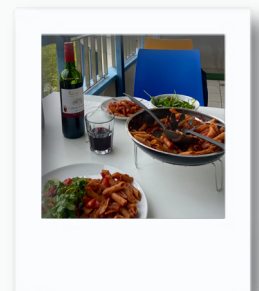
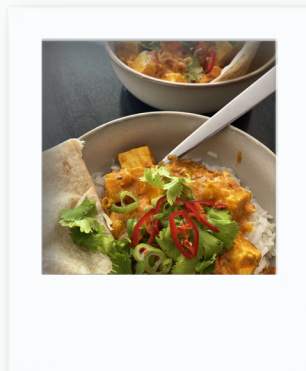


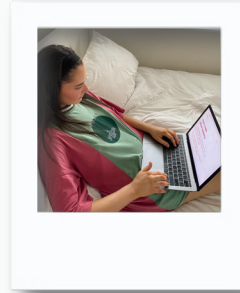
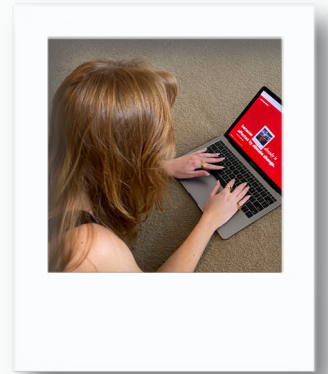
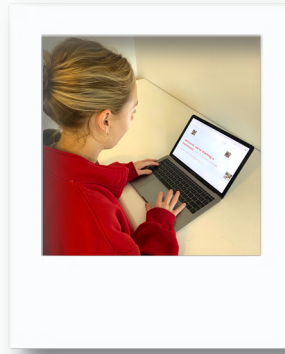
# #JOIN THE DINNER PARTY

user testing report



all images are own

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## scope

#JointheDinnerParty is a speculative digital climate movement that, as the name suggests, is joined by cooking a climate-friendly meal once a month. Since within the scope of the exhibition the movement is still upcoming, the interactive micro-website designed to compliment it is solely focused on advertising and curating an initial interest. With the short-term goal to entice users to subscribe for updates leading up to the movement launching. The exhibition is the primary target for creating this initial interest. However, due to the limited attention span afforded within an exhibition space combined with the complexity and unpleasant reality of this subject matter, it is critical that the website is digestible, engaging and uplifting.

## framework

User testing was thus conducted to evaluate these principles. It was repeated twice, retesting a refined version after implementing the recommendations from the first session. Both prototypes were assessed on their success in meeting three goals: the interactions are intuitive and effortless, the user flow has a clear start to finish, and the narrative is galvanizing.

Sessions began by directing users to earnestly and naturally explore the website whilst observations were made. Hereafter, quick navigational prompts tested users's ability to orientate themselves. Lastly, the bulk consisted of interviewing their user experience. If they understood what it is about, felt more concerned or educated about the problem and inspired to join.

## recommendations

Overall, usability testing recommended adjustments that minimizes the amount of friction to reach the call to action whilst still providing enough information for understanding and enticement. Specifically, testing revealed this could be facilitated by a streamlined singular page scrolling interaction, concise text that is broken up with visual hierarchies, and a logical deducible user flow. The story told should be carefully considered. Progressively building interest and motivation through introducing a problem, providing a solution and, only then, inviting users to join.

# executive summary.

## concept + aim

#JointheDinnerParty is an interactive website hoping to inspire users to join a speculative digital climate movement of the same name. The concept was born out of recognizing a need for a population-wide transition towards a climate-friendly diet and questioning how digital interventions could enable this with their global scalability. In response, a digital movement aiming to facilitate behaviour changes in consumers' relationship to food was designed, complimented by an interactive 'manifesto' website.

## summary of interactive experience

Users interact almost exclusively through scrolling, an intuitive and effortless website input. However, the output differentiates from most websites by not flowing vertically and statically. Rather, it combines horizontal scrolling and subtle animations to engage users in a rhythmic dialogue. Using repetition, text-animations and complementary visuals to digitally mimic a powerful call-to-action speech, and the passion it ignites.

As a complex and information-dense topic, that can feel laborious in itself to engage with, the seamless and straightforward interaction of only scrolling lightens cognitive decision-making. However, rather than translating it into a video and taking away all decision-making, users can scroll to their own pace or use the navigation bar. By giving this responsibility users are forced to stay engaged, compared to a self-playing video. Further, it allows a customizable user journey. By default, the content is simplified to its core essentials, however, users who are captivated are given the option to engage more deeply and click open additional information.

