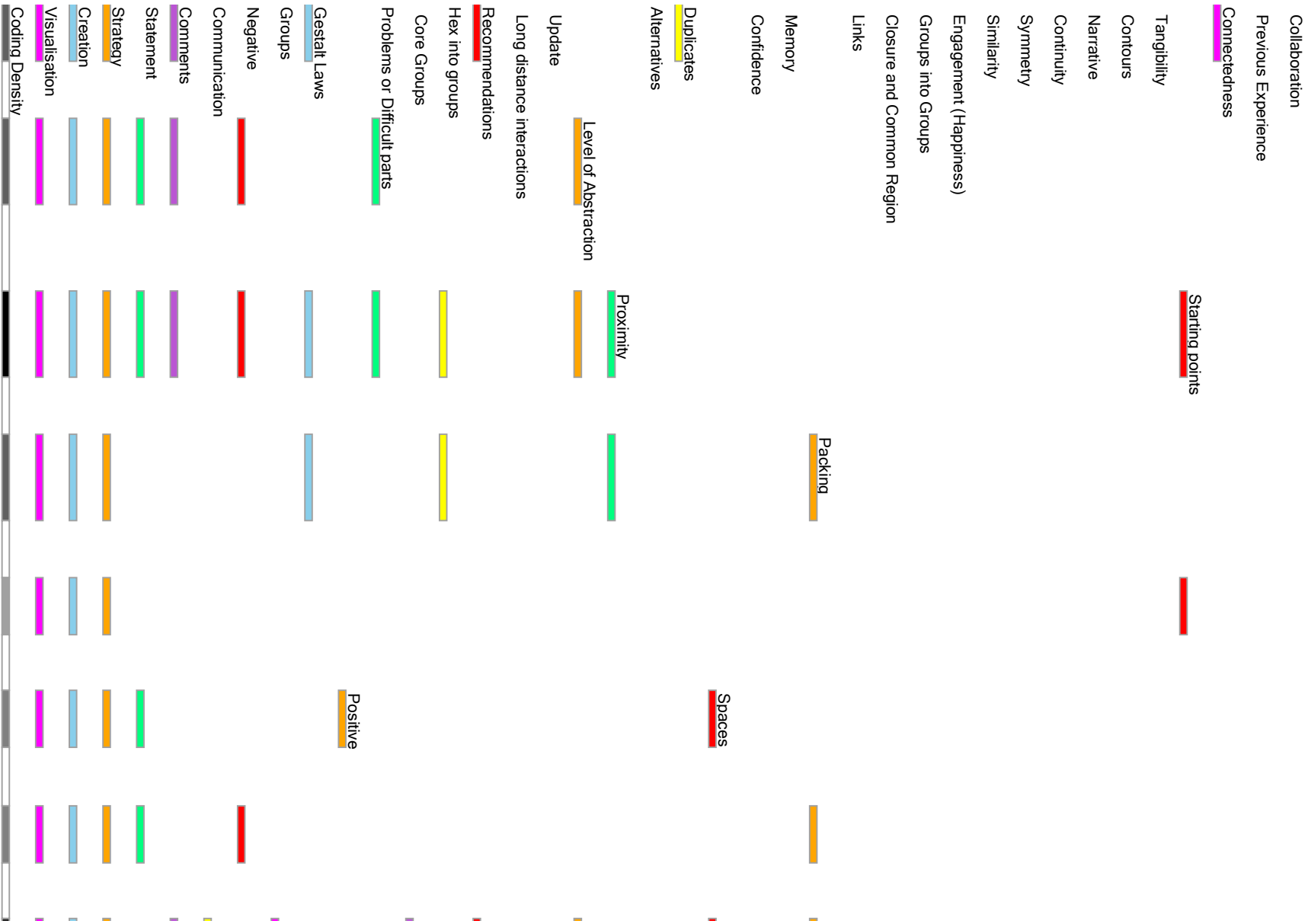


	Timespan	Content	Speaker
1	0:05.7 - 0:23.4	Can you just try to explain me what have you done here? If it were someone else and you were trying to explain it - could you actually do it?	SP
2	0:22.8 - 1:23.0	So, I was just giving like a list giving like a list of words and I have just try to group them into like groups which kind of relate to some general theme. Like this group is probably about energy, solar energy, fuel, nuclear, carbon or something related to environment. And this group is related to the climate, this and this is quite close together, so but mostly about natural climates and environmental issues and war.	
3	1:22.9 - 1:43.8	This is about physical sciences, so theory, particle physics and universe and laser, light, quantum.	
4	1:43.8 - 2:03.9	This is related to biology i suppose, so some stuff for like can be put in both - like in more than one group. Like I suppose, this is about technology and things related to technology.	
5	2:03.9 - 2:17.1	This group is related public services i suppose - whilst this one government policies.	
6	2:17.1 - 2:21.7	I'm not sure, it is not like a clear cut or categorization.	
7	2:21.7 - 2:22.5	How happy are you about this?	SP
8	2:22.5 - 2:45.4	I'm sure, I can try hard to see more links but in in general I think I'm happy where things are - it gives a good classification I guess.	
9	2:45.4 - 2:50.6	Did you find the task like simple or was it really difficult?	SP
10	2:50.6 - 4:12.7	The task, I mean, i do not have many restrictions, I could have done differently. I could have separate them into two groups or maybe separate them into smaller groups as well. But I think the that is missing, like here, I'm not really sure where it really fits. I could have put them apart as I could not see where this fit. So, it would be an 'other group' and some can it fit in more than group. And some groups are more related to each other than other. These energy are quite related to environment or they could be related to this group as well, as policies impact environmental effects. So, I can try definitely relate the groups how...	



