RESEARCH REPORT: USER TESTING OF INTERACTIVE PROTOTYPE FOR MEDIA CAMPAIGN

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Introduction

The second group project of the semester aimed to develop a Media Campaign for the Fontys marketing team to attract more students to the Fontys ICT program. From our research methods including surveys and interviews with the target audience,we learnt that many prospective students lacked awareness about the various profile choices within the ICT study. To address this, our campaign focused on creating a Study Choice Test to help students identify which ICT profiles align with their interests, skills, and passions.

Research Question

How effective is the interactive Study Choice Test prototype in increasing awareness and understanding of the different ICT profiles among prospective Fontys students?

Objectives

- Increase awareness among prospective students about the different ICT profiles.
- Develop an interactive Study Choice Test to guide students in making informed decisions.
- Gather user feedback to refine and optimize the prototype.

Methodology

RESEARCH METHODS

1. Interviews and Surveys: Initial research involved interviews and surveys with the target audience to understand their thoughts and concerns about the current ICT website as well as to understand their awareness of the various profiles.
2. DOT Framework:
   - Workshop Method: Used for brainstorming and creating the prototype in Figma.
   - Lab Method: Used for usability testing with high school students.

PROTOTYPE DEVELOPMENT

The prototype of the Study Choice Test was created using Figma. It was made of multiple-choice questions designed to match students' responses with the ICT profiles. The prototype aimed to deliver results as percentages indicating which profiles were best-matched to the user.

USER TESTING

User testing was conducted with high school students, our primary target audience. The process involved:
- Pre-Test Interviews: Understanding how much information the students knew about the profile choices prior to the user test.
- Interactive Session: Watching the students as they interacted with the Figma prototype, using screen recording to capture their clicks and cursor movements.
- Post-Test Questions: Gathering feedback on their experience, usability, and suggestions for improvement.

Findings

USER INTERACTION

- Ease of Use: Most students found the prototype easy to navigate, appreciating the straightforward design and clear instructions.
- Engagement: The interactive nature of the quiz and simple, short questions kept users engaged and prevented them from losing intrest. The immediate feedback in the form of profile percentages was also well-received.
- Confusion Points: A few students were unclear about certain questions, indicating the need for clearer wording or additional context.

FEEDBACK AND INSIGHTS

- Positive Feedback: Students appreciated the personalized results and felt the test gave them a better understanding of the ICT profiles.
- Suggestions for Improvement: Some users suggested adding more questions to increase accuracy, while others recommended incorporating multimedia elements to make the test more engaging.

Conclusion

Conducting this user test was critical in identifying the strengths and weaknesses of our prototype. By observing how users interacted with the Study Choice Test, we gathered valuable insights into usability and engagement. The feedback provided a clear direction for refining the prototype to better meet the needs of prospective students. This hands-on experience shows the importance of user-centric design and iterative testing in developing effective educational tools.