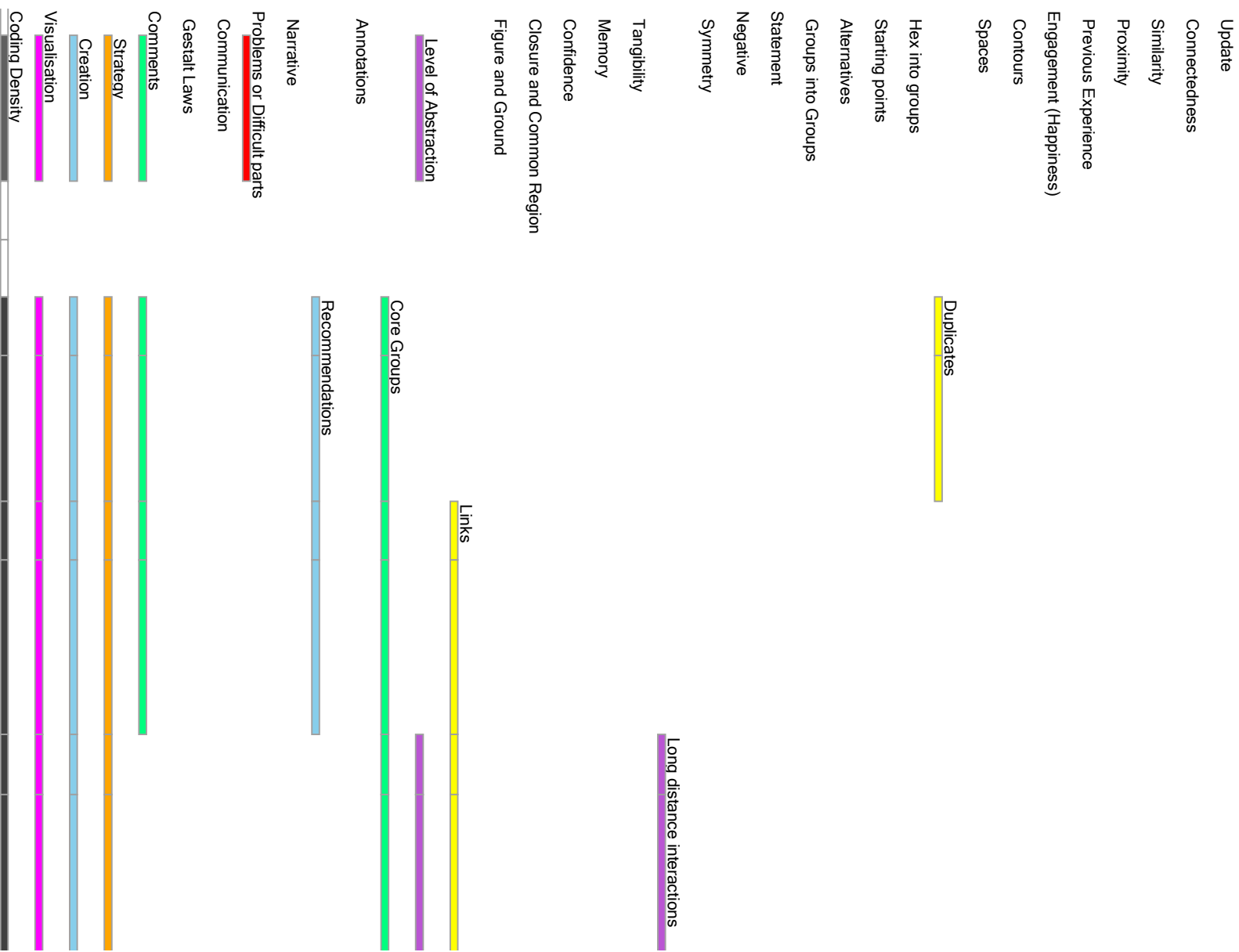


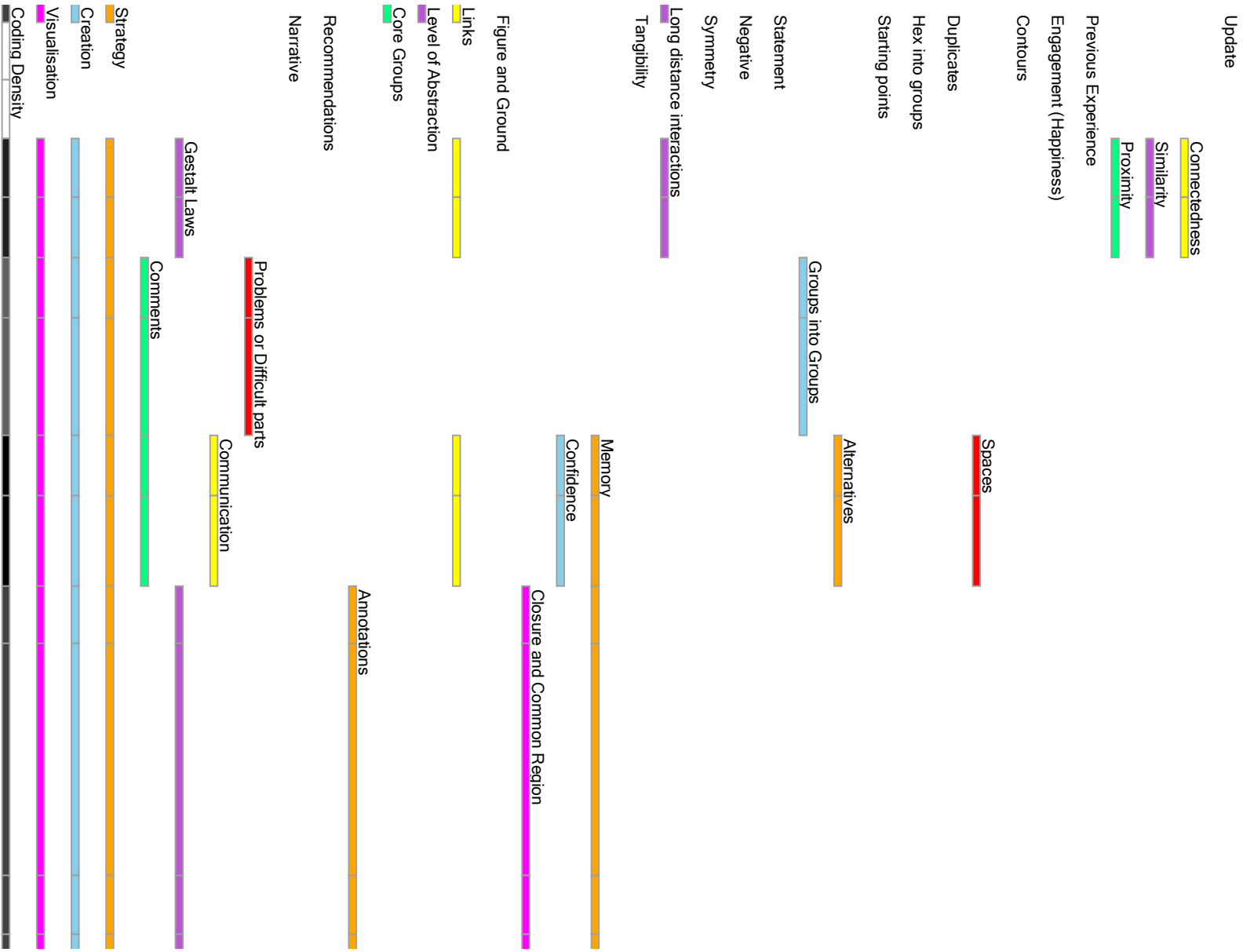
	Timespan	Content	Speaker
1	0:00.0 - 0:03.4	Can you just explain me what have you done here?	SP
2	0:03.4 - 0:57.6	I divided all the different 75 words, single words sharing the different concepts in the research into categorized them. So, all the human biology ones, social anthropology all together. And then all the kind of scientific and physics together. And then all the earthy ones together. And then I sort of started connecting them with things / depended on each other sort of thing - connected to each other. And they connect the next to the next and the next and next - to end up with a network of the country's research as I go. And then just labeled what the kind of key area is.	