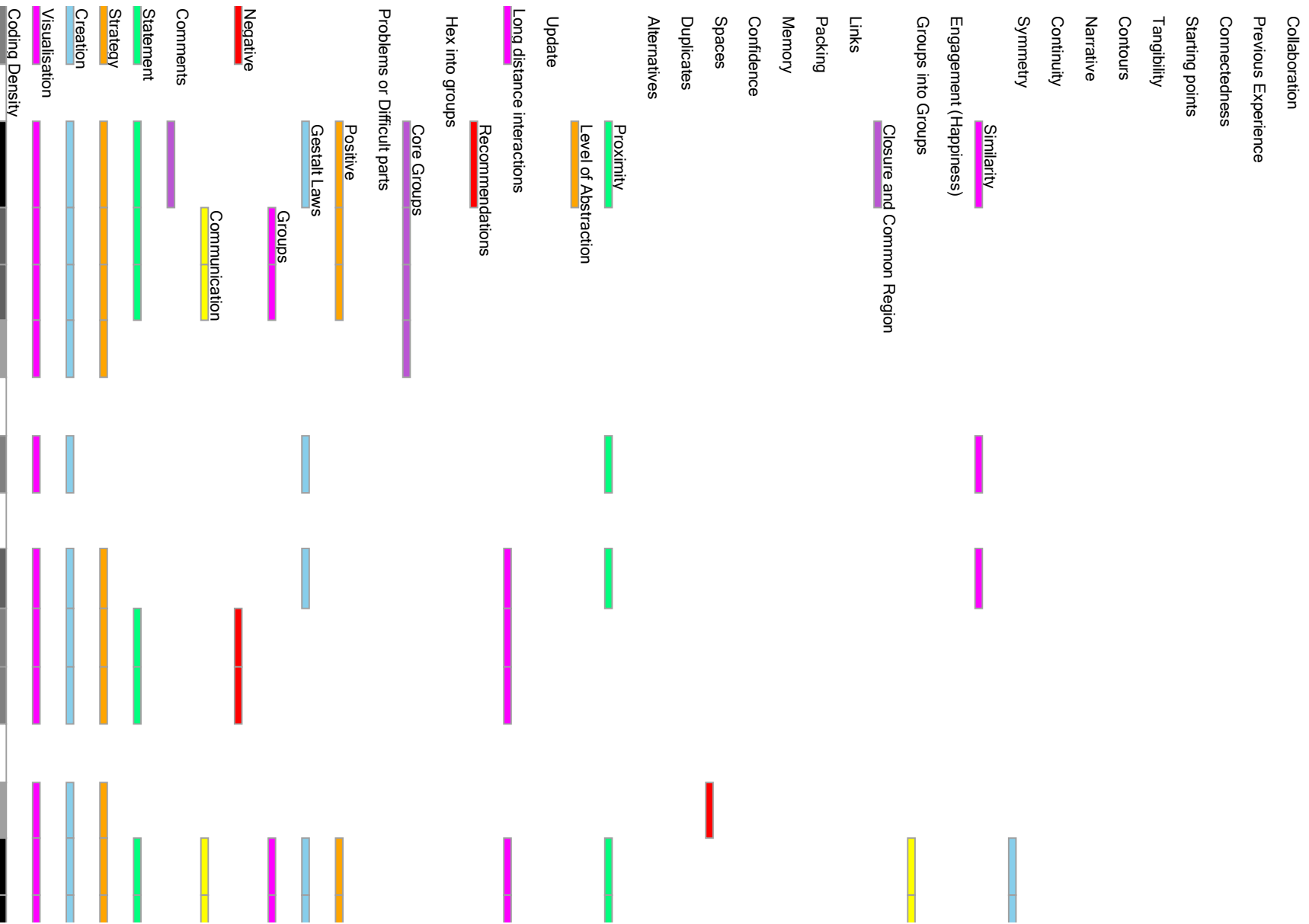
11	4:12.7 - 4:32.8	If you had repeated chips - like for example if you had more than one of this ones with the same word - would that help a little bit or will that make everything more difficult?	SP
12	4:32.8 - 5:03.3	I think the repeated chips would be kind of what I was trying to say, like some of them can be placed in more than one group so they are interception, so we really do not need to have separate chips to do that, so we can do kind of reorganize how I build this thing to show the link.	
13	5:03.3 - 5:18.1	So, do find anything here that you don't like or you are are not very happy about?	SP
14	5:25.8 - 6:02.8	So, I was able to see for some of the words the links of pretty clear - like gene, DNA, cells. So this is pretty straight forwards to just put into the same umbrella or as for some it is more difficult to see where they fit in the whole picture. So, they are kind of disparate subject that you can just put aside.	
15	6:02.8 - 6:27.1	How do you actually build the whole thing. so, you said your strategy was to like have the list of words and then join them into groups. Right? Or did you started with the whole list and then, what was your strategy when you started?	SP
16	6:27.1 - 6:51.8	I just started to start looking at the words and just putting them into (groups) - i think it was - First the categories were not very clear so I was just putting them in two or three big categories so then I was able to separate them into smaller ones.	
17	6:51.8 - 6:53.1	So, you tried to make big groups?	SP
18	6:57.7 - 7:30.0	At first this things were all together -that it thought they could be subgroups into within bigger groups - this have strong links because they are all about energy fuels and but they are definitely related to this things so I'm sure we can break them down into sub categories and groups.	
19	7:30.0 - 7:38.8	Do you feel like - when you started to do this groups - do you started anywhere in the chart?	SP
20	7:38.8 - 7:53.3	I started from the first chip I took. And then I started putting them in different area of the board.	
21	7:53.3 - 8:01.3	What about space? did you had enough space?	SP
22	8:01.3 - 8:11.5	Space, yeah I think space wise I had space.	



