

Observation and Ideation

Private and Public Observation

Synopsis

Public Interactions Observations



We observed people's interactions with the news stands out Moffitt for 40 minutes on Monday at lunchtime.

Insights

Insight 1: Most people who engage with the boards start out by walking by, scanning them, and seem to get drawn in by some specific piece of news and then stop and walk closer. Once they read that page, they often go back to walking by and just scanning the others.

Insight 2: People walking by are often more interested in the more social posting board opposite covered in flyers than the boards with newspapers.

Notes

2017-7-16 Observations PSM/Newsboards

People notice new walking past and then stop to look.
~~Some~~ These people tend to read just one page/story
~~Others~~ Others just scan while walking by
One pair pointed out ~~the~~ a shade to each other

People are interested in the more social posting board more
than the ~~other~~ news

A lot of scanning while walking by

People who do get drawn in are literally drawn in → approach newspapers
More closely for ease of reading

More people leaving the library later than entering

People waiting in line inside wait to see screen right from the line.
People waiting for someone go look up more details on phone.

A pair has been standing in front of a paper table for 30+ mins -
unsure if triggered by related to news

People prefer the larger, colorful, english board to the ~~triple~~ one

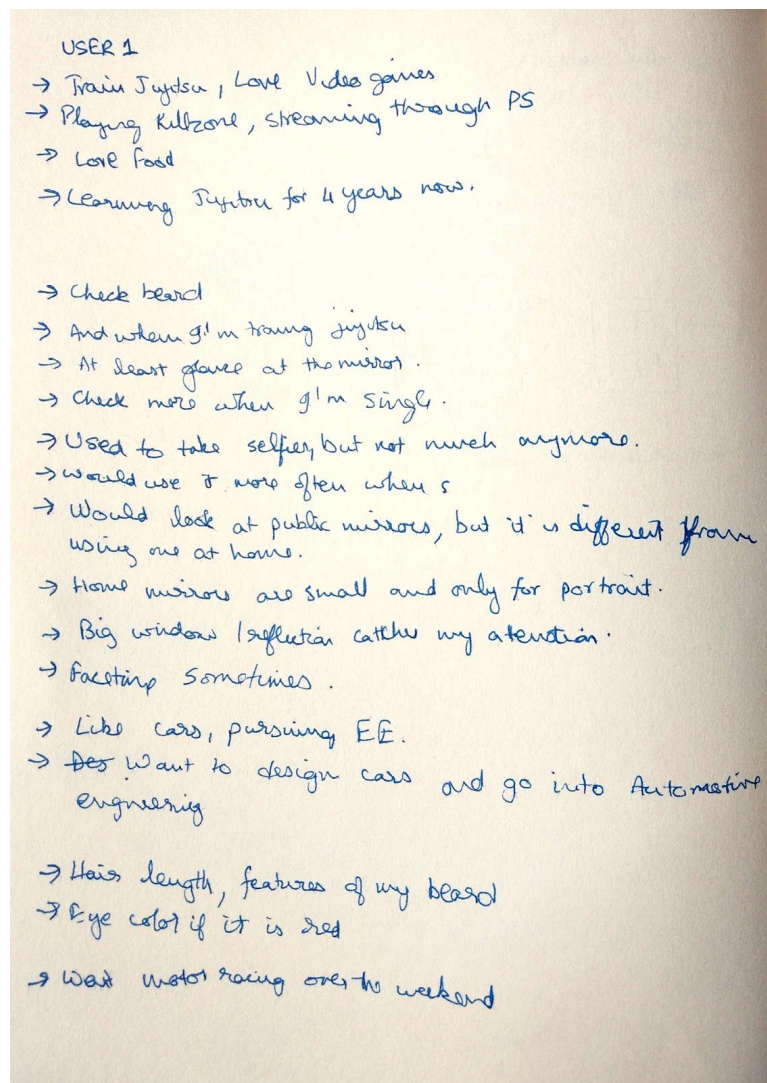
Private Interactions Interviews

Insights

Insight 1: The main reason that our interviewees used mirrors was to stop and glance if their hair is set and ready to go.

Insight 2: In public people are less comfortable with looking at their reflections: public mirrors they'd spend less time looking at, and they take pictures of themselves (drawing extra attention) only when they had a reason to: e.g. being with friends, a beautiful landscape

Notes



USER 2

→ Economics

→ Use it often

→ Every time I step out, Every time I use the restroom.

→ Don't take a lot of selfies unless I feel good about myself.

→ Take more pictures with other people.

