

# Introduction to experiential analysis of visualization environments

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The purpose of the second course week is to look at each visualization environment (VE) through the eyes of the audience and to start building an understanding of their respective experiential qualities, how they are different, and what kinds of visual communication they might be suitable for.

When experiencing the VE, try to “go along for the ride”, be in the moment and simply enjoy being the audience. Immediately after, do an individual written reflection along the lines of these questions:

- Somaesthetic immersion: Did I feel physically transported, immersed? Was I less aware of my body than I normally am, or more aware, or no difference?
- Cognitive immersion: How much of my mind was occupied with the visualization and its message? Did I feel an intellectual challenge? Did time seem to pass faster, more slowly, or at its normal pace while I was in the VE?
- Narrative immersion: Was I invested in how the story developed? Did I feel emotional affect, and if so – at what times and which emotions did I feel?
- Agency: Did I feel more like a passive spectator, or more like an active explorer?
- Sociality: Did I feel alone? Or was I aware of other people around me? Did I feel connections to other people around me?
- Impact: Does the visualization experience stay with me afterwards? Do I feel affected by the message, and in what way?

Then compare notes with your team, share your experiences and your reflections. Try to characterize the VE in terms of its specific audience experience. Reflect upon which design features and story elements contributed specifically to the experience.

And then finally, discuss what kinds of audiences, messages and intended effects the VE might be particularly suited for.

## The Visualization Environments we will study

Seven different VE will be introduced in the course of the week, in four sessions as follows.

Tue, Aug 24, 9:15-12:00. **Headmounted VR** and **handheld AR**. Introduced by Ahmet Börütecene. Meet in the KO2 coffee room at 9:15, and Ahmet takes one group at a time to the MSc Design studio.

Tue, Aug 24, 13:00-16:00. **SIMlab** (semi-immersive VE built for task simulation). Introduced by Jonas Lundberg. Meet outside the SIMlab at 13:00.

Wed, Aug 25, 9-12. **Dome** and **multitouch-tables**, the concept of Exploramation. Introduced by Anders Ynnerman and Erik Sundén. Meet at 9:00 outside the dome on level 4 of Visualiseringscenter.

Wed, Aug 25, 13-16. **Decision Arena** (360 cave built for collaborative knowledge work), **VR Arena** (wide wall display). Introduced by Erik Sundén. Meetup time and location TBA.