

UX Buy-in through Trust

Lessons learned from DICE

Erik Ortman
Sr Experience Designer – EA DICE



TRUST IN UX



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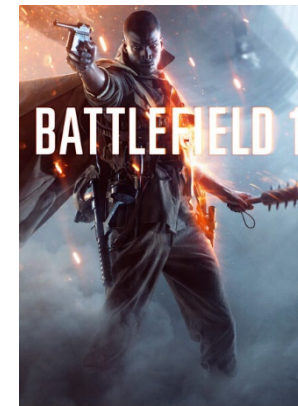
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WHO AM I?

Erik Ortman

Lead UX Designer on Battlefield in Stockholm

At EA DICE for 8 years





"UX IS HERE TO SAVE YOU!"



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"UX HAS YOUR BACK!"



HOW TO GET THERE?

3 practical ideas you can use when struggling to build trust for UX in the game dev process.

UX Concept Design

Small Impactful Changes

Emotional Targets



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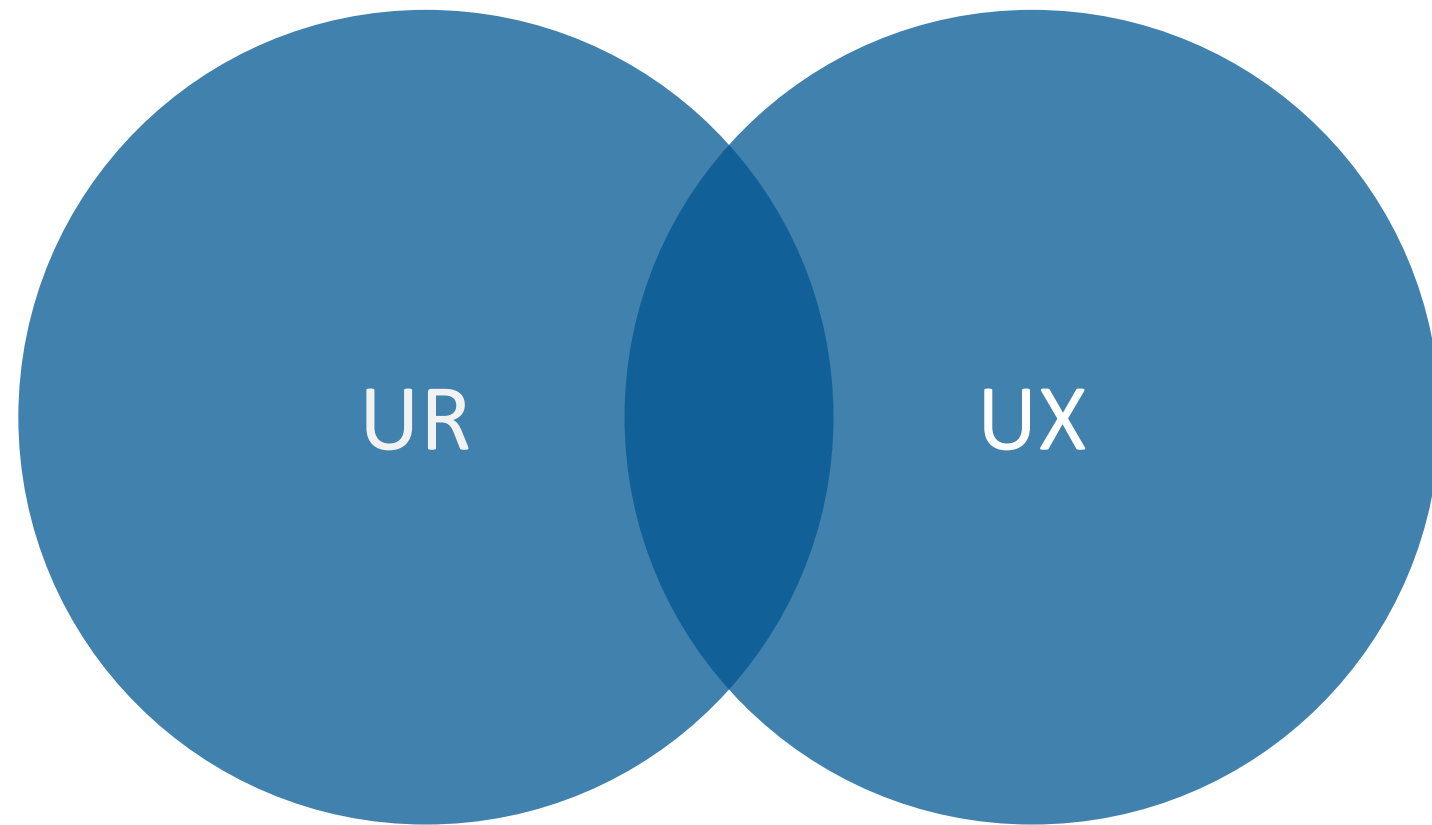
UX @ DICE



