



STREAMING OF THEATRE AND ARTS FOR OLD AGE ENTERTAINMENT

D1.2 USER REQUIREMENTS DEFINITION AND ANALYSIS

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0. Note on post-MTR update

This deliverable was updated to reflect comments and indications found in the Mid-Term Review report.

The table below details the updates:

MTR Comment	Addressed in
“It is not clear whether they propose to add an option for end users to change the font size to suit their individual requirements. They did make a few design changes based on user feedback, but these were minor.”	✓ Section 4, page 21

1. Executive summary

The present report aims at providing information about user requirements as regards the project’s ICT platform. In particular, it addresses the feedback provided by users on the appropriateness of a draft Graphical User Interface (GUI), that was presented to them as a set of mock-ups (static pictures).

A dedicated questionnaire was developed and administered to users to gather this feedback. The questionnaire was based on the first version of the mock-ups that was developed by GEORAMA to this purpose. It contained questions related to the suitability of the content of the mock-ups in terms of both clarity of purpose and intelligibility of design elements.

The data coming from the questionnaire were inserted into an Excel database and then analysed statistically (with a procedure similar to the one described in D1.1 “Report on users involvement and preferences”).

The results of this analysis are presented here, along with mock-up pictures.

They will form a basis for the development of a new GUI design to be implemented for the first platform prototype.

This type of feedback will be sought and gathered throughout the pilot experimentation with users, in an ongoing co-design process.

2. Methodology

2.1. GUI mock-ups

A mock-up is a model of a design or a device, in this case an image containing the design of the platform. Designers use mock-ups to acquire feedback from users about the design early in the development process. By testing the mock-ups and imagining that it works, the end-users can provide

valuable feedback about functionality, usability and the design idea. The advantages of using mock-ups in the STAGE project are numerous, for example:

- mock-ups encourage criticism from end-users because mock-ups are low-cost and easily modifiable;
- mock-ups are a discussion medium between designer and end-user because they encourage criticism and conversation. For example, a printed mock-up and a pen enable the designer and end-user to put ideas directly on paper.

Mock-ups can also function as a discussion medium among the members of the design team. The participants in the STAGE project come from different Countries with different languages, cultural backgrounds and perceptions. As mock-ups are visual they might help facilitate mutual understanding of the design ideas and functionalities.

In the mock-up process, we do not think about implementation details. The mock-ups represent how we want the system to look like. Once the mock-ups have been presented to the end-users for feedback, we will have something to guide us in the implementation process. We take into consideration what is reasonable based on project resources. As a result, we do not include something that we know it cannot be implemented. The results of the end-user questionnaire evaluation presented in this deliverable provide more information about how the system should appear to the end-users based on their feedback. They will therefore be used to produce a revised version of the mock-ups. After the finalisation of this procedure, the implementation within the ICT platform can start.

2.2. Project process

The mock-ups are part of a user-centric design process implemented in the STAGE project. The mock-ups function as communication tools for final requirement definition.

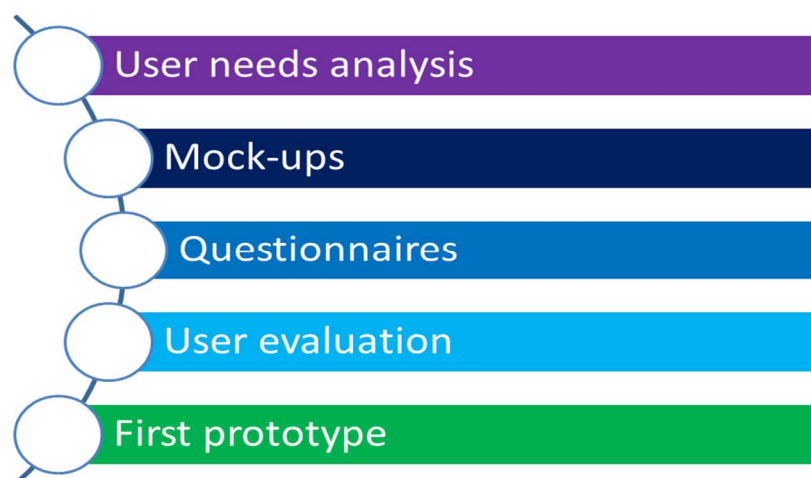


Figure 1: Project process

Before the final design of the STAGE service can be decided, the mock-ups will be subject to the end user evaluations based on questionnaires provided.

2.3. Web application mock-up

This chapter presents how we suppose some of the pages of the Web application of the STAGE platform will look like. Especially, it describes the basic functionalities supported by the platform and some important details for each one of them.

The first version of the mock-ups followed general design guidelines based on elderly needs. The final design of the Web application mock-up was based on the user needs analysis and the questionnaires' results (see Appendix A). Therefore, based on previous information, we have a vision for the end User Interface of the Web application. The key feature is that the STAGE platform is oriented to the seniors' needs.

2.3.1. The main search page

The picture below is the mock up of the advanced search page where users can search into the events database, based on available criteria. The criteria include: name of the event, name of the institution offering the event, if the event is free or paid, and the date that the event goes live. Every page of the platform will have a "Need help? Click here!" button which will assist the users when they are facing a problem or don't know how to continue.

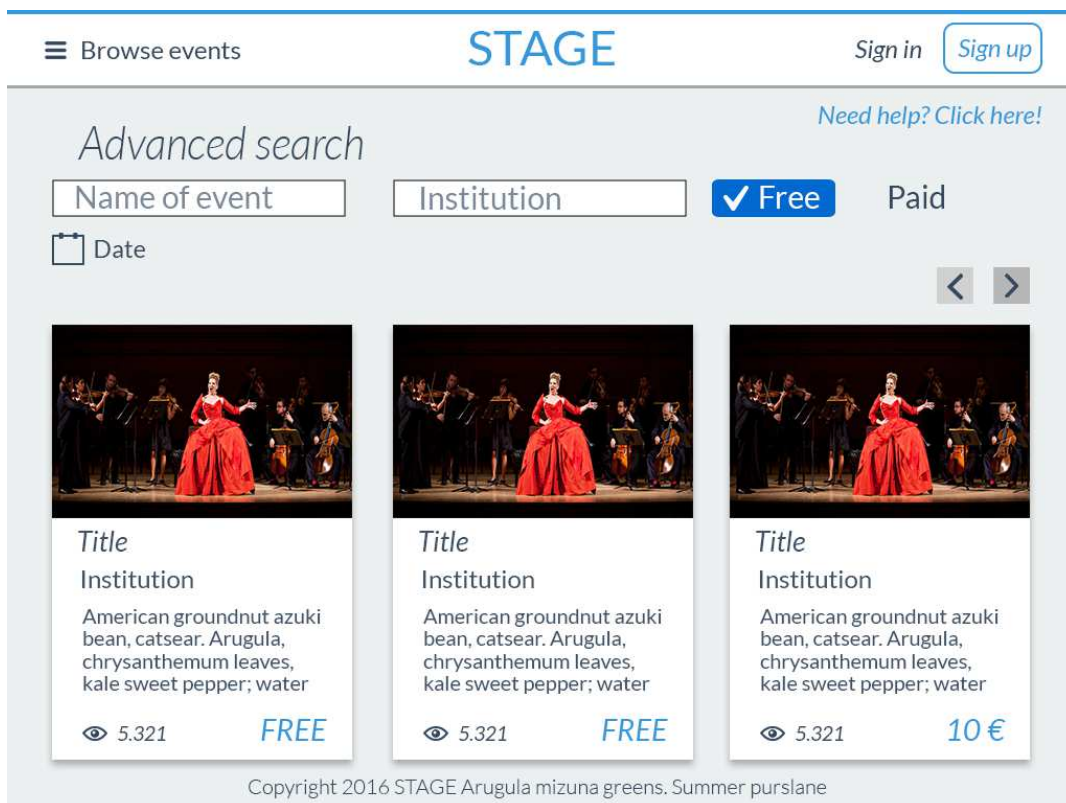


Figure 2. The Advanced Search page.