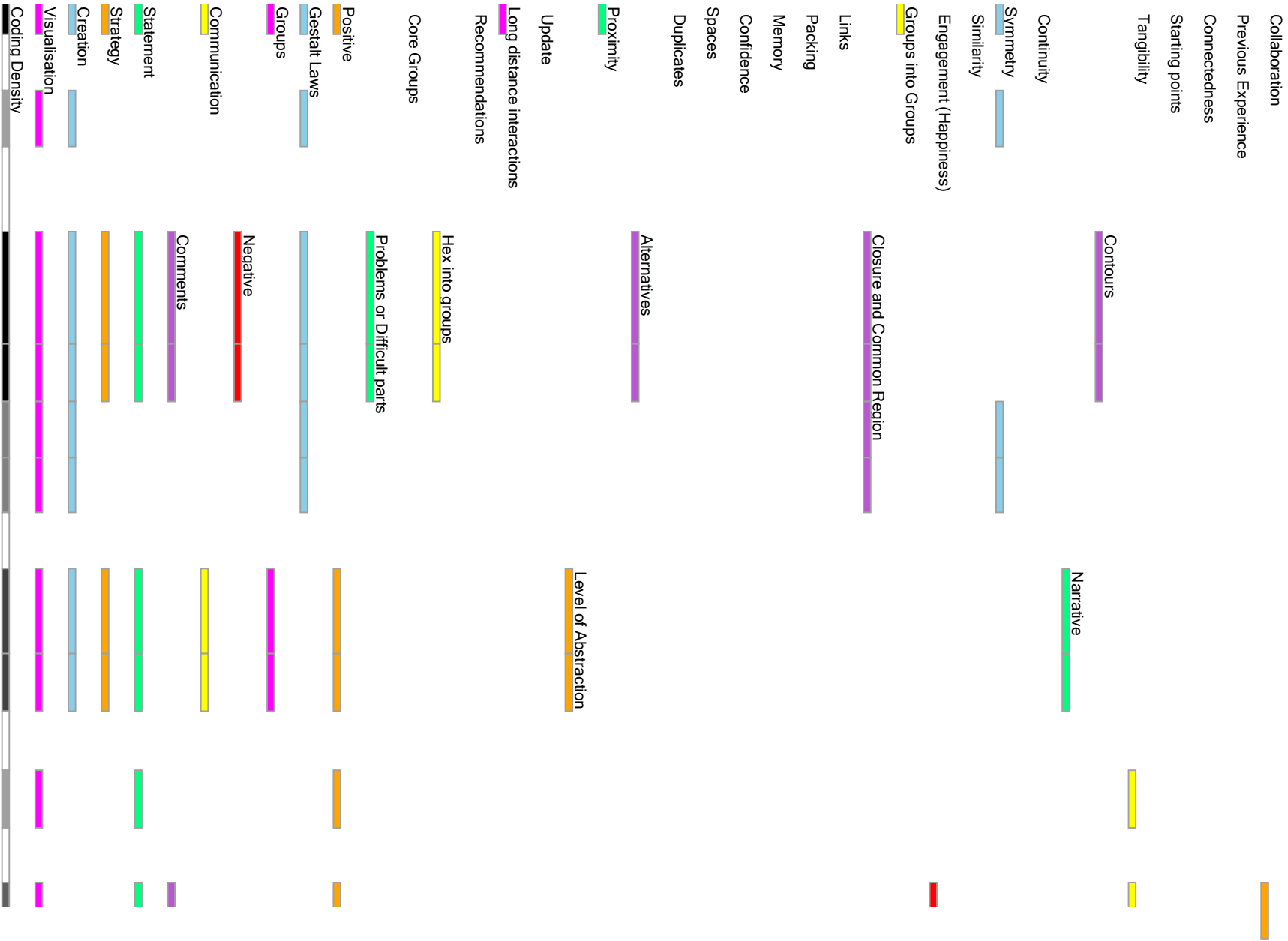
23	8:11.5 - 8:29.7	You have different groups here, did you pack to group them together? did you tried to pack them more? or did you try to pack everything into a smaller space? or was actually leaving this kind of space better?	
24	8:29.7 - 8:35.2	I really didn't think about that.	
25	8:35.2 - 8:40.6	You didn't felt like packing everything together?	SP
26	8:40.6 - 9:44.7	No - I didn't;t think about that. The first thing that came into my mind - certain things like quite separate and should be separated. yeah, I suppose we could have put all together and put chips that are - kind of like a word cloud or something. So, maybe by adding weight to some of the chips we can emphasize that in like this one seems to be the group name. The others can be group under. So, we can make like a hierarchy.	
27	9:44.7 - 9:48.8	So, you kind of felt like there was like more than one level?	SP
28	9:48.8 - 9:51.3	Yeah	
29	9:51.3 - 10:04.0	That would have a bit better.	SP
30	10:04.0 - 10:12.8	You have things here were they are close together - there was one group that was quite similar the one to the other one?	SP
31	10:12.8 - 10:33.8	Well this one and this two and this two - I could group this into general science - this art - this is about policy, this is about energy and environment.	
32	10:33.8 - 10:52.3	So for example, you have a space here. If there was something that fitted there, will that go there or is it better to have them separated?	SP
33	10:52.3 - 11:07.8	I suppose, I could think of a word that could link these two more strongly or I could just put them close here.	
34	11:07.8 - 11:21.3	Do you feel like maybe you should find something that links the two things? or was it just enough to leave the space?	SP
35	11:21.3 - 11:56.0	the way that I have classified at the moment - I do not really pay attention to the space.	
36	11:56.0 - 12:27.2	The distance between chips - For example child and they are close to school and security and community. How far away did you thought well this one was related to it? is child still related to religious? or is that too much? or	



