



Ópvinguð innleiðing á notendamiðaðri hönnun

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EVE





Notendamiðuð hönnun

User Centered Design (UCD)

- Innleiðingin snýst um kúltur – ekki reglur
- Hver starfsmaður þarf að tileinka sér þá aðferðarfræði sem gagnast honum best
- Hver deild þarf að fá frelsi til að uppgötva möguleikana sem notendamiðuð hönnun býður upp á
- Hvert verkefni er ólíkt - Það gengur ekki að nota alltaf sömu tólin eða aðferðirnar

What is UCD?

EVE

“**UCD** is a design **philosophy** that focuses on **user needs**, behaviors and **goals** during all phases of the project”.

“ **UCD** is an **approach** to design consisting of a wealthy toolbox of **disciplines** and **methods**”.

UX SPECTRUM



UX Tools & Techniques

EVE

- **Stakeholder Interviews**
- **Requirements Workshops**
- **Guerilla Usability Testing**
- **Lab Usability Testing**
- **Remote Usability Testing**
- **Competitor Benchmarking**
- **Contextual Research**
- **Analytics**
- **Surveys**
- **Expert Reviews**
- **Ideation Workshops**
- **Task Models**
- **Customer Experience Maps**
- **Personas**
- **User Journeys**
- **Information Architecture**
- **Sketching**
- **Wireframes**
- **Paper Prototypes**
- **Prototypes**

UX Tools & Techniques

EVE

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UX Tools & Techniques

EVE

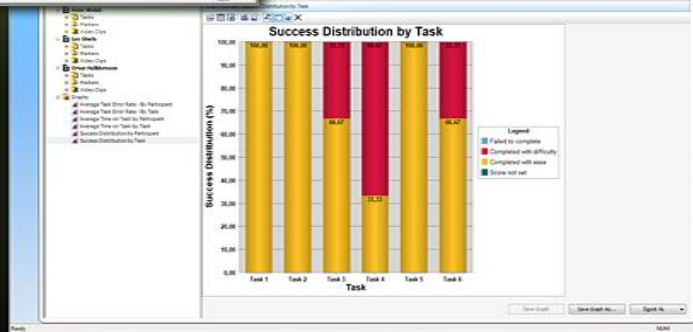
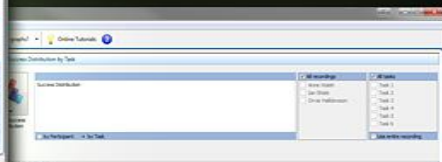
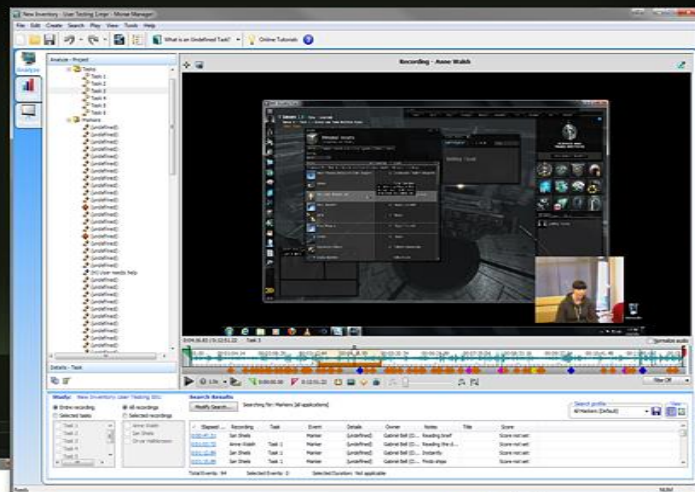
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Lab Usability Testing

Involving end users in the design process to understand their needs, find out how they do things and see if they can use your products in a controlled environment

Morae[®]

