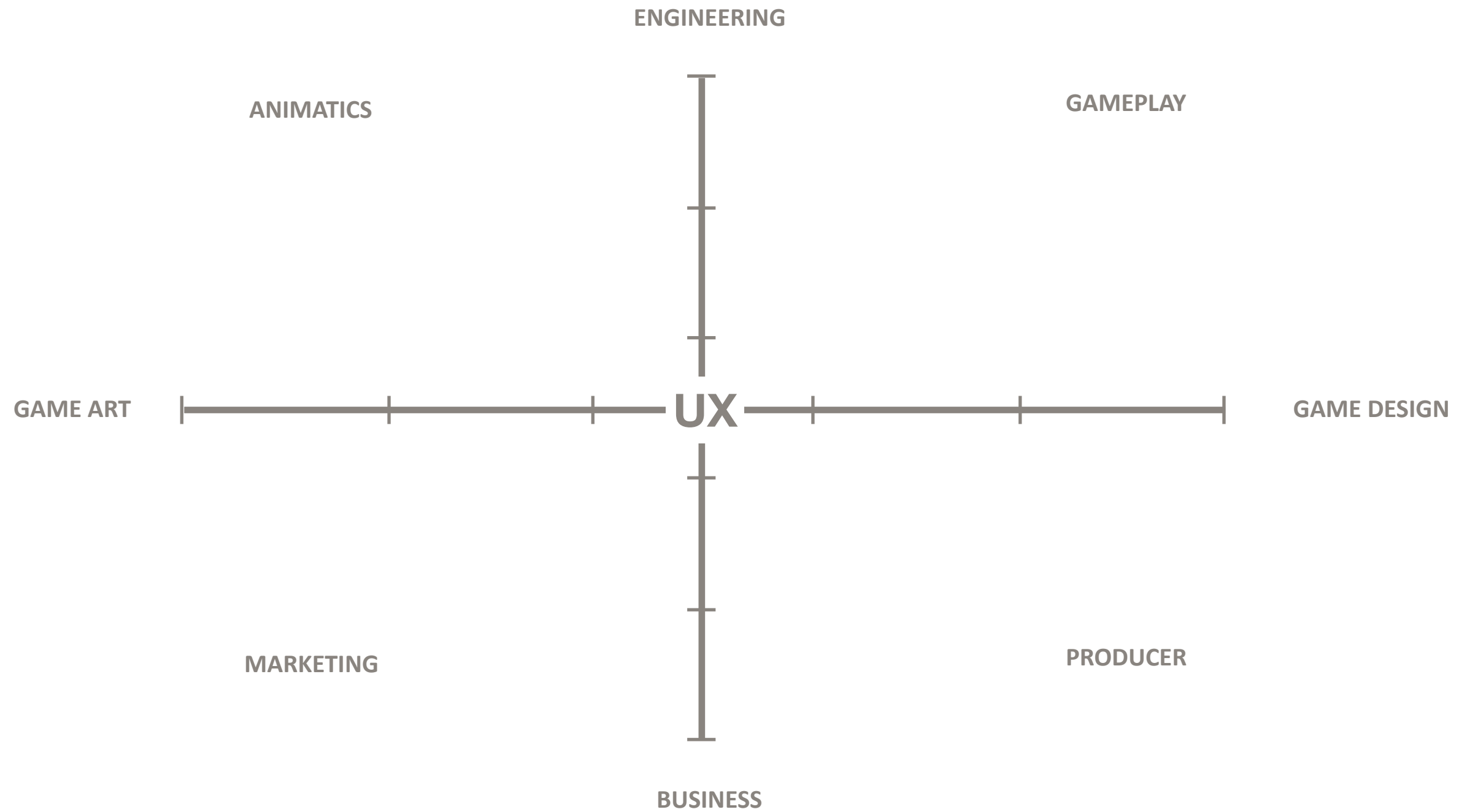


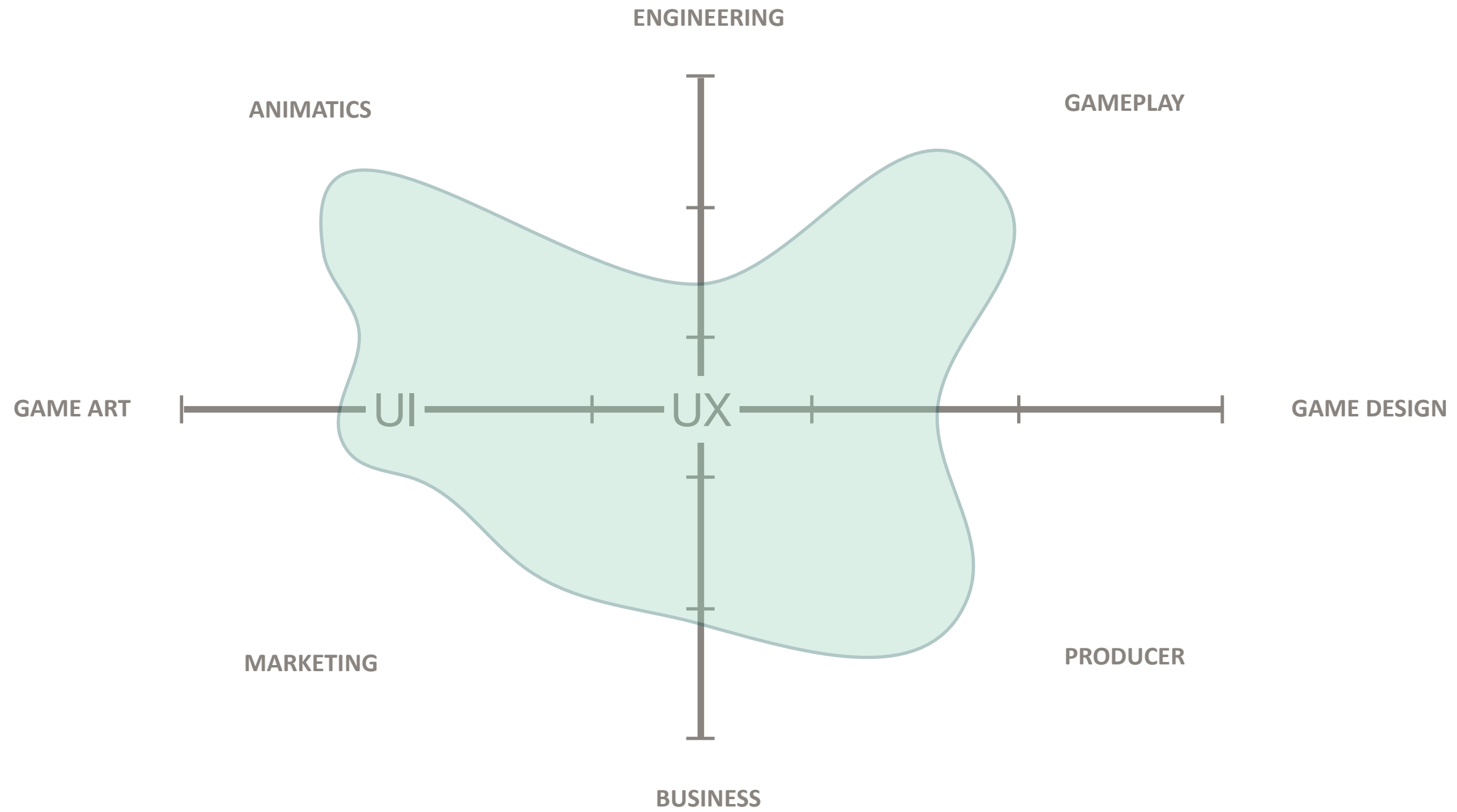
GDC[®]

