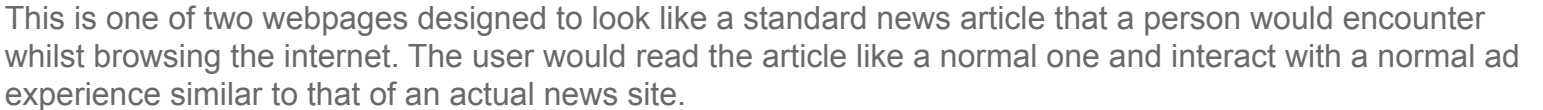
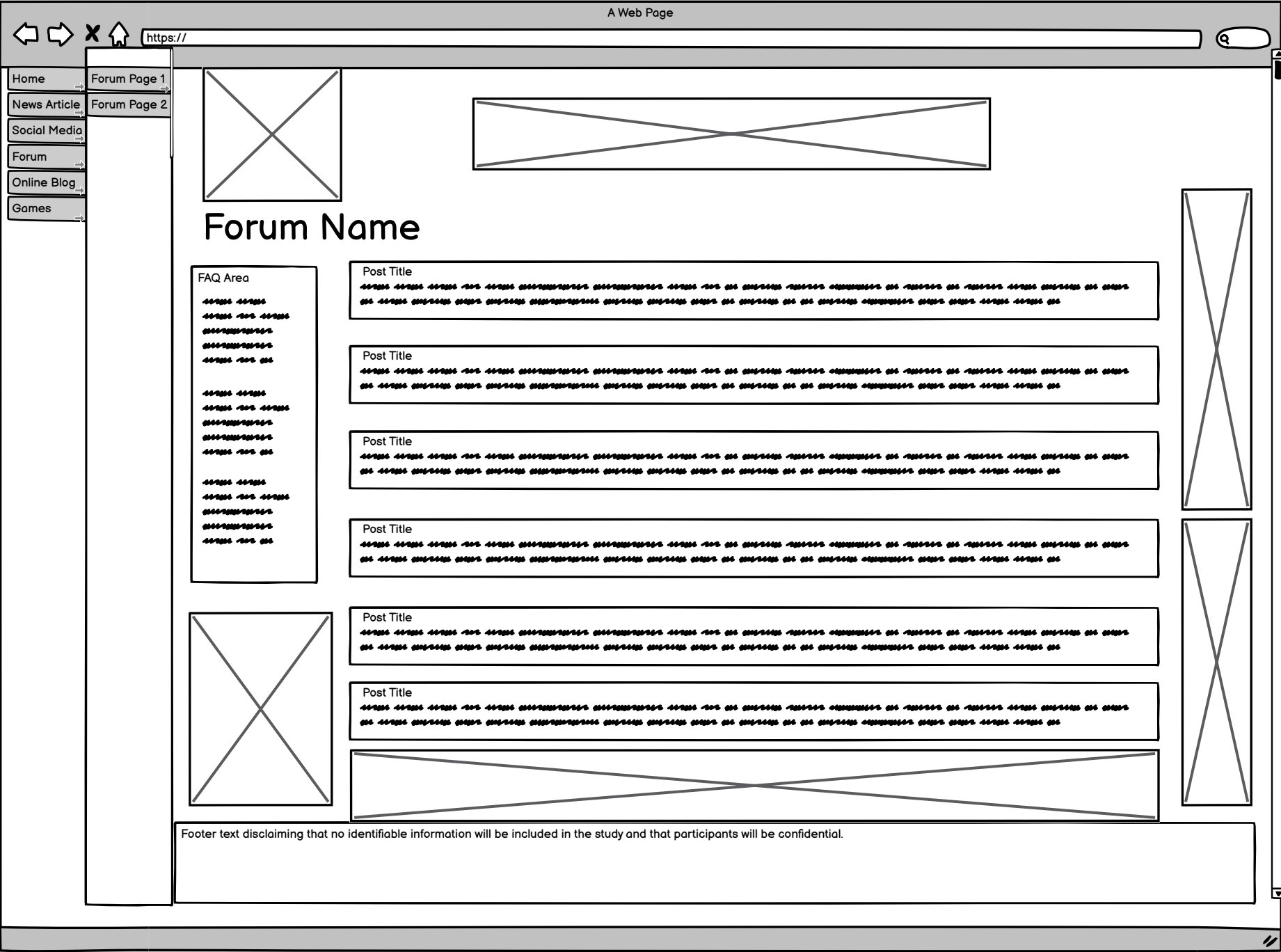


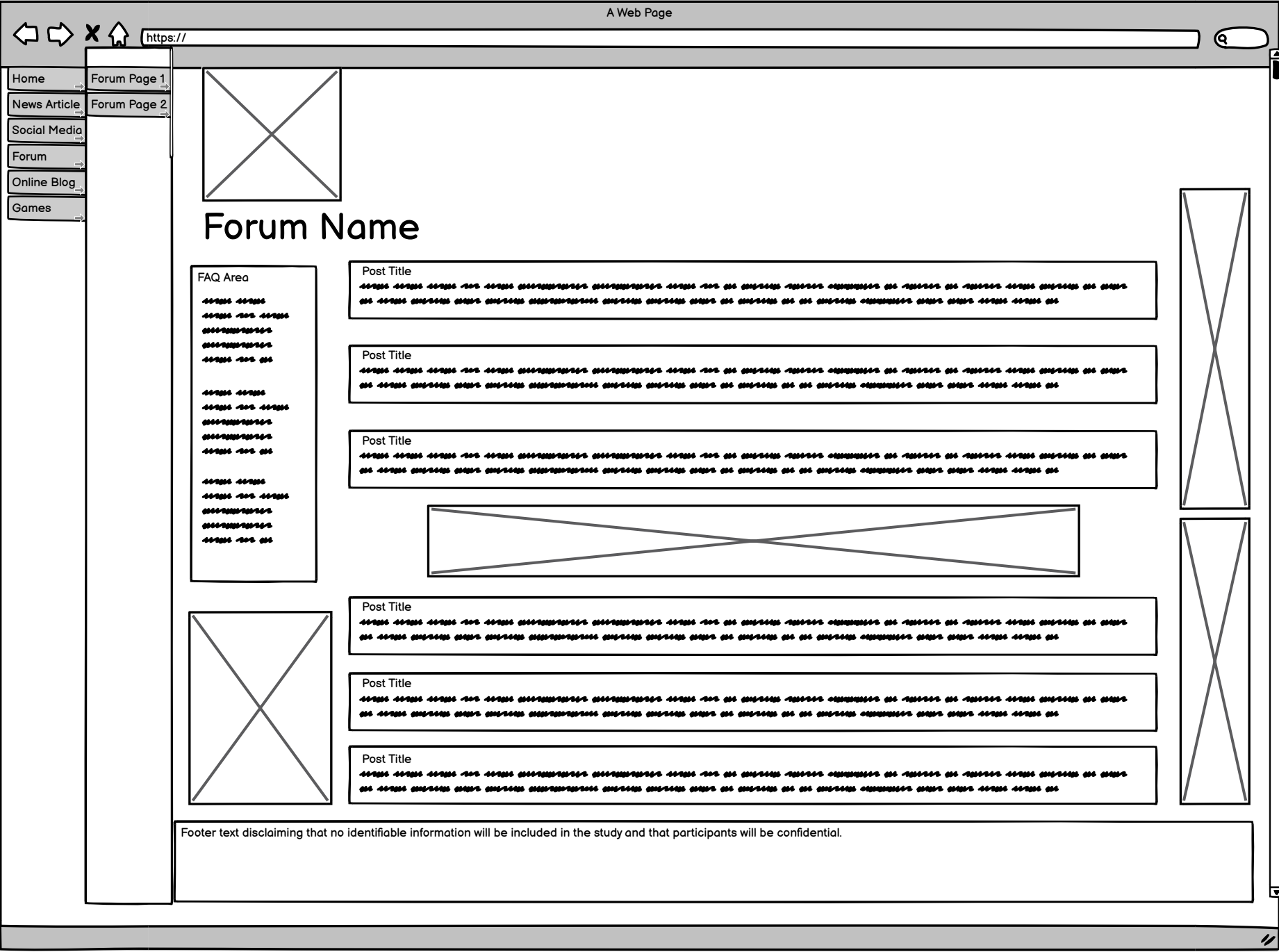
This is the home page. Its purpose is to inform the user of why this application exists and the purpose it serves. The instructions will be written here so that the user knows what I, the researcher, am expecting of them. The user would read this page and have a general idea of what needs to be accomplished. Users can read the instructions provided and infer that the navigation tabs on the left would lead them to those specific webpages to be observed.



