

Expert test (Cognitive review)

Participants: 7

- five of them students of the first semester MMD
- two of them students of the second semester MMD
- only one male
- age range 19-30

Test was conducted with paper prototype simulating the interactivity.

Questions:

1. Do you understand how to interact with the teaser?
2. Do you think there is enough of interactivity?
3. Was there anything misleading?
4. What is the mood?
5. Are you interested in movie?

Results:

1. All of the users knew how to interact with the prototype. They pointed the interactive elements correctly.
2. All of the users found the amount of interactivity satisfying. One pointed out that their teaser has more interactivity, but that appears to create confusion, therefore not advised.
3. Most of the users thought it's clear. Only one user pointed out that there is no obvious connection between the end of frame 4 (the shooting) and frame 5 (romantic scene).
4. All of the users defined the mood correctly (mystery, intriguing). One pointed out that it is a really good setting according to our style.
5. All of the users wanted to see the movie after interacting with the paper prototype. Most of them liked the mystery and they grew curious.

Suggestions for improvement:

1. Some elements need to be more visible to the users in order to trigger the interactivity.
2. No more interactive elements are needed, except for 'easter egg' that is going to be added.