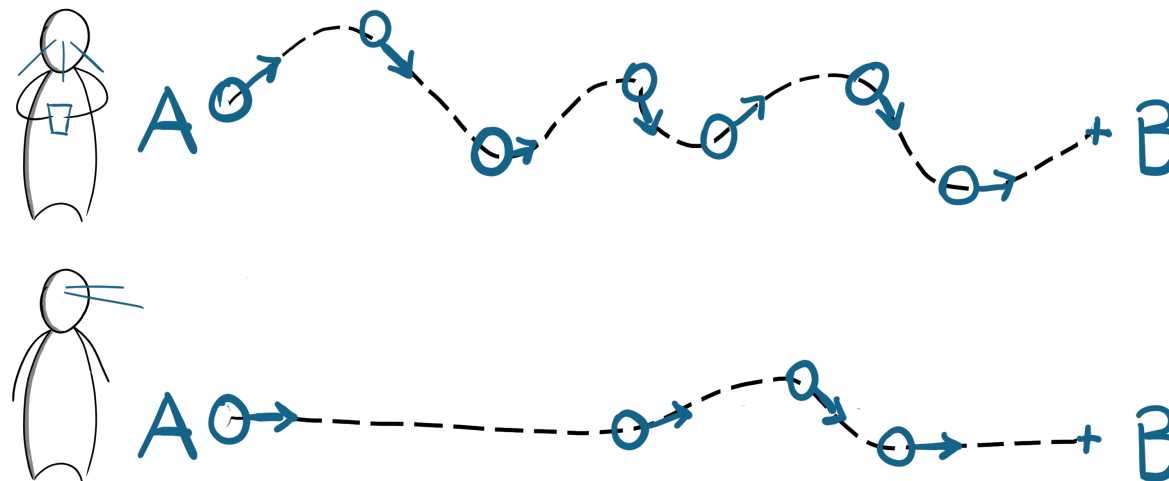


# Evaluation 1

## Concept & Evaluation

At the very beginning of this project one of the test I conducted was asking people to walk from a point A to a point B in the city center during the market first without using the phone and then a second time while using it. For more detail see pag. n 9-10 in the first chapter and pag. 69-72 in the appendix. An important insight from that was the fact that phone users tend to have an inconsistent gait. In this phase I was curious to check if the prototype was having the expected effect of people gait by improving their pace. For this reason I asked the same two participant to walk from the same point A to the point B in the same external conditions (the market), this time while using the prototype. In the following pages the visualization of the gait is showed.



### Insight

- The prototype made the participants more conscious of their movements and as a consequence they plotted a more consistent and steady gait
- The phone user had the feeling of being more aware of the environment and not completely focused on the phone
- Other pedestrians notices it but it should be even more outstanding

See appendix p. 124 for user pictures