

# GAME UX SUMMIT '18 EUROPE

MASTERCLASSES  
5 APRIL

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## **MASTER CLASS 1**

**Celia Hodent:**

**UX AND COGNITIVE SCIENCE OVERVIEW**

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## **MASTER CLASS 2**

**Thibault Coupard (of Play-In-Lab):**

**HOW USER DATA CAN HELP  
IMPROVING USER EXPERIENCE**



## MASTER CLASS I

### UX AND COGNITIVE SCIENCE OVERVIEW

**Celia Hodent, Game UX Consultant, Game UX Summit Chair**

#### DESCRIPTION

User experience (UX) and cognitive science are becoming trendy in the industry, but how can these disciplines concretely help a team develop and improve a video game? UX and cognitive science combined are at the service of the intended design, and can provide very concrete and easy-to-use tips to anticipate and solve problems, sometimes even before the playtesting phase.

This short 3-hour masterclass proposes an overview of how the human brain works in terms of perception, attention, and memory (critical elements for UX) as well as an introduction to a UX framework to use cognitive science/psychology knowledge and UX guidelines. The goal of this Masterclass is to introduce participants to the tools that can significantly improve the experience of the game they are developing, as perceived by their target audience. This Masterclass will offer numerous examples, from video games and beyond, to illustrate each point.

#### CONTENT

This Masterclass has about 4 hours of content total and has 2 main parts.

**Part 1** - Introduction to cognitive science and psychology to understand how the brain works and, more specifically, how it learns. We will look into the capabilities and limitations of human perception, attention, and memory, using multiple examples taken from video games and beyond.

**Part 2** - Focuses more specifically on the User Experience (UX) framework you can apply when developing your game, and how it relates to the brain capabilities and limitations. We will breakdown UX into 'usability' and 'engage-ability' and detail the important principles within these 2 components that can make, in the end, a great difference for your player and how s/he will experience your game (for the better!). It will cover how to successfully onboard players (i.e. first time user experience over, roughly, the first minutes to an hour of play) as well as how to keep players engaged over time.

## **AUDIENCE**

Anyone can benefit from knowing better about the brain and about user experience. This Masterclass will however benefit game designers, artists, gameplay programmers, and junior UX practitioners even more.

## **ABOUT THE TRAINER**



Celia Hodent is recognized as a leader in the application of user experience and psychology in video game design and in the development of UX strategy and process in game studios. She holds a PhD in psychology from the University of Paris Descartes-Sorbonne, France, where she specialized in cognitive development. In 2005, Celia stepped aside from academic research to work with an educational toy manufacturer, VTech, and then entered the video game industry. She has worked at Ubisoft Paris, Ubisoft Montreal, LucasArts, and Epic Games to help guide the studios, and their projects, toward improved user experience practices. Celia's approach is to use cognitive science knowledge and the scientific method to concretely solve design problems and make sure the player experience is always enjoyable and engaging, while reaching business goals. Celia is also the founder and curator of the Game UX Summit, which launched in Durham, NC, in May of 2016, hosted by Epic Games. She has worked on many projects across multiple platforms (PC, console, mobile, and VR), including the Tom Clancy's Rainbow Six franchise, Star Wars: 1313, Paragon, Fortnite, and Spyjinx. Celia is the author of *The Gamer's Brain: How Neuroscience and UX can Impact Video Game Design*, published in August 2017.

Twitter: @CeliaHodent

Blog: [celiahodent.com](http://celiahodent.com)



## MASTER CLASS 2 HOW USER DATA CAN HELP IMPROVING USER EXPERIENCE

**Thibault Coupart, Data Analyst & Game Designer**

### DESCRIPTION

Data analysis when it comes to video games is often associated with monetization tricks and Free-to-play Mechanics. Whereas not false, these associations tend to overshadow the fact that data analysis is first and foremost a tool which can also be used to improve the quality of the game experience itself.

This short 3-hour masterclass will present concrete examples of data analysis case studies which directly address game experience topics with great success for the overall quality of the product.

### CONTENT

This Masterclass has about 3 hours of content total and has 3 main parts.

#### Part 1 - Context

Introduction to Data analysis as a whole and how it can be integrated into a company for long term success. Both technical and management topics will be covered briefly to give a general overview of important notions surrounding the implementation of a data analysis service into a company culture.

#### Part 2 - Case Study- Data and Tutorial

This section will present a first example of data analysis case study, focused on the improvement of a game tutorial. We will depict, chart after chart, a general picture of the situation and try to isolate as precisely as possible thanks to data the main factors impacting negatively the game experience for players.

#### Part 3 - Case Study- Data and Game Balance

This section will develop a second data study dedicated to the improvement of game balance. Even though game balancing is not the first thing which comes to mind when we think about game experience as a whole, we will see with this example that for certain games measuring and improving game balance is crucial for the overall experience.

## AUDIENCE

Anyone can benefit from knowing better about data analysis and user experience.

This Masterclass will however benefit game designers, project managers, producers and CEO even more.

## ABOUT THE TRAINER



Thibault Coupart has been working in the video games industry as an analyst for nearly five years in diverse studios including small ones like Adictiz (Lille, France) or bigger ones like DR Studios (505 Games, England). Throughout his career, he may have analyzed behaviours of more than a million anonymous users playing on ten different games of various genre and style.

He is today working at Play-In-Lab, a company which provides to video game studios the bread and butter

services of Game Experience - Playtest, QA, and Data Analysis. Play In Lab helps studios and publishers lacking of time or resources to internalize the key steps ensuring the best possible quality for their games. They are today the only French organization to combine these services in order to offer cross expertise.

Blog: [thibaultcoupart.wordpress.com/](http://thibaultcoupart.wordpress.com/)