

	Timespan	Content	Speaker
1	0:00.0 - 0:10.3	The first thing is, can you explain me what your whole overview is about?	SP
2	0:10.3 - 0:29.0	So I kinda sorted them into various piles and then they kinda grew into relationships, but they're separated into various kind of islands, I suppose, because I think that where I've separated them is where the natural groupings are, but that doesn't necessarily mean there isn't a relationship, so I've had to order them in a sense of relationship	
3	0:29.0 - 1:21.6	I see this side [left] being much more scientific driven and this side [right] more emotional driven and their appears to be a gradient between the two. So, on this side [right] you've got kind of artistic and emotional stuff, with then moves into culture, which I considered to be emotion. But that them moves through, kind of, dividing around people I suppose. So it comes downs this way into more soft community skills, and goes up that way sort of into the evolution of... in general and down into viruses and all that kind of stuff, which I've kind of titled that sort of region as, I've labelled it as a title, as it's the health and patient sort of area. And there is a grouping between that island, this wants to kinda come down to back to 'community' and 'service', via 'plants' and 'foods', so it's sort of those kinda of things kinda grouping around it, 'cause there is always a community around food and also evolution describing plants.	
4	1:21.6 - 1:40.6	And splitting out of that, you have 'earth'. So, these kinda things are... again, they are related from these kinda plants and foods and that sort of relationship. And again 'earth' would then link to 'carbon' but then this island here all seems to be around 'energy' and 'material', so that again has the title material.	
5	1:40.6 - 1:53.6	Which then shoots through, supposedly, there is a soft link here between 'quantum' and 'theory'. But this is much more, this is basically science and computer in a structure here.	
6	1:53.6 - 2:00.3	And then 'sight' has absolutely no relationship with any of them in my opinion, so it's a complete outlier.	
7	2:00.3 - 2:04.5	So, you kinda tried to make a small story, or a tale?	SP
8	2:04.5 - 2:14.4	Yeah, effectively. That's kinda what appeared to come out of it... was... there is sort of a... there is a story in it, in my opinion... because...	

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Groups

Similarity

Recommendations

Groups into Groups

Packing

Continuity

Connectedness

Hex into groups

Alternatives

Memory

Landmarks

Confidence

Long distance interactions

Narrative

Level of Abstraction

Annotations

Engagement (Happiness)

