

IXXN302 –
Fixing it!
Documentation

Background

THE LANGUAGE TEST IS BECOMING AN UNFAIR USE OF APPLICANTS TIME THROUGH THE USE OF THE 'REDO' BUTTON CAUSING A DEMEANING OF THE PURPOSE OF THE TEST.

Challenge

DESIGNING A MORE PSYCHOLOGICALLY AND AESTHETICALLY PLEASING “LANGUAGE TEST” SPECIFIED TO THE ISSUE OF THE FREQUENCY OF THE REDO BUTTON BEING USED, MAKING THIS A LESS TIME-CONSUMING PROCESS.

Concept development

REDO BUTTON

THERE IS A MAJOR PROBLEM WITH THE OVERUSE OF THE REDO BUTTON IN THE LANGUAGE TEST AND THROUGH SELF-TEST AND STAKEHOLDERS, FOUND THIS WAS DUE TO NERVOUSNESS/COMFORTABILITY IN FRONT OF A CAMERA. BELOW ARE A FEW CONCEPTS CREATED TO TEST AND TELL ME THE APPROPRIATE APPROACH TO TAKE.

Background image

Looking at a background image to turn focus away from the 'spotlight and attract attention to a more comfortable place in applicants mind, making them less nervous.

1. The still background image is just the engoo logo with the character.



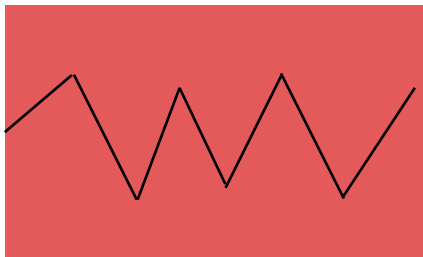
2. The still background image is the speech bubble with the character saying something relevant.



Functions

A more technological approach where the applicant can interact with the test while answering drawing their attention away from the video itself.

1. A voice graph that spikes with the tone of voice.



2. You will tap to speak just like the siri function.



Animated character

An animated character that moves on your screen in some way as if the applicant is talking to a 'person' which will signal to applicants brain that they are talking to someone instead of talking to a camera making them feel engaged and comfortable.

1. Animated character looks at his computer then your screen.



2. Animated character moves up and down whilst saying the question to you



Ui Techniques

APPLICANTS CAN FEEL SUSCEPTIBLE TO THE ELEMENT OF SURPRISE WHICH CAUSES THEM TO FOCUS LESS ON THEIR ANSWERS. BELOW ARE A FEW CONCEPTS TO REDUCE THIS.

Steps left

Having a timeline not just in the planning bit way before the test, but also incorporated in the physical test itself to be able to release tension of applicants mind as to what questions to expect.

1. Having a timeline for the language test to decrease focus on next question rather present questions



2. Expanding the timeline for the whole process so the thought/element of surprise is decreased throughout.



Power

Applicants need to have some self-control during the test to enable them to feel unpressured so having control of their own recordings helps them to be able to move to the next question quicker enables comfortability.

1. This was my initial idea for self-control with the idea for applicants to have control over their recording in the test.

Hide camera

Pause

Redo

Stop



2. This was my other idea which was obtained through talking with Helen as it was made apparent that applicants could pause and then search on google.

Hide camera

Redo

Stop



Simulation

The use of a practice run with it mimicking the display of the actual test allows for the applicant to feel better about what to expect and can practice his answer accordingly.

1. This could be the scope for the display of my language test which involves a tap to speak function during practice.

Practice your answers



1. This could be another display for my language test and could prove more beneficial in the practice as it's almost like they are practicing with someone.

What's up ??



Intentional gaps

Using Intentional gaps to reiterate to users that there are only two questions during the language test and to motivate them to finish.

1. The blue on the timeline signifies their progress during the test increasing when they reach further along, like a mental model.



2. Having the animated character along with the achievement message, pushing the applicant to finish just like a coach or personal trainer.



