

A nighttime photograph of a construction site. In the foreground, a yellow bulldozer is positioned on a pile of dirt. Behind it, a yellow dump truck is parked. Further back, several excavators are working on a large pile of earth. The sky is dark with some clouds, and the scene is illuminated by the lights of the machinery and the surrounding area.

Paradoxes de l'authenticité :

Comprendre l'expérience des
simulateurs de camion

Noé Simon - User Experience Researcher
Focus Entertainment



Formation



Licence de Biologie
Université de Grenoble



Master Ergonomie
Cnam-Enjmin



Junior User Researcher
Stage Ubisoft Montpellier

Activité actuelle



User Experience Researcher
Focus Entertainment

- Mener des études sur les **jeux en développement**, notamment au travers de **tests utilisateurs**
- Rédaction de rapports à destination des équipes de développement
- Suivi de 2 à 3 projets en parallèle (**RoadCraft**, Toxic Commando, Dordogne, Space Marine 2 ...)

Focus Entertainment



- 3ème éditeur français derrière Ubi et GameLoft
- Filiale de “Pullup” regroupant aussi des studios
- 190M€ de CA en 22-23
- ~180 employés
- Spécialisé dans les jeux “AA” (budget compris entre ~1M€ et ~30 M€)
- Accent sur les projets à forte ambition créative



A collage of construction and industrial images. It includes a yellow excavator in the foreground, a large yellow dump truck, a yellow excavator with a grapple attachment, a yellow bulldozer, and a yellow excavator with a grapple attachment in the background. There are also power lines and a building under construction. The images are set against a dark, moody background.

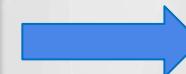
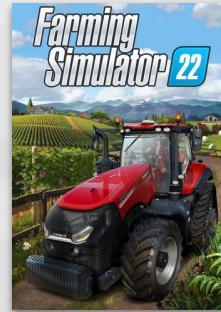
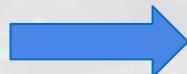
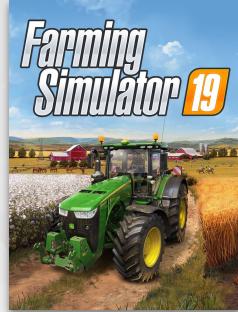
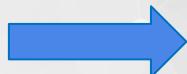
Introduction

De quoi parle-t-on?

Noé Simon - User Experience Researcher
Focus Entertainment

LA SÉRIE DES “FARMING SIM”

Depuis 2008!



- Le joueur doit compléter des **activités** sur les diverses **parcelles agricoles** de la carte
- Gameplay basé sur les **nombreux véhicules** adaptés à chaque tâche
- Volonté affichée de devoir **réaliser chaque étape**, aussi laborieuse soit-elle

TRUCK SIMULATOR

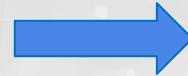
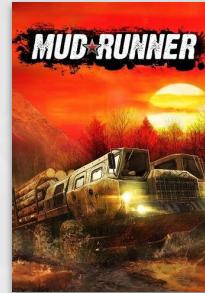
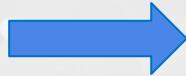
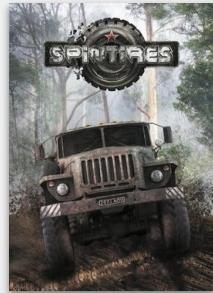


Sortie en 2013



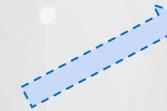
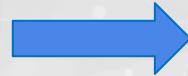
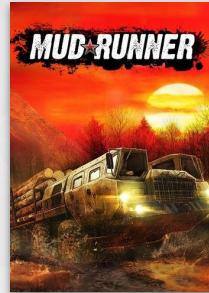
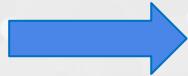
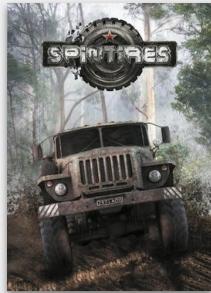
- Le jour doit **livrer** des **cargaisons** à travers l'Europe pour faire progresser son entreprise
- Gameplay le plus proche possible de **l'expérience d'un camionneur** (cycles de fatigues, lois, long trajets...)
- **Reproduction** fidèle des réseaux routiers

LA SÉRIE DES “RUNNERS”



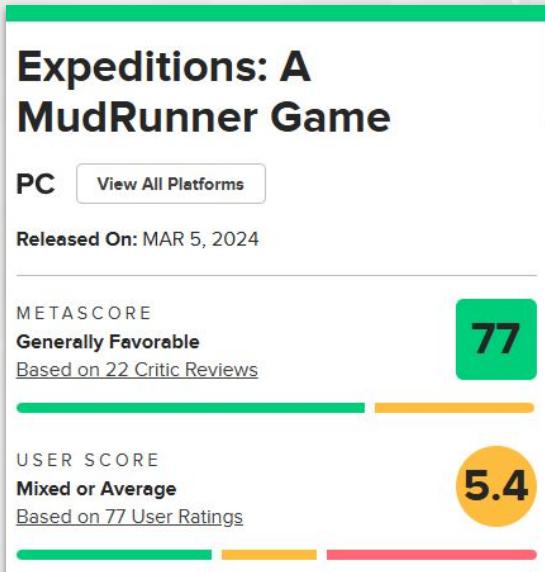
- Le joueur doit livrer des cargaisons, mais dans des **contextes difficiles** (boue, neige, etc) où le joueur doit utiliser ses **outils** pour atteindre son but
- Gameplay mixant **problem-solving** et conduite
- Grosse emphase sur la **simulation physique**

UN “SPIN-OFF” POUR EXPÉRIMENTER

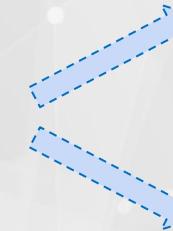
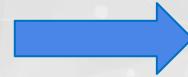
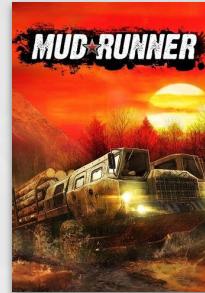
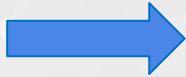
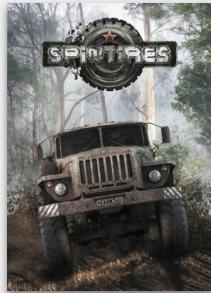


- *Expeditions* développe le **Scouting**, l'exploration en véhicule léger et le **“off-road”**
- Moins de boue, **moins complexe**. Vise à être plus **accessible**
- **Équipe** et **temps** de développement plus **réduit** et ambitions moindres

UNE RÉCEPTION JOUEURS DÉCEVANTE :(



THERE IS ANOTHER...



- *RoadCraft* développe la **modification de terrain**, la **résolution de problèmes**, et la **logistique**
- *RoadCraft* comporte de **nombreux véhicules** et **gameplay** associés (Dozer, grues, paveurs, etc)
- Initialement une **démo technique** au gameplay **radicalement différent**

