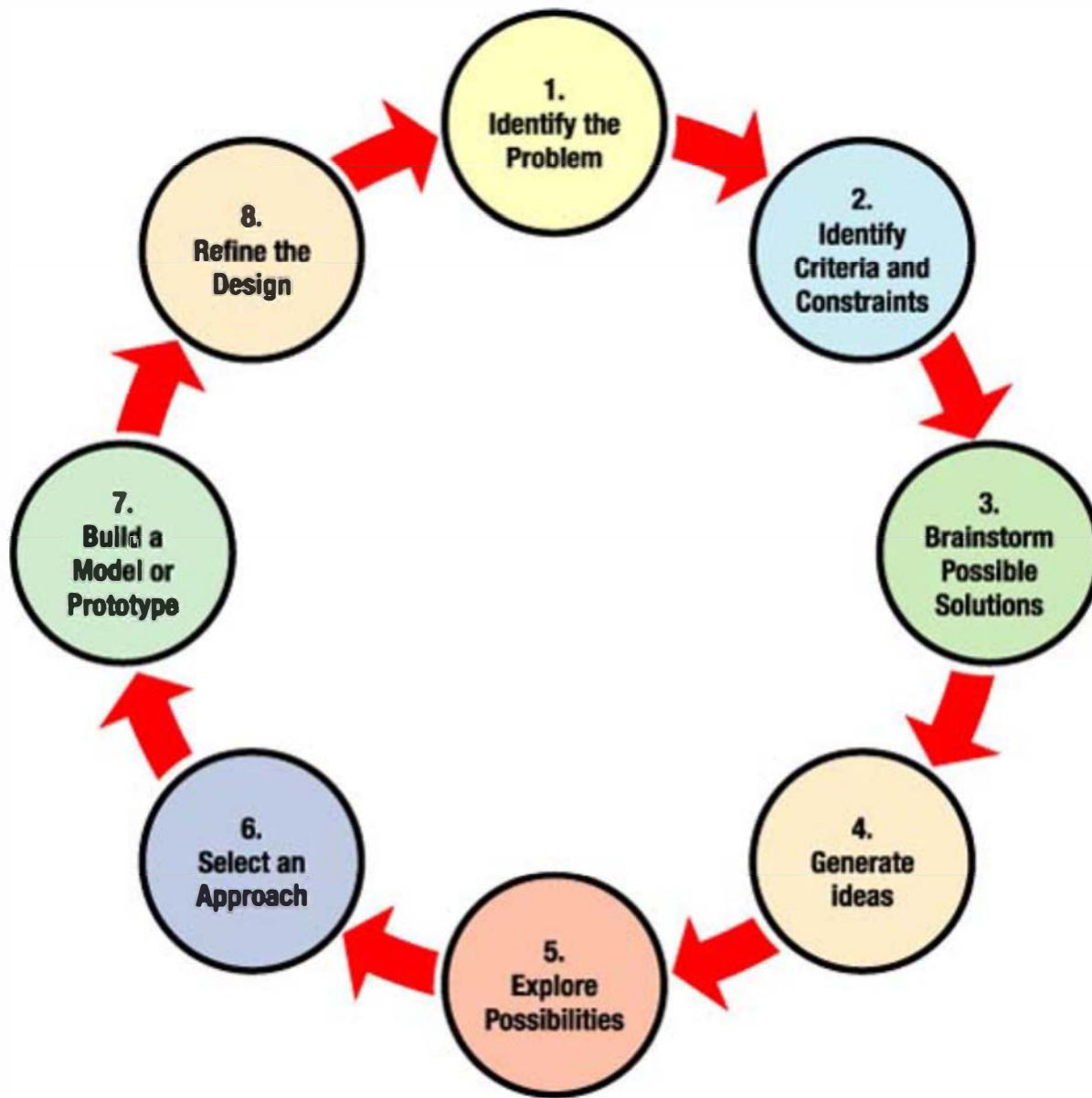


Design Process I

Understanding the Process,
Design Research



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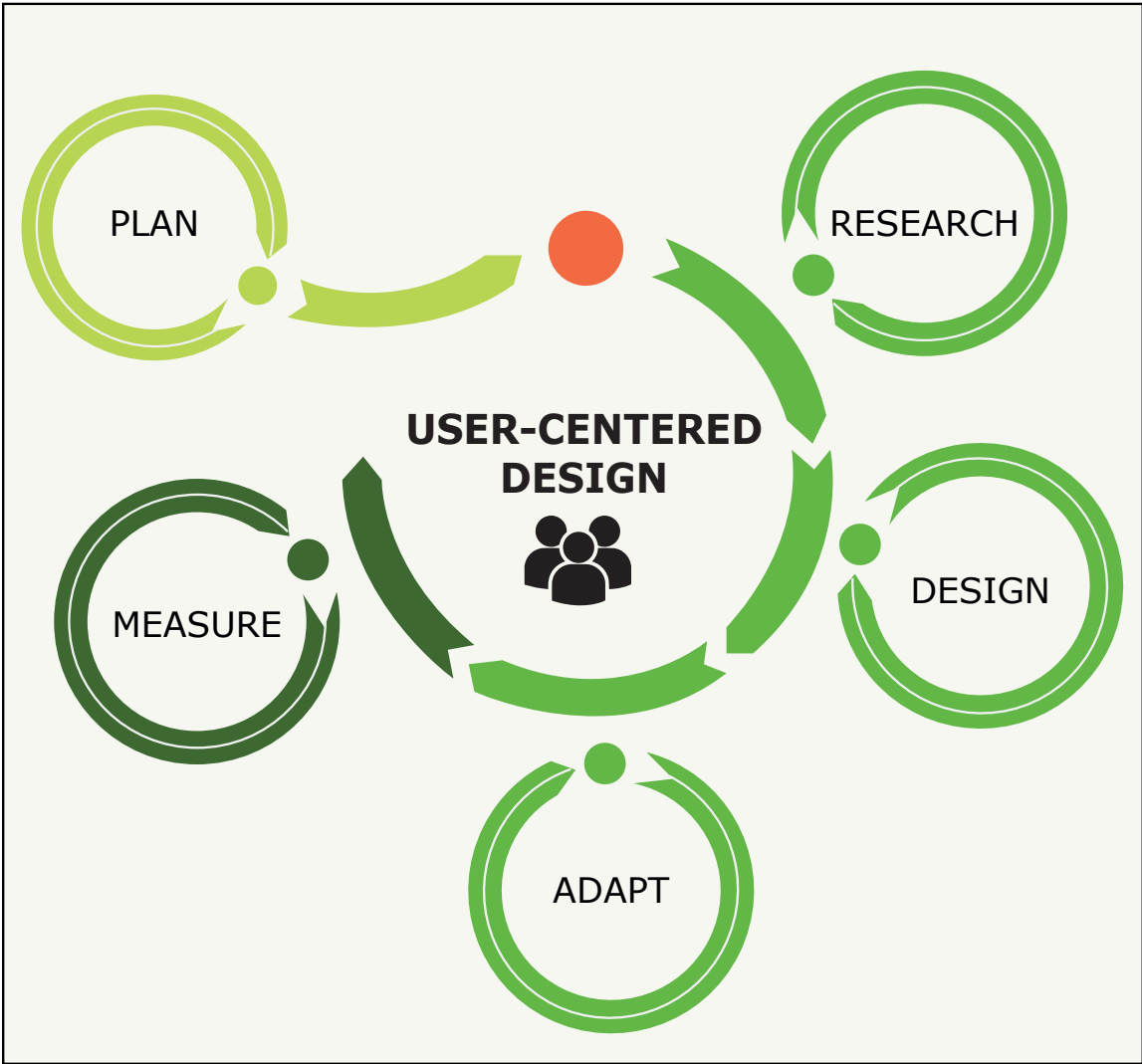


Image by MIT OpenCourseWare.

- User Portraits
- Interviews
- Direct Observation
- Internet Review

Learning as much as you can about the habits of users while disturbing them as little as possible.

USER RESEARCH (FAST & CHEAP)

Examine games your intended user is currently playing.

Determine what they have in common, what it is in these games that attracts users.

Also look for current features that might detract from users' enjoyment.

Try to understand **which** features are good, which could use improvement, and **why** the games are doing what they are doing.

COMPARATIVE ANALYSIS

Busy Student

Doohickey Company, Inc.



Jack Williams

Undergraduate Student

Quick Stats

Age: 21

Occupation: Student

Location: Miami, FL

Status: Single

About Jack

Jack is the an undergraduate student at the University of Miami (Florida) where he's studying international business. He holds a part-time job plus is preparing for a summer internship and needs a doohickey to help him study during his busiest times. Maximizing his efficiency will help Jack graduate a semester early so he can jump into the real-world and score his dream job faster.

User Behavior

Goal/s:

Find a credible doohickey

Take a demo of the doohickey to assess its affectiveness

Buy a doohickey

Actions:

Read about Doohickey Company's core products

Scope price and cost-effectiveness

Take a demo on the Doohickey Company's site

Read reviews

Purchase the doohickey via PayPal

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CMS.301 Introduction to Game Design Methods
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