CoCo: Collaborative Collections
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CoCo is a way to collaboratively create digital memories of events.

Team members and roles

Austin -- team manager (both coordination and big picture), design (interaction), development
Jeff -- development, user testing, design (interaction)
Tom -- documentation, design (visual), development

Problem and Solution Overview

When people go to an event, they can only experience it once. There are currently very few ways to relive the event. One can either purchase a professionally made video documenting it, which not only comes with a price but is also available for only a small percentage of large events, or look through some sparse pictures or videos from either their friends' or their own cameras, a solution that usually does not involve any more discovery or nearly enough footage to truly re-experience the event. We are proposing an application that uses pictures and video from various event goers to create a highlight reel of the best footage from the event to be shared and archived to be viewed later. The events will be posted by users, eliminating the harsh selection of which events get their own highlight reels, and the content can be submitted by anyone who attends the event, allowing for a wide spectrum of footage that helps the user view previously unseen parts of the event. The best content will be curated through a voting system to ensure that the final product is truly the best representation of what it was like to attend.

Contextual Inquiry Customers

Max is a 19 year old student and musician who is very active on social media and attends larger events fairly often. He fits the exact demographic of university students that we are looking to serve, since this application is aimed at discovering, archiving, and sharing local events and students tend to be active and outgoing. He is a power user in similar apps, such as Snapchat, so his opinion on what he likes, dislikes, and wants are relevant and representative of an active user. He is interested in sharing with his friends more so than with the general public, so his opinions on privacy and viewability are also important. When he goes out, he generally goes to concerts or other music related events. When observing his use of snapchat, as the

apprentice, we had him explain why he only looked at certain snap stories and skipped others.
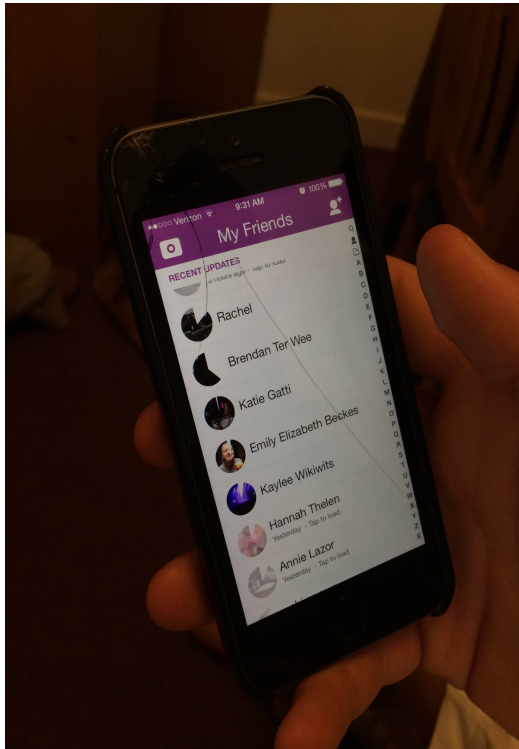

Max's many viewable snapstories

Max (blurred)

Joseph is an Undergraduate Senior at USF. He is a moderate to heavy social media user, interested in civil tech and civil hacking. He also fits the demographic of a college student that is active on social media. He was chosen because he primarily uses text-based forms of social media such as twitter, over photo based media such as Snapchat or Instagram. He does not share very much about the events he is attending because he rather just enjoy the event and not see the event through a phone screen.
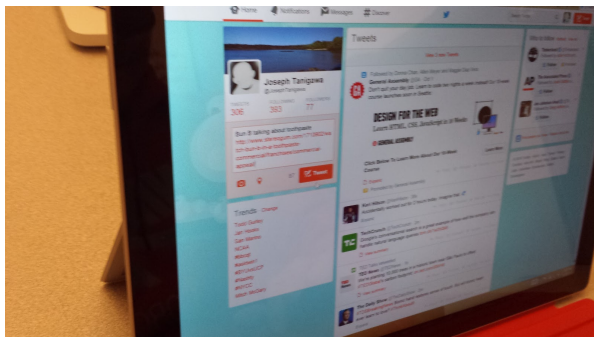

