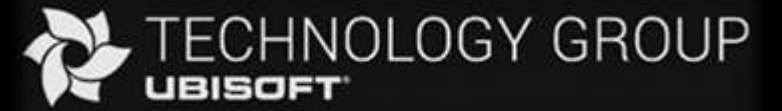




Tools Development at Ubisoft

**Building a Shared Vision
to improve the
User Experience**

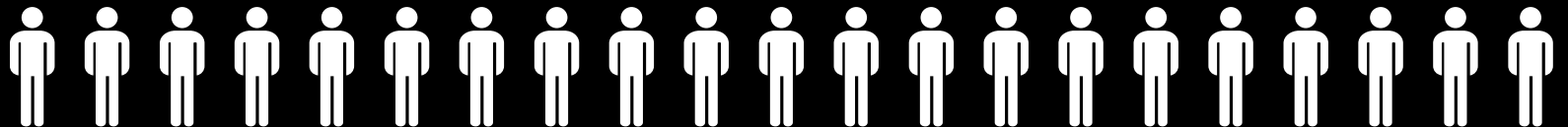


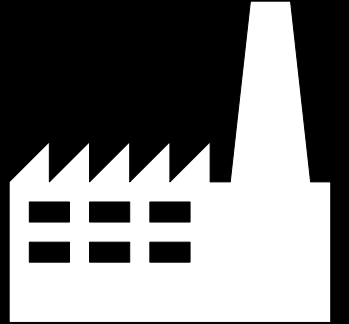
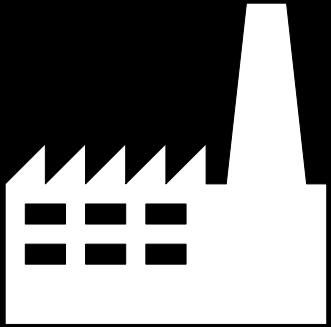
UBISOFT®

Net income ▼ €-66 million (2013)^[2]

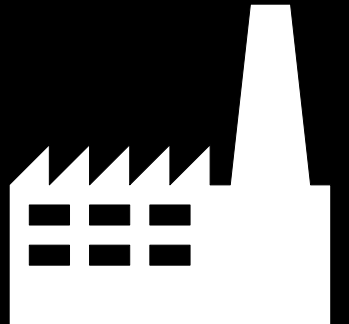
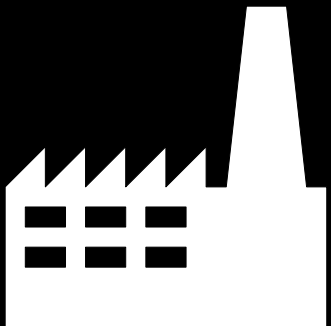
Employees 9,200 (2013)^[1]

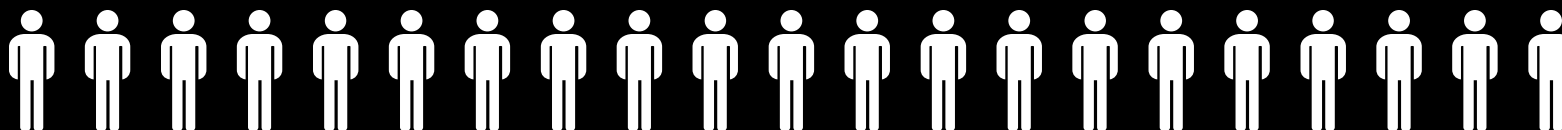
Divisions Ubisoft Motion Pictures





UBISOFT®







The User Experience of Game Development Tools



GDC
EUROPE



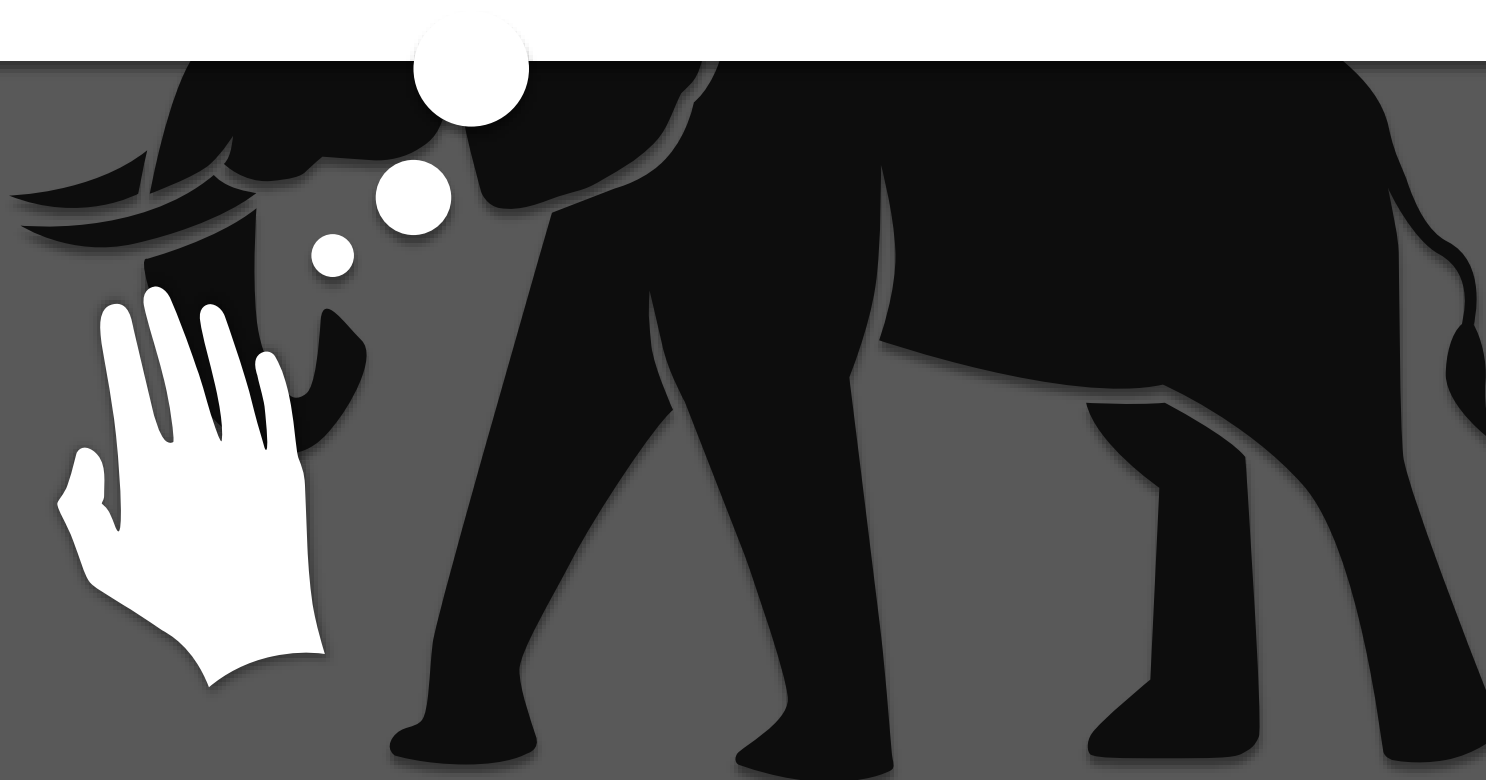
A diagram illustrating the Continuous Improvement cycle. It features a dark gray background with the text "Continuous Improvement" centered in white. Surrounding the text is a thick white circular arrow that forms a continuous loop, pointing clockwise. The arrow starts at the top left, goes right, then down, then left, and finally up to complete the cycle.

Continuous
Improvement

衆瞽
摸象之圖



Snake

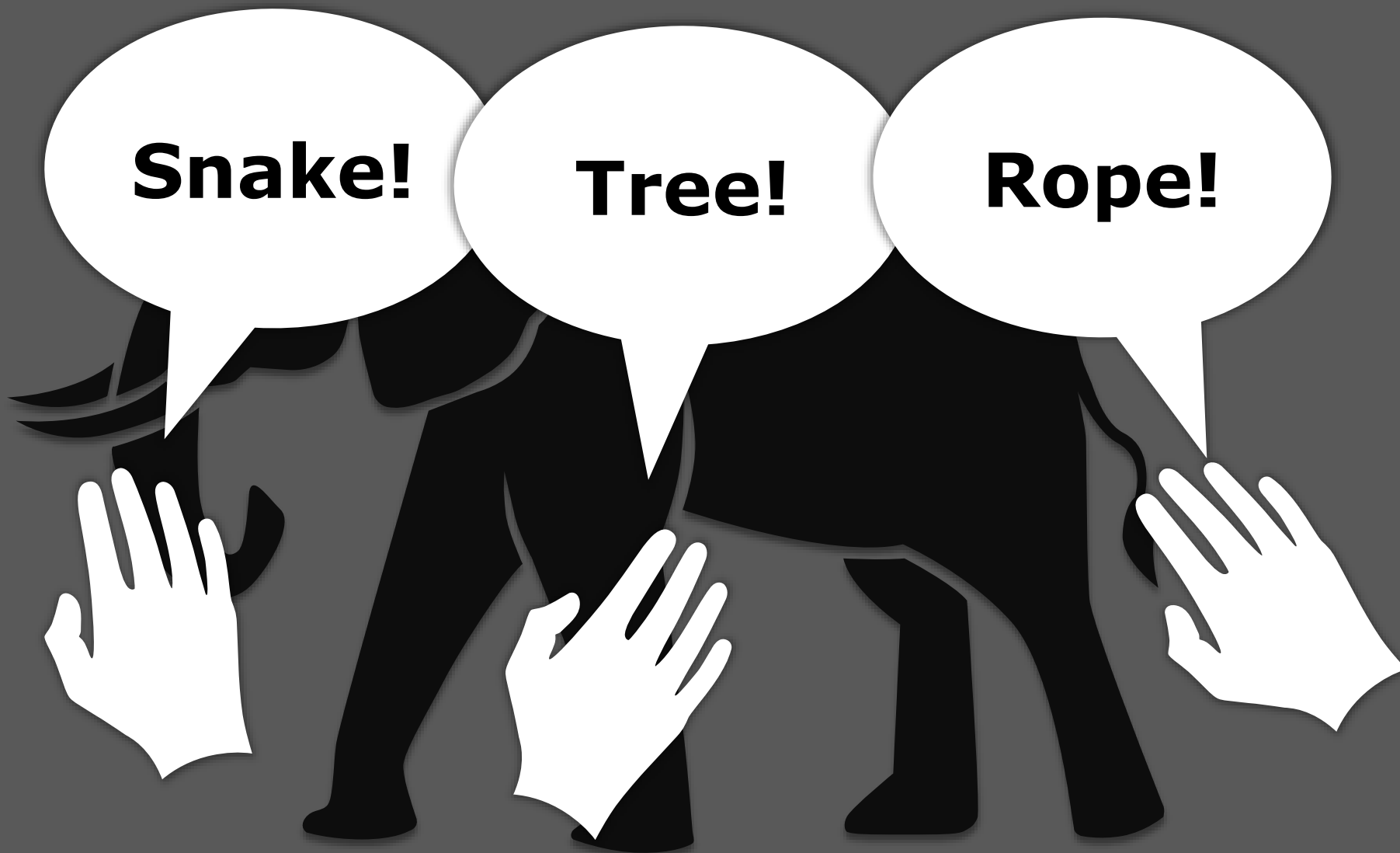


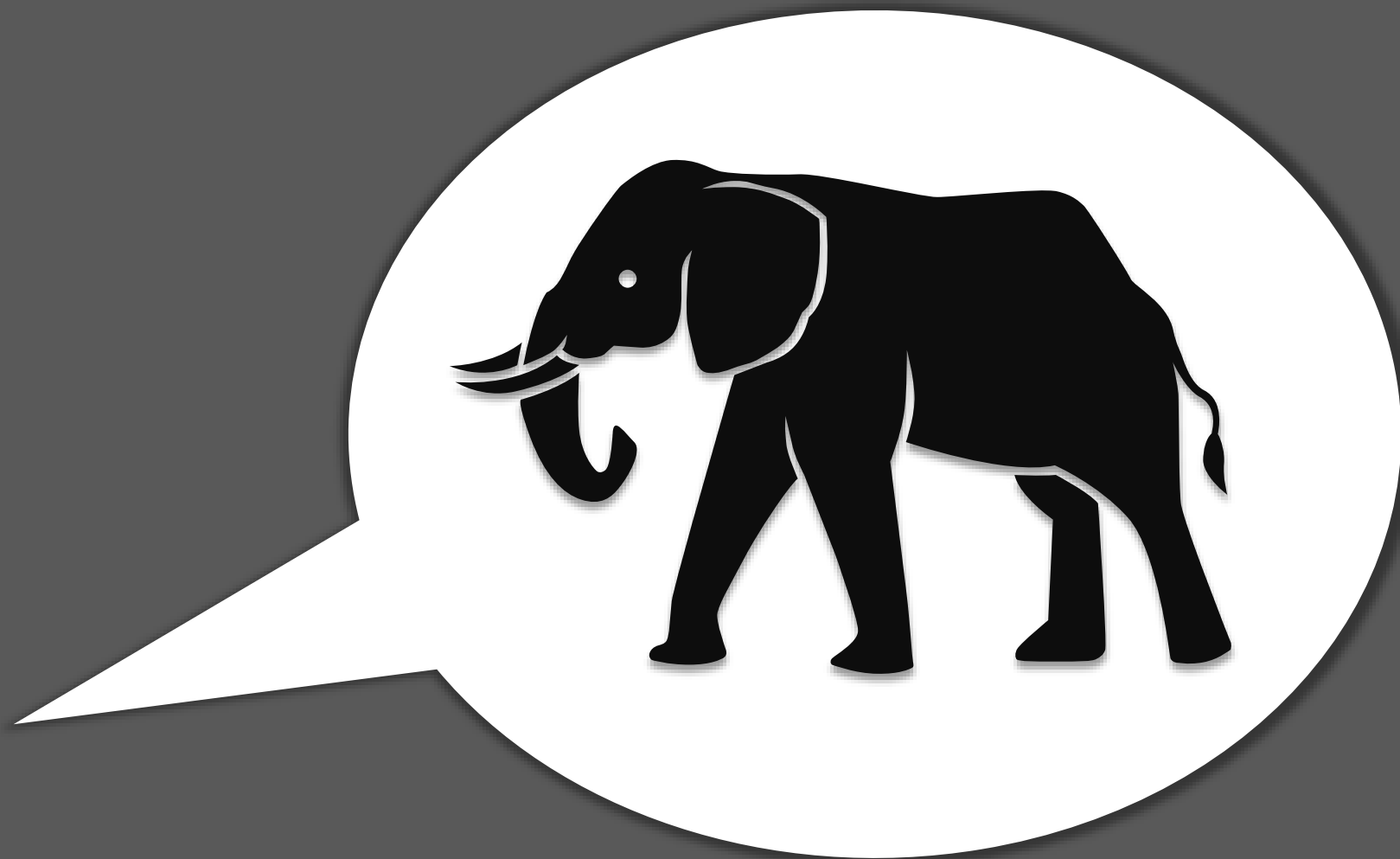
Tree

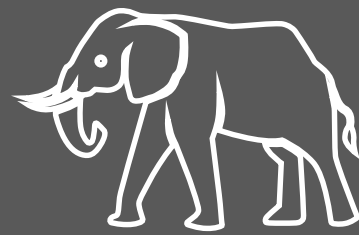
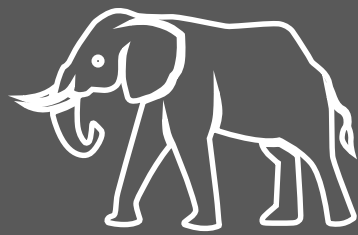
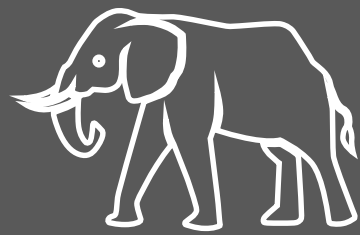


Rope

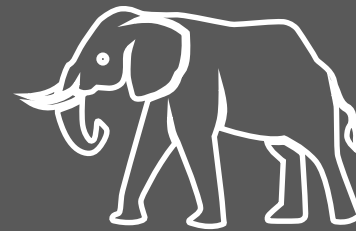
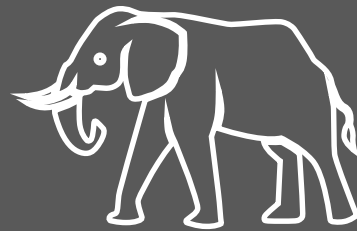
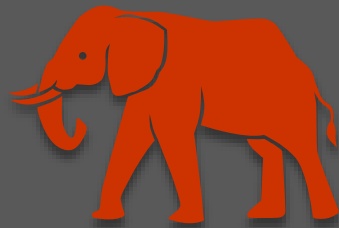




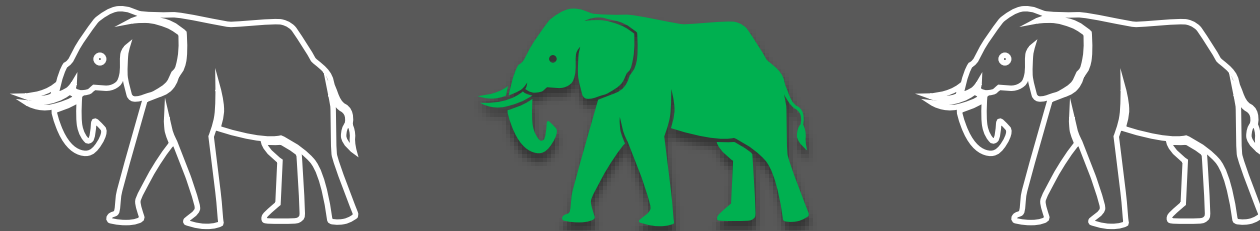




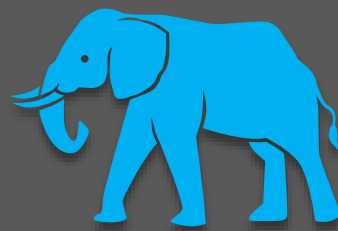
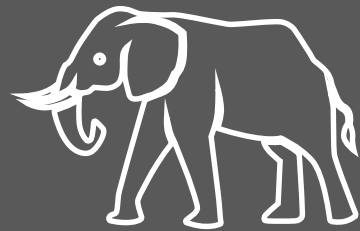
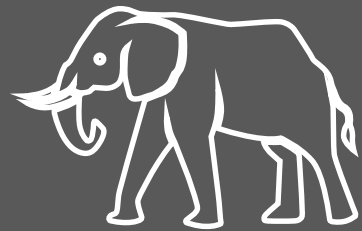
Who are we building this for?

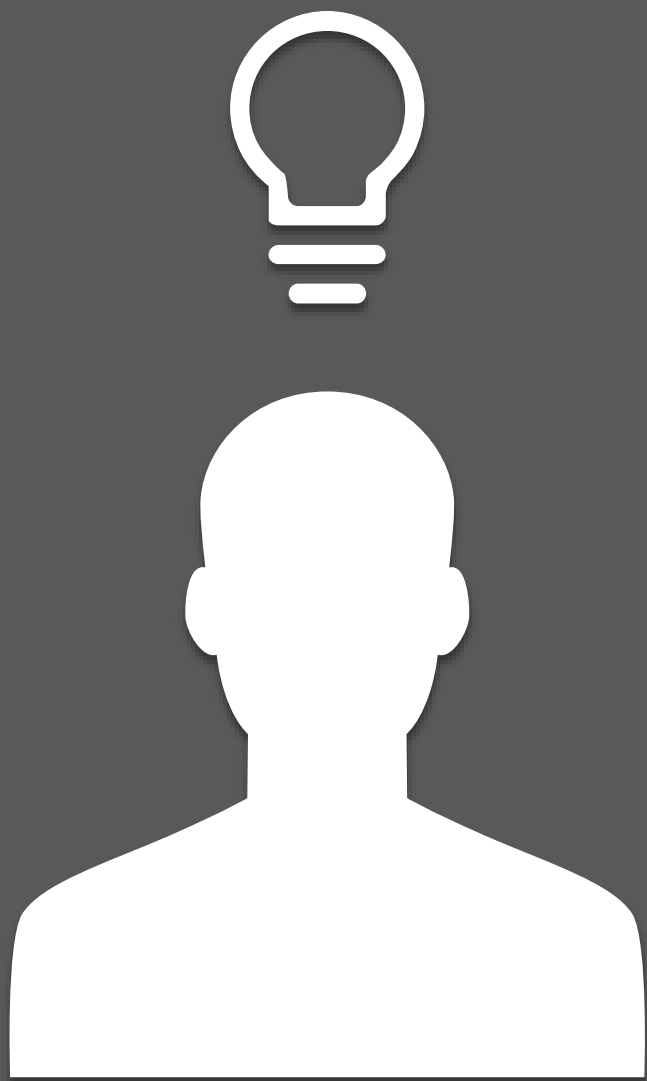


How does the interface work?



What is it like to use?





**Tips that
anyone
can use**

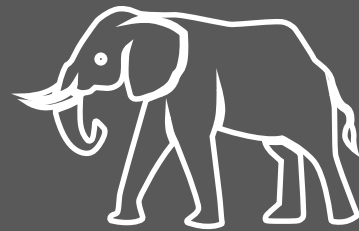
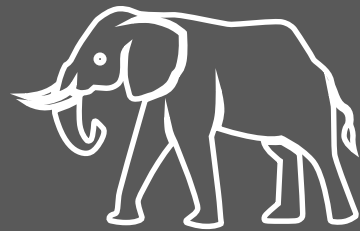
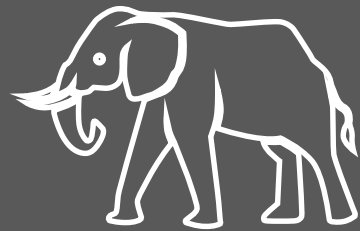


**JUST
DANCE**

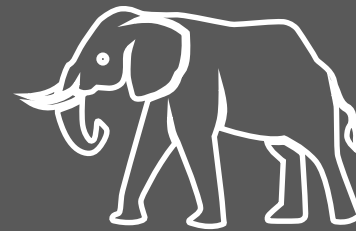
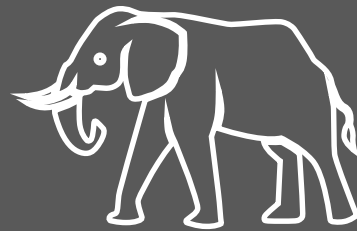
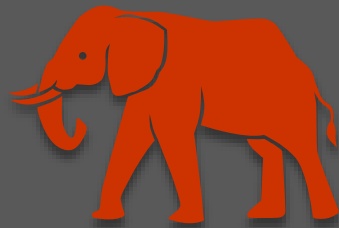


UX Experts & Tools Team

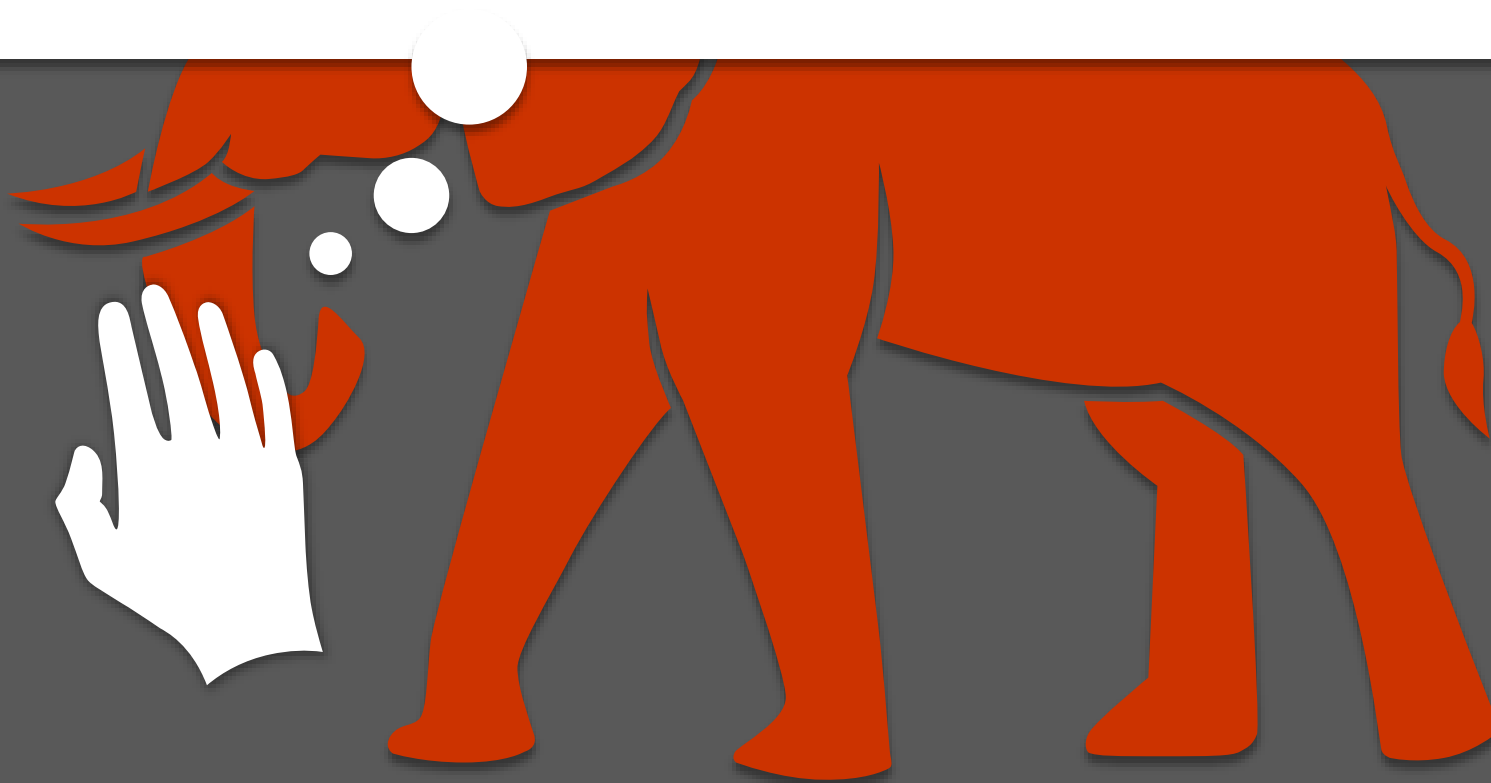
Let's begin...



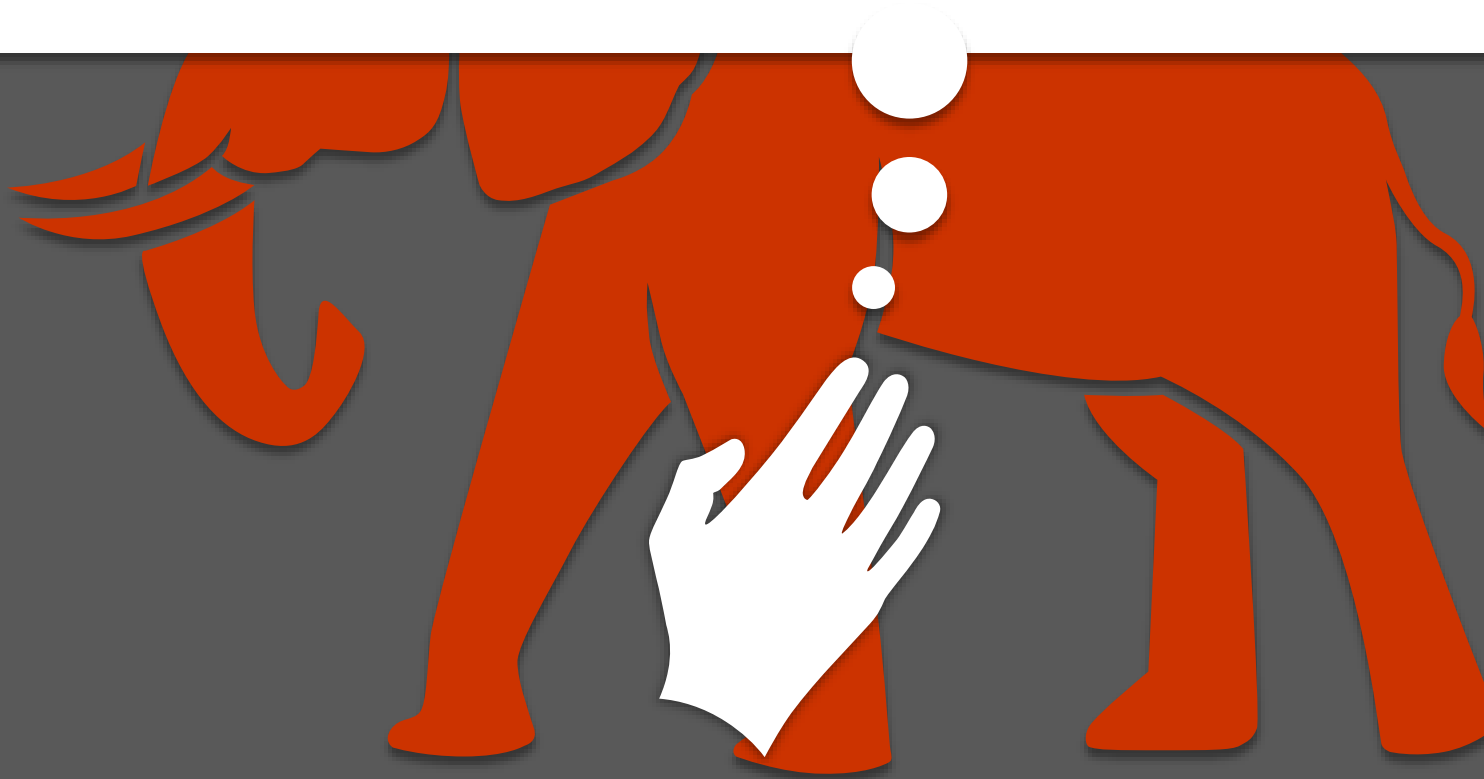
Who are we building this for?



