

Emmanuelle Marévéry - UX/CX & Audience Specialist at Asmodee

Personality can impact player decisions. How can we measure it and use it to choose features and take design and art decisions ? We will see how a psychometric approach and data can help predict and anticipate player reactions.

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/**/ #bandeau{ display:none; } body.fiche .contenu .toolbox ul li::before, body.consultation .contenu-fiche ul li::before, body.consultation .element_deco ul li::before, body.consultation .encadre-contenu__liste ul li::before, #encadres .toolbox ul li::before, body.consultation .encadre_auto_liste ul li::before, body.consultation .encadre_contenu ul li::before, .popupAide ul li::before, .contenu-fiche__element-valeur ul li::before{ content:"\e904"; } body { background:grey; } #banniere{ background:grey; } #menu_secondaire { background: #c1002a; } #menu_secondaire > li::after { background: #c1002a; } #menu_secondaire a { color:white; } #menu_secondaire > li.menu_secondaire-actif { background: #c1002a; } #contenu-encadres{ background:#eeeeee; } #pied_page { display:none; } #body ul.objets .vignette_deco, #body ul#liste_resultats .vignette_deco{ background-size:contain; } /**/
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Emmanuelle Marévéry is a User and Customer Experience Specialist for the Asmodee Group. She started her career as a product engineer and packaging manager at Decathlon for 6 years, where she discovered the world of User Experience. She decided to go back to university to study psychology, before joining Ubisoft as a UX specialist. At the same time, she also started working as a UX consultant, helping companies and giving conferences, which she continues to do today, in parallel of her work at Asmodee.



18 décembre 2019
10h45 - 11h30