

# User Testing

Semester 6 – Advanced Media

Group 5 – Uplifting Union

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## Inhoud

Introduction .....	4
Research question.....	4
Goal and Approach .....	4
User testing.....	5
Introduction for testing.....	5
Screen 1.....	6
On this screen, what immediately draws your attention? .....	6
Would you look at the screen if it was present at your work? .....	6
On a scale from 1-10, how would you rate the design and layout of this screen? .....	6
Do you feel that the content on this screen fosters a sense of recognition?" .....	6
On a scale from 1-10, how much do you think the content on this screen promotes a sense of recognition and appreciation?.....	6
If you could change anything for this screen, what would you change?.....	6
Screen 2.....	7
On this screen, what immediately draws your attention? .....	7
Would you look at the screen if it was present at your work? .....	7
On a scale from 1-10, how would you rate the design and layout of this screen? .....	7
On a scale from 1-10, how much do you think the content on this screen promotes a sense of recognition and appreciation?.....	7
If you could change anything for this screen, what would you change?.....	7
Screen 3.....	8
On this screen, what immediately draws your attention? .....	8
Would you look at the screen if it was present at your work? .....	8
On a scale from 1-10, how would you rate the design and layout of this screen? .....	8
On a scale from 1-10, how much do you think the content on this screen promotes a sense of recognition and appreciation?.....	8
If you could change anything for this screen, what would you change?.....	8
Screen 4.....	9
On screen 1, what immediately draws your attention? .....	9
On screen 2, what immediately draws your attention? .....	9
Would you look at these screens if it was present at your work?.....	9
On a scale from 1-10, how would you rate the design and layout of these screen 1? .....	9
On a scale from 1-10, how would you rate the design and layout of these screen 2? .....	9
On a scale from 1-10, how much do you think the content on screen 1 promotes a sense of recognition and appreciation?.....	10

On a scale from 1-10, how much do you think the content on screen 2 promotes a sense of recognition and appreciation?.....	10
If you could change anything for these screen 1, what would you change?.....	10
If you could change anything for these screen 2, what would you change?.....	10
Screen 5.....	11
On this screen, what immediately draws your attention? .....	11
Would you look at the screen if it was present at your work? .....	11
On a scale from 1-10, how would you rate the design and layout of this screen? .....	11
On a scale from 1-10, how much do you think the content on this screen promotes a sense of recognition and appreciation?.....	11
If you could change anything for this screen, what would you change?.....	11
General feedback .....	12
Do you have any additional feedback or suggestions related to the screens or the overall testing experience?.....	12
Based on your overall experience with the screens, what other types of content or features do you think could further enhance recognition and engagement at SIMAC? .....	12
Conclusion.....	13

## Introduction

In this file we are going to be testing the designs we made for the project for SIMAC. We have made a number of designs for the narrowcasting project, and have filtered the most fitting ones based on our style research and Simac's brand style guide. However, in order to verify the legitimacy of these choices, we are going to test the screens with users.

## Research question

Does the narrowcasting design help to stimulate recognition in Simac's workforce?

## Goal and Approach

Firstly, we want to A/B test some of the designs we made. Currently, we chose the what we thought would be the best design screens, we want to verify this with users.

Secondly, we want to test if the screens do work with our goal in mind. This goal is stimulating recognition in SIMAC's workforce, thus, do these screens stimulate recognition in SIMAC's workforce?

We want to measure and improve aspects of the screens, such as the visual design, content placement, and other relevant factors.

## User testing

### Introduction for testing

Welcome to our user test! We would like to express our sincere gratitude for your participation in this important initiative. Your valuable feedback will greatly contribute to our project for SIMAC.

Our project revolves around addressing the research question: "How can SIMAC effectively stimulate recognition within its workforce?"

