

# Opportunities for design

Based on the strong individual differences in **privacy concerns** across couples: how about **customizable levels of persistence**? Some might prefer live, ephemeral visualisations rather than historical, persistent visualisations.

Based on the strong individual differences in **what data is meaningful** across couples: what if every app had a “context API” for enabling visualisations of more diverse types of contextual data?

Systems sharing contextual information should support **plausible deniability** to protect user’s privacy

# Conclusions

Experiments are a great method to compare two or more designs, in a controlled setting, to evaluate how they affect the user experience / performance / other measures

The more we control a user study, the more reliable, but the less “ecologically valid”

Field studies can generate insights with high ecological validity, about the system’s usability but also about why and in what contexts participants find our system the most valuable