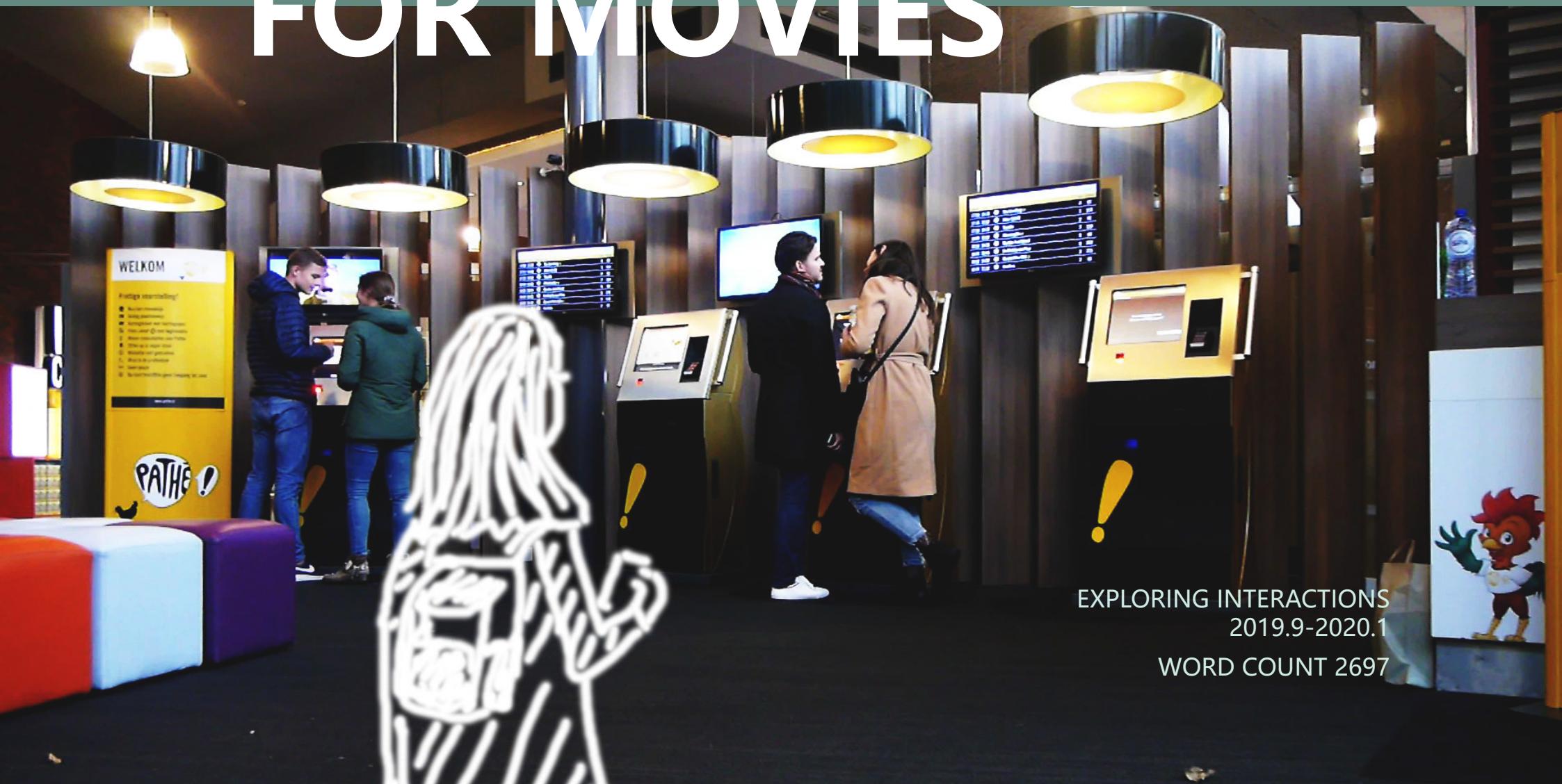


WEI ZENG 5103347

WAITING ALONE FOR MOVIES

FINAL REPORT



EXPLORING INTERACTIONS
2019.9-2020.1

WORD COUNT 2697

DG

**Have people waiting alone inside
the cinema do some explorations
concerning movies to enjoy their
waiting time.**

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Forming Design Goal

Interviews

I have done 5 interviews in total during cycle1 based on some pre-assumptions, in order to find directions to work with.