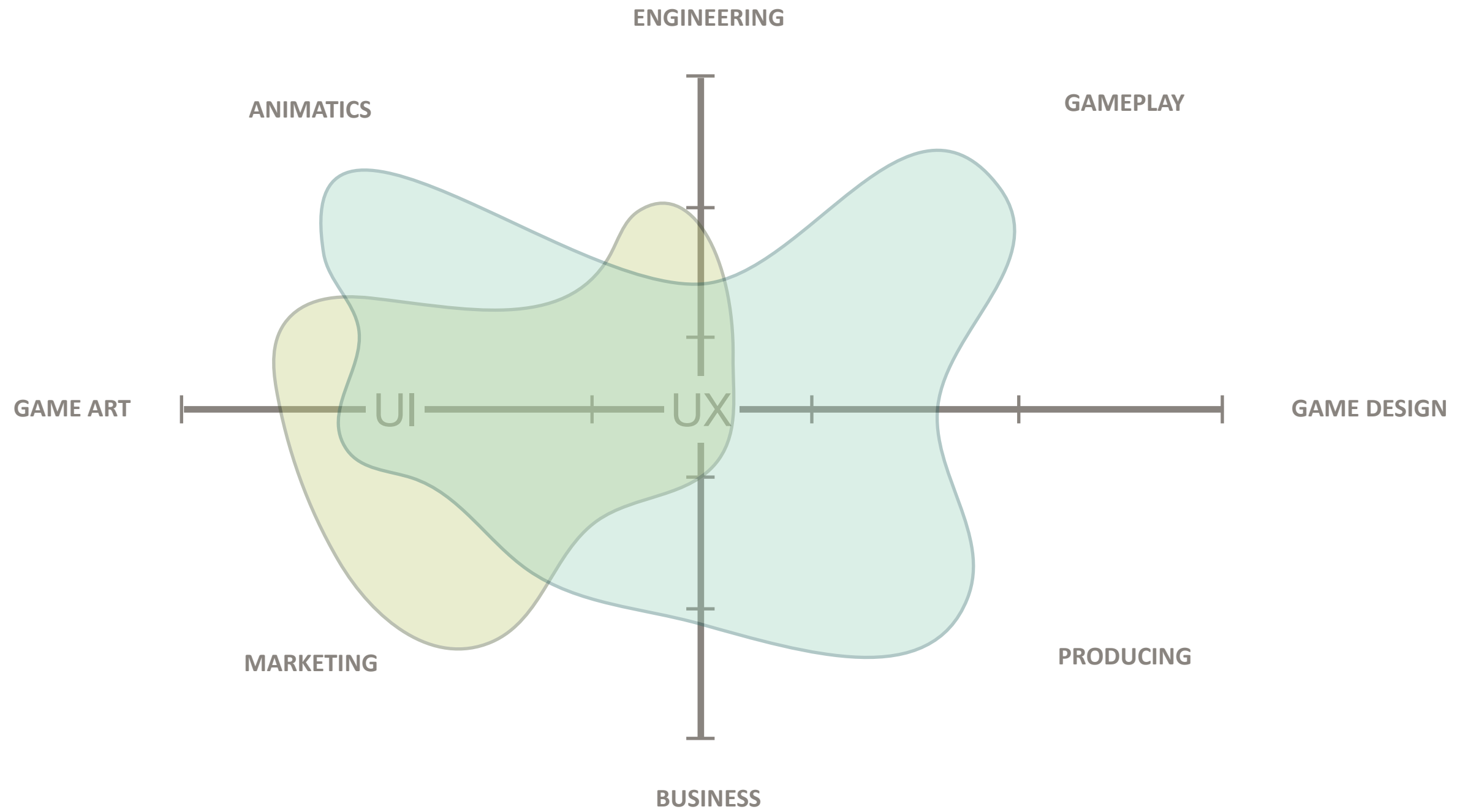
HELPING YOU AND YOUR TEAM FIND YOUR WAY

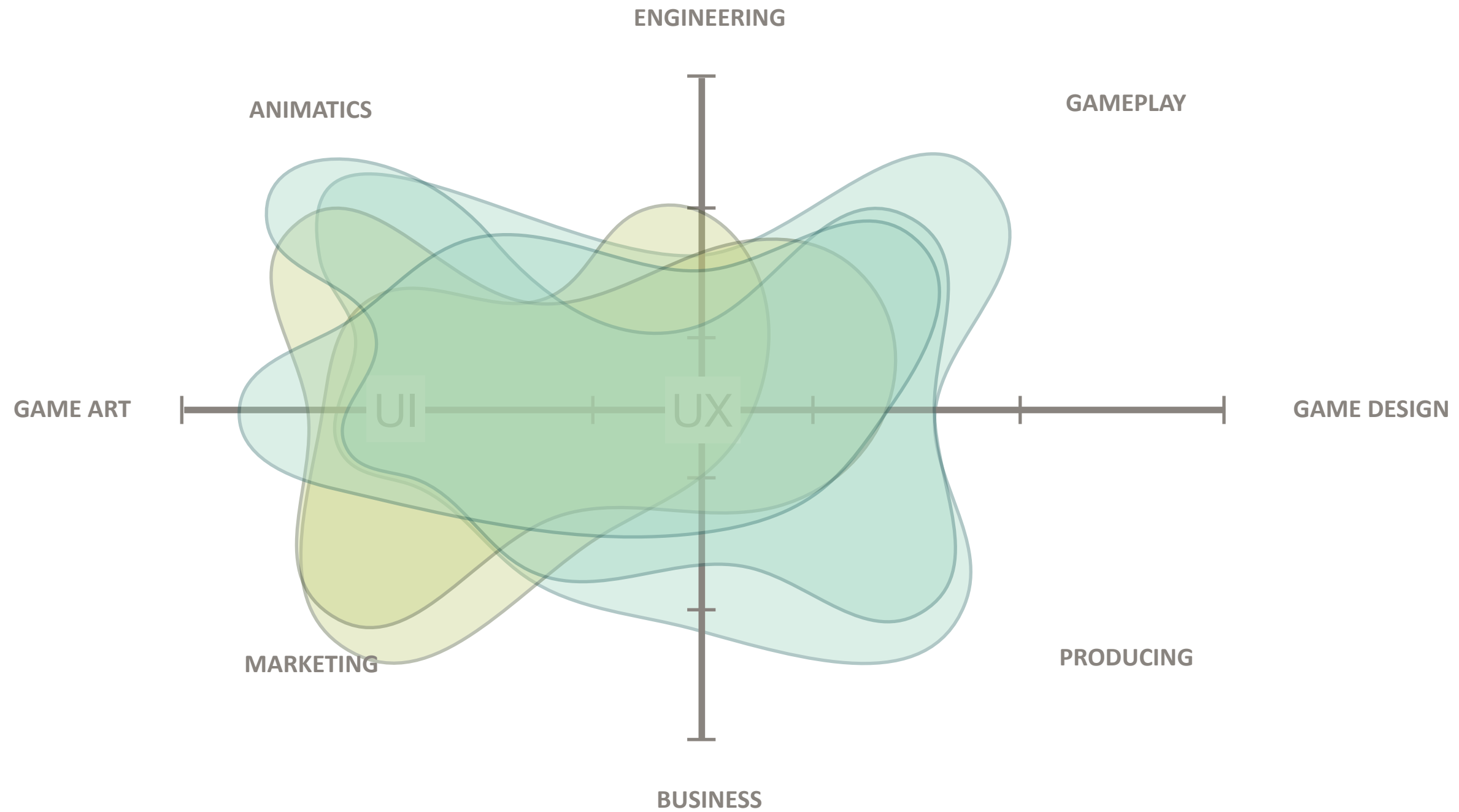
Paul Rybicki

UX Design Director - Maxis (Electronic Arts)



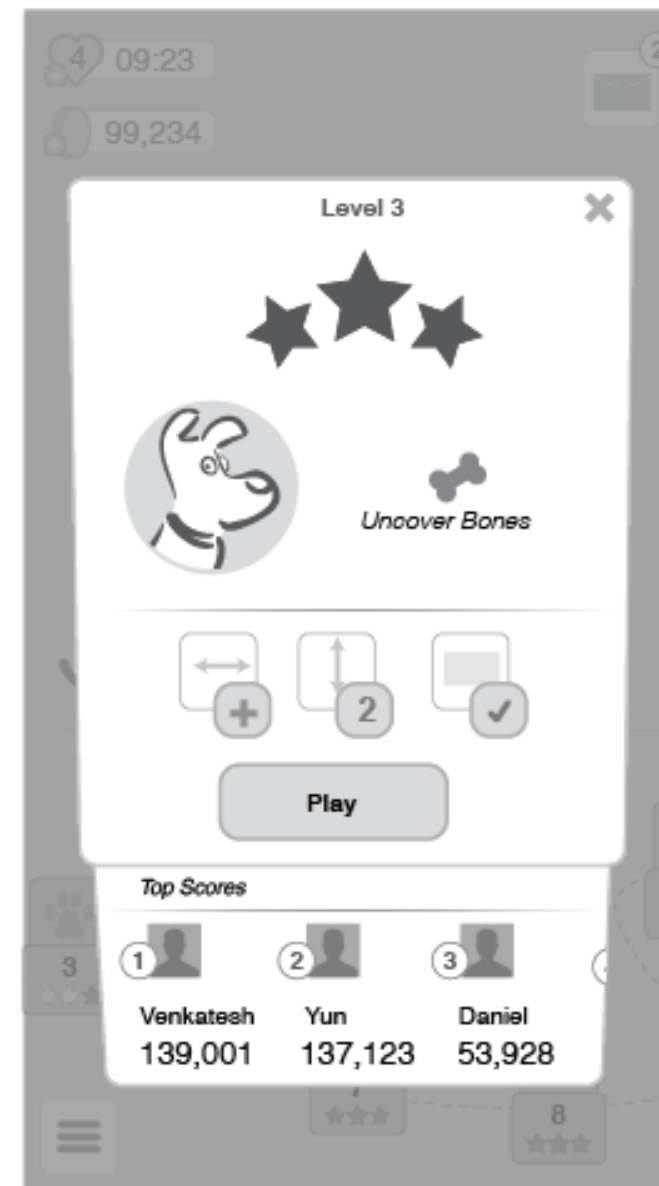
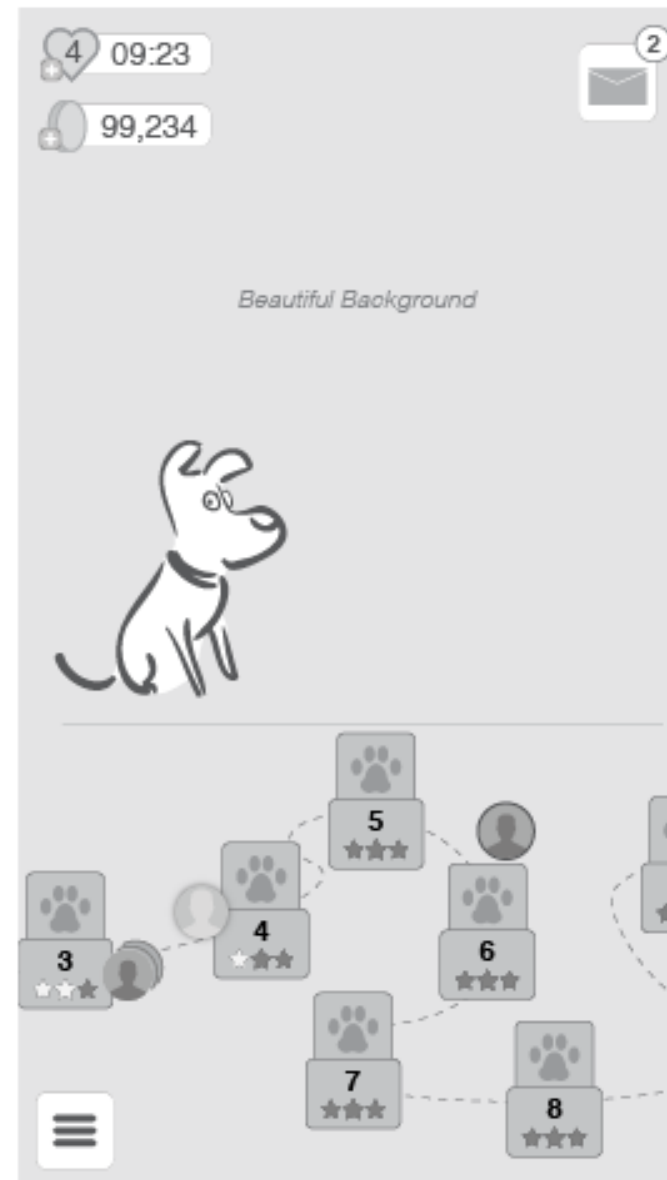








..sooo what does UX Design Do?





