UX Assignment

Eagle Cinematics

Lee Joey

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EAGLEWINGS CINEMATICS ELECTRONIC DIRECT MAIL (EDM) & MICROSITE

Proposed Idea

EagleWings have yet done EDM and its related microsite despites the many benefits it comes with. Thus, I have proposed an EDM and a related microsite for EagleWings one year anniversary. It is targeted to specific users and highly interactive which makes it engaging for users while also conveying related information.

3.1 Understand

3.1.1 Requirements

The table below depicts the user requirements of an EDM and microsite.

Legend: Low (⇓), Medium (_) and High (⇑)

No.	Requirements	Business Importance	User Importance	Technical Feasibility
1.	EDM should have a call to action.	⇑	⇓	⇓
2.	Users should be able to interact with the microsite (buttons are clickable).	⇑	⇑	_
3.	Microsite information should be relevant to the EDM.	⇑	⇑	⇓
4.	Information in the EDM and microsite should be accurate.	⇑	⇑	⇓

5.	Microsite to include animations.	–	⇑	–

The table gives a start off with the basic requirements of what the user would want and what the user would see; setting the priorities right. For example, it is essential that an EDM should have a call to action. Also, to ensure that the buttons with the microsite are interactable. Not forgetting that the information of the microsite should be related to the EDM as they are linked and must be accurate as well. It is also important that the microsite should have animations that will add on to the user experience. Then later Incorporating these requirements to the stages of analysing, design and validation.

3.1.2 Define Users

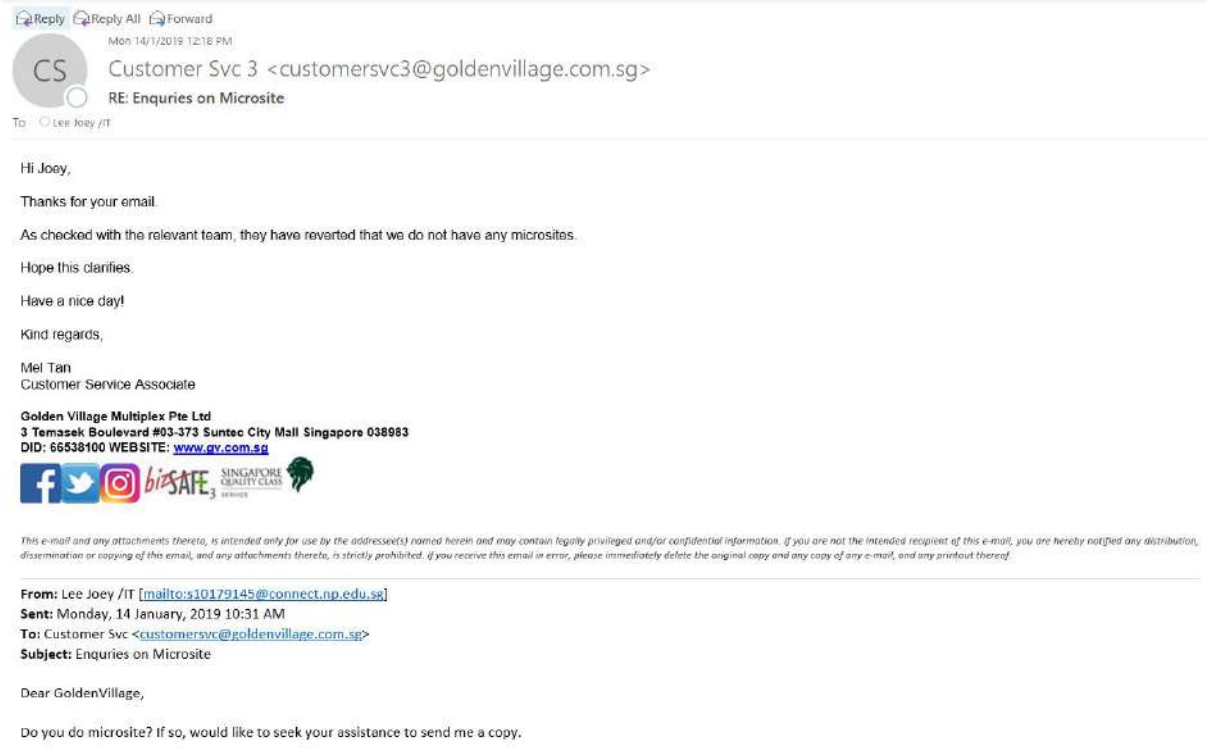
The proposed EDM will be sent out to EagleWings Cinematics members, targeting internal users; students to celebrate their one-year anniversary. They plan to appeal to young consumers since their cinema theatre is situated in the centre of schools like Ngee Ann and Singapore Polytechnic and Universities like NUS. Additionally, promotions and deals appeal well to students due to their tight budget and they have more free time compared to a working adult who works a 9-6pm shift every day. However, other older members or non-members who stumble across this EDM and wish to enjoy the promotion and deals are welcome to indulge as well.

3.1.3 Competitive Analysis

3.1.3.1 Heuristic Evaluation

I had contacted the top three media companies that provide film as a service such as Golden Village, Shaw Theatres and Cathay. Golden Village and Cathay Cineplexes replied me.

Golden Village state that they do not do microsites.



Reply Reply All Forward

Mon 14/1/2019 12:18 PM

CS Customer Svc 3 <customersvc3@goldenvillage.com.sg>

RE: Enquries on Microsite

To Lee Joey /IT

Hi Joey,

Thanks for your email.

As checked with the relevant team, they have reverted that we do not have any microsites.

Hope this clarifies.

Have a nice day!

Kind regards,

Mel Tan
Customer Service Associate

Golden Village Multiplex Pte Ltd
3 Temasek Boulevard #03-373 Suntec City Mall Singapore 038983
DID: 66538100 WEBSITE: www.gv.com.sg

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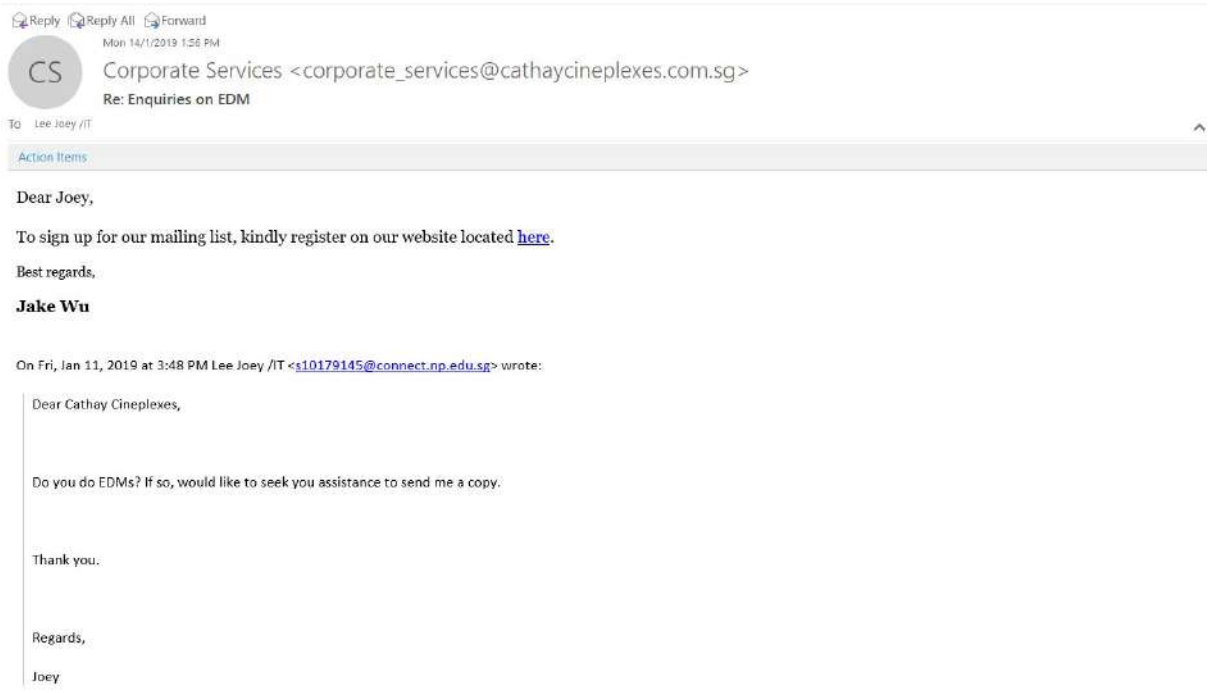
From: Lee Joey /IT [mailto:s10179145@connect.np.edu.sg]
Sent: Monday, 14 January, 2019 10:31 AM
To: Customer Svc <customersvc@goldenvillage.com.sg>
Subject: Enquries on Microsite

Dear GoldenVillage,

Do you do microsite? If so, would like to seek your assistance to send me a copy.

While Cathay Cineplexes avoided replying my question so I would assume they do not do EDM.



Reply Reply All Forward

Mon 14/1/2019 1:56 PM

CS Corporate Services <corporate_services@cathaycineplexes.com.sg>

Re: Enquiries on EDM

To Lee Joey /IT

Action Items

Dear Joey,

To sign up for our mailing list, kindly register on our website located here.

Best regards,

Jake Wu

On Fri, Jan 11, 2019 at 3:48 PM Lee Joey /IT <s10179145@connect.np.edu.sg> wrote:

> Dear Cathay Cineplexes,
>
> Do you do EDMs? If so, would like to seek you assistance to send me a copy.
>
> Thank you.
>
> Regards,
>
> Joey

I also managed to find an EDM released by Golden Village in 2018 as seen below.

As EagleWings do not do EDMs, I'll be doing a Heuristic Evaluation on their competitor, Golden Village. Then, apply what I had analysed to my proposed EDM for EagleWings.

GV MOVIE CLUB
LOG IN
GV Movie Club®
CINEMAIL
Dec
CINEMA
MOVIES
PROMOTION
MEMBERS' SUPER DRAW
Now till 3 Jan 2019
Your total amount spent
as of 6/12/18 :
$0
No. of Lucky Draw Chances
Accumulated:
0
Winners will be announced on our social media channels after 10th Jan 2019.
Movie pass will be sent to qualified members via email after 10th Jan 2019.
As part of the GV Cares initiative, member can also choose to donate the prizes they win or movie

tickets they accumulate at the end of the campaign.

GV Movie Club Priority Preview
Dragon Ball: Super Broly

(Rating to be advised)

Wednesday 19 December

GV Plaza & Suntec City

$9.50 (Members only)

ADVANCE SALES

Aquaman

(PG13: Some Violence)

Atmos, D-Box & Eng Sub

Mortal Engines

(PG: Violence)

Atmos, D-Box & Eng Sub

Widows

(M18: Sexual Scenes & Some Coarse Language)

LAZADA 12.12 SPECIAL
GOLDEN VILLAGE
LAZADA

LAZADA 12.12 Grand Year End Sales!

Apply the following promo codes to checkout and enjoy up to 20% OFF.

New Shoppers Code: **GVMBNEW11**

All Shoppers Code: **GVEC11**

Keep a lookout for a special giveaway with Lazada
on our social media platforms as well!

GOLDEN VILLAGE
www.gv.com.sg

You are receiving this email because you are subscribed to the GV Movie Club Newsletter.
To change your subscription preference, please click here.

Legend: Rating from 1 to 5 or NA

- Made for Humans

Heuristics	**Rating**	**Observation**
Is the EDM relevant and useful?	5	The subtext makes sense to the heading. For e.g. the heading mentioned a super draw. It's subtext mentioned about the no. of lucky draw chances.
Is it enjoyable?	4	There are a variety of colours and graphics used which stimulate the attention of users such as movie posters and Golden Village Mascot.

Does it match the users' mental models?	4	They used icons that users are familiar with to represent their social media contact.
Does the EDM speak in user-friendly language?	5	The EDM uses a universal language like English.
Does it offer the right level of user control?	NA	Unable to interact with the image.
Average	4.5	

- Is the EDM forgiving?

Heuristics	**Rating**	**Observation**
Does the site prevent errors?	NA	Unable to interact with the image.

When errors do occur, are they clearly explained and easy to recover from?	NA	
Does the site minimize the user's mental workload?	4	Texts are not cluttered, it is big and spaced out enough to read. However, there are too many purposes in one EDM hence, requires time for users to understand.
Average	4	

- Is the EDM accessible?

Heuristics	**Rating**	**Observation**
Is the text legible?	5	Text size and font used are easy to read.
Is there unnecessary animation?	NA	Unable to interact with the image.
Does the EDM cater to colour-blind users?	1	No evidence in using monochrome colours.
Does the site work with assistive technology such as screen readers?	NA	Unable to interact with the image.
Average	3	

- Is the EDM self-evident?

Heuristics	**Rating**	**Observation**
Is it clear what and who the EDM is for?	5	The heading tells us what and who was the EDM for. It was clear and specific as it explicitly states ‘Members Super Draw’, where one can draw out that it is for members and it is a lucky draw event.
Is it easy to navigate?	NA	Unable to interact with the image.

Is the layout logical, with the most prominent information?	5	The most important information was right at the top. The EDM also followed the top to bottom structure where makes it easy for users to read by scrolling down.
Do the icons and graphics make sense?	5	The graphics used are relevant to the text. For e.g. the EDM mentioned about Lazada 12.12 Sales. It includes information about shoppers code.
Average	5	

- Is the EDM predictable?

Heuristics	**Rating**	**Observation**
Is the EDM consistent?	4	There is consistency in the types of colours and layout used. One example will be red.
Does the site use known conventions?	4	Overall, they used abbreviations such as '&'

		as ‘and’ which is commonly known. However, there are words where are often used in movies that users could not be familiar.
Are there good defaults for user input?	NA	Unable to interact with the image.
Does the EDM remember user preferences?	NA	
Average	4	

- Is the EDM efficient?

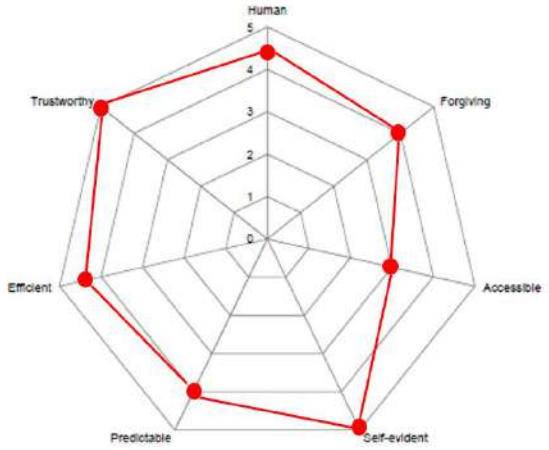
Heuristics	**Rating**	**Observation**
Are text, imagery, and structure concise?	4	There are no huge chunks of text and only necessary imagery are used.
Is the site responsive, giving good feedback?	NA	Unable to interact with the image.
Does it prioritize the most important tasks?	5	The EDM places the most important message they want to convey first, which is the lucky draw for members. Afterwards, ending it off with other collaboration deals like

		Lazada.
Average	4.5	

- Is the EDM trustworthy?

Heuristics	**Rating**	**Observation**
Is the EDM accurate?	5	All the dates stated in the EDM makes sense. For e.g. the draw will end 3 Jan 2019 and results will be released 10th Jan 2019. Also, the special ticket price 19 December 2018 is reasonable for the movie images they promoted. The movies promoted were released 6 and 13 December which is before the offer. Hence, the information is accurate.
Is it content up-to-date?	NA	The EDM period is over so unable to rate.
Are there any bugs?	NA	Unable to interact with the image.
Does the EDM keep its promises?	NA	
Average	5	

3.1.3.2 Evaluation



Golden Village EDM has hit high marks in all areas, scoring at least a 4 in aspects such as Human, Forgiving, Self-evident, Predictable, Efficient and Trustworthy. However, it did not score as well for accessibility. Looking back at the table for Accessibility below.

Heuristics	**Rating**	**Observation**
Is the text legible?	5	Text size and font used are easy to read.
Does the EDM cater to colour-blind users?	1	No evidence in using monochrome colours.
Average	3	

The text in terms of size and font used was legible. However, in terms of colours, it didn't cater to colour-blind users. One reason could be that, for a media company, they cater to a larger audience that are not color-blind. However, one can never rule out the possibility that a colour-blind user *cannot* watch a movie. Therefore, in the

later stage of design, I not only have to consider my persona preference but also colour blind users as well.

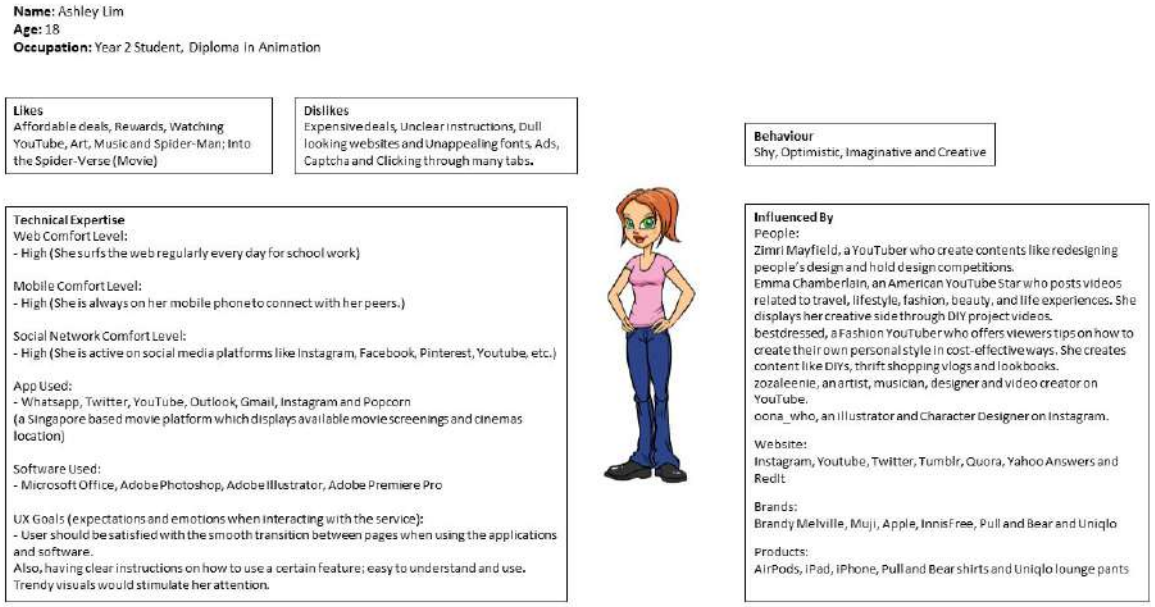
3.1.3.3 Why EDM and Microsite?

- Cost-effective
    - The creation of EDM is easy and affordable. Since EagleWings Cinematics has been around for one year, their revenue is not as high hence EDM could be a cost-effective way of marketing. They could spend the rest of their budget on other essential matters.
- Highly targeted
    - Each direct mail campaign can be tailored for a specific audience, from long-time customers to new prospects. Thus, customers receive only offers or information that meet their individual needs. In this aspect, only members will receive the EDM and be notified of the member benefits for EagleWings one-year anniversary.
- Individualised
    - Computer programs allow small companies like EagleWings Cinematics to address consumer by name in direct-mail campaigns. The message is directed at a particular person as if the owner is speaking directly to them. Users who receive them will feel more personal to the company as well and establish a good relationship.

3.1.4 User Research Methods

As every user are different and we don't think alike, user research methods helped to gain insights about how the user is like and the needs of the user.

3.1.4.1 Persona



Name	Ashley Lim
Age	18
Occupation/ Status	Year 2 Student at Ngee Ann Polytechnic studying Diploma in Animation
Technical Expertise	**Web Comfort Level:** High (She surfs the web regularly every day for school work.) **Mobile Comfort Level:** High (She is always on her mobile phone to connect with her peers.) **Social Network Comfort Level:** High (She is active on social

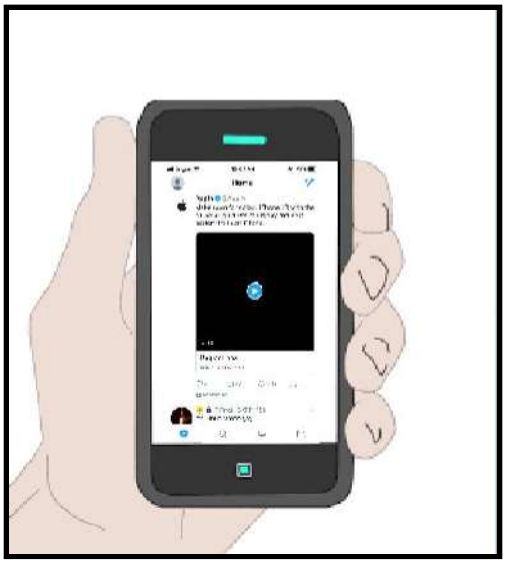
	media platforms like Instagram, Facebook, Pinterest, Youtube, etc.) **App Used:** Whatsapp, Twitter, YouTube, Outlook, Gmail, Instagram and Popcorn (a Singapore based movie platform which displays available movie screenings and cinemas location) **Software Used:** Microsoft Office, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro **UX Goals (expectations and emotions when interacting with the service):** User should be satisfied with the smooth transition between pages when using the applications and software. Also, having clear instructions on how to use a certain feature; easy to understand and use. Trendy visuals would stimulate her attention.
Behaviour	Shy, Optimistic, Imaginative and Creative
Likes	Affordable deals, Rewards, Watching YouTube, Art, Music and Spider-Man; Into the Spider-Verse (Movie)
Dislikes	Expensive deals, Unclear instructions, Dull looking websites and Unappealing fonts, Ads, Captcha and Clicking through many tabs.
Influenced By	**People:** ● Zimri Mayfield, a YouTuber who create contents like redesigning people's design and hold design competitions. ● Emma Chamberlain, an American YouTube Star who posts videos related to travel, lifestyle, fashion, beauty,

	and life experiences. She displays her creative side through DIY project videos. ● bestdressed, a Fashion YouTuber who offers viewers tips on how to create their own personal style in cost-effective ways. She creates content like DIYs, thrift shopping vlogs and lookbooks. ● zozaleenie, an artist, musician, designer and video creator on YouTube. ● oona_who, an illustrator and Character Designer on Instagram. **Website:** Instagram, Youtube, Twitter, Tumblr, Quora, Yahoo Answers and RedIt **Brands:** Brandy Melville, Muji, Apple, InnisFree, Pull and Bear and Uniqlo **Products:** AirPods, iPad, iPhone, Pull and Bear shirts and Uniqlo lounge pants

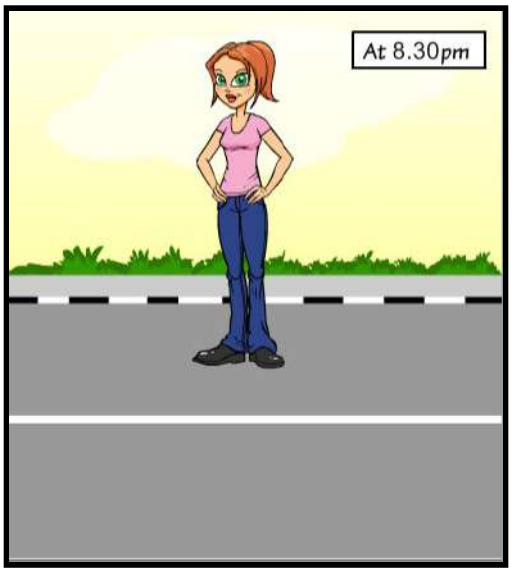
As a persona represents users, it reminds the designer to know who and what the user wants. Then, I'll be able to design something with this user in mind.

