

Date	Notes
1 st Feb	Observations <ul style="list-style-type: none"> There are many people but no one watch the screen. 14:20: A man is reading the screen. The woman waiting long time in desk watched the advertisement once for 10 sec. 15:36: People do not look at advertisement at all. Comments: <ul style="list-style-type: none"> People lose interest after some pictures popping up.
2 nd Feb Cloudy	Observations: <ul style="list-style-type: none"> 10:28: an employee noticed and came back to see the content of advertisement for 4 sec. A man noticed for 15 sec. 10:43: A man busy with his phone in front of the screen is waiting for his friend. He started reading the advertisement and came near, he is curious about Kinect Camera. 14 sec A man is watching screen from information desk location. 11:21: Two couples saw ad completed two times, the woman asked the man to see the ad. 14:51: Two people watched the ad two times; they stopped looking when it repeated for the third time. 12:36: A group read the advertisement. Comments: <ul style="list-style-type: none"> People look at the interesting objects in front of the screen.
3 rd Feb Cloudy / cold	Observations <ul style="list-style-type: none"> 14:41: The weather is sunny and a bit warm. Asked the employee, how many people come per day? She replied that around 100-120 people from which some come to get information and some only see around. 14:46: an interviewee asked me about the advertisement to give him some more detail, so I showed him the screen. 15:30: A woman stood with her phone and glanced. She is talking while standing near screen.
4 th Feb weather cloudy cold	Observations <ul style="list-style-type: none"> 11:14: An employee is standing to see ad for one time complete. She came again to see advertisement she is reading the content. She came to ask me about the price and I approached to take her interview, but she refused to sign in the consent form and she left. 11:58: A man reads the entire ad and for second time. He approached after talking receptionist again and asked his friend and laughed. Another man saw the previous man and saw the screen.
5 th Feb Cloudy and warm	Observations <ul style="list-style-type: none"> 10:52: A woman looked the advertisement for a while (half). 11:20: A woman saw the ad and pulled her husband to see the ad and kept looking for brochure around. 11:40: A man came after a while again and fully saw the advertisement. 11:53: The man saw the ad and came closer to ad and looked for complete and then the friend came also and joint to read for two times. They also asked about ticket from help desk. 11:51: A man saw ad while her wife was playing the music with handle. 15:15: An employee first time noticed the advertisement while passing the screen. And then walked back to see the content. 15:35: A couple see ad and standing to see more about the city from the screen. And later they asked about the Bauhaus Atelier from help desk. Comments <ul style="list-style-type: none"> Normally people come in couple, ones ask questions from information Desk while the other looks around, and finishes when questions or work is done by the first person. Today there are many people coming inside. In front of monitor on the table there is an interactive music player that with handle movement music plays. People are looking things random and want to find something interesting.
6 th Feb Partially cloudy Warm	Observations <ul style="list-style-type: none"> Two men want to see map with advertisement. 10:40: A woman looking at the screen. 10:58: A man looked the entire ad. Comments <ul style="list-style-type: none"> Today a lot of people coming inside. 11:30: The people are less; no one looks to the screen to read.
7 th Feb Warm / cloudy	Observations <ul style="list-style-type: none"> A man is standing and read the entire ad. 14:40: People are very less now. Comments <ul style="list-style-type: none"> People are coming and the center is very crowded. A lot of people are playing piano with the handle. People look for brochures.