# IB IAN BICKLEY

User Experience Designer

Welcome to my portfolio

Designers naturally want to show off their best work, normally in the form of beautifully rendered mockups.

Whilst these look pretty, scratch the surface and you quickly realise these designs focus on what the something looks like, rather than **why** the design exists in the first place.

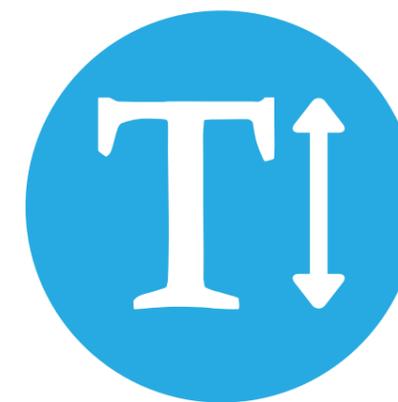I believe User Experience is made up of 5 magic* ingredients:
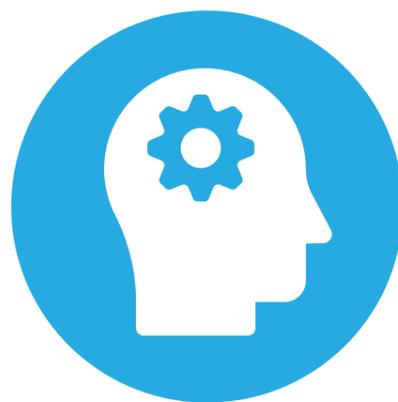
PSYCHOLOGY   **USABLITY**   **DESIGN**   **COPYWRITING**   **ANALYSIS**
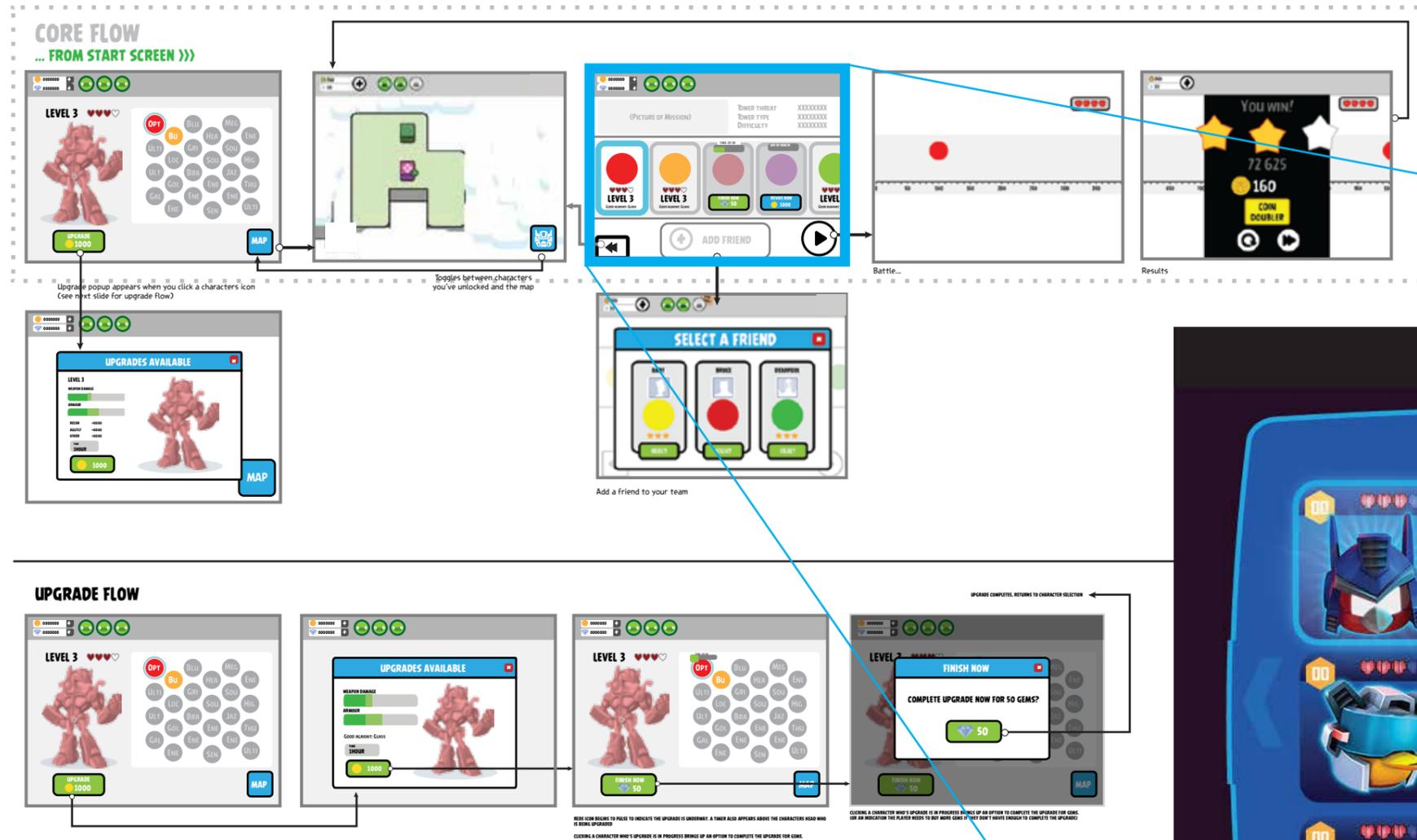
I hope my portfolio gives you an idea how I use these ingredients in my day to day work, focusing less on the **what** and more of the **why**.

Cheers - Ian.

