UX & UI Design

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Today’s topics

- User Experience and User Interface
- Subway legibility
- Types of UI
- Menu design
- Tips
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?
Create visual hierarchy
Balance

- Rules
- Space and void
- Consistency
Efficient use of screen space

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

SECONDARY INFORMATION

CRUCIAL INFORMATION

SECONDARY INFORMATION
Subway-Legibility

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

- Easier tutorialization
- Improves organic discovery
- Easier marketing

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

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First Read

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Third Read

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Using animation to swap reads

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Toggle to the forth read

http://stfj.net/DesigningForSubwayLegibility/
Lecture task

Pick a screenshot of a game and mark reads with following colors:

First read: Green

Second read: Yellow

Third read: Red

Example:
UI design

UI design is a subset of UX design.
Art Direction

Art direction for AAA UI: https://youtu.be/kjbxxbmJCh0

Without art direction:
Gestalt theory and Usability

Art Direction for AAA UI: https://youtu.be/kjbxxbmJCh0
Usability

1. Make elements perform predictably
2. Maintain high discoverability (e.g. 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 (e.g. pre-filled forms).
9. User reusable design patterns.
Define your UI style

Example of League of Legends UI Style Guide:
UI design

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

Is the representation visualized in the 3D game space?

<table>
<thead>
<tr>
<th></th>
<th>no (non-diegetic)</th>
<th>yes (spatial)</th>
</tr>
</thead>
<tbody>
<tr>
<td>no</td>
<td></td>
<td></td>
</tr>
<tr>
<td>yes</td>
<td>meta (meta)</td>
<td>diegetic (diegetic)</td>
</tr>
</tbody>
</table>
Types of in-game UI

In game UI:

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

Game is still running while the menu is open.
Ammo counters
Minimaps

Using your Witcher Senses, search for Temerian shields with small white flowers painted on them.
Alternative for Minimaps
Tooltips
Use the same font
Plan ahead
Controller support

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

1 in 100 people are green-blind

Accessibility

Subtitles, and not just for dialogue
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
Good UI design needs time and iterations
Evolution of Hearthstone UI
Group task - create UI 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.
  - Add connections / arrows that show how the views are connected.

**The mockups should include:**

- Head-up display (HUD).
- All the menu views.

Add to your project wiki page. **Deadline:** before next milestone presentation.
Next week

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