

### 3.2. EXPERIMENT EXECUTION

#### ④ EXPERIMENT DESIGN AND EXECUTION



Assent/Consent and Intake Survey

I

##### 'VR interaction' Stage

Select the most comfortable facade among 10 variations among 10 variations per pattern.

Patterns

P1  
P2  
P3



II

##### 'Screen-Based Ranking' Stage

Arrange facade variations according to personal judgments of complexity



III

##### 'Post-Experiment Survey' Stage

- Professional Background  
- Complexity perception



Brief Interview



Additional factors on decision in complexity?

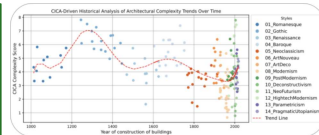
Data base

### 3.3. DATA ANALYSIS AND EVALUATION

#### ⑤ RESULTS AND DATA STATISTICAL ANALYSIS

##### Historical Complexity Analysis across STYLES

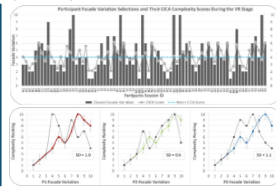
Graph and trendline on complexity across the years based on CICA score.



##### Experiment Complexity Analysis of 3D facades

##### STATISTICAL ANALYSIS

1. Probability of Complexity level selection
2. Complexity Perception
3. Qualitative analysis from survey



CONCLUSIONS



Complexity Analysis validation