2.3.2. The Web Player page

The picture below (Figure 3) is the Web Player page where the user can watch the live stream. If the broadcasted event is free, then the user can just click the play button to start viewing it. Alternatively, if the event is paid then the user will have to provide a payment first so that he/she is granted access to view it. The “Watch now” button prompts the user to enter his/her data to pay and if the payment is valid, the broadcast starts.

The page also contains a description of the event broadcasted as provided from the Cultural Institution that streams it. The user also has the option to share the event through Facebook or Twitter for additional social activity.

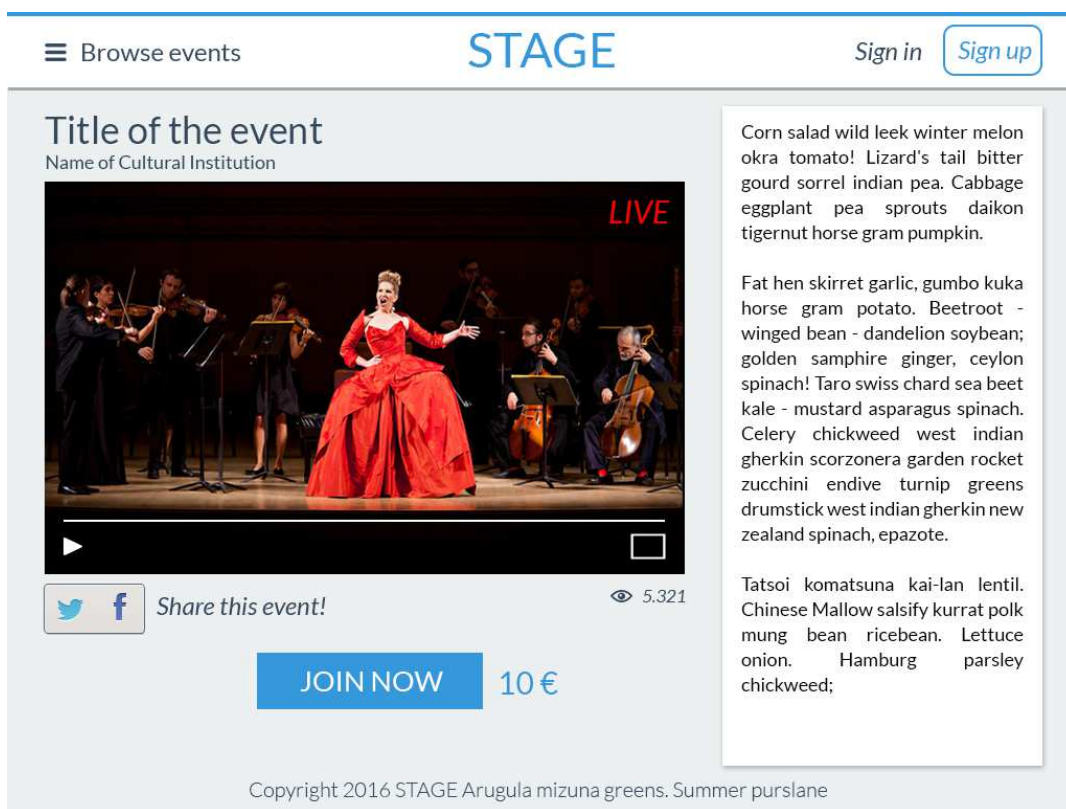


Figure 3 The Web Player page.

The rest of the 1st phase mock-ups designed by GEORAMA are included in section 3.2 accompanied by their respective analysis from the questionnaires. The 2nd phase of the mockups after the feedback from the users is presented in Appendix A.



2.4. User questionnaire

A specific user questionnaire was developed by CNR-ITC to gather user feedback about the GUI mock-ups described above.

The questionnaire was drafted as a Microsoft Word document and made available to partners. The final version was released on May 30th 2016.

It was conceived to explore the views of older participants as regards the suitability of the graphical interface as presented by the mock-ups. This included asking a set of specific questions related to accessibility issues, as well as providing users with the possibility to suggest improvements and changes.

The questions about accessibility and intelligibility were drafted roughly on the basis of the requirements set out by the Web Content Accessibility Guidelines (WCAG). Mainly, the clarity of the page's purpose, the suitability of colour contrast and font sizes were considered, along with the intelligibility of written texts.

This produced a set of recurring questions, that were repeated on each applicable mock-up page. Here follows the list of such questions:

- a. *Is the purpose of the page and of its elements clear at first impact?*
- b. *Is the text understandable?*
- c. *Is the font size comfortable to read?*
- d. *Is the combination of colours appropriate?*
- e. *Is the size of buttons / arrows / icons appropriate?*

In addition to this, questions exploring specific user preferences were also included, for example by asking if the menu types were appropriate, or if the interactive elements forming the page were exhaustive and suitable.

The final version of the questionnaire was formed by 14 pages, each including 5 questions, except for 3 pages with 6 questions. Although the original mock-up series amounted to 16 pictures related to primary end users (older adults), two sets of two pictures were grouped into one questionnaire page each, because of their very similar features. These were those related to the sign in and sign up forms, and to the cultural institutions profile (with or without live events).

It should be noted that the set of mock-ups developed by GEORAMA also included 4 additional interface pages for secondary users, i.e. cultural institutions providing video content. These were excluded from the questionnaire, since the survey only involved prospective participants.

The user questionnaire is available as an Annex to this deliverable.



2.4.1. Administration of the questionnaire

As it was the case with the first user survey described in D1.1 “Report on users involvement and preferences”, the questionnaire was administered to prospective users during meetings organised by end user organisations – ANCS, MATERIA and PBN - with the support of CNR-ITC in Italy.

The questionnaire was distributed in paper copies and filled by users in either one or two sessions.

The project staff explained the purpose of the survey and showed the mock-ups to small groups of participants using laptops or tablets.

The staff also explained each mock-up page, by translating the English text into the native language of users, since there was no time to prepare separate mock-ups with translations.

Explanation of technical elements, however, was kept to a minimum in order not to affect the results of the assessment.

The total number of respondents forming the user sample was 70 (one less than for the previous survey because one person who was previously involved decided not to continue). These were the same who took part in the previous survey, carried out in April 2016, so they were already aware of the project objectives and of the conditions for participation.

However, project staff repeated this information in some cases where they were not completely clear.

A detailed analysis of the results of the feedback survey is presented in Chapter 3.

2.5. Database

Collected copies of the filled questionnaires were digitised as PDF documents and later anonymised and inserted into a database.

The anonymization procedure was the same adopted for the first survey, therefore the proper previously defined ID codes were assigned to questionnaire data (see D1.1, section 3.2).

The database is an Excel file formed by 14 tables, one for each page of the questionnaire. A table row represents data for an individual questionnaire, whereas a column represents a single question.

The analysis described in the next chapter was performed directly on this database, mostly by calculating percentages with Excel formulas.

3. Data analysis

3.1. Overall analysis

As regards the six recurrent questions (see par. 2.2 User questionnaire) some general information – which hence apply to all shown mock-ups - could be collected. 92% of the interviewees said that the purpose of the pages and of their elements is indeed clear and 94% that the texts are understandable. 12% of the end users answered negatively when asked about the appropriateness of buttons, arrows and icons size since they look too small, on the contrary 84% of them answered positively when asked about the reading comfortability of the texts size; 15% of the ones who answered negatively to this question suggested the employment of a larger font size.

As regards the colours used in the given mock-ups, 90% of the volunteers found them appropriate, while 10% required brighter/ bolder colours.

3.2. Detail by mock-up

In this paragraph the results of the second administered questionnaire will be presented in relation to each mock-up.

3.2.1. Main page

24% of the interviewed users stated that the purpose of the home page and of its elements (Fig. 4) does not seem clear; 17% of them said that this page looks too general and abstract and that more information is needed, while 3% suggested to change the picture used as background.

