



UX Design Thinking Process for a Tic Tac Toe Game

1. Empathize - Understanding Users

User Research

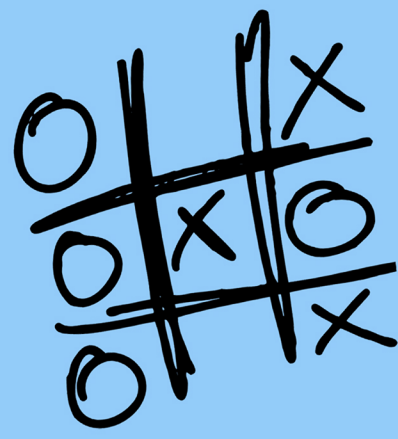
- Target Users:
- Casual gamers
 - Children learning strategy games
 - Mobile and web users
 - People looking for a quick, fun game

User Needs

- A simple, intuitive interface
- Quick and easy gameplay
- Clear feedback on game actions
- Enjoyable and engaging experience
- Accessibility for all age groups

Pain Points

- Confusing interfaces in some apps
- Lack of engagement beyond basic gameplay
- No guidance for beginners
- Hard-to-use controls on smaller screens



2. Define - Problem Statement

Problem: Users need an intuitive, engaging, and accessible Tic Tac Toe experience that enhances user engagement and ease of play.

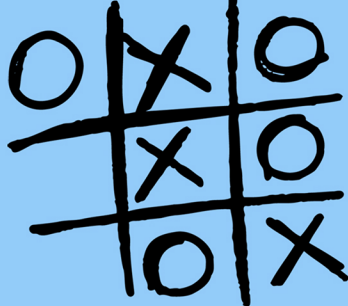
Solution: Create a user-friendly Tic Tac Toe game with a clean interface, helpful guidance, engaging design elements, and accessibility features.



3. Ideate - Brainstorming Solutions

Feature Ideas:

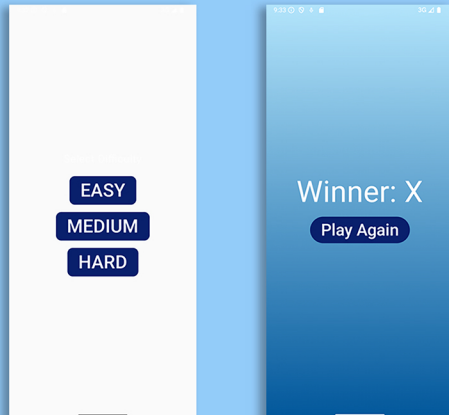
- Easy Navigation: A simple start screen with Play, Settings, and How to Play sections.
- Interactive Gameplay: Smooth animations and sound effects for feedback.
- Multiplayer Options: Local multiplayer and AI opponent.
- AI Difficulty Levels: Easy, Medium, Hard options.
- Themed Game Modes: Classic and fun variations with different designs.
- Undo and Replay Feature: Users can revisit moves.
- Hints & Tutorials: Guide beginners through interactive steps.
- Dark & Light Mode: Adjustable UI for better visibility.
- Leaderboards & Achievements: Encourage competitive play.



4. Prototype - Creating a Mockup

Wireframes and UI Elements:

- Home Screen: Buttons for Play, Settings, How to Play, and Leaderboard.
- Game Board: Simple, large, and clear grid.
- Player Indicators: Highlight active player's turn.
- Win/Loss Notifications: Engaging animations for game outcomes.
- Settings Menu: Theme options, sound toggle, AI difficulty.



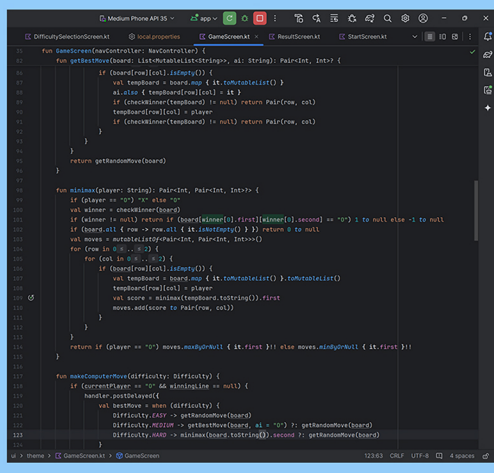
5. Test - User Testing & Iteration

Testing Methods:

- Usability Testing: Observing users playing the game.
- A/B Testing: Trying different UI designs for engagement.
- Feedback Surveys: Collecting thoughts on usability and fun factor.
- Accessibility Tests: Ensuring UI works for different abilities.

Key Insights & Improvements:

- Confusing UI elements were simplified.
- Added a 'Replay' button after each game.
- Improved AI for better difficulty balance.
- Enhanced color contrast for visibility.



Conclusion

By following the UX Design Thinking process, i created an engaging and accessible Tic Tac Toe game that enhances user experience through intuitive design, fun features, and smooth gameplay.