Update

Tangibility

Communication

Proximity

Spaces

Core Groups

Positive

Negative

Problems or Difficult parts

Gestalt Laws

Links

Comments

Statement

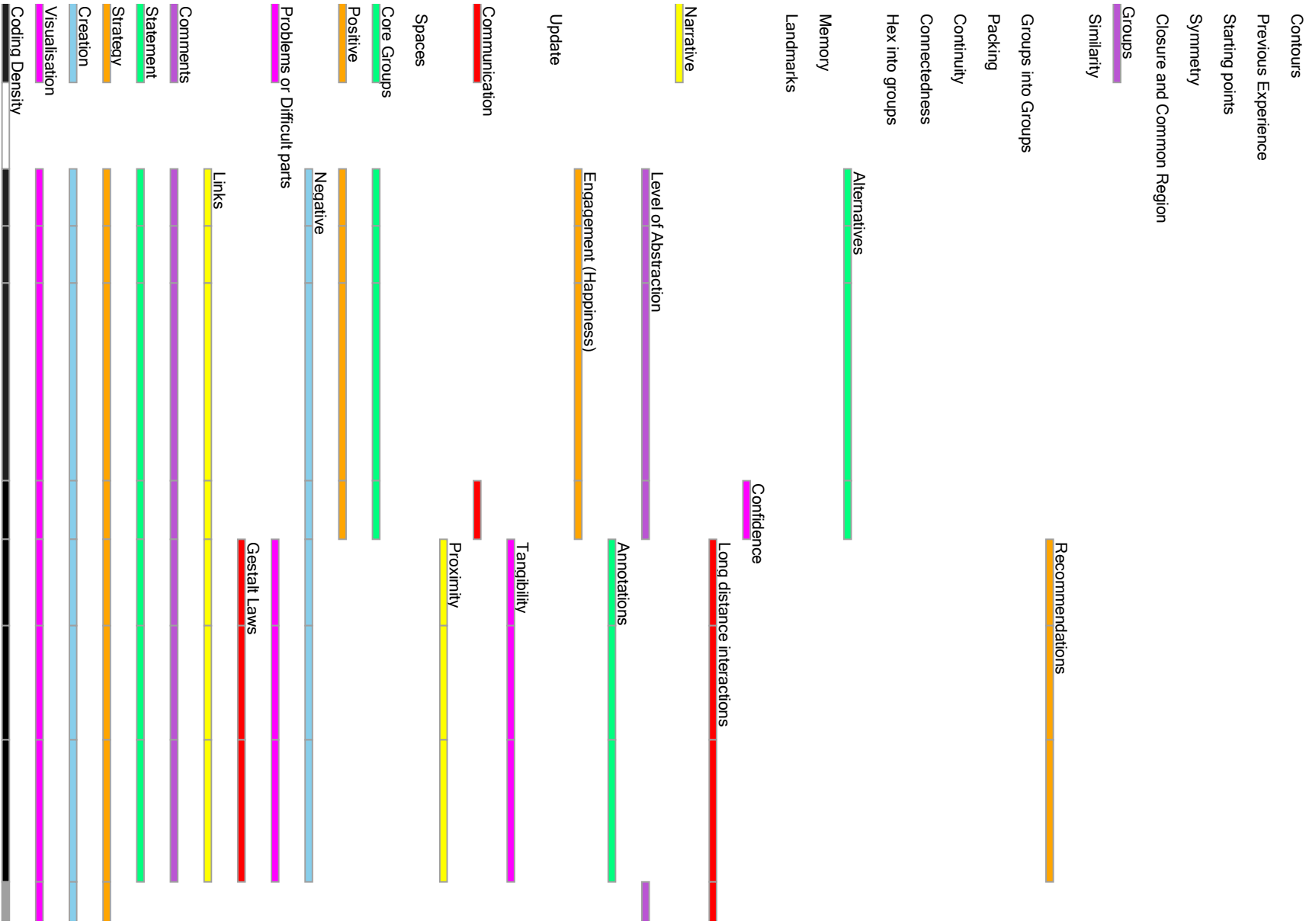
Strategy

Creation

Visualisation

Coding Density

9	2:14.4 - 2:53.4	Well, there is and there isn't. There is certainly a story here, this one has a story because it splits around 'people' and 'public' and moves up into 'evolution' and down into 'policy' and 'community'... erm... but that's the only story I would consider. The rest of them are just groupings and I've tried to relate the relationships between them. But... there is definitely... there is definitely a divide between the tiles which seems to group around people's emotions... well, I considered there to be an emotional opinion of evolution. I think that's the contentious issue, so that's why I've said it kinda goes via that route to scientific.	
10	2:53.4 - 3:14.2	It's also why I specifically seperated 'theory' off of 'evolution' because my brain went 'the word theory and the word evolution go together, but the reason for that is because of people's emotional opinion of evolution being a theory, where as theory is actually a scientific term, so it kinda sits in there instead.'	
11	3:14.2 - 3:20.0	Well, that's very interesting. I was just wondering how happy are you about your overview?	SP
12	3:20.0 - 3:32.2	Erm... I'm not... because if I were to do it again, it would come out completely different.	
13	3:32.2 - 4:27.7	As I was doing it... and I had come to this grouping, my brain was arguing with me that there were other ways of doing it... and there are very different ways of grouping these together. These ones reflect 'me'... erm... so... it's possibly not the most... erm... what's the word... independant opinion of these terms, in terms of their groupings. There is definitely an element of me in them, in the way that I have an opinion of these things relating to each other. But I could approach it from a completely different angle and build a completely different set of groups. I don't think this is the only answer, so that's why I'm not happy with it, because there is more than one answer and I don't like things that don't have concrete answers.	
14	4:27.7 - 4:35.6	But this is my version of it, so I'm happy in that respect, I'm happy that this reflects my opinion of them, and how they relate to each other.	
15	4:35.6 - 5:01.0	So, apart from being, apart from like, erm, apart from having multiple answers, or... not being an optimal way of sorting this, or organising it... do you think there's something in this, apart, well, also from the outlier, that really kinda annoy you, or you thought that this kinda annoy you or you though it was really difficult to do?	SP
16	5:01.0 - 5:26.4	Erm... the fact there are only six sides to the hexagons meant that I couldn't necessarily build a complete picture. So where I've put arrows, it's because... I don't want them touching both sides of an element, but that has to be grouped with these other bits because they have to group to the other elements. So, in the example, was... where was it... here!	

