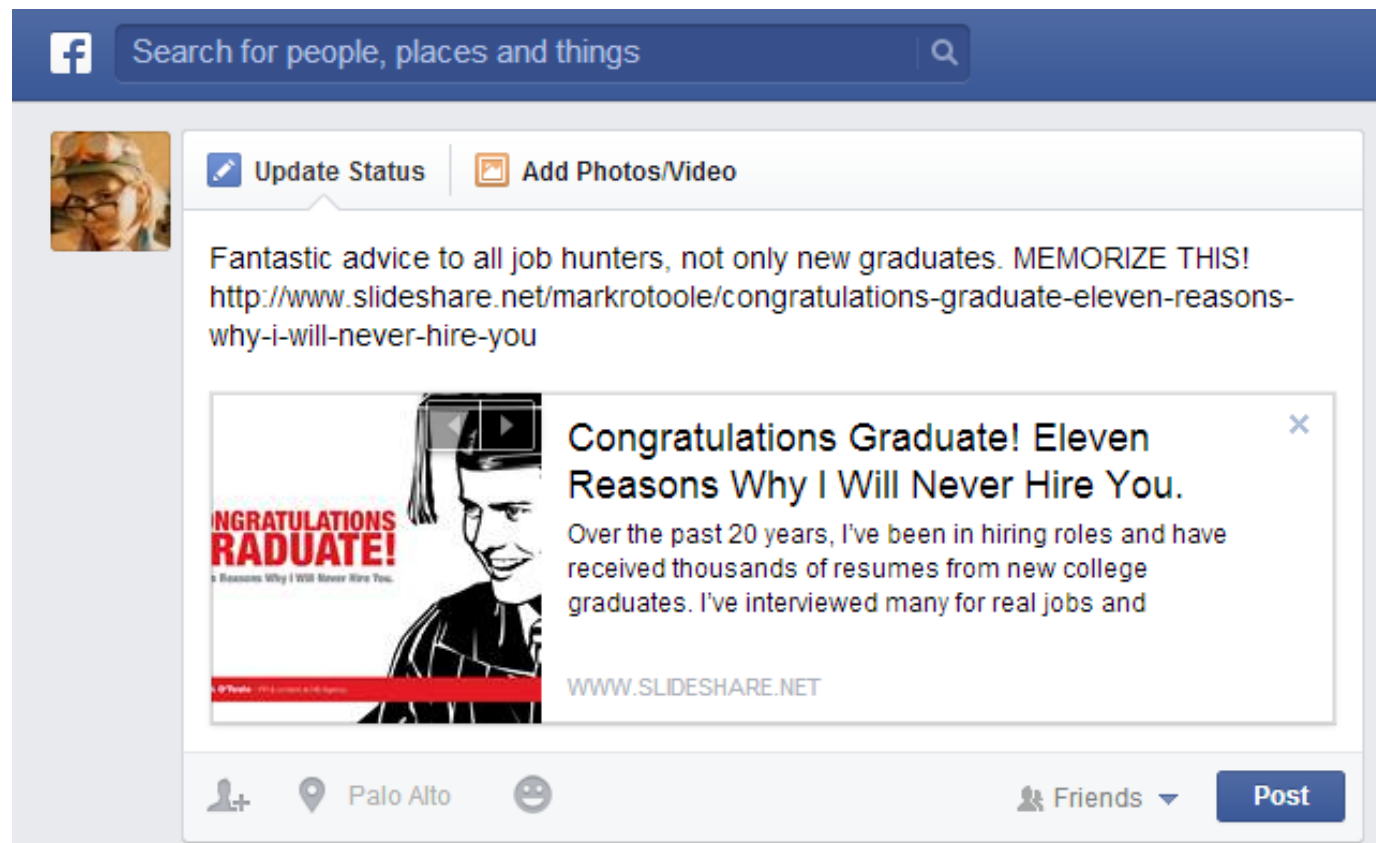
Your Tweet was posted!

**Christina Wodtke** @cwodtke  
Got any good examples of feedback in interface design?  
Expand now



**Betty F\*ckin' White** @BettyFckinWhite  
I like cats and dogs? #FF Follow @CairlnControl and 30s






# Feedback




# Feedback

 Search for people, places and things 




 Update Status  Add Photos/Video

What's on your mind?







**Christina Wodtke**  
Fantastic advice to all job hunters, not only new graduates. MEMORIZE THIS! <http://www.slideshare.net/markrotoole/congratulations-graduate-eleven-reasons-why-i-will-never-hire-you>



**Congratulations Graduate! Eleven Reasons Why I Will Never Hire You.**  
Over the past 20 years, I've been in hiring roles and have received thousands of resumes from new college graduates. I've interviewed many for real jobs and