Joseph's active Twitter account

Joseph checking Twitter

Spencer is a 19 year old student-athlete who is also very active on social media and attends larger events regularly. He also is a good representative of the demographic this application is aimed at. His favorite form of social media is Instagram, and he is also a big user of yikyak. His opinions on sharing more permanent content on Instagram played a very important role in deciding which direction to take the application. He uses Snapchat to send more personal messages and Instagram to post more notable events. In general he enjoys attending sporting events, and sharing photos of the event while he is there. While observing him scroll through his instagram we had him explain what kind of content he enjoyed and why and also what parts of the app that he wished were different.
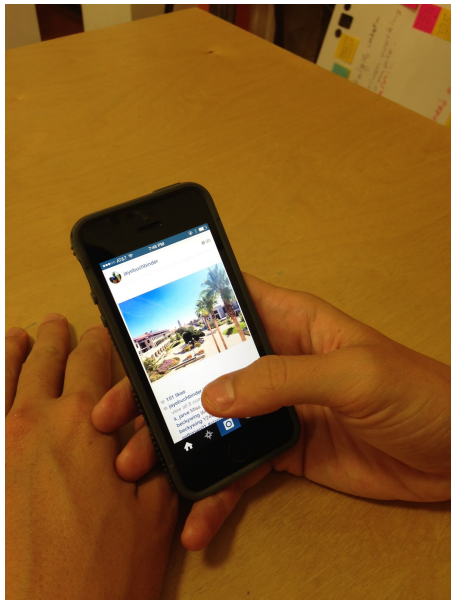
Spencer's Instagram Feed

Spencer (blurred)

Contextual Inquiry Results

Using the Master-Apprentice model to interview our target customers highlighted some of the common tasks that are performed and the customers were able to voice some of their annoyances with current forms of sharing events on social media. All three of the users seemed to change the content of their posts based on the form of social media they were posting to. For Max, the heavy snapchat user, he likes being able to share things even if they are not interesting. He likes not having to worrying about filtering his content as much, and this is why he mostly uses snapchat. Only when he takes a picture of an event that is very interesting and noteworthy will he post it to Instagram. When asking him about Snapchat live feeds, he said "The only way I can tell someone I liked a part of their story is if I screenshot or individually text them that it was funny; there's no system where I can tap on a snapstory and let them know Oooh I liked this part specifically".

Spencer is a power Instagram user and enjoys posting pictures of the events he thinks other people would enjoy seeing. He uses Instagram to post pictures that are more permanent content and he uses Snapchat to more privately communicate with friends. He enjoys the secrecy of Snapchat. He also said that he liked the anonymity of yikyak because the posts contained material that people were not usually willing to say. One unique thing he said about Snapchat live feeds was that he wished he had more control over which stories were available for him to see. He said there were certain events that he did not care about, and he was unable to remove them from the main snap story page, so he had to keep looking at unwanted material.

Joseph was different from the previous two users, because he prefers to share via text based social media. He said he preferred Twitter over Facebook, because he was more comfortable with the idea of posting to followers as opposed to friends. He thinks that Twitter is pretty anonymous to an extent. He feels he can write whatever he wants without worrying about how people will take it. A follower could just unfollow him if they don't like his content, whereas a friend is a very different relationship. He said that with Facebook, everyone you know will read your posts, and even if they do not care what you think, they can still harass you about it. Joseph brought good diversity to our customers pool because he was not a power user of photo sharing social media and he voiced some of the reasons he prefers text based social media.

Some of the high level tasks all customers shared were sharing their experiences at events, either through photos or text. The customers preferred sharing content after the event. During the event, they would rather be engaged in the experience rather than uploading the photos they just took to Instagram. Uploading after also lets them filter the content because they can choose the best photos. If they were using Snapchat at an event they would share the content immediately because they were not worried about filtering the content, since Snapchats are not permanent. Customers seemed to voice interest in sharing their content with friend groups, but they said that they would also be willing to post to the public if there was a safe way to do so. They said that they would approach posting to the public different and they would take the potential audience and content performance into consideration before posting.

