**User Survey Results 27/4/2021**

* Two of our respondents were in the 18-24 age category, two users were in the 25-34 age category, and one user was in the 55-64 age category.
* Everyone who was surveyed used social media every day.
* Everyone agreed the structure was intuitive
* When asked to give first impressions, everyone said that the site looked familiar and was like twitter or facebook. People thought the page looked unfinished, unconsidered, or undeveloped. People thought there were too many fonts and that there was visual inconsistency on the page. People commented on the lack of images. One person was confused by the red heart and didn’t know whether they were ‘liking’ something, because all hearts changed colour. One person commented that it didn’t look like a landing page because it didn’t ask you to set up an account, and as a first-time user, that made it confusing. People commented that the site name wasn’t big enough/was the same size as ‘what’s happening’.
* Every user was able to work out how to post, how to access more information and how to find trending topics. Two users were not able to find an answer to the question “can you find any timeline posts that are different to the others, and can you explain what the ‘different’ posts are?”- this was obviously prompting users to find the fact-boxes on the timeline, they couldn’t spot the fact that there were fact boxes in the timeline. People who did spot a difference spotted it because there were no like and comment buttons on the fact boxes.
* I read out a few previous auto-generated responses that had been created for fakebook. When asked to give an impression of the posts generated, and to say whether they thought the posts were ‘appropriate’ for the site, most people said they were funny. No-one said they were inappropriate. People didn’t think that the posts themselves would be enough to engage someone on the site for very long. In answer to a question along the lines of ‘do you think the auto-generated posts have any relationship with real social media posts? Do you think they have the quality of real posts?’, two people said they thought the posts were realistic, one person said they weren’t, and one person said, ‘kind of’. People said they thought they were social media-esque because they mentioned celebrities and were reminiscent of click-bait articles. One person thought they were designed to sound controversial. The person who thought that they didn’t seem like real social media posts said they were too ‘impersonal’ to feel real. People also said that you would expect more variation in tone and content between real social media posts. When asked whether they thought that it was important for the bots’ posts to successfully emulate real social media posts, most people said it depended on what the site was trying to achieve, but that realistic bots might be more engaging than unrealistic bots.
* One person thought the site would be more engaging if there was a greater mix of content of the timeline- e.g., posts from friends and news.
* In answer to the question ‘Do you think you would be likely to use the site in its current form?’, all respondents said no. They all cited a lack of content on the site (the posts repeating, the timeline being the only true feature). They also all cited the look of the site as a reason they wouldn’t be likely to use it. Two respondents said that it was unclear what the purpose of the site was, and they therefore didn’t know why they would use it.
* All the respondents said they thought that integrating a fact box into the timeline was very effective in making people think about social media. One person specifically said they liked that the social media facts would be contextualised within the social media platform.
* In answer to the question ‘do you think you would be more likely to use the site if it had more features?’, with engagement given by the bots given as an example of a possible extra feature, the responses were mixed. Everyone seemed keen on more content of one type or another. In relation to engagement from bots, one person said they would like it because bot engagement would be fun and that they would be especially keen for comments from the bots (although it wouldn’t necessarily help educate people about social media), one person said they wouldn’t like it because it felt pointless and it didn’t help educate people about social media, one person said they thought it was a good idea because people would stay on the site to check for updates, and one person said it wouldn’t be compelling because bots can’t replace human interaction.
* In answer to the question ‘do you think you would be more likely to use the site if it was more polished looking?’ all users said yes.
* In answer to the question ‘Do you think this website could achieve its goals with further development?’ (where the goal specified was ‘educating people about social media on a fun and engaging platform’), all respondents said yes. One user thought it could be very effective, one user said it was an interesting way to tell a story about social media, and one user said it would be especially effective if you could share facts to other sites or if your friend were also on fakebook.
* When asked for extra thoughts, a couple of people said they thought fakebook facts should be a different colour. Some people also asked for extra features, like profiles and alerts. People said they thought clicking the ‘Fakebook’ banner should take you to the home page.
* One person who had heard nothing about the site before seeing it said they thought that it could be worth putting more information on the top bar, because they initially thought it was just a remake of facebook, and from the front page there is no clue that the site has an informative element. They couldn’t decide what they thought was the best way of differentiating the site from ‘facebook’ and out of curiosity I showed them the wireframe and asked them whether the slightly more abstract design helped make it clear that the site wasn’t a copy of facebook and they said it did. They thought our abstract design struck a good balance between looking like a social media site and not looking like a direct copy of one.