

CRITERIA D – Evaluating

Peer Evaluating –

This is a good method of testing and evaluating my product as the results from my peers will give detail to the good and bad of my product. I also get to understand my product weaknesses and strengths from different point of views, making me find what is the main problem I should address. This review from my friends is to understand what needs to be fixed, mainly the structure/looks of the program and the information included and if they think it's valuable.

Person 1) Noaf Qaqish 9A

Strengths: I think that this program is amazing! It's full of rich and blasting colours. This information is very valuable if I was to travel to Indonesia. I really enjoyed the animations and how much interaction it uses with the audience. She also used audio for her scratch, which is very unique. I think her choice of sprites was great and both backgrounds and sprites really brought Indonesia to me. The quiz is also very unique as it helps the customer interact more with the program and learn their mistakes.

Weaknesses: I think for the recommendations, there could've been more clear pictures because they were very pixelated. For the language, I liked the idea of audio but I think she could've made the method of listening to the audio easier as I know that many adults aren't clear of instructions and even I found it confusing in the beginning.

Person 2) Nadia Nimer 9A

Strengths: I learnt a lot from her program about Indonesia and mainly necessary things to know when travelling there. I liked the introduction because there were many movements and sprites. I also liked how we get our own freedom to click on one of the categories and there's always something different in the categories. There were animations, clicking on images, colour coded scripts, and more. I think she put a lot of effort.

Weaknesses: I think some backgrounds need to be changed to be clearer or less cluttered. I think that for some scenes, there shouldn't be too much text and instead, be audio because as the program already includes audio, I think that it would be even greater if this program was based on audio information so that people don't need to read long text of information. Some texts are hard for me to read because it goes really quick.

Person 3) Tanya Chopra 9A

Strengths: The program was very eye-catching and interesting. The images she has used are very colourful and is demonstrating the culture and pattern of Indonesia. There are a lot of movements during some parts of the scenes, which makes this program really interesting. I learnt a lot of things about Indonesia and I think it will really stick to my head. I think she has used more unique ways to present her information like using audio, clicking and more.

Weaknesses: For some text, they need to be longer because I couldn't read that quickly. Sometimes, there's just too much text in one page or one scene, which I'm not bothered to read. The instructions in my opinion are a bit small and made me not want to read it because I thought it was irrelevant. If there was more information on the culture, I would gladly read or watch more!

Expert Appraisal -

This test was to allow an expert who had created something similar to my product to evaluate my product. This expert, Lonner Jacob, has also created a scratch program on a country with significant information on the country and has many cool and unique features to it that makes the product very entertaining. From this, I can get back detailed results from an expert who specifically knows the target audience well and knows what I should specifically improve. I trust this method very much as getting an expert to evaluate a product is an advantage as this person has had more experience than me and most probably has gone through this same evaluation as me before becoming an expert. His many programs created gets over 1000 views and amount of likes that is half the views.

The Interview:

Me: When looking at the cover page only, what was your first impression?

Lonner: Pretty impressive. There's already a lot of motion and images in the cover that will definitely attract the audience. The background is very colorful and is very eye-catching. I enjoy the flying bird and the moving start button, really makes me think that whatever is inside will be very entertaining. The fonts are suitable for the front page and everything is clear. Even a song pops up! That's very good for persuading the audience to look for more audio information as well as gives the audience a small step to Indonesian music.

Me: Do you think this will keep the customer occupied and entertained for at least 10 minutes?

Lonner: I wouldn't say for at least ten minutes. I would say less than ten minutes. There are valuable information that could be learnt in this program and a quiz with also some interaction with the audience, and yes that is entertaining. However, there's no constant entertainment that when the customer is finished with the information, they could do something fun for the rest of the time spared. Although, I don't necessarily believe that the customer would take more than ten minutes as people would take turns with the many other customers in that famous travelling agency.

Me: After looking through all of the aspects of my program, what is your impression now?

Lonner: It's flourished with a magnificent and stable amount of information. Indeed this will help many people and leaves the customer and audience with so much knowledge. There were many interactive ideas, which I thought was creative. I liked the audio information on the pronunciation of the Indonesian words, it really helped me practice pronouncing them correctly. I liked the animations as they ran smoothly and barely any glitches at all! The idea of a quiz

really got my brain thinking and had entertainment value to it. I think you chose an ideal amount of information to include.

Me: Do you think I have included all relevant information needed?

Lonner: All of the categories you've provided were very relevant. It helped me understand all the needs and knowledge to travel to Indonesia. Not only that, it's also a learning experience and helped my knowledge grow bigger. However, may I suggest you include more about the culture of Indonesia? It's not very relevant but will definitely expand the customers knowledge on Indonesia more. What I mean by culture is the religion, traditional food, traditional animals, etc.

Me: How was the layout of my program?