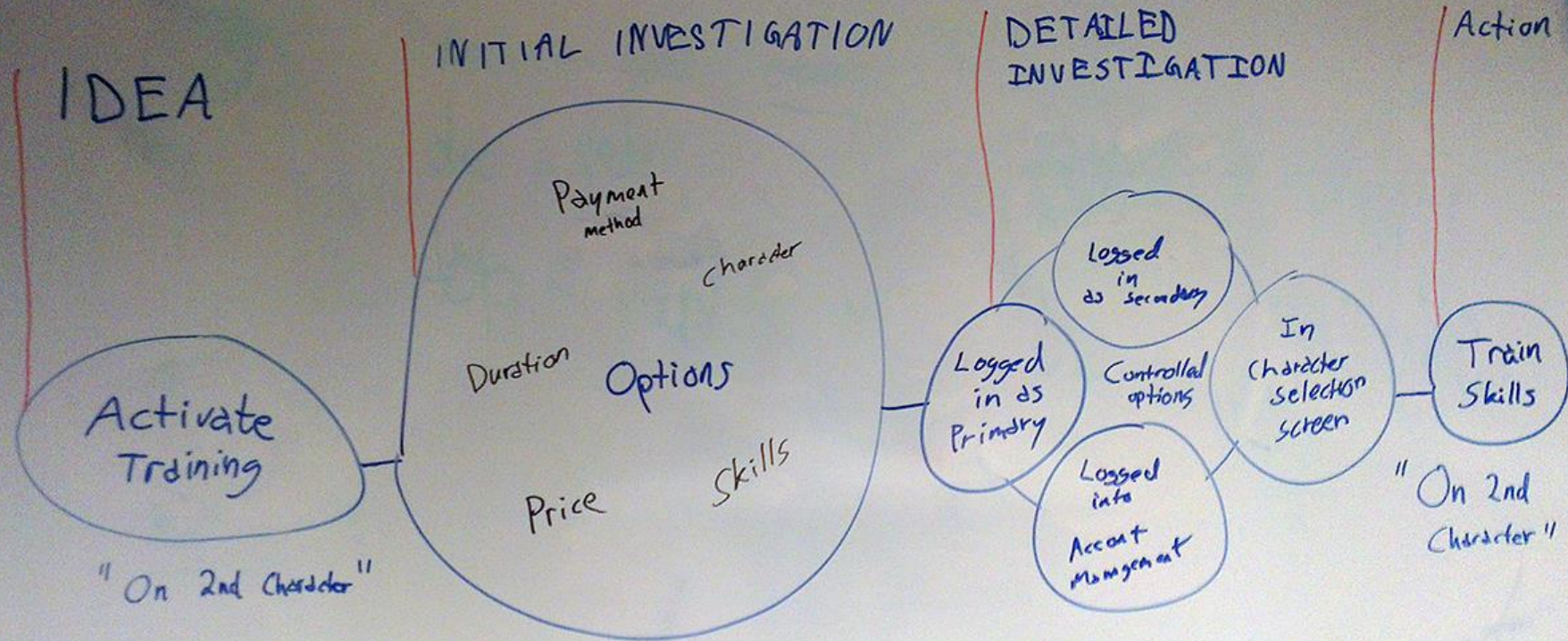
TechSmith



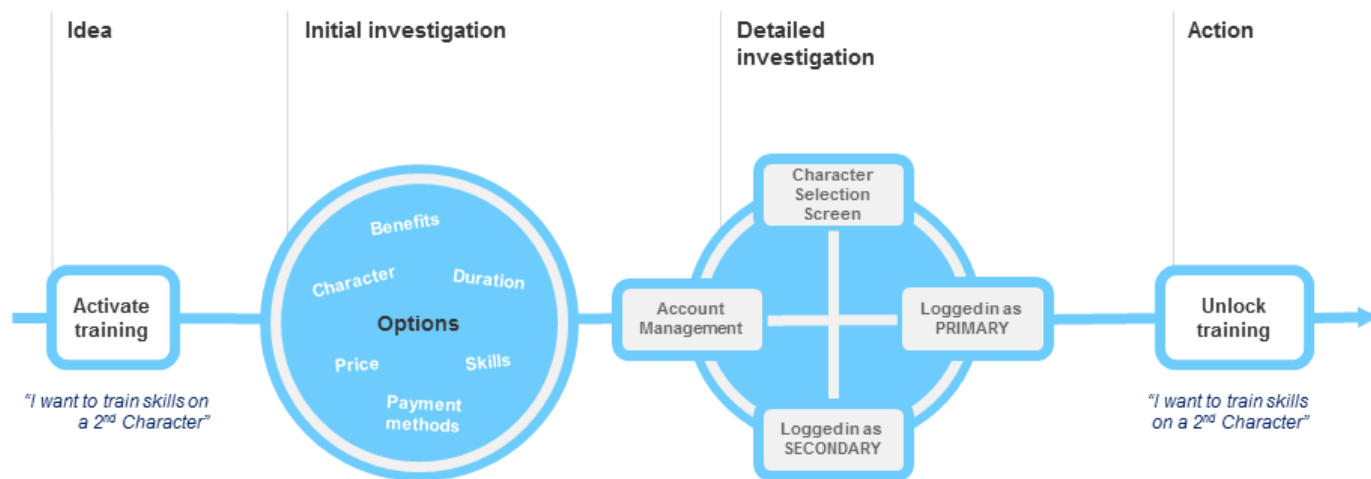
Task Models

Descriptions of the activities users perform in order to reach their goals

GOAL: TO EXPAND MY GAMEPLAY OPTIONS IN EVE



Goal: To expand my gameplay options in EVE



SOCIAL ASPECT

Players need to have an easy way to share with others the location of the feature in Chat. Having a direct link that other players can click on to open it up would be best.



POTENTIAL HURDLES

Currently there is no easy way to get information about another character in your account once you have logged into a specific