UX

User Experience Design

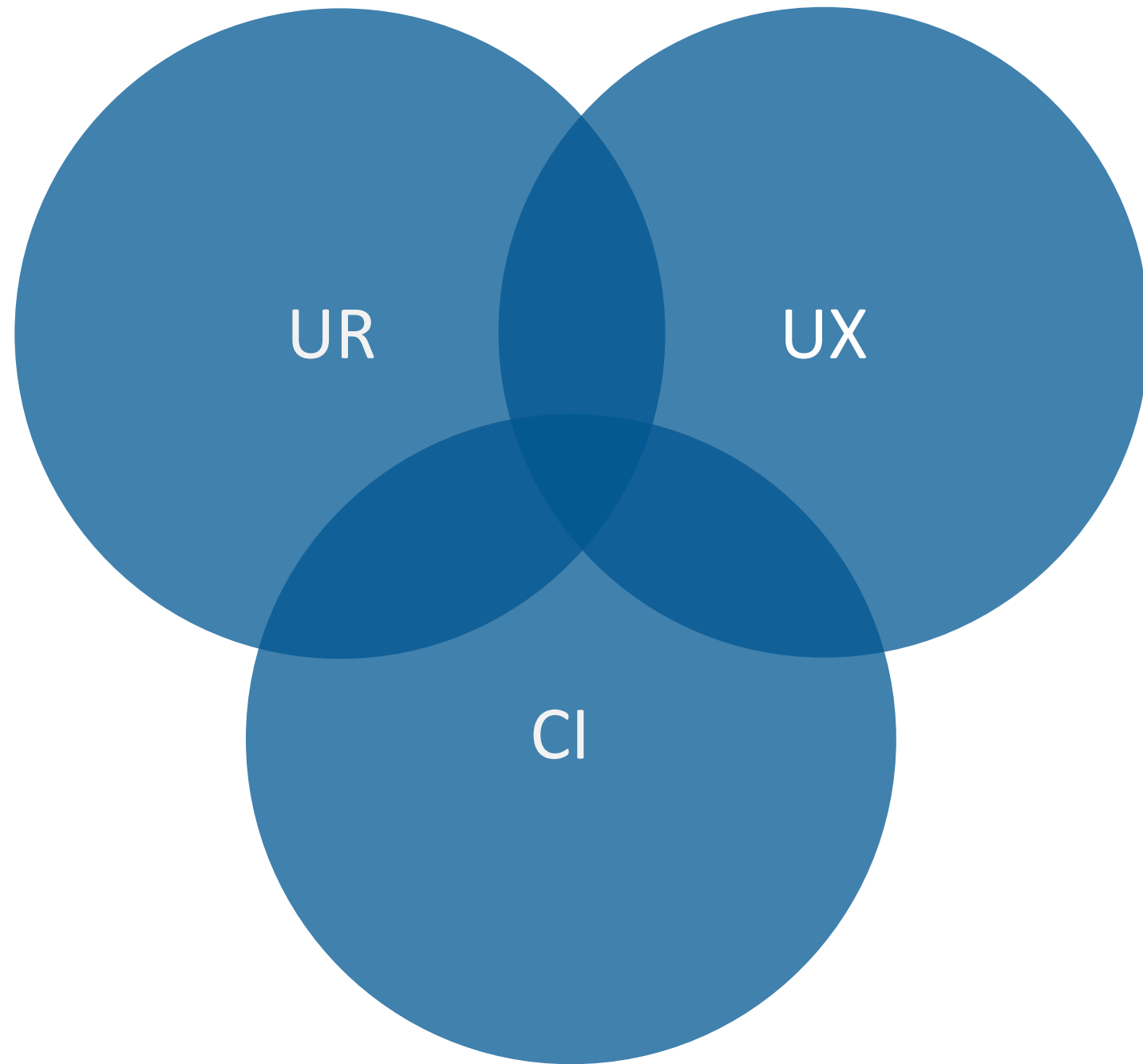
UX @ DICE



User Experience Design

User Research

UX @ DICE

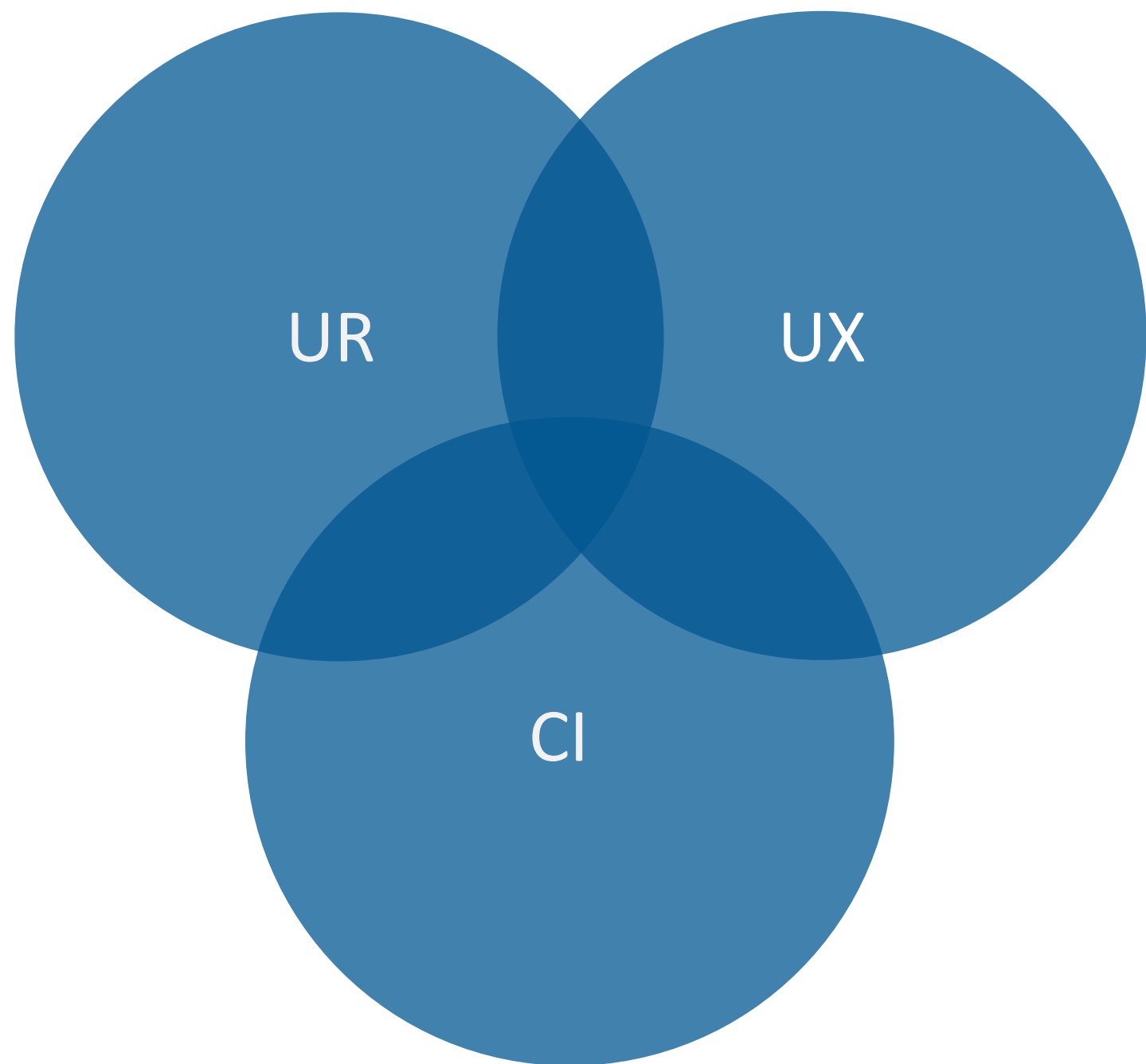