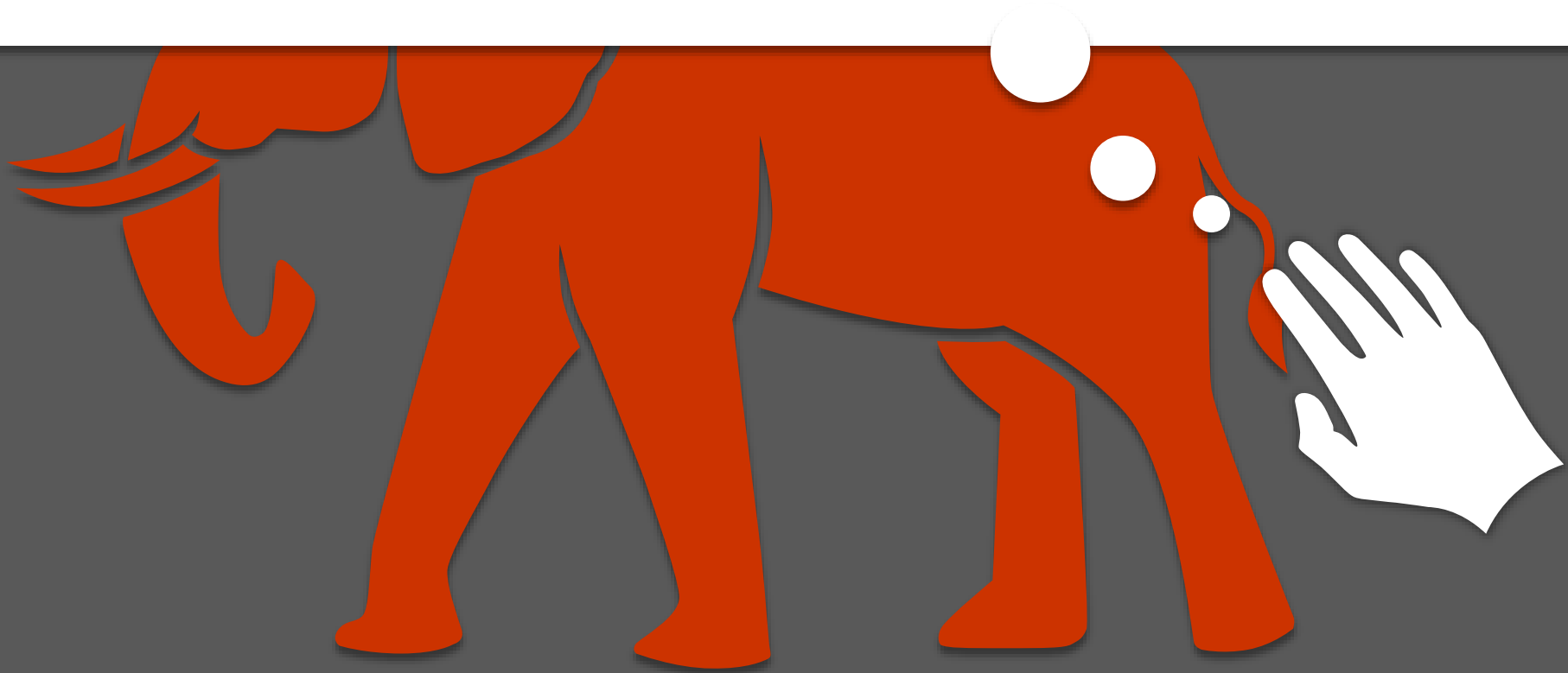
Beginner & Artistic



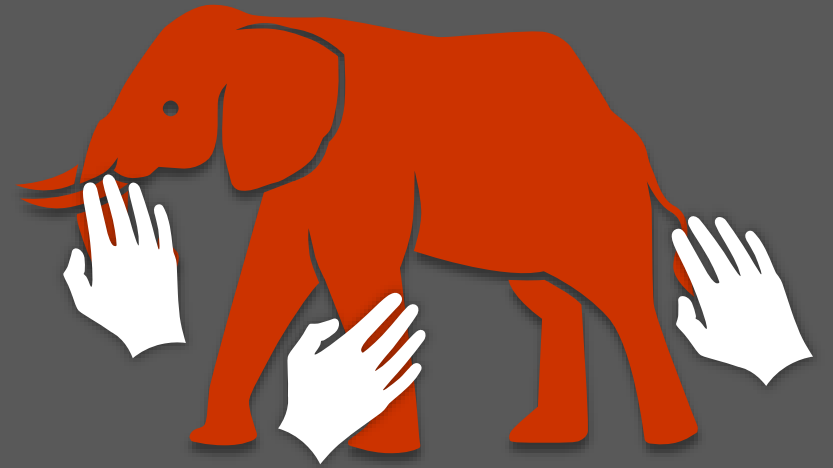
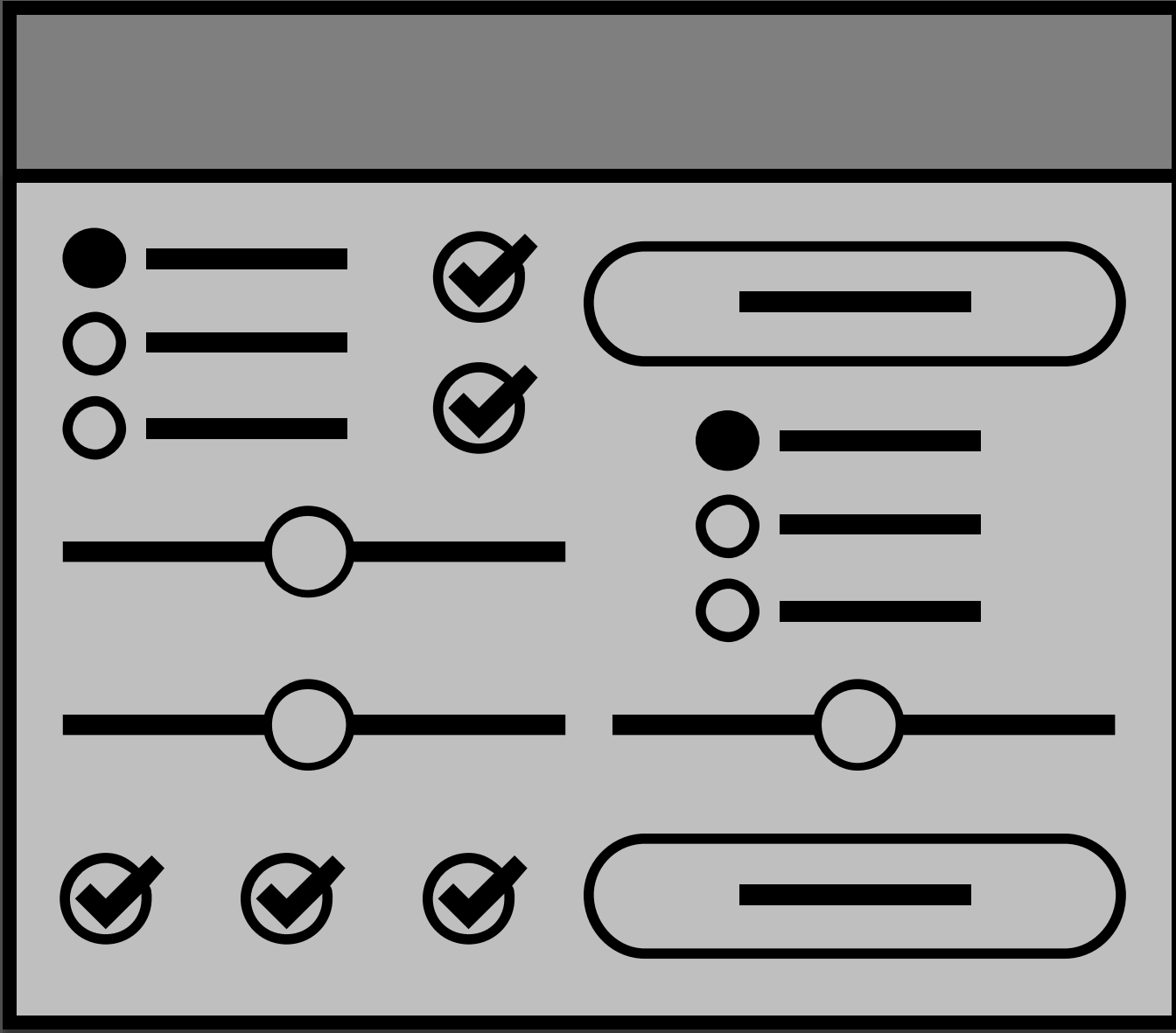
Intermediate & Multi- disciplined



Power User & Technical



“When we design
for **everyone**”



Do one thing
really well

More features



better

iRiver H300

Apple iPod

Media Formats

FM Tuner

USB On-The-Go

A-B Loop Button

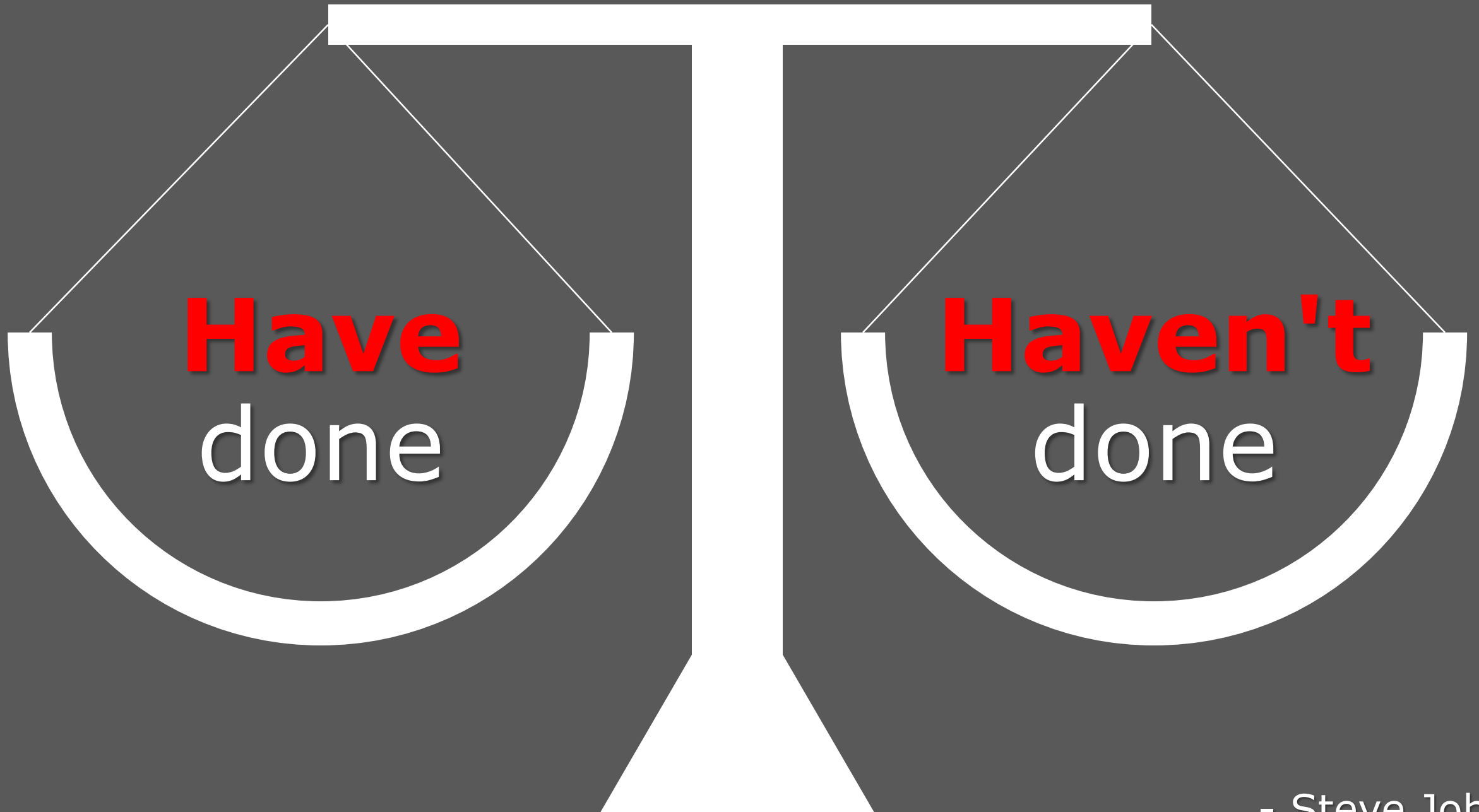
Two Headphone Jacks

Voice Recording

View Text Files

Display



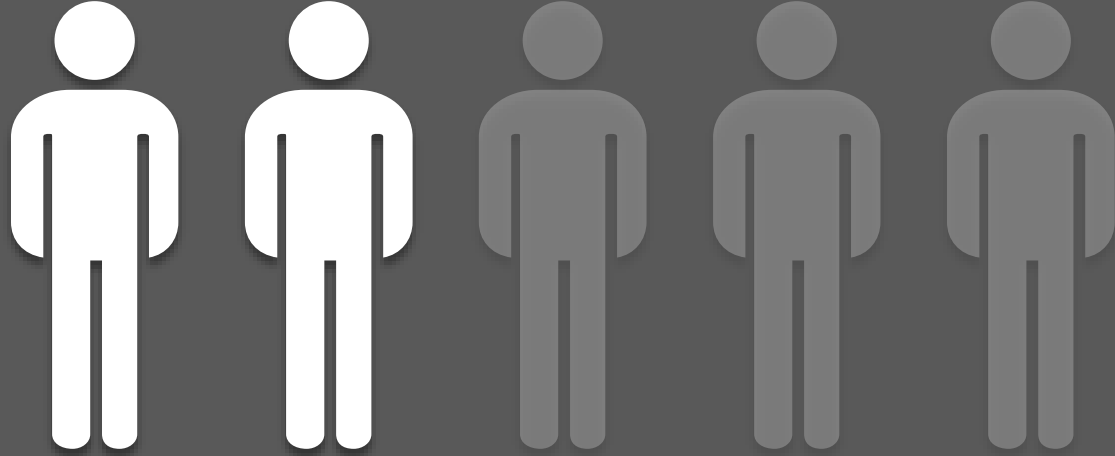


- Steve Jobs

“How am I
going to fit
all of these
features?”

Asking the
wrong question

“Are these
the right
features?”

