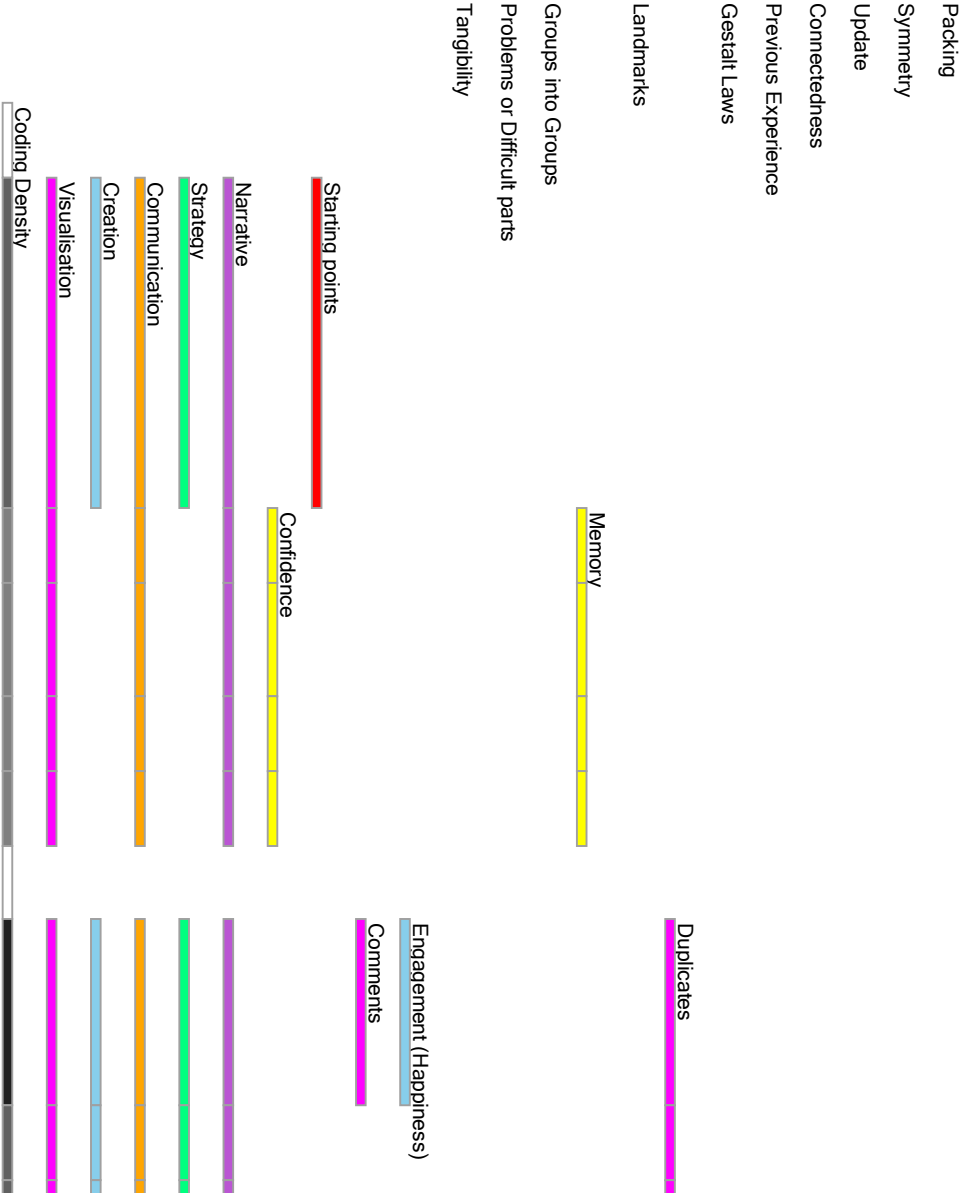
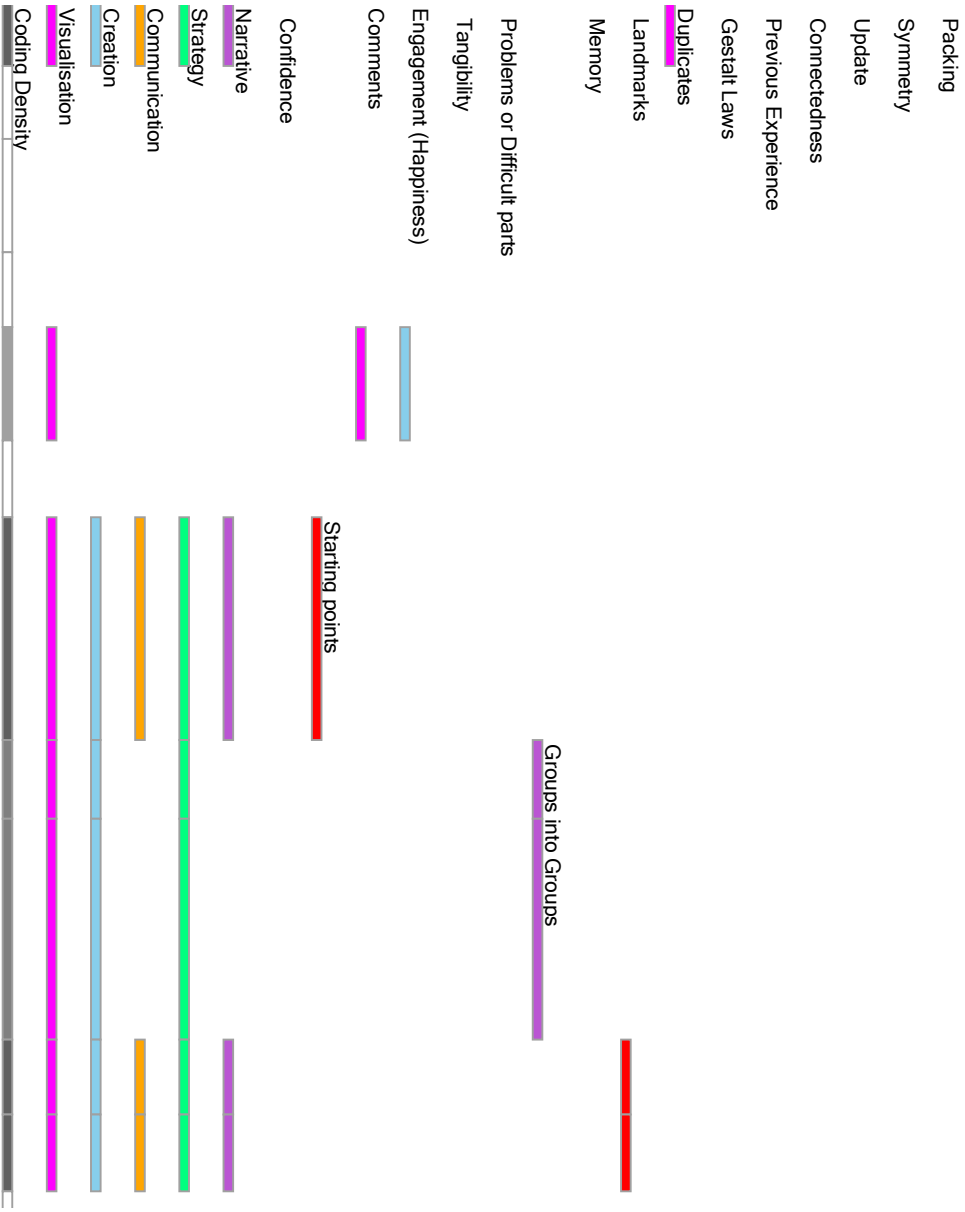


	Timespan	Content	Speaker
1	0:00.0 - 0:04.2	can you explain me what have you done here?	SP
2	0:04.2 - 1:38.3	So, I had first I tried to match all the cards by association. Word association, for example child associates with school, people, community and you get (...) they I started to think about ideas - what could you use to build ideas around? so I started again with child. I thought what a child need to do? child needs to go to school - you need people - you need policy. You can have public schools, people generate community and so it spreads out. So, every everything is connected to each other in some ways. Only there is some weird connections like for instance structure, health and universe. That is more OK what kind of ideas could you possible do with those three words. So, I was thinking. Oh well, someone had an idea. some of the employees of the company had and idea about the health being of influence on the universe which they completely structured out. and You saw that if a person was ill - the sun rotated in a different way according to the earth.	