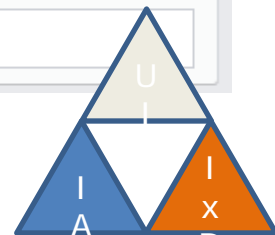
SLIDESHARE

2 seconds ago · Palo Alto 

 Like  Comment  Share

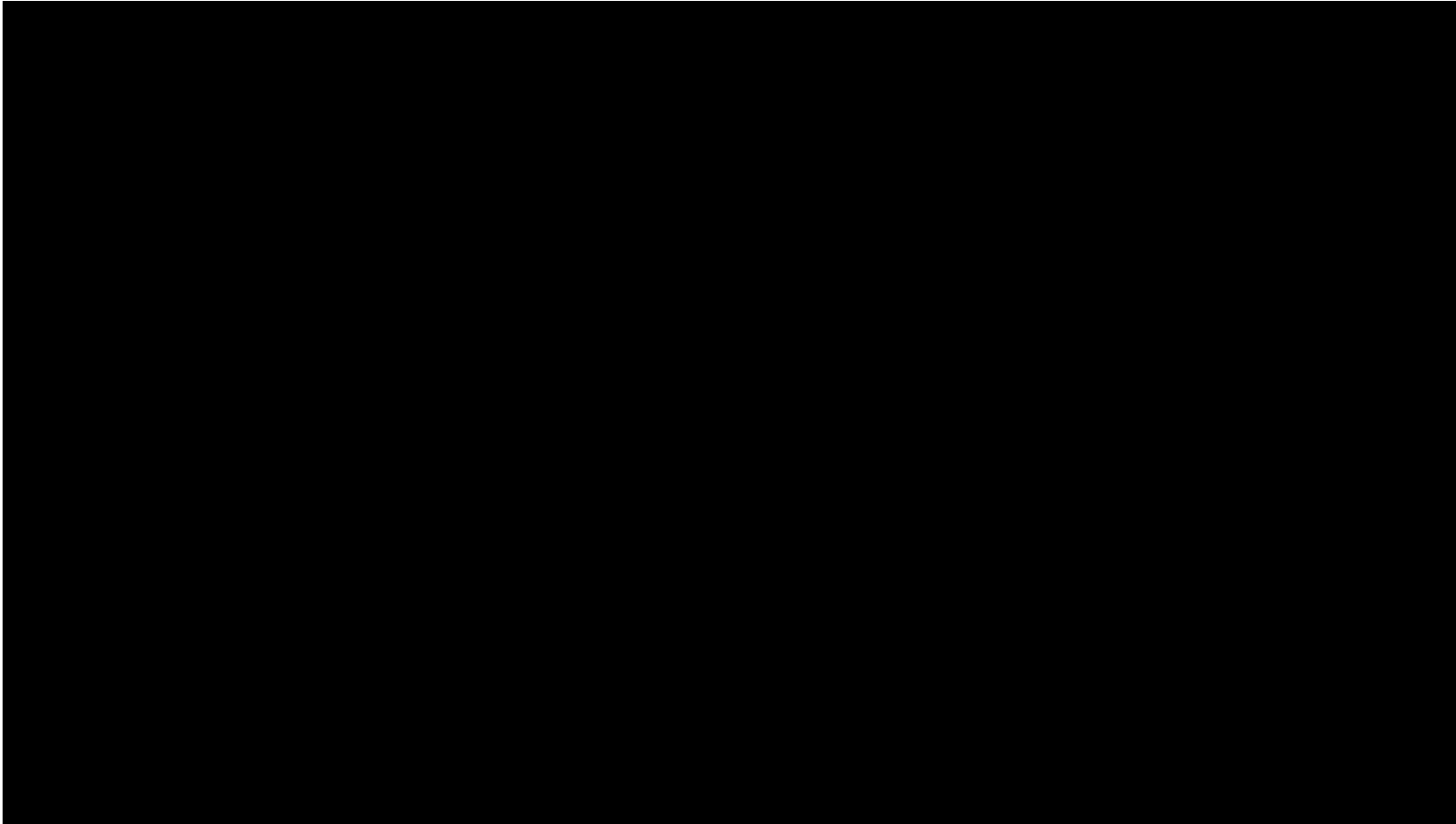


Write a comment...

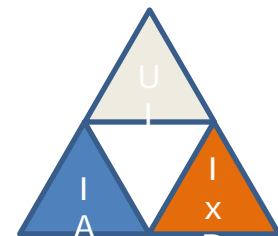




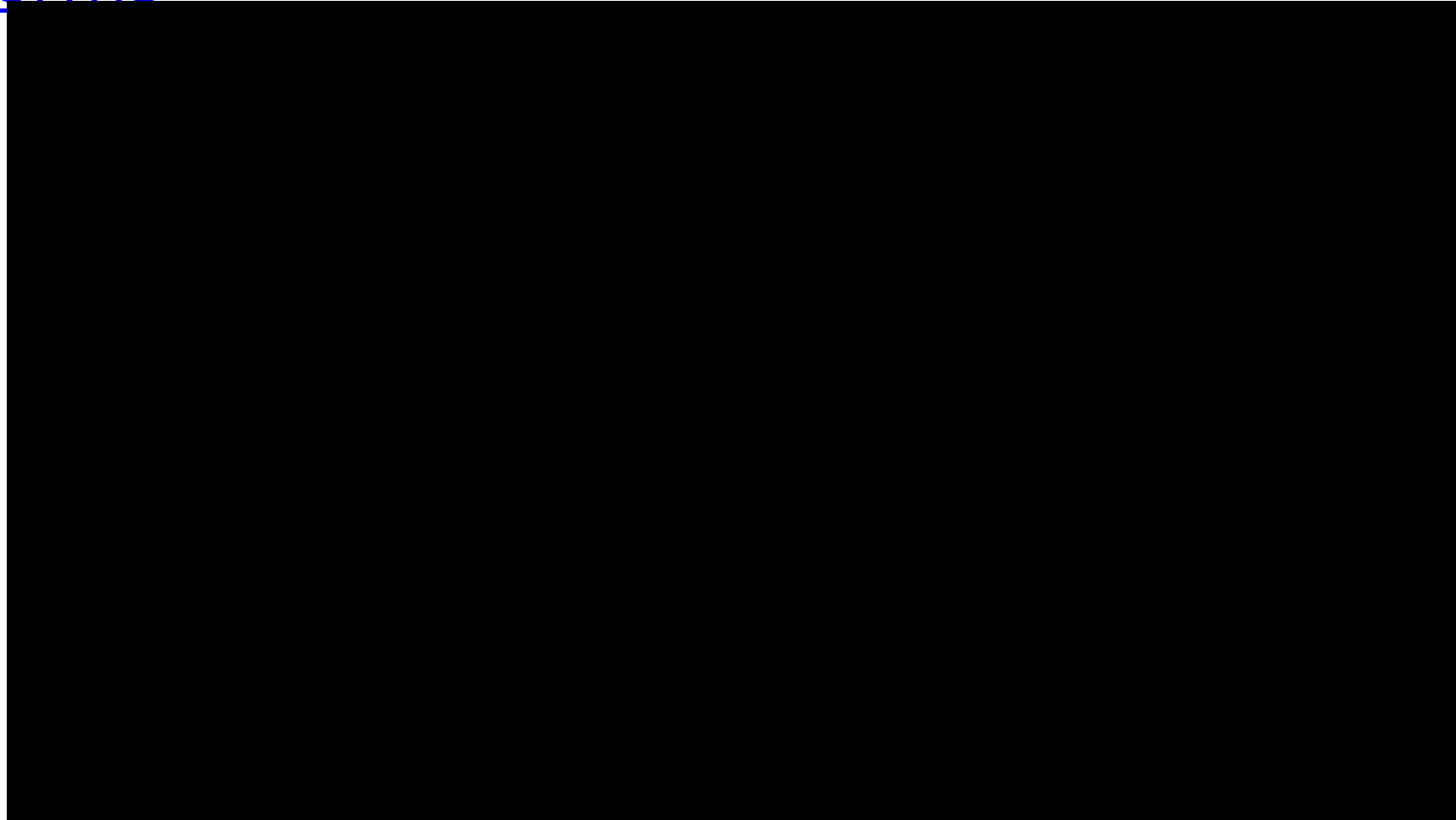
<http://alistapart.com/article/inline-validation-in-web-forms>



