

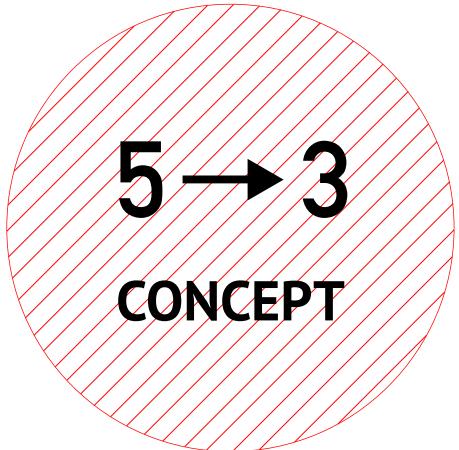
Dynamic Destroyer
Assessment 2 - Design Report

**Raising Awareness for
Visual Impairment**

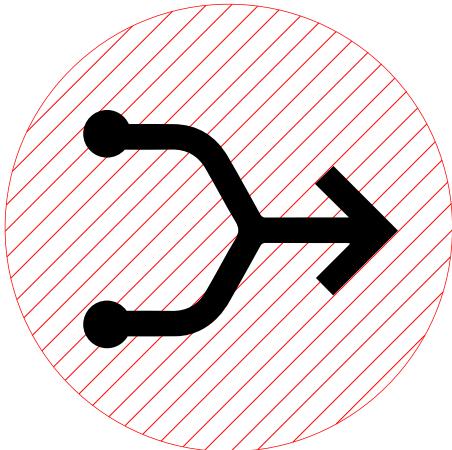
Problem Description

We aim to devise an interactive way to improve attitudes towards people with visual impairment within the community, by increasing awareness of their experiences. From the previous concepts created, we chose the three we thought was most effective and created prototypes of each for testing. Based on test feedback with potential users, we will narrow down to the concept that best conveys to users the realities of visual impairment and what they can do to help.

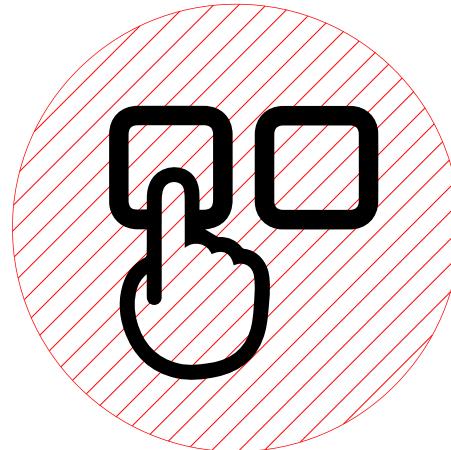
Approach



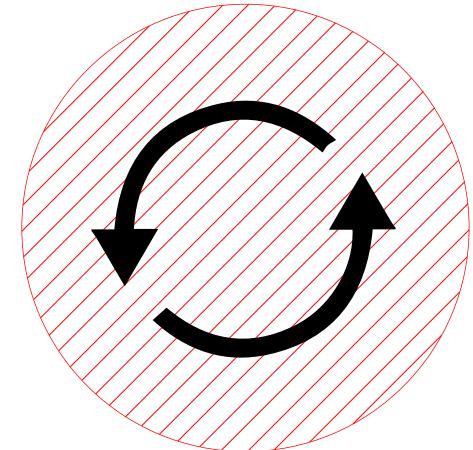
Based on feasibility and the strength of our initial concepts, we narrowed our ideas from 5 to 3. This was tested and improved on from insights.



Merged 2 concepts together and added features to the remaining concepts based on feedback.



Iterated on final concept based on feedback and evaluation.



Chose the most successful concept and improved visual interface and interactions to create mid-fidelity prototype.

Approach

Shopping Mall Kiosk

1st Iteration

The *Shopping Mall Kiosk* was seen as straightforward and clear but lacked motivation.

Therefore the following changes were made:

- Merged *Where is There?* into the concept by adding fill-in-blanks of directions mechanism
- Added motivation to complete the task in the form of a discount to one of the stores in the shopping mall

2nd Iteration

- Improved colours and layout
- Added animation of directions

Where is there?

1st Iteration

Due to feedback about the complexity of the main activity, we decided to simplify the activity and merge it with the *Shopping Mall Kiosk* as an incentivised quiz that would test their newfound knowledge.

You are at the red dot. How would you describe to vision impaired people to get to the red boxed store? (Drag key words to complete sentence)

Go [] for [], turn [] and go [] 200M more. The store is located on the [] side.

Straight 300M 400M Back
Left Right 200M

**285 million
people have
visual
impairments.**

**39 million
are blind.**

**Keep the blind
in mind.**



Community Tile Flip

1st Iteration

For our first rounds of testing we worked on improving the layout and the blurred effect of the images used for the guessing activity.

2nd Iteration

After the first round of testing two prominent pieces of feedback was that the facts shown at the end was too text-heavy and the community aspect was not as strong.

Therefore the following changes were made:

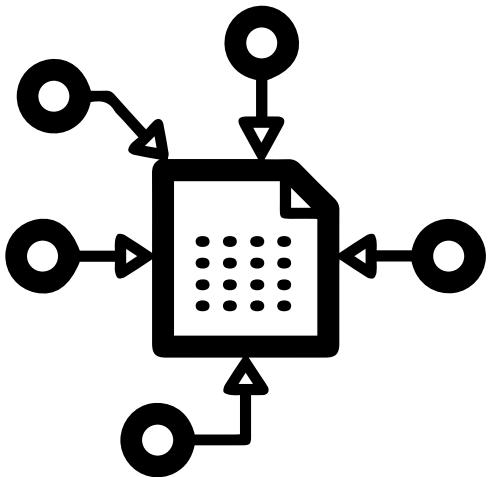
- The facts will not be included
- Inclusion of heartfelt message and a slogan of sorts for people to take away
- Player avatars
- Three activities for each tile to flip that three people can work on
- Added instructions at the beginning

3rd Iteration

Community Tile Flip was renamed to Visibility Tile Flip to iterate as a final concept. This involved the following changes:

- Improved visual interface by using high contrast
- Reduced text at the end of the game
- Improving transition from one screen to the next
- Added sound as a hint to the obscured images
- Use of types of visual impairment as images to reinforce their experience

Approach



Data Collection

After each test we collected qualitative data from participants in the form of feedback. This allowed us to understand their opinions on concepts on a more personal level, therefore drawing out more insights. These were gathered through asking them interview questions to help them communicate their thoughts and frustrations after testing. We also took note of actions during testing to gain a sense of their understanding and pain points when interacting with it. Our data also involved binary, yes/no answers which clarified how they felt about interactions and ideas. This was encouraged to be elaborated on for more insight on their thoughts.



Analysis

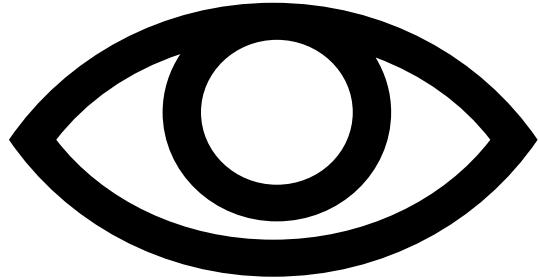
For our analysis we summarised the key findings through affinity diagramming. This involved taking interesting answers from the interviews and clustering similar ones for each concept together to form the main insights. From these we were able to map the pros and cons of the concepts and made changes to improve for each iteration. To decide on which concepts to go forward with we created a decision matrix with criteria based on our goals and the needs found through user testing. Each concept was rated on how effective it carried out each criteria. This allowed us to merge concepts together and decide on our final concept.

Methods

We needed to keep in mind that we were only testing the interaction aspect of our designs. This would be fine if our concepts were products that served a straightforward function but since our aim is to raise awareness, we had to consider that our concepts have to draw people in on their own. Our message will only be effective on those willing to listen.

We conducted our concept evaluation using a range of methods in user testing sessions. Our participants primarily consisted of people aged 20-25 with limited experience guiding people with visual impairment. This pool was selected as it was more available to us, were more accustomed to digital interfaces and would help in understanding what people would gain without prior knowledge of visual impairment. The methods used are described below.

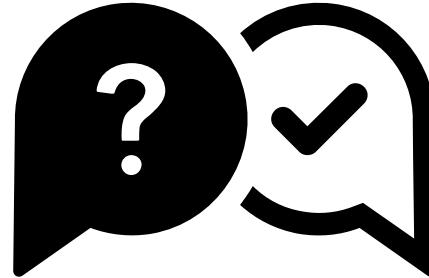
Methods



Observations

Observations were used to note down how users reacted when met with a task.

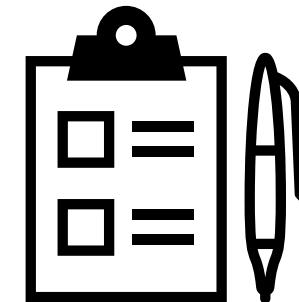
The notes taken involved think-aloud actions, how long they took on a task and any questions they asked for clarification.



Interviews

The semi-structured post-test interviews gave the user an opportunity to explicitly tell us what they thought about our concepts.

Our interview questions were aimed to draw out people's likes, pains and frustrations of the concept they just tested.



Post-Test Questionnaire

Questionnaires were used to collect demographic information and to simply ask which concept the user liked better.

Questionnaires were only used in the first round of concept testing for an idea of their experience with helping people with visual impairment and which concept they preferred.

Prototypes - Shopping Mall Kiosk

Sydney Shopping Mall



You are at the red dot. How would you describe to vision impaired people to get to the red boxed store? (Drag key words to complete sentence)

, turn _____ and go _____ 200M
located on the _____ side.

400M Right 200M Back

400m, turn Left and go _____ for _____ m more. The store is located on the _____ side.

300 Right 100 Straight

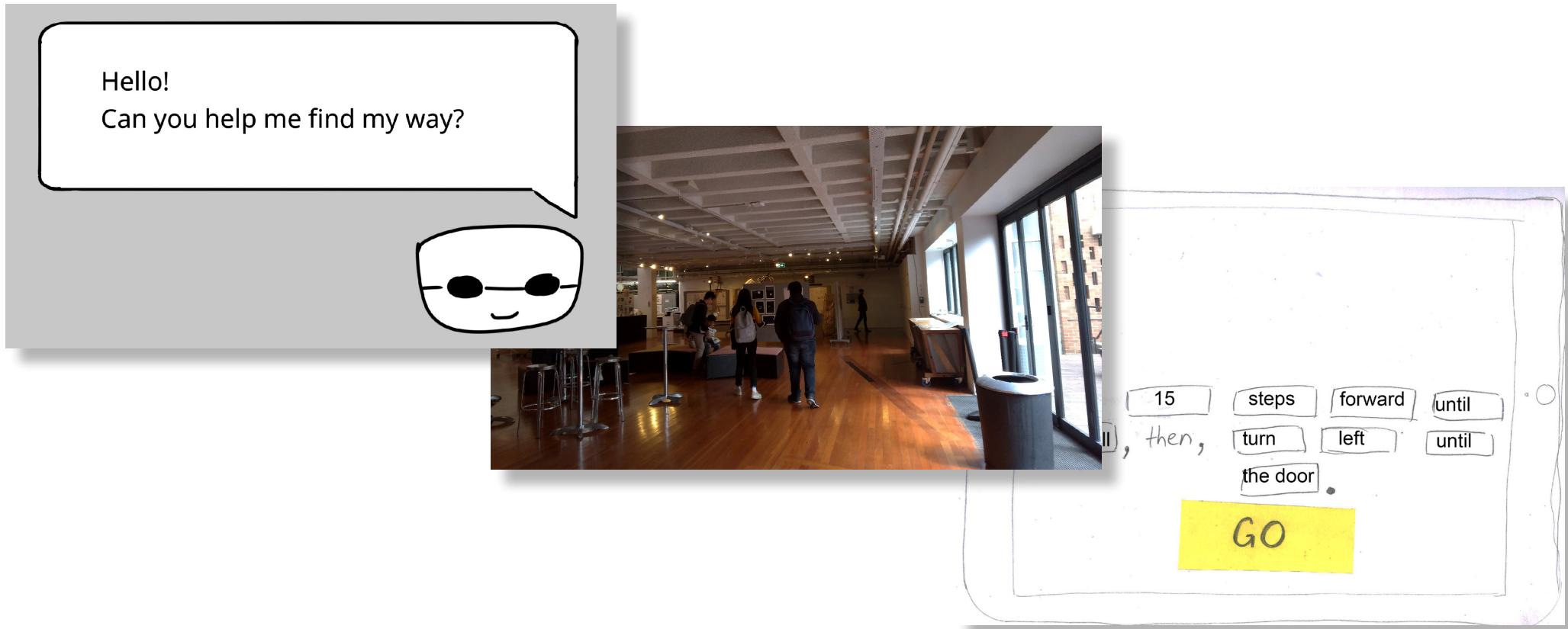
You are located at the red marker. How would you give directions to a visually impaired person to reach the store? Drag and drop key words in the correct order to build a path to the destination.

