Prototype – See Draft 1 in Adobe XD

Feedback on 28/03/2021

15.00 BST – Erik Bloom

19.30pm BST – Sam Chen

**How the sessions were conducted:**

The sessions were conducted in a virtual format with users based in other countries, and the session methodology was adapted accordingly. A key challenge with the virtual format rested in preserving uninhibited user control and freedom to explore the draft prototype. In order to achieve this, the prototype was exported from its home on Adobe XD, and the Design Review URL shared with the user at the session start. The user then shared their screen to show their experience of interacting with the prototype. This approach was deemed preferable over the observer sharing their screen, and demonstrating the functionality. The users had not previously seen or interacted with the prototype prior to the session. In contrast to the previous feedback session on 23 Mar, the sessions were conducted individually (one user at a time). The session with Erik Bloom was recorded to reference back and for potential inclusion of certain clips in the group video.

Beyond this, the core approach to the feedback session was maintained. The two users were thrown in the deep end. Provided with limited information of the project’s scope and outline. The users did not know what to expect or what the purpose of the website was. The users were guided through the first 3 canvases as they do not offer any animations / interactive abilities yet. After guiding them through the first 3 canvases, the were able to properly interact with the remaining slides (containing the globe and slider). Technical difficulties e.g. the globe accidentally zooming in at times were explained and were to be ignored (as this is merely a prototype and not a fully working system).

After using the system and playing around with various movements (for the interactive parts), the interviewer explained to them the project brief and outline I.e. Serious Play – developing a single-page web application for raising awareness around literacy rates.

**Erik Bloom:**

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| **Interviewer’s Observations** | **User’s Feedback** |
| User understood how to operate the globe. | If a central objective is to raise awareness of gaps in literacy rates, focus should be shifted to countries that have lower literacy rates. Current focus may be too much on countries that can read if these shine more brightly from user perspective. |
| User understood the slider – did not understand what the slider was for. | Blank, blue background behind the globe could be given more depth. (elaborated in Areas to Improve below) |
| User was confused initially about not being able to read the text in the book (thought it was merely a placeholder for text to be filled in), but then gathered that it was representing the experience of not being able to read. | Suggested clarifying the purpose of scrambled text upfront, though potential value in momentary confusion for the user was discussed (as this is the feeling of empathy that we may want to evoke). Observer explained that the scrambled letters would transition to an unscrambled homepage quickly, and the user found that might actually work on its own as well. |
| User found it unclear how the data would be represented (where are the data points?) | Highlighted idea of inclusion of sound as potentially interesting |
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**Sam Chen:**

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| **Interviewer’s Observations** | **User’s Feedback** |
| User understood how to operate the globe. | Liked the book design with the faded pages, Lord of the Rings feeling |
| User understood the slider – however thought it was intended to control the rotation of the globe. | Suggested adding numbers to the slider will help it be understandable as a timeline |
| Also found it unclear how the data would be represented on the globe | In general more vibrant colours would help to attract the eye and engage the user |
|  | Expected the globe to be a 3D sphere as opposed to a 2D surface that you click and drag |
|  | Was intrigued by the scrambled words and felt it made her want to know more |

**Potential Areas to improve:**

1. Preview on the landing page – heads up to explain to the user/contextualise the scrambled letters:

Eg. “What is the point of books if you can’t understand what is being said? What if knowledge was just outside your grasp?” Challenging the reader to entertain a world where they can’t read.

1. Shift the focus to raising awareness for areas with lower literacy rates - eg. put countries with lower literacy rates in red
2. Provide more depth to the globe background -

Eg. Include stars and moon, alien spaceship moving past – raises question of how we judge ourselves as a society from an outside perspective? Also, more fun and playful. Other animations could be welcome, the book can start on the cover (showing a title) and then open up. Option to include a background environment to the book, rather than floating in space, eg. A study environment, desk with pens, fireplace

1. Addition of sound, including spaceship sound, book opening and pages turning
2. Addition of the data points to the globe to show how these would be represented