

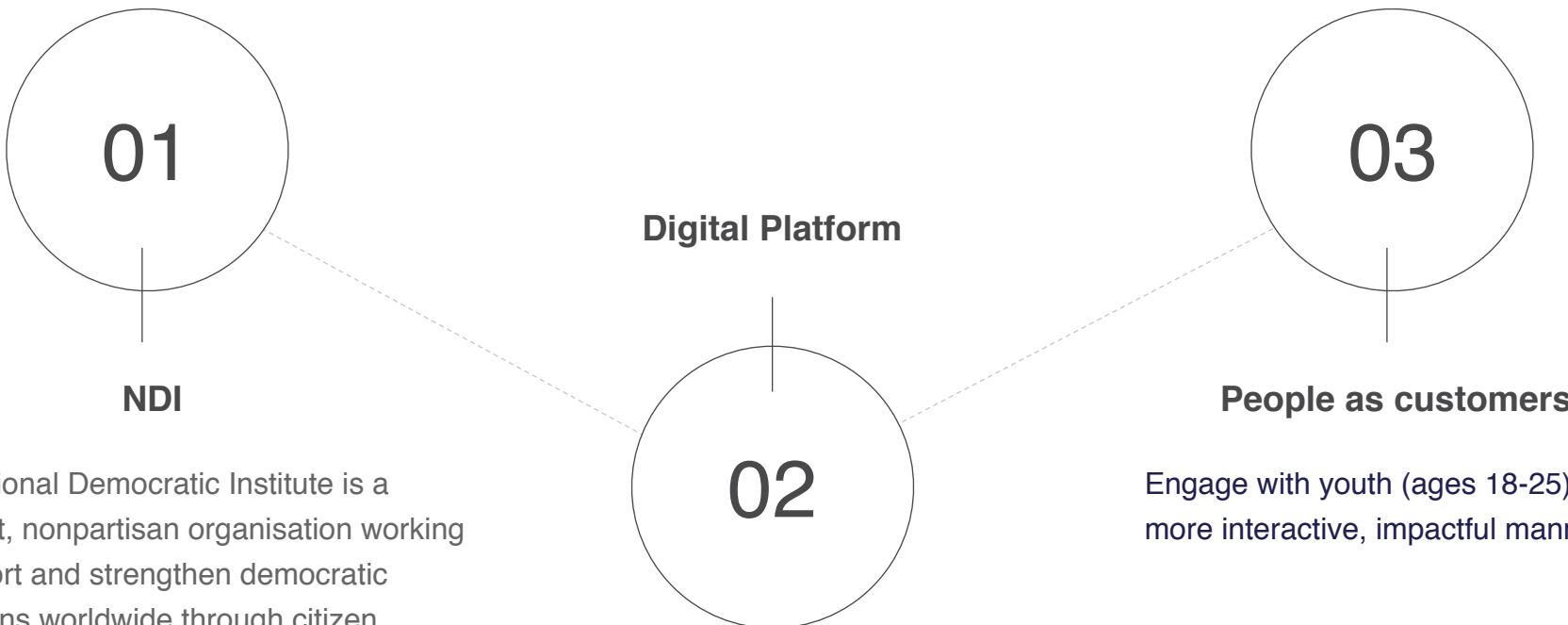
# DemGames User Experience

**E-learning & gaming solution for interactive manner on civic education principle**

DemGames is one of NDI's distance learning tools. The product is an opportunity for the organisation to engage with youth (ages 18-25) in a fun, interactive manner on civic education principles.

# The Problem

National Democratic Institute is trying to educate the people in the world on the civic principle and trying to empower them through their digital E-learning solution DemGames. Even though the system is efficient the usability of the platform is low hence the usability decreased. The platform need to be re-created with new User Experience, philosophy, style guides, guidelines.



DemGames is a digital platform which engage the user interactive manner on civic education principles

# Our Thinking Process

Re-defining the experience from the current experience, especially for the education industry was a challenge. We have done the end to end research about requirement, industry and competitors. The consolidated data made us to create a roadmap and made a progressive plan.

## 01

### Analysing the requirements

Design solves a problem. In order to provide a solution, you first need to understand the problem. To analyse requirements, follow industry standard user research methods including contextual and individual interviews, while observing the users in real environment. But we adopt the lean methods by trusting the realtime data and factors from the investors and define our target goals.



#### OUTCOMES

A bunch of ideas and material on which you can build your actual design work

## 02

### Doing the research

Research is the basic key step to design user experience. Design team does their research work to explore how the outer world is working on such features. Keep an eye on the latest UI trends, design principles and your existing user experience guidelines.