Second iteration - integrated Where is There?

Third iteration - improved UI

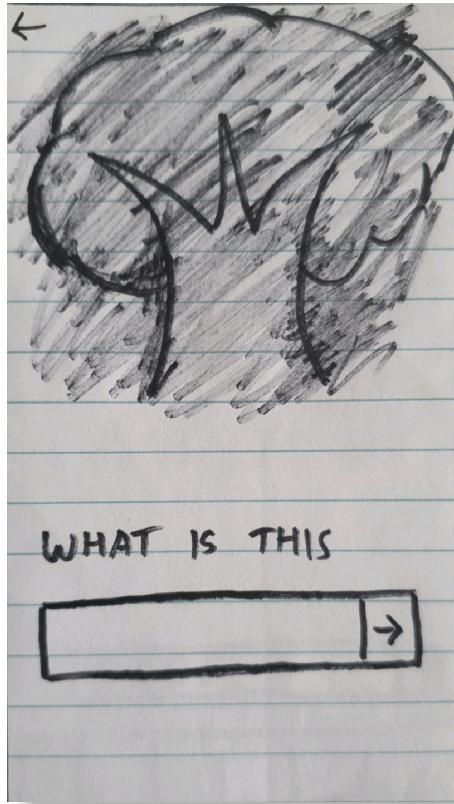
This prototype uses paper-based interaction since most of the interaction is very simple. It involves clicking buttons and simulation of dragging buttons to the right place. The Marvel App is also used to make the interaction experience more realistic, however, paper-based interaction is already good enough to make a reliable results.

Prototypes - Where is There?



The prototype consisted of two parts to test the overall interactions of the concept. It uses the Marvel app to represent the larger monitor display and a paper prototype for the accompanying tablet. The paper prototype involves the use of coloured sticky notes to mimic the experience of drag-n-drop blocks and differentiate between word types. For testing, users are given a picture of a place and are told to navigate the character to the mark using the sticky notes given.

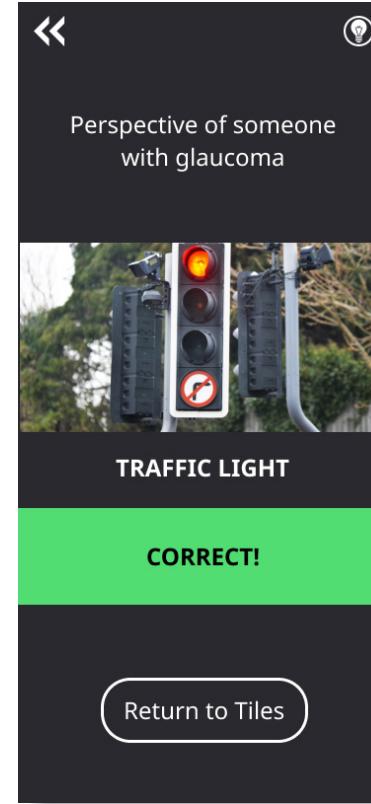
Prototypes - Visibility Tile Flip



First iteration



Second iteration - added profile badges

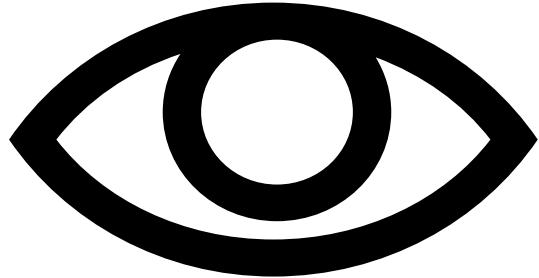


Third iteration - bold aesthetic

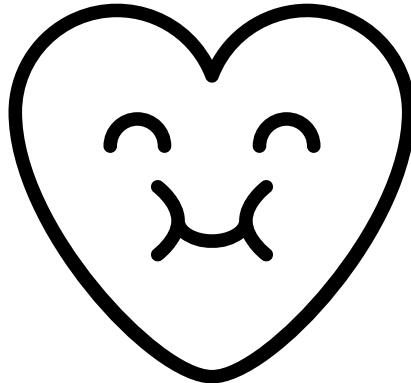


The low-fidelity prototype uses the Marvel Pop app to test user interactions. Screens tested include: a home screen to tell the user how the game will work; a couple of sample object identification screens; a progress screen that shows in between each object identification challenge; and the final screen that shows the user the revealed image and statistics about visually impaired people.

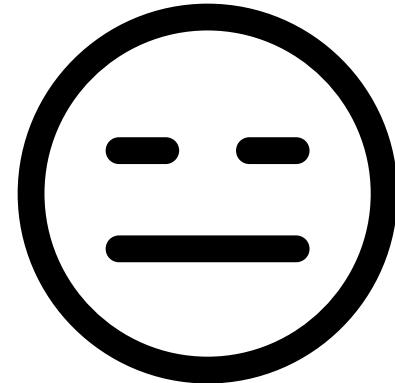
Findings - Where is There?



Most people found it raises awareness successfully.

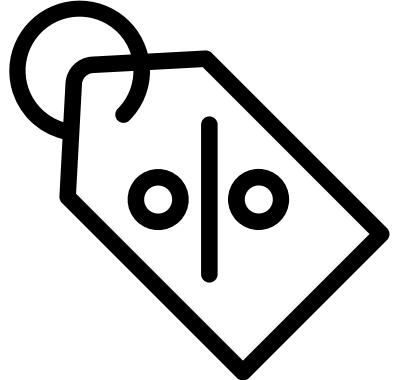


Testers enjoyed the sentence creation activity.

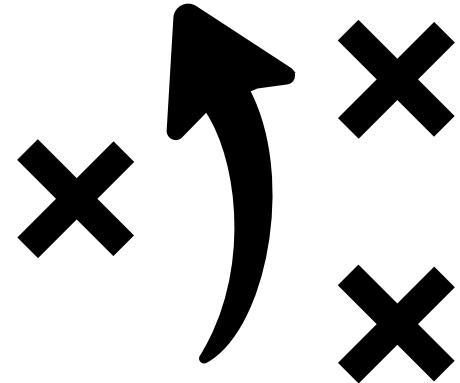


People were frustrated when the word they were thinking of wasn't available from the word pool.

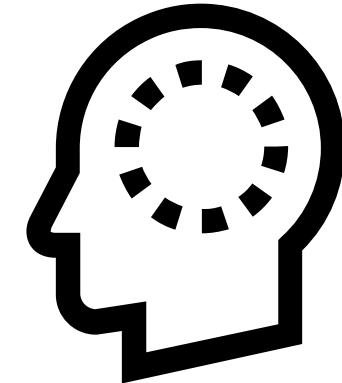
Findings - Shopping Mall Kiosk



Offering a discount motivates people to go through the activity.

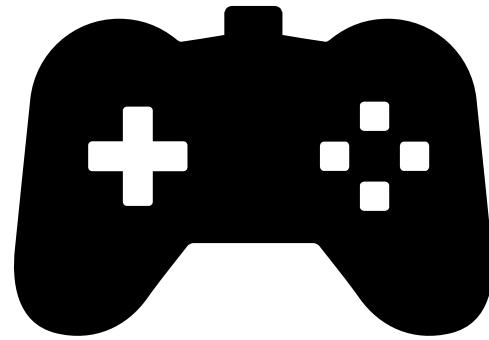


People came away from the activity with the insight that visually impaired people require a special interpretation of directions.



The interaction was mostly intuitive and straightforward.

Findings - Visibility Tile Flip



Testers enjoyed the game aspect of this concept.



Most people did not remember the statistics at the end and felt the message was lost in the large amount of text.



Most did not feel a sense of community as they were playing.

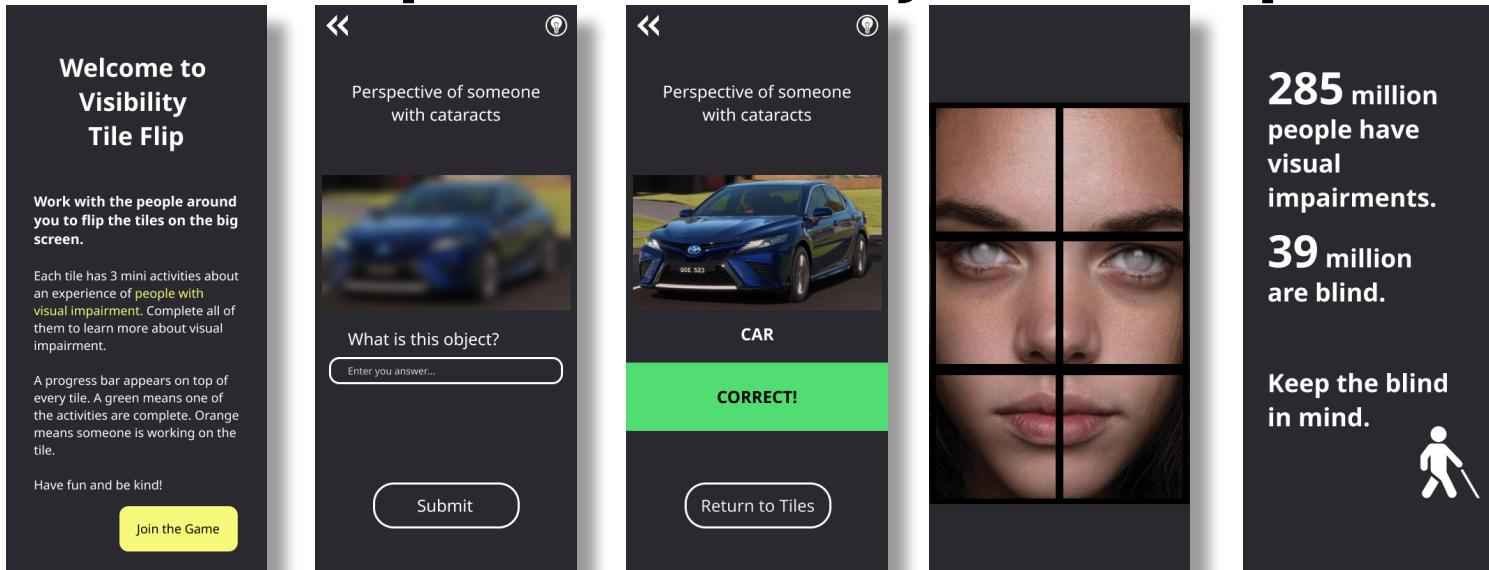
Findings - Summary

Our user research has shown that our Shopping Mall Kiosk concept had a strong message but the Visibility Tile Flip was more fun to interact with.