		did you ever thought about it?	
37	12:27.2 - 13:01.8	Yeah - I did consider this when putting chips together. I wouldn't associate religion to the child that is why i did not put it next to the child but maybe populations which is more general maybe I can link it with religion. I mean maybe the only reason I put it here is because I could not see any other group were it could fit in - that is also one other reason what motivated my decision why to put the chips.	
38	13:01.8 - 13:11.3	When you placing your chips were you thinking only on the ones next to this one? or were you thinking a little bit further apart?	
39	13:11.3 - 13:49.8	I did think about things that are close first - like which things are closer to like school and child close. but maybe patient as well is quite close to child. But then, I do not know - there are some many possibilities of reorganizing it - so you can end up with so many different combinations.	
40	13:49.8 - 13:57.1	I was just trying to see - how many interactions you are thinking about when building it?	SP
41	13:57.1 - 14:22.6	OK - One other way I could have done it is to put the core term in the middle and then the surrounding - this is another way were i put the main word in the top like a hierarchy - like I could have done it social is center here and then the issues surrounding social.	
42	14:22.6 - 14:26.5	So you have a kind of pillar or core?	SP
43	14:26.5 - 14:26.6	Yes	
44	14:26.5 - 14:40.0	I this one I can say social is the core while in this one technology is the main thing.	
45	14:40.0 - 14:56.4	Let me ask you about something about how you place this things... So you put things that are close together they are similar, right?	SP
46	14:56.4 - 15:05.8	At least I see some relationship - but some people may disagree with me for sure.	
47	15:05.8 - 15:14.3	So, for example you say that image and sound are a bit similar? or have some relationship?	SP
48	15:14.3 - 15:41.5	They have - the reason I put them together because I consider them to be an art form so art is the main subject of this group. So that is why I put them together. Image, in a way, is painting in a way, so it is still an art form.	



49	15:41.5 - 15:59.8	For example, culture is really close to art, and image is maybe is twice the distance. does it mean that is a bit less art than culture? or did you not think about that?	SP
50	15:59.8 - 16:23.2	I don't think the current system will stretch or could really give you a good distance.	
51	16:23.2 - 16:36.4	Did you tried to have some kind of flow or make the whole thing a bit more continuous? Or did you left some space that you tried to filled it?	SP
52	16:36.4 - 16:42.7	I think I got plenty of space.	
53	16:42.7 - 16:52.9	Did you tried to - If you saw something here - did you tried to fill the space?	SP
54	16:52.9 - 17:17.1	No not really. To me this was just a working board, I didn't really think what empty space might mean. I just tried to bring groups that I think of are quite closely related together a bit closer to each other.	
55	17:17.1 - 17:30.2	You also never thought about symmetry?	SP
56	17:30.2 - 17:43.5	To me it looks pretty distributed from my view. Maybe there is a bit too much space here. but yeah.	
57	17:43.5 - 18:04.5	What about things in the groups? say for example you have this one - If you have one here it would make it look very symmetrical and rounded. Did you thought maybe actually there is something there that would fill it out. Or maybe this one were it need one to create the perfect one (round shape)?	SP
58	18:04.5 - 18:30.8	Maybe I could try to find another word from one of the other groups that can fit here nicely and for the technology for example I think all this words are quite strongly related. I was able to kind of make it quite nicely. But, even here some the terms are quite strongly related but maybe I was just a bit lazy to arrange it nicely.	
59	18:30.8 - 18:46.3	yeah, actually some shapes might have shown if I have done it properly. This could have been a star, like a pyramid, a circle.	
60	18:46.3 - 18:48.6	Did they came into your head when you were doing it?	SP
61	18:48.6 - 18:52.5	no - just now that you are saying it.	