3	0:57.6 - 1:03.7	How happy are you about your overview?	SP
4	1:03.7 - 1:27.9	I don't particularly the presentation of the white things (cards) because they are not on a nice shape or anything. If i could do it again, I would like to draw something out with them. Yes because it is a random shape as it is...	
5	1:27.9 - 1:35.1	Annoying because, the whole overview?	SP
6	1:35.1 - 1:47.7	The whole thing! this thing I preferred to be like if it was a poster for something I would like it to become a shape or something so then it would be more catching your eye instead of being a random shape.	
7	1:47.7 - 2:00.1	Is there any particular part you don't like?	SP
8	2:00.1 - 2:36.6	Not anything in particular. Just in general - I like how everything connects - I like the shape of the things but I would like to be connecting in the same way but like a slightly different jigsaw puzzle that way like spelling something or in the shape of the earth or something that I don't know. And also more image - like more images or something.	
9	2:36.6 - 2:39.9	How do you find the task?	SP
10	2:39.9 - 3:20.0	I thought it was quite - having 75 words was quite a lot to start with but then when you kind of categorize things it becomes easier. But at the same time if I was new employee and I done this I would be very pleased to it. I don't think the white captures much (cards) unless you look at it closer or follow my directions. But, I think	



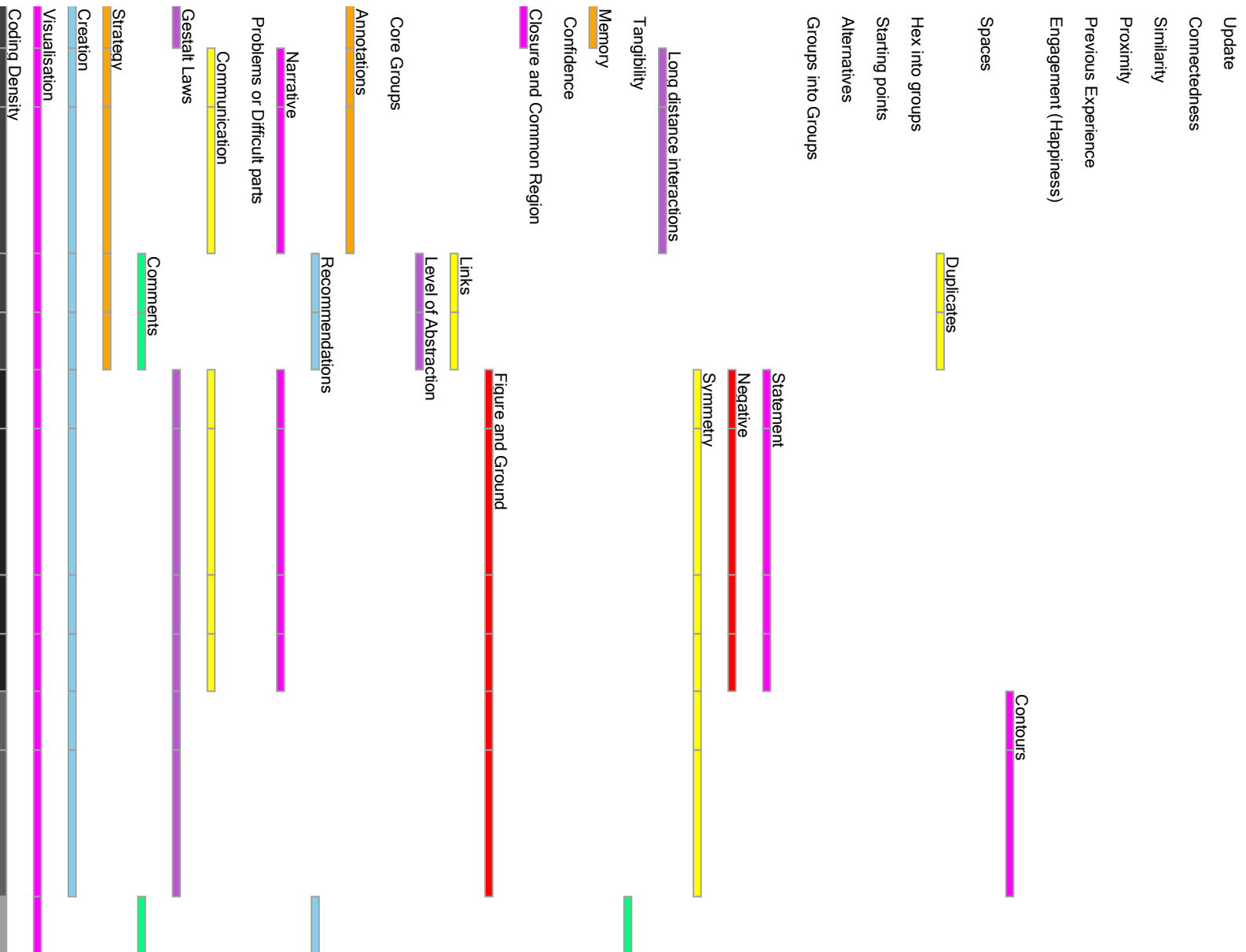
		that - it would take a lot of thought to get something that would really fit the brief.	
11	3:20.0 - 3:30.8	Let me ask you about how you built the overview. Did you started by looking at all the cards and then creating groups?	SP
12	3:30.8 - 4:14.4	Yes - i looked at them all. And then the first thing that I started picking up stuff connected to the human body - DNA, genes, hormones, brain and fat. And then also earth, water, arctic they were in clear groups. Were as stuff like imaging, science, simulation and stuff like that was a little bit more questionable to me where it could go as it could go in lots of places like policy and market and things like that. They could have fitted into so many different groups that I was stuck with them and left to the end.	
13	4:14.4 - 4:19.5	What if you have 2 or 3 of the same? (cards)	SP