#### Activities

- Study of competitors' approaches
- Research on similar features in the world
- Analysis of latest UI/UX trends, design principles and rules
- Keep an eye on your own UX guidelines

## 03

### Defining the User Experience

Designing is not something that you just create and start using it. Draw and draft and redraw and redraft, thus creating an unmatched experience.

Testing and evaluation of wireframes is part of this stage. Design team builds initial mockups and share with stakeholders to get their input.

Throughout the process, it is important to keep your goal in mind—make a usable design to achieve end user satisfaction.

# Our Goals

Designers goal is to create product that is:

**1**

**Useful**

Does it do something people need done?

**2**

**Learnable**

Can people figure out how to use it?

**3**

**Memorable**

Do they have to relearn it each time they use it?

**4**

**Effective**

Does it get the job done?

**5**

**Efficient**

Does it do it with a reasonable amount of time and effort?

**6**

**Desirable**

Do people want it?

**7**

**Delightful**

Is using it enjoyable, or even fun?

**8**

**Scalable**

Can the software scale up to 10X?

**9**

**Intractable**

Does the user have an interaction?

# Persona & Objective

Personas and scenarios work together to accomplish a single goal: for the team to understand how the design should adapt to the needs of different users.

## ABDUL

Small Grocery shop owner, Tarim, Yemen



### Description

Mr John is 24 Years old and had completed his primary schools. He discontinued his education and helping his father on business, he is unaware about the aesthetics of democracy, legal assembly and technologies. His unawareness about the constitutional and accountability makes him stay away from all the government activities. John have a mobile phone with decent internet connectivity and have a decent amount of time to learn

### Objectives

- ❖ Introduce the Demgames
- ❖ Simplify the learning experience

- ❖ Inspire learning
- ❖ Make it light, interactive & competitive

# Persona & Objective

Personas and scenarios work together to accomplish a single goal: for the team to understand how the design should adapt to the needs of different users.

## RAYMI

House wife, Tarim, Bel-Eshar



### Description

Raymi is 20 year old married lady. She had completed his high school. She discontinued her education after marriage. She is unaware about democracy, citizen responsibilities. She is really interested to learn about the civic principle and the only option is a mobile phone.

### Objectives

- ❖ Introduce the DemGames
- ❖ Simplify the learning experience

- ❖ Inspire learning
- ❖ Make it light, interactive & competitive

# Day 1 : Analysis

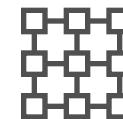
Mining is a new term of is digital space despite from our experience. We took all the data from web research had a clear cut of model and domain. We had collected all possible data from experts and internet.

**Our focus was on**



## Domain Understanding

Lean research to understand the domain and define common rules



## Information Architecture

IA is a blueprint of the design structure which can be generated into wireframes and sitemaps of the project.



## User Flows

Journey Maps try to capture the experience of a user during the interaction with the products.



## Task Flows

Task flow is a single flow completed similarly by all users for a specific action.



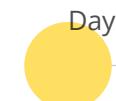
## Q&A Question

To understand more about the product, domain and understand the requirement completely