3.1.4.2 A Day in the Life

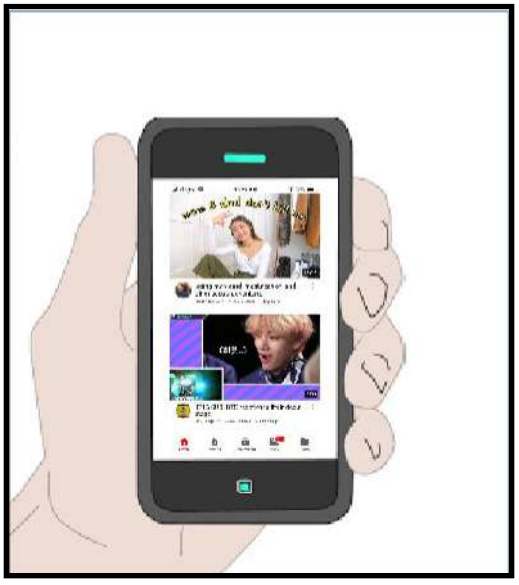
On a weekday, Ashley wakes up and prepares herself for school.



At 8.00pm, she leaves her house and boards the train. While on the train, she scrolls through her Instagram and Twitter page for any new updates.

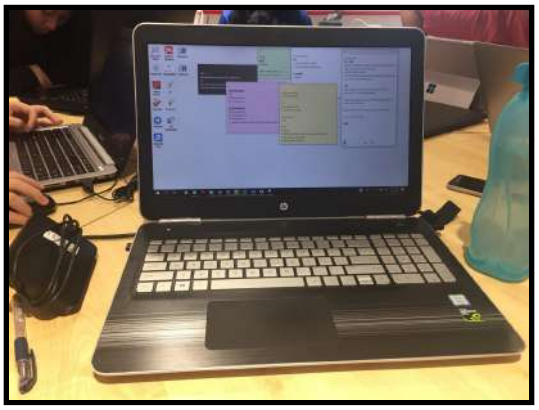


At 8.30pm, she alights at her stop and walks to school.

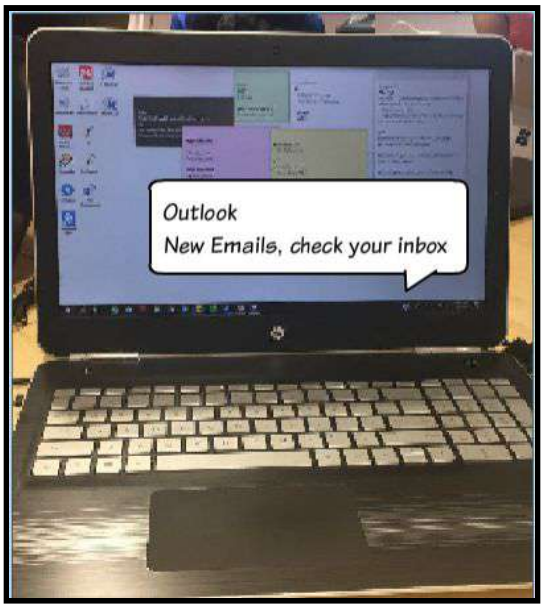


While walking to school, she went onto YouTube, and coincidently, her favourite YouTuber had just uploaded a new video.

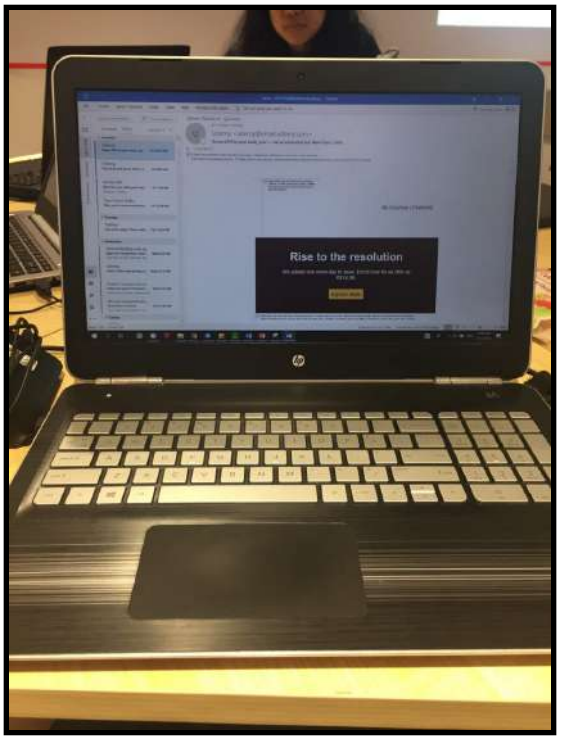
She reached the school and enters her class.



She settles down and before lesson starts, she takes out her computer.



She receives a notification that she received new emails.



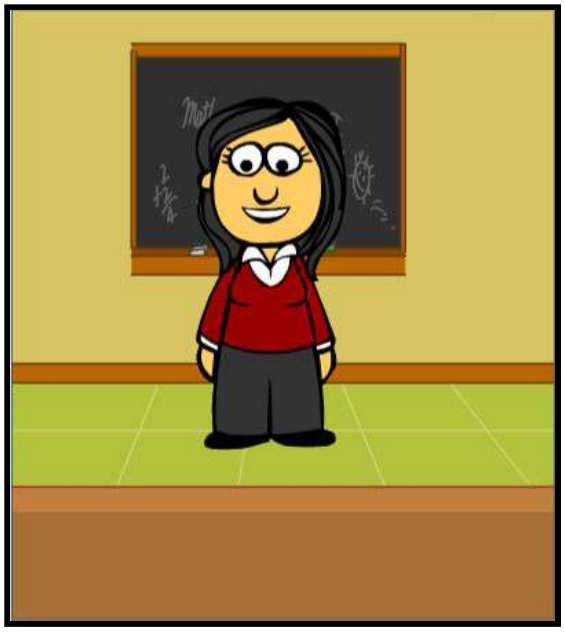
She then goes onto Outlook and checks if there are any important emails to take note of.

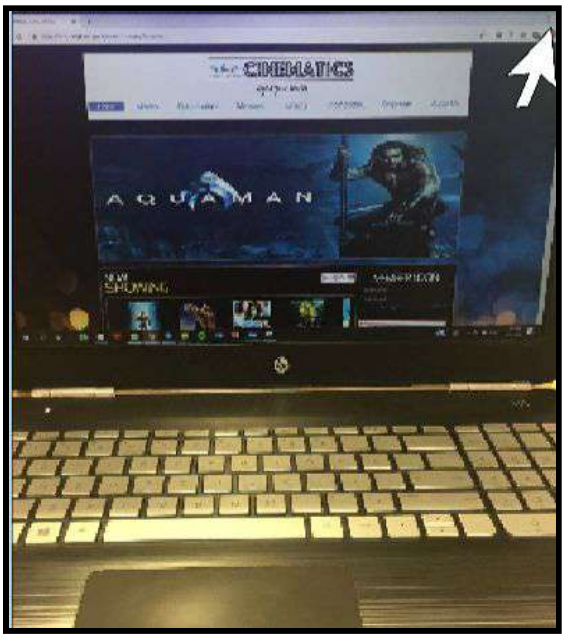
Then, she spots a subject, “EaglesWings 1st Birthday! We want to treat you too!”.

She remembered signing up as a member during her last visit to the cinema. Curious about the *treat*, she opened the email. The email consists of an EDM and the trendy designs appeal to her. She reads the content and when she got to the end, it states that she could win a gift.

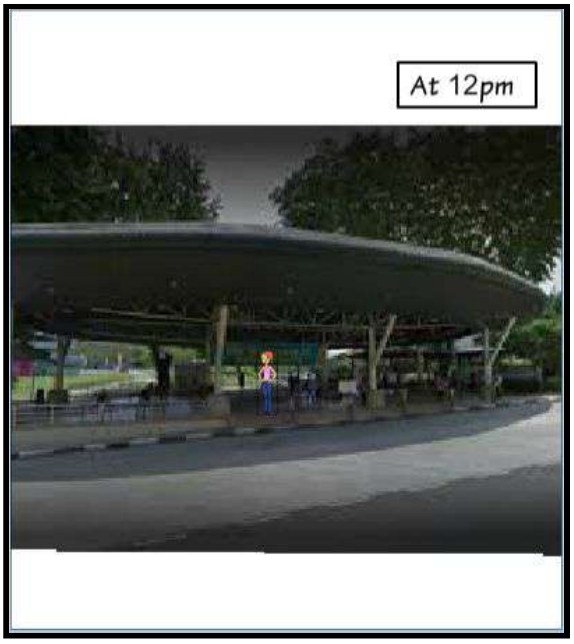
Interested, she clicks and is redirected to a microsite and she receives a gift. However, to redeem it, she needs to log in.

She logs in and is redirected back to the main EaglesWing website. She browses through the website and decides to use her reward to watch a movie. She books a movie screening since her class ends early.





The teacher enters, she closes the window and listens to the class.



At 12pm today, she takes the bus to the cinema for her movie screening.

“A Day in the Life” catalogues the typical daily activities of the created persona created; Ashley. This allows me to gain insights into what customers think and do outside the scope of interaction with the device or system. According to this, we can

infer that Ashley uses her social media frequently, is interested in deals and would be willing to watch a movie after her class.

3.2 Analyse

3.2.1 Content Strategy

To ensure that the EDM and microsite have useful and usable content, that is well structured, and easily found to improve the user experience, I use a content template. The content templates help to analyse the content of a page on a website with greater detail as it explicitly states the call to action, the purpose of the page, target audience and more.

3.2.1.1 Content Template

3.2.1.1.1 EDM

Name of Project:	EagleWings EDM
Page Title:	EDM
Target Audience:	EagleWings Members that are polytechnic to university students, other EagleWings Members
Primary Message:	This page informs users about the treats they will receive in celebration of EagleWings 1st Anniversary.
Purpose of Page:	A starting point for users to interact with the microsite.
Call to Action:	A button ‘For more treats! Click here’
Content Guidelines:	There should be a heading where it states the purpose of the EDM and to attract users to read on. A middle where more information on the rewards will be displayed. Following the top, middle and bottom structure, the end will have a message to “hook” user’s attention so that they will click on the button.

Content Placeholders (Images):	

3.2.1.1.2 Microsite

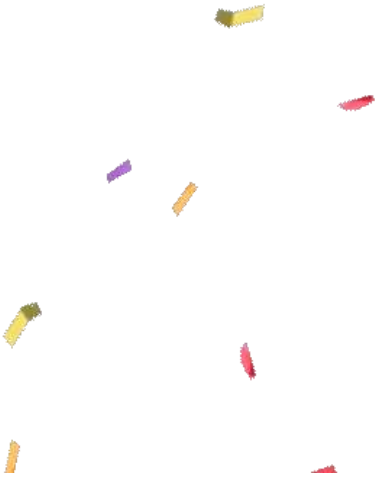
Name of Project:	EagleWings Microsite
Page Title:	Main Page
Target Audience:	EagleWings Members that are polytechnic to university students, other EagleWings Members
Primary Message:	This page briefs users what the following microsite is.
Purpose of Page:	To get users to answer some questions, in return the user will receive a gift.
Call to Action:	A button ‘Play’
Content Guidelines:	A heading to inform they are at a different page from the EDM. A middle where it displays information of the microsite and gives the user an idea of what the purpose is. Finishing with a button at the end, which signifies the start of the questionnaire. Also, a navigation bar to indicate

	the position of the user in the microsite.
Content Placeholders (Images):	

Name of Project:	EagleWings Microsite
Page Title:	Questions
Target Audience:	EagleWings Members that are polytechnic to university students, other EagleWings Members
Primary Message:	This page is to ask three questions about the user's personality.
Purpose of Page:	To gain more data about them while interacting with them through questions.
Call to Action:	A button 'Next'
Content Guidelines:	A heading to state the current question, a middle where it includes the three different questions and its options and end with a button; which is to proceed to the next page. Also, a navigation bar to indicate the position of the user in the microsite.

Content Placeholders (Images):	

Name of Project:	EagleWings Microsite
Page Title:	Congratulation Message
Target Audience:	EagleWings Members that are polytechnic to university students, other EagleWings Members
Primary Message:	This page is to notify users about their free gift.
Purpose of Page:	To interest users using the treat they had won, and get them to click to the next page.
Call to Action:	A button ‘Next’
Content Guidelines:	A heading that states the congratulatory message and subtext stating the gift name. Following after the image of the gift and a button. Also, a navigation bar to indicate the position of the user in the microsite.
Content Placeholders (Images):	

	 gif: 

Name of Project:	EagleWings Microsite
Page Title:	Delivery Method
Target Audience:	EagleWings Members that are polytechnic to university students, other EagleWings Members
Primary Message:	This page is to ask the user to choose which delivery method would they want for their treat.
Purpose of Page:	So that EagleWings would know where or how to send the treat to.
Call to Action:	Three buttons namely, ‘Email’, ‘Self Collection’ and ‘Mail’

Content Guidelines:	The page is split into three sections with a heading to describe the delivery method, an icon following after and button stating the delivery method. Also, a navigation bar to indicate the position of the user in the microsite. When hover, text of description would be displayed.
Content Placeholders (Images):	

Name of Project:	EagleWings Microsite
Page Title:	Login
Target Audience:	EagleWings Members that are polytechnic to university students, other EagleWings Members
Primary Message:	This page is to inform the user that the gift can only be redeemed after they log in.
Purpose of Page:	To get users to log in so that EagleWing can retrieve their personal data and use it for the user's choice of delivery method such as email address and address.
Call to Action:	A button 'Login'
Content Guidelines:	The page is split to half, where the left side would be occupied by an image and the right will consist of the

	content. It will consist of the heading which states the current page, a middle where it displays the instructions to redeem the gift and input fields for users' to log in; key in their credentials like username and password. Also, a navigation bar to indicate the position of the user in the microsite. A link for non-members to register as well.
Content Placeholders (Images):	

Name of Project:	EagleWings Microsite
Page Title:	Register
Target Audience:	EagleWings Members that are polytechnic to university students, other EagleWings Members
Primary Message:	This page is to inform the user that the gift can only be redeemed after they log in.
Purpose of Page:	To get non-members to register and become one so they can retrieve their personal data and use it for their choice

	of delivery method such as email address and address.
Call to Action:	A button ‘Register’’
Content Guidelines:	The page is split to half, where the left side would be occupied by an image and the right will consist of the content. It will consist of the heading which states the current page, a middle where it displays the input fields for users’ to enter like name, email, password, confirm password, date of birth, address, phone number and more. Also, a navigation bar to indicate the position of the user in the microsite.
Content Placeholders (Images):	

Name of Project:	EagleWings Microsite
Page Title:	Confirmation Message
Target Audience:	EagleWings Members that are polytechnic to university students, other EagleWings Members

Primary Message:	This page is to inform the user that they have come to the end of the page and they will receive their treat soon.
Purpose of Page:	To get users to know this is the end of the microsite.
Call to Action:	NA
Content Guidelines:	The page follows the top to bottom structure, where the heading congratulates the user for finishing the task and a sub-text to explain more. Also, a navigation bar to indicate the position of the user in the microsite.
Content Placeholders (gifs):	

3.2.2 Content Organisation Technique

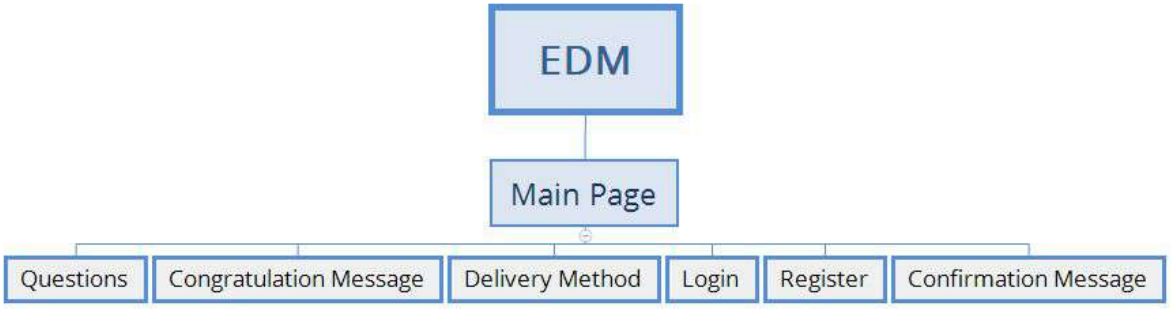
3.2.2.1 Information Architecture - Strict Singular Hierarchy

A strict singular hierarchy describes a system where you can only access a lower-level page via its parent. In this aspect, EDM would be the parent where the users can only access the pages of microsite by clicking on the button on the EDM. Subsequently, each child; i.e. the pages of the microsite can be linked to another child of the parent. In this manner, the pages of a microsite are interconnected and can be redirected through the pages. Information Architecture like multi-dimensional is not necessary as the EDM and microsite have only one way of browsing to the same content. It is also on a smaller scare compared to the main website, there are

no hierarchies that overlaid on the same content. Also, it will only be used for certain occasions thus applying a simple information architecture like strict singular hierarchy is an efficient choice.

3.2.2.2 Proposed EDM and Microsite Information Architecture

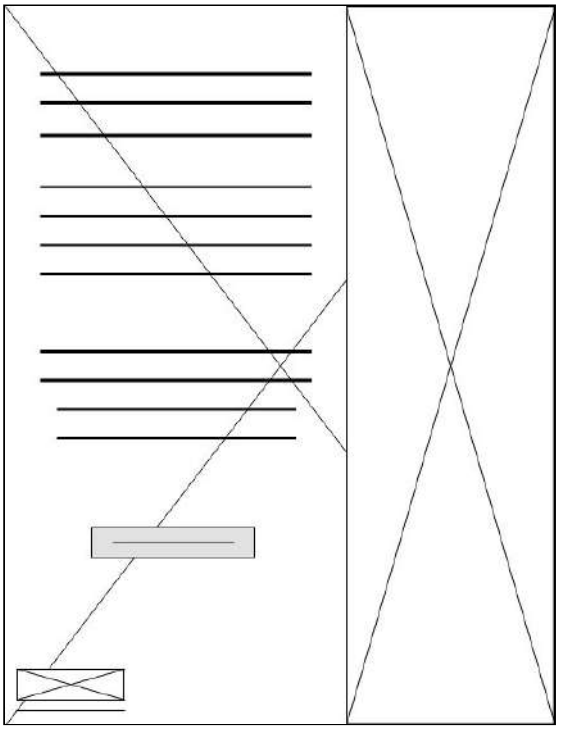
Therefore, I used the Strict Singular Hierarchy to design the microsite as this microsite is for EagleWings anniversary event; a one time small scale event where there are few pages. Among the few pages, there are no hierarchies that overlaid on the same content. I believe that a Strict Singular Hierarchy would be the most effective in conveying information efficiently to users.



