

GROUP 11 EXPERT TEST

To determine the level of usability of our teaser, we made several expert tests to identify the ways to increase the teaser and interaction.

To start with, we explained the main idea of our teaser and showed sketches with possible interactions. Based on this information we were following user's actions to reflect the following aspects:

User 1 - Francesco

User 2 - Margarita

Is the setup and context clear for potential users? (What is this?)

User 1: Yes

User 2: Yes

Would potential users understand how they should interact with the teaser?

User 1: Yes, there are clear instructions provided

User 2: Yes, it is quite obvious

Is it clear what elements are interactive?

User 1: Yes, it's glowing

User 2: Yes

Will the user notice what the correct action is available (scene 1, different switches)?

User 1: Yes

User 2: Yes

Will the user associate the correct action with the effect to be achieved?

User 1: Yes, however it is confusing why after each scene you are brought back to the scene No1 (doctor with switches). User thought he has three options to end the story.

User 2: Yes, however the distinguish between scene 2 and scene 3 (birth and dancing) is not clear. Why from bed he is on the scene?

Is the interactivity too simple, too complicated, not obvious?

User 1: Easy to follow

User 2: Quite simple

Are the micro animations optimal?

User 1: Yes

User 2: Yes, it adds mood to the story

Are there enough of them?

User 1: Yes

User 2: Yes, but might be more sophisticated

Would the users recognize what elements are on the "scene" and their role?

User 1: Yes

User 2: Yes

Is there anything that is unclear?

User 1: not really

User 2: relation between episodes

Is there anything that might bring the user's mind in a wrong direction?

User 1: it is confusing why after each scene you are brought back to the scene No1 (doctor with switches). User thought he has three options to end the story.

User 2: the navigation is easy to follow, however, the story is a bit confusing

Are the dramaturgical elements used in an optimal way?

User 1: we couldn't test sound elements, but there are few additional elements which make the story interesting to follow

User 2: yes

How well is sound and music implemented?

User 1: the lines are supporting the action in the scenes

User 2: some of the elements are irrelevant (lady screaming in the scene switch 2 animation)

Do the animations enhance the spirit/mood you planned for?

User 1: Yes

User 2: yes, feeling of rising action is supported as well as funny elements in the story

Is the production interesting enough for the target group?

User 1: Yes, should be

User 2: probably

What would make the target group interested?

User 1: it is good enough

User 2: more possibilities for the user to interact, after second time it is obvious and expected for the third scene as well, which is a bit boring

Additional suggestions from users:

User 1 – provide information for the movie in the start

User 2 - Blow up the switch but leave it on the wall

According to the results of the tests, the context is clear and it is easy to make the right choices in order to proceed with available interaction options in the teaser. The clickable elements have additional decorations (i.e. glow, text), therefore the interactivity is quite obvious and easy to associate with the effect to be achieved.

All users told, that it was easy to understand each element's, used in the scenes, role as only one main character is being used in the scene and other elements are just supporting/ decorating the scene. So the user is not being distracted by unnecessary elements.

Test results showed, that the used animations and dramaturgical elements (sound effects, close-ups) provide desired mood and support the whole spirit of the teaser. Characters are animated in a such way to be interesting and funny to follow the story, however the whole plot of the teaser has rising action and climax. It makes the story interesting to follow and the user feels appealed to watch the whole movie to find out what has happened after.

Further improvements:

- 1) Add sound effect or write "Young Frankenstein" to the Intro page, that the user knows the teaser is for "Frankenstein" movie.
- 2) Remove sound effect from the "dancing scene", i.e. woman saying "oh, my god".
- 3) In the scene No2 "birth scene" the fart action must be changed to the last "action" in the scene, after the doctor's words "he is beautiful, hideous..". The first scene will show bringing monster to live and the fart scene is just an additional "event", so the main message is clear for the user.
- 4) Only show the arrow on the intro screen after the animation is being played, otherwise the user wants to click next before the animation plays out
- 5) To improve the interactive scene with the switches, where the user has to click the switch in order to switch the scenes of the teaser. We will add several new elements:
 - a) doctor gives voice instructions which switch should be turned on ("turn the first switch on", "turn the second one", etc).
 - b) to add animation for "used" switch, so it is obvious it is no longer clickable.
 - c) animate professor's mouth that it would be more associable with the given instructions