

MILESTONES OF THIS WEEK

Beta Test (Close-loop)

When: Nov.18, 12:00pm-5:30pm

Who: 24 play testers

Changes from last built:

- Switching video clips based on viewers' feedback
- Interactive tutorial
- Simulating live broadcasting with multi-locations
- Fetching data from multi-locations and display at back end



Feedback: Good Points

- About Viewing Experience

"Providing real time feedback to alter what we watch is cool."

"I like that I am in the audience and can speak my opinion by thumbs up/down."

"It was cool that it was synced with other rooms viewing."

"

"It encourage communications with my companion as well."

"My opinion matters."

"Made me pay attention more."

- About Broadcasting Clips

"Easy to understand materials."

"The intensity of one of the videos."

- About UI

"Fun and straight forward interface."

"Good reaction on the bar to the way I voted."

- About Sound

"The voice over for the political party choices was funny."

"Good reaction on the bar to the way I voted. I like the 'ding' after the bar fills up."

- About Stage

"Backdrop design clearly conveyed that this was a debate."

"Nice simple stage."

Feedback: Weak Points

- About Viewing Experience

"Nothing really driving me to interact, I kind of just guessed at when to respond."

"I didn't know I was supposed to agree or disagree as the show ran. I was expecting to be asked a specific question to vote 'yes' or 'no'."

"The meaning of voting could be ambiguous. For example, I may agree that global warming is causing negative climate effects, but it seems wrong to give a thumbs up to that segment."

"Wasn't sure if we actually changed the clips."

- About Broadcasting Clips

"Content was not entertaining. I'd pick something more contentious for testing."

- About UI

"The global rating was a little confusing, not sure what it's supposed to mean."

NEXT WEEK

Polish before Soft Opening

- analyze test data to find interesting results
- tutorial
- simulated audience
- UI
- prepare for Nov.30 Live Test

Thanksgiving break

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