UN GAMEPLAY UNIQUE



AFTER

UNE CORE LOOP UNIQUE



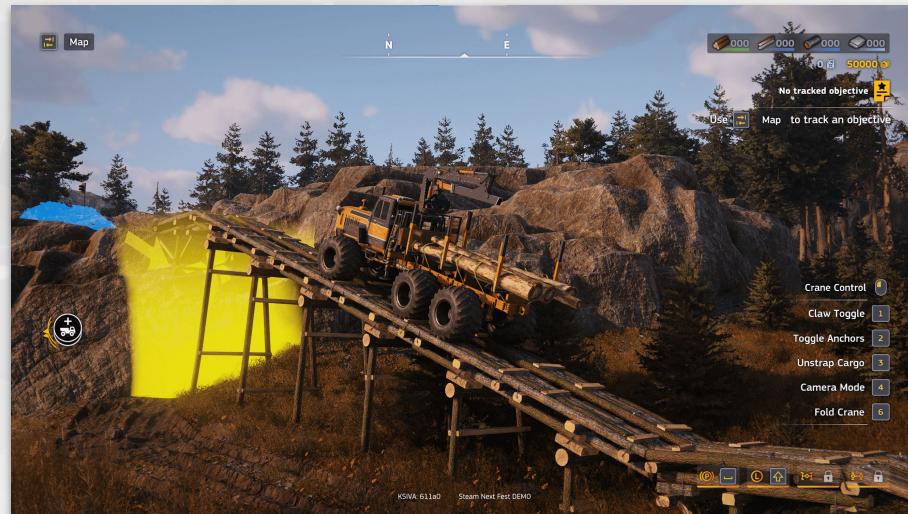
UNE CORE LOOP UNIQUE



UNE CORE LOOP UNIQUE



UNE CORE LOOP UNIQUE

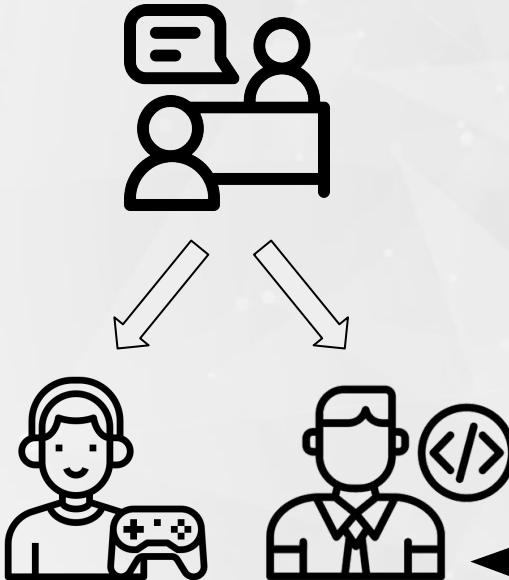


UNE CORE LOOP UNIQUE

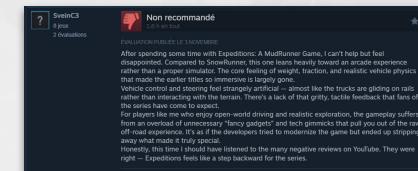


UNE STRATÉGIE DE PRISE D'INFORMATIONS

Les entretiens

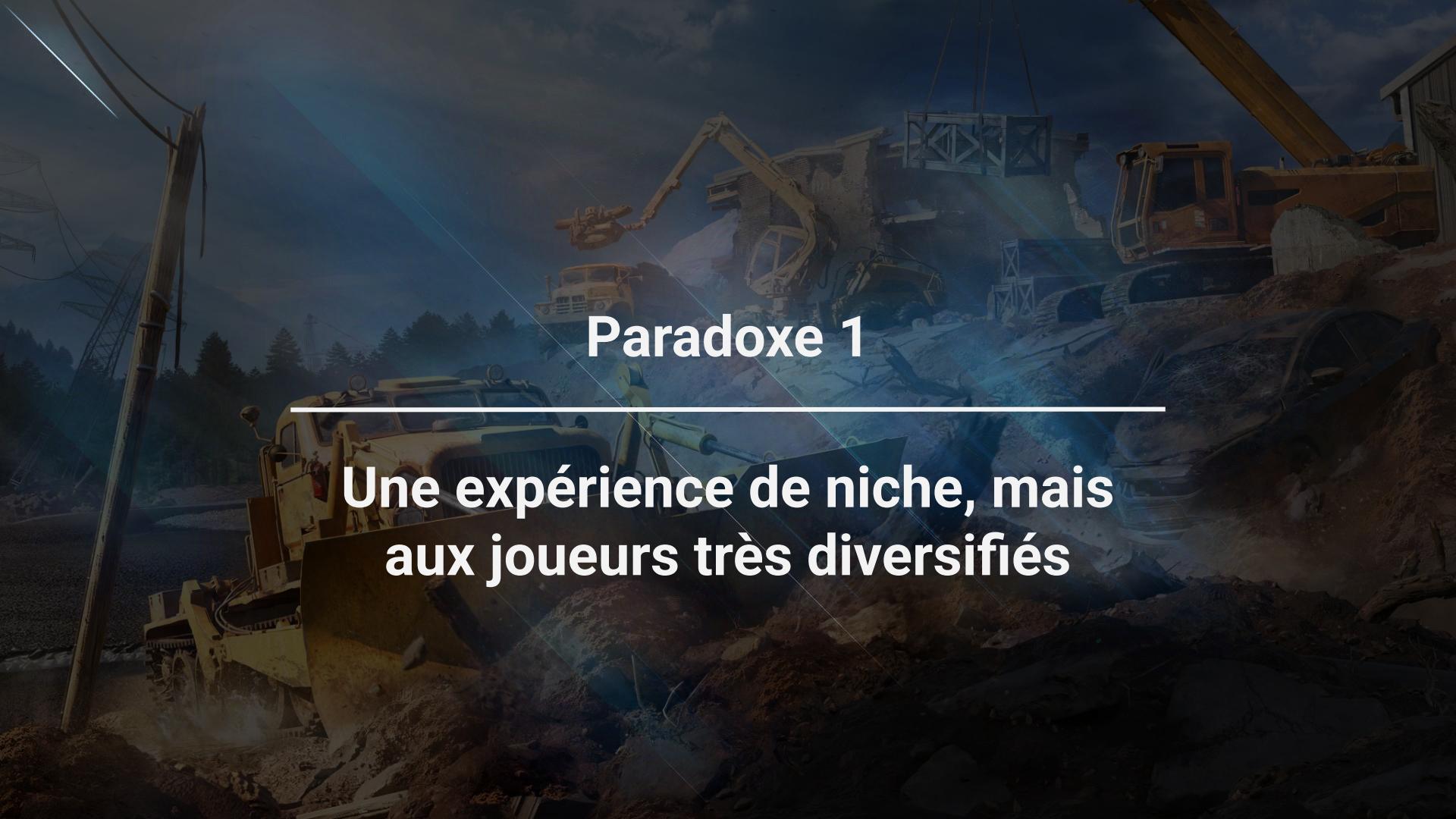


L'analyse des commentaires de joueurs



Les test utilisateurs





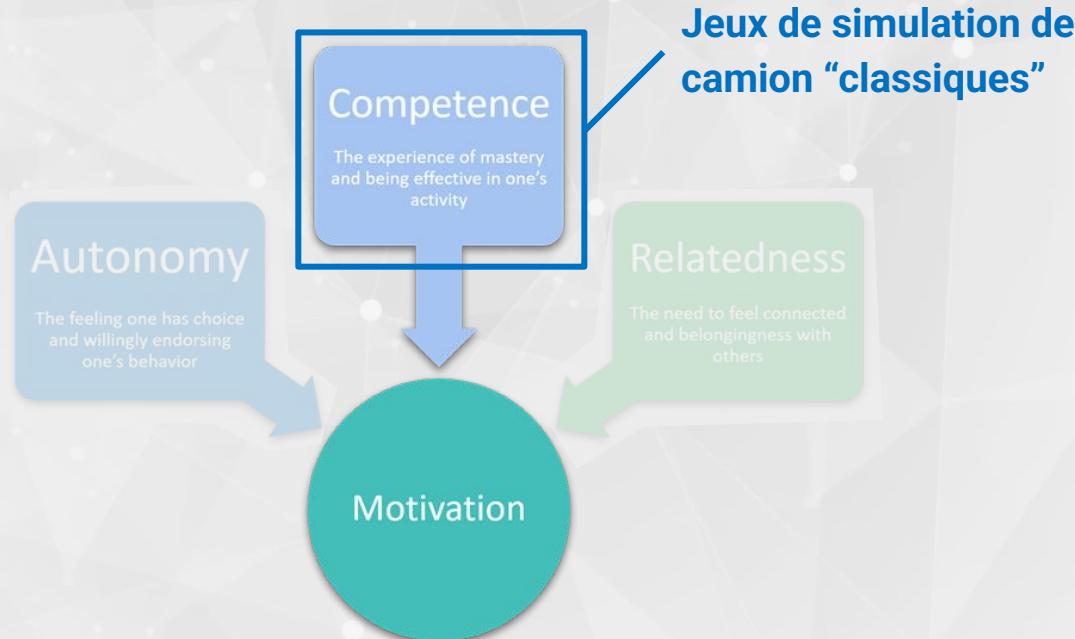
Paradoxe 1

**Une expérience de niche, mais
aux joueurs très diversifiés**

L'EXPÉRIENCE TYPIQUE DES JEUX DE CAMION



Learning - Le **plaisir** dans les jeux de simulation de camion vient principalement de la sensation de **compétence**, du **flow**

