



# GAMES USER RESEARCH

edited by Anders Drachen, Pejman Mirza-Babaei, & Lennart E. Nacke



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## \* Games User Research \*



### Books Details

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### Books Descriptions

Games live and die commercially on the player experience. Games User Research is collectively the way we optimise the quality of the user experience (UX) in games, working with all aspects of a game from the mechanics and interface, visuals and art, interaction and progression, making sure every element works in concert and supports the game UX. This means that Games User Research is essential and integral to the production of games and to shape the experience of players. Today, Games User Research stands as the primary pathway to understanding players and how to design, build, and launch games that provide the right game

UX. Until now, the knowledge in Games User Research and Game UX has been fragmented and there were no comprehensive, authoritative resources available. This book bridges the current gap of knowledge in Games User Research, building the go-to resource for everyone working with players and games or other interactive entertainment products. It is accessible to those new



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