UI Design

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Today’s topics - Graphics

● UX design
  ○ Usability, accessibility, ease of use
  ○ Subway legibility

● UI design
  ○ Types of UI
  ○ Menu design
  ○ Tips
  ○ UI analysis
UI vs UX

UX (User Experience) design - is the process of enhancing customer satisfaction by improving the usability, accessibility, ease of use.

UI (User Interface) design - is the process of making the product more attractive, guiding and responsive.
UX Design

**What** information should the player have on his screen? **Where?** **When?**
Usability

1. Make elements perform predictably
2. Maintain high discoverability (eg. clear labels)
3. Every element must serve a purpose.
4. Respect the user’s eye and attention regarding to layout.
5. Minimize the number of actions to perform a task.
6. Put controls near objects the user wants to control.
7. Keep users informed via system responses.
8. Reduce user burdens (eg. pre-filled forms).
9. User reusable design patterns.
Create visual hierarchy
Efficient use of screen space

Only 21.7% of the screen space is used to display the inventory
Accessability

1 in 100 people are green-blind

Accessability

Subtitles, and not just for dialogue
Mobile UI positioning

The mobile devices have confort-to-reach and hard-to-reach areas

https://uxplanet.org/game-design-ux-best-practices-guide-4a3078c32099
Confirmation

Place the preferred option to right.

On mobile games this is typically reversed. More tips about designing UX for mobile games.

https://uxplanet.org/game-design-ux-best-practices-guide-4a3078c32099
Tooltips

Total County Tax

Yearly Tax Paid to Us / Total Yearly Income
Mathrafal: 4.00/4.00
Radnor: 3.05/12.20
Test your UX design

Click rate: 52%  72%
Subway-Legibility

http://stfj.net/DesigningForSubwayLegibility/
Subway-Legibility

- Easier tutorialization
- Improves organic discovery
- Easier marketing

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Subway-Legibility

Principal of three reads:

- First read

http://stfj.net/DesigningForSubwayLegibility/
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Principal of three reads:

- First read
- Second read

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Principal of three reads:

- First read
- Second read
- Third read

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First Read

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Second Read

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http://stfj.net/DesigningForSubwayLegibility/
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First Read

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Subway-Legibility

http://stfj.net/DesigningForSubwayLegibility/
Subway-Legibility

Using animation to swap reads

http://stfj.net/DesigningForSubwayLegibility/
Subway-Legibility

Toggle to the forth read

http://stfj.net/DesigningForSubwayLegibility/
UI design

UI Design is a subset of UX design.
UI design

- Menus
- In game UI
Types of in-game UI

In game UI:

1. Non-Diegetic
2. Diegetic
3. Meta
4. Spacial
Types of in game UI
Types of in game UI
Dead Space integrated UI

Game is not paused while the menu is open.
Using your Witcher Senses, search for Temerian shields with small white flowers painted on them.
Alternative for Minimaps
Menu Design

Your game experience starts in menu

Splash screen is OK, but a montage video is too much!
Design rules for menus

- **Allow** players to skip the splash screens
- **Make “Continue” the first option** in main menu
- **Automatically save settings** once they are changed
- Use ‘A’ to advance and ‘B’ to go back
- Allow players to **quit to desktop**

https://kotaku.com/5955855/the-ten-commandments-of-video-game_menus
Menu examples
Menu examples
Menu examples
Use the same font
Plan ahead
Controller support

Make sure that all the functionality is accessible with controller.
Controller support
Balance

- Rules
- Space and void
- Consistency

Example of League of Legends UI Style Guide:
UI Style analysis

- Purpose of the menu
- Art style
- Usability

Not all of the following examples are good!
UI Style analysis
UI Style analysis
UI Style analysis
UI Style analysis
UI Style analysis
UI Style analysis

<table>
<thead>
<tr>
<th>BACKPACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
</tr>
</tbody>
</table>

**Bearing**

- **Description:** Everything you place on the bearing will revolve. Bearings can also be connected to an engine so the driver's input to be controlled in different ways.

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight</td>
<td>0.01</td>
</tr>
<tr>
<td>Durability</td>
<td>0.5</td>
</tr>
<tr>
<td>Friction</td>
<td>0.00</td>
</tr>
<tr>
<td>Rotary</td>
<td>0.000</td>
</tr>
<tr>
<td>Flammable</td>
<td>Yes</td>
</tr>
</tbody>
</table>
UI Style analysis
UI Style analysis
UI Style analysis
UI Style analysis
Use Case: Battlerite

https://blog.battlerite.com/dev-blog-32/
Use Case: Battlerite

What problems can you see?
Use Case: Battlerite
Evolution of Hearthstone UI
Evolution of Hearthstone UI
Conclusion

1. Predict what the user wants to know.
2. Easy to find information.
3. Easy to use and navigate.
4. Make it obvious what the user can do.
5. Eliminate repetitive tasks.
Group task - create UX mockups for your game

- **Mockups** - layouts of user interface views
  - Your mockups should have enough space for writing text inside.
  - Give names to your buttons, headers and text fields.

- **Scheme** - connections between mockups
  - Should define which buttons lead where.
  - You can mark with arrows.

The mockups should include:
- Head-up display (HUD).
- All the menu views.
Next week

- Polishing
  - All the tiny (or not so tiny) things that make your game much better!