**Marvelous Project**

QOC (Question, Options & Criteria)

**Question 1:** How can a new Marvel fan find and understand information about the Marvel Universe in a fast and interesting manner?

|  |  |  |  |
| --- | --- | --- | --- |
| **Criterias\Options** | **Vertical Timeline** | **AR Universe** | **Hero Carousel** |
| User experience | 8 | 10 | 7 |
| Ease of searching information | 9 | 5 | 9 |
| Ease of access to the app | 9 | 5 | 9 |
| Intuitive presentation of information | 8 | 9 | 8 |
| **Total** | **34** | **29** | **33** |

The beginner needs easy access to basic information about the central elements of the Marvel Universe. This information should be presented in an attractive way, in order to grab the user’s attention and interest.

For a beginner, the AR Universe, as interesting as it may sound, would be hard not only to access (the need for certain devices), but also to use, as searching for specific information could be difficult.

The Hero Carousel and the Vertical Timeline, as web applications, are more easy to access for a quick glance. The difference between them though is made in the UX, as the timeline offers the user a more logical view of the Marvel components, unlike the hero carousel which is focused mostly on the heroes.

**Question 2:** How can a connoisseur of the Marvel Universe find specific, intricate information without having to go through all the basic knowledge presented about the entities (heroes, comics)?

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| --- | --- | --- | --- |
| **Criterias\Options** | **Vertical Timeline** | **AR Universe** | **Hero Carousel** |
| User experience | 8 | 10 | 5 |
| Structured information | 8 | 7 | 6 |
| Presentation of all entities in the MU (comics, authors, heroes, etc.) | 9 | 7 | 5 |
| Intuitive presentation of relations between entities | 9 | 8 | 7 |
| **Total** | **34** | **32** | **23** |

For someone who already knows the Marvel world, the basic information is not important and should be easily skippable. It should be simple for them to find more complex information or relations between entities.

In this case, the Hero Carousel would be the most inappropriate presentation of the app as it would limit the user mostly to heroes and also make it difficult for them to find specific information on certain subjects.

The AR Universe and the Vertical Timeline would be a better option as they allow the user to find specific information and in a more interesting and complex way. The latter one though would be a better choice as it would allow for more intuitive presentation of the relations between different characters and comics, all these presented in a chronological manner.

**Question 3:** How are all the different stories, comics, authors, events and heroes represented?

|  |  |  |  |
| --- | --- | --- | --- |
| **Criterias\Options** | **Vertical Timeline** | **AR Universe** | **Hero Carousel** |
| Simple switch from one category to another | 7 | 5 | 9 |
| Clear connections between entities in the same category | 7 | 6 | 5 |
| Clear connections between entities in different categories | 8 | 7 | 9 |
| Ease of search in a certain category | 7 | 6 | 7 |
| **Total** | **29** | **24** | **30** |

The Vertical Timeline and Hero Carousel are both a good option if we think about the way we represent all the entities offered by the Marvel API. The first one presents the connections between entities more intuitively, allowing the user to make the connections easier. The Carousel on the other hand provides a simple way of viewing each entity and its connections.

The AR Universe also presents this information, but in order to get it, the user has to spend more time on the application and to go through more steps. The search function is also not represented as well as in the other two options.