

Usability is a Culture: The Value of UX in Games

Theme: “The Value of UX”

Event: Canterbury Game Dev and Creative Tech Day - 7 Dec 2024

Speaker: Nathaniel Flick

Pepeha

Tēnā koutou katoa

Ko Nathaniel Flick taku ingoa
Ko California te whenua nōku
Ko Adobe Creek te awa
Kei Lyttelton au e noho ana
Ko Flick te whanau
Ko Nathaniel ahau

Tēnā koutou katoa



Shout out



UX CHCH

Andrew Pitts - Lead Designer @ MadeCurious

**Find out more about
UX CHCH**

meetup.com/uxchch

What is Usability?

If something is convenient to use, people stay.

End to end UX

2D = Game Design

3D = Game on a Device

4D = Game over time

Convenience

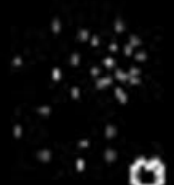
Constantly increases

01310
AAAAAA

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4







Creative Intent

Constantly increases



FREEDOM



ELDEN RING™



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Adjustable Complexity and Accessibility

406/406
 321/321
 286/286

ENEMIES DETECTED



MESSAGE OF THE DAY

New items are available at the Elden Shop,
 purchase the epic Kingslayer set from Game of Thrones™
 and become the true Golden Lord for only \$9.99

602M



PRESS X TO ACTIVATE TARNISHED SENSE

1346M



MAIN QUEST

Talk with Meli

BOSS/CHIEF

Defeat Hod

A Jump

EAGLES COLLECTED

2/

Talk with Kalé to claim your reward

Press ← to open your journal

Parry



Flask of Crimson Tears

TARNISHED
 Hmm... maybe I should investigate that cave



LEVEL UP!



Parry



Y :OK
+ :Switch action



Small Golden Effigy x1

1060



EASTSHADE



MYST



FOOTNITE®



Value of UX for a game?

1. Product differentiation
2. Reduced development time and cost
3. Enhanced brand perception
4. Continuous improvement
5. Increase sales

UX is a Culture

It starts in the studio
and the players benefit

Convenience

+

Creative Intent

=

Cultural Value (Memorable!)

UX Resources

Nielsen Norman Group:
nngroup.com
(a good place to start)

Don Norman:
“Design of Every Day Things”
(the foundation of product design)

Steve Krug:
“Rocket Surgery Made Easy”
(guerilla user testing)

Questions?

Thank you

nathanielflick.com

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