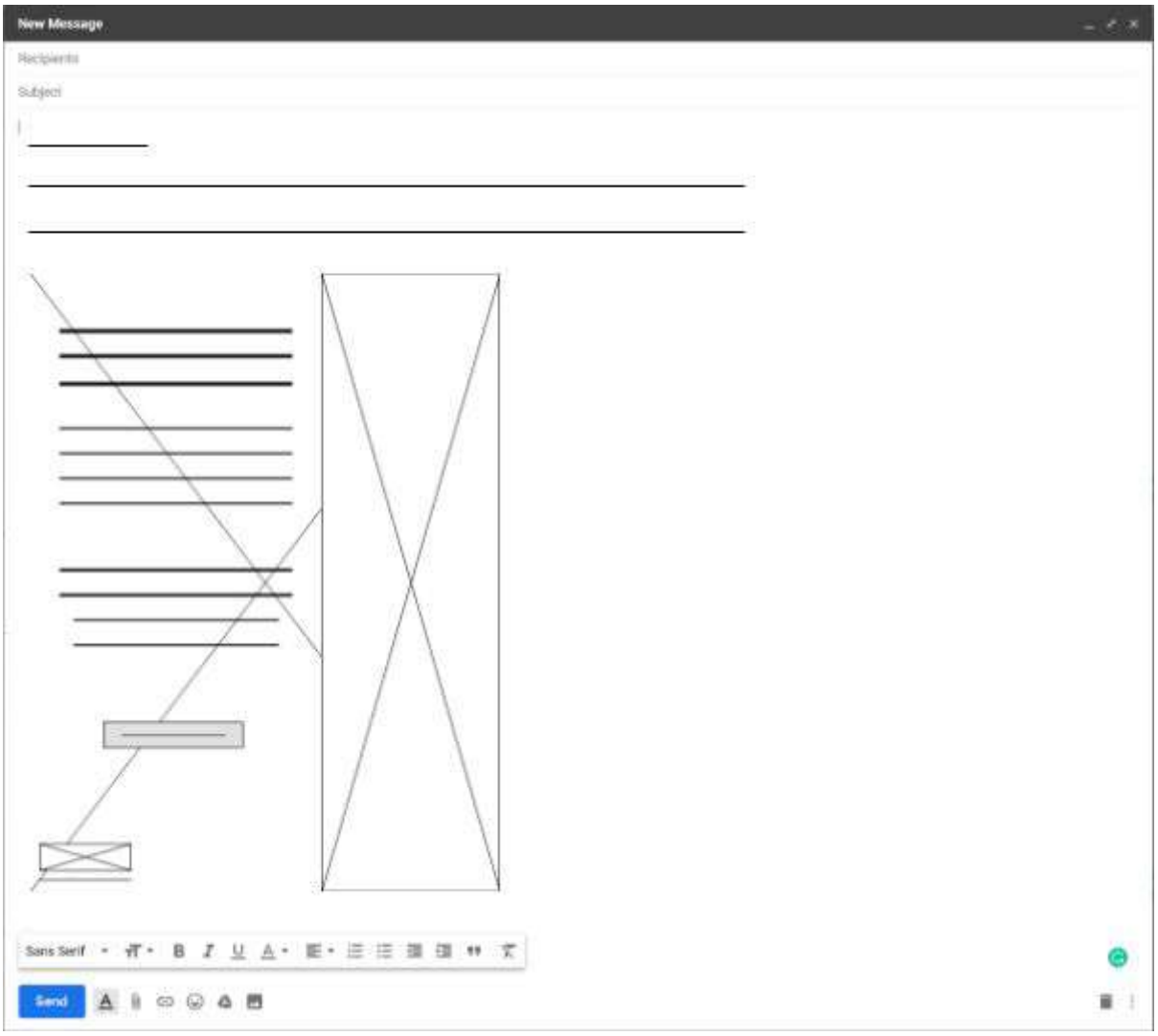
4.1 Design

4.1.1 Low Fidelity Prototype (Wireframe)

4.1.1.1 EDM

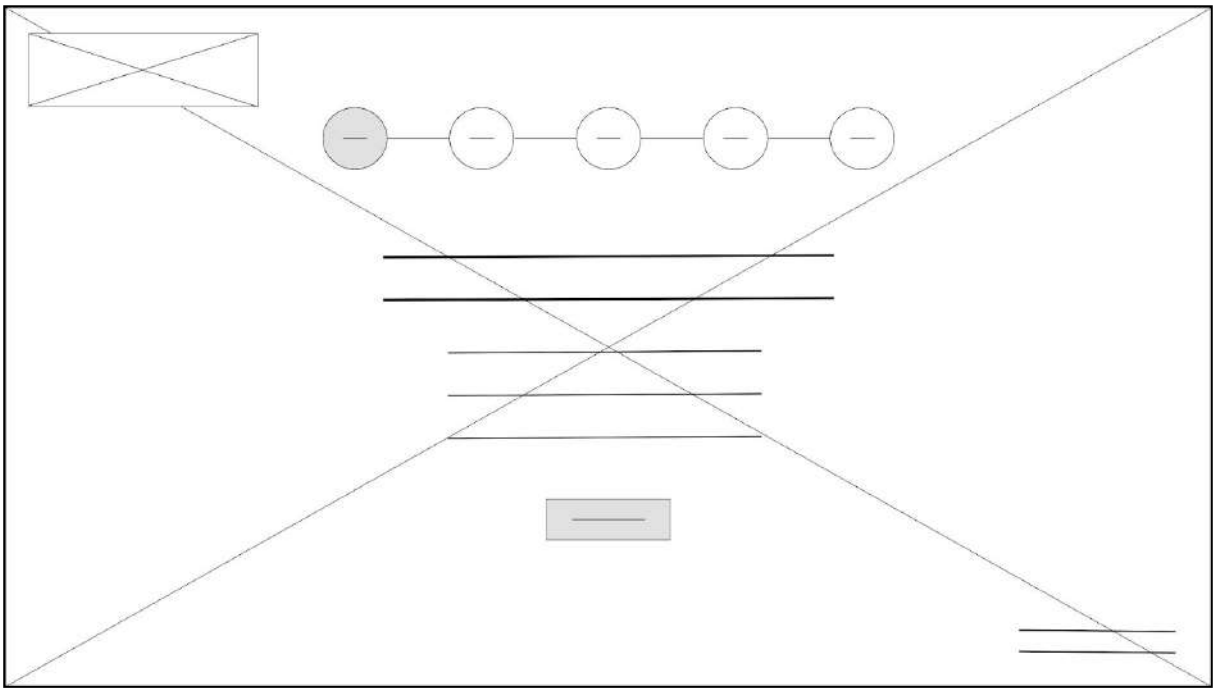


4.1.1.1.2 As part of Email

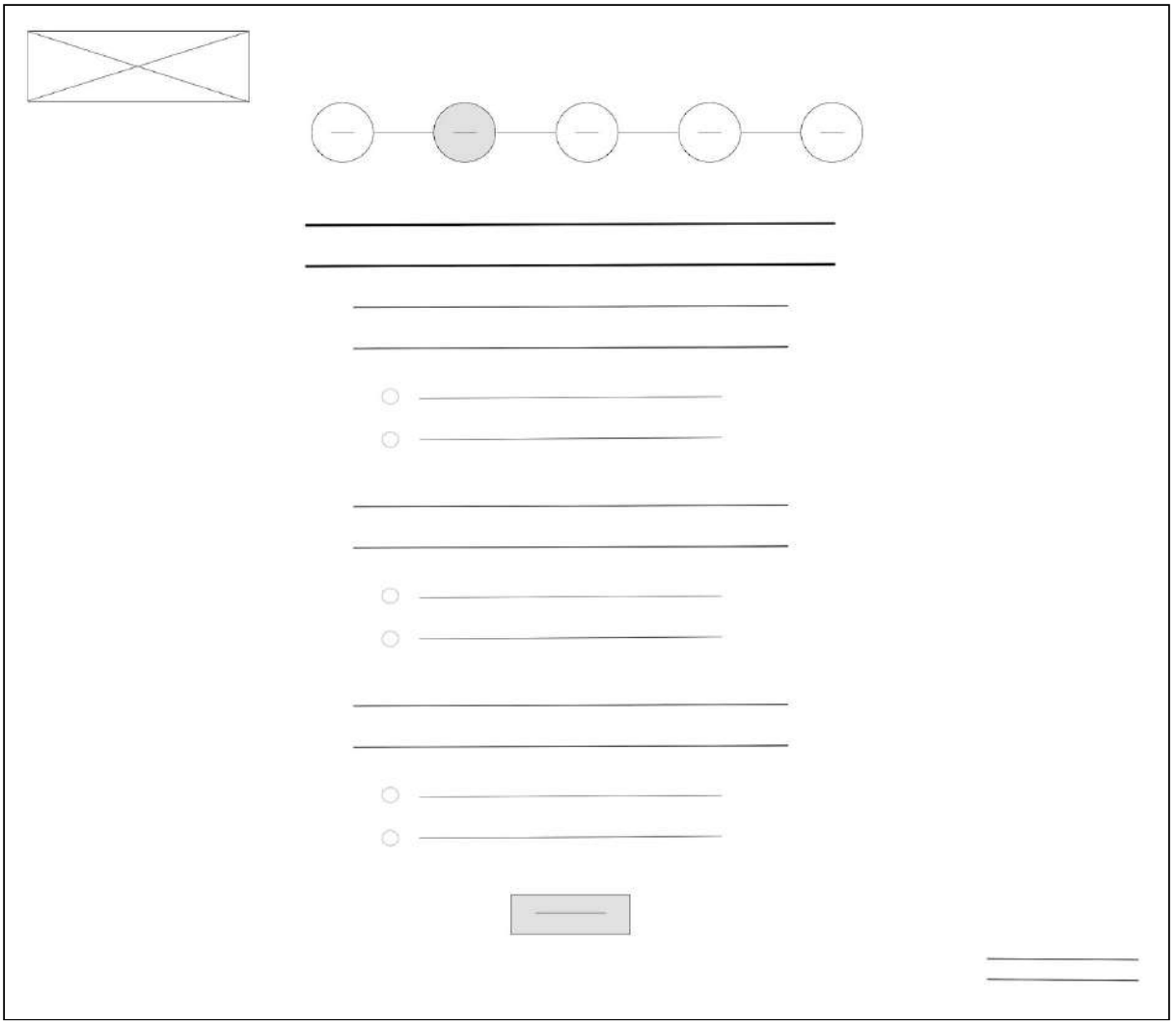


4.1.1.2 Microsite

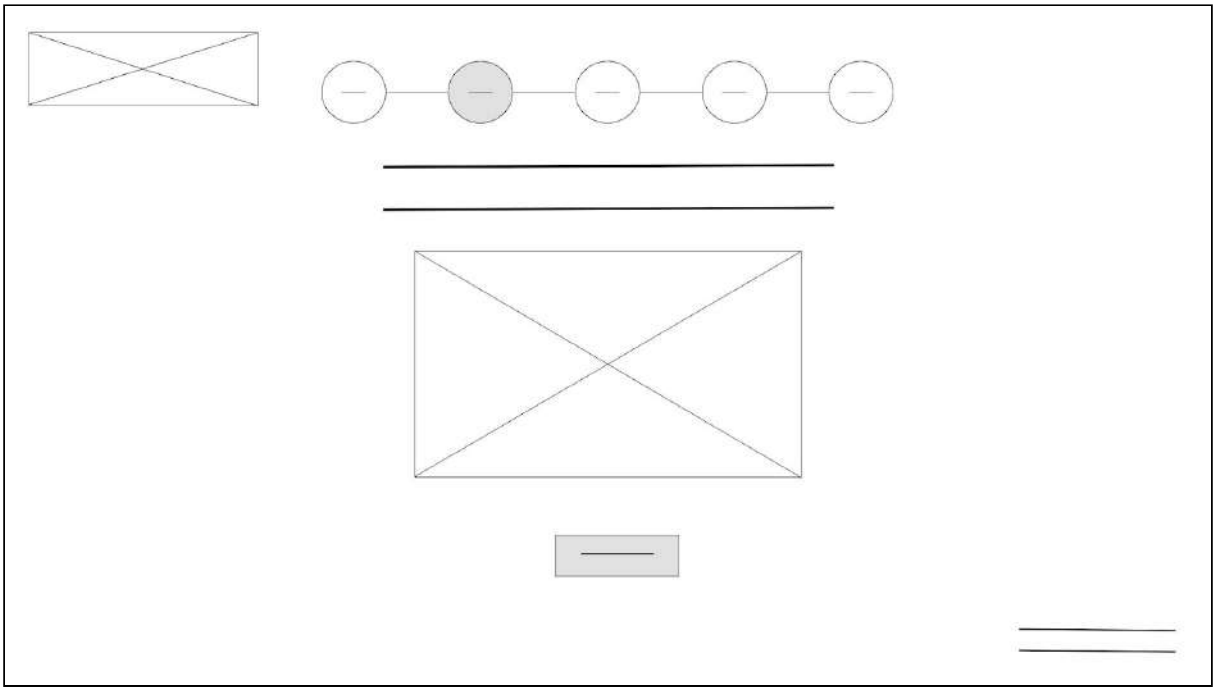
4.1.1.2.1 Main Page



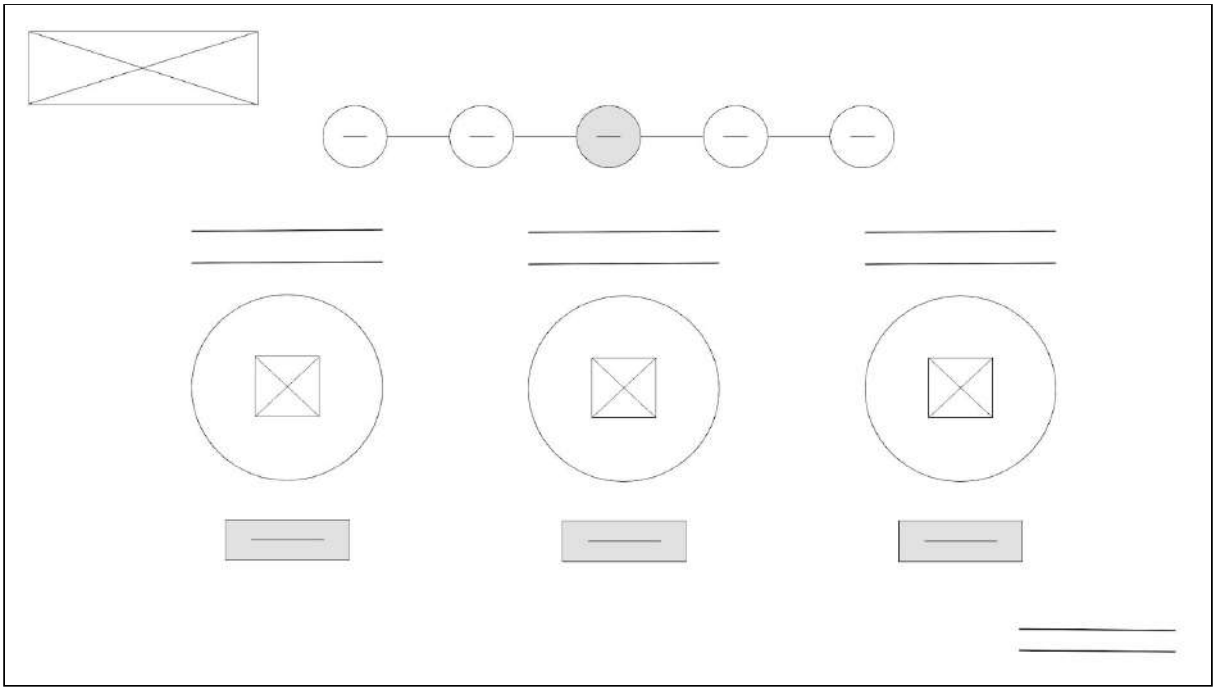
4.1.1.2.2 Questions



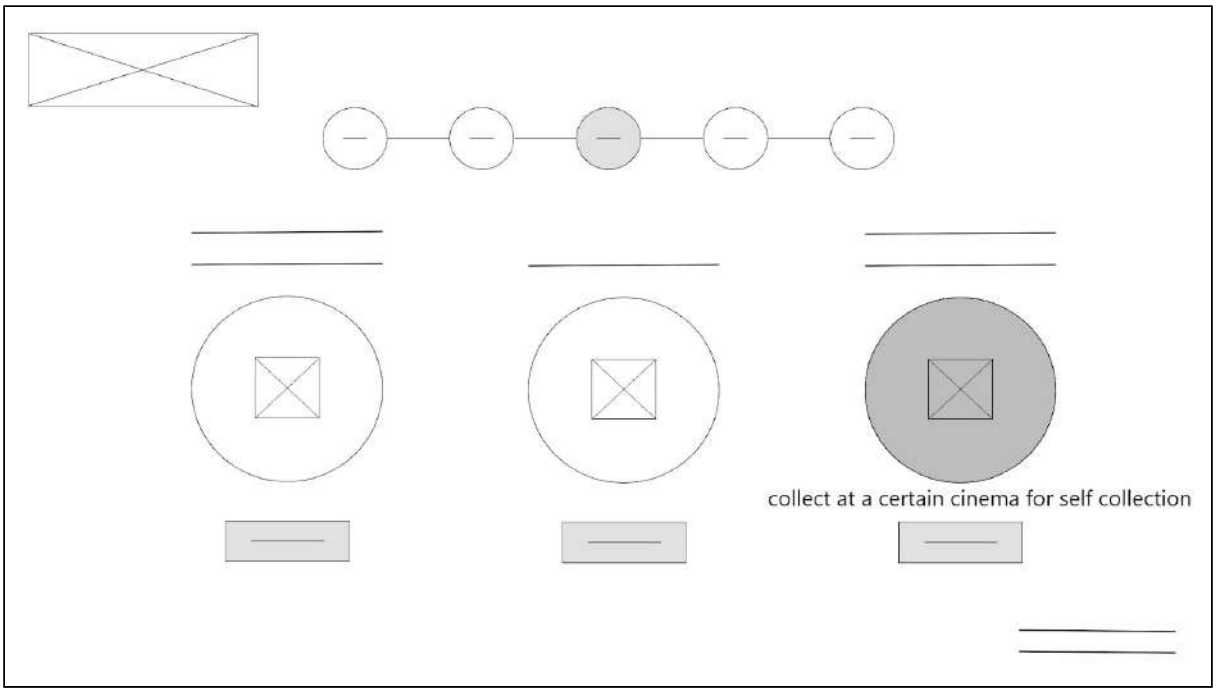
4.1.1.2.3 Congratulation Message



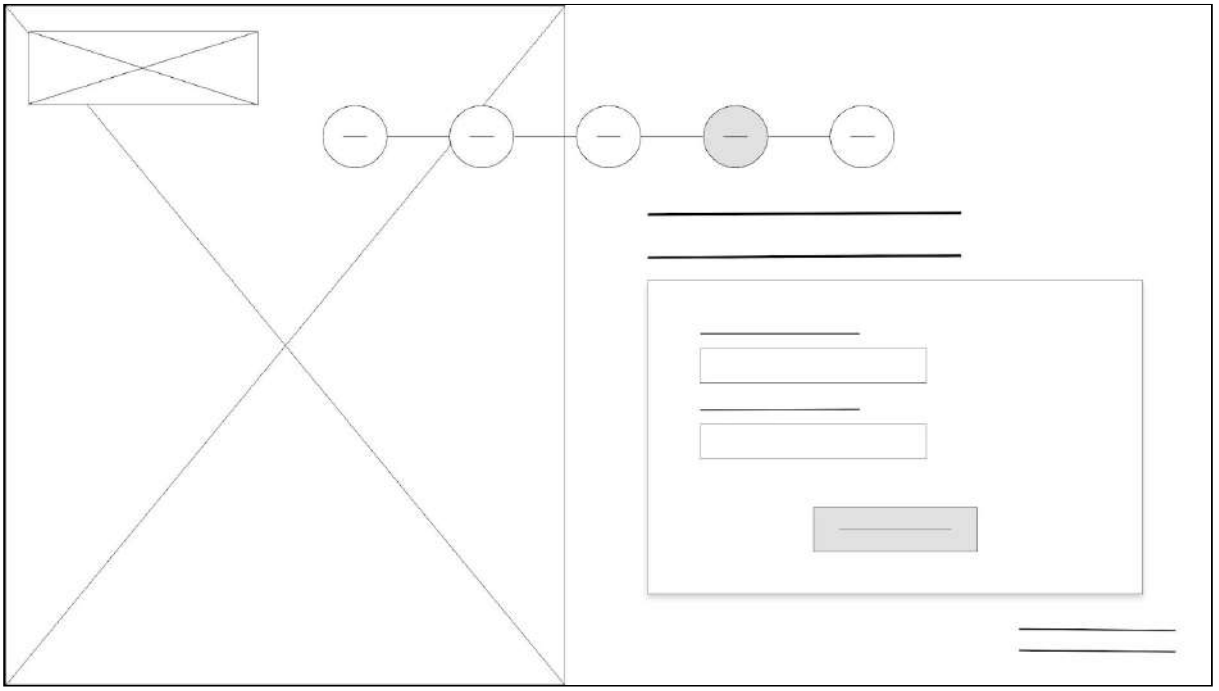
4.1.1.2.4 Delivery Method



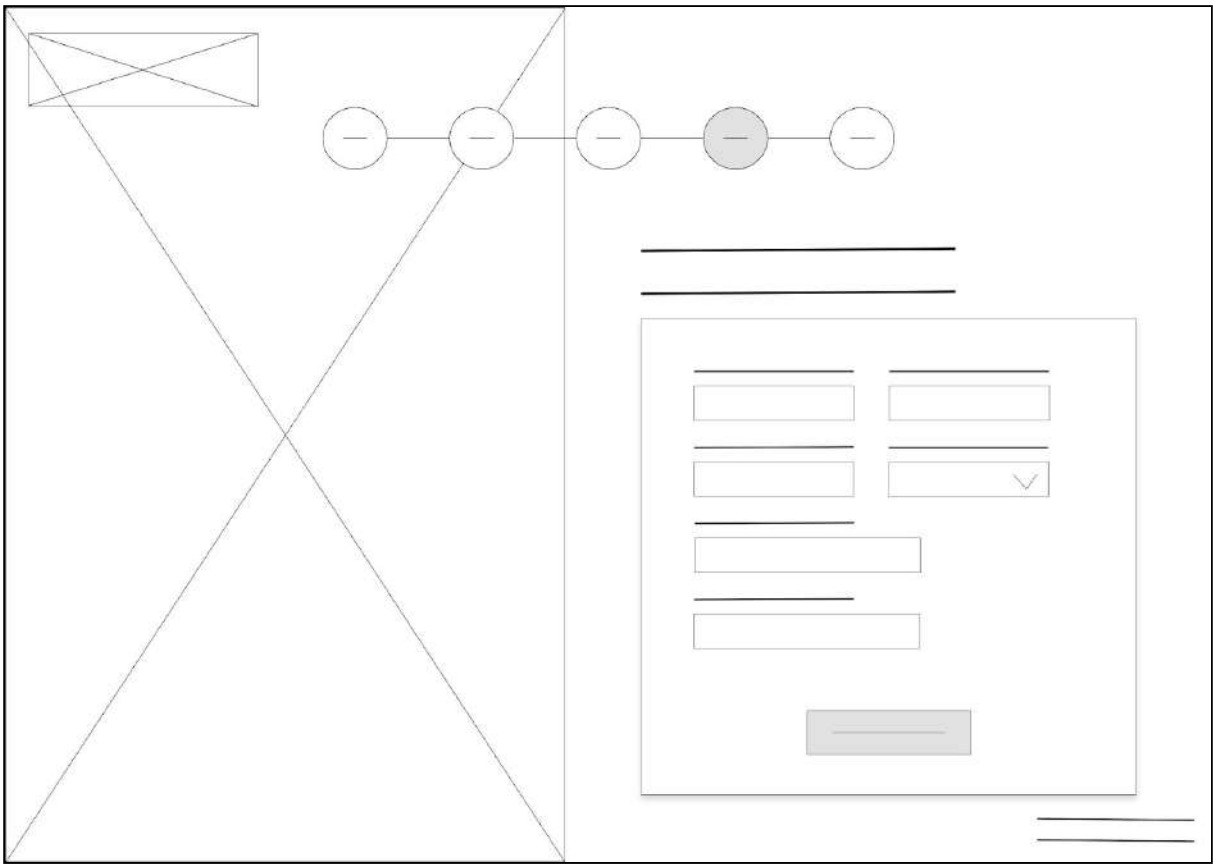
4.1.1.2.5 Delivery Method - Hover



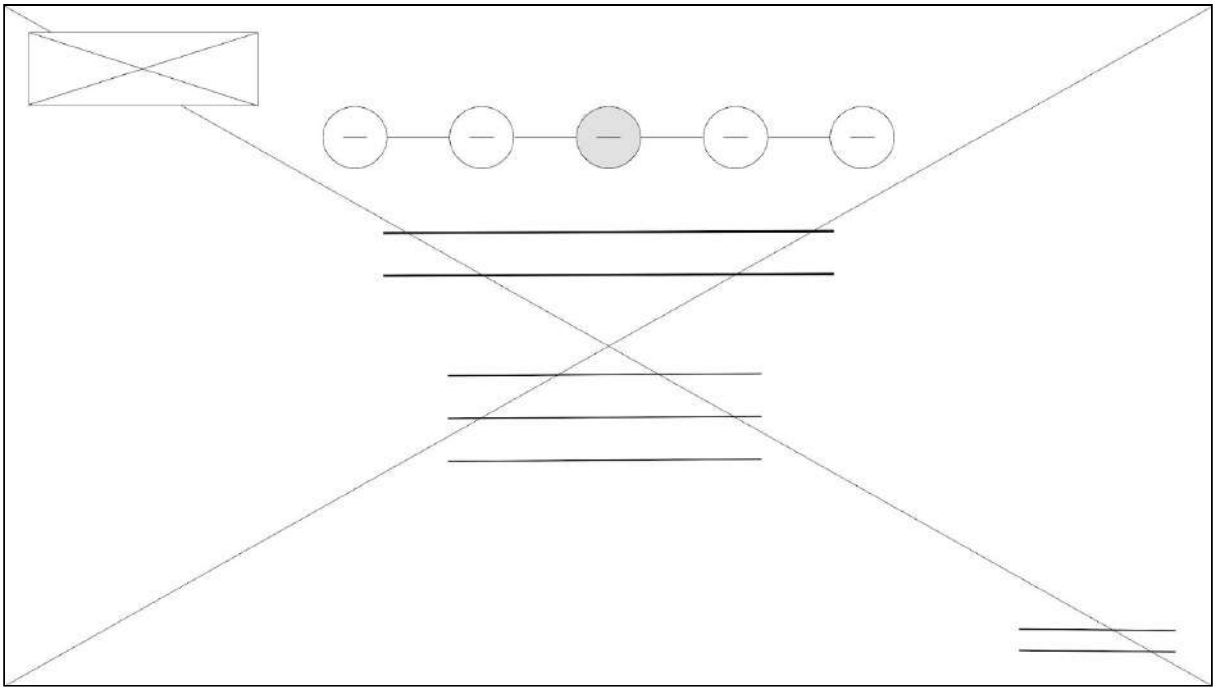
4.1.1.2.6 Login



4.1.1.2.7 Register



4.1.1.2.8 Confirmation Message

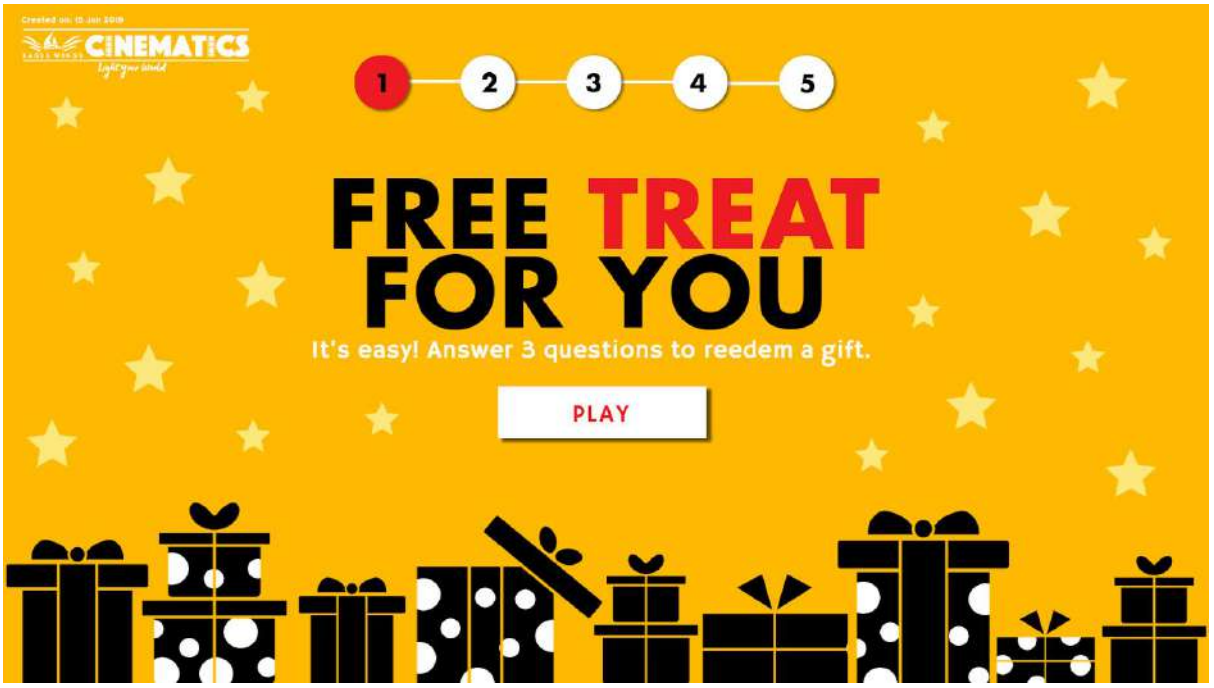