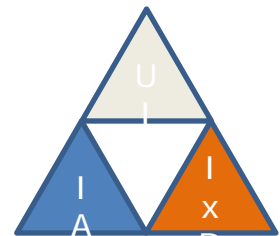
Traditional



<http://alistapart.com/article/inline-validation-in-web-forms>



Inline

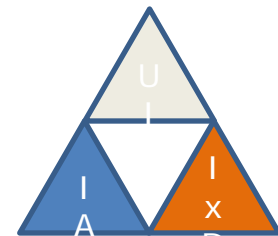


# Feedback Matters

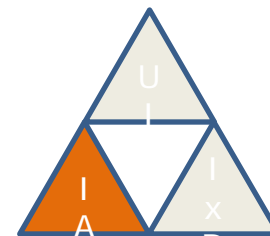
- Inline feedback gave:
  - a 22% increase in success rates,
  - a 22% decrease in errors made,
  - a 31% increase in satisfaction rating,
  - a 42% decrease in completion times, and
  - a 47% decrease in the number of eye fixations.

*“You’d rather know about your mistakes as you go along.”*

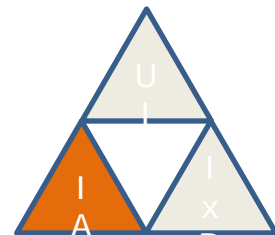
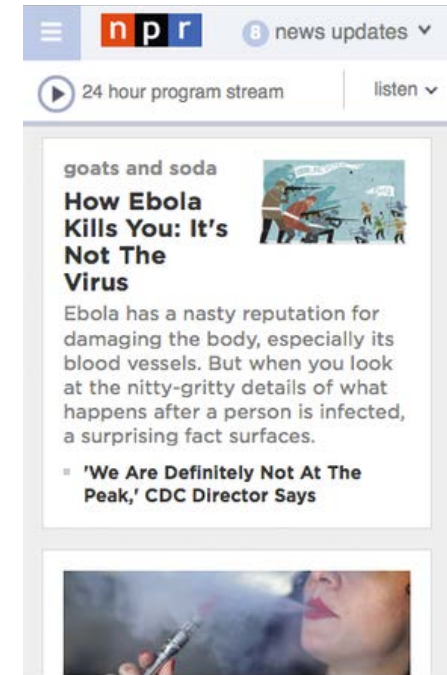
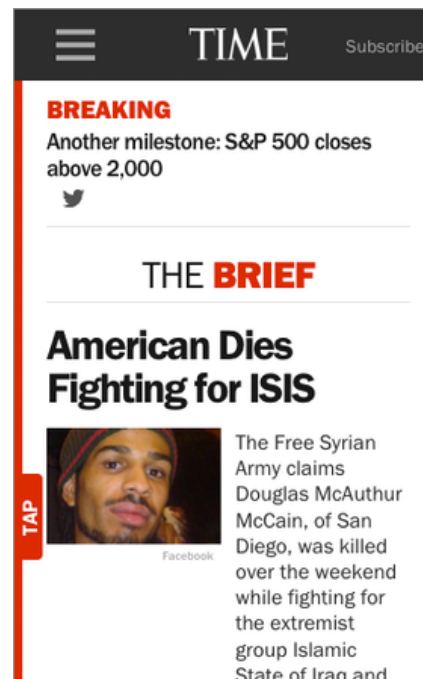
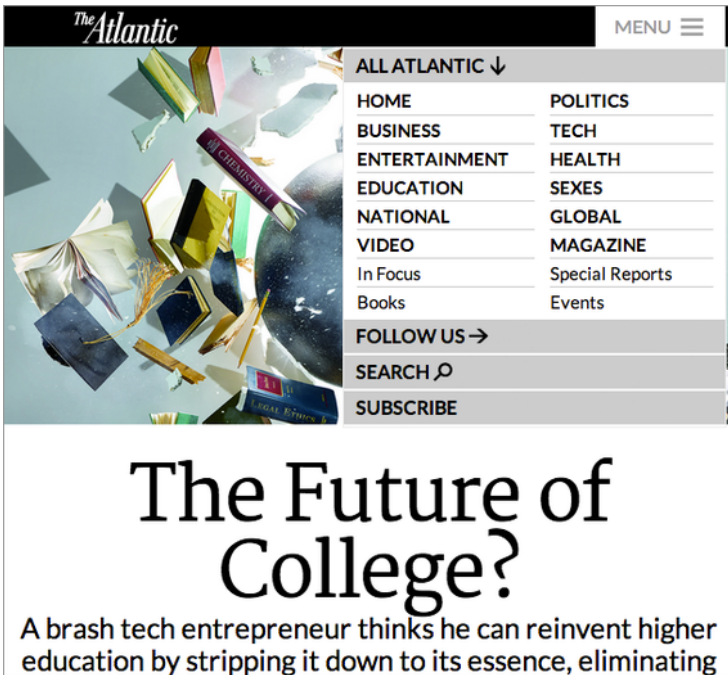
*“It’s much better than getting all the way down and hitting ‘submit,’ only to find out that it doesn’t like your username. It’s much better when it tells you as you go along.”*

