UX USER EXPERIENCE SUMMIT

Bridging the Gap Between Game Design & UX

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EPIC GAMES
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Clarify Intent

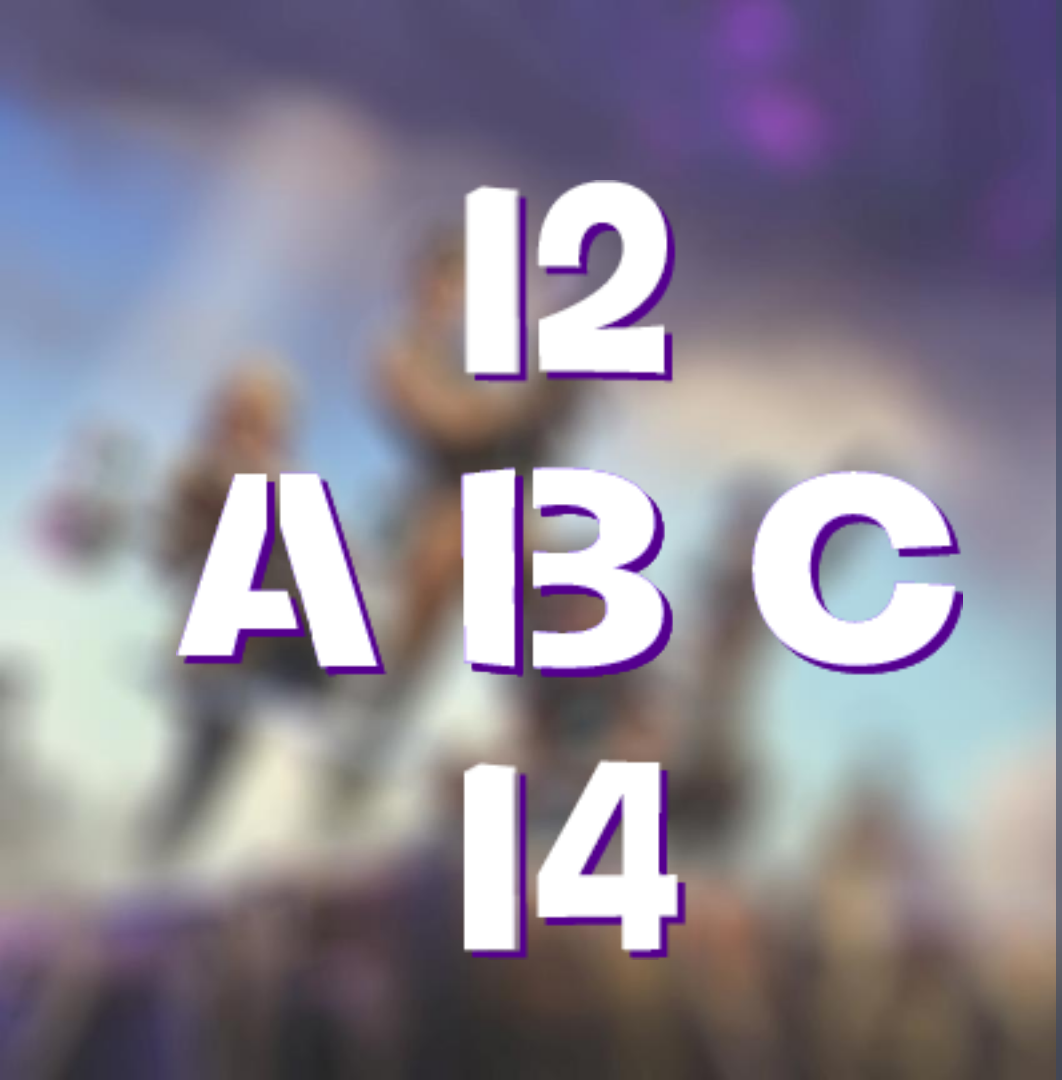
Have Empathy

Provide Meaning

UX of Encounter Design

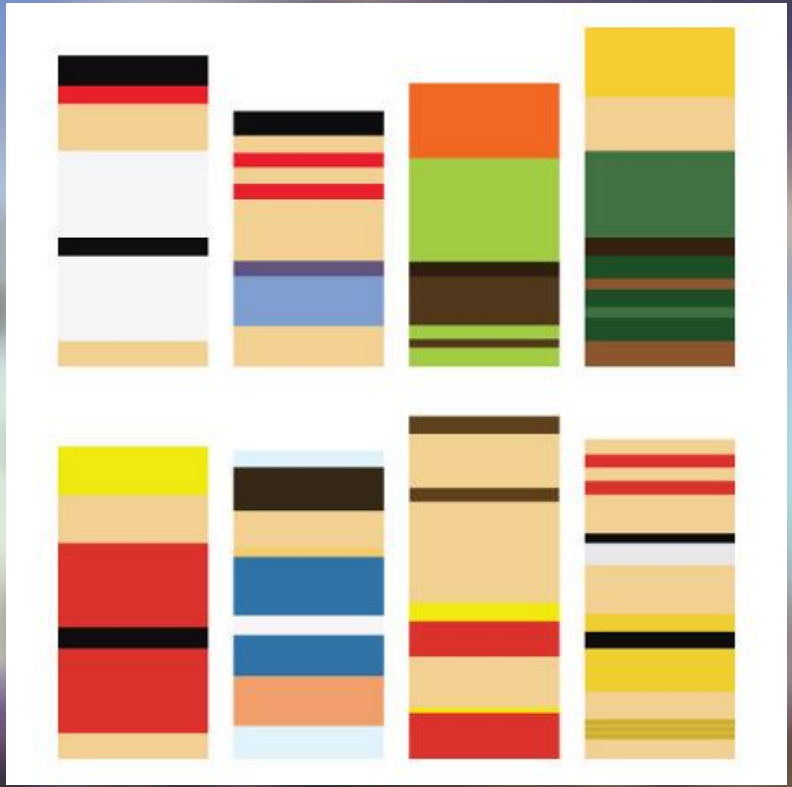
- ➤ Clarify Intent
- UX of Environment Design
- UX of System Design

