

## OBSERVATIONS

### Walking count

1:15~2:00 (45min)

12 interactions (coming up close, asking questions, actual interaction, etc).  
122 look as they walk pass.  
239 total.

- People just look and walk past.
- People who interact usually start with "what is this?"
- People who wait for something/ stand still are more likely to interact (waiting for an elevator)
- Some people who walk pass multiple times look constantly as they walk past, but don't interact.  
Most skim across first glance then read/ look longer second time.
- People tend to look when someone is already interacting with it out of curiosity.

### Emotions

2:05~2:50 (45min)

22 interactions  
148 look as they walk pass  
398 total

- People were more eager to interact. (more enthusiastic).
- Grouping around product
- People who don't 'see' it generally walk pass without even noticing it. (people on their phones).
- Generally the same observations as walking count.
  - People who interact usually start with "what is this?"
  - People just look and walk past.
  - People who interact usually start with "what is this?"
  - People who wait for something/ stand still are more likely to interact (waiting for an elevator)
  - Some people who walk pass multiple times look constantly as they walk past, but don't interact.

## **Music**

2:00~2:45 (45min)

7 interactions

180 look as they walk pass

289 total

- People look once music starts playing
- Music draws attention (people who are looking at their phones also look up).
- People noticing music just look and walk pass if there is no-one already interacting with it.
- However if there is someone interacting with it they look more interested as to what's going on.
- Users are most of the time exploring different combinations, to see what's available (different sounds).
- Don't usually try to make music straight away, but rather explore what's going on first then to exploring different sounds then to exploring different combinations.