

User Experience Design for XR (VR/AR)

Course Summary

Description

3D or immersive spaces or spatial UI's change how people think, learn and recall information and content. To understand how to design for this experiential state, you need to understand spatial cognition.

Learning to design for spatial user interfaces requires you balance real-time user interaction with events, UI's, emotional and social dynamics and narrative.

This course builds on research-based approaches to designing for XR.

Topics

- Building the Foundation for a Strong 3D UX
- 3D Interaction Design
- XR Essentials for Emotion-rich User Experience
- Researching and Validating your spatial User Experience

Duration

One Day

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Course Outline

- I. *Building the Foundation for a Strong 3D UX***
 - A. Creating the right context up front- the Business, User and 3D Story map (Template).
 - B. Designing First Impressions: 6 Keys (Matrix worksheet)
 - C. Maintaining user engagement in spatial navigation
 - D. Narrative mechanics: developing your story flow (Story Arc for XR worksheet)
 - E. Designing for diverse personas

- II. *3D Interaction Design***
 - A. Scene design for Augmented vs Virtual Environments
 - B. Defining your 3D Personas
 - C. Designing for spatial interaction (augmented vs virtual)
 - D. Designing for user Agency
 - E. Honoring VR best practices: Checklist of key lessons from 25 years of 3D UX
 - F. Navigation: Augmented vs Virtual Environments

- III. *XR Essentials for Emotion-rich User Experience***
 - A. XR principles of User Engagement
 - B. Emotion mechanics: designing for mood-rich interaction
 - C. Sustaining moods and emotional engagement
 - D. Defining emotional states and outcomes
 - E. Social interaction design for immersive user engagement
 - F. Story beat tips and tricks

- IV. *Researching and Validating your spatial User Experience***
 - A. User research- developing 3D personas
 - B. Working with 3D personas with immersive content
 - C. User testing your Immersive Experience (Agile Test Template)
 - D. Evaluating your 3D UX (Scorecard)
 - E. Diversity testing: is your environment/ immersive content inclusive and accessible?