## Persona

Create mock user stories and scenarios to get into the shoes of users



Day 1

Day 2

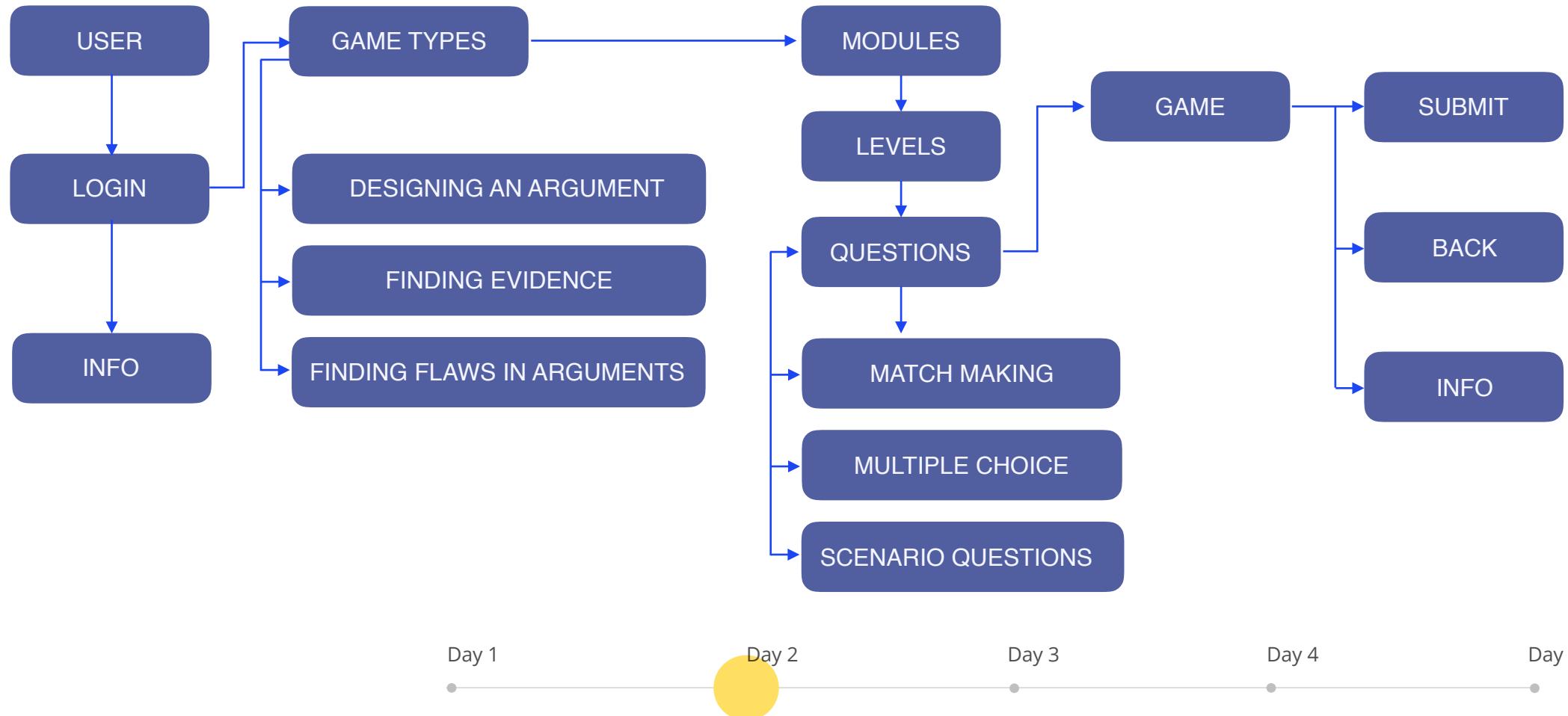
Day 3

Day 4

Day 5

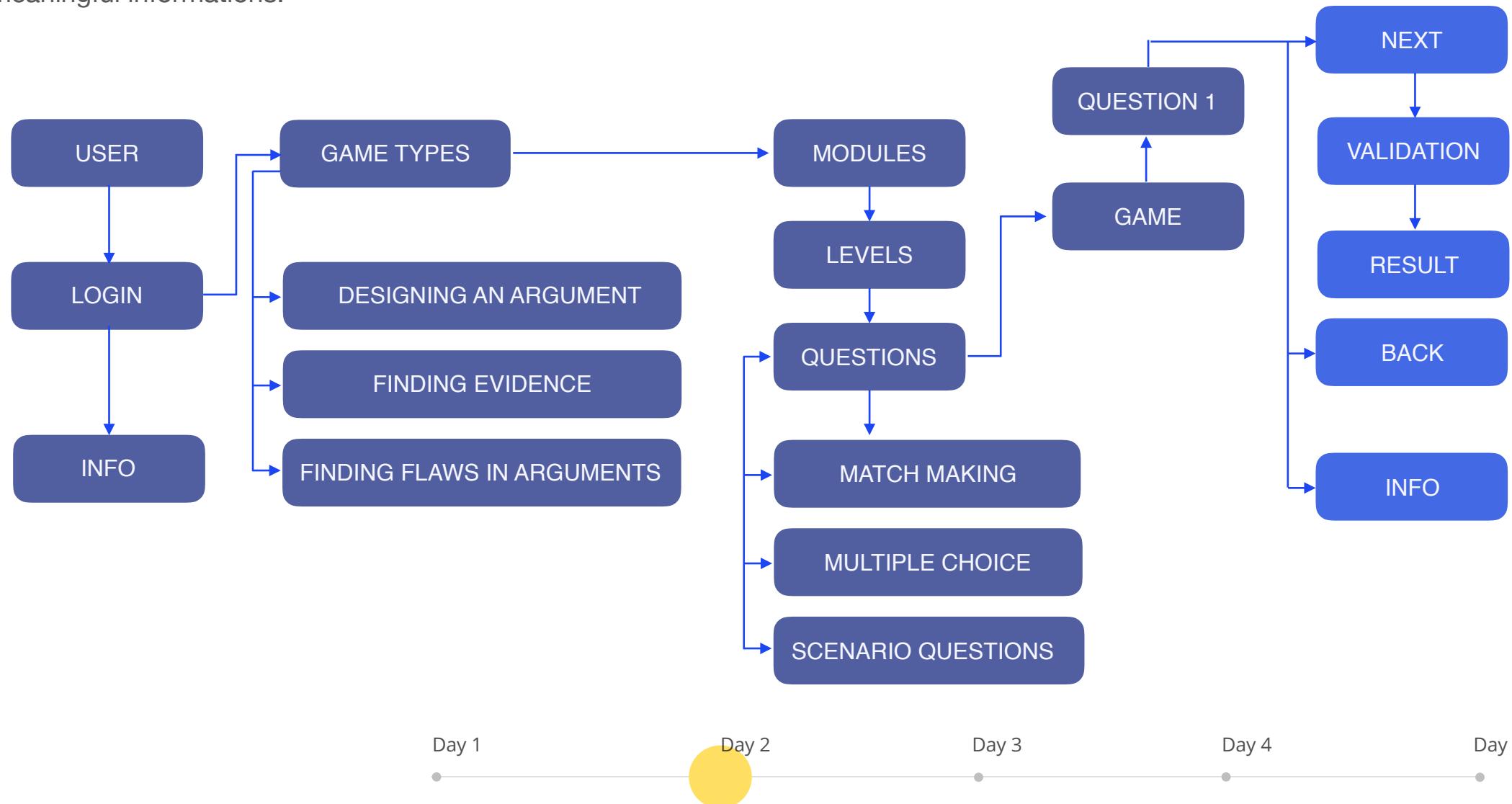
# Day 2: Current User Journey Map

A user journey is a timeline of user actions that describes the relationship between your brand and its customers. It's a visualisation all of a user's interactions with your product, from their point of view.



# Day2: Proposed User Journey Map

Redefinition of user flow make the system more interactive, educative and simple. It remove confusion and provide meaningful informations.



# Ideas

## Interactive learning

Some of the idea after the workshop with the design team. We debate, validate and propose ideas to the system

- 立方体 Introduce Score
- 立方体 Introduce global ranking in summary
- 立方体 Progressive Disclosure
- 立方体 Leaderboard
- 立方体 Reduce content intake
- 立方体 Question by question validation
- 立方体 Unlocking levels based on competency
- 立方体 Retry of game
- 立方体 Interactive
- 立方体 Progress bars and success messages
- 立方体 More information about answers

# Philosophy

## Management

Designers have to think about a lot of things to create a product that is easy to use and don't make users think more than necessary.