3	1:38.3 - 1:45.2	So, you we trying to do stories throughout?	SP
4	1:45.2 - 2:08.8	So for me the easiest way to explain or to use all the words was more to build up different stories in my head. And with those different stories came different ideas or actually the other way around first build ideas and then build a story around the ideas. and then try to connect some of the ideas by words to each other.	
5	2:08.8 - 2:14.9	Did you tried to make a story for the whole or was it like a bunch of ideas connected?	SP
6	2:14.9 - 2:26.1	Its a bunch of ideas connected.	
7	2:26.1 - 2:32.3	What about the whole overview? how happy are you about it?	SP
8	2:32.3 - 3:20.4	Pretty happy. Only, I would prefer to have a couple double so I could match them around. Because - which was it? measurement here. I could use in different places. I got it here between - but I was thinking about the sound - the flow of the sound controls muscle movement which is measured by an optical sensor. but I could also use it here, with the ideas of a particle laser which that turns carbon into ice which can measured by energy and its influence on the climate.	



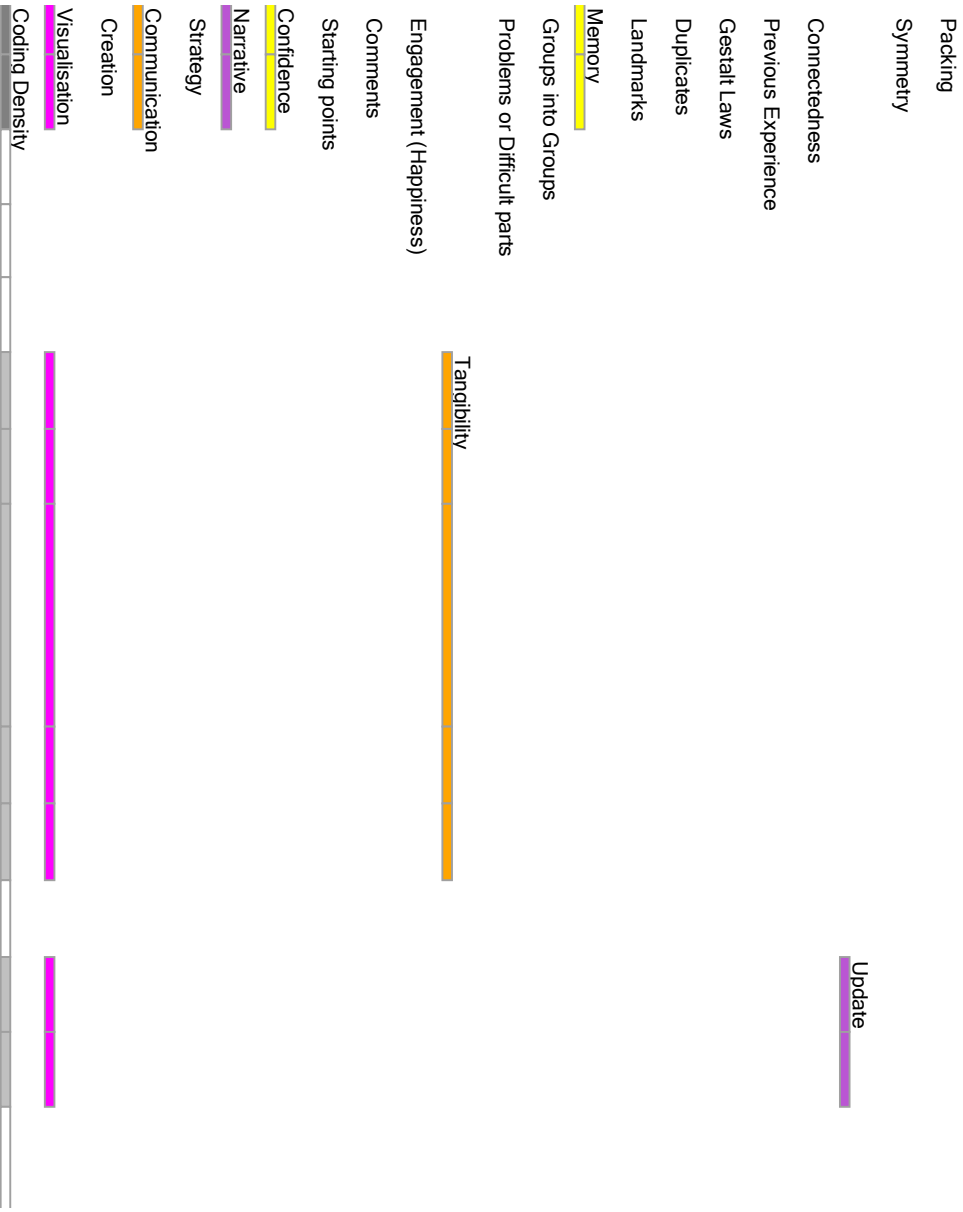
9	3:20.4 - 3:26.2	So, you would preferred with double words just to help with the narrative?	SP
10	3:26.2 - 3:33.7	In the other side I can understand it makes it more difficult because you get the placement of those words.	
