

# CoCo: Collaborative Collections

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

## 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 or look through some sparse pictures or videos from either their friends' or their own cameras. CoCo 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.

## Tasks

**CAPTURING AND SHARING CONTENT (SIMPLE)** - We identified this task as simple because sharing content only involves the user going to an event, taking a picture or video 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.

**VIEWING AND VOTING ON SUBMITTED CONTENT (MODERATE)** - This task is a moderately difficult task to perform because it requires the cooperation of the whole CoCo community. Customers perform this task by upvoting or downvoting the posted content. This system aims to ensure 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.

**BROWSING AND SHARING FINISHED COLLECTIONS OF CONTENT (COMPLEX)** - This task is the most complex because it involves searching for different types of events. The events each individual customer will be shown 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 customer's friends attended the event, etc. The purpose

of browsing events is to allow the user to discover relevant or interesting events and the sharing functionality enables them to inform their friends of what cool events they have found. Sharing involves selecting the friend circle with which to share the content and also includes a chat functionality. This task is effectively the same as it has been in weeks prior, but the user-tailored browsing deserves some detailing.

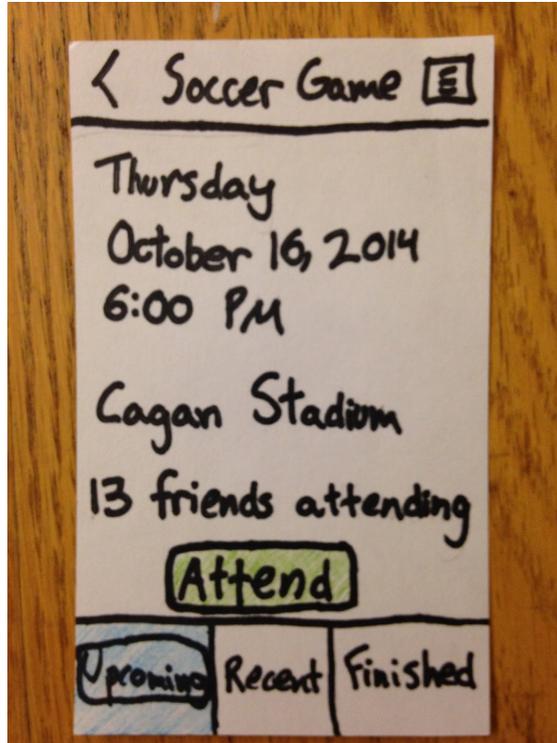
## Revised Interface Design

The major changes to CoCo’s interface design were for the simple and moderate tasks. During the low-fi testing, users expressed confusion about the home screen, how to capture content, and how to share content. The labels on the tabs at the bottom of the screen weren’t the best, and the camera icon wasn’t clear when hand-drawn. The labels have been changed from “upcoming”, “recent”, and “finished” to “upcoming”, “voting”, and “archived.” The camera icon has been revised and a “New Moment” label has been added to clarify its presence and purpose. Figure 1 shows the old and new home screens.



Figure 1 - Old and new home screens

Users wanted to be able to “unattend” events, and that functionality has also been added (see figure 2). Our low-fi implementation of switching from photo to video was also sub-par, so we implemented the slider seen in figure 3.



### Snoop Dogg Concert

Snoop Lion/Dogg will be coming to Shoreline. Don't miss it. Visit [SnoopDogg.com](http://SnoopDogg.com) for more information.

**When: Friday**  
November 7, 2014

**Where: Shoreline**  
Amphitheatre

2,035 people attending  
including 13 friends

Share

Not Attending  Attending



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Figure 2 - Unattending events

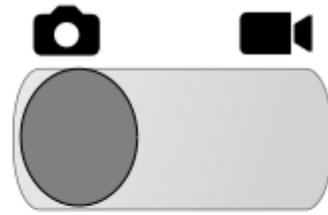
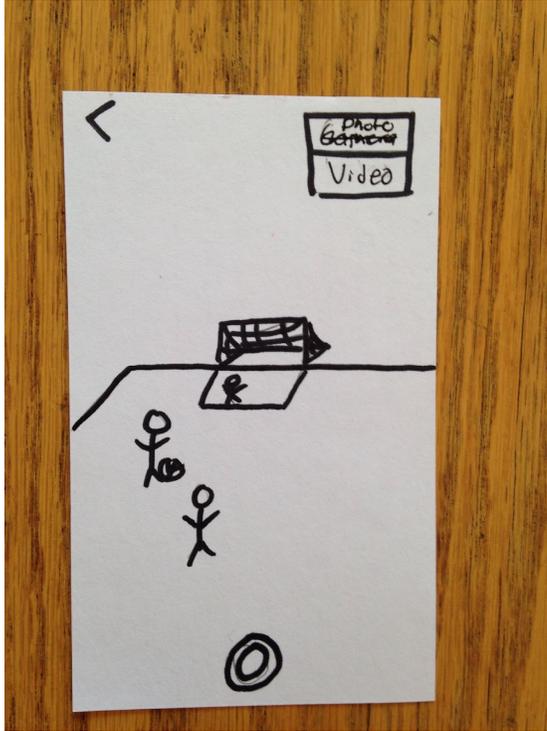
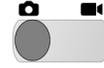


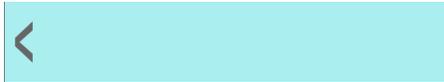
Figure 3 - Media selection slider

The storyboards for completing the 3 tasks are in figures 4, 5, and 6.

