



THE ART OF USER-CENTERED DESIGN FOR INTERNAL TOOL TEAMS

UBISOFT CONNECT

22.08.2022

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THE MINDSET

Learn about our Tool history:
Stop history from repeating itself.

2

THE TEAMWORK

Understand the user-centric
design mindset.

3

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Develop your own user
experience design, research
and development framework.



4

IN THE SEA OF UX

How can we solve the problems?
Which methods to use when?
Explore the art of UX

5

THE EVALUATION

Track your improvements over
time with PURE



THE ART OF UCD

How to optimize the experience around the internal tool

MINDSET

TEAMWORK

FRAMEWORK

”
“
[T]hough I have
no drachmae to give. **Only
knowledge, which one
should prefer for it is
perpetual, not transitory.**

ASSASSIN'S
CREED
ODYSSEY



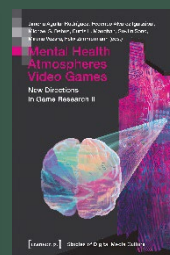
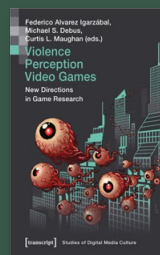
NATALI PANIC-CIDIC

User Researcher - Ubisoft Düsseldorf
UXR Operations | Ubisoft Connect

Background

PhD Candidate Game User Research – Cologne Game Lab x RWTH Aachen
Cognitive Studies M.A. – RWTH Aachen University
Game Studies B.A. – HHU University Düsseldorf

Conferences, Publications & Credits



A fantastical landscape featuring a large, ancient stone archway structure. The scene is illuminated by a bright sun on the right, creating a hazy, golden atmosphere. In the foreground, there are lush green trees and a rocky terrain. Two flying creatures, resembling pterosaurs or dragons, are visible in the lower right corner. The sky is filled with soft, white clouds, and a large, blue, spherical object is visible in the upper left corner.

PART | 1

THE MINDSET

Learn about our Tool history.
Stop history from repeating itself.

ABOUT UBISOFT CONNECT

Ecosystem of player services
& a game launcher

FOR DEVELOPERS

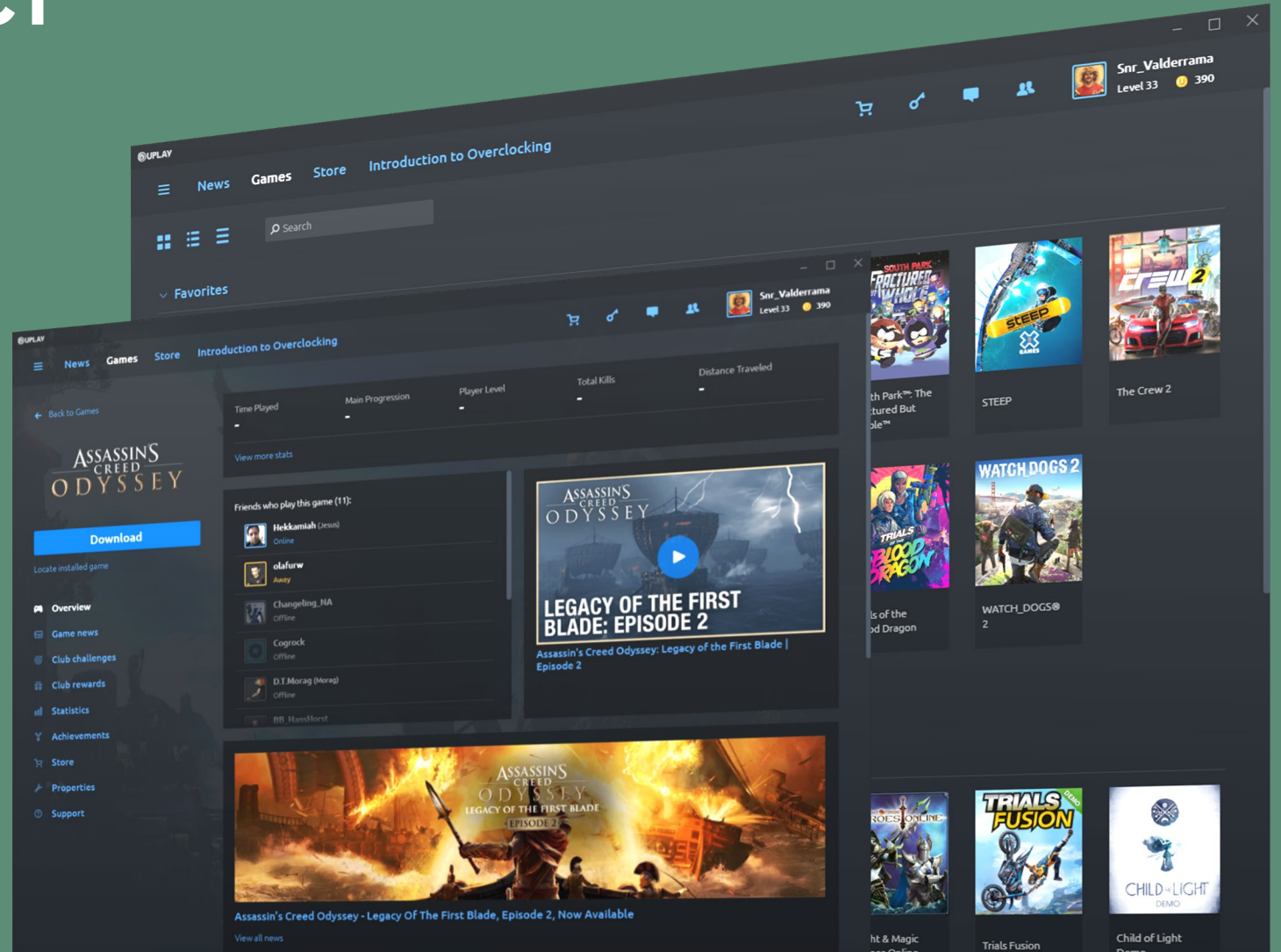
A self-publishing platform

FOR LIVE OPERATIONS

Release management & content distribution

FOR BUSINESS

Digital distribution platform



6666 Rainbow Six Extraction [Ubisoft Connect] [®]
Game +

Dashboard Settings Branches Associations Store In-game store Statistics meta data

Product health

Overview ▾

Packages

Total: 27 items Including game **All**

ID ↓	State
55555 Internal QC test 3	Playable
44444 Rainbow Six Extraction - 100 PACK	Playable
44443 Rainbow Six Extraction - 1000 PACK	Playable
44442 Rainbow Six Extraction - Language PACK	Playable
44441 Rainbow Six Quarantine - Technical test	Playable
44403 Rainbow Six Extraction - Event 03	Playable
44402 Rainbow Six Extraction - Event 02	Unavailable
44401 Rainbow Six Extraction - Event 01	Unavailable
33333 Rainbow Six Quarantine - Technical test 3	Playable
33332 Rainbow Six Quarantine - Technical test 2	Playable
33331 Internal QC test 2	Expired
33330 Internal QC test 1	Expired
22222 Rainbow Six Extraction - A PACK	Playable

Note

Previous internal code names:

- Pioneer
- Quarantine

Main Development Studio: Ubisoft Montreal

Product summary

32	6	6	27
Add-on	Consumable	Consumable pack	Package

Build / branch info.

66.66GB

Active build: name
Default branch: 666 live

Live / Edition Info.

Add-on types

- Language pack
 - EN/CN/KR
- DLC
 - DLC 1
 - DLC 2
- Season pass
 - 2022
 - 2021 FW

