Semester 6
Advanced Media Design

Testing Report

Municipality of Eindhoven + Garage2020

Now that we have finalised the design of our educational platform, it is time to validate our work. In order to do this, we have decided to perform a testing with the targeted users, stakeholders and experts in the field, in order to collect their feedback and see if we have done a good job at realising this concept. In this document you can explore our goals for this testing process, the different people we will test with, our methods of choice and a detailed analysis of the findings.

Testing goals

Our goals by conducting these tests will be to gather insights on our work as well as validate it. By doing so we hope to obtain valuable information which can be used to further improve the education platform in the future. For each of our target groups we have specific testing goals.

For our first target group, we want to validate the structure of the educational platform. This means we would like to know if the way we designed the educational platform is logical and if the way the user navigates makes sense to them and doesn't cause any issues or confusion. In order to reach this goal we need to identify if there are usability issues and validate our design decisions. For the second target group, the experts, we wish to validate our design decisions and gather valuable feedback.

Second, we would like to validate if our concept is good and if not, how we could adjust the project so that in the future this could be improved upon. Our last goal is to test if the educational platform is actually helpful to the youth worker and if they will be able to educate themselves properly by using the educational platform.

Target audience

For this testing period we have defined 3 types of audiences - youth workers in Eindhoven, UX/UI design experts and stakeholders. As they are all part of different fields, we expect to get various types of feedback.

Many of the youth workers experience difficulties when it comes to being online and thus have troubles reaching out to young people. Because this project is focused on the workers, the most valuable feedback on the concept will come from them. The average age of the youth workers is around 35-45. They come from various cultural and professional backgrounds. The number of youth workers that we will test is four.

When it comes to the UX/UI design experts, the testing with them will be mainly focused on design principles, user experience and overall structure and look of the platform. These participants will be our teachers that have a background in UX/UI design. We will perform two testings with those users.

The final target audience that we have are the stakeholders. As they take care of the entirety of the project, the feedback that we expect to receive from the testing with them are more related to the concept, our ideas, how and if we managed to create a good final product. This test will be done with Fenna, our stakeholder from Garage2020.

Testing Methods

Usability Testing - Task based

Our main testing method for this project will be usability testing. During a usability test, participants are given specific tasks to complete using the product or website while an evaluator or moderator observes their behaviour. The main purpose of usability testing is to evaluate the current usability and design of our prototype with experts of the field and our target group. This will allow for us to make any changes/fix any issues that we might have missed in the process of creating our prototype, as it can be easy to overlook any issues when we are so familiar with our concept. In the end, this testing session will allow us to evaluate how well we have met our users needs, wants and the goals we set for ourselves in the beginning of the project. As a group, we assessed that usability testing would be the most beneficial form of testing because it allows for us to not only validate our concept as a whole, but also smaller sections usability based on the tasks we include in our testing. We will utilise task based testing in conjunction with usability testing to gain the most insights from our testing sessions and users.

A task based test is all about giving your tester a task that they have to do within your platform/app/website. By allowing your tester to try and use a function, you can clearly see where there are problems and which elements are good and intuitive (McCloskey, 2014). It is, however, important to know what knowledge your tester already has about both what you are testing and about internet/apps/programs, etc. as well. Because if you would test with only tech savvy people, it could be that the platform is still inaccessible to people without much knowledge about websites or online applications.

The reason why we decided to use task based testing, is because this method really shows if the platform is intuitive and easy to use. We should not give direct tasks, but we should make up scenarios, so the tester gets less of a feeling that they are doing an assignment (McCloskey, 2014). If we, for example, say that the tester wants to learn instagram and he wants to know how to post something, that means that the tester has to go through a lot of steps:

- Log In/Registration
- Go to Instagram Course
- Go to the first lesson
- Read the first lesson and watch the videos
- Make the quiz about posting to Instagram

With all these steps, we can clearly see if the tester is struggling to find, for example, the lesson page or the Instagram Course. If we see that the tester is struggling, we can easily see where they are struggling and then ask some questions, like what they thought they were supposed to do and why they thought they were struggling. This way, we can get direct insight about possible improvements.