(For information of other interviews, please look into work book)

2nd Interview's Setting

(2019.10.6)

Participant: 2 participants who went to cinema together

Location: Pathe in Delft

Method: Semi-structure interview before and after the movie, journey map, observation

Research question:

To observe people's interactions when going to the cinema together

To explore people's happy/unhappy moments through out their cinema experience with/without friends.

3rd Interview's Setting

(2019.10.9)

Participant: 1 participant

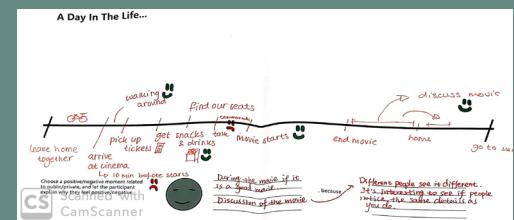
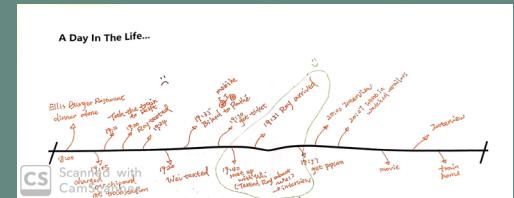
Location: IDE faculty

Method: Semi-structure interview, journey map

Research question:

To know how and what people talk with their friends after movies.

To explore people's happy/unhappy moments through out their cinema experience with/without friends.

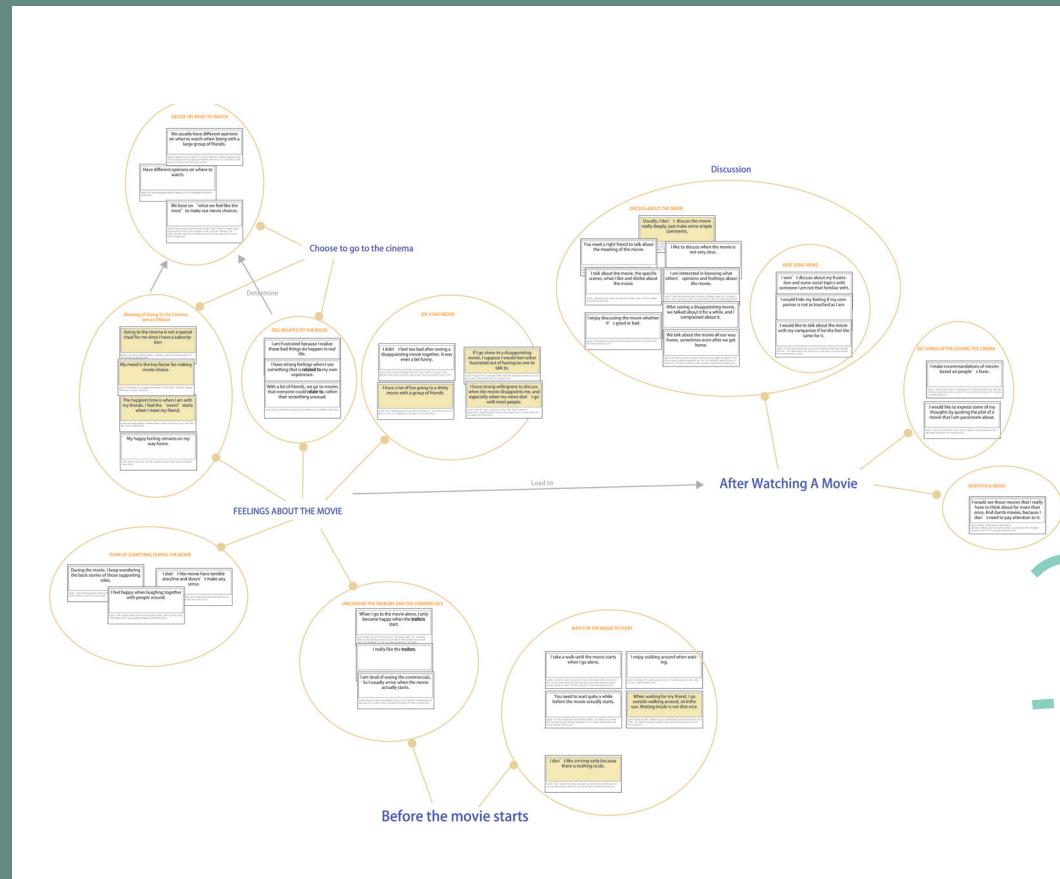


Possible Directions

- ▶ Make solo movie goers feel less uneasy during their waiting time. ✓
- ▶ Make solo goers feel less frustrated after seeing a disappointing movie.
- ▶ Make people going to movies together feel more motivated to talk about their deep feelings.