*Not really magic

ANGRY BIRDS - BLUE STEEL

screen flows
V5

In the early stages of building Angry Birds Transformers, we created several 'low-fi' prototypes, both paper and digital. This allowed us to iterate the system design and make changes rapidly without impacting production code. This is how the character update screen went from a quick and dirty prototype to fully produced UI.

UX ingredients used:

USABLITY   DESIGN

During the development of Angry Birds Transformers, I created a user journey on the studio wall. This was massively useful as everyone could see where problems were happening and why.

Using analytics collected from the game, we tightened up many of the problem areas, increasing retention and reducing player drop off.

UX ingredients used:
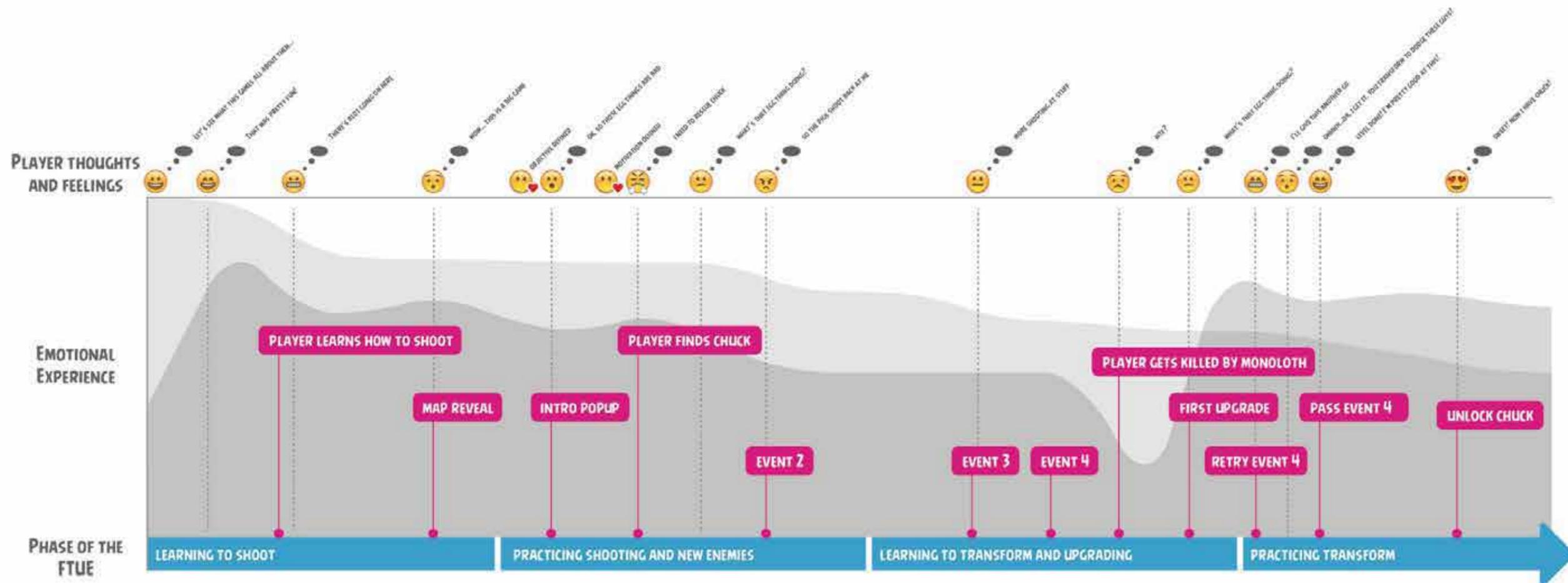
PSYCHOLOGY   USABLITY   DESIGN   COPYWRITING   ANALYSIS

ANGRY BIRDS TRANSFORMERS
FTUE JOURNEY MAP

INTENDED EMOTIONAL CURVE
PLAYERS DROPPING OUT

PLAYER THOUGHTS AND FEELINGS

EMOTIONAL EXPERIENCE

- PLAYER LEARNS HOW TO SHOOT
- PLAYER FINDS CHUCK
- MAP REVEAL
- INTRO POPUP
- EVENT 2
- PLAYER GETS KILLED BY MONOLOTH
- FIRST UPGRADE
- PASS EVENT 4
- UNLOCK CHUCK
- EVENT 3
- EVENT 4
- RETRY EVENT 4

PHASE OF THE FTUE

LEARNING TO SHOOT	PRACTICING SHOOTING AND NEW ENEMIES	LEARNING TO TRANSFORM AND UPGRADING	PRACTICING TRANSFORM

DESCRIPTION

During the first pahse of the FTUE, the player is introduced to shooting, the map and story.

It is expected that a number of players will drop out during this stage.

DESCRIPTION

Phase two the player is given the ability to practice the shooting skills that were broken down in phase I.

Additional challenges are thrown in in the form of enemies that shoot back at the player.

DESCRIPTION

Towards the end of this phase, the player meets an obsticle they can't get past unless they gain the transform ability. This ability is gained by perfoming an upgrade, also teaching the player how to improve their transformers and the value of upgrading.

DESCRIPTION

Once the player gains ability to transform, the retry the previous event, and can progress past monoliths.