In the end, we will ask some general questions, like:

- What elements were good about this platform?
- What were your main struggles?
- Do you think this will help you learn social media?

This will wrap up the testing with one good summary of everything that was said and experienced during the testing. This will be put in a document for future review.

Think Aloud Test

In order to gather insights from the user's thought process and experience while they interact with a specific product - in our case, the educational platform we are developing. By employing the CMD method of Think Aloud Testing, we ask the participants of our testing session to verbalise their thoughts, feelings and decision-making processes as they are navigating through our product. Therefore we will be able to identify flaws and misunderstandings in our design choices and workflow. Employing this type of testing method, we will see the natural way different users perceive with our platform. Thus, we could see what changes and improvements should be made in the design choices of workflow of our concept.

Testing Scenarios

UX/UI design expert

For the UX/UI design experts we would like to do think aloud tests. Why? Because they have the experience and the knowledge to fill us in about possible improvements. The experts will speak less out of reaction and more with well-made arguments about why something is good or needs improvement. Letting a UX/UI design expert think out loud can give great insights that we can't get with limited questions. We want to know as much as possible about what's good about our product and what can be improved.

For the test, we will let the experts go through our platform, while we are explaining what they see and are supposed to do on this page, if they were a user. We will ask the experts questions and they will answer and vice versa. When the expert, for example, says 'This is confusing.', then we can follow up by asking why it is confusing. Thus, finding out where the improvement points are.

At the end of the test we will ask some summarising questions and get a general impression that the experts got from the platform. We will summarise the goods and the bads of the platform with the experts and write this all down.

Youth Worker

1. Identify key user flows
2. Break down user flows into tasks
3. Create different scenarios, depending on the persona

For the youth workers at Pitstop, we only have 30 minutes to test four people. So we should keep it short but snappy. The idea is to split up the group and let all four people test at the same time but still individually, because we want opinions from individual people, not a group with a couple of tech savvy people that get everything right.

We are going to give the testers an activity to do within the platform, but in the form of a scenario, so it feels less like an assignment. We will let the youth workers do their thing and closely observe what they are doing and where they are looking to find the specific elements they need to click to traverse the platform. We will help with hints when a tester is struggling to find what they need to find and at the end, we will ask a couple of summarising questions.

For the more experienced youth workers with social media and internet, we will make more difficult scenarios and make them a bit vague, like 'You want to learn social media and think about learning instagram. How do you think you can learn Instagram with this platform'. This way, we do not completely spoil every button and option they have to look for. This gives the more experienced youth workers the challenge of filling in what they need to find themselves.

Stakeholder

The last type of scenario that we have prepared is for our stakeholders. For Fenna from Garage2020 we will also use the "Think aloud" method and let her go through the prototype by herself. Because she has also researched the targeted users, she will be able to give us an overall feedback on our design choices and if they will suit the youth workers.

As she takes care of the project from the Municipality's side and she has known our idea since the beginning, with this testing we aim to see if we have reached the set goal from our stakeholders and if we have managed to create a good solution to the problem.

Our plan for this testing is simple. Let the stakeholder go through the prototype by herself while encouraging her to speak out loud her thoughts and questions. We will have an open debate while she is going through the pages.

Testing Script and questions

The process of this testing will start with a short introduction of who we are and what our project is about. We will briefly explain our concept of the educational platform and how we aim to help youth workers learn easily how to use social media and be online, in order to reach out to the youth. Some aspects that we will mention:

1. This is Social Sphere - an educational platform for social media, designed for youth workers.
2. The first way to use this platform is to choose one of the four platforms that we offer, and focus entirely on that. If the user chooses that, they will cover the entire information for the platform all together. This option is for youth workers that already have knowledge with social media and want to focus on a specific platform.
3. The second way to use this platform is to take a quiz and get one of our three archetypes - The Visionary, The Unifier and The Sentinel. Each of them carries different characteristics. Depending on the archetype that the worker

gets/chooses, they focus on one specific topic for all social media platforms. For this testing, we will only go for the archetype The Visionary, but in general, all archetypes can be chosen freely.

