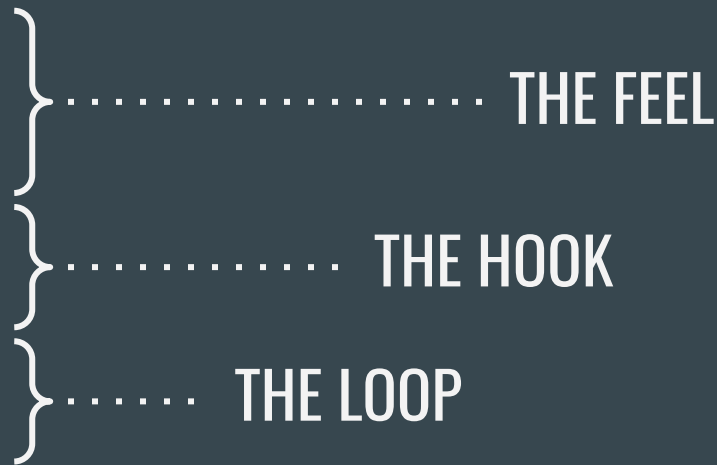# Game Design Thinking for UX Design Workshop

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Klew Still, March 2020

What Do

- Introductions
- Solving a Problem vs. Finding an Opportunity
- Experience Goals
- Ideation: Crazy Eights
- Intrinsic and Extrinsic Motivation
- Ideation: Detail Sketch
- Designing for Flow
- Ideation: Complete Workflow
- Time for Q&A

} ⋯⋯⋯⋯⋯⋯⋯ THE FEEL

} ⋯⋯⋯⋯ THE HOOK

} ⋯⋯ THE LOOP

Quick Intros

- Your name
- Your pronouns
- What you design (or want to design)

Game Design Thinking for UX Design

[Gamification is Over. Long Live Game Thinking](#) by Amy Jo Kim

[The Game Project Canvas: A Project Management Tool](#) by Martin Pichlmair

[Lessons for UX Designers learned from Game Design](#) by Viktor Eisenmann
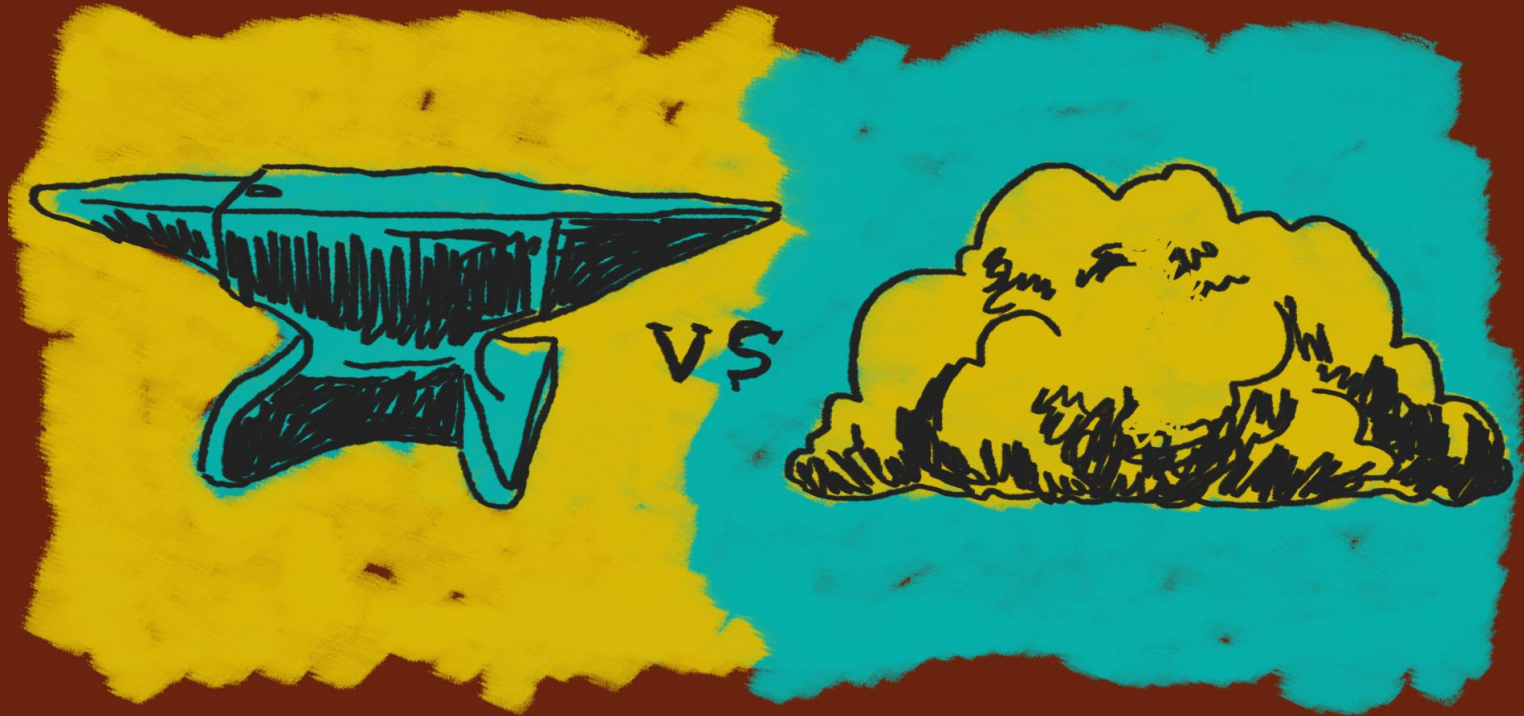
Motivation & Addiction