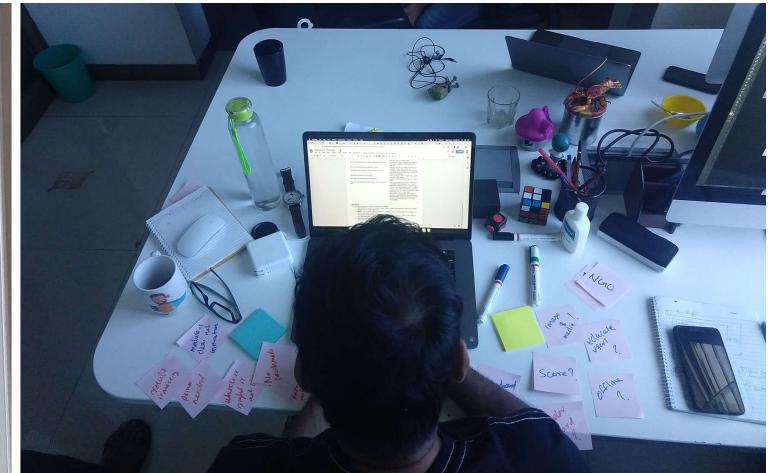
- ❖ Predictability
- ❖ Consistency
- ❖ Progressive Disclosure
- ❖ Intuitiveness or Single-trial learning
- ❖ Context & Relevance
- ❖ Navigability
- ❖ Information Hierarchy, Scent & Depth
- ❖ Conventions & Metaphors
- ❖ Occam's razor – The simplest solution usually tends to be the correct one
- ❖ Hick's Law – Every additional choice increases the time required to make a decision

# Day 3 : Workshop & Sketch

We believe in team work. User experience is a team work. We ideate, discuss and sketch. I have done card sorting for identify the relevance of information. Draw paper sketches, white board flows and wireframes to share your ideas with stakeholders.



Day 1



Day 2



Day 3

Day 4

Day 5

# Day 4: Wireframes

Now you have finalised layout and flow of the required interface with you, the next step is to work on wireframes. Turn the initial ideas into wireframes to get the basic layout and capturing the function elements. The wireframes shared with customer and that helped them to apply their imagination about the software and aligned with the business goals.