For the testing we will ask the users to follow a task-based usability test. We will be asking the user to complete certain tasks by creating different scenarios.

Scenario 1

This is the scenario we will follow if the user decides to go for the social media platform.

1. At your job they want you to learn more about social media and how to connect with youth online. You find out there is an educational platform to learn more about this. What is your first step when you first enter this website?
2. You are currently logged in on this platform. You see the option to select a social media platform or an archetype. What do you choose?
3. *The user selects a social media platform.* You see a selection of social media platforms. Is it clear what this means or is about?
4. You see the overview of the 'course page'. What part of this page catches your attention? What do you think the page is about?
5. You want to learn about this social media platform, where do you click?
6. You enter the actual course about the specific social media platform. Are you able to find what you will learn about?
7. If you start the lesson, do you know how to go through the steps and go to the next part of the course?
8. You see an overview of videos related to the content. Do you know where to click if you don't understand something or need help?
9. You have made it to the quiz section of the lesson. How would you check if your answer is correct?
10. You have selected the wrong answer. What do you do next?
11. You finish the quiz. Is it clear what the result page means?
12. There is a possibility to see an overview of your rewards and statistics on your account info page. Where do you click if you want to go there?
13. You are on your account info page and you are nearly finished with your Instagram course. You want to continue learning and are curious about what other courses are available about social media platforms. Where do you go?

Scenario 2

This is the scenario we will follow if the user decides to go for the archetype quiz.

1. At your job they want you to learn more about social media and how to connect with youth online. You find out there is an educational platform to learn more about this. What is your first step when you first enter this website?
2. You are currently logged in on this platform. You see the option to select a social media platform or an archetype. What do you choose?
3. *The user selects the option to follow the quiz.* You see a quiz page. Do you know how to complete this quiz?
4. You see the results of your quiz. Is it clear what the results mean? Do you know what your result is?
5. If you aren't happy with your results. What do you do? *(User won't be able to actually change archetype, but for the sake of testing this will be asked)*
6. You see the overview of the 'course page'. What part of this page catches your attention? What do you think the page is about?
7. You want to start the course, where do you click?
8. If you start the lesson, do you know how to go through the steps and go to the next part of the course?
9. You see an overview of videos related to the content. Do you know where to click if you don't understand something or need help?
10. You have made it to the quiz section of the lesson. How would you check if your answer is correct?
11. You have selected the wrong answer. What do you do next?
12. You finish the quiz. Is it clear what the result page means?
13. There is a possibility to see an overview of your rewards and statistics on your account info page. Where do you click if you want to go there?
14. You are on your account info page and you are nearly finished with the content of the Visionary. You are curious about what other archetypes exist. Where do you go?

Post-Test questions
1. How would you describe this product to someone?
2. What aspects of this platform did you enjoy?
3. What aspects of this platform did you find confusing?
4. How do you think this product will contribute to your work?
5. Would you recommend this product to colleagues and why?
6. Lastly, how did you find this testing process? Was everything clearly explained to you? Were the tasks confusing?

Analysis of the interview findings

Stakeholder

Fenna Dam - Stakeholder of the Project
For the final testing with our stakeholder we decided to let our stakeholder test the product in a slightly different way where we would let her go through the prototype and have us ask her questions. Our stakeholder couldn't be present on location so we showcased the prototype on our laptop via Team's screenshare and asked here where she would click. We didn't give her specific tasks to do but we did give an explanation if she ended up being confused.

General feedback: Overall the prototype looked very nice. There were no confusions as to where to click for the most part and she understood the prototype well. One particular thing she had some questions about was how the questions will be generated to become an archetype, and what they are based on. For now, they are mostly a fun way to assign someone. She told us to put a disclaimer about this.

Positive remarks:
Fenna was very impressed with the way our prototype was styled. She loved the design and thought it aligned with our target group very well. She thinks we did a lot of work and got far in a small amount of time and could definitely see this being expanded in the future and that it had a lot of potential.

Where to improve:
After testing the prototype our stakeholder concluded there could be some improvements/adjustments. Mainly, she would like to expand upon the content. Creating an upload page where youth workers can upload their assignments, even if just a screenshot at first would be a first step to take. She also suggested we put a disclaimer on the archetype quiz that this is not scientifically proven but just a fun way to assign people.

