

Conclusions and further perspectives

The analysis of the collected qualitative and quantitative data reveals that the Smart²Poster results “intriguing” and “easy to use”: the poster is recognized as a familiar component of the urban scape, and in general not worrying since it does not propose technological complexities. The visual communication contributes catching the attention and keeping the users engaged in the exploration. The Smart²Poster allows at a glance to guess the topics of interest, and perform an exploration of them according to personal needs, time availability,

interests and context. Finally, being a situated smart-object, people focus more on the physical and social context. Some usability issues will be addressed to improve the user experience. The poster represents a situated connection opportunity, which can be made available everywhere. The Smart²Poster purpose is contributing to shape the contemporary *technoscape*, composed by pervasive technology, augmented environments and ubiquitous interactions, promoting new patterns of social change, participation and creation of new relationships.

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