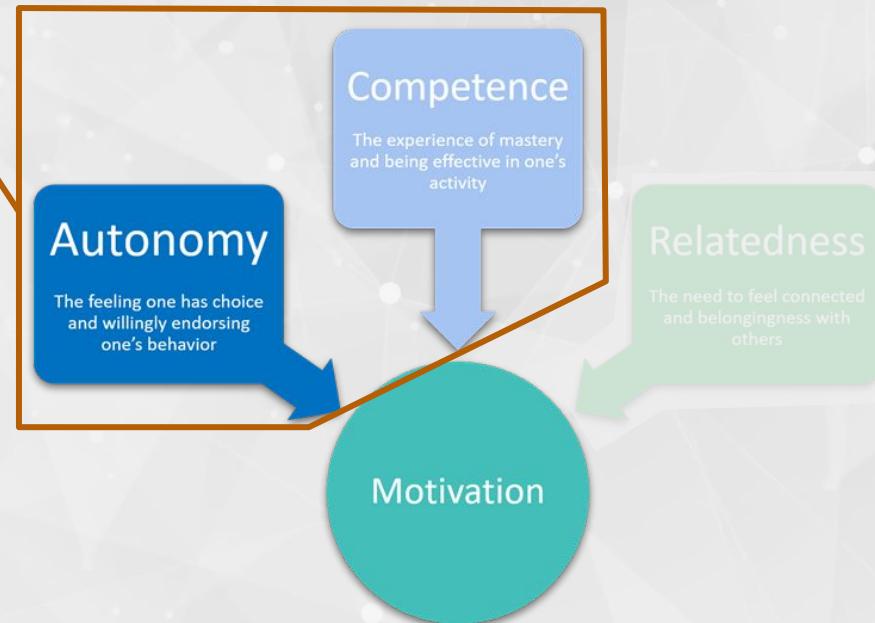


L'EXPÉRIENCE SINGULIÈRE DES RUNNERS

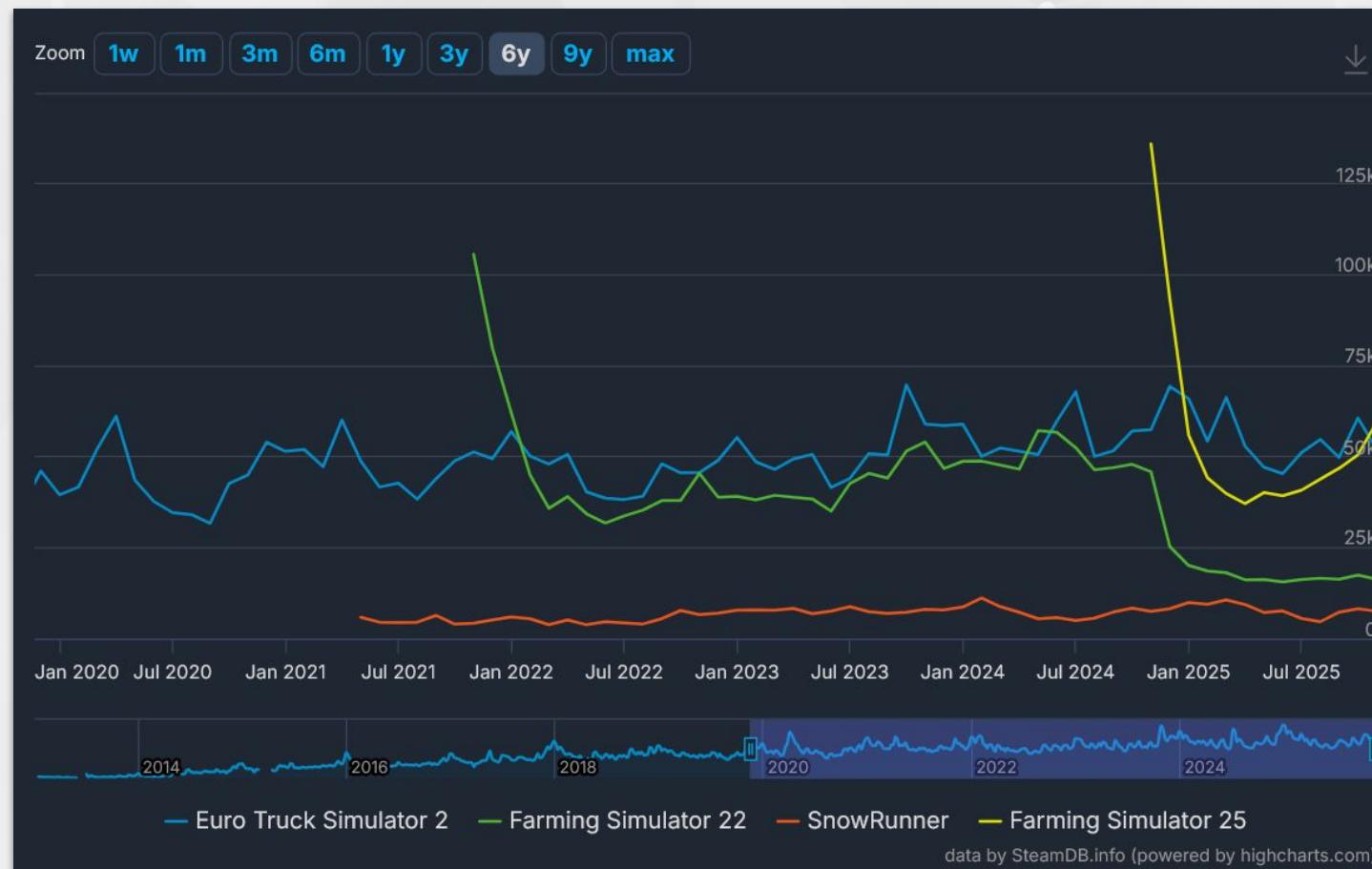


Learning - Comparé à leurs concurrents, les **Runners** vont beaucoup plus loin dans la dimension **d'autonomie**, dans la **liberté** d'aborder les différents **problèmes**

Jeux de la série
Runners



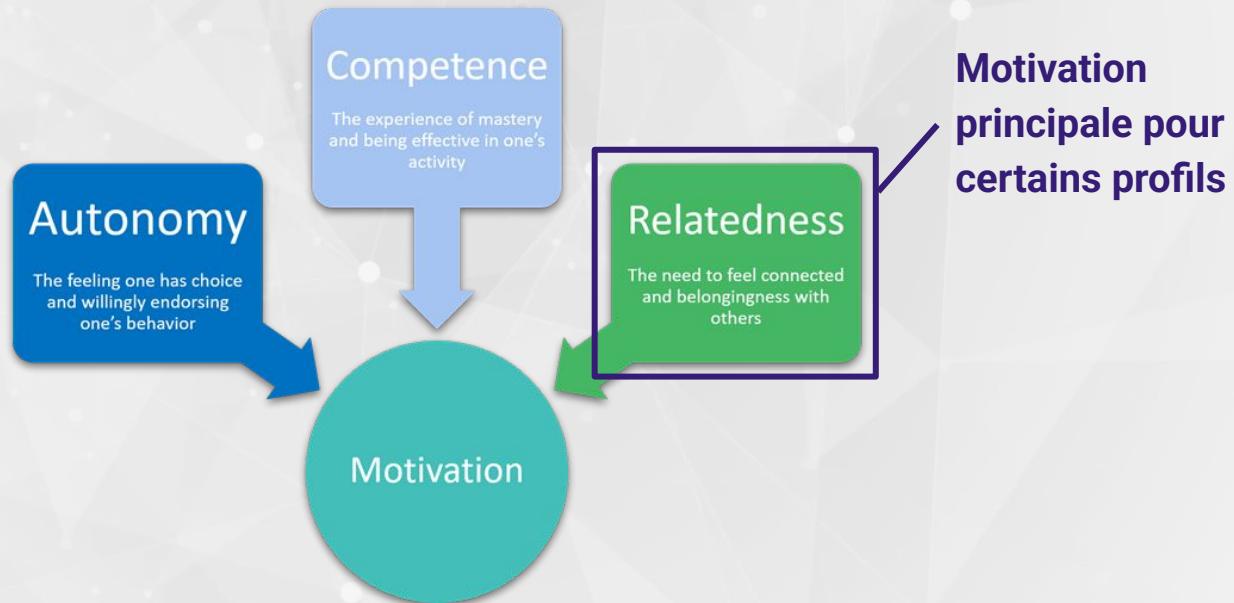
DES JEUX ÉTONNAMMENT POPULAIRES



DES JEUX PRÉSENTS DANS LA CULTURE “GAMING”



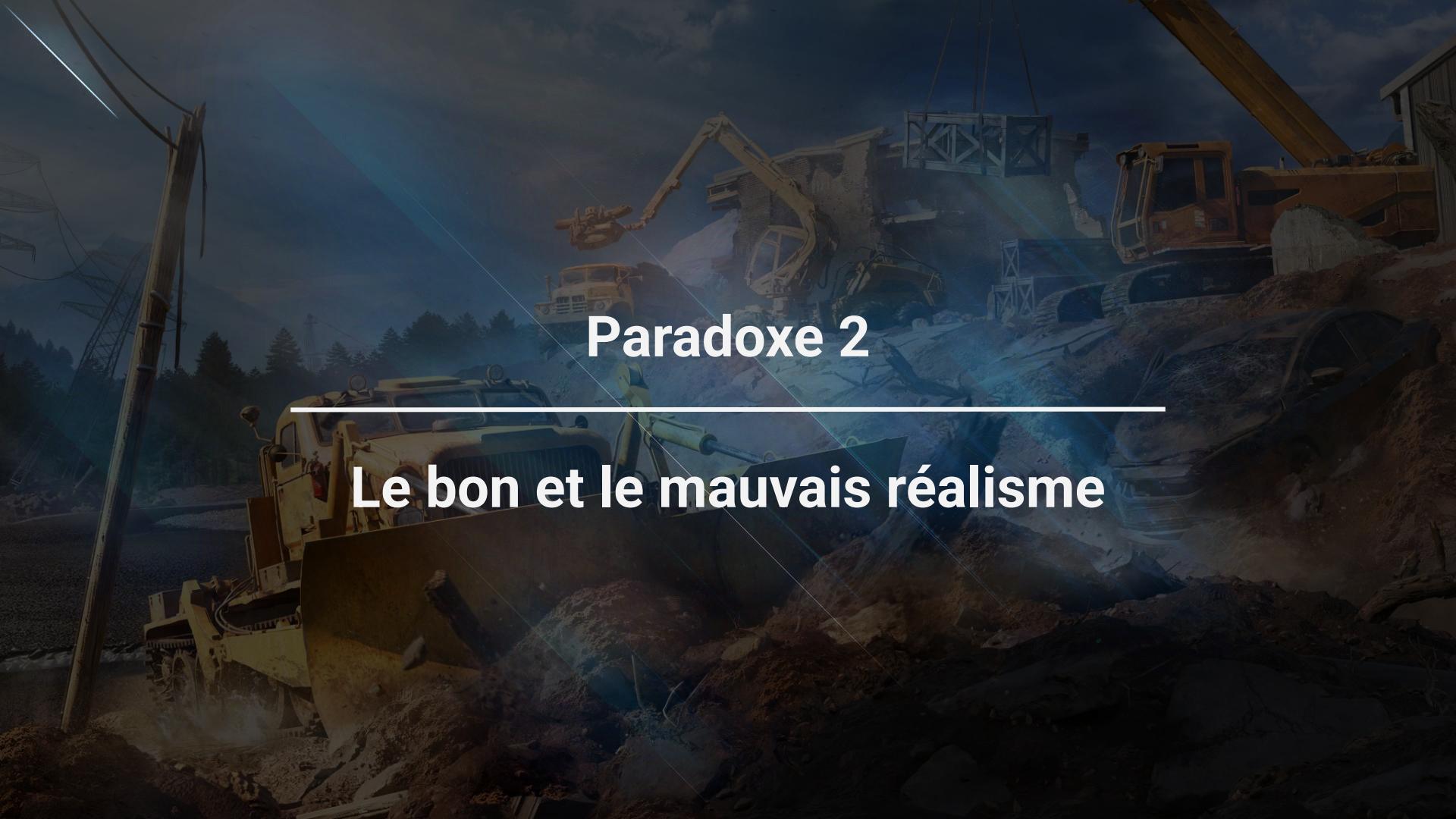
Learning - Contrairement à ce qu'on pouvait penser, ces jeux sont d'excellents supports à **l'interaction sociale**



DES PROFILS DIVERS

Learning - Nos joueurs peuvent être des passionnés de la **fantasy du travailleur**, des **gamers** vétérans, ou **les deux**

		SPÉCIALISTE DU MÉTIER	NÉOPHYTES DU MÉTIER
GAMERS	 Fans de ce genre de simulation	 Gamers généralistes	
NON-GAMERS	 It ain't much, but it's honest work	  Fans de véhicules en général	

A collage of construction and industrial images. It includes a yellow excavator in the foreground, a large yellow dump truck, a factory building with pipes and scaffolding, and a yellow excavator working on a pile of dirt. The images are set against a dark, moody background with blue and orange highlights.