Soon after, providing players have popped enough pigs, the unlock Chuck.
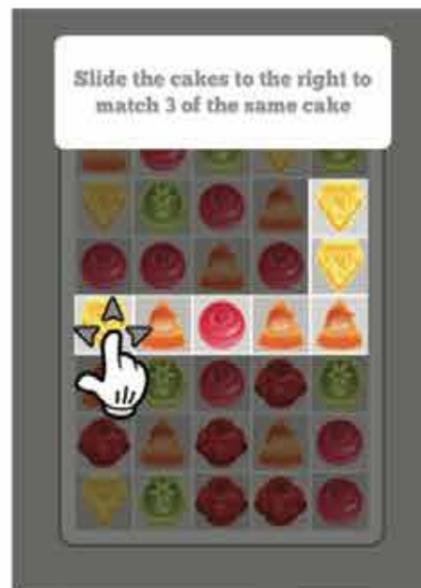
UX ingredients used:
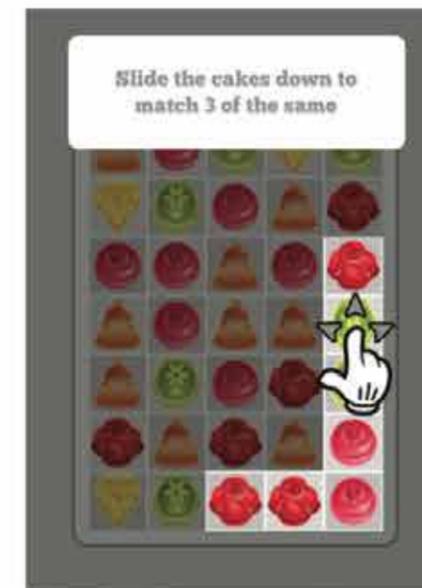
PSYCHOLOGY   USABLITY   DESIGN   COPYWRITING   ANALYSIS
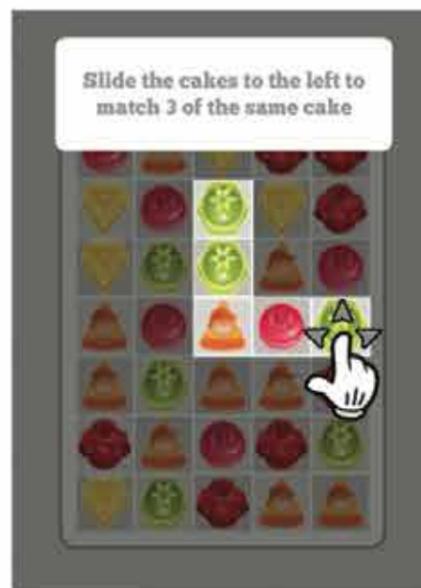
1. SLIDE RIGHT MATCH 3 CAKES