UX/UI design experts

For the final testing with UX/UI design experts, we decided to ask teachers from our university. We followed the testing plan that we had created, the method and post-interview questions. For the test itself, the experts were given a laptop to use on

which the prototype of Social Sphere was displayed. They were asked to go through the prototype and speak out loud their thoughts (excitement, confusion, etc.). Below you can read the feedback from the testings.

Testing 1

Joris Ariëns - UX/UI design expert and teacher at Fontys UAS

General feedback: In general, the product looked quite good and it overall had a nice flow. There were still some elements to improve, both on detail level and usability level. The testing was very opinion based though, for true usability tests, use some more scenario based testing as well.

Positive remarks:
1. Login - the login itself went smoothly.
2. Quiz - Positive message after selecting a correct answer is good and helps to motivate.
3. Archetypes - The participant really liked the archetypes and what they stood for and thought it added a nice touch to the platform.
4. Overall design - The overall design looks good. The playful look and feel is nice.
5. Brand - The clouds show the brand of Social Sphere.

Where to improve:
1. Course overview - The information is a bit overwhelming. It took the participant a couple of minutes to figure out what exactly was asked of him.
2. Course overview - For the quests on the course overview screen there should be some form of indication to make clear it's not mandatory. This can be done via text.
3. Lesson page overview - The images we currently use for the lesson page should be real screenshots.
4. Lesson page video section - For the video section of the lesson, the naming convention should be changed. Right now it's a little inconsistent (story or post for example)
5. Quiz section - It's not clear where to click after you have selected a wrong answer. There is no clear indication on how to continue. This should be more obvious. The red colour should also disappear after selecting the right answer OR after selecting a wrong answer it should automatically go to the right answer and in the results it should count this as wrong still.
6. Quiz results - Should have been all the questions. Participant isn't sure on how answers get calculated.

A detailed dropdown would have been better. Because you can change your answer, technically speaking you could have a 100% score every time. Specify the amount of tries.

7. Quiz results - We should add a ''retake quiz'' button.
8. Course overview - There needs to be a way to see what courses you have completed. Right now it's not clear enough. Change the colours to green once completed, purple for ongoing.
9. Course overview - There should be a lock icon to identify which courses aren't available/unlocked yet.
10. Course overview - Adding stars to completed lessons to showcase how good you did could be an option.
11. Archetype quiz - If you are a certain archetype, make the entire screen feel like the style of that archetype (possibly)
12. General advice - A scroll indicator needs to be added. Some information might be missed because people don't realise they can scroll.
13. General advice - The way we describe / name some things could be improved. Examples: 'Our platforms' should be renamed to 'our lessons/courses' and 'story/post' shouldn't be used interchangeably, since they are two different things.

Post-testing questions:

1. **How would you describe this product to someone?**
   I would describe it as a learning platform for social media training purposes.

2. **What aspects of this platform did you enjoy?**
   I enjoyed the playful look and feel the most.

3. **What aspects of this platform did you find confusing?**
   Most confusing for me was the progress indication. Not knowing where I was in my process of doing the lessons.

4. **How do you think this product will contribute to your work?**
   Learning the basics of social media functions as a 101 kind of approach.

5. **Would you recommend this product to colleagues and why?**
   No I would not because all of my colleagues either already know things about social media or have the right inquisitive posture to figure it out.

6. Lastly, how did you find this testing process? Was everything clearly explained to you? Were the tasks confusing?
   I think the process was ok although it was more opinion based. In another context a scenario based usability test could give others insights as well.

Testing 2

Maike Simone-de Vocht - UX/UI design expert and teacher at Fontys UAS

General feedback: Overall, the feedback from this testing process was positive and the expert liked how we had designed and structured the prototype. They found the design playful and interesting, although they were missing a bit more animations to capture the attention. For them the majority of the prototype was intuitive and understandable, with some minor issues on a few of the pages, such as the navigation from choosing social media/archetype to Home page. They gave us valuable feedback upon which to improve some of the features such as the "Your challenges" section and the lesson quiz. They found the platform useful for youth workers due to its clear structure and feeling of personalisation. Below you can explore in more detail the feedback that we received.