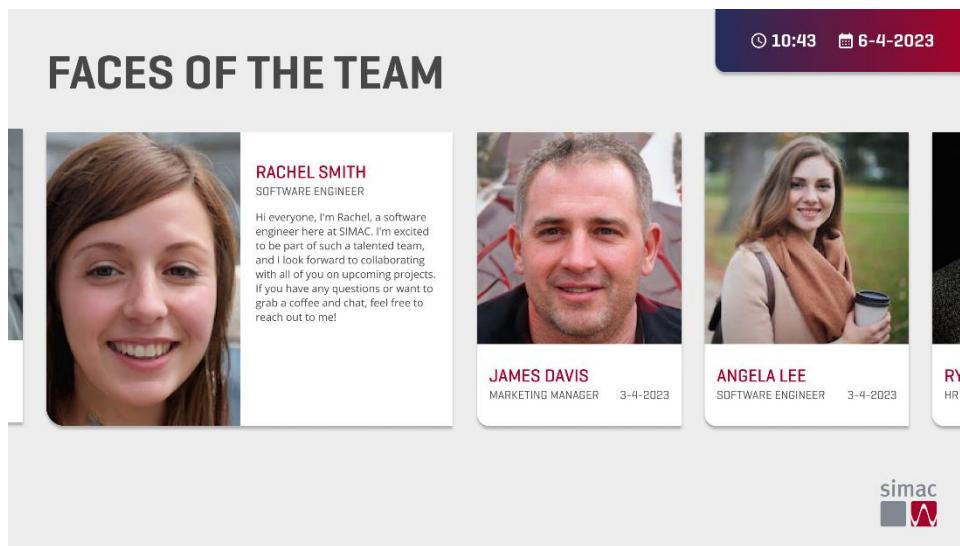
To achieve this, we have developed a solution that involves implementing narrowcasting. This entails strategically placing screens throughout SIMAC's office, displaying relevant information and data about different departments. Our aim is to create content on these screens that fosters recognition, such as expressing gratitude towards long-standing employees at SIMAC.

The screens will be displayed at a tech / IT company. You will see them more than once per day, so it's not a first glance that only matters.

Throughout this user test, we kindly request your insights and opinions on the effectiveness and impact of the displayed content. Your feedback will be instrumental in refining our approach and ensuring its successful implementation within SIMAC.

Once again, we sincerely appreciate your participation and look forward to your valuable input during this user test.

## Screen 1



On this screen, what immediately draws your attention?

Big picture on the left

Would you look at the screen if it was present at your work?

Only if I know them

On a scale from 1-10, how would you rate the design and layout of this screen?

8

Do you feel that the content on this screen fosters a sense of recognition?"

It does not promote much recognition, and will likely be interesting once and not years on end

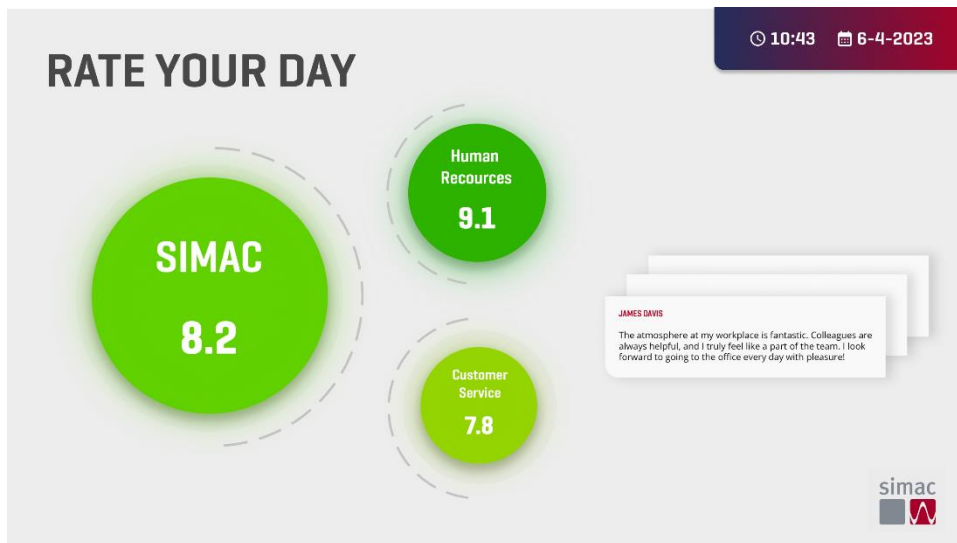
On a scale from 1-10, how much do you think the content on this screen promotes a sense of recognition and appreciation?

