

GERMAN UPA
[😊] MUC 14

BEST OF BOTH WORLDS

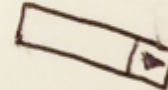


Game
Design

meets



User
Interface
Design



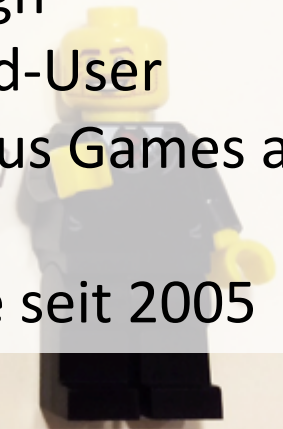
Von Jörg Niesenhaus
CENTIGRADE GmbH

Über Jörg

GERMAN UPA
[☺] MUC 14

- Senior UX Engineer, Standortleiter @ Centigrade Mülheim an der Ruhr c/o Games Factory Ruhr
- Studium der Angewandten Kommunikations- und Medienwissenschaft (Schwerpunkte: Informatik & Psychologie), Promotion i.d. Informatik
- 11 Jahre Erfahrung als Spieleentwickler (Blue Byte / Similis / Ubisoft) in QA, Level & Game Design
- 6 Jahre Forschung in den Bereichen UX, End-User Development, Games User Research, Serious Games an der Universität Duisburg-Essen
- Blog zu Game Usability & Game Experience seit 2005

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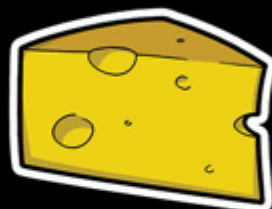
12 THINGS DELIVERING GREAT UX