Contacts

Main development Team
John.Smith@ubisoft.com

Account manager
Mary.Jane@ubisoft.com

History

Search a name/branch number

- Updated Branch - 17616 - 6 Game settings and + 10 more items
2021-09-29 08:01:17 John Smith
- Updated Branch - 19123 - 3 Assets and + 19 more items
2021-09-29 08:01:17 John Smith
- Updated Branch - 19123 - 4 Assets and + 15 more items
2021-09-29 08:01:17 John Smith
- Updated Branch - 19980 - 2 Color theme and + 19 more items
2021-09-29 08:01:17 John Smith
- Updated [Tab] - [ID of tab list] - # item name
2021-09-29 08:01:17 John Smith
- Updated [Tab] - [ID of tab list] - # item name
2021-09-29 08:01:17 John Smith
- Updated [Tab] - [ID of tab list] - # item name
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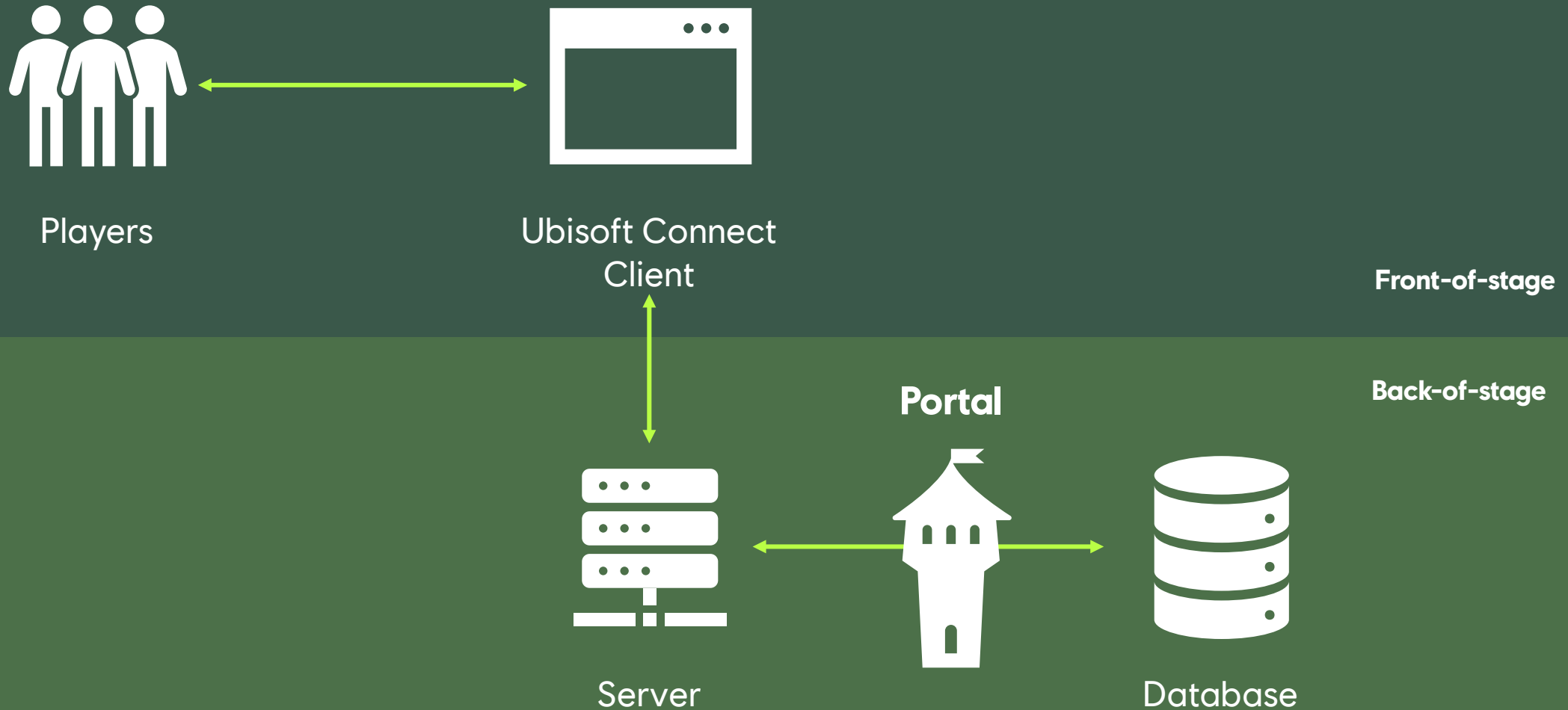
Rows per page: 10 1-10 of 51 |< > >|

MEET PYLON 2.0

PYLON IS A WEB
TOOL TO MANAGE
ALL PRODUCTS AND
PRODUCT RELATED
CONTENT OF THE PC
CLIENT.



BASIC DATABASE STRUCTURE EXPLAINED



6666 Rainbow Six Extraction [Ubisoft Connect]
Game

Dashboard Settings Branches Associations Store In-game store Statistics meta data

Product health

Overview ▾

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MEET PYLON 2.0



Pylon is used across five teams to manage:

- Games & Packages
- Build & Branch Management
- Live events & promotions
- Clients & Services (Rest API & Edge Services)
- Announcement & Release Management
- Ownership Management for players

A DECADE OF PYLON




2010

Orbit Back Office

-  Game management
- Limited functions 







2013

Grey Back Office

-  Updated UI & DB
- No concept 
- Decommissioned 2013 


2014

BORA BORA

-  Fundamental for 2016
-  Back office rich app & back-office rest API
-  Increase of users to 5 teams, 5 databases 
- 5 frontends 
- Iteration? 

2016

UPlay PC Portal

-  Merges previous app to one frontend

-  features
-  issues

THE PROBLEM

FUNCTION, BUT NOT USER FRIENDLY

LACK OF USABILITY

PRONE TO HUMAN-ERRORS


88%

USE OUR TOOL WEEKLY TO DAILY

A DECADE OF PYLON




2010

Orbit Back Office

-  Game management
- Limited functions 







2013

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2016

UPlay PC Portal

-  Merges previous app to one frontend

2021

Pylon Revamp

-  UX
- Backend
- Frontend
- Test-Automation

-  features
-  issues

BE USER-CENTRIC.

THE KEY

PART | 2

THE TEAMWORK

Understand the user-centric design mindset





WHO CARRIES THE RESPONSIBILITY FOR USER-CENTERED DEVELOPMENT?

YOU



WHAT IS USER-CENTRIC DESIGN?

WE TAKE CARE OF THIS MINDSET TOGETHER



RESEARCH

Learn about your users,
their pain points,
and objectives



EMPATHY

Use your research
insights and humanity to
understand your users



ITERATION

Constantly evaluate
& improve your product -
approximate over define

MEET OUR TEAM

TOOLS ARE ONLY HALF AS USEFUL IF THEY'RE NOT USED COLLABORATIVELY

 Product Owner	 Full-Stack Dev	 Full-Stack Dev	 Full-Stack Dev	 Full-Stack Dev	 Frontend Dev
 LEA BALTER	 ULF PERSSON	 "FROST" HE JIA XUN	 CHRISTOPHER MUTURI	 MOHAMAD RAHAL	 "SHIRLEY" FENG XIA YU
 Software Tester	 Software Tester	 Software Tester	 UX Designer	 User Researcher	
 "ANDY" ANDRII ROMANENKO	 OLENA ILLIENKO	 "ALEX" OLEKSII OKHONKO	 MIHYUN KO	 NATALI PANIC-CIDIC	

INTERNAL TOOL TEAMS

Internal tools are developed and utilized within a company a solution is being built in.

These internally-facing software solutions are highly tailored to the processes an organization has.

CHALLENGES



VISIBILITY

Fighting against forgetfulness in the sea of internal tools

DEDICATED RESOURCES

Man-power availability

MAINTENANCE

Adapting the tool to the company mandates

SECURITY

Securing the line between players-database-internal users



PART | 3

THE FRAMEWORK

Develop your own user experience design,
research and development UXR framework.

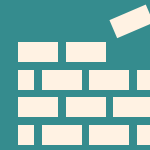
WHAT IS A FRAMEWORK & WHY DO YOU NEED ONE?



Add structure



**Provide necessary
steps & methods**



**Guide with
prioritization**



**Key player towards user-
centricity**



USER EXPERIENCE RESEARCH (UXR) FRAMEWORK

UXR FRAMEWORK

Understand

Observe

Empathize

Ideate

Define

Develop

Alignment

Feedback

Evaluation

Assessment

EXPLORE

IDENTIFY

PROTOTYPE

TEST

IMPLEMENT

- Understand your users' feelings
- Share a mindset
- Assess their needs/wishes

- Identify pain points and needs
- Define the problems
- Ideate possible solutions

- Design from lo-fi mockup to hi-fi prototype
- Iterate session with feedback
- Be experimental
- Propose outside the box

- Run a UX review
- Test your ideas with users
- Understand/improve their feedback
- Check the feasibility with DEV
- Test the solution with QC/OA

- Create the guidelines
- Intro + presentation
- Anatomy
- Hi-fi prototype w/Interaction
- User flow
- Error cases
- Version history
- etc

1ST ITERATION

Very first UX Framework

METHOD	User Interview	Identify and select feature for rework	User observation	PURE evaluation 1st	Draft Mock-up	DEVs-review	Heuristic Evaluation by UX Experts	Mock-up iteration 1st	UI designers' review asset support	Mock-up iteration 2nd	Us (Re
DELIVERABLE	User interview analysis severity score board (excel)	Selected feature user journey (optional)	Video / interaction steps break-down w. recording (excel)	PURE scorecard on current ease of use	Lo-fi mockup	Feedback from devs (excel)	Expert evaluation with concrete UX Improvement suggestions	Mid-fi prototype (interactive)	Feedback on UI Request visual assets to be delivered by UI designers	High-fidelity prototype (interactive & production quality)	Us Res (op etc
ADVOCATE (who's driving the process)	UX designer & Product Owner (+UR)	UX designer & Product Owner	UX designer (+UR)	UX designer	UX designer	UX designer	UX designer	UX designer	UX designer	UX designer	UX (+U
SUPPORTERS/ PARTICIPANTS	Users		Users	UX designers (min. 3)		Devs in Pylon team	UX designers (min. 3)	UX designers (for peer review)	Users	UX designers UI designers	Us
PREPARATION	- Questions			- PURE onboarding - Videos (from user observation) - Interaction steps		- Questions for feasibility	- Questions		sending out email to UI designers as below: - prototype - restrictions - specs - asset/icon requests	- Questions	- A - In an

THE MANY ITERATIONS

Based on user-centric mindset of iteration, the framework has undergone three.

Where to start? Consider various testing methods, forms of deliverables, advocates of individual steps, stakeholders and if any additional preparation steps are necessary.

METHOD	User Interview	Identify and select feature for rework	User observation	PURE evaluation 1st	Draft Mock-up	DEVs-r
DELIVERABLE	User interview analysis severity score board (excel)	Selected feature user journey (optional)	Video / interaction steps break-down w. recording (excel)	PURE scorecard on current ease of use	Lo-fi mockup	Feedback (excel)
ADVOCATE (who's driving the process)	UX designer & Product Owner (+UR)	UX designer & Product Owner	UX designer (+UR)	UX designer	UX designer	UX desi
SUPPORTERS/ PARTICIPANTS	Users		Users	UX designers (min. 3)		Devs in
PREPARATION	- Questions			- PURE onboarding - Videos (from user observation) - Interaction steps		- Quest feasibility

**Revamp start
08/2020**

The first framework iteration with the goal of systematically approaching the revamp process.