4.1.2 Mid Fidelity Prototype

4.1.2.1 EDM

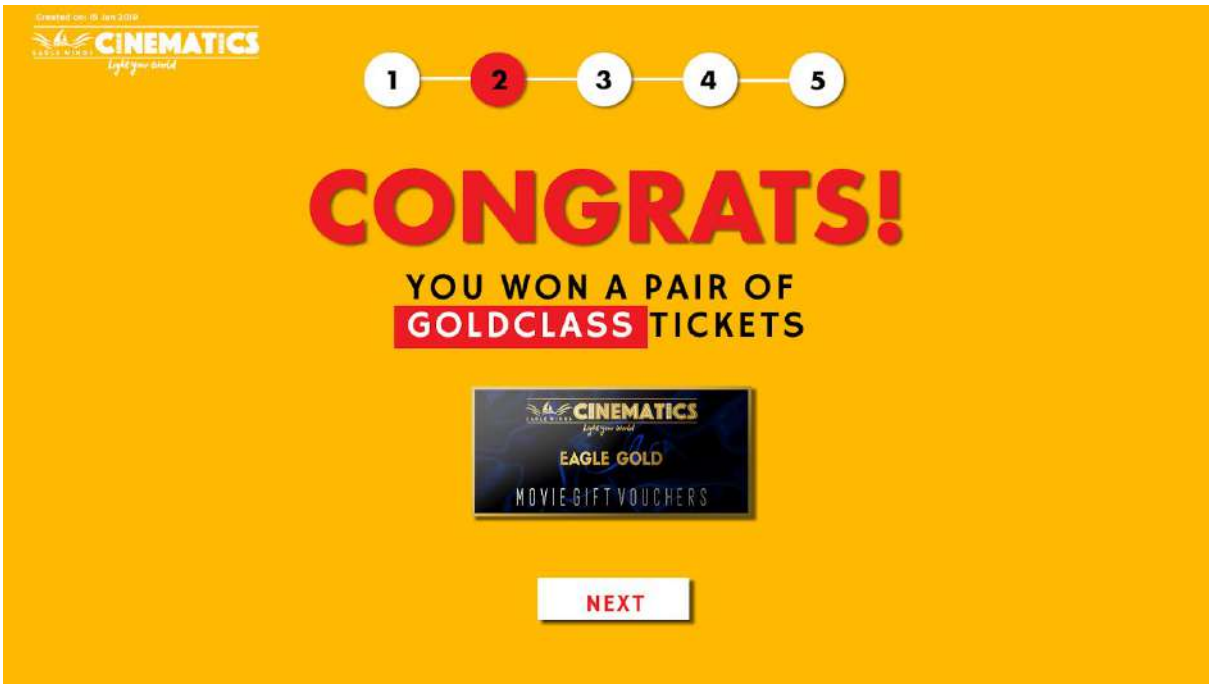
4.1.2.2 Microsite

4.1.2.2.1 Main Page

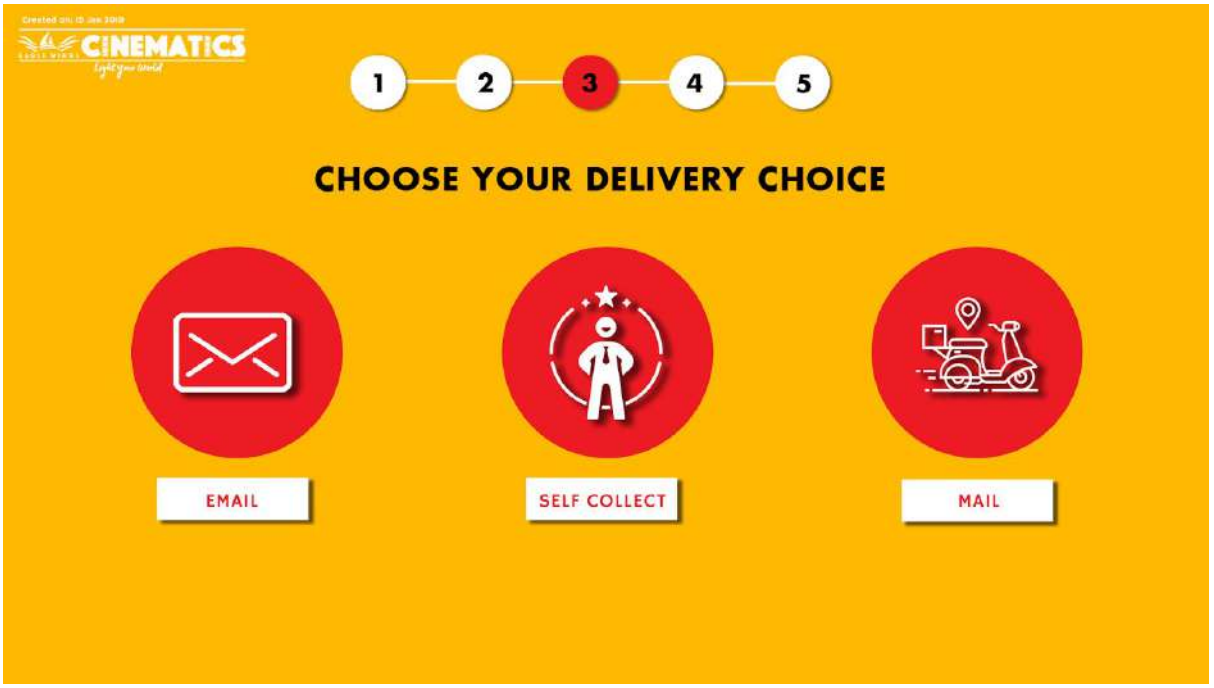


4.1.2.2.2 Questions

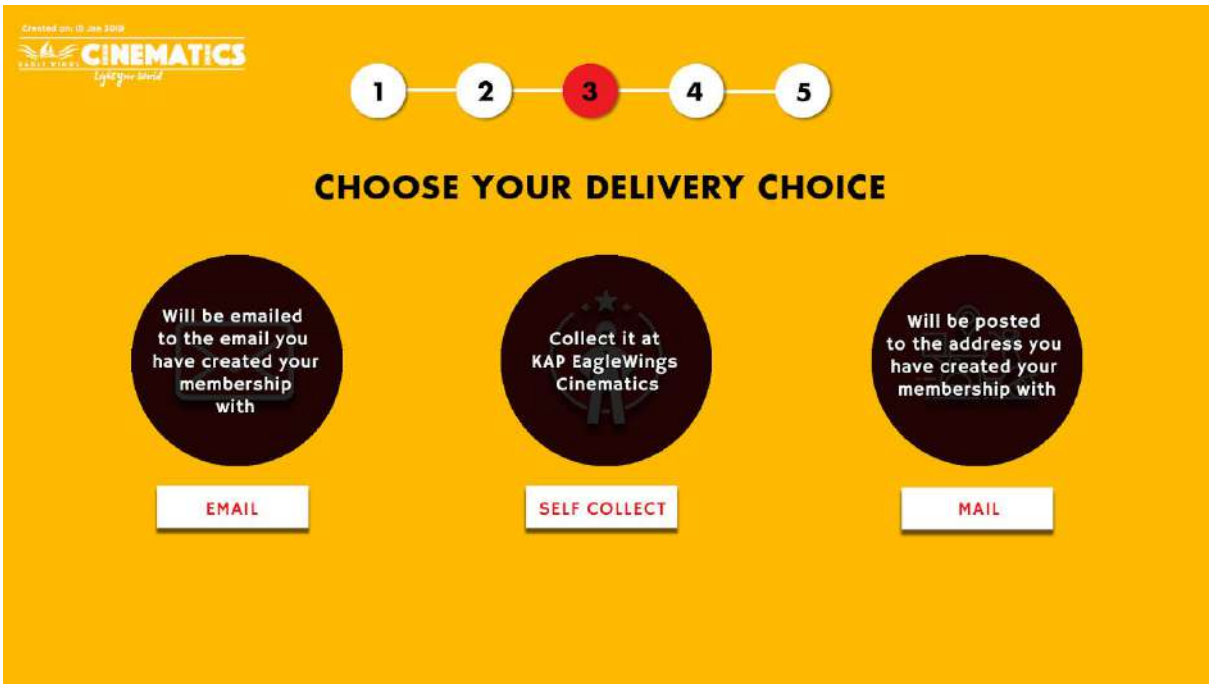
4.1.2.2.3 Congratulation Message



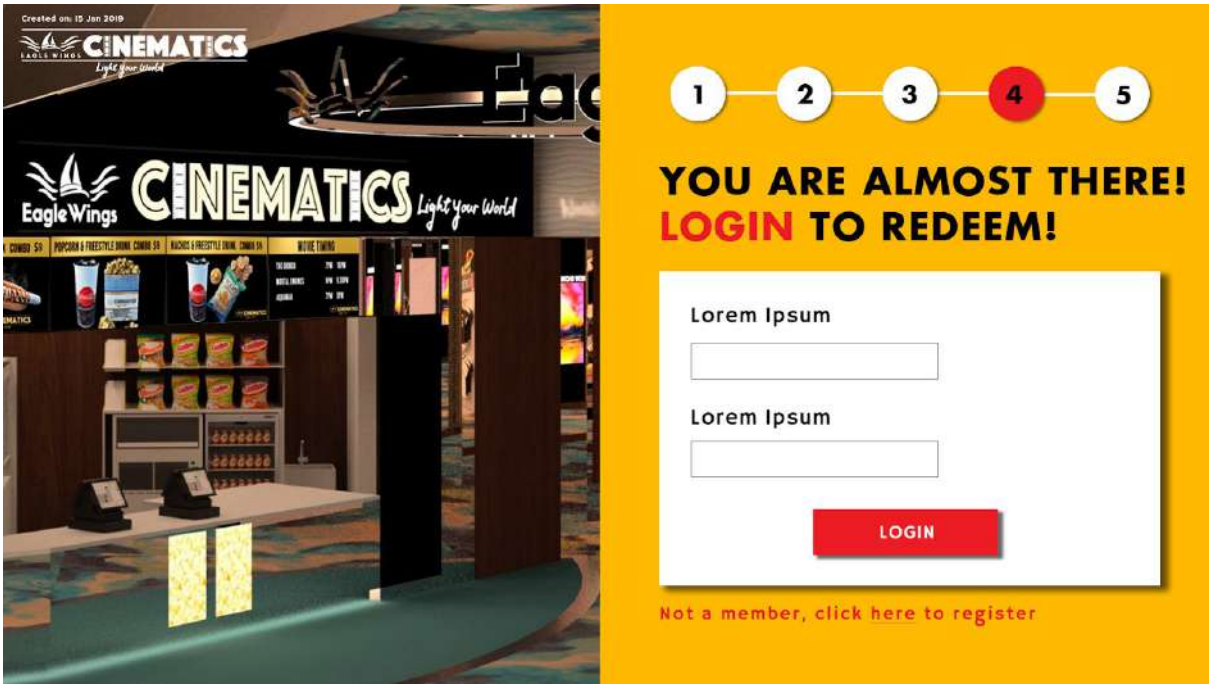
4.1.2.2.4 Delivery Method



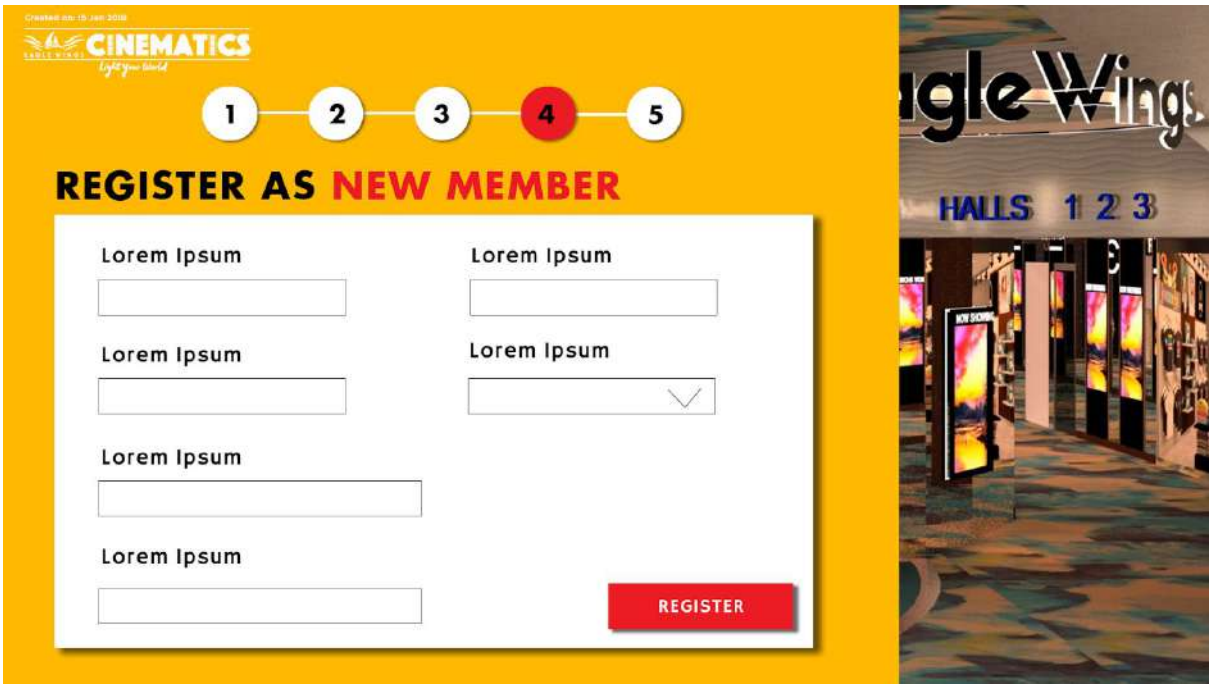
4.1.2.2.5 Delivery Method - Hover



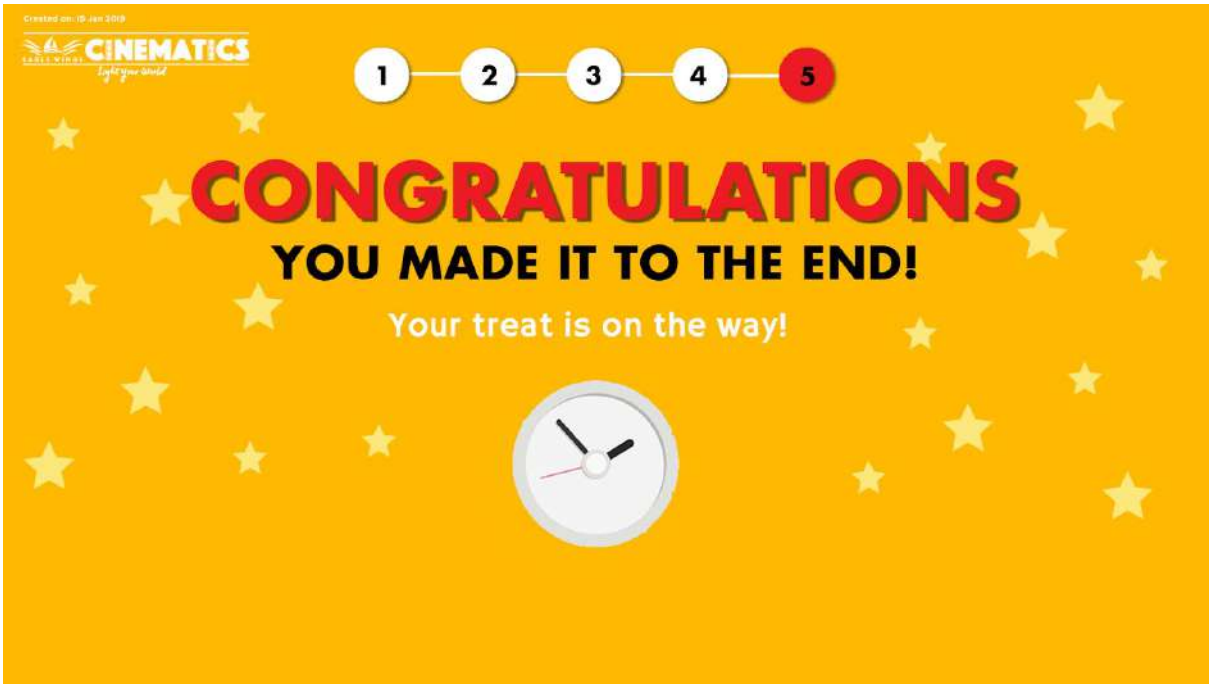
4.1.2.2.6 Login



4.1.2.2.7 Register



4.1.2.2.8 Confirmation Message

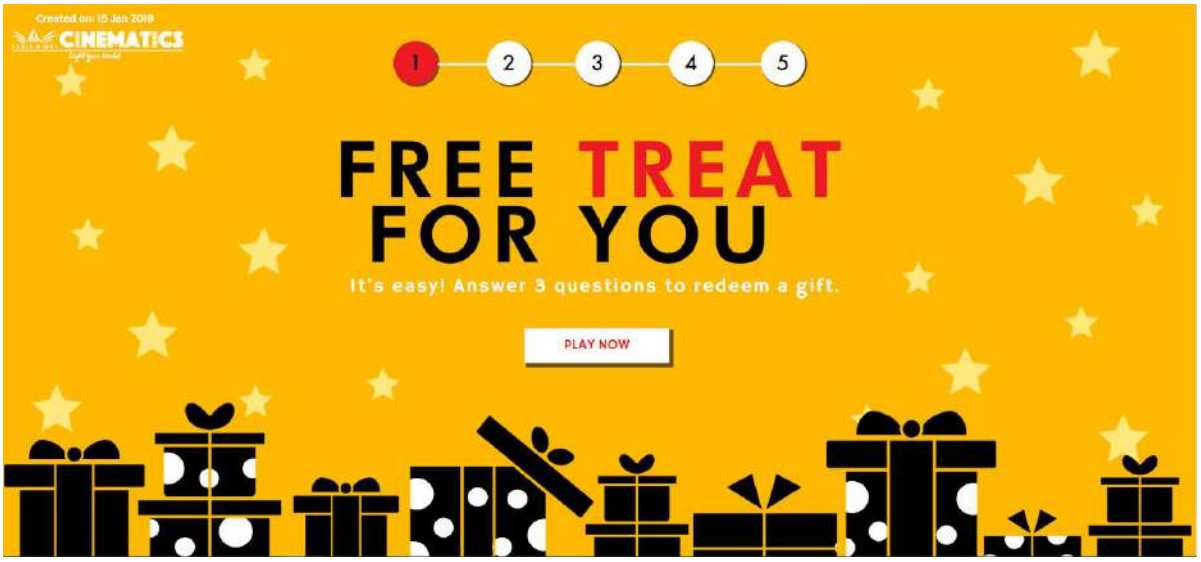


4.1.3 High Fidelity Prototype

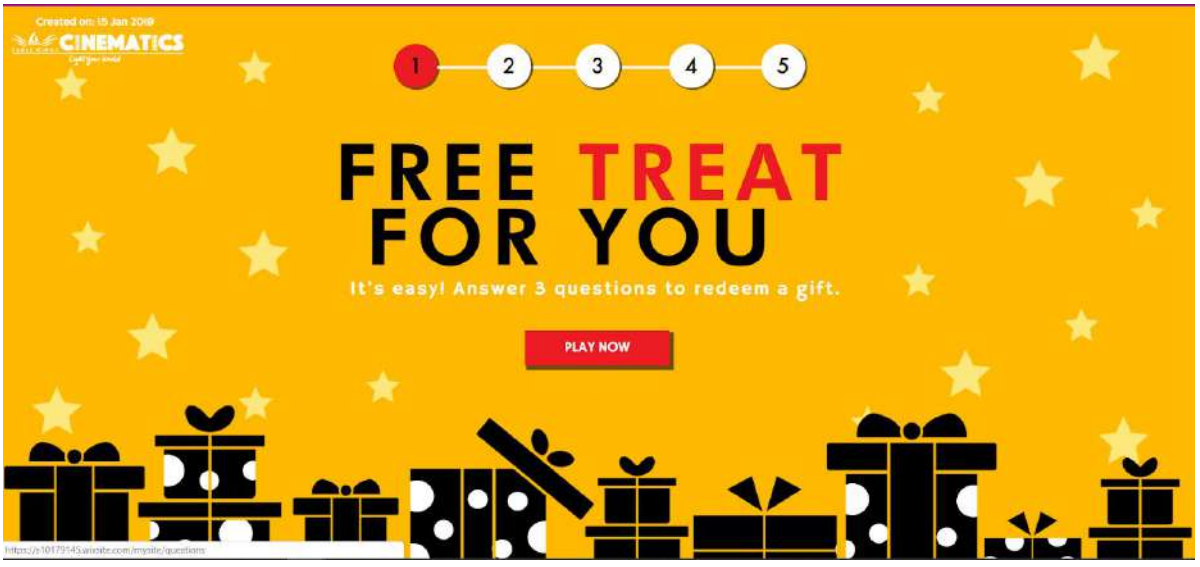
4.1.3.1 EDM

4.1.3.2 Microsite

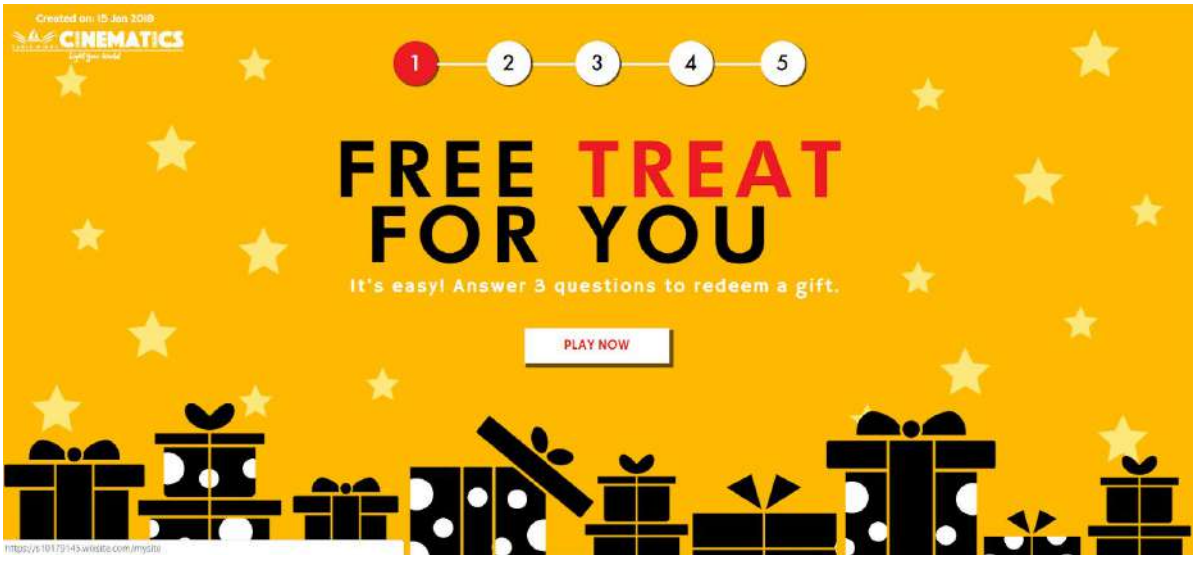
4.1.3.2.1 Main Page