To determine which concept to use going forward, we used affinity diagrams and a decision matrix to analyse our data.

Testing Round 2 - Choosing final concept to iterate		
Criteria	Shopping Mall Kiosk	Community Tile Flip
Clear message	2	2
Intuitive interaction	2	3
Engaging	1	3
Information readability	2	2
Clear instructions	2	2
Clear connection to visual impairment	2	3
Visual interface	2	1
Flow of experience	3	2
TOTAL	16	18

Chosen Concept - Visibility Tile Flip



Description

Visibility Tile Flip is a public installation in the form of a large screen that draws people in and encourages them to play together and work toward a common goal. In the process, they will gain a new perspective in the everyday life of the visually impaired. Players will come away from the experience having felt a little bit of how it is to see the world with various kinds of blindness.

The screen will initially consist of black tiles and people will have to work together to flip over those tiles to reveal the image underneath. People interact

with the display through their phones by first scanning one of the QR codes that will be placed in the immediate area surrounding the screen. Upon scanning the code, instructions on how to play will pop up on the screen followed by identification tasks. The identification task consists of an image that will be obscured in some way according to a kind of visual impairment. It will take three correct identifications to flip over a tile. Once all the tiles are flipped, the image is revealed. It will then fade to black where some statistics about visually impaired people will be shown.

Visibility Tile Flip is an interactive and engaging way to raise awareness for people with visual impairment. This is mainly done through the identification task where players live through a short experience of the visually impaired.

Motivation for choosing this concept over the others

After our first round of testing we found that the shopping mall kiosk and community scavenger hunt were preferred among our participants. Through the decision matrix, we rated the concepts based on the needs of the design and what was important to our users. This allowed us to iterate on those two further.

In later testing it was found that the community scavenger hunt highly engaged our participants which made them prefer it over the kiosk. Therefore, we chose this as a final concept and worked to improve on the aspects it lacked in by combining aspects from our previous concepts to create a stronger message of the experience of visual impairment.

Criteria	Shopping Mall Kiosk	Community Tile Flip
Clear message	2	2
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Clear connection to visual impairment	2	3
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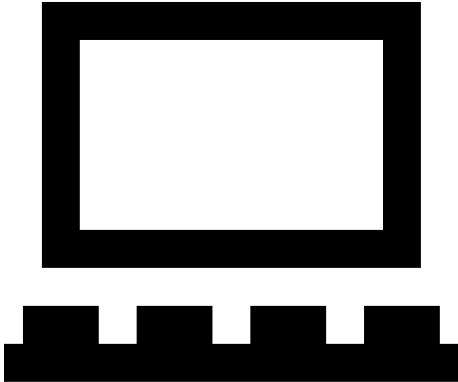
Decision matrix to determine final concept.

Target audience

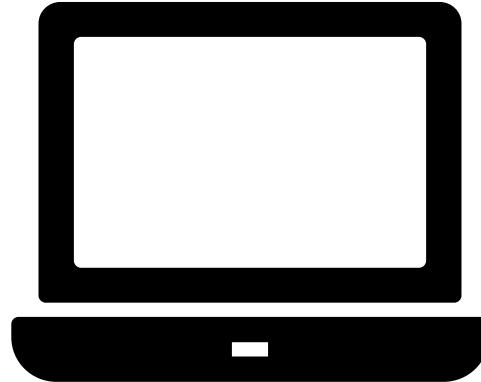
The Visibility Tile Flip is not aimed at any specific demographic because our aim is to reach as many people as possible to raise awareness. The straightforward aesthetic and interactions of the concept help the message be accessible to anyone who wants to interact with it.

The concept would not be suitable for people who do not have a phone as it needs one to interact with it. It would not suit anyone who didn't have at least 10 minutes to spare as that's around the amount of time it would take to complete the game.

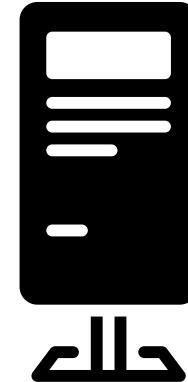
Implementation Plan - Hardware



Big screen that will be placed in a public area.



Laptop will be connected to the internet and hosting the Node.js server that players will connect to.

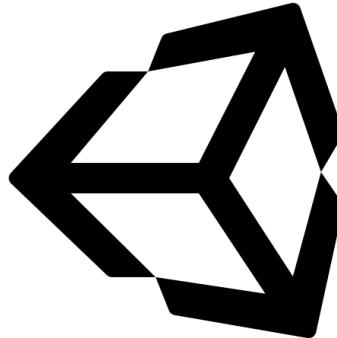


Display stand for information and QR code to join the game

Implementation Plan - Software



Node.js (JavaScript)
to handle the server
requests



Unity (C#)
to create the game



Adobe Suite
to create the obscured
images,
UI elements and
animations

Phases of Development

Phase 1 - Minimum Viable Product	<div style="width: 75%; background-color: #4f81bd; height: 10px; margin-bottom: 5px;"></div> 23 Sep - 6 Oct
Phase 2 - Interaction Development	<div style="width: 75%; background-color: #4f81bd; height: 10px; margin-bottom: 5px;"></div> 7 Oct - 15 Oct
Phase 3 - Assets Implementation	<div style="width: 75%; background-color: #4f81bd; height: 10px; margin-bottom: 5px;"></div> 16 Oct - 24 Oct
Phase 4 - Final Release	<div style="width: 75%; background-color: #4f81bd; height: 10px;"></div> 25 Oct - 4 Nov

Phase 1 - Minimum Viable Product

For the initial phase we're going to come up with the minimum viable product, the version that has the bare functions necessary to work at the most basic level. At this stage, aesthetics are not necessary and it will mostly be about getting initial codebase together.

Phase 2 - Interaction Development

This is where we're going to start dressing up the idea. Small animations will be added to the interactions with basic graphics.

Phase 3 - Assets Implementation

At this stage, placeholder images and graphics will be replaced with high-fidelity assets to start looking like the finished product. Sound effects will be added as well as more animations.

Phase 4 - Final Release

The final phase will be the polishing phase. At this stage the final major bugs will hopefully be fixed and any missing assets.

Team Member Responsibilities

Gabriella

Project Management

Researching the descriptions of various visual impairments

Nicholas

Sourcing the images of objects that will be obscured

Interaction Design

Andrew

Programming

Sound Design

Milton

Visually representing the various visual impairments

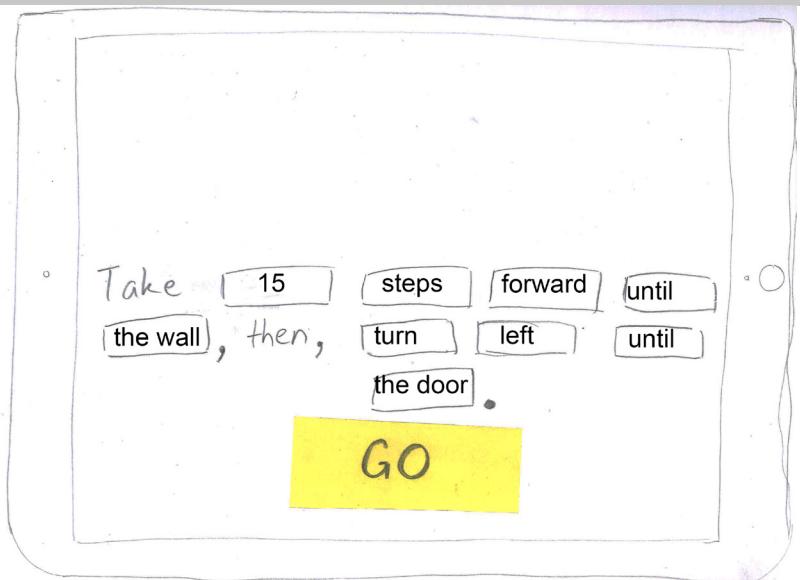
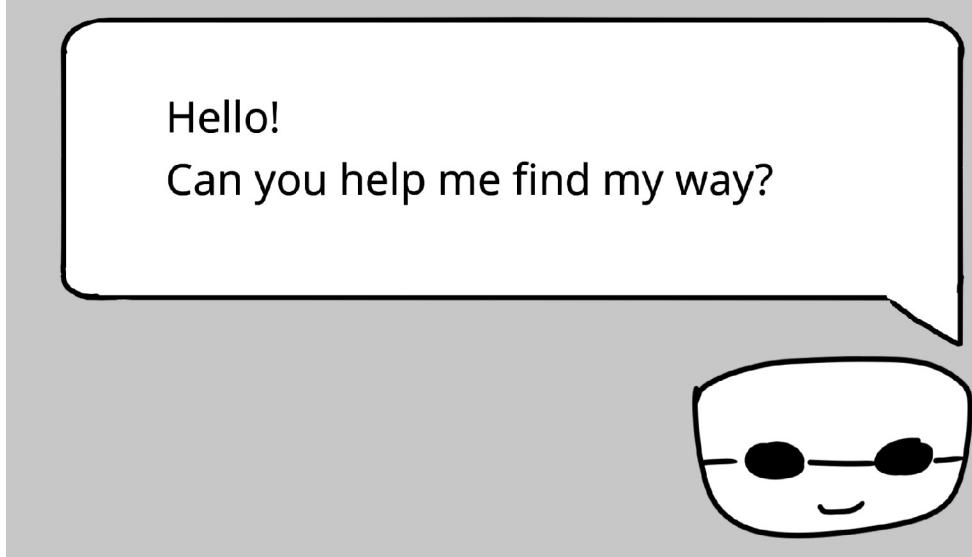
UI Design

References

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- Blind persons eyes. (2019). [Image]. Retrieved from <https://i.pinimg.com/originals/c6/9d/6e/c69d6e79059937161a06acbdd6d6e7ac.jpg>
- Node.js icon. (2019). [Image]. Retrieved from <https://user-images.githubusercontent.com/4727/38117898-75c704e4-336c-11e8-82bb-dffd73f55e94.png>
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- Icons. (2019). [Image] Retrieved from <https://thenounproject.com/>

Appendix

Where is There v1 Prototype



Thank you!

You:

- told me which cardinal directions I needed to go
- the distance I should take
- markers that I can feel

Visually impaired people need to have clear directions on where to go.

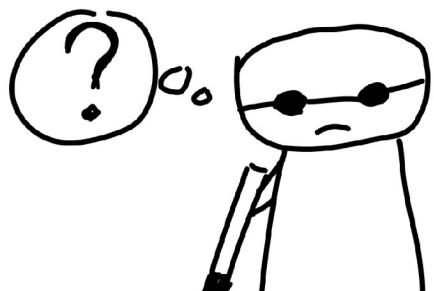
For more information:



Sorry, I don't understand what you mean.