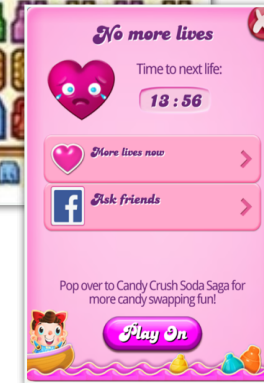
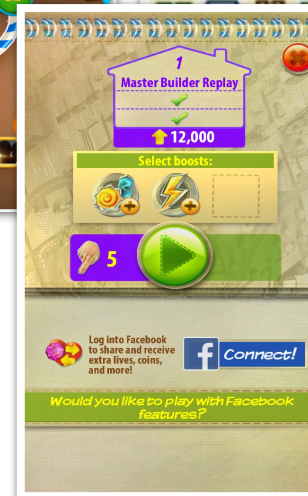
6



Understand The Space

1 PRODUCT RESEARCH

- Review all existing documents
- Interview all the stakeholders (even the invisible ones)
- Know/play the current genre and classics
- Take your screenshots and make a Map - PM or GD can be doing this

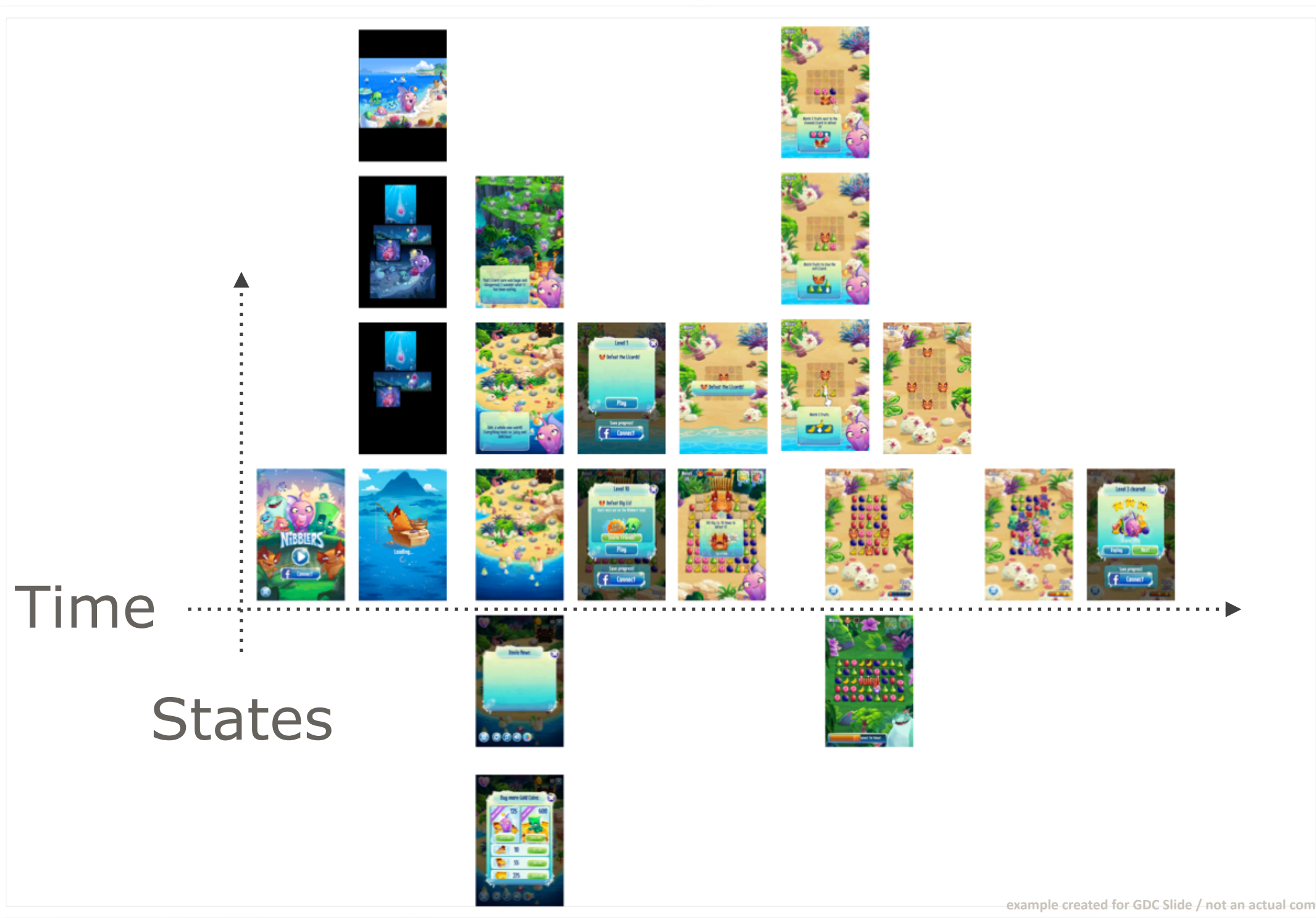


6

source: google images

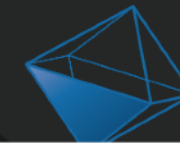


1 PRODUCT RESEARCH



6





Map The Player Journey

1 PRODUCT
RESEARCH

2 INFORMATION
ARCHITECTURE

- Think through the player journey
- 1 want 1 box
- Add decisions & supporting info
- Can you remove anything?
- Split out screens with too many decisions/info