SHUTTLECOCK



PIECE OF THE
RAINBOW



CHEESE



WITH BACON



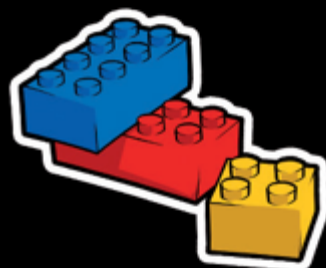
CAT BABIES



1UP



RED BUTTONS



LEGO



COMPANION
CUBE



BEER HELMET



ROCKING
HORSE



CENTIGRADE





GAMIFICATION

"The use of game design elements in non-game contexts." - Sebastian Deterding

VERSUS

"Addressing problems like a game designer."
- Kevin Werbach

GAME THINKING

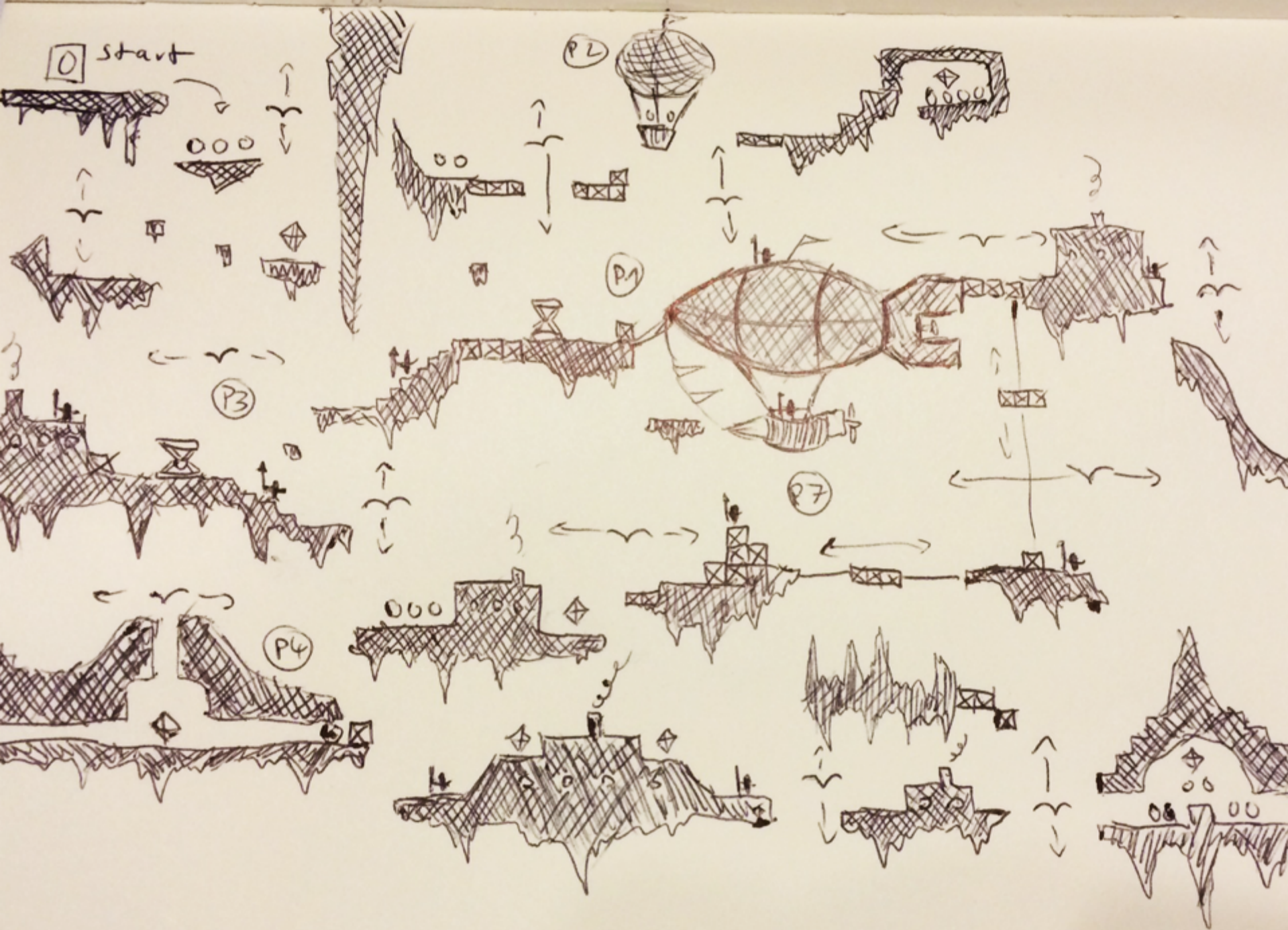


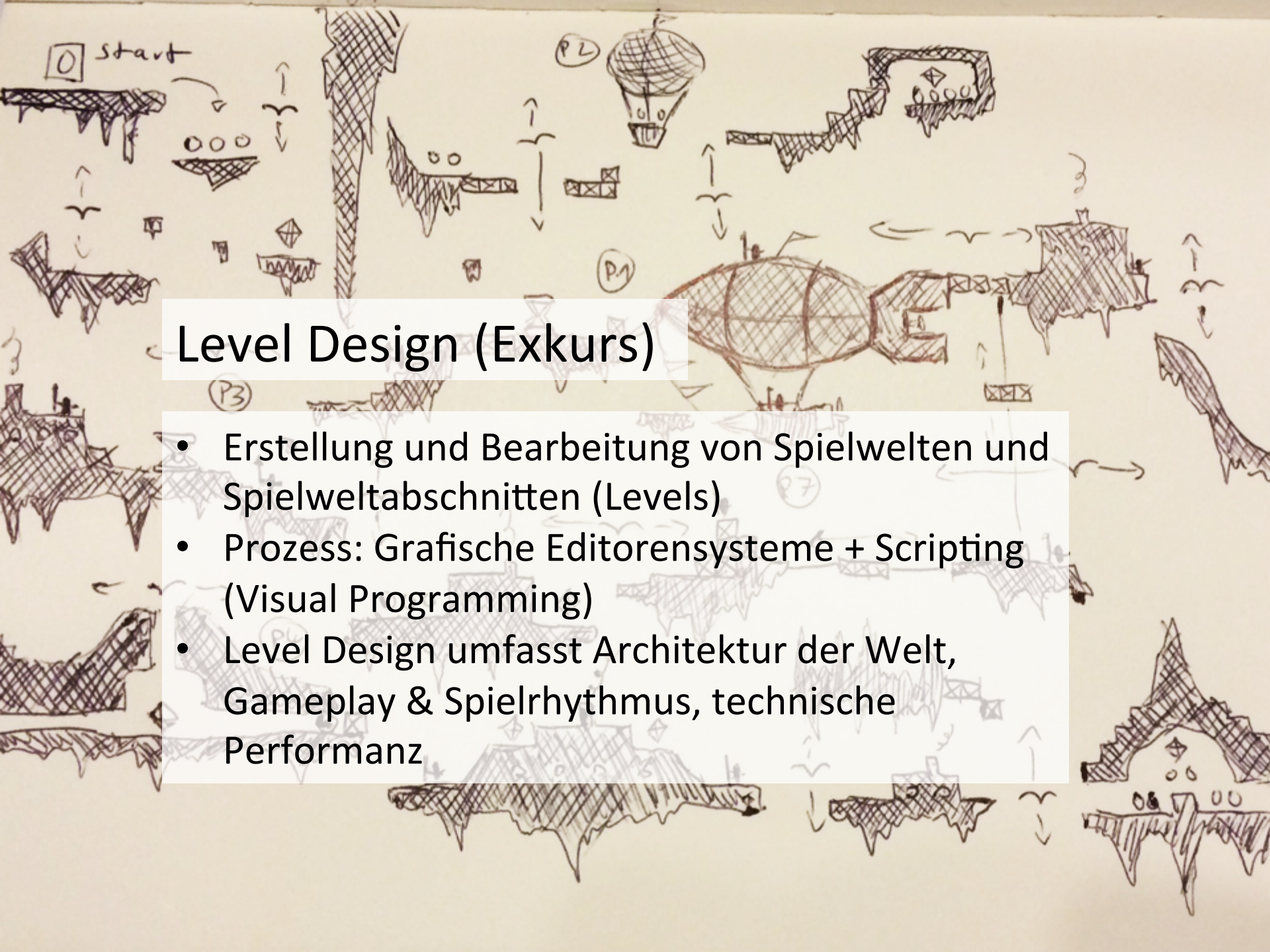
Parallelen im Entwicklungsprozess

- Nutzerzentrierter Ansatz
- Keine Gestaltung einer Erfahrung, sondern eines Möglichkeitsraumes
- Stetige Optimierung der Anwendung, um Wahrscheinlichkeit bestimmter, intendierter Erfahrungen zu erhöhen
- Konzeption, Prototyping, Testing (Iterativ)