Statement Card Analysis

I analyzed people's statements and sorted them by doing Statement Card Analysis.



Keywords about "Waiting"

weather commercials trailers
watch other people have nothing to do

I don't like arriving early because there is nothing to do.

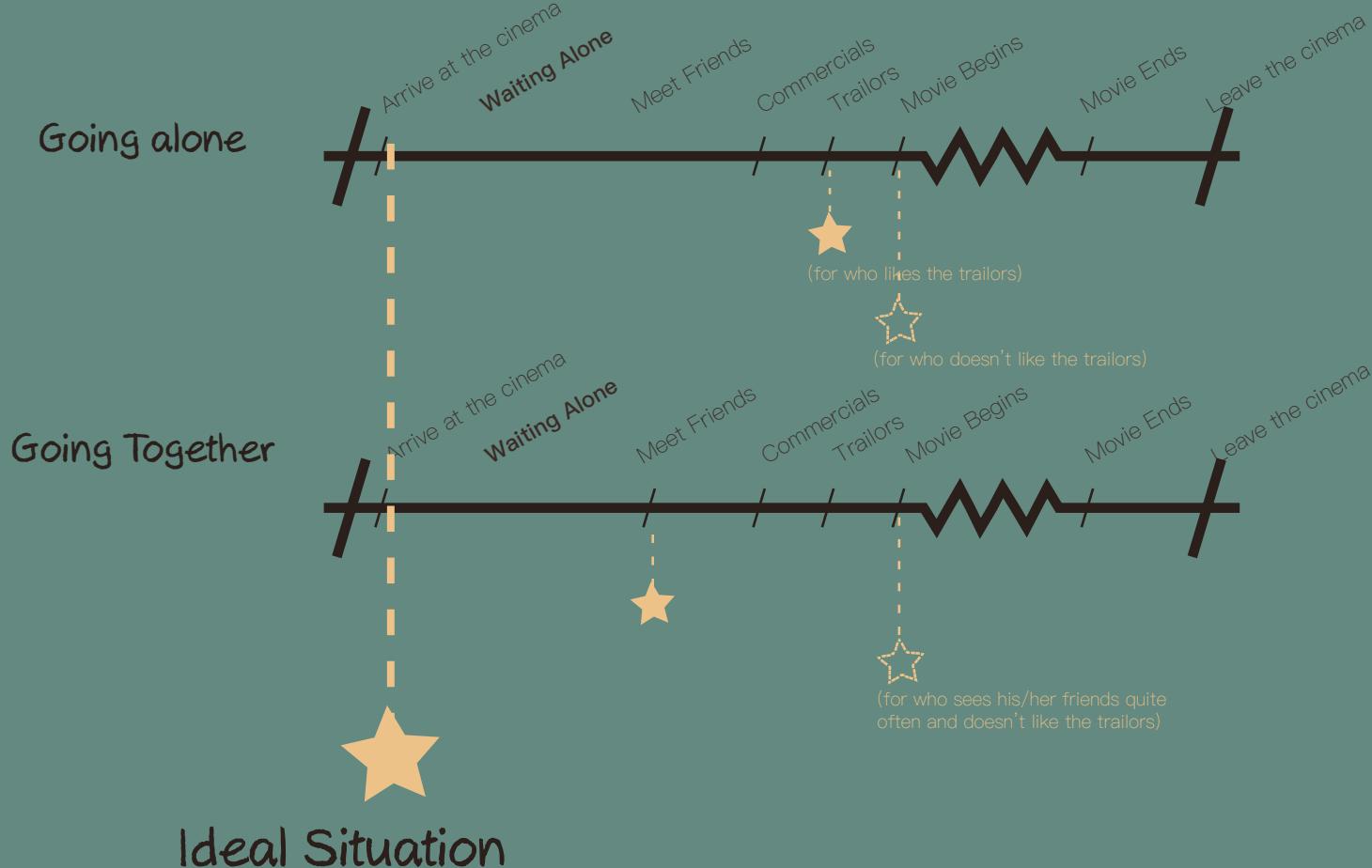
quote: I don't like arriving early. Because you actually have nothing to do. You can talk to each other but you can do that at home as well.