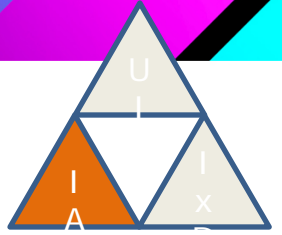


# Recognition over recall









caffeineinformer



MENU

caffeineinformer



Hamburger

120543

1211

iOS

148097

906

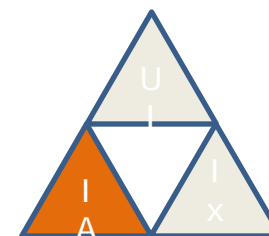
0.61%

1143

0.77%



**SO...**  
should i use a carousel?



1 2 3 4 5

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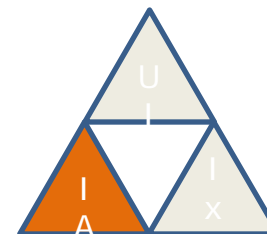
1 2 3

COUNTDOWN TO

# BLACK FRIDAY

DEALS WEEK

Deal of the  
Invicta Pro  
for Women and





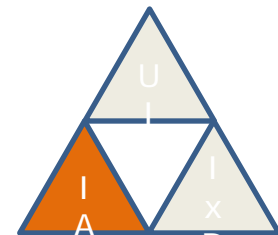
SLIDE 1

SLIDE 2

SLIDE 3

SLIDE 4

**USER ENGAGEMENT OF SLIDESHOWS**

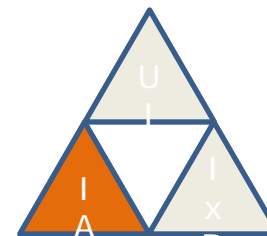




# NO!!!



seriously, you really shouldn't





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- Easy Chip and Nut Bread [See Recipe](#)
- Hot or Cold Sesame Noodles [See Recipe](#)
- Curried Quinoa [See Recipe](#)
- Vanilla Rich Chocolate Chip Cookies [See Recipe](#)

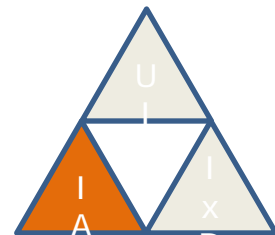


**A REALM REBORN**  
**FINAL FANTASY XIV ONLINE**

Pre-order and get a \$5 credit  
+ early access  
+ digital in-game content

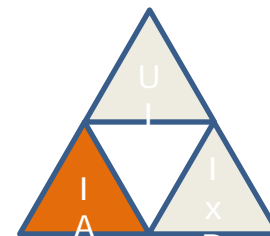
> [Shop now](#)

- Final Fantasy XIV**  
Available August 27
- Total War: Rome II**  
Available September 3
- Hot Summer MMOs**  
Ready for a new adventure?
- Indie Games Store**  
Featuring Castle Crashers and much more





Clear affordances  
+  
Recognition over recall





# USE CLEAR LANGUAGE

## Larabie Fonts

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| donations  | links        |
| font forum | email        |

Welcome to Larabie Fonts. All the fonts on this site were created by me, **Larabie**. They're all free for commercial use. I have extended "Deluxe" family. Feel free to **browse** through the site and download whatever you need. For help installing them, check out the **font forum** page.

There are loads of new fonts from Foundry, **Typodermic**. Click the link and check them out.

## TYPODERMIC FONTS

Home About Shop License

Search



### NK57 Monospace

5 WIDTHS & ITALICS  
 ABCDEFGabcdeFg  
 ABCDEFGabcdeFg  
 ABCDEFGabcdeFg  
 ABCDEFGabcdeFg  
 ABCDEFGabcdeFg  
 ABCDEFGabcdeFg  
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 ABCDEFGabcdeFg

6 WEIGHTS (60 STYLES IN TOTAL)  
 ABCDEFGabcdeFg  
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 ABCDEFGabcdeFg

### NK57 Monospace

1 month ago

### ATHABASCA

ABCabc ABCDEFG abcdefg 1234 1234 ABC abc  
 ABC abc ABCDEFG abcdefg 1234 1234 ABC abc  
 ABC abc ABCDEFG abcdefg 1234 1234 ABC abc  
 ABC abc ABCDEFG abcdefg 1234 1234 ABC abc  
 ABC abc ABCDEFG abcdefg 1234 1234 ABC abc  
 ABC abc ABCDEFG abcdefg 1234 1234 ABC abc

### Athabasca

2 months ago

### GARGLE!!!

ABCDEabcde1234 ABCDEabcde1234 ABCDEabcde1234 ABCDEabcde1234  
 ABCDabcd123 ABCDabcd123 ABCDabcd123 ABCDabcd123  
 ABCabc123 ABCabc123 ABCabc123 ABCabc123  
 FEATURING AUTOMATIC OpenType LETTER/NUMERAL VARIATIONS  
 & SMART SERIFED I MULTILINGUAL SYMBOL SHORTCODES!!!

### Gargle

2 months ago

### MESMERIZE

8 WEIGHTS  
 ABCDEFG abcdefg 123456789 123456789  
 ABCDEFG abcdefg 123456789 123456789  
 ABCDEFG abcdefg 123456789 123456789  
 ABCDEFG abcdefg 123456789 123456789  
 ABCDEFG abcdefg 123456789 123456789  
 ABCDEFG abcdefg 123456789 123456789  
 ABCDEFG abcdefg 123456789 123456789  
 ABCDEFG abcdefg 123456789 123456789

5 WIDTHS  
 ABCDEabcde  
 ABCDEabcde  
 ABCDEabcde  
 ABCDEabcde  
 ABCDEabcde  
 ITALICS, TAB NUMERALS & FRACTIONS  
 ABCDEFG abcdefg 01234567 8/9 29/64