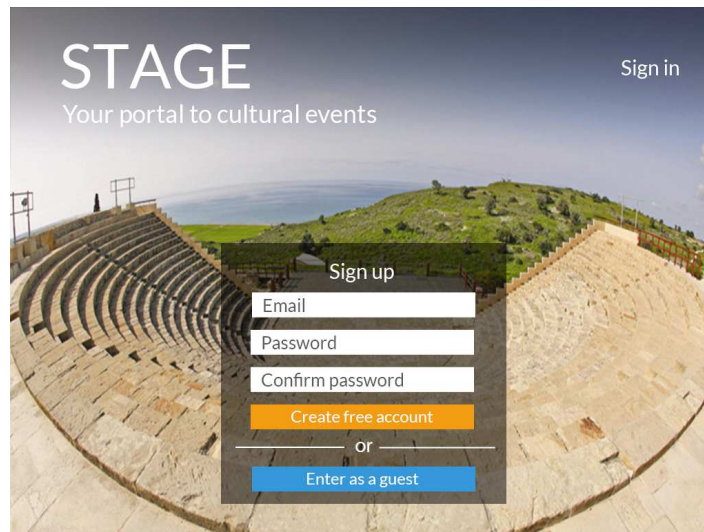


Figure 4. First mock-up of STAGE home page

Out of the negative comments made about the home page the most instructive are reported:

- *It is not clear what the website offers;*
- *It is not clear if you don't explain before, maybe a statement of what STAGE is?;*
- *More explanations about the boxes;*
- *"Sign up" in the centre should be replaced by "enter as a member" [...] to help the reader decide what he/she is from the beginning.*

12% of the interviewees stated that the home page's text is not understandable: 4% think that the purpose is not clear, while 1% went deeper by indicating technical jargon as the main problem.

Some problems also arose as regards:

- the font size: 11% of respondents would prefer it to be larger;
- the colours combination, which does not look appropriate to 22% of the sample, (out of which 9% would like more contrasting shades and 11% would prefer brighter colours);
- the size of buttons: too small for 10% of the end users and, in general, inappropriate for 13% of them.

3.2.2. Role choice page after first login

As concerns the role choice page which will be displayed after the first login (Fig. 5), 94% of respondents answered positively about the clearness of the page's purpose and elements. However, issues about its text's intelligibility arose again: 13% think the text is not understandable.

3% of the users asked for more explanations (*I understood the two roles because someone explained it to me*), 1% wanted everything to be easier (*Better call "simple user" just "user"*), 4% said that technical jargon is not understandable (*What is "stream"?*) and 1% stated that the icon of the Institution is not clear. 13% of the sample considered the font size of the page to be too small and the icons size to be not appropriate; 20% of them would also like to see brighter/ bolder colours.

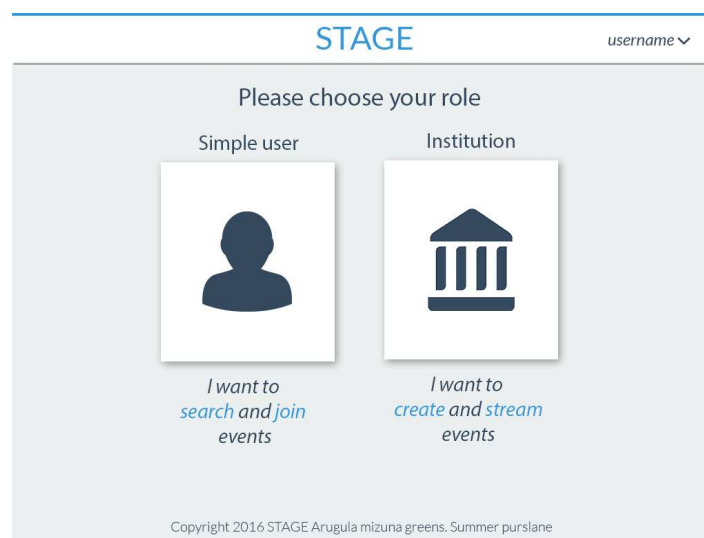


Figure 5. First mock-up of STAGE role choice page after the first login

3.2.3. Main page

While looking at the mock-up of STAGE main page (Fig. 6) 16% of the respondents stated that the purpose of the page and of its elements is not clear: 7% of them thinks that simpler explanations would be necessary and 3% pointed out that from this page it is still not clear what this platform does and, in general, what STAGE is.

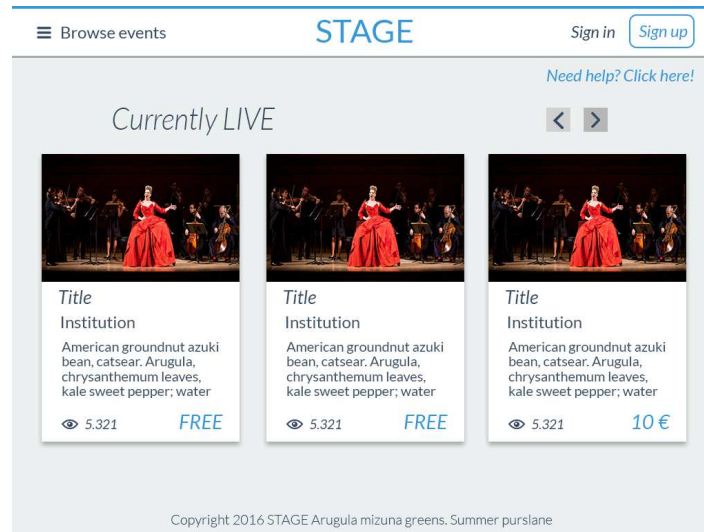


Figure 6. First mock-up of STAGE main page

Interesting and helpful comments about the main page were made:

- *If you want to be more explanatory maybe [add] a prompt saying “I watch now”;*
- *[Give] more information about STAGE. Mission statement? Who are you?;*
- *It should give you guidelines to use it.*

When asked if the text of the main page is understandable, 94% answered positively. Among the users who did not agree, 1% claimed that symbols do not look clear (*What do the eye and the number mean?*) and 3% could not understand how this page works and which are the right steps to do (*Would there be five buttons if five events would be live?; Do we log/ sign in on every screen?*).

10% of the interviewees were not satisfied with the colours combination either because it does not look interesting (1%) or because they would like to see brighter colours.

As regards the elements of the main page mock-up a further question was made: “What elements do you think are important?”

Table 1 shows the assessed relevance for each element as a percentage of choices expressed by the sample.

Picture of event	Title	Venue	Brief description	Access mode	Number of views	Others
80%	86%	60%	63%	87%	33%	4%

Table 1. Assessed relevance by page element

Some interviewees suggested to add some elements to this page: a link to a brief description, the plot of the show, its duration and the language used.

3.2.4. Browse events and user menus

Two drop-down menus would be available in the main page: “browse events” menu – which contains five items - and “user” menu – made by two items (Fig. 7).

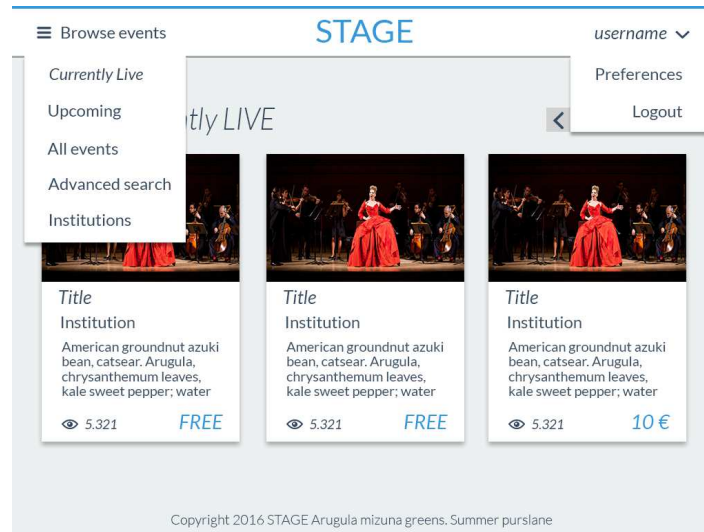


Figure 7. First mock-up of STAGE browse events and user menus

19% of the users do not like this type of menu: 6% said they would prefer a fixed vertical menu, while 9% would either add a search by category field or a menu already divided by category. Despite of this, 96% of the users found the text menu items understandable (just 1% complained about a lack of information on the event types and 1% had issues with technical jargon).