2. ACTION >>>

3. BANNER DROPDOWN

4. SLIDE DOWN FORM 3 MATCHES

5. ACTION >>> BANNER DROPDOWN

6. SLIDE LEFT MATCH 3 CAKES

7. ACTION >>> BANNER DROPDOWN

8. OBJECTIVE TO COMPLETE LEVEL

9. MATCH 3 (X3)

10. BONUS TIME PLAYS LEVEL ENDS RETURN TO MAP >>>

Detailed breakdown of the first level of a match 3 game. Doing this helped in making sure players fully understood how to perform the basic inputs whilst being encouraged throughout with lots of positive reinforcement.
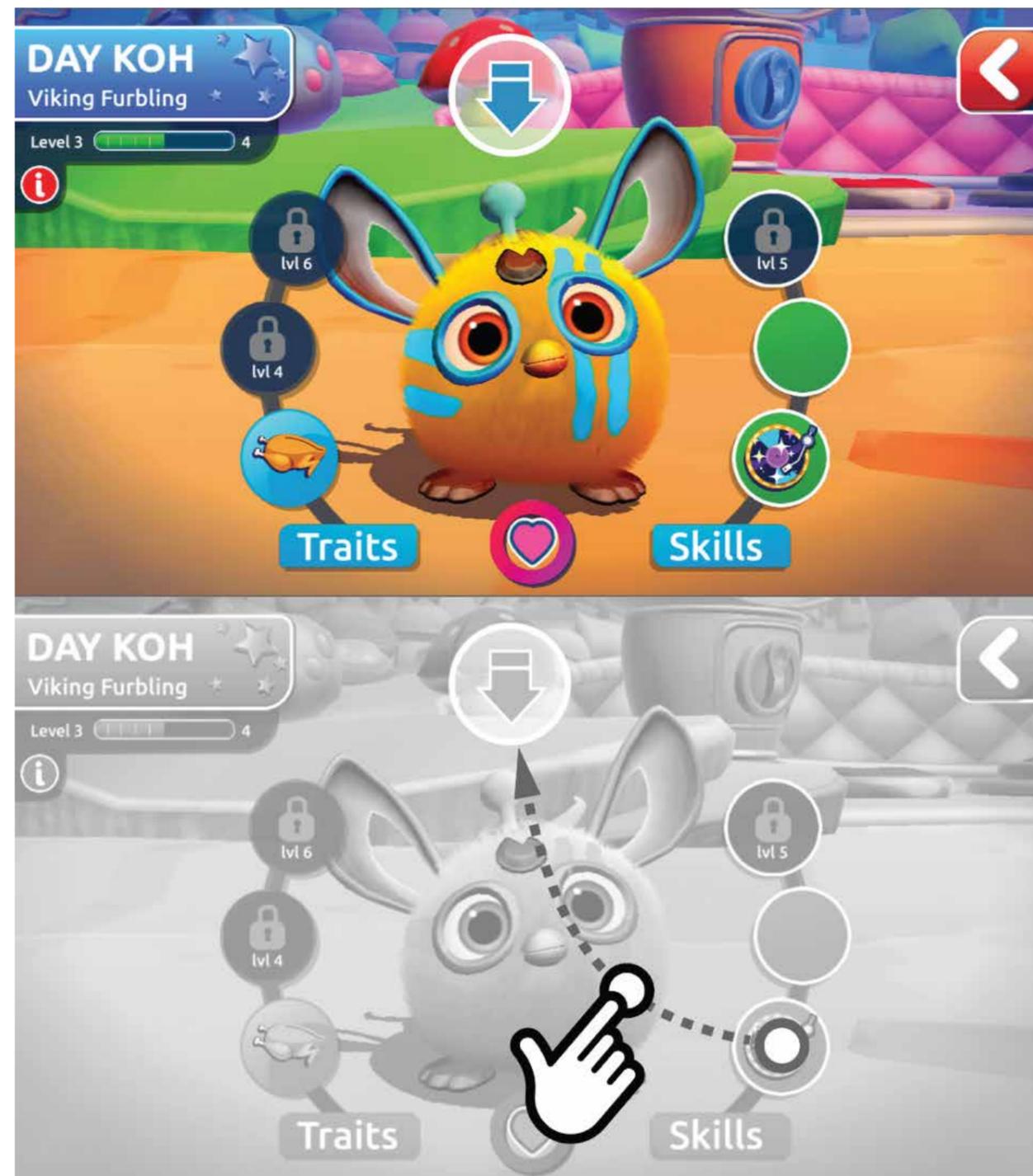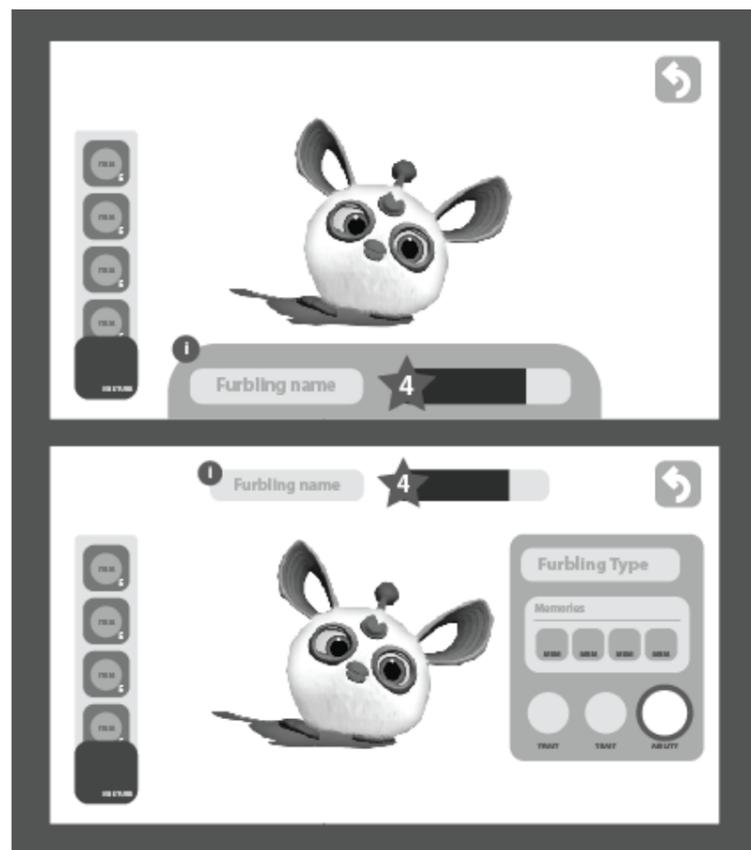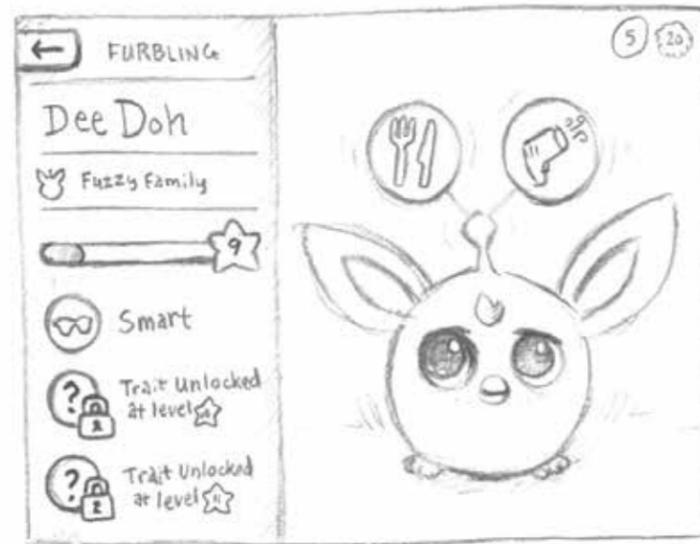
UX ingredients used:

PSYCHOLOGY   **USABLITY**   **DESIGN**   **COPYWRITING**

UI creation process for Furby Connect, from the initial doodles which were done in a meeting with Hasbro, to interactive prototypes and finally in game UI. Aren't those furry little things cute?

