Exercise 1 - Team 3

Exercise 1 -Presentation link

Introduction

By having this exercise and the opportunity to document the data we have collected and our comments from it, we, as future designers and data analysts can perceive these goals in the course:

- **Understanding user behavior** by analyzing user behavior patterns and preferences to enhance user experience, conducting surveys, interviews, or user testing to gather data on how users interact with a specific product or website.

- **Decision making** to foster the ability to make informed design decisions based on data analysis by having feedback to inform design iterations and improvements.

- **Usability Testing** developing skills to make the prototypes available to the public and make them functional to collect data.

- **Presentation and Communication Skills** that enhance the ability to communicate research findings and design recommendations.

Job Search Activity

Here we sought out jobs that we would enjoy working in the future – these mostly involved work in the game development field, but there was also some focus on writing. This diversity even within the same major led to a lot of interesting discussion and comparison between the different positions.

Andrea Medina:
https://www.riotgames.com/en/work-with-us/jobs

Rain Zezula:
https://jobs.oberlin.edu/postings/14779

Samuel Clouse:
https://www.obsidian.net/careers/open-positions/design/UjpvIWOTg0-area-designer-associatestaff

Zack Wang:
https://careers.nintendo.com/retro-studios/#jobs

Individual Research

Rain Zezula:

Game design is an evolving field, and the disconnect between current top-end computers and consoles and older ones that are still in use is bigger than ever. Mobile gaming has also had multiple rises and falls over the years, and the differences between these different ways people can interact with games need to be considered.

UX is vital in the design and production of games, not only for consumers to have the greatest possible time playing, but for developers to be able to easily create them. If workflow and the production pipeline are inconvenient, the game will likely not turn out as well as it could.

Samuel Clouse:

In today's fast-changing gaming world, how players experience games is really important. It's about making games more engaging, fun, and easy to get into. Different trends and changes are happening, especially with Virtual Reality and Augmented Reality. These once foreign concepts and ideas are slowly becoming a reality and are now a big part of what makes games exciting. Cloud gaming as well is a big deal because it allows more people to play games. You don't need expensive computers or consoles anymore. Early attempts like OnLive have paved the way for better services like NVIDIA GeForce Now and Google Stadia, making gaming experiences more available. Graphics in games have come a long way too, from simple arcade styles to realistic visuals. This makes games feel more real and exciting. At the same time, the gaming world is focusing on making games work for all kinds of players, no matter their abilities, which means designing games that everyone can play and enjoy.

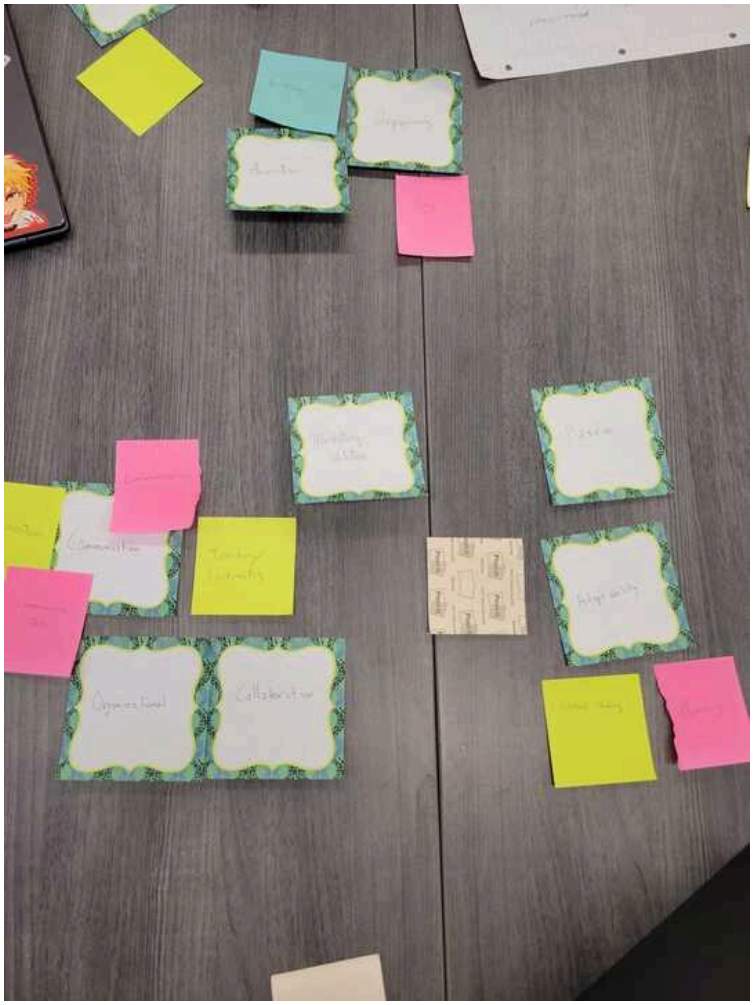
Andrea Medina:

One of the points is the power that interactive animations have to elevate user experiences by infusing designs with vibrancy and engagement. These animations not only delight and engage users but also offer essential visual feedback, guiding users through interfaces and enhancing their comprehension of actions taken. Since the point of this observation is to have users experience something in a simple way, low-code platforms also play a role in words of simplicity whilst being part of the game design process. These platforms eliminate the need for extensive programming skills, providing an easier approach to code creation. Various graphic editors within these platforms empower users to design and launch websites without requiring in-depth industry knowledge.

Zack Wang:

Modern games are increasingly focusing on the accessibility aspects of the user experience using a range of methods to ensure a more inclusive gaming experience. Visually, games now offer filters to minimize the risk of photosensitive seizures and accommodate colorblind players, enhancing safety and playability. Audio accessibility has also seen significant improvements, with captions for spoken conversations and visual substitutes for audio cues ensuring that players with hearing impairments don't miss out on crucial game elements or experience a significant disadvantage in competitive gameplay. Furthermore, input accessibility has been revolutionized with the introduction of specialized controllers like the Microsoft Xbox Adaptive Controller and the Sony PlayStation Accessibility Controller, allowing players with different physical conditions to enjoy gaming with greater ease and comfort. These advancements collectively represent a significant step forward in making gaming a universally enjoyable experience.

Group Findings



Skills needed for UX:

Technical skills – *programming, technical skill, etc*
People skills – *communicating, team management*
Thinking skills – *planning, sketching*

Conclusions & Reflection

During our discussion, we found that despite our shared interest in game design and game development, our focus and passion was in different areas of the field. This was helpful in giving us a wider view of game design, allowing us to provide a more comprehensive presentation.

The user experience in the field of games is undergoing a significant transformation, driven by the latest trends in UI/UX design for gamers and influenced by post-pandemic needs in the gaming industry. With the growing demand of remote work, gamers now seek more from their gaming experiences, placing increased importance on elements like compelling storytelling, interesting characters, and immersive design.

Notably, the integration of Artificial Intelligence (AI) in game design emerges as a game-changer, streamlining design systems and facilitating improved productivity in remote work environments. Augmented Reality (AR) and Virtual Reality (VR) experiences are becoming key components, making games more immersive and enjoyable. Simultaneously, there's a notable trend towards material design and simplification of game designs to enhance visual appeal and.

The point of learning about the market, jobs and everything on demand right now is to create and sell an immersive experience, engaging users, providing essential visual feedback, and guiding them through interfaces. This not only improves usability but also adds a distinctive touch of branding and personality to games.

Sources

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https://www.appstirr.com/blog/latest-ui-ux-design-trends-for-game-designers