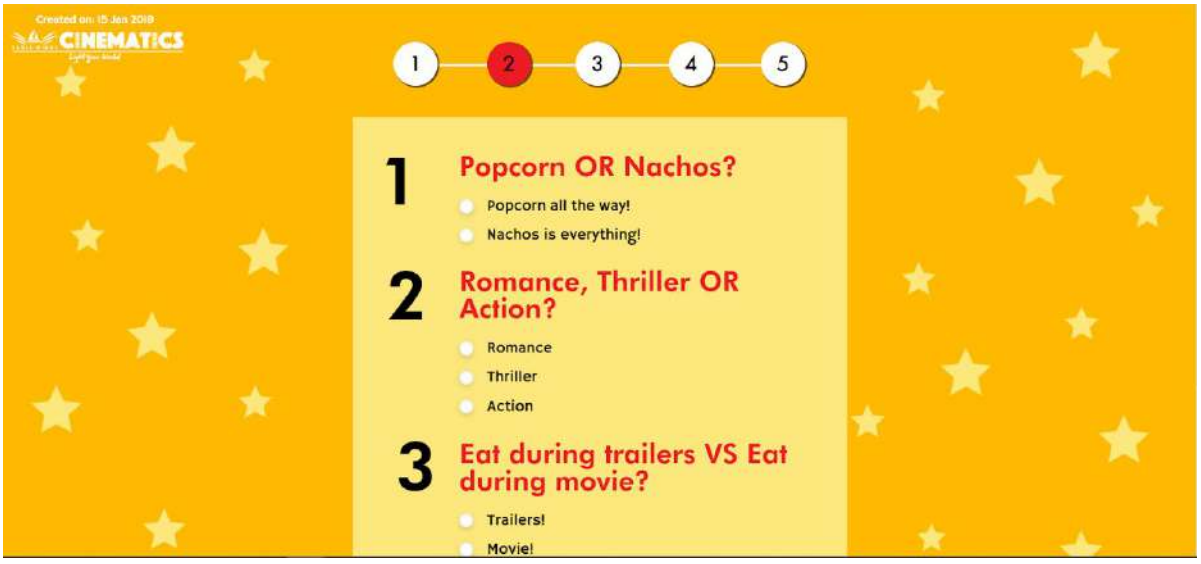
4.1.3.2.1.1 Main Page - Hover Button

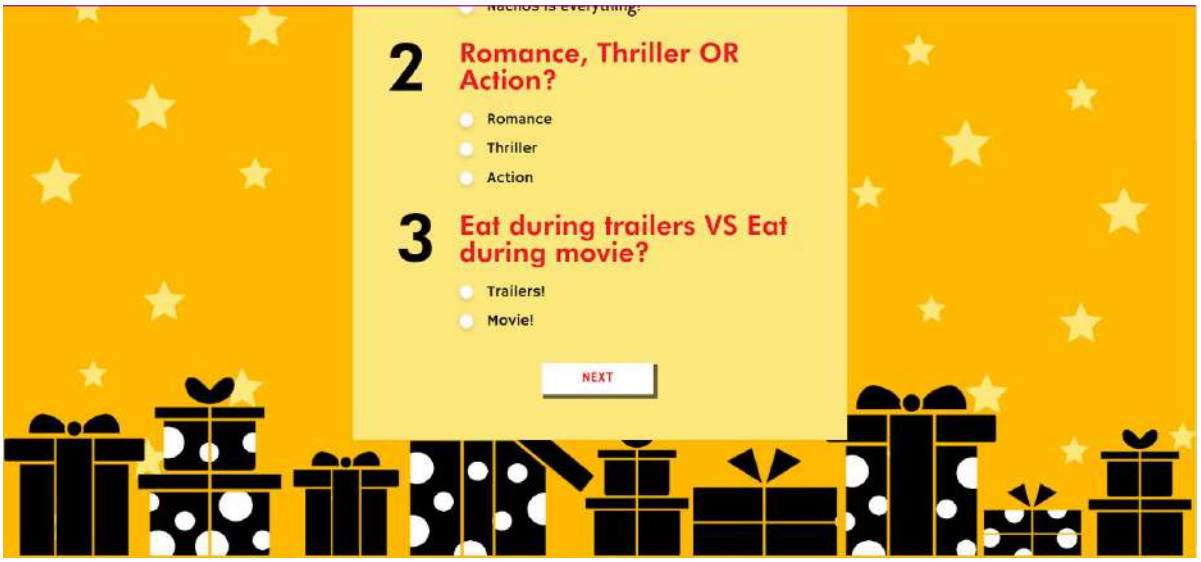


4.1.3.2.1.2 Main Page - Hover Navigation Bar



4.1.3.2.1 Questions



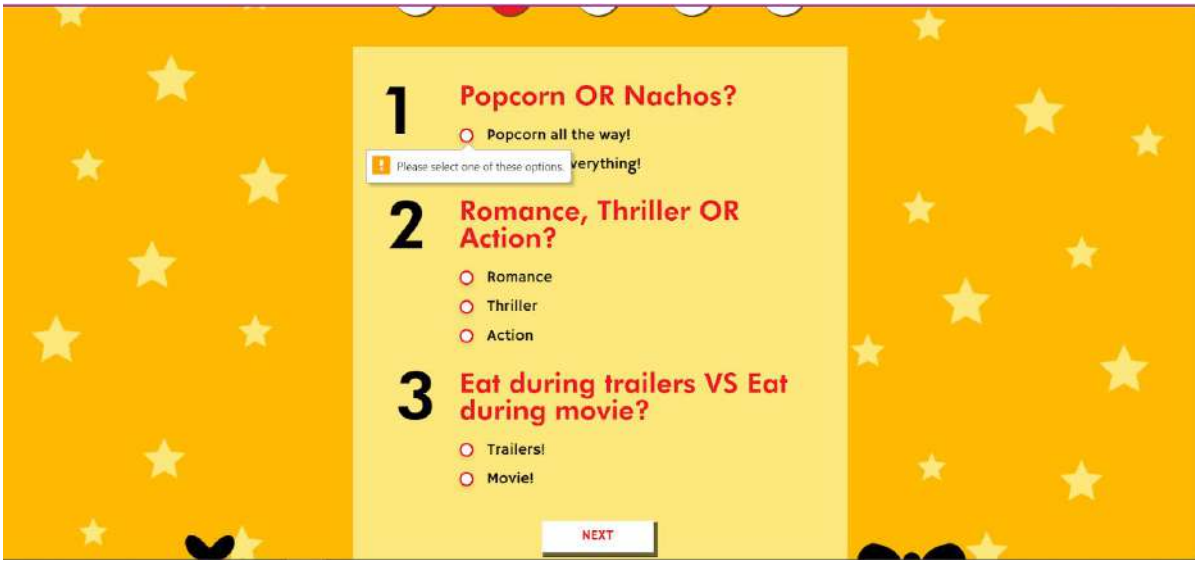


4.1.3.2.1.1 Questions - Hover Navigation Bar

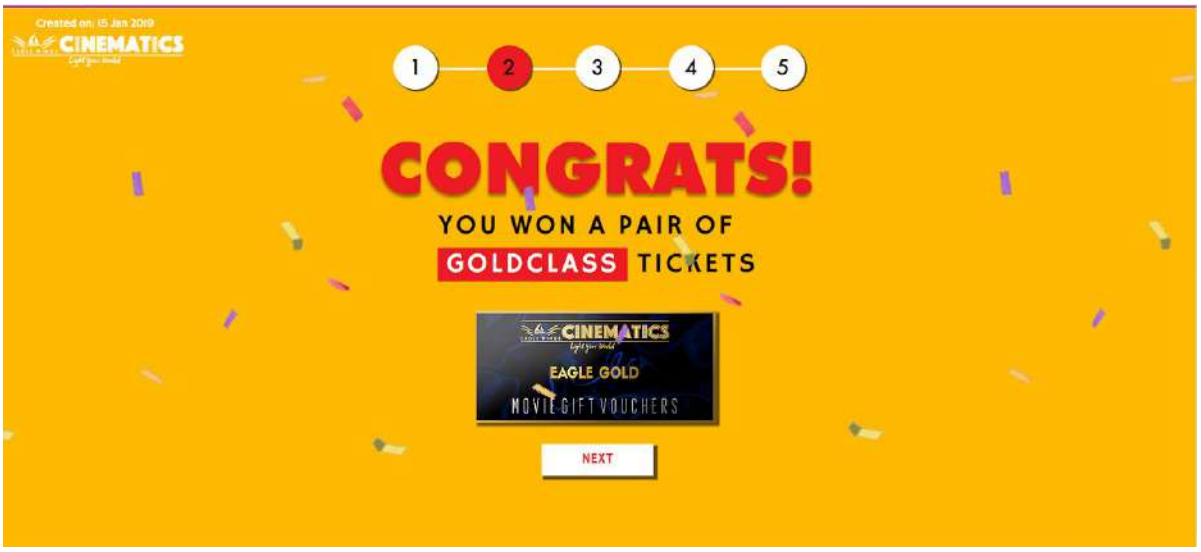
4.1.3.2.1.2 Questions - Hover Options

4.1.3.2.1.2 Questions - Option Selected

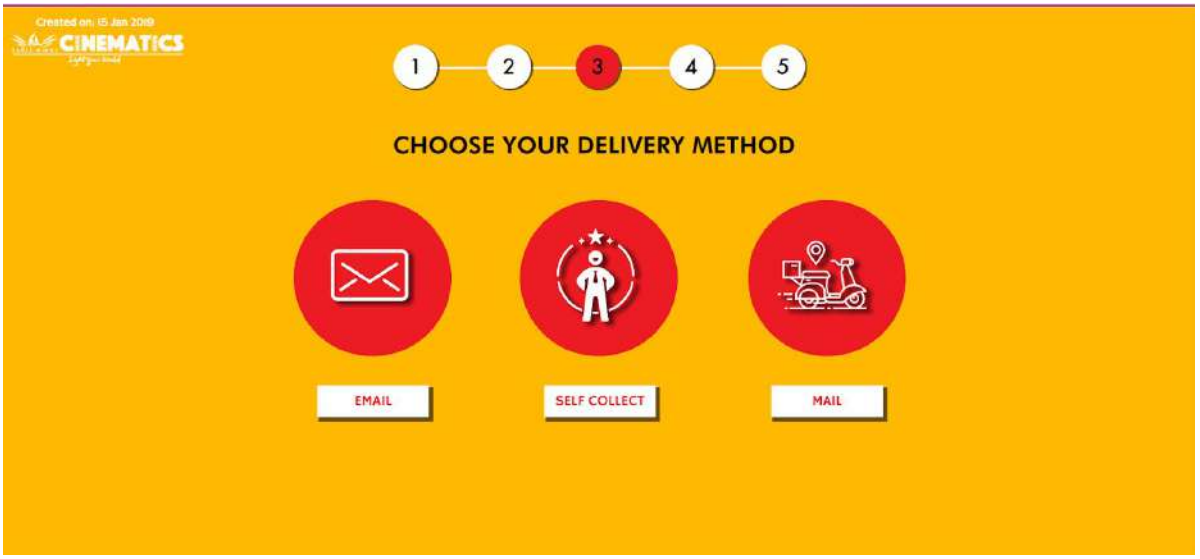
4.1.3.2.1.3 Questions - Validations



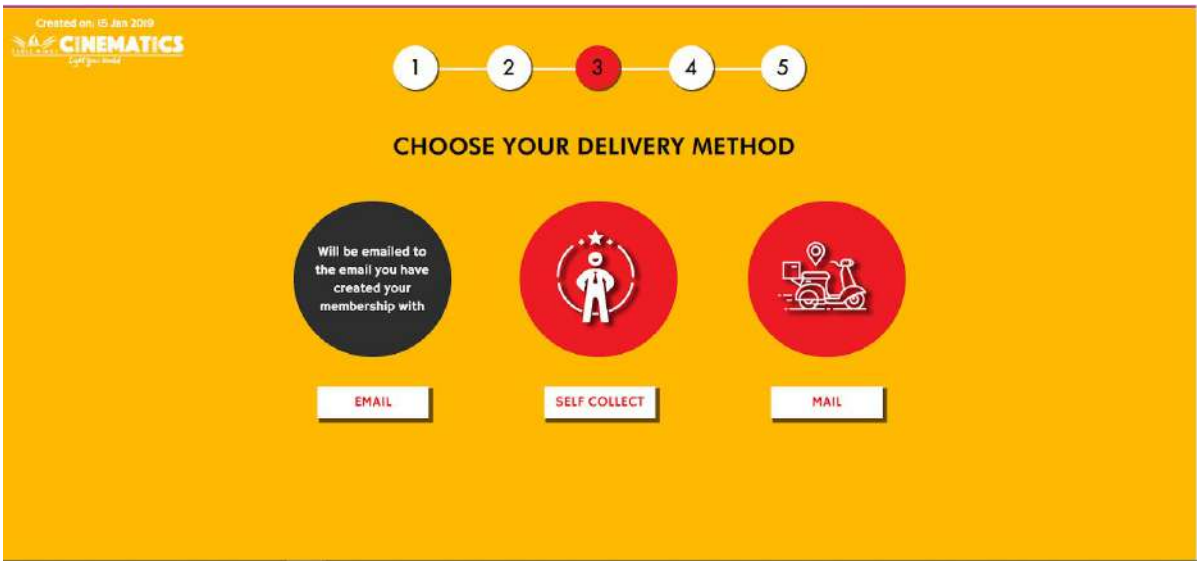
4.1.3.2.2 Congratulation Message

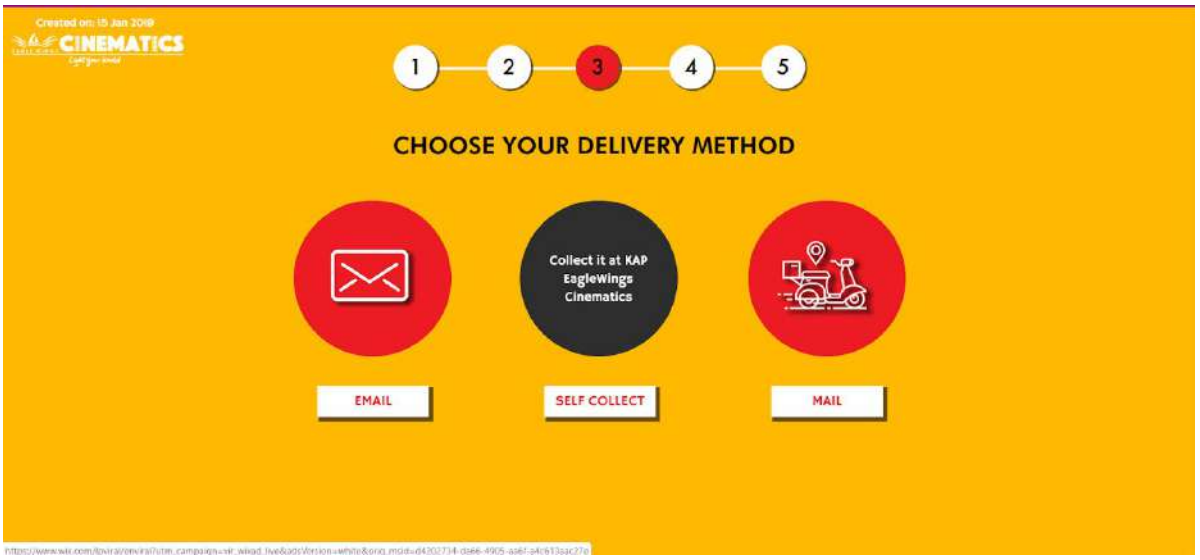


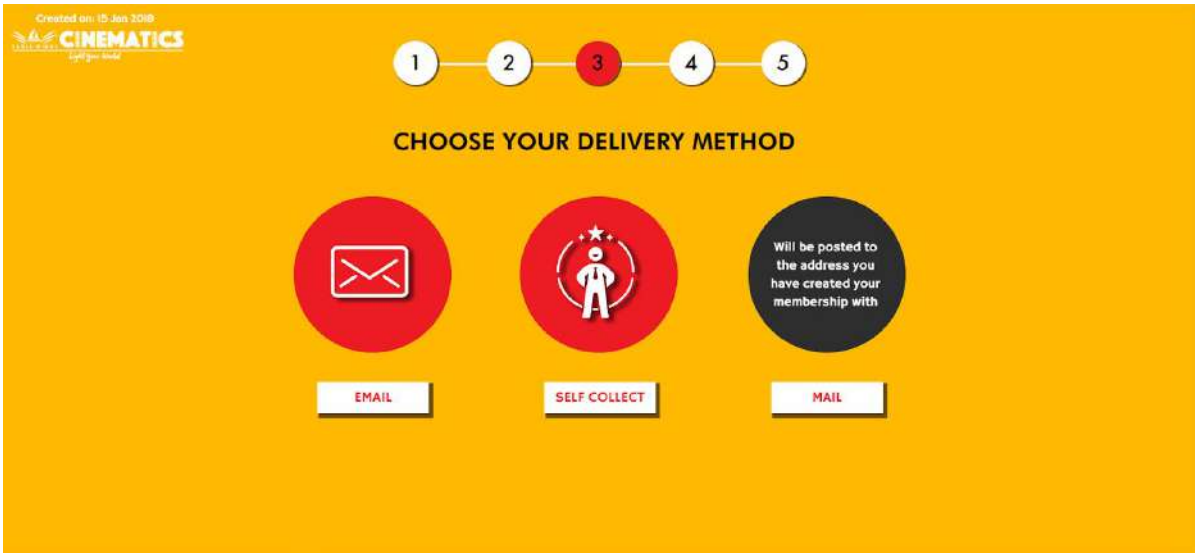
4.1.3.2.3 Delivery Method



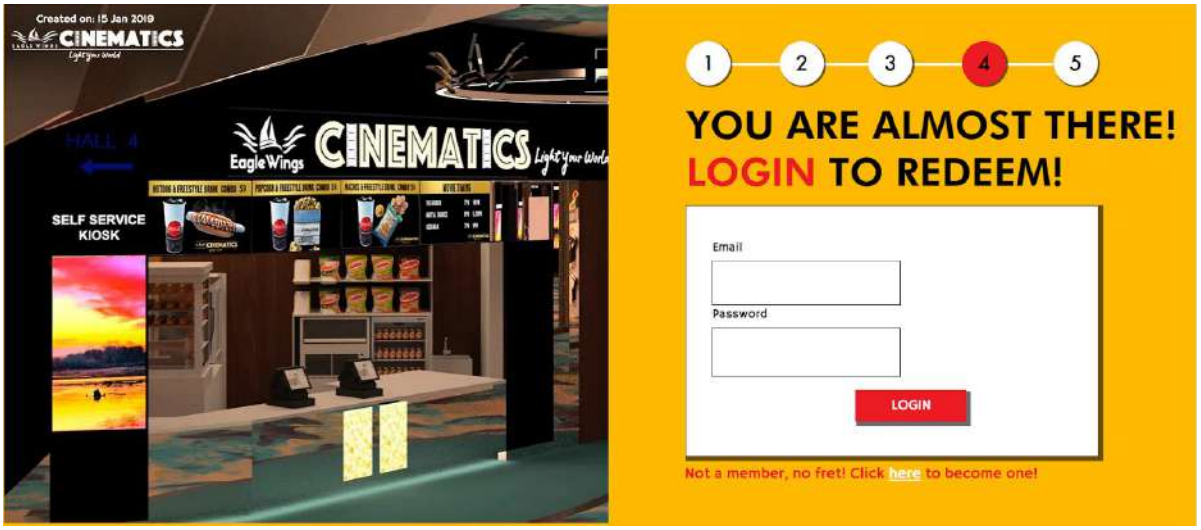
4.1.3.2.3.1 Delivery Method - Hover over each methods