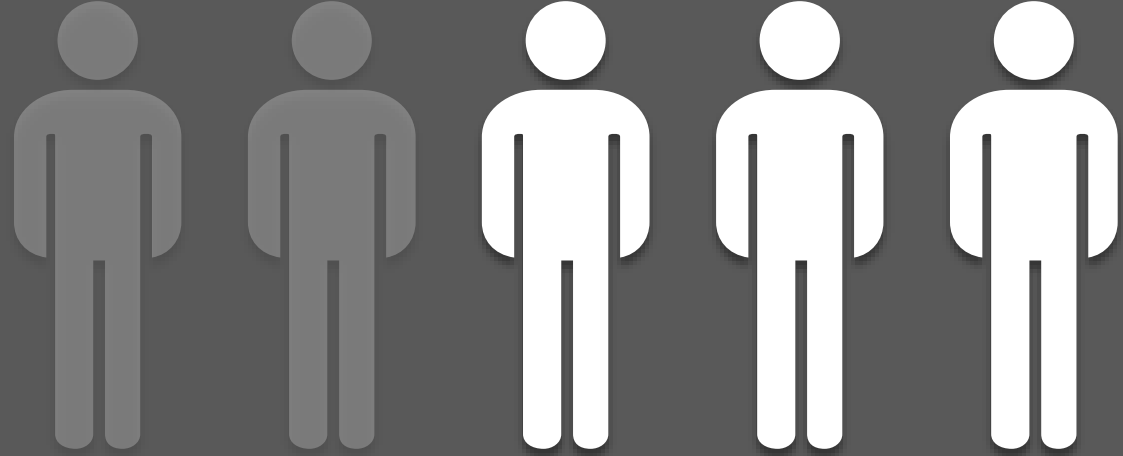


10 minutes per
hour

2 users

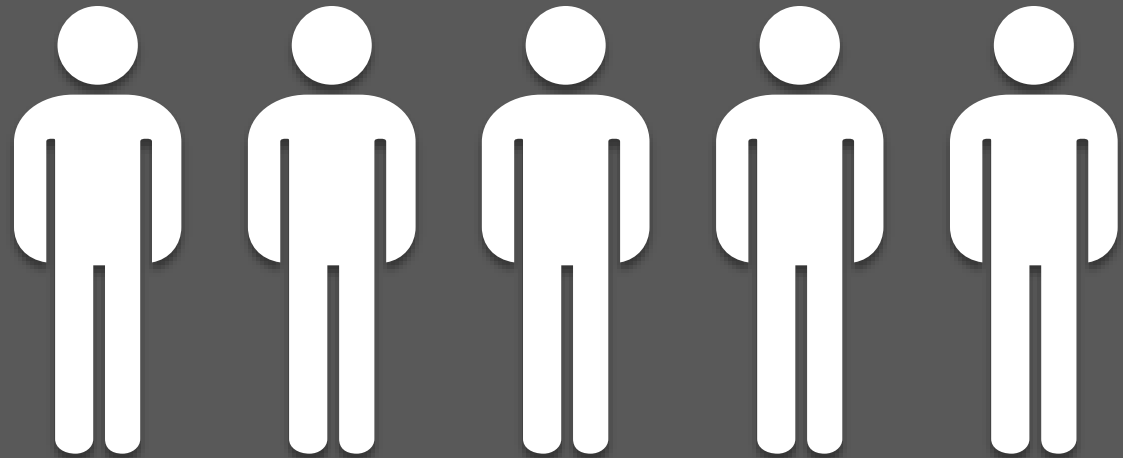


**160 minutes
per day**



5 minutes per
hour

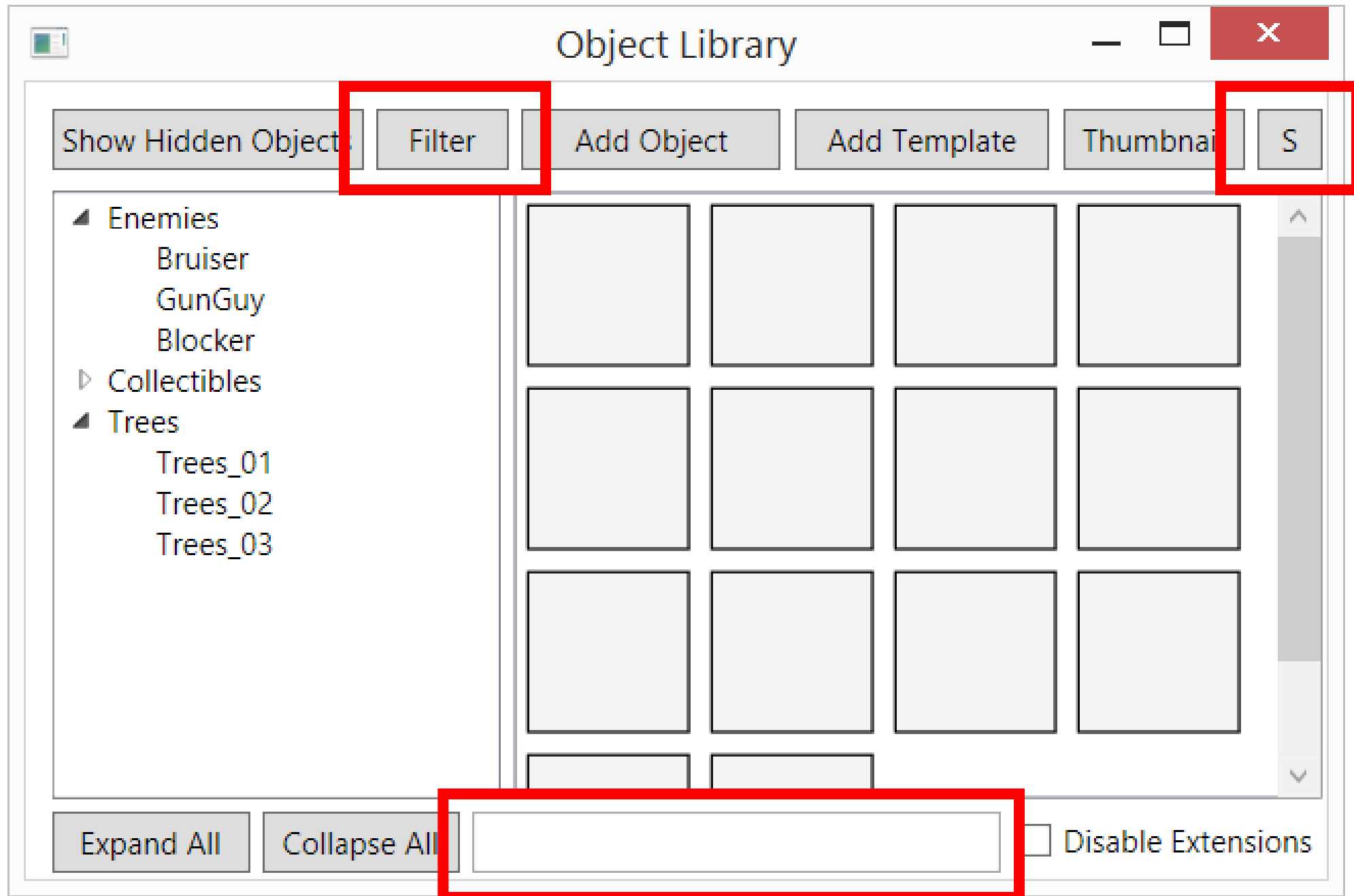
8 users

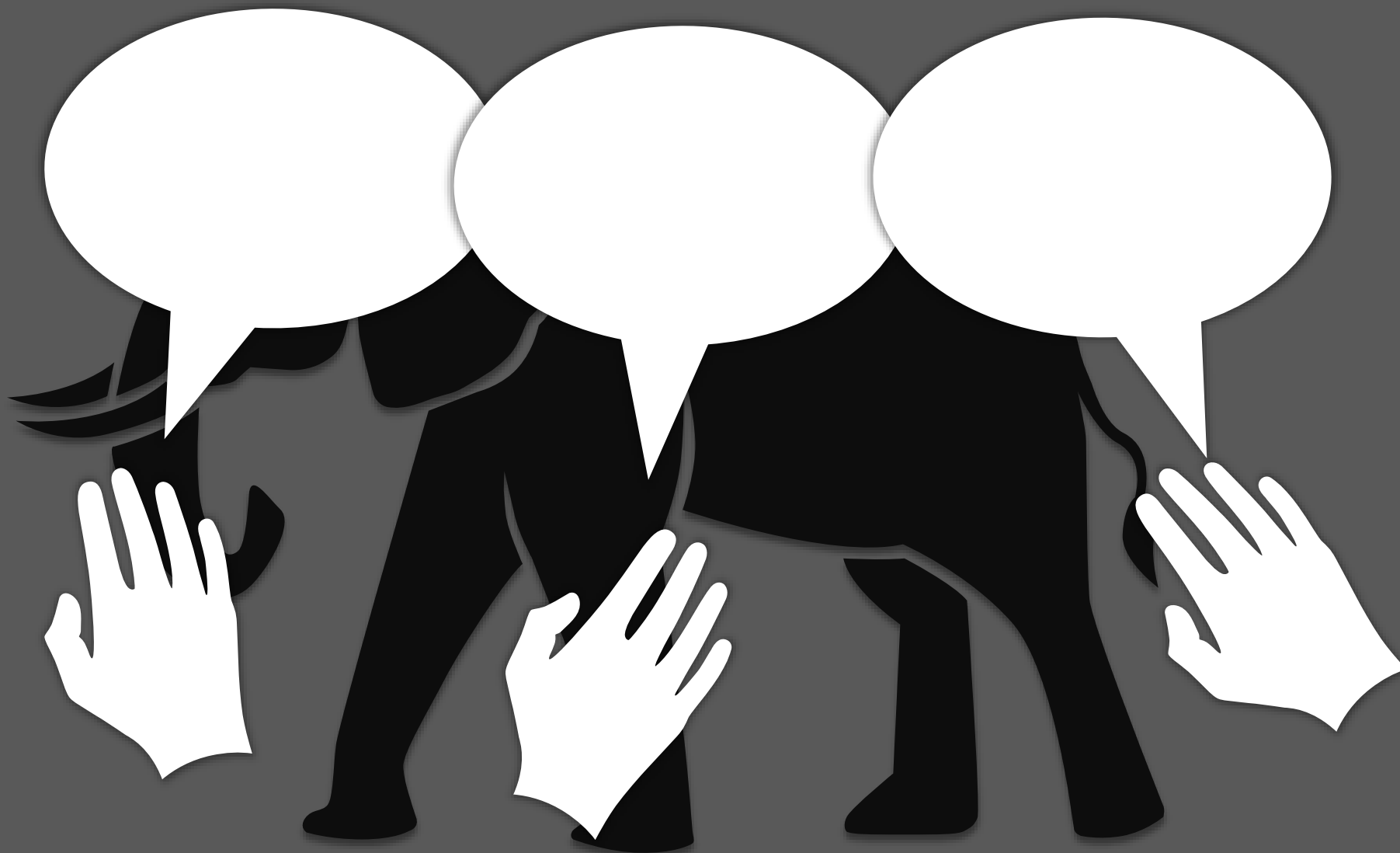


**320 minutes
per day**

Audience Participation









Object Library



Add Object

Menu ▼



▲ Enemies

Bruiser

GunGuy

Blocker

▶ Collectibles

▲ Trees

Trees_01

Trees_02

Trees_03



Add Object

Disable
Extensions

Collapse All

Expand All

Small

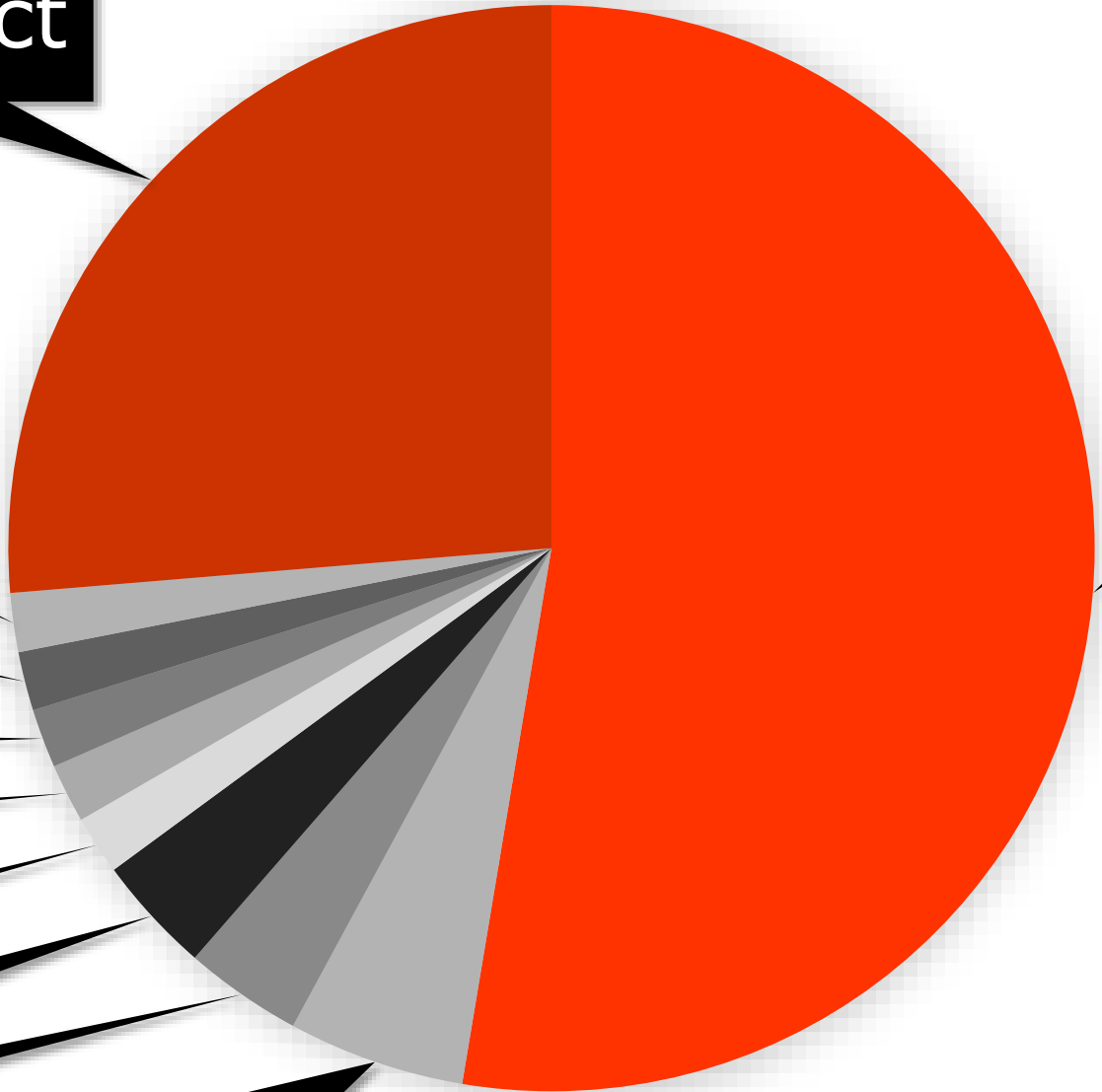
Thumbnail

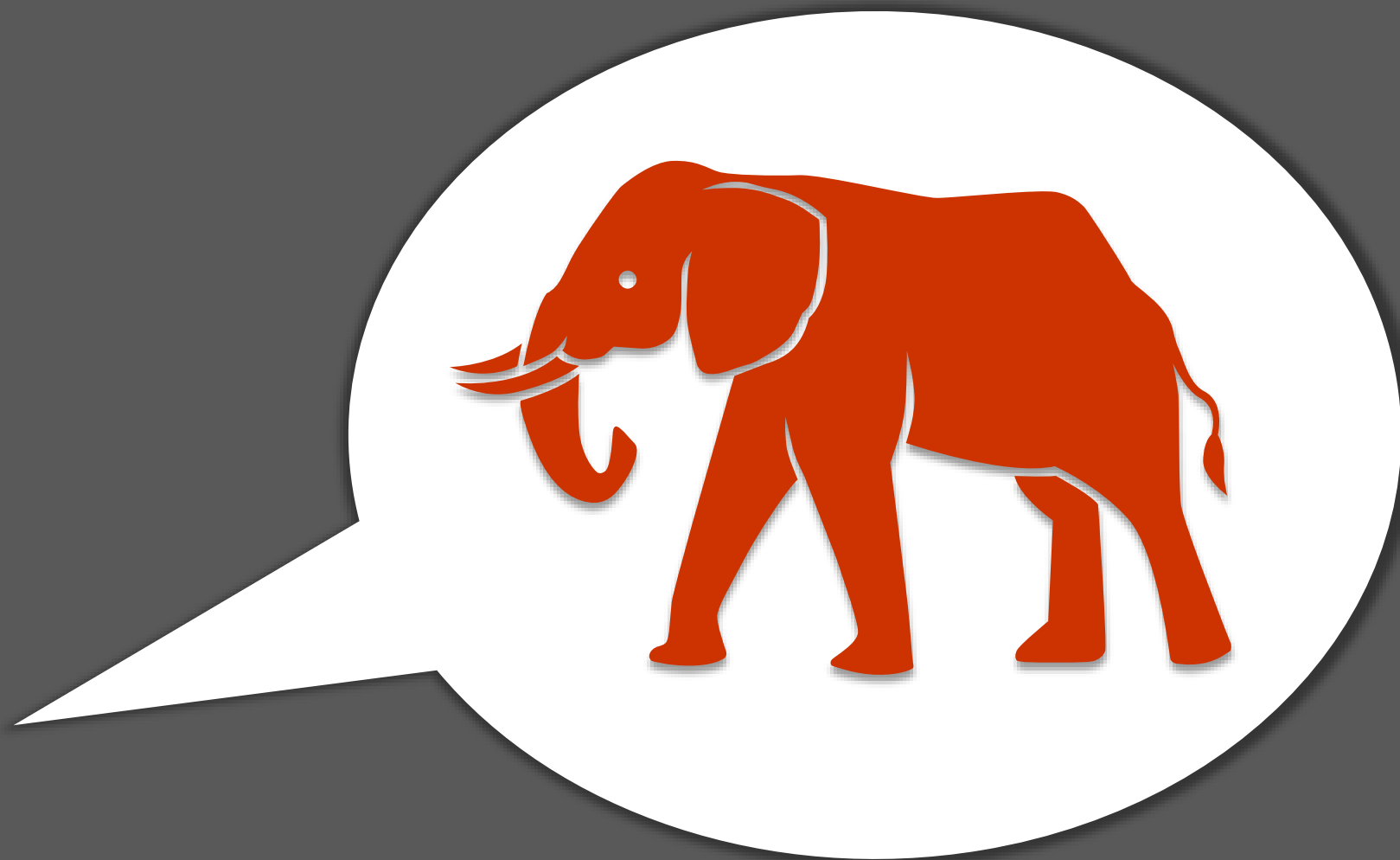
Filter

Show Hidden

Add Template

Search



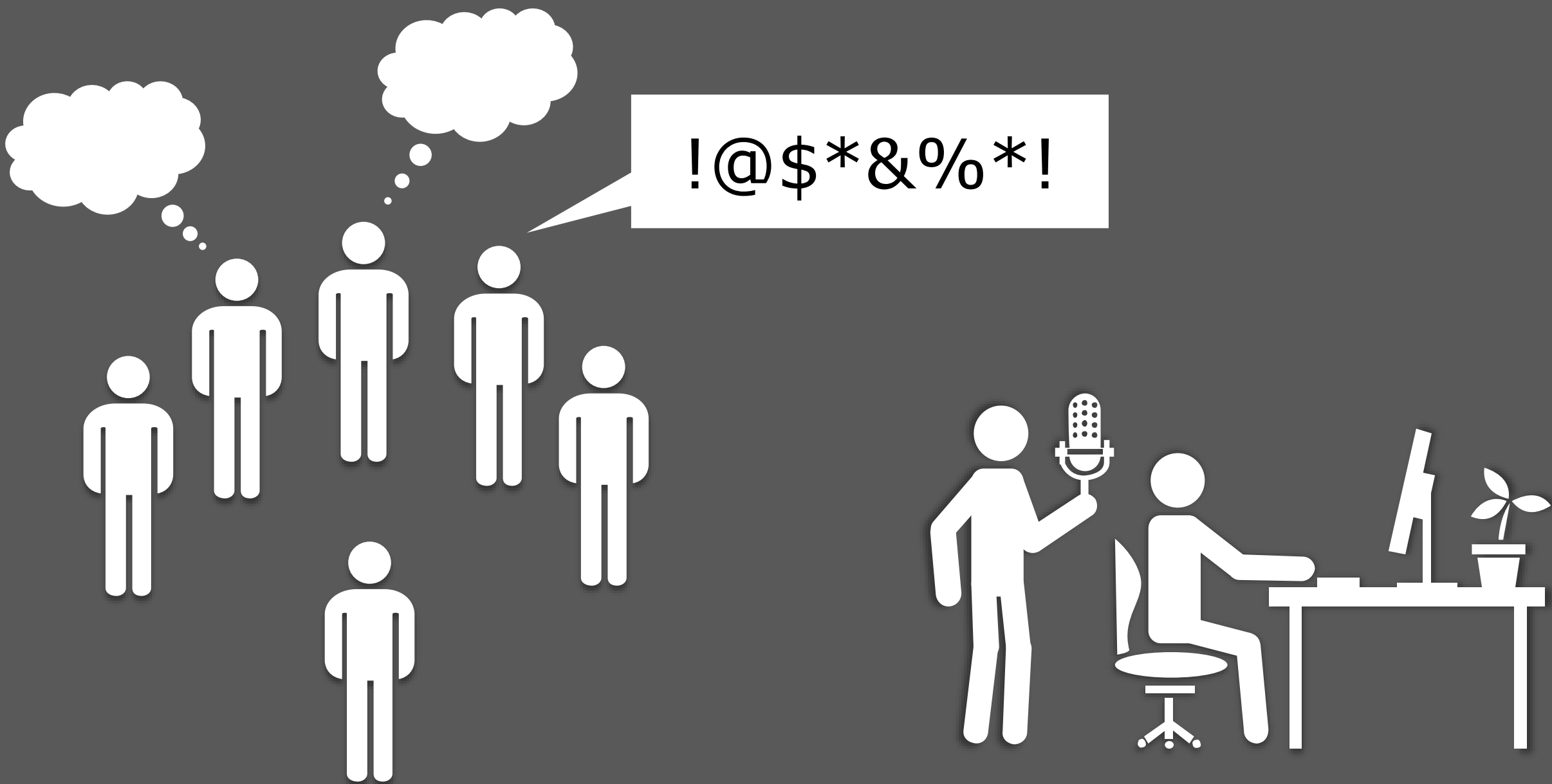


Don't listen to users...

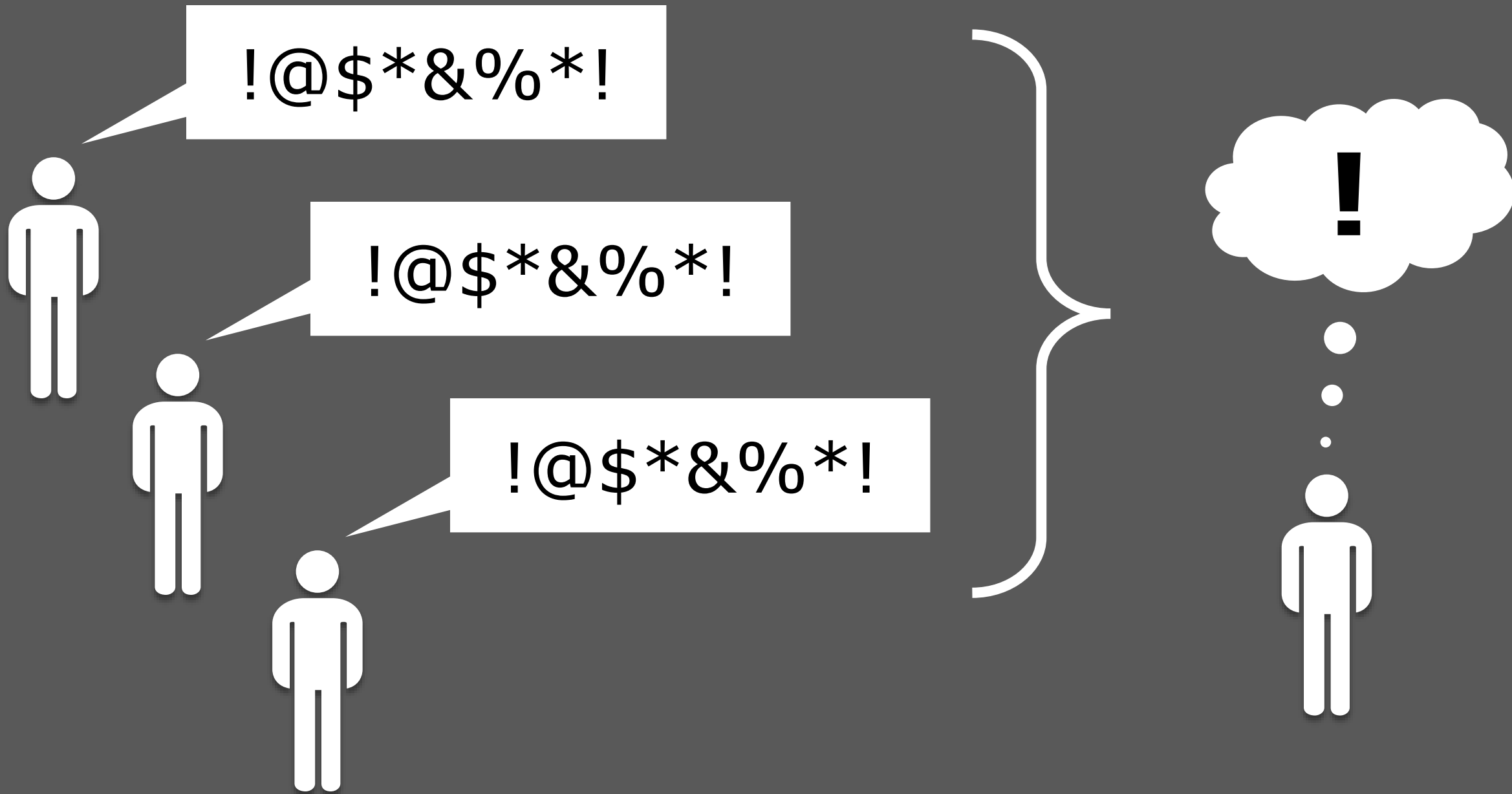
- Jakob Nielsen

To really understand
what users do,
**go to their desks
and watch them work**
instead of doing
focus groups and surveys

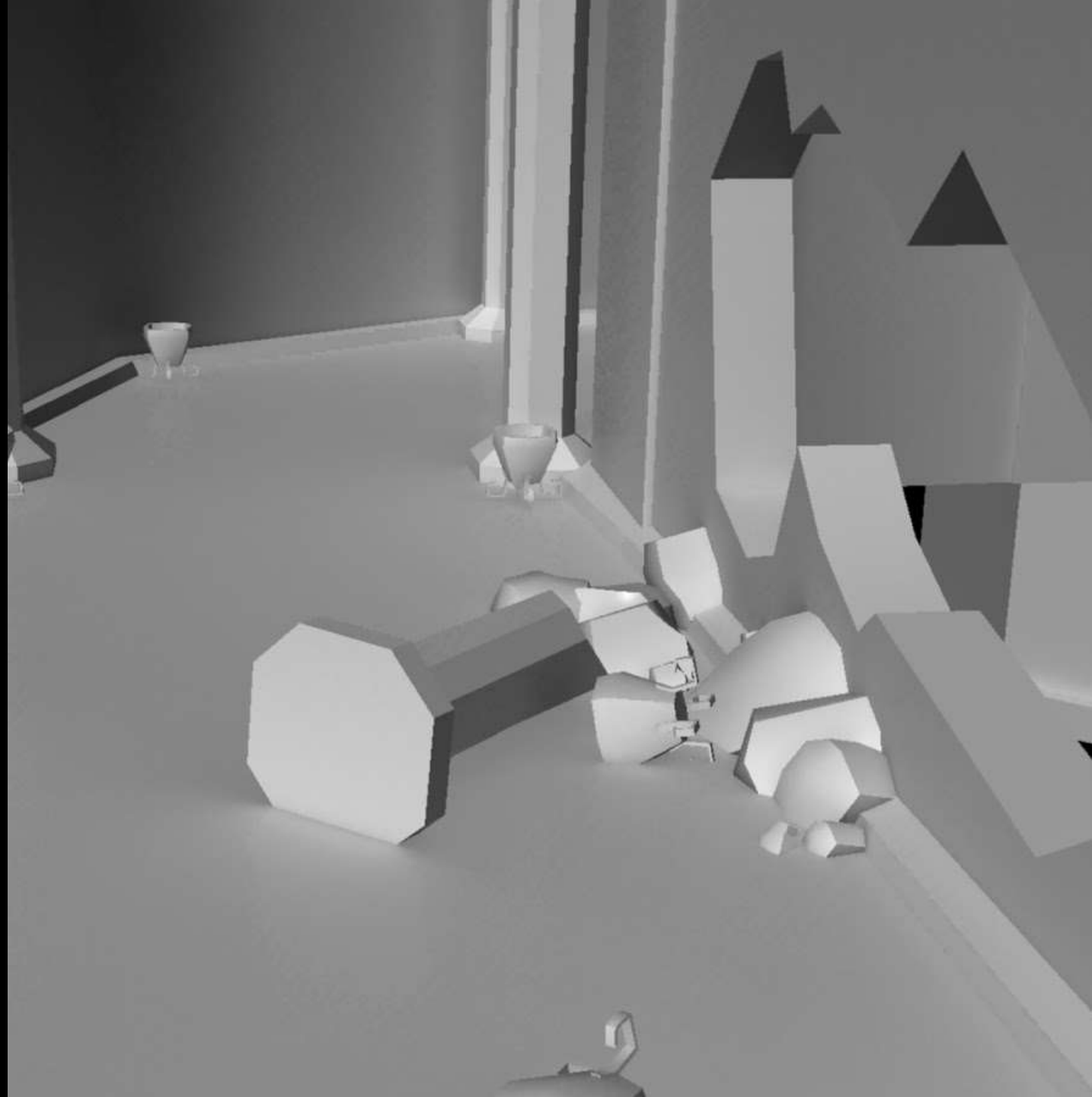


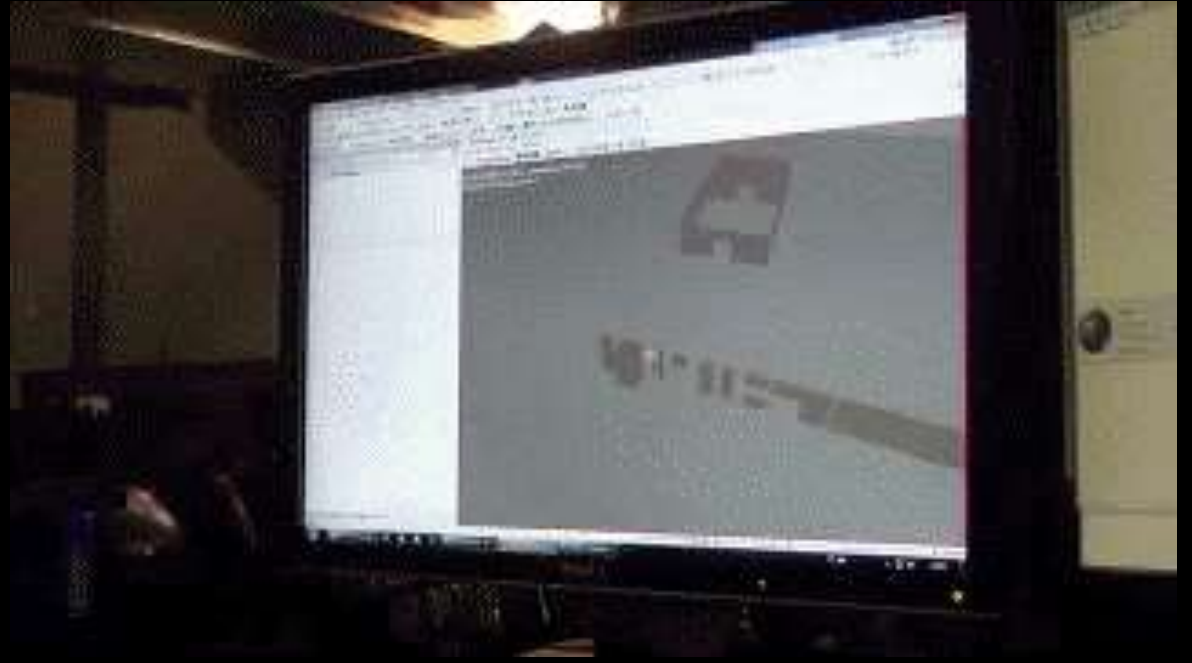


!@*\$&%*!









5 dialog boxes
per minute

5 Level Designers

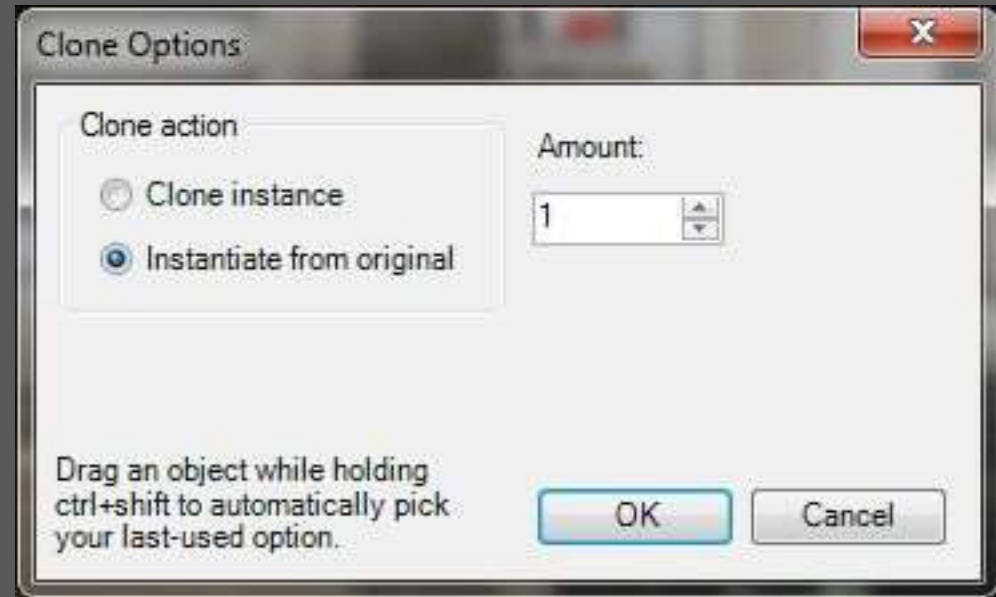
Grey-box **4 hours**
per day

1,250 dialog boxes
per day

Average **3 seconds**

7+ man months
per year





Intern Programmer

1/2 day

Knowing who the
majority of users are
and the
tasks they perform
most often




gives you the biggest ROI when
prioritizing features





R6 Installer

File Edit Help



Currently installed Anvil version: N/A
Click Install to install Anvil version V971
To install a different build, click More Packages.

Release Notes V971

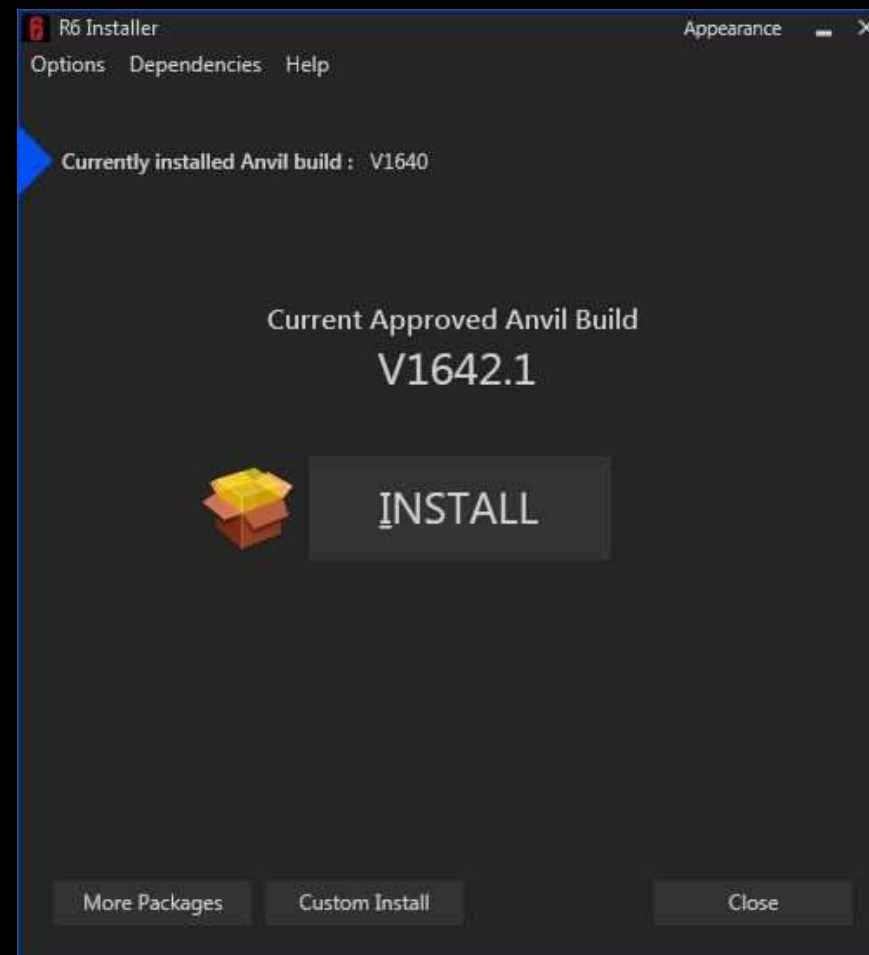
Fixed Issues

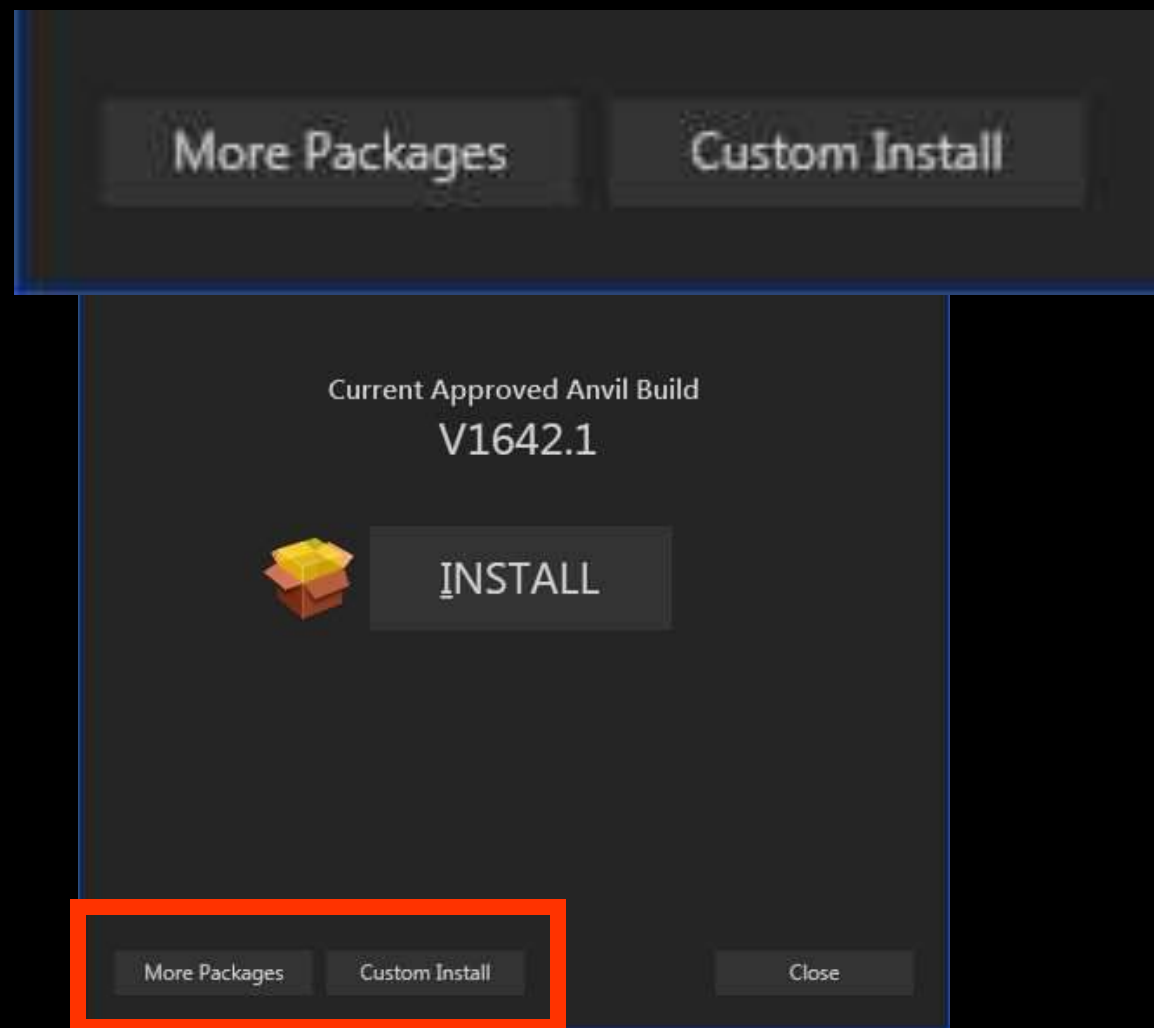
| Issue | Fixed by | Changelist | Summary |
|---------------------------|--------------------------------|------------------------|---|
| OSB-39145 | sturcotte | 471120 | Angel - SyncTag doesn't get mirrored when animation is mirrored |
| OSB-44404 | mlheureux | 471048 | [3C]Player is able to open car doors from the opposite side of the car |
| OSB-44072 | gserafino | 470968 | [prog MP] in coop we need a better way to identify local player pawn in domino |
| OSB-28749 | guillaume.riby | 470965 | [Animation] IDLE - Explosion Death |
| OSB-27804 | guillaume.riby | 470965 | [Animation] RUN - Explosion Death |
| OSB-44475 | jcauthier | 470885 | [Unspawn Operator]Object Variable connect with this operator should be able to browse squads list |
| OSB-44247 | jcauthier | 470885 | DOMINO - Operators that use SquadDescs as Variables end up empty |
| OSB- | | 470838 | Backlog with Ambient Occlusion when multiple objects are close together |

More Packages

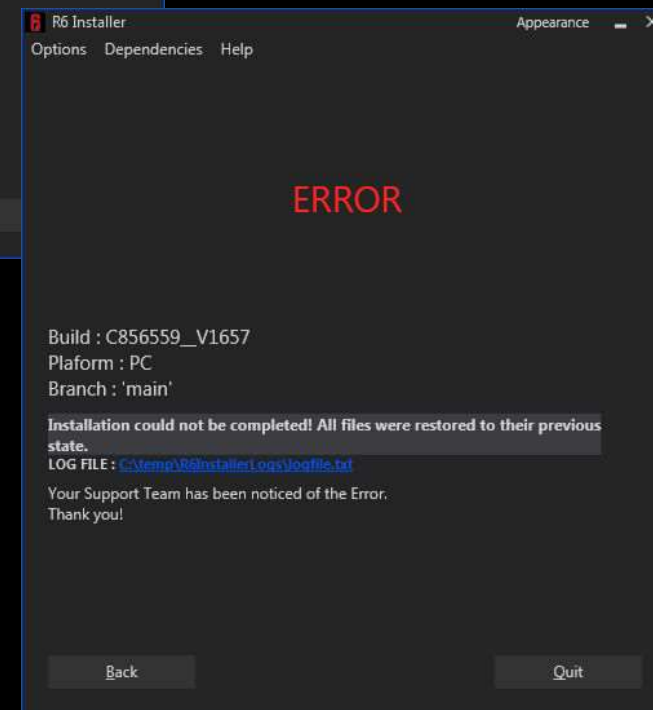
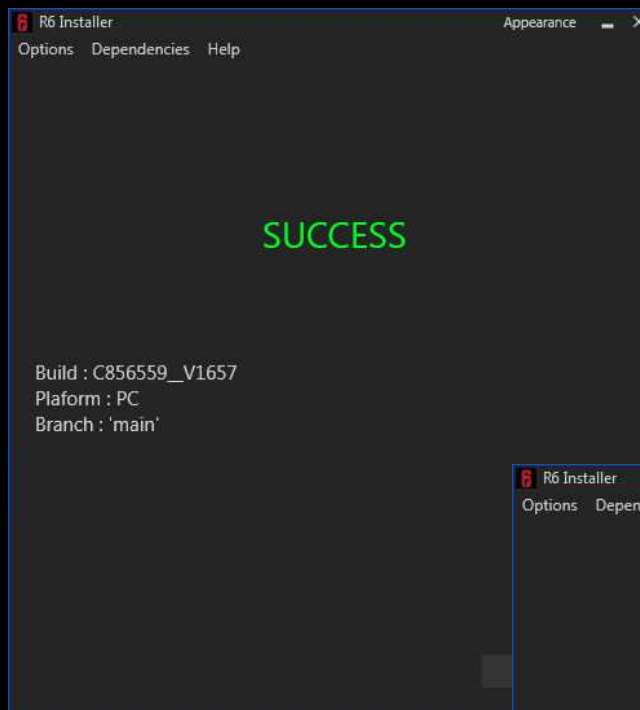
Custom Install...

