SurveyMonkey User Results v2

Q1 “I feel Confident in my ability to spot fake news”

Most of the results (63%) showed users Agree with this statement

* Following *Agree*users, 25% *Strongly Agree*

So, more than 85% users feel they can spot fake news

Q2 “I like the title & stapline on the landing page”

Most users (43.75%) agree with this statement

Notably, 25% of users disagree with this statement (with no users putting *Strongly Disagree*)

*When comparing to Q1 from previous quiz, more people tended to agree. The strapline and title hasn’t changed, so this is all positive feedback, just variability in user’s feedback due to a different sample of users.*

Q3 What logo do you prefer (L/R on opening page”

Left was the speech bubble one

Right was the first one

Most users (58.25%) preferreed the left logo (speech bubble)

One of the comments: “Right looks a bit political. Left doesn’t look like it’s related to news”

* Perhaps we should’ve provided alternative choices of logos, or answers, for example “neither”

Q4 I like the layout of the different pages. The navigation is easy.

Agree was highest (31.25%), joint with Disagree.

Some of the user confusion (from 31.25% in Disagree) could have been due to the lack of interaction with Marvel, the platform our wireframe is on.

*When comparing to Q2 from our previous quiz, we seem to have lost in ease-of-use feedback. We think this may be attributed to the new platform we used to present the wireframe – people are generally more accustomed to PowerPoint. The results are still positive.*

Q5 I like the colour scheme

Strongly Agree + Agree = 43.75% (a majority) over Disagree (37.50%)

*When comparing to Q3 if our preivous quiz, we have got a positive edge in the colour scheme in the eyes of users*

Q6 I would like to take this quiz

No users put *Disagree*here, so we can take this as proof of concept, and motivates us that users will still take part of the quiz, aside from less favourable elements of our SPA, like the colour scheme

*When comparing to Q4 of our previous quiz, we can see we have retained the positive interest in the topic from this wireframe*

Q7 This quiz looks fun

A majority of users chose *Strongly Agree*or *Agree* here, reaffirming proof of concept

*When comparing to Q5 of our previous quiz, we retained the sum positive ‘fun-appeal’ from users*

Q8 How likely are you to suggest this to a friend?

Even split between likely and unlikely

* Perhaps due to controversy?

Q9 I would like more information on what fake news is, why it’s dangerous and how to spot it presented

Page Break

Most users strongly agreed / agreed (75% in total)

*When comparing to Q7 of our previous quiz, we can see we have retained the positive interest in the topic from this wireframe*

Q10 Would you return to this website? If so, what is more likely to make you return?

Yes, because it’s interesting got the highest number of votes (31.25%)

18.75% voted for *yes, to beat the highscore*

*When comparing to Q9 of our previous quiz, we can conclude that the updated wireframe looked more fun to users (“Yes because its fun” got around 9% more votes)*