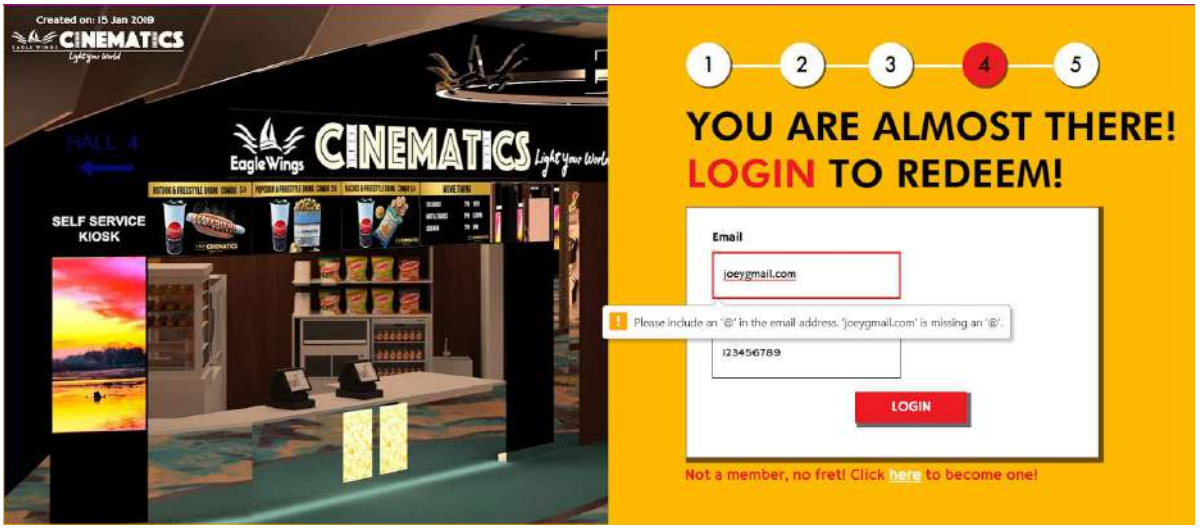



Created on: 15 Jan 2019
CINEMATICS
1
2
3
4
5
CHOOSE YOUR DELIVERY METHOD
Will be posted to the address you have created your membership with
EMAIL
SELF COLLECT
MAIL

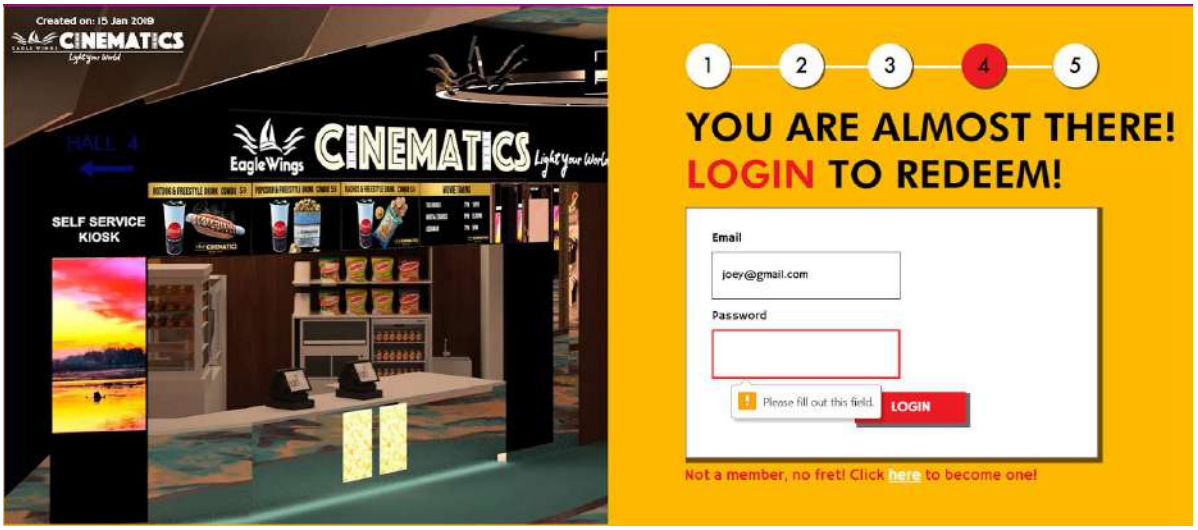
4.1.3.2.4 Login


Created on: 15 Jan 2019
CINEMATICS
Eagle Wings
CINEMATICS
Light Your World
SELF SERVICE KIOSK
1
2
3
4
5
YOU ARE ALMOST THERE!
LOGIN TO REDEEM!
Email
Password
LOGIN
Not a member, no fret! Click here to become one!

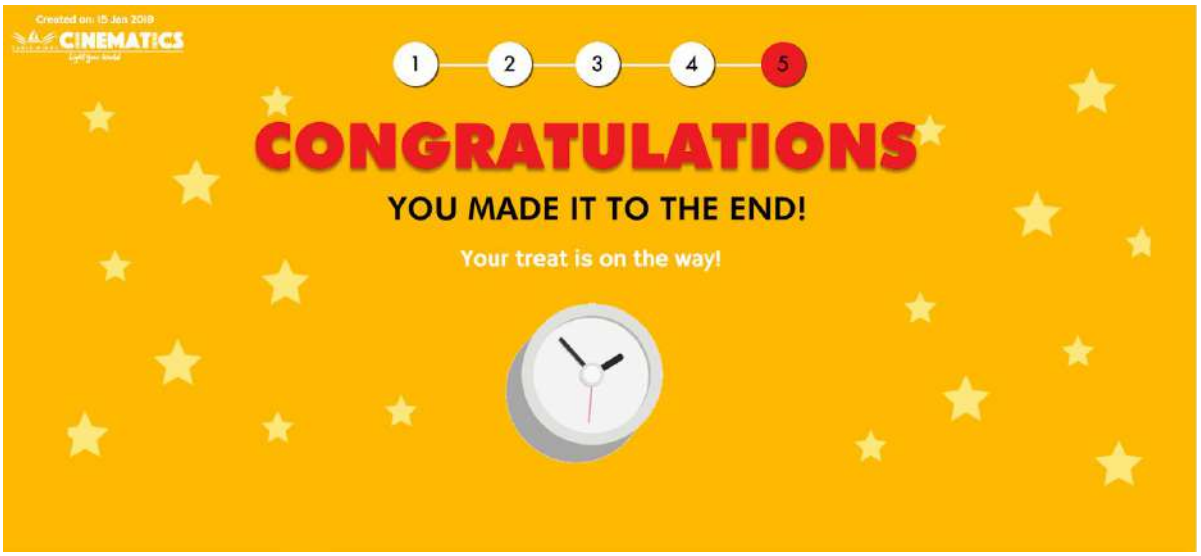
4.1.3.2.4.1 Login - Email Validation



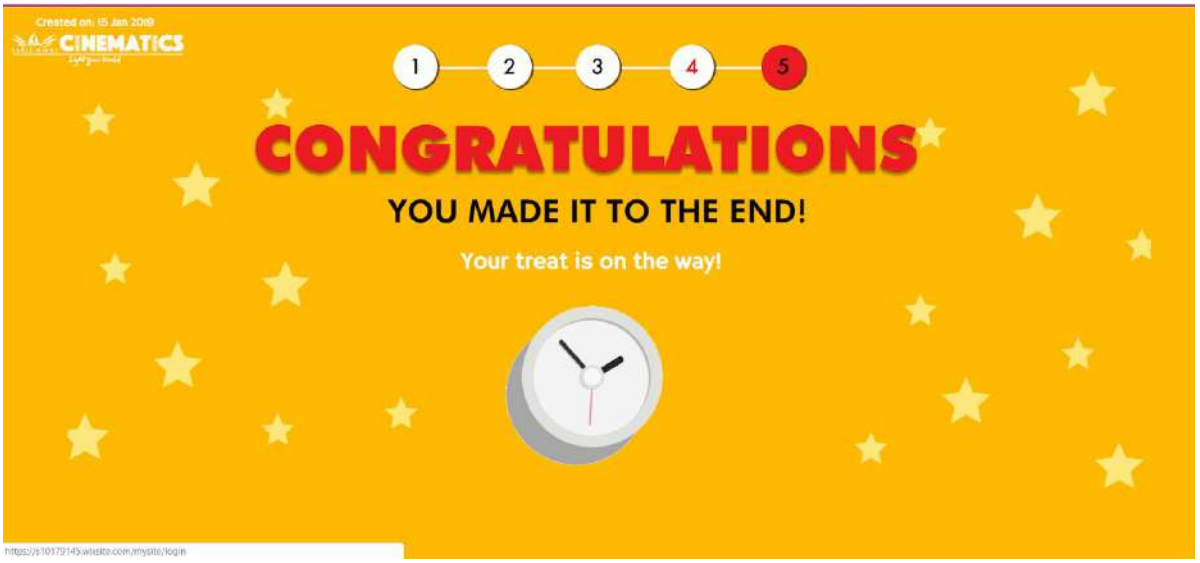
4.1.3.2.4.2 Login - Empty fields Validation



4.1.3.2.4 Confirmation Message



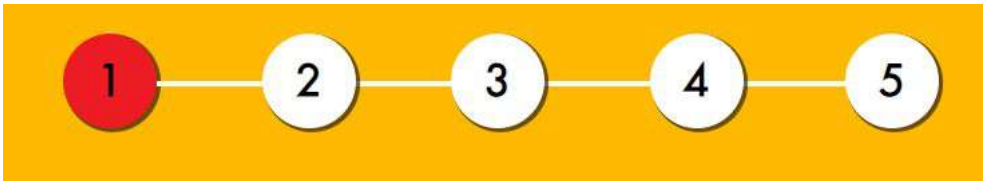
4.1.3.2.4 Confirmation Message - Hover Navigation Bar



4.1.1.1 Interface Design

4.1.1.1.1 Navigation

Navigation Design is the fundamental pillar of web application. Hence in my microsite, I added a Breadcrumb navigation so users would know where they come from. The type of breadcrumb navigation used is location based where it displays static links that clearly indicate the user's location within the microsite. I added this type of navigation bar as our persona dislikes inefficient ways of getting about through the site. Therefore, a breadcrumb navigation allows them to easily and effectively get back to higher level or previous pages using a single click.



This navigation is used to indicate the steps involved to claim a free gift, as well as a progress indicator.

4.1.1.1.2 Layout Elements

Layout Rules

- Following the layout rules of applying the most important aspect and downsize the focus in accordance like from large to small, irregular to regular, dark to light and saturated to unsaturated. I used these rules and apply it to both the EDM and microsite as well.
- The heading will always be the largest compared to the other elements on the page. For example, in the EDM, i used a black background and light; bright coloured words. So user eye focus will travel from the black background to the light coloured words.

- Also, the heading is the largest and the following elements are smaller in comparison. So the user eye focus will be caught by the large element first which is the heading then the smaller elements that follows after.
- Similarly, the rules are applied to the microsite as well.

- The text ‘Free treat for you’ in the main page is irregular in comparison to the subtext below. Hence, forcing users to read the heading first rather than the regular text that comes after.

4.1.1.2 Interaction Design

4.1.1.2.1 Make it Engaging

As our users are targeted to mostly students, the site have to be pleasant and satisfying to use so to stimulate their attention. Therefore, for the microsite proposed design, I added an element of fun through visuals and colours. This contributes to the style and tone of the microsite. For instance, I used gifs so to make the user experience more immersive and interactive; like they are seeing the same thing.

For the EDM, I used confetti image to convey the idea of celebration. Similarly, for the microsite, I incorporate gifs like confetti to also convey the same message.

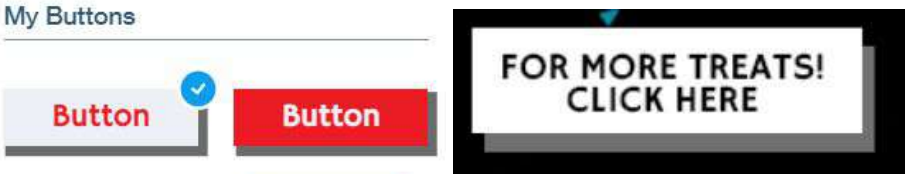
Then gifs like clock to convey the idea of time.

Colours will be discuss in 4.1.1.3 Visual Design.

4.1.1.2.2 Make it Memorable

One of the way to Ensure memorability would be consistency and standards. For my microsite and EDM, I used similar button designs and fonts.

These are the different button designs I had used throughout the microsite. The EDM button is similar in terms of its rectangle shape. The buttons has the shadow design as well.



The fonts used were consistent as well. For headings, a consistent font of Futura will be used while for subtext, Hammersmith One will be used instead.

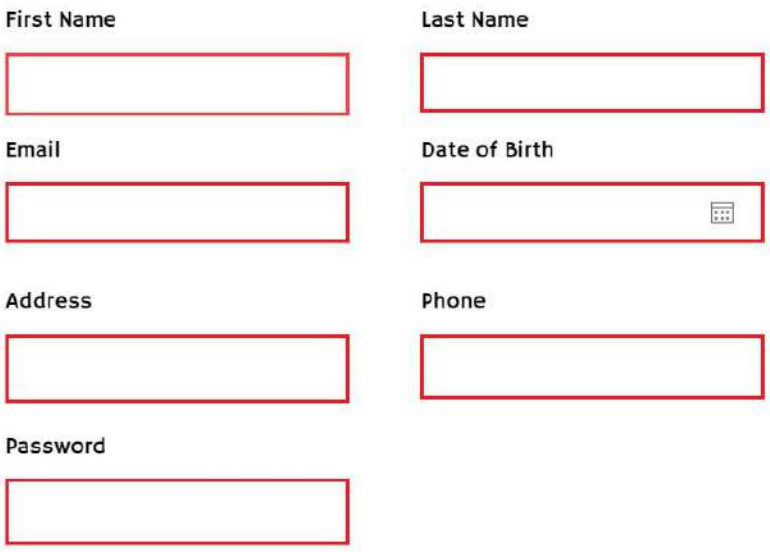
Futura

Hammersmith One

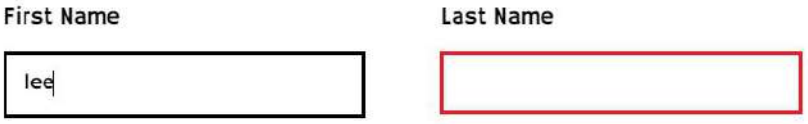
4.1.1.2.3 Make it Error Free

Recover from error

- it is not more frustrating for users to get an error and not sure where and what it is. Also, according to our persona, she wishes for clear instructions. So therefore, the microsite needs to allow users to be able to recognise, diagnose and recover from errors precisely. For the proposed microsite, if the fields are left blank, the input fields will be in red bold.



If filled correctly, the red bold lines will change to black instead.



Prevent error

- When user signs up, the form will disallow users to input invalid inputs like an incorrect formal email address. If incorrect, there will be warning messages to notify users of the error.

This prevents users from entering incorrect values.

4.1.1.2.4 Make it Efficient

Efficiency is something our persona likes. Therefore, the design of the microsite is designed in a way that it enables user to accomplish the key tasks in the quickest way possible. It display the most relevant features.

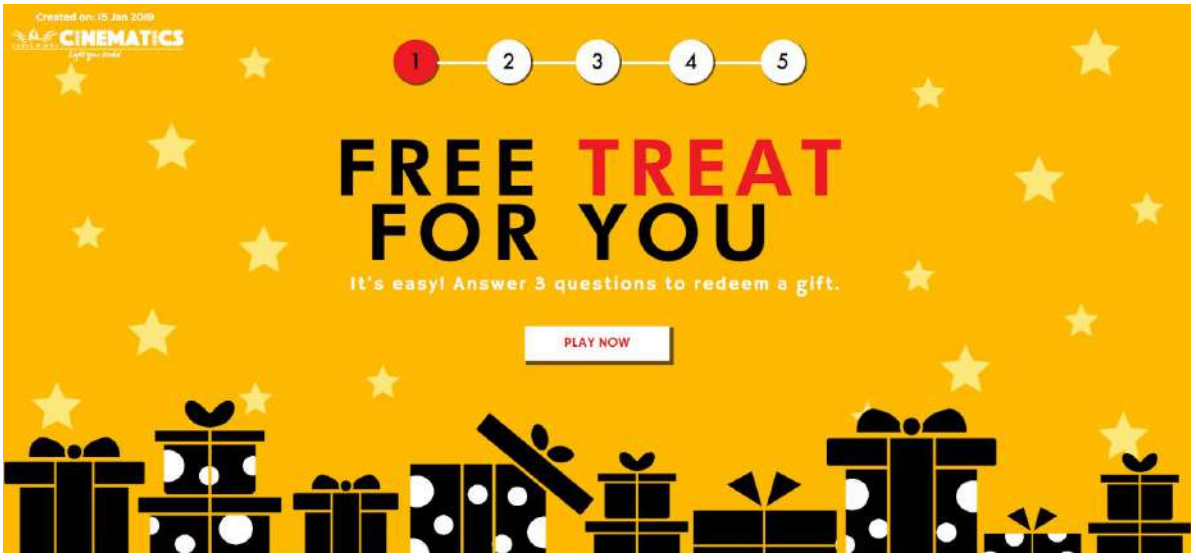
For the microsite design I proposed, the users will interact with two elements, the navigation bar and the rectangle button. There will not be any other options for users to navigate through the page with. This result in efficiency as there are no other elements to confuse the users; bringing about straightforwardness in the microsite.

4.1.1.2.5 Make it Learnable

Metaphors

- I used icons to convey the idea of the process. This helps lessen the stress on users mental models as it instinctively tell you how the process is meant to function. So in the delivery method, I used icons to represent the delivery methods.

- Also, I used stars and present icons gifs like confetti and clock. This is to reduce the mental effort of users to understand and conveying the idea of what it does more efficiently.



Stars can be identified as reward and presents gifts. Using these two icons helped to convey the message and purpose of the microsite to users in an efficient manner.

4.1.1.3 Visual Design

4.1.1.3.1 Contrast

Contrast is created when two elements are juxtaposed. For the microsite, the font Futura was used different weights. The different weights caused the strokes to be thicker or thinner. One example in the microsite is on the Confirmation Message where it is shown below.

> Futura Heavy BT
>
> **Futura Extra Black BT**

The heading font is Futura Extra Black where it results in thicker strokes and attracts user attention. While Futura Heavy retains the bold however, it is thinner compared to the heading. This aids user eye focus to read the heading first then the subtext after. It makes it easy for the user to differentiate between the two and thus convey the message efficiently which aligns with our persona likes of having clear instructions.

4.1.1.3.2 Repetition

Pattern helps the brain move things from short term to long term memory. Thus, this helps to improve recall and hence helps ease the usage of application. In terms of repetition, I repeated the colours, buttons and layouts. This aids in conveying the message faster as users would get used to the repetitive layouts and would know what each element mean. Therefore, it matches with our persona likes of being efficient.

For colours, I used orange as the background constantly in the microsite. Black for the wordings and for any important words to highlight to users, it would be highlighted in red.

These colours are also repeated throughout the EDM however with slight difference in the placing of colours. Black is used in the background with red and orange in the title of the EDM.

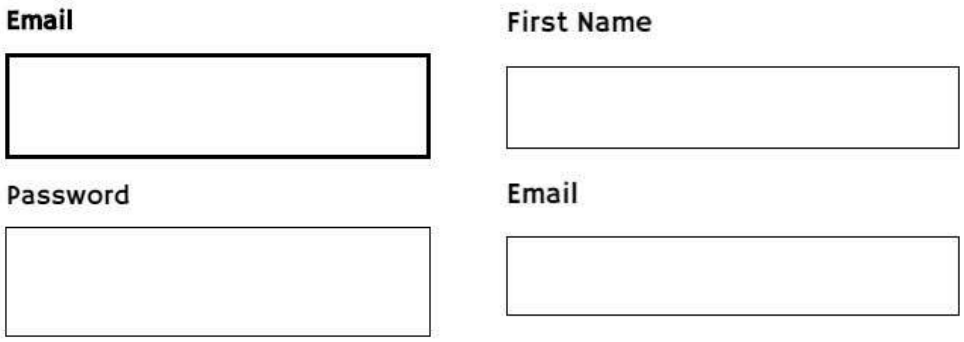
For buttons, I used the same button throughout the page. It has the same font, size and colours when hovered and regular. The text is also standardised in capital letters.

For layout, the EDM follows the format of title, subtitle, heading then subtext. This format is also being to the microsite. Where the most prominent information where it needs to be conveyed to the users will be placed first. Apart from the text layout, the navigation bar location is always within the top of the microsite.

4.1.1.3.3 Alignment

All texts are all centralized to the center of the page or within an element. Also, for field inputs in the form, the heading will always be on top of the field. It will

standardised across all pages that has fields. This results in organised information and does not make it appear cluttered which could lead to dull looking websites which our persona dislike.

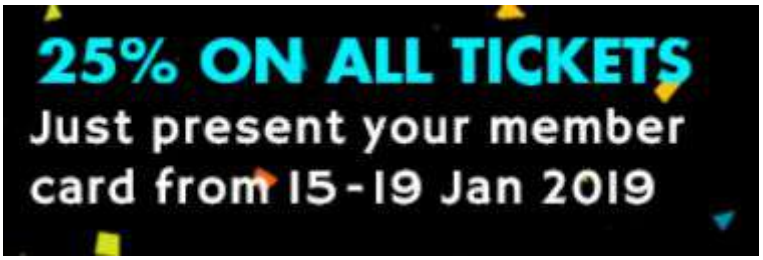


4.1.1.3.4 Proximity

For the EDM, different paragraphs conveying different message information are grouped together, leaving little spaces between each paragraphs. This helps users to identify them as one visual unit. Also, making it clear that the unit brings about the same message.

This is seen as the first message the EDM is bringing across and it tells user the main purpose of the EDM. Followed by a message that tells user the reason why they are sending out the EDM. Although similar, they are conveying different messages and are separated by a space.

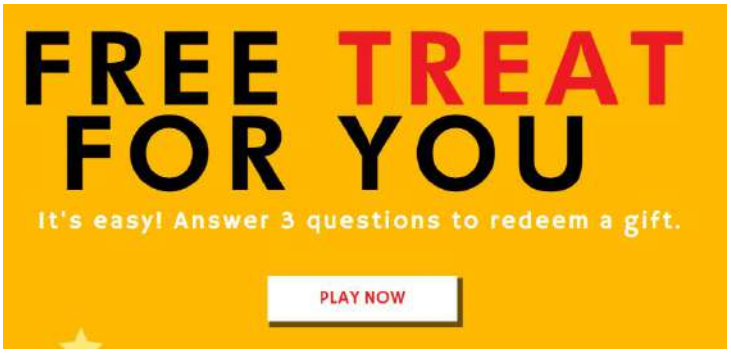
I want these two texts to be seen as two elements. Then after, it is followed by a paragraph,



Where there is little space between 25% on all tickets and Just present your member card from 15 - 19 Jan 2019. After this, there is a huge space in between until the call to action. This paragraph is to tell users the rewards they will receive and how to achieve them, hence grouped together.

Using space between elements helps to group messages or purposes that are similar together and convey messages in a neat way. This adds value in the design of the EDM as texts are not all over the EDM but in an organised and structured way which makes it appealing to our persona who is attracted to things that are attractive.

For microsite, it can be seen between texts and buttons where the proximity between buttons and texts are big.



Similarly, the proximity helps users to dissociate different messages from each other. The space between the texts and button, is telling users that there is a change in action required, think again, urging users to click the button instead of reading the text.

