

Touch Anywhere to Begin

Meta-Evaluation of Touchscreen Interactives

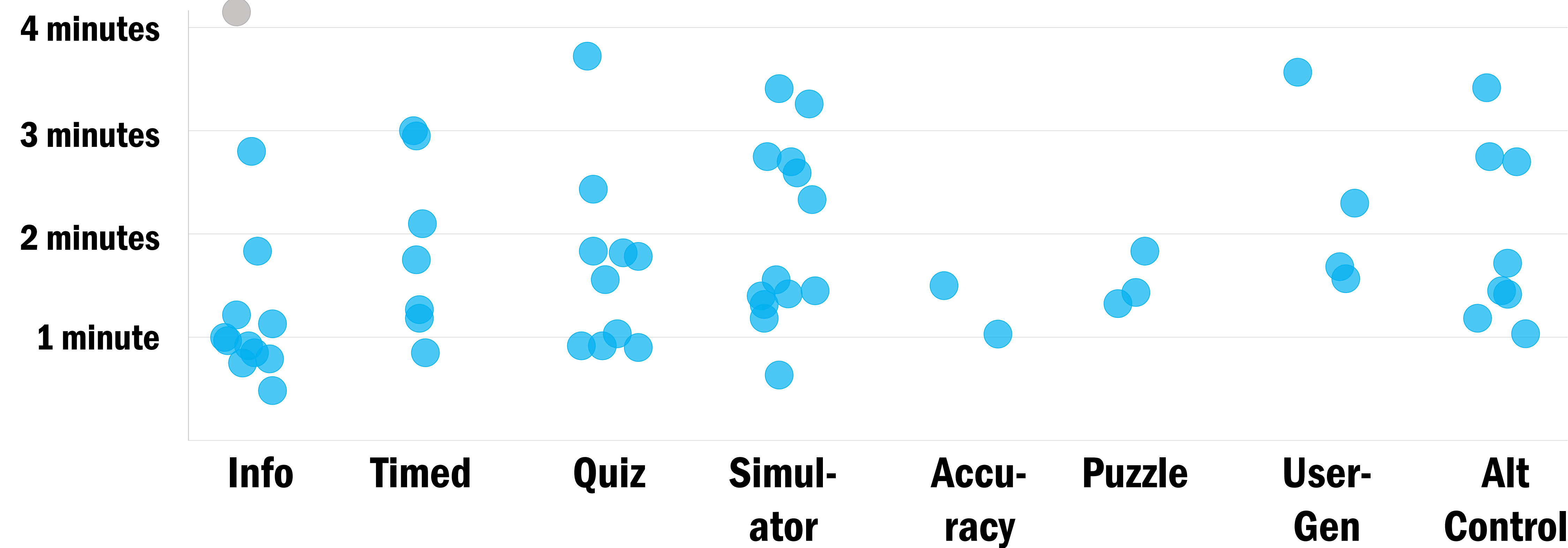
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What can we learn by comparing data across 55 interactives?

