

Synesthesia

PROJECT NEWSLETTER

WEEK 15 & 16

December 13, 2013

THIS WEEK

Week 15 was all about testing and making improvements. After a lackluster showing at softs we made some major changes to the project including a complete renovation of the story. During softs we only had 4 of our scenes available and they had been placed in chronological order instead in the order of their timeline to facilitate our testing. This lead to a lot of confusion with interpreting the story. As a result we took a look at the list of scenes we were planning on using and pared down to 12 scenes, each of which echoed a theme mentioned in another scene. We cut scenes that didn't have recurring themes and combined a few that fell very close in the chronological timeline in order to provide more storytelling information.

On Monday we held an in-house playtesting session where we received feedback from 7 guests. Based on this feedback we worked hard on tightening up the scenes and creating a table of contents to accompany the installation during the festival. This would allow festival guests to get an idea of what times were relevant and what the topics of some of the scenes were. By knowing the titles of the scenes guests were more interested in exploring and seeing what a scene contained.

Another large issue we wanted to address was the use of OK Go music in the installation. During softs this was seen as a large drawback, but during our playtesting session all of our guests enjoyed the music. We decided to make this one of the key points of our user testing survey during the festival, asking guests if the music enhanced or detracted from the experience. An overwhelming 24 of the 27 guests said that the music enhanced the experience and even that it was "awesome" and that they "loved it". Two guests were puzzled by the lack of period-specific music, and one felt that they had not seen enough of the experience to make a judgment.



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