character. This needs to be taken into account when we decide if we allow any access to this feature when logged into your PRIMARY account.

User Journeys

Identify how users flow through your product. Design the structure of your product to ensure users can flow through it efficiently

GAME OF DICES

Character
selection
screen

Credit
card

Confirm

Unlocked
dual
training

Select
Plexus

Payment
for training
unlock

Credit
Card

PLEX

Confirm

Unlocked
on PLEX

Right-click
on PLEX

Unlocked
dual training

Select
method

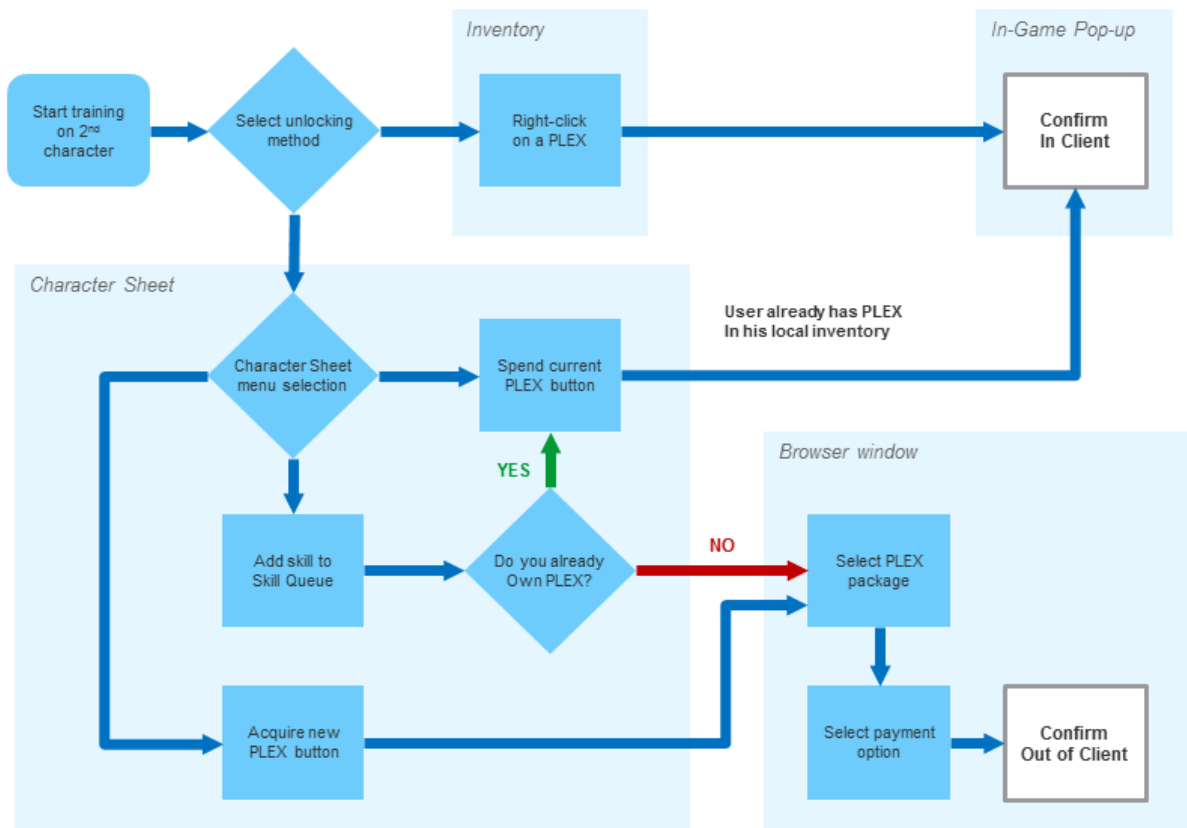
Unlocked
dual training
with PLEX
in hands and

