GUI Design, 15/09/2008, Eindhoven.

What I am going to cover today?

The Problem Definition
Strategy. Personas & Scenarios
Scope. Requirements
Skeleton. Information Architecture. Interaction Design
Structure. Information Design. Interface Design
Surface. Visual Design

as a prototype,
no connections to the server

Design a **web based interface** of the Games@large service for quick, easy and ubiquitous access to digital games by gamers at their homes.

free time, casual gamers;
singles, parents, kids,
teenagers, elderly

TV, PC, NokiaN800,
Philips Photo Frame

The Surface

The Skeleton

The Structure

The Scope

The Strategy

Jesse James Garrett, The Elements of User Experience, 2002

The Surface

The Skeleton

The Structure

The Scope

The Strategy

The strategy incorporates not only what the people running the project want to get out of it but what the users want to get out of the it as well.

The Surface

The Skeleton

The Structure

The Scope

The structure defines the way in which the various features and functions of the project fit together. Just what those features and functions are constitutes the scope of the interface. The question of whether that feature—or any feature—is included in the project is a question of scope.

The Strategy

The Surface

The Skeleton

The Structure

The skeleton might define the placement of the interface elements on our main screen; the structure would define how users got to that screen and where they could go when they were finished there. The skeleton might define the arrangement of navigational items allowing the users to browse categories of games; the structure would define what those categories actually were.

The Scope

The Strategy

The Skeleton

Beneath that surface is the skeleton of the site: the placement of buttons, tabs, photos, and blocks of text. The skeleton is designed to optimize the arrangement of these elements for maximum effect and efficiency—so that you remember the logo and can find that favorites button when you need it.

The Structure

The Scope

The Strategy

The Surface

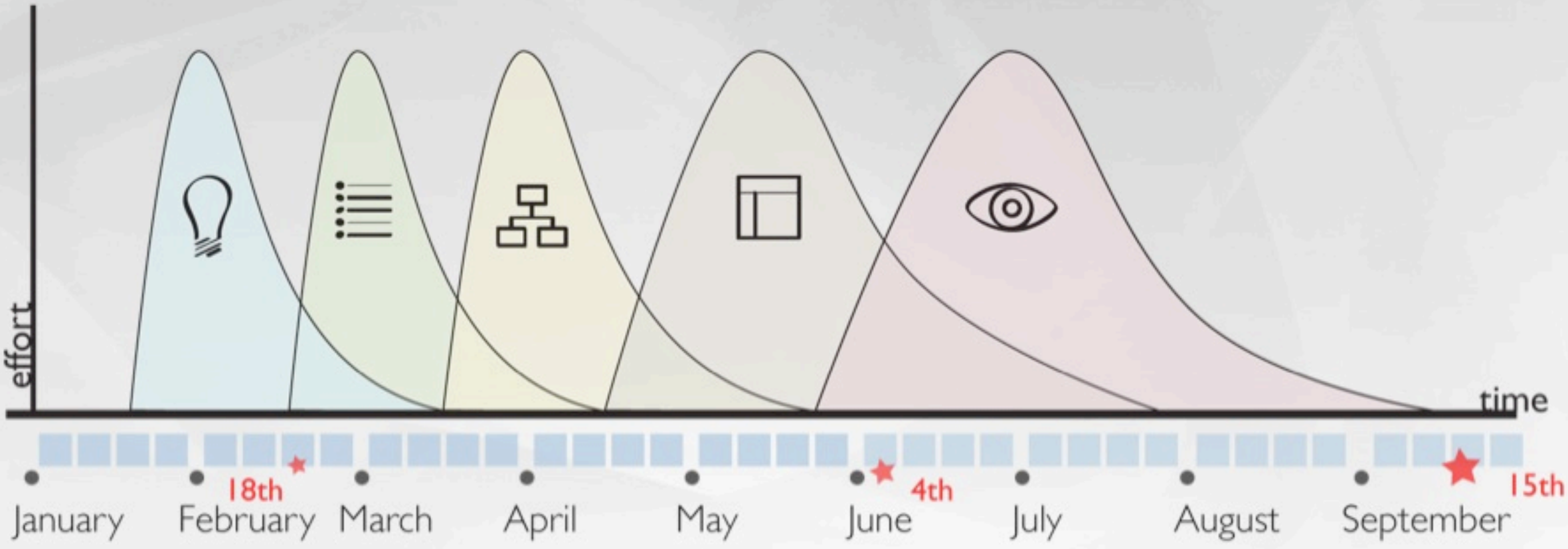
On the surface you see a series of screens, made up of images and text. Some of these images are things you can click on, performing some sort of function such as taking you to a favorites section. Some of these images are just illustrations, such as a photograph of a book cover or the logo of the site itself.