When waiting for my friend, I go outside walking around. Waiting inside is not that nice.

quote: Before you go to the ticket control there is not a lot to do...So I rather just wait outside a little bit than sit there cuz it's not that nice.

Timeline Analysis

★ When you feel the “event” starts



Current Interaction

Watch People Talking
To Each Other



Based on the interviews I have done in Cycle 1, I sorted out people's current interactions when waiting alone. And phrase the "what" and "when" part in DG according to this.

Take A Walk
Around The Cinema



Listen To Musics,
Observe Passers-by,
Drink a Beer

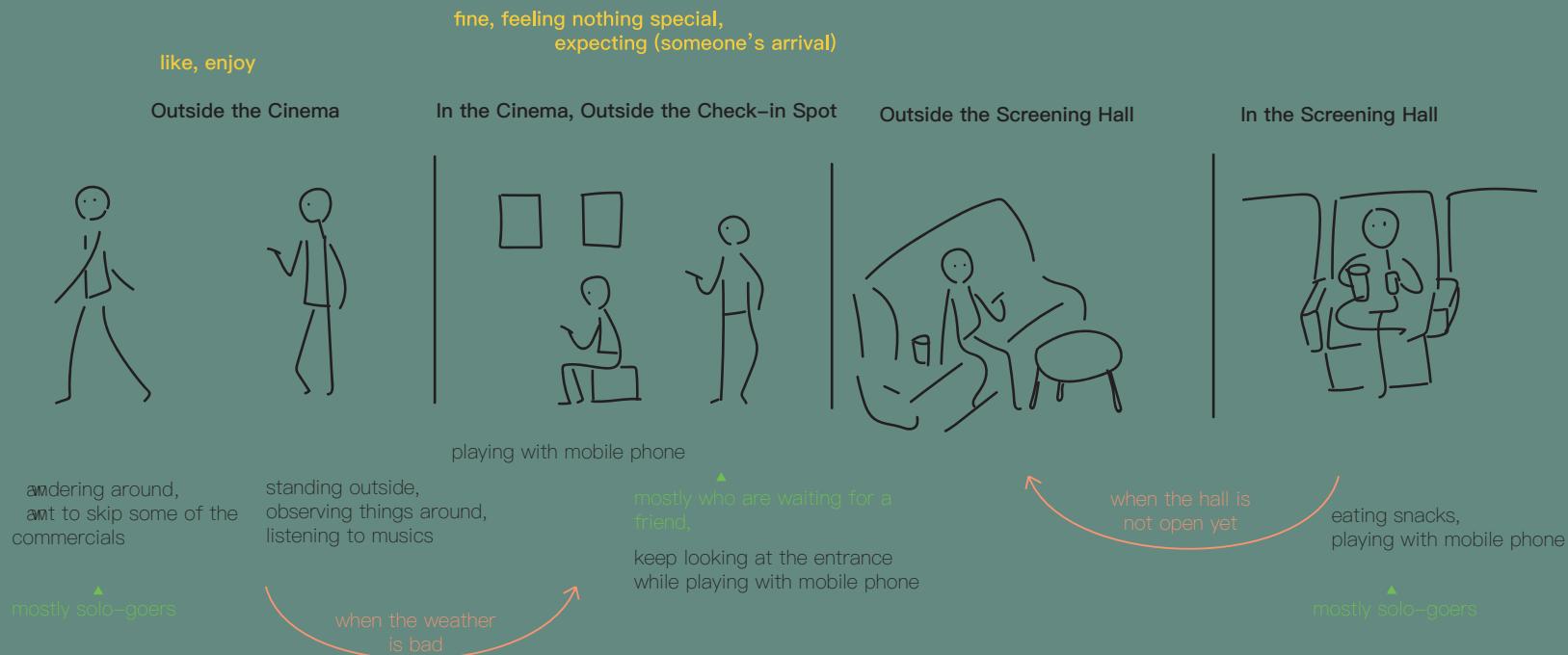
► DG

Have people waiting alone inside the cinema do some explorations concerning movies to enjoy their waiting time.