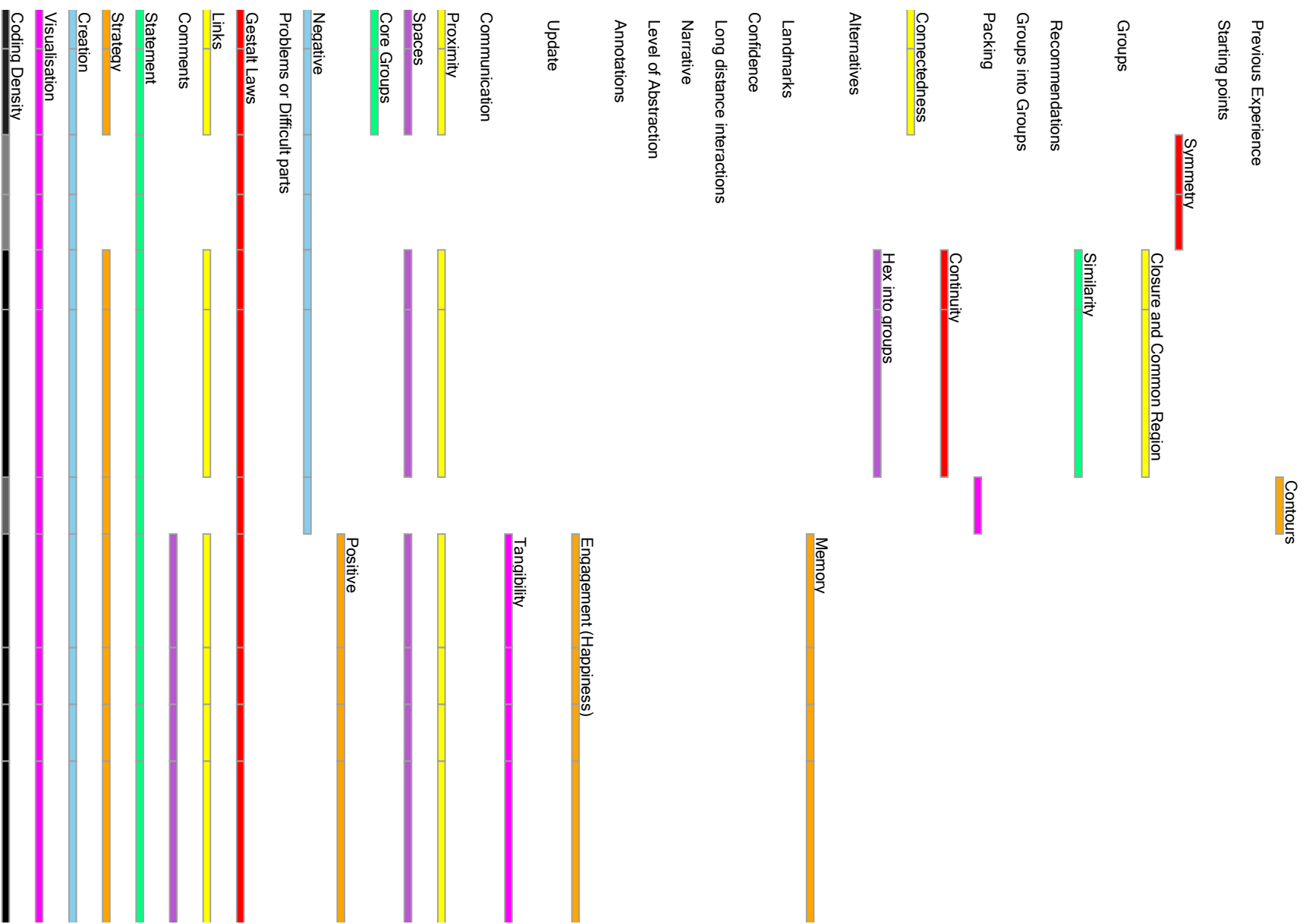


17	5:26.4 - 5:57.8	So, 'carbon' I wanna put next to 'earth' but there is no way of rearranging this so that these items aren't touching those and those items aren't touching these, but 'carbon' comes in here and doesn't touch... I don't want 'carbon' touching 'universe' and 'solar' or 'Africa', I just want it touching 'earth' but I can't do that. So... that's... from the result of the task, that was kind of one thing that aggravates me, that I can't group them in the complete way I want, because there's not enough ways of relating them, without causing other relationships I don't want.	
18	5:57.8 - 6:19.4	So, when you were thinking about relationships, were you thinking about the ones next to each other, or were you thinking maybe another level from here. Say for example you have 'public' here... you were thinking about the ones next to each other, were you thinking one more level out or... that didn't thought about that?	SP
19	6:19.4 - 6:40.5	Well, this is the thing. In this area [bottom right]... erm.. okay... that's a really awkward question, because there is an element of radiating on some of them, but not on others. So, 'public' yes relates to the direct line of 'people', 'school', 'religious', 'policy' and 'language'.	
20	6:40.5 - 7:19.8	Erm... No, erm, erm, actually, no, I'm wrong. It is entirely one level... because I'm linking via the others to that. So, if there is a line between 'security', 'policy' and 'public' I consider them to be related... because you can... but only via one level... so you can't say that 'security' is