The Skeleton

The Structure

The Scope

The Strategy


effort
time
January
February
18th
March
April
May
June
4th
July
August
September
15th

Business Objectives

Enrolling new gaming audiences by content and game catalogues (Goldsmiths)

User Needs

Human Centered Requirement Analysis (TU/e and PiLab)

Focus Area and Usage Study (Goldsmiths)

Parents with Young Children

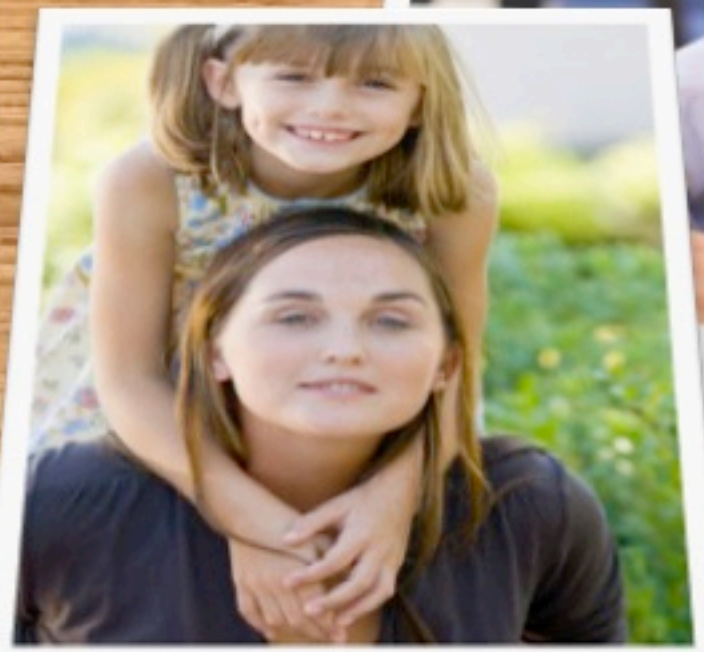
The decision to play is not spontaneous –
it was driven by the children

Between 35-54 years old

Casual Game Users make their game play choices **spontaneously,** and when they have the time available.

Peter (35)

Martin (15)



Lois (40)

Ben (22)

Ted (76)

Functional Specifications

Scope

Technical Requirements

Content Requirements

Parental Control

Play Together

Quick Access

Easy Games

Find suitable games

Visible Buttons

Simple Controls

Feel Together

What will be the content?

Results of Goldsmiths Survey will inform

How do they select games?

What is the decision process of the users during finding games?
What kind of criteria do they use when selecting games?
What kind of problems are they facing with?
What kind of information is needed/desired?
What information is the most important?

Defined groups for users: popular Games, Party Games, New Games, Family Games, Elderly(brain teasers) Games, surprise me!, kids games.

Parental Control: maximum playing time, playing sessions (controlled by the parent), game contents, age contents, activity report, the game characteristics (game improves reading skills or motor skills of a child)

Profiles: Name, avatar picture, favorites, recently played, achievements, activity log, message (recommended games, G@L news and announcements, for the extended feature, sending individual messages, and game invitations), a game recommendation system according to the preferences of the user.

Settings: Themes for interface, language, software updates, display, sound, location

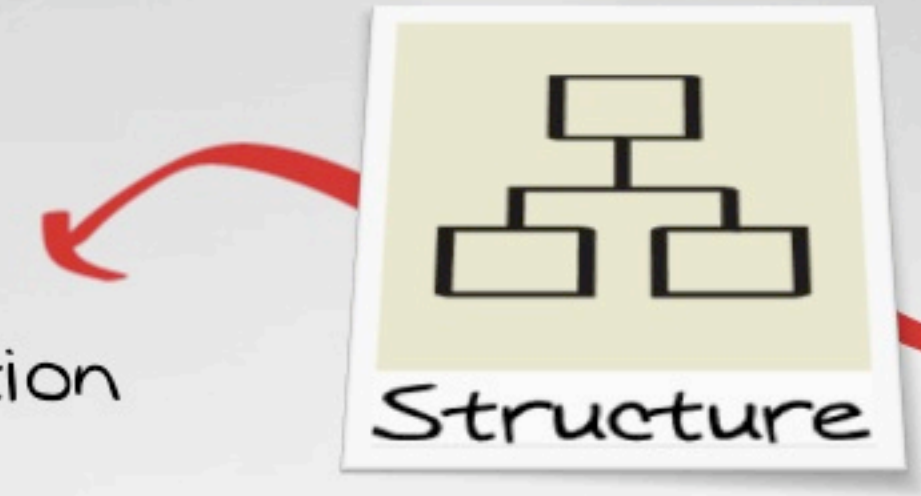
Game Information: title, thumbnail, screenshots, trailer, dem (depends on the subscription), PEGI rating, instructions (game contr
global rating, user rating, year, publisher, find similar games.

