

USER EXPERIENCE & USER-CENTERED DESIGN

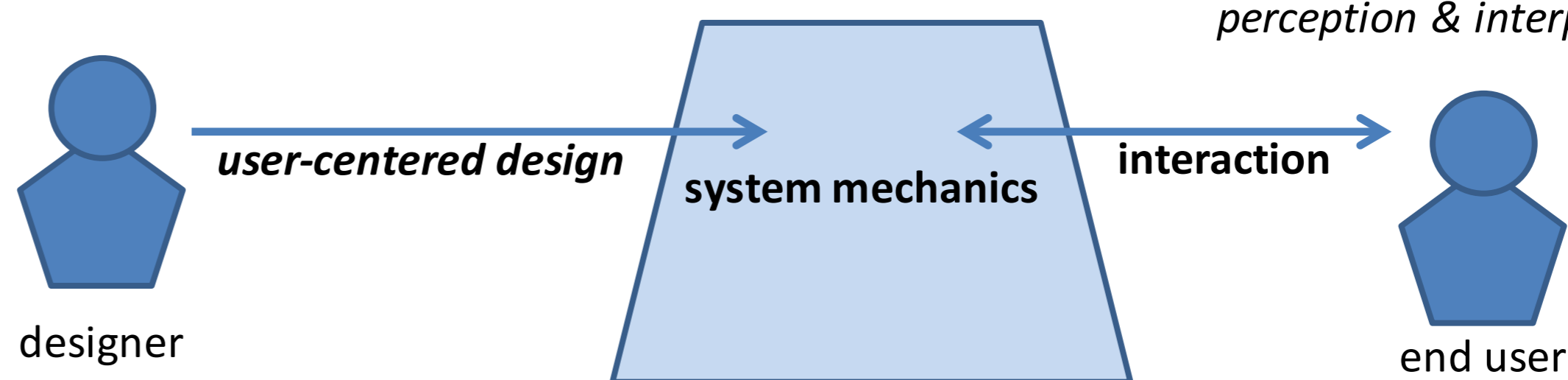
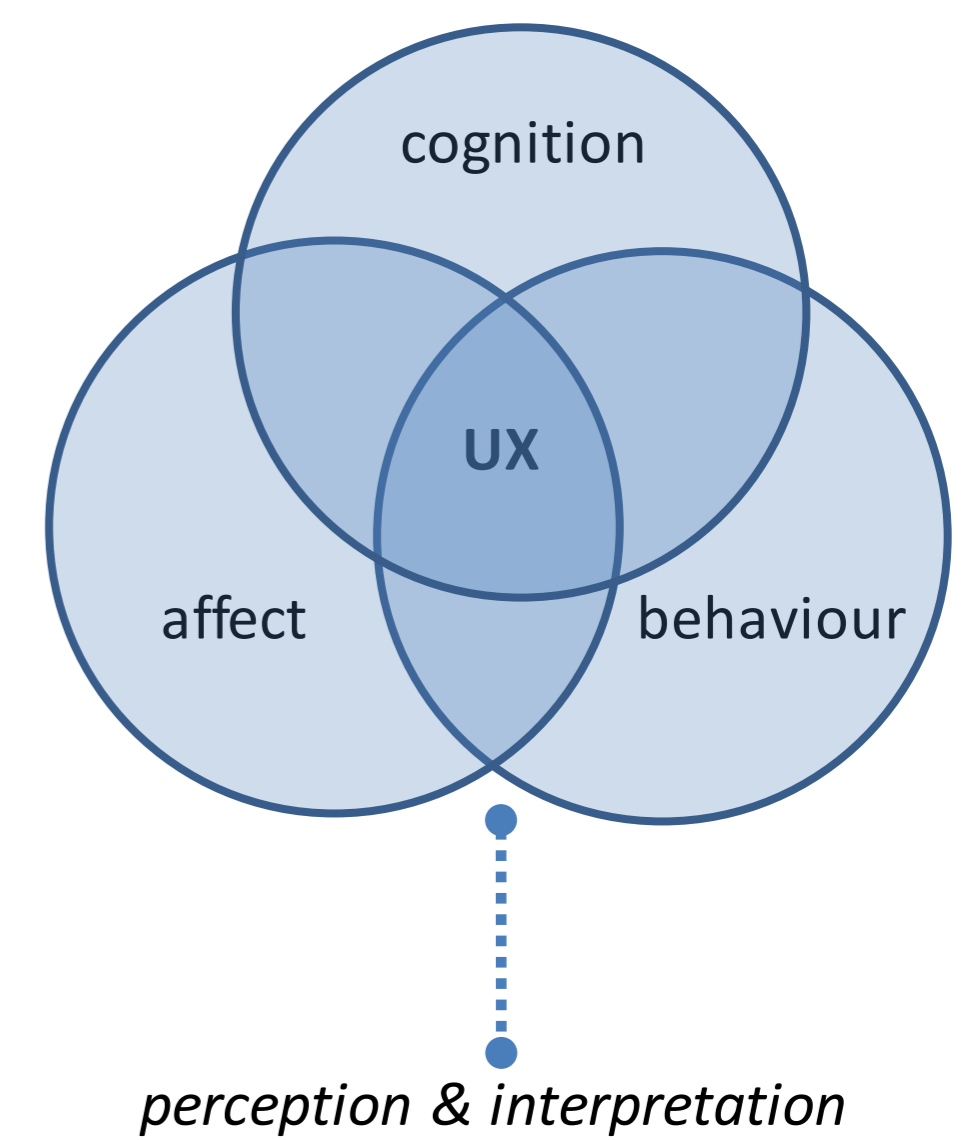
Multimedia Design for Cognition, Affect & Behaviour