Add skills
to skill
queue

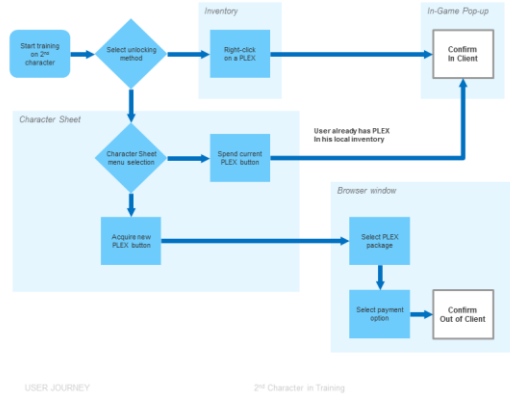
Unlocked
option

Use
PLEX

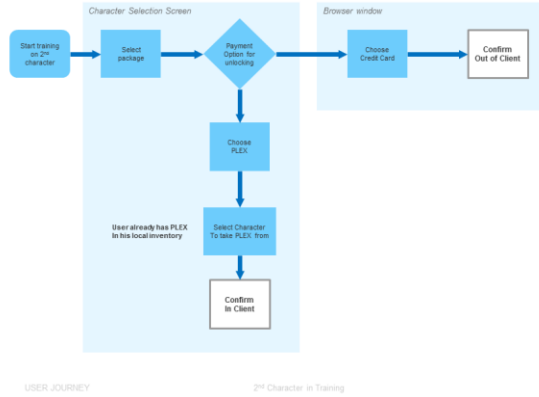
Goal: To unlock training on 2nd character when logged in as **Secondary**



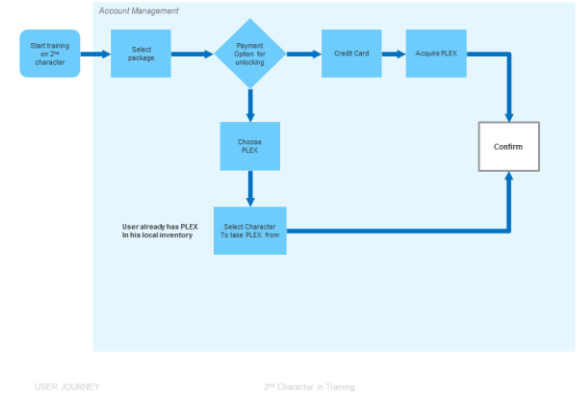
Goal: To unlock training on 2nd character when logged in as **Primary**



Goal: To unlock training on 2nd character on **Character Selection**



Goal: To unlock training on 2nd character in **Account Management**



Information Architecture

The process of organizing
information to make its retrieval as
simple as possible

NEWS

FORUMS

EVENTS/RL

HELP/TOOLS

NEW EGEN

DEV BLOGS

FORUMS

FANFEST

HELP ARTICLES

WORLD EVENTS

NEWS

+ Encyclopedia [Wiki]