Content Requirements

proper game recommendation,

customization of the interface

a context aware HELP

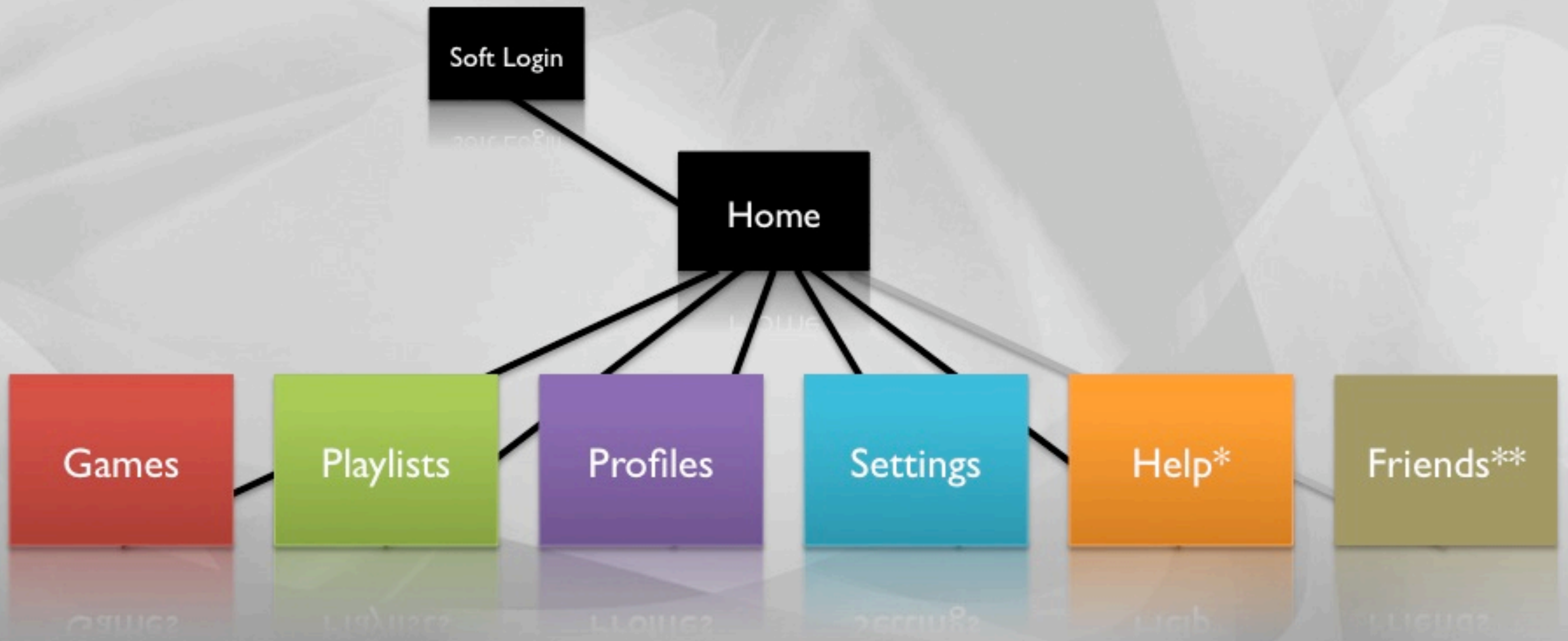


Interaction
Design

Sketches and Storyboard
Paper Prototyping

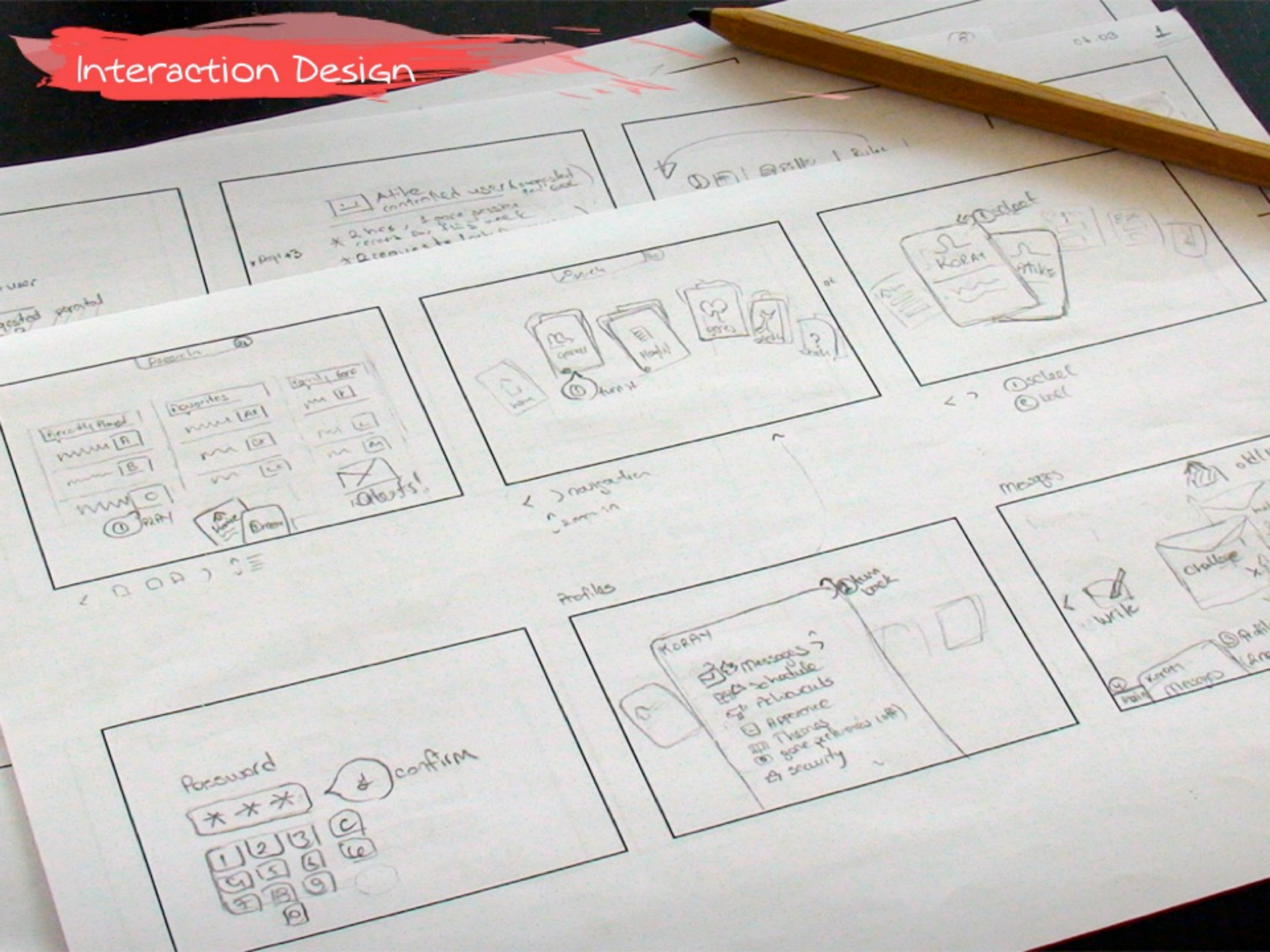
Information
Architecture

Main Information Architecture



* Help is context aware.
** Friends menu items are planned to be in the later edition.

