

Knowledge Sharing

+ Tangible Perception







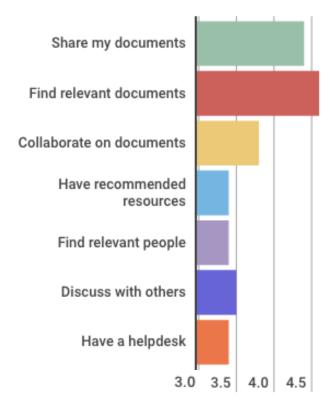
Knowledge Sharing ...

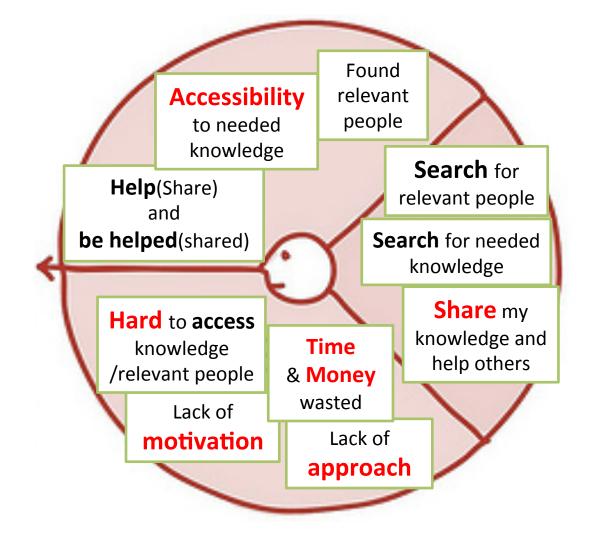


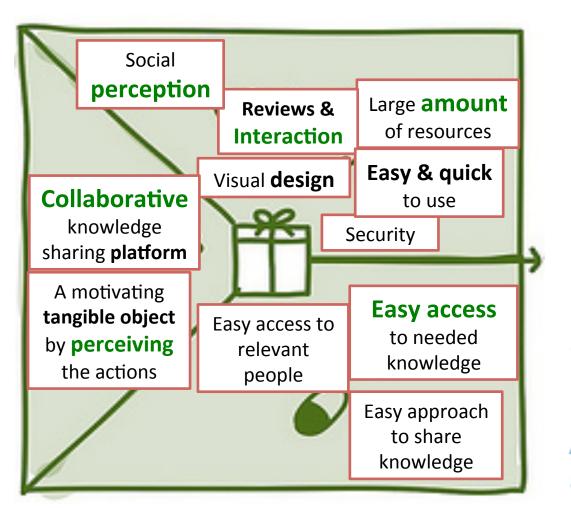
- ✓ Importance
- X Priority

Do you have the needs in the following aspects?

(1 strongly disagree – 5 strongly agree)











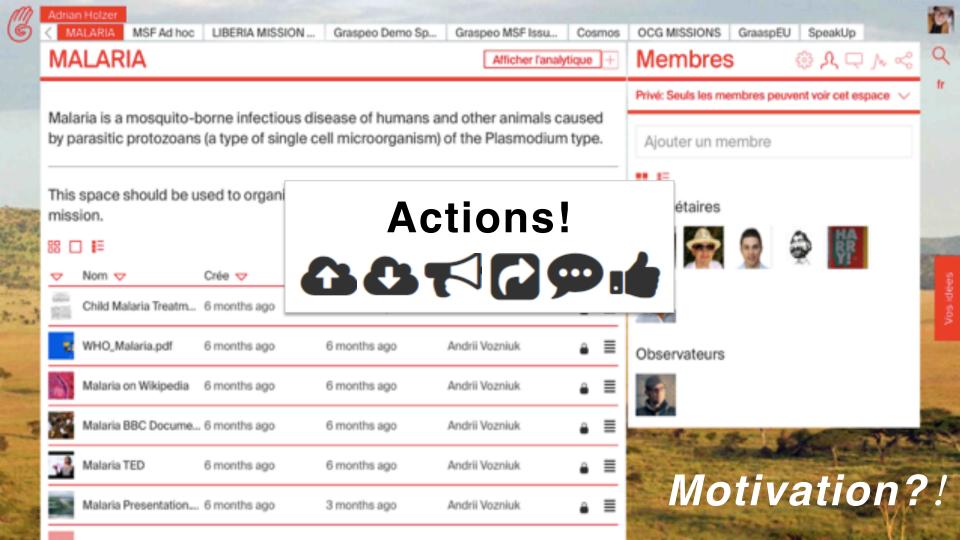
More motivated to share knowledge when having time/it's not time-demanding



More motivated to share knowledge when they know they're helping others



Want to receive help in knowledge sharing in return





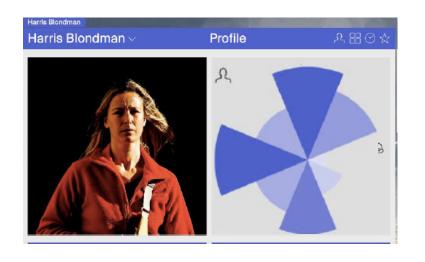
Perception helps

Virtual **aquarium** where each person is represented by a unique **fish**

Activity level

<- Indicate

Fish attributes



Popular contributor

Active commentator

Active documentator

Helpful member

Human actions

<- Indicate

Fish behaviors

Personalize your fish

directly on the platform





Team AquA



Evaluation with MSF



58% would use the knowledge sharing platform frequently



Like

All the interviewees like the idea of AquA
All the interviewees believe actions are motivated



91% Would use it to share documents



Personalize

Interviewees want to design their own fish



93% Would use it to find documents



Game

Interviewees like game features in AquA



69% Would use it to collaborate



Curiosity

Interviewees want to see others' fish



56% Would use it to have discussions



Team Value



Design the "impossible"

Design the "practical"



Design the "good"