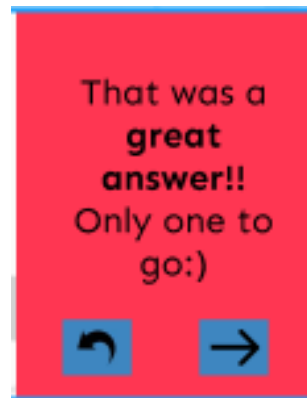
Positive emotion

THERE IS NO APPARENT POSITIVE REINFORCEMENT FOR APPLICANT DURING THE TEST CAUSING THEM TO FEEL UNHAPPY. BELOW ARE A FEW CONCEPTS CREATED TO TEST AND TELL ME THE APPROPRIATE APPROACH TO TAKE.

Achievement messages

Positive messages occurring after each question to make sure the applicant always feels comfortable with their answers and don't have to redo.

1. Pop up box occurring after answer colored red to grab attention.



2. Pop up with character speaking the message to applicant.



Colour psychology/iconography

Using more colours/icons wherever possible to give the applicant a warm feeling so they feel welcomed and not too pressured into the pressure of a formal setting (without being too informal)

1. Using iconography for buttons instead of words (from feedback) and using colour for timeline when stage is present and answer time – keeping the formality.



2. Using iconography for buttons instead of words (from feedback) and using colour for background but other elements stay as original.



Language stimulation

Changing the questions could occur to informal but adding a reinforced note to applicant that they can answer however possible can reduce stress.

1. Note is displayed on the animated characters speech bubble as a reminder which could be more eye-catching.



2. Note is displayed in support of the question underneath which could promote less readability as it doesn't stand out.

Would you like to be famous?
Why/Why not?

Note: Answer as wildly as you want!

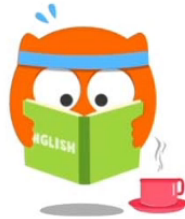


Testing of designs

MY TESTING PROCESS INCLUDED 2 HIGH-FIDELITY TESTS FOCUSSED ON IMPROVING THE SPECIFIC POINTS OF MY DESIGN THAT HELP ACHIEVE THE PRIMARY GOAL OF APPLICANTS USING THE REDO BUTTON LESS.

1st high fidelity

Language Test



Welcome to the language test!

When prompted, please give access to your camera and microphone.
After this, there will be 2 general life questions to answer with a
minimum of 15 seconds and maximum of 1 minute to answer.

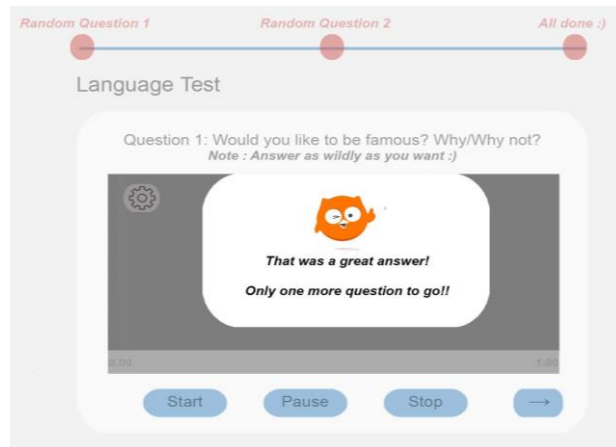
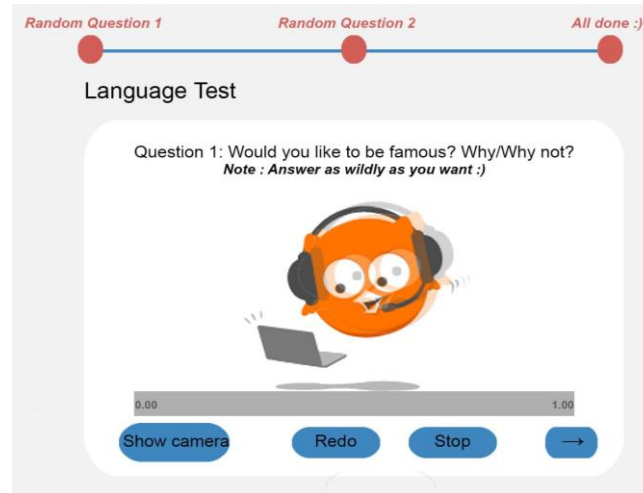
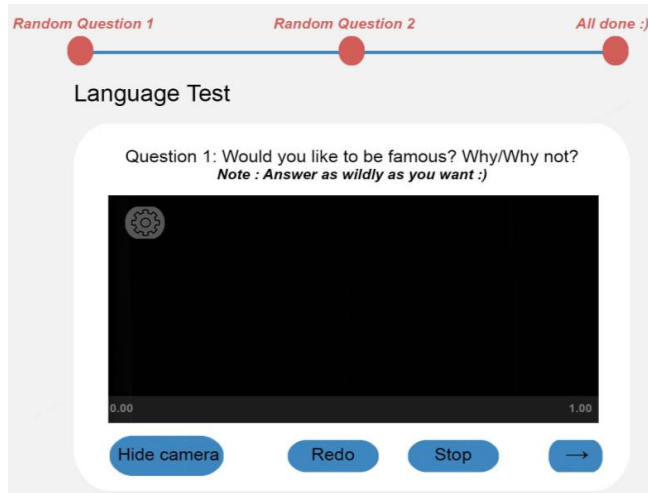
**Just relax, speak openly and
remember, there are no wrong answers :)**