Task Analysis Questions & Answers

Q: Who is going to use the system?
The main demographic is college students because of their high activity and participation in local events combined with their general tech savviness.

Q: What tasks do they now perform?
Currently, this demographic posts in a wide array of social networks. Some prefer to post to followers, such as on Instagram or Twitter, while others prefer to communicate privately with close friends, usually through Snapchat. Different sharing methods also usually called for different types of content.

Q: What tasks are desired?
There was a general desire for methods of sharing that required less overhead as far as editing or filtering content. Whether it was through the relationship of followers in Twitter or through the close friendships in Snapchat, there was comfort in not having to worry as much about reputation when posting. There was also a desire from two of the users to have more control over which events were chosen for Snapchat Live Feeds.

Q: How are the tasks learned?
The new tasks will probably be learned through the discovery of a method that allows for the most comfortable way to share content; with increased comfort, usually through traits like detachment from their online persona and removability, users will enjoy the process of sharing even more. For the locality of Snapchat Live Feeds, the desire to have more personal ones implies that they are already familiar with how Live Feeds work.

Q: Where are the tasks performed?
The old tasks of sharing through various sites or applications was done usually on a laptop or through a mobile device. The new method we are planning on building will only be performed on mobile devices, whether the user is at an event or not.

Q: What is the relationship between customer and data?
In all of the previous methods of performing the task, the user would submit the data under his or her own persona, either publicly or to specific friends. The interviewed users preferred to either continue to share with friends or to post anonymously if posting publicly to keep their online personas safe. Spencer pointed out that he "think[s] that apps like Yik Yak and Snapchat usually have a more 'real' feel to their content" due to their anonymity or their privacy, respectively.

Q: What other tools does the customer have?
There are always a countless number of platforms to post or share through, so any other social network is another sharing option, such as Facebook, Twitter, Snapchat, Instagram, Yik Yak, or GroupMe.

Q: How do users communicate with each other?
Depending on the avenue they choose to share, users can either communicate publicly to a host of followers, like Joseph and Spencer do in Twitter or Instagram, or they can send content privately with one user or a small group of users, like Spencer and Max do with Snapchat. However, there is not yet a way to anonymously post publicly other than through Yik Yak, or other similar text-sharing apps.

Q: How often are the tasks performed?
This again heavily depends on the type of user and which form of social media they choose. Twitter users can post anywhere between a few times a day and once every few weeks, Instagram users are generally between a few times a week to once every few weeks, and Snapchat users actually tend to use the app at least every few days.

However, the interviewed users agreed that they would share events they are attending between every few days to every few weeks.

Q: What are the time constraints on the tasks?
Twitter and Snapchat have almost no time constraints at all, due to their nature for generally lower-brow content. Instagram users usually spend a good few minutes selecting the best filter and caption before posting, since it is more tightly connected with their online personas. This creates slightly more pressure on the user to submit better content, so the lower the time constraint, the more comfortable the user is.

Q: What happens when things go wrong?
Of course, users are all aware that anything posted online has the real risk of remaining there forever, regardless of content being deleted. Nevertheless, users tend to want to delete regrettable posted content. Though all three of the media that the interviewed users mentioned have a moment to judge the content before posting, only Twitter and Instagram offer ways to delete publicly posted content; Snapchat does not offer the same luxury, even for more general sharing in the snapstory option. However, Snapchat content deletes itself after one view in direct messages or 24 hours in snapstories.

One task we decided our application will support is submitting content from an event. This task we identified as simple because sharing content only involves the user going to an event and taking a picture of something they think other people would enjoy seeing and sharing it through CoCo. This task was chosen because customers want to share their experience of events with their friends and the public. This is a very important task for the final collaborative collection. Without users posting interesting content there can be no final montage. This task is performed medium in frequency because most people do not attend large events that often.