Try:

- not using words this, there
- starting with the number of steps and add directions

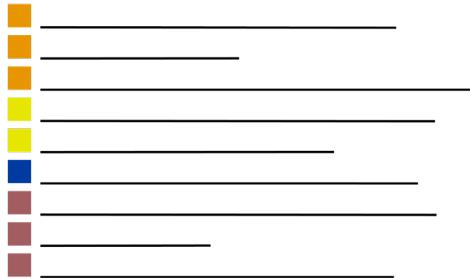


Marvel App Link - <https://marvelapp.com/672a9ad>

Shopping Mall Kiosk v1 Prototype

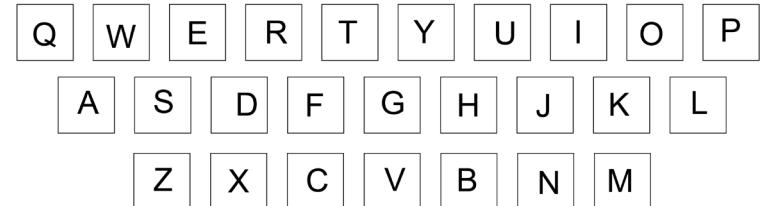
Sydney Shopping mall Kiosk

Search



Sydney Shopping mall Kiosk

Search : Alexander mcqueen



Sydney Shopping mall Kiosk

It is over there.

Understood

Explain more

Sydney Shopping mall Kiosk

Go THIS way for 3 minutes then
you will see the store.

Understood

Explain more

Sydney Shopping mall Kiosk

Go straight for 300M and turn right.
The store is located at the third booth,
which will be 150M from the corner.

Explain more about how to give a direction to blinds

Sydney Shopping mall Kiosk

Vision impaired people need different language. It is extremely challenging to understand if we use our own sign.

Thank you! Go back to home.

Shopping Mall Kiosk v2 Prototype

Sydney Shopping Mall

ZARA



Sydney Shopping Mall

Go THIS way for 3 minutes
then you will see Zara.

Understood

I don't get it at
all. UGH!

Sydney Shopping Mall

Zara is over there.

Understood

What are you
talking about?

Sydney Shopping Mall

Go straight for 300M and turn right.
Zara is located at the third booth,
which sill be 150M from the corner.

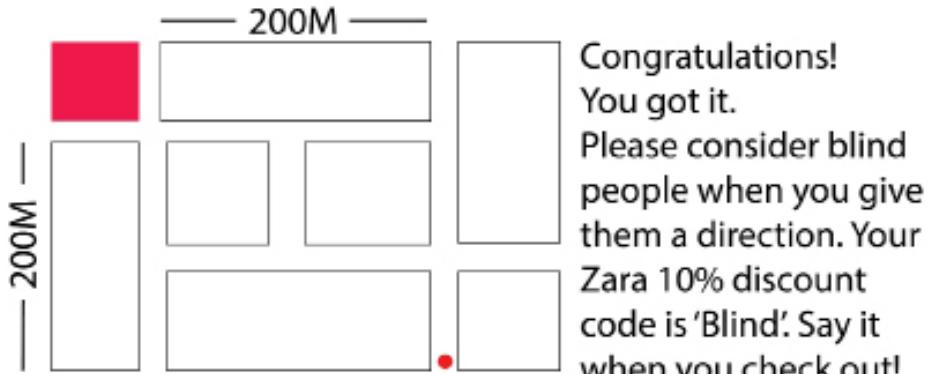
Take a Quiz to get Zara 10% discount

Sydney Shopping Mall

Quiz Hint

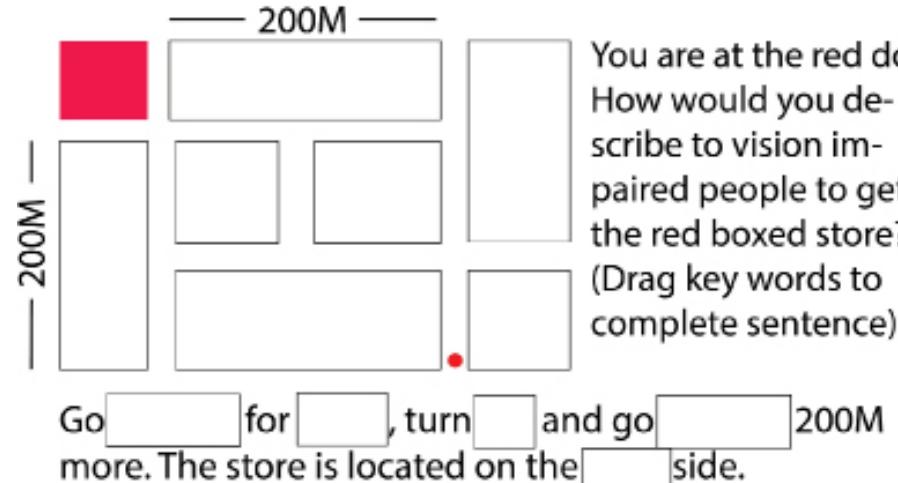
Vision impaired people need a different language. It is extremely challenging to understand if we use our own sign.

Take a Quiz to get Zara 10% discount



Congratulations!
You got it.
Please consider blind
people when you give
them a direction. Your
Zara 10% discount
code is 'Blind'. Say it
when you check out!

Go straight for 200M, turn left and go straight 200M
more. The store is located on the right side.



Straight 300M 400M Back
Left Right 200M

Shopping Mall Kiosk v3 Prototype

Sydney Shopping Mall

Sydney Shopping Mall

Sydney Shopping Mall

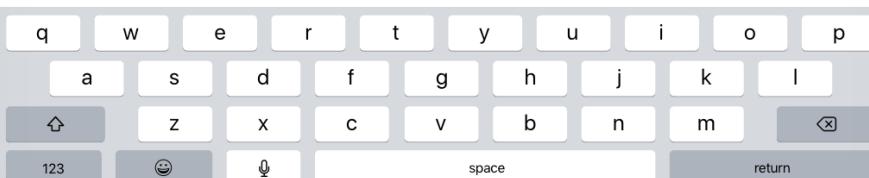
 

Sydney Shopping Mall

ZARA is over there

I understand

What are you talking about





Sydney Shopping Mall

ZARA is 3 minutes **this** way

I understand

I dont get it

Sydney Shopping Mall

Go **straight** for **300m** and **turn right**.
Zara is located 3 stores down, **150m** from the corner.

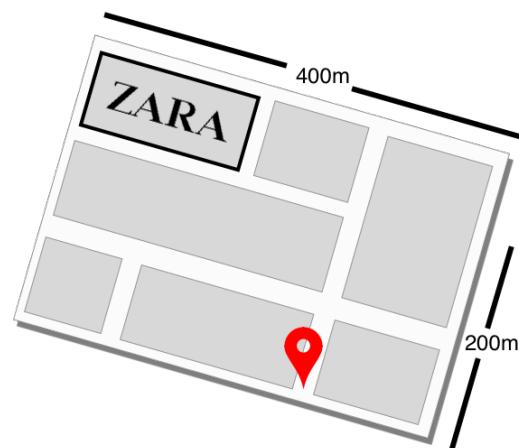
Take a quiz to earn a 10% discount



Sydney Shopping Mall

People with visual impairment navigate the world differently.
It's hard for those affected to understand
if we communicate using visual cues.

Take the quiz



You are located at the red marker.

How would you give
directions to a visually
impaired person
to reach the store?

Drag and drop key words in
the correct order to build a
path to the destination.

Go _____ for _____ m, turn _____ and go _____ for
_____ m more. The store is located on the _____ side.

300

Right

100

Straight

Left

200

Straight



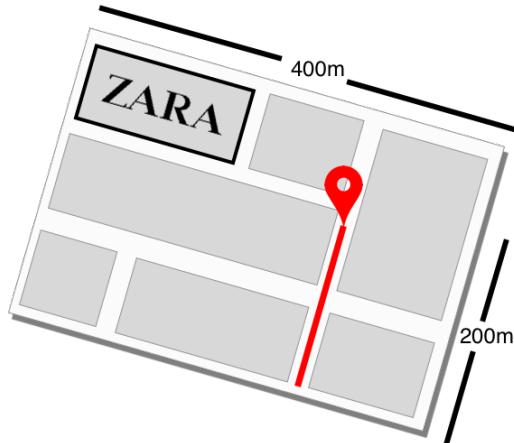
You are located at the red marker.

How would you give directions to a visually impaired person to reach the store?

Drag and drop key words in the correct order to build a path to the destination.

Go **Straight** for _____ m, turn _____ and go _____ for _____ m more. The store is located on the _____ side.

-
-
-
-
-
-



You are located at the red marker.

How would you give directions to a visually impaired person to reach the store?

Drag and drop key words in the correct order to build a path to the destination.

Go **Straight** for **200** m, turn _____ and go _____ for _____ m more. The store is located on the _____ side.

-
-
-
-
-



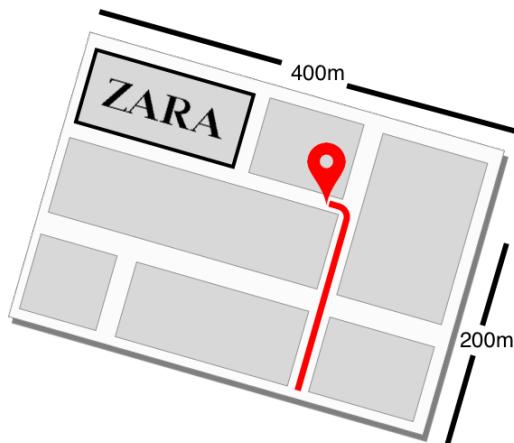
You are located at the red marker.

How would you give directions to a visually impaired person to reach the store?

Drag and drop key words in the correct order to build a path to the destination.

Go **Straight** for **200** m, turn **Left** and go _____ for _____ m more. The store is located on the _____ side.

-
-
-
-



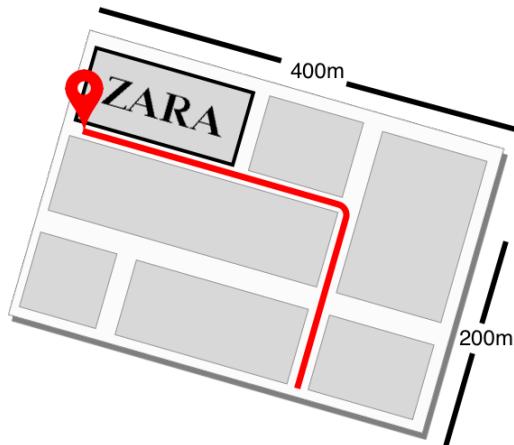
You are located at the red marker.

How would you give directions to a visually impaired person to reach the store?

Drag and drop key words in the correct order to build a path to the destination.

Go **Straight** for **200** m, turn **Left** and go **Straight** for _____ m more. The store is located on the _____ side.

-
-
-



Congratulation, you have won a 10% discount for Zara!

Scan the QR code below to claim and show at checkout!