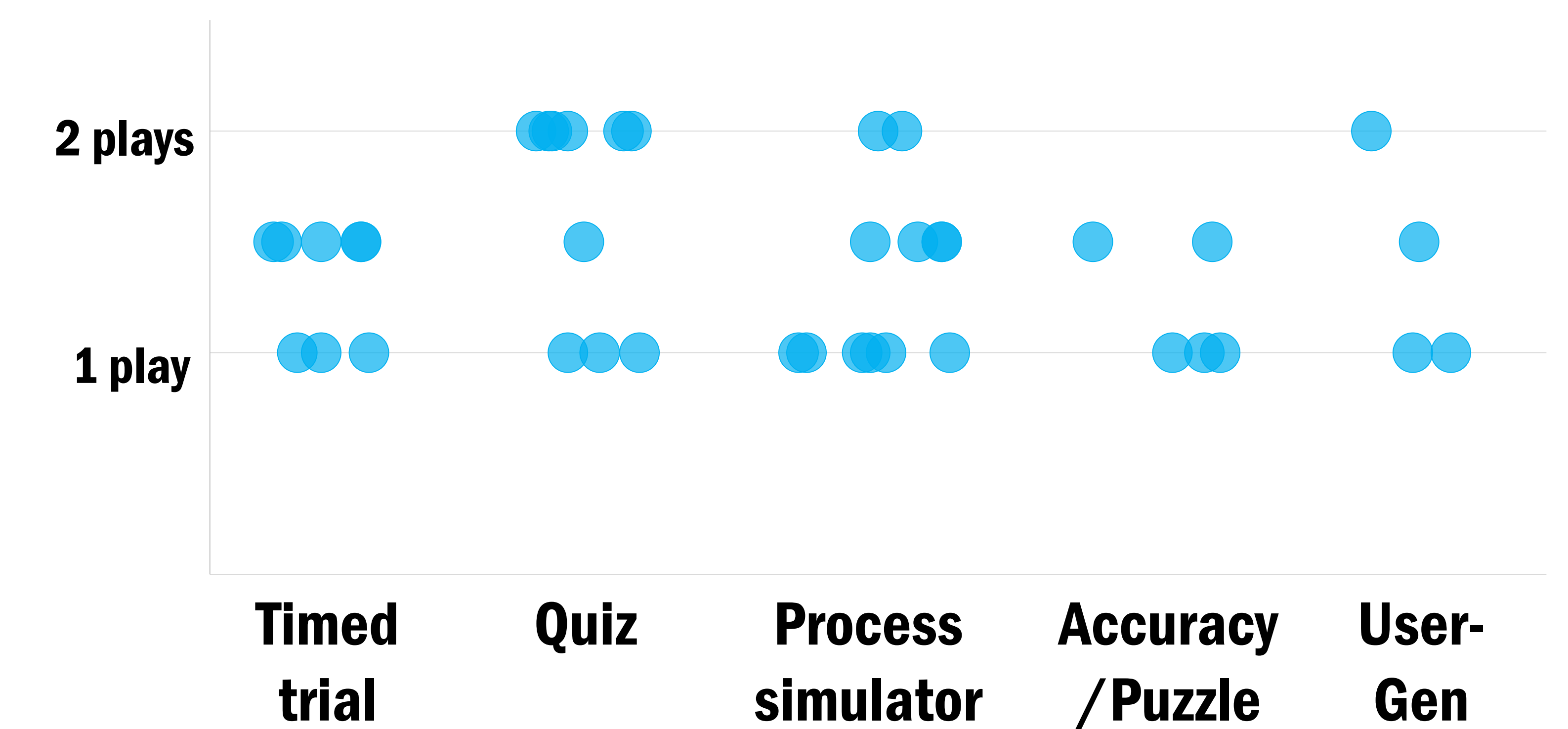
Goal: Long Stay Time

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



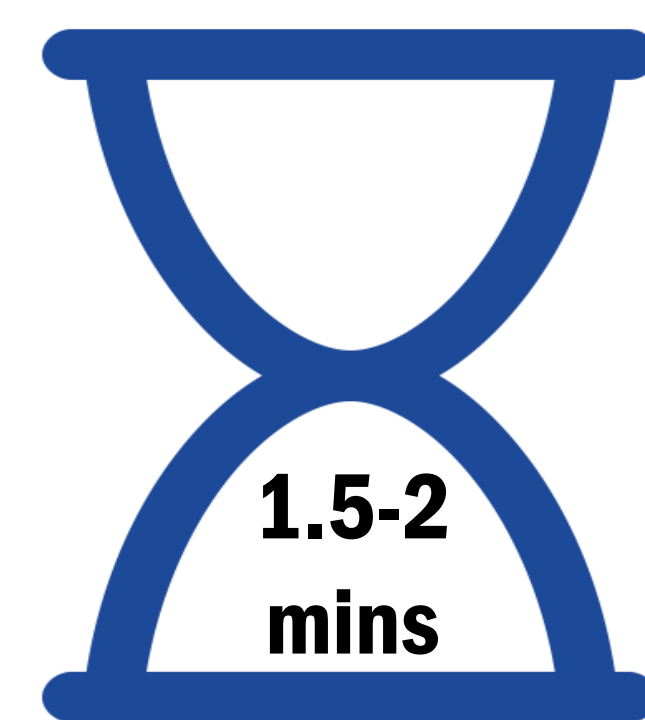
Goal: Completeness & Replay

Quizzes were most likely to have average stay times that indicate multiple plays

