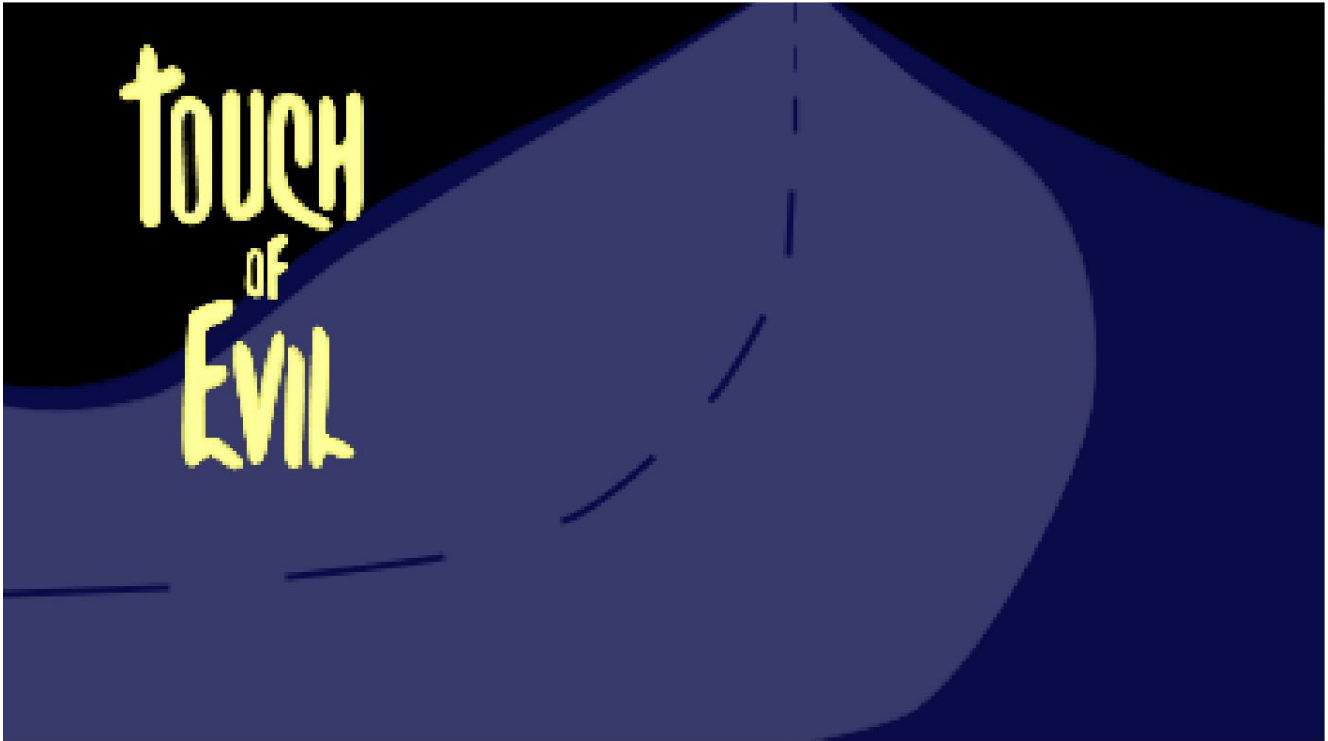


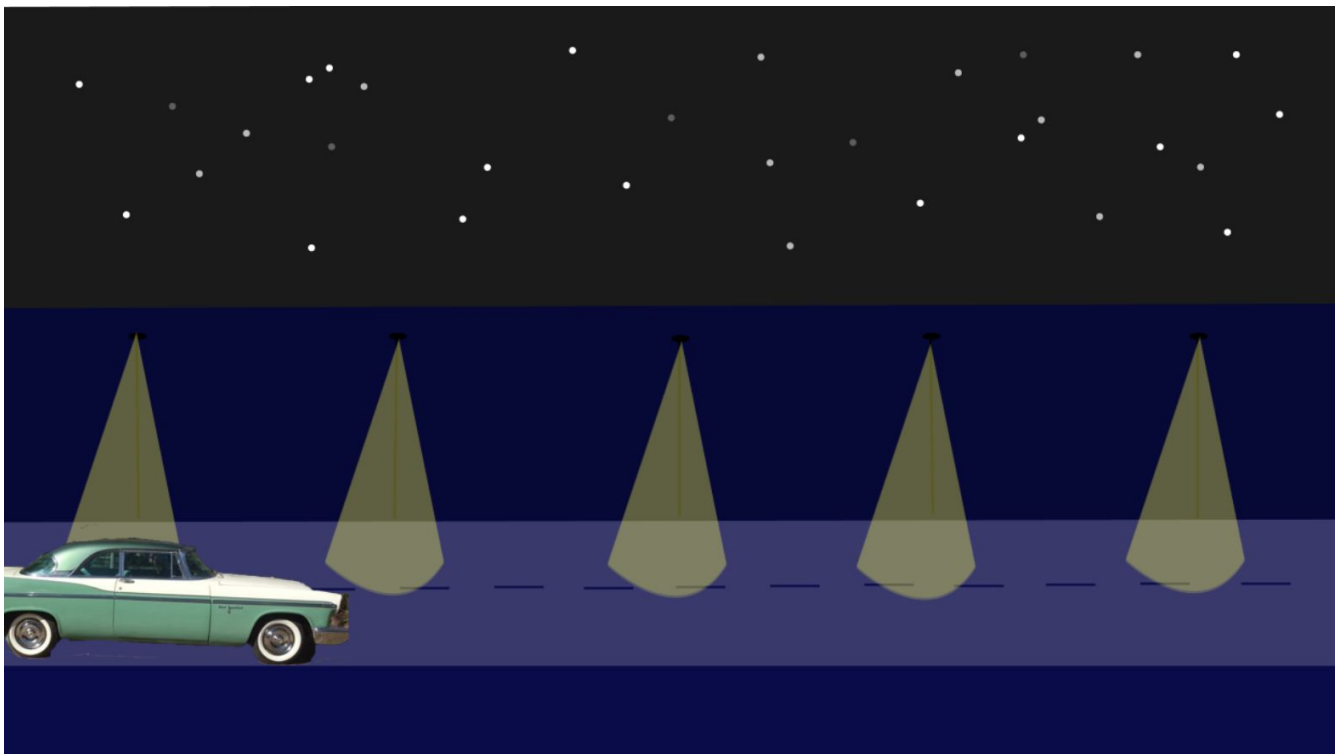
Group 1 Expert Test

VISUALS + SOUND

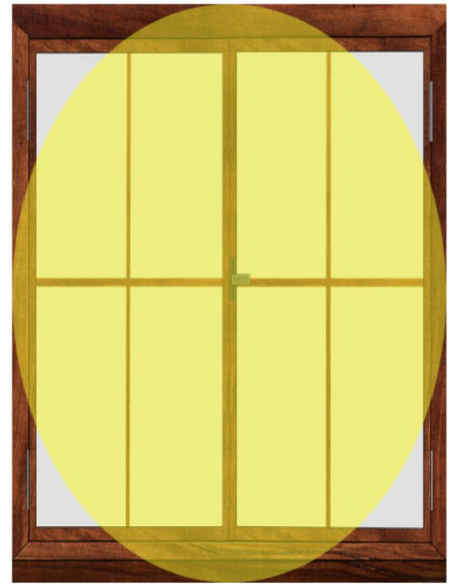


Title Page GIF + Intro Music Play

Click on the car to go on a drive --- tick tick tick tick ----- EXPLODES



TALK TO SOME LEAD SUSPECTS



Each window will be dark until the user hovers/clicks on the window they would like to check. A flashlight appears on the character who will tell their tale.



Click through each window to learn clues of who planted the bomb!

http://ekaterinagp.dk/touch_of_evil_code/

TO SEE WHO REALLY DONE IT

WATCH THE LAST FILM NOIR

TOUCH OF EVIL

TO FIND OUT!



TEST QUESTIONS:

What is the genre or mood?

What appears to be interactive?

Is there a scene that is unclear?

What is the most interesting element in our design?

- Fonts
- Color scheme
- Illustrated vs manipulated stills

Would you want to click through all 6 windows?

If you click the same window twice what do you think should happen?

After you have decided who you think planted the bomb what do you expect to happen?

Would you play it again?

Are there enough interactive features?

Would you want to see the film after our interactive teaser?

Who would be the most interested in this teaser ?

TEST SUMMARY RESULTS

User 1 : Girl

- Genre / Mood : Horror or crime mystery
- I want to make the car move / choose a path and have a direct influence on whether it explodes. Wants an active role in the story
- Sound is the most interesting element
- It has all elements of a film beginning middle + end. Just needs another element after the main interaction to let us guess the suspect.
- There is a lot of talking so maybe you should cut out a character or 2.. Or make 2 of them just say "it wasn't me"

- There is a delay before and after the talking that is annoying.. I want to click it over and over before it finally starts.
