

Weekly platform testing

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Product under test

The test that will be conducted is for the mid-fidelity clickable prototype that consists of mostly wireframes. This prototype is the first draft of the eventual concept and needs to be tested on multiple aspects. The test will focus on usability, user experience and the validation of the concept.

Link to prototype:

<https://www.figma.com/file/qDwMiiYRHfKZ1amACYhUNZ/Weekly-challenges-platform?type=design&node-id=100%3A4727&t=BGezS4JhadpRqqIP-1>

Business Case

The test will validate the concept with end users (employees in GroupM within the creative departments). It is of great importance to complete this test to find out if the end users find the concept fun, interactive and would want to learn more about generative AI through challenges.

Test objectives

The test objectives revolve around the general flow of the prototype. If the navigation through pages makes sense, but also if there are missing crucial components or elements in the now created concept.

For the test the following questions need to be answered:

- What is their opinion of the concept?
- Would they use this concept to learn more about generative AI through challenges?
- How does the user navigate through the different pages?
- Are there any pain points within the prototype? If so, where and why?
- What is their general experience of the prototype?

Participants

At least 5 people should participate in the test. The users are between the ages of 20 to 30 years old, are working in the creative department within GroupM and are beginners in generative AI.

Equipment

- Laptop
- Clickable prototype
- Notes

Test tasks

- Explaining the goals of the test
- Documenting the answers and behaviors.
- Analyse the results
- Implement the results in the actual prototype
- The test will take up to 10 -15min

Responsibilities

The test will be conducted by two persons. One who will lead the test. She will talk to the user, explain the test and guide the user through the test. The other person will take notes on what the participants do and write down the answers of the questions.

Location and dates

Location	Time	Date	Person
Labs Department	10:00	24-05-2023	Test person 1: CXO specialist
Labs Department	13:00	24-05-2023	Test person 2
Creative Department	13.30-16-30	24-05-2023	Employees from creative department: total of 5

Procedure

Order	Tasks
Step 1	<p>Start with explaining why the testperson is here and what they can expect:</p> <p>To expand the effective use of generative AI within GroupM the Synthetic Media Labs team has come up with the concept of a ... This consists of a workshop and a platform. The workshop would give the initial information needed to start with generative AI and the platform would help employees use generative AI in their daily workflow.</p> <p>On this platform there will be a new challenge each week, which the employees can join. They will be practicing with real-life scenarios and solving the challenges using generative AI. This way, the employees would be able to work on generative AI weekly and build their own generative AI portfolio. At the end of each challenge a vote will take place for the best created content.</p> <p>To ensure that this platform will be used by the employees of GroupM it is important to test the concept, the interaction with the platform and the experience of the platform with the employees that will be using the platform in the future.</p>
Step 2	<p>Read the scenario and tell the users they need to complete the scenario.</p> <p>Scenario 1: You want to look at what challenge is available this week. Read the instructions.</p>
Step 3	<p>Scenario 2: You have read the instructions of the challenge and want to join this challenge. Create your own piece of content and upload this content.</p>
Step 4	<p>Scenario 3: You want to see more details of what your colleagues have created in this weekly challenge and write a comment under their post.</p>
Step 5	<p>Scenario 4: You want to explore more created content.</p>
Step 6	<p>Scenario 5: You want to see all your created works.</p>
Step 7	<p>We are now going to switch to another prototype to test some other elements in this design.</p> <p>Scenario 6: After joining a challenge you want to create a challenge for your colleagues to try out a new scenario where they could potentially use generative AI in their workflow.</p>

Questions

Q1	What is your opinion of the concept, especially the platform?
Q2	Would you use this platform to practice with generative AI? and explain why?
Q3	Would you find such a tool relevant for you to use?

