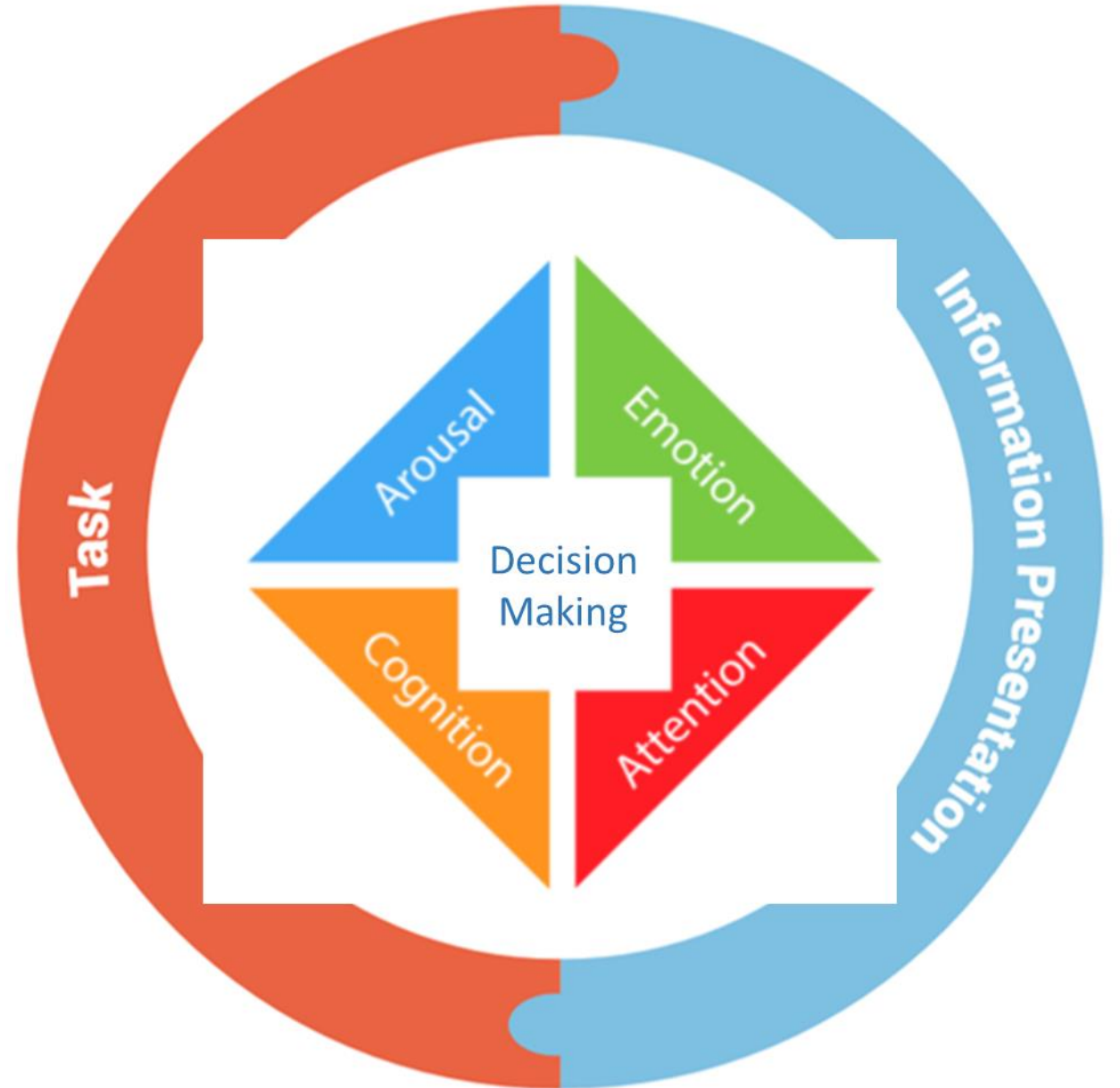


# User Perception, Cognition & Interaction (UPCI) Lab

Dinko Bačić  
Board of Advisors  
April 20<sup>th</sup>, 2017

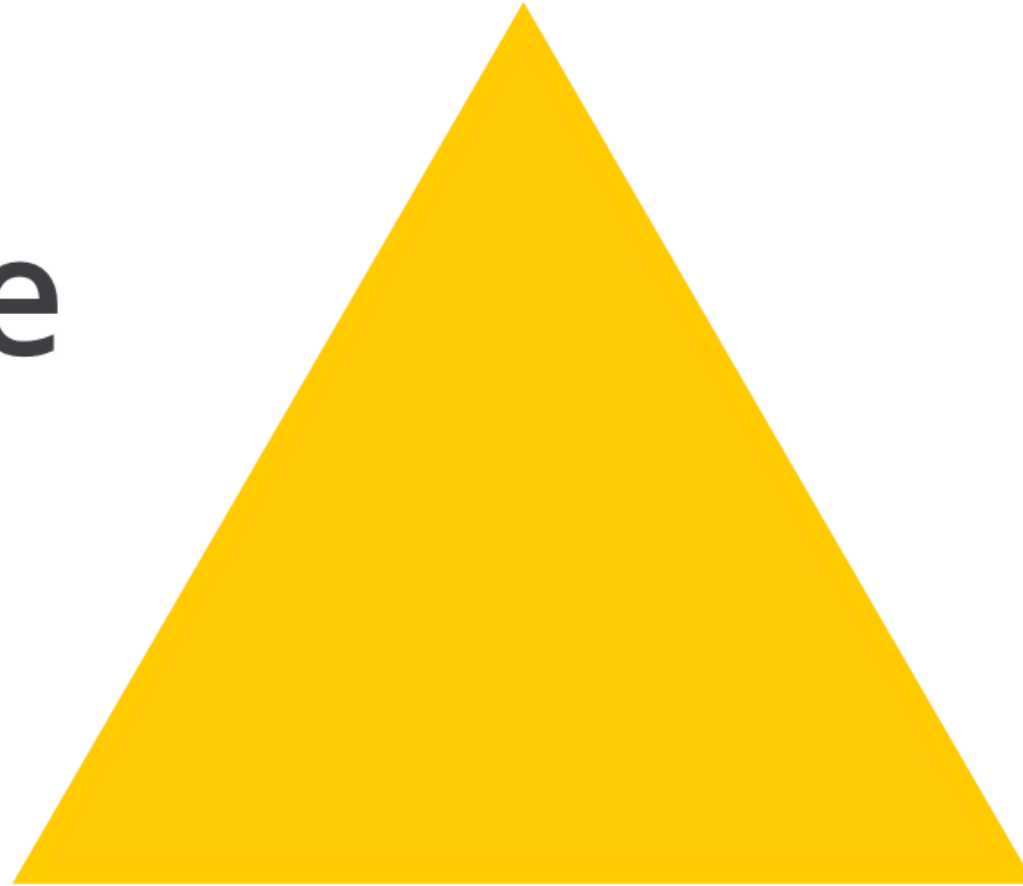


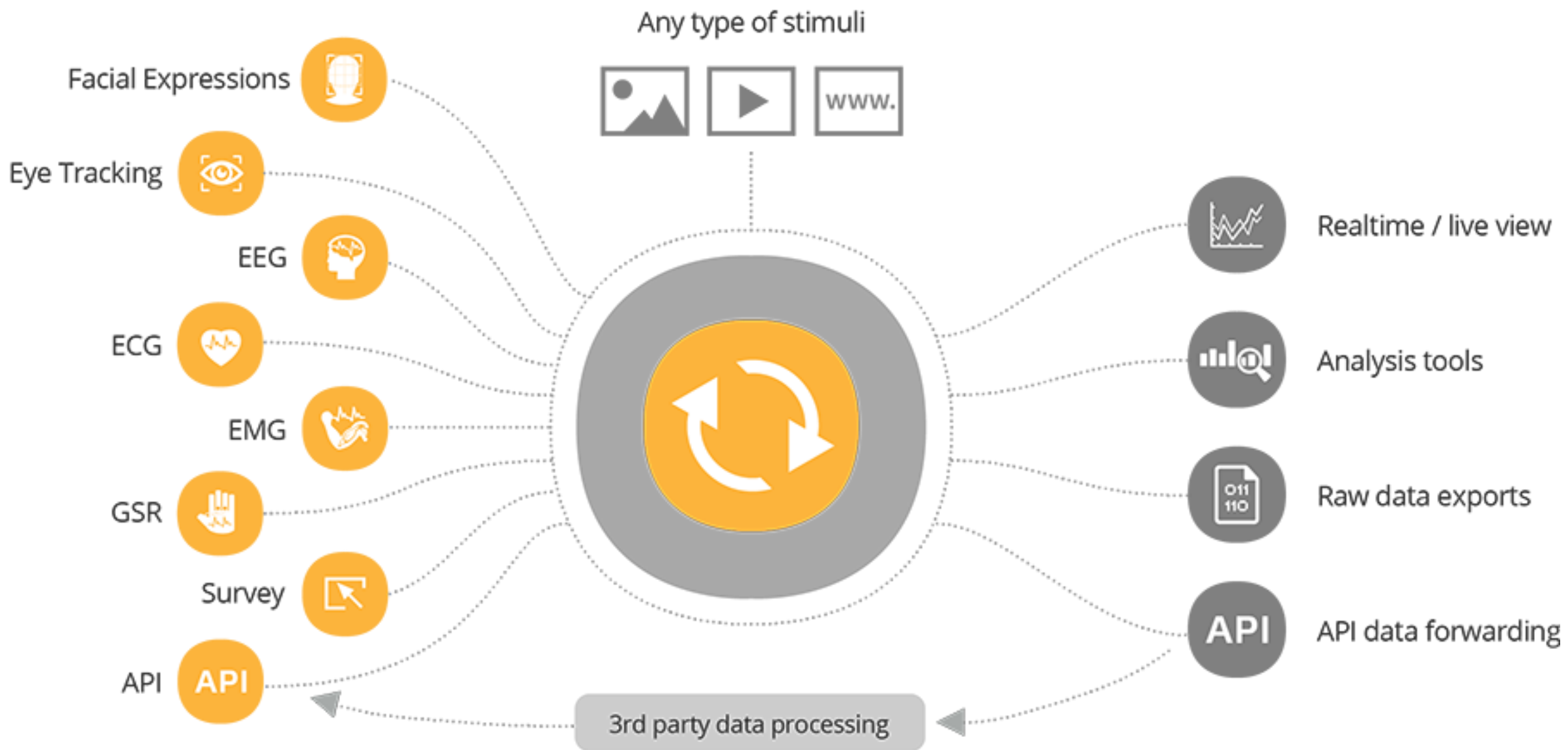
# Triangulate Your data

Biometric Data  
(What)

Observation  
(Importance)

Self-report  
(Why)





# In Action

You are trying to understand actual monthly revenue information for a particular product in six firms relative to expenses

How much are Revenues above Expenses for Factory E in the month of July?

Firms	May		June		Jul		August		September		October	
	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses
Firm A	400.0	380.0	380.0	380.0	360.0	380.0	440.0	380.0	280.0	380.0	300.0	380.0
Firm B	360.0	330.0	320.0	330.0	280.0	330.0	400.0	330.0	300.0	330.0	330.0	330.0
Firm C	420.0	360.0	300.0	360.0	340.0	360.0	400.0	360.0	320.0	360.0	360.0	360.0
