

Board at seabus:

The board us quite old and rusty

S1: female mid therti3s

S2: male - late 30 - it captured attention  
but went away - not enough attention.

Ye came back from bath looking at lemon  
bucket ad for a long time, then the eifel  
tower abd the otehr mountain

S3: 16:18

Male - blonde - looked at it twice - the  
viard was

S5: male late 40 - checkered shirt kinda  
bald - seems to be gOUNg back from work -  
looking at the down part - mostly lookuing  
at it out of boredom - went away after 30

secs

S6: female - ea4l6 30. - lookig at th3 shore  
add - seemed like to be looking for  
something - not looking at pictures ... Was  
more in interested in more wordy ones -

S7: indigin woman ob way to train -  
gigantic flea market caught her sight -  
made her way longer to see the ads

S8: old man in hat - stayed even after the  
seabus left - is kinda looking at the whole  
board but looks more interested in the  
peter bernstein - one with photo and steve  
kaldstead add - he is looking at the ads  
outside the board too - interested in free  
laughter yoga - waiting for his wife to  
come out of bathroom!

S9: woman in skirt late 40 lookiny at dime  
ad - then the other one - bike to work and  
the one beside it - seems educated -

reading (rather than just looking) - reading  
fall market - seems to be reading for  
passing time - lookint at th3 booksale ad  
and writing down theur number - gigantic  
fl3a market seems interested and  
readung carefully - top right ad - and she's  
done after 1:30 or sth like that - seems to  
be kinda rusty with her phone (holds it in  
a funny manner)

Observation - note: if there was a camera  
or eye tracker on ads or board to get the  
interesting things people look and  
interact with

S10: asian looking 40s late - bald with cap  
- dime notes out ot the board seems  
interesting - then the blue ad one - reading  
it carefully (he started lookiny at the  
board by the dime ad but bexame  
intesresd in other ones too) - Proximity -  
he's reading all the ads with eriting  
directly around the blue one - looking at

Taize ad - then flea market (seems to be out of boredom) - the one two left from taize - the one left if taize - looked for a long time more than 2 mins

Note: all these guys seem to be back from work or something and they do not want to look at their phones (it seems) because all of them had phones up till this

S11 - female - mid 30s - gigabit flea market and heart one then went on her phone - watched for like 20 30 seconds at max! - then on the phone - seems to be coming from job to home - went away

100 or more people in just one

S12: female - late 20s - blue jacket - bike to work - animal one - halloween - maybe heart one and gigantic? - went away after 20 30 secs - seems bored but not working

with her phone - seems to be getting back from school or work - came back! Looking around gigantic flea market - i think got aware of the observation - listening to music - bored bored and looked at the board again - general looking and out of boredom!

S13: man looking like 3 secs - late 40s with 50s - got away after 10s