Q4	Did you feel motivated to join a challenge?
Q5	At the end of a challenge how do you feel about voting for the best created content?
Q6	<p><i>For our concept we wanted to give the option to let the community create weekly challenges. In this challenge you can write what you want to learn in scenario form and eventually it would become available as one of the weekly challenges. When the weekly challenge becomes available you would be able to create the content (not able to vote) together with colleagues. Would you feel motivated to create your own challenge? and Why?</i></p> <p>If you would use this platform to learn generative AI would you ever create your own challenge? and why?</p>
Q7	What would you like to see in your portfolio?
Q8	What were your first thoughts on this platform?
Q9	Was there a scenario(s) that you found difficult to complete?
Q10	Are there features missing on the platform that you would expect to see in this platform?
Q11	What was your general experience of the platform?

Results

User test 1

Scenario	Description
1	Firstly they scrolled a bit down and up. After this they found the challenge details and clicked it.
2	Clicks away the challenge details, Clicks on create own content. Firstly tries to upload the content (upload file), yet next moves to the correct upload button on the bottom.
3	Straight away clicks on the first challenge 'box' and clicks the comments button
4	She scrolled down to look after the created works of that challenge. After not finding it she scrolled up and clicked on highlights.
5	First clicks search content but then scrolls up and clicks the profile button
6	Here we changed prototypes to test the create challenge part. First she tries to join a challenge. It is not clear where to click to create a challenge. Then she went to the footer navigation bar for this. Then after our hint clicks the profile page after which they find the create challenge and create their challenge. This is clear to them.

Q1	I like that you can see other people's created work. This way I can look at what they have created and get quick inspiration. I like that it is a very social platform where you would do together with your team challenges.
Q2	The platform is very accessible, and yes I would like to learn in this way. I am a social learner and will ask colleagues if something is new and if they could teach me it. I am very new in generative AI and like that the platform makes it able to work together with my team. It is nice to see that other people are also doing it, this way I am more likely to participate as well. This is something the same as GroupM lifestyle because it is during work hours that if nobody is doing it I will probably also not be doing it.
Q3	There are a lot of different experts at GroupM and they believe that by using AI they could do much more than they can do now. They would like to see all these professionals working together on AI cases.
Q4	They think it is a modern looking hub and with colors they would like it even more. They prefer a modern design on platforms. They have intrinsic motivation to do a challenge however with a nice platform the motivation would be even higher. They like the clear interactivity of the platform.
Q5	I don't really like the voting idea because she will get unnecessary competition between co-workers. Instead I would like to give compliments on post so everyone gets positive feedback. This could be for example a smiley,

	a heart or anything else. You can look into how reddit or discord does this. I would also suggest that the compliments are creative.
Q6	They would not start a challenge first. They would first want to see someone else create a challenge, or be able to contact someone who already created a challenge. Or perhaps contact someone from the AI team for this. Then they would like to create a challenge themselves.
Q7	They would like to see the connections on the platform. For example whose challenges you've done, who has done your challenges, on which challenges you posted a comment etc. They would also like to see which of your contacts are doing which challenge. Make it a bit more social/personal.
Q8	I was looking at what the general idea was of the platform for each feature. And when the scenario was given it became clearer of what to do. But to begin it would have been nice to have a small onboarding of the platform giving instructions of how to join, create, or go to the profile for example.
Q9	Creating a challenge was a bit harder since finding the place to create a challenge was hard. They think a profile page is a passive page so the create challenge should be somewhere else, since it's not passive but an active thing to do.
Q10	Maybe a message board to ask for help, make it easy to share in teams or in slack.
Q11	Their experience was positive, it already looked nice and modern.

Extra comments:

N.A.

Conclusion test 1

Scenarios

From this test we can conclude that the challenge details are easy to find for this test person. Finding the place to upload their own content and finding other people's content is also easy to do. The process to create their own challenge is straightforward. The more difficult parts are the upload button for their own content, the finding of the highlight page and the finding of the create own challenge.

