What can we learn by comparing data across 55 interactives?

Goal: Long Stay Time
Stay Time clustered for some interactive types, such as quizzes, and varied for others

Goal: Social Interaction
Although best practice recommends a large screen when encouraging adult-child interaction, screen size is not the deciding factor in adult participation.

Goal: Completeness & Replay
Quizzes were most likely to have average stay times that indicate multiple plays

What about analytics? …they have not told us much.

What do you think are the best indicators of success for tech interactives?