What (effects)

When

Space Analysis



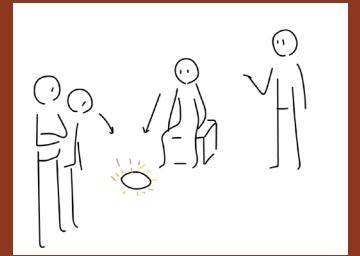
► DG

Have people waiting alone inside the cinema do some explorations concerning movies to enjoy their waiting time.

Where

Finding Solutions

1st Round Ideation & Tests



Temporary IV:

People alone play with the sand and the sea waves at the beach.

/ People traveling alone look out the window on the train.



Changeable, tangible, play without caring about the result, unpredictable result (IV of beach)



Know you are getting closer to the destination (IV of train)



Tangible, play without caring about the result (IV of beach)

Tests & Feedback:



Pros: Confused, desire to figure out

Cons: Doesn't catch attention

Pros: Easily catch attention

Cons: Expecting more.

Pros: No need to interact with others, can keep the final product

Cons: The interacting

When others are playing with the products, I don't feel like approaching.

Takeaway:

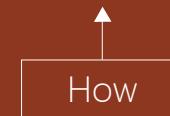
- Interesting at first sight, but also have much to explore. (the 3-30-300 principle)

- People going to the cinema are people who loves movies
→ some fun facts about movies.

- Something they can really do on their own (without disturbing by others). But can also play with friends.

► DG

Have people waiting alone inside the cinema do some explorations concerning movies to enjoy their waiting time.



IV (New)

Like exploring in a secret cave with a torch.

Characters of Interactions

Exciting, Mysterious, Secret, Adventurous, Curious

Affordances

Attracts people to reveal something underneath surface.

Design Properties

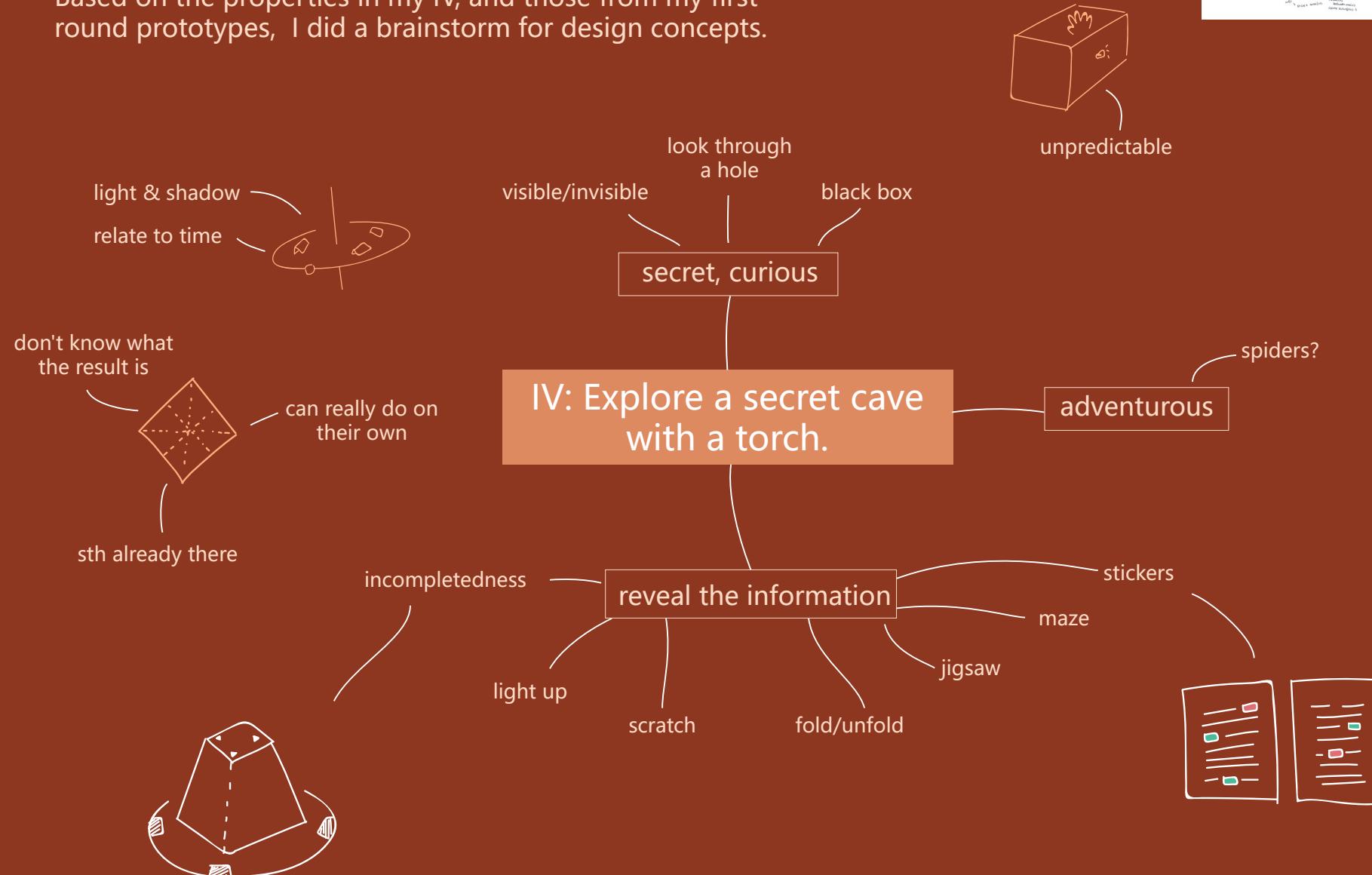
1. Contrast between Visibility & Invisibility
2. Unfamiliarity