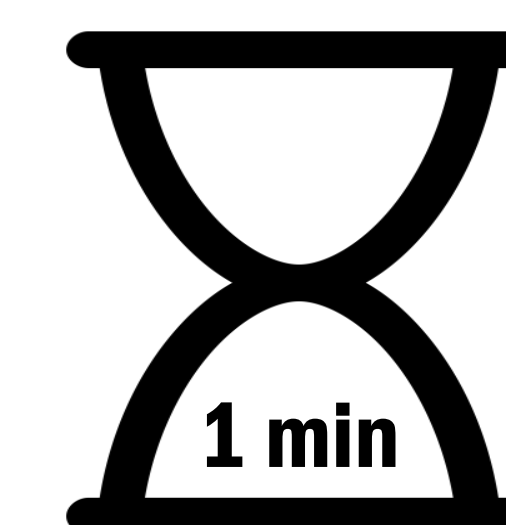


Goal: Social Interaction

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

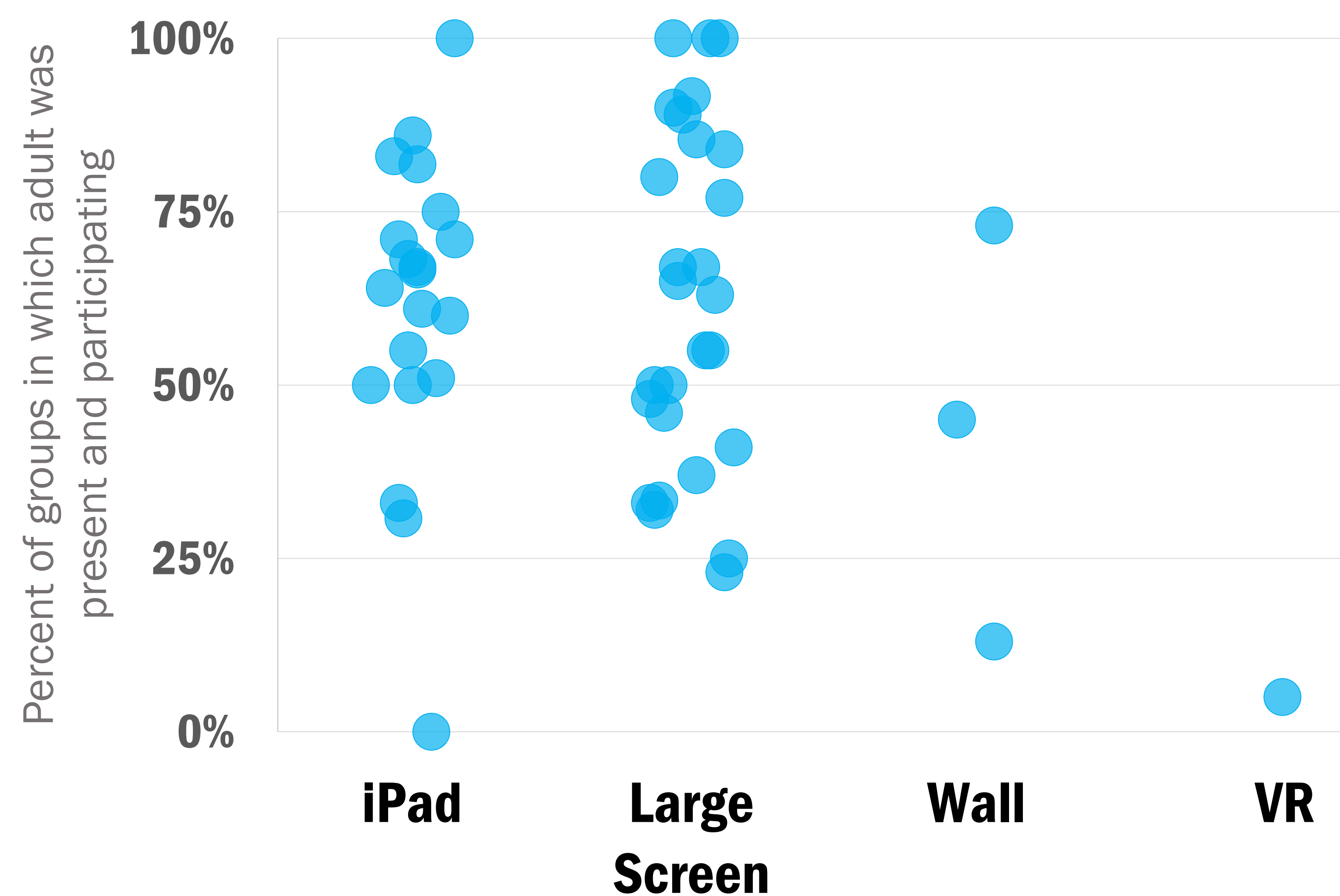


Stay time was longer at info kiosks paired with artifact displays...

