People were asked to have a look at 5 different interfaces:

1. with the fruit machine,
2. text only,
3. vertical scrollbars to move through the different features, horizontal scrollbars to move through the different images,
4. accordion layout,
5. several screens with previous/next buttons.

They then had to give thoughts about the following questions.

1. Of all 5 models, which one do you like the most? Why? Which one do you like the least? Why?
2. What is your favourite layout?
3. What is your favourite feature selector?
4. What do you think about the images?
5. Any extra thoughts?

About the images:

1. They are descriptive enough. I prefer to have them. You could tell what they mean without reading the description.
2. The drowning one is a bit harder to guess than the others. You definitely the text to back it up, otherwise it’s open to interpretation.
3. The drowning and shooting ones are not great.
4. They are mostly fine. They aren’t my favourite thing in the app. I would happily have no images. The detective ones in particular are not great. It would be better to have no images, than some bad ones. Plus you cannot really have images for just the cause of death but not the rest. It might be better to have an image of their names rather than their faces, for example the way they have their names appearing on a book cover. (I would recognise my favorite detectives by name a lot quicker than by face)
5. They are fairly simple so they can go straight to the point, while also leaving place for interpretation. Throat Slit is not as obvious as the others, but for most of them you can figure them out based on the context.
6. They are good enough.
7. They are simple enough. There is a bit of inconsistency but they are communicative enough. I don’t really need to see the detectives’ faces; I would rather have images for the different types of features rather than each specific feature. However, the prediction screen could have images.

Extra thoughts:

1. About the selector for the setting, it could be better to use a fruit-machine like version since there are only two options.  
   I like that you are not giving the user too much liberty in the input, it gives less space for error.
2. Most kids don’t read these days. That app would add some interactivity with books, and maybe push them to want to read more. I think that’s a cool idea.

Interface A (single screen, fruit machine)

* Layout

1. No specific comment.
2. No specific comment.
3. No specific comment.
4. **Best** if there isn’t more information to display: Cleanest interface of the five. Slightly prettier than B.
5. No specific comment.
6. No specific comment.
7. I am a bit confused about what “Story details” correspond to exactly.

* Feature selection

1. Not descriptive enough.
2. I like the fruit machine because it’s fun.
3. **Best**: I like that there is no description, and that we have to guess the feature from the images only. The icon should be strong enough to know what it does.
4. **Best**: with captions though.
5. I like the fruit machine, but it would be better with captions.
6. No specific comment.
7. **Best**: It would be better with captions: I don’t know what the images mean.

Interface B (single screen, text only)

* Layout

1. No specific comment.
2. No specific comment.
3. No specific comment.
4. No specific comment.
5. No specific comment.
6. **Worst**: It is too simple. I like graphics better.
7. **Best**:It is better than A, I know better what to do.   
   I like the simplicity. That’s the kind of app I would prefer going back to.

* Feature selection

1. **Worst**: there are no images, so it doesn’t catch my attention.
2. **Worst**: there are no images. It probably gets the job done but it’s a bit boring.
3. No specific comment.
4. No specific comment.
5. **Worst**: I don’t like that there are no images.
6. No specific comment.
7. No specific comment.

Interface C (single screen, vertical scrollbars to move through the different types of features, horizontal scrollbars to move through the different images)

* Layout

1. **Worst**: The scrollbars require me to do a lot of things to get to the bottom, which means I will get bored pretty soon.
2. It’s good because it keeps everything together.
3. **Worst**: Nice and clean but it doesn’t show enough information, you’d have to scroll quite a lot to see everything.
4. There is too much going on. It is too messy.
5. **Worst**: I cannot see enough information on the screen. You have to keep scrolling down to see everything.
6. No specific comment.
7. I kind of know what to do. It is more verbose than B, so it seems like there is a lot going on.

* Feature selection

1. No specific comment.
2. I would prefer to scroll vertically rather than horizontally.
3. No specific comment.
4. No specific comment.
5. I don’t really like scrollbars.
6. No specific comment.
7. No specific comment.

Interface D (single screen, accordion layout, carousel to browse through the images)

* Layout

1. **Best**: The accordion makes it unnecessary to jump to move from two steps. It gives me the impression that I don’t have that much information to input. Everything is on the same screen, I don’t have to search for anything.
2. **Best**: The accordion is better for the navigation. I’m only focusing on one thing at a time. It’s also faster than scrolling.
3. **Best**: I quite like that one.
4. **Worst**: You either segregate everything, and you get something like E, or you don’t segregate anything and you get something like A. In between is just weird.
5. **Best**: I like the accordion style because you can see everything that you have to fill out. It gives a good overview of what you have to do.
6. It grabs the attention and shows more information. I like it for displaying information.
7. It seems more complex so it’s less engaging. It is a bit harder to see what is going and what to do. It could be more helpful if it had some kind of arrows to know that you can expand the area.

* Feature selection

1. **Best**: the carousel gives more options in the same view.
2. **Best**: I like the carousel. When I use it however, I don’t like when it moves too fast through the images.
3. No specific comment.
4. **Worst**: I really don’t like the carousel in general.
5. **Best**: as long as we can see a preview of the other images.
6. No specific comment.
7. No specific comment.

Interface E (several screens with next/previous buttons, vertical scrollbars to view the different images)

* Layout

1. Too squared.  
   The scrollbars require me to do a lot of things to get to the bottom, which means I will get bored pretty soon.
2. I prefer having everything on the same screen.
3. No specific comment.
4. **Best** if there is more information to display: I don’t think there’s anything that needs to be added to E to make it any better.   
   it would be better with the small dots rather than previous/next buttons, although maybe a bit more confusing for non-experienced users.
5. No specific comment.
6. **Best**: I quite like that one. I prefer it when it comes to inputting information.
7. I like its simplicity. It is more engaging.

* Feature selection

1. If I want to go back to the first screen from the last one, it would take too long. It would be better to be able to jump from any two screens instantly.
2. No specific comment.
3. No specific comment.
4. It would be better to have smaller images, with the possibility of zooming in and out if needed, so that we can see more images, rather than having two big ones (grid layout type).
5. I don’t really like scrollbars.
6. **Best**: It allows you to see more images at the same time, so it is better for comparison.
7. No specific comment.

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Participant  Layout | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| A |  |  |  | +1 |  |  |  |
| B |  |  |  |  |  | -1 | +1 |
| C | -1 |  | -1 |  | -1 |  |  |
| D | +1 | +1 | +1 | -1 | +1 |  |  |
| E |  |  |  | +1 |  | +1 |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Participant  Seector | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| A |  |  | +1 | +1 |  |  | +1 |
| B | -1 | -1 |  |  | -1 |  |  |
| C |  |  |  |  |  |  |  |
| D | +1 | +1 |  | -1 | +1 |  |  |
| E |  |  |  |  |  | +1 |  |

|  |  |  |
| --- | --- | --- |
| Interface | Layout average | Selector average |
| A | 1 | **3** |
| B | 0 | **-3** |
| C | **-3** | 0 |
| D | **3** | 2 |
| E | 2 | 1 |