related to 'culture' because you go 1, 2, 3, 4, 5... that's not what I was thinking, but they are kinda... this is the link between 'security' between 'security' and 'public' but only straight through. So, you can't come in one side and go out a different side, you have to come out the opposite side for the relationship, does that make sense?	
21	7:19.8 - 7:31.3	So, 'theory', 'laser', 'image'... erm... 'laser' and 'optical'... but you can't go 'measurement', 'laser', 'image', that's not a relationship.	
22	7:31.3 - 7:35.8	What about for the whole group? Were you thinking, well, this kinda fits the whole group?	SP
23	7:35.8 - 8:18.1	No. It was entirely... they were all... what I did was I piled them into stacks of terms. So everything from 'people', ignore 'brain', but 'people', 'school', 'child' down was in one pile... and then I built them up, and then once I built them up, I then realised they connected to this one. So I'm completely... this one was up here as a completely separate island, and it split at 'people' and 'brain' also it split at 'species', 'animal', 'brain', 'fat', so it was up here. And then, I decided that the link between 'people'... well, 'people' linked these things up, so I then bought it all down and decided there was a relationship between 'child' and 'brain' and 'school'... so that's kinda where it linked.	
24	8:18.1 - 8:59.4	So, there was a kinda a general concept of the islands being all related to each other because they were piled up into a stack, and I considered them to be linked terms. But then... see, as we talk about this, I think there is a	