## methodology + structure

The approach to user testing was exploring how to preventatively design against the barriers research indicated the movement will face. Particularly, the stigma around individual climate activism as a 'sacrifice' and/or 'insignificant' and around advocating dietary changes, particularly around lowering animal product consumption. If this loathed and overwhelming subject matter is coupled with an intense and laborious website, users will be deterred. Thus, the development of the website, and the movement itself, avoided using fear-mongering or information-dense methods. Aiming to be engaging, light-hearted and uplifting.

User testing was conducted in accordance with these principles. Specifically, it was broken down to evaluate the website's success in achieving the following three components:

- The interactive movements are intuitive and streamlined, reducing cognitive strain.
- The user flow is logical and deducible, users are engaged and comfortably flow through.
- The signpost wording and content form a galvanizing narrative, users are convinced and feel inspired.

# introduction.

## testing details

User testing was conducted twice. On two separate occasions with two variations of the prototype. Both prototypes share the same aim of encouraging users to subscribe and three main content sections: about/ how it works, purpose/ aim and join/ subscribe. However, the prototypes differ in their interaction, user flow and content. This is due to prototype v2 ensuing as a refined iteration from the results of the first testing session, where these components were specifically evaluated through the steps below. This method was repeated for both user testing sessions.

Prototype v1	Prototype v2
Week 12	Week 13
Age: 20 - 22	Age: 18 - 26
Participants: 5	Participants: 6

## framework

Phase 1 | 2 - 3min

Task: Self-Exploration

Method: Observations

After a brief description, both sessions began with an open-ended task for users to earnestly navigate through the website as they would in a real setting. Users were given 2-3 minutes of self-exploration, before any prompts, during which observations were made.

This first testing method was used to replicate the conditions surrounding future users, who will have opened the page with little more than a general curiosity and no specific aim. Specifically, the following observations were noted to look out for.

Component	Observation
Interactive Element	<ul style="list-style-type: none"> <li>• Did the user understand when to scroll* versus click</li> <li>• At any point, was the user stuck or confused how to progress forward</li> <li>• Was the user attempting interactions not recognised by the website</li> </ul>
User Flow	<ul style="list-style-type: none"> <li>• Record the user's journey/ order of content they interacted with</li> <li>• Did the users reach the call of action If so, how long did it take</li> </ul>
Content/ Wording	<ul style="list-style-type: none"> <li>• Did users take time to read all the content If no which parts were skipped over/ missed</li> </ul>

\* Note: Due to being based in Figma, neither prototype had the capacity to scroll. This movement was substituted by using the keyboard arrows and described to users at the start of the session.

# process.

Phase 2 | 1 min

Task: Usability + Comprehension Test

Method: Prompts

Hereafter, users were given simple prompts to test their ability to navigate and understand their location within the webpage and narrative. Their preferences for scrolling or the navigation bar was noted.

Component	Prompts
Interactive Element	<ul style="list-style-type: none"> <li>• Move from start to finish through the webpage</li> <li>• Return to the start</li> </ul>
User Flow	<ul style="list-style-type: none"> <li>• Navigate to where you would go if you wanted to               <ul style="list-style-type: none"> <li>Find out what this is</li> <li>Learn more about the topic</li> <li>Get involved</li> </ul> </li> </ul>

Phase 3 | 5 min

Task: User Experience Reflection

Method: Interview

Lastly, users were asked a series of questions and invited to share their thoughts. This was the most important phase of the testing session, gauging if users understand what the movement is, the purpose behind it and if they feel hopeful and motivated to join. The effectiveness of these three aspects strongly determines if the interactive experience will incentivise users to carry out the call to action.

Component	Observation
User Flow	<ul style="list-style-type: none"> <li>• Did the order you engaged with the content make sense?</li> <li>• Could you orientate yourself around the site?</li> <li>• Do you understand what the website wants you to do?               <ul style="list-style-type: none"> <li>Can you describe it?</li> </ul> </li> </ul>
Content/ Wording	<ul style="list-style-type: none"> <li>• Do you understand what this is about? Can you describe it?               <ul style="list-style-type: none"> <li>Did it satisfy any questions you might have had going in?</li> </ul> </li> <li>• Have you learnt something new? Do you feel more educated?               <ul style="list-style-type: none"> <li>Do you care more about this topic now?</li> </ul> </li> <li>• Does it look desirable/ something you would be excited to be a part of?               <ul style="list-style-type: none"> <li>Do you feel motivated and inspired?</li> <li>Would you consider subscribing?</li> </ul> </li> <li>• How did it make you feel? Uplifted? Guilt? Overwhelmed? Hopeful?</li> </ul>
	Do you have any additional feedback or thoughts?