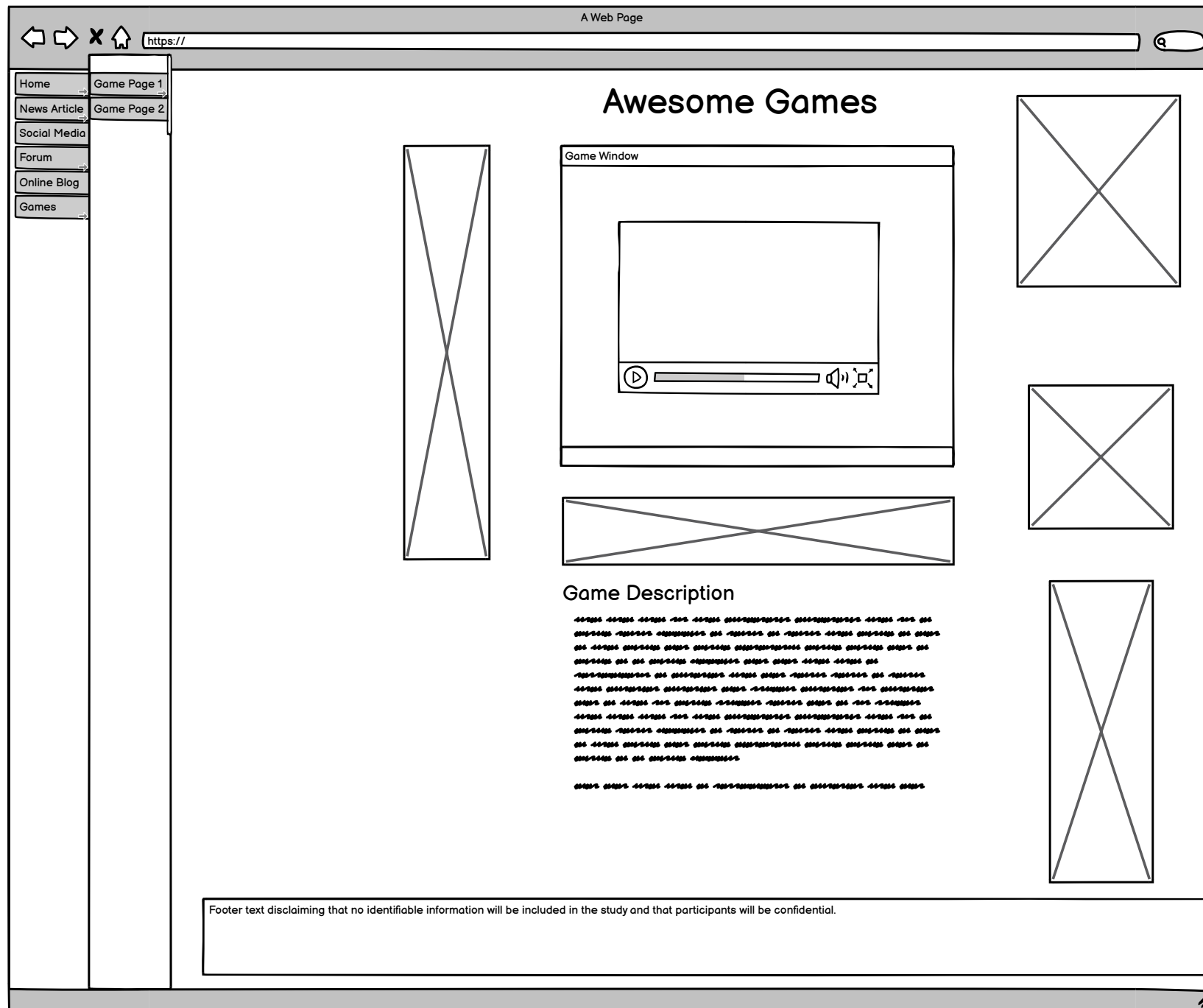




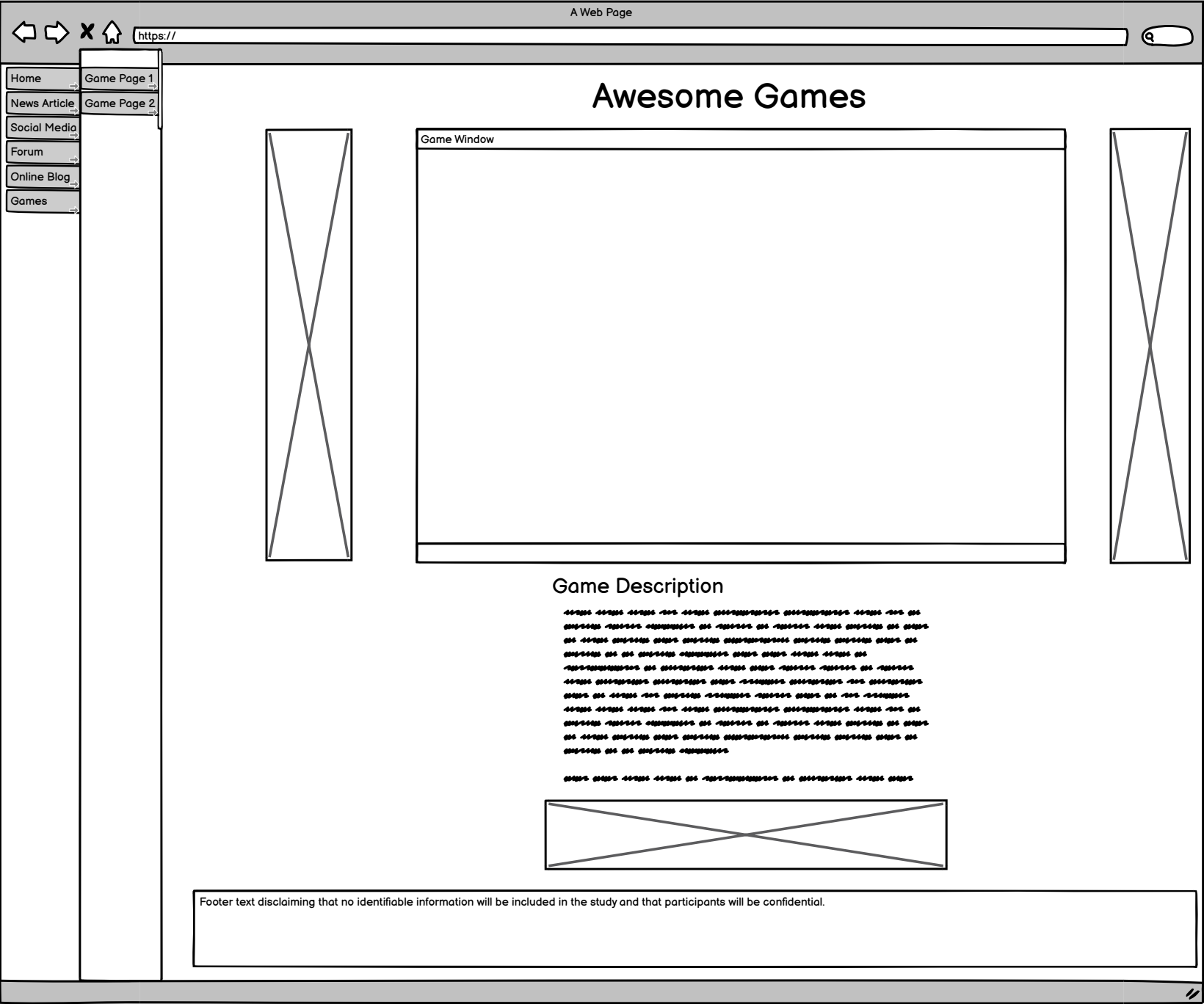
This is the first forum page that again is modeled to look like a real forum website on the internet. The digital marketing experience is also supposed to closely follow that of an actual forum site. The user would need to view and interact with the page as if they were visiting this site.



