URN etd-0407109-183708-546
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Statistics This thesis had been viewed 39 times. Download 0 times.
Department
Year 2006
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A Study of User Experience Design in Taiwan Video Game Industry
Date of Defense 0000-00-00
Page Count 170

Keyword
user experience
video game design
user participatory design

Abstract
The concept of user-centered design that was originated in 1980s is a design method which claims design process should begin with users' demands in order to satisfy their physical needs and mental feelings. Recently, users' needs have been treated as valuable references during product design. Therefore, how to obtain and analyze user experience is an important issue during design process. In the competitive video game industry, it is very critical for game companies to recognize users' needs. The old concept of designer-centered design does not fit into current design trend. Users' preferences have many advantages to lead the way of video game design. Hence many game companies claim that "user" is the core concept for them to develop video games. However, the initial study of this research discovered that most designers were unlikely to understand and analyze users' needs in their design practice.
This research explored Taiwan video game industry by using the method of user experience design from both angles of game players and designers. Rapid ethnography was employed to observe and interview for gathering data. Finally, grounded theory was utilized to analyze data.
The following four points was concluded by this research：
1.User experience is playing more and more important role in the video game industry and it is a practical method to understand the preference of keeping-changing users.
2.It was discovered that users pay much attention on screen design, game story and play-able which formed the main factors to attract game players.
3.The application of user experience design method has no fixed procedure to follow during obtaining and analysis data. However the willing of game designers and players is a key factor to enhance the method of user experience design in research process.
4.The decision-maker that exists in a form of sharing-communicating between game designers and player is an interactive design model in game design process.
Advisory Committee Kuo-Li Huang - advisor

Files No Any Full Text File.
Date of Submission 2007-07-25