UX of Encounter Design



UX of Encounter Design

UX of Encounter Design



12

A B C

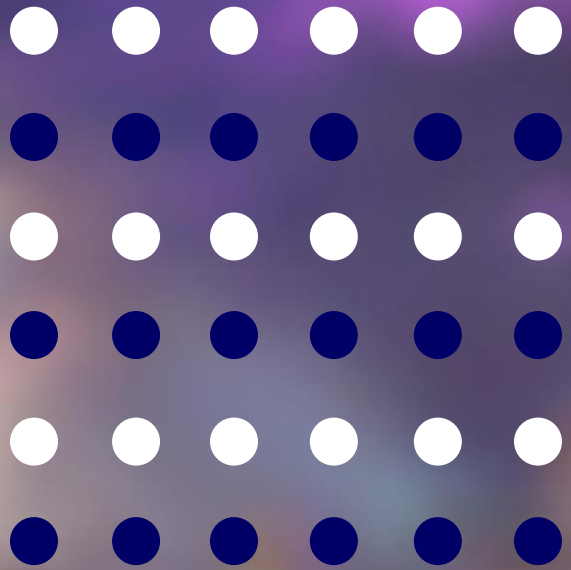
14

Gestalt

We see objects in their entirety before perceiving their individual parts.

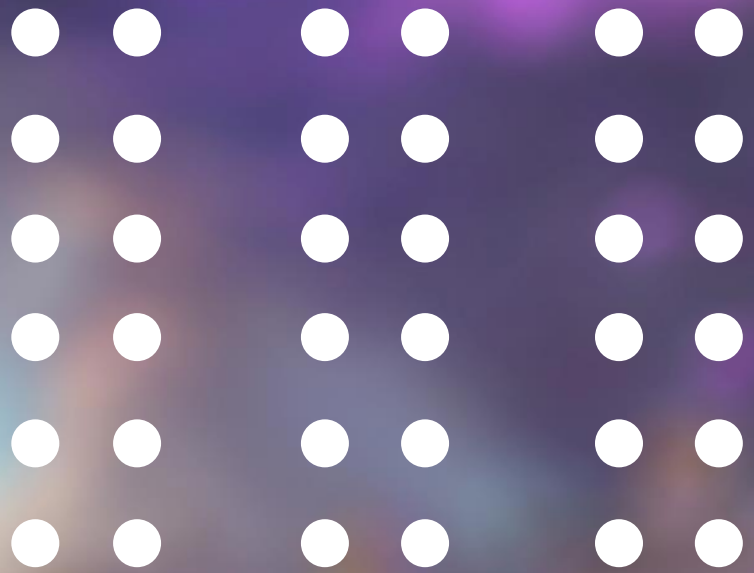
Gestalt:

Law of Similarity



Gestalt:

Law of Proximity



UX of Encounter Design

UX of Encounter Design

UX of Encounter Design

UX of Encounter Design

Clarify Intent

- Gestalt
- Cognitive Load
- Flow / Rhythm

UX PRO TIP!
DON'T BE
THE BEAR!

UX of Environment Design

UX of Encounter Design

➤ Have Empathy

UX of System Design

Gestalt:

Law of Closure

Gestalt:

Law of Symmetry

Gestalt:

Law of Continuity

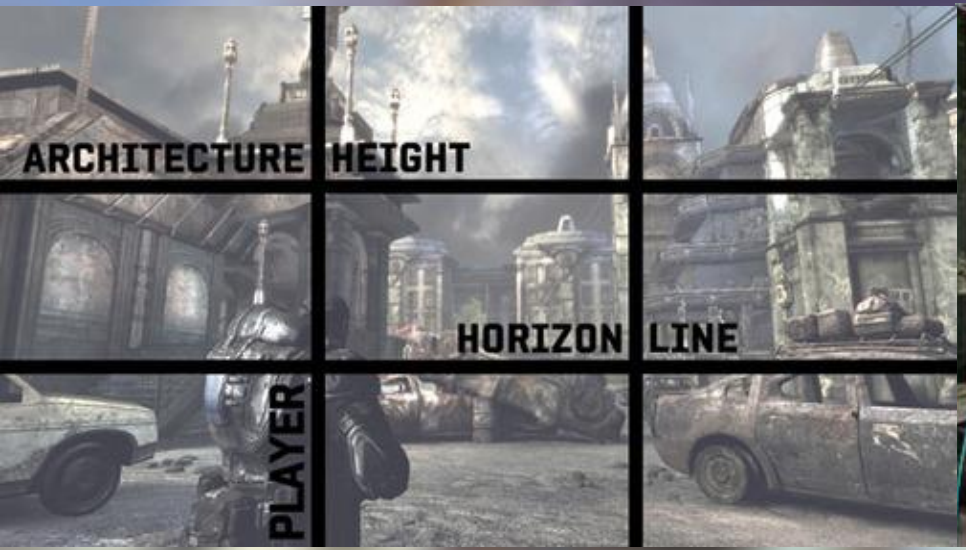
Gestalt:

Law of Common Fate

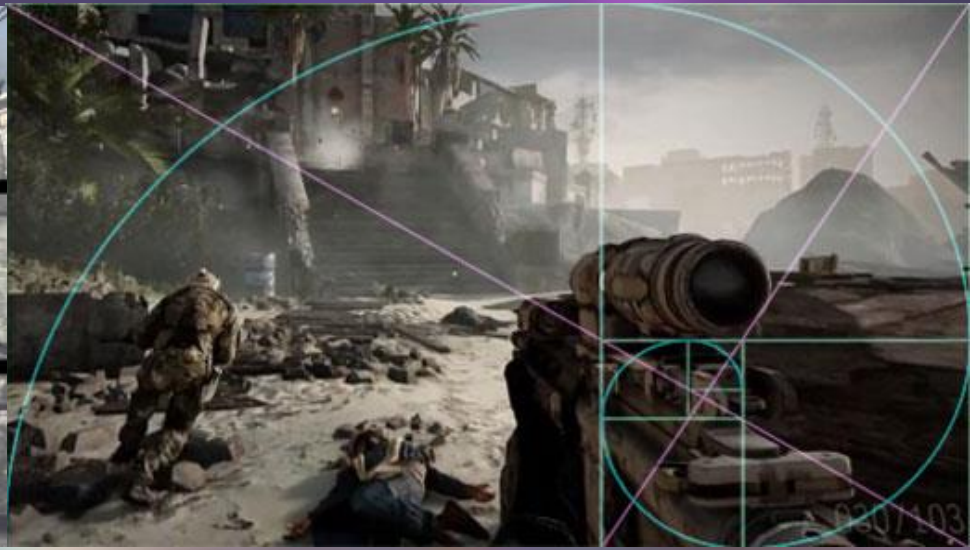
UX of Environment Design

UX of Environment Design

UX of Environment Design



Rule of Thirds



Golden Ratio

UX of Environment Design

UX of Environment Design

UX of Environment Design

UX of Environment Design

UX of Environment Design

Have Empathy

- Gestalt
- Visual Clarity
- Language

UX PRO TIP!
RESPECT THE
ENVIRONMENT

UX of System Design

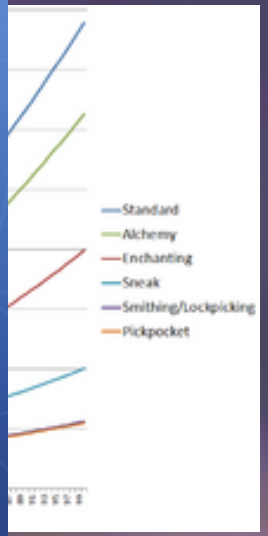
UX of Encounter Design

UX of Environment Design

➤ Provide Meaning

UX of System Design

	B	C	D
2			
3	**Armor**	**C1**	**B1**
4	Legendary Class Item	-	-
5	Raid Boots	-	-
6	Raid Gauntlets	-	-
7	Raid Chest	-	-
8	Raid Helmet	-	-
9	**Weapons**	**C1**	**B1**
10	Random Exotic	-	-
11	Found Verdict	-	-
12	Praedyth's Revenge	-	-
13	Hezen Vengeance	-	-
14	Corrective Measure	-	-
15	Praetorian Foil	-	-
16	Praedyth's Timepiece	-	-
17	Atheon's Epilogue	-	-
18	Vision of Confluence	-	-
19	Fatebringer	-	-
20	Vex Mythoclast	-	-
21	**Other**	**C1**	**B1**
22	Uncommon Item	-	-
23	Spirit Bloom	-	-
24	Ascendant Material	Y	Y
25	Glass Minuet	-	-
26	Aspect of Glass	-	-
27	Chatterwhite	-	-
28	XV0 Time Breaker	-	-
29	**Possible Items**	1	1



UX of System Design

UX of System Design

UX of System Design

UX of System Design

Provide Meaning

- Growth
- Mastery
- Retention

UX PRO TIP!

USER CENTERED DESIGN

Clarify Intent

Encounter Design

Have Empathy

Environment Design

Provide Meaning

System Design

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➤ THANKS!