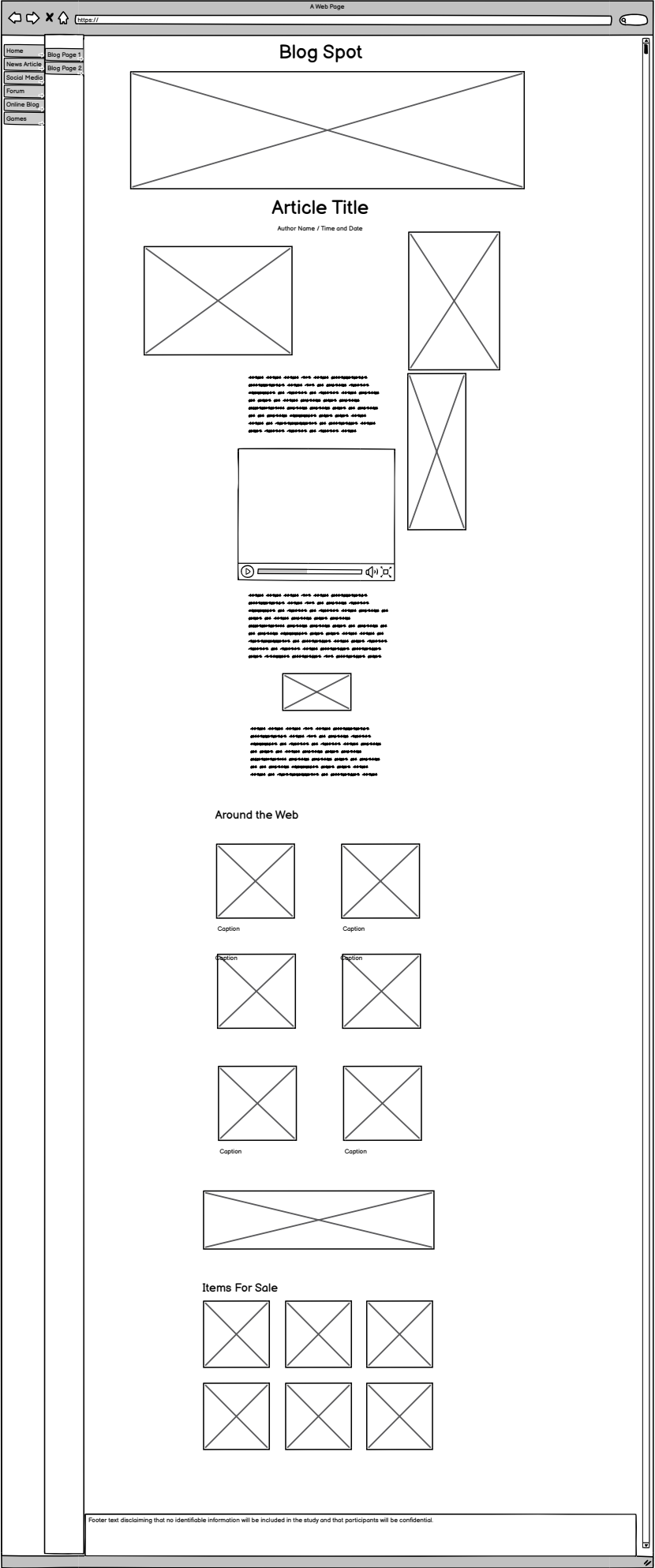
Similarly to the second news article page this page has also had its IA experience changed to an altered version to see if the user has a better experience whilst visiting this site.