Questions

Due to the accessibility of the platform and the intuitiveness of it they would like to use it to learn more about generative AI. Working together with their team and other people is important, they show the wish for the platform to also be some sort of a 'social hub'. They want to see that colleagues are also working on challenges, this would encourage them to use it during work hours. It would be important to give a bit of an onboarding for the platform, showing where you can do what. Also some more information on how to create a challenge would be required (not necessarily on the platform, but maybe someone you could contact to chat about it). A message board to discuss things or ask for help would also be nice, as well as a share button for teams or slack. They would like 'voting' but more as a comment / compliment way with emojis for example. Overall it was a positive experience.

User test 2

Scenario	Description
1	He went easily through the login screens to the dashboard and instantly clicked on challenge details.
2	In the beginning he didn't know how to scroll because of the macbook. After he scrolled, clicked on create your content. At the detail page he clicked on the input fields and after that clicked on the upload button.
3	Instantly clicked on one of the created content and hit the write comment bar.
4	He first looked at the overview of the created content and after that he went to the header and clicked on highlights.
5	He first clicked on the bar with information of the weekly challenge (specifically [created by username]) After that he clicked on his profile.
6	Here we switched to a prototype. He first scrolled down to look for it, wanting to click on the join challenge. After that didn't work he scrolled down again and clicked on the footer navigation to create a challenge. Clicked on the input fields, then the buttons to go to the overview.

Q1	He told us that in his own craft team, display, AI is not often used with this platform; it could help find quick inspiration on how to use it. He thought the platform looked good.
Q2	They are interested in AI, look at talk shows etc. on AI. They were wondering how exactly the platform would work on display since they found it more of a creation thing now. However, they often need to ask for images so they thought it would be nice to learn how to use AI for this so they could create something fast themselves.
Q3	Yes, see Q2
Q4	Yes, he is interested in generative AI himself which makes the step to actually try it easier.
Q5	Voting is smart, he thinks it would be motivating for people to do a challenge. It would encourage him to do the weekly challenges with generative AI.
Q6	At some point they would like to create a challenge, however not straight away. Especially because they do not know a lot about generative AI yet. When they are more experienced in GAI and the platform it would be nice to create a challenge. He would like to see a better explanation of how he could create a challenge.
Q7	To be able to save creations of other people. Be able to follow people within the company for example when you are working on the same client or task.
Q8	It is nice, easy to use and intuitive to find what you need. Perhaps relocating the [created by] might solve it. Easily accessible for people that don't know a lot about generative AI. They like that the highlights and own content are

	separate. Some platforms they use within GroupM do not have this but it is fun to look back at what you've created yourself to see your own learning journey with generative AI
Q9	At first the username wasn't clear, but when you adjust [Created by: Username] to a real name they think this would be fixed. After explaining the concept again they did get it.
Q10	Not really.
Q11	It is easy to use, nice to use, and a clear platform. They would definitely use it when it would become available.

Extra comments:

Alleen contacten toevoegen/volgen of binnen je eigen team op je profiel. Als je buddy ergens mee bezig is, is leuk om te zien wat die doen.

They stated again that it would be nice to connect with people on their own profile. So when your buddy is working on something you'd be able to see it.

Conclusion test 2

Scenarios

It was easy to find the challenge details, create your own content and find other's content. The finding of the highlights wasn't difficult, however they first scrolled to this week's content. To find their own profile they first clicked [created by username] in this week's challenge and then found the profile page. The expectation was to find the create challenge somewhere on the landing page too, like join challenge. It was nice to also have it in the footer too though.

Questions

They think that the platform is a nice place to gain some inspiration on how to use generative AI in different situations. They think it is useful for their job to expedite some tasks where they are now dependent on the creative department. They think the platform is accessible, which makes the step to start using generative AI smaller. Voting would be motivating to really try hard for a challenge. Again, they'd like to create a challenge but not straight away. They'd first like to know more about the platform/generative AI. They like that the highlights and your own content are separate, not all platforms they work with have this.