TOURNAMENTS

POLICIES

RACES & ORGANIZATIONS

EXPANSIONS

+ RAIDER GATHERINGS

PETITIONS

SHORT STORIES CHRONICLES

AWARDS & ACCOLADES

VOLUNTEERS

BUG REPORTS

SCIENTIFIC ARTICLES

EVE DOWNLOAD

TEST SERVERS

+ TERRITORY MAP

PATCH NOTES

FANSITES

API KEY MANAGEMENT

CSM

FLEET FIGHT NOTIFICATIONS

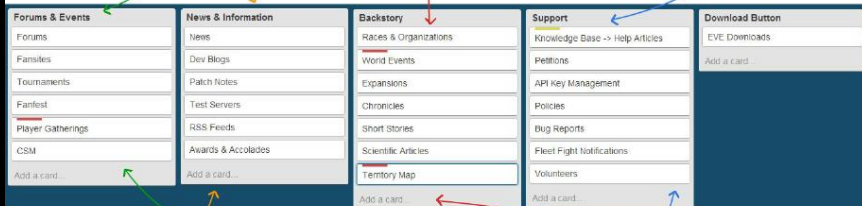
Menu structure



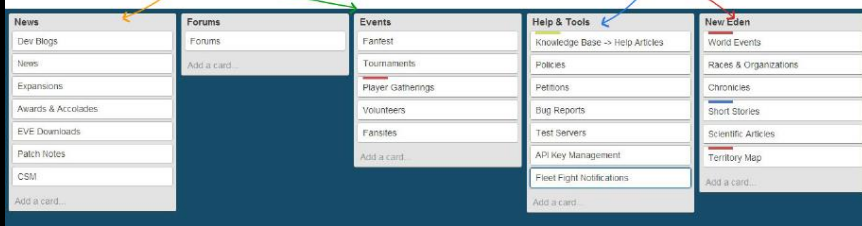
Community Team - Session 1



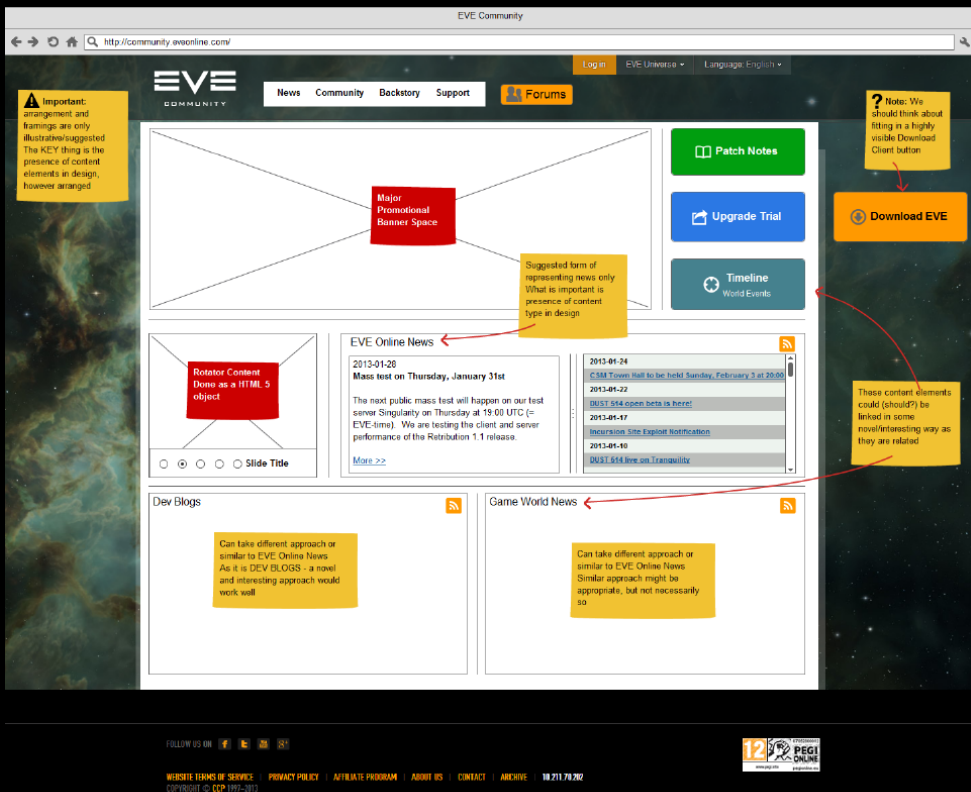
Community Team - Session 2



CSM Session



Wireframe





FANFEST 2013 LIVE HD STREAM

THE NEXT BEST THING TO BEING THERE
ALL 7 DAYS / EVENTS / TOURNAMENTS / KEYNOTES / PRESENTATIONS
IN-GAME COMMEMORATIVE T-SHIRT AND OTHER GOODIES
WITH LIVE HD STREAM PURCHASE

TRANQUILITY SERVER

Online - 13541 Players



UPGRADE TRIAL
The Full Experience



DOWNLOAD EVE
Game Client



PATCH NOTES
Latest Changes



NO LIMIT ON INVITES

BUDDY PROGRAM

EVE ONLINE NEWS

CSMS Elections Halfway Complete

12.04.2013 14:51 | By CCP Dene

The elections for the 8th Council of Stellar Management (CSM) are now halfway complete. The elections close on April 18th at midnight, so make sure to vote here and have your voice heard. You can see CCP Dene and CCP Mogen talk about the CSM, as well as the CSM in action here at Iceland by checking out our new video here.