Install







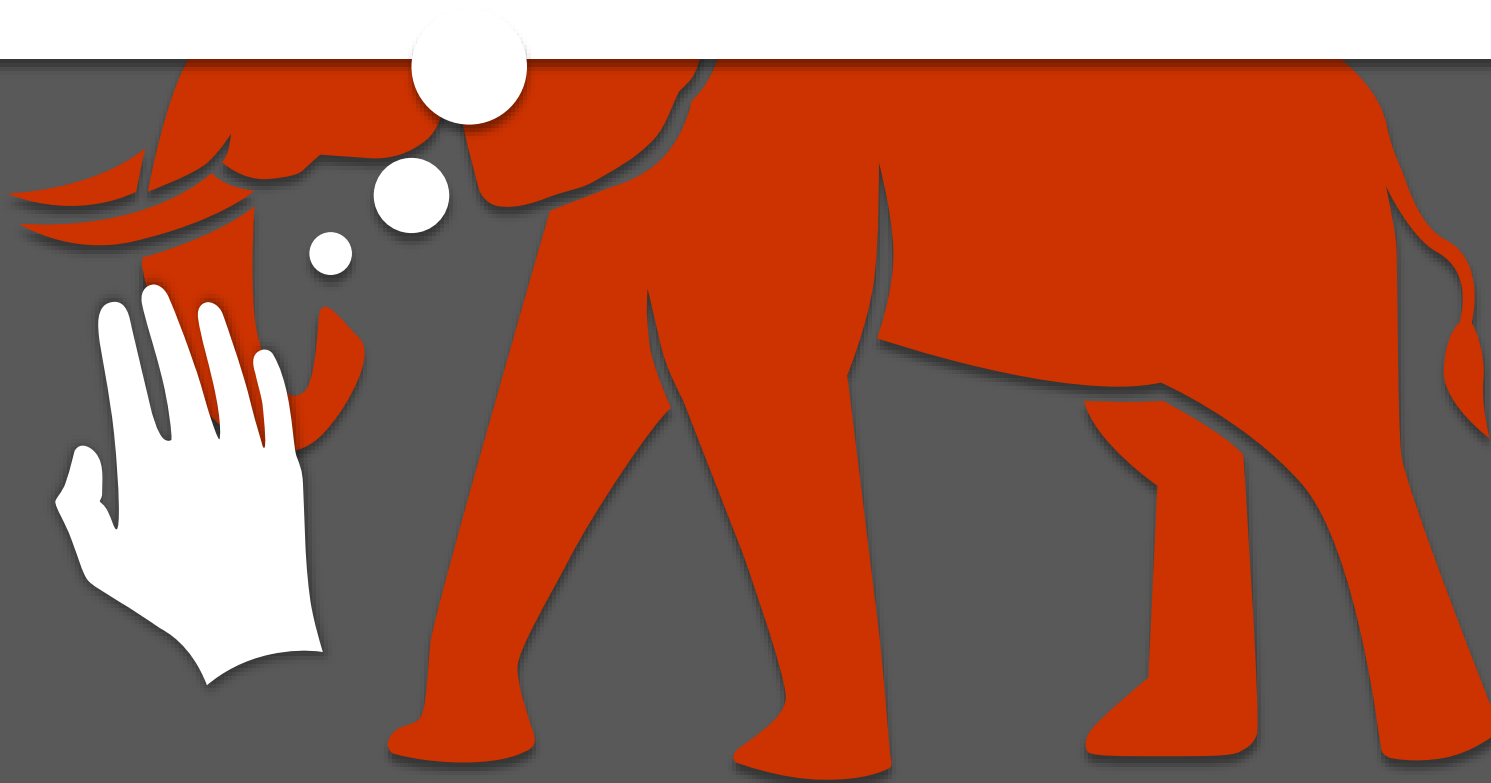


You're **not going to**
make everybody happy

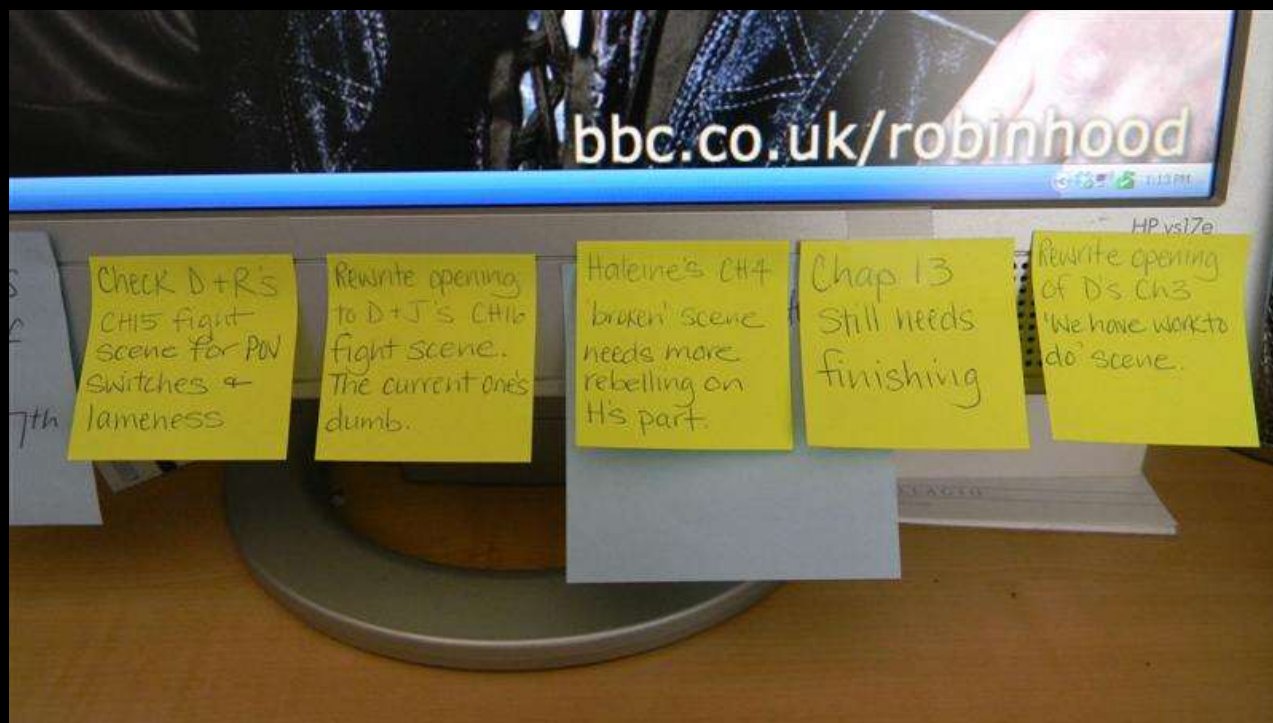
~~No~~

Not yet

“...there probably isn’t
a better way...”









Env-hom 23
ai-lbp - uni |
ai-vehicle - info |
ai-chasespawn |
showavailable .. |
ai-show-npc |
toggle-debug-id |

exec upammo

Chase-search / chase-i
chase-detail / ~~Chase~~ CAMP
Helper GPH



```
cadiePCa -password a1234567 -silentmode -matchkey acadiePCa -nomouse -nomultipad -norumble -RenderProfile_Fullscreen 0 -invasionsAlwaysOn -no
```

```
MaterialResource: "graphics\_materials\adamdudley-m-0412201263313114.material.bin" (0x926BF
```

```
MaterialResource: "graphics\_materials\adamdudley-m-0512201248651828.material.bin" (0xD77D0
```

```
MaterialResource: "graphics\_materials\adamdudley-m-0312201251137567.material.bin" (0xCC6C9
```

```
MaterialResource: "graphics\_materials\adamdudley-m-0412201263313114.material.bin" (0x926BF
```

```
MaterialResource: "graphics\_materials\adamdudley-m-0512201248651828.material.bin" (0xD77D0
```

```
MaterialResource: "graphics\_materials\adamdudley-m-0312201251137567.material.bin" (0xCC6C9
```

```
MaterialResource: "graphics\_materials\adamdudley-m-0412201263313114.material.bin" (0x926BF
```

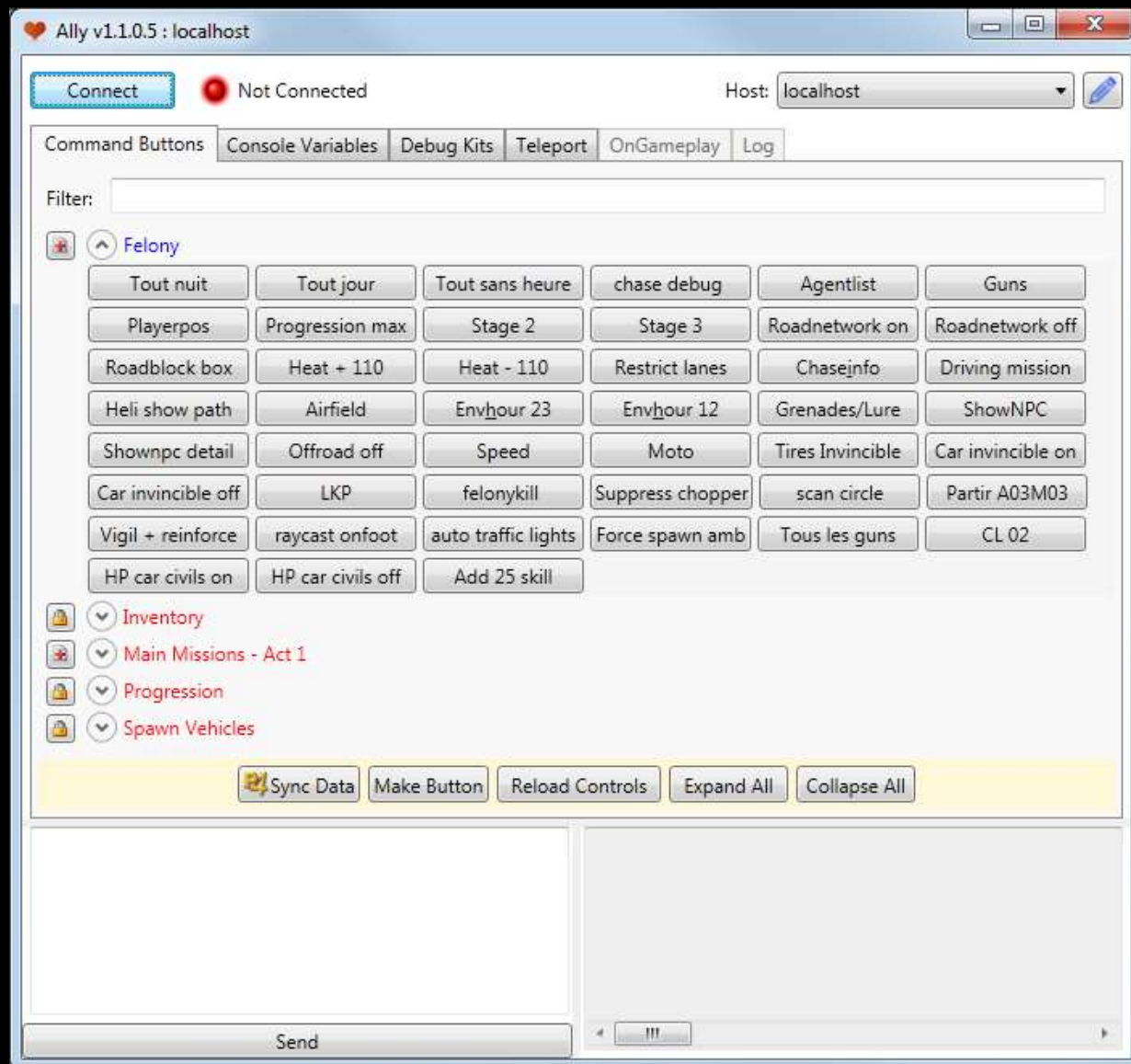
```
MaterialResource: "graphics\_materials\adamdudley-m-0512201248651828.material.bin" (0xD77D0
```

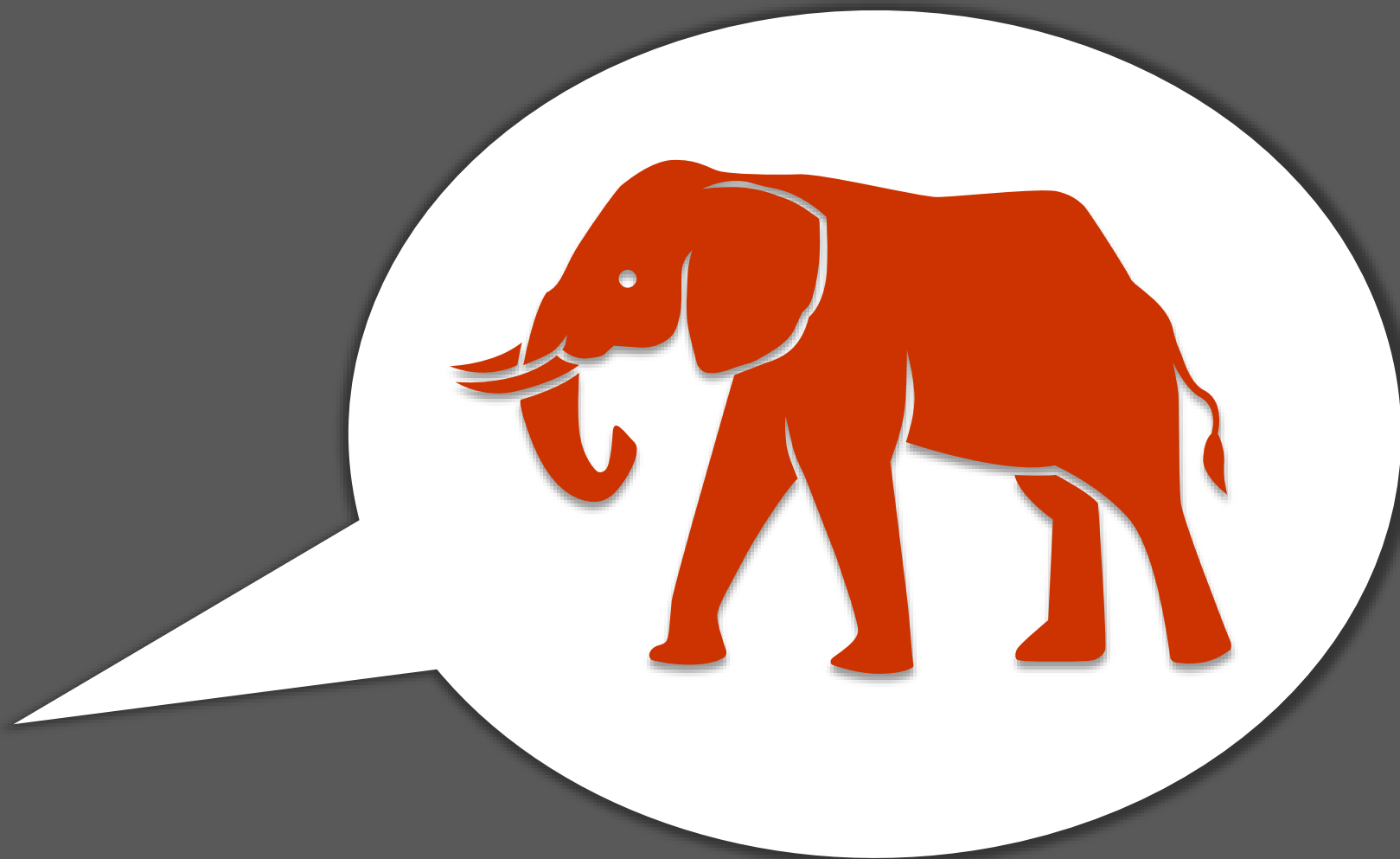
```
MaterialResource: "graphics\_materials\adamdudley-m-0312201251137567.material.bin" (0xCC6C9
```

```
fo
hics\_textures\sky\plane\clouds_01a.d.xbt" should not have split mips (this msg will be co
ture)
hics\_textures\sky\ring\sunnyday_cumulus_b_01.d.xbt" should not have split mips (this msg t
n the near future)
hics\_textures\sky\ring\sunset_cirrostratus_b_01.d.xbt" should not have split mips (this me
n the near future)
```

```
override //
// Set to 0 to hide, set to 1 to show
/ Set to 0 to hide, set to 1 to show
le // Set to 0 to deactivate, set to 1 to activate
override //
le // Set to 0 to hide, set to 1 to show
```

```
n-14149|Target:RELEASE|Server:main_21|Sandbox:WDOGS_PC_UAT_X
0)(Public)(1 Clients)|MKey:acadiepca//windy_city|Mode:SPCampaign(Proposition:Available)(Inv
s:1111111101
0]:1|Platform:1|Network:1[wd.acadiePCa]|RdV:1[e0b68c2e-19ae-4893-9293-e1e19b312916][PID:496
```



Task Flow



Action (1 second)



Action (2 seconds)



Action (10 seconds)



Action (2 second)



Action (30 seconds)

TOTAL = 45 seconds

Optimize

Remove

Action (1 second)

Action (↓ second)

Action (5 seconds)

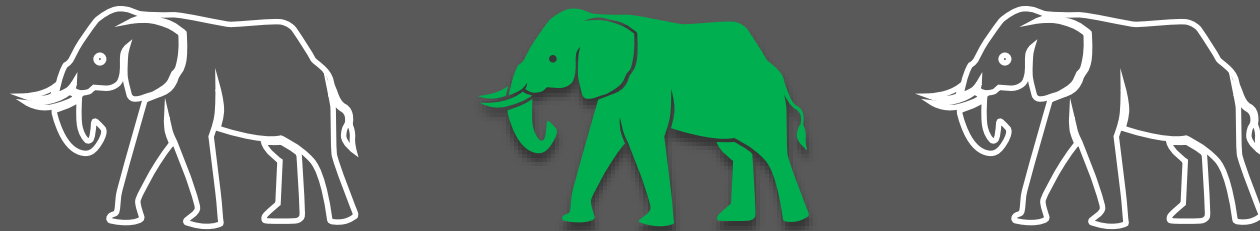


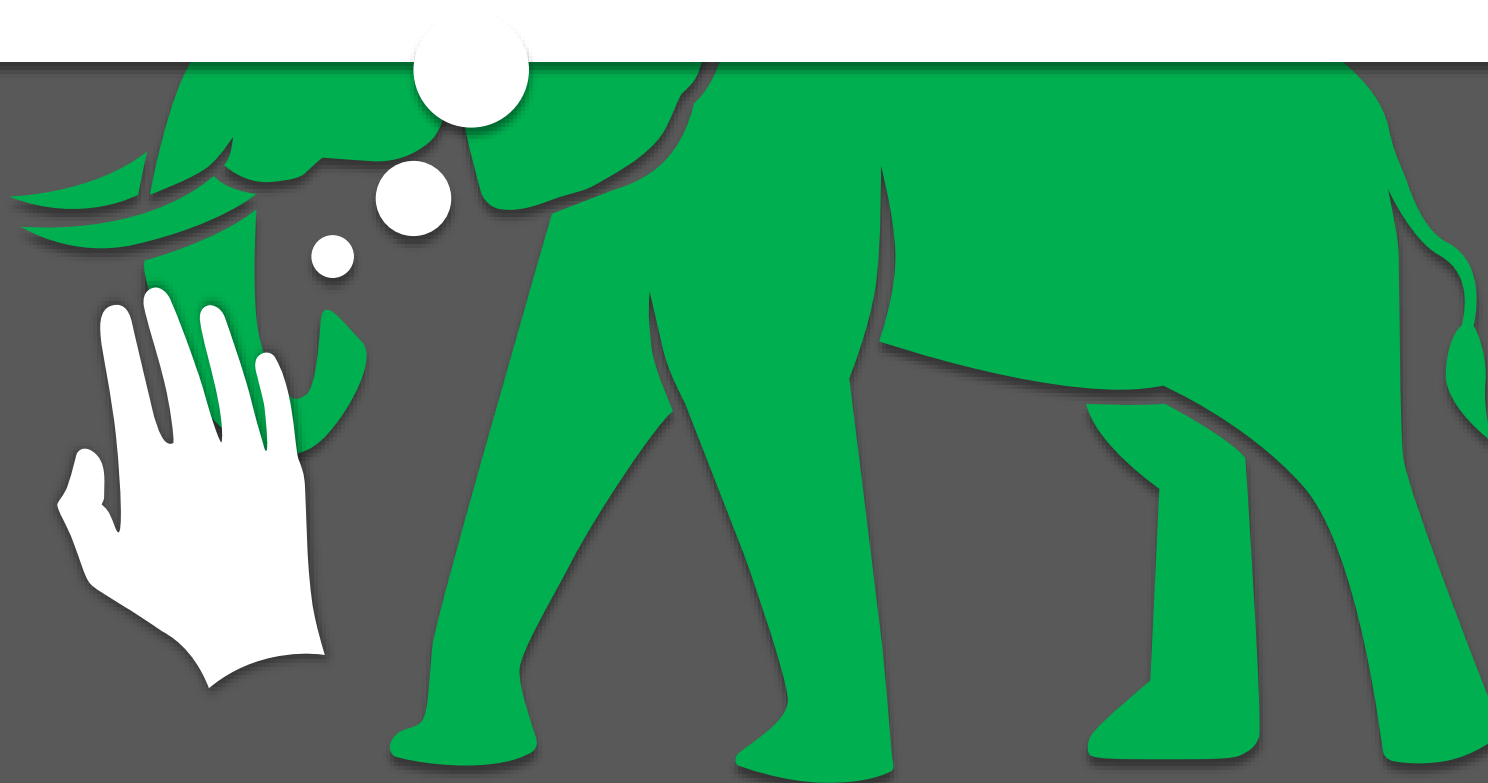
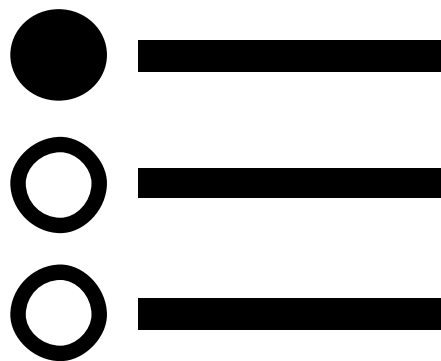
Action (3 second)

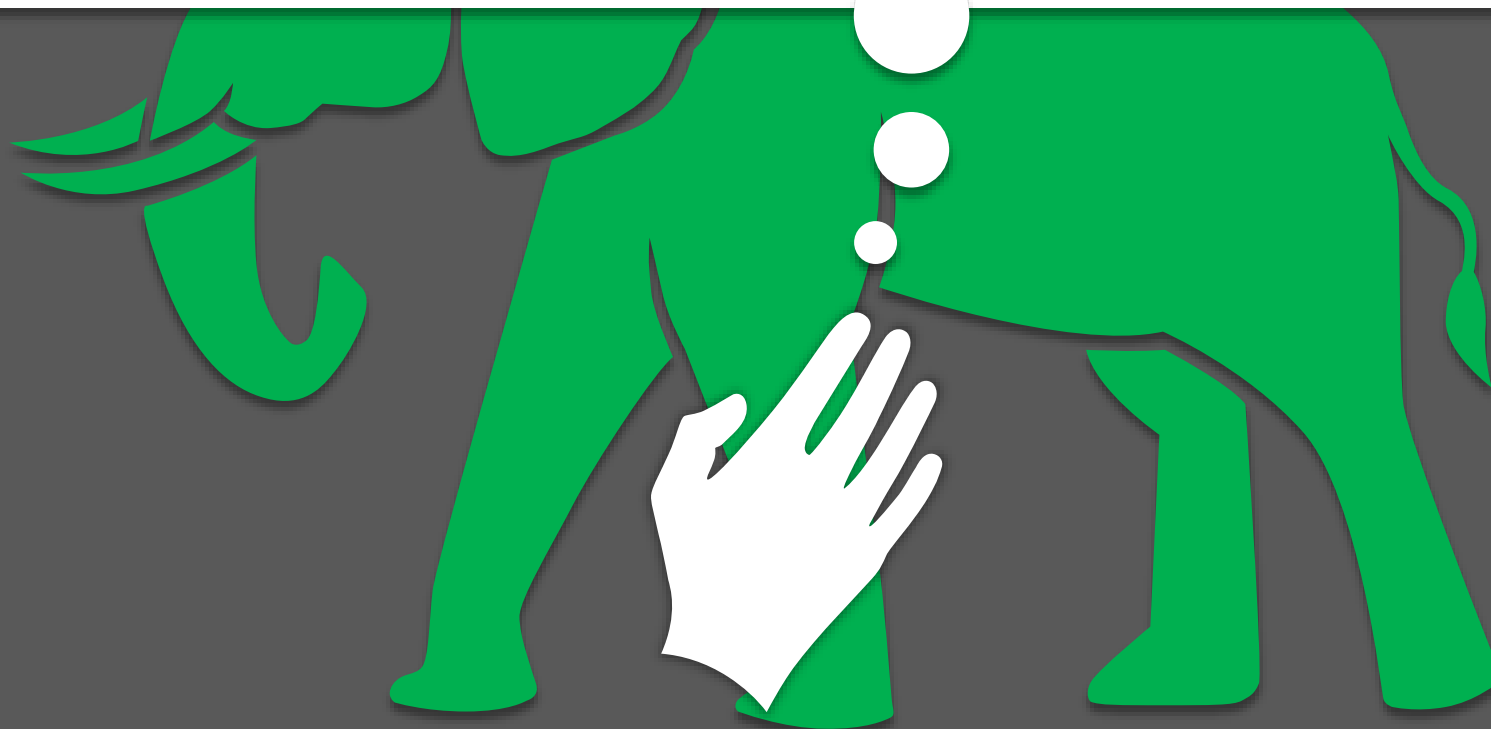
Action (1↓ seconds)

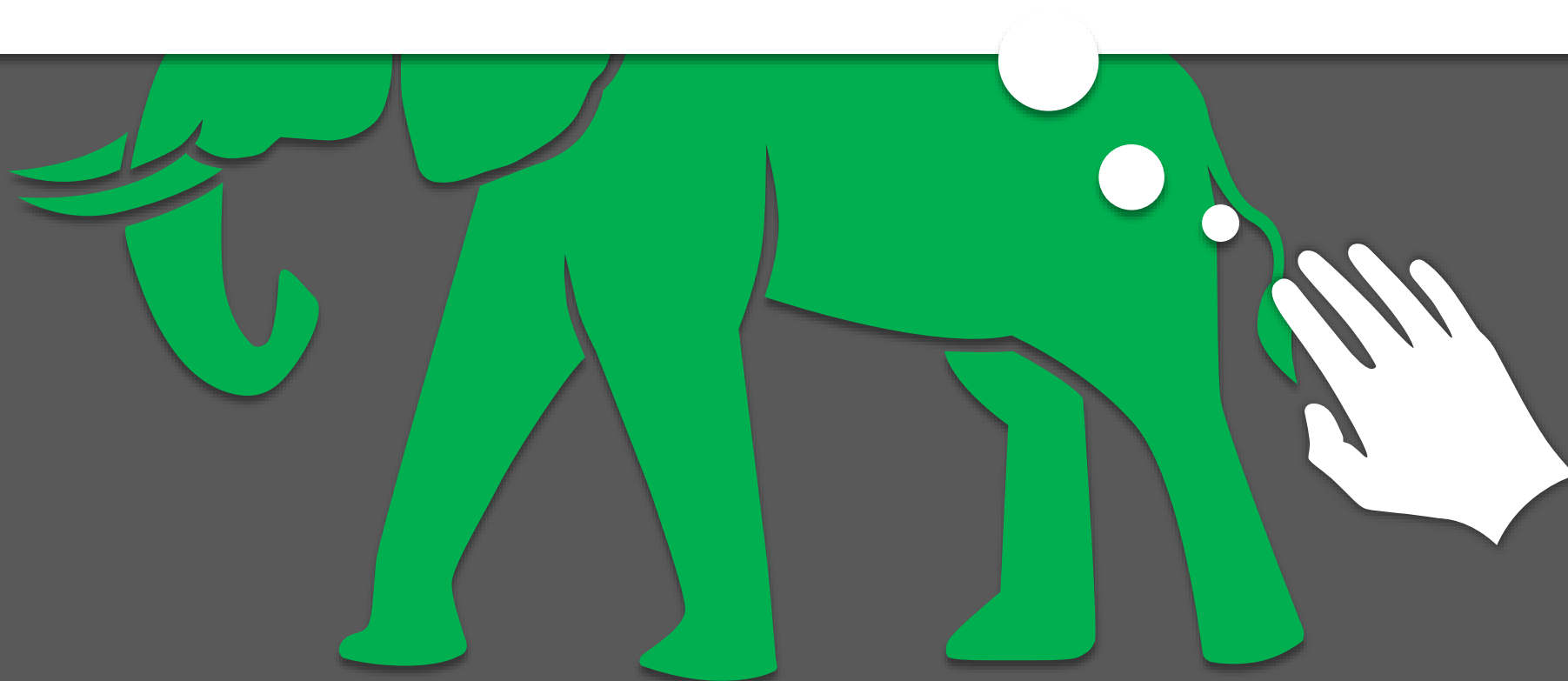
TOTAL = 9 seconds

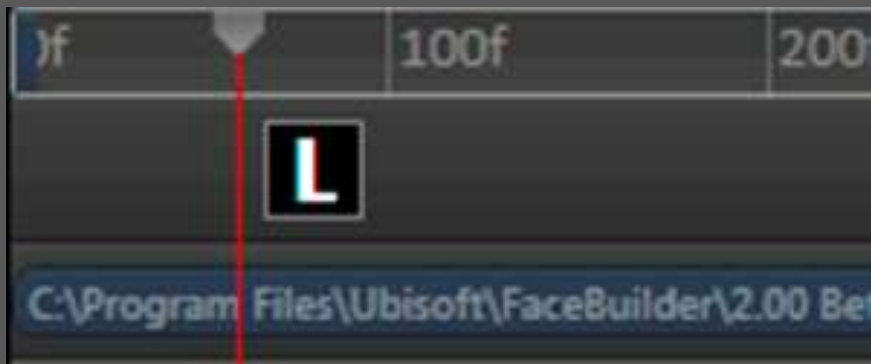
How does the interface work?