1st high fidelity

Key design points

- Timeline to decrease surprise/signal progress
- Stop and Hide Camera buttons to establish self-control
- Note under question to promote comfortability
- Colour on timeline and buttons to promote relaxing feeling.
- Achievement messages after question answered to reassure applicants promoting less use of redo.
- Animated character to promote talking partner to counter camera shyness.

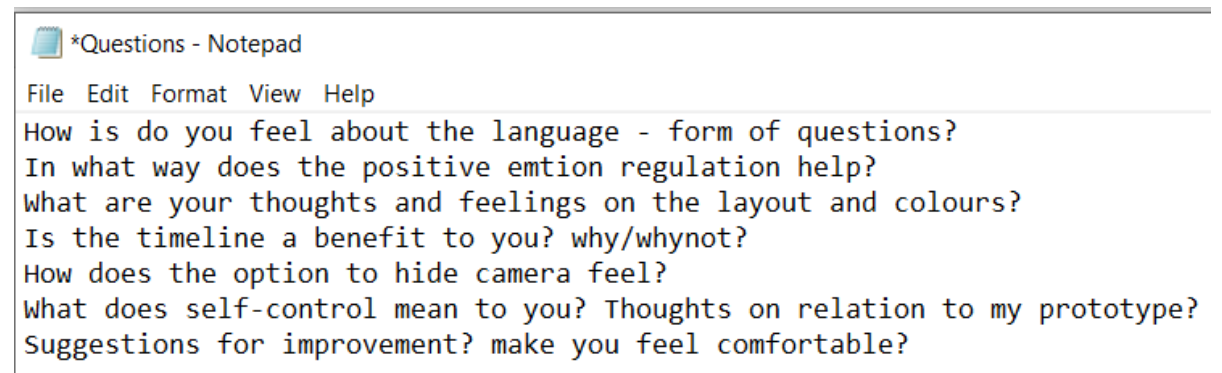


1st high-fidelity – General testing

My goal for this test was to see the potential faults in my brief and to see if ive addressed all points and they have the desired effect/improve them if need be. I purposely did this on desktop at the benefit of participants so could see the wider picture of the design, and I could clearly display the important point I want to test heling me also to get the best qualitative feedback possible.

From the opportunities I intend to find out and the two approaches created for the different concept developments It was important to test the main points: Positive influence, colour psychology, and certain added UI Techniques to reduce the redo button use.

