Prototype – See Draft 2 in Adobe XD

Feedback on 11/04/2021

Virtual session via Zoom

**How the session was conducted:**

The user, Erik Bloom, previously participated in the first feedback session. As such, he understood the brief and the problems we are aiming to tackle. For the second feedback session, we have taken a similar approach to throwing the users in the deep end once again. However, due to the limitations Adobe XD poses, at times we had to intervene and advise users on what button(s) to click to achieve the response they are seeking for.

As before, the session was conducted online using Zoom. A link to the updated prototype was shared with the user at the beginning of the session. The user shared their screen and interacted with the prototype, while the observer took qualitative notes on the user’s actions. After which, we asked him for feedback on his experience of the website.

Please note that the below feedback has been processed – as such, duplicated feedback has been removed.

**Erik Bloom:**

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| **Interviewer’s Observations** | **User’s Feedback** |
| User could interact with the globe without guidance | Range of motion of the globe – incorporation of up/down movement rather than limiting to left/right may seem more globe-like, tangible and interactive |
| Explanation of the transitions between the website features was needed – how the letters would unscramble | Could link movement to sun – light only on one side of the globe, see it disappearing into darkness on horizon as you rotate – possible metaphor of the light of knowledge |
| User could use the slider and understood that it represented the passage of time | Image looks dead – bring twinkles into stars, lights in arrows can flash. Can move or light up as the user hovers over them to get a sense of the page reacting to your movements. |
|  | With the perspective of looking at the globe from afar, gives a sense that our differences are diminished – effective way to talk about literacy rates as a global issue. |
|  | Landing page evokes Star Wars opening credits |
|  | As we built out the space theme (stars and landing page), book and space theme difficult to reconcile – commit to experience of being in space. Book feels out of place – what is a book doing in space? Find a way to link them for more cohesive design. The book title page gives a strong impression of the website being an educational tool from the outset. |

**Potential Areas to improve:**

* Try to bring the website to life – incorporate small, interactive movements – would make it more engaging
* Make clearer the connection between the book and the globe floating in space. Maybe discuss as a group the theme that we really want to highlight.
* Transitions between website features could be clarified- how does the landing page switch to the book? How do the letters unscramble? How do we go from viewing the book to the globe?