

## Engaging users in the development of Möbius: How did users evaluate the Möbius Creator in pilot phase 2?

This post will discuss the results of the Creator. **The Creator is a web application (browser based) that allows authors, to transform their own stories into immersive experiences. We decided to take a full digital approach.** Meaning that participants can sign up to test the Creator, receive the invitation to test the Creator, and afterwards receive a survey to give their feedback. Yet, the testing was live from August until the end of September 2022, but the response rate was lower than we expected, leading to limited feedback. Below, we summarise the main findings.

### 3D-audio

With the Creator, it is possible to integrate music into the story, add a narration track or add sound effects. The results showed that most respondents found the possibility to integrate music, a narrator track, or sound effects into stories interesting. Still, respondents were not so excited to experiment with integrating 3D-audio into stories because of its potential distracting effect.

### Overall user experience

- **Interface of app:** testing the Creator was found enjoyable, however improvements are needed in terms of the intuitiveness of the app, the ease of use of the app and the user experience design.
- **Book creation process (see image):** we could experience that in the book creation process, there still is room for improvement. A couple of issues were found to be difficult: integrating text files, integrating audio files, integrating CTA-links, publishing a chapter, and sharing a chapter. To overcome these issues, we will make sure to integrate more user guidance in the new version of the Creator.

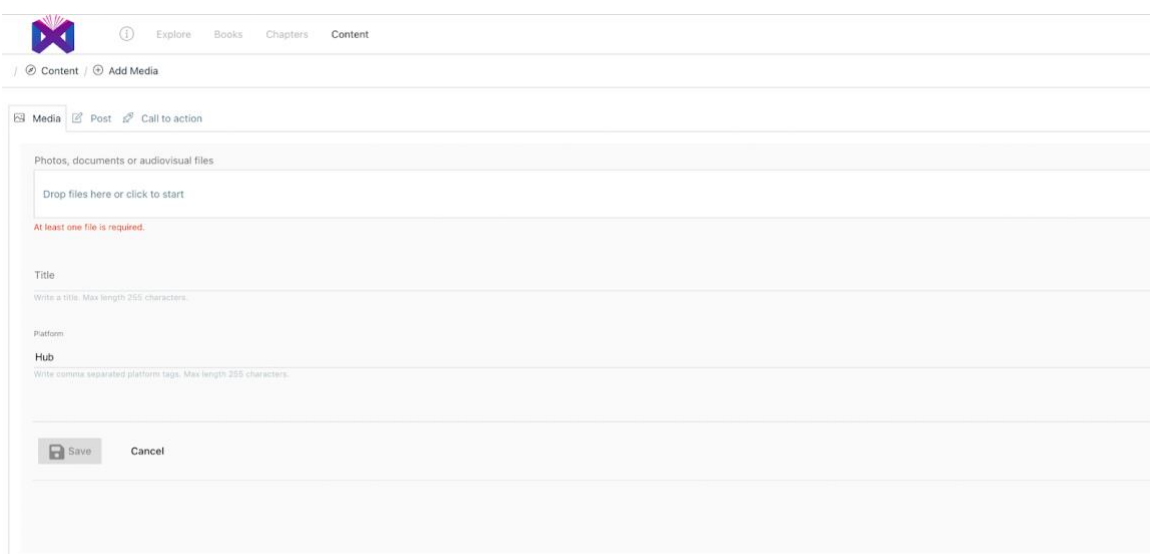


Image: adding media content in the Creator app

To summarise this blogpost, it can be stated that **the Creator generates interest from users. To completely satisfy the user, there is still work to be done on the ease of use of the app and more user guidance to ensure the user friendliness of the app.** Stay tuned for the pilot phase 2 results of the Möbius Prosumer Intelligence Toolkit!