User Experience Design

User Research

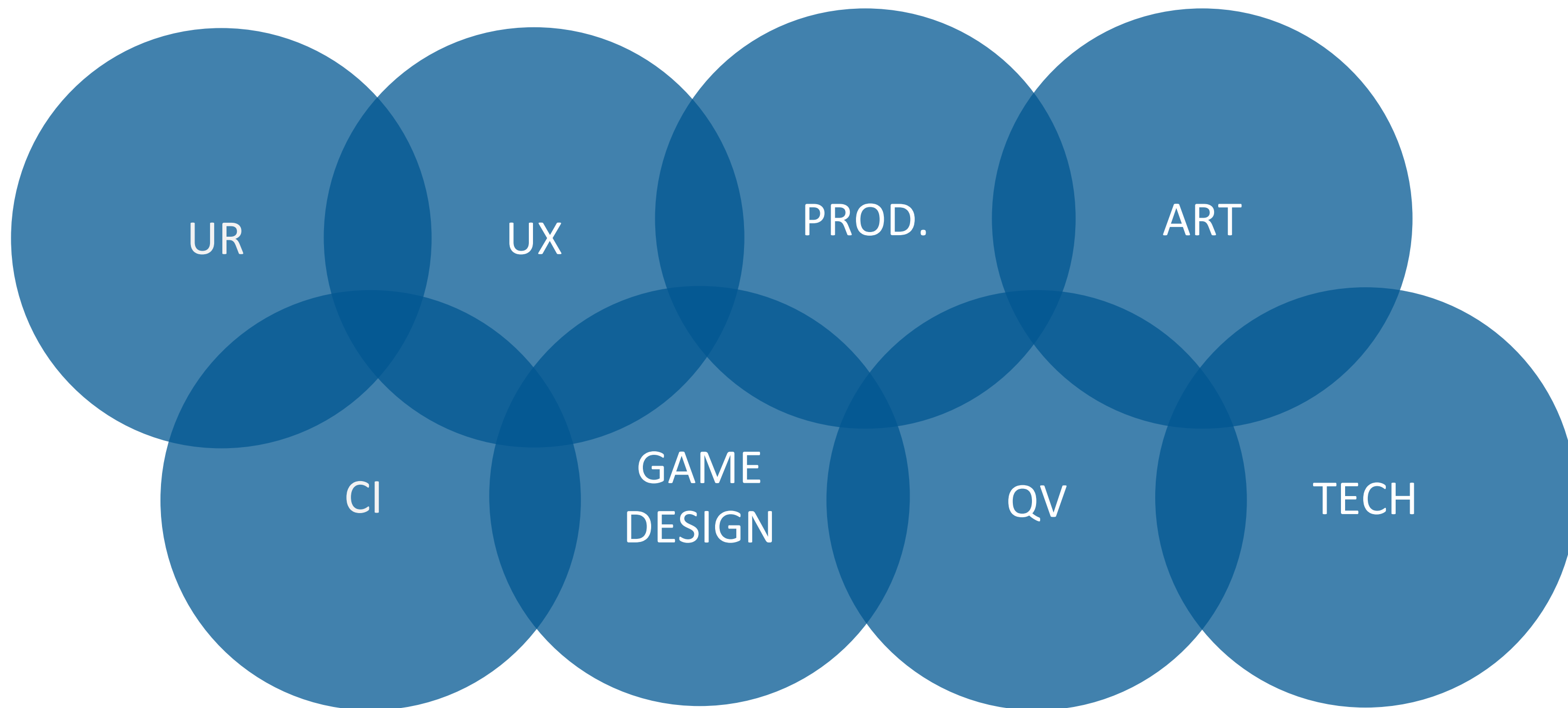
Consumer Insights

IS THERE (STILL) A PLACE FOR UX DESIGNERS IN AAA GAMES?