They would like to see an option to save content that they like, so they can find it easily later on. Or be able to follow people that create cool things, or follow their own colleagues etc. Making it clearer that the [created by username] is someone else would also help them in finding their own profile page.

User test 3

Scenario	Description
1	Testing the scrolling, going up and down a few times and scanning the page. After this they click challenge details.
2	They click back to details first. And then they click the create content button. In the challenge page they expect to drag & drop something due to that button. After this they click the upload button.
3	Clicks a few times next to all the content. After this they click on the content and find the comment button.
4	First checking further below. Then they would click further on their profile or in the top banner of the creative department or maybe even home. The way the page is made now it already looks like the highlight page.
5	First is doubting between username/profile or the [created by: username]. Then finally choose a profile in the header.
6	Scans the page but doesn't see anything for it. Would have tried to find it in the menu on the header.

Q1	A challenge every week is fun to make the use of generative AI via the platform accessible for everyone. They do wonder how long such a platform would be valuable, since when everyone knows how to use generative AI they wouldn't need to use the platform anymore.
Q2	Yes, if there would be a login for the specific generative AI from WPP they would use it. It seems fun.
Q3	Yes they do.
Q4	Yes, it seems accessible.
Q5	They think voting is an accessible way to highlight the best content. Even though one person might like something else than the other. They think that when you join something that is called a 'challenge' there should be winners or voting.
Q6	Creating a challenge seems accessible. It would make the tool fun to use to do something together.
Q7	No
Q8	It took some time to figure out what they were looking at. The intro/onboarding could be better.
Q9	Creating was harder. You couldn't click everything which made it quite obvious which buttons to click and which not, since these didn't have styling. If the mockup would be more high-fidelity it might be different.
Q10	No, there's not

Q11	It seems good with some tweaks, however it does debate the usefulness after some while.
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Extra comments:

N.A.

Conclusion test 3

Scenarios

It's again easy to find the details, and other content.

They expect to be able to join a challenge through details too, but then find the correct button to create their own content. In the creation of their content they expect to find something to drag & drop due to the button. The way the page is set up now they expect this week's content to already be the highlights page. They are doubting where to find their own profile, [created by username] button in this week's challenge or the profile button in the header. They would have tried to find the create challenge in the hamburger menu or the header.

Questions

They think the concept of weekly challenges is nice but do wonder if the platform would still be useful after people know how to use generative AI. The platform seems fun and if WPP would give them a login for the generative AI they'd definitely use it. When there is a challenge they expect a winner and think that voting is a good way to find one. They do state that someone might like something else than another person.

They think that the onboarding for the platform could be better, it took them some time to figure out what they were looking at. Since not everything was clickable it made it more obvious what they were supposed to click, this might be different once everything is clickable.

User test 4

Scenario	Description
1	The login went fine and directly clicked on home and after that the challenge details.
2	The challenge detail page at the tutorial part looked like a check box list, so he was first clicking on those.
3	Clicked on the info bar at the top of the creative department, couldn't really find where to click on colleagues.
4	Clicked on the dropdown button next to created content.
5	He went straight to the profile and found his created work.
6	He scrolled up and down the homepage but couldn't really find where he could create a new challenge.

Q1	I really like the idea of taking part in challenges; it would stimulate him into using generative AI especially if what you are creating is not for clients. Although every week a challenge would be difficult because he has little time left to do this.
Q2	Yes, he would use generative AI for school. With every new technology he likes to have many instructions or a step-to-step guide of how to do things with examples. This platform is very easy to do because of the instructions and get quickly inspired by what other people are doing.
Q3	Yes it would be really relevant to share what he has created with colleagues to get inspired by each other's work.
Q4	It depends on him if he likes the challenge and if he has time that week.
Q5	He likes the competition and because you are doing a challenge together it is nice to have a winner.
Q6	He would create a challenge if he had a cool or nice idea but is uncertain if other people would like this idea. It would help to get guidelines of how to create a good challenge.
Q7	It would be nice to save a challenge and to look quickly back on what he had saved and was inspired by.
Q8	In general the platform was very clear, only the button for detail challenge was difficult to find.
Q9	He had difficulty with finding a challenge because it was at the footnote and the upload content button was not clear to find.
Q10	He would like the platform to be creative with as little influence or instructions on how to create challenges. As free as possible.
Q11	In the beginning I needed to search a lot because the platform was new but I

	should in general experiment more.
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Extra comments:

N.A.

