Interview 1

Participant 1, 2nd year psychology undergrad. Spends 14 hours on campus, mostly studying in libraries, mostly with friends. Uses messenger to meet up either when someone’s already in a spot.

Q. What determines the route you take around campus?

An isolated route, e.g. language building instead of red room stairs, as walking on campus is pleasant, but does not wander aimless. Would be more motivated to wander around if there were little secrets that could be found.

Q. Are there any experiences that make a day at uni feel more meaningful?

Not sure, enjoying the ‘sexiness’ of the campus, when she feels productive and gets a lot of work done and gets to see her friends. Walking between classes with people in her class is meaningful to her, adjusts her route to go with these people.

Q. When walking from one part of uni to another, what would make you stop and interact with your surroundings?

Has stopped to look at the new construction and to look at the turtles in the lake, strange architecture like hidden areas make her curious. Seeing another side to a current feature, example finished design of the construction would be fascinating.

Q. What type of physical installations interest you?

First idea is little models of construction project, is much more engaged when she can interact.

Q. What are some of your goals with being in uni with regards to your friends - meeting friends, studying together, meeting new friends with something in common?

Really identifiable landmarks are really good for setting a place to meet, would be interested in meeting new people on her journeys around uni, but wouldn’t want to be required to make the first move.

Q. How has COVID19 affected your social life and is there something you wish existed to help maintain connections?

Yeah, not able to see people at lectures and less people to see on campus.

Q. What do you pay attention to when you come across the Law Library projector and Campus Info signs?

Law Library projector: Notices the information, pays similar attention to wall or floor.

Campus Info signs: Has noticed them but has never stopped to read them, always look really dirty. Would this be more engaging as a digital sign? Yeah probably because it would appear better maintained, not sure if she would stop to read but would look more interesting, “glowy stuff always draws my attention”.

Insights: Is interested in meeting new people, does not want to have to make the first move. Perhaps a collaborative interactive installation to bring two people together even if they don’t know one another. Also finds the projector screening real time information on the ground or on surfaces engaging, stands out from other communication methods. Could use these floor mounted projections/screens as a game requiring two people to kick things to one another as they are walking, connected to insights from observation 1.

Interview 2

Participant 2, 1st Year undergraduate studying BArts. Probably going to major in Philosophy but not sure yet. Still doesn’t feel very comfortable getting around campus, mostly uses UQ maps but continues to walk into buildings and not be able to find the exit.

Q. What determines the route you take around campus?

Pretty much just the fastest way to get to the destination, but hates feeling like he’s retracing steps. Enjoys seeing the world go on around him like events happening as he walks past.

Q. Are there any experiences that make a day at uni feel more meaningful?

Mostly social experiences, if he heads to the Red Room or plays some basketball with others, the worst days are when he just comes to get work done.

Q. When walking from one part of uni to another, what would make you stop and interact with your surroundings?

Maybe a social event like if they saw people they know, but is usually going somewhere specific if walking around campus, doesn’t wander.

Q. What type of physical installations interest you?

Something he could interact with, things like scenery or nice pictures are kind of boring unless you can reach out and engage.

Q. What systems do you wish existed as options to make your social life in uni easier?

Travelators around campus to get places faster would be cool, social life maybe just comfier places to chill out with other people.

Campus Info Signs: Never noticed them, usually doesn’t walk past the lakes and has never seen the one near the great court.

Law Projector: Never been to the Law library, says he’ll check it out now.

Jack Mason Interview – Technical Coordinator at UQ

Used to be a product manager, taking care of designs as the head coordinator.

- How are you thanks for meeting, how’s everything going, is this the busy stage of the design, do you work on multiple projects simultaneously, do these help one another

The team is still fixing bugs and implementing new features, whilst getting weekly feedback. New students continue to test it out and give feedback, but this can be all over the place as they don’t have a benchmark for what the students like. New eyes give new ideas, but same testers can respond to a change that you’ve made. He only works on one product at a time but engages in multiple areas concurrently, best to keep different parts of a product distinct in order to clarify deliverables for the stakeholders.

- What is your first step of your design process, do you work with the client to determine target audience or minimal requirements or is that through your own user research

Telstra purple actually approached UQ and gained support to do research about what students needed, figured out maps were most important. Lots of work went into creating the pitch to UQ, approaching students in order to first understand what students needed, then conducting heaps of qualitative and quantitative research to justify that this was important. Even after the pitch, UQ wasn’t interested in supporting a system designed to suit students so additional research had to be done just to prove the importance of it.

- How do you avoid your own experiences and opinions shaping the way you interpret the design problem (as in stop yourself from designing something to suit your needs)

Strong intuition is very important for leadership, but also its important to separate yourself and be critical of it.

- What were the key ideas that you decided would be critical to target for creating a more engaging UQ maps application

- How do you decide where the line is for using individual’s data to create a positive experience, and infringing on privacy (e.g. location data)

ITS has strong security policies, assume that you’ve been hacked in order to not reveal sensitive information. Location services are used by not identifying who is where, but how many devices are connected to a wifi service.

No good feature makes bad security worthwhile

- Can it be hard to justify features that are important but aren’t exciting for users.

Need your stakeholders to believe in your vision, data can be used to justify your ideas but it’s critical for ideas to also make sense to stakeholders. Give shiny features to make them happy, do the important little bits on the side.

Defining a Meaningful Experience

Kayla: 20, bachelor of behavioural science last semester, 4 days a week on campus, most positive experience was hanging out with the turtles in the lake walking around, loves the ATSIS unit due to learning for her course and learning from others experiences, social interaction in the unit is her main motivation for coming to campus. Ultimately she enjoys being on the campus when she is either experiencing the things that are unique to the campus environment and/or enjoying the company and learning from her friends.

Emma: 19, bachelor psy sci 2nd year, 2/3 days on campus each week, 12 hours total, wants to spend more time on campus but its quite far, goes to campus to experience the ambience of the libraries and to meet up with friends, doesn’t like going to campus for the potential of running into the wrong people. First day of uni was most meaningful, transition from high school was significant as new experiences. New experiences involved being in a new environment, having a wider range of people around to engage with, being in so much unknown territory, found exploring the campus exciting and still is excited when she finds new areas now, doesn’t look for new spots as shes comfortable in her knowledge of the campus however would be interested in seeing new areas if prompted/recommended. Least meaningful experiences are when shes unproductive or distracted by phone/friends.

Andrew: 18, bachelor engineering, 4 days on campus, about 6 hours a day at least. Will only go to his lecture if his friends are there, likes working and watching lectures around campus otherwise, prefers not to work in the library. His favourite locations: at the top of engineering building, the grass outside the art museum, next to the lakes. Likes to be surrounded by open space as this is different to his home in Singapore. Always impressed by the greenery and all of the water around, wants to spend as much time as he can at uni and soak it all in. His friends sometimes don’t come to uni and then he doesn’t want to talk to other people in his classes. When they do, they like sitting in the grassy areas, or foodcourt. His favourite experience on campus was his first day when he and his friends went to campus for the first time and just wandered around all day and got a tour. Every building he saw was a shock and it seemed to go on forever. He doesn’t really explore like that anymore, just feels too busy but sometime finds a new building on his way to class and always has a look inside afterwards.