3. Unpredictability
4. Isolation



2nd Round Ideation

Based on the properties in my IV, and those from my first round prototypes, I did a brainstorm for design concepts.



2nd Round Tests



Feedback:

Cons:

Clues are not clear.
This is intriguing if I notice it, but maybe not inviting enough.

Pros:

The fun facts provided really gave me something I didn't know.



Cons:

Didn't know what to do without guidance.

Pros:

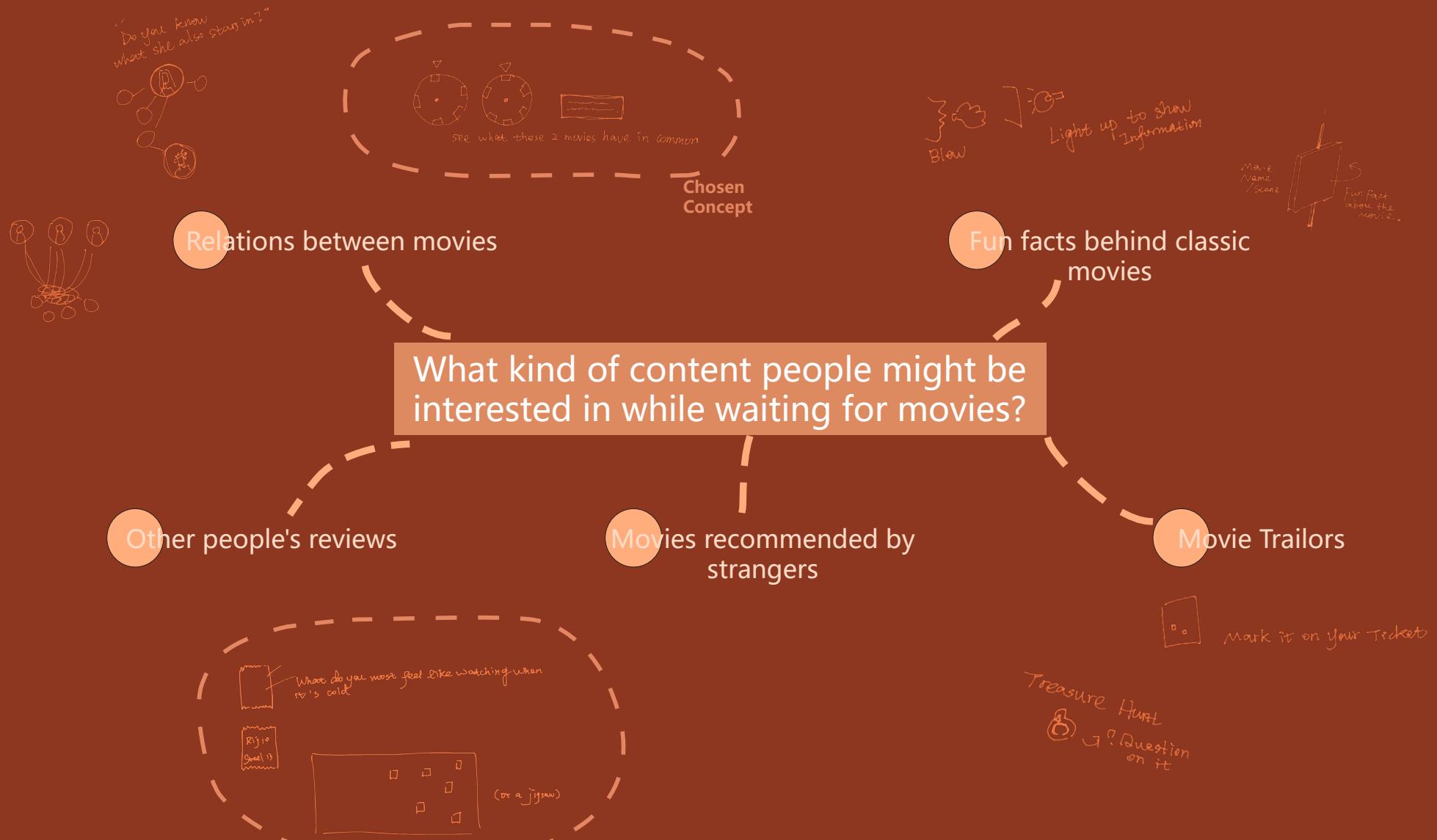
It is interesting to cover something up.
Making people interact in different time frames is good.