WHAT USER INTERFACE DESIGNERS CAN LEARN FROM GAME DESIGNERS

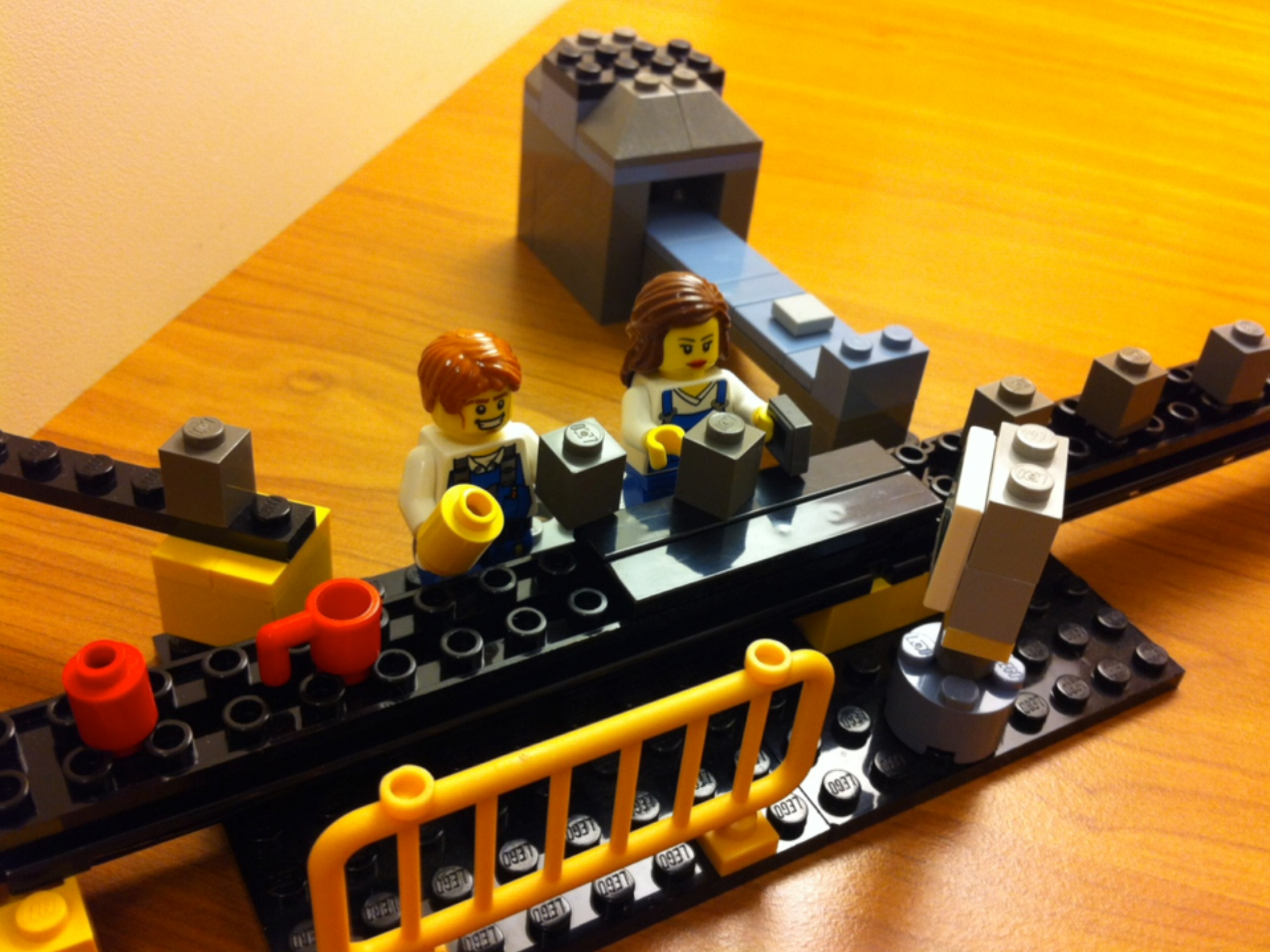




A hand-drawn sketch of a game level design on a piece of paper. The sketch features various platforms, obstacles, and a central large structure. There are several checkered areas, possibly representing hazards or specific terrain. Arrows indicate movement or flow. Labels like 'start' in a box, 'P1', 'P2', 'P3', and 'P7' are scattered throughout. The drawing is done in brown ink on a light-colored background.

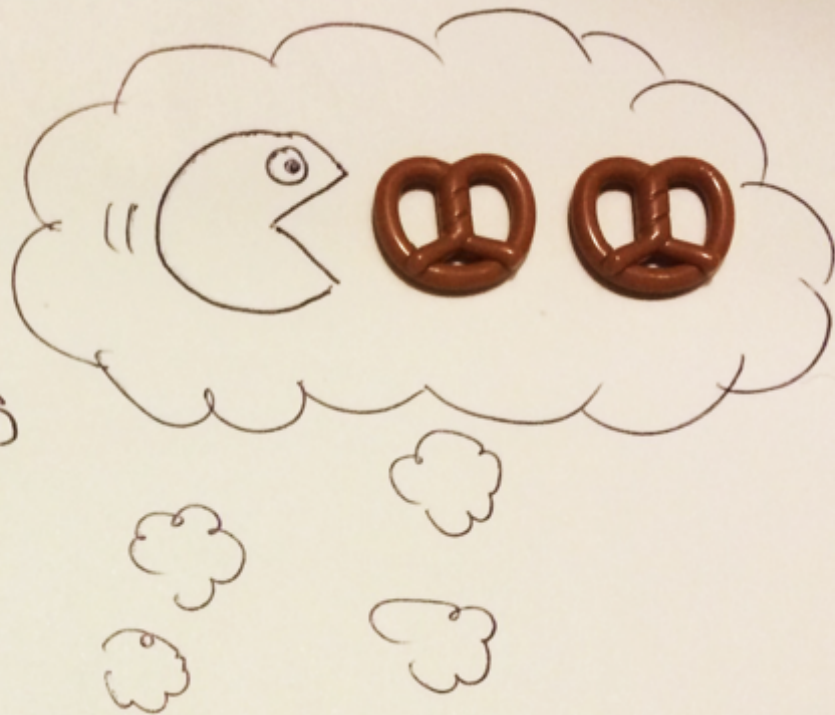
Level Design (Exkurs)