Interaction Design



Paper Prototyping

Parental Controls:

arental Controls: Schedule & Time:

Child

mon tue wed thur fri sat sun

8am

9am

10am

11am

12pm

1pm

2pm

bed time

save help settings select back

Choose playing hours by selecting the day and hours.

Set rules:

Bed time

Homework time

Create a rule

Do you want to add flexibility?

No

Yes:

30 min 1 hr custom

0

back start

Paper Prototyping

Participants

1 pilot with usability analyst

4 casual gamers;

2 parents, 36 and 43 years old, both female.

2 married no kids, 26 and 30 years old, one female and one male.

Test set-up

A camera, paper screens, an observer*

If the users are agreed with the consent form, sessions are video typed.

One of them gave permission to record the session.

Interface Design

Medium Fidelity Prototyping
(1st iteration)

Information Design

Medium Fidelity Prototyping
(2nd iteration)

Navigation Design

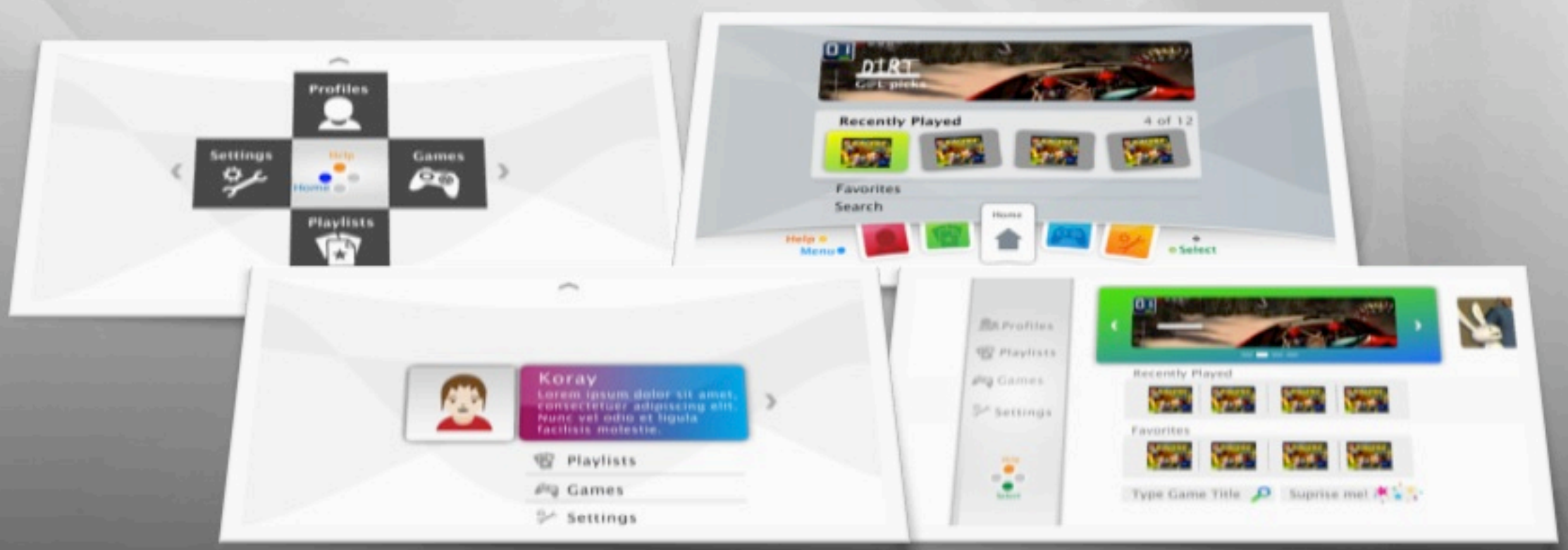
Paper Prototyping
Medium Fidelity Prototyping

Medium Fidelity Prototype

4 different interface approaches for TV.

Flash prototypes with:

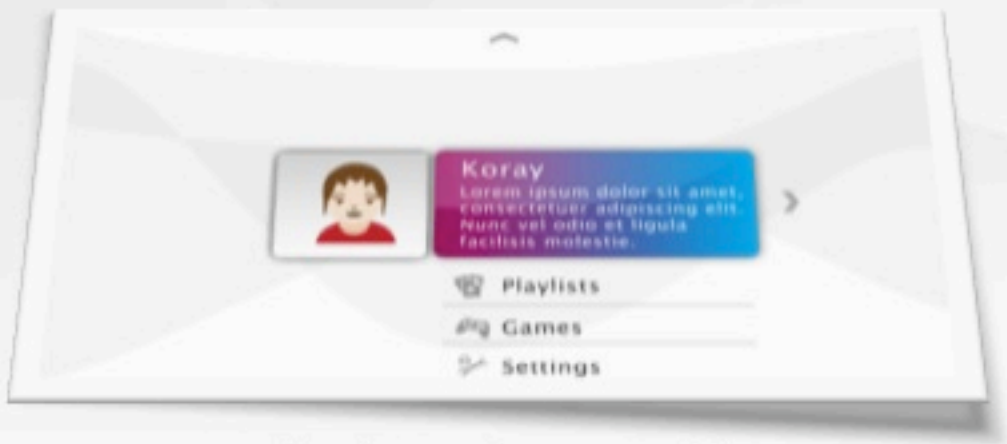
- A main navigation screen referred as "home" – but, not all the alternatives have this screen,
- The menu and the submenu screens (profiles, playlists, games, settings),
- A screen for all games submenu,
- A detailed view of a selected game.