Conclusion test 4**Scenarios**

They could find the challenge details and how to create their own content easily. Also they easily found their profile.

Tried using the dropdown to explore more created content/highlights. They couldn't find where to see more of others' content either, and tried to click on the [creative department] in this week's challenge. They couldn't find where to create a challenge, even after scrolling up and down a few times.

Questions

They really like the idea of weekly challenges and would like to participate. It would help in trying out generative AI even when you're not directly using it for clients. They like to see examples of how to use generative AI, so they'll be able to try it out too. They think that with a challenge there should be a winner through voting. They would have to like the challenge to join it, so they wouldn't know if they'd join every challenge. Maybe it would also be nice to be able to save challenges and look back at what you've created for the challenge and see what others made. They liked the overall look of the platform, it was clear and rather easy to use. They'd like the platform to be as free as possible.

User test 5

Scenario	Description
1	He clicked through the login screens with ease and found the challenge button. He told us that he would be motivated by the timer to actually do the challenge.
2	He expected to find a button to join the challenge in the challenge details. He scrolled quickly through the page and overlooked the create content button. After a while he scrolled slowly and instantly found it.
3	He clicked the post next to his and clicked on the comment bar.
4	He thought by clicking on the week he would go through different kinds of content that week. After that he clicked on highlights and found the overview page.
5	He clicked on the information bar above the challenge on [created by username] and thought that is where he would find his content. After this didn't work he clicked on the profile.
6	He scrolled all the way to the bottom and expected to find it in the footer. He found the create challenge but wanted to look where else on the page it would be. He clicked on the hamburger menu. (He would like the AI tools hyperlinked to go straight to that page.)

Q1	He liked the concept and would definitely do a weekly challenge. He already started asking if he could win any price when creating content.
Q2	He would definitely use it. He told us that there would be very cool content created for themselves to use but also for clients to show and to share.
Q3	Yes, very relevant for him to use.
Q4	He would first check what the challenge is and based on his interests would do the challenge.
Q5	Yes, I would like to have a voting function on this platform. Would be nice to see who has created the best content. It could be something similar like getting karma points like in reddit. But could also be negative if he didn't get any votes on his created content.
Q6	He would want to create challenges if he has a good idea. But first he would like to look at what is possible in creating challenges and after that make it on himself. He gave, for example, a challenge: How can you make ChatGPT mad?
Q7	He would like to have a share or contact function with colleagues.
Q8	The platform was very clear and easy to follow. He thinks with colors the buttons would pop even more.
Q9	The only button unclear was with the create content but this could be solved

	with colors.
Q10	Within this organization such a platform would work really well. Everyone likes to work together and wants to show what they have created. Maybe it would be nice to check if other departments would also like this platform.
Q11	It was good, easy to follow and generally nice and clean looking.

Extra comments:

N.A.

Conclusion test 5

Scenarios

They found the challenge details and other's content easily. They said that the timer would encourage them to actually do the challenge. They had expected to be able to join a challenge through the challenge details. They would have expected to be able to scroll through the challenges/weeks to see that content. After this they did find the highlights page too. They also clicked the [created by username] part of this week's challenge trying to find their profile. They found the 'create' challenge in the footer but would want to see it in the overview too. They would like the [generative AI used] to be hyperlinks to the platforms for these AI, so you wouldn't have to search for these yourself. Getting the hamburger menu to work would improve the platform as well.