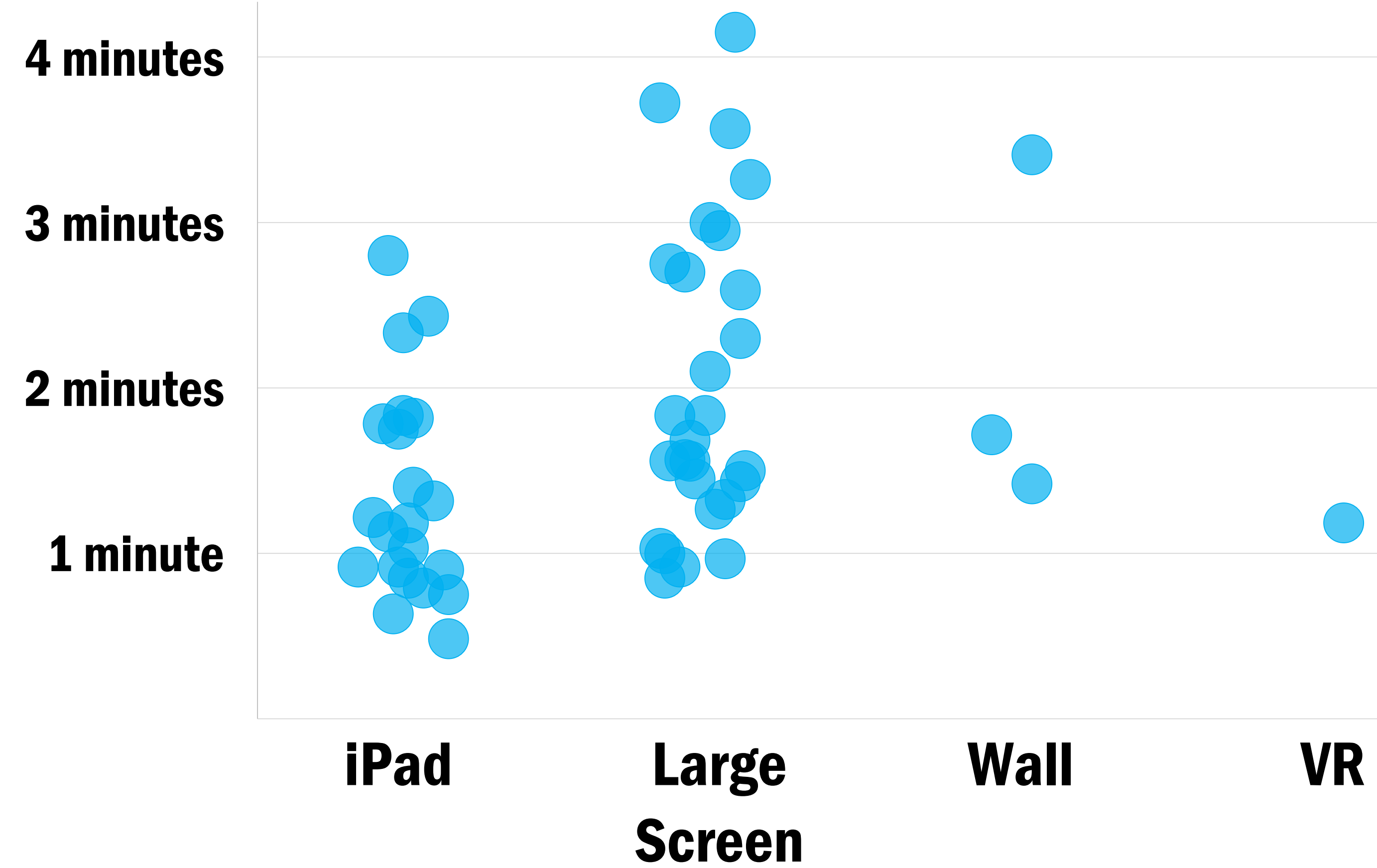


...than standalone kiosks

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



Screen size does not appear to be a key influencer of stay time



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