Visual Storytelling

Long-term Adoption

Decision Design

A Problem vs. An Opportunity

A Problem

Middle-aged, non-athletes need education and support around staying fit while staying the f*ck home.

The Challenge

Use Game Design Thinking to execute a UX Design Process for an application that:

- Is access on a mobile device

- Provides daily home workout programming

- Marketed to novices ages 35-55

- Monetized with ads

Experience Goals

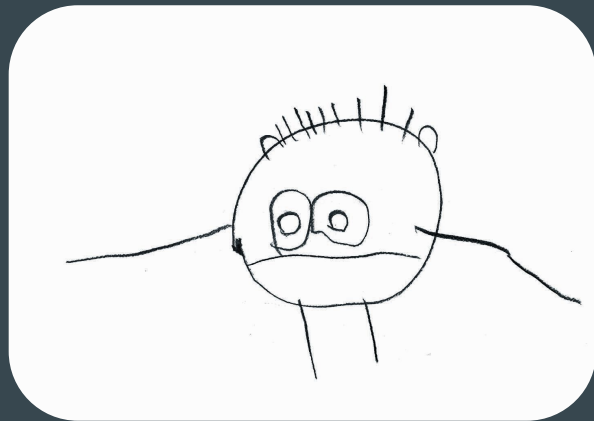Experience Goals are always **EMOTIONS** we want our users to feel.

See also <u>What's the role of game designers?</u> by Lennart Nacke

Ideation 1: Crazy Eights, but only half that

You have 4 MINUTES to sketch 4 IMAGES

- These are only for you!

- Quick and dirty

- Try to express eight unique high-level ideas

- Focus on some primary UI element

    - Can't think of something? Focus on the screen that shows

      me my most recent activities and my upcoming activity!