2ND ITERATION

UX+UR Framework Proposal

Main User Research Testing Loop

METHOD	User Evaluation	Long-Term Plan	User Feedback/ Research	Usability Testing (existing platform)	Draft Mock-up or Prototype for Feature N	Usability Prototype Testing	Analysis of Test Results	Re-Iteration of Design	Peer review	Hand-over to DEV
DELIVERABLE	Assess usability of the portal, derive features that need change	Identify critical features across the platform for rework	Know pain points of target users / know their needs	(New) problems identified / confirmed	Lo-fi mockup or prototype of the newly proposed feature	Feedback on usability of a proposed prototype	Confirmation/ Rejection of UX solution, next steps	Initial prototype is iterated and prepared for peer review	Feedback on UI Request visual assets to be delivered by UI designers	Refined UI/UX guideline
ADVOCATE (who's driving the process)	User Researcher UX designer PO	User Researcher UX designer PO	User Researcher UX designer	User Researcher UX designer	UX designer	User Researcher	User Researcher	UX designer	UX designer	UX designer
SUPPORTERS/ PARTICIPANTS	Users		Users	Users	UX designers UI designers	Users			UX designers UI designers	
PREPARATION	- Define all possible tasks w/ all possible interactions & branches in the portal	- Create epics based on PURE findings, break down into stories/features		- Tasks given to users are those from the PURE prep		- Define tasks + story setting - Invite users - prepare a feedback survey on ease of use			sending out email to UI designers as below: - prototype - restrictions - specs - asset/icon requests	



3RD ITERATION

UX+UR Framework Proposal

											Main User Research Testing Loop			
METHOD	User Evaluation	User Feedback/ Research	Identify and select feature for rework	Usability Testing (existing platform)	PURE evaluation 1st	Draft Mock-up or Prototype for Feature N	Usability Prototype Testing	Analysis of Test Results	DEVs-review	Heuristic Evaluation by UX Experts	Main User Research Testing Loop			
DELIVERABLE	Assess usability of the portal, derive features that need change	Know pain points of target users / know their needs	Selected feature user journey (optional)	(New) problems identified / confirmed	PURE scorecard on current ease of use	Lo-fi mockup or prototype of the newly proposed feature	Feedback on usability of a proposed prototype	Confirmation/ Rejection of UX solution, next steps	Feedback from devs (excel)	Expert evaluation with concrete UX Improvement suggestions				
ADVOCATE (who's driving the process)	User Researcher UX designer PO	User Researcher UX designer	UX designer & Product Owner	User Researcher UX designer	UX designer	UX designer	User Researcher	User Researcher	UX designer	UX designer				
SUPPORTERS/ PARTICIPANTS	Users	Users		Users	UX designers (min. 3)	UX designers UI designers	Users		Devs in Pylon team	UX designers (min. 3)				
PREPARATION	- Define all possible tasks w/ all possible interactions & branches in the portal			- Tasks given to users are those from the PURE prep	- PURE onboarding - Videos (from user observation) - Interaction steps		- Define tasks + story setting - Invite users - prepare a feedback survey on ease of use		- Questions for feasibility	- Questions				



THE ODYSSEY SO FAR

- **It takes iterations** to find your solution
- Discover more **efficient workflows**
- Create overview by **streamlining data**
- Guide **towards user-centricity**
- The art of UCD lies in the right **mindset, teamwork, & framework**

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Develop your own user
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and development framework.



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IN THE SEA OF UX

How can we solve the problems?
Which methods to use when?
Explore the art of UX

5

THE EVALUATION

Track your improvements over
time with PURE





MIHYUN KO

UX Designer – Ubisoft Düsseldorf
Online Services | Ubisoft Connect

Degree

Integrated Design BA – Cologne International School of Design

Visual Communication Design BA – Yonsei University

Career

Leezm Interactive – UX designer for Samsung devices

(NOW) Ubisoft – UX designer for Pylon ☺

Certificates & Conferences



A detailed digital illustration of an ancient Egyptian landscape. In the foreground, a large eagle with its wings spread wide flies over a body of water. A small boat with a single sail is on the water. The background features several ancient Egyptian structures, including two tall obelisks with gold-tipped pyramids, a large stone wall with hieroglyphs, and a pyramid in the distance. The scene is set in a valley with palm trees and mountains under a clear blue sky.

PART | 4

THE SEA OF UX

How can we solve the problems?

Which methods to use when?

Explore the art of UX



A detailed digital illustration of an ancient Egyptian landscape. In the foreground, a dark boat with a single sail is on a river. A large eagle with its wings spread is flying over the water. The middle ground features several stone structures, including two tall obelisks with golden pyramids on top, and a large seated statue. In the background, a large pyramid is visible under a clear blue sky. The overall scene is bathed in a soft, golden light, suggesting dawn or dusk.

CASE STUDY

Promo tab UX revamp

WHAT IS A 'PROMO TAB'

The screenshot shows the UPLAY interface for configuring a promotion. The breadcrumb trail is Home > Promo tabs > Play Rainbow Six Siege for free. The main content area is titled '156 Play Rainbow Six Siege for free' and contains several configuration sections:

- Button caption:** English, Play Rainbow, +, ▾
- Bubble caption:** English, Calling all Oj, +, ▾
- Link url:** English, https://prom, +, ▾
- Bubble id:** BUBBLE_FOR_R6
- Audience:** Normal (dropdown)
- String id:** STRING_FOR_R6
- Start date:** 10/22/2020 (calendar icon)
- Start time (UTC):** 01:20 PM (clock icon)
- End date:** 10/23/2020 (calendar icon)
- End time (UTC):** 01:30 PM (clock icon)
- Countries:** A scrollable list of countries including Anonymous proxy, Satellite provider, Andorra, United Arab Emirates (the), Afghanistan, Antigua and Barbuda, Anguilla, Albania, Armenia, Netherlands Antilles, Angola, Asia/Pacific region, Antarctica, Argentina, American Samoa, Austria, Australia, Aruba, and others. A 'Select' button is visible.

At the bottom of the form are 'Delete' and 'Save' buttons.

ACTIVITY STREAM

- 2020-10-21 13:28:56 Mihyun Ko: Updated promo tab with id 156.
- 2020-10-21 13:07:37 Mihyun Ko: Created promo tab with id 156.

A blue bar indicates 'All activities fetched'. A notification box titled 'Diffing in the Activity stream' contains the text: 'You can now view diffs using the activity stream. To open the diffing tool, click an activity above and you'll see a diff against the previous version of the object.'

Live event/ promotion setting page

- Main user group: Live Ops
- Settings for localized strings/URLs for each country
- Some IDs to connect with other internal tools
- Set up the release date
- Set up the releasing country list
- Save settings for testers

**HOW CAN WE UNDERSTAND USERS?
AND HOW CAN WE MAKE THEM HAPPY?**

- = what is users' (hidden) pain points
- = what is users' (hidden) needs
- = how users feel about the product/process

HOW CAN WE UNDERSTAND USERS?

AND HOW CAN WE MAKE THEM HAPPY?

Interviewers



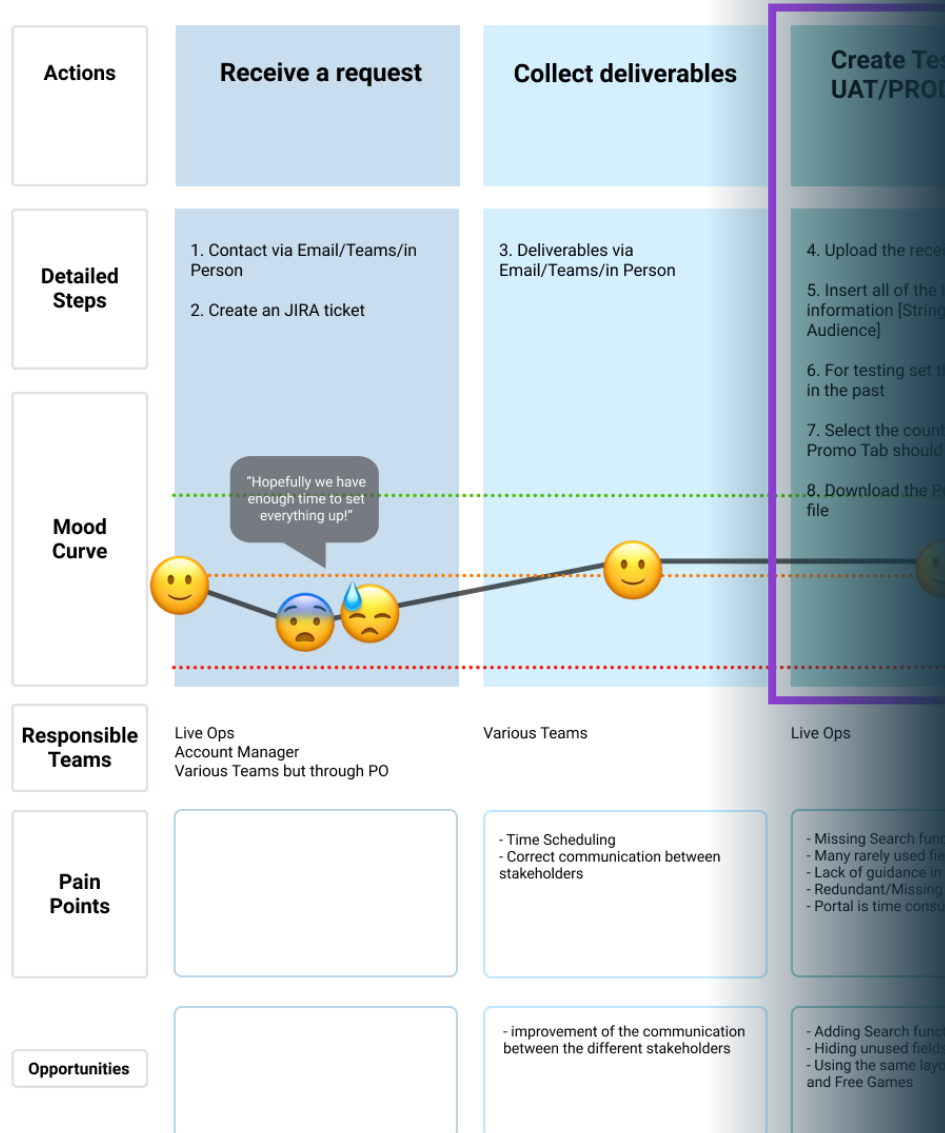
Eleni Anna Delvenakioti
Live Coordinator



Matilda Wester Dahl
Junior Live Coordinator

Scenario / Goal:

The Live Coordinators want to create a new Promo Tab for testing. After the test has been confirmed, they are setting the Promo Tab to live.