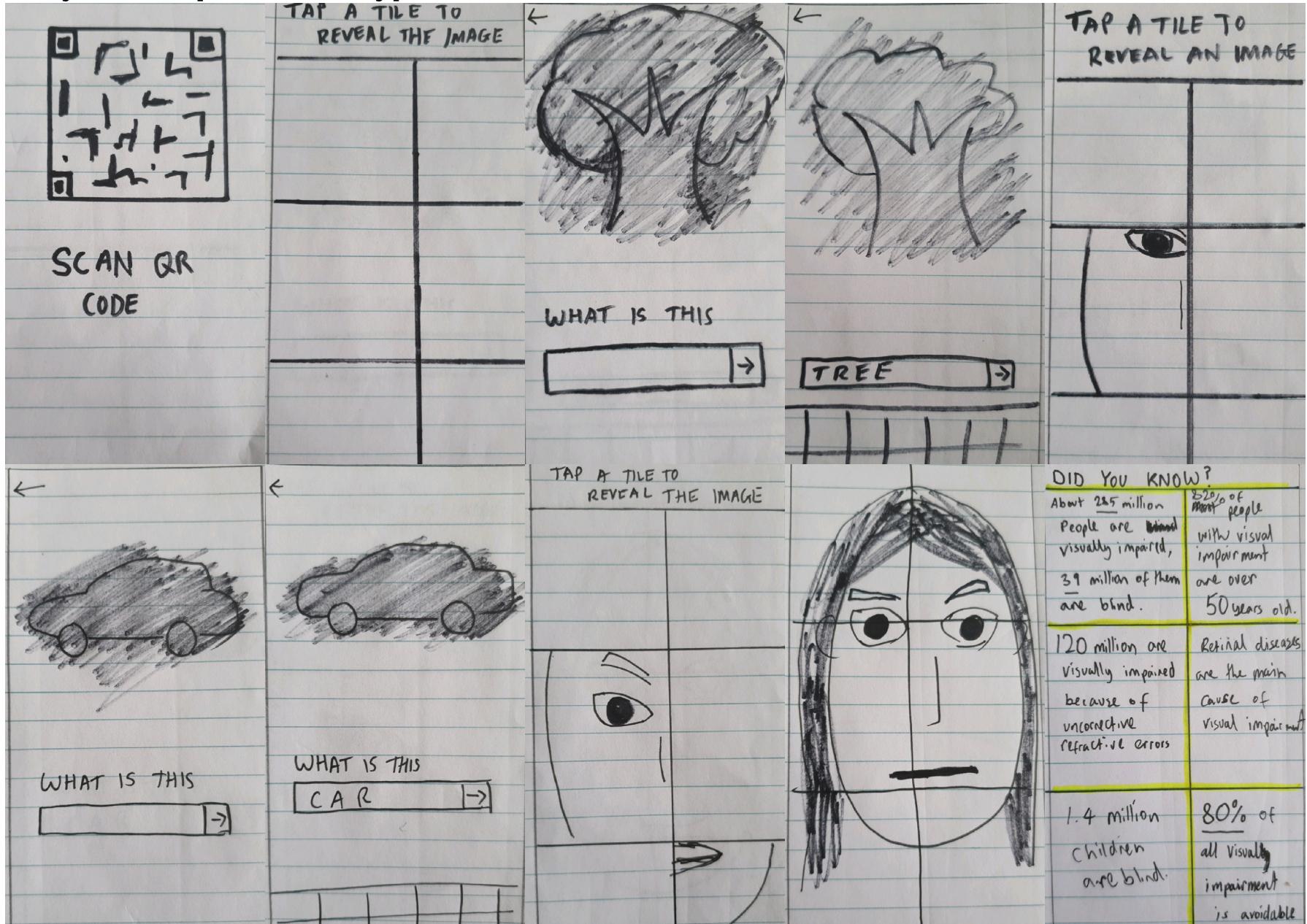
Please consider blind people when giving them directions.



Go **straight** for **200m**, turn **left** and go **straight** for **300m** more. The store is located on the **right** side.

Invision app link - <https://projects.invisionapp.com/share/AWTZT2MHX69#/screens/384680138>

Visibility Tile Flip v1 Prototype



Marvel App Link - <https://marvelapp.com/1i2f5696>

Visibility Tile Flip v2 Prototype

Welcome to the Community

Tile Flip!

In this game we're going to show you an obscured object.

To flip over a tile you'll have to correctly identify what this object is.

It'll take three correct identifications to flip over a tile so work together!

Goal: Work together to flip over all the tiles to reveal the image underneath!

Next



First you need an avatar.



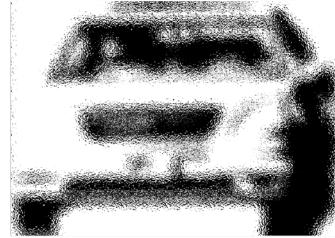
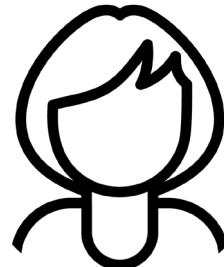
Hi there!



What is this object?



What is this object?



Type here!

Go!

Q	W	E	R	T	Y	Y	U	I	O	P
A	S	D	F	G	H	J	K	L		
Z	X	C	V	B	N	M				

Space

Next



What is this object?



Car	Go!									
Q	W	E	R	T	Y	Y	U	I	O	P
A	S	D	F	G	H	J	K	L		
Z	X	C	V	B	N	M				

Space



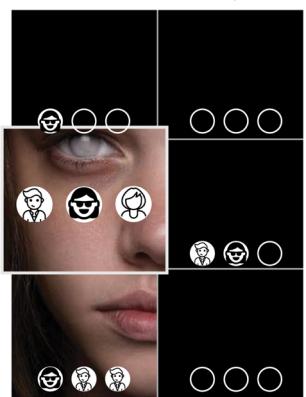
Next



Next



What is this object?



Type here!

Go!

Q	W	E	R	T	Y	Y	U	I	O	P
A	S	D	F	G	H	J	K	L		
Z	X	C	V	B	N	M				

Space



What is this object?



Q	W	E	R	T	Y	Y	U	I	O	P
A	S	D	F	G	H	J	K	L		
Z	X	C	V	B	N	M				

Space



Good job! You've just helped
revealed a tile for everyone!



Thank you for completing the
Community Tile Flip.

Did you know that 285 million
people are visually impaired?
39 million of them are blind.

The world we live in is not built for
those with visual impairment.

They interact with the world very
differently.

Keep the blind in mind.

Marvel App Link - <https://marvelapp.com/cd32c47>

Visibility Tile Flip v3 Prototype

Welcome to
Visibility
Tile Flip

Work with the people around you to flip the tiles on the big screen.

Each tile has 3 mini activities about an experience of [people with visual impairment](#). Complete all of them to learn more about visual impairment.

A progress bar appears on top of every tile. A green means one of the activities are complete. Orange means someone is working on the tile.

Have fun and be kind!

[Join the Game](#)

Tap a tile

Perspective of someone with cataracts

What is this object?

Enter your answer...

What is this object?

What is this object?

What is this object?

Car

CAR

CORRECT!

Submit

Return to Tiles

Tap a tile

Perspective of someone with cataracts

Perspective of someone with glaucoma

What is this?

What is this object?

What is this object?

What is this object?

Traffic light

TRAFFIC LIGHT

CORRECT!

Submit

Return to Tiles

Tap a tile

Perspective of someone with glaucoma

Perspective of someone with retinography

Perspective of someone with retinography

Perspective of someone with retinography

meone phy

Perspective of someone with retinography

What is this?

What is this object?

What is this object?

What is this object?

TREE

CORRECT!

Submit

Submit

Submit

Return to Tiles

Perspective of someone with retinography

Submit

285 million people have visual impairments.

39 million are blind.

Keep the blind in mind.

Figma App Link - <https://www.figma.com/proto/b6iKVjld3xl6Kk1Kko0e6f/Untitled?node-id=5%3A80&scaling=scale-down>

Interview Questions

Demographic info

1. Name, age, degree (optional), gender, cultural background (optional)

Overall Experience

1. What were the best parts of the interactive experience when using this concept?
2. What caused you frustration or prevent you from doing something?
3. Do you feel that the concept successfully conveys awareness for visual impairment?
4. Was the interaction intuitive?
5. (Point to different icons on the screen) Do you know what this button does represents? Do you know what this graphic represents?
6. What do you think was the message of the installation?

7. How do you think this concept could be improved?

Where is There?

1. At any stage did you want to give up and walk away? Why?

Visibility Tile Flip

1. At any stage did you feel confused when interacting with it?
2. Do you remember the statistics shown at the end?
3. Did you feel the sense that you're working with the people around you to reach a goal?

Shopping Mall Kiosk

1. Did you ever feel frustrated to the point where you want to leave?
2. Would you feel motivated to complete the quiz if offered a discount?

Interview 1 - Kanon

Test: 17/09/19 2:25pm

Name: Kanon

Age: 23

Gender: Male

Likes CONCEPT 3: SCAVENGER HUNT

Concept 1: Shopping Mall Kiosk

Observations:

Wanted clarification on “this way” page - “is this it?”
and was surprised by the direction

Paused to do the drag-and-drop, liked the dimensions

Initially did not realise the words available to use -
wanted “100m”

A more inviting colour palette

1. What were the best parts of the interactive
experience when using this concept?

Easy to access, it doesn’t matter if you’re colourblind
to use. Gets the task done.

2. What caused you frustration or prevent you from
doing something?

100m option not available.

3. Do you feel that the concept successfully conveys
awareness for visual impairment?

Yes.

4. Was the interaction intuitive?

Somewhat. Could be visually more welcoming; include
more colour.

6. What do you think was the message of the
installation?

To help visually impaired people and lost people.

7. Did you ever feel frustrated to the point where
you want to leave?

No because I came for help.

8. Would you feel motivated to complete the quiz if
offered a discount?

Sure.

Concept 2: Where is There – Direction Game

Observations:

Carefully listened and tried to help

Hesitating to make the sentence

Seemed to not get it initially - asked questions about
the task

Interpreted vision impairment as colour blindness -
hence felt ‘cafe’ would be the most obvious landmark
for direction

1. What were the best parts of the interactive
experience when using this concept?

Being able to create sentences on your own.

2. What caused you frustration or prevent you from
doing something?

Missing specific words (e.g. cafe)

3. Do you feel that the concept successfully conveys awareness for visual impairment?

yes

4. Was the interaction intuitive?

yes

5. What do you think was the message of the installation?

Helping visually impaired people

6. At any stage did you want to give up and walk away? Why?

No

Concept 3: Community Scavenger Hunt

Observations:

Interested in interacting - thought it was pretty fun

Expressing interest by asking many questions

Engaged with the images

1. What were the best parts of the interactive experience when using this concept?

I had no idea that visually impaired people looked at the world that way; eye-opening.

2. What caused you frustration or prevent you from doing something?

It was alright.

3. Do you feel that the concept successfully conveys

awareness for visual impairment?

Yes.

4. Was the interaction intuitive?

Yes.

6. What do you think was the message of the installation?

To help the visually-impaired, or to raise awareness.

7. At any stage did you feel confused when interacting with it?

No.

8. Do you remember the statistics shown at the end?

No, I didn't read. If it was on a big screen I would.

9. Did you feel the sense that you're working with the people around you to reach a goal?

Yes.

Interview 2 - Tom

Demographic info:

1. Name, age, degree (optional), gender, cultural background (optional)

Tom 22, dcomp degree, done on 12th of Sep, 5:30PM

2. What were the best parts of the interactive experience when using this concept?

Gab-i like that I was restricted to the certain keywords,

Nic-GamificatioN

Kiosk-like the interactivity

3. What caused you frustration or prevent you from doing something?

Gab-i was restricted, have to keep checking back, there's taboo to play

Nic-It didn't feel like it was super involved, I didn't feel like I'm not helping something. Lack of involvement
kiosk-the beginning was strange

4. Do you feel that the concept successfully conveys awareness for visual

impairment?

Gab-Yes definitely

nic-yes but not as effect as the first one. I didn't really feel like it was a big issue.

Milton-definately

5. Was the interaction intuitive?

gab-No

nic-Quite interesting, clicking was good. That was nice
milton-Definitely

Concept 2: Gabriella

1. At any stage did you want to give up and walk away? Why?

Yes. Because it was restricted, but also because I very quickly realise how difficult it is.

2. What do you think was the message of the installation?

It was about the real difficulty to direct someone who is visually impaired.

Concept 3: Andrew

1. At any stage did you feel confused when interacting with it?

Initially , because I didn't know what the goal was.

2. Do you remember the statistics shown at the end of the screen?

No.

Concept 4: Milton

1. Did you ever feel frustrated to the point where you wanted to leave?

In the beginning yes. I thought it was giving me a very useless information.