11	3:33.7 - 3:39.6	Is there any part from the whole overview that you don't like?	SP
12	3:39.6 - 4:17.4	I'm not too sure what to do with this part yet. I was more thinking about OK - So, there was an idea of cultural art that was designed by a data network which the data network has been design by an algorithm but then I'm getting stuck in the technology program, quantum, bacterium, site.	
13	4:17.4 - 4:22.4	Did you thought that the task was quite difficult? Or was it very easy?	SP
14	4:22.4 - 4:45.7	When first I got the 75 words I thought this is going to take me a long time -but then you start to read through the words and you start to match words to each other and then it becomes easier. At first it looks difficult but it gets easier along the way.	
15	4:45.7 - 5:10.0	Let me ask you how you built the whole thing. So, you said you started with some kind of word association and then you tried to grew a story from it.. What did you after that? did you join things?	SP
16	5:10.0 - 6:15.2	I;m trying to create stories with open endings. Because at that point I didn't see all the words. So, I just at one point I thought I well start all over again and built from there. So, for example, teaching and child language by using music. Teaching and child language would happen at school, school can be public and you can work that way. But music is sound, sound, the influence of sound on the floor of muscle you can imagine build a picture of it but you can also measure it. But, all this can all be theory, however the theory of blood within species that can be drugs or DNA, that way I can create open ending and connect stories to each other.	
17	6:15.2 - 6:30.0	When you were connecting the stories. So, for example you have drug here. How far away you were doing the connections? Where you doing the connections only to the ones next to each other? or...	SP
18	6:30.0 - 7:28.8	In the beginning, I thought off we are doing the connections close to each other. Whenever I found different words I could more easily connect them. So, basically the connections are close to each other but they are centered around a single word. For instance, with species you can talk about protein in species that can be drug for a plant which is proved by using DNA, although species can evolve where the evolution is a patient, it is on a patient which has a specific gene. The gene that built a protein which - the protein is easier to take an image of so you can do different things.	