Interviewees were also asked directly about the offered event categories: 1% of them stated that the categories are not clear enough, 10% would add a category search, 3% would like to add event subcategories (*Can the search be by genre? i.e. musical, theatre, etc.*), while 1% suggested to add a categorisation by language.

19% of the sample would like a larger font size and 11% the use of brighter colours.

3.2.5. Sign in and sign up forms

When looking at the mock-ups of the sign in and sign up forms (Fig. 8) 13% of the end users did not understand clearly how to use them (*What's the difference between sign in and sign up?*); 9% of them asked for more explanations, while 4% suggested to add an alternative registration option for those who do not have an email address.

Moreover, 3% of the users did not find the text understandable and would need more explanations. For 10% of respondents the font size seemed too small while buttons looked too little to 16% of them; 9% would like brighter/ bolder colours to be used.

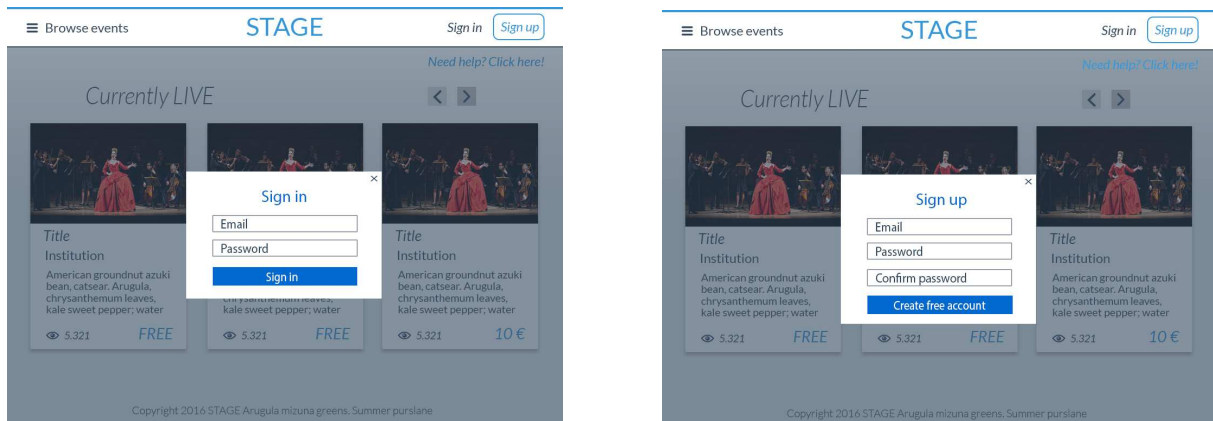


Figure 8. First mock-ups of STAGE sign in and sign up forms

3.2.6. Stage player for priced events

For 6% of the sample the purpose of the STAGE player page (Fig. 9) and of its elements is not clear, and 9% had problems understanding the given text.

Interviewees suggested to:

- add a statement inviting to watch;
- make the price more visible;
- warn more directly that you have to pay;
- add a guideline (e. g. if you want to watch this, click here in order to buy your ticket or to watch it for free);
- explain if there are different prices like when you actually go to a show, and if subtitles are present;
- it should be marked more clearly that it is a live event.

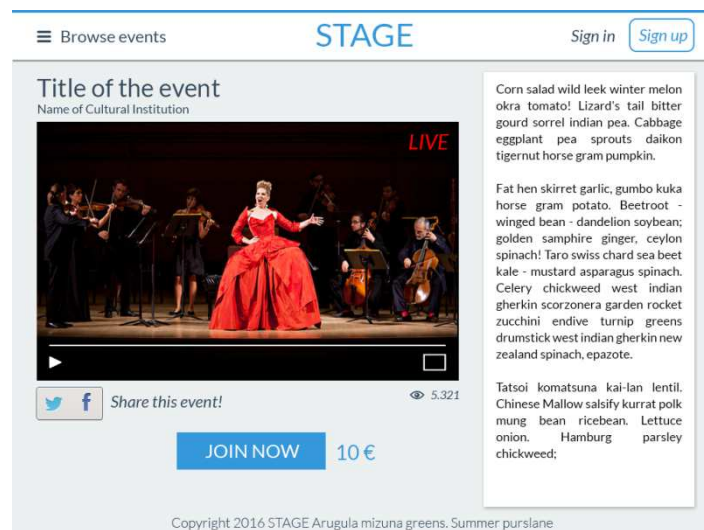


Figure 9. First mock-up of STAGE player for priced events

20% of the volunteers claimed the need for a larger font size and 11% for larger buttons; 9% of them would like to see brighter/ bolder colours.

3.2.7. Sign in / up form for payment

93% of the end users find the purpose of STAGE payment sign in/ up form (Fig. 10) to be clear and 97% thinks that the text is understandable, but some doubts were cast among the remaining percentages:

- *Sign in again?;*
- *Sign in here in case I was entering as a guest? Not clear;*
- *A brief explanation of what an account is for people who don't have one and press the button to see what happens.*

Regarding the graphical aspects of this page, 14% of the users asked for a larger font size and 11% for bigger buttons. 4% of them claimed that the combination of colours is not appropriate, though 9% - which means also people who claimed it was indeed appropriate - said the use of brighter colours would make the interface look better.

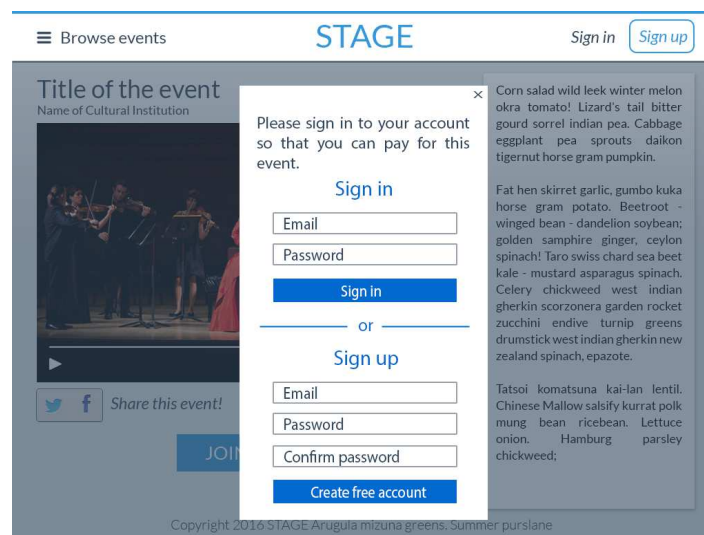


Figure 10. First mock-up of STAGE payment sign in/ up form to pay for events

3.2.8. Payment form

The purpose of the payment form page (Fig. 11) and of its elements seemed unclear to 12% of the interviewees (*What if I join an event half way through? Can I watch it later?; Is it possible to prepay with cash if the user doesn't have a credit card?*) while the text was not understandable to 9% of them (*What does CVV mean?*). In general, they would like to get more information.

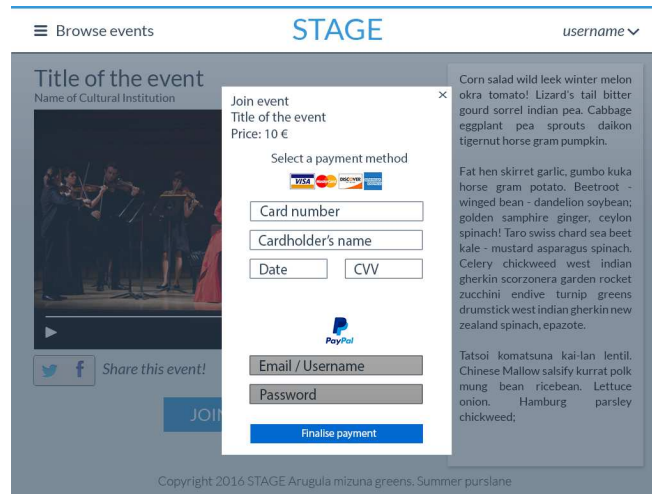


Figure 11. First mock-up of STAGE payment form

16% of the users asked for a larger font size and 11% for bigger buttons. Again, brighter/ bolder colours would be preferable (7%).