- Erstellung und Bearbeitung von Spielwelten und Spielweltabschnitten (Levels)
- Prozess: Grafische Editorensysteme + Scripting (Visual Programming)
- Level Design umfasst Architektur der Welt, Gameplay & Spielrhythmus, technische Performanz





User-generated
CONTENT
&
MODIFICATIONS

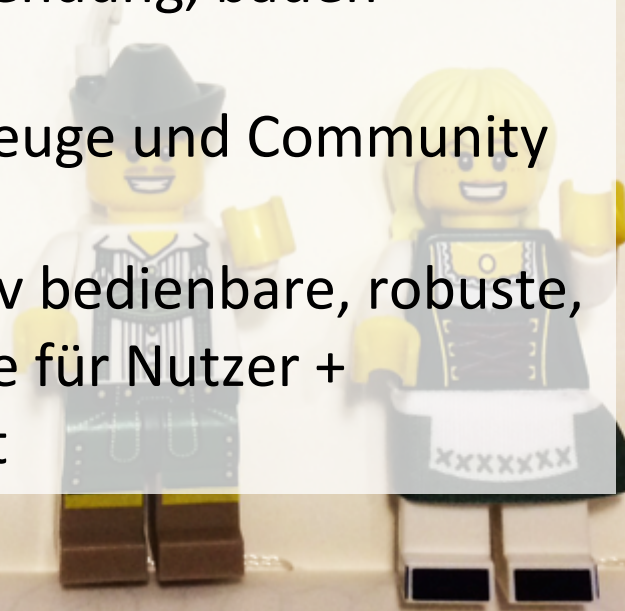


User-generated

Nutzergenerierte Modifikationen



- Anpassen des Erscheinungsbildes oder der Funktionen einer Anwendung durch Nutzer
- Benefits: Nutzer steuern neue Ideen bei, testen frühe Versionen der Anwendung, bauen Beziehung zu Produkt auf
- Hoher Aufwand in Werkzeuge und Community Management
- Spieleentwicklung: Intuitiv bedienbare, robuste, gut integrierte Werkzeuge für Nutzer + Community-Management





Verwende zum Rückgängig machen den  -Button.

Körperklamm	84 
Greifer	
Schlagen	 +3
Posieren	 +1

Spore (Electronic Arts, 2008)

1.817 

Kreatur benennen

MobyGames

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The Lens of Simplicity/Complexity



Illustration by Tom Smith

Striking the right balance between simplicity and complexity is difficult. Use this lens to help your game become one in which meaningful complexity rises out of a simple system. Ask yourself these questions:

- What elements of innate complexity do I have in my game?
- Is there a way this innate complexity could be turned into emergent complexity?
- Do elements of emergent complexity arise from my game? If not, why not?
- Are there elements of my game that are too complex?

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The Lens of Competition vs. Cooperation



Illustration by Diana Patton

Balancing competition and cooperation can be done in many interesting ways. Use this lens to decide whether they are balanced properly in your game. Ask yourself these questions:

- If "1" is Competition and "10" is Cooperation, what number should my game get?
- Can I give players a choice whether to play cooperatively or competitively?
- Does my audience prefer competition, cooperation, or a mix?
- Is my team competition something that makes sense for more fun with team competition, or with solo competition?