**process cont.**

## additional notes

The participants chosen were between the age range of 18 - 26. Although the interaction will be available to a broader range at the exhibition, the movement and website were designed specifically in accordance with this demographic. As the target audience for the movement, initial research indicated this demographic will be the most malleable and receptive to the movement and an equally powerful consumer driver.

The users were not tested consecutively and both testing sessions were spread out across multiple days. This was dictated by the differing availabilities of the participants. However, in turn, facilitated a relaxed environment, supporting earnest and organic interaction from the users that mimics a real-life scenario.

It is important to note, the second testing session included some participants from the first, thus entering the second session with a preconceived understanding and expectation. This bias has been noted when considering these results, as well as used as an opportunity to gain comparative insights.

# process cont.

## self-exploration observed patterns

### content engagement

Across both prototypes, only 4 out of 11 total participants seemed to read all the text. Commonly, large blocks of text with no visual hierarchy were nearly immediately skipped or skim read. When there were headers, participants seemed to slow down enough to read these. Moving text, was moved past very quickly. Particularly, time-animated text would be moved past before even finishing, missing content that introduces the next section.

### user-flow

In Prototype v1, 3 of the 5 participants reached the end of the starting 'about' page, looking confused for further instruction. After scanning the page, they attempted to use the navigation bar, however, after attempting the first disabled link concluded their experience. Not one participant clicked the on-screen polaroid links, the remaining 2 participants reached 'join' through persisting in the navigation bar. Insights through the interview revealed this may be due to a lack of understanding what the experience is asking for. This is further suggested by noticing that even when the participants reached the end of 'join', they began exploring the navigation again.

This specific behaviour reoccurred in Prototype v2, where at the end of 'rsvp' 3 of out the 6 users attempted to explore the navigation bar, not anticipating it would take them backwards within the same page. However on a positive note, atleast all participants scrolled from the start to finish before exploring the navigation bar compared to v1.

## prompted usability test results

When actively prompted to find content, all users immediately went to the navigation bar. When directed to find the start, Prototype V1 participants did not instantaneously connect they started on the 'about' page. Prototype V2 showed better results. The first far-left element, the logo text, was correctly identified as the starting point.

'Move from start to finish' was interpreted as only within the page. Prototype v1 did not clearly connect that the starting 'about' section should lead into the ending 'join' section. Leading users to get stuck at 'about', as aforementioned. Hence, Prototype V2 was changed to one large flow. Resultingly, favourably all participants were able to reach from start to finish.

When directed to find specific content, v1 participants made faster and more confident decisions. This could be explained by the change in navigation headings to the more trendy but unambiguous 'purpose', 'why' and 'rsvp' in v2. Users had to spend additional time and energy orientating themselves.



## user experience interview takeaways

### understanding what this is

The most common feedback from Prototype v1, was a lack of understanding what The Dinner Party is and what they are meant to take away from the experience. The wording throughout was noted to be too “decorative” and never plainly provided an answer to questions they had. This led to the redesign implemented in v2, using the word join early on and communicating upfront it is a digital climate movement. Consequently, all v2 users could at least provide a surface-level description; noting it's a movement for climate-change that involves cooking. However, the majority still had questions related to the details of how it works.

### lack of user aim

Further due to Prototype v1's ambiguity, 3 of the 5 participants described their task as something related to cooking, whilst the remainder had no answer to the question. 'Subscribe' seemed as extra to the real goal and the direction provided as to what users should do were 'overcomplicated'. Thus, redesigned v2 focused on maintaining attention on the 'joining' aspect throughout the experience. As desired, in the second testing session, users cited this as their purpose. However, 3 out of 5 still did not view subscribing their email as the overall goal or way to join the experience. As discussed earlier, the presence of the navigation bar and lack of understanding its all one page, invited further exploration when they had reached the end.

### illogical flow

In both testing sessions, users felt the content order skipped around and did not clearly build a narrative. There was a lack of understanding where they are as part of the whole thing. Particularly in prototype v2, where due to having a navigation and scroll bar, users associated these as separate and expected multiple pages. In both prototypes, users were incentivised to only start caring about the problem towards the end. Beforehand, there was a lack of understanding as to why the movement exist and a resulting disinterest in considering what they should do should they choose to join. Users felt as though we're 'providing a solution to a problem you haven't even identified or made me care about'.