**DemGames - Debate**

**Designing an Argument**

**Finding Evidence**

**Finding Flaws in Arguments**

**Designing an Argument**

**Level 1** Score: 70/100  
A small two line description about the level and what to achieve.

**Level 2** Need 80/100 in Level 1 for unlock  
A small two line description about the level and what to achieve.

**Level 3** Need 70/100 in Level 2 for unlock  
A small two line description about the level and what to achieve.

**Designing an Argument**

**Level 1 : Question 1 out of 10**

**Resolution**

Select the right answer

They are ways of thinking that would block certain policies or laws. The president (and the cabinet), the leaders of the Congress, the judges of the court, the groups of interest and the public in general have the power to avoid that the policies exist.

**Designing an Argument**

**Level 1**

Congratulations!  
Your answer is correct  
You have earned 10 points

Select the right answer

They are ways of thinking that would block certain policies or laws. The president (and the cabinet), the leaders of the Congress, the judges of the court, the groups of interest and the public in general have the power to avoid that the policies exist.

They are laws, decisions of the supreme court and policies of the executive branch that would prevent a new policy from existing.

Day 1

Day 2

Day 3

Day 4

Day 5

# Day 4: Wireframes

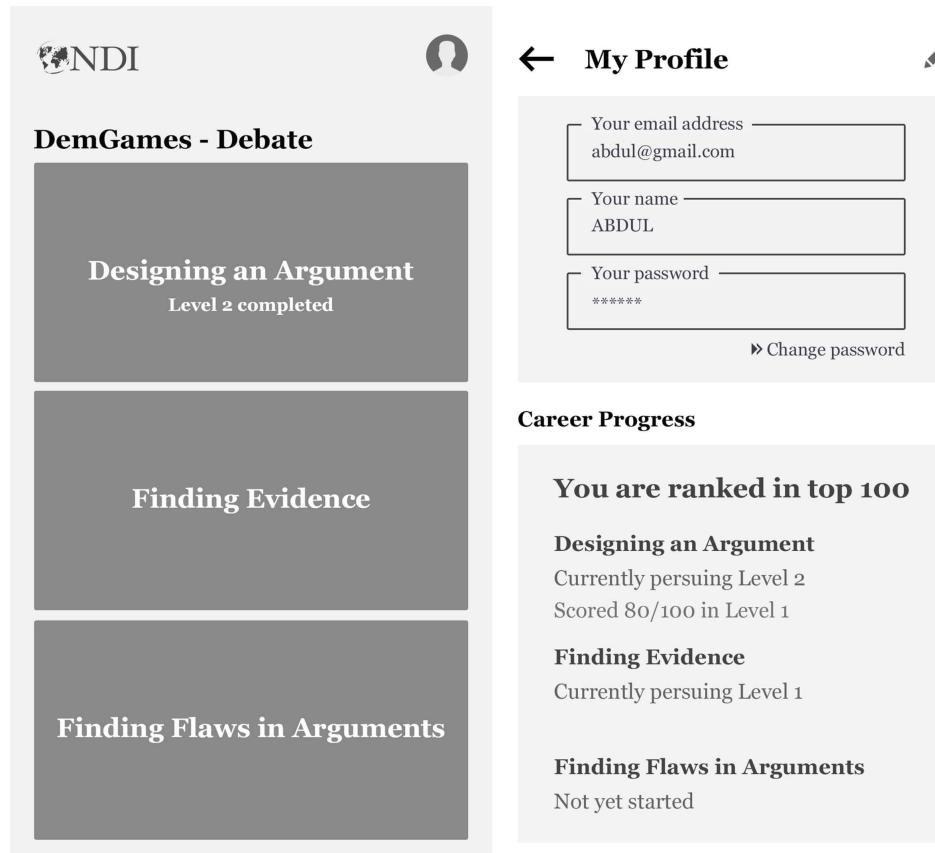
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The image displays four wireframe prototypes for a mobile application interface, arranged in a 2x2 grid. Each prototype is titled "Designing an Argument" and includes a "Help" link in the top right corner.

- Level 1:** The screen shows a large dark gray rectangular area with the word "Resolution" in white. Below it, a section labeled "Your answer" contains text: "They are ways of thinking that would block certain policies or laws. The president (and the cabinet), the leaders of the Congress, the judges of the court, the groups of interest and the public in general have the power to avoid that the policies exist." A "Correct answer" section below it contains: "They are laws, decisions of the supreme court and policies of the executive branch that would prevent a new policy from existing." At the bottom are buttons for "Proceed Next" and "Retry Level 1".
- Level 2:** The screen shows a message: "Congratulations! You have finished Level 1" and "Oh! You have scored only 30/100. You need to earn 70/100 for Level 2". At the bottom are buttons for "Back to Levels" and "Proceed Next" (disabled).
- Level 3:** The screen shows a "Register Now" form with fields for "Your email address", "Your name", and "Your password (min 6 letters)". It includes a "Register Now" button and a link "Already registered? Login Here". At the bottom are buttons for "Back to Levels" and "Retry Level 1".
- Level 4:** The screen shows a "Login Now" form with fields for "Your email address" and "Your password (min 6 letters)". It includes a "Login Now" button and a link "Not registered? Register here". At the bottom are buttons for "Back to Levels" and "Retry Level 1".