4.1.1.3.5 Colours

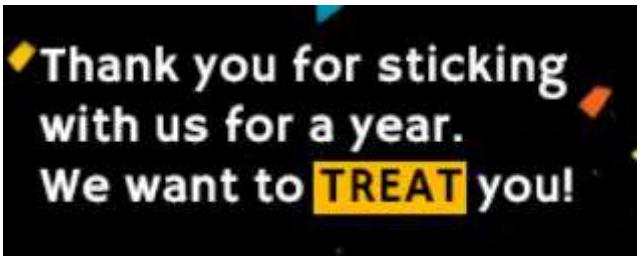
These are the colours used in the EDM and microsite. The saturation or value of the colour was not added. As stated in the heuristic evaluation that their site did not show any evidence in catering to colour-blind users. According to research, colour-blind users perceive contrast better and not only monochrome colours are suitable for them. Bright colours are better than dim colours which blurs them out. Thus, one reason why I had chose the above colours and not adjusted their saturation and value.

White

- White was used as texts for both EDM and microsite. It stands out in the coloured background making the text easy to read as well.

Orange

- EagleWings Cinematics logo is gold, for its branding, I wanted to retain the gold colour and the closest colour is orange.
- Apart from branding, orange retains some of red's energizing properties but to a lesser degree, hence making it a bit calmer. Our target audience are students and I want to instill a sense of fun element to the microsite thus, orange is a colour that is used to show cheerfulness and playfulness.
- Orange was used to also highlight important messages.



Red

- Notice in both EDM and the microsite, red is used for highlighting purposes. Red is the most stimulating colour and its purpose is to catch attention from users. It is also an energizing colour that sometimes convey the idea of youth. Therefore, red is used to highlight important messages in the sites.
- For EDM, it was the title and microsite, it was the key words I want users to take note of.

The only red was used in the title and this shows the importance of the title. It was also to catch the attention of users at first glance.

Treat is being highlighted as I want to draw users that are like the persona created who likes free gift.

Black

- Black was used in both the EDM and microsite but with different purposes. In the EDM, black was used as a supporting colour as it was used as background. When used in this way, black is used to support the other colours around it; making them stand out more.
- In the microsite, black was used as texts as it is the strongest colour out all and it stands out in most kinds and types of backgrounds thus making the text legible and easy to read, resulting in conveying the purpose of task effectively.

Light Blue

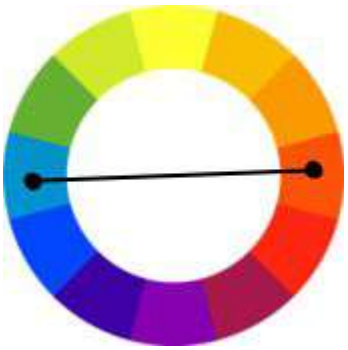
- Light blue was only used in the EDM to show the benefit EagleWings member will receive. Light blue was used not because it stood out on black but friendly and inviting. Thus, brings the message on another level as it gives users a feeling to trust and accept the reward.

4.1.1.3.5.1 Colours: Contrast & Complements

Contrasting Colours

The main colours I used within the site is red and orange. These two colours are contrasting colours as they are colours that are roughly 3 steps away from each other on the colour wheel. When used together, they are useful to attract attention, or set an element apart. This can be seen in the heading of the EDM and the title in the microsite.

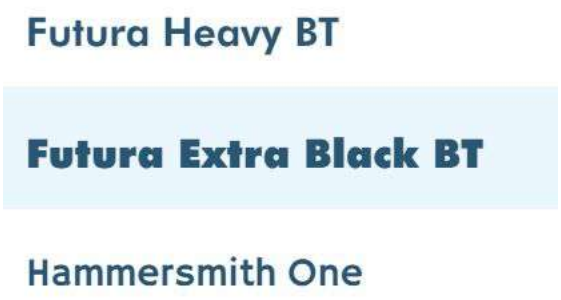
Complementary Colours



Complementary colours can be seen in the EDM where light blue is used with red and orange. The light blue can be seen as more vibrant compared to the other colours. This helps to draw user's attention. It is also helpful as the message that the light blue text conveys main purpose is to attract users.

4.1.1.3.6 Typography

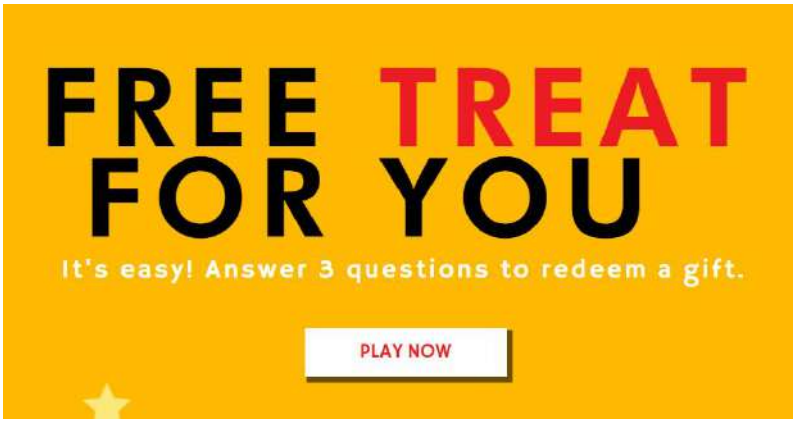
Fonts used throughout the EDM and microsite were part of the Sans Serif family. It uses a variation of typefaces such as Heavy Black, Black and regular. Its letterform shapes and strokes were relatively thick unlike Arial.



These fonts were chosen as they are unlike the common fonts we see like Times New Roman and Arial. They up the stakes of the EDM and microsite as they add an appeal factor by turning it into an attractive website which the persona likes. As our persona studies Animation, she would enjoy seeing new fonts instead of common ones as it would be boring.

4.1.1.3.6.1 Typography - Oversized Lettering

This can be seen in the microsite where the text is over the orange background. It is also centralised and in deliberate caps. This is to force users to read what is on the screen.



4.1.1.3.6.2 Typography - Combining Typography Techniques

The font used needs to match the mood, tone and branding associated with the message of the website. There are texts which I added dimensions to the text so that it would not look as flat and pop out even more to attract users.

The extra shadow effect matches the mood as there is an extra spice in the word congratulations; to shout to the users congratulations instead, of a flat word which makes it no different from other texts. Changing the word up makes the users feel important hence adds value to their user experience.

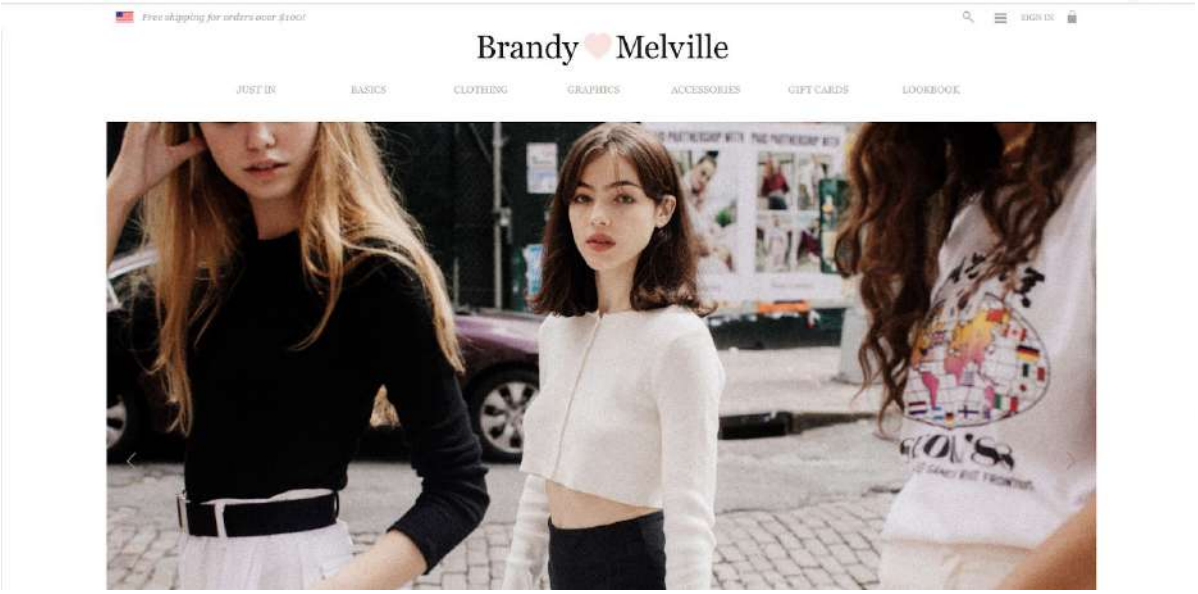
4.1.1.3.6.3 Typography - Conclusion

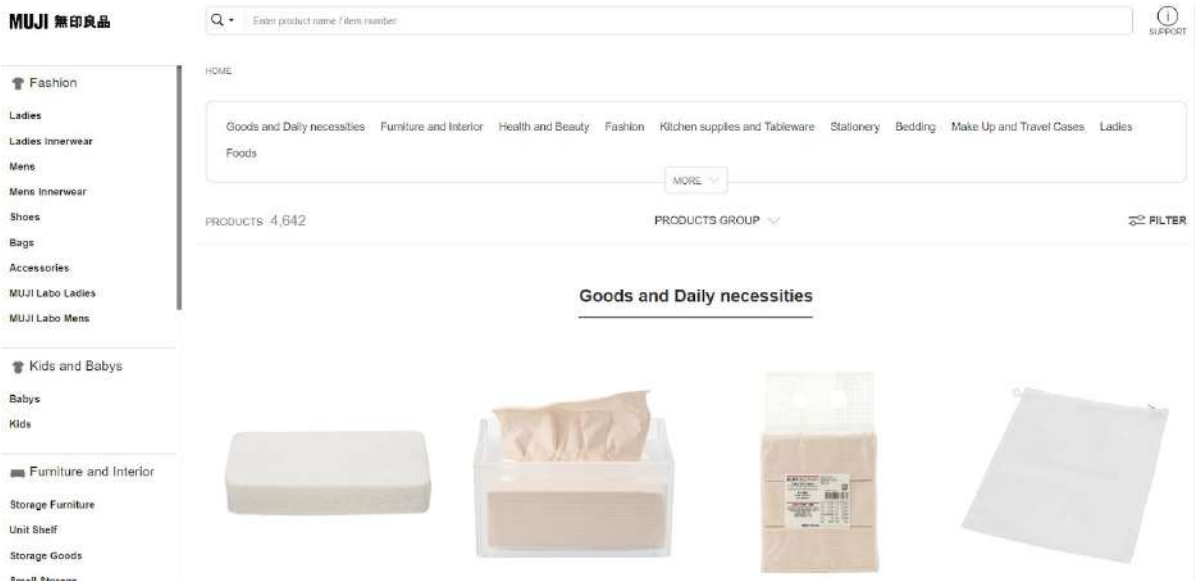
The font and size used must create distinct ad readable message so that a clear message can be passed on to users. Also, it aids in drawing in uses by creating a strong memorable impression.

4.1.1.3.7 Space

For the EDM, I made used of the space by adding confetti. These confetti falls down and I hope that it will provide a path for the user's eyes to follow. It will follow till it reach the button and thus urge users to click on it

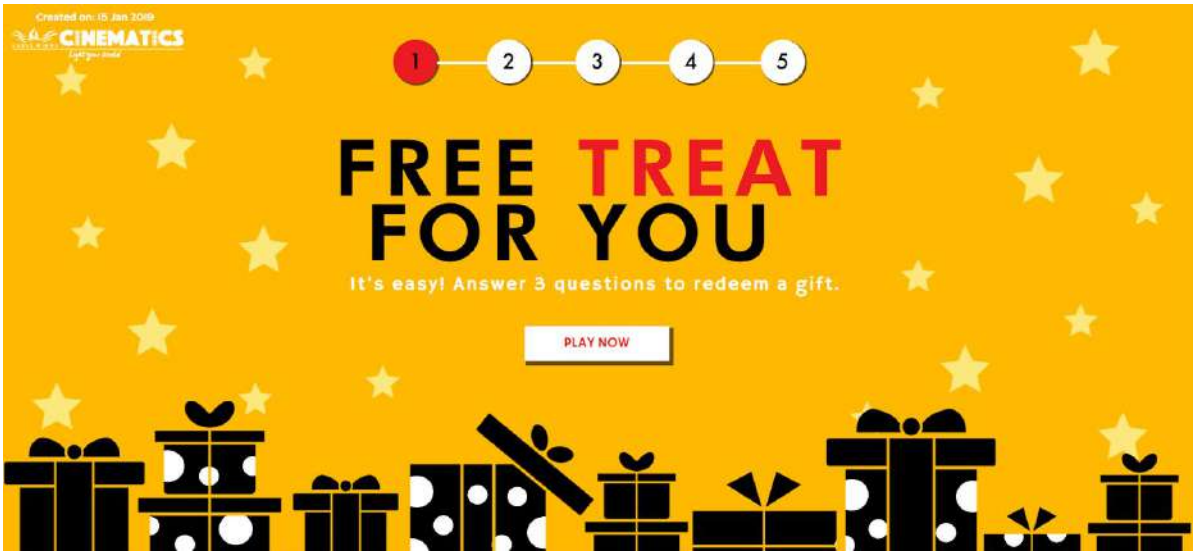
For the microsite, there are little elements on each page hence each individual element becomes more powerful. In both brands like brandy melville and muji that our persona likes, their websites have space and are minimal.



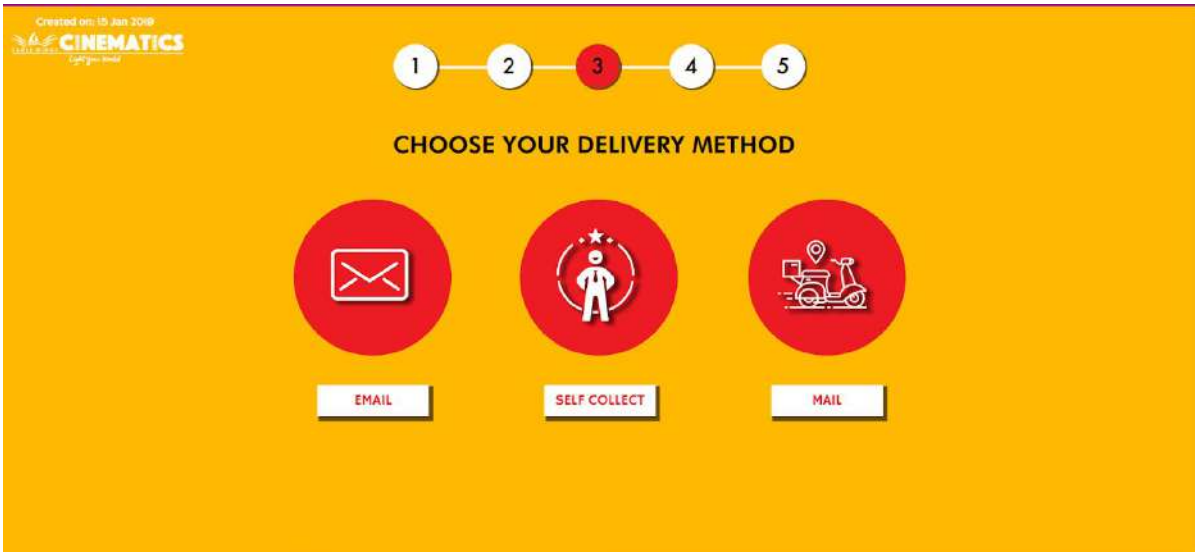


Hence, I have applied the two design ideas into the microsite, removing unnecessary elements and keeping it relevant. For the microsite, there are pages that their spaces

are filled with images and there are pages where there are little elements. An example would be the main page where the space is filled with stars and presents. These elements are to create an environment of fun.



However, in the page of delivery methods, there is no need for stars and presents to create the element of fun thus is removed, leaving only the necessary information.



This page is minimal and aligns with our persona taste. With less competing visuals, users can zoom in straight to the task.

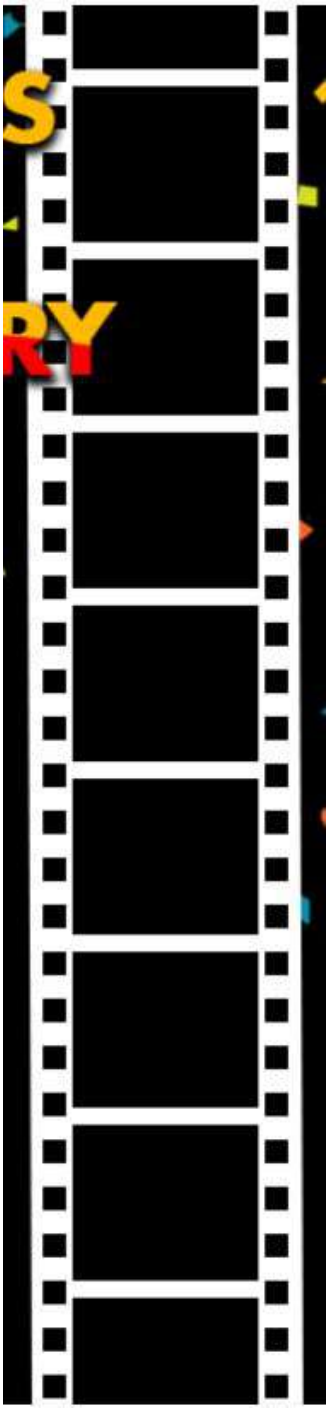
There is a balance between space and little space among the microsite. It does not give users the idea that this microsite or EDM is overly high end and cheap either. It maintains a good balance of being affordable yet can be trendy.

4.1.1.4 Visual Storyteller's Guide to Web UI Design

4.1.1.4.1 Picture Superiority Effect

4.1.1.4.1.1 Worth > 1000 Words

For the EDM, I used the image of a cinema film tape to convey the idea that the EDM is from a theatre company.



For the microsite, I used the image of the cinema when users login and register. This image was used is to show users the location of the cinema. It tells users the message that if they log in or register, they will be entitled to benefits pertaining to EagleWings cinematics.

4.1.1.4.1.1 Accessibility

Picture also aids in accessibility as it allows users to understand the message clearer and more effectively as well. These images effectively convey the message of delivery methods to users, and when paired with words, it helps to convey image information better.

4.1.1.4.1.1 Improves Retention

Images improves retention where users are able to remember the site information. With the image of a cinema tape, users can remember the EDM better and thus, sets the base for future marketing scheme.

4.1.1.4.1.1 Faster Processing

Through images, users can process information faster and since our persona likes to have clear information, when images are paired with texts, the message conveyed would be clearer and faster as well. Using the example of the film tape, where users would associate film tape with cinema. In the microsite, the use of a movie voucher was used to convey the message that users would receive the exact same voucher and experience the same benefit.

4.1.1.4.1.1 Evoke Instant Emotions

I used confetti to evoke emotions of happiness and celebration for both EagleWings and the users. Users would associate confetti with events and this is inlign with EagleWings message of celebration their one year anniversary. Also, it is seen as a celebration for EagleWings members where they receive treats. Confetti is also used in fun environments hence would evoke excitement and energize them.

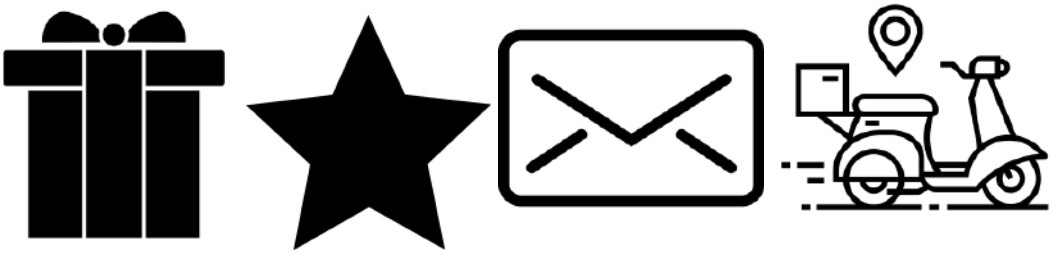
Also, I used various gifts images to represent presents. This would evoke excitement as well, as the real treat is hidden by the boxes of presents. The gifts also represent the gift the users will receive and result in feelings of anticipation.

Star images of various sizes were used to signify rewards for EagleWings members. Similar to the gift images, it represents treats without explicitly saying what the treat is. Stars also signifies light and thus used as the background so to give the feeling of special to members. It also tells users that the treat they will receive will be good.

4.1.1.4.2 Types of Images

4.1.1.4.2.1 Iconic Images

I used icons that are easily recognizable and strongly associated with a defined concept. Users would know the general meaning of it. Such images used are gifts which represents present, star which represents star, email which represents email and a scooter which represents mail delivery.



However, not icons are iconics thus there is a need to pair icons with relevant texts. This will aid users to understand the message more effectively. This can be seen in the delivery method where the icons are paired with words.

4.1.1.4.3 Selecting the Right Style

4.1.1.4.3.1 Background

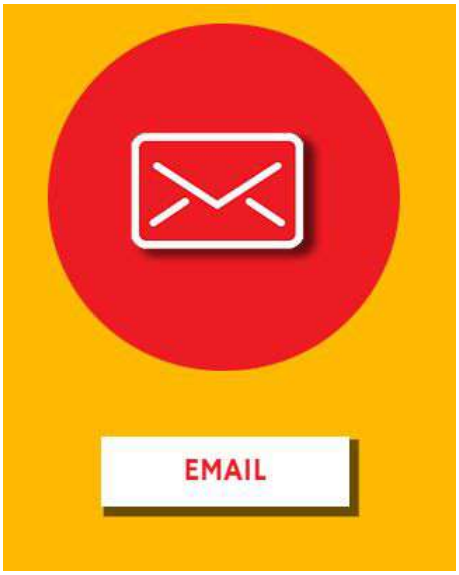
I added confetti gifs as part of the background in the page Congratulation Message and in the EDM. This adds an extra dimension of liveliness to the microsite and EDM. Thus will leave a stronger impression on the users that they have won a big treat. It will also turn a dull looking; flat website to more attractive and interactive as

well, thus appealing our persona interest and would therefore also appeal to the mass crowd.

4.1.1.4.3.2 Personalisation

What sets this EDM and microsite apart from Golden Village is that it has intriguing and in trend visuals. This would stimulate our persona as it will align to her taste in aesthetics. She is someone who enjoys the animated movie of Spiderman into the Spider Verse and it is safe to assume that as an animation student she enjoyed the animation design, hence I applied various aspects of design from the animated film to both the EDM and microsite.

The animated film uses shadow on their lettering thus, I applied that to my designs like titles and buttons to have a shadow cast.



Also, with the current trend of 2018 is retro style it sets us apart with competitor's microsites that don't follow the trend. I used bold colours like red and orange that are being applied in both the fashion and design industry. Hence, it would stimulate the attention of the young generation which are part of EagleWings target users for this one year anniversary as the graphics would attract their attention due to it being on trend. It would also appeal to our persona that likes trendy visuals.

4.1.1.4.4 Engaging Storytelling

4.1.1.4.4.1 Make users a character

For my microsite, I have used questions that are personal to the user, asking questions about what they like at different stages of their experience in the cinema.