<http://artofgamedesign.com/>

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The Lens of Simplicity/Complexity



Game Design Prinzipien als Analysewerkzeug

- Wie wirken Spielprinzipien im Kontext von User Interfaces?
- Welche Spielprinzipien schließen sich aus oder harmonisieren besonders gut?
- Rückgriff auf Gestaltungsmuster (Game Design Pattern) oder z.B. spielerischer Zugriff auf unterschiedliche Perspektiven (Game Design Lenses, Jesse Schell)

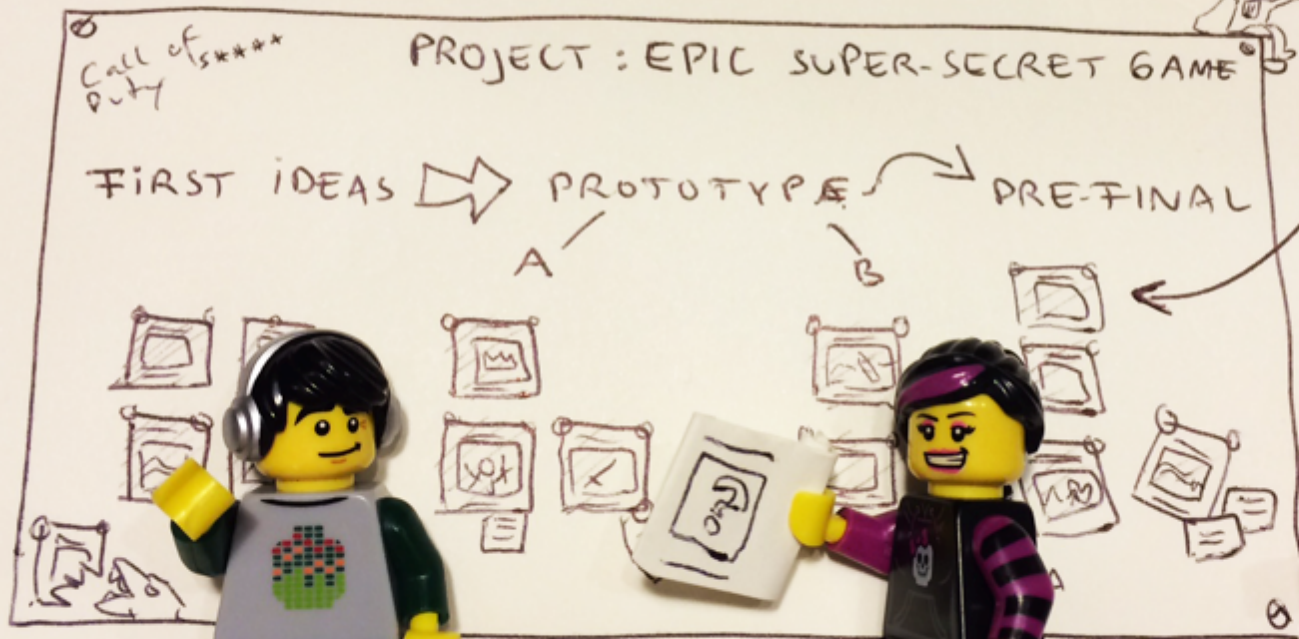
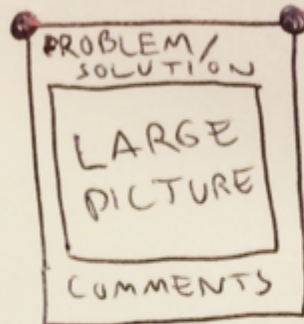
38