# insights cont.

## page structure

Moving forward, usability testing favoured one long webpage walking users through start to finish, rather than multiple pages that require cognitive decision-making to explore. With the exception of the 'hero' page that was favourably received in Prototype v2. Although it requires action from the user, it is straight forward and provides a a clean introduction without navigation elements. Additionally, it would be beneficial as a loading screen for the exhibition and preloading on the web.

## navigation

However if it is only one page, it needs to be communicated that the navigation bar skips within that one page. So that users do not attempt links that navigate them away before they reach the ending 'subscribe'. Further, it should be even more clearly communicated subscribing is the entire purpose. Clearly ending the site at this point is critical, potentially the navigation could be hid at this stage all together. Moreover, the navigation headings should be reverted to the more clear and concise versions in prototype v1.

## content legibility

All time-based text animations should be converted to scroll-based. Ensuring user's aren't able to accidentally skip past crucial content and can read at an accessible pace for themselves. This continuity further reduces strain. Text should be easier to interpret with the use of visual hierarchy e.g. headings, subheadings and paragraph text.

## voice + clarity

Content should remain conversational and engaging, yet not to the point where meaning is lost. Be even more clear and direct. Ensure questioning are answered or expandable answers can be located at appropriate times.

## user flow

The narrative order should be adjusted to build a passion-igniting story. It should first identify the problem and only when users have built a care or concern should they be shown how 'simple' the task is in comparison. After providing our solution, they should be motivated to join and get involved. Then at the end of this, we offer our call of action.