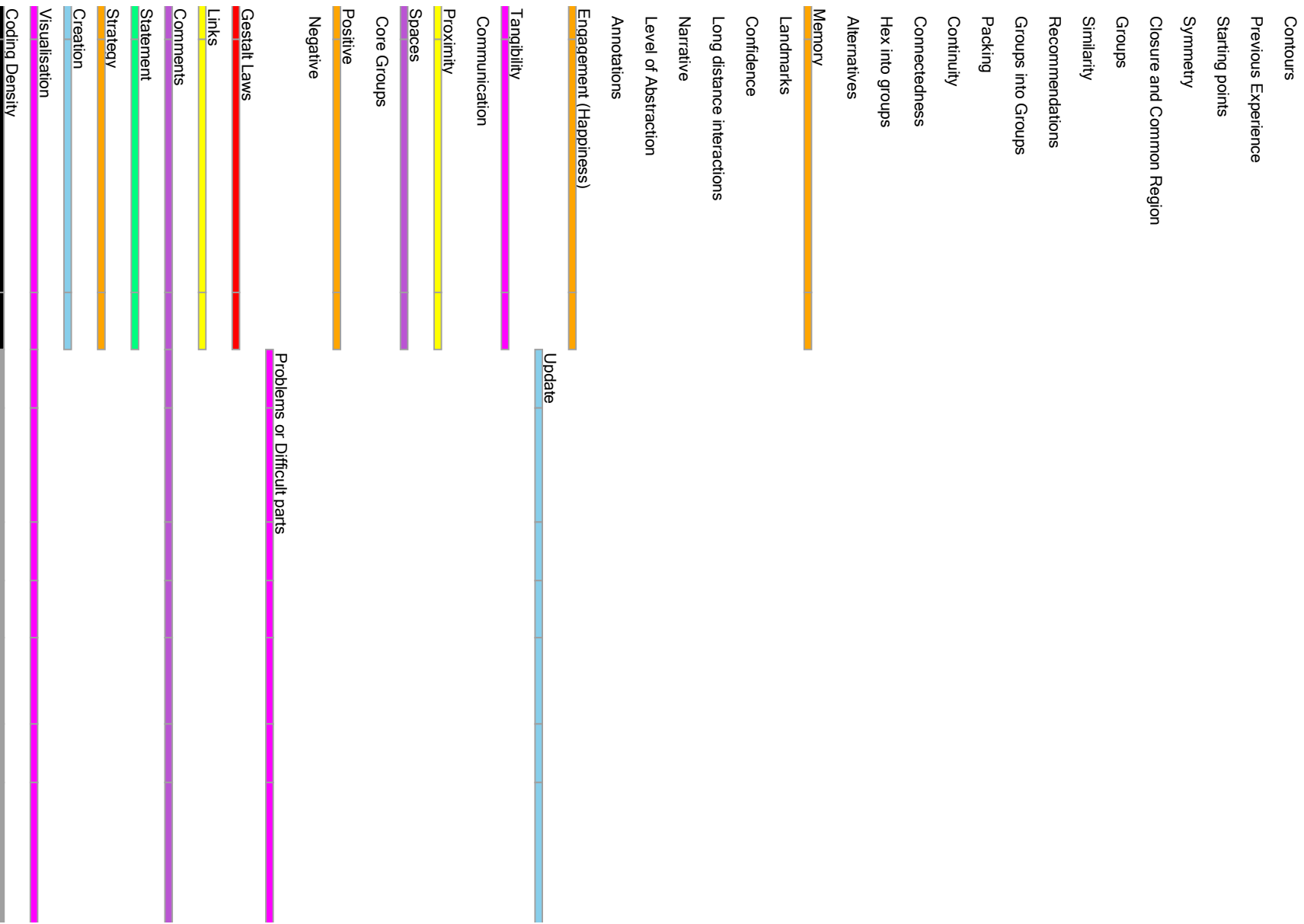




		need to separate this island off, because having these two connected is making it too confused. It's why I broke these ones up, I do think there needs to be a break around maybe 'people' and 'brain', like I did 'plant' and 'food' here, and snap that island off, so it makes it more apparent that those two are separate topics, but they are related via 'people' and 'brain'.	
25	8:59.4 - 9:05.8	So, if I was to make a modification to this, I'd snap that up.	
26	9:05.8 - 9:31.6	Right... okay... erm... let me think a bit... let me just... erm... okay... I was just wondering also about the spaces and things like that. So you said that you were joining these two because you found a tile that joins the two of them... but if you have a space, do you think that space should be filled? I mean... you said...	SP
27	9:31.6 - 9:54.7	Mmm... no, no. I don't think it needs filling, these are more soft links. So, if they're in the island together I considered them to be definitely links, where as if they're... separated out they're much more softer links. They're links that aren't necessarily, but to make an explanation of my story, they kind of helped.	
28	9:54.7 - 10:10.4	Okay, right. Erm... okay... that's... good... erm... I was just wondering if you also tried to make it a little bit symmetrical... or	SP
29	10:10.4 - 10:22.1	No. There was a want to organise the tiles in a pattern, but there was no need for symmetry, I didn't see a point.	
30	10:22.1 - 10:35.7	Okay... erm... what about making the groups a little bit more rounder... or a little bit more encapsulated, or was there a need for that, or did it just depend if you found something?	SP
31	10:35.7 - 11:12.3	For me the connections were much more if the tile should be touching other tiles... so it wasn't necessarily about the shape of the groups, it was more so about... how the tiles should touch each other. So if a tile is touching another tile, there's a relationship between them. If they're not touch then there's not. So... if in my opinion there wasn't a relationship, so here 'star' and 'solar'... I could soften this whole thing up into a nicer shape, but I didn't want 'star' and 'solar' touching 'earth', 'Africa' or anything like that, it only had to touch 'universe'. So... it was more about making sure the relationships were direct.	
32	11:12.3 - 11:19.6	So the shapes were much more organic, they're not intentional.	
33	11:19.6 - 11:41.3	Okay, that's good. Erm... just a few questions about the actual... you can say... tiles and paper and things like that.	SP



		If I were to have like an iPad version of it, do you think you will... do you prefer...	
