Designing for uniqueness

because players' social and cultural identities, and their shifting contexts, needs, and abilities, affect how they experience your designs.

Are users able to play?

Yes!

No, they can't

Successful digital games arise when design embraces multiple dimensions and diverse perspectives.

U*CD

Unique Centered Design (U*CD) helps to create solutions that consider players' identities, contexts, needs, and abilities.

Diversity fuels creativity:
Collaborate for greater success!

Different perspectives help avoid "groupthink" and broaden the range of possible solutions, inspiring more creative, robust, and universal designs.

Identity & Contexts

Social identity, socioeconomic status, education, language, religion, technology, surroundings, and constraints like physical environment...
To help generate more inclusive and relevant gameplay contexts.

Situational Aspects

Immediate circumstances such as multitasking, time pressure, limited resources, and health or economic changes...
To enable the design of adaptive and dynamic game modes for each player's needs.

Functional Capabilities

Permanent and temporary variations: physical, sensory, cognitive, emotional, communicative, variations from injuries and fatigue...
To foster inclusive, adaptable and user-friendly game designs.

Consider visual preferences

- Adjustable high-contrast text and clear layouts
- Feedback through more than just color
- Compatible with screen readers and magnifiers
- Easy-to-use accessibility options
- Clear and distinguishable icons

Account for hearing differences

- Subtitles for dialogue, ambience, and speaker names
- Visual alternatives for key audio cues
- Haptic feedback for important events
- Adjustable alerts and volume
- Text chat and speech-to-text support

Make it clear and relatable

- Use clear language and structure with a logical hierarchy
- Predictable interface, menus and simplified visuals
- Adjustable difficulty and pacing, with reduced distractions
- Reflect social and cultural diversities in your content and narratives

Provide multiple interaction options

- Customizable controls for all players, simplified navigation, and support for one-handed play
- Support for alternative input devices
- Assistive features like pause or slow-motion
- Visual confirmation of actions
- Options for privacy, anonymity, or reduced exposure in social spaces

Ensure it works for all devices

- Smooth performance on low-bandwidth or unstable connections
- Simple UI across all devices
- Optimized for low-spec systems
- Save accessibility preferences
- Offline or cached content available

Designs should reflect the wide diversity of people, identities, and cultures around the world

Learn more in the **iGame Design Guide**

This poster was created by **Raising the Floor** within the framework of the **iGame project**
igameproject.eu

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