6

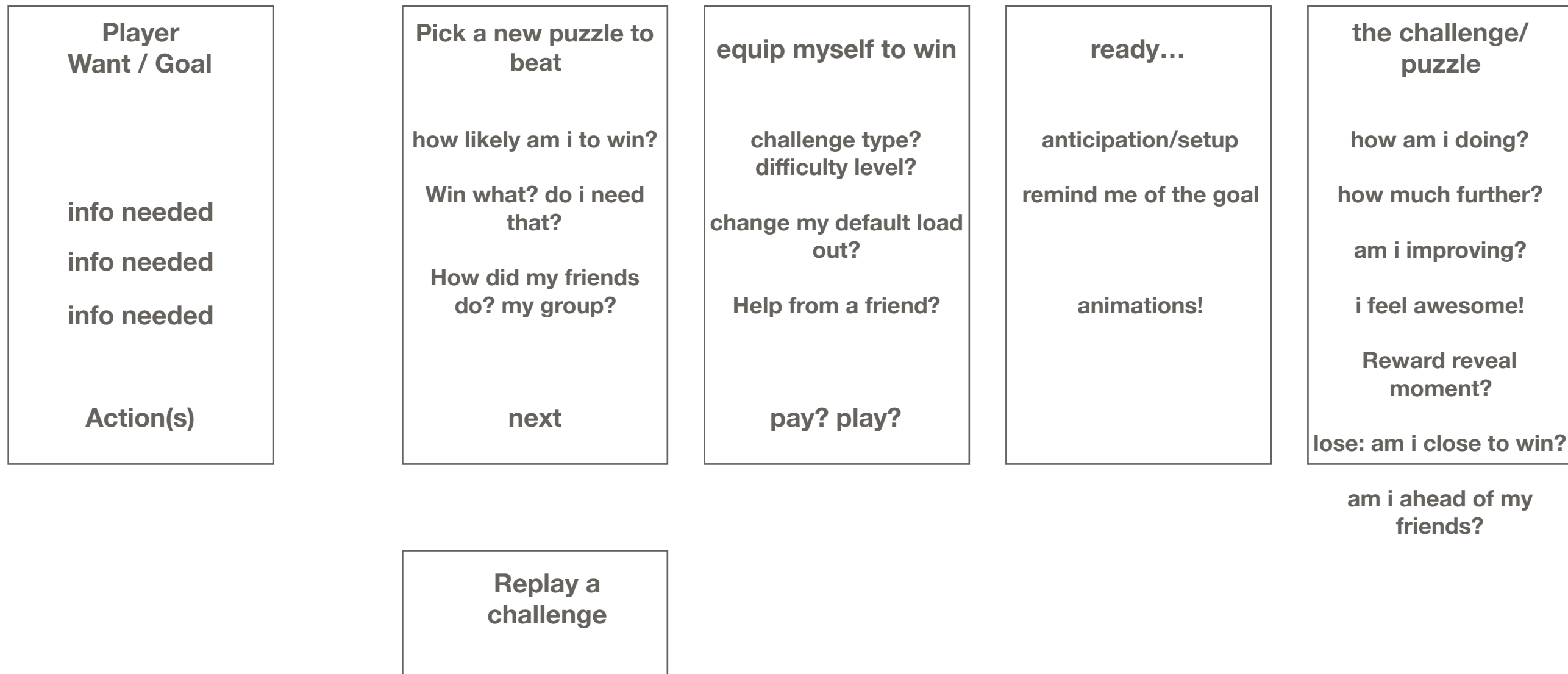


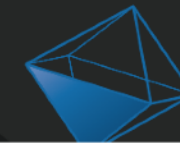
Map The Player Journey

1 PRODUCT RESEARCH

2 INFORMATION ARCHITECTURE

6



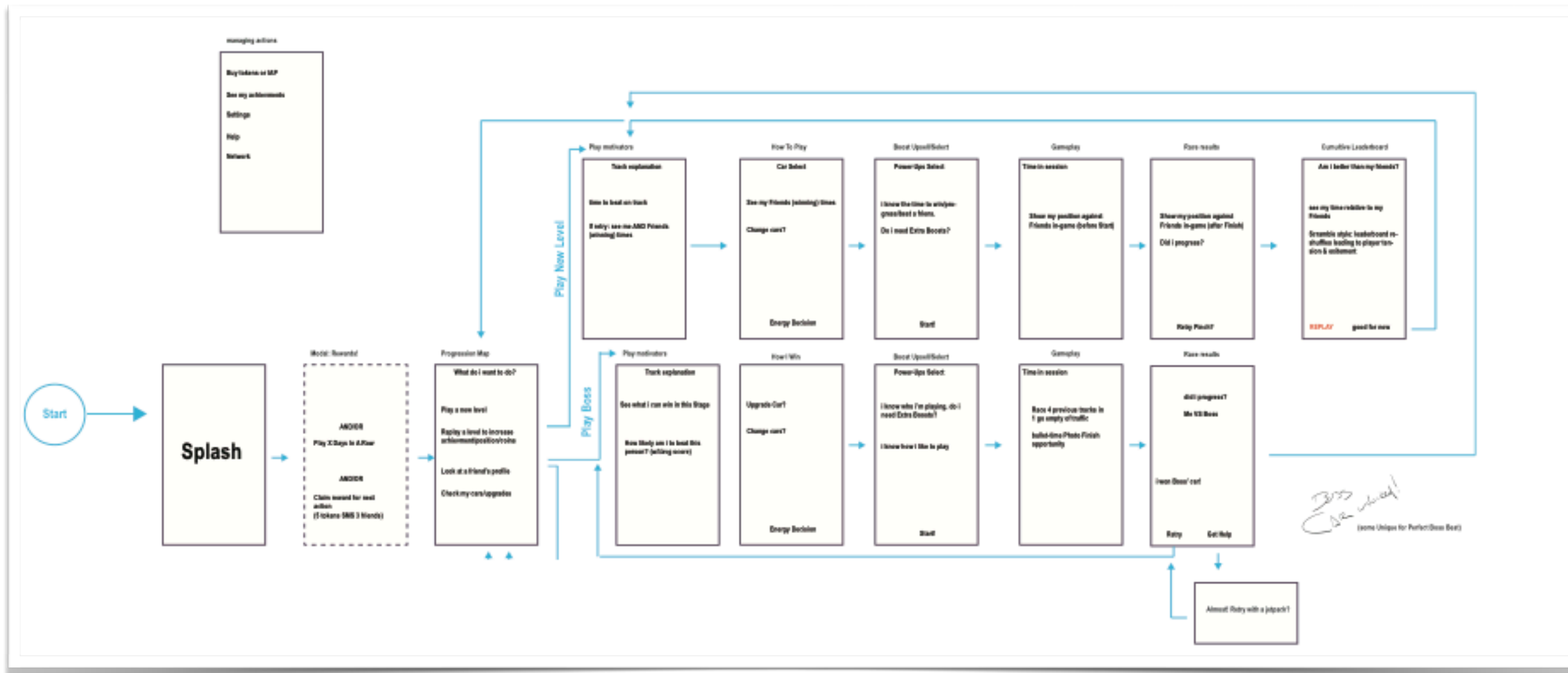


Time

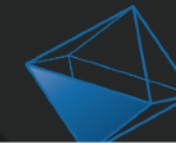
1 PRODUCT RESEARCH

2 INFORMATION ARCHITECTURE

6



Whiteboard, Sticky Notes, Illustrator, Balsamiq



Off Topic: Define 3 Player Personas

1 PRODUCT RESEARCH
2 INFORMATION ARCHITECTURE

- A snapshot of the player you **believe** you're creating for (if you don't have)
- Target Persona & 2 bookend
- Better to make up & write down than everyone *assume* in your heads
- Print and post on the wall to act as discussion anchors & revise when your assumptions are disproven

Tina Ferraro-Smith Customer Service Agent De La Visage, Houston Texas Age: 28 Years	P.J. Castillo Technical Support Agent International Technology Products Age: 22 Years	Anthony Fox Telemarketing Agent Book Bargains, Raleigh NC Age: 22 Years
		
"Sure I can take care of that for you."	"Hold on, I'll get that answer for you in a moment."	"If I sell 40 books I can stay one more week in Europe!"
Goals <ul style="list-style-type: none">• Put customers first• Go home in a decent mood• Get promoted	Goals <ul style="list-style-type: none">• Don't look stupid in front of customers or boss• Help people• Keep his job	Goals <ul style="list-style-type: none">• Stay alert and engaged• Not have to think about his work• Make money