The Lens of Competition vs. Cooperation



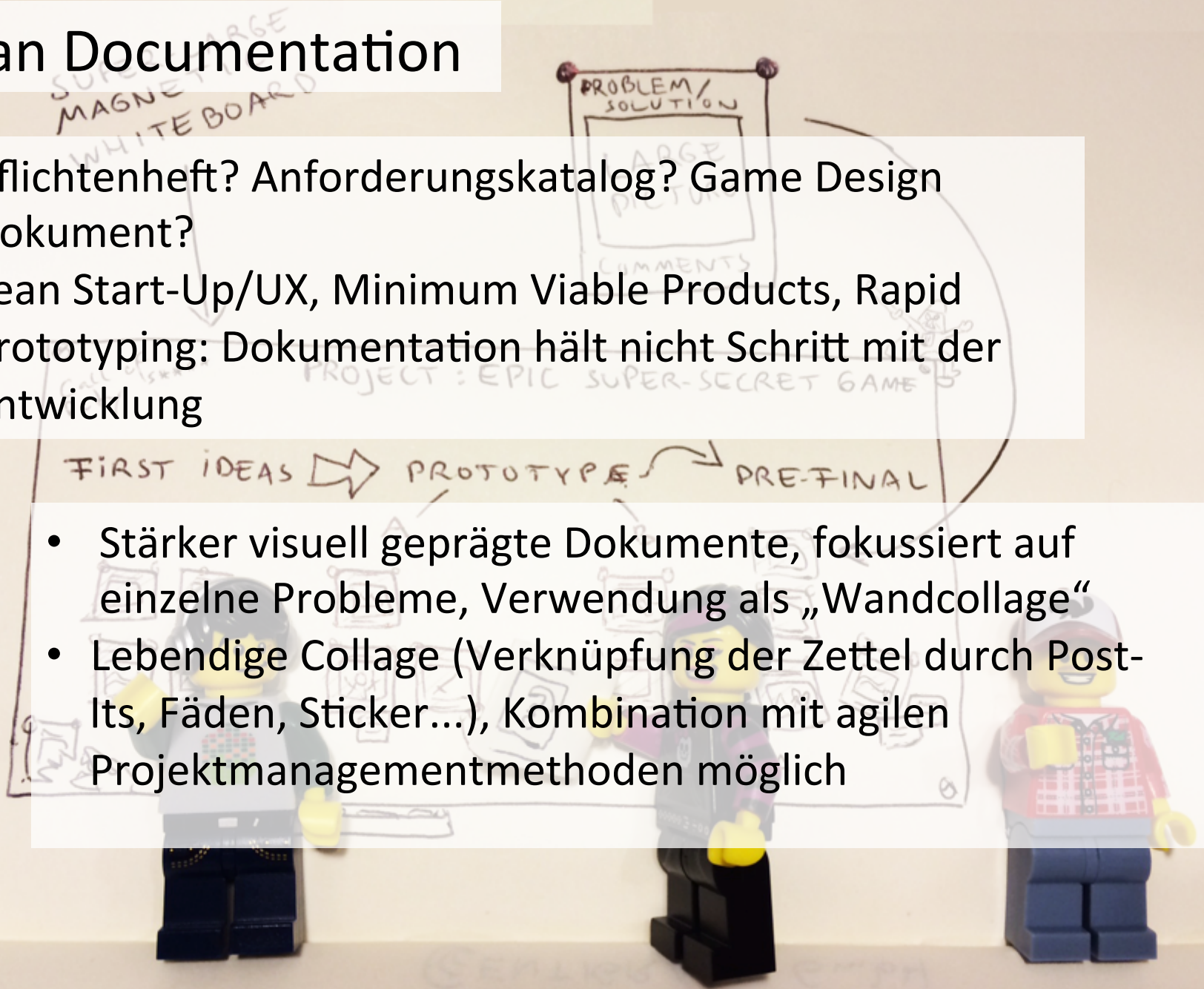
- If "1" is Competition and "10" is Cooperation, what number...
- Can I give players a choice whether to play cooperatively or competitively?
- Does my audience prefer competition, cooperation, or a mix?
- Is my team competition something that makes sense for my game? Is my game more fun with team competition, or with solo competition?

SUPER-LARGE
MAGNETIC
WHITEBOARD



Lean Documentation

- Pflichtenheft? Anforderungskatalog? Game Design Dokument?
 - Lean Start-Up/UX, Minimum Viable Products, Rapid Prototyping: Dokumentation hält nicht Schritt mit der Entwicklung
- Stärker visuell geprägte Dokumente, fokussiert auf einzelne Probleme, Verwendung als „Wandcollage“
 - Lebendige Collage (Verknüpfung der Zettel durch Post-Its, Fäden, Sticker...), Kombination mit agilen Projektmanagementmethoden möglich



VIelen DANK!

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