User Journey map

Why this method?

- To understand the context of the task
- To sympathize the sentiment changes

How to

- Gather the information about how users use the Pylon
- Identify touchpoints, steps, and sentimental info. for mapping

What can we learn

- Get to know context/stakeholders of the task/usage of the product
- Find out pain points/needs/motivations
- Visual outcome to communicate within the team

IN THE INTERVIEW, USER SAID...

They are happy with our product.
No problem to work with!

BUT...

We asked more in-depth questions...
and observed more how users work in reality...





User observation

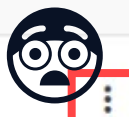
How to

- Take the notes how user execute the task
- Ask user 'describe/say loud your thinking' during the process
- Minimize interruption during the process
- Find the point that users feel uncomfortable

What can we learn

- Hidden pain points
- Sentiment check during the task
- Realistic detailed obstacles for user's task

156 Play Rainbow Six Siege for free



Button caption: English Play Rainbo + ▾ ▾

Bubble caption: English Calling all Oj + ▾ ▾

Link url: English https://prom + ▾ ▾

Bubble id: BUBBLE_FOR_R6

Audience: Normal ▾

String id: STRING_FOR_R6

Start date: 10/22/2020

Start time (UTC): 01:20 PM

End date: 10/23/2020

End time (UTC): 01:30 PM

Countries: Anonymous proxy Satellite provider Andorra United Arab Emirates (the) Afghanistan Antigua and Barbuda Anguilla Albania Armenia Netherlands Antilles Angola Asia/Pacific region Antarctica Argentina American Samoa Austria Australia Aruba Åland Islands Azerbaijan Bosnia and Herzegovina Brunei Darussalam Bulgaria Belgium

Delete Save



ACTIVITY STREAM

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UPL DEV Operations Store Live operations Users Keys Platform Portal Contact Uplay PC

Select countries

Id: All Name: All Continent: All Sub-continent: All

1 2 3 10 25 50 100

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Id	Name	Continent	Sub-continent				
<input checked="" type="checkbox"/>	SM	San Marino	Europe	Southern Europe			
<input checked="" type="checkbox"/>	ST	Sao Tome and Principe	Africa	Middle Africa			
<input checked="" type="checkbox"/>	A2	Satellite provider	Indeterminate	Indeterminate			
<input checked="" type="checkbox"/>	SA	Saudi Arabia	Asia	Western Asia			
<input checked="" type="checkbox"/>	SN	Senegal	Africa	Western Africa			
<input checked="" type="checkbox"/>	RS	Serbia	Europe	Southern Europe			
<input checked="" type="checkbox"/>	SC	Seychelles	Africa	Eastern Africa			
<input checked="" type="checkbox"/>	SL	Sierra Leone	Africa	Western Africa			
<input checked="" type="checkbox"/>	SG	Singapore	Asia	South-Eastern Asia			
<input checked="" type="checkbox"/>	SX	Sint Maarten (Dutch part)	Americas	Caribbean			
<input checked="" type="checkbox"/>	SK	Slovakia	Europe	Eastern Europe			
<input checked="" type="checkbox"/>	SI	Slovenia	Europe	Southern Europe			
<input checked="" type="checkbox"/>	SB	Solomon Islands	Oceania	Melanesia			

Select Save

UPL DEV Operations Store Live operations Users Keys Platform Portal Contact Uplay PC

Select countries

Id: All Name: Germany Continent: All Sub-continent: All

10 25 50 100

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Id	Name	Continent	Sub-continent	
<input checked="" type="checkbox"/>	DE	Germany	Europe	Western Europe

10 25 50 100

Afghanistan Aland Islands Albania Algeria American Samoa Andorra Angola Anguilla Anonymous proxy Antarctica
 Antigua and Barbuda Argentina Armenia Aruba Asia/Pacific region Australia Austria Azerbaijan Bahamas (the) Bahrain Bangladesh
 Barbados Belarus Belgium Belize Benin Bermuda Bhutan Bolivia (Plurinational State of) Bonaire, Sint Eustatius and Saba
 Bosnia and Herzegovina Botswana Bouvet Island Brazil British Indian Ocean Territory (the) Brunei Darussalam Bulgaria Burkina Faso
 Burundi Cabo Verde Cambodia Cameroon Canada Cayman Islands (the) Central African Republic (the) Chad Chile Christmas Island
 Cocos (Keeling) Islands (the) Colombia Comoros (the) Congo (the Democratic Republic of the) Congo (the) Cook Islands (the) Costa Rica
 Côte d'Ivoire Croatia Cuba Curaçao Cyprus Czech Republic (the) Denmark Djibouti Dominica Dominican Republic (the) East Timor
 Ecuador Egypt El Salvador Equatorial Guinea Eritrea Estonia Ethiopia European Union Falkland Islands (the) (Malvinas)
 Faroe Islands (the) Fiji Finland France France, metropolitan French Guiana French Polynesia French Southern Territories (the) Gabon
 Gambia (The) Georgia Germany Ghana Gibraltar Greece Greenland Grenada Guadeloupe Guam Guatemala Guernsey Guinea
 Guinea-Bissau Guyana Haiti Heard Island and McDonald Islands Holy See (the) Honduras Hong Kong Hungary Iceland India
 Indonesia Iran (Islamic Republic of) Iraq Ireland Isle of Man Israel Italy Jamaica Japan Jersey Jordan Kazakhstan Kenya
 Kiribati Korea (the Democratic Peoples Republic of) Korea (the Republic of) Kosovo Kuwait Kyrgyzstan Lao Peoples Democratic Republic (the)
 Latvia Lebanon Lesotho Liberia Libya Liechtenstein Lithuania Luxembourg Macao Macedonia (the former Yugoslav Republic of)
 Madagascar Malawi Malaysia Maldives Mali Malta Marshall Islands (the) Martinique Mauritania Mauritius Mayotte Mexico
 Micronesia (Federated States of) Moldova (the Republic of) Monaco Mongolia Montenegro Montserrat Morocco Mozambique Myanmar
 Namibia Nauru Nepal Netherlands (the) Netherlands Antilles New Caledonia New Zealand Nicaragua Niger (the) Nigeria Niue
 Norfolk Island Northern Mariana Islands (the) Norway Oman Other country Pakistan Palau Palestine, State of
 Papua New Guinea Paraguay Peru Philippines (the) Pitcairn Poland Portugal Puerto Rico Qatar Reunion

Select Save



New promo tab configuration (e.g. new promo for global except China)

(So, user has every resources to configure new promo tab)

Input the infos and file

Upload the excel file (localized)

Click [Live operation] on the navigation bar

Click [New promo tab] on the extended menu

Click dropdown menu button on the top right

Click [Upload excel]

Find an exact excel file

Select the file and click [Open] button

Input the information

Input random(or similar with String id) Bubble id Already have a format

Open the excel file from tracking plan and copy the String id

Paste the string id

Set the start date/end date (For test: past / one minutes)

Check Audience (Wording here is quite weird) *Label

Click [Select] button to choose 'Countries'

Click [100] toggle button

Click 'all' check box to choose everything *3 to select all

Search 'China' and uncheck

Click [OK] button

Save for test

Click [Save] button *Small pop up box underneath floated really s

Export the new promo config.

Click two time 'ID sort' to find the latest created promo tab

Click the check box of the exact one

Click [...] button on the right top

Click [Get promo config for selected] button on the config page

Change the name 'test(>promo)_config.yml' file

Upload 'Promo_config.yml' file to exact Jira ticket For test

Set the Promo tab for live (Once test is well-done)

Check one more time everything / or upload once again the new excel file (when you set the date in the future) [Save changes?] pop-up box appears

Set the start date/end date (For live: with exact time line)

(When you set the date in the future) [Save changes?] pop-up box appears

Interaction step

Why this method?

- To quantify the observation result
- To analyze from very detail to mandatory task(macro view)

How to

- Record the whole process how user execute the task
- Write down all interactions
- Note down if there is significant emotional expression/behavior

What can we learn

- Detailed interaction between user and our product
- Find out hidden pain points/needs
- Quantified data

61 INTERACTION STEPS
FOR USER

21 STEPS ABOVE ALL WERE JUST
WORKAROUND STEPS...

And users suffered,
there is no way to test the promo tab
in a live client without workaround...

HOW CAN WE UNDERSTAND USERS?
AND HOW CAN WE MAKE THEM HAPPY?