This is the first game page where a user will play a game as the ads on the screen change. The goal is to have the ads change every 30-45 seconds. The video player within the game window is supposed to represent a video that will play before the user can play the game.

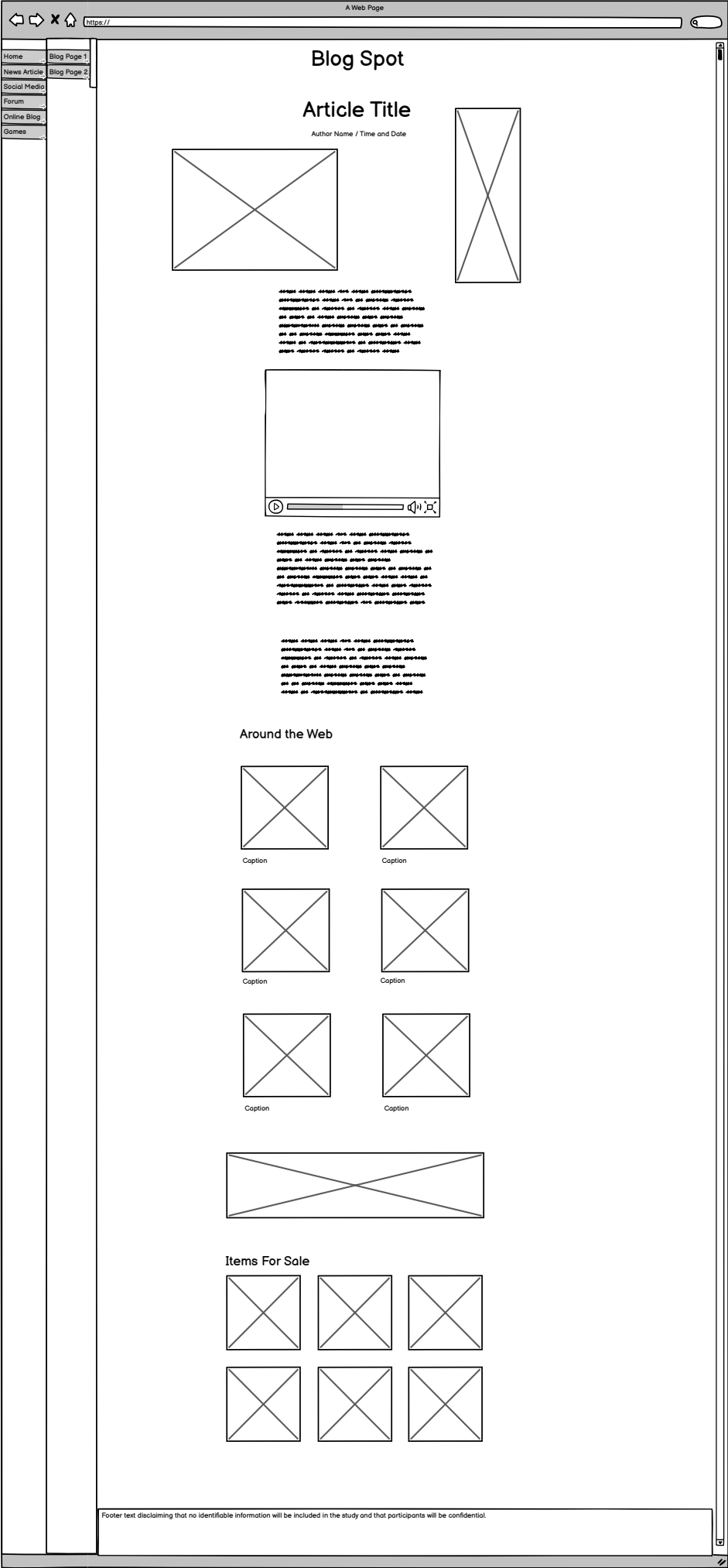


Again, this page aims to see the difference in attitude/satisfaction when interacting with internet advertising. The goal is to observe the difference between the attitude towards current IA methods vs. altered versions.