Firm D	418.0	420.0	440.0	418.0	484.0	418.0	418.0	418.0	396.0	418.0	308.0	418.0
Firm E	363.0	360.0	396.0	360.0	440.0	360.0	352.0	360.0	308.0	360.0	330.0	360.0
Firm F	396.0	396.0	462.0	396.0	440.0	396.0	330.0	396.0	374.0	396.0	352.0	396.0

Select correct answer

A) 70 B) 65 C) 85 D) 80 E) None

You are trying to understand actual monthly revenue information for a particular product in six firms relative to expenses

How much are Revenues above Expenses for Factory E in the month of July?

Firms	May		June		Jul		August		September		October	
	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses
Firm A	400.0	380.0	380.0	380.0	360.0	380.0	440.0	380.0	280.0	380.0	300.0	380.0
Firm B	360.0	330.0	320.0	330.0	280.0	330.0	400.0	330.0	300.0	330.0	330.0	330.0
Firm C	420.0	360.0	300.0	360.0	340.0	360.0	400.0	360.0	320.0	360.0	360.0	360.0
Firm D	418.0	420.0	440.0	418.0	484.0	418.0	418.0	418.0	396.0	418.0	308.0	418.0
Firm E	363.0	360.0	396.0	360.0	440.0	360.0	352.0	360.0	308.0	360.0	330.0	360.0
Firm F	396.0	396.0	462.0	396.0	440.0	396.0	330.0	396.0	374.0	396.0	352.0	396.0

Select correct answer

A) 70 B) 65 C) 85 D) 80 E) None

You are trying to understand actual monthly revenue information for a particular product in six firms relative to expenses

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Firms	May		June		Jul		August		September		October	
	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses
Firm A	400.0	380.0	380.0	380.0	360.0	380.0	440.0	380.0	280.0	380.0	300.0	380.0
Firm B	360.0	330.0	320.0	330.0	280.0	330.0	400.0	330.0	300.0	330.0	330.0	330.0
Firm C	420.0	360.0	300.0	360.0	340.0	360.0	400.0	360.0	320.0	360.0	360.0	360.0
Firm D	418.0	420.0	440.0	418.0	484.0	418.0	418.0	418.0	396.0	418.0	308.0	418.0
Firm E	363.0	360.0	396.0	360.0	440.0	360.0	352.0	360.0	308.0	360.0	330.0	360.0
Firm F	396.0	396.0	462.0	396.0	440.0	396.0	330.0	396.0	374.0	396.0	352.0	396.0

