Group 7, summary of expert test

Experts: Rebecca(20) from Group3, Brice(25) from Group10
Test setup: at first, experts were shown a video presentation of our storyboard without text, but including colored characters and some of the elements along with background music and some of the sounds we are going to use (https://youtu.be/BtAiN-cqXWM).

Secondly, experts were asked to listen to some of sounds, that were not in the video presentation (the crowd booing sound, a can falling sound, fighting sound) and guess what kind of sounds they are. Up to this point the experts were not given any additional explanations.

Thirdly, the video presentation was shown again, this time with explanation of the story line and user interactions. The experts were asked specifically to come up with suggestions for possible Easter eggs for every frame, as we have not yet decided about this part. The experts were also asked if it the story was clear and made sense? If it was interesting and funny? If they understood behavior of our characters? If they see themselves as target audience? If it is easy to tell what actions the users are expected to take in order to progress in the story? If the story is interactive enough?

Overall impression: The overall impression was positive, Rebecca found the story entertaining and could understand the vast majority of associations; according to Brice our decision to touch upon a political topic "was even too advanced for the first semester, beyond the task description, expressing our worldviews". All the questions mentioned above (third part of the test) were answered positively, although Rebecca admitted, she could not understand the idea with the lawn mower, as she has not seen the movie that we used for inspiration.

What specific input did you get from the experts?
1. The experts were able to tell what the crowd booing sound is about, not so sure about the **can falling sound** (but according to Rebecca, it will be clear when seeing the cans being thrown in the animation) and **fighting sounds** (the users could not identify the fighting scene when watching the presentation without explanation the first time, and Rebecca thought it was "hitting the wall" or monkey sound).
2. Rebecca was confused about **our style**, so perhaps **our characters** do not depict the style enough at a first glance. But we showed her extra graphics (two backgrounds), and then the experts could identify the style as Pop Art.
3. **Ideas for Easter eggs:** since the "bird poop" tweet is a condition to move on, the other two could be Easter eggs. Trumps hair could serve as an Easter again – his "toupee" could fall off (Brice). A user could click on the flag, and it could kill Trump (Brice) or blow in the wind (Rebecca).
4. **"The poo discussion":** Rebecca pointed out that the poop does not look like a bird's poop, but rather like a human's or a dog's and Brice suggested that perhaps the poop on Trump's head is not necessary, as the user gets the idea about the bird pooing on his head anyway. We argued that the poop is necessary for continuing our story.
5. The experts were not able to identify that Melania is wearing a pussy bow, but could identify the red Trump's campaign hat. That is fine, we do not expect everyone to have followed Trump so closely.

6. It was not obvious for Rebecca, why does Melania start fighting with Trump. We explained it is because Trump addresses her in a sexist way.
7. **According to Rebecca, our test took too long time (24 minutes). She was also concerned that the coding part will be very challenging for us.**

What other earlier input did the group get? From coaches: have extra action in addition to our storyboard, be consistent in our communication (f.e. choose one of the pop artists for inspiration), look into 12 principles of animation (like exaggeration), integrate user in the fighting scene

What changes and enhancements do you consider to use?
Regarding expert feedback:
Sounds: we will look for alternative fighting sound (Maja)
Easter eggs:

- **Trump's "toupee" can fall off/fall back** (for example, before he sends out tweets) (Adela and Ludwina or Marta)
- The idea about the flag killing Trump would be too significant for the story, the idea about the flag blowing in the wind is too complicated, but we decided it should be possible **to change the American flag to a pirate flag by clicking on it** (Beata and Ludwina or Marta)
- **Two tweeting birds could serve as Easter eggs** as they do not bring the story forward (Ludwina or Marta)

We decided to stick to our human poop, and **even enlarge it (Adela)**, as birds represent human opinions on Twitter

Regarding feedback from coaches: Principles of animation: Trump's hair and lips have been enlarged after receiving feedback in order to **exaggerate** more, our main characters are made **appealing**, we will aim to apply animation principle of staging as well; we are consistently only using Roy Lichtenstein as inspiration from Pop Art; we will add extra action in connection with Easter eggs and we have chosen to prioritize the before mentioned against integrating user in the fighting scene due to time constraints for now