Positive remarks
1. Archetype quiz results - the results on this page are well presented and clear. The expert likes that the results are presented with percentages for each of the 3 archetypes
2. Course structure - the expert found the structure of the course and content to be very well presented. They clearly outline what each chapter is about and what specific learning methods (reading, listening) each of them will include
3. Lesson page structure - the expert found the layout of the Lesson page very well presented. They liked the simple design and the good amount of white space
4. Video and reading methods - the expert liked how we have included both reading material and instructional videos in the lesson. Incorporating both is beneficial, as people with different learning styles can easily understand and memorise the content
5. Lesson quiz feedback - the expert found the immediate feedback on the quiz very useful. For them, it acts as a boost of dopamine seeing the yellow star and the short explanation to the correct answer

6. Certificates and awards - the expert found the way we have created the certificates and awards very creative, especially the categories for all of the awards

Where to improve
1. State who this platform is for - on the Landing page there should be a clear indication who the targeted users of this platform are. Otherwise, all types of people would join
2. Archetype quiz results - although the expert found the presented information clear, they want to have a more detailed explanation for what each of the archetypes have to offer. Including more understandable points (for all ages of the target group) what the specific archetype will focus on will eliminate a feeling of regret after the user starts their learning process. Example information: "As a visionary, you will take care of posting interesting images and videos online to connect to more youth."
3. Better flow - currently the flow between the choosing archetype process and the Home page is very direct, which may confuse a lot of the users. To prevent that, a short introduction and confirmation of choice could be included to inform the users in a better way
4. Description of archetype on Home page - when it comes to the Home page of the user's archetype, the design should motivate them to learn and explore new skills. Currently the intro description is in present tense, which may overwhelm users as it projects big expectations of them. Rewriting it into future tense will act as a token of motivation and inspiration.
5. "Your quests" - the expert was a bit confused by this section on the home page. They recommended us to include a more clear description for each of the quests. Alongside that, they explained that not everybody might know what the word "quest" means, so changing it to something else, "Your challenges" for example, might be better. Another thing that they encouraged us to do is make the section collapsible or present it in a different way with gamification, as it is not used all the time, and it take a lot of space from the page
6. Target audience vocabulary - take into account that not everyone from the target group will know the presented words and terms. Using simpler words or including some kind of description or an explanation ("i" section on hover) will be ideal.
7. Lesson page section titles - change the title "Information" as it is a bit confusing
8. Lesson page visuals - current images on the Lesson page are not the same as in the application and could be confusing. Testing them with the targeted users is recommended

9. Lesson quiz - apart from the positive feedback, the expert had some remarks on the design of the quiz. The "Try again" part is not visible enough, so they were a bit confused on what to do when they got the answer wrong. In addition, in such occasions, they recommended us to include visuals/tips to help users understand the question better
10. Archetype info page - the expert liked the structure of the informational page, but would like to see more dopamine shots in the form of animations/transitions (arrow drawing animation)
11. Top navigation - top menu should be sticky (always on display, even when scrolling)
12. Success stories - the expert recommended us to include somewhere a success story of other youth workers that have completed the courses. This will act as a boost of inspiration and motivation for the users.
13. Clear indication of scroll on Landing page - upon starting the prototype, the expert did not know that they could scroll down on the Landing page. Adding an icon or text that scrolling is possible will eliminate future confusion and risk of missing important information
14. Blobs vs Archetypes - the expert liked how we had structured the archetypes and the different characters. Although in some places we use one of the words, in other places - the other. They recommended us to use only one, as some users might get confused on which one is which and their connection

Post-testing questions:

1. How would you describe this product to someone?
   Learning environment for education on social media.

2. What aspects of this platform did you enjoy?
   The expert enjoyed the playfulness of the design, the archetype test and the personalisation aspect to the platform.