Paradoxe 2

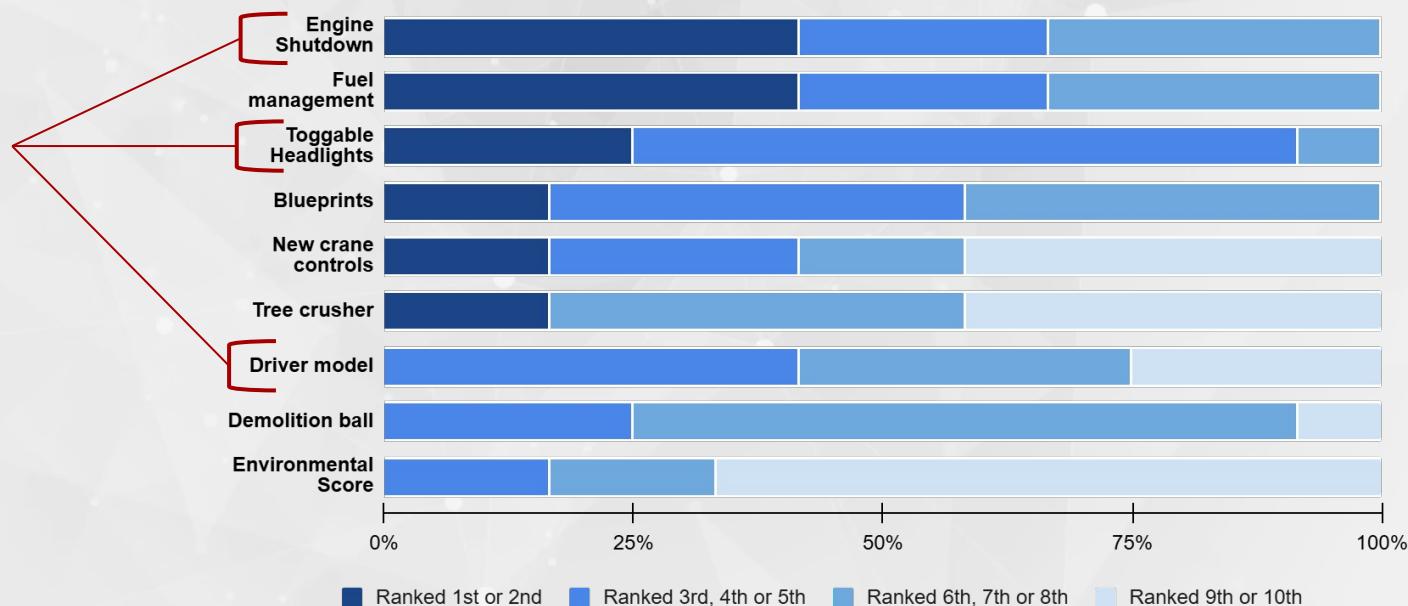
Le bon et le mauvais réalisme

LES JOUEURS VALORISENT L'IMMERSION

Learning - Les **attentes** des joueurs sont **décorrélées** de l'intérêt **gameplay**, mais sont dirigées par le **potentiel d'immersion**

**Aucun impact
gameplay!**

"Rank the following features by how much you would like to see them integrated in RoadCraft in the future"



UNE DÉFINITION TRÈS PERSONNELLE DE “RÉALISME”



Learning - Le **designer**/développeur et le **joueur** peuvent avoir une **vision radicalement différente** de ce que veut dire **“réalisme”**



“Mon système doit fonctionner comme dans la vraie vie”



“C'est ennuyant à faire, ça devrait être automatisé”

UNE DÉFINITION TRÈS PERSONNELLE DE “RÉALISME”



Learning - Le **designer**/développeur et le **joueur** peuvent avoir une **vision radicalement différente** de ce que veut dire **“réalisme”**



“J’ai permis de passer les phases les plus ennuyantes et répétitives”



“Mais c’est pas réaliste!”

L'AUTHENTICITÉ

Dans l'équipe de Focus, on parle **d'authenticité**
On assume que ce ne sera **pas une copie 1:1** de la réalité,
mais qu'on donnera le **même ressenti** et les **mêmes**
émotions qu'un travailleur



“RÉALISTE” MAIS TROP DÉSAGRÉABLE



Vehicles used to build roads felt weak

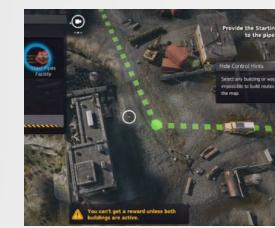
Causes

- Wheeled Dozer, Asphalt Paver and Asphalt Roller were **slow but still felt like they had low traction.**
- All 3 vehicles **struggled to push objects and were often blocked by what players considered trivial obstacles** like small pipes or elevations.
- **Asphalt paver was often stuck** at odd places and felt **slippery on sand.**



“RÉALISTE” MAIS TROP DÉSAGRÉABLE

Un objectif fréquent de RoadCraft implique de tracer un trajet pour une IA



Other players examples

A typical use case where the player expected the truck to turn before reaching the threshold

“QUALITY OF LIFE” MAIS BRISANT TROP L’IMMERSION



“QUALITY OF LIFE” MAIS BRISANT TROP L’IMMERSION



Recovering sand from the quarries was expected to be more realistic

Causes

- Having to do more than 10 back and forth to refill the dump truck for a single road was **boring**. The perspective of doing it for every road worried the players.
- At the same time, **having a large area around the quarries to refill the truck made no sense for most players**, as the sand “seemingly came from nowhere”.
- Short trips to refill the truck were quick but repetitive while long trips were too boring.

Consequences

- Players were torn between wanting less trips and still wanting to feel like they were filling up their truck.
- The **immersion factor** was **diminished**.



Despite being aware that sand can be refilled in this large area, this player drives all the way to the most logical place to him (similarly to Farming Sim)

LE PARFAIT ÉQUILIBRE, LE WINCH DE SNOWRUNNER



LE PARFAIT ÉQUILIBRE, LES ROUTES PARTOUT

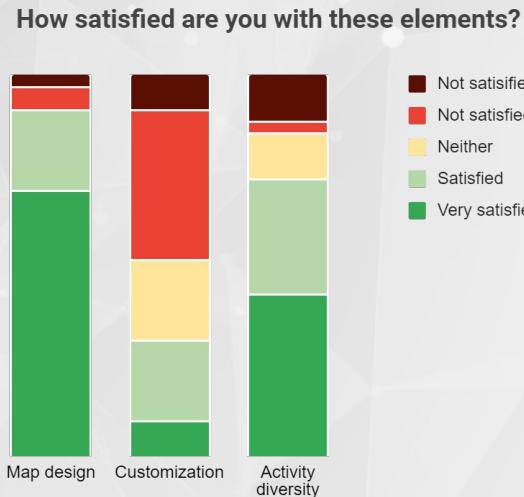
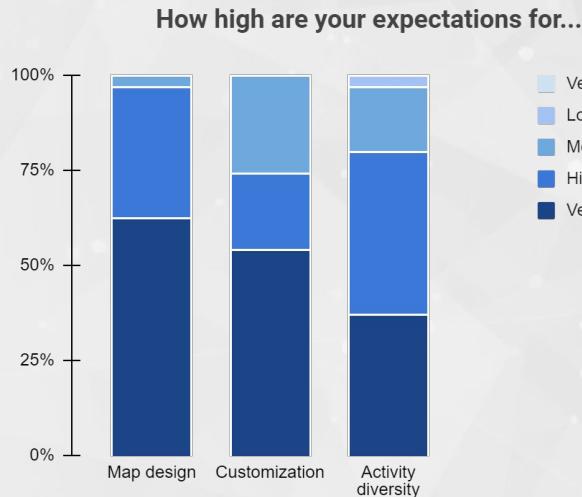


LE PARFAIT ÉQUILIBRE, LES CÂBLES ÉLECTRIQUES



L'AUTHENTICITÉ DEMANDE D'ÊTRE REPRÉSENTATIF

Learning - Les joueurs ont des attentes élevées pour la **customisation**, la **diversité des machines** et leur **représentation**



L'AUTHENTICITÉ DEMANDE D'ÊTRE PRÉSENTATIF



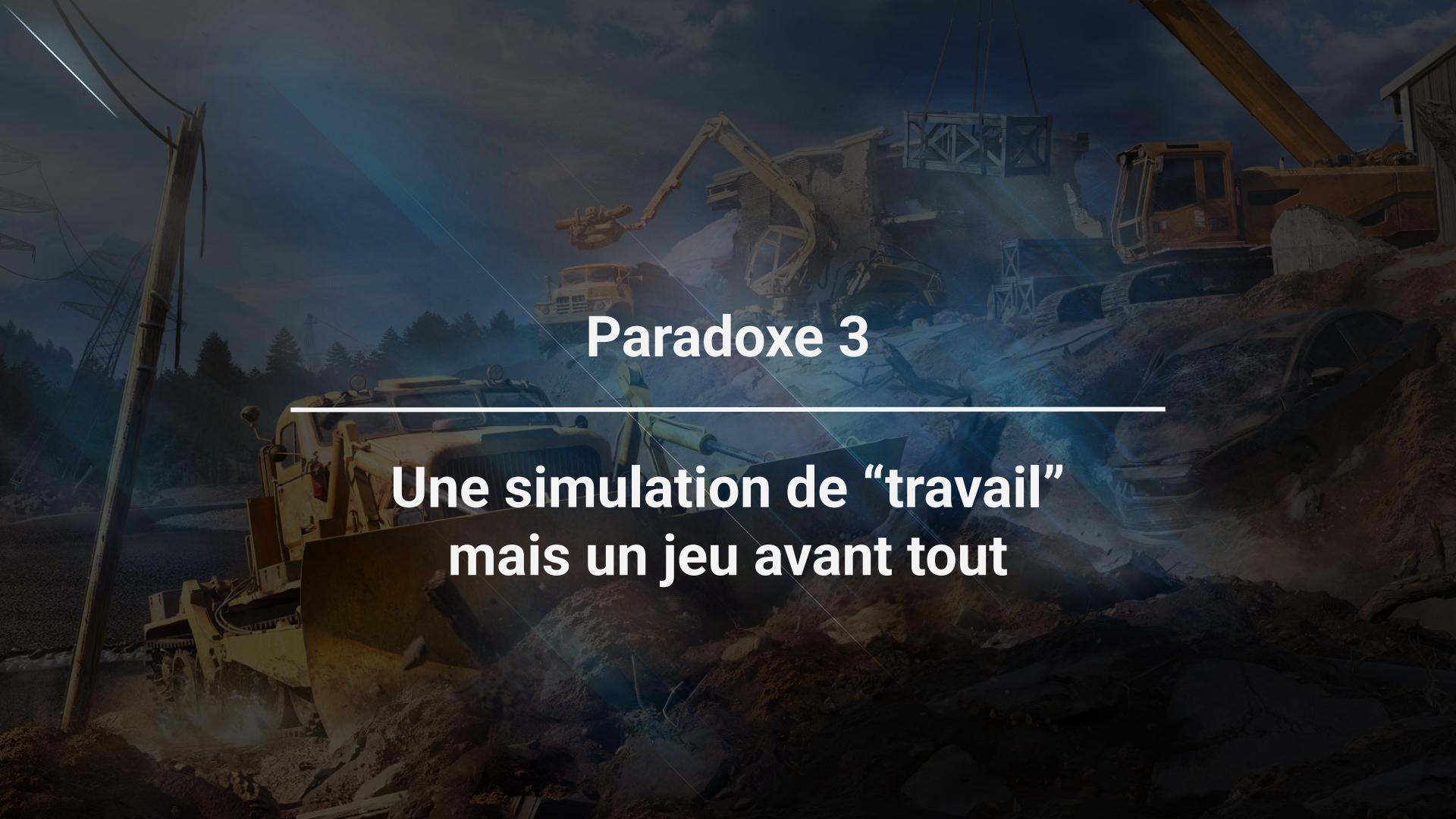
Details matter!



