

Geollery & Social Street View Study

Semi-structured Interview and In-person User Study

[Introduction]

[Start timing!] Hello, my name is _____. I'm _____ in _____ at the _____. First, I would like to thank you for your participation. Today, you will be a participant in a user study with a semi-structured interview. Our goal is to explore your experience using *Geollery* and *Social Street View*, the **challenges** and **limitations** of the interfaces, as well as the types of **decisions** it could influence and potential **impacts** it might have. Then, we will **compare** and **rate** the advantages and disadvantages of both systems in different aspects.

Before we begin the interview, we need to complete a consent form. After this, we will begin. Your data will be kept anonymous. Additionally, as a researcher I have no position on this topic and ask that you be **as open, honest, and detailed** in your answers as possible. Do you have any questions before we begin?

[Begin Interview Study]

- The interview is broken down into three components:
 - ↳ Your background in using social media platforms.
 - ↳ User study of the Geollery and Social Street View platforms
 - ↳ Survey about future of 3D social media platforms.

[Background]

Main goals:

- (1) Get people comfortable with answering questions and creating a rapport.
 - (2) Assessing how they are accessing social media in real life, and gain an understanding of their experience.
1. What are your views on social media platforms like Twitter and Facebook, how important are they to you?
 2. Can you talk about your social media experience? How often do you use social media platforms? And how often do you post on social media websites?
 3. What do you usually use social media platforms for?
 4. Have you ever viewed social media in a map?

Interviewer Notes:

[User Study]

Main goals:

- (1) Let people explore social media in locations A, B, C with technology Geollery and Social Street View; according to the Latin Square Table
- (2) Let the user select a custom location to explore

- Tell them that's it for the tasks; give them the questionnaire.
- Ask them if they have any general feedback: things they liked, things they didn't, whatever. Any comments whatsoever?
- Write down what you can.
- THANK THEM FOR THEIR TIME.
- Reset the setup for the next participant. Make sure you have the same resolution, brightness, etc.

1. What's your first impression of the interface?
2. Are you aware of where your virtual avatar (you) is (are) at?
3. Which interface do you prefer? Why?
4. Which interface do you see is more useful? Why? What would you use it for?
5. What visualization technique for the social media do you prefer?
6. Do you have any suggestions to improve the design of the virtual interfaces of Geollery?
7. Do you have any suggestions to improve the design of the virtual interfaces of Social Street View?
8. Are there any advantages or disadvantages you see to using this system compared to other classical social media platforms?

Interviewer Notes:

[The Future of 3D Social Media Platforms]

Main goals:

- (1) Understand views on 3D social media platforms.
 - (2) Enable the interviewee to think about their needs as 3D social media users.
 - (3) Encourage the participant to brainstorm about the future.
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1. Suppose that we have a polished 3D social media platform like Geollery or Social Street View, how much time would you like to spend on it?
 2. Can you imagine use cases for Geollery and Social Street View? What would you like to use 3D social media platforms for?
 3. If you were a designer or product manager for Geollery or Social Street View, what features would you like to add to the systems?

Interviewer Notes:

[Conclusion]

That's it for our study, thank you so much for your time!

Here is your payment of for today's session. Please sign this receipt to indicate that you have received.

Basic demographics.

Gender? M F

Age? _____

Social Media use?

Once or twice per month

Once or twice per week

Several times per week

Several times per day

Social Media on Computer?

Once or twice per month

Once or twice per week

Several times per week

Several times per day

Social Media on Mobile phone?

Once or twice per month

Once or twice per week

Several times per week

Several times per day

Post on Social Media Platforms?

Once or twice per month

Once or twice per week

Several times per week

Several times per day

Please compare the two systems and indicate the degree to which you agree with the following description. For example, for the first question, 4 is most immersive, -4 is most unengaging, 0 is neutral.

Geollery

Unengaging

-4 -3 -2 -1 0 1 2 3 4

Immersive

Cumbersome

-4 -3 -2 -1 0 1 2 3 4

Straightforward

Unimaginative

-4 -3 -2 -1 0 1 2 3 4

Creative

Unpleasant

-4 -3 -2 -1 0 1 2 3 4

Pleasant

Impractical

-4 -3 -2 -1 0 1 2 3 4

Practical

Complicated

-4 -3 -2 -1 0 1 2 3 4

Simple

Repulsive

-4 -3 -2 -1 0 1 2 3 4

Appealing

Nonreactive

-4 -3 -2 -1 0 1 2 3 4

Interactive

Boring

-4 -3 -2 -1 0 1 2 3 4

Entertaining

Social Street View