I added about 7 questions beforehand (on right) relating to the above three points and asked these questions along with a few during the test that led from the conversation (In bibliography) This was done through zoom whilst the participant interacted with the prototype and I observed and questioned.



1st high fidelity – General testing

answer 1 - Notepad

File Edit Format View Help

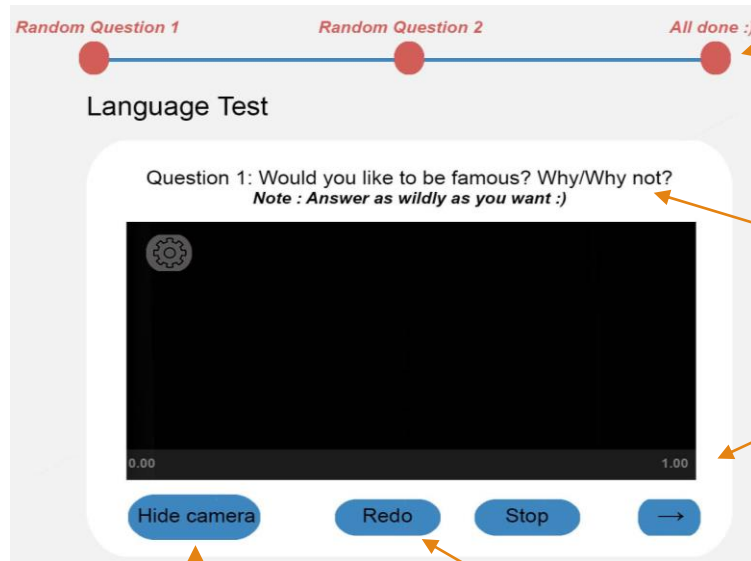
grammar
next button on achievement message after answer
original is more cleaner in terms of ui (too many buttons..size?)
Alignment consistent
tunneling (timeline) for whole process not just test part
use figma maybe
use fonts from style guide / font sizes refining
Display on mobile?
Circles on timeline need shaping/refining
make circles different colour when on that stage
clean shapes
spacing
padding
could add a faded red to time bar
arrow buttons need cleaner
have auto volume option above button
buttons may look cleaner in-line
stroke/border on camera screen
Take camera out of ready screen - to avoid seeing them
reverse show/hide camera first up so they hide cam first
icons on buttons instead of words look more professional
bolden keywords on achievement messages
redo button only shows up when stopped or time goes over 1 minute
instead of good luck on application - "engoo will contact shortly" to make happiness
check writing

Observations

I first let the participant run through each frame as if it were a language test and asked him to say his thoughts and feelings out loud.

- Participants mouse would repeatedly try to distinguish lines of reading.
- Participant was looking for auto volume tick box above microphone drop down menu.
- Participant kept getting confused with the opacity and 'actual on screen buttons'
- Participant got a little camera shy at first
- Participant wanted to redo halfway through answering
- Confusion of how to move on to next question (from previous question and achievement message pop up)
- Was a little nervous of how he did when it said "good luck on application".
- Didn't notice the progress bar on timeline.

1st high fidelity – key feedback points



Timeline for whole process not just test part. Circles shape feel wrong and don't know which stage I am at present.

Spacing between elements reduce readability (e.g. note and question)

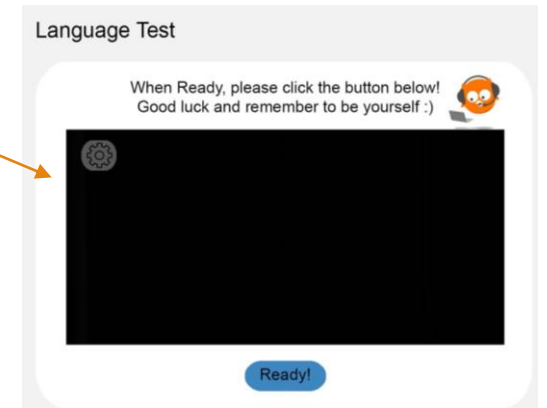
Could add a faded red to time bar to implement colour

Also felt like before hiding my camera, id see myself and feel even more nervous knowing the camera is there.