[Read full post »](#)

Payment and PLEX systems downtime, Thursday April 11th

11.04.2013 12:22 | By CCP Gargat

Clarification on Pirate Rookie ships, Available Through the Fanfest HD Stream Purchase and Other Promotions

12.04.2013 14:42 | By CCP Falcon

Mass fest on Thursday, April 11th

09.04.2013 18:37 | By CCP Gargat

DEV BLOGS



Executive Producer for the second decade of EVE Online

12.04.2013 05:14 | By CCP Helix

Dear Followers of EVE, it's been about 13 years since the development of EVE Online formally started. Over that time, we have had various great people lead our development efforts for the amazing experience that is EVE. For the past year, Jon Lander (CCP Ullrich) has served as our Executive Producer.

[Read full post »](#)

GAME WORLD NEWS



Blood Raiders pillage religious site on Salkhamon

12.04.2013 15:45 | By CCP Game

Cyonate A religious site under the protection of the Kador Family was...

[Read full post »](#)



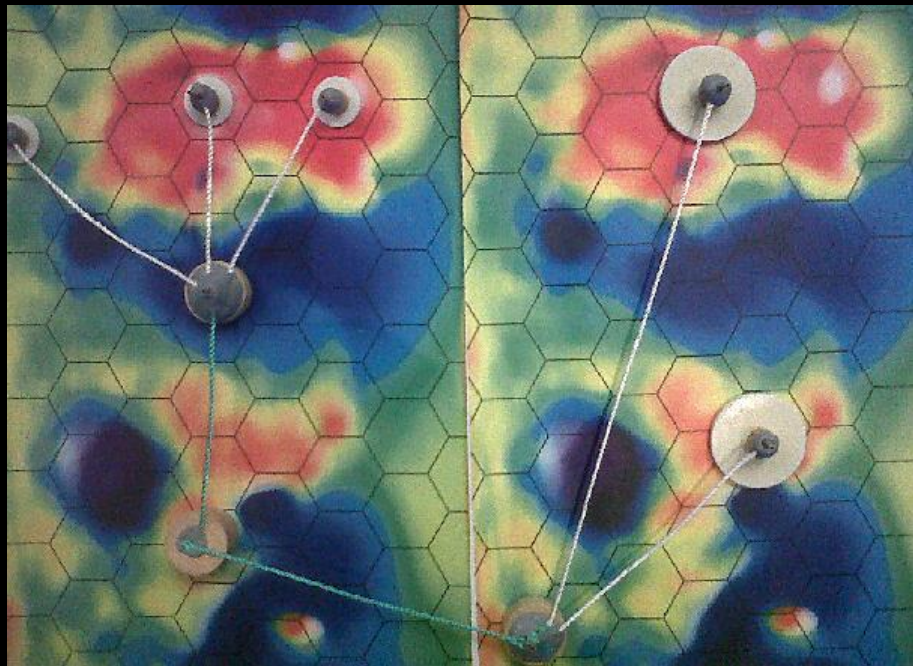
Karin Midullar released into Republic care, remains critical

Tibius Heth attacks Federation in speech

Karin Midullar in come, Republic demands transfer

Paper Prototypes

Prototype something on paper and have users interact with it with a facilitator



Prototypes

Mocking up ideas quickly in an interactive form that brings them to life to elicit feedback

Running as Server with 0 connections

RESET

Viziam Score: 0

FedMart Score: 0

trial version



- Stofnið hóp innan fyrirtækisins þar sem öllum er velkomið að vera með sem hafa áhuga á UCD (Community of practice)
- Kynnið þau tól og tæki sem í boði eru og hvetjið til þess að fólk prófi sig áfram
- Gefið starfsfólki rými til að ákveða sjálft hvað virkar og hvað ekki
- Ekki reyna að gera allt í upphafi, gott að prófa bara 1 tól fyrst
- Byrja smátt og ekki búast við mælanlegum árangri strax
- Notendamiðuð hönnun er ekki eingöngu nothæf til að finna réttu lausnina, hún getur líka verið gagnleg til að sjá fljótt hvað sé ekki að virka



Takk fyrir!
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