14	4:19.5 - 4:23.8	You mean if I want to put market in like this and this and this ...	
15	4:23.8 - 4:29.1	Say for example, yes if instead of having one card for market you had more?	SP
16	4:29.1 - 4:58.2	Yes it would. I think if you could color some of them in - because I like to colors the centers kind of thing. Because some of them I started in the center point and then I was putting stuff on the outside of it and then putting stuff on the outside of that. And kind of felt like the center here was kind started with people and then (..) now you don't start from people so I would like to kind of have star point, star point, star point (cores fill them - cores fill them).	
17	4:58.2 - 5:03.7	So you kind of like to have some kind of landmarks or cores?	SP
18	5:03.7 - 5:31.3	Yes, something like a spider diagram. Kind of like a glorified spider diagram. The way I did it - I like that to be there and this are the branches that come of it. And then coming of these branches. But some times they touch other branches but sometimes they don't. That is kind of what I (done). But the trouble with it is that person looking at it doesn't know where to start but then at the same time you can start from film (edge) and work your way in but I personality would like to start from the centers (cores) or I would like people to start from the centers and see what it is filling out kind of from the top and going to the legs of its.	
19	5:43.4 - 5:52.2	So, when you said you are starting from the center and you have cards around it. How far away these cards can relate to the center?	SP



20	5:52.2 - 6:40.0	Well, the whole way technically giving that is all connected. And that is why I thought it was all connected. But, the closest to the center is meant to be - everything could be thought as the center but me personal i choose certain ones. But I suppose that is the beauty of it in that this could also be the center. And earthquakes, earth, ocean and ice are around arctic and that was not actually the center. But, I suppose it means all the research areas are the center for that person. But, everything that is touching that one is mostly connected and then touching the next ones are connected via the other ones sort of thing.	
21	6:40.0 - 6:44.0	So, it just connect but not?	SP
22	6:44.0 - 6:45.7	not directly...	