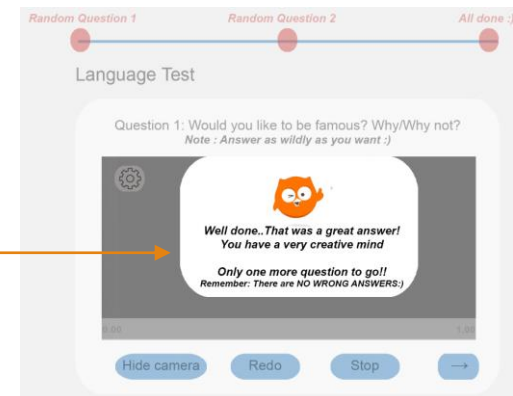
If I see the redo button already there, id feel more like pressing it as a constant backup option.

original is more cleaner in terms of ui (too many buttons..size?)
– Icons could be a better option

If I was camera shy id feel nervous on ready screen.



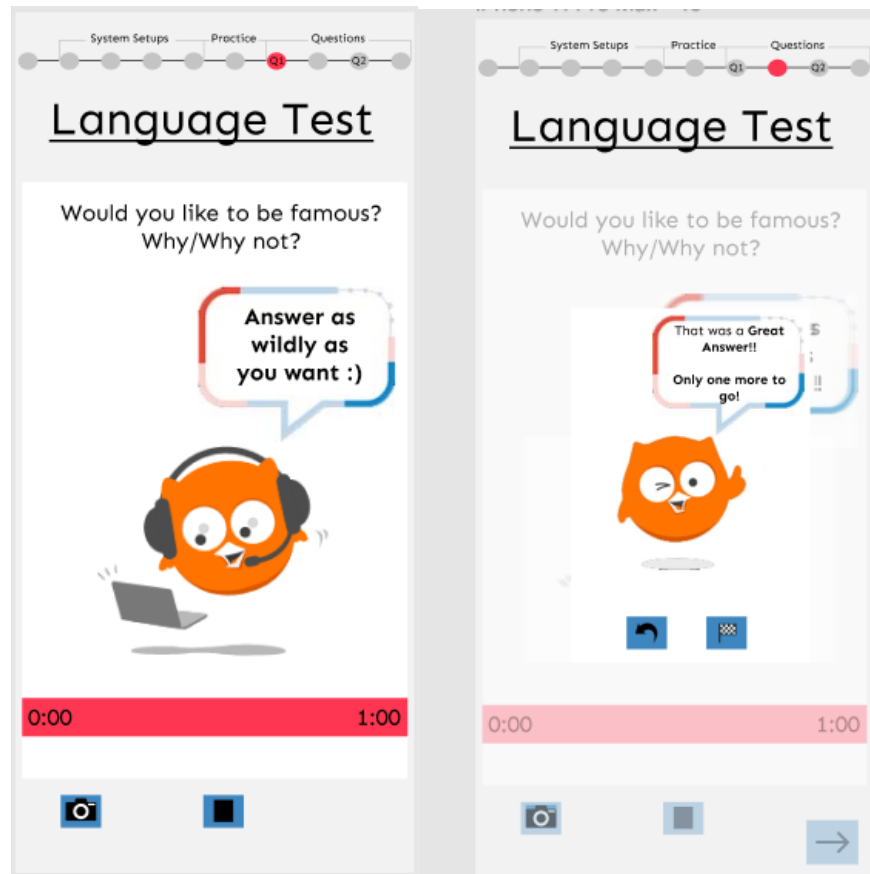
I felt like I was engaged in too much reading instead of feeling.



2nd high-fidelity



2nd high fidelity



Key design points

- Cleaned up timeline and added sections/color to make the purpose clearer
- Reversed hide camera/show camera sequence so applicants don't need to see themselves at first which demeans purpose.
- Speech bubble coming out of character so its more like the applicant has someone to talk to – has an idea of progress (pop up)
- Redo only pops up when question is done so they don't think about using it.
- Used icons to suit target audience and be much more professional
- Colour used more professionally to signal stage on timeline and the answer time bar.