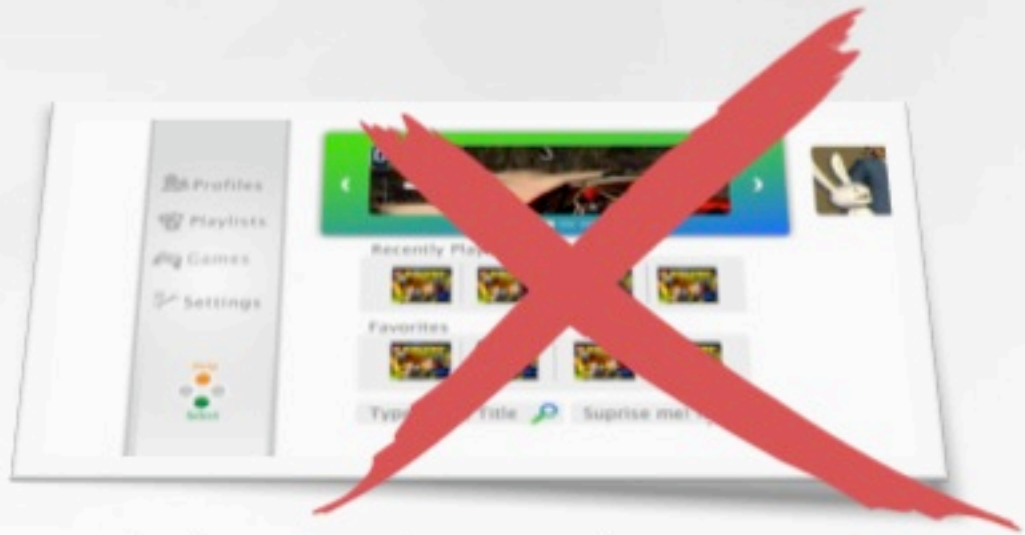
1st Evaluation with Experts

-poor consistency in graphics and interaction,
-not engaging

- complex navigation and information
- attractive graphics
- playful but not intuitive



- easy navigation, clean graphics
- flexible interface
- easy to learn



-confusing menu interaction
-boring layout and graphics

2nd Evaluation with Users

Two improved interface approaches according to expert reviews

23 participants selected among casual gamers (kids, parents, seniors, young couples...)

A questionnaire with 6 items (adopted from IBM Computer Usability Satisfaction Questionnaires)

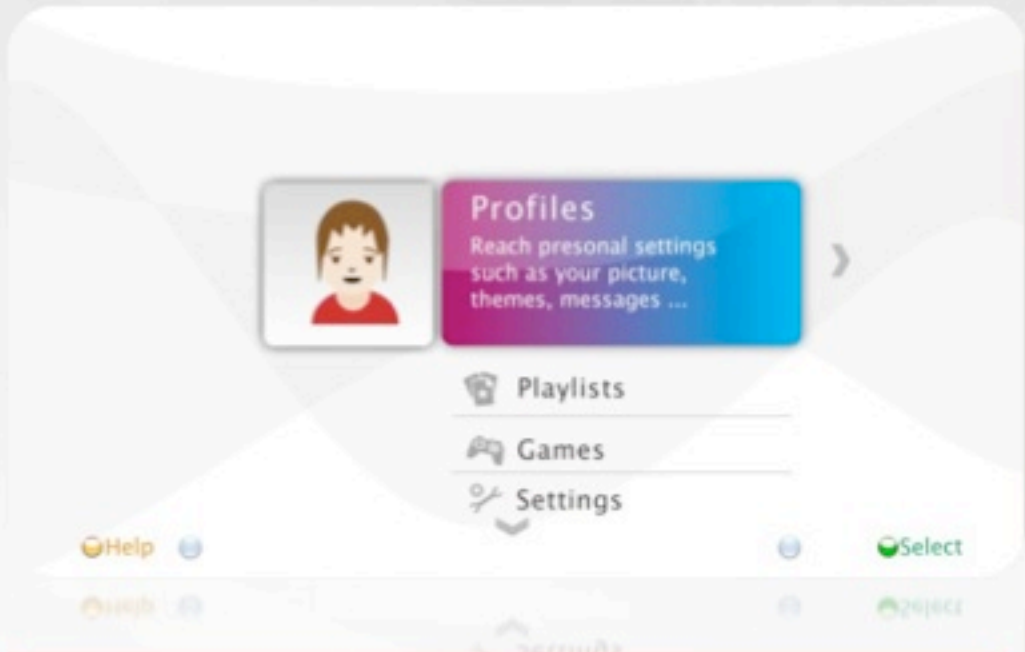
7-point graphic scales items, anchored at the end points with the terms "Strongly agree" for 1, "Strongly disagree" for 7

The questions were combined one usability score, and one attractiveness score

Interface A (cards)

Usability Score: 2.6
Attractiveness Score: 2.3

Interface B (matrix)



Usability Score: 1.8
Attractiveness Score: 2.3

Interface B is significantly better t
interface A.

p=.008

Visual Design and Implementation

Final graphic treatment of interface elements

Adapting the interface for multiple devices

Example Screens for PC

Welcome. Please choose your language!