### Mesmerize

3 months ago

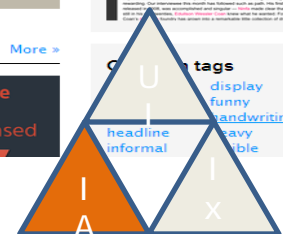
Welcome to MyFonts!  
 Use the world's largest collection of fonts to...  
 · Find fonts for your project  
 · Identify fonts you've seen  
 · Try fonts before buying  
 · Organize fonts you like

### Latest newsletter



### Common tags

display  
 funny  
 handwriting  
 heavy  
 informal  
 variable



# Contextual Principles

- What you know about the context/users/activity. E.g.
  - Recipes must be scannable
  - User should know where they are in a recipe
  - Recipes allow users to find ingredients for shopping and mise en place by listing them apart from instructions

## INGREDIENTS

6 tablespoons unsalted butter

2 medium yellow onions, chopped

2 cloves garlic, chopped

24 ounces canned whole plum tomatoes

3 cups homemade or low-sodium store-bought chicken stock

2 teaspoons sea salt

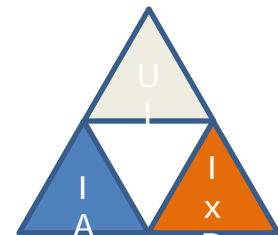
1/4 teaspoon freshly ground black pepper

## DIRECTIONS

Melt butter in a large saucepan over medium-low heat. Add onion and garlic; cook, stirring, until onions have softened, about 15 minutes.

Add tomatoes, chicken stock, salt, and pepper; bring to a boil. Reduce heat to low and cook until tomatoes, onions, and garlic are soft, 10 to 20 minutes.

Working in batches, transfer soup to the jar of a blender and puree until smooth. Return to saucepan and place over medium heat. Cook until soup is heated through. If soup seems too thick, stir in some extra stock to thin. Serve immediately.



# Tivo Tennants

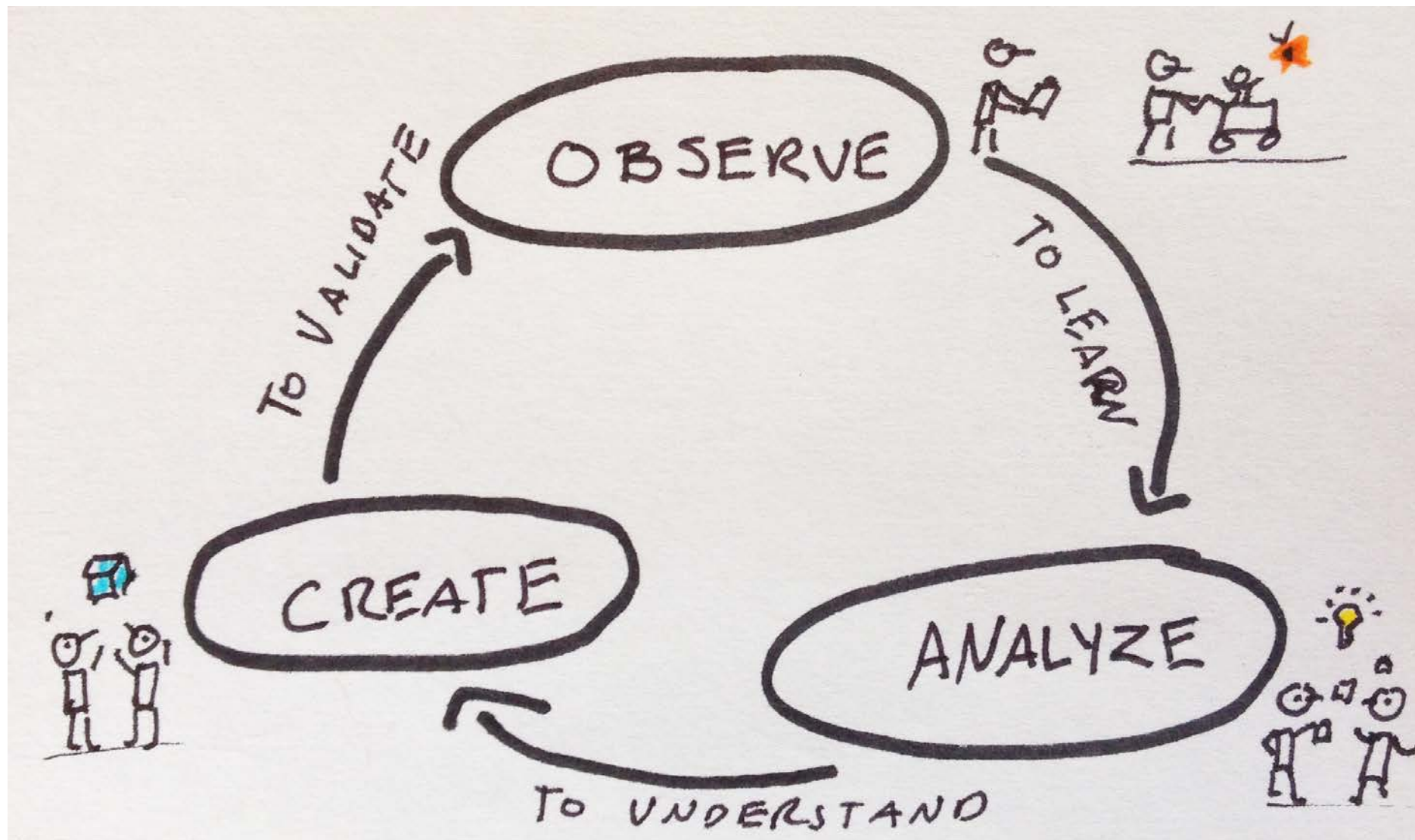


- It's entertainment, stupid.
- It's TV, stupid.
- It's video, dammit.
- Everything is smooth and gentle.
- No modality or deep hierarchy.
- Respect the viewer's privacy.
- It's a robust appliance, like a TV.