2nd high fidelity – Specified testing

My goal for this test was to see if the direction my prototype was taking with the hide camera option was desirable. I also tested and made my prototype solely mobile to be able to get refined answers on points like the UI interface, layout and readability which affect the effectiveness of my key points like the UI techniques and positive emotion and were key observations from my first design.

Opportunities

Other colour options
Other ways of countering camera
shyness/faults in my implementation
Effectiveness of mobile adaptability
from first test
Effectiveness of layout of positive
emotion elements/other options?

Process

I had a participant studying other disciplines run through the test like any other and then asked him very specific questions on the 3 main points:

- Emotion – Did you feel more than read?
- Colour/layout – Did these compliment/make you feel comfortable?
- Ui techniques – Did you want to use the redo button?

2nd high-fidelity – Feedback points

Positives

- Felt comfortable - not pressured/demanding
- The wording and way of positive message delivering was desired
- Color except for buttons on pop up were welcoming
- Liked it more as didn't think about camera so felt comfortable answering questions
- Would prefer a stop button as I can't speak for a minute with these questions
- Didn't feel like redoing my test



Rounder buttons look better

Progress bar needs to be more visible on phone display

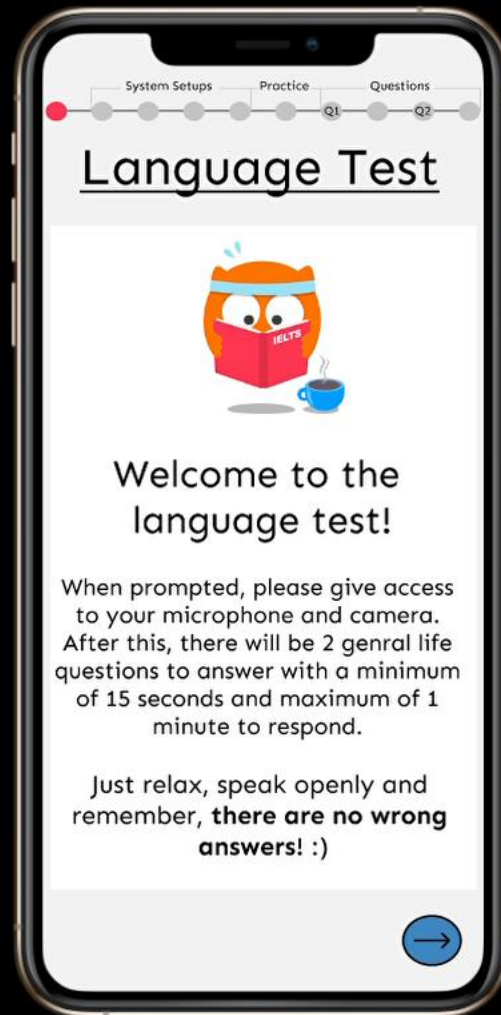
Make buttons bolder on pop up

Has to be clearer that stop button is for recording



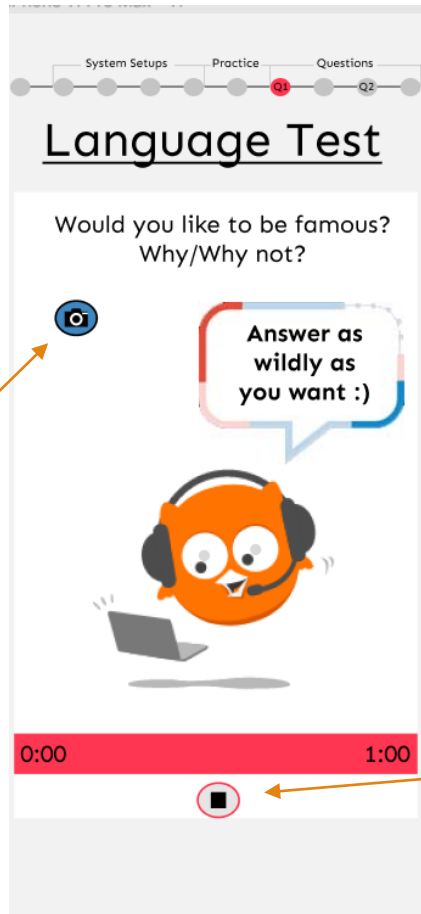
Final design

<https://www.figma.com/file/8vMvGNcQVuJkg33wdWt99v/302?node-id=0%3A1>



Final design – refinements made

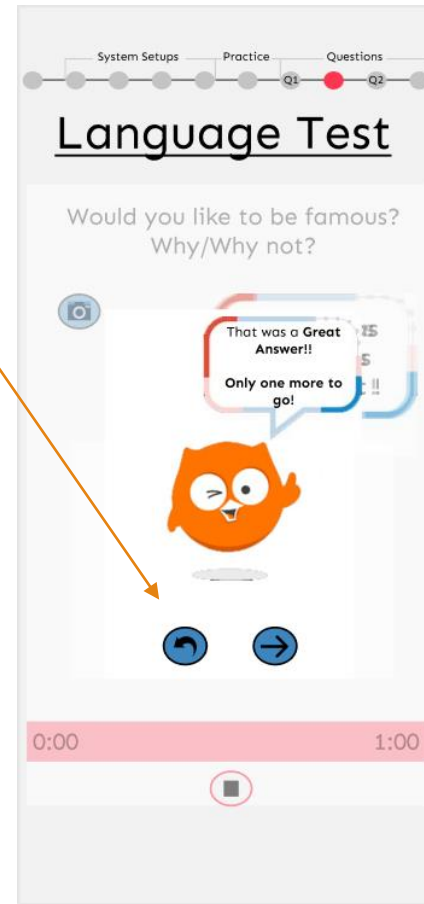
Moved timeline down so better visibility on phone screen



Moved Upwards to relate to layout better and create mental model of "camera settings" position

Rounded shapes/buttons to display a more professional look.

Moved right beneath time bar to create more obvious connection and purpose



Key design points

- Participant couldn't see timeline when used on phone (moved downwards)
- Participant wasn't completely sure that the stop button was meant to stop the recording (moved closer to time bar)
- Participant preferred more rounded shapes for buttons (Used ellipses)
- Participant also preferred bolder buttons (Added a stroke to all buttons)
- Additionally I moved the Hide camera button to where "camera settings" would be to create a mental model.

Future design plans

Interactive graphics

Potentially an idea of interacting with the graphics especially during the simulation phase could further release nervousness through deliberate distraction.