**Functional &
intuitive**

Easy to use

**Easy to
understand/
recognize**

PYLON UX REVAMP GOALS

**Better
structure**

**Seamless
user flow**

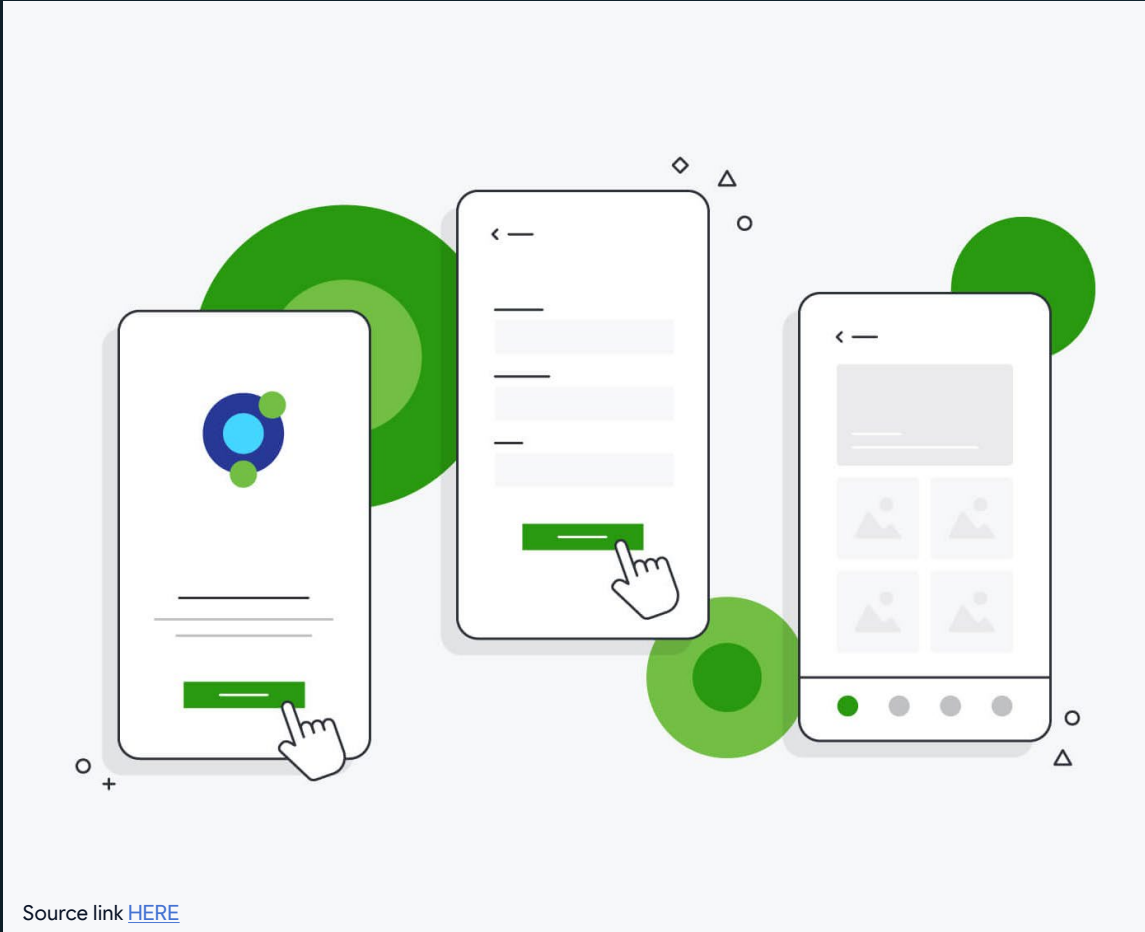
**Better look but
not only
aesthetic**

**Listen to the
users more
actively**

PROTOTYPING

Iterations





Prototyping

Why this method?

- To have optimized ver (user-friendly) before developing

How to

- Iteration of (Design-Review-Test-Improve)
- Research benchmark and examples to get insights & inspiration

What can we get

- Enable to test iteratively and get user's feedback to improve
- Reduce development effort/risk/workload

BEFORE

UPLAY DEV Operations Store Live operations Users Keys Platform Portal Contact Uplay PC

Home > Promo tabs > Play Rainbow Six Siege for free

156 Play Rainbow Six Siege for free

Button caption

English Play Rainbo + ▾ ▾

Bubble caption

English Calling all Oj + ▾ ▾

Link url

English https://prom + ▾ ▾

Bubble id

BUBBLE_FOR_R6

Audience

Normal ▾

String id

STRING_FOR_R6

Start date 10/22/2020 **Start time (UTC)** 01:20 PM **End date** 10/23/2020 **End time (UTC)** 01:30 PM

Countries

Anonymous proxy Satellite provider Andorra United Arab Emirates (the) Afghanistan
Antigua and Barbuda Anguilla Albania Armenia Netherlands Antilles Angola
Aisa/Pacific region Antarctica Argentina American Samoa Austria Australia Aruba
Azores and Madeira Islands Barbados Belarus

Delete Save

ACTIVITY STREAM

2020-10-21 13:28:56 Mihyun Ko Updated promo tab with id 156.

2020-10-21 13:07:37 Mihyun Ko Created promo tab with id 156.

All activities fetched

Diffing in the Activity stream

You can now view diffs using the activity stream. To open the diffing tool, click an activity above and you'll see a diff against the previous version of the object.



1. Iteration (lo-fi)

PROD **UBISOFT CONNECT** Operations Store Live operations Users Keys Platform Portal Contact Uplay PC

Home > Live operations > Promo tabs > Play Rainbow Six Siege for free


777 Play Rainbow Six Siege for free

Audience

Ubisoft PC client Steam Both

Button caption **Bubble caption** **Link url**

English Play Rainbow Six Siege for free English Calling all Operators: Rainbow Six Siege is fr English https://promo.ubisoft.com/r6s-fwe-aug20/e

Import Excel  TD2 FW Sep 2020 for Portal.xlsx is successfully imported!

String ID for analysis **Bubble ID for backlog**

STRING_FOR_R6 BUBBLE_FOR_R6

Countries

World wide Germany

Select Countries

Schedule

Test only Set the date

Delete Export this config file Save



2. Iteration (lo-fi)

PROD **UBISOFT CONNECT** Operations Store Live operations Users Keys Platform Portal Contact Uplay PC

Home > Live operations > Promo tabs > Play Rainbow Six Siege for free

777 Play Rainbow Six Siege for free

Audience

Ubisoft PC client Steam Both

Button caption **Bubble caption** **Link url**

English Play Rainbow Six Siege for free English Calling all Operators: Rainbox Sig Siege is fr English https://promo.ubisoft.com/r6s-fwe-aug20/e

Import Excel ✔ TD2 FW Sep 2020 for Portal.xlsx is successfully imported!

String ID for analysis **Bubble ID for backlog**

STRING_FOR_R6 BUBBLE_FOR_R6

Countries

World wide Germany

Select Countries

Schedule

Test only Set the date

Delete Export this config file Save



3. Iteration (lo-fi)

UBISOFT CONNECT **PROD** Operations Store Live operations Users Keys Platform Portal Contact Uplay PC

Home > Promo tabs > New promo tab

777 Play Rainbox Six Siege for free

Button caption **Bubble caption** **Link url** Extend ▾

English Play Rainbow Six Siege for free + English Calling all Operators: Rainbow Sig Siege I + English https://promo.ubisoft.com/r6s-fwe-aug2 +

↑ Import Excel ✓ TD2 FW Sep 2020 for Portal.xlsx is successfully imported!

String ID for analysis log **Bubble ID for portal log** **Age restriction** **Audience**

STRING_FOR_R6 BUBBLE_FOR_R6 Input the number of age Ubisoft PC client ▾

Countries Select Countries

+ included World wide

- excluded Germany

Schedule Test only Set the date

Delete Export this config file Save



4. Iteration (mid-fi)

UBISOFT CONNECT **PROD** Operations Store Live operations Users Keys Platform Portal Contact Uplay PC

Home > Promo tabs > Play Rainbow Six Siege for free

777 Play Rainbow Six Siege for free

* The first button caption will be the name of this promo tab on the list.

Information for PC client

Import Excel ✔ TD2 FW Sep 2020 for Portal.xlsx is successfully imported!

Button caption	Bubble caption	Link url
English Play Rainbow Six Siege for free +	English Calling all Operators: Rainbow Six Siege is free +	English https://promo.ubisoft.com/r6s-fw-aug20/en- + Extend ▼

Identifiers

String ID for analysis* STRING_FOR_R6	Bubble ID for portal log* BUBBLE_FOR_R6
--	--

Age restriction

input the number of age

Channel

Ubisoft PC client ▼

Countries

Select Countries

+ included	World wide
- excluded	Germany

Schedule

Test only Set the date

Delete **Export this config file** **Save**



5. Iteration (mid-fi)

UBISOFT CONNECT **PROD** Operations Store Live operations Users Keys Platform Portal Contact Uplay PC

Home > Promo tabs > Play Rainbow Six Siege for free

777 Play Rainbow Six Siege for free

Information for PC client

TD2 FW Sep 2020 for Portal.xlsx is successfully imported!

Button caption	Bubble caption	Link url	Extend
English <input checked="" type="radio"/>	Play Rainbow Six Siege for free	Calling all Operators: Rainbow Six Siege is free	https://promo.ubisoft.com/r6s-fwe-aug20/en-EN <input type="button" value="+"/>

* Default language set | If you leave any fields empty, the default will be shown in the PC client.

Identifiers

String ID for analysis*

Bubble ID for Portal log*

Hide

Age restriction

Channel

Countries

+ included

- excluded

Schedule

Test only Set the date



6. Iteration (mid-fi)

UBISOFT CONNECT **PROD** Operations Store Live operations Users Keys Platform Portal Contact Uplay PC

Home > Promo tabs > Play Rainbow Six Siege for free

777 Play Rainbow Six Siege for free

Information for PC client

TD2 FW Sep 2020 for Portal.xlsx is successfully imported!

Button caption	Bubble caption	Link url	Extend	
English	Play Rainbow Six Siege for free	Calling all Operators: Rainbow Six Siege is free	https://promo.ubisoft.com/r6s-fwe-aug20/en-EN	<input type="button" value="+"/>

Default language set | If you leave any fields empty, the default will be shown in the PC client.