# Invent five contextual Principles



# Things you do



# OBSERVE

CONVERSATION STARTERS



ANALOGOUS INSPIRATION



CARD SORT



COLLAGE



GUIDED TOUR





# CONTEXTUAL INQUIRY, FIELD STUDIES, & ETHNOGRAPHY

58



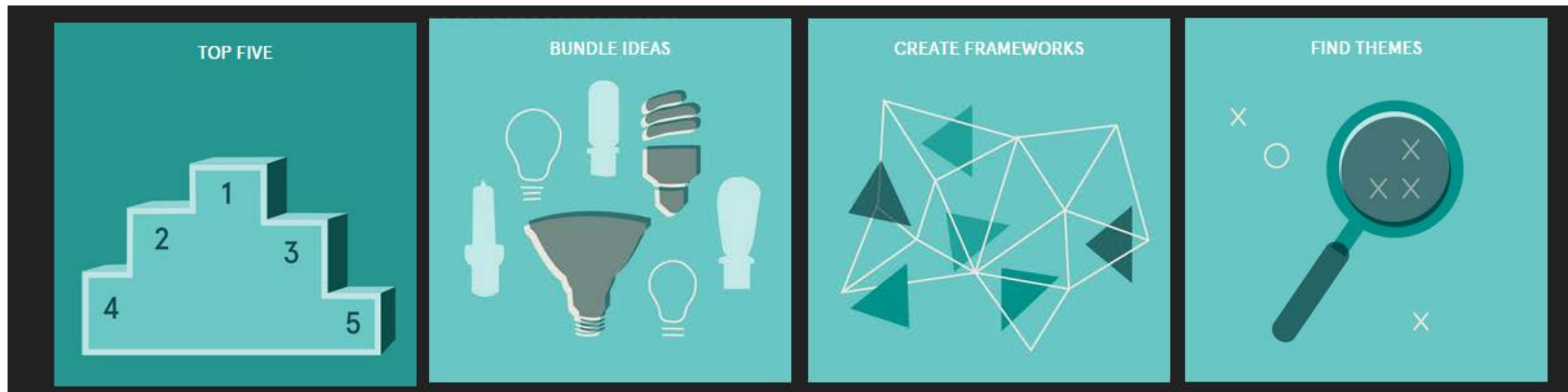


# USABILITY TESTING



<http://nform.com> | <http://uid.com>

# ANALYZE



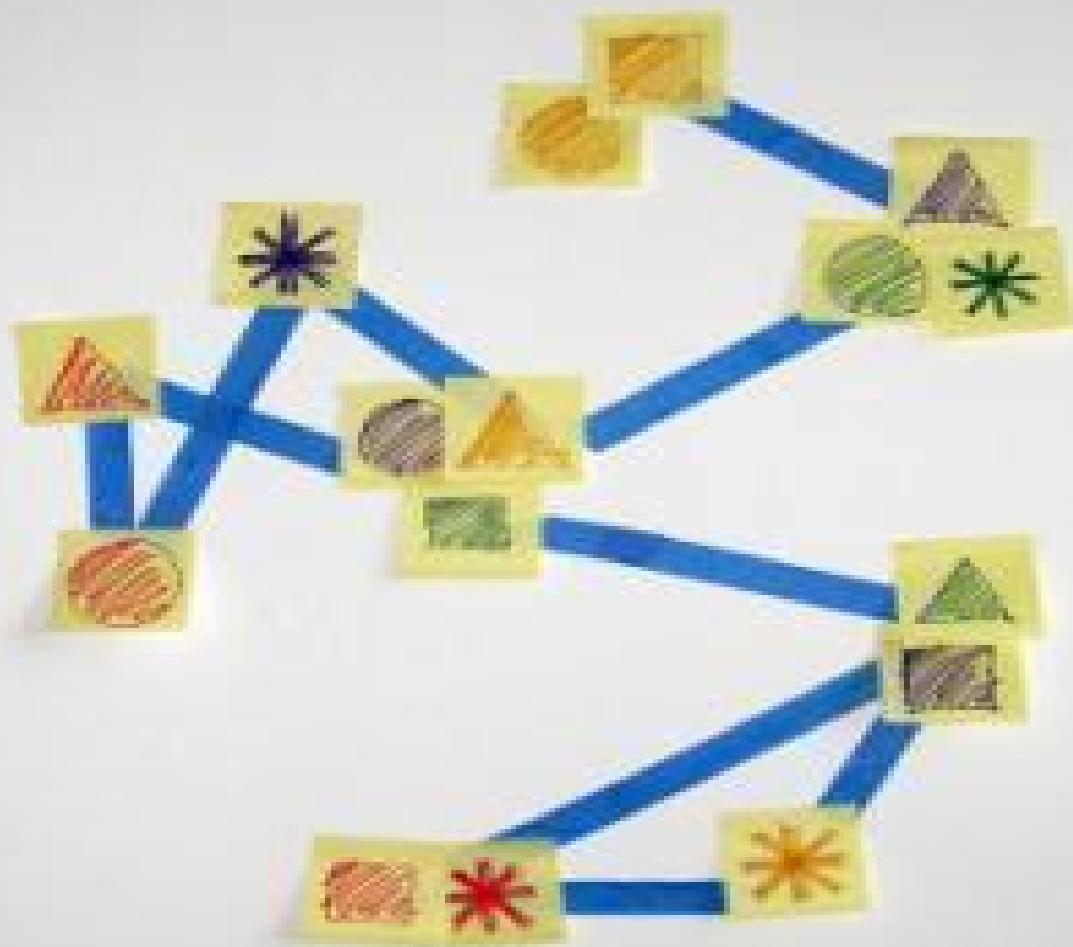


# CHUNK FINDINGS INTO AFFINITY GROUPS



# Play with possible models

Relationship  
to other data



Credit: [Steve Portigal](#)



