

Research on User Experience Design in Game Interactive Advertising

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Abstract: Game as one of the ways to disseminate information, users are easy to operate in the interactive experience of game, and the memory is profound, the entertainment interaction improves the effect of advertising communication. The game brings more interactive, emotional and sentimental experiences to users, and it makes users participate more actively. Modern new media technology is developing rapidly, and traditional creative advertising has evolved into interactive creative advertising, interaction of game scenes make consumers pay attention to advertising. The game user experience designs make the users feel that the advertisement is no longer rigid advertisement, but the users can experience the resonance of emotion and thinking in the interactive experience. The key point of this paper is correlation between game interactive advertising design and users' sentiment, the way of game, as a medium, has a qualitative leap in the dissemination ways of advertising.

Keywords: User experience; advertising design; interaction design.

1. THE ESSENCE OF AND DESIGN THINKING OF ADVERTISING DESIGN

At present, the development of the information age is the most important reason for the generation of interactive game advertising, the application and popularization of smart mobile devices are also factors of the popularity of interactive advertising. The development of technology makes the upgrade and update of current smart mobile devices make people not only be able to enjoy communication, SMS, etc., the development speed of network has further enhanced the user's online experience. As the pace of life is getting faster, the user's fragmented time is increasing, and the entertainment trend is progressing under the times, people's demand for information and entertainment is constantly is continuously upgraded; simple advertising has not met the needs of current users, personalized, entertaining customized services are urgently needed by today's audience. Advertisers have discovered this trend, under the joint efforts of users' needs and the development of advertisers, gam interactive design is undoubtedly a form that meets the needs of modern user groups. In this information age, the web platform is a tool for disseminating information and advertising. The interaction design affects the user's emotion and experience, and the user's direct feeling also gives design feedback, which also directly affects the advertising effect.

2. PRINCIPLES OF GAME INTERACTION DESIGN

Interactive Games means that advertisements can appear at any time during the beginning, middle, and end of a page and interactive game advertisement of advertiser's products can be customized according to their product requirements. Game are one of the ways we entertain, decompress, and expand our social circles in our current era, it is also closely related to our lives, which makes our lives and work more interesting. Game and interaction design have both differences and similarities. I think game interaction design also includes game design elements. More importantly, user's interest and experience should be paid attention to in interaction design, and need to feed back to the mobile terminal and advertisers timely. I think there are several principles: (1) consistency of interface layout; (2) visual structure inspiration; (3) emotion of detail setting; (4) symbol of interaction; (5) brand image experience; (6) the fun of entertainment games.

Interaction design is the product combining art and technology. The core goal of online interactive advertising appeal is to make the audience actively participate and gain sense of experience, thus understanding the advertisement. Advertising is not an end, but a propaganda means, wide publicity is the ultimate goal.

3. RESEARCH ON USER EXPERIENCE OF INTERACTIVE GAMES

User experience refers to the feelings that users' experience when using the product. Until 2004, the advent of Donald Norman's Emotional Design, which marked the beginning of emotional design research from behind the scenes to the scenes. Norman proposed that product design should solve three different levels of cognitive and emotional process, namely the "instinctive, behavioral, and reflective level". In the era of information explosion, virtual products are different from real products with "instructions", users can only use them according to their own experience and habits during use, if the users feel that the operation is too complicated in the use process, or are not interested in this product, then the users will slowly choose to give up its use. HTML5 advertising is also a kind of virtual, self-service Internet product, therefore, when designing advertisements, it should combine the relevant theories of user experience to meet the needs of users at all levels and deepen the user experience.

(1) Sensory experience in advertising

The instinctive level is the initial effect when people seeing the real thing, which is the first impression and give a direct sensory stimulation. The sensory experience is to mobilize the senses of sight, hearing, touch, etc., experience and recognize the world. In the design of media interactive advertising, the sensory experience usually refers to the audio-visual experience that the advertisement brings to the user from a unique perspective and in a way that is personally experienced. For example, whether the interface color is reasonable and the effect music is attractive, etc., so as to carry out the next stage of experience and increase the understanding of the product.