Netherlands

English
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nunc vel odio et ligula.

Next

Hebrew

Portuguese

games@LARGE

Home Help Search Minimize Quit

Back
Create Profile
To play, share, cahallange
and communicate with others...
Select
Please select by pressing "green" button on the gamepad. Use arrow keys to move up and down.
Start playing now.
games@ LARGE
Home
Help
Search
Minimize
Quit

Please first choose your appearance.

Back ❮

Look a like

Select from our default avatars.

❯ Select

You can always change your avatar later from the profiles menu.

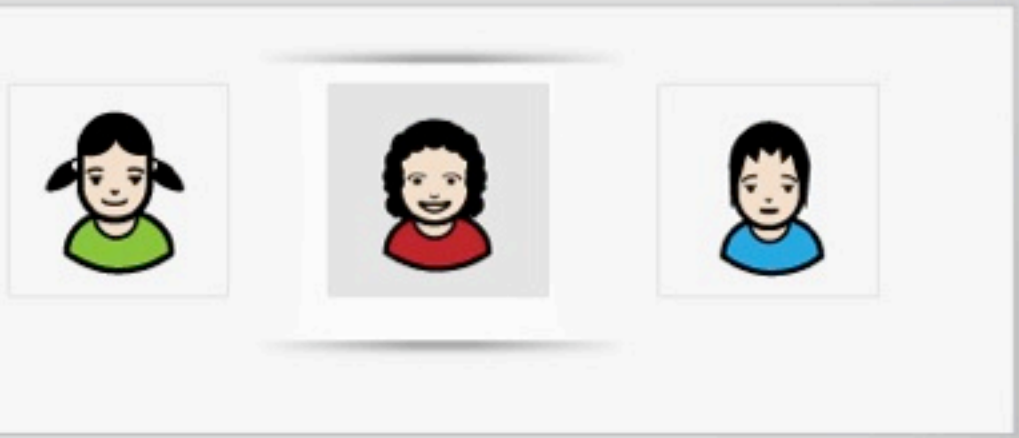
Draw from scratch

games@LARGE

Choose a look like

Select your favourite avatar.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. In id augue.



Cancel Confirm

games® L'ARGE

Home Help Search Minimize Quit

Draw from Screatch

Select your favourite avatar.

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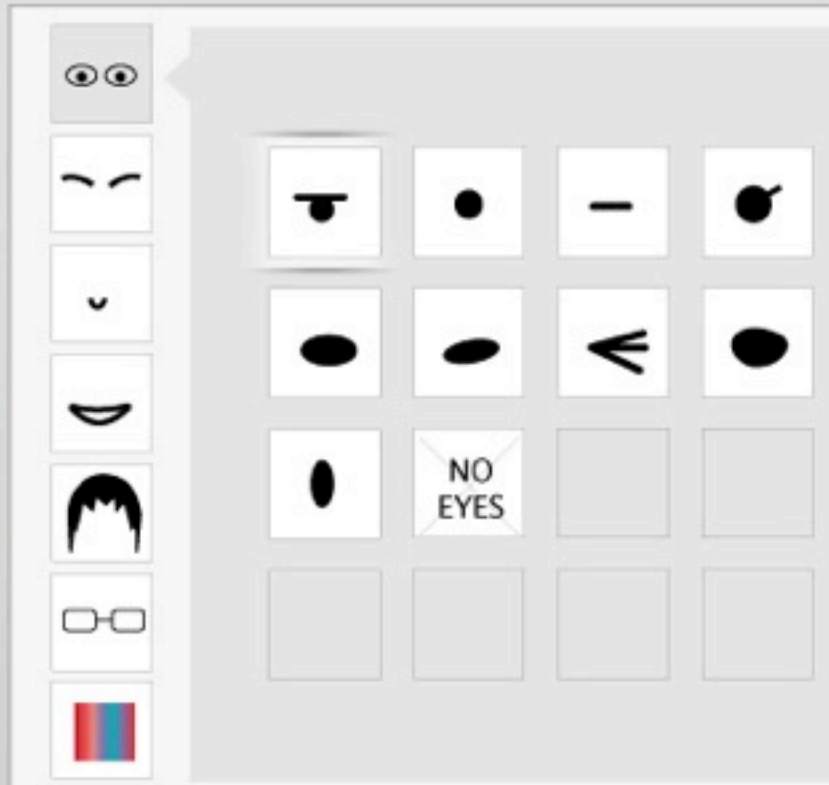

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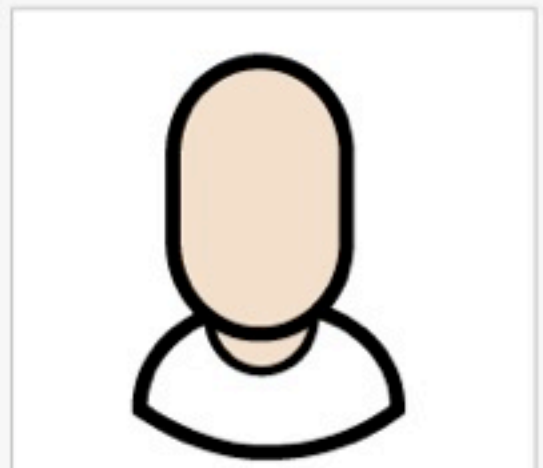

Cancel Confirm

Home Help Search Minimize Quit

Who will play?

Please, first select the profile(s) present in the room, and then press “start” button.