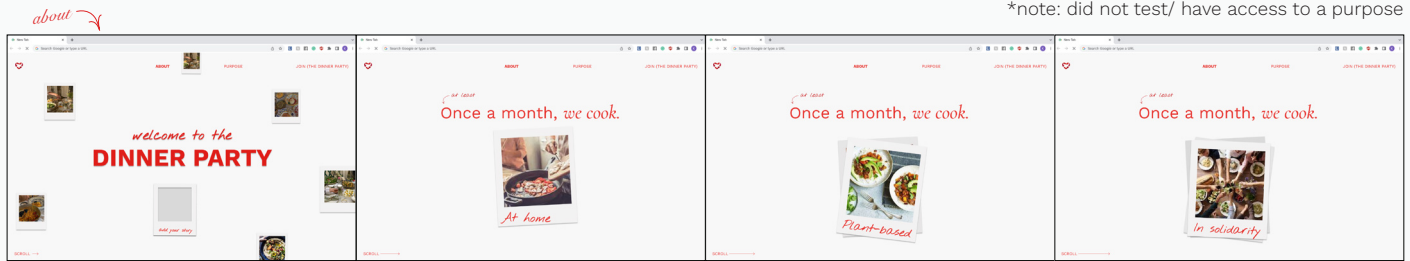
2196 words \*excl tables, appendix

# recommendations.

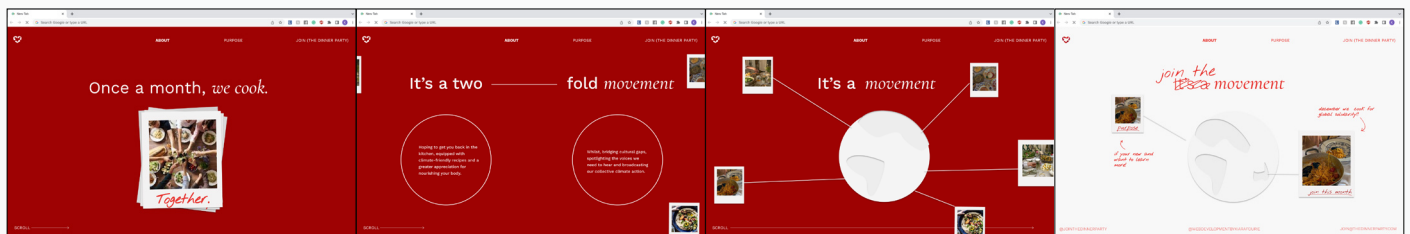
# testing results visual summary

prototype v1

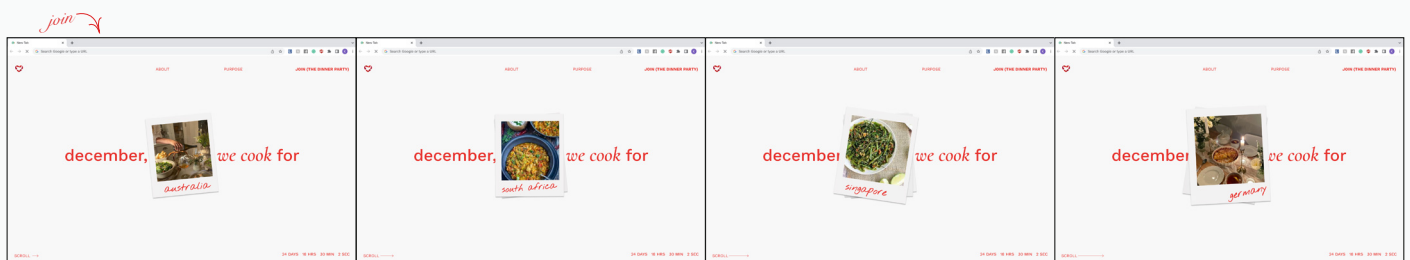
\*note: did not test/ have access to a purpose



- welcomed but to what?
- too many things to look at
- welcome ≠ what is wanted from user
- time based animations mixed with scroll = confusing
- too many new visual elements = content overload
- too concise/ unclear what content means: "solidairty"?

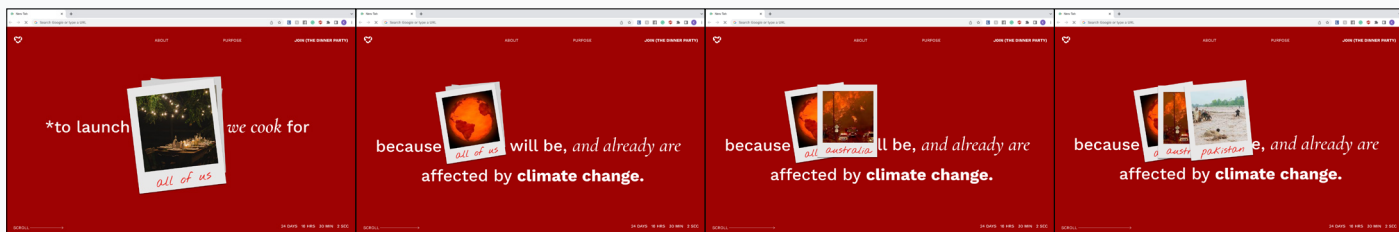


- with time based, could not rewind unless restart loop
- moving text ≠ time to read
- critical content but small so seems irrelevant
- no power/ passion ignited behind globe because no idea what this is
- think this is the end
- too much to read/ choices
- not realise clickable

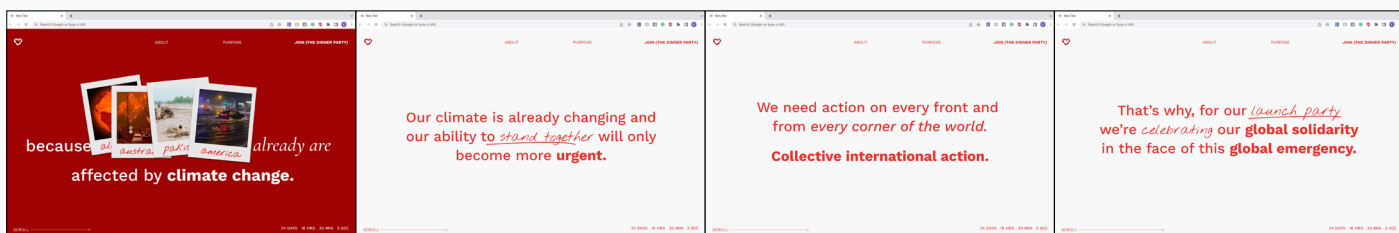


- layout ≠ hard to read
- time-based animation issues again
- clock in corner makes no sense, what is counting?
- "we cook" but no more information given yet