Identifiers

String ID from analysis team:

Bubble ID to connect to backlog:

Hide bubble caption

Age restriction

Channel

Countries

+ included:

- excluded:

Schedule

Test only Set the date



777 Play Rainbow Six Siege for free [↗](#)

Release settings

- Test release (recommended before live release)
- Live release

[↓ Export this config file](#)

Information for PC client

[↑ Import Excel](#)

✓ TD2 FW Sep 2020 for Portal.xlsx is successfully imported!

Button caption	Bubble caption	Link url	Extend
English	Play Rainbow Six Siege for free	Calling all Operators: Rainbow Six Siege is free	https://promo.ubisoft.com/r6s-fw-eug20/en-EN

Default language set | If you leave any fields empty, the default will be shown in the PC client.

Identifiers

String ID

STRING_FOR_R6

Bubble ID

BUBBLE_FOR_R6

Hide bubble caption

Age restriction

Input the number of age

Channel

Ubisoft PC client

Countries

[Select Countries](#)

+ included

World wide

- excluded

Germany

Release

Start date

mm/dd/yyyy

Start time (UTC)

--:--

End date

mm/dd/yyyy

End time (UTC)

--:--

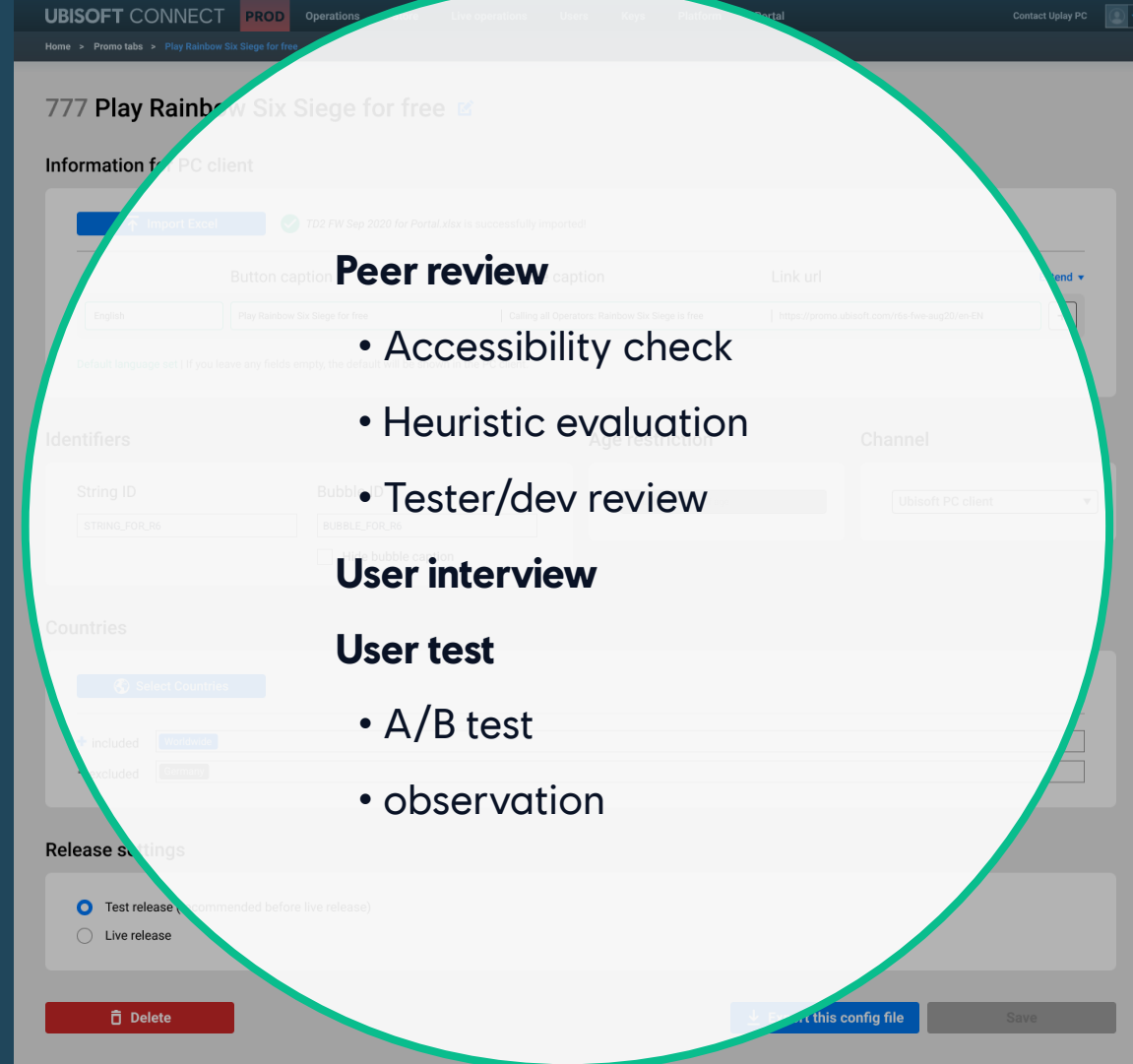
[Delete](#)

[Save](#)



8. Iteration (hi-fi)

READY FOR DEV



UBISOFT CONNECT **PROD** Operations Live Operations Users Keys Platform Portal Contact Uplay PC

Home > Promo tabs > Play Rainbow Six Siege for free

777 Play Rainbow Six Siege for free

Information for PC client

Import Excel TD2 FW Sep 2020 for Portal.atx is successfully imported!

Button caption: **Peer review** Link url: <https://promo.ubisoft.com/r6-free-aug20/en-EN>

- Accessibility check
- Heuristic evaluation
- Tester/dev review

User interview

User test

- A/B test
- observation

Identifiers

String ID: STRING_FOR_R6 Bubble: BUBBLE_FOR_R6 Channel: Ubisoft PC client

Countries

Select Countries

Release settings

Test release (recommended before live release)

Live release

Delete Import this config file Save



BEFORE

Select countries

Id: All | Name: Germany | Continent: All | Sub-continent: All

10 25 50 100

Id	Name	Continent	Sub-continent
<input checked="" type="checkbox"/>	DE Germany	Europe	Western Europe

10 25 50 100

Afghanistan Åland Islands Albania Algeria American Samoa Andorra Angola Anguilla Anonymous proxy Antarctica
 Antigua and Barbuda Argentina Armenia Aruba Asia/Pacific region Australia Austria Azerbaijan Bahamas (the) Bahrain Bangladesh
 Barbados Belarus Belgium Belize Benin Bermuda Bhutan Bolivia (Plurinational State of) Bonaire, Sint Eustatius and Saba
 Bosnia and Herzegovina Botswana Bouvet Island Brazil British Indian Ocean Territory (the) Brunei Darussalam Bulgaria Burkina Faso
 Burundi Cabo Verde Cambodia Cameroon Canada Cayman Islands (the) Central African Republic (the) Chad Chile Christmas Island
 Cocos (Keeling) Islands (the) Colombia Comoros (the) Congo (the Democratic Republic of the) Congo (the) Cook Islands (the) Costa Rica
 Côte d'Ivoire Croatia Cuba Curaçao Cyprus Czech Republic (the) Denmark Djibouti Dominica Dominican Republic (the) East Timor
 Ecuador Egypt El Salvador Equatorial Guinea Eritrea Estonia Ethiopia European Union Falkland Islands (the) (Malvinas)
 Faroe Islands (the) Fiji Finland France France, metropolitan French Guiana French Polynesia French Southern Territories (the) Gabon
 Gambia (The) Georgia Germany Ghana Gibraltar Greece Greenland Grenada Guadeloupe Guam Guatemala Guernsey Guinea
 Guinea-Bissau Guyana Haiti Heard Island and McDonald Islands Holy See (the) Honduras Hong Kong Hungary Iceland India
 Indonesia Iran (Islamic Republic of) Iraq Ireland Isle of Man Israel Italy Jamaica Japan Jersey Jordan Kazakhstan Kenya
 Kiribati Korea (the Democratic People's Republic of) Korea (the Republic of) Kosovo Kuwait Kyrgyzstan Lao People's Democratic Republic (the)
 Latvia Lebanon Lesotho Liberia Libya Liechtenstein Lithuania Luxembourg Macao Macedonia (the former Yugoslav Republic of)
 Madagascar Malawi Malaysia Maldives Mali Malta Marshall Islands (the) Martinique Mauritania Mauritius Mayotte Mexico
 Micronesia (Federated States of) Moldova (the Republic of) Monaco Mongolia Montenegro Montserrat Morocco Mozambique Myanmar
 Namibia Nauru Nepal Netherlands (the) Netherlands Antilles New Caledonia New Zealand Nicaragua Niger (the) Nigeria Niue
 Norfolk Island Northern Mariana Islands (the) Norway Oman Other country Pakistan Palau Palestine, State of Panama
 Papua New Guinea Paraguay Peru Philippines (the) Pitcairn Poland Portugal Puerto Rico Qatar Réunion Romania

NOW

Select countries

+ Select included countries

- Select excluded countries

Q Search country

- WORLD WIDE
 - > ASIA
 - > AFRICA
 - > EUROPE
 - > AMERICAS
 - > OCEANIA

Q Germany

- WORLD WIDE
 - > ASIA
 - > AFRICA
 - > EUROPE
 - > Germany
 - > AMERICAS
 - > OCEANIA



Valid: included WORLD WIDE | excluded Germany

Cancel OK



BEFORE

UPLAY DEV Operations Store Live operations Users Keys Platform Portal Contact Uplay PC

