Manipulating a Narrative: Levaraging Cinematography for Effective Digital Marketing

User Testing Documentation

Contains results from the first round of user testing for the project.

Shown in the form of pie charts, data matrices, diagrams and critical analysis.

Manipulating a Narrative: Levaraging Cinematography for Effective Digital Marketing

User Testing Documentation

Contains results from the second round of user testing for the project.

Shown in the form of pie charts, data matrices and critical analysis.