3

If you could change anything for this screen, what would you change?

Gradient top right, usefulness questionable

## Screen 2



On this screen, what immediately draws your attention?

Green elements

Would you look at the screen if it was present at your work?

When I see rate your day I would not look at it anymore

On a scale from 1-10, how would you rate the design and layout of this screen?

6, not sure why the icons are different sizes. The cards are kind of confusing, it's almost like browser tabs

Do you feel that the content on this screen fosters a sense of recognition?"

No, I don't think it's needed for a team. It might cause confusion and hinder progress. If I'm messing up an assignment it could influence the grade, so it would make happy people happier and less happy people less happy. It might make your day worse if you have a bad day but the grade is really high.

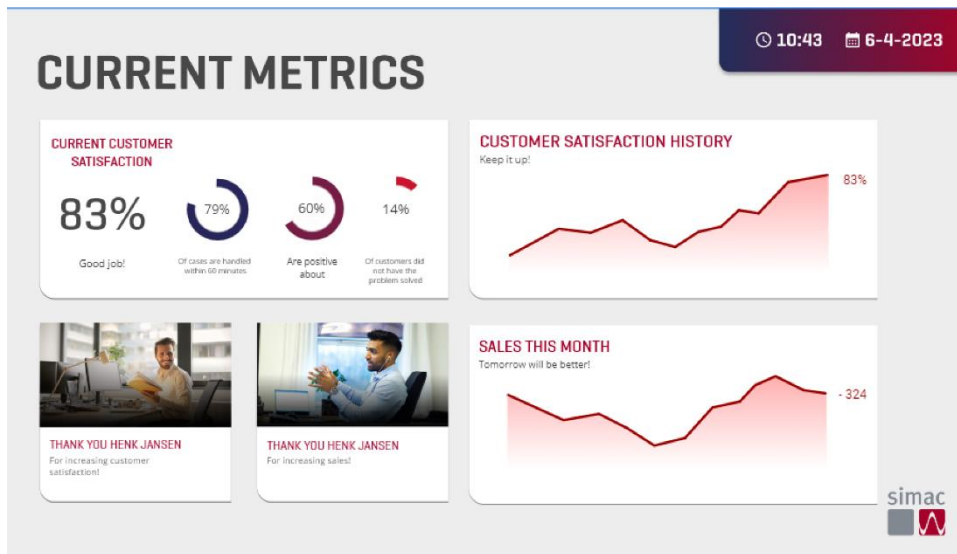
On a scale from 1-10, how much do you think the content on this screen promotes a sense of recognition and appreciation?

3

If you could change anything for this screen, what would you change?

The 3 tabs

## Screen 3



On this screen, what immediately draws your attention?

Graphs

Would you look at the screen if it was present at your work?

Every now and then but not the whole time. It wouldn't really help for me

On a scale from 1-10, how would you rate the design and layout of this screen?

6, a bit too busy. The extra cards with names are not super helpful.

Do you feel that the content on this screen fosters a sense of recognition?"

Not on the workforce. It does not change anything really in the company, and also not for the team.

On a scale from 1-10, how much do you think the content on this screen promotes a sense of recognition and appreciation?