3. What aspects of this platform did you find confusing?
   The expert found a few things about the prototype a bit confusing, such as the usage of both Blobs and Archetypes (both terms are used and it becomes a bit confusing, so choosing only one is preferable), "Your quests'' on the Home page (found confusing both for their role and process of achieving). Another aspect they explained may be confusing for the target audience (as the target group is very broad) are the use of modern terms and how not everybody will understand them.

4. Lastly, how did you find this testing process? Was everything clearly explained to you? Were the tasks confusing?

The expert found the testing process good overall with clear instructions on what to do, but would prefer to have specific tasks next time

Youth workers

The last type of testing that we did was with the target group of this concept - youth workers. In order to get genuine feedback and let the users experience the prototype by themselves, we decided to conduct this test in one of the youth centres in Eindhoven that is part of this project - Pitstop. We managed to interview four youth workers from different ages and with various focuses within youth work. Using the method "Task based test", we gave different instructions to the users. The goal of this test was to see if the target group finds this concept useful and if they think such a solution will help them in the process of reaching out to the youth online.

Youth worker 1

Name: Elize Sijtsema
Age: 31
What they chose: Social Media - Discord, Archetype

At first, Elize got the scenario that she was new to Instagram and she wanted to learn how to make a post. Elize was a bit confused about why the text for the Archetypes were the same on the landing page. But after she got the hang of how the prototype worked in Figma, she went through everything very swiftly. She did try to click the quests and forgot to scroll down multiple times, but in general, she really liked the concept and especially the design.

Post-testing questions:

1. **How would you describe this product to someone?**
   "This is *the* platform to learn social media!"

2. **What aspects of this platform did you enjoy?**
   The design and the Archetypes have the right vibe for youth workers.
   The platform is very educational. The quiz is fun and interactive. The images and the examples in the lessons are really good and easy to follow. Archetype quiz was fun.

3. **What aspects of this platform did you find confusing?**
   Scrolling down and the text on the first page is confusing. Indicate where to scroll down or change the position of some elements. Be able to redo the quiz and immediately show the right answer when getting something wrong.

4. **How do you think this product will contribute to your work?**
   I will especially be able to understand Discord better. When I started with Discord, I was super confused, but a coworker helped me with it. I will also use it to keep up to date with platform updates and the newest social media trends.

5. **Would you recommend this product to colleagues and why?**
   Yes. Even though it might still be somewhat confusing at some times, people can definitely learn a lot from this platform.

6. **Lastly, how did you find this testing process? Was everything clearly explained to you? Were the tasks confusing?**
   At first, it was very confusing what I could click and what not. And the text was the same on the first page. The task was clear and I got a clear explanation. The quiz was a bit difficult with how the prototype was made, but in general, it went well.

Youth worker 2

Name: Willem de Meer
Age: 25
What they chose: Social Media (Snapchat) + Archetype
Short summary of the testing

Willem, being the youngest amongst the other members from the team of Pitstop, did not have any difficulties while testing out our prototype. He spotted the mistakes of our design choices and went onto showing them to me and suggested different solutions to them. After we went through the initial pages, he found himself in the Lesson Page, where he actually took out his phone and followed the steps in the tutorial we have created, fastforwarding to the lessons quiz, where he found it to be extremely helpful, since we managed to mix the practical and theoretical parts of the platform.

After exploring the social media scenarios, he went onto completing the archetype quiz, which he found extremely intriguing, since the question and answer were not directly connected to a certain archetype, but were persuading the intuition in people to speak for their choices. He liked the content of the different courses and lessons, but one suggestion he gave us was to structure the courses content in such a way, that each archetype starts with lessons regarding the specific platform they specialise in using.

Lastly, he fell in love with the design we came up with and liked the combination of colours we employed on the platform (colour blue resembling trust and reliability).

He was entertained by the special visuals we included into the website, giving it a unique touch (the favourite archetype being the Sentinel - "AN ABSOLUTE UNIT") Overall, Willem saw the potential in the educational platform that we have created for the duration of the semester. Giving Social Sphere a playful and appealing design, yet its content being informational, the educational platform of ours would be beneficial for youth workers with zero to low level of expertise in the field of social media.