→ Temptation to look at yourself

→ Use phone camera as a mirror when I'm in a car

→ Today, I was putting my makeup, the lighting was bad,
So I go to the bathroom where the lighting is better.

→ Use smaller mirrors to look at my skin and more details.

→ Look for a few seconds in a public space if I feel curious.

USER 3

→ Agricultural Major.

→ Ecology, Nutrition

→ Don't take random selfies, only if there is a great background

→ Only as a necessity.

→ Use bathroom mirror to check my hair.

→ Public place - Less comfortable

→ Listening to music, playing basketball.

→ Just check my hair whenever possible.

→ Fix my hair while brushing.

Interview Script

-Estimate age, ask occupation

-What is your personal goal right now?

-What do you do on your own time? What do you enjoy?

- Introduction to what we're interviewing about, mirrors, webcam, selfies
- How often do you inspect your reflection?
- Take selfies? Do you like taking/being in pictures?
- Do you ever use a phone cam/webcam as a mirror?
- How have you interacted with mirrors today?
- How important do you feel that appearance in public is?
- Are you using webcam/snapchat/whatever in your spare time, or do you make time to use them?
- Do you interact differently with a mirror in a public place, than if you were alone?
- Do you have anything else you want to tell us?

Persona and Scenarios

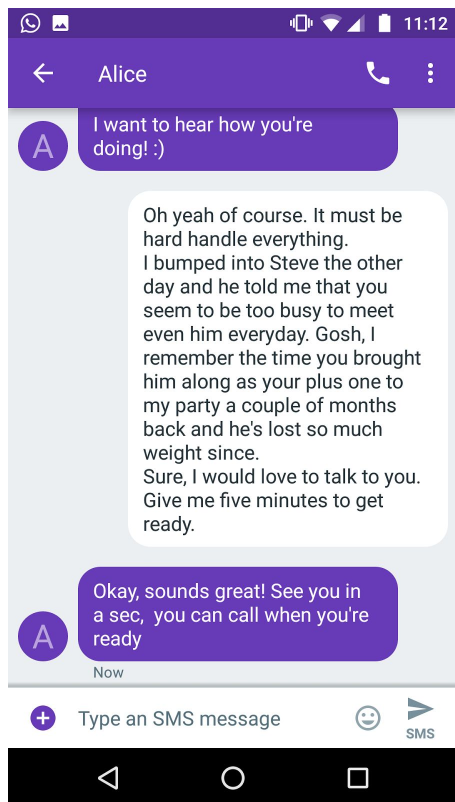
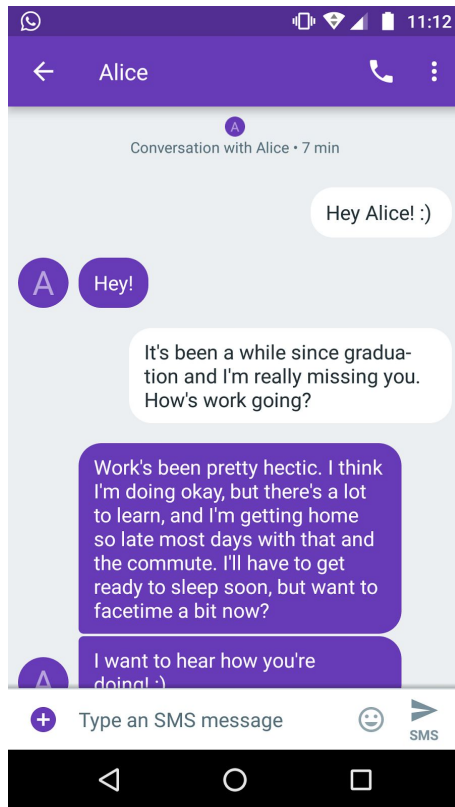
Persona