UX ingredients used:

USABLITY   DESIGN

Furby - Exposition

IB Ian Bickley

Phygital Gameplay Mechanics Learned

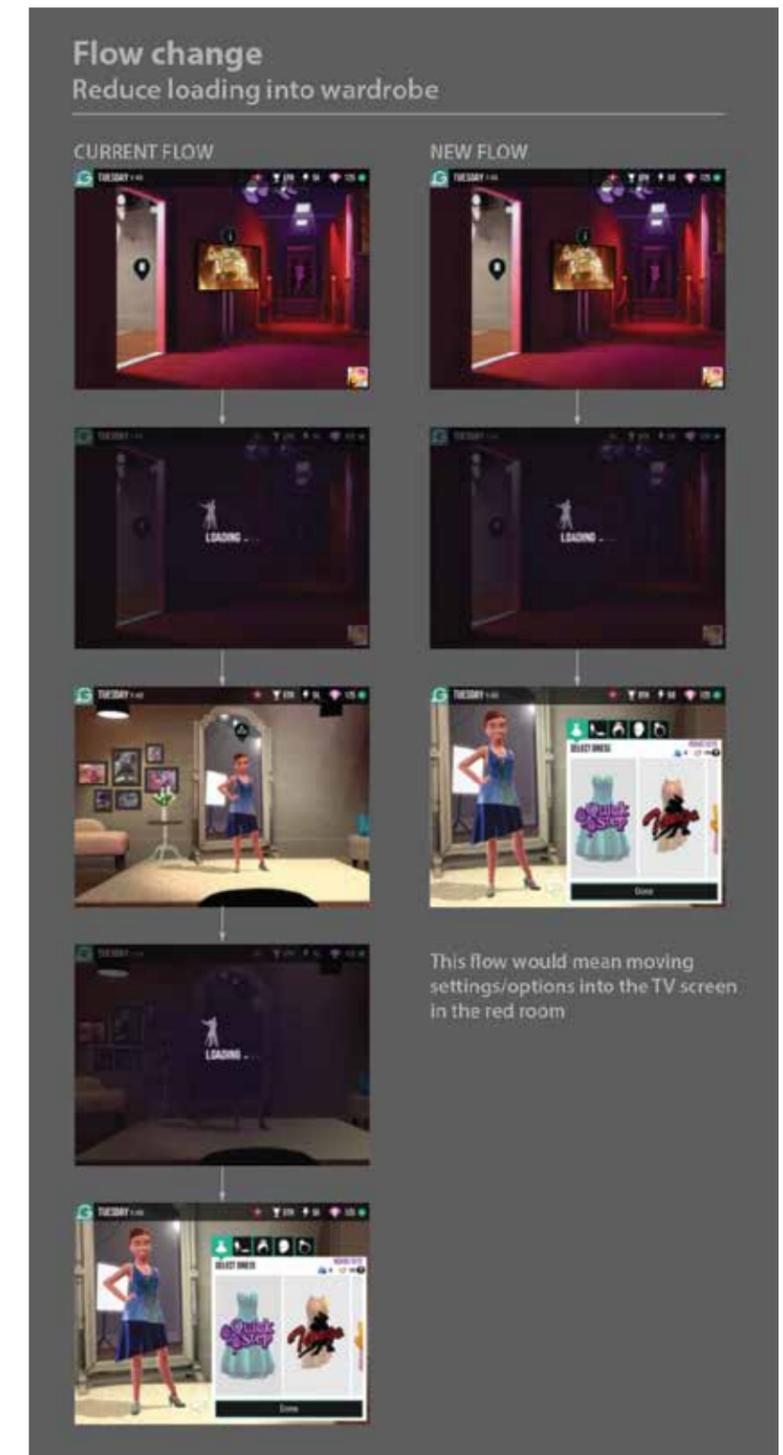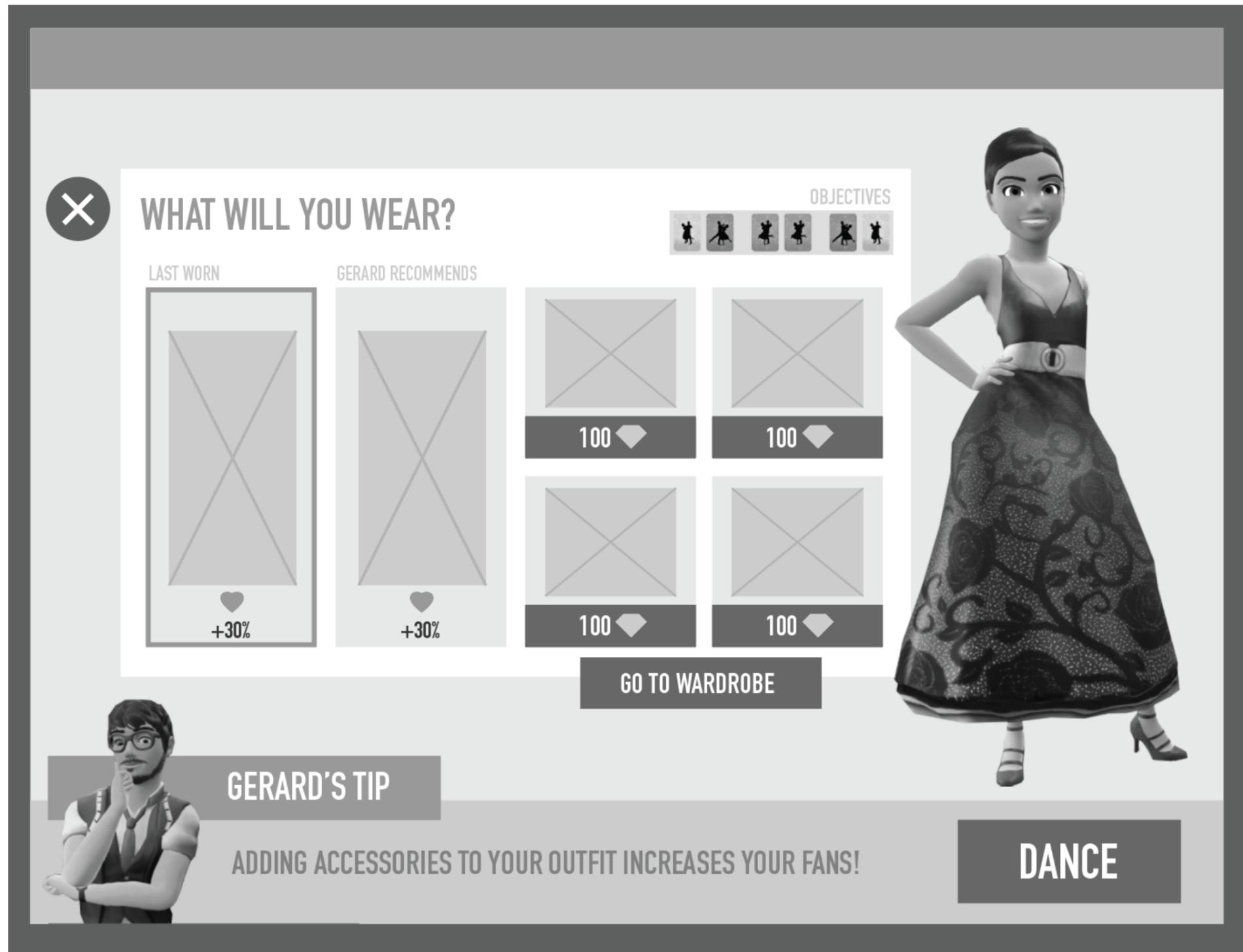|				
Pull tail when prompted	Antenna flick to cast sonar radar	Medium Antenna?	Medium Antenna?	Adavanced Antenna?
Shake when prompted	Tail/Shake Medium?	Medium Tilt/Shake?	Tail/Shake Advanced?	Tail/Shake Advanced?
Antenna flick when prompted	Mouth Switch Low?	Medium Mouth Switch?	Medium Mouth/Switch?	Advanced mouth switch?
Observation - when collectable in video is visible for tapping	Observation – Listen to Furby's promps and hints	Medium Observation?	Low Touch/Tilt?	Medium Touch/Tilt?
	Low Strategy – When to use radar (recharges?)	Low Strategy – When to use radar (recharges?)	Medium Observation?	Advanced Observation?
			Medium Strategy?	High Strategy?