# Day 4: Wireframes

Now you have finalised layout and flow of the required interface with you, the next step is to work on wireframes. Turn the initial ideas into wireframes to get the basic layout and capturing the function elements. The wireframes shared with customer and that helped them to apply their imagination about the software and aligned with the business goals.



# Day 5: Mood Boards, Design Language

Mood board and Visual language will help to find what the user like.

## To save time and effort

Mood boards for web design or branding concept can be easily edited so it saves both time and effort.

## To get inspired

Mood-boarding is a good way to find ideas and enthusiasm. Beautiful photos and illustrations help to find the right mood and style.

## To find a right color palette

A collage can include photos, illustrations and color samples forming a compelling composition.

## To enhance communication with customers

A collage can include photos, illustrations and color samples forming a compelling composition.

## To talk less and show more

Illustrate your ideas at the early stages so that clients could see what you plan and how their product is shaped up.

## To find a style for a design

Add to a mood board different textures, experiment with types of illustration, test fonts, and change colors.

## To involve clients in a process

Moodboarding is an easy technique which can be accomplished if you're a non-designer.

Day 1

Day 2

Day 3

Day 4

Day 5

# Inspirations



Day 1

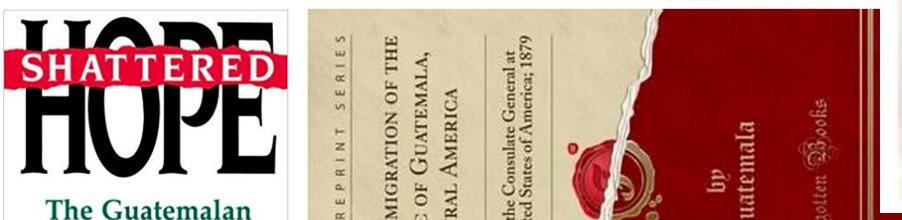
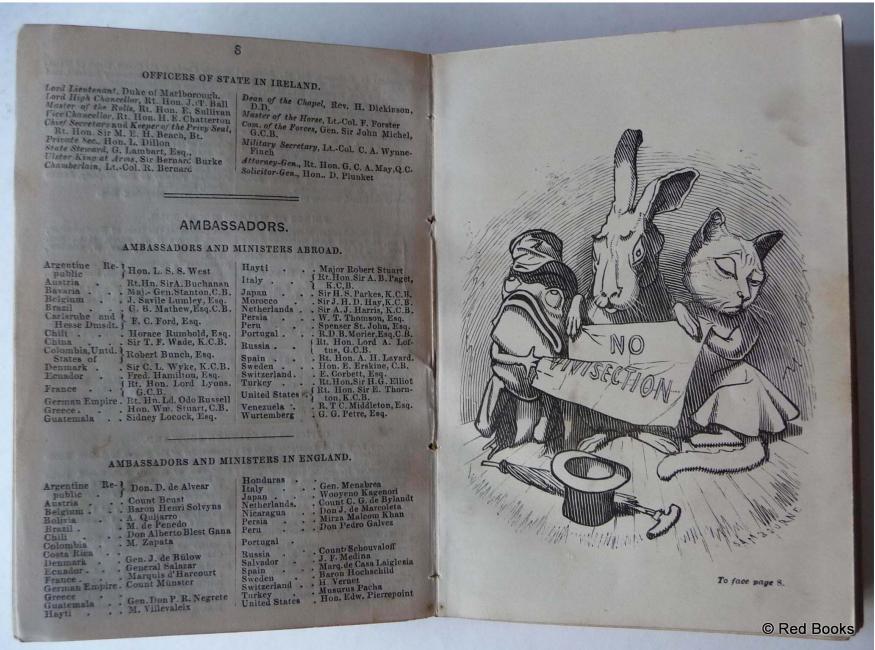
Day 2