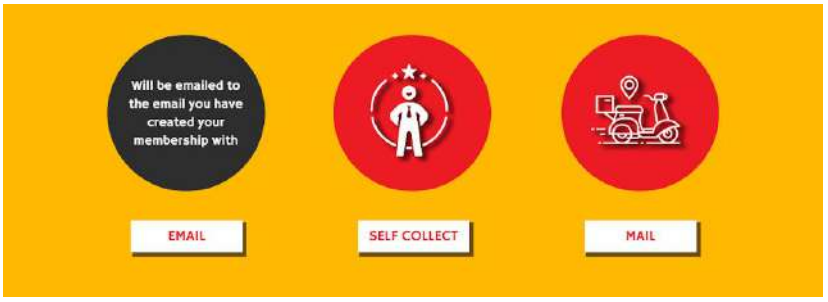
The questions are not the usual conventional questions thus the users will feel more connected to EagleWings as the questions are more personal. The responses are also crafted in a way that would make the usual process of answering questions more interesting. The responses are written in a way a student would have replied thus the user will feel a sense of connection. Thus, the users will be invested in answering the questions and intrigue at what is coming next, and would continue on.

4.1.1.4.4.2 Gamify your site

The microsite focuses on gamification where users answers a few questions and they would receive a gift afterwards. This stimulates the interests of the young generation and our persona where she is interested rewards. This gives users a motivation to view and maneuver the site.

4.1.1.4.4.3 Interactivity

In the delivery method page of the microsite, user hover over the delivery method to view for more information about the specific delivery. This interactivity makes the site feels alive and gives a more immersive experience to the users.



Also, it is another way of adding information without cluttering the page much, resulting in a neater and organised elements.

4.1.1.4.4.4 Keep big picture in mind

Both the EDM and microsite follows the beginning, middle and end layout where the beginning is where the elements should catch the user's attention, middle where more information is provided to the user to engage them and the end refers to a call to action.

For the EDM,

Beginning
Where the title catches the user's attention with its bright coloured text and informs user about what occasion the EDM is for.

Middle
Where the smaller subtexts provides more details about the occasion and the reason why EagleWIngs had send the EDM - giving members treats.

End
What the EDM wants users to do after reading through the entire content. The button intrigues users by urging them to click if they want more treats. As the target users are students, they are likely to click. The call for action purpose is to redirect users to its related microsite.

For the microsite,

Beginning
The title that catches user attention with big capital letters and highlighted word TREAT. This provides a starting point for users to continue reading.

Middle
The subtitle that gives the instructions of what the user need to do to redeem the treat. It is written in an engaging way that will retain user's attention and urge user eyes to search for a call to action.

End
A button where the users can interact with to be redirected to the next page.

Beginning
Where the question number and question will attract the user firsthand. This will be the starting point where the users will be intrigue hence, the questions asked will be interesting and thus get users to follow through the questionnaire.

Middle
Where the options of the questions are stated below. This provides more details to the above questions and engage users to carry on with the answering process.

End
Lastly, the button which signifies the end of the page and the text informs users that there will be redirected to another page.

Beginning
Where the title is the largest in size among other text and brightly coloured. This is to attract users and interest them to carry on reading.

Middle
The subtext is paired with an image, describing what the image is and this heightens the expectations of the users as they are one step closer to receiving that gift.

End
After raising the expectations of users, the users will be anticipating to complete the rest of the process, so the last step on this page would be the NEXT button and be redirected to the next page.

Beginning
The title that informs user what the user needs to do for this page.

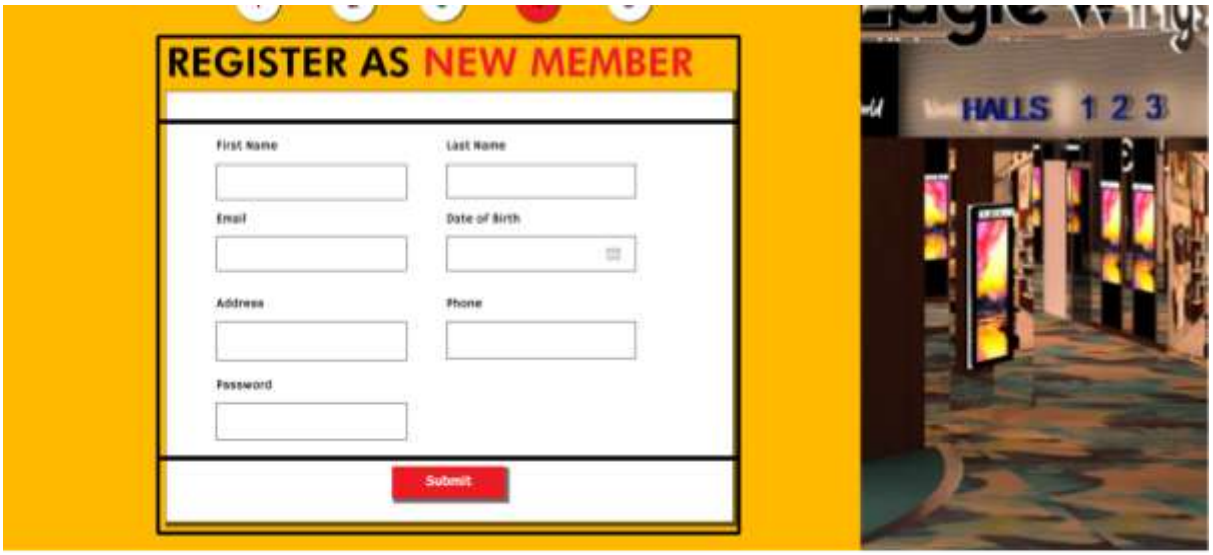
Middle
A series of icons that indicates the delivery methods and engages users by using images instead of texts.

End
A button where users will click to select the specific delivery method they want.

Beginning
Where the users will be attracted to the image, this will stimulate their attention and urge them to read on.

Middle
Where the title indicates more information about the page, telling users to login and thus urges a call to action.

End
Button to indicate to users to click there to login.



Beginning
The title to catch users attention to register as new member.

Middle
Field inputs to prompt users to fill them so that they are one step closer to be a member

End
The button that signifies the end of this page process and will be a member once they click on it.

Beginning
Where the title Congratulations catches the users attention and signifies the start of this page.

Middle
Text to support the congratulation above and engage readers by making them feel personal through words.

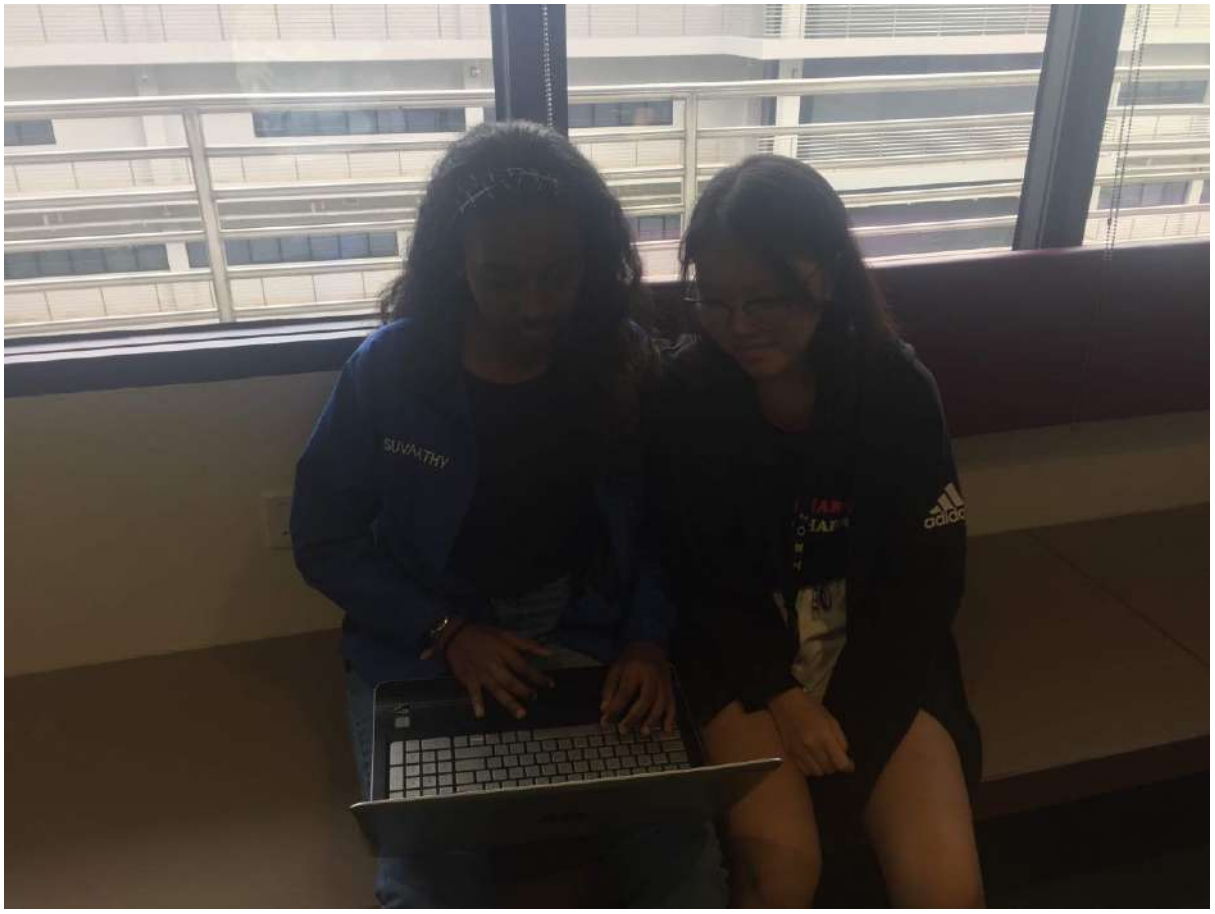
End
Informing users that their treat is on the way by showing an animated gif of a clock.

4.2 Validate

4.2.1 Pre-Launch Testing

Testing the product early with users that matches the target age group, in this case are polytechnic or universities students before it is released gives designers an idea of how the product will sit well with the mass audience. It also helps us to rectify any mistakes that I might have missed out or suggest constructive feedback that I can improve for better success. The usability testing method I'll be executing will be Guerilla Testing.

Guerilla Testing is an easy-to-perform, affordable and efficient technique. As I am designing an EDM and microsite for EagleWings; a cinema company, and also targeting polytechnic and universities students, thus the best place for testing would be at a cinema. However, I would assume that a student of that age would been to a cinema at least once. Therefore, I have found five people who fits into the target age group to conduct the testing with. While the participants are testing, I will have to observe their emotions and behaviour. Afterwards, the participant would tell me his experience when using. Then, I can generate ideas for how to improve things in the next iteration based on their feedbacks.



User #1 Profile	
Age	19
Occupation	Year 2 Student at Ngee Ann Polytechnic Studying IT
Likes	Read, Play sports, Bake, Draw (in terms of graphic design)
Dislikes	Messy environments

User #2 Profile	
Age	24
Occupation	Year 2 Student at Ngee Ann Polytechnic Studying IT
Likes	Taking and editing photos and video, designing and being creative
Dislikes	Read essays or thick books

User #3 Profile	
Age	19
Occupation	Year 2 Student at Ngee Ann Polytechnic Studying IT
Likes	Read books, watch movies, play games and eat
Dislikes	Sports

User #4 Profile	
Age	21
Occupation	Year 2 Student at Ngee Ann Polytechnic Studying IT
Likes	Reading and watching movies
Dislikes	Crowded areas

User #5 Profile	
Age	19
Occupation	Year 2 Student at Ngee Ann Polytechnic Studying IT
Likes	Watch drama series
Dislikes	People

4.2.1.1 Results & Evaluation

4.2.1.1.1 Behaviour Observations

4.2.1.1.1.1 EDM

All the users are able to scan through the EDM content with no trouble. There was no evidence of hesitation. Users were not frowning or displaying any frustration when reading the EDM. Hence, it is safe to assume that the EDM text is readable and its messages are conveyed efficiently.

4.2.1.1.1.2 Microsite

Most of the users breeze through the microsite easily, however, User 2 paused for a moment on the Question Page, at Question 3.

This could mean that the question phrased were unclear. Also, many users who tested the site, on the delivery method page, not many hovered over the delivery methods despite User 1 commenting the hovering action being good. This would result in missing information later on. Hence, there could be instructions to tell users to hover so users would understand better.

Many of the users also tried to navigate through the site using the breadcrumb navigation. They assume it is clickable however it is not and unable to redirect as well. Hence, I could design it in a way such as making the other buttons of a different colour to differentiate.

4.2.1.1.2 Thinking Out Loud

4.2.1.1.2.1 EDM

Most of my users were attracted to the fact that the confetti was used in the background. The colours used are nice as well. While user 1 was scanning through the EDM, she told me that the date was not clearly stated. Hence, I could make improvements on the date by underlining or bolding it. She commented that there were proper highlights on important keywords.

4.2.1.1.2.2 Microsite

Most of my users have commented on the microsite being attractive by exclaiming, “So nice!” This shows that the microsite design is well received from the target group. However, there were a few who noticed about the alignment issue in the questions page. They told me during the process of interaction that the alignment was off.

Many also exclaimed that the colour scheme went well together and makes them feel excited. Also, many were intrigued by the gifs like confetti and clock used.

4.2.1.1.3 User's Feedback

After the user finish interacting with the EDM and site, I asked them one question - Do you have any comments; good or bad about them?

4.2.1.1.3.1 EDM

In terms of the fonts used, User 3 added that the font was easy to read. The sizing and layout were big and eye catching. However, in terms of how striking the title is, there were feedbacks that some improvements can be made. For instance, User 1 mentioned how the confetti in the background takes away the attention of the heading. She recommends that I can take away some of the confetti to make the heading clearer. Making the EagleWings Cinematics logo bigger and brighter was something all users have mentioned. As currently, they feel that the logo is too small and blends in with the black background.

4.2.1.1.3.2 Microsite

For User 2, she reiterate how question 3 in the question page was difficult to understand. It also took her some time to understand and thus not efficient. Out of the 5 users, 3 brought up about the alignment issues on the question number in the question page. In terms of colours, User 3 mentioned that the red used is not too striking that it hurts the user eye. Many also mentioned how the site was fun and exciting for them to use, especially the questions asked; they were engaging. One aspect the site was lacking is animation. User 1 recommended that the button for e.g. Play Now button to have some animation for the fun touch. This is one area where I could apply to my new and improved site that it should include animations. User 1 mentioned how the layout for date can be placed at the bottom of the site for a more professional feel and have the logo increase in size. Apart from that, User 5 mentioned how at the last page of the EDM, there could be a designated timing to indicate when the user can collect their gift or EagleWings will message. Otherwise, the messages and buttons were clear to understand and there were proper validations on input fields as well. Good use of text and icons and animations, which helps in giving them an immersive and exciting experience. The process was simple as well. Overall, the content was put together and organised. This shows that the site

was designed well for the persona and the persona is similar to the target users I had done testing with.

4.2.2 Post Launch Testing

For this testing can only be executed once our product has been launch to revisit and revise the understanding of user expectations and determine possible areas of improvements. However, our product have not been launch, it is impossible for us to conduct any form of post-launch testing. Therefore, I will include only the plans on conducting post-launch testing of both the EDM and its microsite.

4.2.2.1 Functional Testing

- Reviews each aspect of our EDM and microsite to make sure it works correctly. It will be implemented using analytics to collect users action and responses and consolidate robust quantitative data. Through the data collected, analysis can be made to find out which areas were appropriate and which areas need improvements, then I am able to do the necessary amendments to the design.

4.2.2.2 Hedonic Testing

- The EDM and microsite will be done by participants who are under time and pressure. When users are rushed, their state of mind may not be as clear thus if the site reveals errors, I would need to rectify the design. This testing can be done in the form of a questionnaire where users will give a score or ratings out of 5 or 10. This can be implemented after the user reaches the end of the microsite. If the microsite receives a low rating, it can be assume that the microsite did not provide a good user experience. Hence, the design of the microsite will need to be further examine to find out which part of the design is the root cause of the issue.

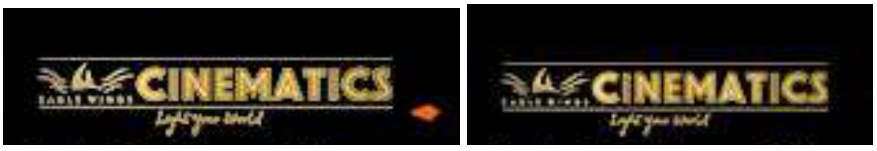
5.1 Final Changes

5.1.1 Improved EDM

5.1.1.1 Make the title stand out more

I deleted the surrounding confetti, so that there would be lesser elements fighting for user eye focus, and user would focus better on the heading more. The images illustrates the improved and before.

5.1.1.2 Bigger and Brighter Logo



I increased the size of logo and brightened the image of the logo. So that, the logo will not drown in the black background and stand out more.

5.1.1.3 Make the date stand out more

So I underlined the date instead of making it larger or bolding it, as underlining is a subtle way of highlighting key information without taking away attention on other elements that require user attention first. In this case, I want user to focus on the 25% first then after the date. Thus, I chose to underline the date so that it would not compete against the heading.

5.1.2 Improved Microsite

5.1.2.1 Bigger Logo

I increased the size of the logo so that the logo is more prominent within the microsite.

5.1.2.2 Clearer Navigation Bar

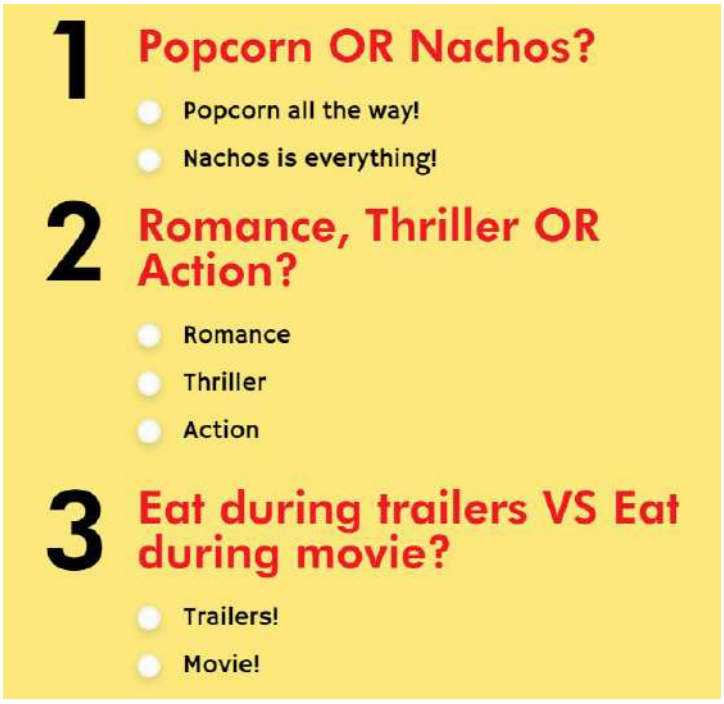
I decreased the opacity of buttons so it would fade into the background and user will not take note of them. Hence, users will not treat it like a navigation bar that they can navigate the site with.

Each circle will become full opacity and this indicates that the user can interact with the button.

5.1.2.3 Footer

Instead of clustering the date with the logo above, the date is brought down to the footer. This adds a more professional feeling to the microsite.

5.1.2.4 Questions Number Alignment



I edited the alignment of the number so it would look more organised.

5.1.2.5 Question 3

I have also changed the way question 3 is asked so that it is more straightforward and easy to understand.

5.1.2.6 Delivery Method Hovering

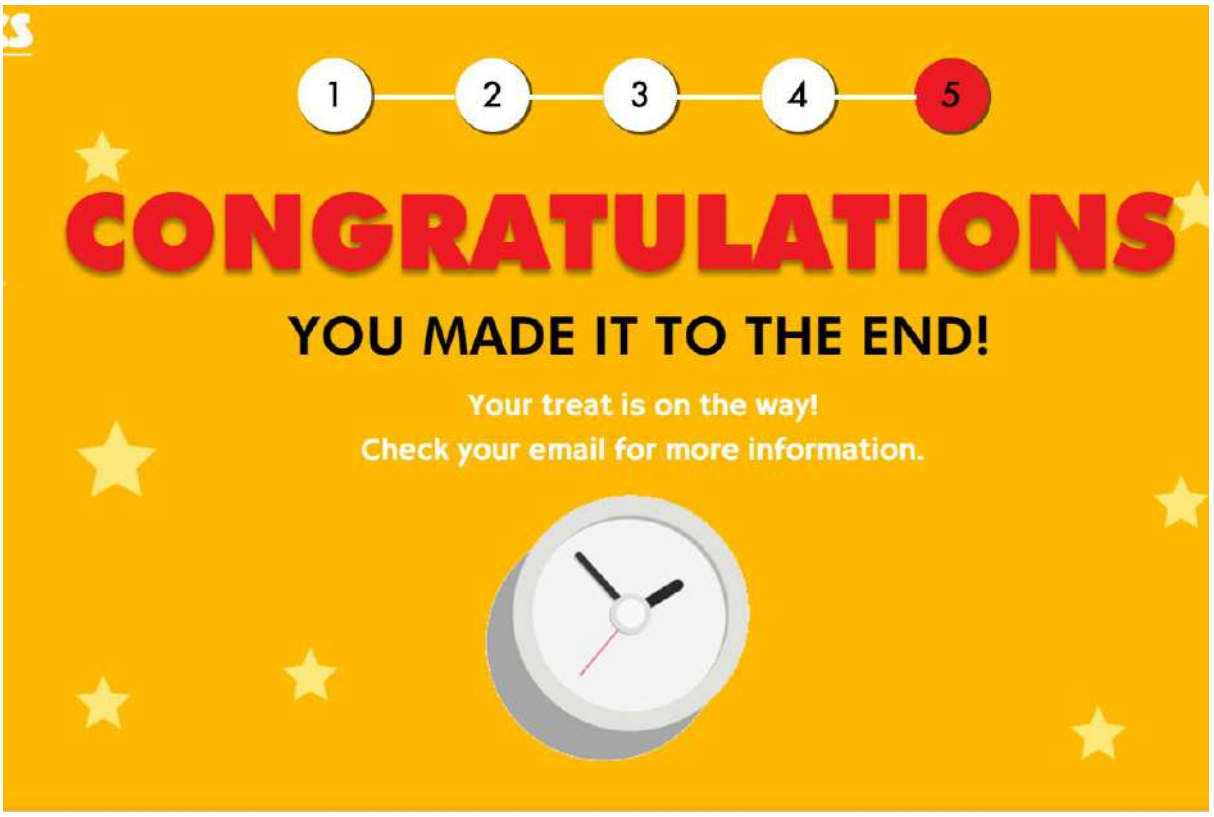
As users are not aware that users can hover over the delivery method icons, I will add a text to inform users that they can hover.

5.1.2.6 Animations

I have added animations to the button in the Main Page, this urges users to click on the button as well as add an element of fun. I have also added animations to the ticket where it heightens the user experience as it creates an impact when the user submits the questionnaire.

5.1.2.7 Confirmation Page More Details

I added more information as ‘Your treat is on the way!’ can be seen as vague and not trustworthy. Hence, redirecting users to check their email for more information will give users a sense of assurance.


1
2
3
4
5
CONGRATULATIONS
YOU MADE IT TO THE END!
Your treat is on the way!
Check your email for more information.