When we were developing Furby, we spent a lot of time working with Hasbro to make sure the exposition of the game worked for the target demographic and mechanics were being clearly understood. One thing we noticed was how much children enjoyed experimenting, so we tried to allow for this as much as possible whilst still providing clear goals to guide players around the experience.

UX ingredients used:

PSYCHOLOGY   USABLITY   DESIGN

WHAT WILL YOU WEAR?

OBJECTIVES

LAST WORN

GERARD RECOMMENDS

+30%

+30%

100 ◆   100 ◆

100 ◆   100 ◆

GO TO WARDROBE

GERARD'S TIP

ADDING ACCESSORIES TO YOUR OUTFIT INCREASES YOUR FANS!

DANCE

Flow change
Reduce loading into wardrobe

CURRENT FLOW   NEW FLOW

This flow would mean moving settings/options into the TV screen in the red room

We spent a lot of time optimising Dancing with the Stars, specifically around reducing friction and improving the UI with a view to improve retention and conversion. This wireframe was created to help up-sell accessories before players began core gameplay.

UX ingredients used:

PSYCHOLOGY   USABLITY   DESIGN

Swipe was an exercise in design best practice.

Some games can be quite complex, requiring players to perform complicated interactions. Using Dieter Rams design principles as a foundation, I designed a game based off the minimum barrier to entry when using any touch device - Swiping.

