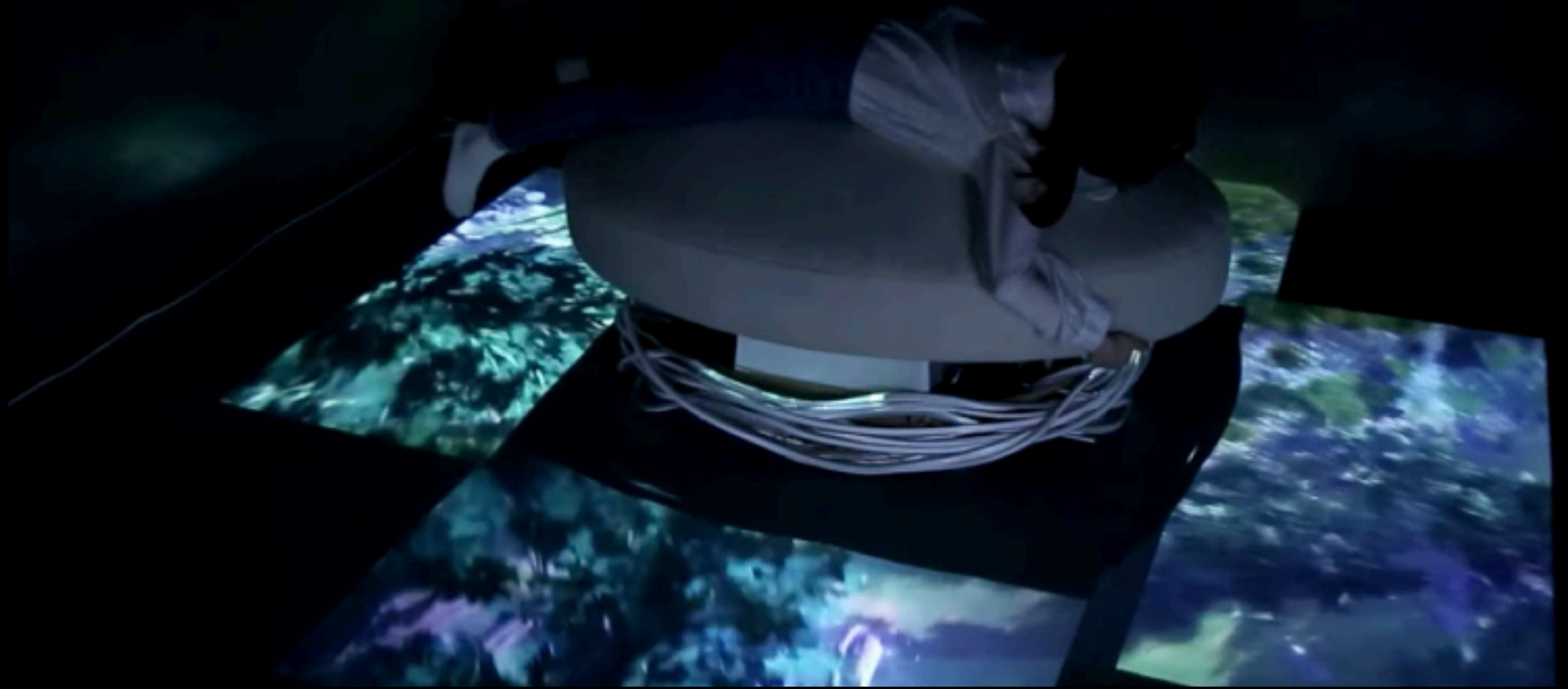


Insights —

1. Users hits harder with 'Hit' than other words.
2. Users interact faster with 'Touch' and 'Tap'

Hardware

3. Sensor is more sensitive on the curved side of the cushion
4. Piezo sensors are highly inconsistent



Interpreting results —

1. Connotative features matter!
2. User to feel more engaged
3. Sensation of vertigo

