

Synthesizing UI Design Trends via Analysis of Controller-Based Video Game Menu GUI

Brendan H. Contreras
California State University Stanislaus
HONS 3990: Capstone Research Proposal
April 15rd, 2021

Trends and similarities can be found among different sets of User Interfaces (UI) that were responded to positively, which suggests that there are common elements in the design of UI that users will more likely respond well to. The best way to discover these trends is to examine the real feedback from users on the designs of real UI, and so to provide the largest sample currently possible, video game menu designs will be examined. In order to methodically define and examine this subjective topic, the OPINE algorithm will be implemented to compute trends and results in a more objective manner. Generally speaking, which design choices in video game menus are responded to positively, and which are responded to negatively?