The logic was - If you could use an iPhone, you could play Swipe. You can download Swipes from the app store for free. Search for "Swipes Donut" - Give it a try
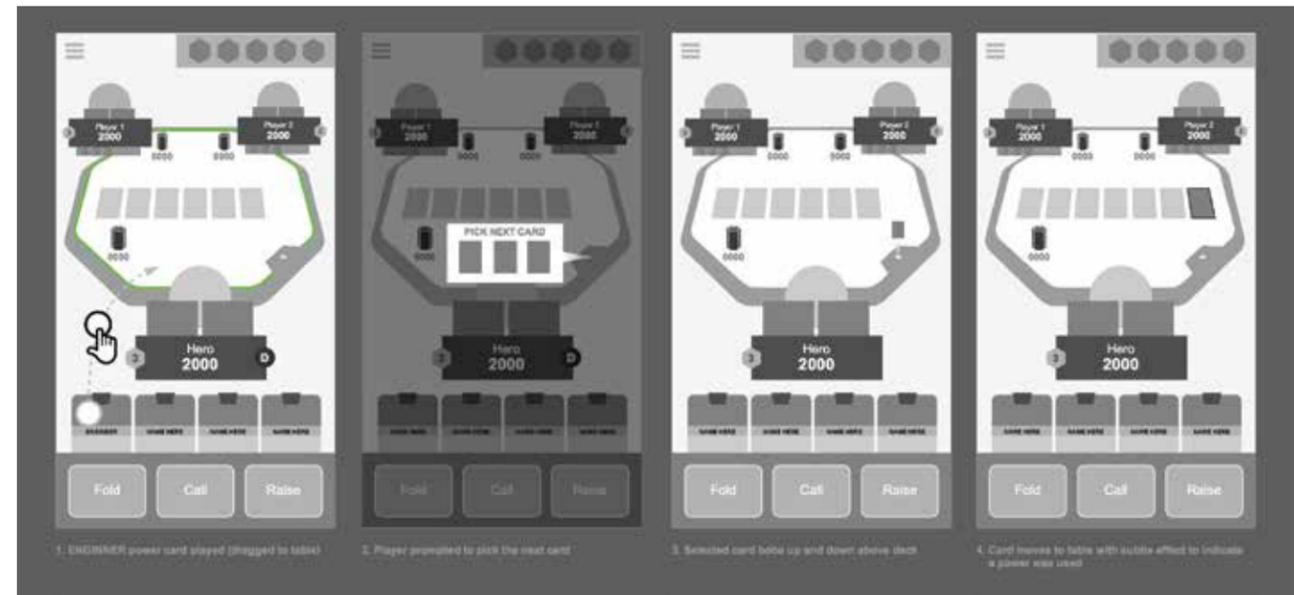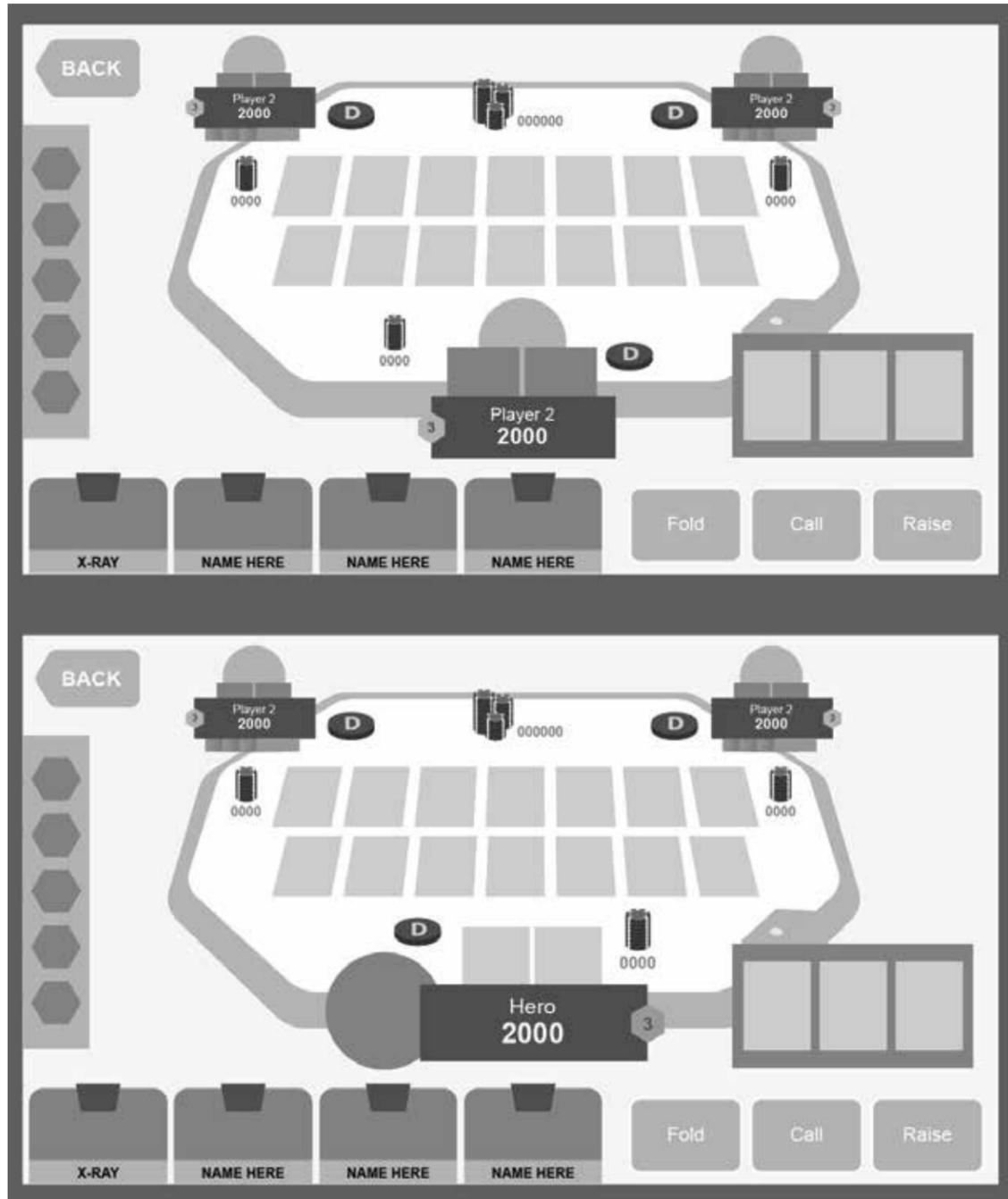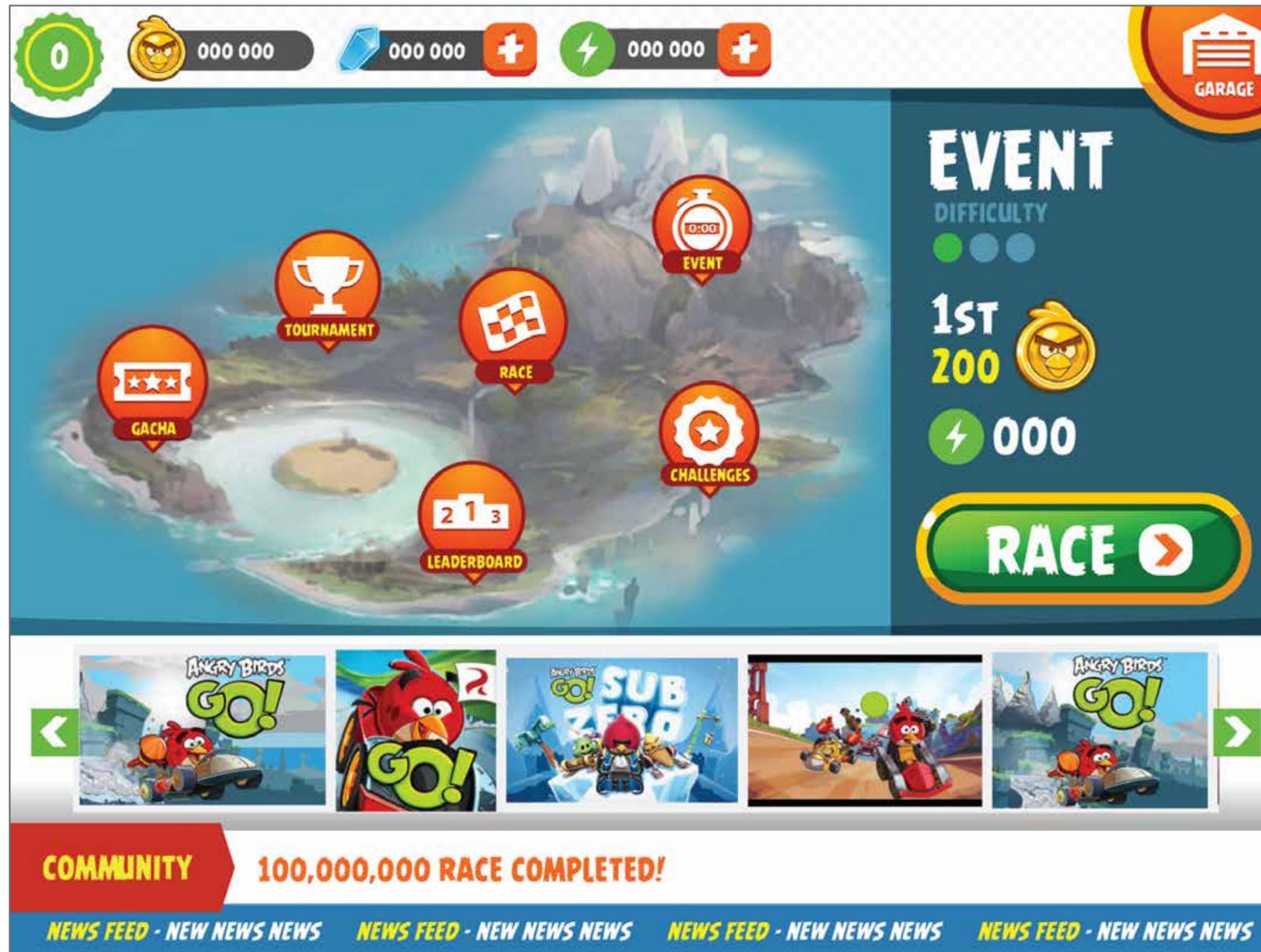
UX ingredients used:

USABLITY   DESIGN

Designs for a prototype of a poker game. From these wireframes, we build a basic grey box prototype in Unity to figure out the interaction design before we applied the art.

UX ingredients used:

USABLITY   DESIGN

This is about as far as I'll go with art before handing it over to an artist these days. I don't do as much UI art as I used to due to being more focused on UX. I'll take the art this far to help artists to understand how to draw the players eye to certain areas of the UI.

UX ingredients used:

PSYCHOLOGY   USABLITY   DESIGN

Thank you for taking the time to look through my portfolio.

I've been doing this UX thing for several years now, before I knew what UX was!

It's a vastly deep subject, it's fresh and really interesting. I'm very fortunate to have worked with some incredible people during my career and I feel very lucky that I'm able to alway be learning something new. If you haven't guessed by now, user experience is a subject I really care about.

If you weren't exactly sure what a UX designer does, I hope I've taken you on a bit of a journey. If you did already did, I hope you've seen something new. If you're a fellow UX'er and you do things completely differently, or you just want to say hello, I'd love to hear from you! My email is **ian@ibux.design.**

Ciao for now!

Ian.
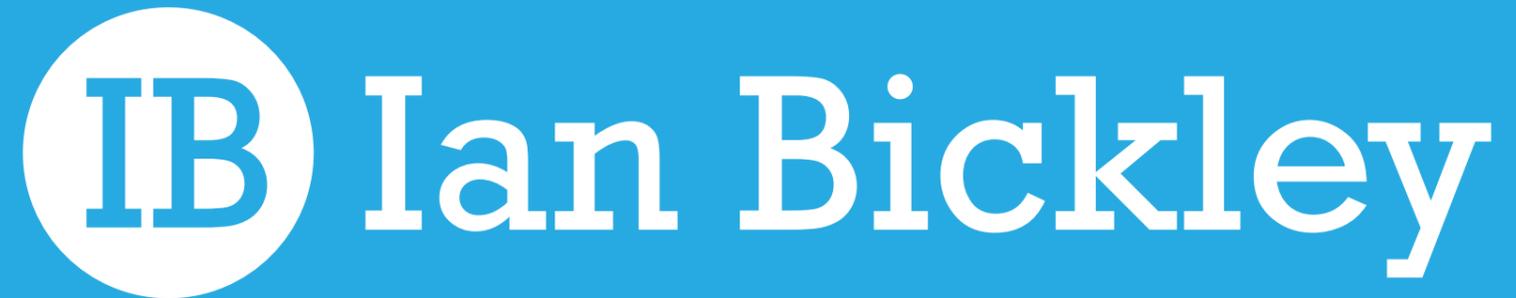
IB Ian Bickley

LINKEDIN

www.linkedin.com/in/ian-bickley-91079a24

EMAIL

ian@ibux.design

RANDOM UX FACT - Yellow is the first colour the human eye sees!