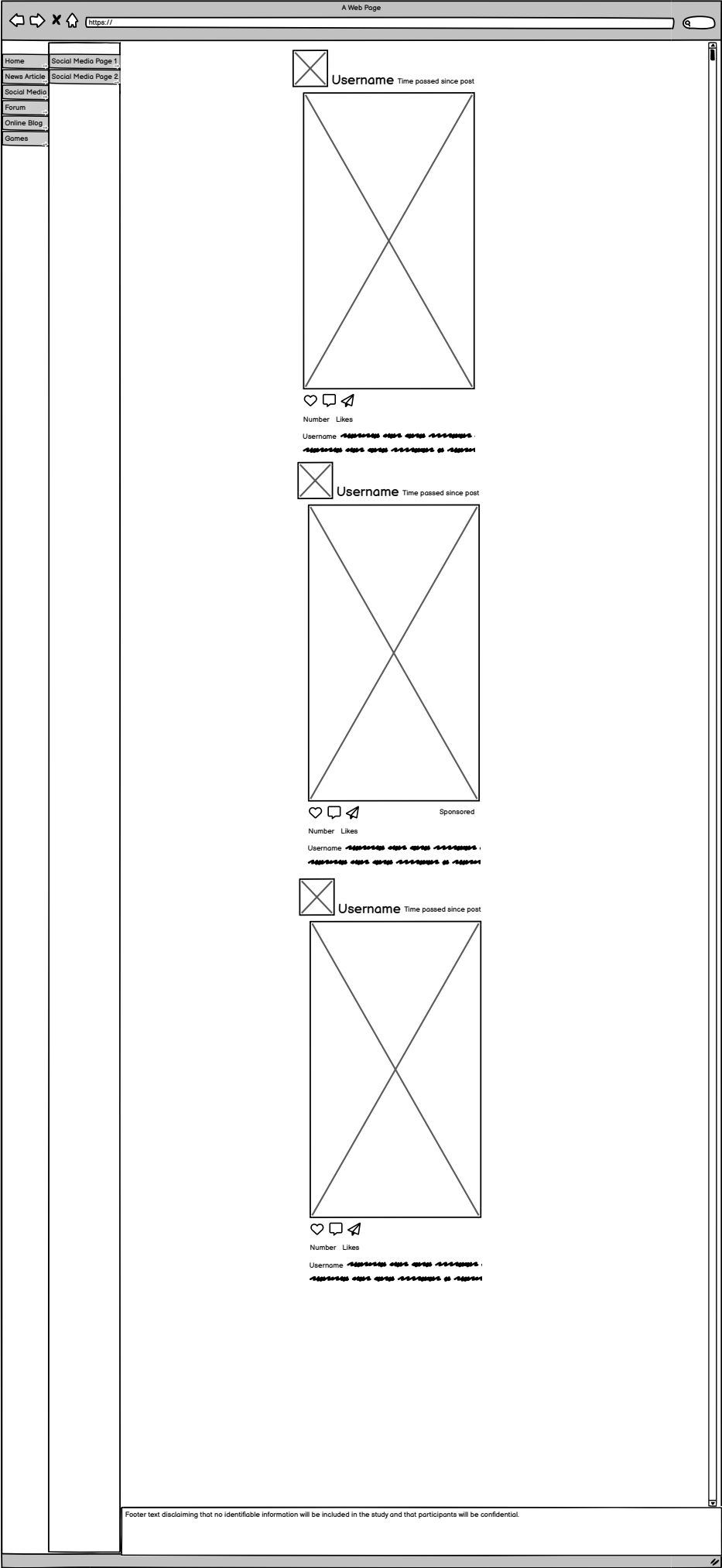


This is the blog page that is supposed to mirror an actual blog page currently. The image under and to the left of the article title is not an ad put a picture that is related to the blog post. The user will read the post and give feedback on their ad experience.