3.2.9. Events search

Concerning the events search page (Fig. 12) 12% of the end users did not understand clearly the purpose of the page and of its elements, and 11% of this percentage suggested to add the possibility to search events by category.

More information is needed:

- about venues and time schedules;
- about how to proceed;
- about what to do if one does not know the exact title;
- about the possibility to use key words;
- about whether both event name and Institution name are needed.

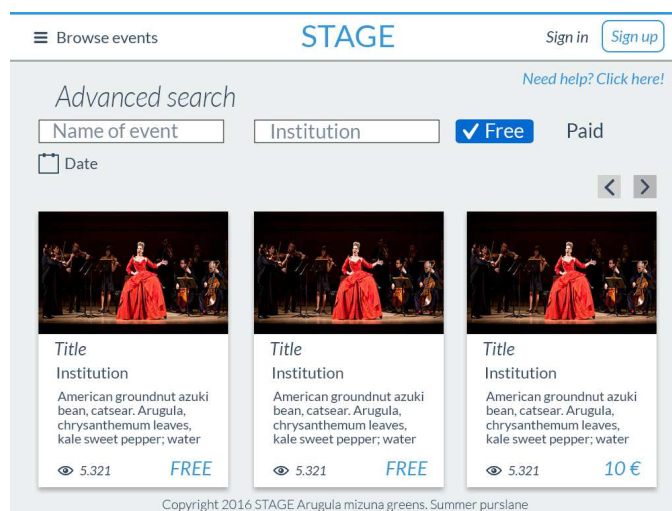


Figure 12. First mock-up of STAGE events search page

The font size was not large enough for 16% of the users; the combination of colours looked appropriate to 91% of them; 10% claimed that the buttons in the page are too small and 19% considered arrows to be too tiny.

3.2.10. Upcoming events

The figure below shows the first mock-up of the STAGE page which was thought to gather upcoming events (Fig. 13). 97% of respondents confirmed that the purpose of the page is clear and 94% that the text is understandable, though some suggestions were given:

- *It should be clearer whether events are ordered chronologically or not;*
- *There should be the possibility to see if an event will be available again later.*

18% of the users had problems with the font size and 19% with the size of arrows, which both looked too small; 7% of them would prefer brighter colours.

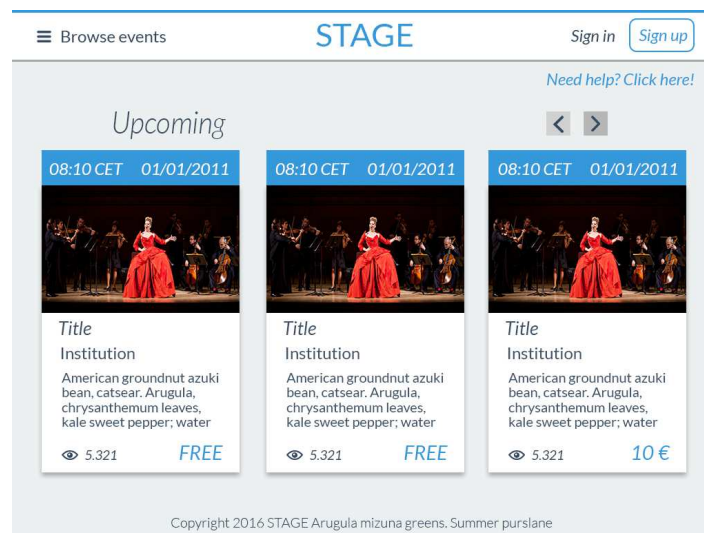


Figure 13. First mock-up of STAGE upcoming events page

3.2.11. Cultural Institution profile

The purpose of the Institution profile page (Fig. 14) and of its elements was clear to 96% of respondents and the text was intelligible to 91% of them. Nevertheless, some users claimed that “*search by Institution is useless*” or asked for the possibility “*to select the country of the Institution*” (1%) or “*to include a free/ paid indication*” (7%).

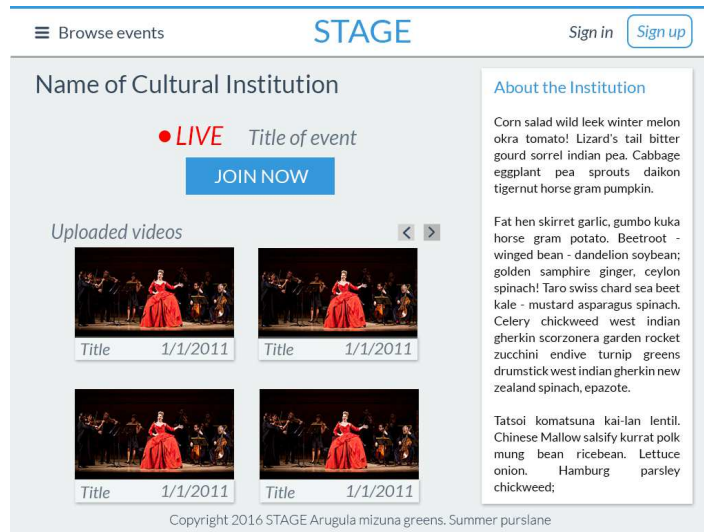


Figure 14. First mock-up of STAGE cultural Institution profile page

As regards the sizes of the font, the buttons and the arrows they look appropriate to 81%, 88% and 79% of respondents respectively, while the colour combination met the taste of 93% of them.

3.2.12. Help page (FAQs)

The mock-up of STAGE FAQs page (Fig. 15) seems to be the clearest one: 97% of users who gave a feedback were positive about the clearness of its purpose and elements, and 100% about the intelligibility of its text.

Problems about graphical issues are distributed as follows: 11% of the users need a larger font and 9% would like to see brighter / bolder colours.

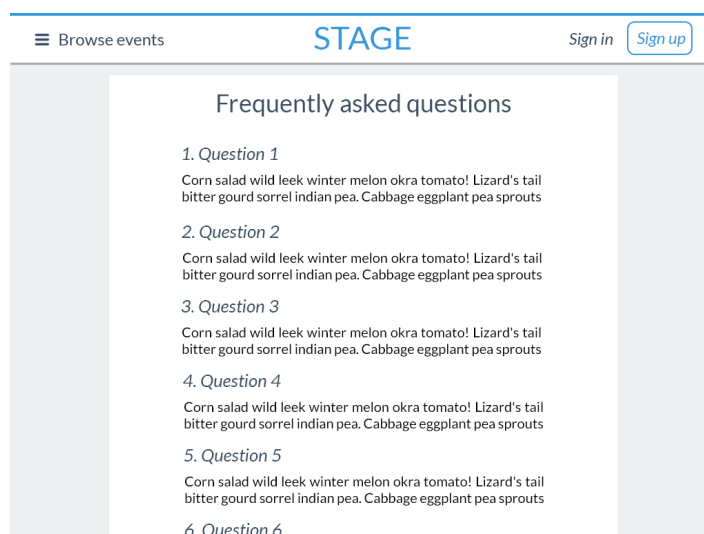


Figure 15. First mock-up of STAGE help page (FAQs)

Volunteers have also been asked if, in addition to FAQs, they would like to have specific guidance for each page of the platform in a separated section like this: 68% stated to be indeed interested in such a possibility. Out of these, 14% specified they would like to have the possibility to ask questions, while 11% would like specific guidelines for each page.