- Not really sure where to go after the animation.

User 2: Girl

- Click on car
- Looks like when you click on it, it goes to the right
- The windows are obviously choices to click on
- They are the suspects!
- It is a mystery story and I should listen to all six suspects to find an answer
- Click your choice: the second click means I have picked my choice.
- If I choose wrong I expect them to tell me “not me” or something like it
- Maybe have a pop up that shows the character (bigger) if I choose right
- It is a unique design, different from other animated films I have seen
- Made for 18 +
- The subjects + sound is the most interesting part
- I would watch the film

User 3: Guy

- This is a police investigation or crime mystery
- One person should give you the correct answer or clue to the right answer
- The car scene could have more animation (start button or lights flicker)
- After the animation there should be another page with an answer
- I want to be able to choose a suspect that I think did it not just hear from each character.
- Enjoyed the pop culture references and humor is important for our target audience. Consider keeping it funny or light
- Knew it was a film teaser
- This was made for 20 somethings.
- The style is interesting and really well drawn
- It is a noir film and I would watch after playing

Changes or comments:

We agree that there needs to be an additional page or animation for the user to decide who did it! We are brainstorming how to show this. Sound is the most exciting element and we are going to record our own voices from references in the film or pop culture that is relevant to our story. For instance, Tweets by trump read aloud or Rick + Morty.

The intro music is going to be key to set the tone that this is a film teaser.