Day 3

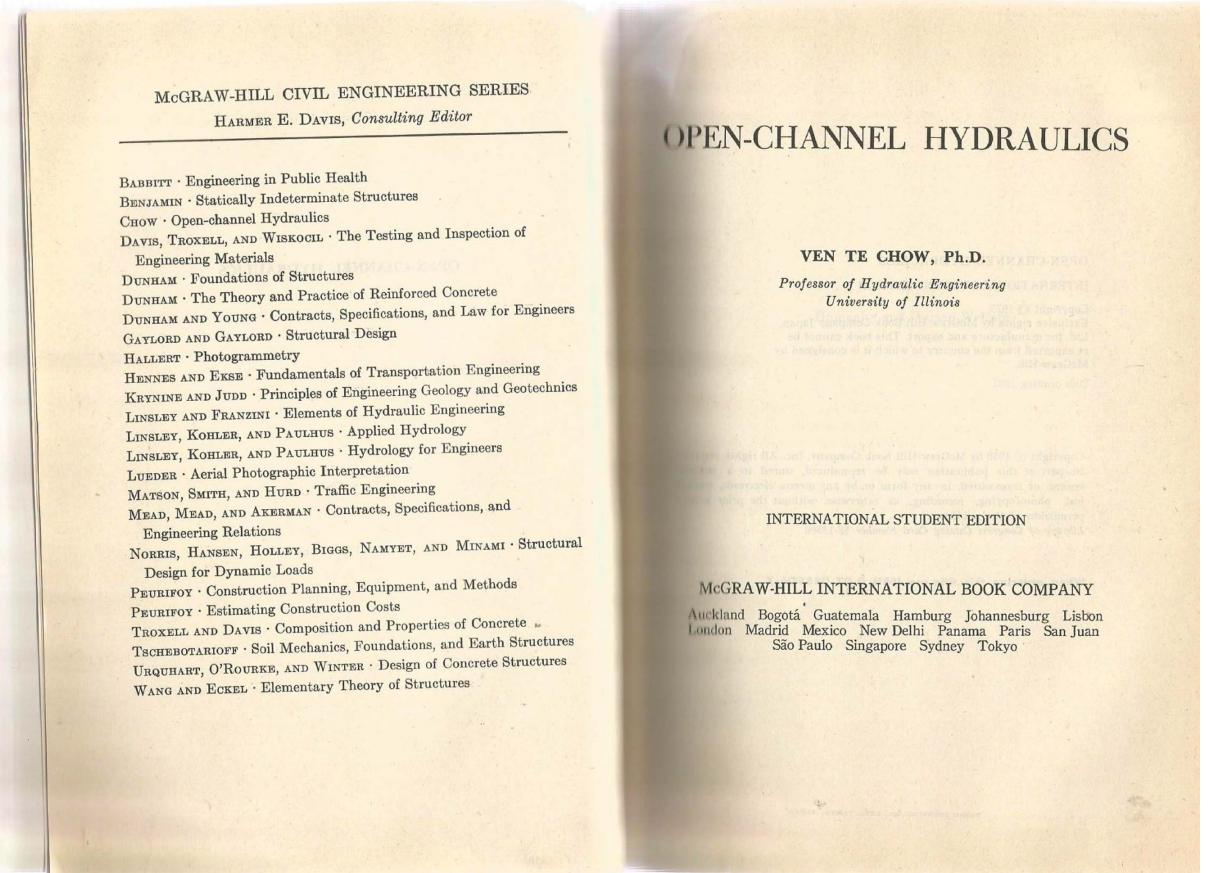
Day 4

Day 5

# Explorations



Day 1



Day 2

Day 3

Day 4

Day 5

# Typography

Typefaces that are selected for their style, legibility, and readability are most effective when following the fundamental principles of typographic design.

## Georgia

Georgia has been described as having a typographic personality — even called friendly and intimate. Since the typeface is still legible at low resolutions, it creates an old-world charm with a modern appeal for online designs.

Georgia is specifically created for on-screen use, so you'll find it often online in magazine or newspaper designs. For example, there are a number of big-name newspapers that use Georgia font, including the Guardian, New York Times Times, Telegraph, Wall Street Journal and the Independent.

Since newspapers are a mix of images and text, it's vital that the reader can easily scan over lines of text and that it remain readable. Also, the text size might vary based upon the size of the reader's screen. Georgia adapts well to smaller font sizes. So it will still appear crisp and readable even on a small mobile device screen.

Ref: <https://designroast.org/font-series-georgia/>

ABCDEFGHIJKLM  
OPQRSTUVWXYZÀÅ  
ÉÎÕØÜabcdefghijklm  
nopqrstuvwxyzàéîõøü  
&1234567890(\$£.,!?)

# Typography

Typefaces that are selected for their style, legibility, and readability are most effective when following the fundamental principles of typographic design.

## Open Sans

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets.

