



# GDC 2015 Schedule

View, browse and sort the ever-growing list of GDC sessions by pass type, track, and format. With GDC Session Scheduler, you can build your schedule in advance and access it during the show via export or with the GDC Mobile App. Sessions do fill up, so please arrive early to sessions that you would like to attend.

In order to best utilize Session Scheduler, please use the login credentials you've set up on this page as your login credentials on our GDC Mobile App. You can download the app on iTunes or Google Play.

**PLEASE NOTE: Even if you previously had a login for Session Scheduler, you will have to reset your password, due to upgrades in our system. Your new password will also be the password for the GDC Mobile App. If you already have the GDC Mobile App, be sure to update to the latest version.**

[Sign In](#) | [Create Account](#) | [Export](#) | [Need Help?](#)

Search All Content  Search

Sessions  Speakers

ALL SESSIONS

SPEAKERS

★ MY SCHEDULE

VIEW SESSIONS AS:

LIST  GRID

## Tools Development at Ubisoft: Building a Shared Vision to Improve the User Experience

David Lightbown | User Experience Director, Ubisoft

**Location:** Room 2016, West Hall

**Date:** Thursday, March 5

**Time:** 10:00am - 11:00am

**Format:** Session

**Track:** P+ Programming

**Pass Type:** All Access Pass, Main Conference Pass - **Get your pass now!**

**Vault Recording:** Video

**Audience Level:** All

Architects spend years planning a building before a single brick is placed. Car companies build full-scale clay models of their cars before they ever see an assembly line. You can watch a movie as a 3D pre-visualization before any actors are cast. Yet, when it comes to the games industry, we often begin developing tools without first having a shared vision of what we're building, and who we're building it for. This presentation will discuss why this is happening, as well as the potential risks if we don't evolve our tools development process. Attendees will also learn a handful of user-centered design techniques, and how they can be used to create a shared vision to improve our tools. Finally, the presentation will include examples of internal Ubisoft tools that exhibited these issues, how having a shared vision helped to improved them, and how that helped their respective teams.

### Takeaway

Attendees will leave with an understanding of why watching users work is more effective than focus groups and surveys, as well as how to better prioritize tools based upon user needs. They will also have learned how to use guidelines and mockups to make tools development more efficient.

### Intended Audience

The main intended audience includes programmers, technical artists, technical directors and managers who are involved in the development of engines and tools. However, the people who use those engines and tools can also benefit. No prerequisite knowledge is required, everything will be explained in the presentation.