**Feedback for Video 2, Qudos,**

Overall we really like the look & feel, but it feels rushed – can we add in more pauses to allow people to absorb the material – have suggested where below.

The older boy to the left of the children on frame 7, who then reappears throughout, could be mistaken for an adult. Could you make into ~ 4 yr old boy? Or toddler?

Is there any way to make the baby in the incubator a more distinct? Perhaps a slightly large head and a wider shorter body? We’d like to avoid any confusion with a rock on the floor of a fish tank!

Throughout for the predicted range, the grey outer bars need to extend the entire way around the axis (theoretically go down to 0% on the left and up to 100% on the right). Also throughout, the axis for the predicted range can start at 94% - it doesn’t need to go down to 90%. (see below for why this matters!)

The **key frames**: For frames 22-35, I can’t decide which version I prefer – either version needs changes to the pacing and timing of the frames. I have given suggestions for both versions below. V1 in BLUE and V2 in RED. Black font applies to both versions.

Frames refer to the artwork PDF.

**Frame 1-2** – good

**Frames 3-4** – as for previous video – I don’t really like the box around the percentage. Certainly we need to be consistent between videos though.

**PAUSE BEFORE MOVING TO FRAME 5**

**Frame 5** – I know I used a black rectangle around the predicated range to highlight in my mock up, but only to show it as highlighted. Can we explore other options for highlighting the predicting range here? Eg Can we make it glow somehow?

Also synchronise the first appearance of the highlight with the first mention of ‘predicted range’.

**SMALL PAUSE**

**Frame 6** – don’t remove the axis labels – the “?”s should refer to the bar and not the axis… Maybe have a big “?” over the top of the predicted range?

I would animate the left and right edges of the predicted range with a bouncing tween – so they briefly (250ms or thereabouts) wobble around their current positions. The question marks should label these left and right edges.

**Frame 7**- good but see comments at the top about Left hand boy a

**Frame 8** –as mentioned above, I think the older boy would be better off as a toddler boy.

**Frames 9- 17 –** I really like the artwork! Should the children be more ethnically diverse? Eg one south Asian boy? And one should definitely be a small baby. Frame 17– not sure we need the numbers or “chances of survival” text any more – should we just have bigger coloured icons with “lower risk”, “medium risk”, “higher risk” underneath?

**SPEED: Frame 15 – stay on this until he has finished saying “a statistical formula weighs up the factors for each child and the operation they had and calculates a chance of survival”. THEN have silence for frames 16 – 17. Frame 18/19** – **stay on FRAME 18 until end of “we do this for all the children the hospital treated.” THEN move onto Frame 19 in silence.**

The artwork bounces around quite a bit in frames 16 and 17 so it is very hard to keep track of the risk scale and its colour coding. I’d like to see a consistent use of position to order the icons from low risk to high risk. I would start to establish the scale depicted in slide 17 in slide 16 by organising the clipboard labels in order, allowing a smooth morph to slide 17.

(Are we happy with the traffic light scheme for risk colours?)

**Frames 18-21** – I think to make the transitions more seamless these blocks should be the same size & position as on frame 22 onwards – even if that leaves some blank space …

**Generally, I’d hope the animator will tween objects from one slide to another so jumps like this will be less distracting.**

**Frame 21** - I don’t think we actually need the text & the box saying “2 don’t survive” – I think this is just distracting… I like the way deaths are illustrated but I think the white boxes should be empty (and not show the bed underneath).

I think it’s worth showing the numeric percentages for a few frames at the start of building the chart – just to re-emphasise that each future outcome gives a percentage which gets plotted on the x-axis.

Once that flow has been established, we can fade out the numeric percentages as the animation speeds up

The numeric percentages here should be close to the bar chart – so the display flows in order icon-array -> percentage -> chart. (At the moment they are to the left of the chart so they distract rather than reinforce.)

**Frame 22** – just show 98% in same format as is decided for the beginning few frames and video 1. The axis for the predicted range onwards could start from 94% - this gives us more room to keep the 100 icon grid bigger throughout (e.g. **Throughout (frames 17-34) use the size/layout in frame 31**  )

**Frames 23-24** – same comments as for 21-22

VERSION 1

**Frames 25-31** – Fine but see speed comments.

**SPEED: stay on frame 25 until the end of “given the chances calculated for these children by the formula” and then add in the existing recording “let’s watch this in action”. THEN show frames 25-30 in silence and possibly a bit quicker – PLEASE talk to Mike about getting all 18 of the future outcomes.**

**Please supply Mike with hi res icons (photoshop/illustrator) so he can create icon arrays to match the charts. He needs the icons in separate layers from the backgrounds.**

**FRAME 32: stay on here until end of “998 times out of a 1000”. Again add in the existing recording “again, let’s watch this in action”.**

**Frames 32-33** – talk to Mike about quickly animating the transition from 20 to 1000 outcomes.

**SPEED: Pause between frame 33 and frame 35 (see below – have suggested removing 34).**

VERSION 2

**Frames 25-31** – if going with version 2, the predicted range (blue bar) does not get shown until frame 30/31. Also for these frames, don’t label the possible futures and don’t flash up the survival rates.

**SPEED: stay on frame 24 until the end of “we can consider lots of other plausible outcomes for these 100 children” and then show frames 25-30 in silence and possibly a bit quicker – PLEASE talk to Mike about getting all 18 of the future outcomes. At frame 31, have the text “it turns out that in 19 out of 20…. ” and end on “this is the predicted range”.**

**SCRIPT: Frame 32 has to have the script “we can keep on considering plausible outcomes for these children” (as in v1). SPEED: silence as after “these children” until you get to the graph with 1000 possible outcomes (frame 33).**

**Frames 32-33** – talk to Mike about quickly animating the transition from 20 to 1000 outcomes. In v 2, the extended predicted range only appears at the end (Frame 33), but the dark blue predicted range stays there from slide 31 onwards.

**SPEED: Pause between frame 33 and frame 35 (see below – have suggested removing 34).**

**Frames 34-35** – I actually don’t think we need frame 34 – I think we can transition directly from frame 33 to Frame 35 – especially if in the transition you can make clear the movement of the predicted range & axis from Frame 33 to the one under the hospital in Frame 35.

**Frame 36** – good. In animating, can we make obvious that hospital on the left is the one with fewer operations alongside the script (eg make it glow/jiggle?!)

**Frame 37** – Good but make the same as updated frame 4 from video 1 (we suggested some babies for hospital 2 on that frame previously). Also make clear in animation which predicted range belongs to which hospital (upper bar belongs to hospital on left). We need to add in the extended predicted ranges here too (light blue bits on either side of the dark blue bars).

**Frame 38** – as per Mike’s suggestion for video 1 – can we just have have a blow up of “everything else” button on the top menu and a finger pressing it so we can avoid screenshots of content

Or cut it?