Intrinsic and Extrinsic Motivation

EXTRINSIC external ephemeral e.g. points

INTRINSIC internal longer-lasting e.g. fun
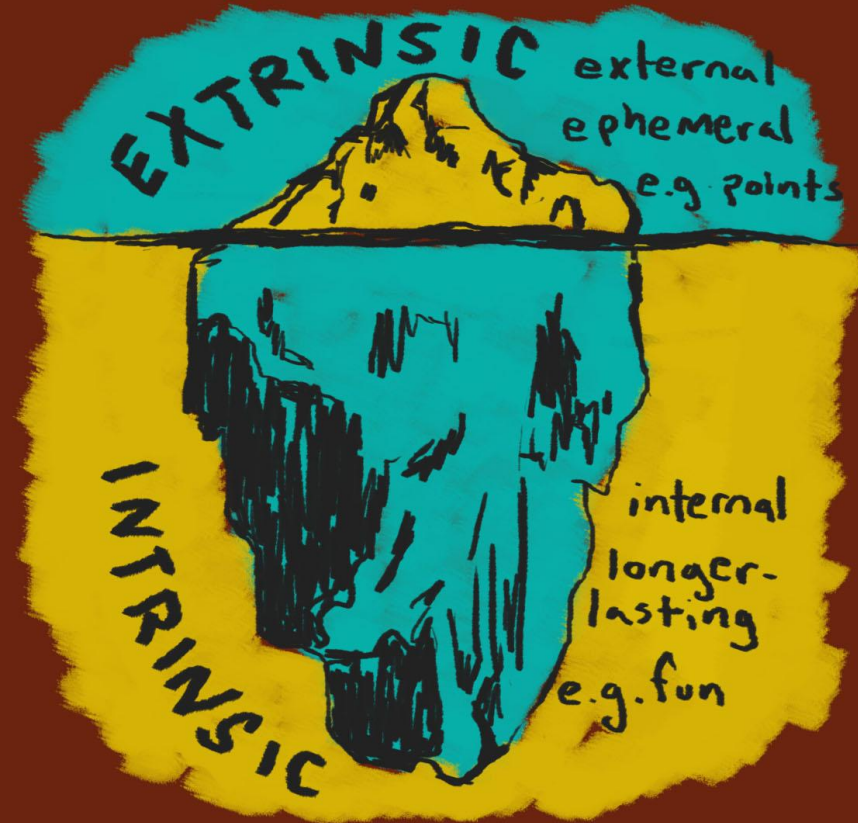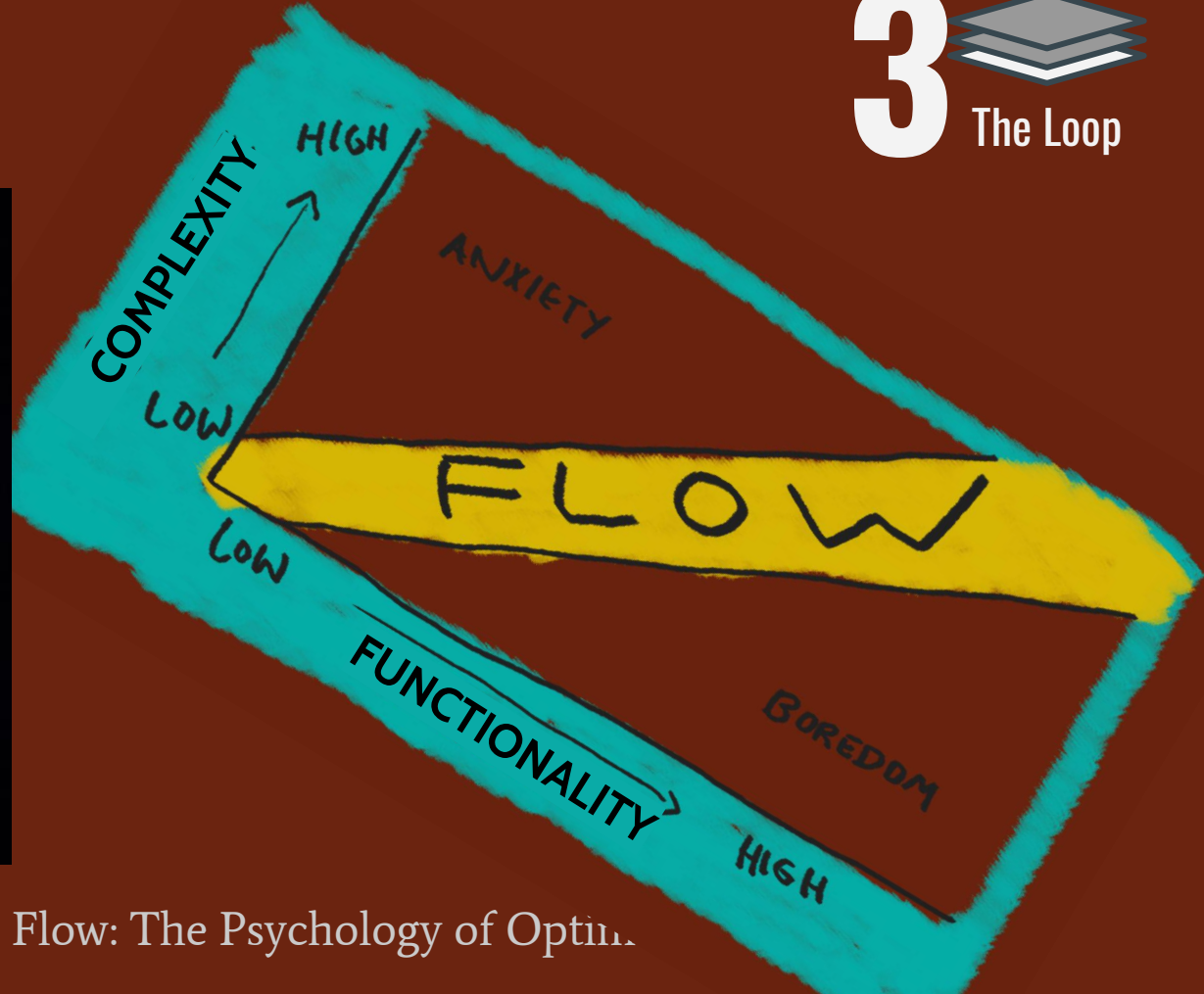
Ideation 2: Detail Sketch

