

Research Stage Deliverables

Group: #ieicommons

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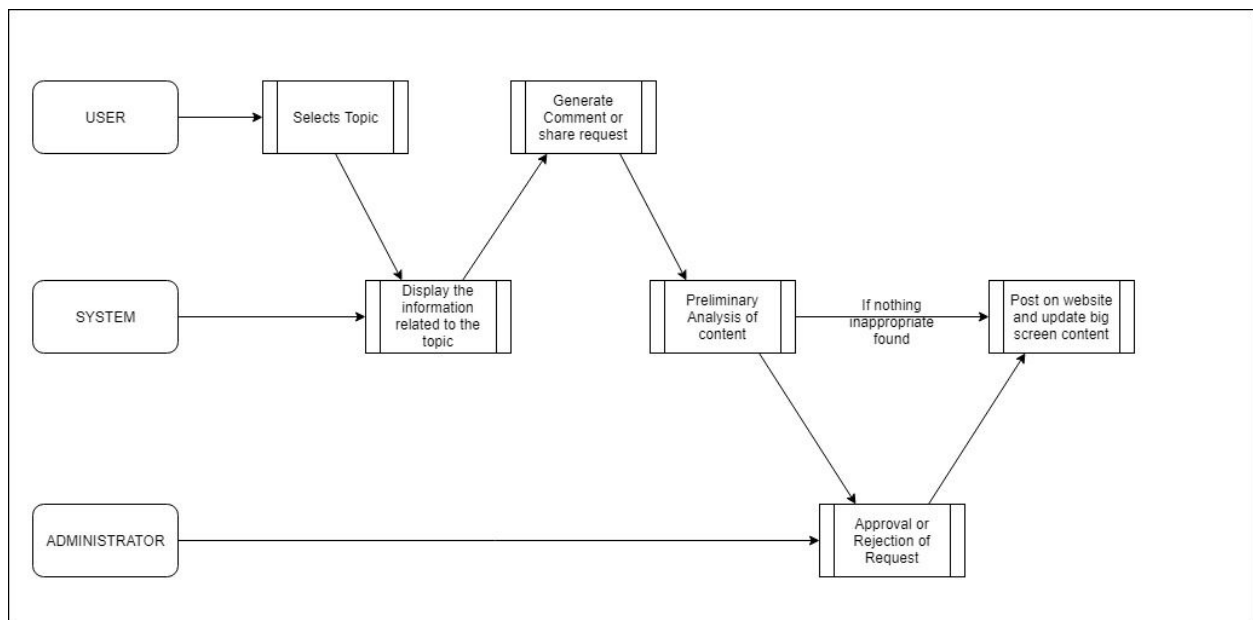
Long Term Goal:

- To make IEI section more user-friendly and attract guests/students to stop by and give feedback on current emerging issues.
- Maintain user profiles to keep track of comments and feedbacks posted on various issues.
- Allow users to stay connected even outside the campus with the issues.

Challenges:

- Can the display attract the passersby to spare some time and check out the IEI section?
- Will the users be interested in getting to know more about IEI after checking out the content displayed?
- How to moderate user content (comments/pictures)?
- Would the users be comfortable typing comments on a big screen/touch tables or would they prefer personal devices?

Experience map:



Expert notes:

- Technology available, 2 X 6 interactive screens and touch screen tables
 - Touchable service, text-based
 - Screens are able to show multiple contents, even can be independent contents
 - Contents can come from the Internet
- Topics shown by the screens
 - Economy, Health, Education, Environment
 - Now only shows the contents about North Carolina
- Audience: Wide variety of groups
 - Educational groups: Teachers, high school students, etc.
 - Mostly from North Carolina
- Half the people left after seeing the big screen
 - Only 25% of people or less visit the whole area

Problems/opportunities:

- The proximity sensors in operation with the big screen aren't what the users expect when they interact with the screen so they tend to think of the big screen as a non-interactive display. This problem can be rectified by changing the input method to be touch-screen.
- How could we give people multiple input options?
 - For example, from people's mobile phones through apps or QR codes.
- How do we grab people's attention for the screen contents?
 - The central big screen consists of 14 small screens. Instead of display one topic on big screen, separate the big screen into fixed sections that display distinct topic could grab multiple groups of people's attention at one time.
- How do we create a balance between catching people's eye (attention) and providing meaningful content?

Target:

- Make the layout of the screen more enticing for the users, so that the client receives relevant user information as the result of the users' increased interaction with the system. This would include adding input interface (QR), expanding the target audience and making user experience more fun. Divide the screen to target a wider audience and allow users to comment on an issue using smartphones.

Relevant challenges:

- User profiling.
- How do users keep a track of their comments?
- It is not possible for users to create a profile on the big screen but could use email id or phone number as a primary key.