23	6:45.7 - 6:50.9	So are you assuming because one is connected to the other one then ?	SP
24	6:50.9 - 7:01.5	The next one would be connect to the next one. I can say the arctic is not connected to the solar but as that one is connected to the earth they be connected sort of thing.	
25	7:01.5 - 7:07.6	You said you started with small groups, and then they kind of merged together. Were you trying to merge groups of groups?	SP
26	7:07.6 - 7:39.5	Yes, I just quite happy to join them. It was not a frustration to joining them because species go to animals and animals to people. I like the thing join but as I say from the physical more visual thing i would prefer if they join in a way that look nicer that the way I did it. But, it thought if i changed it i would end up with the same thing or I would never finished so it was one of the two.	
27	7:39.5 - 7:57.4	What about spaces in between the groups? for examples, you have this one (group) then you have some spaces here. Do you think those spaces should be filled with something?	SP
28	7:57.4 - 8:25.5	No I kind of wanted spaces so it was not a complete mass. I kind of wanted spaces. Because I did not wanted to be just one massive thing because they definitely need directions if they were to read it. Well, it can be one massive thing but I was not going for that kind of thing. I was going more like a journey.	
29	8:25.5 - 8:28.3	What about your labels that you added here?	SP
30	8:28.3 - 9:38.7	This was just to make it a little bit more exciting because if you wanted to look science and technology you need to go this bit. I would really not called it science as biology is also science. But it was just labels that I could think of - I could not think anything better - so if someone was looking at it and they wanted to go and zoom for	



		a certain aspect. I call this biology but it is more kind of human biology but then at the same time it can be some other stuff. And physical landscapes + natural phenomena - environment would be a better description but I did not think that at the time. And anthropology because it was more human orientated like cultural type of stuff but not all kind of cultural. And this was my very un-catchy slogan - research is connected and everywhere and then follow the paths to try to guide people to follow go from one the next and see how they are connected.	
31	9:38.7 - 9:40.9	You were trying to give like an abstraction of more or less?	SP
32	9:40.9 - 9:49.3	Yes - I tried to explained why is arranged how it is instead of people going why they have random words.	
33	9:49.3 - 9:52.0	where you trying to create a narrative or a story?	SP
34	9:52.0 - 10:34.1	Yes sort of - that is why i like colors or arrows in the cards - kind of my center would like to my universe but then at the same time is not necessary that way - because it is quite nice having centers as other ones so I'm not sure about that. An the area does really not matter because anything connected to another one should be relevant to it. Hopefully. I think site can go anywhere so that is why site and flow can be connected. It slightly (...) because I was not very sure - nothing really sprinted to mind where it should go.	
35	10:34.1 - 10:40.6	But was it useful because it was a bit more generic?	SP
36	10:40.6 - 10:52.7	Yes it was kind of generic so yes exactly it could fit anywhere. So, it was useful it that sense. Yes	
37	10:52.7 - 10:55.7	You said that you didn't like the shape?	SP
38	10:55.7 - 11:42.7	Yes, I think it looks a bit like. I would have prefer it to be something to be something relevant. to form a shape. A bit like dot to dot or something that forms a shape. So it is more, it is like a double - so it works as it tells you the research but it also works as catching your eye for being a certain shape - say the log of the thing or... I don't know. more satisfying shape or some kind of circle with gaps in it or some kind of chain or something instead of blobs everywhere as it is at the moment.	
39	11:42.7 - 11:48.6	Is that because you want - it would help the story telling?	SP
40	11:48.5 - 11:53.0	No -it would just help visually better.	



41	11:53.0 - 11:56.3	Did you tried to make it a bit more symmetrical?	SP
42	11:56.3 - 12:36.2	yes that exactly. That would be nice. I haven't have got it symmetrical at all. yeas i prefer it to be a bit more symmetrical. that is why I'm not happy with the shape. Yes. I think some work would have to be done with the jigsaw puzzle because there were some things that could fit in different ways. I could said well got fuel attached to that you could have an extra lump here. made it a bit more symmetrical or more in a shape of something particular.	