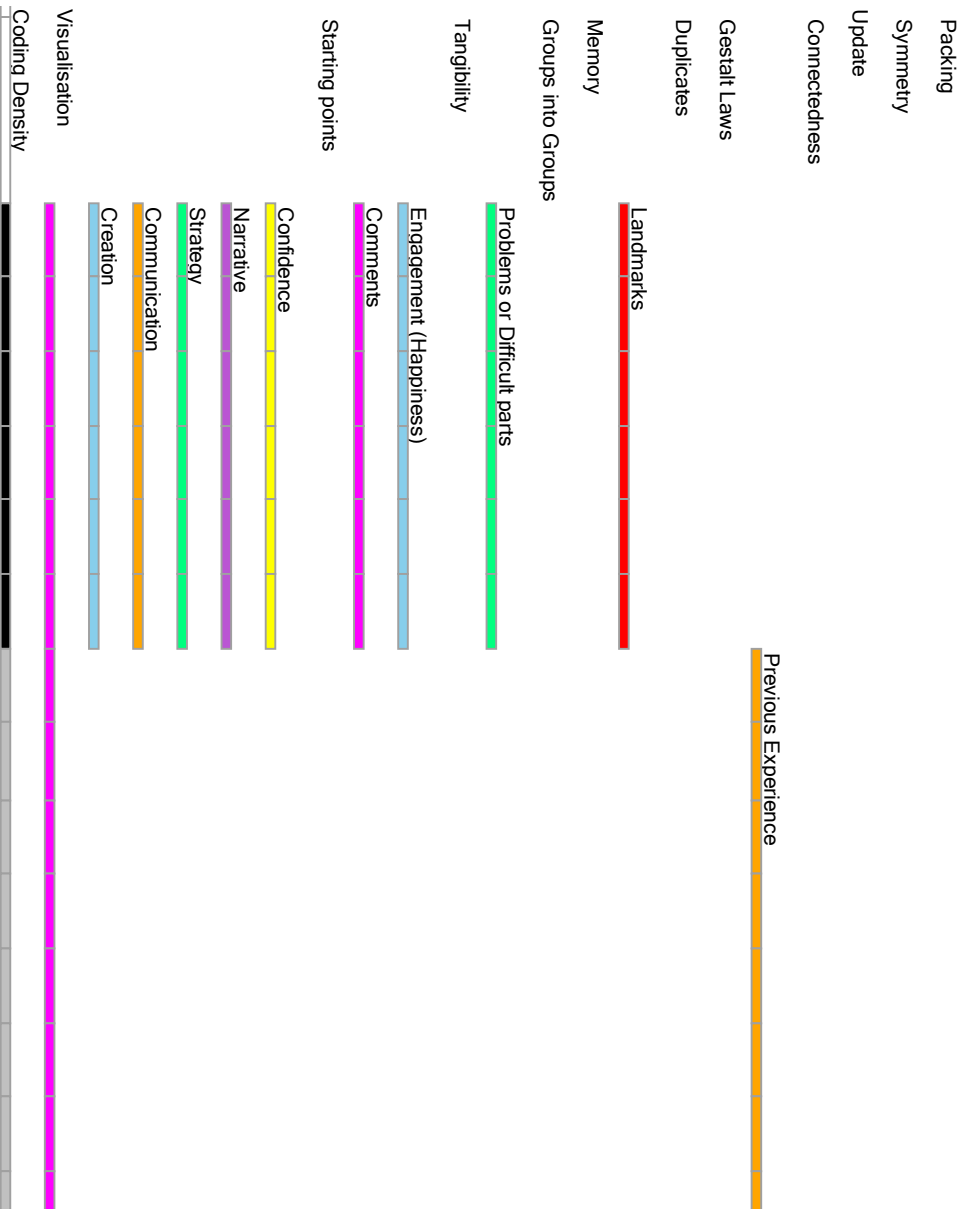
19	7:28.8 - 7:36.0	Did you had a hook or a core for all the stories? or they can start anywhere?	SP
20	7:36.0 - 7:57.9	They can start anywhere, there is no specific place. except for child. is basically where all ideas center around. Funnily enough you can see.	
21	7:57.9 - 8:11.3	let me ask you how the actual works look. So, when you were doing your overview, did you felt like doing some kind of flow of it? or make it a little bit more smooth or continuous?	SP
22	8:11.3 - 8:49.9	I tried to group ideas together, but with so many ideas its difficult. So, you get smaller groups. Although with less words you get structures. but yes most of the ideas are some of group together. For example this is a big group which contains one or two ideas. The more I think about it can contain more ideas. the some goes for this. The single line is for example one idea.	
23	8:49.9 - 8:53.7	Did you tried to pack everything?	Sp
24	8:53.7 - 8:56.1	Yes	
25	8:56.1 - 8:59.0	So, there was something that you were looking for to make it more smaller?	SP
26	8:59.0 - 9:01.9	Yes	
27	9:01.9 - 9:07.2	What about symmetry? make it look similar from one side to the other one?	SP
28	9:07.2 - 9:17.9	No. No. I prefer to start from a single group and then fan out from there.	
29	9:17.9 - 9:38.9	What about if - I tell you is a few hours later today - If someone asked you what this organization research was about? could you explained it?	SP
30	9:38.9 - 10:27.9	yes i would be able to - although there are different research departments. It centers mostly around humans because if you talk about a child goes to school - you specifically talk about human. If you talk about art you mostly talk about human art. You don't call something make by nature art. The human influence on the climate, human health, virus that can affect humans, species human an species - so, it is all human centered.	