☑ Child

☑ Mom

☐ Dad

Create
New Profile

Start

games@LARGE

Home ? Help Minimize X Quit

Profiles

Games

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nunc vel odio et ligula.

Playlists

Settings

Last Played Games

Recommended Games

Suprise me!

Don't know what to play? Take your chance!

games@LARGE

Home | Help | Search | Minimize | Quit

Browse All Games

Games

Genre

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nunc vel odio et ligula.

Multiplayer Games

Age Groups

Popular Games

New Games

Home

Help

Search

Minimize

Quit

Party Games

Arcade Games

Sports Games

Kids Games

Games

Genre

Racing Games

45 games.

xxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxx.

Board&Cards Games

Brainteasers

Strategy Games

Adventure Games

Action Games

Simuation Games

Home

Help

Search

Minimize

Quit

Play

Genre: xxxxx
Popularity: xxxxx
Year: xxxxx
User Rating: ★☆☆☆☆ change
Publisher: xxxxx
Playlist: add
Age Groups:

Games Like This

Overview | Controls | Screenshots | Trailer

Story

Once upon a time, fairy tales were valuable cautionary yarns filled with dire warnings and sage advice. However, over time, the stories have become so watered down with cute woodland creatures and happy endings that they have lost their true meaning and purpose. No more! Happily Ever After ends now!

In this episode, Little Red Riding Hood is sent by her mother to deliver some goodies to Grandma and told to not stray from the path or talk to strangers along the way. Of course, Little Red breaks both rules and ends up encountering one of the most fearsome creatures in the forest. What could possibly go wrong in Grimm's version of this classic tale?

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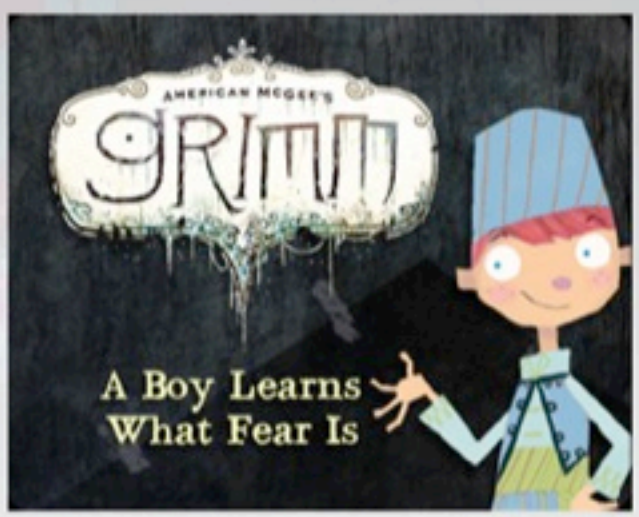
American McGee's Grimm: A Boy Learns What Fear Is



Genre: xxxxx
Year: xxxxx
Publisher: xxxxx
Age Groups:

Popularity: xxxxx
User Rating: ★☆☆☆☆ change
Playlist: add

Play

Overview | Controls | Screenshots | Trailer

Story

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Games Like This

Profiles

Games

Playlists

Settings

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nunc vel odio et ligula.

Last Played Games

Recommended Games

Suprise me!

Don't know what to play? Take your chance!

games@LARGE

Home | Help | Search | Minimize | Quit

Manage Profiles

3 Profiles

Dad
Admin Profile.

Mom
Admin Profile.

Child
Controlled Profile.

Add | Enable | Disable | Delete

Name & Birthdate | Password | Appearance | Activity Log | Parental Controls

Lorem ipsum dolor sit amet, consectetuer elit. Donec mattis ultrices magna. Quisque at odio. Fusce commodo scelerisque mauris.

Select a look like | Draw from scratch

Current Picture

Your own uploaded pictures:

Upload: Browse

select
delete

Cancel | Save

Home | Help | Search | Minimize | Quit

Manage Profiles

3 Profiles

Dad
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Child
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Add | Enable | Disable | Delete

Name & Birthdate | Password | Appearance | Activity Log | Parental Controls

Edit Parental Control Settings

- Manage Playtime
- Manage Content
- Bonus
- Approved Games
- Reporting

View and edit weekly schedule

Age Categories

Please choose the age group that you think your child belongs to.

3+ | 7+ | 12+ | 16+ | 18+

Games for 3 years old and older

Content Types

Please choose the content type you want to avoid.

ALL | *@! | Bad Language: like Grand Theft Auto, The Warriors

Cancel | Save

Home | Help | Search | Minimize | Quit

Manage Profiles

3 Profiles

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View and edit weekly schedule

Lorem ipsum dolor sit amet, consectetuer mattis ultrices magna. Quisque at odio.

Game Title: [ ] Add

Lorem ipsum dolor sit amet, magna. Quisque at odio. Browse the catalog

Name of the game
16+
remove

Name of the game
16+
remove

Cancel | Save

Home | Help | Search | Minimize | Quit

Profiles

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nunc vel odio et ligula.

- Games
- Playlists
- Settings

Last Played Games

Recommended Games

Suprise me!

Don't know what to play? Take your chance!

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Home | Help | Search | Minimize | Quit

Child

Dad

Home Help Search Minimize Quit

Child

Messages

Playtime

Achievements

Display Info

Preferences

Security

Sign Out

Game Preferences | Interface Themes

Choose the items you like or dislike by dragging them into the boxes below.