Questions

They like the weekly challenges and felt motivated to join and hoped for a prize when they'd win. It would be a cool place to create content and be able to share it with colleagues and even clients. Based on their own interests they would choose which challenge to join. They like the idea of voting, it would be nice to see who's created the 'best' content. They would like to create a challenge, but only after joining a few themselves. But they would also like some 'fun' challenges which wouldn't directly apply to their work.

They'd definitely want a share button, so they could discuss with their colleagues. They believe that within this organization a platform like this would really work well. The platform generally looked good and clean, with colors it would definitely pop.

User test 6

Scenario	Description
1	Straight away clicks challenge details
2	Scrolls and clicks [create content] button. They do say that it would make sense with the details to have the [Midjourney] button also link to its site for example. Clicks upload
3	Clicks the other challenge content and finds the comment button directly.
4	Scrolls down, clicks the home button. Scrolls again. Questions that they are in the challenge of this week at this point? Yes, they are. They think that the challenge content is already the highlight of all challenges. Tries to filter with the dropdown. After explaining they find the highlights button, but suggest naming it differently.
5	Directly clicks the profile button.
6	Scrolls down slightly hesitant but chooses the footer [create challenge] States that the top looks like a giant button, maybe change this.

Q1	It looks nice and cool, having everyone use generative AI without accounts is more difficult but if that would be fixed the platform would be good. They think that everyone has half an hour to spare each week to try out something with generative AI. They could also do it during downtime when something is rendering for example.
Q2	Yes, it challenges you. Sometimes you don't know what you want to create so a set up challenge is nice. They've challenged themselves this week to create something with generative AI each day. They state that doing the challenge together is more fun and gives more inspiration.
Q3	Yes, they think it's relevant.
Q4	Yes, they did. Especially when there's already other people's content visible. They also liked that you could add your own cover page when creating a challenge.
Q5	The voting is cool. They suggest keeping the content anonymous until the vote is done so there is no bias. If there is, there's the possibility that the same people keep winning over and over. It shouldn't feel too much like a serious competition. You could also look at the option to have two people choose winners each week.
Q6	Creating your own challenge helps trigger people. This also allows you to have some influence over what others will create and ensure everyone is working on a cool idea.
Q7	It would be cool to add a 'trophy wall'. So if you've been first 3 times you would have 3 'first place' trophies. To get appreciation for good work and be

	able to 'flex' your generative AI skills. Or perhaps make a banner around your profile.
Q8	With color and images they imagine the platform to be nice and clean. It is clear and has a nice overview.
Q9	The highlights were more difficult, but that could have been the name.
Q10	No, it is good, it serves its purpose well.
Q11	It looks nice, the concept is good and it looks logical. When it is completely finished they think it will be really cool.

Extra comments:

They didn't get the dropdown next to the content, maybe leave that out.

If there would be your own image in the 'create your content' it would be clearer to them that it was their own content.

You could create a slack channel which announces weekly winners.

Conclusion test 6

Scenarios

They easily find the challenge details, the place to upload content, other's content and their own profile. To try to find the highlights they scroll and think they might already be there. It isn't entirely clear where to find it. They also try filtering with the dropdown. After explaining it's in the header they suggest changing the name to make it more clear. They find the create challenge button in the footer, but are hesitant. They also state that the top looks like a big button.

Questions

They like the idea, having everyone work on some cool challenges would help explore generative AI. They state that people would have some time each week to do a challenge, you could also do it in bite size pieces during rendering for example. They state that the platform is relevant, it would help give you ideas on what to create with generative AI. They liked that when creating a challenge, you could create your own cover page as an example. They like the voting, but suggest to keep the challenges anonymous until a user has voted, to ensure they don't just like their friends' content for example. They give the idea of a 'trophy wall' on their profile, to show which trophies you've won with your work. This would also motivate people to try hard for challenges. It would help in getting appreciation for your work. They state that we could also create a slack channel in which the winners are announced.