31	10:27.9 - 10:32.0	So, you would be able to remember the stories?	SP






32	10:32.0 - 10:35.6	I would roughly be able to remember the stories.	
33	10:35.6 - 10:39.3	What about the small hexes or concepts?	SP
34	10:39.3 - 10:39.5	No	
35	10:39.5 - 10:42.4	Just the whole stories?	SP
36	10:42.4 - 10:47.2	Yes	
37	10:47.2 - 10:58.1	what about the actual physical side of the task? did you like how the cards fell?	SP
38	10:58.1 - 11:02.2	Yes the card feel good strong.	
39	11:02.2 - 11:12.2	If for example I had the same task but in an iPad? Would that be a bit better or worst?	SP
40	11:12.2 - 11:27.5	Both, I like having the cards in my hand because I would give me an option to think about each word and then think were to place them. But as an iPad - do you mean actually the physical hexes?	
41	11:33.3 - 11:40.2	Just like a web site where you have the same task and you could just move them around.	SP
42	11:40.2 - 12:24.3	An iPad would be a bit more easy to connect for example theory to quantum because you can just draw a line in a web site. Where as now, I could grab a pen an draw but then I have to go everywhere and make myself clear that this line connects to that one - were (in an iPad) I would draw multiple lines going everywhere and then I have to follow the line again. This makes it easier to concentrate on simple structure whilst on a web site you could concentrate on more difficult structures because you will be able to - and this (physical) gives time to think about it.	
43	12:24.3 - 12:33.3	So, it kind of makes the task (easier) because you need to put some effort and you kind of try to make it as simple as possible?	SP
44	12:33.3 - 12:55.4	Yes and still be able to think about every small concept. So it gives you more time to think about what you want to do and how you want to connect it....	



45	12:55.4 - 13:17.8	Say I forgot to give you a few cards, you don't need to place them into your chart. But how do you think you will be able to update your overview?	SP
46	13:17.8 - 13:30.8	(Places car on edges)	
47	13:30.8 - 13:37.4	So you are just adding to the end bits?	SP
48	13:37.4 - 14:09.3	not adding - not specifically - I;m thinking about the idea i had about child. So I'm now updating the child idea were (..) and language by using music by an experiment that has been done where it is proven that a child that learns the language by using music. learns the language easier that when they read text.	
49	14:09.3 - 15:10.3	The importance of a community - of the security of community - is that it protects the community and it decides where the community is centered about again conflicts. But also, security makes people more secure, more social to each other - so you get a new idea here. Animal, this can be in animal gene which has evolve the patient to produce a protein that can conflict with plant. And film - muscle movement by using sounds can be recorded in an optical film.	
50	15:10.3 - 15:20.3	If you were giving this to someone - do you think they would be able to understand it?	SP
51	15:20.3 - 15:30.5	No because the words are too limited to explain my ideas.	
52	15:30.5 - 15:35.5	But you liked it like that because you were creating stories?	SP
53	15:35.5 - 15:38.9	Yes	
54	15:38.9 - 15:42.2	And you will remember the stories?	SP
55	15:42.2 - 15:46.4	Yes	
56	15:46.4 - 15:53.5	I was just wondering how much experience you have with creating visualizations?	SP
57	15:53.5 - 16:14.7	I got some experience with creating this kind of charts - if I'm correct these are called mind maps. In the past i used them a couple of times to just write down my ideas.	



58	16:10.1 - 16:15.7	But just a few times?	SP
59	16:13.5 - 16:18.6	a couple if times. yes	
60	16:18.6 - 16:23.8	You don't do research on mind maps - is just for your own help?	SP
61	16:23.8 - 16:26.4	Yes	
62	16:26.4 - 16:31.1	What about things like layout? like magazines and web sites?	SP
63	16:31.1 - 16:37.6	No.	

- Packing
- Symmetry
- Update
- Connectedness
-  Previous Experience
- Gestalt Laws
- Duplicates
- Landmarks
- Memory
- Groups into Groups
- Problems or Difficult parts
- Tangibility
- Engagement (Happiness)
- Comments
- Starting points
- Confidence
- Narrative
- Strategy
- Communication
- Creation
-  Visualisation
-  Coding Density