Post-testing questions:

1. How would you describe this product to someone?

   "Platform for people who are not familiar with social media platforms, to help them and educate them on the, to give them tools and help them be more confident and use these tools. "

2. What aspects of this platform did you enjoy?

   He enjoyed the practicality of it, the fact that people do not really have to go into the app, and actually do exercises while learning. He liked that about our platform, since oftentimes youth workers tasks related to real life scenarios and challenges, and are not that heavily focused on theoretical knowledge.

3. What aspects of this platform did you find confusing?

   The only aspect he was concerned about was when the platform was going to become a real product. Some people might find that we showcase four different characters in the initial section of the Archetypes page, but later on there are only 3 actual Archetypes introduced to our platform. The second aspect he was concerned about was that older people might find the visuals and some design choices, especially the design of the Archetypes, might be a bit overwhelming.

4. How do you think this product will contribute to your work?

   Having this platform working as a source of information, youth workers who find difficulties in using different platforms or certain parts of them.

5. Would you recommend this product to colleagues and why?

   He would recommend the product to colleagues of his, who find it difficult to use social media. He thinks platforms of such kind will be helpful for people

with zero to low level of expertise in the world of social media and how to use them.

6. Lastly, how did you find this testing process? Was everything clearly explained to you? Were the tasks confusing?

   He found the testing process straightforward and clear. Did not have any difficulties following the given tasks and even at certain points of the testing process was one step ahead of the needed. He mentioned the whole prototype and user testing to be pleasing and refreshing to him.

Youth worker 3

Name: Valesca Boschmans
Age: 32
What they chose: Participant went down the social media route, specifically chose Instagram

The participant started off by logging in with no problems. The user experienced some confusion on mainly the course page, which she found too overwhelming, it contained too much text and it wasn't clear to the participant that the quests were not mandatory or part of the course. Some other elements like buttons weren't obvious enough. The visuals were very appealing and the participant loved the encouraging messages which helped to keep her motivated. She would have loved to see the option to export the quiz results to pdf, and to see a progress bar in the form of a roadmap.

Post-testing questions:

1. How would you describe this product to someone?
   "I have something new for you, if you want to be an expert in social media, go here."

2. What aspects of this platform did you enjoy?
   She liked the fact that there were gamified aspects to the platform that encouraged and motivated her to learn more. Overall, she thought that the platform was easy to understand and navigate.

3. What aspects of this platform did you find confusing?
   She was confused by the course overview page(landing page) and the quests. She believes that important buttons like continue learning, go to lessons and

start quizzes need to be more pronounced, maybe by their colour, size or placement on screen.

4. **How do you think this product will contribute to your work?**

   She expressed that the platform would help a lot. Most youth workers don't know every platform. She also believed that it could be quite useful to keep youth workers updated about new social media if the platform would be consistently updated.

5. **Would you recommend this product to colleagues and why?**

   She would recommend the platform to her coworkers. SHe would also revisit the platform to see if new content has been added. It could be quite useful during a team building day!

6. **Lastly, how did you find this testing process? Was everything clearly explained to you? Were the tasks confusing?**
   She thought the prototype was clear and everything we asked her to do during the testing made sense.

Youth worker 4

Name: Matheus Sales de Moura
Age: 35
What they chose: Archetype (Opted for The Sentinel)

The testing process started with the youth worker registering on the platform and taking the Archetype quiz. When they received their results, they had no problem navigating through the Home page and onto the Lesson page. For them the layout of the lessons was well structured and they liked the option of having a lot of visuals and videos as an education method. They recommended having more structured information, clearly presenting the DOs and DONTs for each social media. When it comes to the Quiz page they really enjoyed the immediate feedback, although the option to choose two answers was not visible to them, which caused confusion. Overall they really enjoyed the design of the platform, though saying it looks a bit childish. When it comes to the Archetypes, they found them a perfect addition to Social Sphere. This way everybody can focus on what they are passionate about. When it comes to the future development, the youth worker had some recommendations. One of them included connecting their social media account to the educational platform, which can create a better grading process and Social Sphere can track how many hours the user spends on the specific site. Apart from that, they also mentioned adding a Skill quiz after the user chooses a social media

platform or gets an Archetype. This way the chance of youth workers repeating the information they already know and quitting will be reduced to minimum.