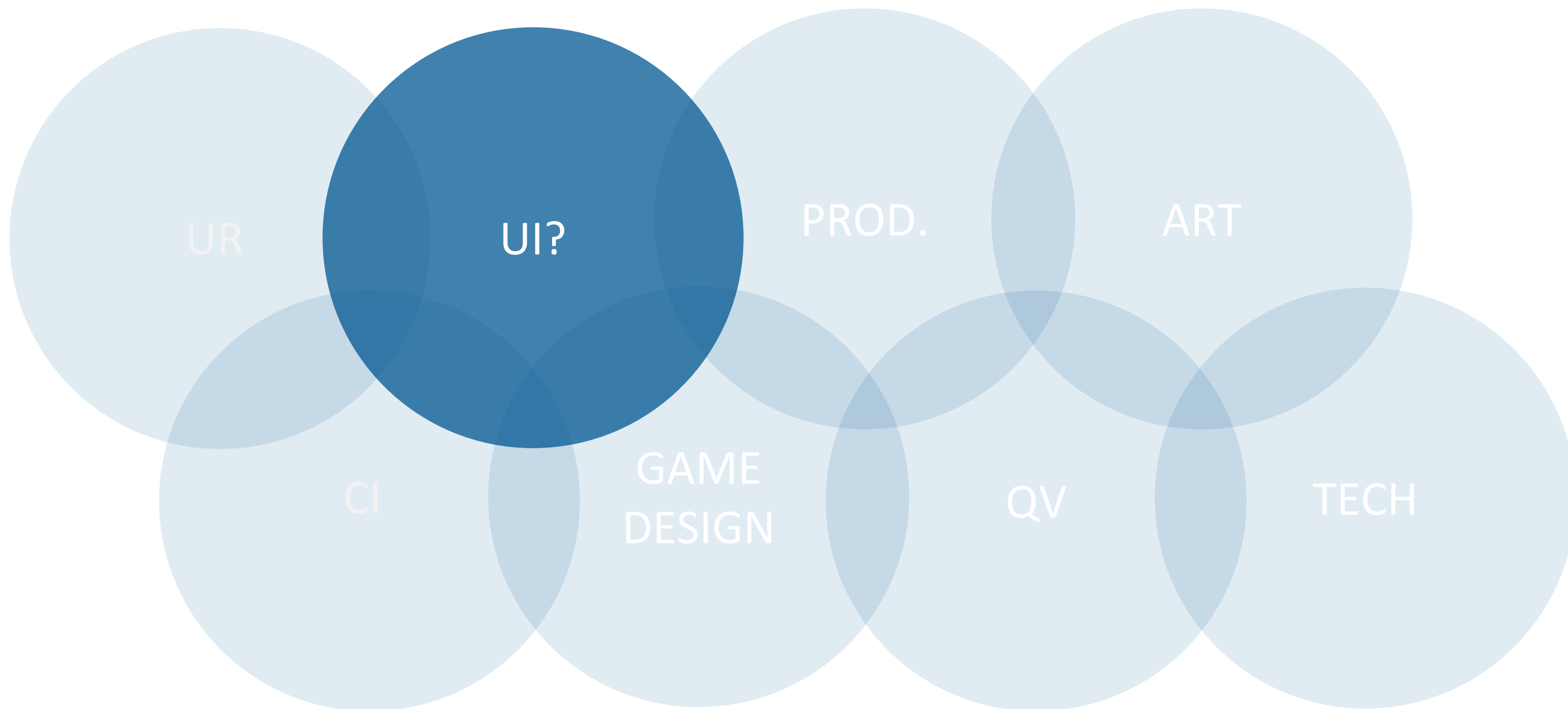
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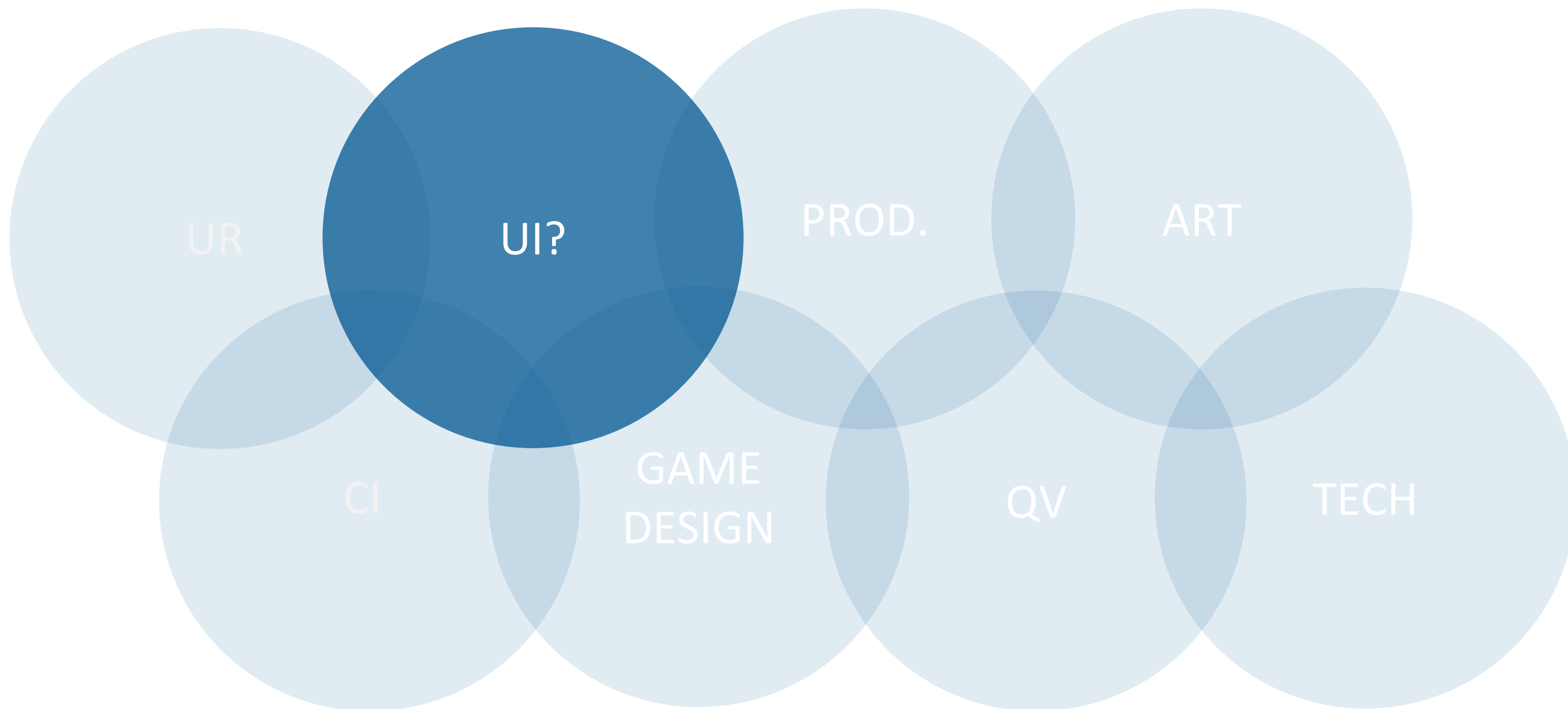
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AAA resources ≠ (Automatically) great UX