MudRunner



SnowRunner



Paradoxe 3

Une simulation de “travail”
mais un jeu avant tout

LE PLAISIR “TOY”

Learning - Un plaisir de jeu très “toy”, basé sur **l’interaction** et sur le ressenti du **monde** et de la **physique**



LE PLAISIR “TOY”

Ici, le jeu ne valide pas l'action du joueur, qui s'amuse à ranger les objets, mais trop proche pour valider l'objectif



LE PLAISIR “TOY”

De nombreux joueurs prennent plaisir à “ranger” les éléments sur la carte, ou à faire des circuits

General Anyone enjoy doing the little things like cleaning up rocks? (v.reddit.it)
submitted 5 months ago by chaosagent5637 PlayStation 5
15 comments share save hide report crosspost



I always do this, not only does it make driving over roads easier it's also fun idk. I just enjoy doing little things like these

LE PLAISIR “TOY”

Les véhicules IA continuent à exister et peuvent interagir avec le joueur



UN JEU ACTIF

Learning - Les **phases longues** sont nécessaires à **l'immersion**,
mais le joueur a besoin de **“s'occuper”**





Sethioz ▾ 12 mars 2024 à 16h09

Where do devs get fuel consumption numbers from?

just try to imagine how much is 30 liters per minute!

turn your tap on full blast and see just how much water that is!

now double or triple that ... this is how much fuel trucks in expeditions consume!

or just visualize how much is 10 - 30 liters of liquid, like think how big is 1.5 - 3 liter soda bottle, now multiply that with 10 and imagine how fast you have to push that liquid thru a hose in order to get it all thru in just 1 minute! THIS is the mount of fuel trucks in expeditions consume!

dear devs, please change this to reflect realistic fuel consumption levels and tank capacities. it's suppose to be realistic offroading game, but those very unrealistic fuel consumption levels just turn it into refueling simulator, which is not that fun :/

UN JEU ACTIF

Learning - Les **phases longues** sont nécessaires à **l'immersion**,
mais le joueur a besoin de **“s'occuper”**



Le joueur doit esquiver certains arbres



La construction de route présente relativement peu de
gameplay

UN JEU ACTIF

Learning - Permettre aux joueurs **d'agir** sur leur propre **balance bénéfice/risque** permet de créer un **design punitif, et exigeant**, qui en retour peut générer une **forte implication émotionnelle**



Learning - Permettre aux joueurs **d'agir** sur leur propre **balance bénéfice/risque** permet de créer un **design punitif, et exigeant**, qui en retour peut générer une **forte implication émotionnelle**



I Paved Every Single Road In A Map In RoadCraft

116 k vues • il y a 1 mois



0:00 What if you want to pave every single road in Roadcraft so in one map there paving ...

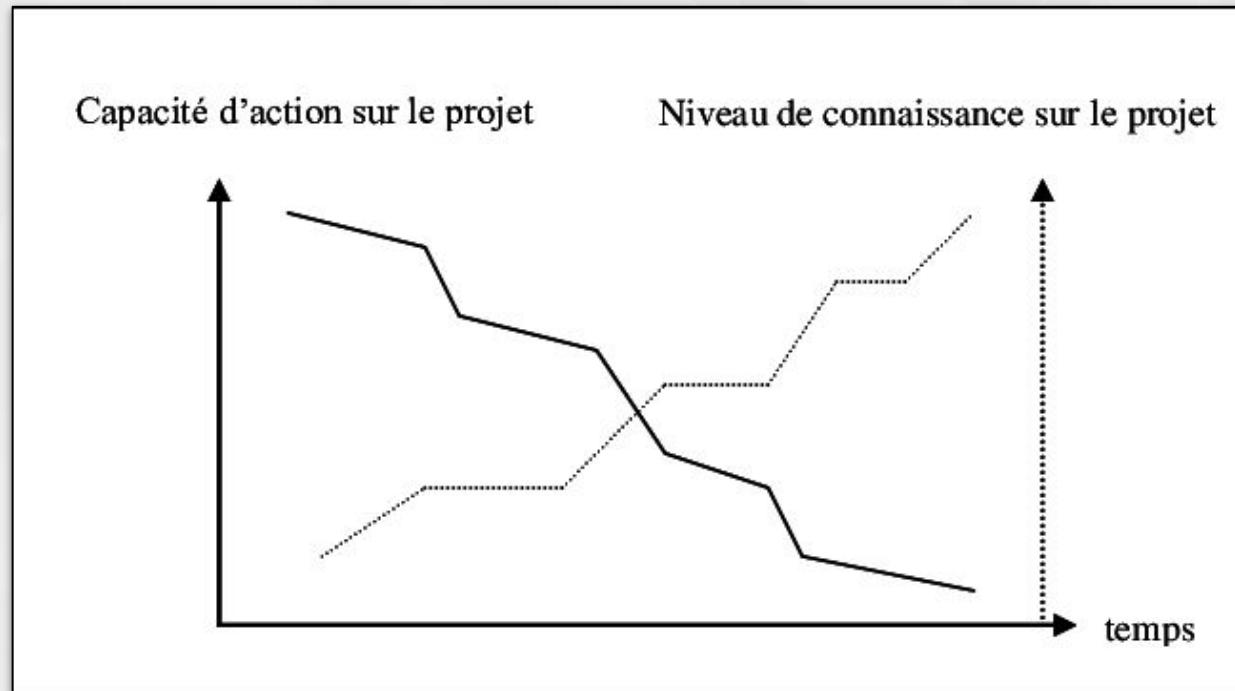


A collage of construction and industrial images. It includes a tall power line tower on the left, a yellow dump truck in the center, an excavator with a grapple attachment, a large yellow bulldozer, and a large industrial structure with a blue 'X' on it. The background shows a forest and a cloudy sky.

Post-Mortem

Collaboration et Challenges

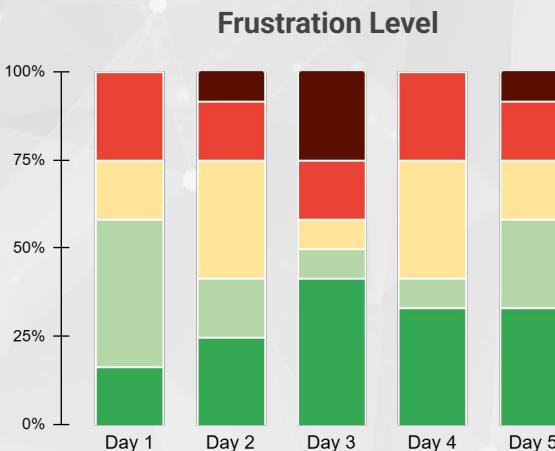
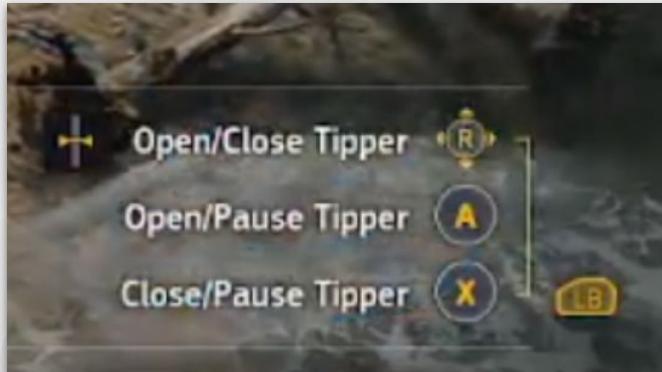
L'UTILISABILITÉ, PRINCIPAL CHALLENGE