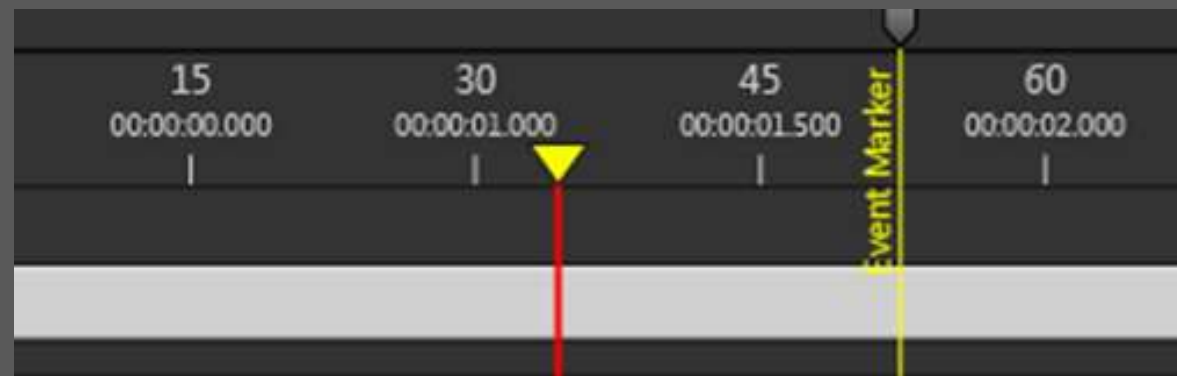
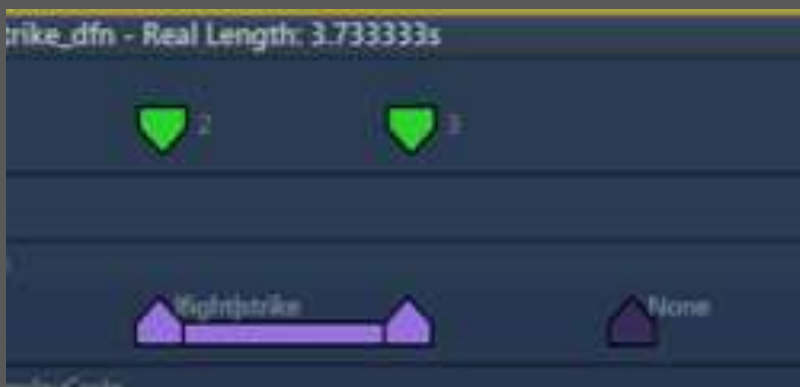











Markers




Filter  

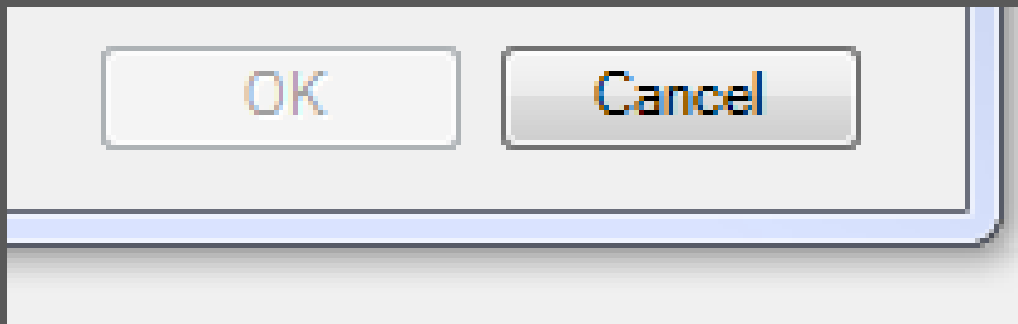
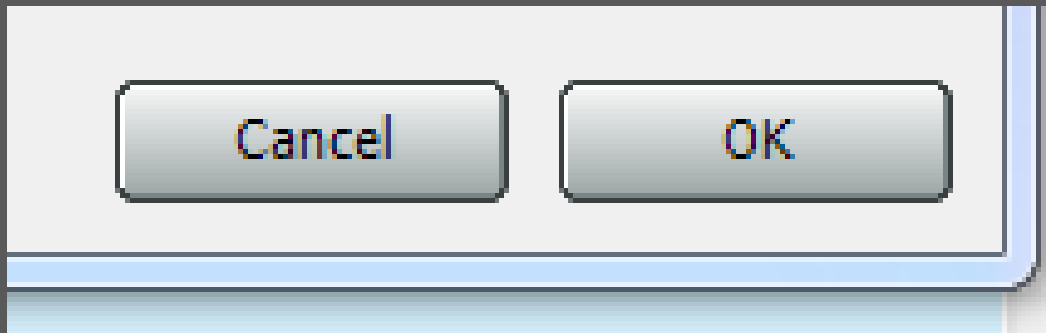
Filter 



Filter & Search

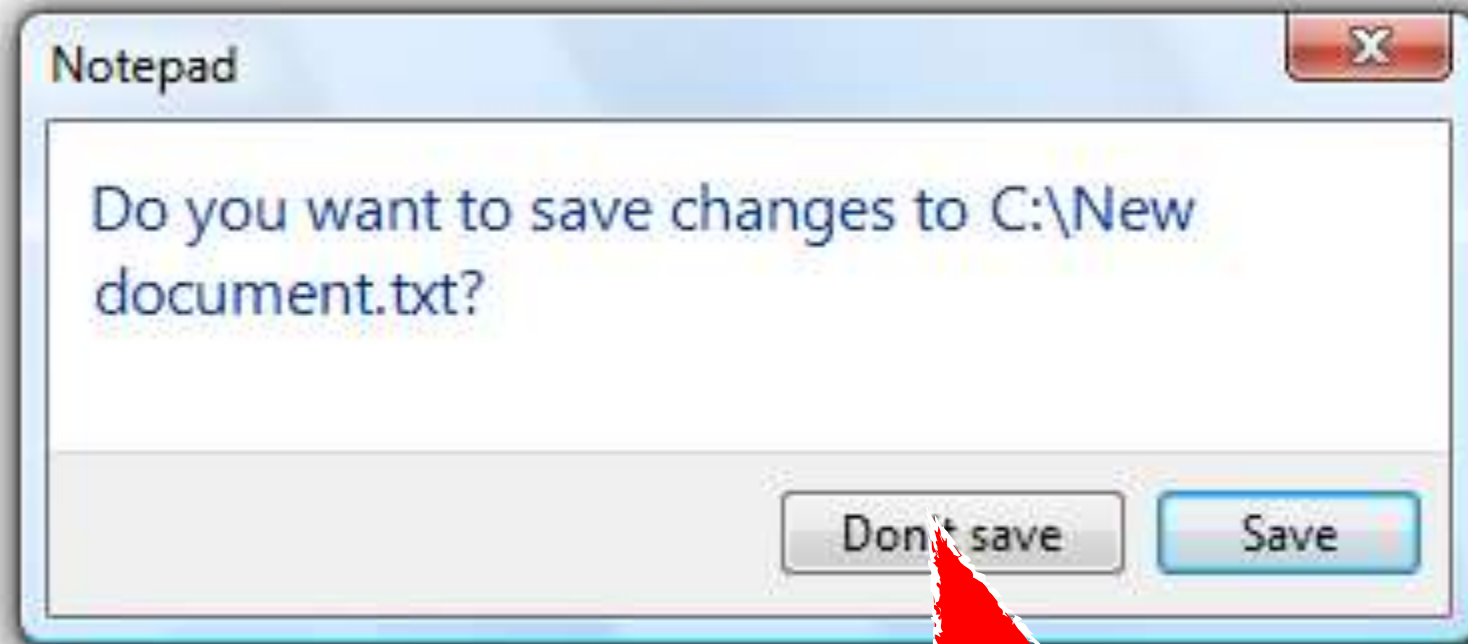




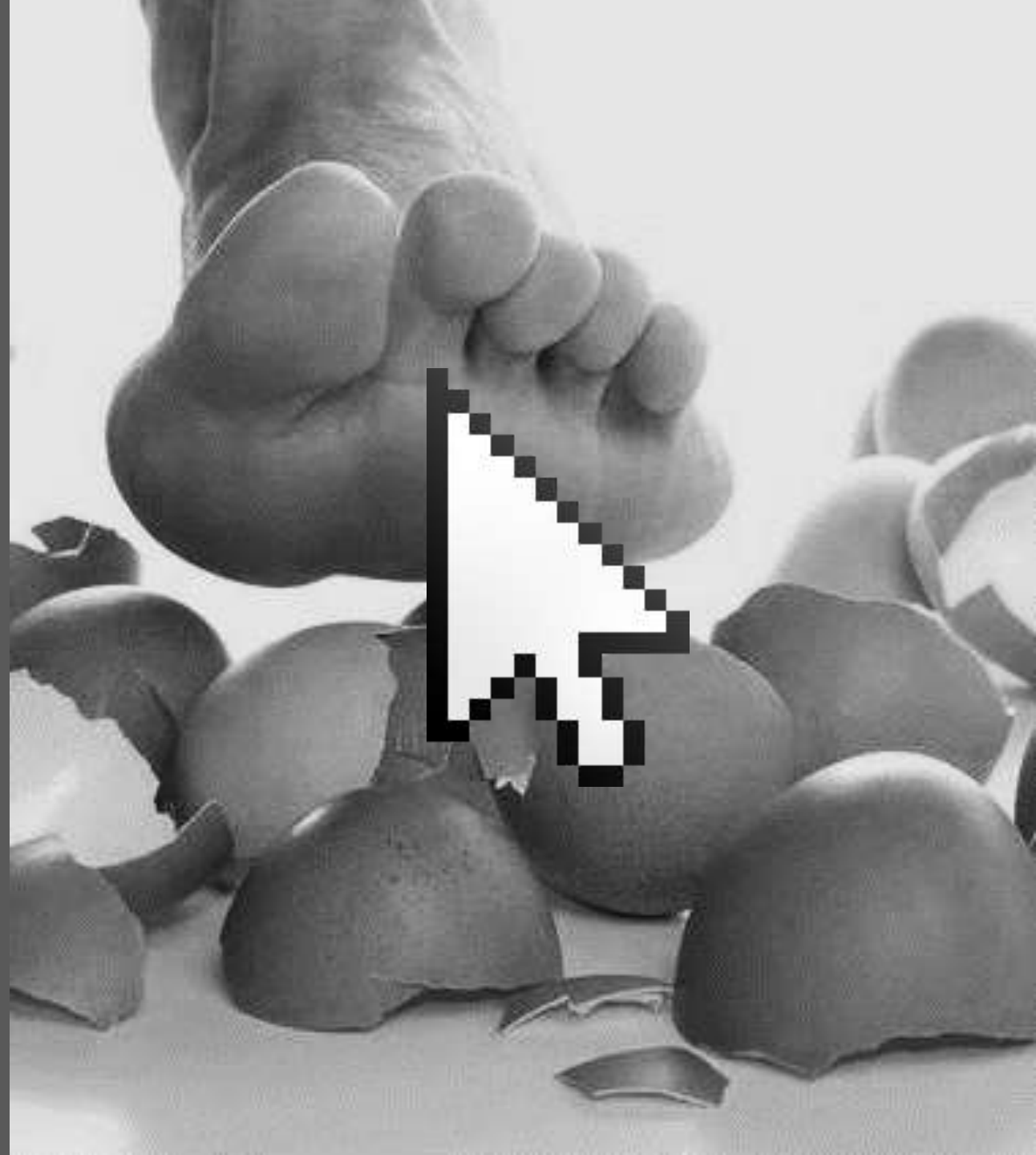


OK &
Cancel





“Clicking
on
eggshells”







TECHNOLOGY GROUP
UBISOFT®



Find



Search

Search / Find

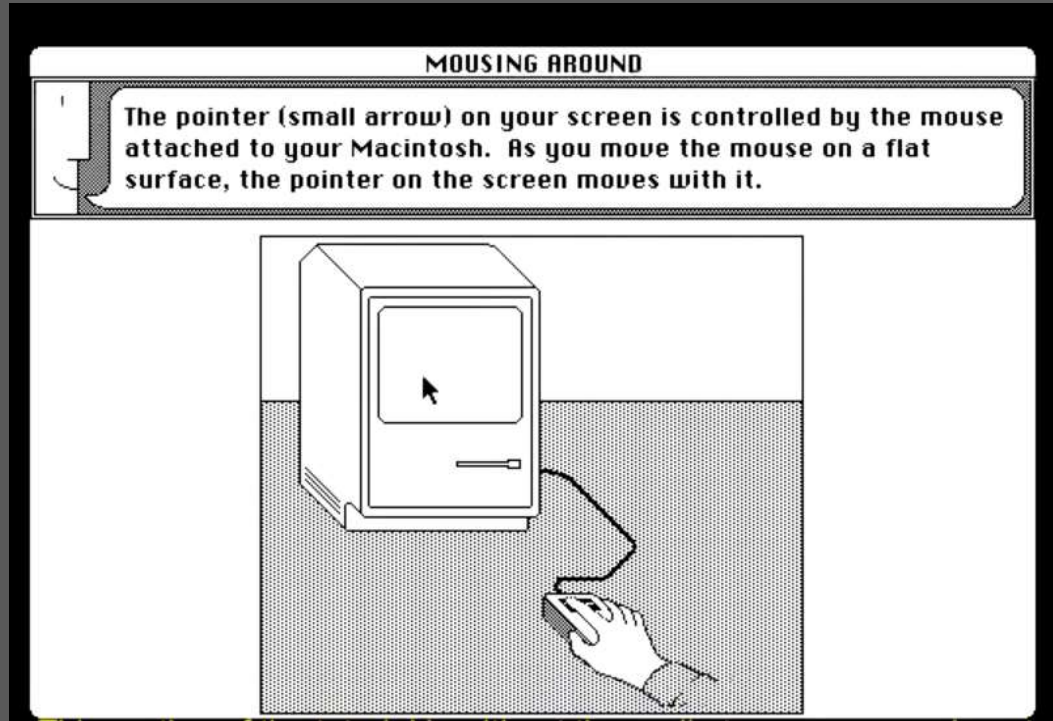


Toggle
camera
&
Capture
a video

Intuitive



Google



Already
Learned

Not Yet
Learned

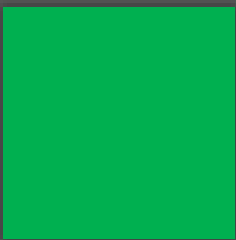
Audience Participation



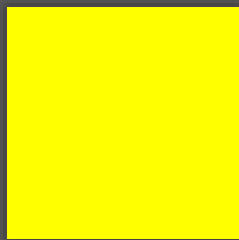


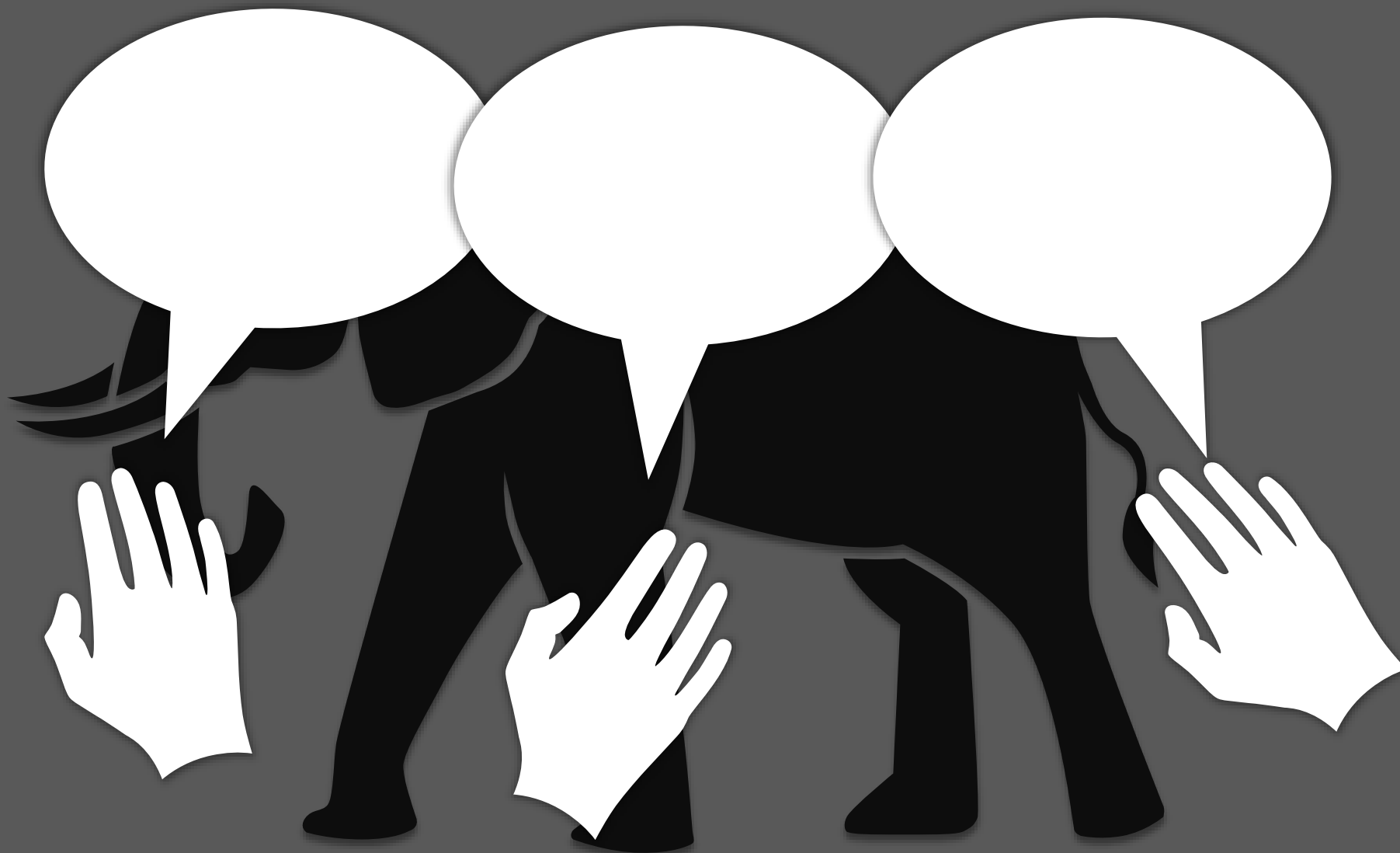


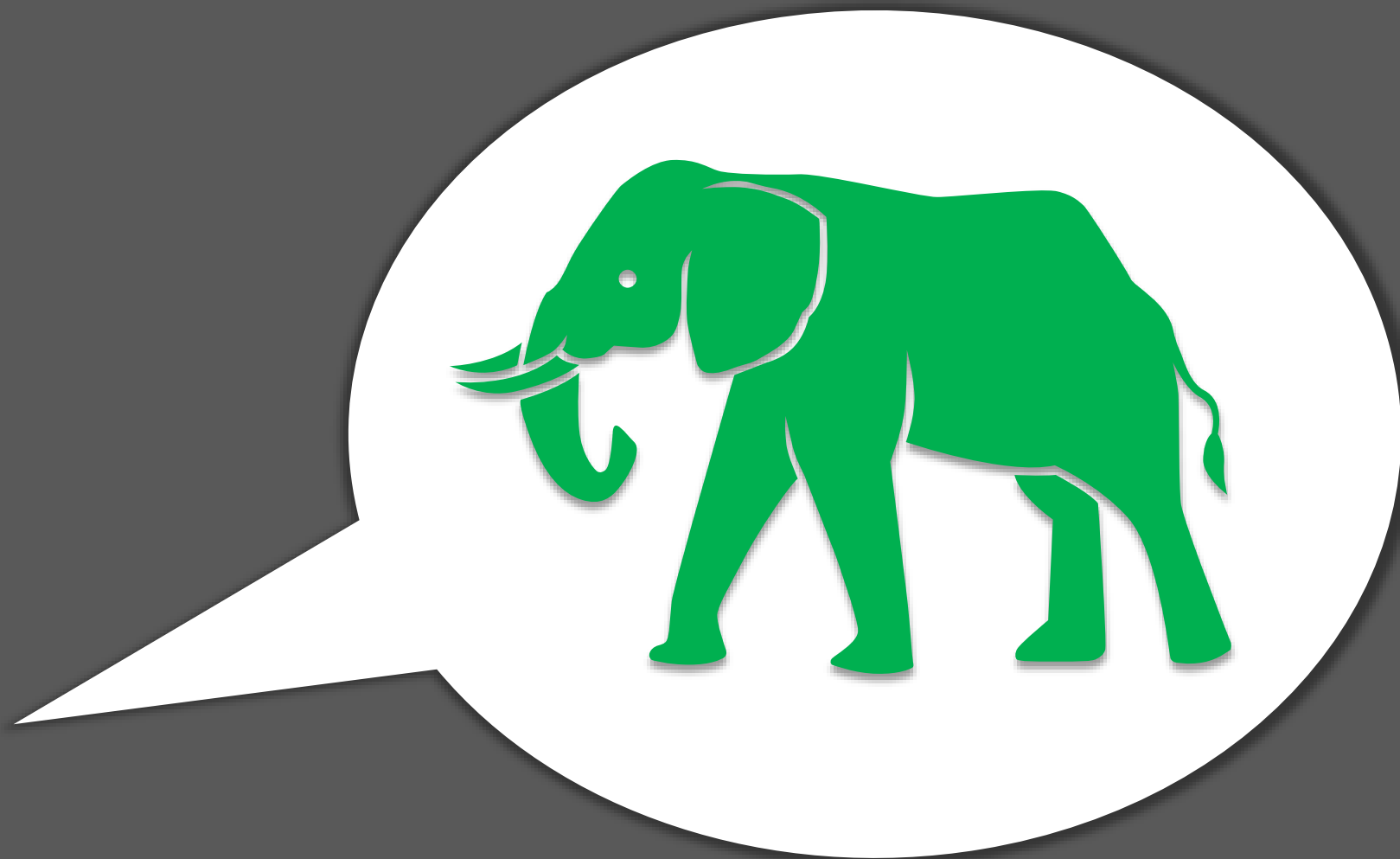






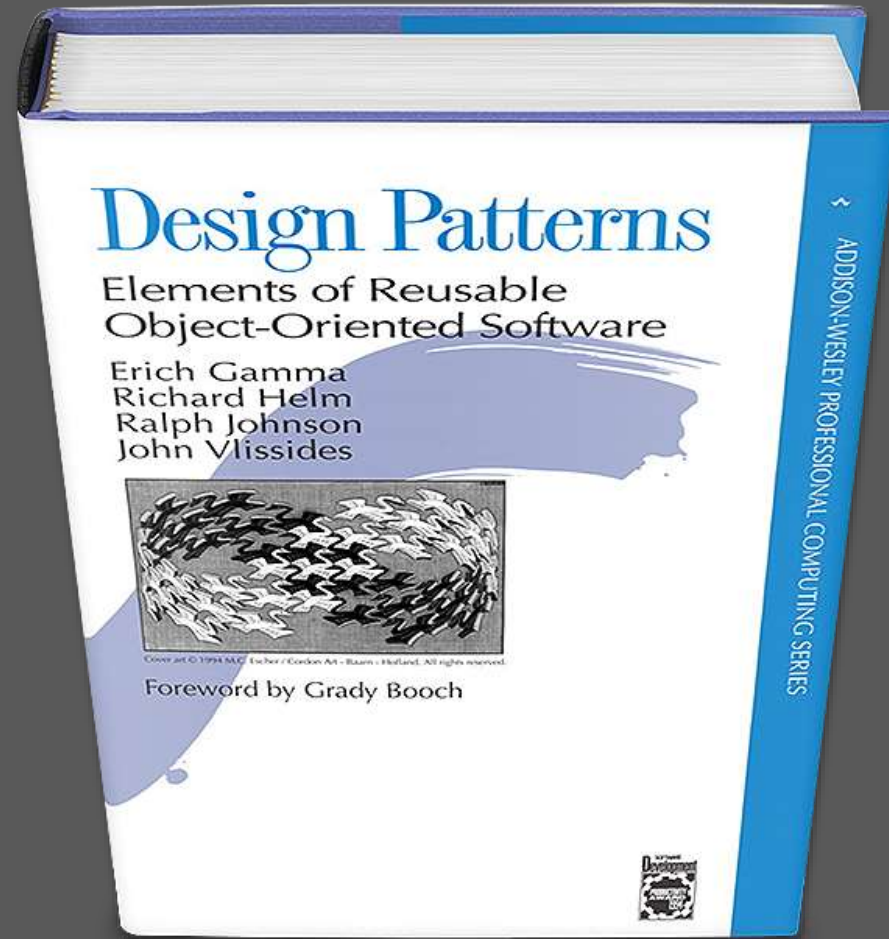






Design guidelines
can make your tool
easier to learn
and
more efficient to
implement and use





Solution

Problem

Context

▸ Windows

[Window Management](#)

[Window Frames](#)

[Dialog Boxes](#)

[Common Dialogs](#)

[Wizards](#)

[Property Windows](#)

Dialog Boxes

[Is this the right user interface?](#)

[Design concepts](#)

[Usage patterns](#)

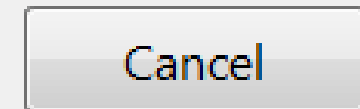
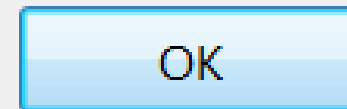
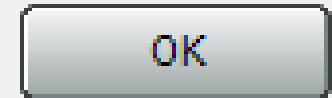
[Guidelines](#)

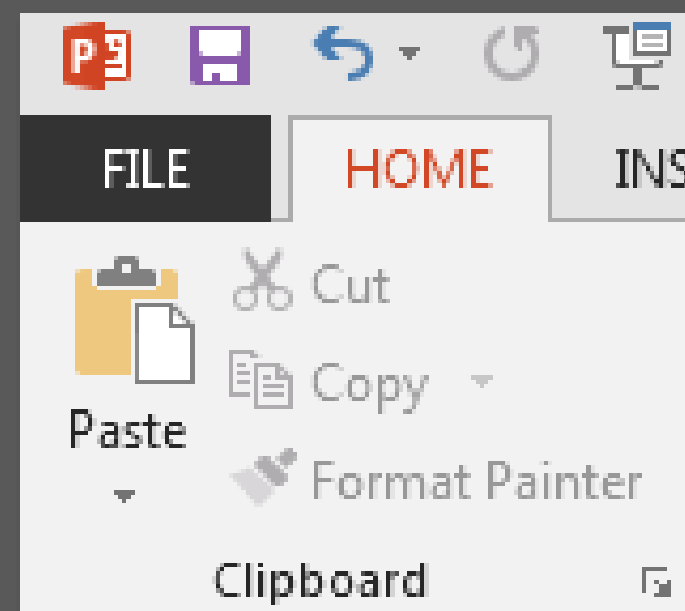
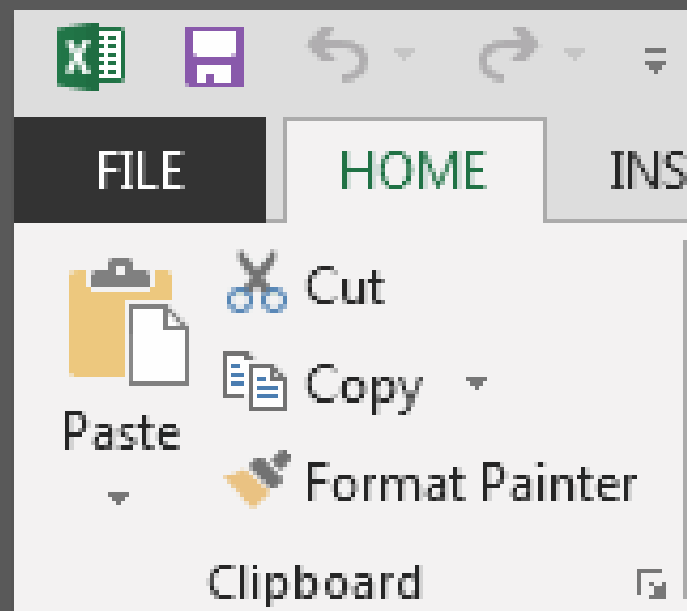
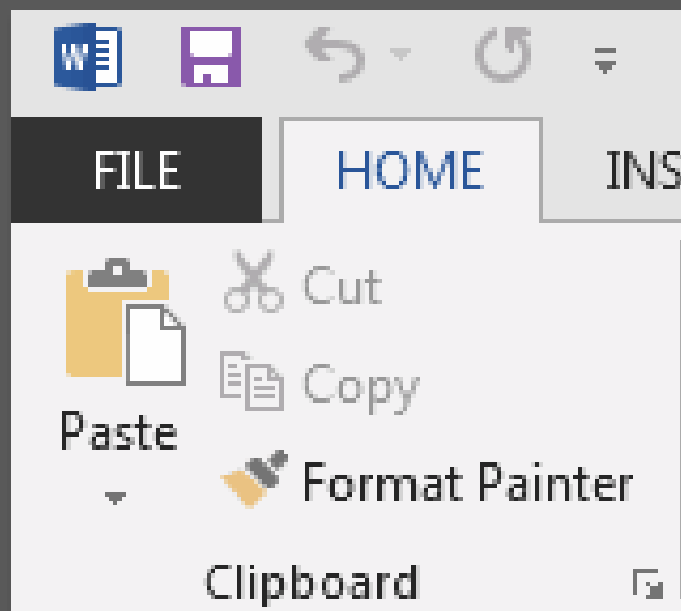
[General](#)

[Modal dialog boxes](#)

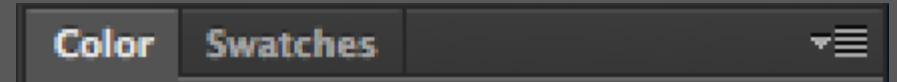
[Modeless dialog boxes](#)

[Multiple dialog boxes](#)





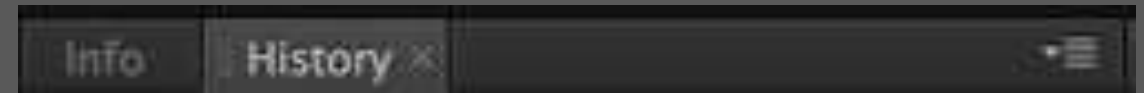
Photoshop



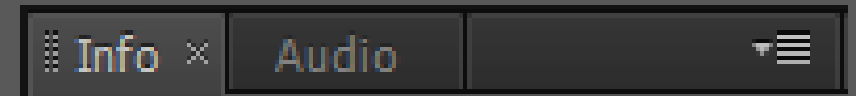
Illustrator



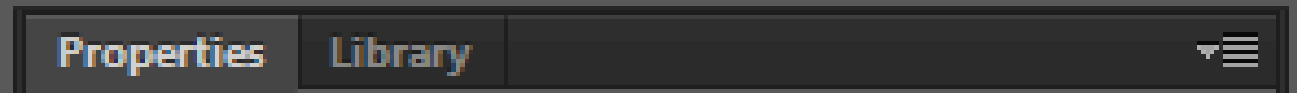
Premiere



After Effects



Flash



Photoshop Acquired (Knoll Brothers)

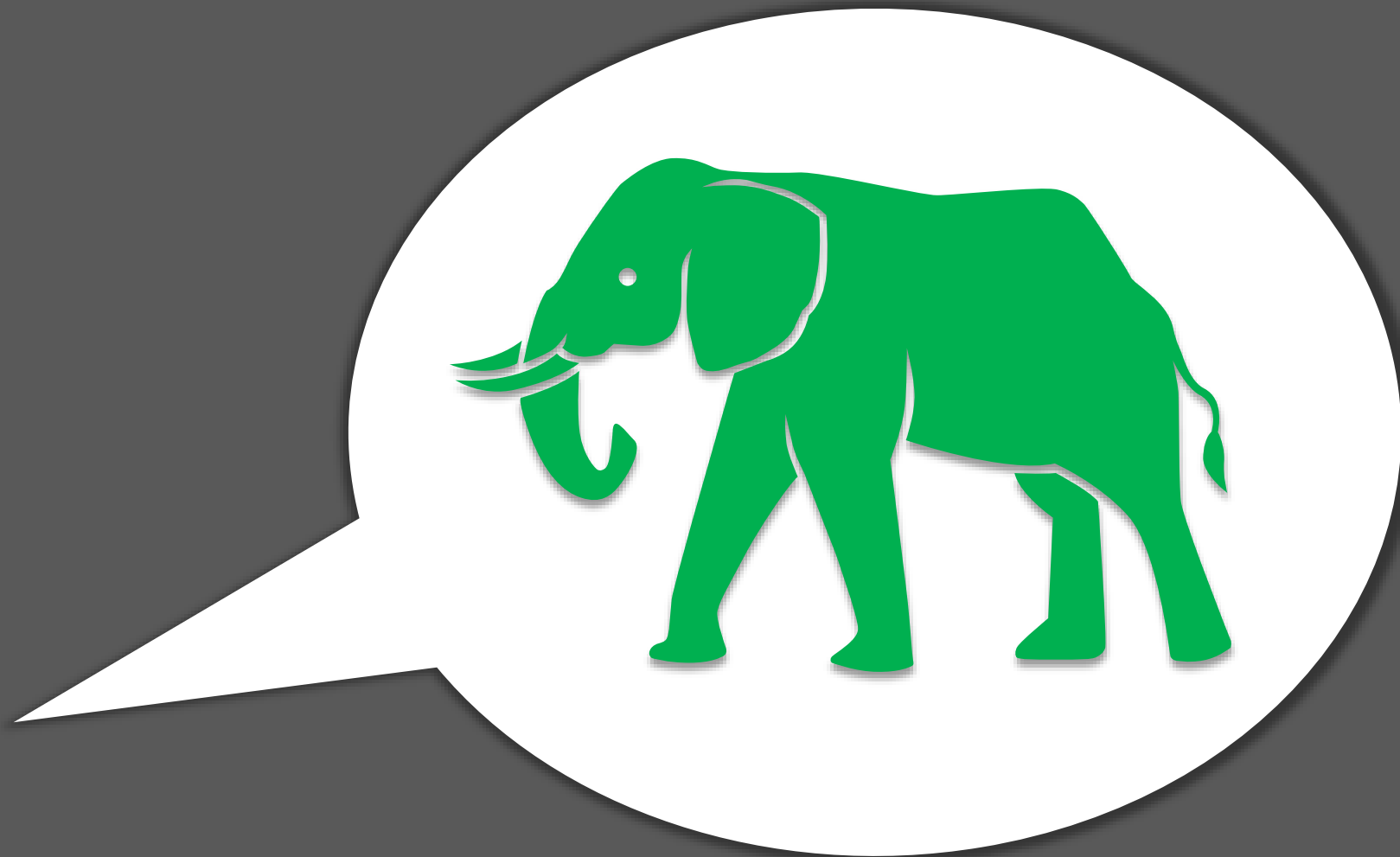
Illustrator

Premiere Acquired (SuperMac)