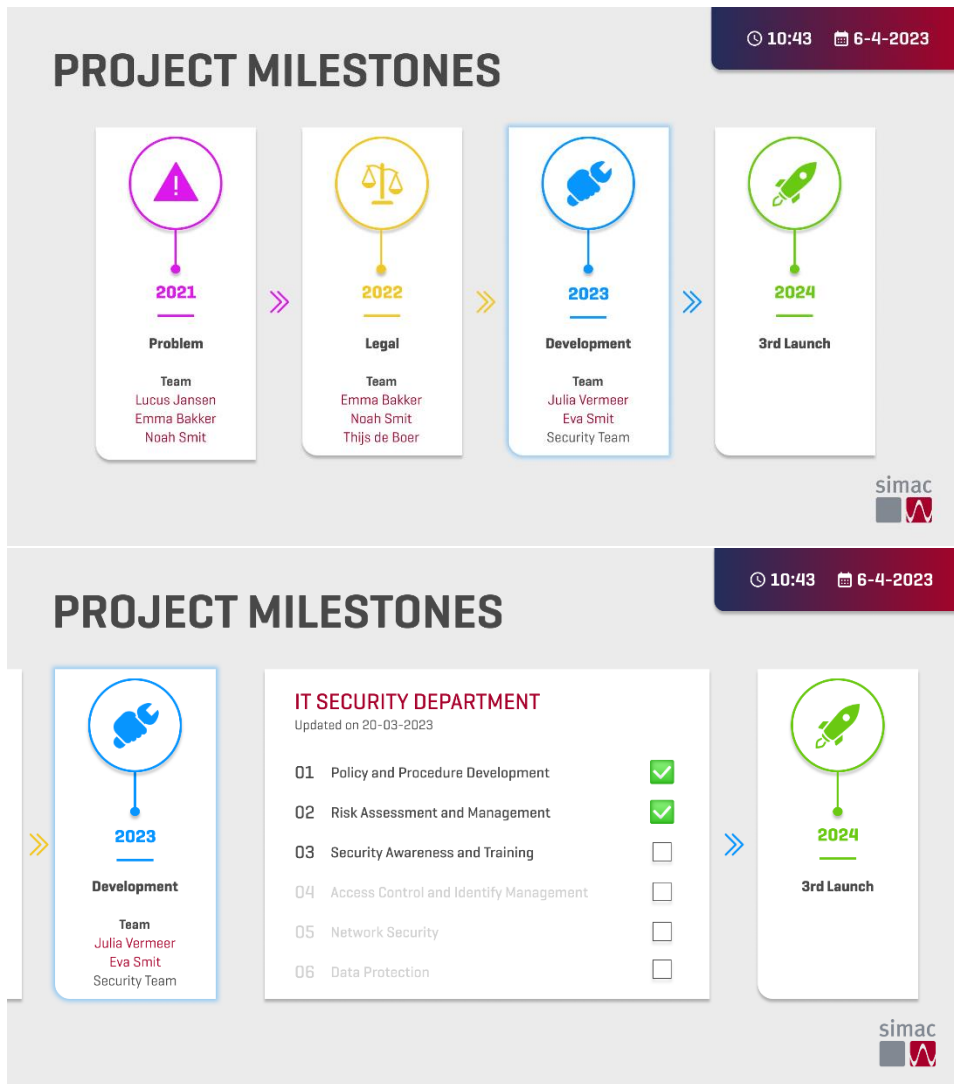
2. I would mostly see who is not included even though they work hard

If you could change anything for this screen, what would you change?

Not the employee highlights



## Screen 4



On screen 1, what immediately draws your attention?

Icons

On screen 2, what immediately draws your attention?

Icons and middle screen content

Would you look at these screens if it was present at your work?

Yes. The reason I wouldn't look at the other ones but I would in this one is that this is very business-y. It is focused on results.

On a scale from 1-10, how would you rate the design and layout of these screen 1?

8, very clear and not a lot of unnessecary stuff. Very much focused on work and the tasks. The people working on it are different colours though, reason unclear

On a scale from 1-10, how would you rate the design and layout of these screen 2?

""

On a scale from 1-10, how much do you think the content on screen 1 promotes a sense of recognition and appreciation?