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Ref: <https://fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans>

Light  
*Light Italic*  
Regular  
*Regular Italic*  
**Semi-Bold**  
***Semi-Bold Italic***  
**Bold**  
***Bold Italic***  
**Extra-Bold**  
***Extra-Bold Italic***

Day 1

Day 2

Day 3

Day 4

Day 5

# Colours

Color contrast is a key part of any visual composition. It brings the individuality for each UI element and makes all of them noticeable. User interfaces containing only shades from the same color family have fewer chances to draw users' attention.

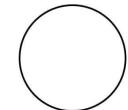
## LOGO



## PRIMARY



## NEUTRAL



#FFFFFF

## BACKGROUND

#124C89  
80%#124C89  
60%#124C89  
40%#124C89  
20%#124C89  
10%#124C89  
5%

## SECONDARY (INSPIRED FROM THE RESEARCH)

BYZANTINE  
#BC1EA5OCEAN  
#12018ESUNSET  
#FF2829EMERALD  
#31A34ATANGELO  
#DF681FRUBY  
#EE115D

Day 1

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Day 2

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Day 3

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Day 4

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Day 5

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# Day 5: Visual Designs: Colours & Iconography

User experience design involves many processes which need to be done thoughtfully so that an interface would meet the needs of the target audience. Each step requires deep attention to details, even if it doesn't seem too complicated.

**NDI**

**DemGames - Debate**

**Designing an Argument**



**Finding Evidence**



**Finding Flaws in Arguments**



**← NDI**

**Designing an Argument**

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**← Designing an Argument**

**Designing an Argument**  
Level 1 : Question 1 out of 10

**Resolution**

Select the right answer

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**Designing an Argument**  
Level 1 : Question 1 out of 10

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**Proceed Next**

Day 1

Day 2

Day 3

Day 4

Day 5

# UX Design Concepts

We just don't do design. It's a series of steps goes until the release of the product. We will present our design infant of the stakeholders, developers and designers. We have 3 major steps in delivery.

## Design Considerations



### User centric & not business

usability vs time is the key



### Mobile Based

Providing summary in a snap is the focus



### Funnelled operations

Ease of finding information.

## Design Goals



### Show Relevance

A modern approach for getting tracking from UI



### Progressive disclosure

Funnel view towards the data makes easy to find

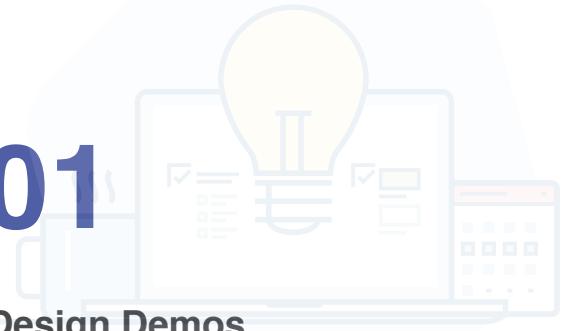


### Keep in the same page

Keeping the user in the same page and managing load by interactions.

# Design Delivery

We just don't do design. It's a series of steps goes until the release of the product. We will present our design infant of the stakeholders, developers and designers. We have 3 major steps in delivery.



01

## Design Demos

Once we are ready with the designs, we undergoes with a series of design demos with stake holders for aligning the lean UX towards the cost and business goals. The same style of walkthrough happens with developers to understand the technical possibilities and aligning with the delivery sprints. The suggestions from both ends will be validated and added in the next iteration. We follow Agile methods so that the risk factor reduced to 80% in future.

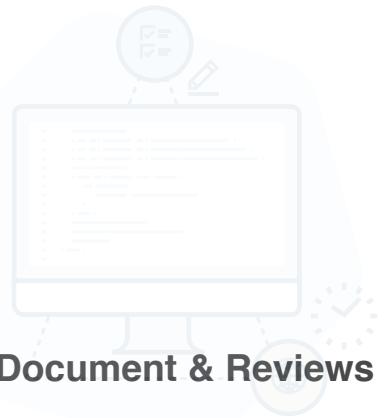


02

## User Journey, Assets & Style Guides

Once the designs are approved, we share the user journeys and give a walkthrough about human interactions in software. We cover all edge cases and manage the features based on behaviour and user centric interactions.

Developer need the elements to create User Interface as perfect in as design. We create SVG elements and other icons and images and use Zeplin as a collaborative tools for style guide.



03

## Design Document & Reviews

Once the developers are started or the design phase is over, we create a document about the design philosophy and shared with the stake holder to keep them as a reference for the future scaling of the software.

The reviews of UI after development will happen in regular intervals to ensure the quality of output from UI. We plan the intreats to reduce the user load for doing actions and test with the classified set of users and take a usability.

