

User Testing Second Round Critical Analysis

The second round of user testing was in regards towards the *Free From Captivity* charity video, it had participants view and explore the possible meaning of the video. Questions were made concerning this matter to draw conclusions from the approach to the final application of the cinematography and digital marketing techniques displayed to create the video.

The consensus for the video was the intended outcome was achieved with nine out of ten participants agreeing the project reached its intention. This can be seen through the feedback, with many stating the colouring was very neutral or joyous until the final few seconds where it suddenly changed to reveal the twist. However, a few thought the colouring was depressing throughout and working in conjunction with the lighting and camera angles gave a sinister undertone before the twist was revealed. While this was not applicable for all participants a few noticed these and potentially received a different experience than the rest of participants.

Although the twist remained a surprise for many, one participant stated it wrong-footed them, and was unaware an issue was being highlighted until the end. This supports the digital marketing technique of playing on emotion and by subverting expectations a stronger emotion is evoked than what could have been without the change in narrative. This is seen when participants were asked, what they believe the purpose of the video was. Many explained correctly, with in-depth details, demonstrating the narrative was successful in creating a strong message. Fulfilling the goal of the design brief and user persona, the participants were able to correctly guess this was the goal of a charity or an equivalent organisation, all without being told.

When asked what could be improved, two points were mentioned a lot, these were for the video to contain extra information as well as more footage of other animals outside of penguins. While the goal of this video was predominantly *show don't tell*, moving the project into the future, this approach of displaying more information could be considered. One suggestion was to include footage of real animals, and while this will connect an audience with the footage quicker, due to it taking place in reality, it may disturb the audience of children, who are the main viewers of the project.