Upcoming	
Name	Relevance
Snoop Dogg Concert	97
Mausoleum	93
CoHo Open Mic Night	92
Cantor Art Show	86
Swim Meet vs USC	83
Amazon Info Lunch	80
Kappa Sig: Eurotrash	78
Upcoming	Voting
Archived	



### Camera Lens View



### Share moment with:

### Preview of Picture

Public Event Page

Roommates

Out of Town

Family



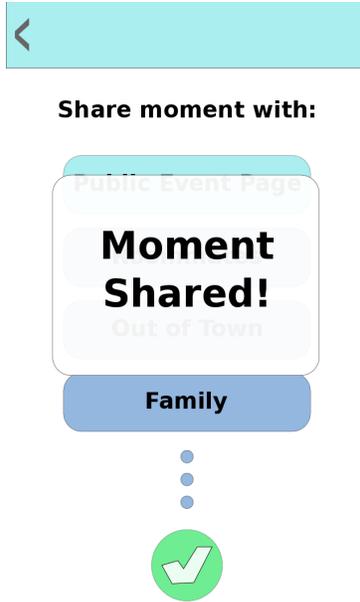


Figure 4 - Capturing and sharing a moment

**Voting** New Moment

Name	Relevance
Football vs Oregon S...	98
Beach Volleyball	93
Pumpkin Carving Co...	90
Theta Breakers	87
Men's Soccer vs Cal	85
CS 193p App Fair	84
Fireworks Show	82

Upcoming **Voting** Archived

**Voting Page** New Moment

**Football vs Oregon State**  
11 hours left

▼ 111 ▲

▼ 103 ▲

▼ 90 ▲

▼ 103 ▲

Upcoming **Voting** Archived

▼ 103 ▲

▼ 104 ▲

**Voting Page** New Moment

**Football vs Oregon State**  
11 hours left

▼ 112 ▲

▼ 104 ▲

▼ 90 ▲

▼ 104 ▲

Upcoming **Voting** Archived

Figure 5 - Viewing and voting on content

Archived	
Name	Relevance
Water Polo vs UOP	94
Suites Sushi Dinner	91
CS Job Fair	90
MGMT at Frost	88
Stanford Taiko Autumn	84
Super Smash Bros To...	82
Jeff's Birthday Party	79



Event Page

### Water Polo vs UOP

Final Collection

Share

Favorite

Upcoming	Voting	Archived
Upcoming	Voting	Archived



Share Collection with:

- Roommates
- Out of Town
- Family
- Teammates



Share Collection with:

Roommates

Collection Shared!

Family

Teammates



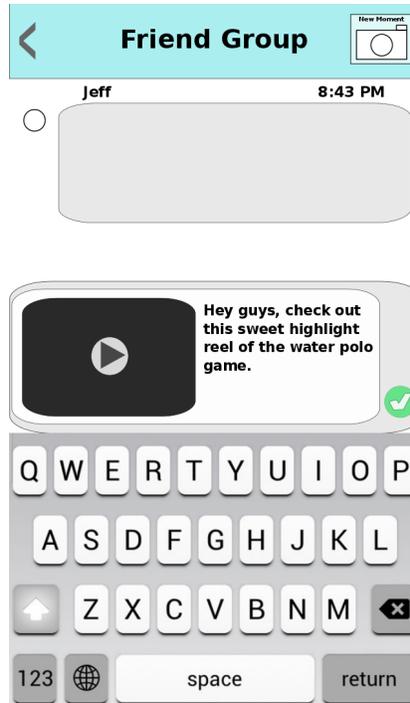


Figure 6 - Sharing a collection with a friend circle

## Prototype Overview

We used Inkscape to create the scalable vector graphics to represent the screens of our application. The tool was helpful because it enabled us to create a prototype that looked very close to a legitamite finished product. It gave us a cleaner, clearer look and flexibility with fonts and sizes. However, the tool wasn't helpful because it didn't give us great color or shading ability (it's essentially a poor man's photoshop).

We used Invision to put together the flow and skeleton of the prototype. This tool was great because it enabled us to put all the screens together with the correct flow on both Mac OS and iOS. It was limited by its inability to store any information about users' past actions and its difficulty supporting multiple gestures in a screen (i.e. swipe *and* multiple touch hotspots).

The current prototype is limited by its lack of memory and by the limitations present in the Invision platform. We had to make complex webs of screens in order to compensate for the lack of memory, and we couldn't use some of Invision's functionality because it could end up trapping the user in a loop when upvoting/downvoting content. We had to use a Wizard of Oz technique for our "back" button in the application, which is actually one of the complex webs of screens mentioned above.