34	11:41.3 - 11:42.4	NO. [Strongly] No, I'd prefer this, I'd prefer the cards.	
35	11:42.4 - 11:46.4	Is it because you can just touch them, or you can pile them, or...	SP
36	11:46.4 - 12:29.4	So, there's... it's easier for me to think if I can build... so what I did at the start, was I took them all out and went 'right, let's first of all just throw them into piles of related things'. And I didn't realise I was doing this, I just started going 'well that's the same, that's the same, that's the same, what's the hell that, put it somewhere else'. And then went 'well, that one goes with that one' and I built piles up. With an iPad I'd be much more inclined to start building them by looking in the list and dragging ones out, or related ones, rather than first of all building groups and then trying to organise the groups. Does that make sense? Also, I think, with this I'm much more inclined to want to re-arrange them.	
37	12:29.4 - 13:21.9	Whilst at the same time... there is an element with this, and I don't know if an iPad would fix it, but there is an element with this where, once I'd built a group, I really didn't like the idea of breaking it. So I actually had... this whole thing here was in the middle and I had to re-arrange it and bring it all the way down, so I could put it into the order that I wanted. And... I actually at one point forgot how the two groups related to each other and I had to try and remember... well, was it via the 'brain' and the 'people' and I'm still not convinced that I have reassembled this connection here exactly how I had it the first time. So it meant moving the groups around once I'd built them: much more difficult... and if this had been square, I would have just moved myself. So if this had been a square piece of black paper, with the same width. I would have just gone 'right, well in that case I'll just move the smaller groups around that way' and this would have been the top.	
38	13:21.9 - 13:32.4	So, yeah, the shape of the paper influenced my layout. More so that the tiles did.	
39	13:32.4 - 13:46.5	So, talking about changing stuff. Say for example, if I forgot to give you some shapes... but you don't need to put them, but, how do you think you would put those?	SP
40	13:46.5 - 14:21.0	I can tell you exactly now where I'd put them. So, 'hormone' would go with 'cell', 'sensor' would go next to 'laser' and 'image', because I can see they're both the same. 'Magnetic' would come over here as well, under 'measurement'... no it wouldn't, where would it go? So, so this is one where... there's a problem with this one because I don't want it to touch...	
41	14:21.0 - 14:42.3	...other concepts. Ooh... no, hold on. This one is part of that group, but has no connection. And... 'social' comes	