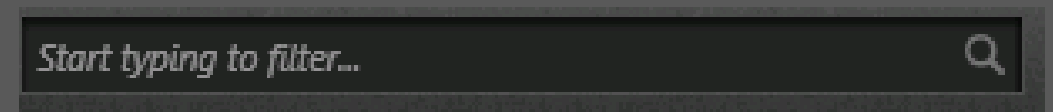
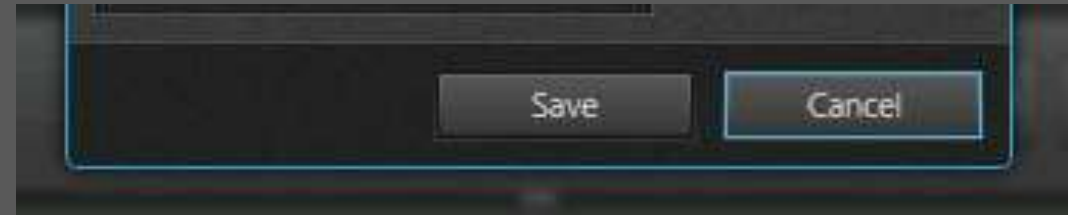
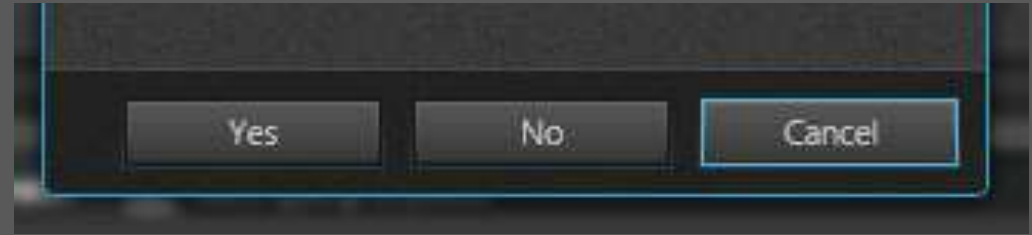
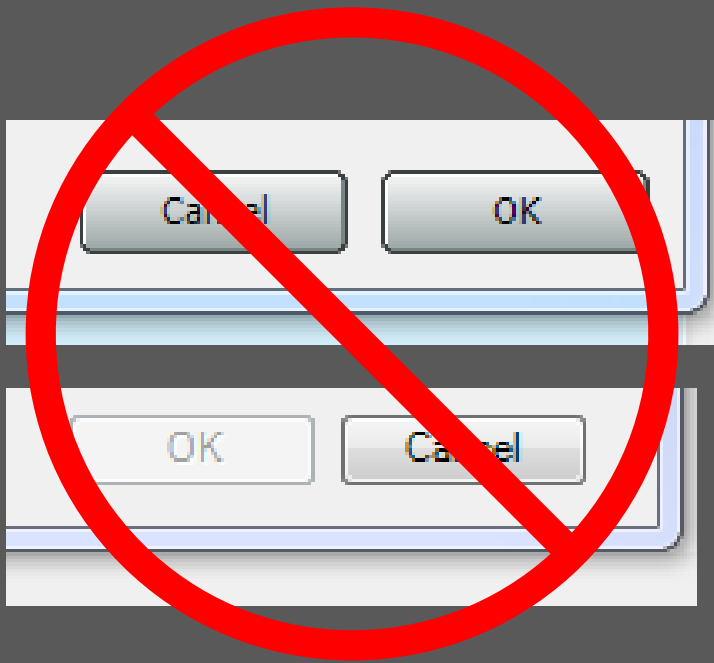
After Effects Acquired (CoSA / Aldus)

Flash Acquired (Macromedia)

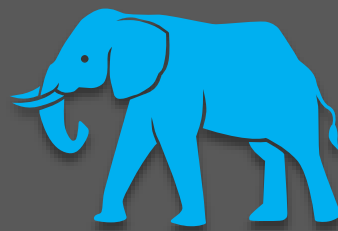
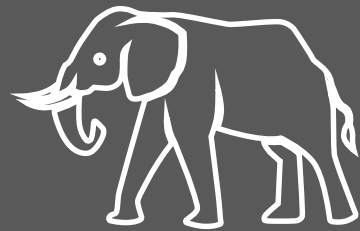
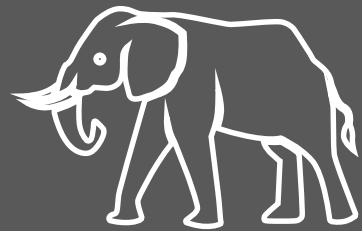




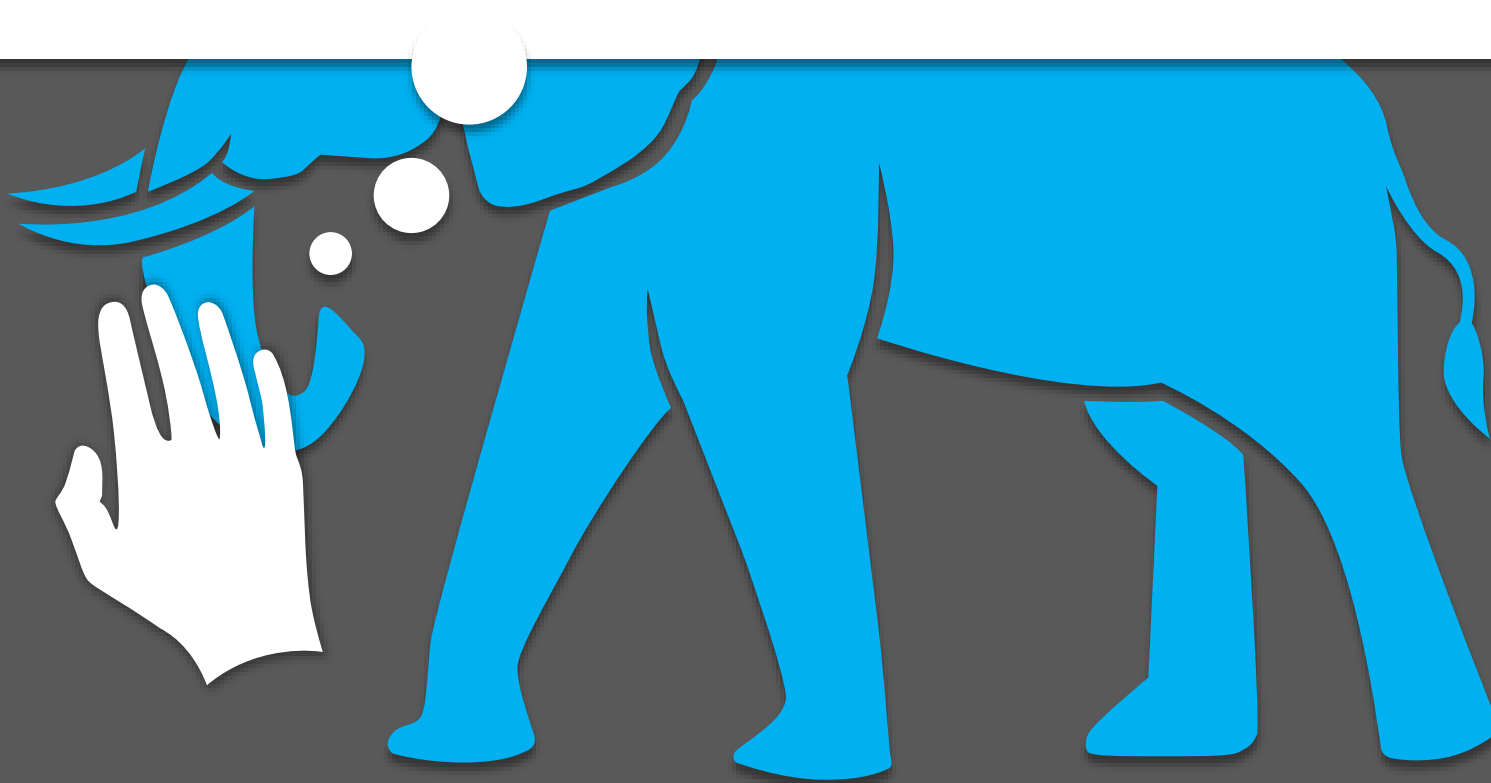
Consistent Visual Language



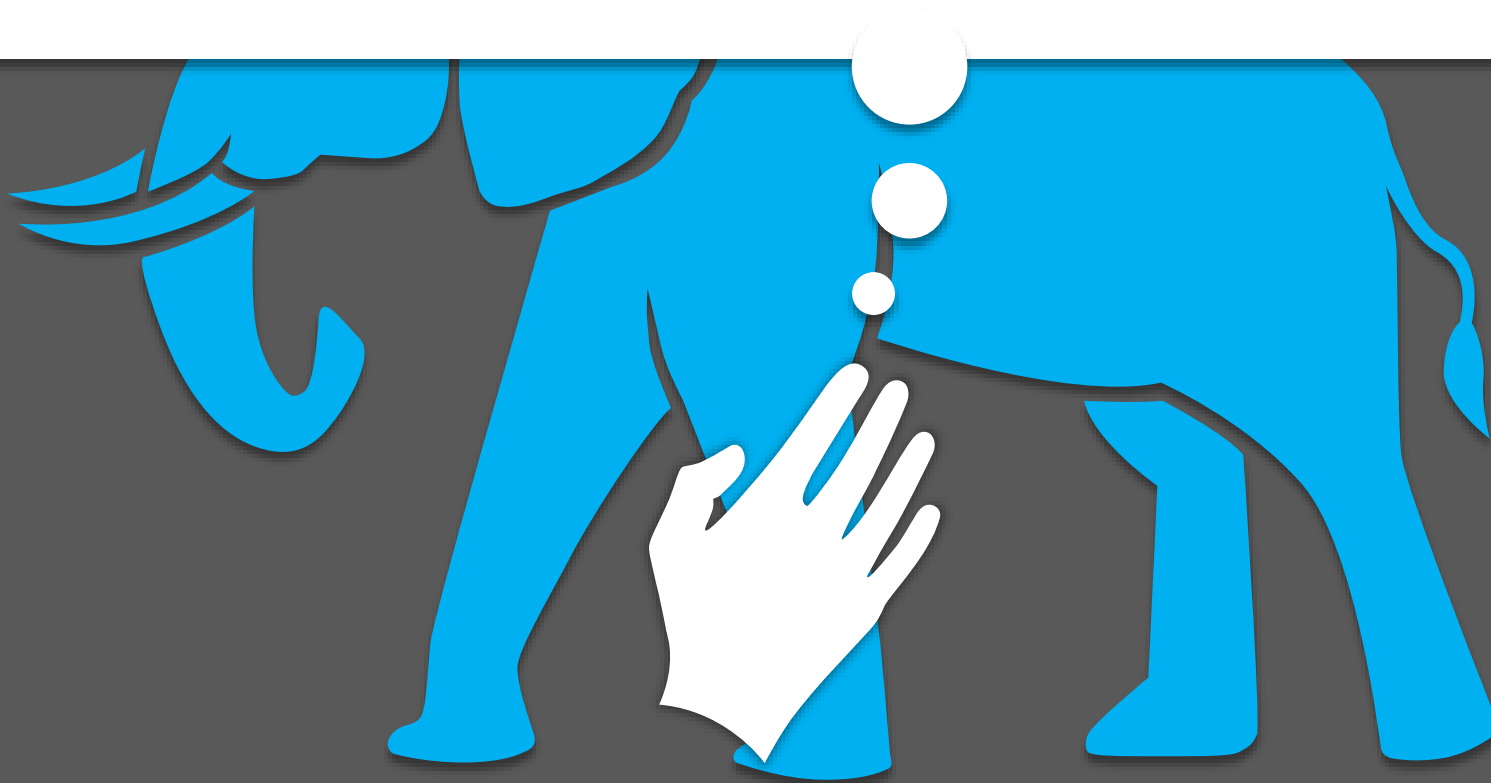
What is it like to use?



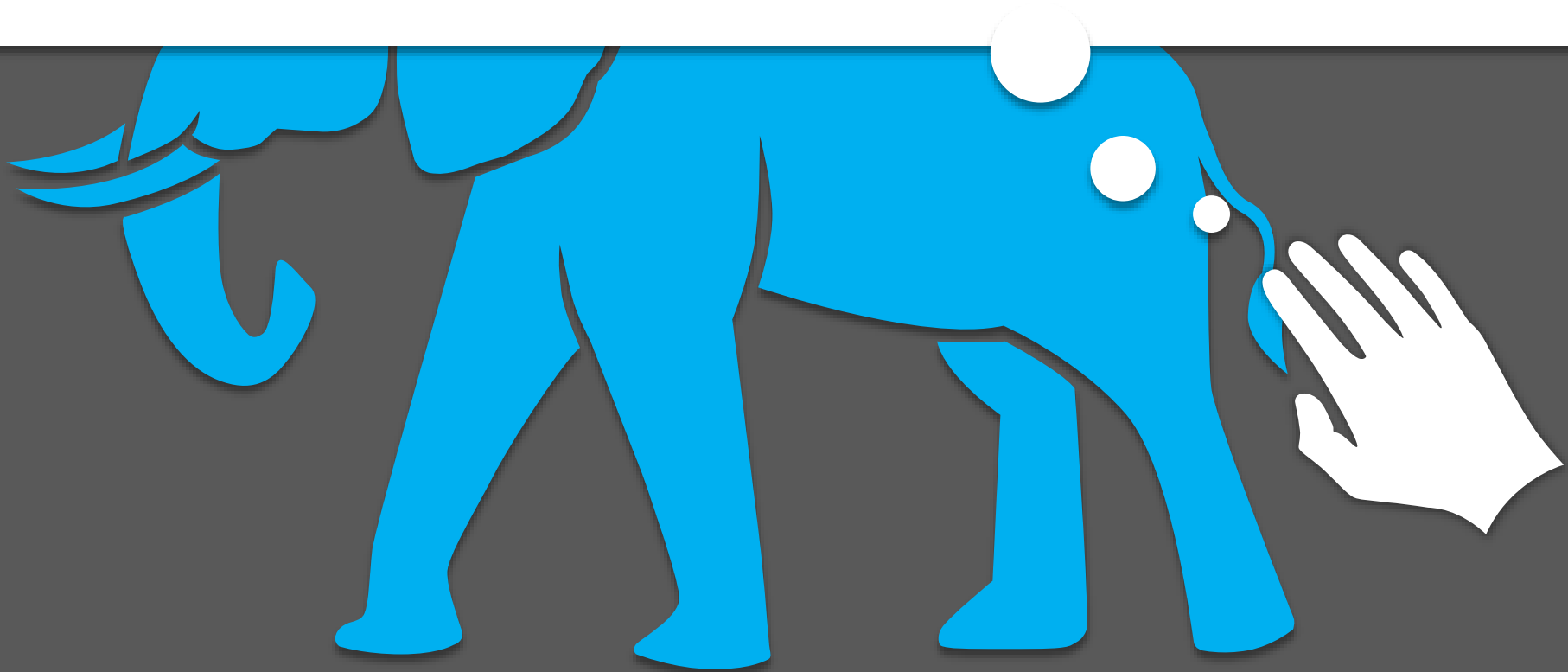
“The only time the users do
this is when...”



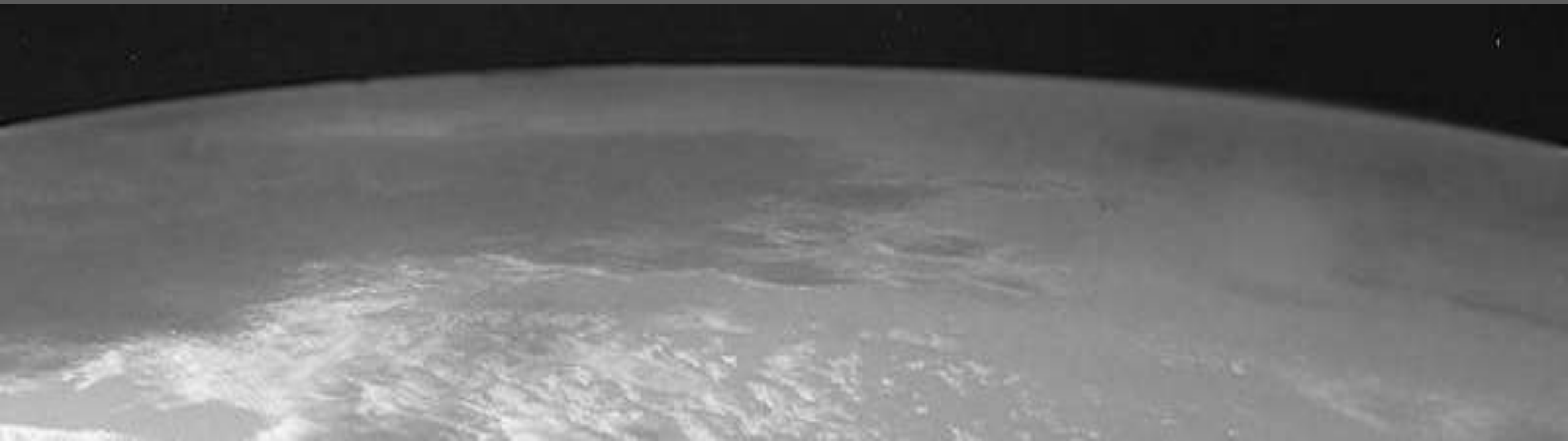
“All users prefer to
do it this way...”



“The users only do this
during pre-production...”



Big Picture

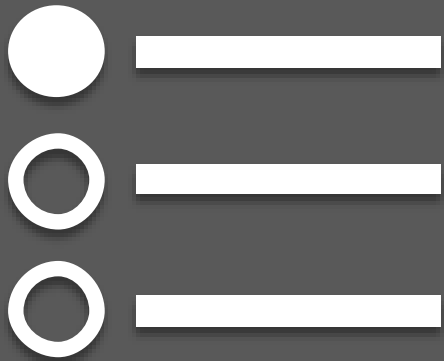


We think about
features

Users think about
outcome

**Not talking about
the
same thing**

Visualizing



**Waiting too long
to
get user feedback**

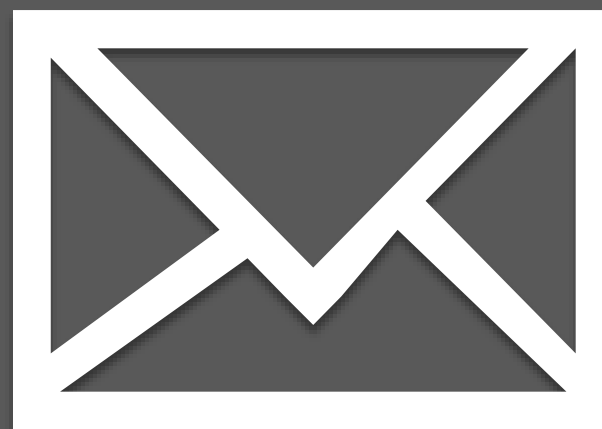
**WRONG
WAY**

Audience Participation

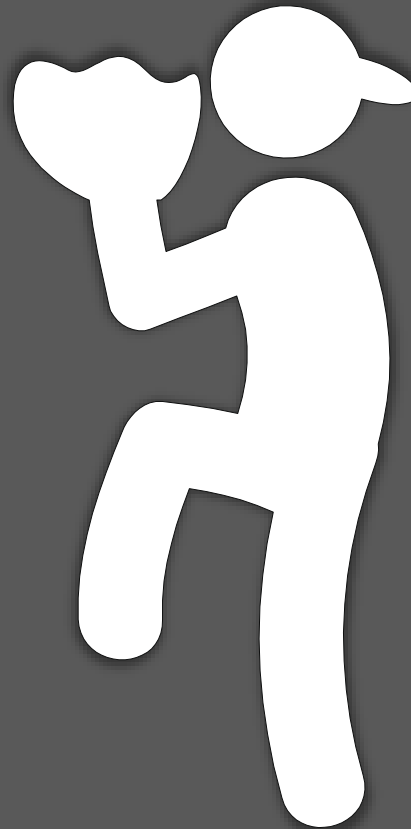


Letter

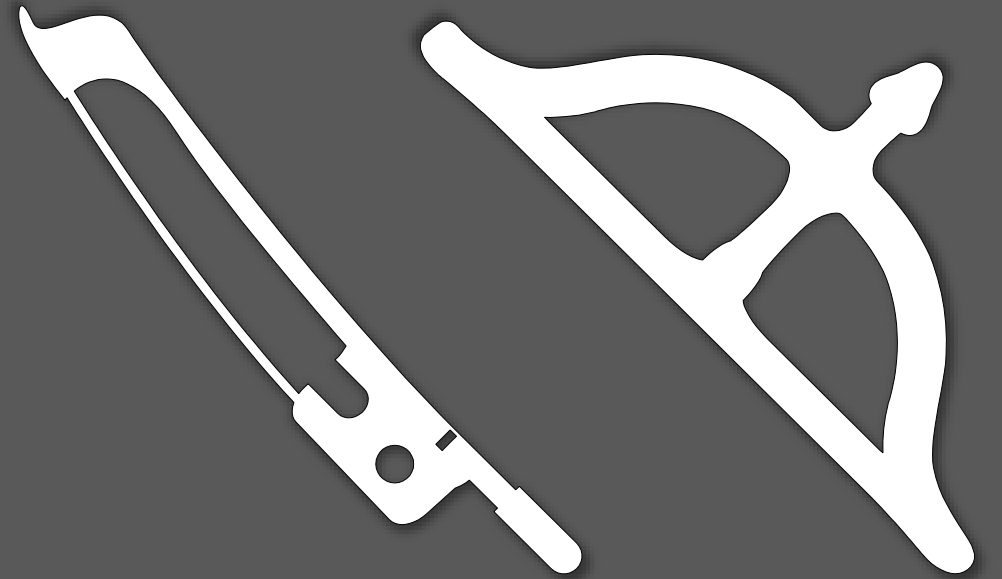
A

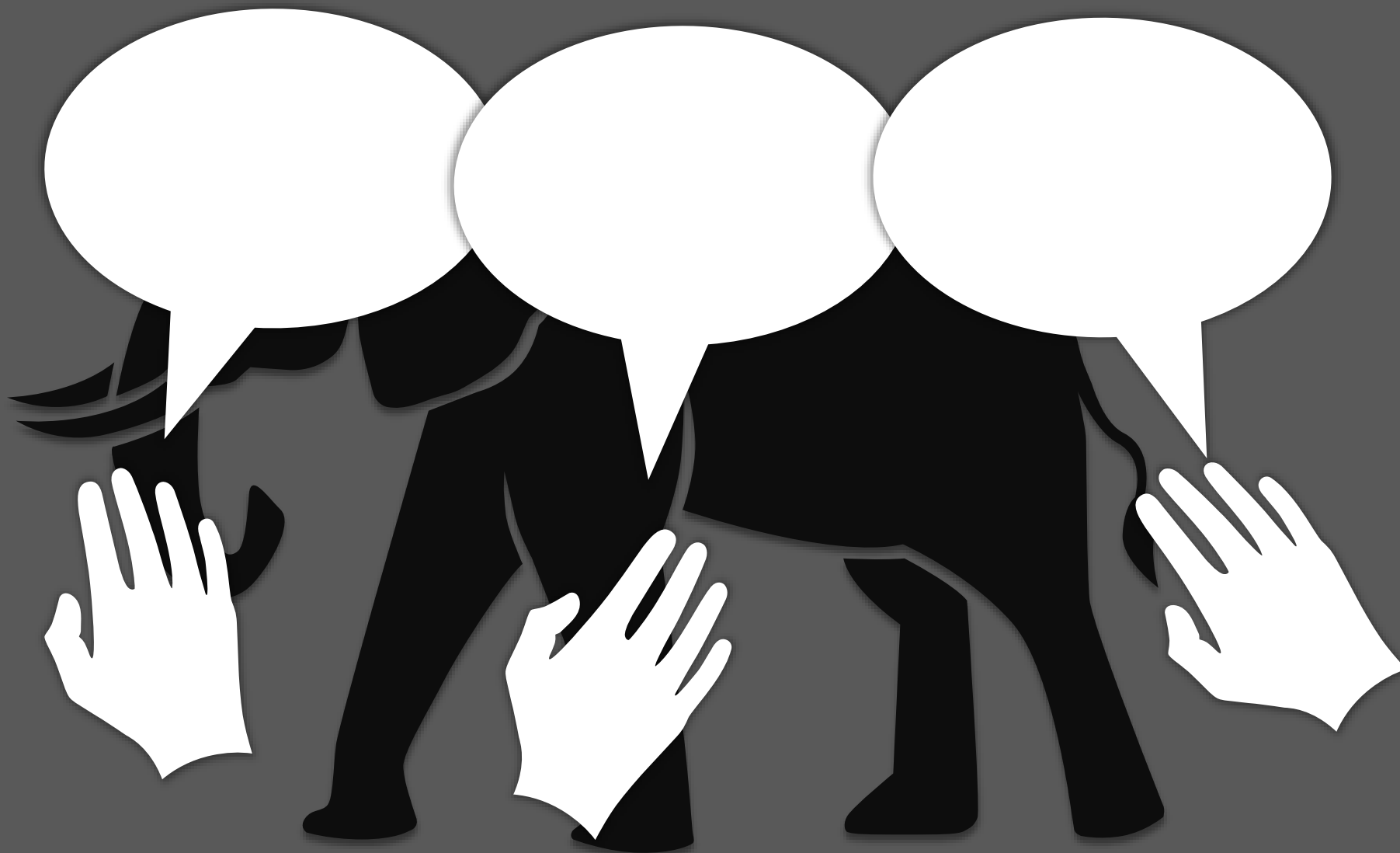


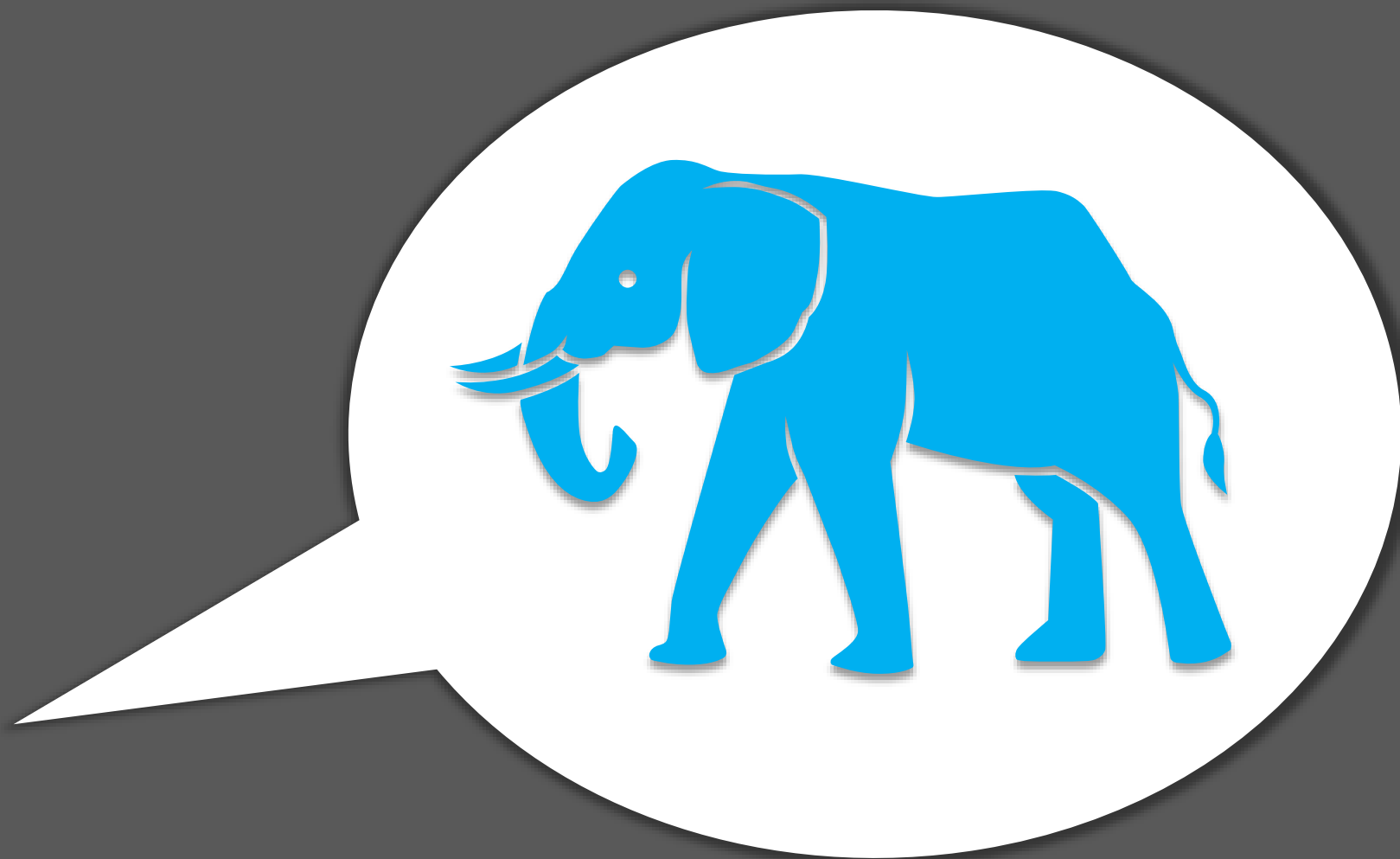
Pitcher



Bow







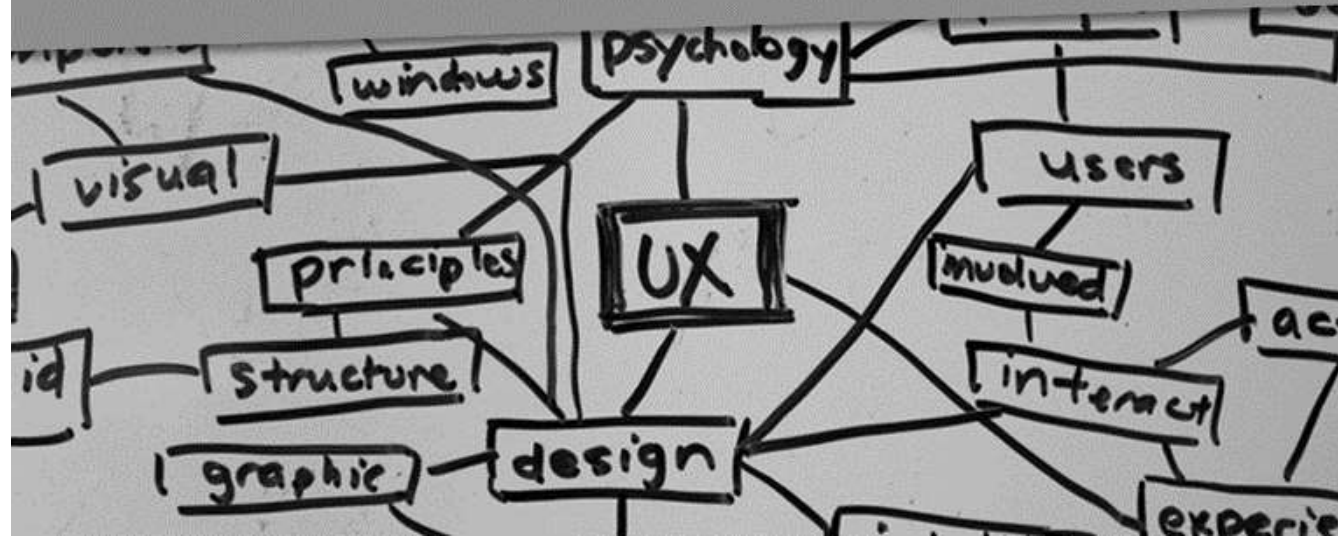
Mockups
are a
quick and inexpensive
way to
get user feedback
on your tool
sooner