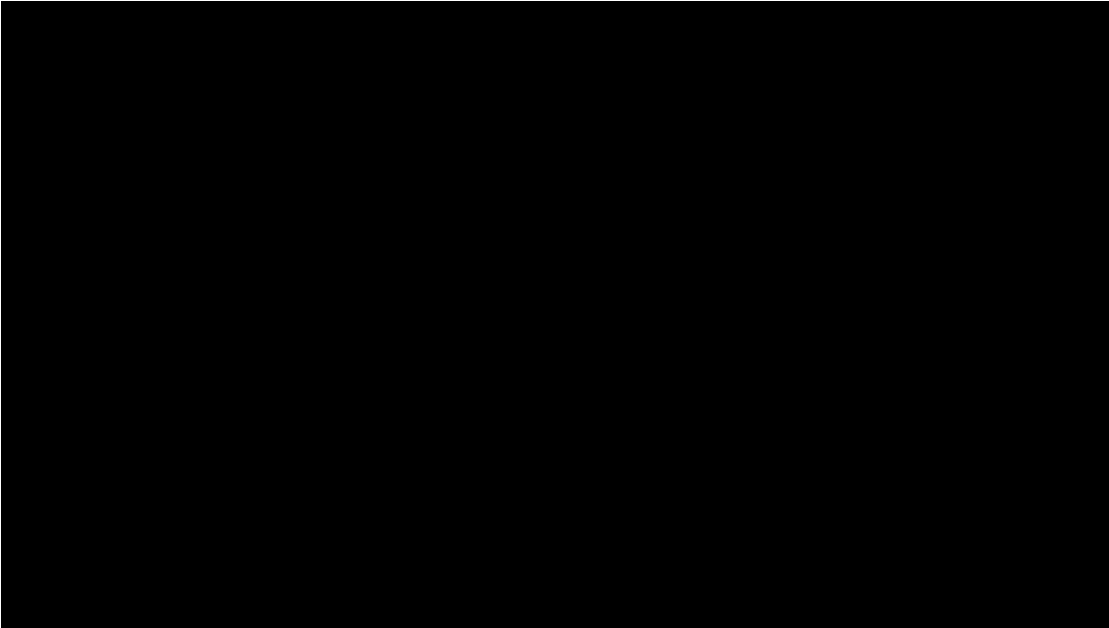
Desktop version

Having another version set out for desktop could enable the use of my prototype on different screen sizes increasing accessibility and convenience with it also being less stress on an applicants mind to remember to use a single device.

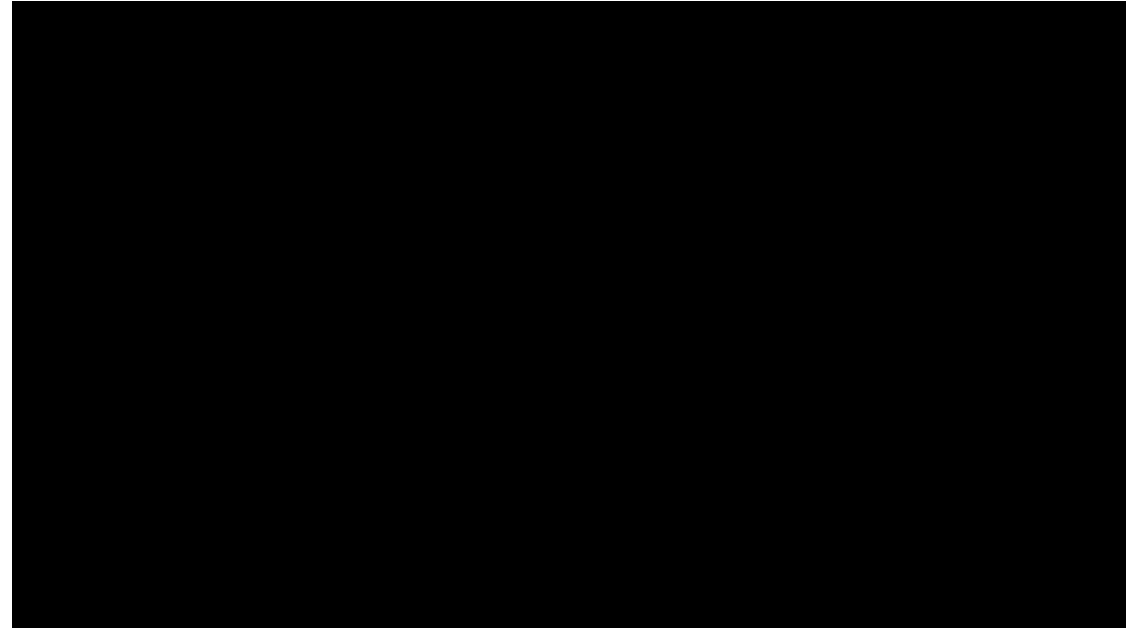
App feedback

Giving the app a voice feedback function enabling the physical talking of the graphics and questions/notes to stimulate the real-life mindset of applicants making conversation further, making them less susceptible to needing perfect answers.

Interviews



[Participant1-consentform.pdf](#)



[participant2-consentform.pdf](#)