The next task we decided our application should support is curating content. This task is a moderately difficult task to perform because it requires the cooperation of the whole CoCo community. Customers must perform this task by providing some sort of input to the posted comment, perhaps by voting, so that the coolest and most interesting content is found and the boring or inappropriate content is either reported or given negative feedback. If the whole community participates in curating the content then the final collection will be able to contain the best content from each event. This task will be performed with high frequency because the customers do not need to attend an event to vote on the public content.

Another task we are going to include in our application is browsing events. This task is a pretty complex task because each user will be interested in finding different types of events. The events each individual customer will be based on many different factors. Possible factors could include the following: distance from the event, what types of events the customer enjoys, what previous events the customer has attended, how many of the customers friends attended the event, etc. The purpose of browsing events is to allow the user to discover relevant and interesting events and inform their

friends of what cool events they have found. This task will probably be performed at a medium frequency as well. Most likely they will only be browsing events when they have free time and are thinking about attending an event. This task is a little less important than the other tasks because it is not directly required for the final collaborative collection to be made.

Three Best Application Ideas

The three ideas for the application work on three separate levels of publicity. The first idea is for curating one's own content to create a memory of the event, without needing to post or share anything until the final product is finished. The second idea revolved around sharing events within friend circles, eventually creating collaborative collections among friend groups so friends can more easily view what one's friends were up to at the event as well. The third plan for the app focuses on anonymous footage from event goers that will be posted to a public event page, where the best submissions from all the attendees will be selected to represent the highlight reel of the event. This public collection could then be shared individually among different friend circles as well.

| Type of App	Significance	Feasibility	Interest
Personal Footage	Low	High	(very) low
Friends' Footage	Medium	Medium	Medium
Public Footage	High	Medium	High

In the end, our team decided to work on the third idea, focusing on the public gathering and curation of data to create a diverse, interesting, and true representation of the event. Since we learned that users are also interested in sending content to friends as well, we are interested in having chat groups available as well so that users can choose to submit content to the public event page, just to their friends, or both. We also believe that the anonymity of submitters paired with a larger number of submissions to the same curation process will produce the most entertaining final montage.