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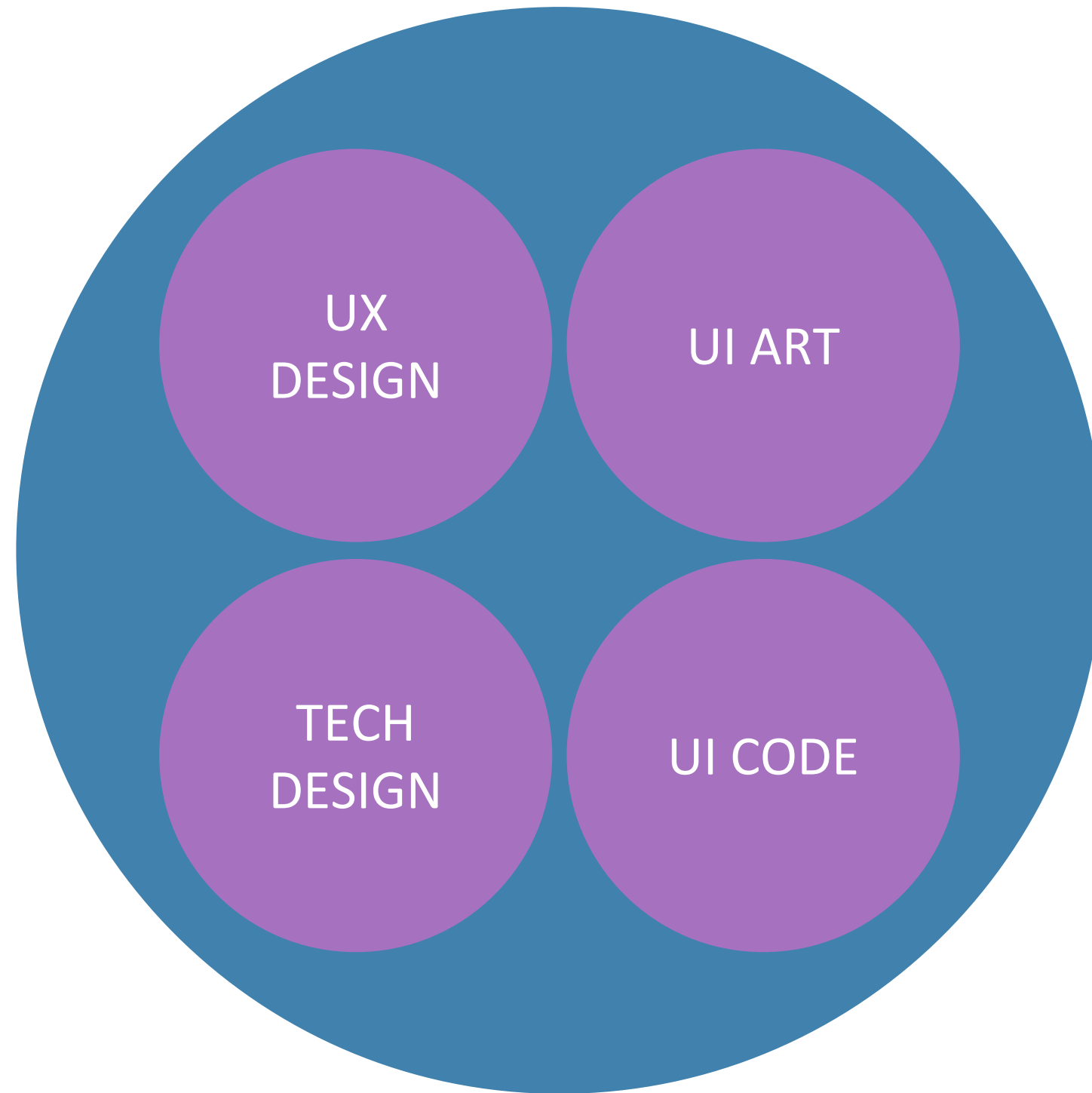
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UI?