Lonner: It was wonderful! I loved the range of colour schemes you used throughout your scratch program. At some points, it's all environmental with plants, greenery, beautiful views, at times it's filled with nice cold cute colours like baby blue and light purple and at the other times it's filled with a very Indonesian vibe with the famous Indonesian patterns. Your subtitles are always clear and the way you layout your information is unique. Let's go back to your essentials page. You formed your information through pictures of the actual essentials and placed them in a luggage bag. How creative is that! Impressive. However, maybe for language, a table is pretty plain. But overall, I think the layout is creative and vibrant, it will really catch the audience's eyes.

Me: Whom do you think this video is really aimed to?

Lonner: It's clearly aimed to travellers/tourists who are interested to travel to Indonesia. All the information are aimed to support their travel and time during Indonesia. Like the recommendations help them to find the right hotel or landmark to visit. At some parts, this could also be aimed to kids. For example, the introduction is very cartoon and video-like, which is what kids are into these days. As there is a lot of entertainment questions asked, I can see that this may be targeted to people that need something fun to do during a boring period of time.

Me: What incorrect aspects have you spotted in the program?

Lonner: There are just very tiny mistakes in this program. In the front page as you can see, next to the mute button it said something like 'click for music'. However, there is already music on. When I clicked it, the sprite becomes a mute button and the music mutes as well. This will automatically confuse the audience into thinking that a lag may have occurred, but really it's just a misunderstanding with instructions. There are the slightest mistakes of grammar structure. I also accidentally clicked on a sprite and it said information that it wasn't meant to.

Me: What incorrect aspects have you spotted in my scripting?

Lonner: There is no incorrect scripting, but just some irrelevant scripting. Some scripts, you could have just use two buttons instead of repeating it all over again. It's clearly time consuming. They aren't wrong, just better if you found an easier version of a whole bunch of scripts that could be put into one script really easily. Also, instead of using the wait button with the seconds next to it, you could've

used the broadcast button so that it would've been more exact. But using the wait button isn't wrong at all, I just wouldn't prefer using it.

Me: What can I do to improve my scratch program?

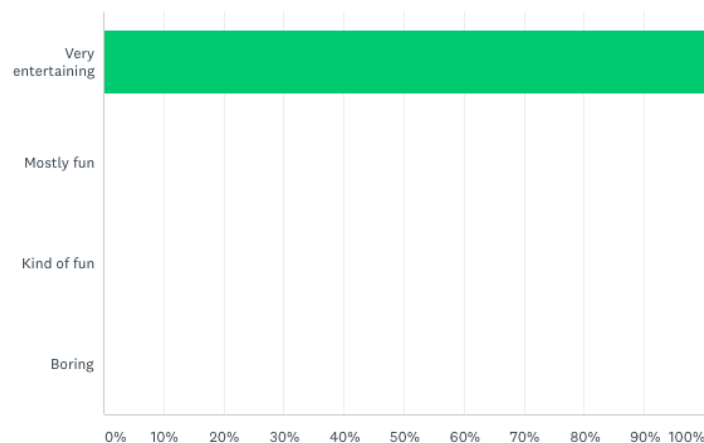
Lonner: Add more entertainment value to your scratch program. Instead of that quiz category, you can call it games and when pressing the games category, there are different options of entertainment, including the quiz. It would make your audience spend more time on the program like you would want them to. A small suggestion is to include a section about the culture, but nothing too big as there's a lot to that. I also think you should just fix that description for the mute button and make the language section more creative. Overall, it's fantastic for a student!

Survey with Target Audience –

This is to gain response from my specific audience, which are travellers, tourists and general people who want to travel to Indonesia that are bored and need to gain more information. I don't want very specific response and just want the overall review from their point of view. However, none of the questions are biased and none lead them to answer positively or negatively either. The target audience is one of the most main areas to get responses and targets from, as they're the reason I'm creating this product, no one else. To gain their reviews to my work, I created a survey in which included only 5 questions but covers all the aspects of strengths and weaknesses I needed to understand from my program. This survey is made by survey monkey, a free online survey creator. I don't want to overboard the customer with many questions as I know having a long survey would bore the customer, mainly if it'd not based on themselves mostly.

Do you think the program was fun to use during waiting time?