Alice (22) is an Albanian-American recent graduate of a notable public school on the west coast, working at an entry level white collar job. She works in some technical field, and commutes into Silicon Valley. She drives to work, but finds it stressful because of the amount of traffic during rush hour on her commute -- without traffic, it should be something like 30-45 minutes, but with traffic it's more like 2 hours. In the morning, she tends to sleep in a little, so she's usually in a hurry to get dressed and ready for the day, and she ends up getting home late most days, either because of the commute or because of leaving work late to avoid it. Sometimes she uses her phone front camera as a mirror when she's in the car to check her appearance before arriving somewhere. Her friends from college have spread out across the country, and although some live nearby, she mostly has to video call them to keep in touch, and when she video calls she minimizes the window that shows her webcam. She enjoys walking, and sometimes goes on hikes near where she lives. She tries to stay active, but with her commute and long hours at her job she's been finding it busy to find time for personal activities. She used to take selfies but doesn't often do so anymore, except when she has a reason to, like a beautiful landscape and no one else to take the picture, though she'll still take selfies when she's in a good mood or with close friends. She currently has a boyfriend who she met last year, who she occasionally goes out to clubs with, but both of them just entered the workforce and have been very busy. She lives with two roommates, friends from college who also found local careers. She's extraverted and derives a lot of value from spending time with other people, but is actually a little shy and wishes she were better at meeting people. She isn't vain, and doesn't want to act like she is, and she's aware of how people around her perceive her, in part because of that minor shyness, so when she's out in public she doesn't look too long at her own reflection if she sees it incidentally, like she does walking by buildings with dark glass windowed walls, and gets self-conscious if she spends longer than a couple of seconds looking at herself in the mirror over the sink in a public restroom.

Practicum IV

Design Cycle I

Roman Wright and Pranav Ragupathy - 6



Scenario 1

Being the busy individual she is, Alice generally finds time to buy her groceries and home essentials every Friday on the way back home from work. As she approaches her car after a hard day's work she rolls her phone twice to see directions to the supermarket that she visits. En route to the supermarket, her phone reads out her grocery list to make sure that she hasn't forgot anything that she generally needs. Soon after she reaches the store and lifts the phone towards her face from the bonnet, her entire list is placed and displayed to her and she has the option to switch it to the shopping mode which she requires while she is inside the shop. At this point, she checks herself in the front camera before stepping into the supermarket. Based on priority, the list of items is displayed one by one such that she can find what she needs. To tick each item of the list she simply has to *pitch* her phone in the positive direction and her next item is displayed. However, if she requires to cancel an item that she doesn't find, she can *pitch* her phone in the negative direction for the next item to be displayed. As confirmation, once she steps out of the shop and the light around her surroundings reduces, the phone notifies her if she has any items left to look for in another shop on her way back home.

Scenario 2

It's Saturday, and Alice is planning to go out with her friends. She was up late last night so she hits the snooze button on her alarm. After enough repetitions of silencing her phone, the phone alarm refuses to be silenced unless she gets out of bed and goes over to the mirror by her dresser and places the phone there. While she picks out her clothes, the mirror displays a stylization of the day's weather. She goes to the bathroom to brush her teeth and change. She brushes her hair using the bathroom mirror, and goes back to the full length mirror by her dresser to make sure her outfit looks the way she wants and apply makeup. After she's done, she puts everything away and picks up her phone from the dresser, and the mirror displays a simple map and set of directions to where she had selected yesterday on her phone. She goes out to her car and drives there, her phone switching to navigation mode after she places it in a holster on the dashboard, and when she turns off the power in the car and picks up her phone, it switches to using the frontcam to act as a mirror for her to double-check her appearance before stepping out.

Scenario 3

At work, Alice and her team use a smart kanban board to organize their tasks and keep track of objectives. From a distance, she or anyone else on her team can identify the general stage of the work process their current project is in, and whether they're on pace to meet deadlines. Members of the team can also glance at the board while walking along the aisle near it to determine who is working on what part of the project. When a user walks up to the board, it blows up their cards so they can see the details of their current task and the tasks they've completed or have yet to start, and they can move their phone to hover over cards and inspect them, which resize intelligently based on their distance to the board. When close enough to touch the board, the user can mark tasks as complete or modify the precise details of their tasks by pitching their phone up and down to mark tasks as complete, yawing it right to view more

details and left to return to an overview, or move the tasks between categories using their phone to drag them across the display.

RESOURCES

Interview key points:

<https://docs.google.com/a/berkeley.edu/document/d/1oHHxg3uxO0gioL65uvEUQqs7f4QC5KODo87j9Q2Rpb0/edit?usp=sharing>

Public observation insights and notes:

<https://docs.google.com/a/berkeley.edu/document/d/1M7TxTvramOgBL71rl1bOIcjODzA6wmlC2cFwCsGXxlk/edit?usp=sharing>

Interview notes:

<https://docs.google.com/a/berkeley.edu/document/d/1atKGRGeXnSZ0bQR9FtVK-kXEIAnNbWLw7c30T5OY1U0/edit?usp=sharing>

Persona and scenarios:

<https://docs.google.com/a/berkeley.edu/document/d/1h39-UgklbitMvtrtjYgNmHuIp7RzO2Zyg8Va3pyDr14/edit?usp=sharing>