

	<ul style="list-style-type: none"> The employee liked it to be with a keyboard like buttons or different buttons not with body, because body seemed difficult. Use basic elements that could be easy to understand like handle or moving hand, touch or something other.
14th Feb Cloudy / Rainy and cold	<p>Observations</p> <ul style="list-style-type: none"> 10:03: Very less people coming currently. A person looking at the sides and wall, now interacting with the headphone. 10:17: A woman noticed someone else in the screen from information desk. 10:19: A girl noticed herself others also saw it, and pointed to the screen meanwhile another boy noticed from her pointing and went near to the screen and triggered the game and left because he was called by his friend. 10:22: Two couples played the game, the girl played most of the tasks. 10:24: Another girl did interact when the interaction finished, after a second she left because she lost interest to see the advertisement. 10:25: A man stood to see what is going on but did not interact. 10:30: Weather became cloudy. 10:42: A girl interacted with the screen, but could not play because she was touching the screen. She kept reading and watching the screen. 10:50: A woman triggered the game but did not succeed to play, she understood that she could play with body, but could not because of the space, which was occupied by other person. 11:00: The sun is shining on the Kinect camera, makes it difficult for people detection. 11:33: A girl saw and told to other girl to play with and did two tasks. And the time passed they left. Meanwhile another girl noticed them interacting with the screen. 11:50: A boy noticed himself and wanted to interact, his sister held him up to be visible for the screen, he asked his father to show him how the system works, His sister triggered the game and did two tasks and when got over they left did not completely saw advertisement. 12:00: A man tried to play, his silhouette was projected on the screen, but he did not understood and kept touching screen and when the game time elapsed he left. 12:02: A woman triggered the game. She had tried it before with her daughter too she saw the advertisement too. 12:07: The employee was curious and tried to trigger but did not do it and saw me. 12:10: A woman noticed the screen, but did not approach the screen, and she turned back. 13:55: A man came near and triggered the game and did one task but did not continue then left with his two kids. <p>Comments</p> <ul style="list-style-type: none"> The instruction while playing the game should be visible and clear; the time for game instruction is not enough. Attraction and engagement rate is higher but people take less time to see the entire ad.
15th Feb Partially cloudy Warm	<p>Observations</p> <ul style="list-style-type: none"> 11:43: A man saw himself stood and then left. 14:18: A woman approached to screen but did not understand what to do she was touching the screen. 14:35: A man noticed the screen, triggered the game and explored some locations by moving his body, but was not interested and left with his two kids. 15:17: An old woman noticed herself and pointed for her husband and read the Call-to-Action but she did not approached and laughed.
16th Feb Cloudy / cold	<p>Observations</p> <ul style="list-style-type: none"> 10:05: A group of students noticed and then explored locations, a participant tried to lean down to reach to the objects then she learnt by moving her body. Another group saw the first group and came to check out what is going on. This group just played with the body silhouette. 10:22: A woman saw her in the screen. 10:42: A man tried 4 times to got to know the functionality of the system and now he is trying again. 10:57: A girl saw herself but did not came in center to Call-to-Action be triggered. 11:40: A boy noticed himself and looked strange on the screen. 11:42: Another group noticed and triggered the game. A boy triggered the game and did two tasks but his mother was angry on him and did not allow him to play. 15:53: Two boys noticed, triggered and explored the game and saw the advertisement. The above boy's father also noticed and was looking to the boys interaction. <p>Comments</p> <ul style="list-style-type: none"> With small sized screen, it is good not to show a whole group because they do not seem to fit in the screen and physical area. May be show a circle like alert around small silhouette while playing to drag user attention two or three times. Alert participants to move back if they are very near to the screen.