Home > Promo tabs > Play Rainbow Six Siege for free

156 Play Rainbow Six Siege for free

Button caption: English Play Rainbow

Bubble caption: English Calling all Oj

Bubble id: BUBBLE_FOR_R6

String id: STRING_FOR_R6

Audience: Normal

Start date: 10/22/2022 Start time (UTC): 01:20 PM

End date: 10/23/2022 End time (UTC): 01:30 PM

Countries: [List of countries including Antigua and Barbuda, Anguilla, Albania, Armenia, Netherlands Antilles, Angola, Asia/Pacific region, Antarctica, Argentina, American Samoa, Austria, Australia, Aruba, Azerbaijan, Botswana, Brunei Darussalam, Cambodia, Canada, Cayman Islands, Chile, China, Colombia, Costa Rica, Czechia, Denmark, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Finland, France, French Polynesia, Georgia, Germany, Gibraltar, Greece, Grenada, Guatemala, Guernsey, Guinea-Bissau, Guyana, Hong Kong, Hungary, Iceland, India, Indonesia, Israel, Italy, Jamaica, Jersey, Jordan, Kazakhstan, Kenya, Korea, Kuwait, Kyrgyzstan, Laos, Latvia, Lebanon, Liechtenstein, Lithuania, Luxembourg, Macao, Madagascar, Maldives, Malaysia, Maldives, Mali, Malta, Mauritius, Mexico, Monaco, Mongolia, Montenegro, Morocco, Mozambique, Myanmar, Namibia, Nepal, Netherlands, New Zealand, Nicaragua, Niger, Nigeria, North Macedonia, Norway, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Rwanda, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Sweden, Switzerland, Taiwan, Tajikistan, Thailand, Timor-Leste, Trinidad and Tobago, Turkey, Turkmenistan, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Uzbekistan, Venezuela, Vietnam, Virgin Islands, Wallis and Futuna, Yemen, Zambia, Zimbabwe]

ACTIVITY STREAM

- 2020-10-21 13:28:56 Mihyun Ko Updated promo tab with id 156.
- 2020-10-21 13:07:37 Mihyun Ko Created promo tab with id 156.

All activities fetched

Diffing in the Activity stream x

You can now view diffs using the activity stream. To open the diffing tool, click an activity above and you'll see a diff against the previous version of the object.

Buttons: Delete, Save

NOW

PYLON PROD Operations Store Live operations Users Keys Platform Portal Contact Ubisoft Connect

Home > Promo tabs > Rainbow Six: Extraction - Available now!

258 Rainbow Six: Extraction - Available now!

Required field*

Information for PC Client

Import Excel Please upload an excel file. (Once you upload a new excel file, completed fields will be overwritten.)

Button caption*: English Rainbow Six: Extraction - Available now!

Bubble caption: Teamwork is your greatest weapon as you and your squad o

Link URL*: https://rainbowsixextraction.com

Default Language set: If you leave any fields empty, the default value will be shown in the PC client.

String ID*: STRINGFORR6EXTRACTION

Bubble settings: Display bubble caption

Channel: Ubisoft PC client

Countries: Select countries If you do not select any countries, this promo tab will be available world wide.

Included: [Empty field]

Excluded: [Empty field]

Release settings: Test release (recommended before live release) Live release

Release: Start date*: 01/20/2022 Start time* (UTC): 10:00 AM End date*: 01/27/2022 End time* (UTC): 10:00 AM

Buttons: Delete, Export this config file, Save



RAINBOW SIX: EXTRACTION

GET THE GAME

TOM CLANCY'S
RAINBOW SIX
EXTRACTION
A UBISOFT ORIGINAL

AVAILABLE NOW

Assemble your elite team of Rainbow Six Operators to launch incursions in the unpredictable containment zones and face off against an evolving Alien threat. Band together and put everything on the line as you take on this unknown enemy.



BUY NOW

PART 4



TIPS TO FIND BEST TACTICS

Setup the goal of each steps

- Enable to find the methods/tactics which fit the most for your goal.

Involve users in many steps as possible

- Encourage users to say loud their opinions
- Inspire them that this participation will make their daily work more efficient

Share the progress within the team to motivate

Sometimes, there is methods which seems not perfect fit

- We learn from the failure. Try with other tactics 😊

Collaboration + varied activity will create more creative solution!

- 😊 Enjoy the process with users and your team and share the success!

PART | 5

THE EVALUATION

Track your improvements over time with PURE



HOW TO EVALUATE THE IMPROVEMENT/PROGRESS

Conversion rates
App downloads
Customer reviews
A/B testing performance
Path flow patterns
Error occurrence rate
System Usability Scale (SUS)
Etc...

PURE

Pragmatic Usability Ratings by Experts

Quantify **ease of use** from qualitative insights

WHAT IS PURE?

No aesthetic/effective ratings

Easy-to-understand **score system**

HOW DID WE USE

- Optimized the way of evaluation to make it simple and fast
- Min 3 UX experts
- Every score should be agreed by all reviewers
- Single interaction shouldn't be measured/but counted

Input the infos and a file	2	3	Upload excel & Fill the input fields Select countries
Steps	10	12	

PURE SCORE

Less number + green is the best!



Low cognitive load

Easy to accomplish the goal of user



Notable degree of cognitive load

Need some effort to accomplish the goal

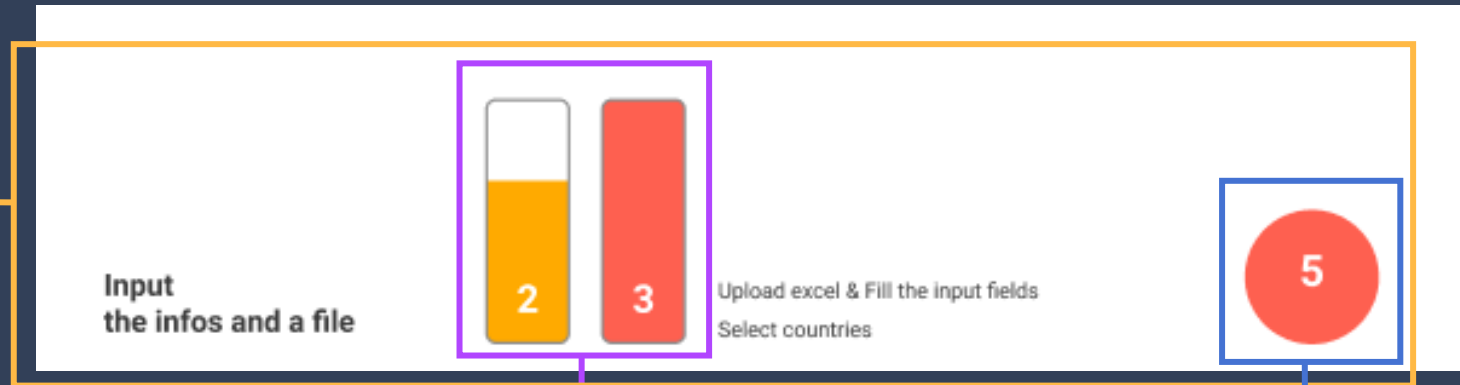


Difficult for the target user, due to significant cognitive load/confusion

Some users might fail and abandon the task

PURE COMPONENTS

Fundamental task



Interaction steps

Total score for this fundamental task

Click [Live Operations] Menu in the top nav bar
 Click [New Promo tab] in Menu tree
 Click **Kebab menu** icon on the right top
 Click [Upload Excel]
 Search for an excel file...
 Find the correct excel file
 Select excel file and click [Open] button
 Input [String ID]
 Input [Bubble ID]
 Check [Audience] **[Normal]** by default
 Click **Calendar** icon on the right in 'Start date' menu
 Select start date in the past
 Click **Time** icon on the right in 'Start time' menu
 Select start time
 Click **Calendar** icon on the right in 'End date' menu
 Select end date in the past
 Click **Time** icon on the right in 'End time' menu
 Select end time
 Click [Select] button on the bottom right
 Click [100] button on the right, pagination
 Click **All** checkbox for the first page
 Click [2] page button
 Click **All** checkbox for the second page
 Click [3] page button
 Click **All** checkbox for the third page
 Click [Name:All] filter
 Input "China"
 Click to uncheck "China"
 Scroll down
 Click [OK] button on the bottom
 Click **arrow** icon next to button caption to check everything
 Click **arrow** icon next to bubble caption to check everything
 Click **arrow** icon next to URL to check everything
 Click [Save] button on the bottom of the page
 Small notification popup shows up (at the right bottom) > [Promo Tab ... created] and disappear in 3 seconds.
 Click [Promo tab] Menu in the breadcrumb
 Click on ID sort (ID ascending number)
 Click on ID sort (ID descending number)
 Select the correct checkbox
 Click **Kebab menu** icon on the right top
 Click [Get promo config for selected]
 Send the downloaded file to testers
 Click [Live Operations] Menu in the top nav bar
 Click [New Promo tab] in Menu tree
 Search the previous created Promo Tab
 Click **Calendar** icon on the right in 'Start date' menu
 Select start date of the live event
 Click **Time** icon on the right in 'Start time' menu
 Select start time of the live event
 Click **Calendar** icon on the right in 'End date' menu
 Select end date of the live event
 Click **Time** icon on the right in 'End time' menu
 Select end time of the live event
 Check once again everything
 Click [Save] button
 Popup modal "Save Changes?" with diff log shows up
 Click **extend arrow** on the right side
 Click to check "Show Changes only" check box
 Scroll down to look into
 Click [Save] button



Configure new promo tab

Input the infos and a file

Upload excel & Fill the input fields Select countries

Steps **9** **7**

Verify the changes

Steps **3**

Export the new promo config

Steps **3**

Set live & Verify the changes

Steps **11** 13 with optional check

Completion of process

BEFORE

UPLAY DEV Operations Store Live operations Users Keys Platform Portal Contact Uplay PC

Home > Promo tabs > Play Rainbow Six Siege for free

156 Play Rainbow Six Siege for free

Button caption: English Play Rainboi + ▾ ▾
Bubble caption: English Calling all Oj + ▾ ▾

Link url: English https://prom + ▾ ▾
Bubble id: BUBBLE_FOR_R6

Audience: Normal ▾
String id: STRING_FOR_R6

Start date: 10/22/2020 [calendar] Start time (UTC): 01:20 PM [clock]
End date: 10/23/2020 [calendar] End time (UTC): 01:30 PM [clock]

Countries: Anonymous proxy, Satellite provider, Andorra, United Arab Emirates (the), Afghanistan, Antigua and Barbuda, Anguilla, Albania, Armenia, Netherlands Antilles, Angola, Asia/Pacific region, Antarctica, Argentina, American Samoa, Austria, Australia, Aruba, Atord Intenda, Azerbaijan, Nepal and Macaroules, Barbados, Kazakhstan, Belgium

Delete Save

ACTIVITY STREAM

2020-10-21 13:28:56 Mihyun Ko
Updated promo tab with id 156.