Select correct answer

A) 70 B) 65 C) 85 D) 80 E) None

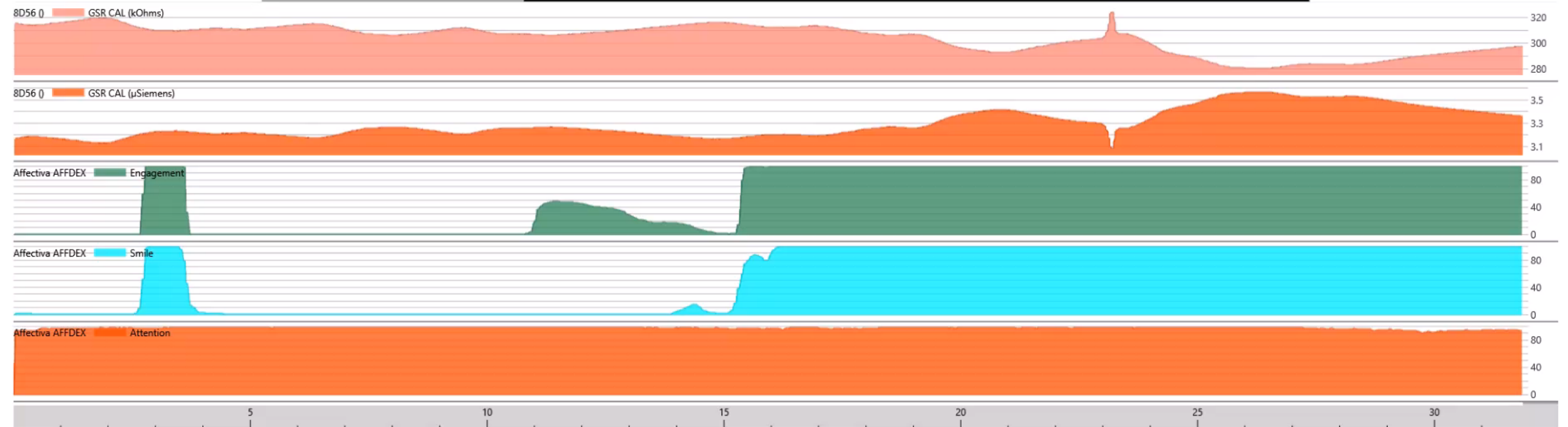
You are trying to understand actual monthly revenue information for a particular product in six firms relative to expenses

How much are Revenues above Expenses for Factory E in the month of July?

Firms	May		June		Jul		August		September		October	
	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses
Firm A	400.0	380.0	380.0	380.0	360.0	350.0	440.0	380.0	780.0	380.0	300.0	380.0
Firm B	350.0	330.0	320.0	330.0	280.0	330.0	400.0	330.0	300.0	330.0	330.0	330.0
Firm C	420.0	360.0	300.0	360.0	340.0	350.0	400.0	350.0	320.0	360.0	360.0	360.0
Firm D	418.0	420.0	440.0	418.0	484.0	418.0	418.0	418.0	306.0	418.0	308.0	418.0
Firm E	353.0	360.0	356.0	360.0	440.0	350.0	357.0	360.0	308.0	360.0	330.0	360.0
Firm F	396.0	396.0	462.0	396.0	440.0	396.0	330.0	396.0	374.0	396.0	352.0	396.0

Select correct answer

A) 70 B) 65 C) 85 D) 90 E) None





You are trying to understand actual monthly revenue information for a particular product in six firms relative to expenses

How much are Revenues above Expenses for Factory E in the month of July?

Firms	May		June		Jul		August		September		October	
	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	Expenses
Firm A	400.0	380.0	380.0	380.0	360.0	380.0	440.0	380.0	280.0	380.0	300.0	380.0
Firm B	360.0	330.0	320.0	330.0	280.0	330.0	400.0	330.0	300.0	330.0	330.0	330.0
Firm C	420.0	360.0	300.0	360.0	340.0	360.0	400.0	360.0	320.0	360.0	360.0	360.0
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Firm E	363.0	360.0	396.0	360.0	440.0	360.0	352.0	360.0	308.0	360.0	330.0	360.0
Firm F	396.0	396.0	462.0	396.0	440.0	396.0	330.0	396.0	374.0	396.0	352.0	396.0

**TTF:** 0.1s  
**Time spent:** 7.6s  
**Ratio:** 1/1  
**Revisitors:** 1/1  
**- Revisits:** 13  
**Fixations:** 44

**TTF:** 5.9s  
**Time spent:** 2.5s  
**Ratio:** 1/1  
**Revisitors:** 1/1  
**- Revisits:** 8  
**Fixations:** 10

**TTF:** 31.9s  
**Time spent:** 0.0s  
**Ratio:** 0/1  
**Revisitors:** 0/0  
**- Revisits:** 0  
**Fixations:** 0

**TTF:** 12.9s  
**Time spent:** 2.9s  
**Ratio:** 1/1  
**Revisitors:** 1/1  
**- Revisits:** 6  
**Fixations:** 13

Select correct answer  
 A) 70 B) 65 C) 85

D) 20 E) None

1

3

B

D

A

-





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RUTGERS

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