3.2.13. User preferences

As regards the platform’s user-dedicated page (Fig. 16), 94% of respondents considered the purpose of this page to be clear, while the written text seemed intelligible to 99% of the sample. 6% of the interviewees asked for a larger font size and 7% for brighter/ bolder colours.

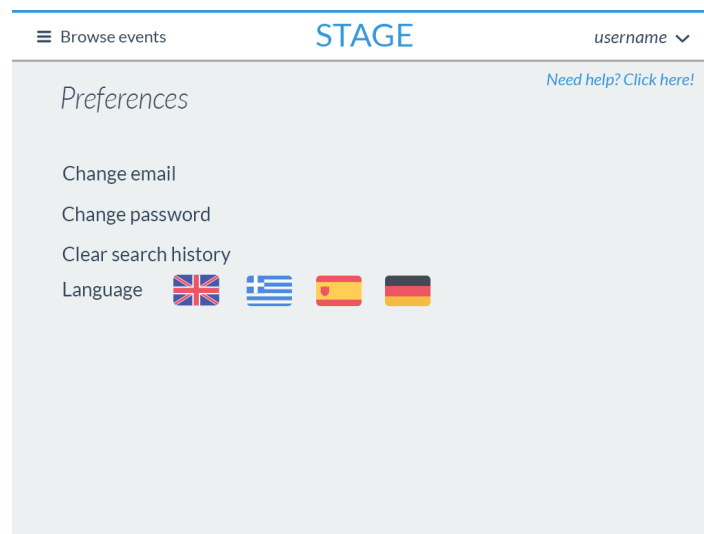


Figure 16. First mock-up of STAGE user account and preferences page

The last question about this mock-up concerned the appropriateness and exhaustiveness of the list of preferences and of the options: 21% of the users is not satisfied about it, in fact many asked to make some additions. 5 users demanded a “viewed events” history, 3 would like a list of preferred payment method(s), 2 users would prefer having the possibility to add the collection of personal comments made on events and 1 suggested the addition of a list of the favourite cultural institutions.

3.2.14. Registered cultural Institutions

The last mock-up given to the selected volunteers concerned the list of cultural Institutions registered in the STAGE platform (Fig. 17). The purpose of the page and of its elements was clear to 97% of the users and the text understandable to 99%.

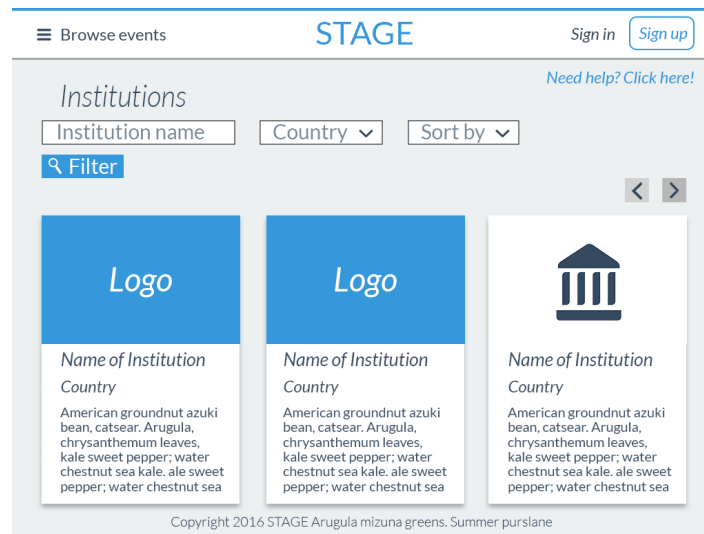


Figure 17. First mock-up of STAGE registered cultural Institutions page

The font size did not look comfortable for 19% of the user sample, the size of icons for 6% and the size of buttons for 9%. The issues with the colour combinations lingered until the last mock-up: 6% of the users did not find it appropriate.

4. GUI Development Follow-up

As reflected in the data analysis above, the volunteers' sample found three main difficulties, recurring in all the platform pages: fonts were too small, the purpose of the page/ of its elements was not clear; texts were not understandable. A solution was introduced in the currently online platform version:

- **Small fonts** (users percentage ranging between 6% and 24% depending on the pages): an option has been added to user menu's "Preferences" item to adjust the body font according to personal visual ability;
- **Unclearness of pages/ their elements** (users percentage ranging between 3% and 24% depending on the pages): to meet this major requirement a contextual help functionality was implemented. In this way, users (both older people and Cultural Institutions) will have the possibility to get information on functionalities for each page of the platform. They will need to click on the link "Need help? Click here!" to display a visual aid as a pop-up window. An example is given in the figure 18;
- **Non-understandable texts** either due to technical jargon or to unclearness of the sentences (users percentage ranging from 1 to 13% depending on the pages): longer texts were reformulated in order to make them shorter and clearer and technical jargon was replaced by simpler phrases.

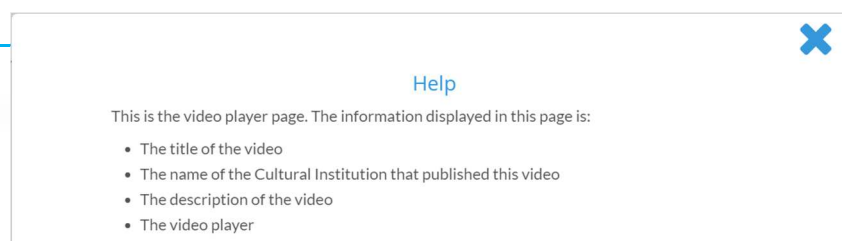


Figure 18. Contextual help – Video player page (simple end user workflow)

A significant example is the evolution of the platform home page: after the first users’ feedback collection, text was added to give users a context of what STAGE is and what is its aim (see point above). In the platform’s current version, though, the text has been shortened in order to be less articulated and, thus, more effective.

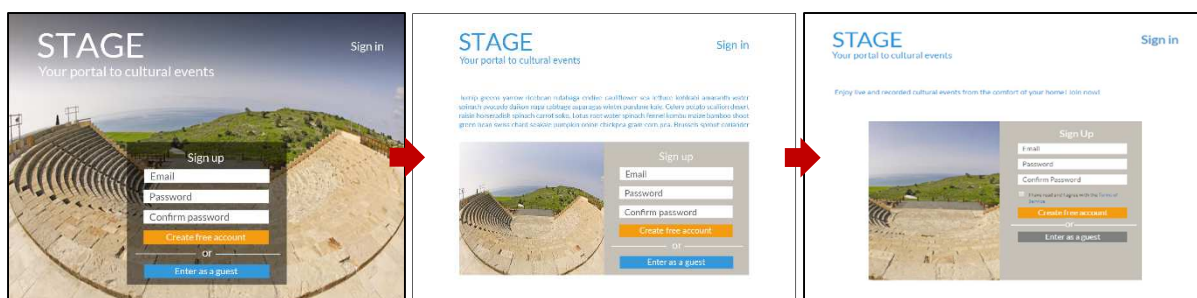


Figure 19. Home page evolution

Other more specific issues were amended too. For example, search by category option has been added (10% of the interviewees asked for it); information about the access mode (“Free” or “Paid”) have been added explicitly in the event preview box; the user menu items were reformulated and a Viewed video history item was added, as requested by users.

As a result, the platform GUI design is gradually evolving, in conjunction with the general user experience, to meet end users’ requirements. The one-year long trials phase, which is now ongoing, will lead to a highly usable product.



5. Conclusions

This second user survey provided a first set of information required for the development of the STAGE software platform prototype. It focused on user requirements to be implemented in the GUI design process and its integration into the platform.

In order to gather this feedback from users, a set of mock-ups of the interface, prepared by GEORAMA, served as a basis to assess their reception of the design envisioned by developers.

A specific questionnaire was drafted to ask users how they perceived the proposed design, in terms of suitability to their needs and preferences.

Each page of the questionnaire referenced a single mock-up. A set of recurring questions were included to evaluate aspects commonly related to accessibility, such as colour contrast, font size, text intelligibility etc.

