

# LOW FIDELITY PROTOTYPE TOPIC GUIDE

## OBJECTIVES

- To understand and capture user perceptions/imaginings of interactive artwork concepts
- To understand what users would expect of and be looking for in these concepts (aesthetic, contextual, focus)
- To capture what ways users imagine they would interact with these concepts
- What messages do these concepts immediately communicate
- To theorise how feasible and viable these concepts are
- How do these concept imaginings make people feel and are they theoretically effective

## Introduction

- Doing research for the University of Sydney - solely for school research
- Exploring people's ideas and perceptions of interactive public artworks
- These artworks explore themes of disadvantage across homelessness, gender harassment, technological disadvantage- are you comfortable with talking about this?
- Everything shown to you today is quite vague and ambiguous. Everything we show you is as far from completeness as possible. This is intentional - we want to hear how you imagine these artworks to work - how you'd perceive them to function
- Remember there are no right or wrong answers and everything you think is valuable - hold no bars! I did not personally make any of these concepts and want to know the truth and won't be offended or flattered by your responses
- These sessions will be recorded on video and then deleted in two weeks - just for us to capture what went on.
- The session itself will take around 40 minutes.

## PRE EXPERIENCE QUESTIONNAIRE

Before we talk about concepts, let's first have a conversation about your current feelings and experiences towards some areas we are exploring. We will talk about a few of these and then I'll ask you to fill in some ratings related to them - how does that sound?

*Either in general or if you can recall a specific time - How do you personally feel towards one-time donations to charitable organisations? (Why, what about it made you feel x, if they speak towards interventions (like Oxfam street employees or digital interventions) ask them to discuss why where how).*

Rating - Likert, Strongly Dislike, Strongly Like

*Either in general or if you can recall specific reasons - Respond to this statement: \*line break\* "I can relate or empathise with someone who is homeless"*

Rating - Likert, Strongly Disagree, Strongly Agree

*Either in general or if you can recall specific reasons - Respond to this statement: \*line break\* "I understand why women can feel unsafe alone in public"*

Rating - Likert, Strongly Disagree, Strongly Agree

*Either in general or if you can recall a specific time - Respond to this statement: \*line break\* "Art can make me see things in a new way." (Why, which artwork, what about it was effective. If disagree - why, is there something that does have this effect on you? What would it take to change your mind?)*

Rating - Likert, Strongly Disagree, Strongly Agree

*Either in general or if you can recall a specific time - Respond to this statement: \*line break\* "I would one off donate to a community organisation through a digital artwork using pay pass" (Why, what about it would be effective. If disagree - why, is there something that does have this effect on you? What would it take to change your mind?)*

Rating - Likert, Strongly Disagree, Strongly Agree

# CONCEPT STATEMENT TESTING

I'm now going to show you X different statements to get your feedback, can you please read each statement out loud and tell me your initial thoughts?

Some of them may be vague - this is intentional. I want to know how you imagine it would work and how you personally would like it to work.

Please keep in mind I'm impartial, so I won't be flattered if you love it or offended if you hate it.

## CONCEPT 1

***You are walking past a large digital screen. As you walk by, you realise male figures are appearing beside you. When you look at them, harassing speech appears above them. At the end of the display is a PayPass terminal asking for donations.***

## CONCEPT 2

***You walk by a bench that looks unlike any you've seen before. You sit down, after a moment, parts of the bench poke up from below you, causing you to stand. You try again, this time to lay on the bench, and nothing pokes up.***

## CONCEPT 3

***You approach an artwork made of a portrait mirror with multiple screens surrounding it. On one screen you read "#27, Male, 24, curious." You look into the mirror and it flashes. A different screen refreshes and "#28, your gender, age, emotion" appears.***

Per concept -

1. What do you think is happening here?
2. How do you imagine this would work? (Probe for why, extra detail if not giving it)
3. Do you think this artwork is trying to communicate a message? What is this, how and why?
4. How would you expect to interact with this artwork? (Why, probe)
5. Where do you think this would be displayed? (Why, probe)
6. What do you think this would look like if it were complete?
7. What would be important to you about this concept? (If needed to probe: to make it enjoyable, artistic, reflective, interactive, shareable)
8. If you imagine this concept as fully realised and incorporating everything we've spoken about, standing with it - how does it make you feel? (Does it invoke an emotion, why, why not)

## LOW FIDELITY PROTOTYPE EXPERIENCE

We are now going to do an activity where we will pretend to experience these concepts using bits and pieces to simulate how they would work. It may seem a little wacky - it's totally okay to have fun with it!

What we are trying to do is imagine this scenario and see what we would be looking at, how you'd be interacting with something and how we imagine these things would make us feel. You'll be the person experiencing it, and I'll be the narrator.

Try and talk through everything you're imagining, feel free to ask me questions throughout.

**Facilitator** - *begin the experience and observe what people do, say and facial expressions. If they ask you a question, i.e "how do I x, what does X look like" ask them "how would you expect this to work, what would YOU like to see" - give them objective directions or facts if they cannot proceed or give you anything.*

## HARASSMENT TRAILS

You're walking through a pedestrian tunnel and in the distance you see a blank wall with the text to end street harassment emblazoned above walking height.

- What would make you approach it
- Who do you think would have put it there?