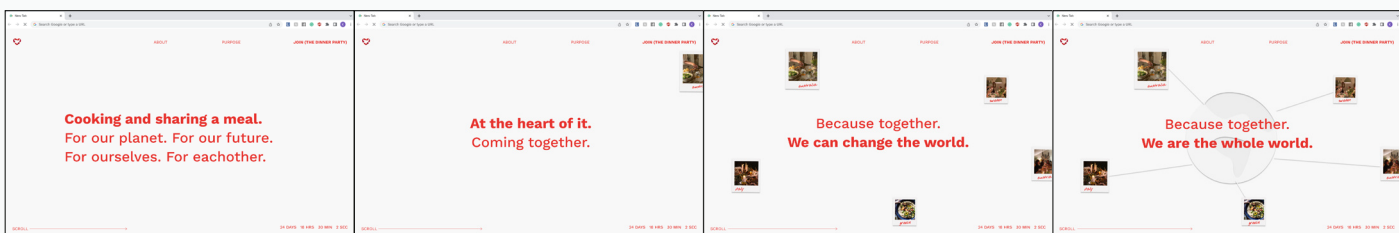
# appendix.



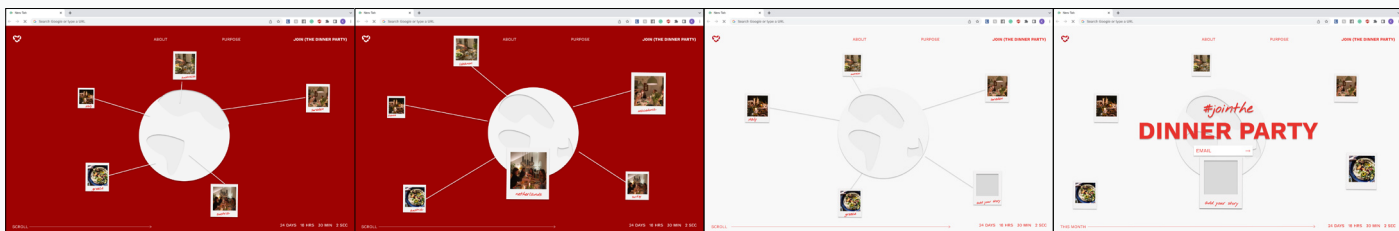
- to launch? launch what
- first time hearing its about climate change
- no link between cook and climate change.
- visuals over text ≠ hard to read



- big text of even weight/ hard to skim
- no visual info hierarchy
- overwhelming to read/ most skipped through
- disinterested



- wording too decorative, no real information given
- why food? No link
- but how will this change the world?



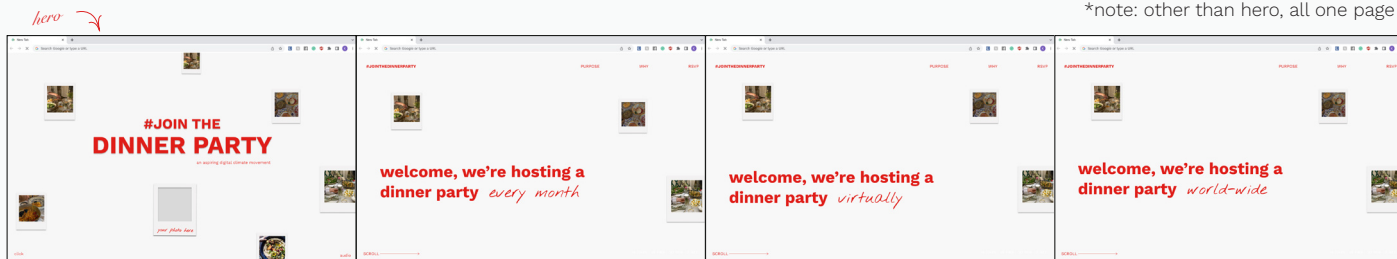
- scroll exhaustion just navigating through decorative images
- scroll by as quick as they can
- does not have intended effect
- not notice your story here
- confused where to go/ what to do from here
- too much content
- subscribe to what? why?
- what is wanted from them?
- this month?
- not realise its the end