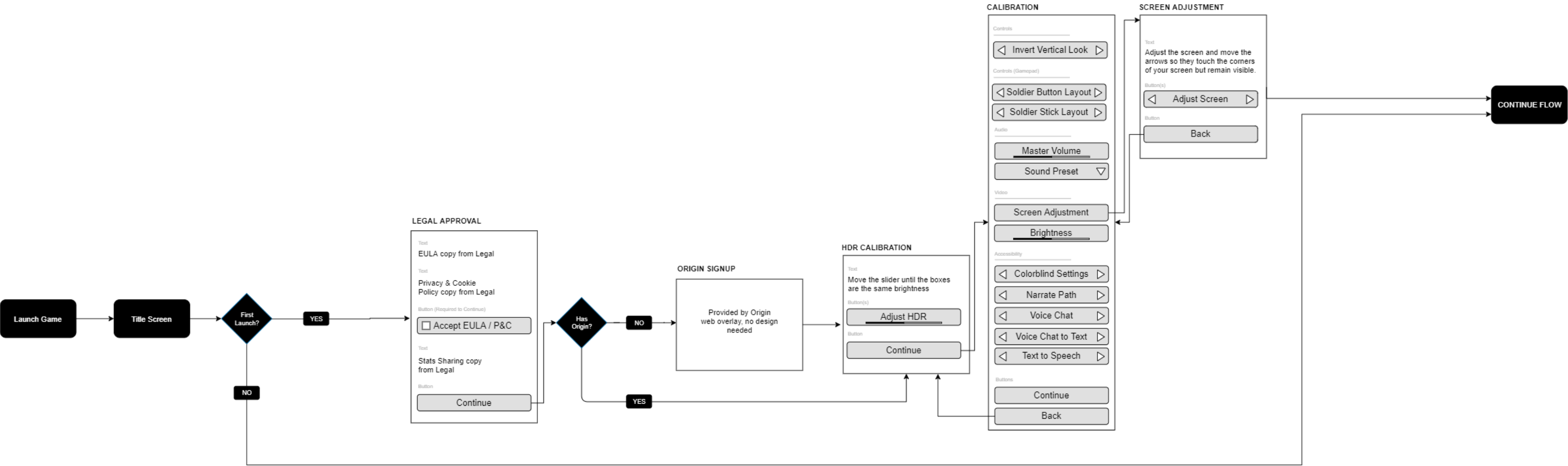


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BREADBOARDS



A Spitfire aircraft is shown in flight over a vast, snow-covered mountain range under a clear blue sky. The aircraft is a silver-colored fighter with a blue nose and tail, and the letters 'CW' are visible on its fuselage. It has a large propeller and a single engine. The wings are spread wide, and the landing gear is retracted. In the background, another Spitfire is visible, flying at a lower altitude. The mountains are rugged and covered in snow, with some rocky peaks visible. The overall scene is a high-quality digital rendering, likely from a video game.

UX CONCEPT DESIGN



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BATTLEFIELD V

EA PlayPro

PLAY

● YOUR COMPANY

● ARMORY

WEEKLY MISSIONS

● ASSIGNMENTS

PROFILE

OPTIONS

QUIT



TIDES OF WAR
WEEKLY MISSIONS
MAY 27 - JUN 3



ALL TOGETHER NOW
COLLECTION
1,500



PLAY COMMUNITY
GAMES



+

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4

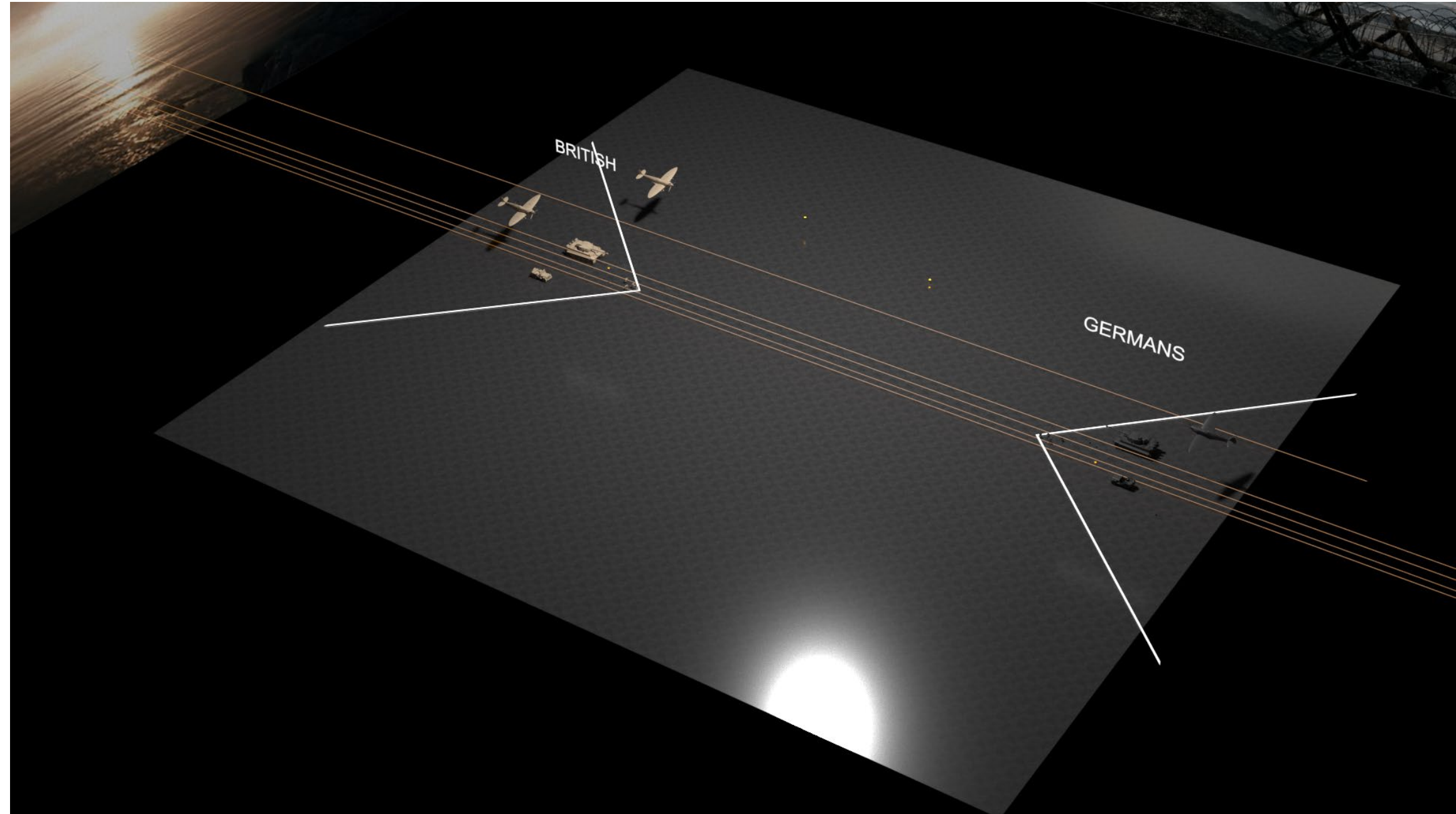
The “Napkin Sketch”