Takeaway:

- Need to find a balance between intriguing people's curiosity and confusing them too much.
- The time people need to spend on this product should be flexible, since their waiting time is uncertain.
- Put emphasis on how could people interact with the products ALONE, yet still enjoy it.

3rd Round Ideation

-From the perspective of involved information

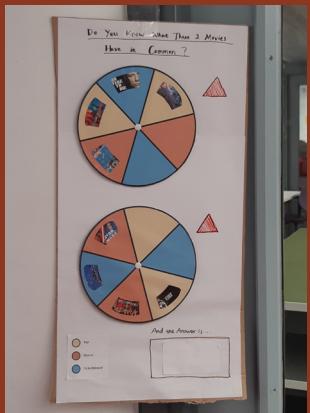


Evaluation

Participants: 2

Process: Participants try the prototypes and answer questions.

1.Curiosity Wheels



2.Inspiration Wall



Evaluation Result

Based on observation during tests, and interview

Curiosity Wheels Inspiration Wall

Understandable	● ● ● ● ●	● ● ● ● ●
Feasible	● ● ● ● ●	● ● ● ● ●
Inviting	● ● ● ● ●	● ● ● ● ●
Intriguing	● ● ● ● ●	● ● ● ● ●
Estimated time to spend on it	●	● ● ● ● ●

Takeaway

Curiosity Wheels

- Users want to see more detailed information on the screen.
- The appearance might be not inviting enough.
- Users are interested in trying all the combinations.

Inspiration Wall

- Hard to notice there were text behind.
- Not intriguing/ Did not raise users' curiosity.

► So I will choose the former idea to work on.

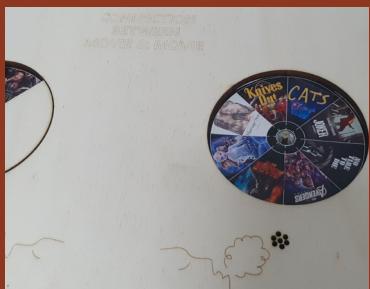
Final Design

Interactions

The coded system is activated by blowing at each wheel and spinning around. When the movie is chosen, the information will be shown on a little screen.

Experience

The users of this product are able to choose two movies to see the connections between them (same director, same cast, etc) and arise their curiosity when waiting alone.



Appearance

Should provide clear clues for users to know what to do and what to expect. Noticeable but also fits in the environment of cinema.