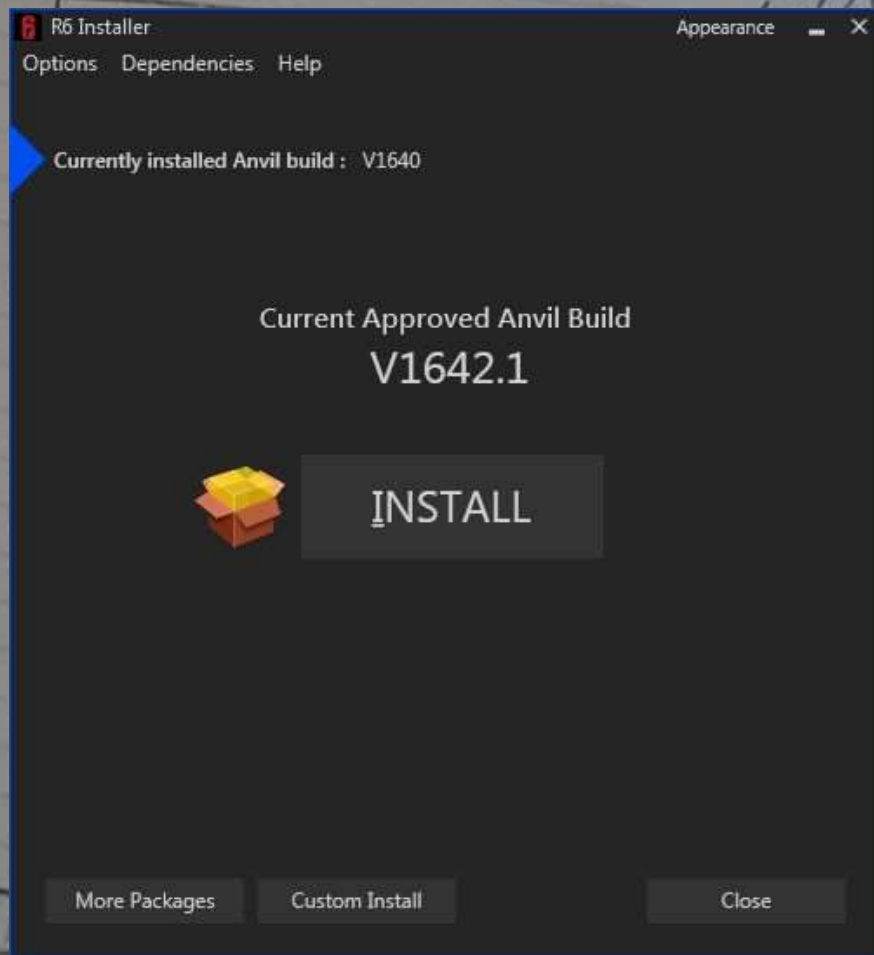




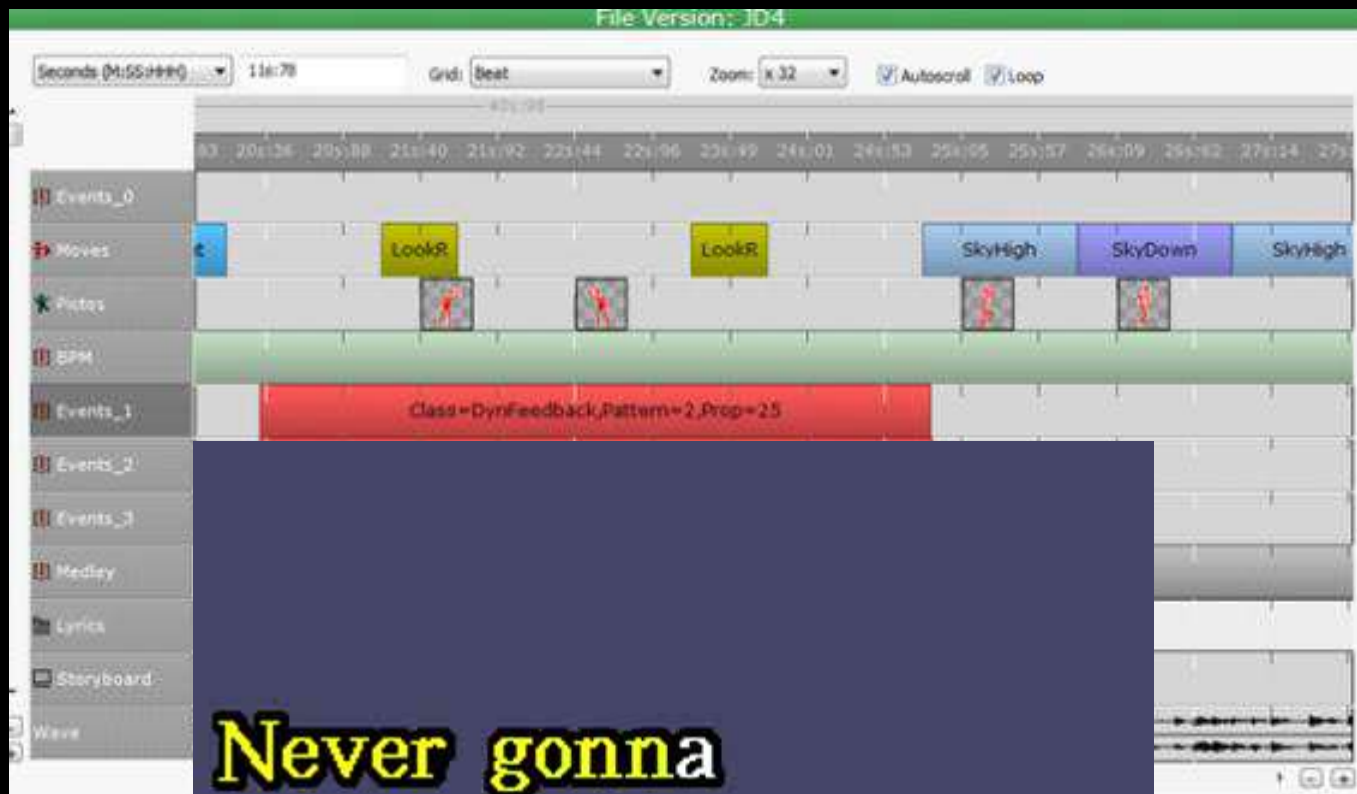
Introduction to User-Centered Design







**JUST
DANCE**



Never gonna
make you cry
Never gonna
say goodbye

**JUST
DANCE**

| | | | | | | |
|-------|----|-------|----|-----|---------|----|
| NEVER | | GONNA | | SAY | GOODBYE | |
| A4 | B4 | D4 | B4 | A5 | E#5 | F5 |

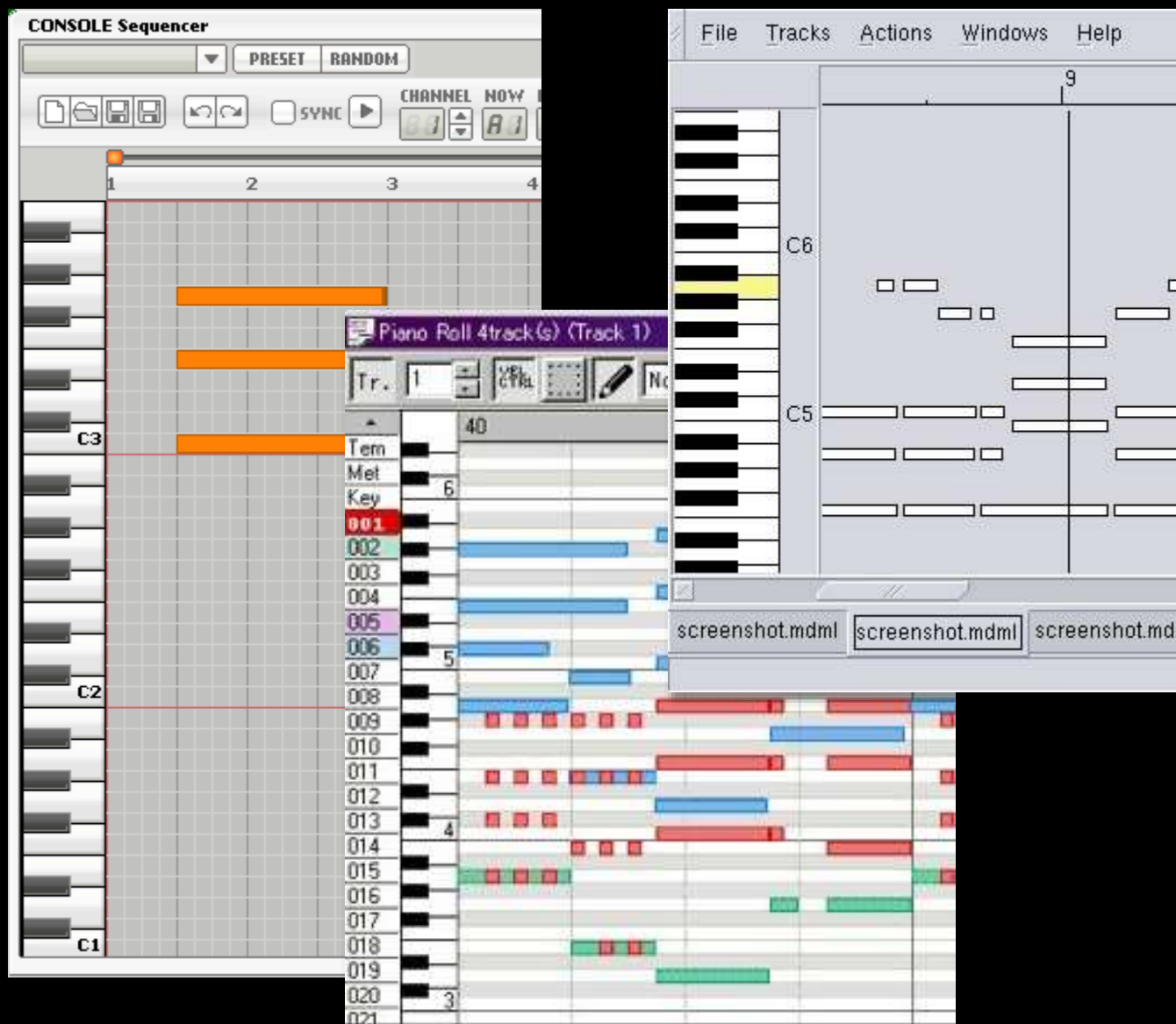




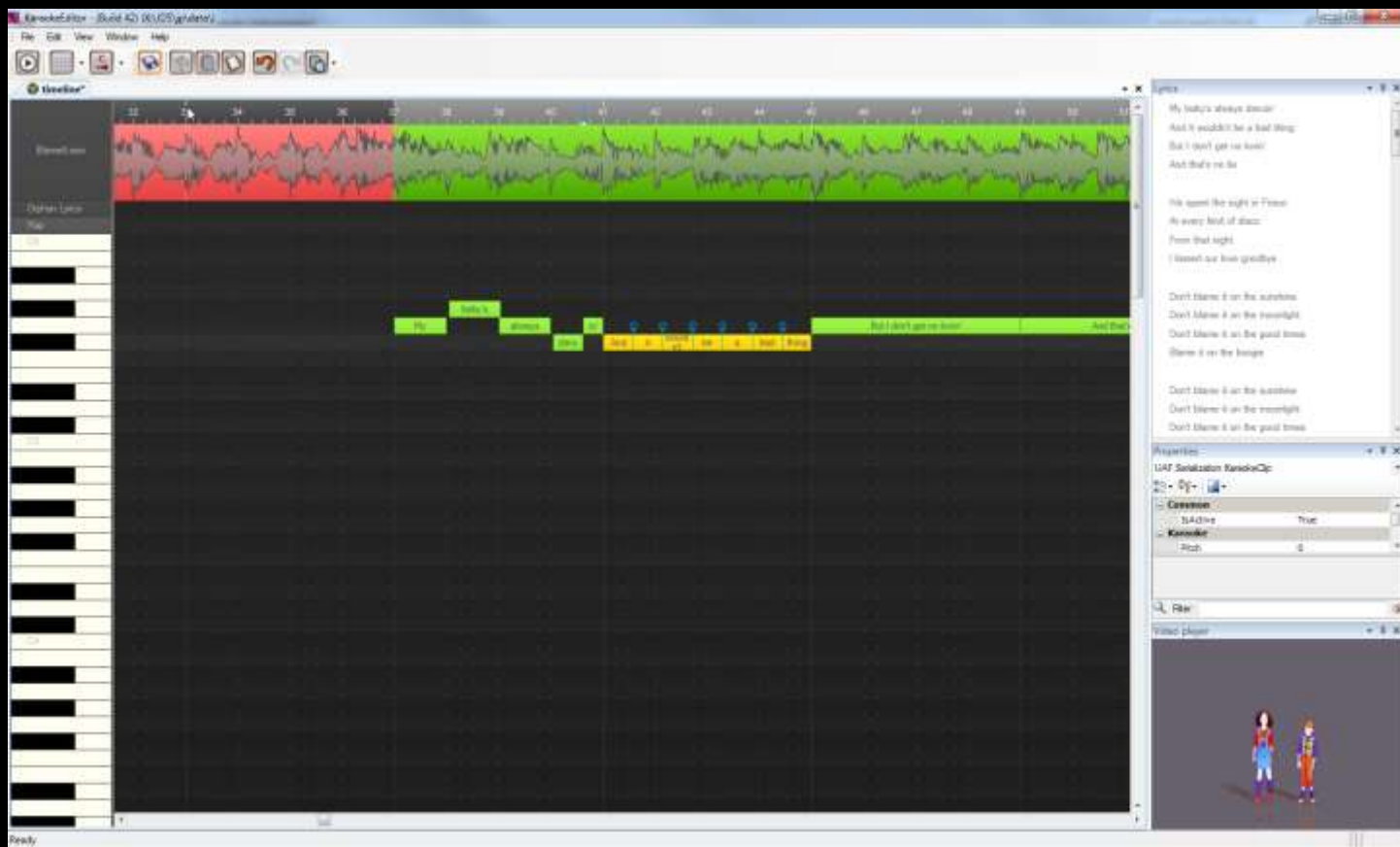
**JUST
DANCE**



**JUST
DANCE**



JUST
DANCE

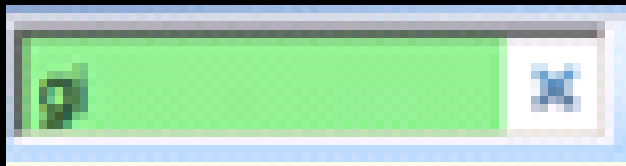


The context
in which a tool is used can
help us find
simpler ways
for users to
achieve their goals





ASSASSIN'S
— CREED —
UNITY



✦ ☐ ☐ ☐ ☐

START TYPING TO SEARCH...

ALL_PRETTY

✦ ☐ ☐ ☐ ☐

ALL_PRETTY

GLO

Found 3 results for "Glo"

☆ ☐ ☐

Global Illumination (Ctrl-Alt-G) ☒

★ ☐ ☐

Glow Distance

☆ ☐ ☐

Shader Glossiness Level

START TYPING TO SEARCH...

LIGHTING

☆ ☐ ☐

Global Illumination (Ctrl-Alt-G) ☒

★ ☐ ☐

Glow Distance

SHADERS

☆ ☐ ☐

Shader Glossiness Level

GRID



Receive Email



Copy Text



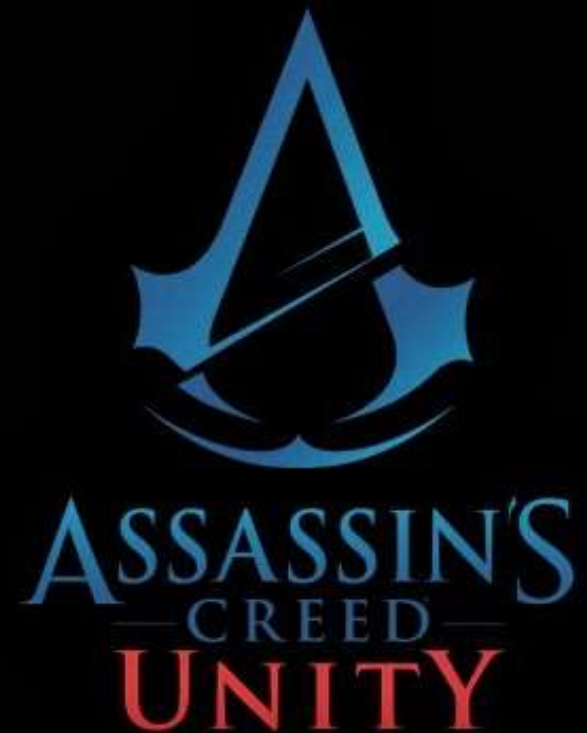
Open Render Options



Paste Text in Filter



Adjust Value



Receive Email



Copy Text



Open Render Options

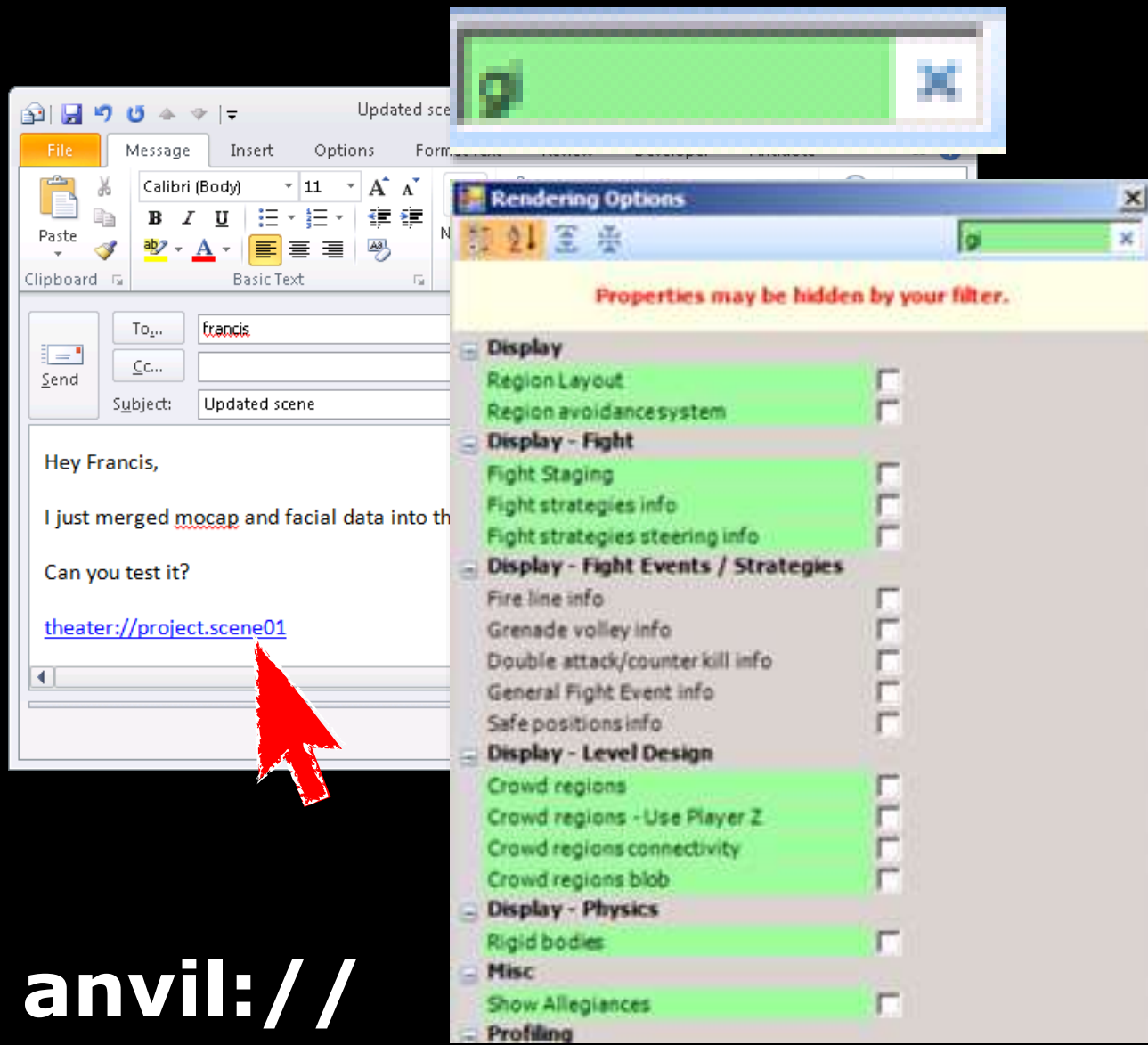


Paste Text in Filter

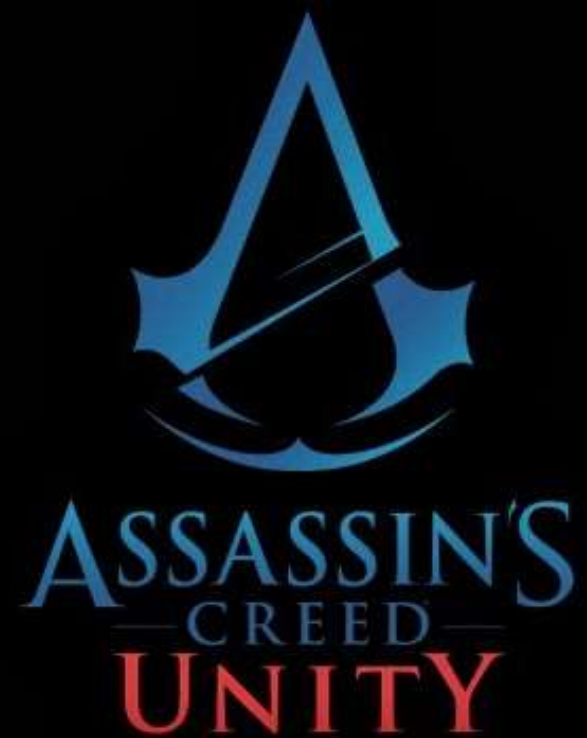


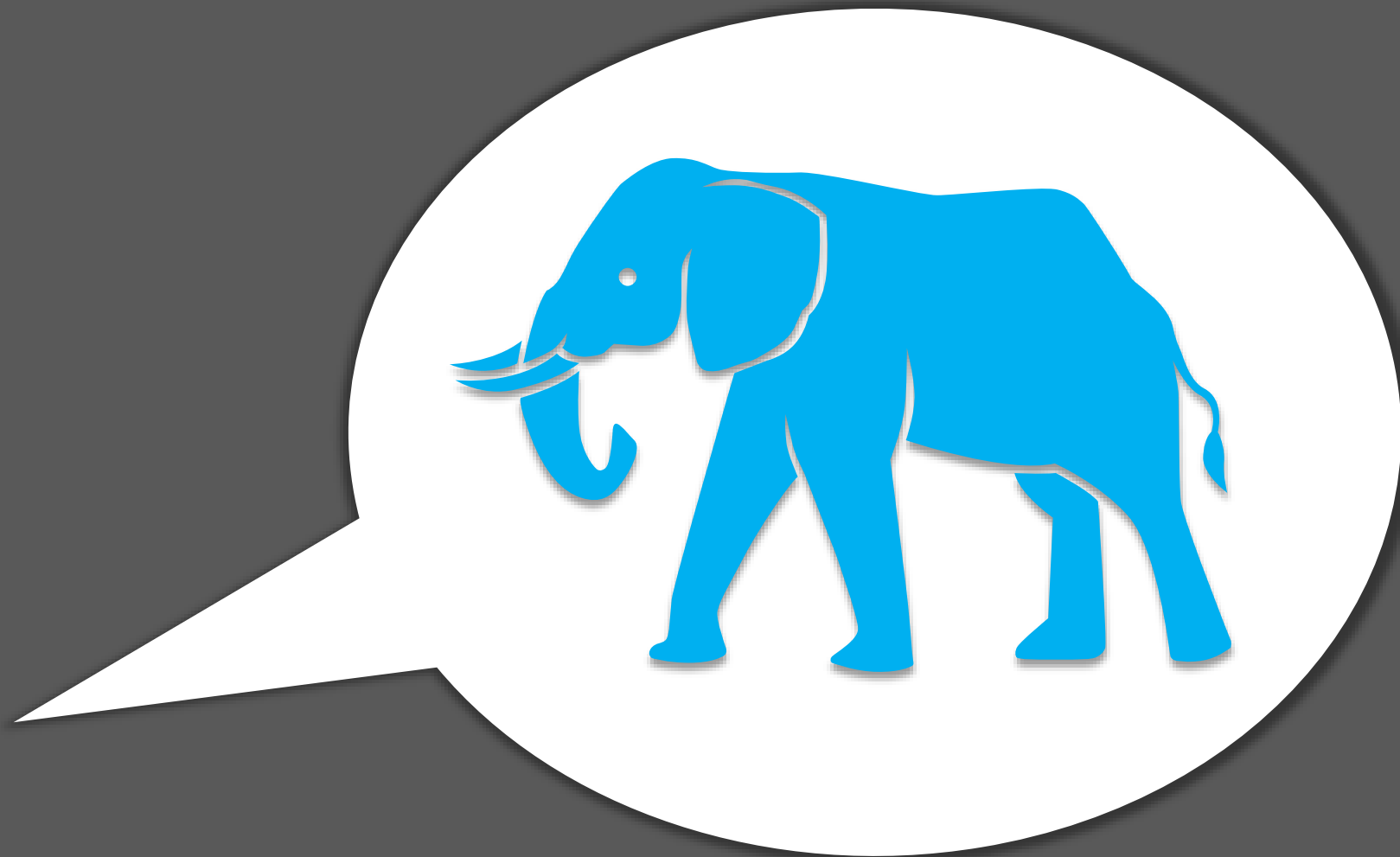
Adjust Value



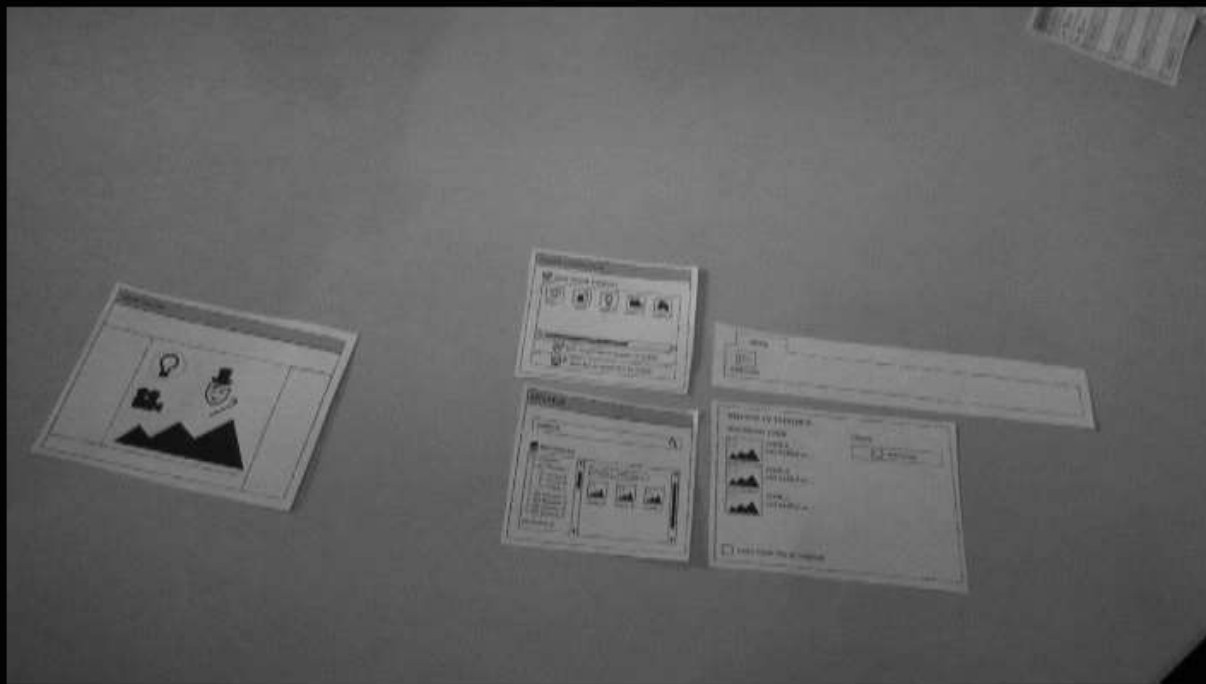


anvil://





Interactive Prototypes & Mockups



Scene A

No selection

Show by Track Type

▼ Actor

Body

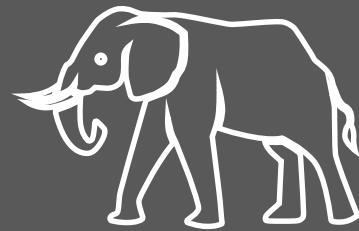
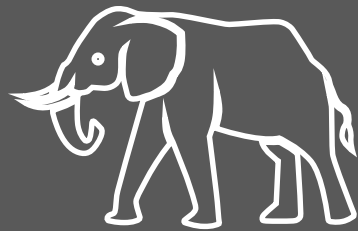
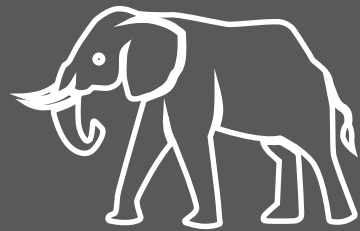
Facial

▼ Properties

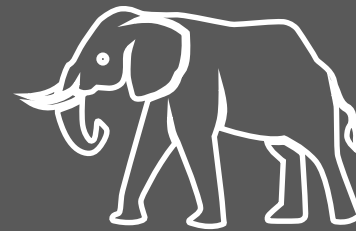
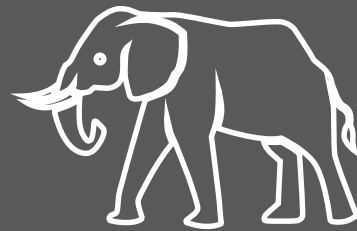
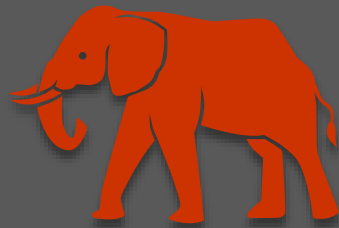
Property A

Property B

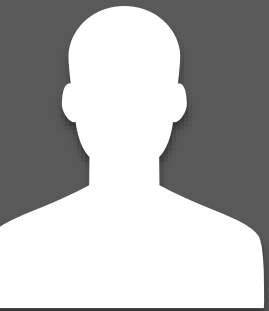
Summary

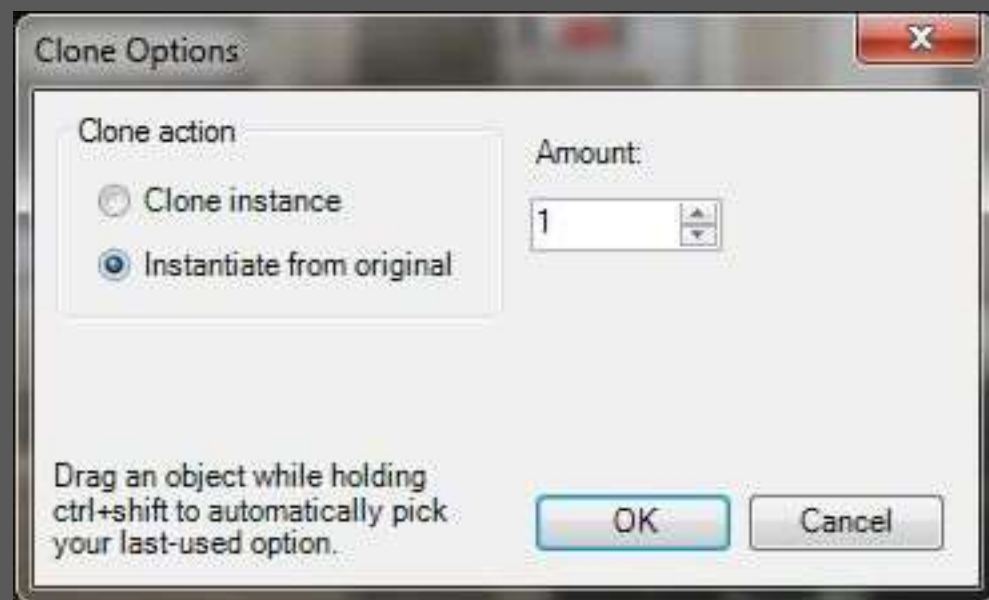


Who are we building this for?