2020-10-21 13:07:37 Mihyun Ko
Created promo tab with id 156.

All activities fetched

Diffing in the Activity stream ✕
You can now view diffs using the activity stream. To open the diffing tool, click an activity above and you'll see a diff against the previous version of the object.

1st PURE

Configure new promo tab

Ver. 2020

3 UX experts from Ubisoft Connect PC design team

Input the infos and a file	2	3	Upload excel & Fill the input fields Select countries	5
Steps	10	12		
Verify the changes				3
Steps	4			
Export the new promo config	3			3
Steps	6			
Set live & Verify the changes	3			3
Steps	12	14 with optional check		
Completion of process				14
Total PURE Score				14

1 2 3

6th ITERATION

UBISOFT CONNECT PROD Operations Store Live operations Users Keys Platform Portal Contact Us

Home > Promo tabs > Play Rainbow Six Siege for free

777 Play Rainbow Six Siege for free

Information for PC client

↑ Import Excel ✓ TD2 FW Sep 2020 for Portal.xlsx is successfully imported!

Button caption	Bubble caption	Link url
English	Play Rainbow Six Siege for free	Calling all Operators: Rainbow Six Siege is free https://promo.ubisoft.com/r6s-fwe-aug20/en-EN

Default language set | If you leave any fields empty, the default will be shown in the PC client.

Identifiers

String ID from analysis team:

Bubble ID to connect to backlog:

Hide bubble caption

Age restriction

Channel

Countries

Select Countries

+ included:

- excluded:

Schedule

Test only Set the date

Delete Export this config file Save

2nd PURE

Configure new promo tab

after 6 iterations

3 UX experts from Ubisoft Connect PC design team

Input the infos and a file

Steps: 9

Verify the changes

Steps: 3

Export the new promo config

Steps: 3

Set live & Verify the changes

Steps: 11 (12 with approval check)

Completion of process

Steps: 10

Total PURE Score



NOW

PYLON PROD Operations Store Live operations Users Keys Platform Portal Contact Ubisoft Connect

Home > Promo tabs > Rainbow Six: Extraction – Available now!

258 Rainbow Six: Extraction – Available now!

Required field*

Information for PC Client

Import Excel Please upload an excel file. (Once you upload a new excel file, completed fields will be overwritten.)

Button caption* Bubble caption Link URL* [Expand](#)

English Rainbow Six: Extraction – Available now! Teamwork is your greatest weapon as you and your squad o https://rainbowsixextraction.com +

Default Language set | If you leave any fields empty, the default value will be shown in the PC client.

String ID* Bubble settings Channel

STRINGFORREXTRACTION Display bubble caption Ubisoft PC client

Countries

Select countries If you do not select any countries, this promo tab will be available world wide.

+ Included

- Excluded

Release settings

Test release (recommended before live release)

Live release

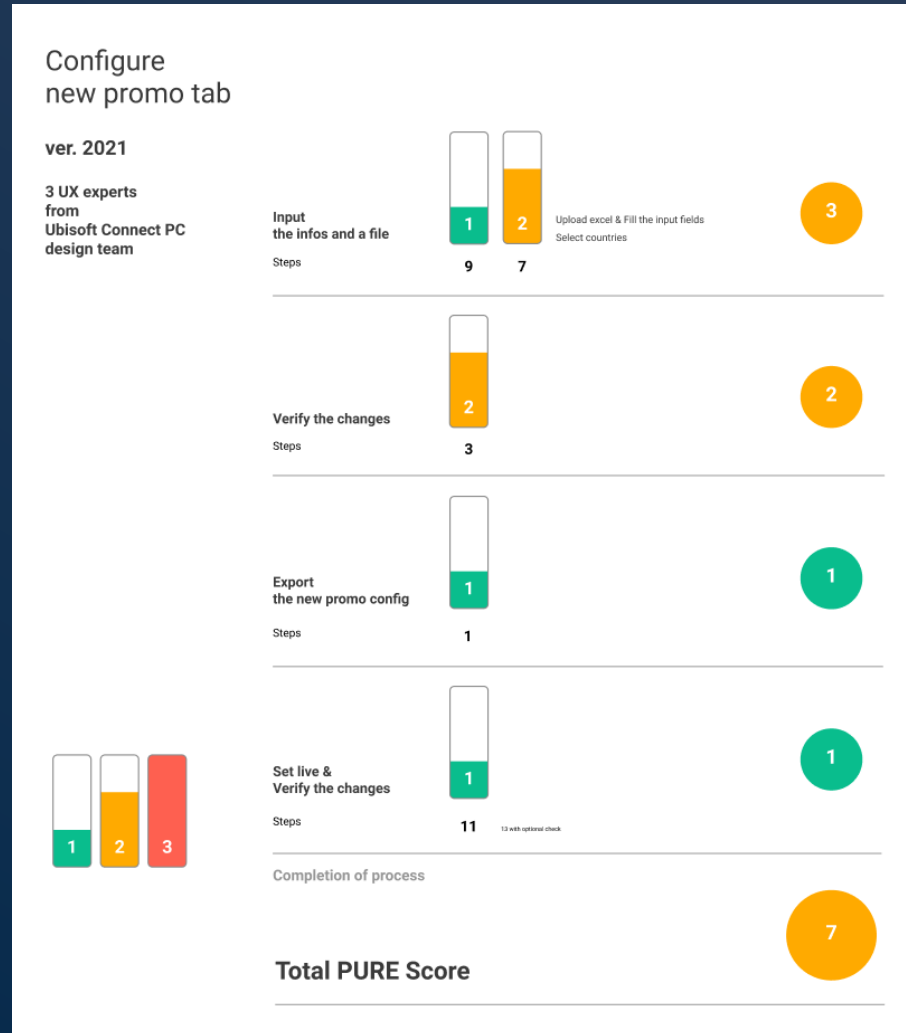
Release

Start date* Start time* (UTC) End date* End time* (UTC)

01/20/2022 10:00 AM 01/27/2022 10:00 AM

[Delete](#) [Export this configuration](#) [Save](#)

3rd PURE



COMPARATIVE BENCHMARK

Configure new promo tab

Ver. 2020

3 UX experts from Ubisoft Connect PC design team



Completion of process

Total PURE Score

14

Configure new promo tab

after 6 iterations

3 UX experts from Ubisoft Connect PC design team



Completion of process

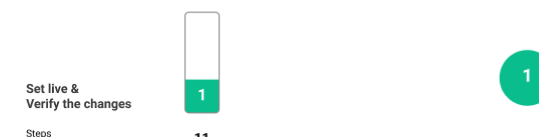
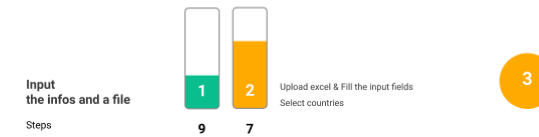
Total PURE Score

10

Configure new promo tab

ver. 2021

3 UX experts from Ubisoft Connect PC design team



Completion of process

Total PURE Score

7

52

**INTERACTION STEPS
FOR USER**

20

**STEPS ABOVE ALL WERE JUST
WORKAROUND STEPS...**

**PURE
score**

3

2

1

1

7

PURE Summary

Easy & Affordable



Efficient



only 3 UX experts for
internal expert validation

Perfect for comparative
benchmarking



Able to measure
improvement of one
product over time

Conclusive & Measurable



Easy way to demonstrate
impact of UX to stakeholders
in a conclusive and
measurable way

THE ART OF UCD

MINDSET

TEAMWORK

FRAMEWORK

RESOURCES & PRESENTATION ACCESS





**THANK YOU,
DEVCOM**



Join us at
Ubisoft Düsseldorf!



C++ DEVELOPERS

WEB DEVELOPMENT (TYPESCRIPT, NODE.JS)

FRONTEND DEVELOPERS (REACT)

TOOLS PROGRAMMERS (C#/.NET)

FULL-STACK DEVELOPERS

[HTTPS://DUESSELDORF.UBISOFT.COM/CAREERS](https://duesseldorf.ubisoft.com/careers)

LET'S GET TALKING



NATALI PANIC-CIDIC

User Researcher

natali.panic-cidic@ubisoft.com



MIHYUN KO

UX Designer

mihyun.ko@ubisoft.com

RESOURCES & REFERENCES

Our 2022 GDC Talk - tinyurl.com/ubigdc22

PURE Method - tinyurl.com/UX-PURE

UXR Framework - [ourlink](#)

HCD design Kit - designkit.org/methods

UX methods - uxmethods.org

User-Centric Design Mindset - <https://www.justinmind.com/blog/user-centered-design/>

Prototype picture source - uxdesigninstitute.com/blog/best-prototyping-tools-for-ux-designers/