Post-testing questions:

1. How would you describe this product to someone?
   Platform to train youth workers online.

2. What aspects of this platform did you enjoy?
   The youth worker really enjoyed the Archetypes and how they were structured and described.

3. What aspects of this platform did you find confusing?
   The youth worker did not find confusing aspects to the platform, although had some remarks that other workers might have. Such things are that the content might be too broad for new people, so they might find it difficult to understand the essence of using social media to connect to the youth.

4. How do you think this product will contribute to your work?
   The interviewed youth worker takes the role of the manager of Pitstop. Because he takes care of new comers, they believe that this platform will help the centre explore the talents of the workers and what direction they are passionate about. This way they can ideally divide the work between those who are the best and most passionate.

5. Would you recommend this product to colleagues and why?
   The youth worker was positive that they will recommend Social Sphere to their colleagues. As there are a lot of Pitstop centres in the Netherlands, such a platform will utilise and improve the training process of new youth workers.

6. Lastly, how did you find this testing process? Was everything clearly explained to you? Were the tasks confusing?
   The youth worker found the testing process well planned which eliminated a lot of confusion from their side. The tasks were clear to them and they knew what exactly they needed to do next.

Positive remarks

- The visuals of the platform are very appealing. The design was described as playful but still showcasing trust and reliability. The participants loved the colours.
- The way the lesson page was structured is very nice. Having tutorial-like steps helps a lot.
- Having an option to watch videos instead of reading through the steps is nice for people who are visually oriented.
- Enjoyed the Archetype quiz and the personalisation of the course to what they specifically want to learn
- Archetypes are well thought out, presented in an engaging and fun way
- The testers liked the immediate feedback after each quiz question
- The choice of social media platforms is ideal, as currently these sites are most popular amongst youth workers and the young people

Where to improve

- An option to take a quiz at the beginning that determines your skill level so users don't have to learn content they already know
- Connect social media accounts to Social Sphere, to create a better grading process (the platform will know when you have posted a picture) and track time spent on each social media site (add statistic)
- Continuous updates to the platform to keep the content updated should be a must have
- Scroll down function isn't obvious enough and will need some form of indication (Landing page)
- "Continue lesson" button is not visible immediately on the Home page, thus making it confusing for users. It should be moved to the top of the page where it can be spotted more easily
- Have an option to retake the quiz with different question structure
- "Your quests" section on the Home page should clarify more clearly which quests are daily, monthly and not necessary
- On the informational page for social media, alongside the positive aspects to each of the platforms, show the dangers, so users can be properly informed

Conclusion

The goal for this testing phase was to validate our concept and design of the educational platform. In order to collect various types of feedback (idea, usability, user experience, structure, design, etc.), we had to test different target groups. We chose to interview future users (youth workers), UX/UI design experts (teachers) and

stakeholders (representative from Garage2020). We managed to receive valuable feedback, not only on the current state of the platform, but also some ideas and recommendations for the future.

Overall, all of the testers enjoyed the prototype and the concept, stating it will be useful and beneficial for the development of online youth work. The platform was for the most part easy to understand and navigate through. The testers loved the archetypes especially and found them to be a fun addition. The testers loved the option to read lesson materials as well as having an option to watch an educational video instead.

Alongside that, they mentioned some aspects of the platform that need improvement and further iterations. Key improvements include a quiz to predetermine your skill level so the users don't need to go through information they already know, and to improve some visibility of buttons and scroll down functions. Certain naming conventions should also be changed so as to not confuse the user.

Thanks to the diversity of the testers that we chose, we managed to validate our concept and see if we have done a good job with this project. Receiving the positive feedback and some ideas for future development allowed us to understand the impact we really have with this solution - creating an environment where youth workers from all ages and experience can learn how to connect to the youth in the online world.

References

1. McCloskey, M. (2014, January 12). Task Scenarios for Usability Testing. Nielsen Norman Group. Retrieved June 1, 2023, from https://www.nngroup.com/articles/task-scenarios-usability-testing/