Interview 3 - Alexander

Name: Alexander

Age: 22

Liked Community Scavenger Hunt

Observations:

Found the first directions are confusing - paused and hesitated

A bit confused with the boxes in the fill in the blanks activity.

Thought the bottom boxes were also part of map border.

Concept 1: Shopping Mall Kiosk

1. What were the best parts of the interactive experience when using this concept?

Clever the way you did it, informative

2. What caused you frustration or prevent you from doing something?

Confused about first part – doesn't understand the ZARA is 'Over There'

3. Do you feel that the concept successfully conveys awareness for visual impairment?

Yes

4. Was the interaction intuitive?

yes

5. What do you think was the message of the installation?

Be informative to visually impaired people

7. Did you ever feel frustrated to the point where you want to leave?

No

8. Would you feel motivated to complete the quiz if offered a discount?

Yes!

Concept 2: Where is There - The direction game

Observations:

Seemed little confused but solve the problem fairly quickly

He didn't ask any questions, it seems he's focused on his task

Liked the process of interaction

1. What were the best parts of the interactive experience when using this concept?

Eye opening on the perspective of vision impaired people.

2. What caused you frustration or prevent you from doing something?

nothing

3. Do you feel that the concept successfully conveys awareness for visual impairment?

yes

4. Was the interaction intuitive?

yes

5. What do you think was the message of the installation?

Clear directions for vision impaired people or they could get lost.

6. At any stage did you want to give up and walk away? Why?

no

7. What do you think could be improved

Nothing, i really enjoyed the installation because its engaging

Concept 3: Community Scavenger Hunt

Observations

1. What were the best parts of the interactive experience when using this concept?

It was all pretty good. The ending.

2. What caused you frustration or prevent you from doing something?

Nothing.

3. Do you feel that the concept successfully conveys awareness for visual impairment?

Yes.

4. Was the interaction intuitive?

Yes.

5. What do you think was the message of the installation?

To raise awareness, I liked the idea overall.

6. At any stage did you want to give up and walk away? Why?

No.

8. At any stage did you feel confused when interacting with it?

No.

9. Do you remember the statistics shown at the end?

I didn't read it, but I would in real-life scenario..

10. Did you feel the sense that you're working with the people around you to reach a goal?

If it was a group, yeah, that would have been fun.

11. What do you think could be improved?

Nothing.

12. Would you use our installation without being enticed?

I would definitely check it out because curiosity. You'd be surprised how curious people can be.

Interview 4 - Ruksaar

Demographic info:

Name: Ruksaar

Age: 20

Gender: Female

General observations:

Brief confusion on clicking through the digital prototypes due to limits for drag and drop and limited screens

Found all of the concepts conveyed a message about visual impairment quite well

Concept 1: Shopping Mall Kiosk Campaign

Observation Notes:

Was confused at the first direction given – “Over where?”

Clicking through buttons was a bit confused at first – clicked understood but nothing happened

Interview:

What were the best parts of the interactive experience when using this concept?

I like how it was do-it-yourself and that you get the discount at the end. You get to help someone, do

good, and get a bonus.

What caused you frustration or prevent you from doing something?

The drag and drop because I couldn't actually do it. Other than that it was fine.

Do you feel that the concept successfully conveys awareness for visual impairment?

Yes.

Was the interaction intuitive?

Yes but in some areas, like the drag and drop, I wasn't sure if I was supposed to type or drag.

What was the understanding of the discount quiz?

Quiz map: Was clear, it had dimensions and limited to one colour.

Quiz hint: It helped me fill in the blanks because it tells me visual impaired people need to know dimensions instead of by “this store” or “this landmark”.

What do you think was the message of the installation?

That people who can't see clearly need help.

Did you ever feel frustrated to the point where you

want to leave?

No, I like finishing things off.

Would you feel motivated to complete the quiz if offered a discount?

I guess in real life because everyone wants a discount.

Concept 2: Where is There - Direction Game

Observation Notes:

Found the scene a bit difficult because perspective view

Regarding steps, didn't know how many to put

Wanted a "pillar" word

Referenced to "crazy maze" game online

Interview:

What were the best parts of the interactive experience when using this concept?

I had to pick things out on a tablet. I liked that you give me words to fill in the blanks – it makes it easier instead of me just answering a question.

What caused you frustration or prevent you from doing something?

When I'm trying to help someone, I'm worried because I don't want to waste their time.

Do you feel that the concept successfully conveys awareness for visual impairment?

Yes – I know what words to use, that they need to know barriers, number of steps.

Was the interaction intuitive?

Yes.

What was the understanding of parts of the experience?

QR code: I would go through it.

Scene: I would prefer a planar view but the red X is good, I can tell that I need to go there.

Tablet screen: The do-it-yourself is good; you make a difference.

What do you think was the message of the installation?

That people who can't see clearly, need help. It's clear to not use certain words which is very helpful.

At any stage did you want to give up and walk away?

Why?

No.

Concept 3: Community Scavenger Hunt (version 2)

Observation Notes:

Excitement upon realising that the first image was a car

Felt the traffic lights looked like apples

Interview:

What were the best parts of the interactive experience when using this concept?

Making clear what we see as blurred pictures is what they see. I wear glasses, so I can understand the pain a bit. Also, because it was a game I was more into it.

What caused you frustration or prevent you from doing something?

I didn't know what the traffic lights were.

Do you feel that the concept successfully conveys awareness for visual impairment?

Yes.

Was the interaction intuitive?

Yes.

What was the understanding of the graphics?

Revealed image: Eyes are not normal. The image is powerful and impactful instead of just like a

landscape. With the game, the image goes with it.

What do you think was the message of the installation?

Giving a taste of what they go through, experience what they experience.

At any stage did you feel confused when interacting with it?

No, it's clear.

Do you remember the statistics shown at the end?

No, I don't remember the statistics. But I feel that people see statistics as more of like a huge number. It gives impact of what's the impact of visual impairment. People remember the number, which adds weights.

Did you feel the sense that you're working with the people around you to reach a goal?

If it's a group game, I would feel that.

Interview 5 - Perry

Test Session Notes

Date and Time: 16/09/2019 9:00pm

Demographic info:

Name: Perry

Age: 22

Gender: Male

General observations:

There was some confusion about the interactivity for concepts 2 and 3, and the written instructions in concepts 1 and 2.

Concept 1: Shopping Mall Kiosk Campaign

Observation Notes:

Said metres as millimetres

Slight confusion on what direction the third booth was in

In quiz hint, initially interpreted “sign” as sign language

Interview:

What were the best parts of the interactive

experience when using this concept?

Showing the issues that imprecise directions can cause, especially for visually impaired people.

What caused you frustration or prevent you from doing something?

Some buttons didn't work.

Do you feel that the concept successfully conveys awareness for visual impairment?

Yes.

Was the interaction intuitive?

Yes.

What was the understanding of the discount quiz?

I see the 10% discount button but depending on the store I might think about tapping it and it also depends on my mood. I would also think if it could be a scam or the real thing.

I find the quiz hint unclear, but the map is clear.

What do you think was the message of the installation?

To raise awareness of good communication with blind people.

Did you ever feel frustrated to the point where you

want to leave?

No.

Would you feel motivated to complete the quiz if offered a discount?

Yes.

Concept 2: Where is There - Direction Game

Observation Notes:

Was unsure about the screen with the red “x”. After it was explained, the participant felt instructions would be a good addition.

Unsure about what the sticky note with the arrows meant

Said they ran out of words they wanted to use
The direction arrangement activity took about 3-5 minutes

Interview:

What were the best parts of the interactive experience when using this concept?

Learning whether my instructions would guide the blind person in the right direction.

What caused you frustration or prevent you from doing something?

Missing words to express what I wanted to say.
For example: head [left], walk another 6 metres
Connecting words.

Do you feel that the concept successfully conveys awareness for visual impairment?

Yes.

Was the interaction intuitive?

Yes.

What was the understanding of parts of the experience?

QR code: I would think about scanning it.

Tablet screen: Initially unsure about what to do and what the directions meant so I had to ask first.

What do you think was the message of the installation?

To raise awareness of good communication with blind people.

At any stage did you want to give up and walk away?
Why?

When I was shown the tablet – not sure what to do next. If I didn’t get the right answer, I might repeat

but maybe depends on mood.

Concept 3: Community Scavenger Hunt (version 1)

Observation Notes:

Initially unsure which tile they were supposed to tap

Surprised by the image

Interview:

What were the best parts of the interactive experience when using this concept?

Playing a game.

What caused you frustration or prevent you from doing something?

It was too easy.

Do you feel that the concept successfully conveys awareness for visual impairment?

No, because the facts were not integrated with the game. It would be more interesting if the facts were somehow part of the game, not after the game.

Was the interaction intuitive?

Yes.

What was the understanding of the graphics?

Tree: I thought I was looking at a tree shaded out, but not blurry. If you used watercolour maybe I would think it was blurry.

Revealed image: I thought it was an image of a girl and her eyes are foggy for some reason. After I knew the girl has visual impairment, it explained the fogginess but unsure what I'm supposed to feel.

What do you think was the message of the installation?

To let you know that there are people who are visually impaired, and that it can be avoided.

At any stage did you feel confused when interacting with it?

Not really.

Do you remember the statistics shown at the end?

No. One of them was that 80% of visual impairment is avoidable, but the rest I forgotten. That's the one that sticks.

Did you feel the sense that you're working with the people around you to reach a goal?

No, because I worked on it alone.

Interview 6 - Matt

Test: 15/09/16

Name: Matt

Age: 25

Gender: Male

Concept 1: Shopping Mall Kiosk

What were the best parts of the interactive experience when using this concept?

I never really took into consideration how to actually give directions to vision impaired people.

What caused you frustration or prevent you from doing something?

I found the quiz to be a bit challenging since some of the answers could be applied to multiple blanks spaces.

Do you feel that the concept successfully conveys awareness for visual impairment?

Yes, since it feels like I am receiving directions from the perspective of a vision impaired person. I found it hard to understand

Was the interaction intuitive?

The system was relatively straight forward to use however, there was no back button to allow me to return to previous page.

(Point to different icons on the screen) Do you know what this button does represents? Do you know what this graphic represents?

Understood what the magnifying glass icon was and that the red dot and red square were the user's current location and destination.

What do you think was the message of the installation?

To raise awareness on how to give correct directions to a vision impaired person.

Did you ever feel frustrated to the point where you want to leave?

No since I was asked to complete it and I had assistance if I was confused.

Would you feel motivated to complete the quiz if offered a discount?

Yes, since I might potentially buy something if I look

up the store.

Concept 2: Where is There – Direction Game

What were the best parts of the interactive experience when using this concept?

Trying to figure out how to guide the vision impaired person to the destination.

What caused you frustration or prevent you from doing something?

There were missing words that I wanted to use.

Do you feel that the concept successfully conveys awareness for visual impairment?

Yes, since it helped make descriptive sentences to guide vison impaired people in a scenario where you had to help them.

Was the interaction intuitive?

Some parts were inconsistent. Did not know how to return to previous screen.

(Point to different icons on the screen) Do you know what this button does represents? Do you know what

this graphic represents?

Understood to scan the QR code.

Confused at the layout of the interface. Understood that pressing the "?" lead to information screen,

What do you think was the message of the installation?

How to interact and give directions to vision impaired people.

At any stage did you want to give up and walk away?

Why?

Without any instructions, I was confused at what to do until explained.

Concept 3: Community Scavenger Hunt

What were the best parts of the interactive experience when using this concept?

I enjoyed the gamification aspect of the concept where you had to guess the obscured object.

What caused you frustration or prevent you from doing something?

Very easy to guess what the obscured object were.

Do you feel that the concept successfully conveys

awareness for visual impairment?

Yes, however, not as strong as the other concepts.