# Play with possible models

Frequency



# Play with possible models

## Timeline

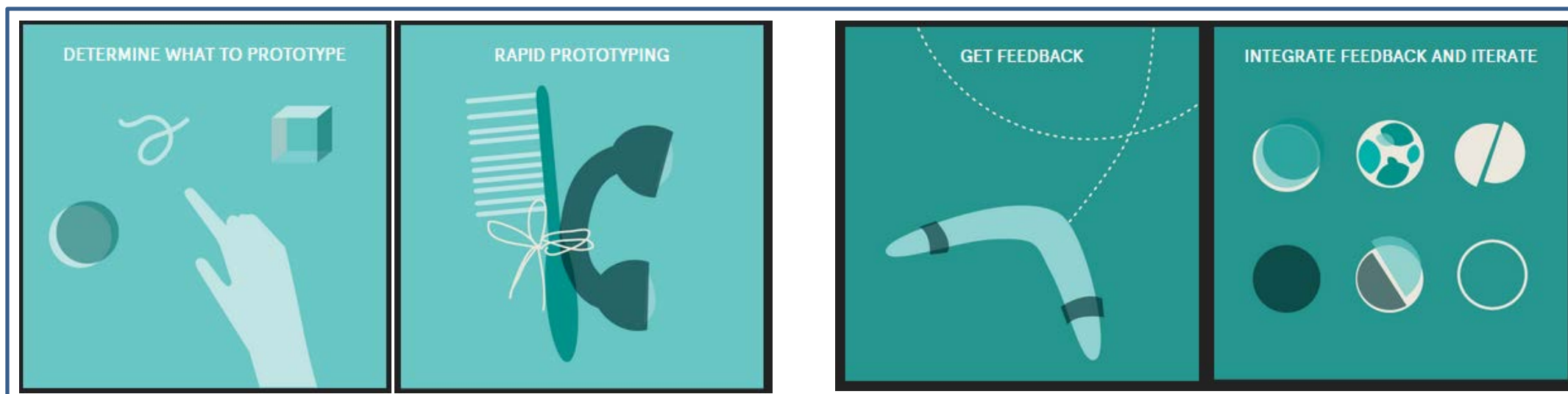


## Why?

Discover unexpected insights in the data

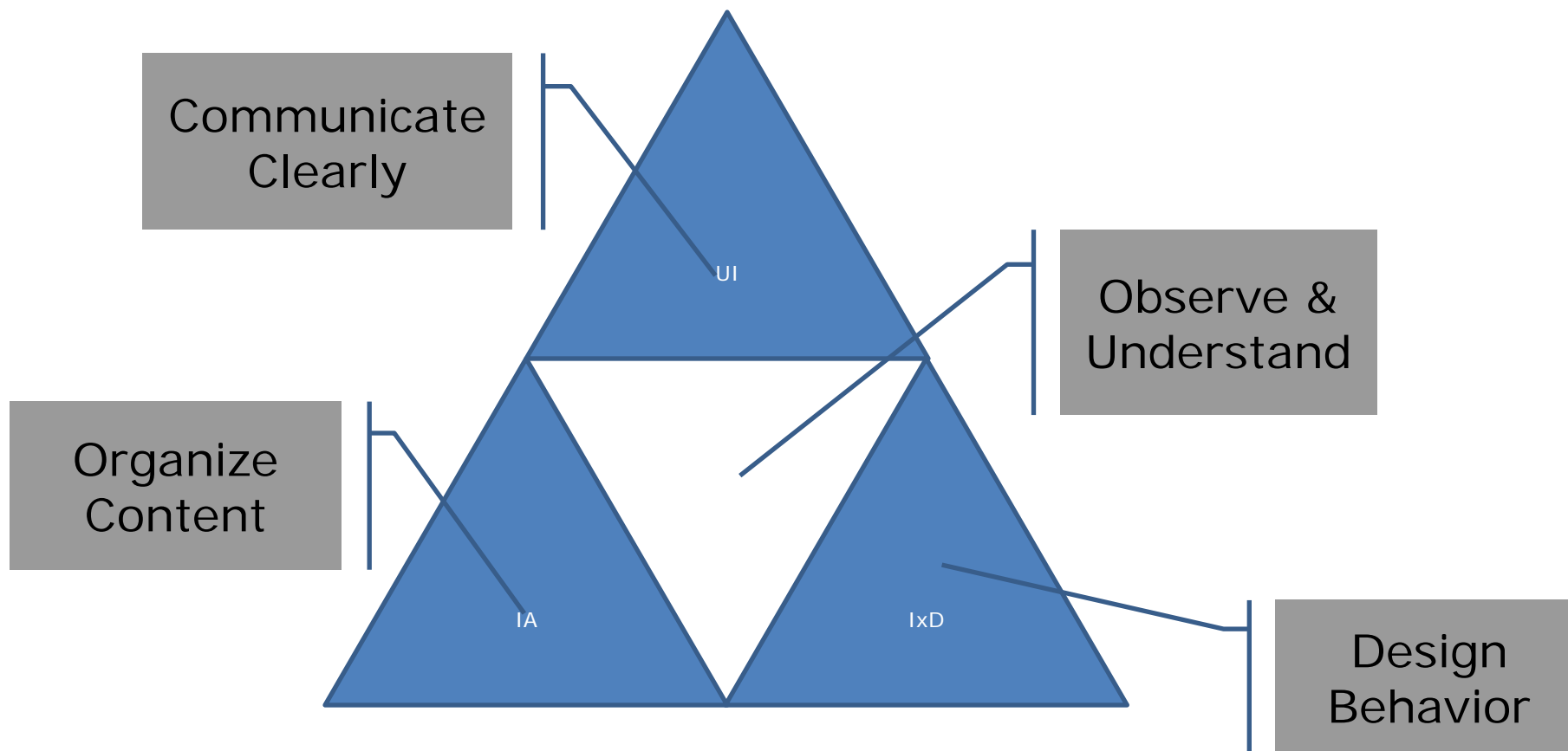
[Eirik Newth](#)