		down here, next to 'community' and 'market'. Yeah.	
42	14:42.3 - 14:45.3	So you're pretty much just attaching them to the groups?	SP
43	14:45.3 - 15:15.9	Well, in this case, it would be nice if I could it to touch 'population', 'community', 'market'. Erm... but... because of my arguement earlier that these are transitive relationships, that is okay for me. Because... yeah, this fits next to 'community' and 'market' in my head. Luckily enough they were on the outside.	
44	15:15.9 - 15:30.4	This one does not fit into this group at all, but it is related to this group. So... oh hold on... I bet it might got with 'quantum'...	
45	15:30.4 - 16:40.6	No, because it's not quantum. Erm... how about 'particle'... aaaah... now you've posed me a problem. This is a problem. Because this wants to be part of, in my opinion, technology, where I've got my 'optical', my 'sensor' and all that sort of stuff. But it always wants to be here with 'particle', but not 'nuclear', or... maybe with 'carbon', so you'd probably put it in there. Out of my groups, that's the most comfortable position for it. But it is actually... the relationship between these two, these two groups, much more stronger that 'quantum' relationship is. So this quantum theory relationship in my opinion is quite a weak one, but it is the closest point at which 'quantum' would then start moving into technology. Whereas, I would consider this relationship, if I were able to put 'magnetic' into this island, I don't know how I'd connect it at this point... maybe via 'laser'... that would be a much stronger connection between these two islands. And then you gave me the other one which was 'hormone' which goes right next to 'cell'.	
46	16:40.6 - 16:58.9	Okay, that's good, just two more questions. If you were to go away today and then someone asks you a little bit later, or tomorrow, or something like that... like, erm... you did this experiment and you know this area from this organisation. Do you think you'd be able to explain it to them, or...	SP
47	16:58.9 - 17:01.4	Explain this experiment?	
48	17:01.4 - 17:07.9	Like erm, do you think you are confident enough to just say 'well actually this organisation has this kind of research'.	SP
49	17:07.9 - 17:20.9	No. No, not in any sense. So if you were saying if this was a representation of an organisation's research, whether I could tell them?	
50	17:20.9 - 17:26.2	Yes, I mean, can you remember what it's all about, and things like that?	SP

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Packing	
Continuity	
Alternatives	
Memory	
Long distance interactions	
Level of Abstraction	
Engagement (Happiness)	
Update	
Tangibility	
Proximity	
Spaces	
Negative	
Problems or Difficult parts	
Links	
Comments	
Visualisation	
Coding Density	
Connectedness	
Hex into groups	
Landmarks	
Confidence	
Narrative	
Annotations	
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Core Groups	
Positive	
Gestalt Laws	
Statement	
Strategy	
Creation	

51	17:26.2 - 18:08.2	Well yeah, potentially. But the problem is that they're all... well... I would... if an organisation had this many things of research I'd consider them to be a bit confused. Because it's all over the place, theres no... whilst I've built this kind of story, I can imagine one company doing all of that. Or one organisation doing all of that, because it's just way too much. It's... it's... I wouldn't ever think someone researching things into material design and technology would be doing research in politics, policy and religious stuff. I can't see those two things ever being overlapped.	
52	18:08.2 - 18:24.4	I could... tell... if someone said to me what did they do?' I could say 'well they did a mismatch of things: they did artistic things, history and religious elements, they did evolution and planet earth and carbon and then onto quantum theory and material design and then technology.' I could probably remember them because I've given them all titles.	
53	18:24.4 - 18:48.7	You'll notice I've labelled them. So this is 'technology island', 'material island', 'earth island', this is 'health and patient island', that's 'art island' and this one would technically be 'public or policy island' but i couldn't get an arrow into it, so I might just write it on because it bugs me. [Writing]	
54	18:48.7 - 19:00.3	Erm... yeah, I've got no idea what 'sight' is. But yeah no, I probably could describe it, but I would never understand why and that would bug me.	
55	19:00.3 - 19:16.9	Okay, that's good. I might explain it later. [Laughter] Okay last question: how much experience do you have in terms of like visualisations and things like that and things like that. I mean do you do loads of visualisations?	SP
56	19:16.9 - 19:20.1	Yes, so I do data visualisation, that's kinda what I do.	
57	19:20.1 - 19:24.0	Okay, right, what about layouts and things like that?	SP
58	19:24.0 - 19:28.1	Yeah, I do layout design. So I'm a user interface and user experience designer.	
59	19:28.1 - 19:34.6	So that's just to get a feeling of everyone. Okay, that's about it.	

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Links

Comments

Statement

Strategy

Creation

Visualisation

Coding Density