**7, because it shows what you are working on as a team. The 'employee of the month' stuff from the previous sections are less fitting than this one**

On a scale from 1-10, how much do you think the content on screen 2 promotes a sense of recognition and appreciation?

""

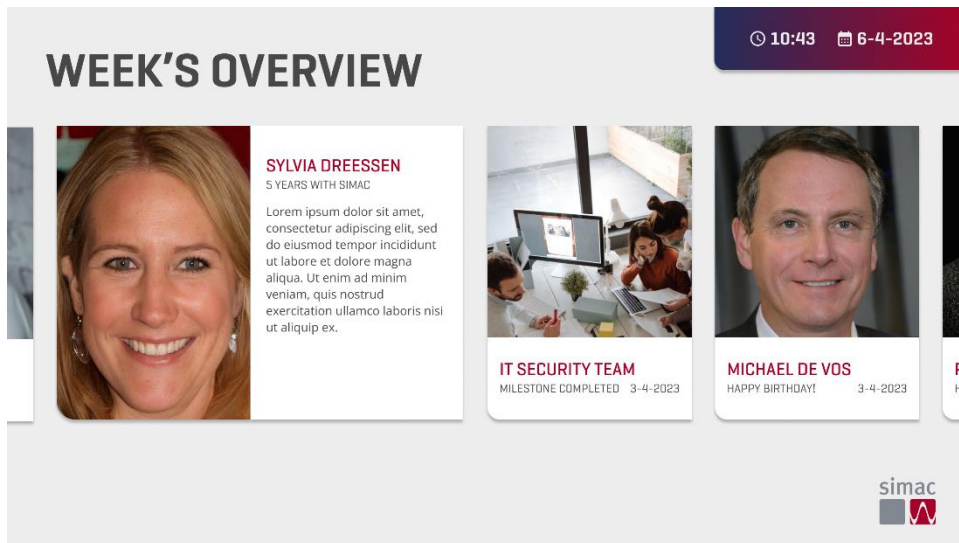
If you could change anything for these screen 1, what would you change?

-

If you could change anything for these screen 2, what would you change?

-

## Screen 5



On this screen, what immediately draws your attention?

Photo's

Would you look at the screen if it was present at your work?

Yes because it is focused on the company work instead of the team. It should be throughout the whole company

On a scale from 1-10, how would you rate the design and layout of this screen?

7. Very clear, I would look at this the most out of all screens. It is a bit more messy though, the second picture makes it messy

On a scale from 1-10, how much do you think the content on this screen promotes a sense of recognition and appreciation?

7,5 if it is applied on the whole company. It is focused on milestones more than the first few ones. Those would probably not be looked at much

If you could change anything for this screen, what would you change?

The pictures, they aren't consistent

## General feedback

Do you have any additional feedback or suggestions related to the screens or the overall testing experience?

The idea is not from the workforce, because it is based on team engagement and stuff which does not work in practice.

Based on your overall experience with the screens, what other types of content or features do you think could further enhance recognition and engagement at SIMAC?

The last two, the milestones part, is the best way to improve recognition.

If you would see your name when you've achieved something, would that change your outlook? Not really. It would make me somewhat uncomfortable, because it means I take the spotlight even though it is a team achievement.

## Conclusion

In conclusion, the feedback from this person was rather negative, but very useful. A part of that is that clearly this person is more externally motivated rather than intrinsically motivated. As was part of earlier research into motivation, people are often either mostly extrinsically motivated or mostly intrinsic.

Aside from this, the person mentioned it made them think of an 'employee of the month' plaque. This comparison makes sense, and is not something I correlated before.

For someone that values team effort more than individual effort, it is not surprising screen four and five were the most appreciated.

Although the feedback is useful, it is also not completely relevant for our project. Once a name is seen, the interest dissipates. Therefore, this person might not fit the target audience.

Still, the feedback about causing a competition on the workforce is very useful, since this might be counterproductive. The fact that it could cause jealousy and make people feel underappreciated instead of more appreciated is certainly something we need to take into account.