# appendix cont.

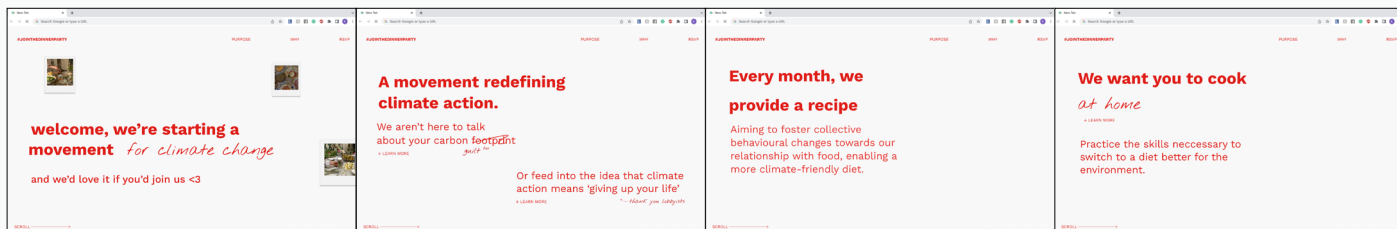
# testing results visual summary

prototype v2

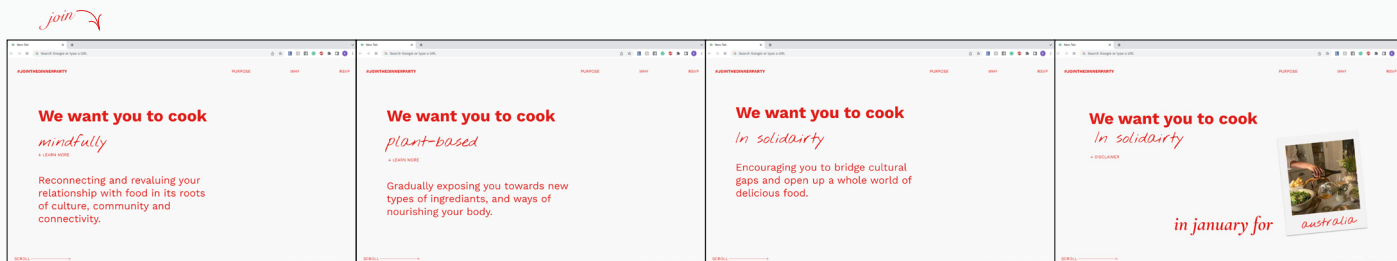
\*note: other than hero, all one page



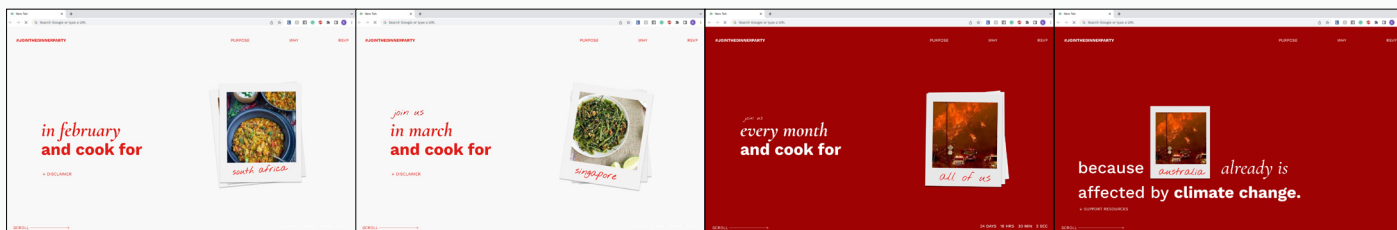
- join - clear what we want
- 'movement' know upfront
- click isn't clear
- jump on and look confused
- clear intro
- timed change is not accessible/ disruptive when everything else is scroll
- to



- multiple changes at once is hard to take in
- what is visual hierarchy
- big narrative jump
- a lot of text/ info heavy
- lot of text/ fast changes

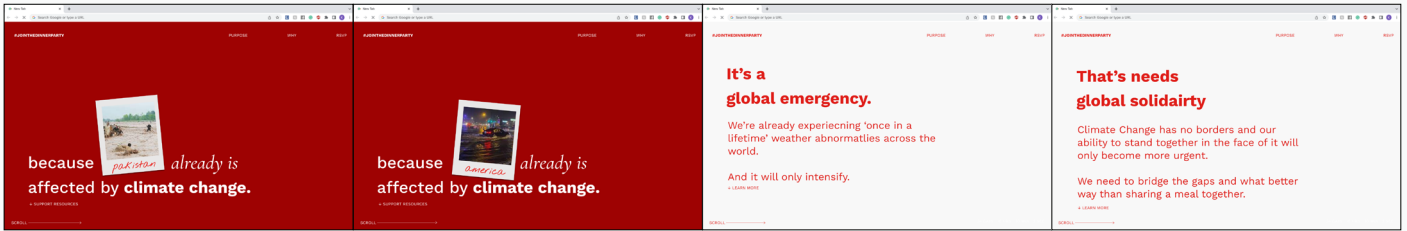


- lot of text, is sub necessary?
- a lot to take in/ on page



- cook repeats a lot
- long to get to the point/ don't really get why we are cooking?
- numerous font styles = confusing