It was found that these properties were well received by prospective users, with an average 90% of positive answers over 6 recurring questions.

This means that the design approach adopted in this phase is generally appropriate, although changes were required. They were implemented in the second version of mock-ups, which will form the basis for developing the first GUI of the platform prototype (see Appendix A).

Older participants were also given the possibility to provide feedback and point out their preferences regarding specific aspects of the design by using comments. These are analysed in detail in Chapter 3. The ratio of negative answers to direct questions and comments asking for improvements is still limited (ranging between 5% and 20% for each question). However, they were valuable in terms of finding out which adaptations are required to meet the widest possible range of user needs.

The results of this analysis, and their following implementation into the design of mock-ups shown in Appendix A, constitute a first step of the co-design process adopted by the project.

Similar periodical assessments will be carried out during the pilot experimentation with users, in order to define the set of requirements to be met by the final version of the STAGE platform.

6. References

STAGE project, D1.1 “Report on users involvement and preferences”, August 2016.

World Wide Web Consortium, “How to Meet WCAG 2.0 (Quick Reference)”, available at: <https://www.w3.org/WAI/WCAG20/quickref/> [access date: 31-08-2016]

1. Appendix A

We show the second version of the mock-ups with the comments of the users along with the solution we provided.

a) Home page

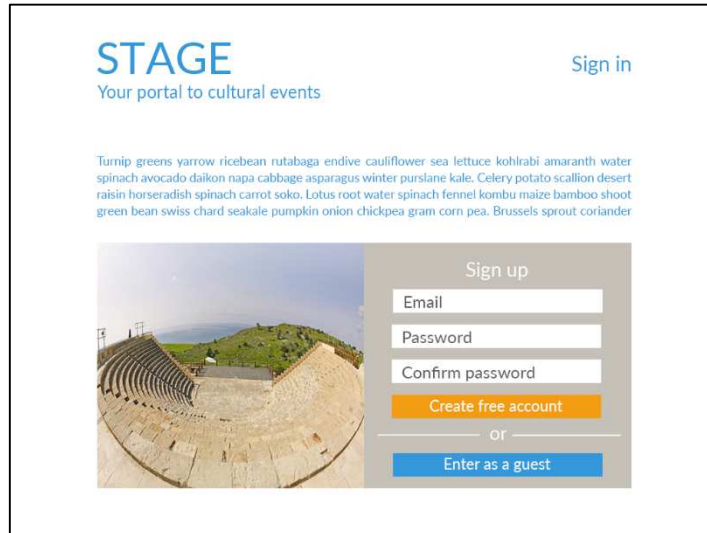


Figure 20. Second mock-up of STAGE home page

Comments: The users seemed not to like the background image that much and they wanted an explanation about STAGE’s goals.

Solution: We shortened the image size as well as added a paragraph at the top that will briefly explain the purpose of STAGE. Afterwards the user can sign up, enter as a guest or sign in pressing the top right button.

b) Role choice after first login

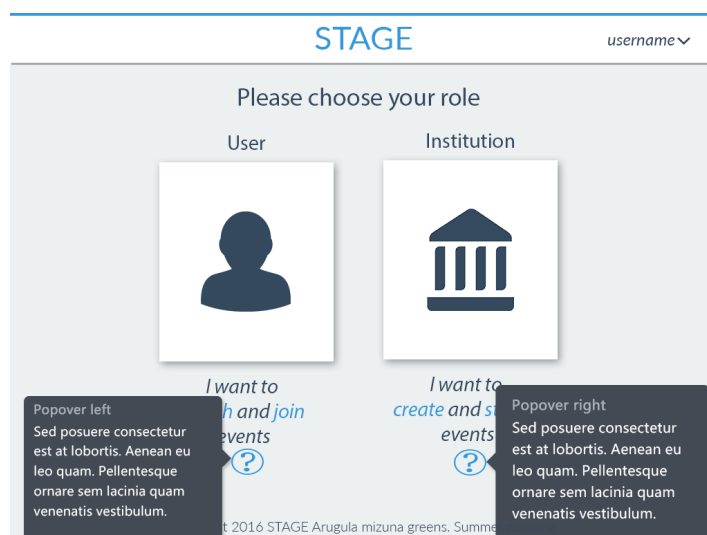


Figure 21. Second mock-up of STAGE role choice page after the first login

Comment: Some users had difficulties in understanding what each role stands for; therefore they were not able to choose one on their own.

Solution: We added a “?” button at the bottom of each role so that when a user hovers over it, a pop up will appear explaining the role.

c) Main page

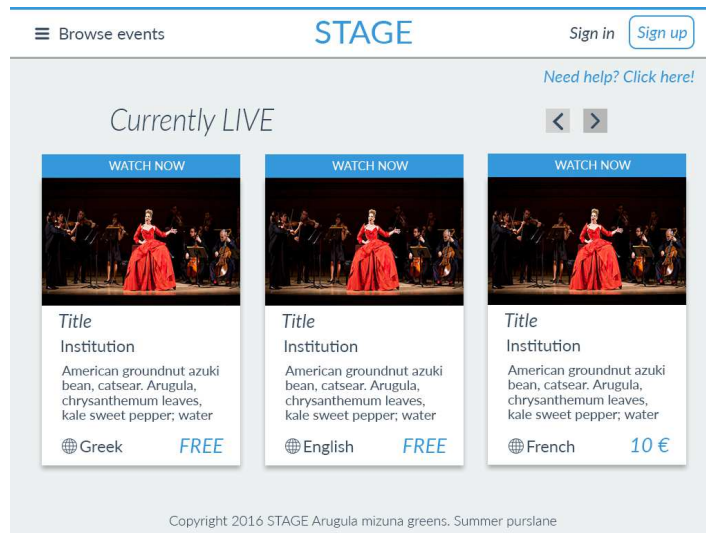


Figure 22. Second mock-up of STAGE main page

Comment: Add a prompt saying “Watch now” so that it can be easier to identify where to click.

Solution: We added a “Watch now” button at the top of every event. Still, clicking on the event rectangle might redirect to the event page.

Comment: What are the “eye and number”?

Solution: Since there was some confusion about how many people are currently viewing the event, we decided to remove it.

d) Main page – browse events menu

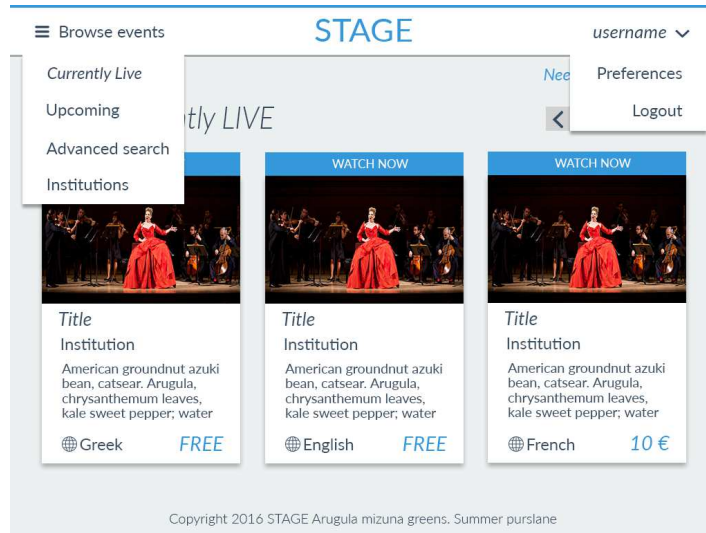


Figure 23. Second mock-up of STAGE browse events and user menus

Comment: Some users prefer a vertical fixed menu so that they can see it while they browse.

Solution: We didn't add the fixed menu because this will result in having less space to show the events while our primary target is to have them as large and clear as possible.

Comment: A minority was having problems finding the categories to search.

Solution: Everything is available in the advanced search tab.

Also some comments are for a previous version of the mockup.

e) Sign in and Sign up forms

Comments: The difference between "Sign in" and "Sign up" is not clear enough.