62	18:52.5 - 19:14.8	When you creating this chart - were you trying to create a story? or were you trying to make a narrative?	SP
63	19:14.8 - 19:40.1	so the main thing that I first think about was subject areas. So, i first say OK science, ah so I group all science here, all art here. So then I kind of separate even further. So that was my main way of starting and proceeding with this classification.	
64	19:39.3 - 20:02.8	But I'm - as a story, yeah, maybe then after i have done that I was trying to see the relationship between the different groups and kind of trying to think of a story that all this things relate to each other.	
65	20:02.8 - 20:19.5	What about the physical things about the experiment - did you actually like moving the chips around. Say for example if you had the same interface but in an iPad - would it be any better or did you actually enjoy it?	SP
66	20:19.5 - 20:44.1	So, I quite like board games. So, this looks quite similar to board game style of trying to build stuff. So, but maybe touch interface it would be easier. I'm not very sure to see the links. Maybe.	
67	20:44.1 - 20:54.5	You say you find it quite enjoyable because you play board games?	SP
68	20:54.5 - 21:09.9	So, this was very similar to doing a board game. Arranging the board first before starting the game.	
69	21:09.9 - 21:30.4	I was just wondering how confident if someone ask you in this organize, would you able to explain what research they do?	SP
70	21:30.4 - 21:55.9	I think so because, I quite confident about the classification even though they are setting things that are not entirely - that not fit entirely in the group. But overall, I feel quite happy with this.	
71	21:55.9 - 22:14.0	Do you feel like like if you were talking to someone else and you be like yes I do actually know all the things that they are doing? do you feel like you could explain it to someone even if you don't have the chart?	SP
72	22:14.0 - 22:49.3	I could say to people, this are the themes or research which are kind of	
73	22:49.3 - 22:56.6	If I come around tomorrow - and say to you - do you remember all the areas you put?	SP
74	22:56.6 - 23:36.4	I could remember the main themes which are 6 or 7 main research themes. If you think of like... for example a funding pool like SICSA, they have like research themes - this is the kind of thing that i tried to do here.	
75	23:36.4 - 23:56.0	Say for example if I give you more chips. Say I give you this four chips. can you actually place them? can you try to see if you can actually incorporate them?	SP

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Links

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Memory

Confidence

Spaces

Proximity

Level of Abstraction

Long distance interactions

Recommendations

Hex into groups

Update

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Duplicates

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Problems or Difficult parts

Positive

Gestalt Laws

Groups

Negative

Communication

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Strategy

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Visualisation

Coding Density

76	23:56.0 - 24:24.8	So here what might happen is that maybe some chips may change my decision of the current organization. maybe some chips I can see they easily fit in a group like evolution maybe i can just put it to here. not sure. yeah.	
77	24:24.8 - 24:38.5	Will you try to put them in the the middle (group) or attach them to the end?	SP
78	24:38.5 - 25:25.4	Yeah, ideally i would expect that they could fit in existing in groups. but if not then it might indicate that I haven't organize the ideas in a good way enough. Muscle I can put it here as it has to do with protein and stuff. Fat as well. Bacterial as well.	
79	25:25.4 - 25:30.9	Material might mean different things - material in the physical sense....	
80	25:30.9 - 25:36.1	so, do you actually prefer to actually just attach them? (reorder them)	SP
81	25:36.1 - 27:04.2	Yeah - you might have seen that this is not very stick together. I'm sure they can be arranged in a better way (reorder them).	
82	27:04.2 - 27:41.1	(REORDERS SOME GROUPS)	
83	27:41.1 - 27:47.1	OK So ...	
84	27:47.1 - 28:04.6	How much - what is your experience with visualizations, like doing charts, or info graphics?	SP
85	28:04.6 - 28:12.0	So, you ask what is my experience?	
86	28:12.0 - 28:22.2	Can you rate yourself from 1 to 10? do you normally work with visualizing stuff?	SP
87	28:22.2 - 28:32.6	Yes we do quite a lot of experiments, and quite often it is easy to plot graphs to see trends.	
88	28:32.6 - 28:46.4	so you do like trend graphs? what about layouts? like websites or brochures? Any experience on that?	SP
89	28:46.4 - 28:57.6	Not much.	

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