6

source: google images



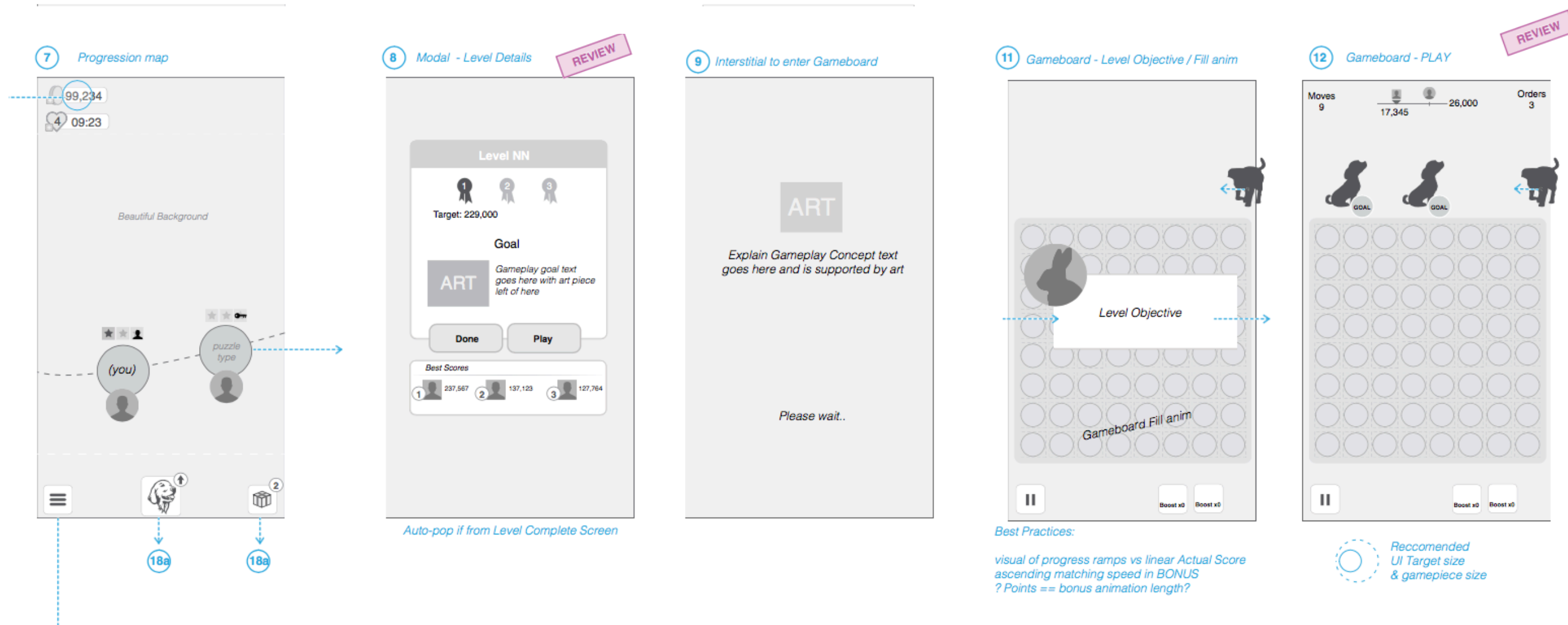
Block Out The IA

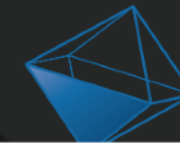
1 PRODUCT RESEARCH

2 INFORMATION ARCHITECTURE

3 BOX WIRES

6



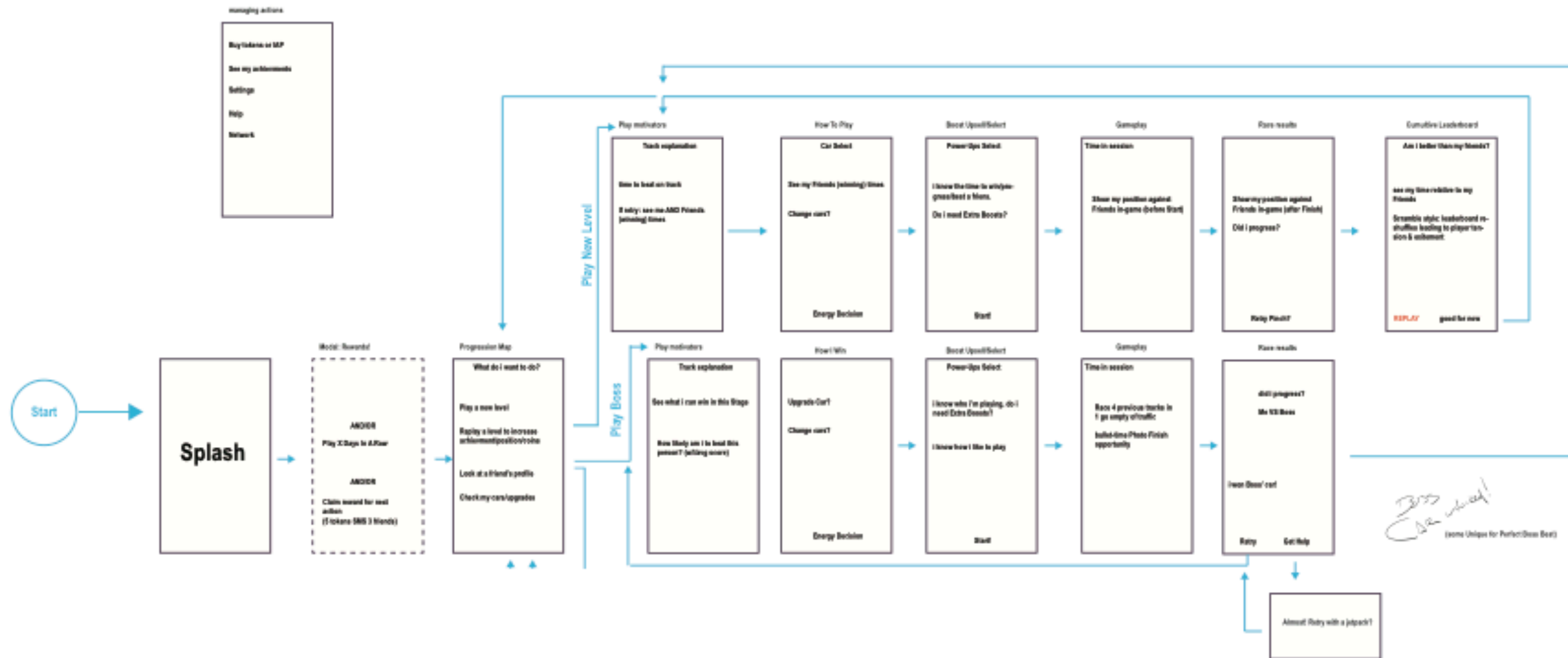


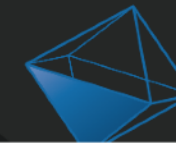
1 PRODUCT RESEARCH

2 INFORMATION ARCHITECTURE

3 BOX WIRES

6



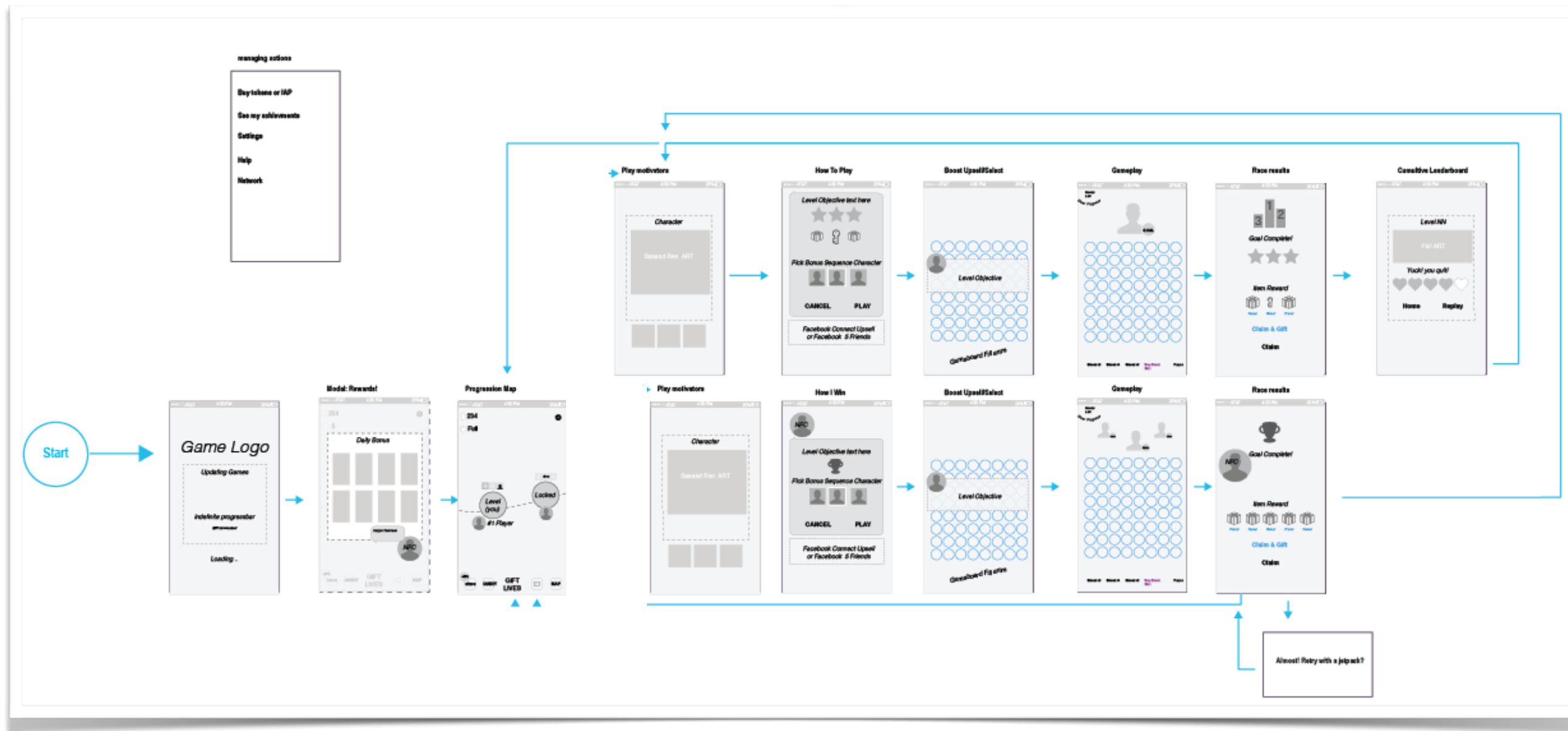


1 PRODUCT RESEARCH

2 INFORMATION ARCHITECTURE

3 BOX WIRES

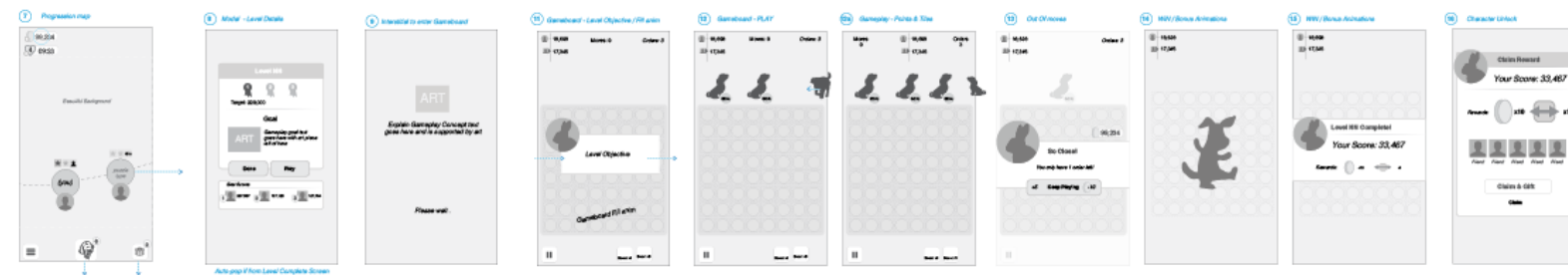
6





Player States

- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS



6



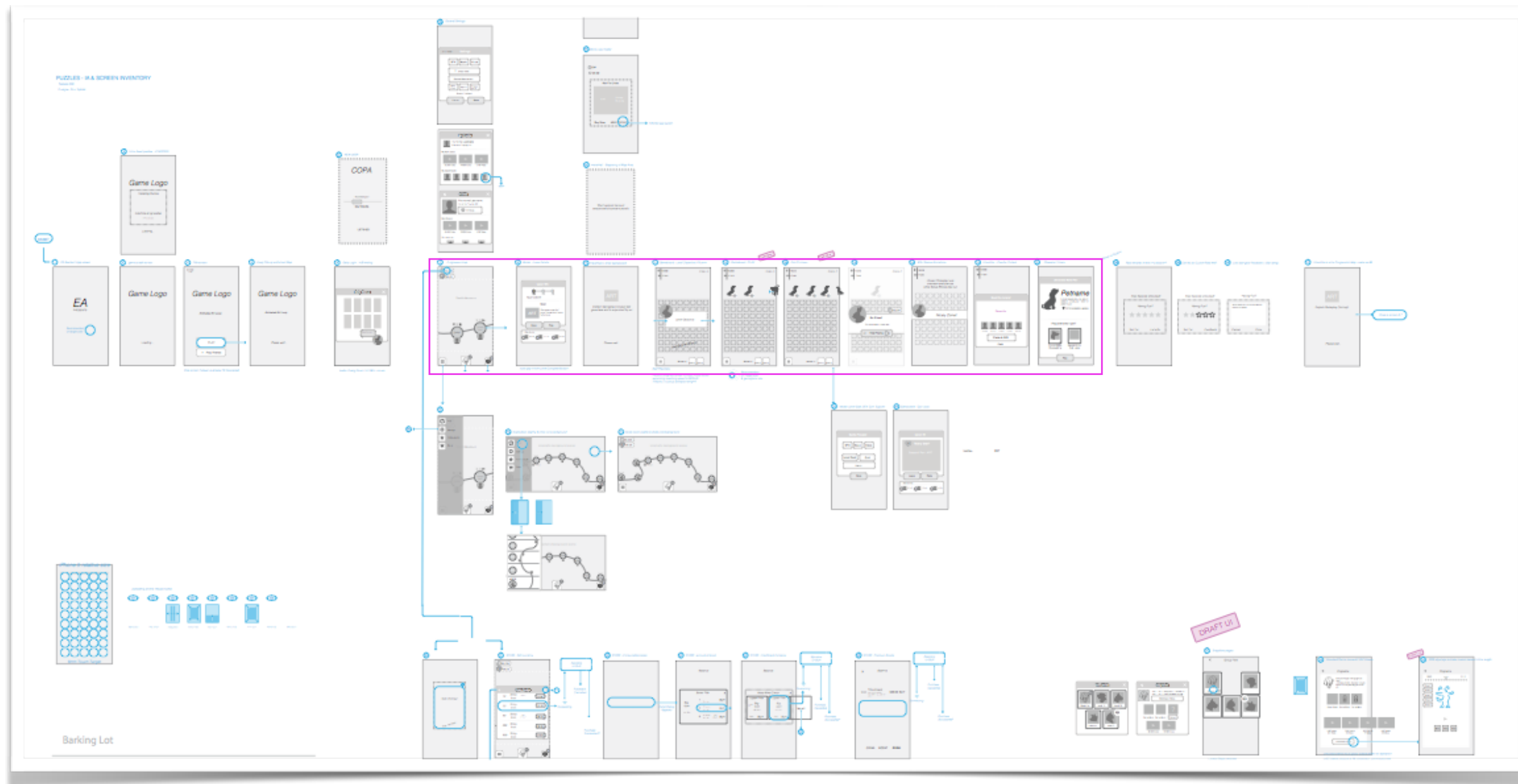


- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS
- 6



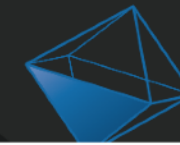


Player Flow In A Map

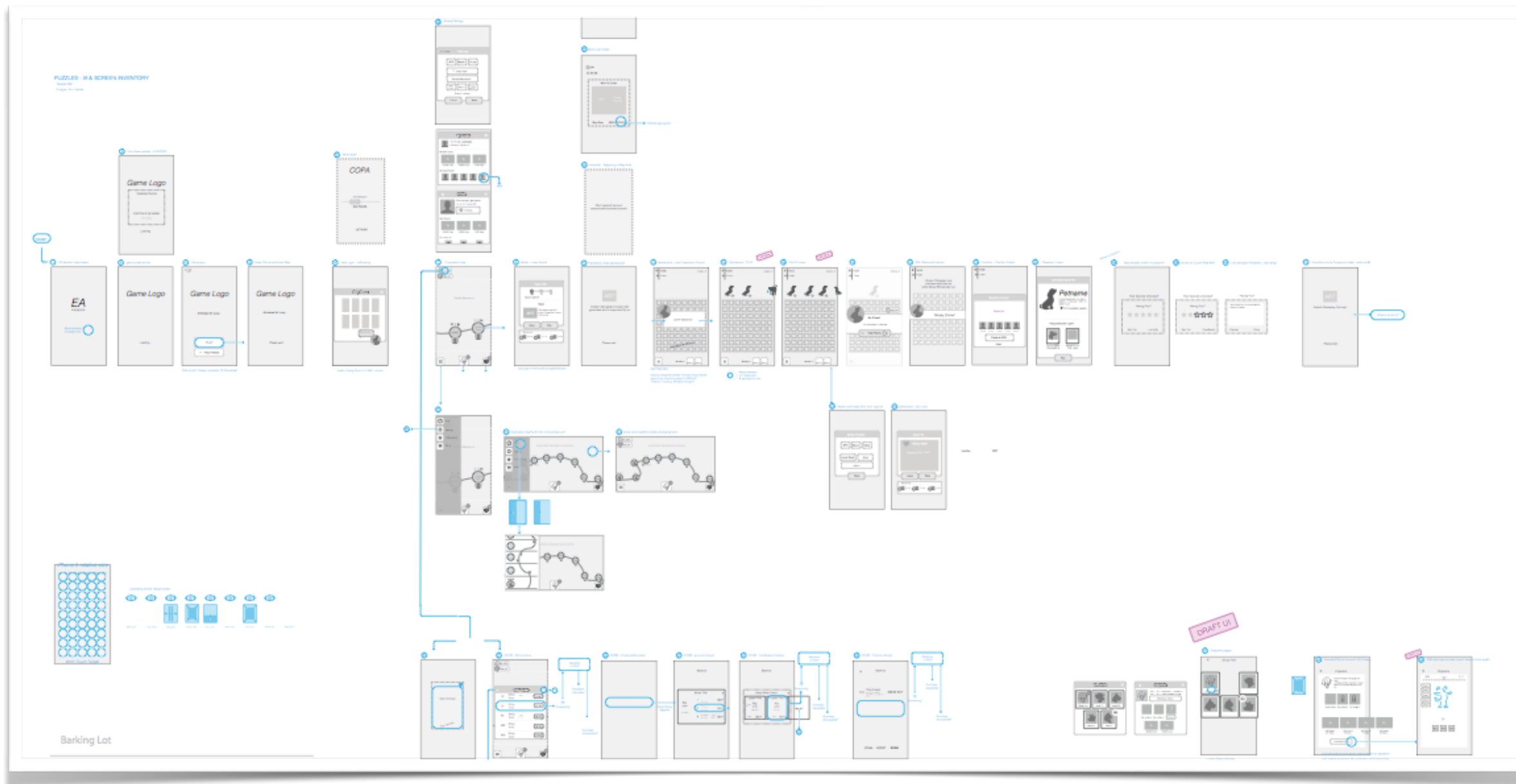


- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS
- 5 BOX WIRE OVERVIEW
- 6





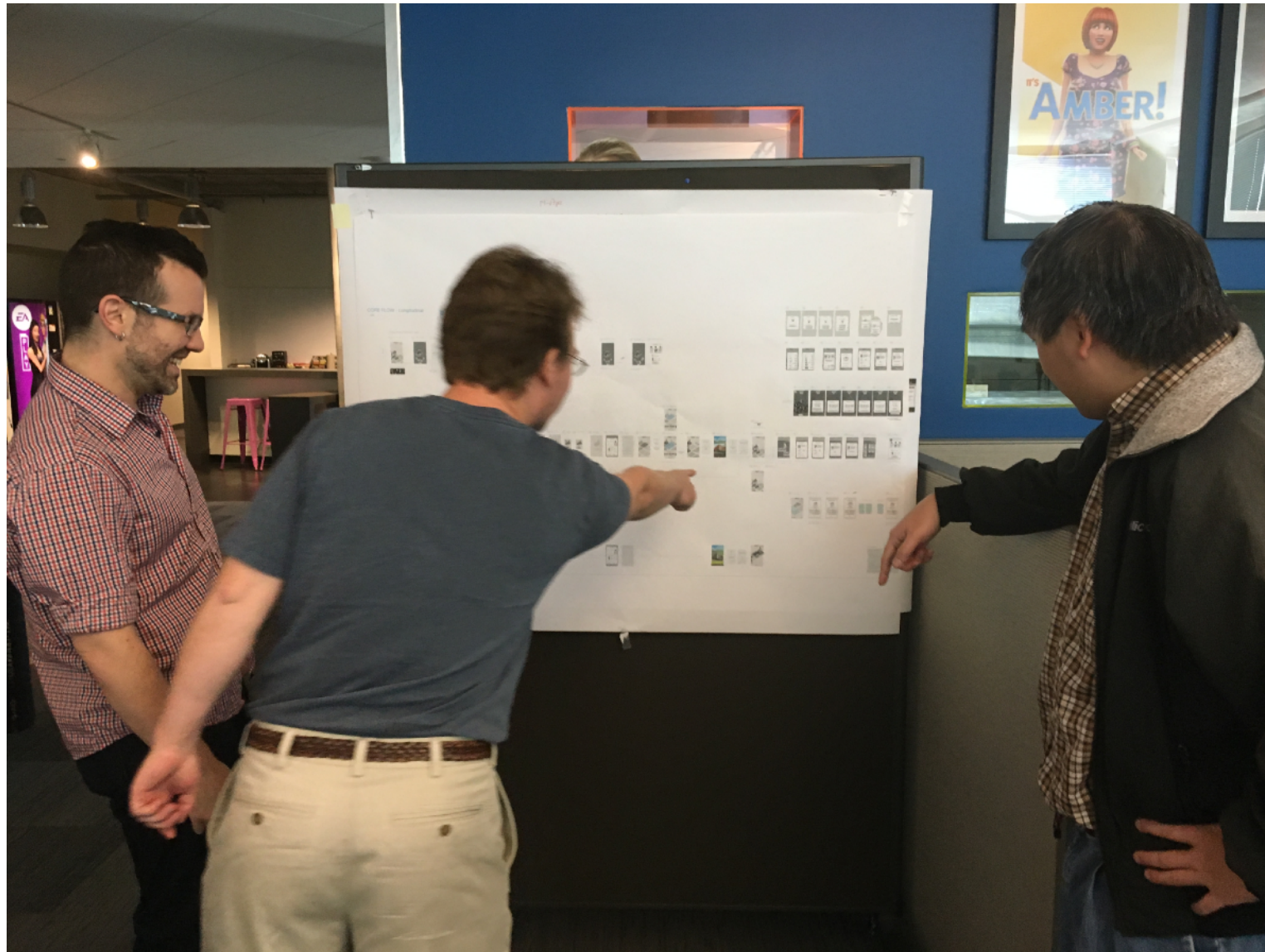
Maps as single-source of truth: quickly scannable as long as the reader can see the whole thing at a glance



- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS
- 5 BOX WIRE OVERVIEW
- 6



Key: Print Out & Post so team can point & discuss



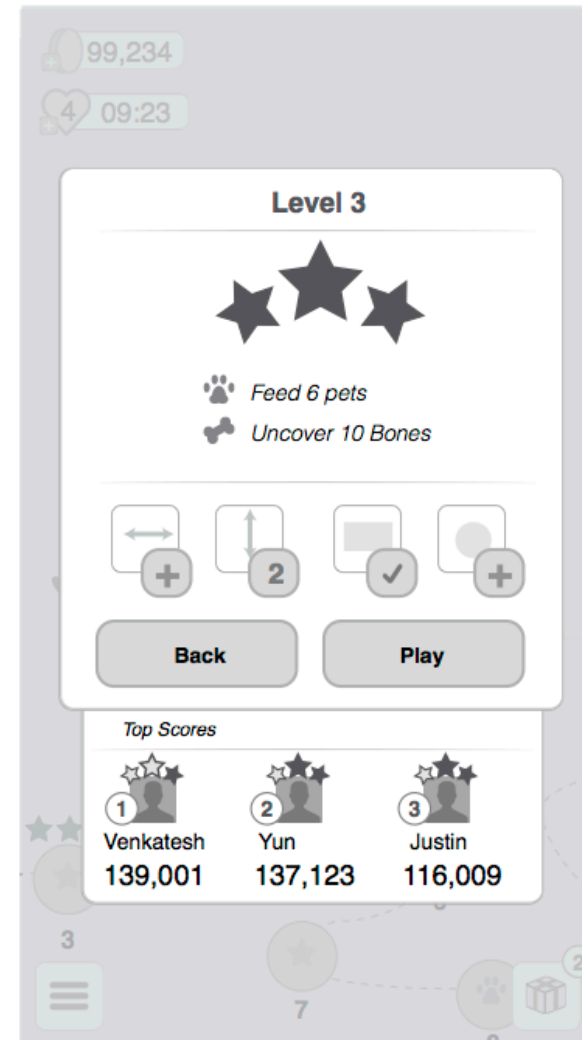
- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS
- 5 BOX WIRE OVERVIEW
- 6