GROS FOCUS SUR L'UTILISABILITÉ



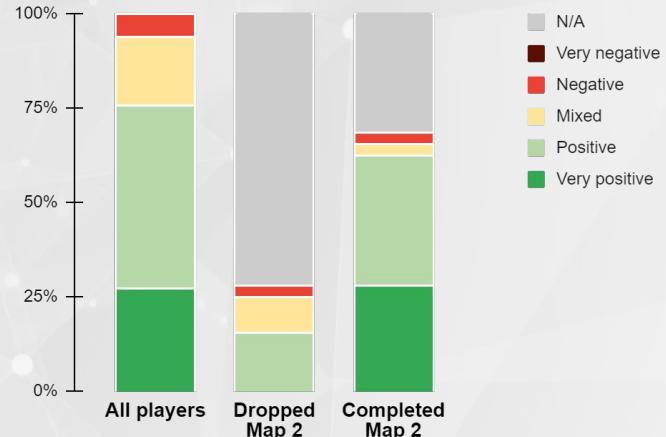
Player position - Obj 11 Map 2



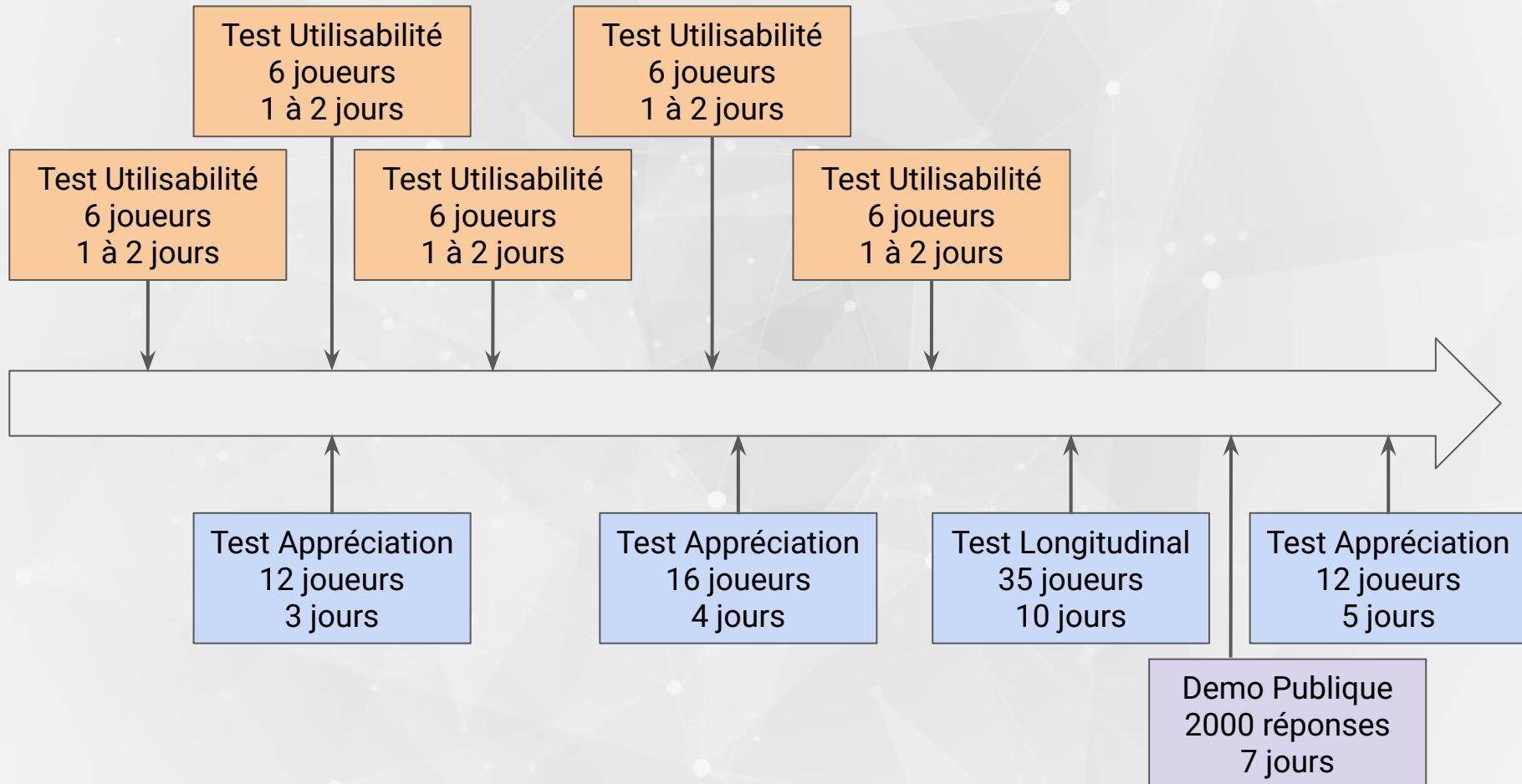
GROS FOCUS SUR L'UTILISABILITÉ

A	B	C	D	E
54				bamboozle how they perceive their mission. See Lighthouse Clip - The player thought he had to do something since the UI appeared when he reached an objective. Consider making this UI appear only if the route is tied to the tracked objective, or making it more prominent. See "Selecting the right infrastructure is unnecessarily tedious" in "Route Planning" section
55	UX/UI Pain point	Automatic Road Building	Critical	Selecting the right infrastructure is unnecessarily tedious How to assign vehicles to road building is unclear
56	UX/UI Pain point	Automatic Road Building	High	
57	UX/UI Pain point	Bridge Building	High	Bridge alignment generated confusion When players trace the bridge, they often have to try multiple times as the bridge does not have the orientation they want. For this, they try to use the "bridge alignment" feature but it isn't purposeful. The bridge alignment feature of the bridge confuses players as they expect the final bridge will keep the orientation. They often have to move from middle to middle but after seeing this feedback, they will constantly try to replace their line. "Bridge alignment" name seems to fit with what players are trying to do. There is no feedback when the input is pressed, making players believe it is a bug or that they don't have the right orientation. Players think about 2D alignment and don't expect to have to take bridge's height into account. In Eagle Mode, the impact of "bridge alignment" is barely visible. See Lighthouse Clip
58	UX/UI Pain point	Recycling & Pipe Repair	High	how to use recycling areas was unclear All players struggled to perform recycling correctly. The 2 areas on the ground are confusing, as they share similar visual grammar. See Lighthouse Clip - There is no feedback when an object enters a loading zone. The "Recycle" button has no feedback and is always available. Therefore, players don't know when they can recycle with it. There is no feedback when pipes are created. Therefore some players will create pipes with the recycle button, not seeing anything around them, and keep on bringing rubble. Players were able to perform the pipe mission by carrying pipes with a crane truck.
59	UX/UI Pain point	Recycling & Pipe Repair	Moderate	The use of cargo trucks to transport pipes is not exposed Nothing hinted the cargo truck could/should be used for transporting pipes. It was given a long time before this mission. The cargo is far from the facility and close to the pipe repair section, meaning this would require a time consuming back & forth. Players are not aware of resource management and do no think of transferring the pipes through routes.
60	UX/UI Pain point	Electricity Repair	Moderate	Trench digger not working on asphalt is confusing Therefore, players finish the tutorial without realizing they used an unconventional solution and not being aware of the "correct" one. Many players did not understand why the trench digger stopped working on asphalt. One solution was not mentioned in the tutorial. There is no mention as to why the trench digger stopped working. Trench digger could also stop working just because of the terrain. See Lighthouse Clip
61	UX/UI Pain point	Electricity Repair	Low	Starting point for electricity repair can be confusing Players expect the trench to have a specific starting point. Since players are in the Infrastructure tab, they see the white dot being the finish point of a route and mistake it for the starting point of the trench. There is no appeal for players to bump into the walls.
62	UX/UI Pain point	Environmental Hazards	Critical	Concrete walls being pushable is hard to conceive for players One solution was not mentioned in the tutorial. There is an opening that players believe is the intended path. Players would frequently use the "Object Scanner" feature that was just introduced but without effect. Players either leave the area or try to jump with the scout through the opening. When asked what they imagine the solution to be, no player expect to be able to push the walls, deeming it as extremely unlikely. See Lighthouse Clip - Players has to be hinted the correct solution or he would have keep trying to jump.

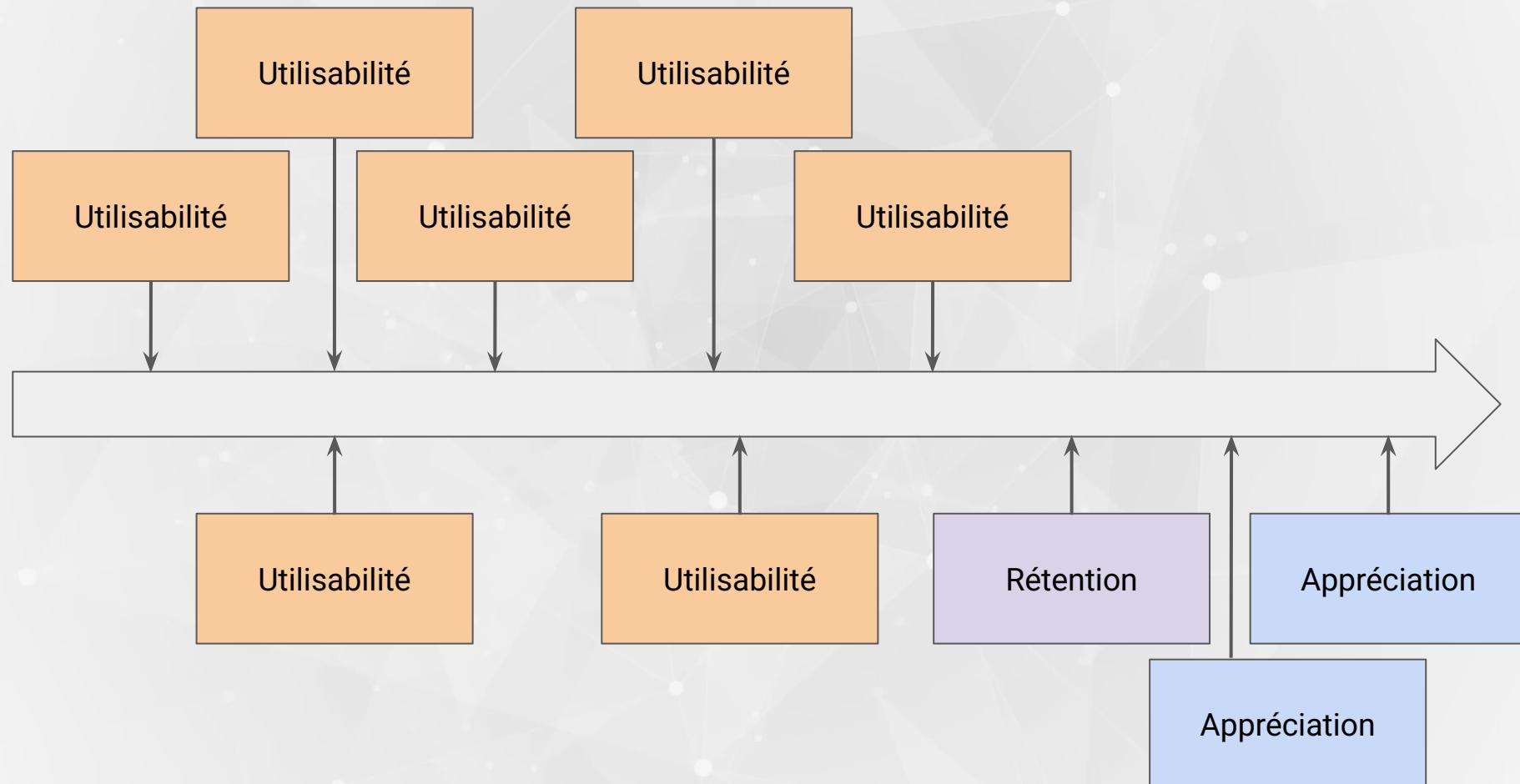
How was your overall experience?