You have 5 MINUTES to sketch 1 IMAGE

- These are to "share!"

- More detailed, more complete

- Use a Crazy 8 idea and expand on it by adding
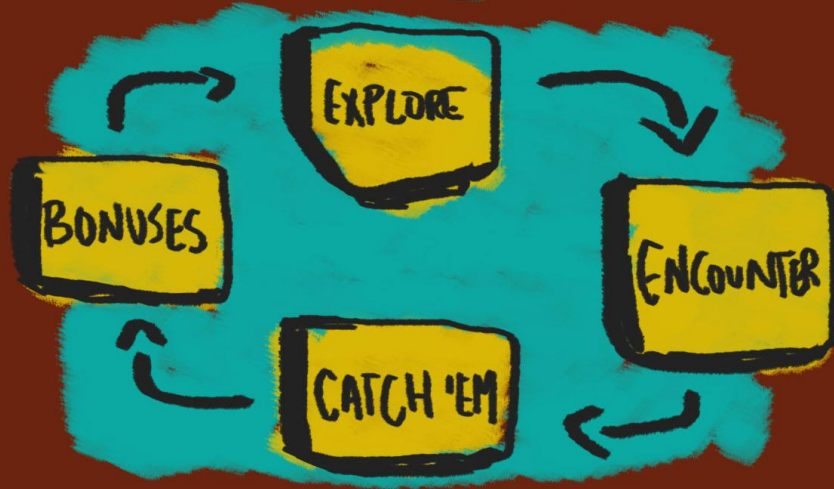
  one or more elements of motivation

Flow

COMPLEXITY

HIGH

LOW

ANXIETY

FLOW

LOW

FUNCTIONALITY

HIGH

BOREDOM
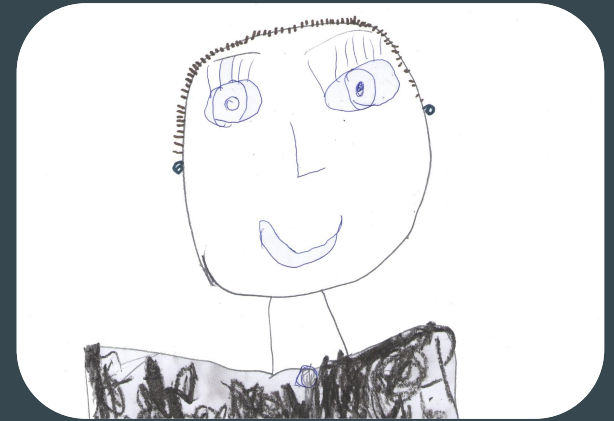
Mihaly Csikszentmihalyi   Flow: The Psychology of Optim

GAME POKÉMON LOOP
GO

EXPLORE

ENCOUNTER

CATCH 'EM

BONUSES

Final Ideation: Workflow Sketch

You have 6 MINUTES to sketch 1 IMAGE

- These are to "share!"

- Multi-UI workflows (shoot for 3 images)

- Use your Detail Sketch idea as a starting point for

  a workflow that is GAME LOOP with FLOW

The Post-Mortem

1. What Went Well

2. What Went Poorly

3. What We Could Do Better Next Time

(And check out [10 seminal game postmortems every developer should read](#) on Gamasutra)

End

It's also an article on UX Collective:

https://uxdesign.cc/concrete-ways-to-implement-game-design-thinking-in-ux-design-547d17c63259