43	12:36.2 - 12:46.7	What did you though about the actually physical part of the experiment? like handling the cards?	SP
44	12:46.7 - 13:16.5	Yes i quite like that. I quit like the way- giving the people the cards is quite nice as it is easier to categorize and to deal with physical things.	
45	13:16.5 - 13:23.3	What if I had the same experiment but in an iPad? would that help?	SP
46	13:23.3 - 14:18.6	I probably would not like it so much because I'm not so technology advances as I don't have an iPad or anything like that. I probably would preferred it on m by hand. The only thing but in an iPad I can see how it would be. I'm not sure, I take that back. The disadvantages of doing it physically is that they get bashed (cards) something so if I want to move something I have to rearrange things and stuff like that. If you do it in an iPad yeah it would look nice - you could make it look nicer easier. And I suppose it would be easier to add color as well. It would just look more pleasing and also you could - might - at the moment it looks quite messy kind of thing - so it was an iPad it would not as messy - it would be the same shape obviously but it would look less messy - possibly easier to them work further with.	
47	14:18.6 - 14:31.7	That is to say I'm not too technology advanced so iPad and stuff... I'm not ... I quite like having it my hand as well.	
48	14:31.7 - 14:50.2	If you were going away from here and a bit later on someone ask you what the research was about? could you explain it?	SP
49	14:50.2 - 15:03.3	I would say - I think I could explain roughly yes. The research is about a lot of different things. Is it not?	
50	15:03.3 - 15:08.2	Yes - could you give them an overview of the research?	SP



51	15:08.2 - 15:50.6	yes i think I could give them an overview of the general things in like - I would start with the session as I did it on the task then I would say how it links on to anthropology like history, art and research and that sort of thing. And then you got linking to carbon and food. and energy and natural environmental things and then into more physics type sciences. so, I think I could give more a general overview of the words or the main areas.	
52	15:50.6 - 15:54.9	So, you would remember the story?	SP
53	15:54.9 - 16:00.0	yes i do remember the story - at least I did in my head as i was working it.	
54	16:00.0 - 16:17.4	I forgot to give you a few cards. you do not need to add them to the whole chart. How would you update the chart?	SP
55	16:17.4 - 17:43.2	Network I would leave to the end as it could go anywhere. The blood would go into my human biology section. I'm not bother where as blood is in several places. Star would probably come of my universe. I put it here at this would fit around these. Design and network I would kind of like being here . Maybe even put network so it is this gap not connected to other as the whole thing is connected. Design would probably come into this section being more social.	
56	17:43.2 - 17:49.3	So, you were just attached them and not separate all the groups?	SP
57	17:49.3 - 17:58.7	Yes - yes no the only network as i could leave it on its own - the whole thing is network.	
58	17:58.7 - 18:06.0	I was just wondering how much experience you have in like graphics and charts and things like that?	SP
59	18:06.0 - 18:13.6	(...) You mean in creating things?	
60	18:13.6 - 18:16.9	Yes in creating things. Like 2D or 3D graphics?	SP
61	18:16.9 - 18:24.2	yeah I only draw 2D graphs. That is as far as I go.	
62	18:24.2 - 18:25.2	Like Matlab and that kind of stuff?	SP
63	18:25.2 - 18:26.9	Yes	

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Proximity			
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Duplicates			
Hex into groups			
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Groups into Groups			
Statement			
Negative			
Symmetry			
Long distance interactions			
Tangibility			
Memory			
Confidence			
Closure and Common Region			
Figure and Ground			
Links			
Level of Abstraction			
Core Groups			
Annotations			
Recommendations			
Narrative			
Problems or Difficult parts			
Communication			
Gestalt Laws			
Comments			
Strategy			
Creation			
Visualisation			
Coding Density			

64	18:26.9 - 18:35.4	What about layouts?like web sites? magazines?	SP
65	18:35.4 - 19:02.5	My experience would go in drawing something in the part of the university or high school level not anything more more detailed than that not particularly. I'm not particularly not got many creative part of that.	

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