To really understand
what users do,
**go to their desks
and watch them work**
instead of doing
focus groups and surveys





Emu-hom 23
ai-lbp - uni |
ai-vehicle-info |
ai-chasespawn |
showavailable .. |
ai-show-npc |
toggle-debug-id |

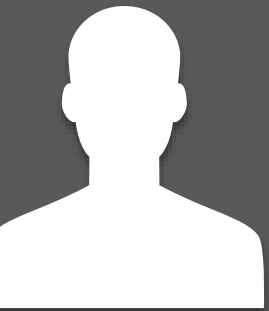
exec upammo

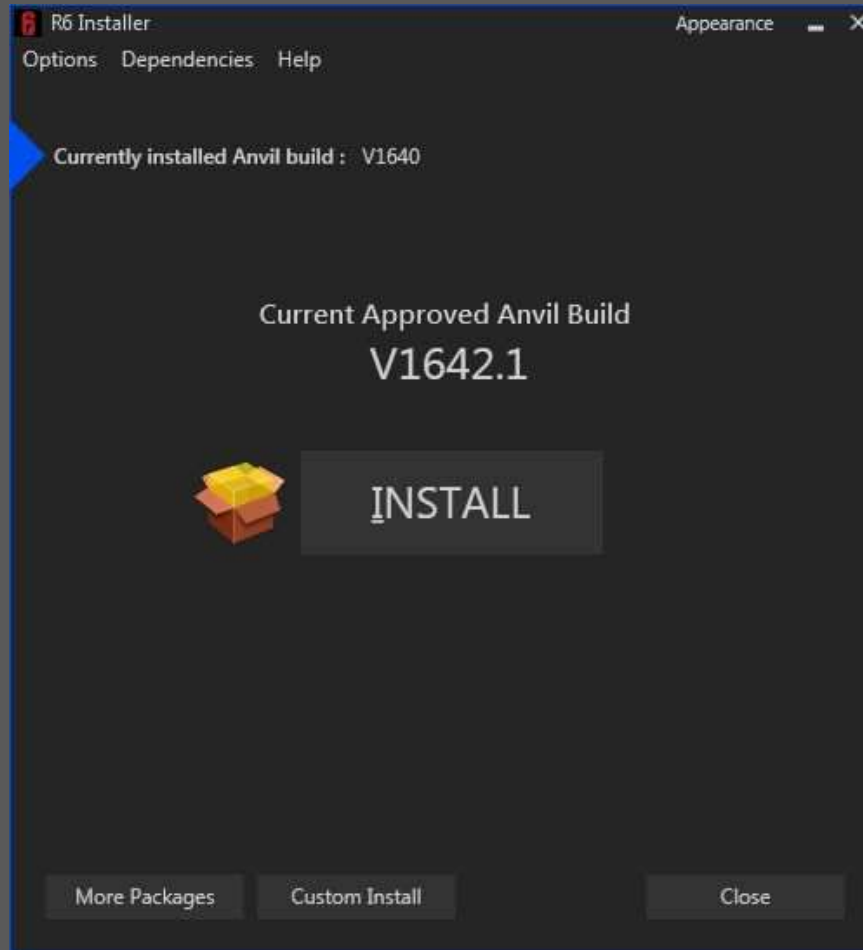
Chase-search / chase-
chase-detail / ~~Chase~~ CAMP
Helper GPH

Knowing who the
majority of users are
and the
tasks they perform
most often

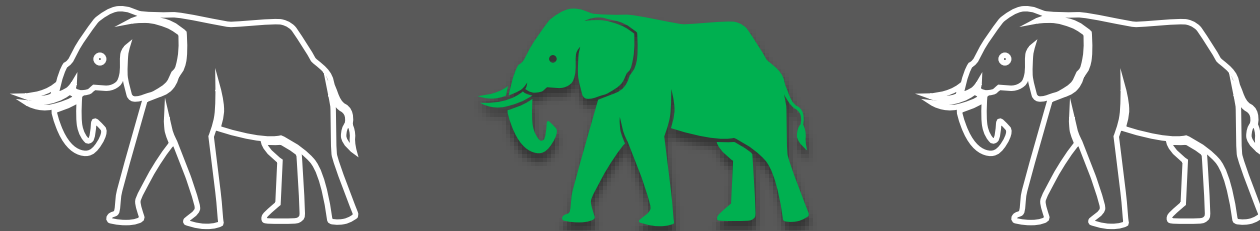


gives you the biggest ROI when
prioritizing features



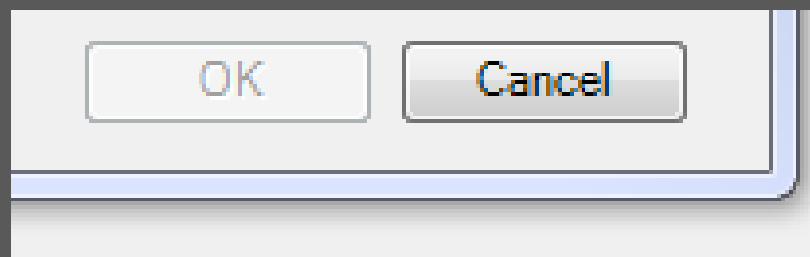
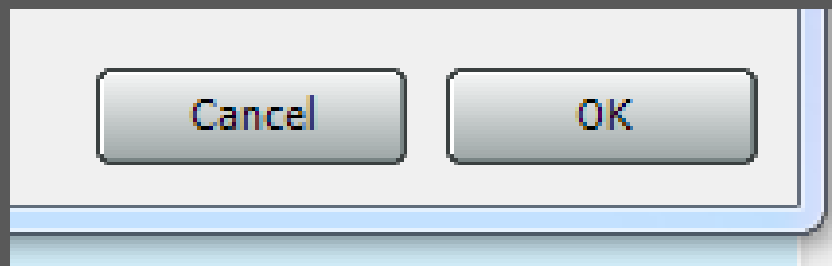


How does the interface work?

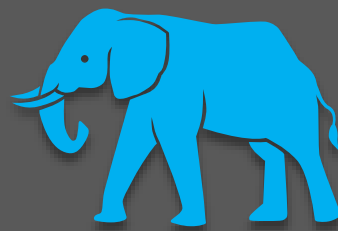
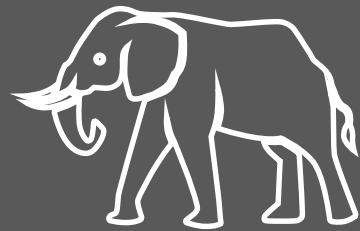
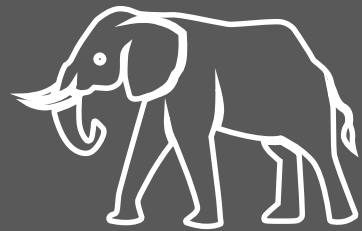


Design guidelines
can make your tool
easier to learn
and
more efficient to
implement and use

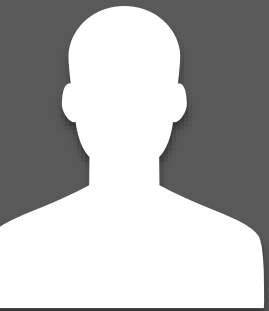




What is it like to use?

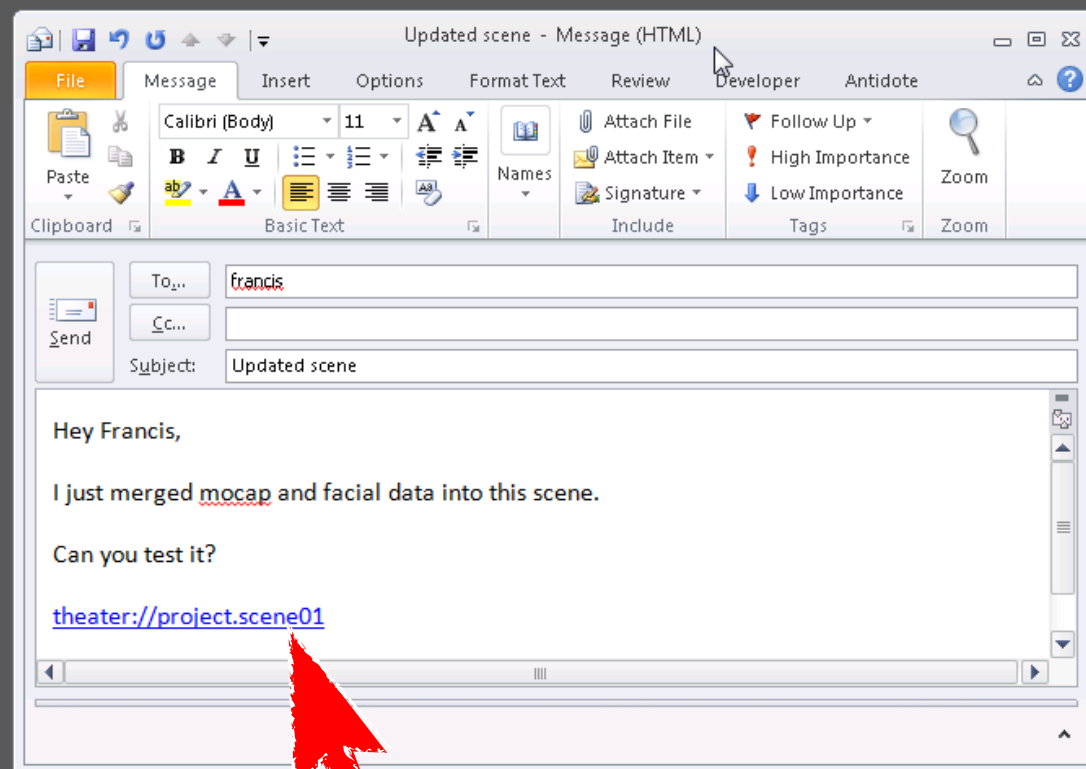


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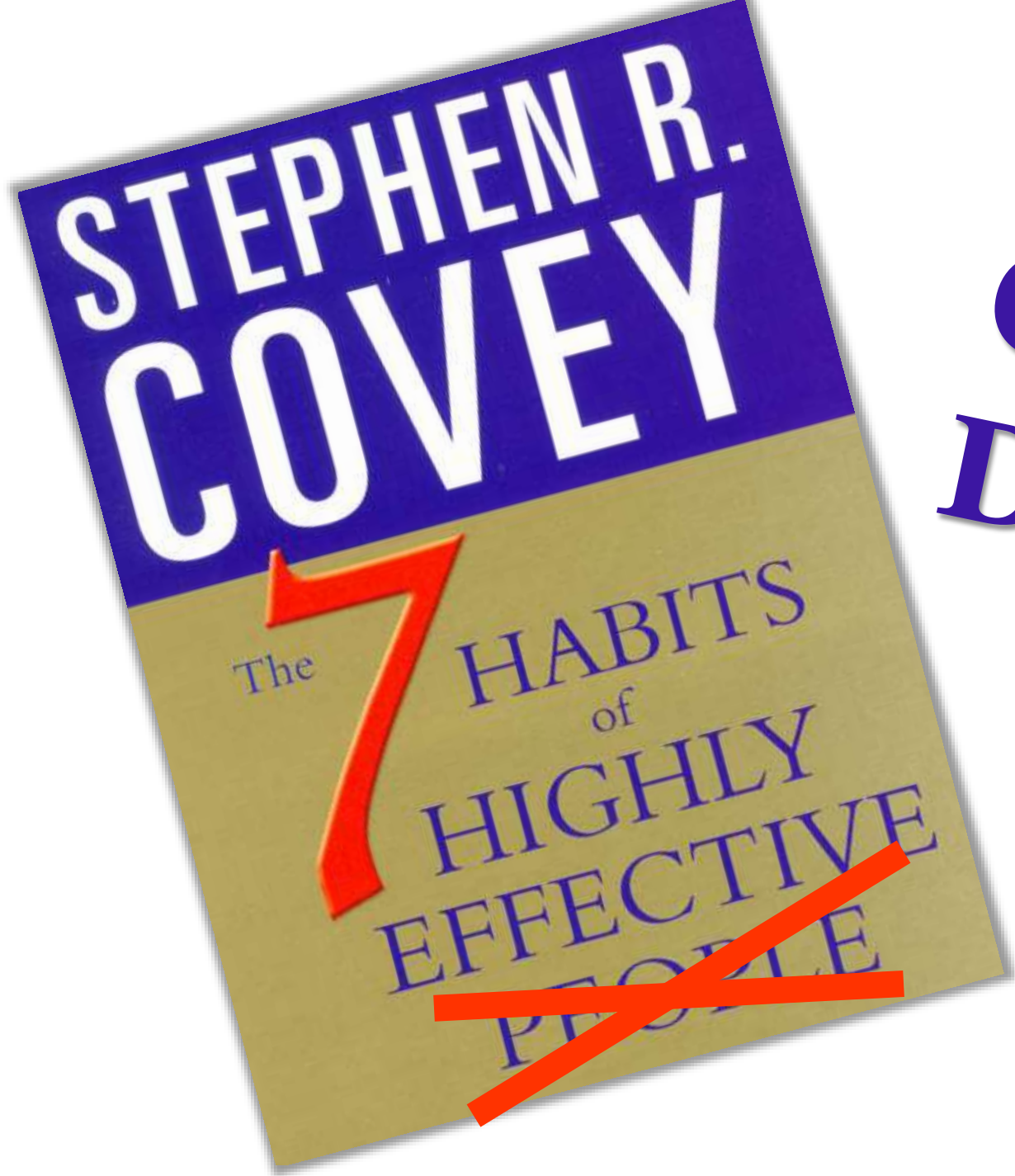




A diagram illustrating the Continuous Improvement cycle. It features a dark gray background with the text "Continuous Improvement" in the center. Surrounding the text is a white, rounded rectangular loop with arrows at each corner, indicating a clockwise flow. The arrows are positioned at the top, right, bottom, and left corners of the loop, pointing in a continuous clockwise direction.

Continuous
Improvement

How to do this
consistently?



**GAME TOOLS
DEVELOPERS**

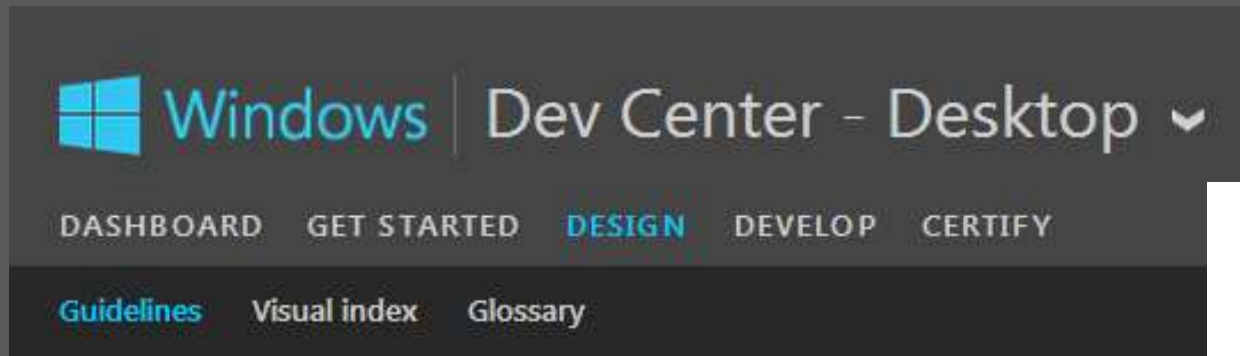
Watch people work

Start with
**one morning
per month**





Start with the UX Guidelines



Make a **mockup**

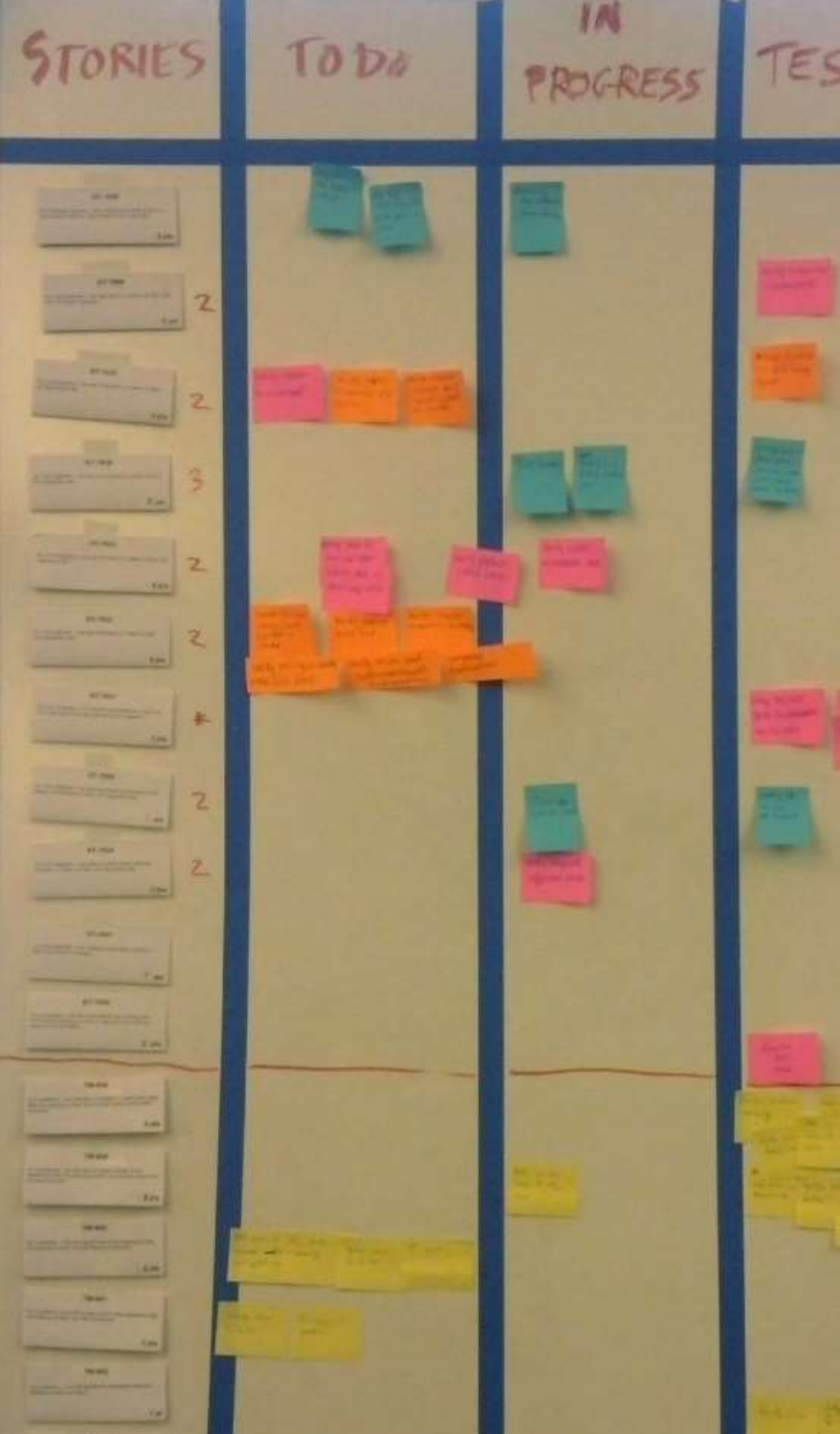
Show it to your **users**

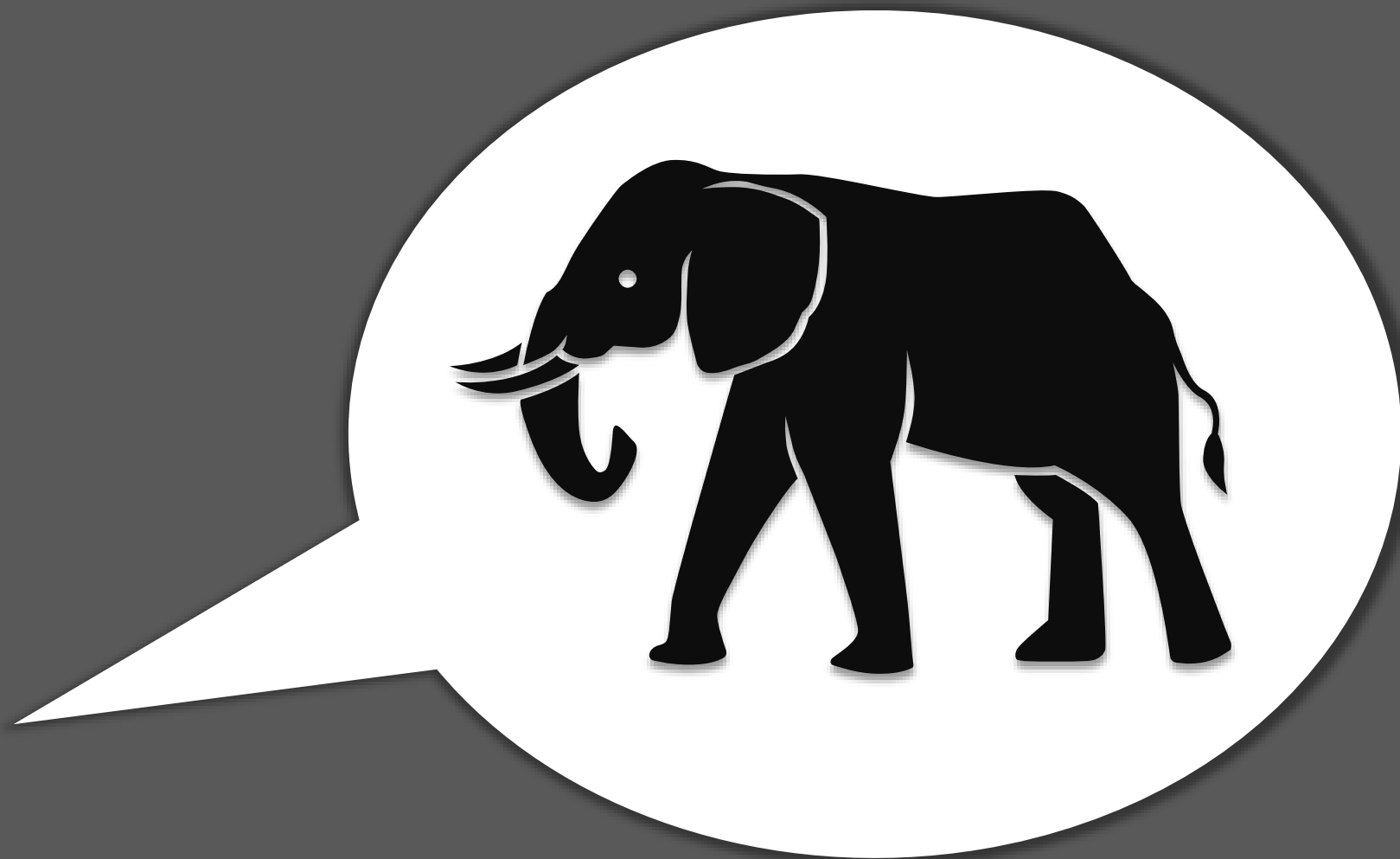


Iterate & Repeat

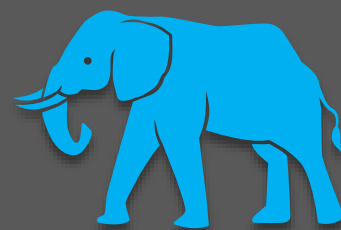
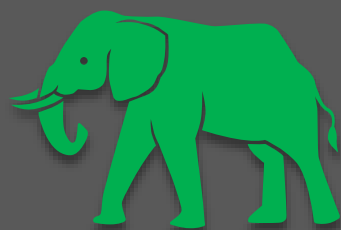
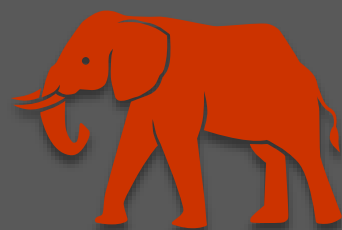
| Tuesday | | Wednesday | Thursday | Friday | Saturday |
|---------|----|-----------|----------|--------|----------|
| | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | |





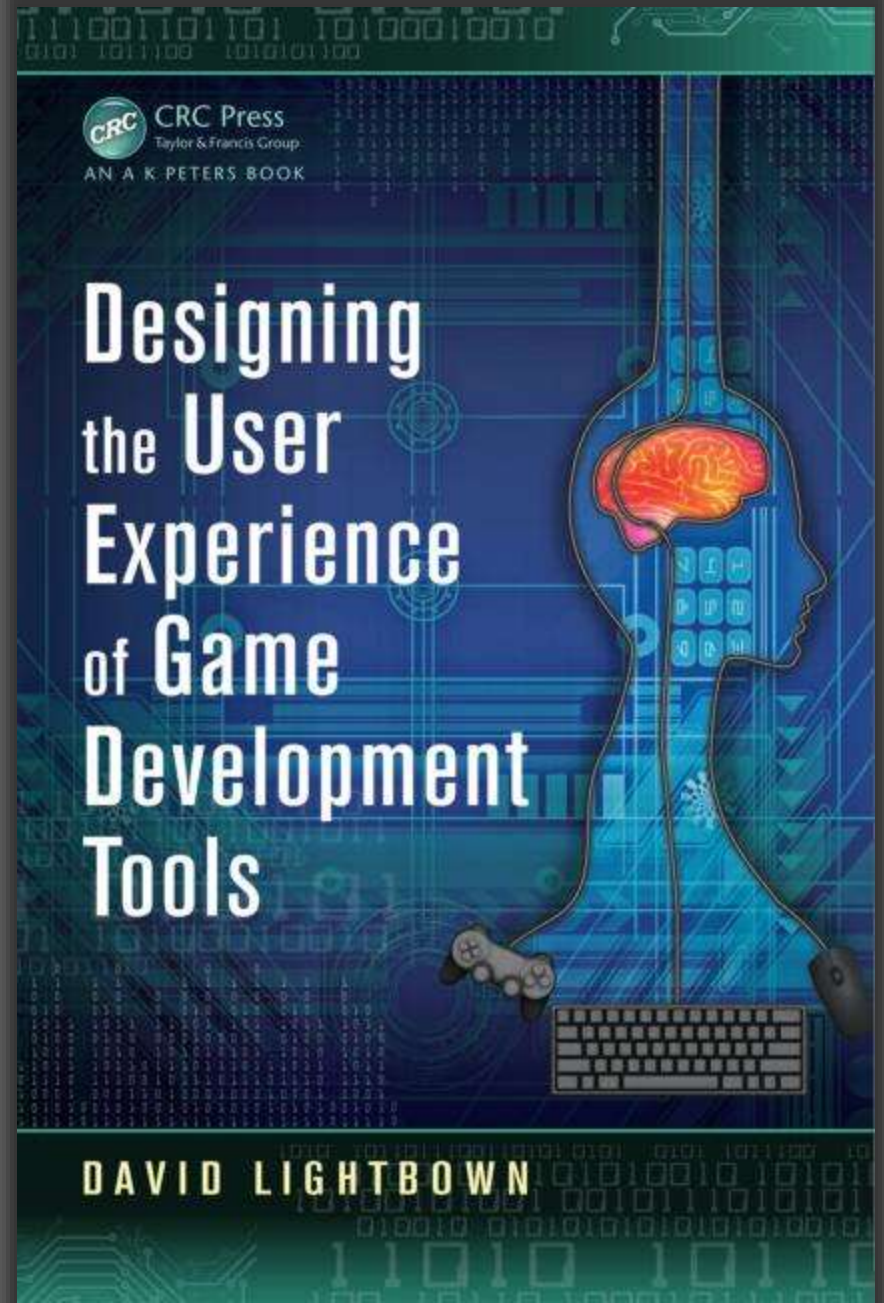


Thank **YOU** for sharing
this vision with me



Q & A

WWW.DAVIDLIGHTBOWN.COM





Tools Development at Ubisoft

**Building a Shared Vision
to improve the
User Experience**