This installation only shows facts rather than a strong message.

Was the interaction intuitive?

Yes, very easy to use.

(Point to different icons on the screen) Do you know what this button does represents? Do you know what this graphic represents?

Knew they had to scan the QR code.

What do you think was the message of the installation?

informing people about the implications of visual impairment.

At any stage did you want to give up and walk away?

Why?

No since I was assisted the whole time. I was never under any circumstances where I was frustrated.

At any stage did you feel confused when interacting with it?

Do you remember the statistics shown at the end? 285 million people are visually impaired? I found that I just skimmed over it since it was text heavy.

Did you feel the sense that you're working with the people around you to reach a goal?

No since I had no one to do it with. I don't understand how other people can join in. Does the giant display just show the tiles for everyone?

Sidenote: For Concept 2 & 3, nothing to entice someone to use it.

Interview 7 - Charlotte

Demographic info:

1. Name, age, degree (optional), gender, cultural background (optional)

Charlotte 20, done on 12th of Sep 5PM

2. What were the best parts of the interactive experience when using this concept?

1. Gab-Understanding putting in more of perspective, how hard it is without sight,

2. Nic-Has facts that give us the knowledge that we. Don't know

3.Kiosk-making everyday environment accessible to all, also difficulty navigating

3. What caused you frustration or prevent you from doing something?

1.Gab-not knowing the actual distance, if I knew The actual distance it would be better.

2.Nic-Do not have many frustration on second one

3.kiosk-similar to first one, difficulty, try to navigate

4. Do you feel that the concept successfully conveys awareness for visual impairment?

Yes. I find it quite confronting, something that we

wouldn't think about daily basis

5. Out of three, what is the best one?

Last one, .because I can relate, relatable

Concept 2: Gabriella

1. At any stage did you want to give up and walk away? Why?

Yes. Because it was difficult and frustrating

2. What do you think was the message of the installation?

Method using, the image, maybe, the difficulties of navigation

Concept 3: Andrew

1. At any stage did you feel confused when interacting with it?

Not really. Straightforward. Online has the similar system like clicking the square thing to confirm for the security reason etc

2. Do you remember the statistics shown at the end of the screen?

No.

Concept 4: Milton

1. Did you ever feel frustrated to the point where you wanted to leave?

it was frustrating not being successful at it in the first go.

Interview 8 - Jiayu

Name: Jiayu

Age: 23

Observations:

Went through it with ease but didn't understand the message.

Had trouble with the quiz since she didn't notice the map

Wanted more instructions.

Overall Experience:

What were the best parts of the interactive experience when using this concept?

Tells direction to destination.

What caused you frustration or prevent you from doing something?

The quiz was a bit difficult, can't remember. If I answered incorrectly, I may feel frustrated.

Do you feel that the concept successfully conveys awareness for visual impairment?

Don't think improves awareness, give ppl more instruction before and after taking a quiz.
Didn't know how the concept connected between blind ppl

Was the interaction intuitive?

Yes

(Point to different icons on the screen) What do you think this button does represents? What do you think this graphic represents?

What do you think was the message of the installation?

Didn't really understand it

Do you think the interaction is engaging enough?

Not really

What do you learn about visual impairment from this?
Speak clearly when telling directions

How do you think this concept could be improved?
Instructions, more colour = engagement

Community Scavenger Hunt

Observations:

Thought that it was initially for blind people to play.
Confused about the community icons and what they mean.

Felt that it raised awareness quite clearly

Overall Experience:

What were the best parts of the interactive experience when using this concept?
People working together to solve the picture.
Experience how blind ppl see.

What caused you frustration or prevent you from doing something?

No just confused about community part

Do you feel that the concept successfully conveys awareness for visual impairment?
Yes, the images perspective of blind

Was the interaction intuitive?
yes , structure is clear

(Point to different icons on the screen) Do you know what this button does represents? Do you know what this graphic represents?

What do you think was the message of the installation?

Awareness of blind people

How do you think this concept could be improved?
Instructions of community aspect, more interesting/engaging

At any stage did you feel confused when interacting with it?

The image and icons of the tiles screen.

Do you remember what was the message shown at the end?
No didn't read the stats

Did you feel the sense that you're working with the people around you to reach a goal?
yes

Interview 9 - Perry

Name: Perry

Age: 22

Observations:

Explored back button

Tried to drag n drop

Pointed to map red line to calculate next step

Likes the kiosk - it seems more practical, in exchange for time it'll give discount and also how to help.

Overall Experience:

What were the best parts of the interactive experience when using this concept?

The graphics have improved.

What caused you frustration or prevent you from doing something?

None.

Do you feel that the concept successfully conveys awareness for visual impairment?

A bit.

Was the interaction intuitive?

Yeah it's intuitive

(Point to different icons on the screen) What do you think this button does represents? What do you think this graphic represents?

Qr code, would scan.

What do you think was the message of the installation?

To show you how to teach people with visual impairment how to tell directions. You can't tell them it's over here or over there because they can't see anything

Do you think the interaction is engaging enough? It's alright. It definitely provides for an interesting experience.

What do you learn about visual impairment from this? You can't say something like this place is a number of blocks from here.

How do you think this concept could be improved?

It's fine as it is.

Community Scavenger Hunt

Observations:

Figured out was meant to be a group game
Tried clicking a few tiles before seeing that they had to go next

Overall Experience:

What were the best parts of the interactive experience when using this concept?
The best part is that it's an easy game for those that can see.

What caused you frustration or prevent you from doing something?
Nothing.

Do you feel that the concept successfully conveys awareness for visual impairment?

Yes.

Was the interaction intuitive?
It was fairly intuitively.

Do you know what this graphic represents?
The circle people are those that have tried.
The image is a blind girl because her eyes are foggy or

has visual impairment.

What do you think was the message of the installation?

To raise awareness for visually impaired people.

How do you think this concept could be improved?
It can maybe be done as part of a larger game, like there can be a few more images to play. More activities that would be easy for normal people but difficult for blind people.

At any stage did you feel confused when interacting with it?
No.

Do you remember what was the message shown at the end?

That hundreds of billions of people have visual impairment. I think that's around the world? I think it could be more explicitly expressed.

Did you feel the sense that you're working with the people around you to reach a goal?

Yeah, I can see the icons and the icons give a sense that I'm not alone, other people are trying this as well.

Interview 10 - Matt

Name: Matt

Age: 25

Overall Experience:

What were the best parts of the interactive experience when using this concept?

It was black and white so it had high contrast so that ppl with visual impairment stands out well as opposed to lighter pastel colours which are difficult to see.

What caused you frustration or prevent you from doing something?

The words 'this' and 'there' are meaningless without proper direction.

I am unable to determine how far 300m/400m is so I would likely miss the store.

Very wordy = bit confusing

Do you feel that the concept successfully conveys awareness for visual impairment?

Yes, but could still be improved

Was the interaction intuitive?

Yes and no. not conventional button words

(Point to different icons on the screen) What do you think this button does represents? What do you think this graphic represents?

What do you think was the message of the installation?

To raise awareness for ppl with visual impairment and the difficulties they face in everyday scenario such as shopping

Do you think the interaction is engaging enough?

No, boring

What do you learn about visual impairment from this?
Nothing.

How do you think this concept could be improved?

We have 5 senses, and only sense taken away is sight.
E.g. change in gradient/surface type. Noises (fountain noises)

Accommodate all sense (smell, noise, feel)
Text to voice function

Community Scavenger Hunt

Overall Experience:

What were the best parts of the interactive experience when using this concept?

Causes ppl to think, which makes it interactive as opposed to throwing info at someone.

What caused you frustration or prevent you from doing something?

Didn't know it was a traffic light

Do you feel that the concept successfully conveys awareness for visual impairment?

Yes, better than other

Was the interaction intuitive?

Not rly

(Point to different icons on the screen) Do you know what this button does represents?

What do you think was the message of the

installation?

Raising awareness for visual impairment in general

How do you think this concept could be improved?

Writing on last page is bad contrast to background = hard to read

Not visually appealing to begin with so likely to not want to interact with it.

At any stage did you feel confused when interacting with it?.

Yes didnt no traffic light

Do you remember what was the message shown at the end?

Only remember statistics when asked a second time.

Did you feel the sense that you're working with the people around you to reach a goal?

No

Interview 11

Tester : Patrick

Observation

Figured out it was a game from the start

What were the best parts of the interactive experience when using this concept?

Liked the simple and bold design

Straightforward and likes how large font so information is direct

What caused you frustration or prevent you from doing something?

No error notifications. e.g. clicking a tile that was already completed

It's very linear

Do you feel that the concept successfully conveys awareness for visual impairment?

What I learned from this was how people with different visual impairments see and what their vision is like

I liked how it came up with these facts

Wouldve liked if it came up after each tile

Was the interaction intuitive?

Pretty intuitive

Other than not being to back out

Everything made sense

Thought green bar was a button at first

(Point to different icons on the screen) Do you know what this button does represents? Do you know what this graphic represents?

Doesn't know what hte green and yellow and grey bar meant

Thought it was progresss bar but wasn't sure.

What do you think was the message of the installation?

As sighted people we wouldnt really have perspective of what it's like to be visually impaired the end result is we learn and increase empathy

How do you think this concept could be improved?

Notification that comes and goes that shows how many people are working on a tile

At any stage did you feel confused when interacting with it?

I was just confused about the green/yellow/grey bars

Do you remember what was the message shown at the end?

Yeah that 285 million people are visually impaired and there was another one i think

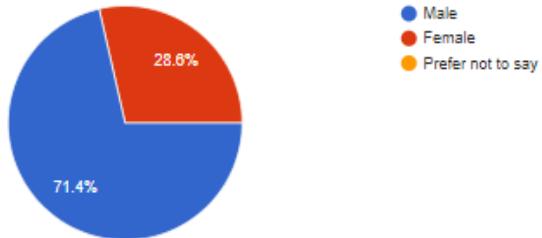
Did you feel the sense that you're working with people to reach a goal?

No, couldn't tell that it was a collaboration

Questionnaire responses

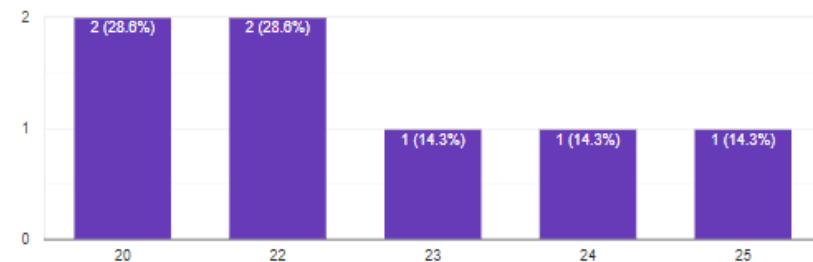
What is your gender?

7 responses



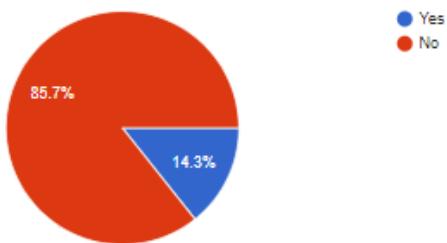
What is your age?

7 responses



Have you ever given directions to a visually impaired person?

7 responses



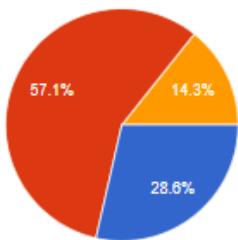
If yes, how did you respond?

1 response

I didn't really know what to say to be honest.

Which concept do you think most successfully raises awareness for vision impairment?