The seed - factions facing off as a backdrop for menu navigation

Used to spark a conversation

Brought visibility to the idea

Raised more questions than answers



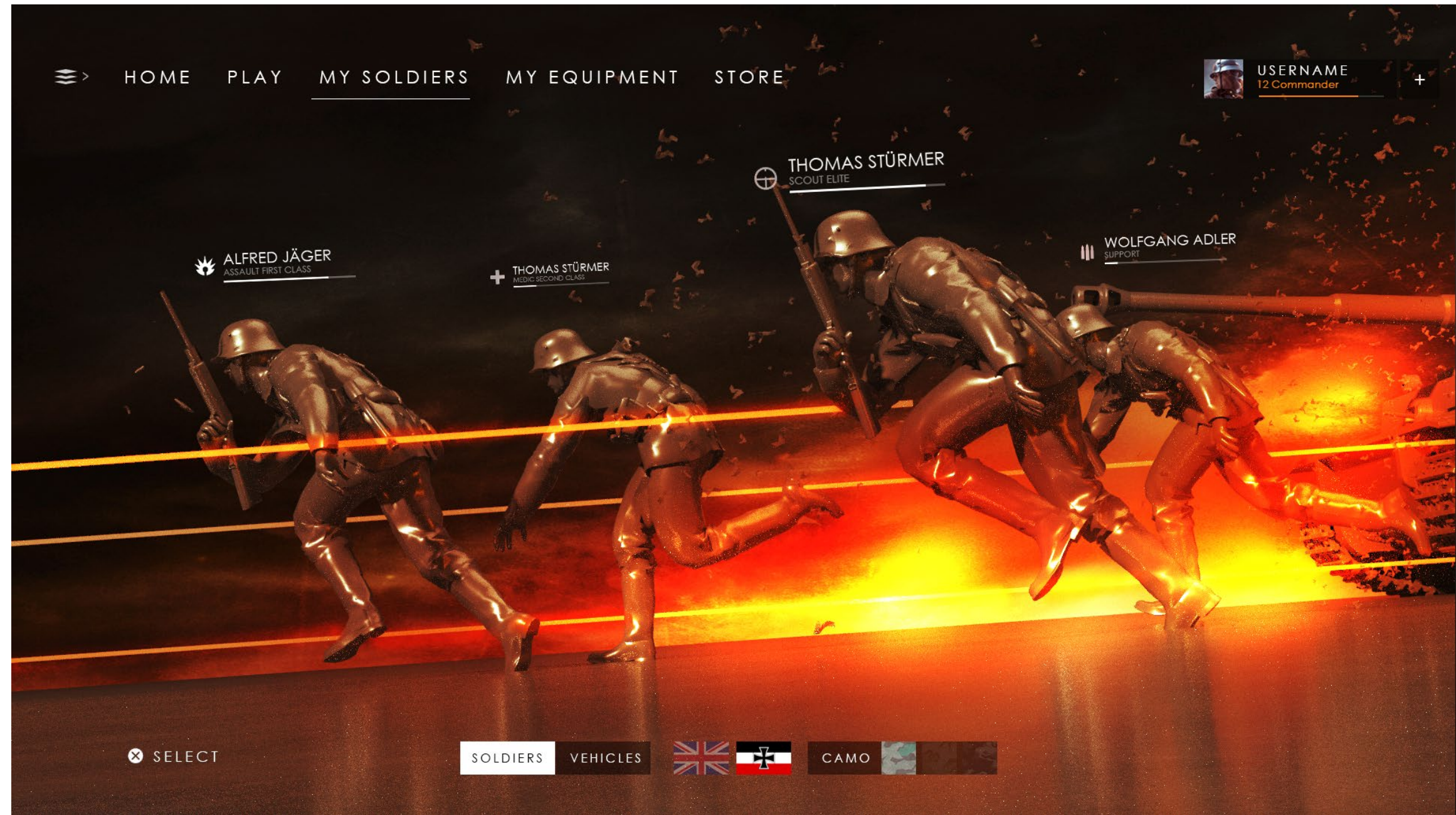
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Sketch with UI

Quick 3D scene with assets posed

Enough UI to feel interactive without becoming a UI feedback session



Getting excited

Gave the visuals some love (helps to have a UI Art Director that is also a 3D ninja!)