Solution: Since this is a new trend on the web, we can leave it as is and the elderly will adapt to it or go back to the Log in/Register pattern.

Some users thought that they will have to log in more than once per page. This is a misconception because some mockups are for a registered user and others for guests. The users will need to log in just once and the header will change to reflect the changes.

f) STAGE player – priced

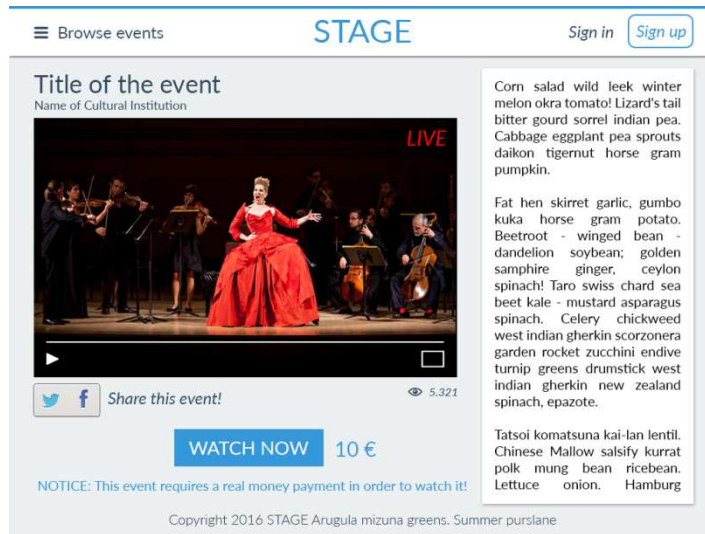


Figure 24. Second mock-up of STAGE player for priced events

Comments: Some users found unclear where to click to watch the event as well as where to see if the event requires a payment.

Solution: We added a notice after the button warning the user that the event needs a payment. The “Join now” text is now “Watch now”.

We also increased the font size of the description to be easily readable.

g) Payment form

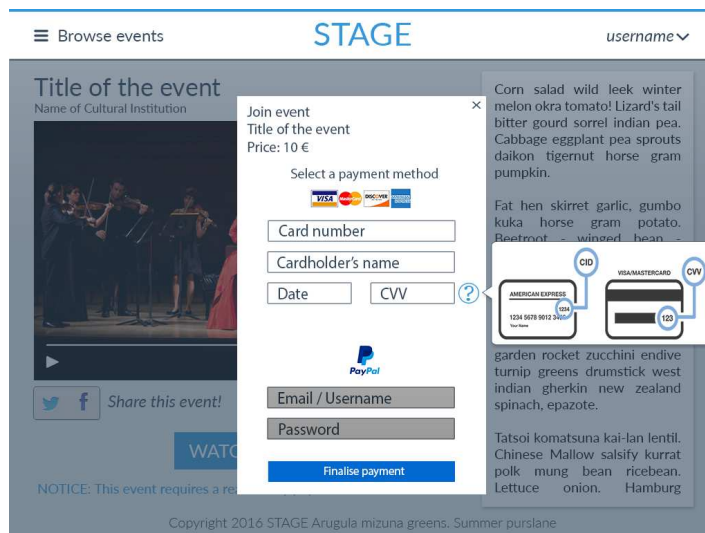


Figure 25. Second mock-up of STAGE payment form

Every comment is in the context of the business model and how to handle the transactions.

We added a “?” button after the CVV input field and an image showing where to find this number on the credit card.

h) Search events

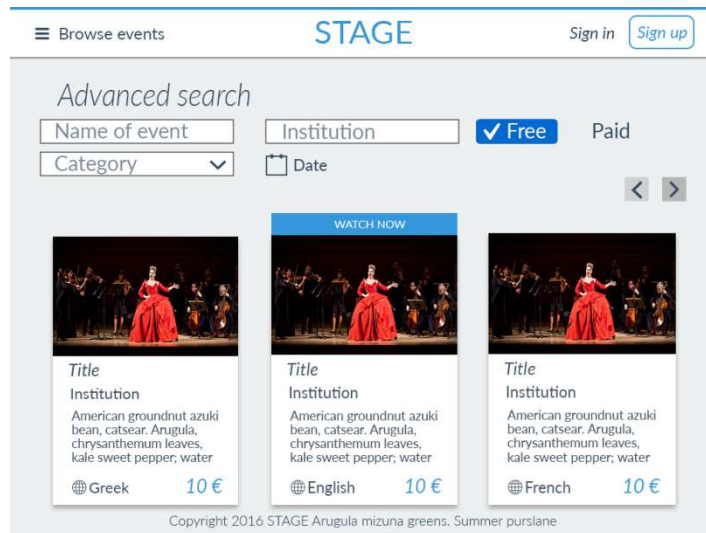


Figure 26. Second mock-up of STAGE events search page

Comments: Needed a search by category.

Solution: Added.

We added a “Watch now” overlay to highlight the events that are currently live.

i) Upcoming events

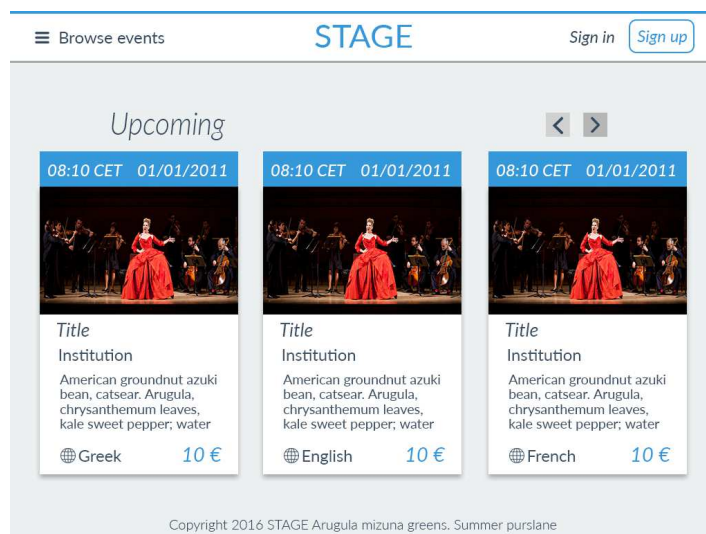


Figure 27. Second mock-up of STAGE upcoming events page

We changed the viewers with the language of the event.

j) Help

There is nothing changed in this page. We think that the best way to provide help is by first using the platform. So, we will wait to see how the users respond to the actual usage and what would be the best way to provide help when they find problems.

k) User account and preferences

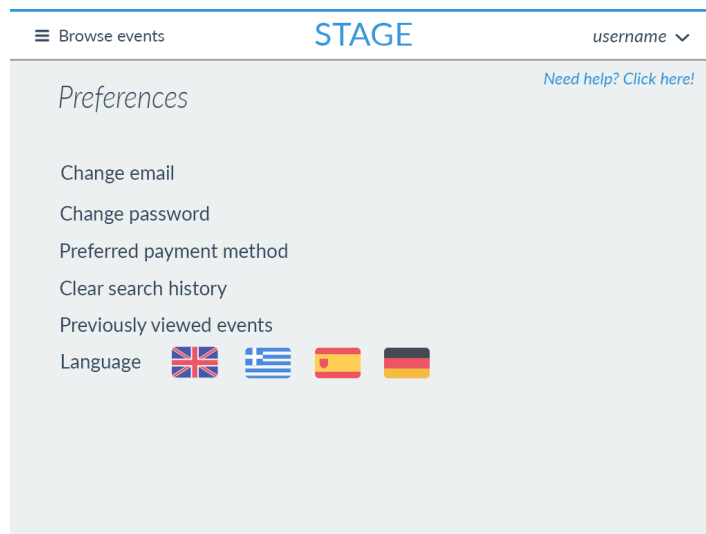


Figure 28. Second mock-up of STAGE user account and preferences

We added the following options:

- ✓ Preferred payment method
- ✓ Previously viewed events