*As you pass the display, it changes \*change display\**

- What do you think just happened?
- What's on the display?
- What does it mean?
- What do you imagine this to look like?
- What would you do now?

*As you reach the other end of the display you see an interface that says donate to a local organisation*

- What would draw your eye to this?
- What would you do now?
- How would you expect to donate (which payment method)?
- What would the where where would it be and how does it look like?
- When you see this what are you looking for that would make you want to donate to this thing?
- How much would it ask you to donate?
- How would the display react to a donation?
- How do you feel about this?

You donate (change display)

- What do you think happened?
- What did you gain from this?
- What would you do next?

*Cool - we are going to jump back a minute in time and do that once more - this time I'll explain what's going on - still talk me through everything okay?*

### **Reset experience**

*You go back to the display on your way home from wherever you were going and again you see the wall. You've thought about it that day and you've realised that they're figures of men with comments on each silhouette saying things like, hey girl smile and hey, where ya going?*

- *What characterizes these silhouettes (vibe?)?*
- *How do these silhouettes make you feel menacing neutral etc.*
- *What other comments would you expect to see on these silhouettes*

*As you keep walking, you realize these silhouettes are following you*

- *How do you know they are following you?*
- *What does the following add to this?*
- *How do you feel about this following?*
- *Would you expect this to be different?*
- 

*You see someone else donate and the screen clears with an animation*

- *How do you imagine this animation looking?*
- *What mood would this animation give off, i.e. positive and hopeful or regretful / honest*
- *Do you feel positive or negatively towards this kind of installation existing and why?*
- *Would this kind of interaction 'move' you and how?*

*Now that you know what's happened / what's happening*

- What would draw your eye to this?
- What would you do now?
- How would you expect to donate (which payment method)?
- What would the where where would it be and how does it look like?
- When you see this what are you looking for that would make you want to donate to this thing?
- How much would it ask you to donate?

- How would the display react to a donation?
- How do you feel about this?

*As you pass the display, it changes \*change display\* XX*

- What do you think just happened?
- What's on the display?
- What does it mean?
- What do you imagine this to look like?
- What would you do now?

## BLACK MIRROR

Have participant begin on the opposite side of the room.

Situate participant: Imagine you're at an art gallery event. You enter a room and across from you see a mirrored screen with other smaller displays connected around it.

- What would make you want to approach it?
- What does it look like?

You approach the displays, looking at the surrounding displays.

- Watch what participants are looking at - what would draw your eye, why
- What is on these displays? What do they mean? What do you want to know?

When they look at mirrored display do screen flash, add list item to secondary display

- What do you think just happened?
- What's on the display?
- What does it mean?
- What do you imagine this to look like?
- What would you do now?

Cool - we are going to jump back a minute in time and do that once more - this time I'll explain what's going on - still talk me through everything okay?

Reset experience

You approach the artwork once more, and look into the mirror.

When you look - it flashes momentarily (simulate flash)

And then another item gets added to the list on the other display with some details, activated by you looking into the mirror.

- How would you know this mirror was activated by you looking into it?
- How would this second display draw your attention?
- What do these details mean?
- Would this worry you? Why?
- How would this make you feel?

You attempt to interact with these displays but they don't respond to any interaction

- How does this make you feel?
- Would you think you were able to touch it?

*You attempt to look at the mirror again but it won't respond to your face a second time*

- What does this mean?
- Why would it not respond?
- How does this feel?

*You see another person approach the mirror and it captures their face once again.*

- What does this mean?
- Why would it not respond?
- How does this feel?

*The person asks you what you think is happening and if you too looked into the mirror*

- What do you say?
- How do you describe what went on?
- How did you imagine this artwork to look?
- What message do you think this artwork is trying to relay?

*Explain the messaging of the experience. Once explained*

- How did your imagination of the artwork change now that you know this?
- Did your prior perception match this message?
- Now that you know the message - would you find an artwork like this effective?



## ANTI-HOSTILE ARCHITECTURE

*You are walking through a park and notice a bench placed on the sidewalk ahead of you*

- What would make you approach it?
- Who do you think would have put it there?

*As you approach the bench, you sit down.*

- What do you think just happened?
- What does it mean?
- What do you imagine this to look like?
- What would you do now?

*Cool - we are going to jump back a minute in time and do that once more - this time I'll explain what's going on - still talk me through everything okay?*

### ***Reset experience***

*You stand up from the bench and sit down on the other side. The same thing happens - bumps are protruding from the surface. When you stand up, the bumps retract.*

- How does this make you feel?
- What makes this uncomfortable?
- What did you expect to happen?

*You try lying down this time and no bumps protrude; it remains a flat surface.*

- What did you expect to happen?
- What does this mean?
- How would you know you need to lie down?

## POST EXPERIENCE QUESTIONNAIRE

Thanks for telling us how you feel about the concepts we have discussed. Now that you've imagined how these may work - we are going to have another quick ratings conversation and then wrap up. Keep these imaginings we just did in mind when we speak about these ratings.

*Either in general or if you can recall a specific time - How do you personally feel towards one-time donations to charitable organisations? (Why, what about it made you feel x, if they speak towards interventions (like Oxfam street employees or digital interventions) ask them to discuss why where how).*

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Thank you so much for your time today.

To wrap up:

- Which of these imagined concepts did you like the most? Why is that?

- Which did you like the least? Why?