VIRTUAL/REAL WORKSHOP

We were looking for differences between real and virtual exploring of Prague with Ming Lee, user experience expert, via Skype from Brussels

HERE ARE RESULTS OF OUR BRAINSTORMING AND DISCUSSIONS

Affinity Diagram 8am group

Efficiency

Convenience

Collaboration - sharing effort

Use Imagination

GROUP 1 VITUAL IS INSTANT

GROUP 1 FEET DO NOT GET TIRED

GROUP 2 CAN GET REAL EXPERIENCES FOR EXAMPLE WITH OTHER PEOPLE AND SENSES

GROUP 3 FEELINGS ON THE INTERNET WE IMAGINE

GROUP 1 TRAVEL TIME IS LONGER IN REAL

GROUP 3 IN THE VIRTUAL WORLD I COULD GO SIGHTSEEING WITHOUT HAVING TO MOVE

GROUP 2VIRTUAL FASTER AND EASIER AND CHEAPER

Learning

Motivation - engaged

DONT HAVE TO MOVE ON THE INTERNET

Real vs Virtual - Affinity Diagram - 9am group

Convenience - Efficiency

VIRTUAL IS **FASTER**

INTERNET **EASILY ACCESS** TO MORE **DETAILED** INFORMATION

TIME SAVING IN VIRTUAL WORLD

Experience **filtered** by others - REAL WORLD WE CAN TOUCH AND SEE AS MUCH AS WE WANT BUT VIRTUAL IS RESTRICTED

Filtering / shaping

Image can be **shaped** ON THE INTERNET IT CAN LOOK BETTER THAN IN REAL LIFE

Real world can SEE THEIR **EMOTIONS**

REAL WE **PREFER** TO TALK TO PEOPLE

IN REAL LIFE YOU CAN **GO WITH FRIENDS**

ON THE INTERNET WE CANT EAT LIKE WE **CAN EAT** IN THE REAL WORL LIKE BURGER KING FOR EXAMPLE

WEATHER CAN BE AN ISSUE IN REAL WORL BUT NOT IN REALITY

Smelly - IN REAL WE COULD SMEL SOME HORRIBLE AROMAS

Immersive - IN REAL LIFE IT CAN BE MUCH **BIGGER** THE ON THE COMPUTER SCREEN

Grouping