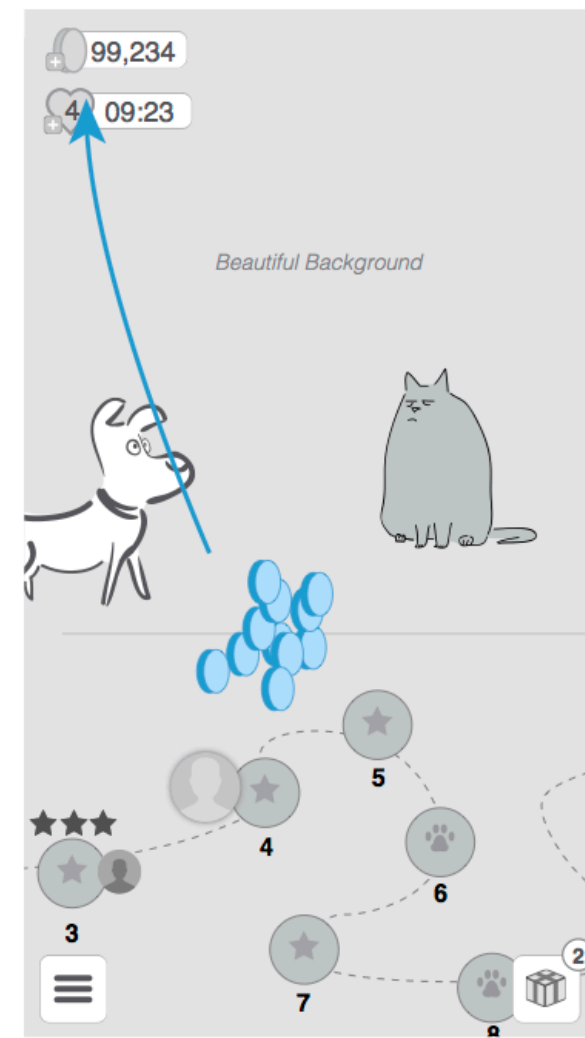
Detailed Wireframes (Finally!)

- Detailed wireframes of the screens in various states
- Get your wireframe visual language set.
- Pixel sized to OS Guideline
- Numbered for reference/remote calls
- Use Box Flow map as checklist
update all screens with detail wires

8 Modal - Level Details (2 Friends play)

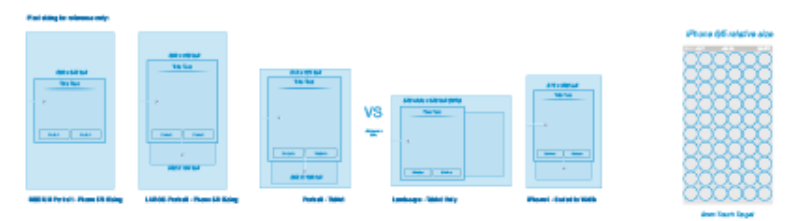


20 Progression animation: Coins fly up THEN Stars pop in



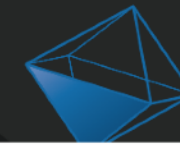
Illustrator / Sketch, *not* Photoshop color mocks

- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS
- 5 BOX WIRE OVERVIEW
- 6 DETAILED WIREFRAMES

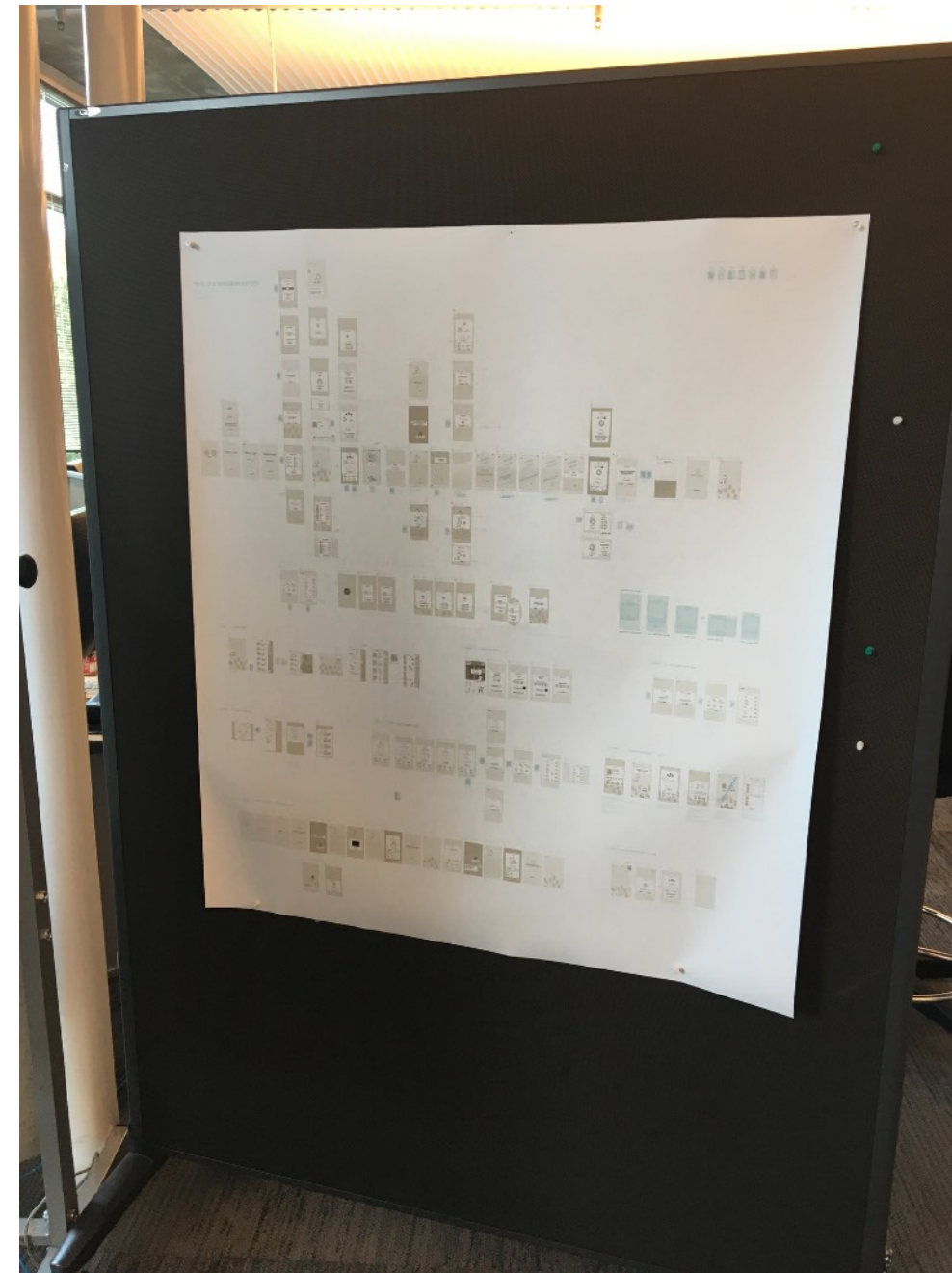


- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS

- 5 BOX WIRE OVERVIEW
- 6 DETAILED WIREFRAMES



- good for design discussions, can be overwhelming to show stakeholders. Have phone with slices
- Mark up, cross out, make the map the report of changes/dated post-its
- This physical deliverable reaches an optimum usefulness, move to steps 7 & 8

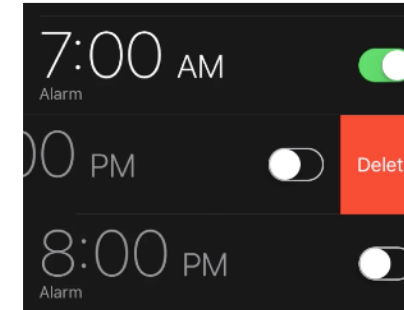


- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS
- 5 BOX WIRE OVERVIEW
- 6 DETAILED WIREFRAMES

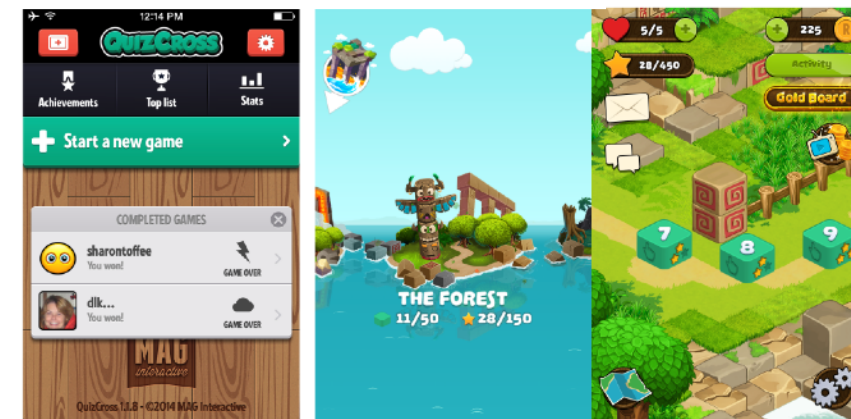


Off Topic: UX/UI Research (Inspiration)

