

Summary of expert test - Group 9

Group members:

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Test setup:

We conducted the test in class Monday morning. Since we are going to code the interactions later this week, we walked our user experts through our detailed storyboard and talked them through the story, without telling them exactly what is going to happen. The storyboard with drawings and descriptions was sufficient for our users to understand everything.

User 1 - Brice (Group 10, Russian constructivism)

General impression:

„Nice Design!“ Brice understands the style „punk“. Regarding the animations and interactions, he understands that you click on Ryan's body to take his shirt off. He likes the „wow“ effect, which he can see from the storyboard, after the scene changes. He also understands that you can click on Ryan to chose between „hero“ or "not hero“.

Focus areas:

Would the user know what story it is?:

1) Yes if you know the movie (Brice knows it).

Would the user understand the different type of characters (what kind of character etc).?

2) One man, one woman and some skeletons.

Would the user understand what to click on?

3) Yes it's really easy to understand.

Would the user expect something to happen?

4) He is expecting some sounds and some animation. When we click on characters he expects something to happen. Expecting one easter egg but not any specific one.

What makes the scene interesting for the target group?

5) It's interesting that you can actually chose between the two versions of Ryan and that they are dressed in a way the target group is styled. It just makes sense for the target group (as we target it into emo/punk style).

Would the user laugh or get surprised to the extent the team planned?

6) I laughed when I saw the six pack & skeletons.

Overall user impression:

„The design is great and it seems like a wonderful team work. Great job. A lot of sound effects were/should be incorporated. „

User 2 - Maria (Group 2, Cinema-film Noir)

General impression:

„Very nice storyboard!“ Maria likes the part when Ryan’s taking his shirt off to show off his tattoos (laughing at the body part). When looking at the skeletons, she expresses fear and says that they seem scary and unexpected. She also likes the hero vs. no hero (pussy) Ryan.

Focus areas:

Would the user know what story it is?:

1) Yes, I know it. I know the movie. It has a very funny twist, a bit unexpected but in a good way. I like that you can chose if Ryan is a hero or not. And the end is so unexpected that he is going to throw the girl, I really liked that.

Would the user understand the different type of characters (what kind of character etc).?

2) They are a female and a male, a couple or two people dating each other. The zombies. I also saw the skeletons.

Would the user understand what to click on?

3) I guess you can click on the shirt and it just gonna pop off. I don’t think the zombies are clickable. At the hero/pussy scene it is very obvious that I can click to choose.

Would the user expect something to happen?

4) I expect something to happen, when you click the shirt, that is going to do something. It just pops off or a sound arises and you can see his body.

What makes the scene interesting for the target group?

5) I would say the target group are basic girls. Starbucks, Galaxy shoes that could actually be the high school version of me. It does match with the story and the style. I can see the punk, yes. I can see the punk style in your story, the hair and everything.

Would the user laugh or get surprised to the extent the team planned?

6) Yeah I would laugh, I was laughing now all the time.

Overall user impression:

„My overall impression was so good. I look forward to see the end product! I think you managed to get the target group very well. It has a good flow, not too long and clickable things as well as non-clickable things. It looks really good. It is a really nice story!

I do expect sounds (like Ryan crying, when he is a pussy (whimpering, scared sounds, to show that he is a pussy etc.)“

Other input:

Earlier last week we got good feedback from Julio, which made us change some of our persona collage. We overthought and refined our target group, which made the making of the following storyboard and interaction a lot easier as well.

Conclusion

Both user understood the overall style, the story, interactions and the message. Our emphasis on the following days will be on the interactions (which elements are clickable, which are not) and on the sounds. We were pleasantly surprised how well the users understood our story. There is not much we have to change after testing, so our main focus will be on bringing the story with the coding to life.