ROADMAP DE TEST



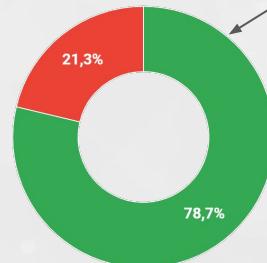
ROADMAP DE TEST - CONCRÈTEMENT



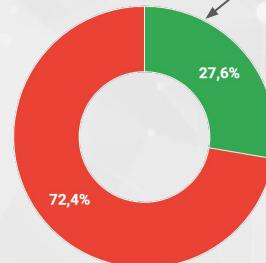
UN DÉCALAGE AVEC CERTAINES ATTENTES JOUEURS

Un **même groupe/profil** de joueur réagit fortement **négativement** aux **changements**

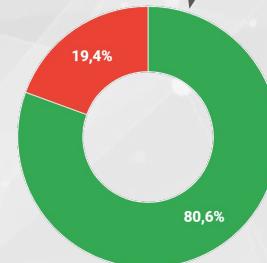
Ce n'est pas l'expérience qu'ils voulaient, ils ressentent un **manque**



Never played Expeditions



Disliked Expeditions



Enjoyed Expeditions

“ How was your experience with the demo? ”

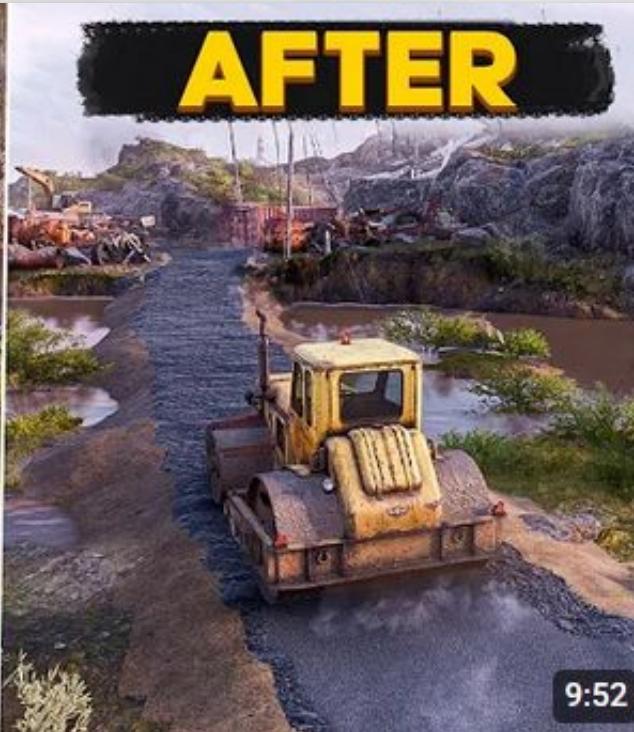
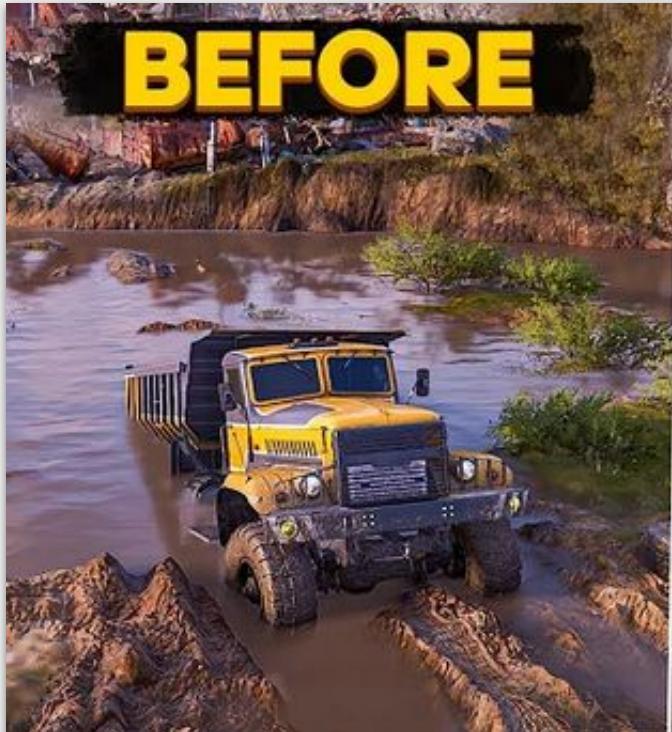


“ How was your last experience with these games? ”

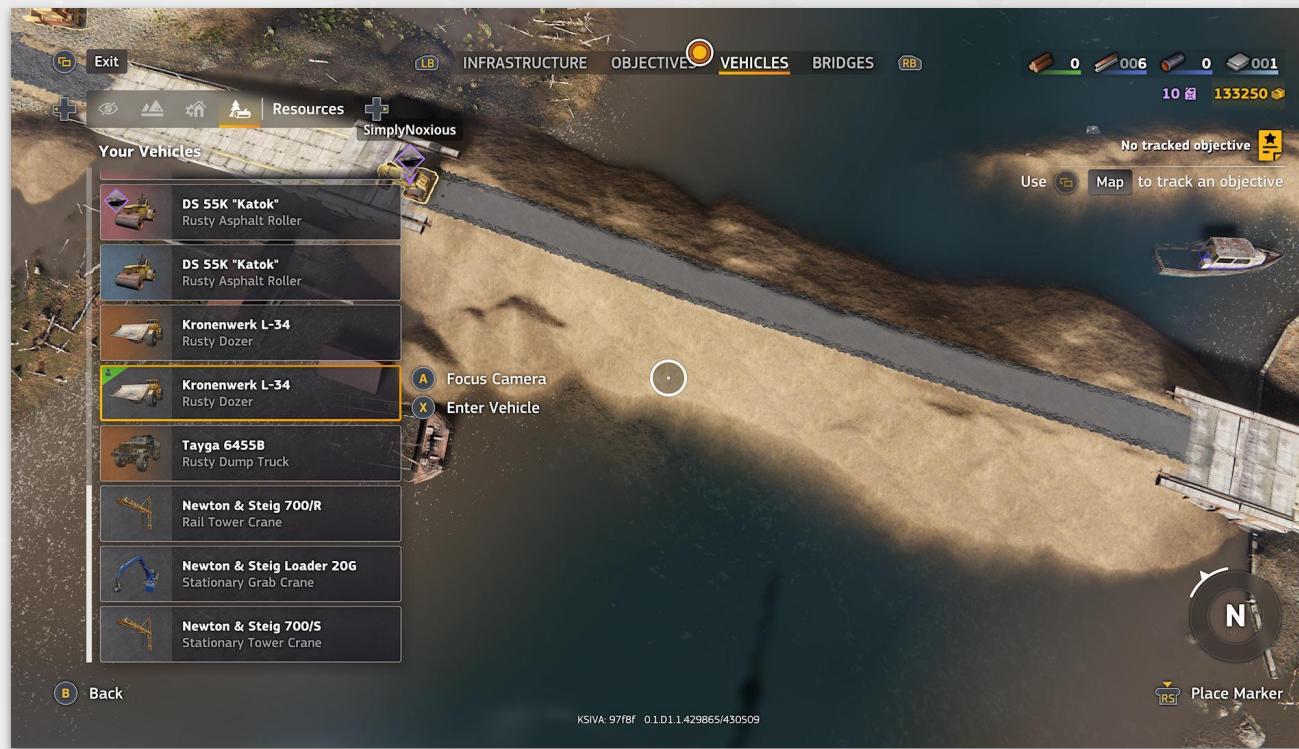


“ How was your experience with the demo? ”
Players who enjoyed SnowRunner

UNE FORTE LIBERTÉ D'ACTION



UNE FORTE LIBERTÉ D'ACTION



UNE FORTE LIBERTÉ D'ACTION



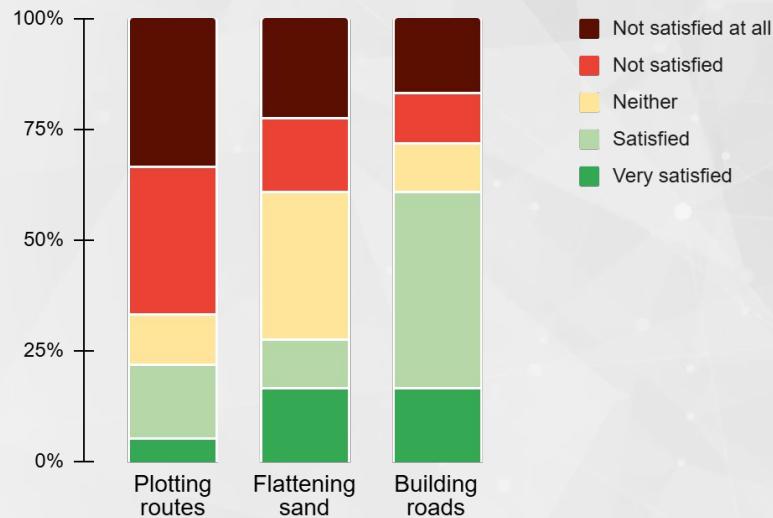
UNE FORTE LIBERTÉ D'ACTION



UN IMPACT DRASTIQUE



Feature satisfaction
(February 2024)