(2) Behavioral experience in advertising

The behavior level design is related to the user's use and operation, which focuses on the feelings and experiences generated when the users interact with the advertising behavior, for example, whether the operation is convenient or not, whether the logic is reasonable or not in the use process. In mobile devices, we use touch, slide and other gestures to directly touch the screen, replace traditional media

devices, use the mouse to click and browse, so today's mobile devices can bring a more direct and more realistic operating experience for users.

(3) Emotional experience in advertising

The reflective level is the highest level of consciousness, feeling, and emotional cognition, which often determines the user's overall impression for a product; it makes users connect with a particular meaning through spiritual observation to help people make decisions. The design of the reflective level is more focused on people's feeling the information, culture and product give.

4. USERS' EXPECTATIONS FOR GAME INTERACTIVE ADVERTISING

User experience is a design concept that connects users with design products. Every concept of design is from the users' angle, and make the operation, vision, interaction achieve high integration, it aims at making users achieve satisfaction and pleasure. In the design of game interactive advertisement, the important thing is whether the story setting and experience sense of the game can attract users or not, the design concept, game mode and interaction design of the game have important influence, which are closely related to the design concept of game interactive advertisement. This paper believes that if game companies want users to have a familiar feeling like operating online games, they should design different difficulty levels like the previous game design, and set the reward promotion mode, and set the reward mechanism according to certain communication. The user-friendly operating model; simple interface style, clear target setting, etc. are obtained from the relevant theory of user experience, from the perspective of game design, they determine the visual effect of the interface design. In the process of the game, the players' spiritual needs and satisfaction are met; finally, they are interested in advertising through spiritual pleasure and use for a long time.

The user experience is derived from human perception. At present, the development of new technologies such as new media technology, voice technology, new material technology, and biotechnology continues to expand people's perception ability, in addition to visual sense and auditory sense, touch and smell are increasingly introduced into user experience building applications, studies towards multi-sensing channels have become frontier field in user experience research. Not only that, the application of technological innovative achievements is becoming faster and faster, and involved range is becoming wider and wider, and new products in various fields emerge in an endless stream. In the process of experiencing new things, people's feelings are inevitably influenced by the original cognitive experience and inherent thinking; this "safe" cognition can slow down the discomfort during the run-in period and make it easier to blur the new technology. Based on the experience design of new technologies, it is necessary to reduce the burden of people's cognition, but also jump out of the perception of the original products. For example, in the use of driverless technology, the user has been unrelated to driving, and the original space and behavior have been greatly liberated. What is the new travel experience? From the definition of travel, the relationship between people and cars, the relationship between people and environment, it is the thinking of the origin of this problem to analyze the way of travel ways from these fundamental problems. Only in this way can we truly bring into play the value of new technologies, bring new experiences to people, and lead the technology to continue to develop.

5. CONCLUSION

From the perspective of consumer behavior in the new era, consumers are paying more and more attention to the experience brought by products. Therefore, while media advertising carrying out promotion, how to use the situational experience, game interaction, emotional touch and other forms to build a better experience, which is a thought that needs to be considered in the future of advertising design and planning, moreover, Designers should take the user into consideration in every link of the design, grasp the user s' psychology from the three levels of "instinct level, behavior level, and reflective level", improve user viscosity and the effectiveness of advertising.

In short, in the Internet era, the success of an advertisement is closely related to the user experience it brings, Game-based interaction design is applied in advertising, which enhances the interest of advertising, and it is highly accepted by the public, and the advertising effect is significantly enhanced. More emphasis on user experience, game interaction design is completely immersed in the generation of emotional experience, in order to achieve feedback in interaction design, interaction design has become an important factor; the immersion created in the game, the characteristics and elements drawn from the game elements in order to produce emotional resonance, advertising culture atmosphere and game emotional design are all factors that lead and generate the user's emotional experience. Finally, the fun and interactive design of advertising is the core of user experience. Designing and creating a new advertising communication model with users, so achieve a qualitative leap in the development of advertising industry.

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