Added movement and music



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BATTLEFIELD

USERNAME
RANK 1



PLAY

MY ROSTER

BATTLEPACKS

MISSIONS

CUSTOM GAME



NEW DAILY MISSION

As a member of the norwegian resistance, rescue your captive



ALAN COMPLETED
THE BLITZKRIEG
CAMPAIGN



NEW BATTLEPACK
AWAITS!

X SELECT

PLAY
MY SOLDIERS
MISSIONS
BATTLEPACKS
STORE

BACK



BATTLEFIELD V

EA PlayPro

PLAY

● YOUR COMPANY

● ARMORY

WEEKLY MISSIONS

● ASSIGNMENTS

PROFILE

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TIDES OF WAR
WEEKLY MISSIONS
MAY 27 - JUN 3



ALL TOGETHER NOW
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1,500



PLAY COMMUNITY
GAMES



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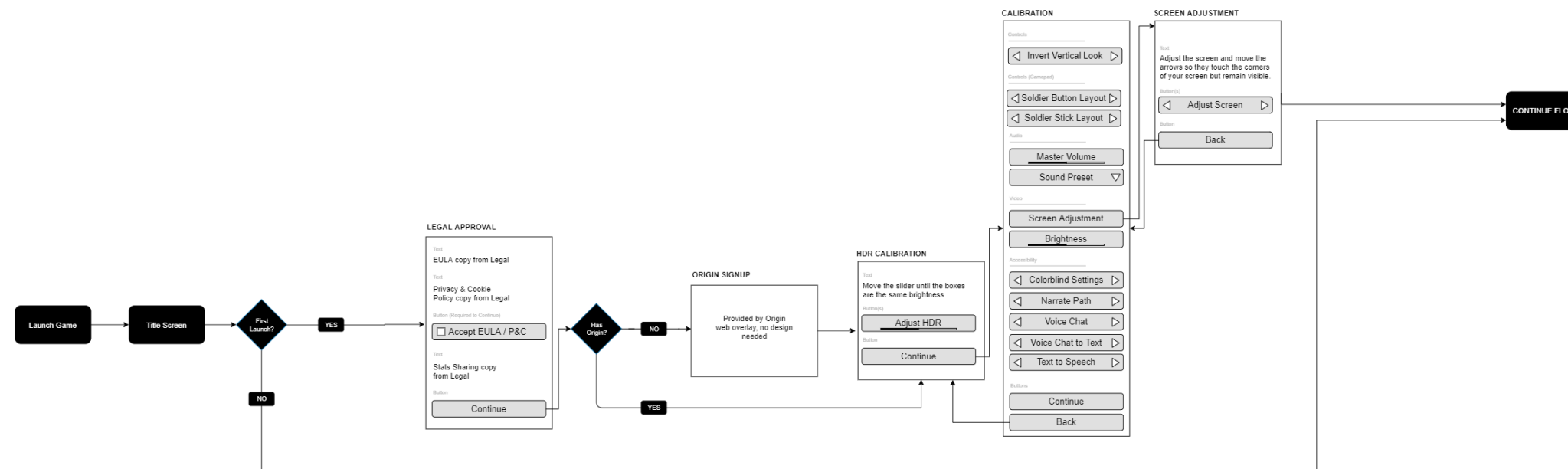
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RISKS

Your concepts can turn into the product if you take them too far.



Find the sweet spot



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SMALL IMPACTFUL CHANGES



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In games, most people who make UX decisions are not UX Designers

BATTLEFIELD 1 - PROLOGUE



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BATTLEFIELD 1 - PROLOGUE

- Make players feel something unique
- Experience different gameplay aspects
- Promise of great adventure vs. horrors of war



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TESTING



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TESTING

- Players did everything to stay alive
- When they died, they tried to reset
- Frustrating, Unintuitive & Confusing



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TESTING

- Players did everything to stay alive
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- Frustrating, Unintuitive & Confusing

The fix...

GAMING

Battlefield 1's Prologue Shows The Brutality Of War

By ALEX CHAVERS | January 9th, 2017

DANIEL STARKEY

CULTURE 10.21.2016 07:00 AM

Brilliant *Battlefield 1* Shows the Horror and Weirdness of WWI

'Battlefield 1' reminded me that before war was a game, it was hell



Send a Tip

RollingStone

Menu

Music

TV

Movies

Politics

Culture

Charts

Pro

Newsletters

HOME > CULTURE > CULTURE NEWS

OCTOBER 17, 2016 7:01PM ET

'Battlefield 1' Campaign Tells Intimate Stories Among WWI Carnage

AD



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Build trust by showing why small changes can have great impact

CREATIVE LEADERSHIP TRUST

- Making the right product
- Ensuring we stay on vision

Find a Shared Language



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A biplane is shown from a low angle, flying over a vast, arid desert landscape with deep, layered rock formations. In the distance, another biplane is visible, flying towards the viewer. The scene is bathed in warm, golden light, suggesting a sunset or sunrise. The text "EMOTIONAL TARGETS" is overlaid in the center of the image.

EMOTIONAL TARGETS



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“ENGAGE-ABILITY”

- Motivation
- Emotion
- Game Flow



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“ENGAGE-ABILITY”

- Motivation
- Emotion
- Game Flow

Emotions are complex



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EARLY DIRECTION

- Design Pillars
- Style and Tone
- Player Motivations



DIRECTION

“An open world worth exploring”



EMOTION

“As a player I feel
Invited to explore”



UX GUIDELINES

- Allow for Experimentation
- Avoid restrictive paths
- Keep cognitive load low

UX Concept Design

Impactful Small Changes

Emotional Targets



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THANK YOU



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