



有影响力的UX设计卡

Influential UX Design Cards



Version 1

怎么玩

该小组选择要解决的用户问题。所有玩家都将努力设计一款解决此问题的应用。先洗所有牌，然后每位玩家从牌组中抽取2张牌。玩家轮流讲述如何使用他们绘制的用户体验设计原则来设计应用程序和解决用户问题。接下来每位玩家都从牌组中抽出另一张牌。轮流，每个玩家可以选择保留他们当前的牌，或者随意挑选一个玩家来交换一张任意牌。现在根据您的新卡片讲述有关您的应用的新故事。重复，直到使用所有卡。

How To Play

The group chooses a User Problem to be solved. All players will be working to design an app that solves this problem. Shuffle all cards. Each player draws 2 cards from the deck. Players take turns telling stories about how an app could be designed to solve their user problem using the UX Design Principle they have drawn. All players draw another card from the deck. Taking turns, each player can choose to keep their current hand of cards, or swap a single card with a random card from another player. Now tell new stories about your app based on your new set of cards. Repeat until all cards are used.

References

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Loughborough
University

LOUGHBOROUGH
DESIGN SCHOOL

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劝说
Persuasion



劝说
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Persuasion



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自豪

使用社交证明可以使您的产品符合消费者的价值观

Use Social Proof to position your product in line with your customers values

Pride



懒惰

建立一条阻力最小的路径，引导用户前往您想去的地方

Build a path of least resistance that leads users where you want them to go

Sloth



贪食

升级客户的承诺并使用损失厌恶来保持他们的存在

Escalate customers commitment and use loss aversion to keep them there

Gluttony



愤怒

理解形而上学论证和匿名的力量

Understand the power of metaphysical arguments and anonymity

Anger



嫉妒

围绕您的产品创建一种文化，满足您的渴望

Create a culture around your product and feed aspirational desires

Envy



欲望

通过用情感打败理性行为，将欲望转化为承诺

Turn desire into commitment by using emotion to defeat rational behaviour

Lust



贪心

通过强化您想要的行为来保持客户的参与

Keep customers engaged by reinforcing the behaviours you desire

Greed



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Gamification



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Gamification



信息差距

有目的地保留信息，
让用户知道如何解锁
或发现它

Purposefully leave information out, and let the user know how to unlock or uncover it

Information Gap



迫切乐观

立即采取行动解决障
碍的愿望，以及对合
理的成功希望的信念

The desire to act immediately to tackle an obstacle combined with the belief that there is a reasonable hope of success

Urgent Optimism



缺乏

在感知有限的对象上放
置更高的值

Placing a higher value on objects that are perceived to be limited

Scarcity



积分

为用户完成活动提供奖
励积分

Giving reward points to users for completing activities

Points



徽章

向完成任务或挑战的用
户颁发徽章，用于显示
成就

Awarding badges to users who complete tasks or challenges, used to show accomplishments

Badges



对比

找到一种方法让两个用
户在您希望他们完成的
任务中比较他们的能力

Find a way to let two users compare their abilities at the task you want them to complete

Comparison



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