I like:

Strategy

Action

I don't like:

Sports

Cancel | Save

Home | Help | Search | Minimize | Quit

Child

Messages

Playtime

Achievements

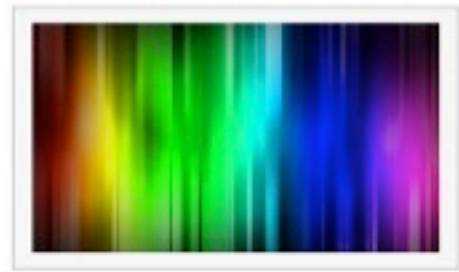
Display Info

Preferences

Security

Sign Out

Game Preferences | Background Themes



Cancel Save

Home Help Search Minimize Quit

Profiles

Games

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Playlists

Settings

Last Played Games

Favourites

Suprise me!

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games@LARGE

Home | Help | Search | Minimize | Quit

Profiles

Games

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Playlists

Settings

Last Played Games

Favourites

Suprise me!

Don't know what to play? Take your chance!

games@LARGE

Home

Help

Search

Minimize

Quit

Playlists

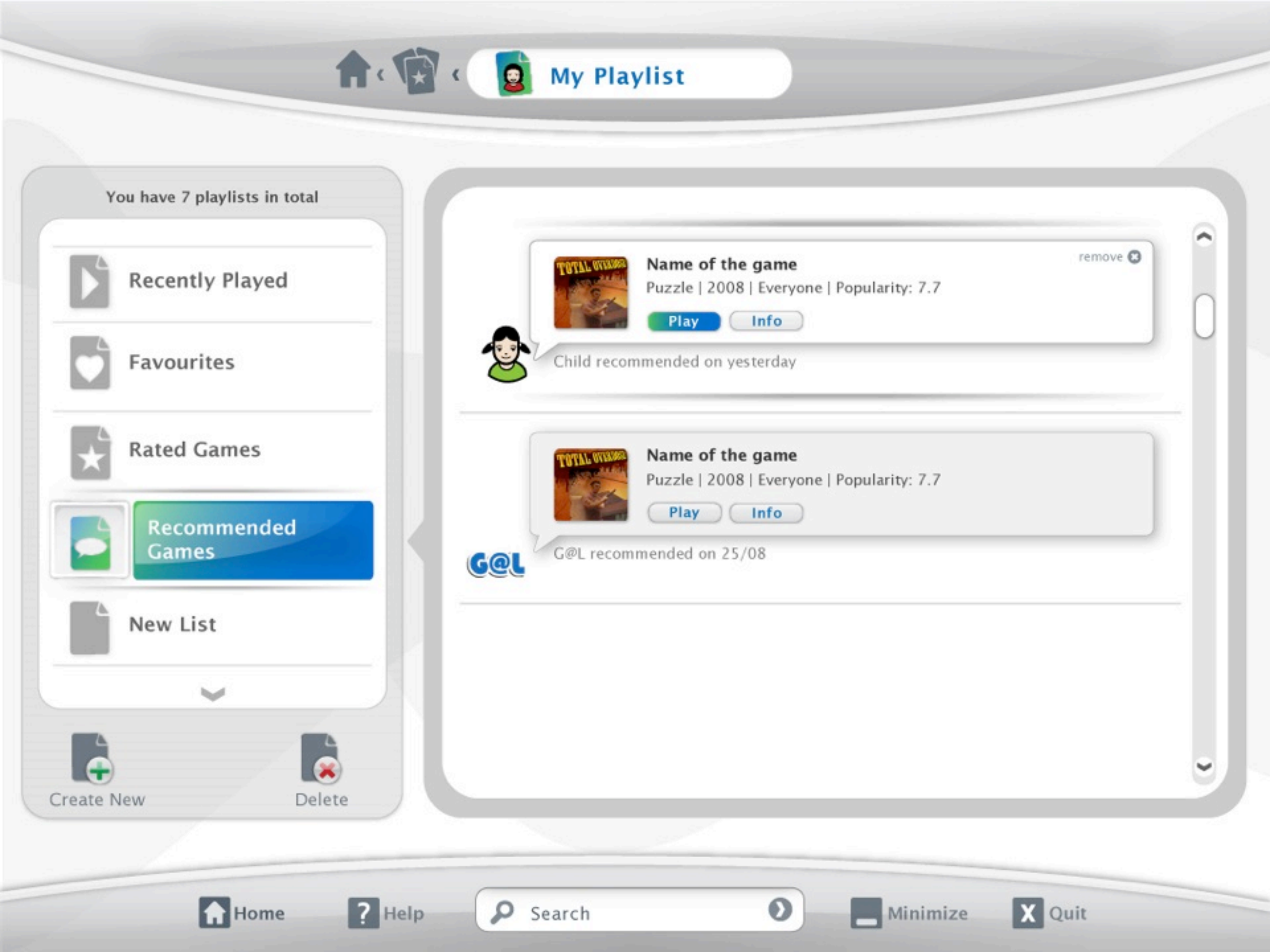
My Playlist

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nunc vel odio et ligula.

Child's Playlist

Dad's Playlist

Home Help Search Minimize Quit


My Playlist
You have 7 playlists in total
Recently Played
Favourites
Rated Games
Recommended Games
New List
Create New
Delete
Name of the game
remove
Puzzle | 2008 | Everyone | Popularity: 7.7
Play
Info
Child recommended on yesterday
Name of the game
Puzzle | 2008 | Everyone | Popularity: 7.7
Play
Info
G@L
G@L recommended on 25/08
Home
Help
Search
Minimize
Quit

Level: 11 Lives: Scores: 22080

Menu

PlayTime Left Recommend Favourites Pause Quit Game

Screens for TV

Screens for nokia and photoframe