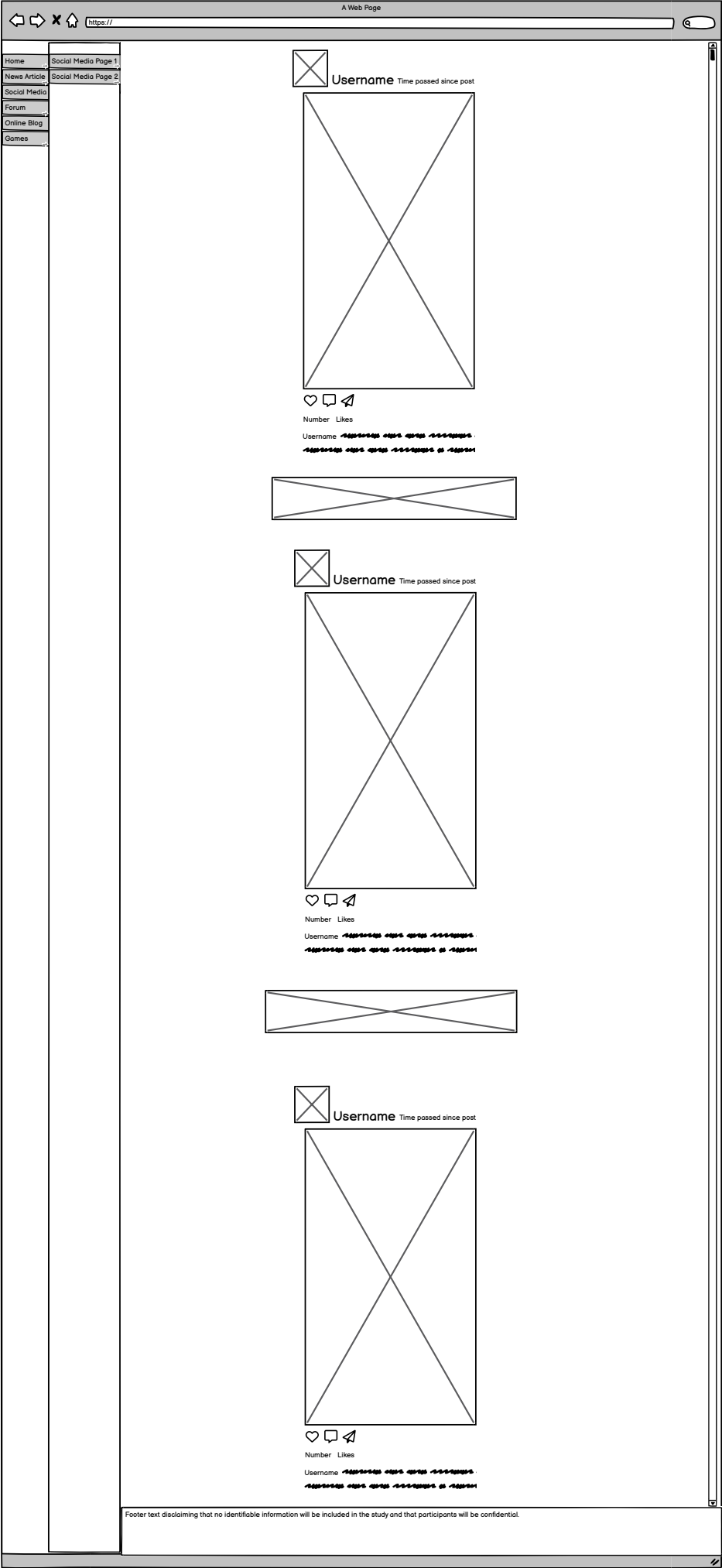




This is the blog page with altered ads. The goal was to try and see if the experience was improved compared to the normal version base on user feedback.



This is the the first social media page. This is the unaltered version so users would interact with the page normally and base the comparisons off of it.



This is the altered social media page. It was designed with Instagram in mind to provide familiarity to the user. The altered ad experience its goal is to see if this version is better than the current way of advertising.