Aesthetic Expression Minimalism

Technology

Arduino IDE, Loudness sensor, Stepper Motor and an OLED Display Screen

Materials Wood, Paper

Final Evaluation

Participants: 3

Process: Participants first acted out waiting alone without the prototype. Then they tried the prototypes and filled in an evaluation form.



Result & Feedback

Interaction



They all appreciated the interaction of blowing the wheels.

It requires energy and is more interesting than simply press a button.

Clarity



One mentioned the title is not clear enough so she didn't know what to expect.

One thought two wheels need to be blown at the same time and thought that was for two ppl.

Time covered



They'd like to try all the combinations and even look up online to know more information.

Though blowing costs energy, they'd take a break then try again.

Noticeability



It is noticeable if only they sit by the table.

Content displayed



They want the content to be more visualized, accompanied by sound, animation, etc.

Displaying way



The screen could be bigger, and closer to the wheels. Display in a more vivid way.

Further Recommendations

To make the display more interactive, use animation, sound, musics, etc.

Conclusions

In general, users like the interaction and think it bring fun to their waiting time. Though it was mentioned that the blowing somehow costs energy and they need to stop and take a rest, it also makes the interaction more intriguing and covers more waiting time.

One drawback is that the screen is too small and they displaying form could be improved. But they still think the content is interesting and raise their anticipation into movies.

Appendix

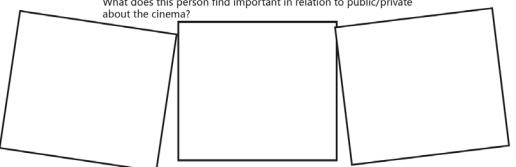
Persona and Timeline Sheet For Cycle 1 Interviews.

Me & The Cinema...

This is me...
Write down some distinguishing aspects about this participant

-
-
-

This is what I find important...
What does this person find important in relation to public/private about the cinema?



My Motto

My Statements

Success Story
A satisfied experience of going to the cinema together



Horror Story
An unsatisfied experience of going to the cinema together



Ideal Situations
How does this person want to be served/treated?

-
-
-

A Day In The Life...



Choose a positive/negative moment related to public/private, and let the participant explain why they feel positive/negative.

 , because _____

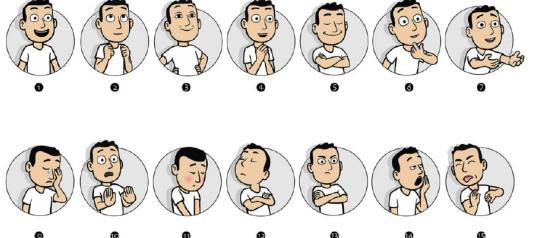
 , because _____

Form for final evaluation in Cycle 3.

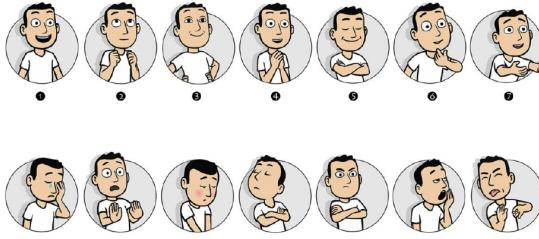
Waiting Alone for Movies
-Curious Wheels Evaluation

Please think about your experience of waiting ALONE in the cinema, and answer:

1. What is your feeling when you are waiting alone in the cinema **without the product?**
Choose a picture that is closest to the feeling and describe it with a few words.



2. What is your feeling while interacting with this product?
Choose a picture that is closest to the feeling and describe it with a few words.



3. How noticeable the product is?
Not noticeable at all Very noticeable

1 2 3 4 5 6 7 8 9 10

4. How understandable the concept is?
Not understandable at all Very understandable

1 2 3 4 5 6 7 8 9 10

5. How much do you like the interaction of blowing it?
Don't like it at all Like it very much

1 2 3 4 5 6 7 8 9 10

6. How much do you like the content of the screen?
Don't like it at all Like it very much

1 2 3 4 5 6 7 8 9 10

7. How much do you like the way of displaying the content?
Don't like it at all Like it very much

1 2 3 4 5 6 7 8 9 10

8. Is there other information you want to see on the screen?

9. By estimation, for long will you play with this product during your waiting?

0-2 mins
 2-5 mins
 5-10 mins
 10 mins or more
 For the whole waiting time

10. Other advice?

Pictures on the wheels and engraved top of the box.