# MAKE

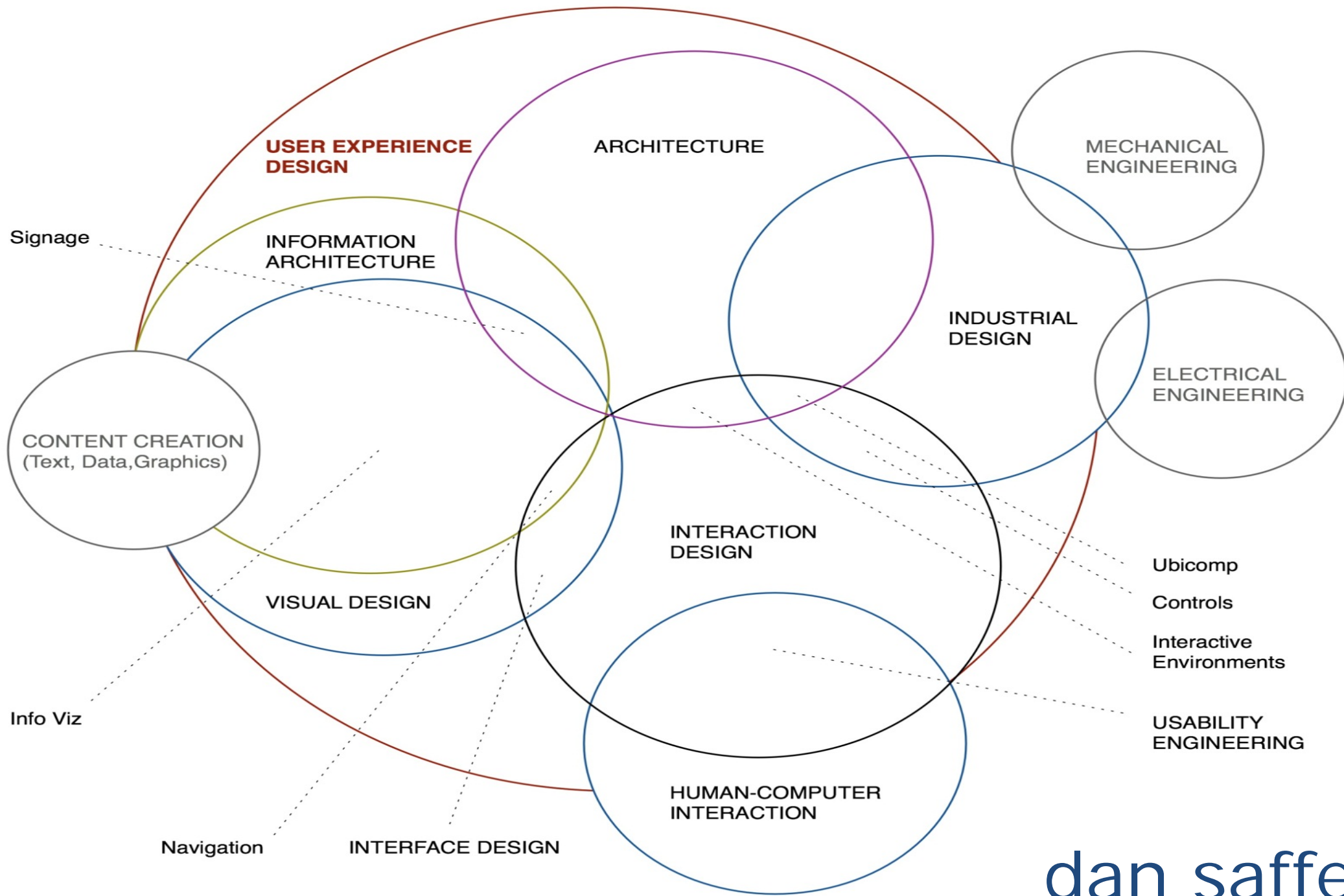




# WHAT MUST BE DONE WELL



# User experience is big



# The Heart of UX is Small

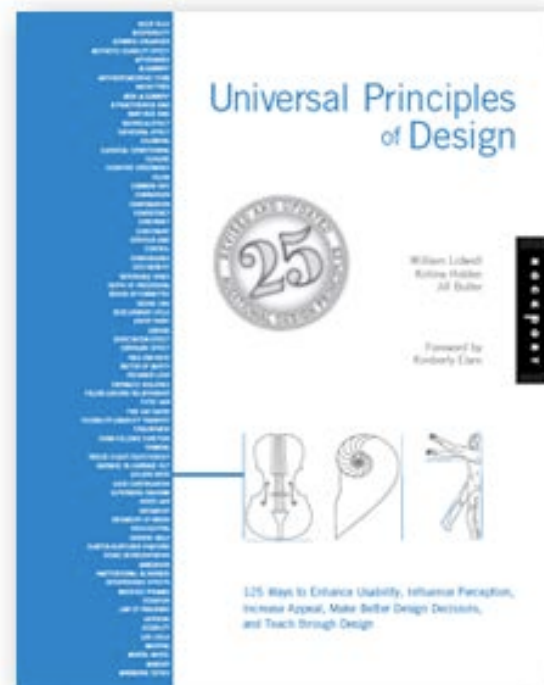
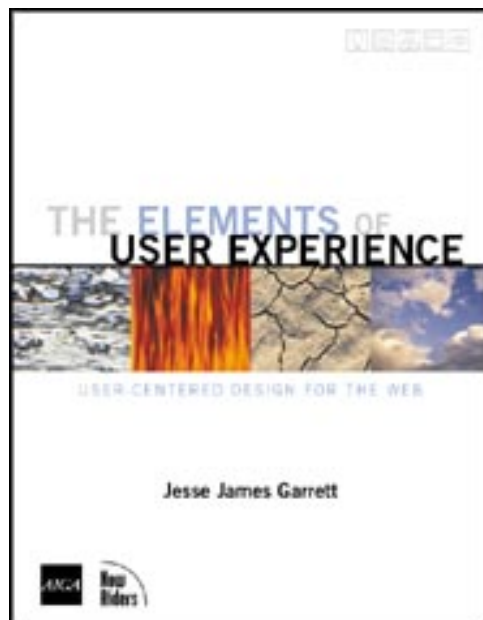
- Start with the **user**: her goals, needs and habits
- Follow known principles
- Finish with the **user**, test during design.
- Everyone must care for the **user**.

It's all about the  
USER'S  
EXPERIENCE

CUSTOMER SERVICE



# DISCUSSION



@cwodtke

THANKX :)