Digifieds: Evaluating Suitable Interaction Techniques for Shared Public Notice Areas

Abstract

Public notice areas are nowadays being widely used in stores, restaurants, cafes and public institutions by customers and visitors to sell or advertise products and upcoming events. Although web platforms such as Craigslist or eBay offer similar services, traditional notice areas are highly popular as using pen and paper poses only a minimal barrier to share content. With public displays proliferating the public space and with means to network these displays, novel opportunities arise as to how information can be managed and shared. In an initial step we systematically assessed factors inhibiting or promoting the shared use of public display space and derived design implications for providing a digital version of such public notice areas [1]. In this poster we report on the implementation of such a digital shared notice area, called *Digifieds*. With an initial lab study we aimed at understanding suitable means of interaction when it comes to creating, posting, and taking away content.
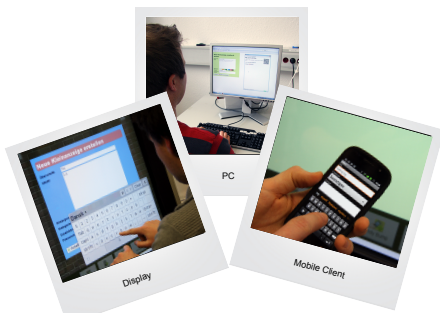
Digifieds

User Study

- Evaluation of different interaction techniques for creating, posting, and taking away content in the lab
  - Display (Direct touch with onscreen keyboard)
  - Mobile Phone (QR codes, Display/Phone touch)
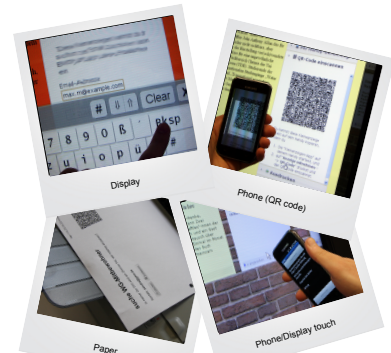 - Paper (QR codes, printing)
- 20 participants (10 male, 26.8 years)
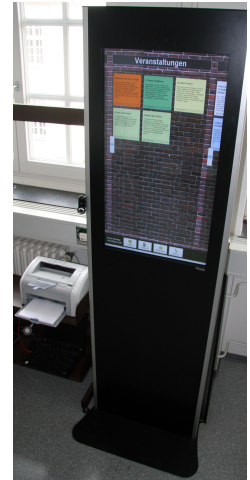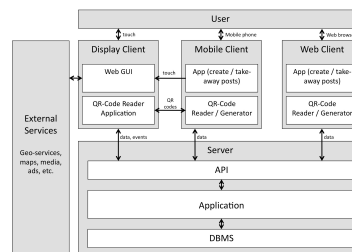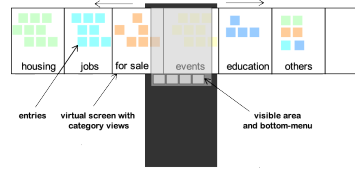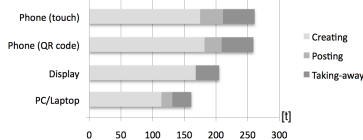
Interaction Techniques

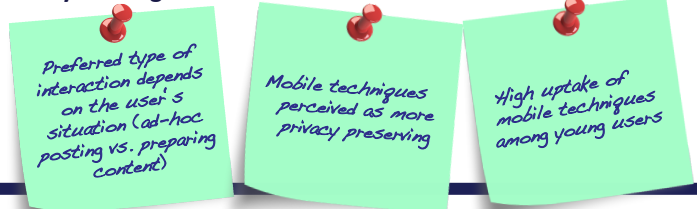### Creating Content
Posting Content
Taking away Content

Results

Take-away Messages

Preferred type of interaction depends on the user's situation (ad-hoc posting vs. preparing content)

Mobile techniques perceived as more privacy preserving

High uptake of mobile techniques among young users

Selected References

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