

1. Public Executive Summary

In this deliverable we explain the evaluation framework to assess the needs and requirements of users in new technologies and experimental productions investigated in our project.

This deliverable is organized following the structure of the technology development in 2020 3D Media. We will present the different methodologies that we are going to use for each technological area of the project: Content Production, Extraction of Features, Workflow and Metadata (WP3); Camera Architecture (WP4); Post Production (WP5) and Digital Projection (WP6). We planned different methodologies depending on the needs of the different technological area. For each technological area we will present the information structured into three main sections, namely: a) what to investigate or the research goals, b) the users for whom the technology is intended and to whom the evaluation would be conducted; c) and the methodologies that would be used to reach the information required by each work package.

The evaluation of the technological parts of the project will need different methodologies according to the required information. It will take part in different showcases. In the next table one can see what we have planned to carry out in each event (provisionally):

	Methodologies planned to gather user feedback	Users that would provide feedback
CONTENT PRODUCTION (WP3)	<u>Video Browsing Tool:</u> - Usability Test - Questionnaires	<u>Professional users:</u> Postproduction and editing professionals
	<u>Work Flow management:</u> - Heuristic evaluation	<u>Professional users:</u> Production managers
CAMERA ARQUITECTURE (WP4)	- Interviews	<u>Professional users:</u> Professional cameramen
POST PRODUCTION (WP5)	- Interviews	<u>Professional users:</u> Post production Companies
DIGITAL PROJECTION (WP6)	- Test patterns (logs recording)	<u>Professional users:</u> People responsible for assembling the system for the end users
	- Questionnaires	<u>End users:</u> Theatre audience