User test 7

Scenario	Description
1	Directly press details.
2	They expected to be able to join the challenge from the details but saw the 'create content' button vaguely in the back so decided to move back. They click the 'create content' button and find the upload button too.
3	Directly clicks the others posts and clicks comment
4	Highlight page is directly found.
5	Tries to filter on the highlights page, notices it doesn't work and clicks profile
6	They tried the menu in the header but this wasn't clickable yet so went to the footer and pressed create challenge there.

Q1	He thought the concept would be really fun and nice. He mentioned with this kind of platform it is important to look at the guidelines for using generative AI within GroupM and WPP. It is important that the platform is policy/company approved.
Q2	He would definitely use the platform.
Q3	It would be very relevant for me to see what other people would be making and get more inspiration.
Q4	He will first check the challenge and if he finds the challenge interesting and is new would definitely feel motivated to join.
Q5	It would be nice if there was some kind of ranking, especially if there would be a lot of content created. I would, although not put the focus into this.
Q6	Yes, I would make my own challenge especially because they are low effort to make.
Q7	I would like to see what challenges I have created together with the content that was created on his challenge by colleagues.
Q8	-
Q9	When going to challenge details it would be handy if there would be a button to create or start this challenge. On the tool itself it would be handy if you could click directly on the AI tool to go to that page. I would also like to see previous challenges. You can get inspiration from Codepen, they have a similar idea.
Q10	No not really it is really good and is very good for people that didn't yet have their first experience with generative AI to actually begin.
Q11	Very nice and good looking platform, in general the flow was good except for some minor details.

Extra comments:

N.A.

Conclusion test 7**Scenarios**

They easily find the challenge details, other's content and the highlights page.

They expected to be able to join the challenge through the challenge details, but did notice the right button in the background. For their profile, they tried to filter this on the highlights page, since they know they're logged in so they expected to be able to do this. After this they found they own profile page too. The creation of the challenge would make sense to have in the footer or the hamburger menu.

Questions

They like the idea of weekly challenges and think the platform is relevant, especially for getting inspiration. They advised us to check with the WPP policy to ensure that it's incorporated and there's a possibility to view this at all times.

They'd join a challenge if they found the challenge interesting/applicable to themselves.

Ranking content would be nice, but shouldn't be the focus. The inspiration part is the thing that makes the platform good. They'd like to be able to see their own created challenges and the content that is created for it.

They thought it was a clear and good-looking platform with a good flow, especially if the minor details would be changed.

Conclusion

The concept of weekly challenges was perceived as a fun way to get employees to start experimenting with generative AI. The testers thought that it would be motivating to see weekly challenges on different subjects and join these challenges. They would like to see different use cases for their own work in this way.

Overall the platform was perceived as a clear and accessible way to experiment with generative AI. It would give inspiration on what you can do with generative AI and the best way to use these generative AI. The flow of the platform would be good, especially with the suggested adjustments.

Overall the challenge details were the easiest to find, so these do not have to be adjusted. Once the create challenge was found, it was clear what had to be done to create a challenge, so that shouldn't be adjusted either.

There were some things that should be changed to the platform, which are more elaborately addressed in the recommendations.

Recommendations

Ensure a WPP login for generative AI to lower the step to start using generative AI.

Adjustments

- Button to start a challenge within the challenge details page.
- Go to previous and next challenges buttons above the footer
- Adjust the [created by username] button.
- Create challenge specific place (on the landing page/hamburger menu/footer/header)
- Change highlight page name/place to find.
- It should be clear that the landing page only shows this week's content.
- Perhaps don't put a dropdown on the highlights of this week's content.
- Share profile, content etc with colleagues.
- Add hyperlinks to the pages of the generative AI platforms
- Only give WPP approved options of generative AI to use.
- Make different trophies to give (e.g. let people vote on the most 'creative', 'usable', 'innovative').