Sketches of Important Screens

Sketch 1 -- Drawn by Austin Chustz
This shows a possible interface design of having a map that pins the locations of currently happening events in the area. Users can select pins to get more information about the event and view the submitted content.
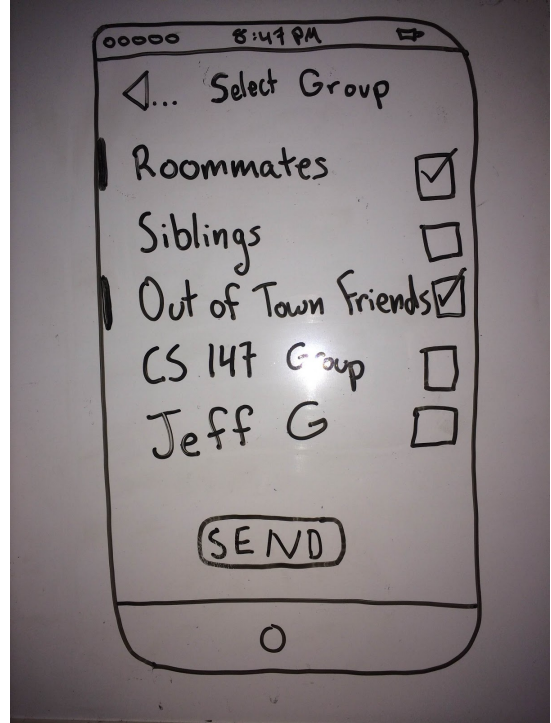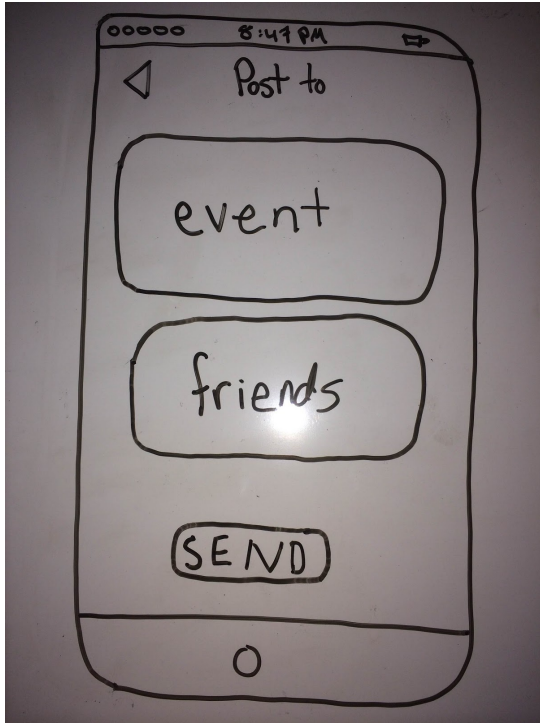
Sketch 2 -- Drawn by Tom Kremer
These screens show the submission process a user might go through immediately after taking a picture or video through the app. In this case, the friend button was selected, prompting the user to select a friend circle.
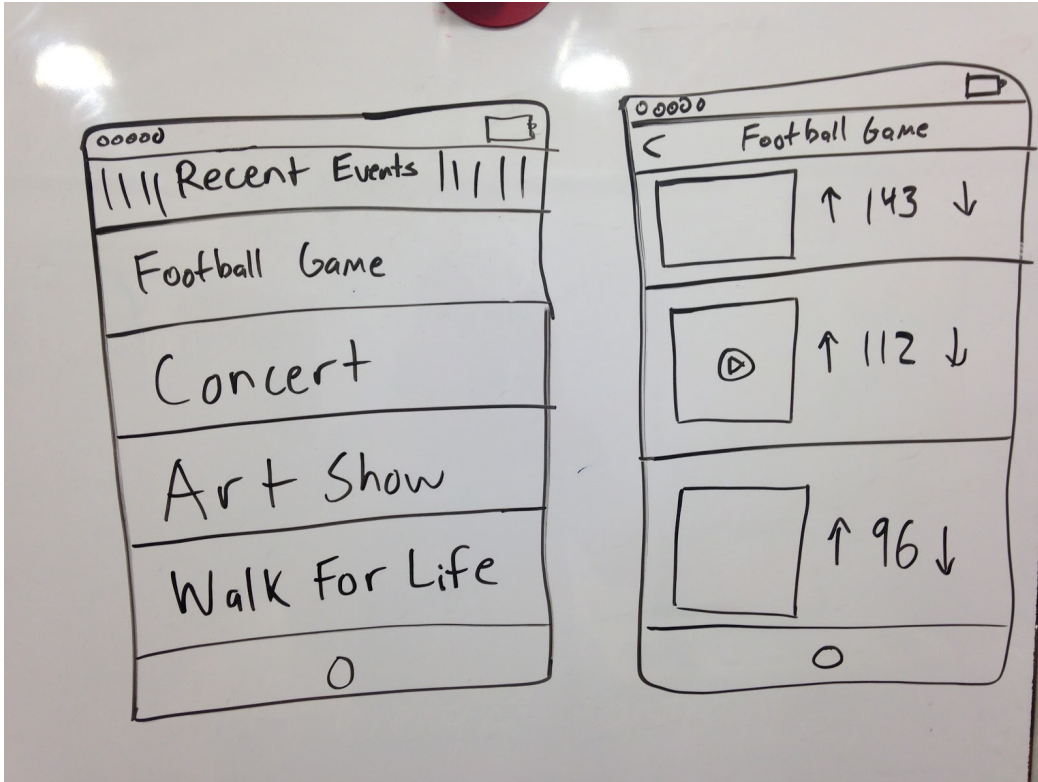
Sketch 3 -- Drawn by Jeff Garnier
This interface formats things into lists. This specific screen is for when a user wants to participate in the voting that decides which submissions will be in the final collection.