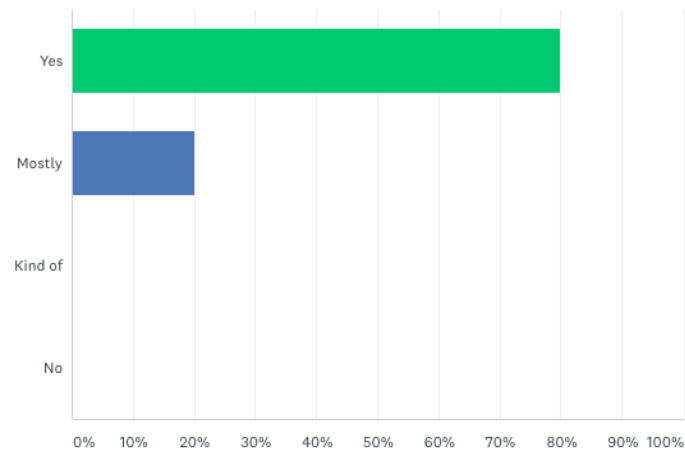
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
Very entertaining	100.00% 5
Mostly fun	0.00% 0
Kind of fun	0.00% 0
Boring	0.00% 0
TOTAL	5

Did you find the layout and looks of the program eye-catching?

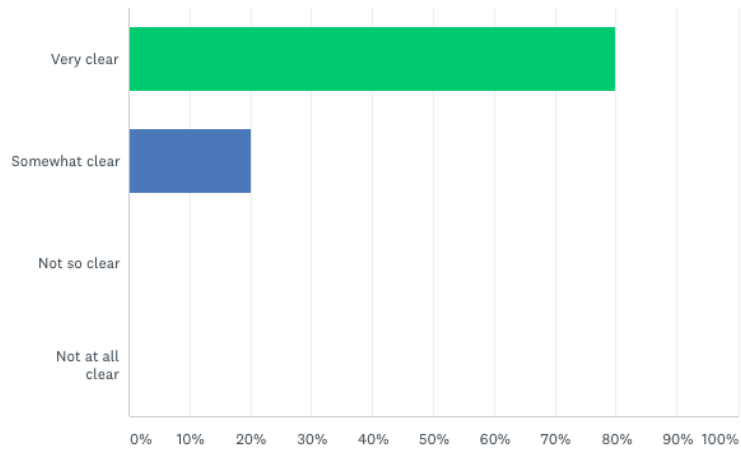
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Yes	80.00% 4
▼ Mostly	20.00% 1
▼ Kind of	0.00% 0
▼ No	0.00% 0
TOTAL	5

How clear was the presentation of information?

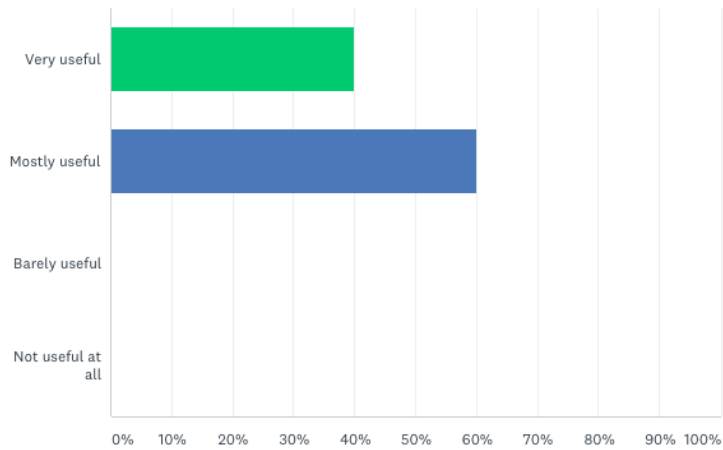
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Very clear	80.00% 4
▼ Somewhat clear	20.00% 1
▼ Not so clear	0.00% 0
▼ Not at all clear	0.00% 0
TOTAL	5

Did you learn a lot of useful information needed for travelling to Indonesia?

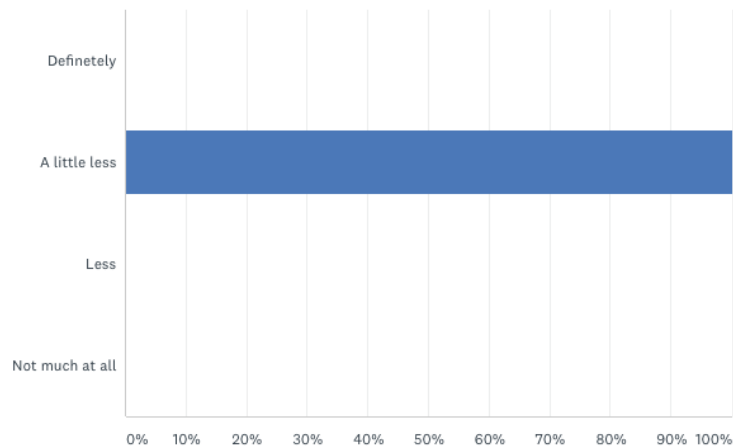
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Very useful	40.00% 2
▼ Mostly useful	60.00% 3
▼ Barely useful	0.00% 0
▼ Not useful at all	0.00% 0
TOTAL	5

Would you use this program for around ten minutes?

Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Definetely	0.00% 0
▼ A little less	100.00% 5
▼ Less	0.00% 0
▼ Not much at all	0.00% 0
TOTAL	5

Comparison with Existing Product –

I will be comparing my product to the expert's product that I have interviewed recently. He has created a similar product, but just about America. His is more professional and uses more high-level coding. This is a good method as I get to understand what are the right features of my product by looking at his features. There will be some differences that I will need to evaluate and I will be listing down below.

1) Format of text: His format of text is different to mine. For mine, I use dialogue speeches from the sprites themselves from talking. It's a little unclear and pretty narrow, unfit for my liking. For him, he separately made it from a different software with a nice box filled with text that is clear and a nice font, then he cropped it and made it a sprite. I find that idea very interesting and clearer for the audience to be able to read better. It also just makes the program look more professional.

2) Games: I have no games that will keep my audience entertained for a long period of time. As his, he has a whole game filled with levels and adventures that would keep the customers wanting to stay more. These games are highly entertaining and have a bit of education to it. It's really beneficial for the customer's amusement and happiness during their time waiting for their appointment in the travelling agency. This also adds up to the entertainment value and variety in the program.

3) Audio information: I have barely any audio information, whilst he uses a great amount of audio to explain his information. I find that very valuable for the customer as I know, rather than reading, which bores many customers, they may as well listen which keeps them attentive and interested. It's a more interactive method to produce your information rather than plain text.

4) Clear instructions: My instructions are visible, but not in detail to make the customer understand well enough. As for his product, before any activity, he has a completely different background just for the instructions for the activity and sometimes even audio or visual instructions with movements for better understanding of how to use the program. I find this very effective, as some of my activities are hard to understand how to use. If a visual animation of a demonstration were shown, it would make the customer understand a whole lot better as it includes more detail than one or two sentences.

Evaluation of Product to Design Specification –

-Function: I think my product has successfully met these standards as my product includes entertainment value, which will keep the customer from being bored during a long waiting line, as well as it includes information useful for the customer's travels and expands your knowledge on Indonesia. However, more effort could be put for educational purposes.

-Target Audience: I think this has successfully targeted my target audience as all information was very relevant to my audience as well as very clear to people that this program is targeted to my target audience according to my interview with the expert. Many images and information are related to travelling and staying in Indonesia for a short amount of time. My target audience all mainly enjoyed my product and found it useful for their travels according to the survey.

-Appearance: Every aspect of the appearance is met successfully. However, some features have changed for the benefit of the program as well as difficulty to create the features. I have included a sensory vibe of Indonesia throughout the program and also included titles, sub-titles, imagery, clear backgrounds, instructions, back button, etc. The changes I have made may also vary from the script and for the irrelevance or in order to make the program more improved. As I have put in detail what my plans are for each category during my planning and designing, you will see slight changes.

Improvements –

As looking through all my responses from variety of audiences, I have narrowed it down to specific improvements. These improvements may cause a vast change to my product and will take a lot of time and effort. One would be to create more audio information. I think audio information would work great for my recommended section since there is a lot of text but it's an animation, it would make sense if the presenter was to talk and provide the information by audio, rather than a whole block of text that will bore the customer. I need to add more aspects that will expand the customer's knowledge more on Indonesia, not anything to do with travelling to Indonesia. I think creating a section on culture would be great as it's mainly the history and background information on Indonesia. There's also a lot of interest to that area of Indonesia and will surely make the reader very interested. However, I would probably make the information in form of an animation as there is a lot of information, and this animation will include audio information. I should include more games that don't just finish in a second but is slightly a long-term game with different stages. These different stages could be based on how much information the customer knows on Indonesia. In this way, the customer can spend more time on this program, learning and having fun. I could create some of my information out of scratch using a different software like word document, then save it and transfer it to my scratch. It will allow my scratch to look more clear and professional. Lastly, I will fix some of the instructions and make them more detail with maybe an animation included to show how to use the program's activities. I will also need to fix some of my grammatical errors so that customer's won't get confused with instructions and information.

Impact on Target Audience –

This product's main function is to keep customer's entertained when bored, with a product that's fun to use as well as full of relevant information for their travel. For these travellers who want to travel to Indonesia and are waiting in the travelling agency waiting room, I think this has impacted them tremendously. As there are a couple of these programs running in the room, there are less complaints of long waiting durations and more compliments on the program and how beneficial it is to them. They are entertained by the animations, sprites, interaction, etc. of the program and also learn many information about relevant aspects needed to know when travelling to Indonesia. Even though, the target audience is usually young adults, adults and older, animations are for many ages and is one strong type of entertainment that would keep people persistent on using the program. My aim was for them to be educated by Indonesia also and the tourists and travellers have been educated by Indonesia and its basic

information. Instead of going on their phones or reading newspapers, which both have small text and can be bad for the customer's posture, they can use a program that has entertainment and educational values which is on a laptop, on a desk, with a comfortable ergonomic chair made to keep posture straight and healthy.