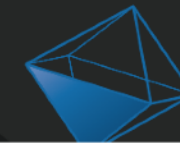
- Gestures & transition examples (Pinterest is full of this stuff)
- UI/Visual Moodboards - for AD & CD to review / callout visual style
- Again, online so others can see & you can pull up in any design review - motion mocks on the wiki



source: google images

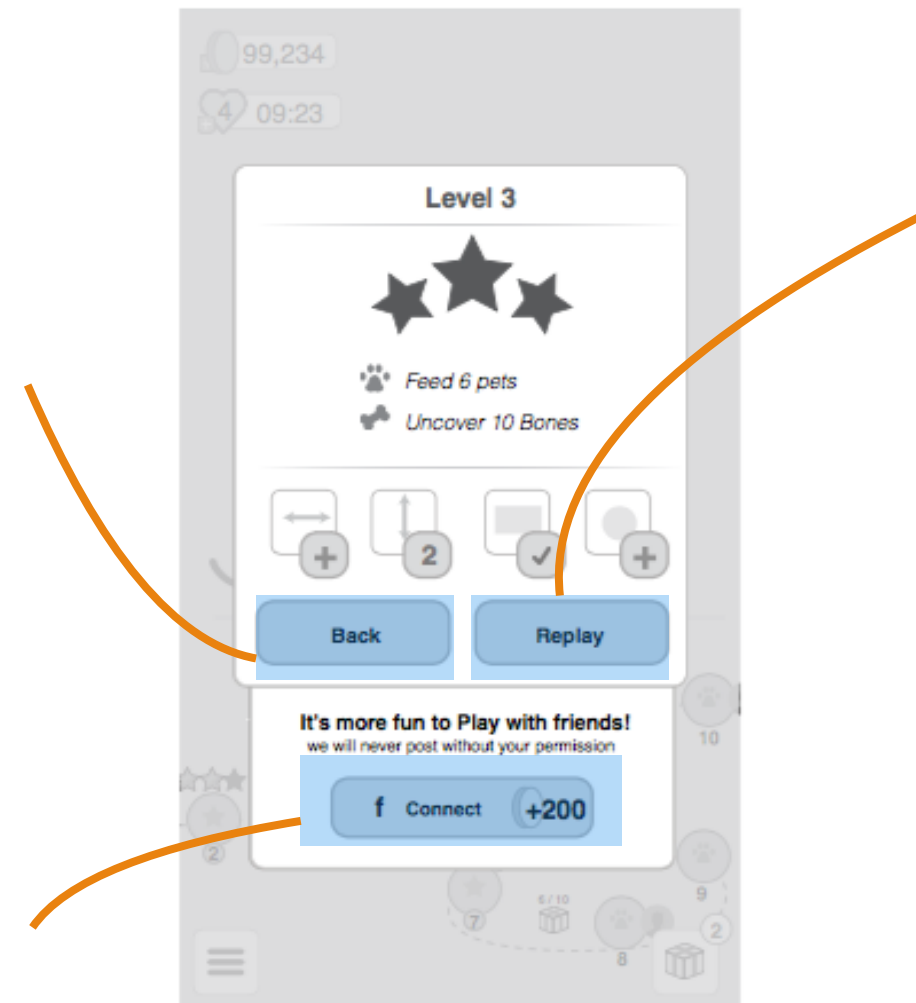


- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS
- 5 BOX WIRE OVERVIEW
- 6



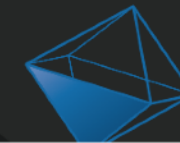
Click Through On Device

- Use Map screens for click-mocks
- Good for a quick 'Kleenex test' on your co-workers / friends
- Good for Stakeholder reviews & to surface awkward transitions that may not have surfaced in Map



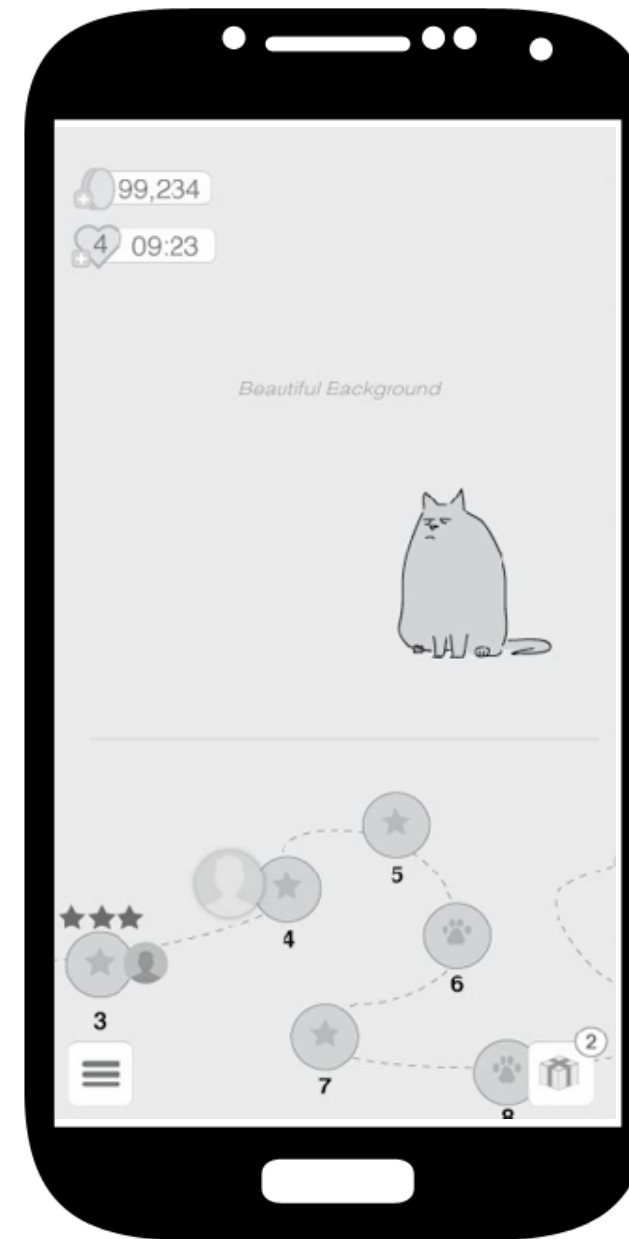
- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS
- 5 BOX WIRE OVERVIEW
- 6 DETAILED WIREFRAMES
- 7 CLICK PROTOTYPES





Internal Order of Appearance

- Show flow between wires
- Rough idea to build in-engine, don't tweak here
- Review on phone for real context
- **UX = UI + Time**
- Order of appearance can Guide the players eye / allow you to cut UI

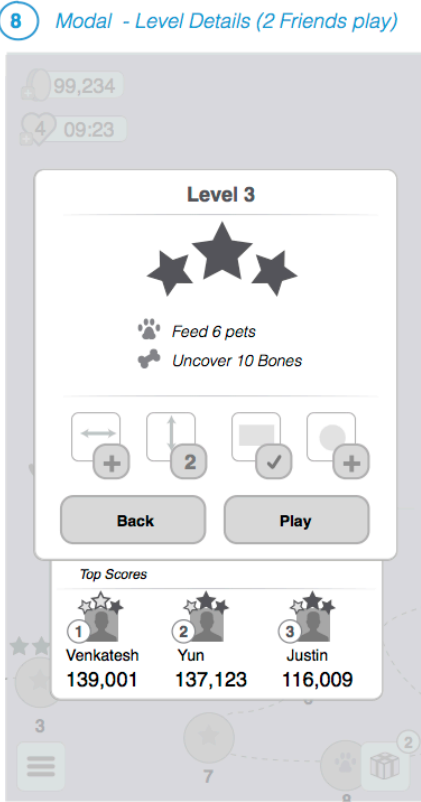


- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS
- 5 BOX WIRE OVERVIEW
- 6 DETAILED WIREFRAMES
- 7 CLICK PROTOTYPES
- 8 MOTION SKETCHES



UX Design Specs

- Specs on wiki with screens sliced out & explanation to builders / archeology
- Screen & Details - 1 per row
- *All* your output is here for reference (previous steps)
- As a ___ i want to ___ so i can ___
(start with user stories to remind reader of goal)

	Screen Details
	<ul style="list-style-type: none">• Pre-puzzle Dialogue• Player has reached a "Boss" level in gameplay• Player has not yet played the level• Player taps on plot• Pre-puzzle dialogue appears, displaying<ul style="list-style-type: none">• Rewards• Goal• Description• "Facebook Connect" button<ul style="list-style-type: none">• Replaces pre-puzzle leaderboard of player + 1 friend• Play button
	<ul style="list-style-type: none">• "Out of Moves" Dialogue• Player ran out of moves in puzzle gameplay• Post-gameplay "Out of Moves" dialogue appears, containing:<ul style="list-style-type: none">• "Out of Moves" header

- 1 PRODUCT RESEARCH
- 2 INFORMATION ARCHITECTURE
- 3 BOX WIRES
- 4 1ST 2ND LOSS & BOSS
- 5 BOX WIRE OVERVIEW
- 6 DETAILED WIREFRAMES
- 7 CLICK PROTOTYPES
- 8 MOTION SKETCHES
- 9 DETAILED SPECIFICATION

[illegible]



3 WEEKS
1/4 DAY

1/4- 1/2 DAY

1/2 - 2 DAYS

1-3 DAYS

1-2 DAYS

1-2 WEEKS

1- 3 DAYS

1/4 -5 DAYS

1 DAY WEEKLY

1-3 DAYS

1 PRODUCT
RESEARCH

2 INFORMATION
ARCHITECTURE

3 BOX WIRES

4 1ST 2ND
LOSS & BOSS

5 BOX WIRE
OVERVIEW

6 DETAILED
WIREFRAMES

7 CLICK
PROTOTYPES

8 MOTION
SKETCHES

9 DETAILED
SPECIFICATION

10 SORT UXR
FEEDBACK







- Do your own **Research**
- Player's goals moment to moment (**player journey**)
- Sketch quickly & **keep** the big picture when exploring details
- Motion sketches show states **between** wires
- Design artifacts **visible** for team discussions & stakeholder buy-in
- Know your **blob** and others to encourage complimentary overlap & team health

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