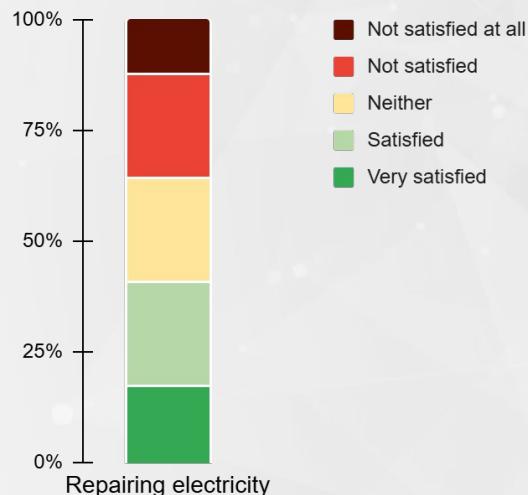
Feature satisfaction
(September 2024)



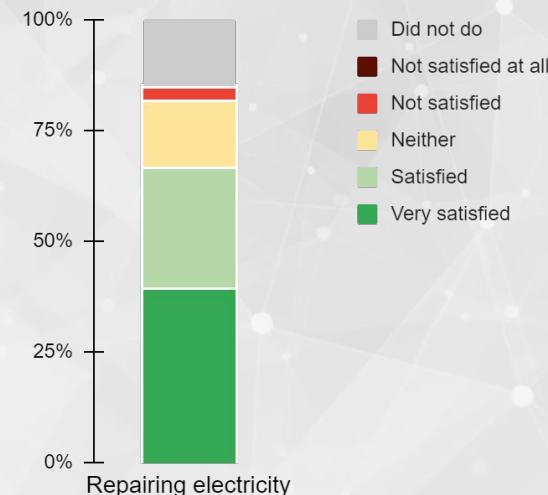
UN IMPACT DRASTIQUE



Feature satisfaction
(February 2024)



Feature satisfaction
(September 2024)



Feature satisfaction
(April 2025)



A collage of construction and industrial images. It includes a yellow excavator in the foreground, a white dump truck, a large industrial building with a conveyor belt, and a factory with pipes and scaffolding. The images are set against a dark, moody background with blue and orange highlights.

Ouverture

Une expérience si spécifique
que ça?

DE LA “SIMULATION” UN PEU PARTOUT

Ces piliers de **design** sont **(ré)-utilisés** pour créer des **expériences** prenantes même dans des **contextes** très **différents**



DE LA “SIMULATION” UN PEU PARTOUT

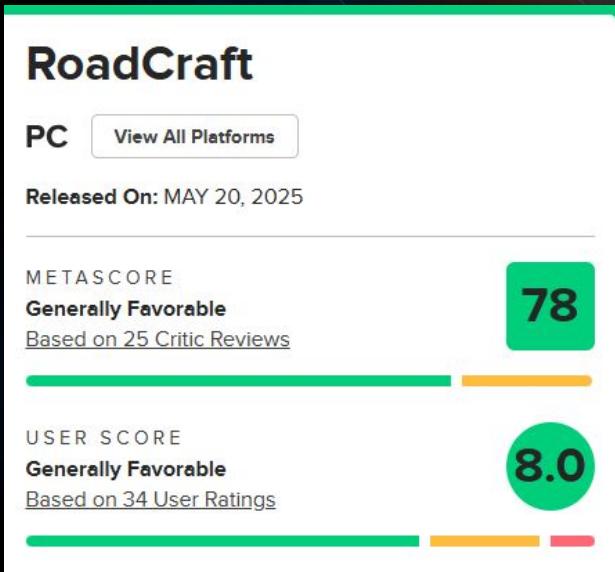
Ces piliers de **design** sont (**ré**)-utilisés pour créer des **expériences** prenantes même dans des **contextes** très **différents**



A collage of construction and industrial images. It includes a yellow excavator in the foreground, a white dump truck, a yellow school bus, a factory building with smoke, and a bridge under construction. The images are set against a dark, moody background with blue and orange highlights.

Epilogue

How did we do?



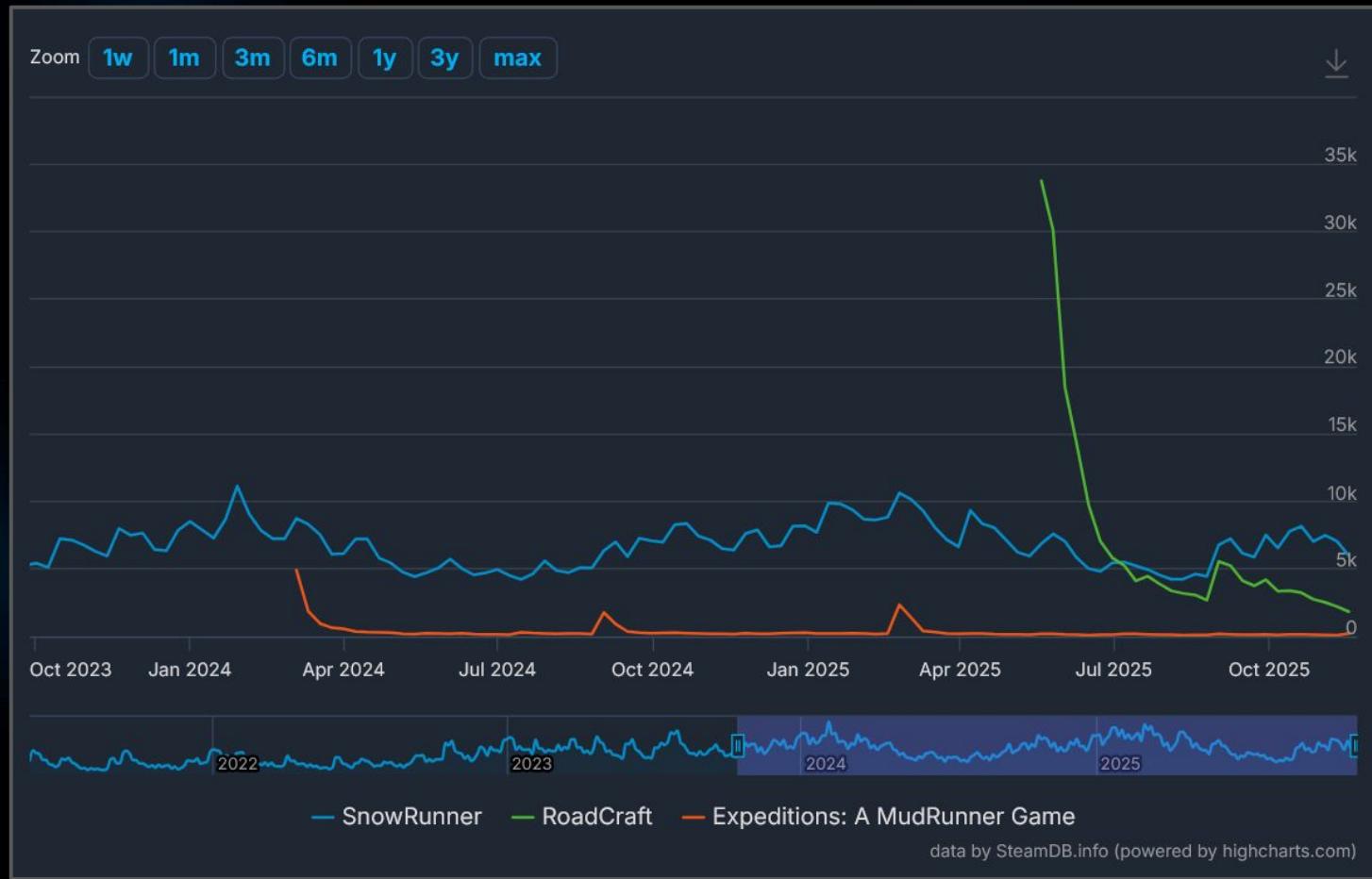
A la tête d'une compagnie de reconstruction, utilisez vos engins de chantier pour restaurer des sites industriels dévastés par des catastrophes naturelles. Déblayez les débris et les équipements défectueux, rénovez les routes et les ponts endommagés par les intempéries, et bien plus encore !

72 % des 10.257 évaluations des utilisateurs et utilisatrices pour ce jeu sont positives.

EVALUATIONS RECENTES : **plutôt positives** (200)
TOUTES LES ÉVAL. : **plutôt positives** (10 257)

DATE DE PARUTION : 20 mai 2025

DÉVELOPPEMENT : **Saber Interactive**
ÉDITION : **Focus Entertainment**





u/_kartik_malik_ • il y a 2 h

...

Wife surprised me with Roadcraft themed cake for my birthday

General



A nighttime construction scene featuring several pieces of heavy machinery. In the foreground, a yellow dump truck is shown from a side-on perspective, its bed raised. Behind it, a yellow excavator with its arm extended is working on a pile of earth. Further back, another excavator is visible, and to the right, a yellow bulldozer is positioned. The background shows a dark, wooded area and some industrial structures under a cloudy sky.

Comprendre l'expérience des simulateurs de camion

Merci pour votre attention !

contact : noe.simon@hotmail.fr