

Users with interactive installation / methods observation report



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Empathy Map

I See You

This interactive installation is based on facial recognition, showing moods with different colors based on facial expressions analysed by AI.

FELT

Confused	Worry	Happy
Interesting	Inaccurate	Accurate

DID

Avoid the camera	Talk to the screen	wave to the screen
Move around	clap to the screen	Try to fake different emotions

SAID

How does this work?	It works better than my previous project	It shows happy all the time	Is this mean I am happy?
I am not sad	Why does blue stand for happy?	Do you save my facial information to your database?	I am not angry
How many kinds of emotions it can detect?			

I Hear You

This interactive installation is about audio visualization. As input, different volume and tone will result to different visual outcomes.

FELT

Confused	Interesting	Amazing
Happy	Shy	Looks Good

DID

Whisper to the screen	Talk to the screen	wave to the screen	Record Videos
Sing to the screen	clap to the screen	Try to fake different emotions	

SAID

Why it shows nothing?	What factors influence what output?	Hello	Dose this related to emotions as well?
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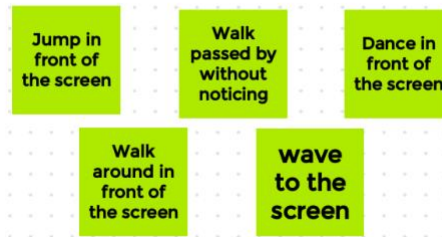
I Move With You

This interactive installation is about movement. It tracks users' movement and move together with users.

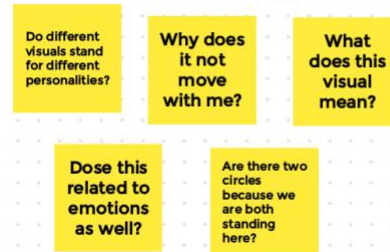
FELT



DID



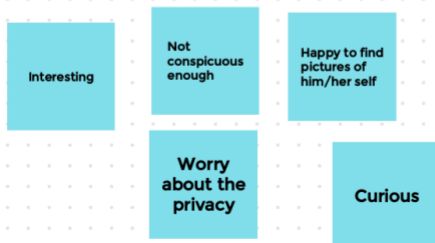
SAID



I Remember You

This interactive installation is about movement as well. Furthermore, it also takes pictures of users.

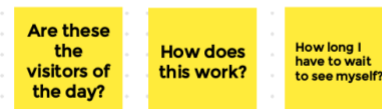
FELT



DID



SAID



Things need to be considered during development

For 'I See You' and 'I Move with You' installation, they are both no multi-user support. Even if there is someone stand behind of the use will affect the result. And most of the time there are multiple visitors (a group of friends / families) standing in front of the camera, so it affects the user experience to a large extent. As the result, when there is something related to facial / body recognition, take the amount of user into account because recognition can be problematic when there is more than one person.

Based on the observation of 'I Move with You', it is noticeable that it only reacts to users' movement between left and right side. However, many users tried to walk closer or further, even jump in front of the screen to see what will happen. In this case, when designing motion detection, multiple dimensions of variation should be considered. For example, front and back, left and right, up and down.

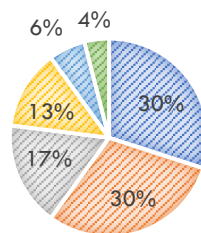
Another factor that affects the interaction experience is whether it is obvious. 'I Move with You' and 'I Remember You' are both motion detection and the visual outcome will only appear when the camera detects the presence of a person. In this situation, many people will ignore these parts and thus miss out on the experience. Although one of a major focus of interaction design is to be natural and unintentional, it is easy for users to miss out on the experience. The experience could be improved by using attention-grabbing elements, such as adding the audio / sound outputs.

Furthermore, combine different interactive methods such as motion detection and audio visualization together could give users a multifaceted experience, but also might leads to confusion. During the observation, there are some users shouted to 'I See You' camera, and some users made different expressions in front of the 'I Hear You' microphone. Therefore, when the project includes multiple interaction methods, the user should be given adequate guidance.

Different types of visitors

DIFFERENT TYPES OF VISITORS

- Type 1: Read project descriptions and try interactive installations
- Type 2: Follow other visitors' behaviours and try by themselves
- Type 3: Explore everything by themselves without guidelines
- Type 4: Watching while other visitors interacting but not trying it themselves
- Type 5: Take pictures and leave
- Type 6: Stay for a while do nothing and then leave



Visitors analyse

Different visitor groups have different preference on focus point. For example, middle-aged and older people are more concerned with how to apply it in their lives, while younger people are more interested in technology and visual effects.

In addition, there are some factors that influence staying time of visitors. For one thing is the social attributes, in the other words, provide topics for discussion. For the other thing is the artistic / aesthetic value.

Most users are willing to spend time on trying interactive installations. They are curious about the content. They have many kinds of questions, such as how it works, what is the meaning behind it and how to apply it in the real life.

Social Attributes

A group of users spend more times than single user. They are willing to try the installation together or one by one. Meanwhile, they will discuss with each other about the installation and share their ideas and discoveries with peers. The installation in this case gives them pleasure and conversation and provides shared memories.

There is also a higher level of participation from group visitors. When a visitor comes alone, normally they do not say anything and spend a relatively short time on the installations and do not even try the 'I Hear You' because they do not want to make sound.

Artistic / Aesthetic Value

A good visual design is one of the first elements to attract visitors. Even if visitors have no idea or even interest in interaction design before, they will be attracted by the visuals. Most visitors take photos or videos, if they post it on social medias, the project gets promoted. In addition, a good design can also leave a lasting impression on visitors.