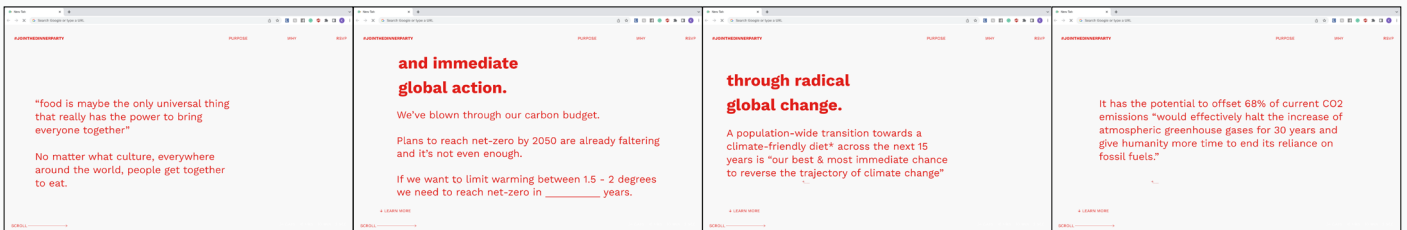
# appendix cont.



• red = drama

• america specific then global?  
flow issues  
• goof amount of text per page

• too much page text  
• visual hierarchy needed

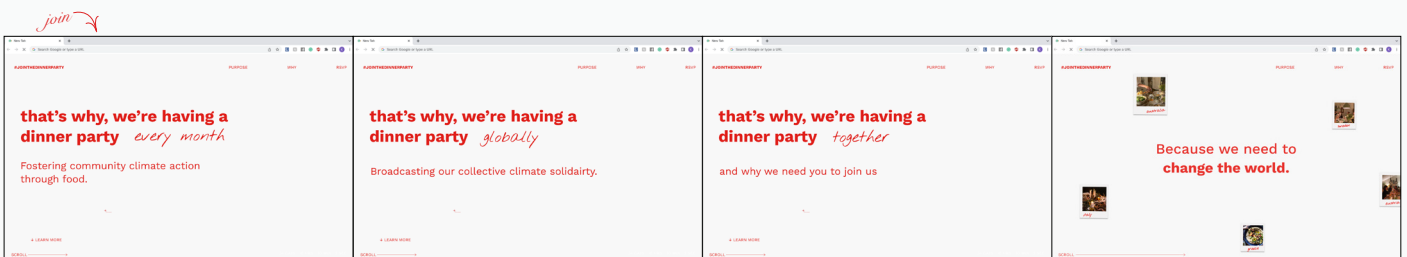


• disruptive? does not connect  
• large text block

•this is only where pressure starts getting placed - move earlier

•text block - hard to read or off putting  
• note narrative of these were enjoyed

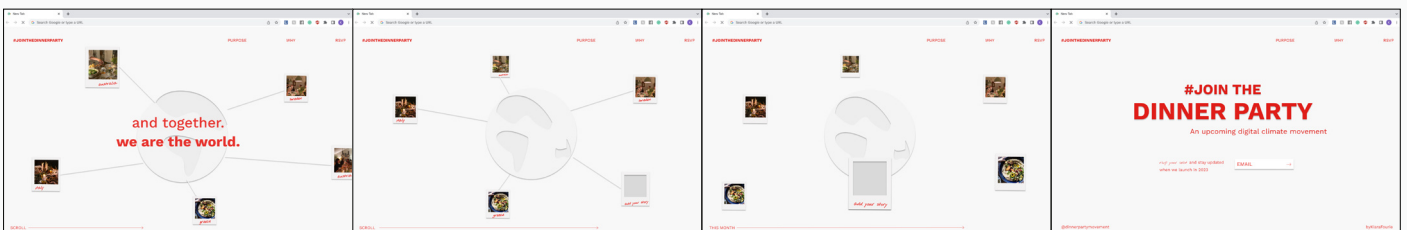
•too big text block  
•feel inspired at this point, so should now be given what should do



• skip to this = no link back to what the dinner party actually is  
• too much change with sub text  
• repetition from start is nice

•nice link back to start

•continue font styles



• nice narrative with world spinning

•what am i looking at?  
• what are these images?

•not clear that links skip forward

•page is super busy  
• cut things down

appendix cont.