School of Communication, Media & IT

User Experience (UX): end user experience (affective, cognitive and behavioural) as a result of system interaction.

User-Centered Design (UCD): designing systems, such as serious games, based on the wants, needs and limitations of the intended end users.



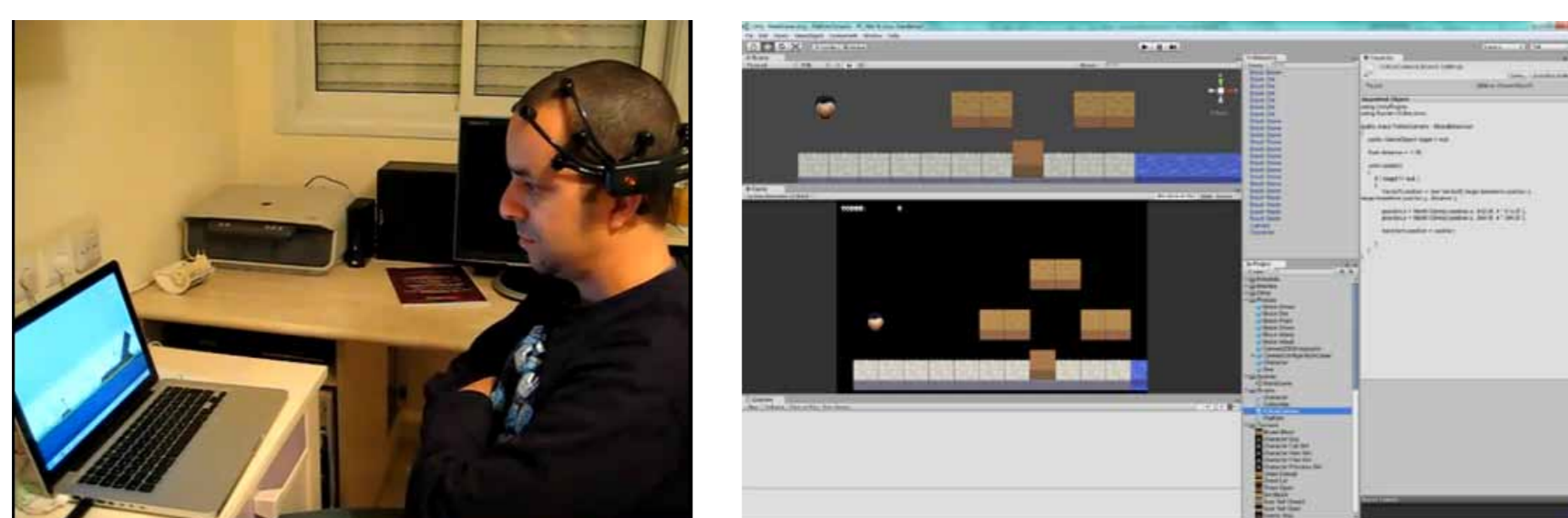
RESEARCH TOPICS

System mechanics

- leverage system mechanics to instill a specific UX in the end user;
- identify system and user parameters that impact interaction.

Interaction

- optimize system interaction by understanding the relationship between the UX and system parameters;
- create clear links between system mechanics and parameters.



Measuring UX

- develop different types of tools that can measure aspects of the user experience.

EXAMPLE PROJECTS

Games for Health

- “Can we make a low cost solution for physiotherapy that is fun to use?”



Measurement Tools

- “Can we make a tool that recognizes where people are looking and automatically relate that to the user experience?”

Adaptive Games

- “Can we change the user experience with an adaptive experience?”