7 responses



- Concept 1: Shopping Mall Kiosk Campaign
- Concept 2: Community Scavenger Hunt
- Concept 3: Where Is There? - Directional Game

Why did you think this concept was most successful?

7 responses

It provides the viewer with an incentive.

It's interesting to see how the campaign has the strong message.

I liked the game for raising awareness, the other 2 gave an indication of how you would assist people.

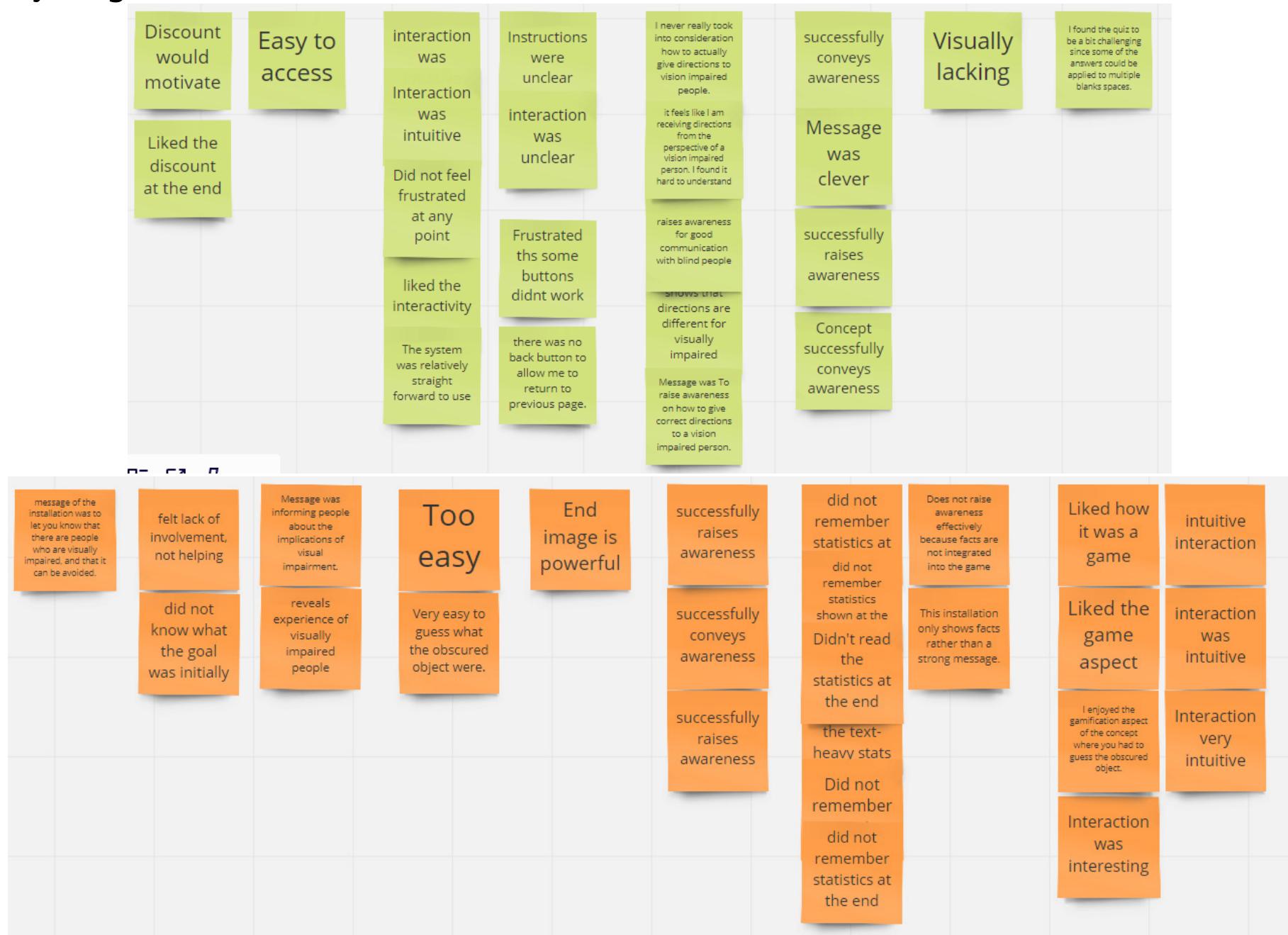
It causes people to think which makes it more interactive as opposed to throwing information at someone

I liked how the game let you see what it was like to be vision impaired to sympathise with them

I had no idea vision impaired people looked at the world that way, it was really eye opening.

Vision impaired people need help when given directions so this exercise conveyed certain words to use. It was fun creating sentences.

Affinity Diagrams from interview data



		Best part was Trying to figure out how to guide the vision impaired person to the destination.	Message was How to interact and give directions to vision impaired people.	Enjoyed fill in sentence task	Frustrated that There were missing words that I wanted to use.	Task is difficult	Interaction was intuitive	successfully conveys awareness	Interaction was not intuitive
		Teaches how to give directions to blind person		enjoyed the installation	did not like the restriction to certain keywords		interaction was intuitive	successfully conveys awareness	Found the perspective view difficult to interpret

I learned that That visually impaired won't be able to determine the distance from A to B	Liked bold aesthetic	Message was To show you how to teach people with visual impairment how to tell directions.	Had trouble with the quiz since she didn't notice the map	Best part was Tells direction to destination.	Don't think improves awareness	successfully conveys awareness	Interaction was boring	Interaction was intuitive	The quiz was a bit difficult, can't remember. If I answered incorrectly, I may feel frustrated.
Liked having to consider what a visually impaired person would face as a challenge to get from A to B.			Wanted more instructions.	Distance on the map was confusing - trying to work out distance	Didn't understand the message	Message was To raise awareness for ppl with visual impairment and the difficulties they face everyday	Did not think interaction was engaging	Interaction was intuitive	Instructions were concise

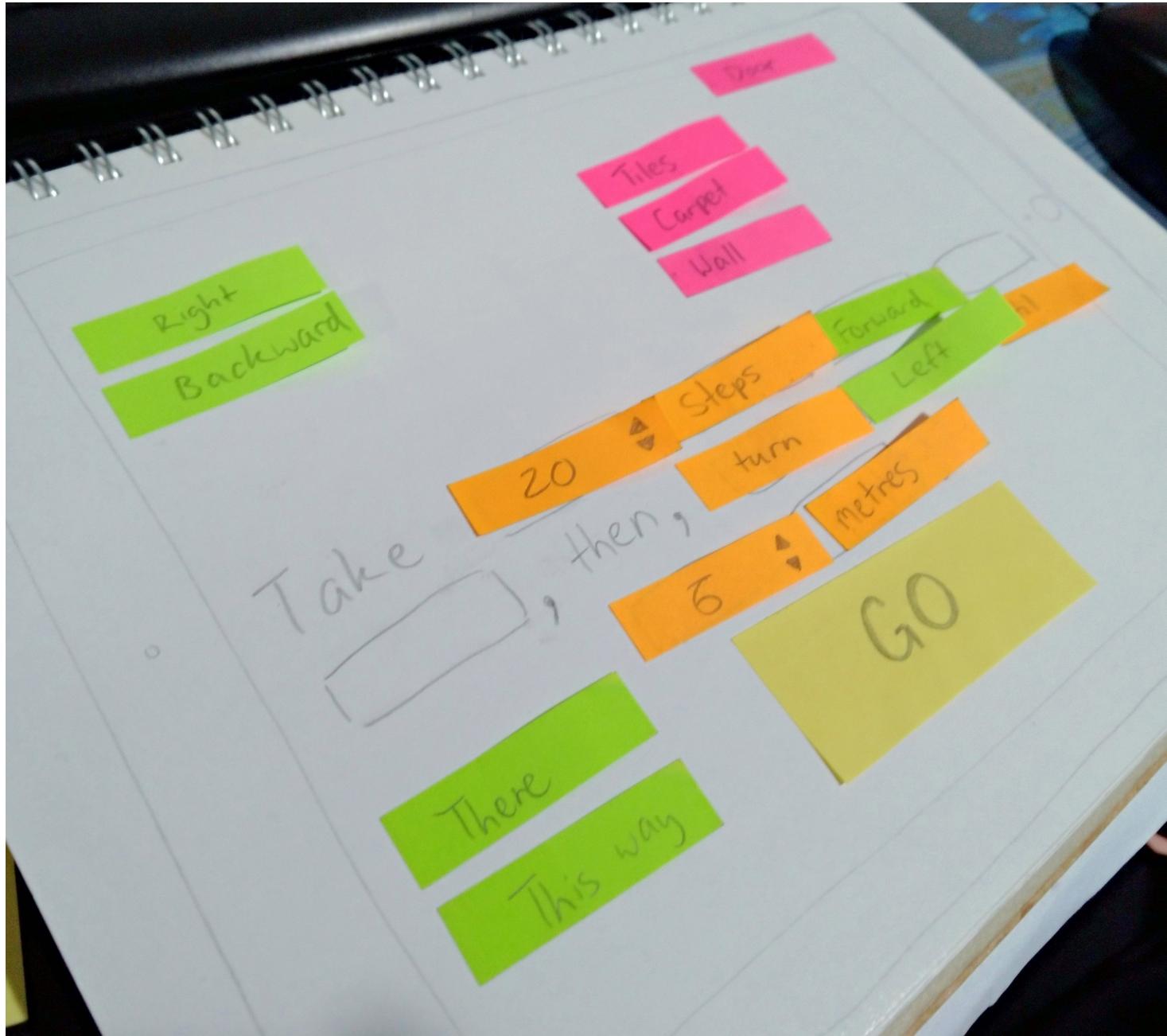
Best part was Trying to guess what the obscured object was.	The circle people are those that have tried.	I can see the icons and the icons give a sense that I'm not alone, other people are trying this as well.	Confused about the community icons and what they mean.	didn't read the stats Only remembered statistics when asked a second time. I think facts could be more explicitly expressed. Information at the end is text heavy and a lot of information to read = boring	Interaction was intuitive It was fairly intuitive Interaction was intuitive	successfully conveys awareness successfully conveys awareness Successfully conveys awareness Felt that it raised awareness quite clearly	Best part was working together to solve the picture.	Did not feel sense of working with other people	Message was to be Aware of blind people	it's an easy game for those that can see.	I learned that Visually impaired finds looking at objects and deciphering what they are difficult
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88%

Thought green bar was a button at first	Liked the simple and bold design	Frustrated that there were no error notifications	I couldn't tell that it was a collaboration	What I learned from this was how people with different visual impairments see and what their vision is like	Pretty intuitive
Didn't know what the green and yellow and grey bar meant	Everything made sense			As sighted people we wouldn't really have perspective of what it's like to be visually impaired the end result is we learn and increase empathy	
I was just confused about the green/yellow/grey bars	I liked the large font so information is direct				

User testing photo



Decision Matrix

Testing Round 1		Shopping Mall Kiosk	Where is There	Community Scavenger Hunt	Rating scale of 1-3
Criteria					
Clear message		3	2	2	
Intuitive interaction		3	1	3	
Suitability for public space		3	2	2	
Engaging		1	2	3	
Information readability		1	2	1	
Motivation to use		3	2	1	
Clear instructions		2	1	3	
Clear connection to visual impairment		3	3	2	
Feasibility		3	2	3	
Flow of experience		3	1	2	
TOTAL (lowest possible score = 10)		25	18	22	

Testing Round 2 - Choosing final concept to iterate		Shopping Mall Kiosk	Community Tile Flip
Criteria			
Clear message		2	2
Intuitive interaction		2	3
Engaging		1	3
Information readability		2	2
Clear instructions		2	2
Clear connection to visual impairment		2	3
Visual interface		2	1
Flow of experience		3	2
TOTAL		16	18