CoCo

Collaborative Collections

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Overview

CoCo is a way to collaboratively create digital memories of events

Overall Problem & Solution

Currently, there's no way to re-live an event.

CoCo enables you to create and curate a collection of photos and video that represent the best of the experience
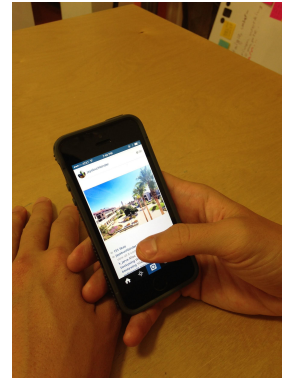
Contextual Inquiry (Desc. & Results)

- 3 college students chosen because college student age bracket would be largest user population
- Target customers selected to represent a spectrum of social media users
- Target customers observed sharing a picture or thought on social media of choice and questioned about decisions made during the process

Contextual Inquiry (Desc. & Results)
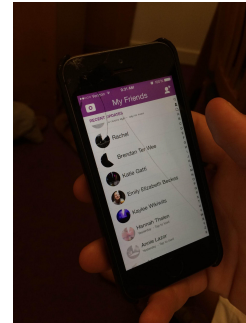
Interview

- Spencer
- Chosen because he is a heavy Instagram user
- Enjoys attending sporting events
- Recruited through friends
- Interviewed in college dorm room

Contextual Inquiry (Desc. & Results)

Interview

- Max
- Chosen because of heavy Snapchat use
- Recruited through friends, neighbors
- Likes attending concerts and festivals
- Fits largest demographic: college students
- Interviewed in dorm room

Contextual Inquiry (Desc. & Results)

Interview

- Joseph
- Chosen because he's a primarily text-based social media user
- Recruited because he works with a group member
- Interviewed at the Microsoft Silicon Valley Campus
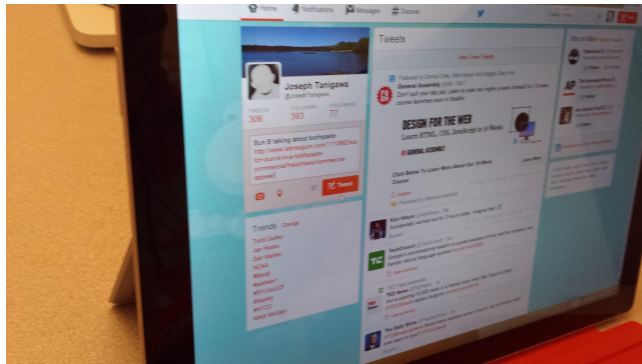
Contextual Inquiry (Desc. & Results)

- Customers primarily used photos and text to share

- Customers preferred anonymity and simplicity in their networks. Customers noted that no app allows for both

- Customers approached each existing medium taking potential audience and content permanence into consideration

Task Analysis Results

Users:

- Event goers and their friends

Tasks currently performed:

- Sharing photos, videos, and text through fragmented social media

Task Analysis Results

Tasks they want:

- Sharing content through one service
- Browsing by event
- Seeing non-friends' content

How are tasks learned:

- Intuitively

Task Analysis Results

Where tasks are performed:

- Either on laptop or anywhere on mobile

Relationship between customer & data:

- If sent to friends, less self-monitoring
- If sent publicly, more careful
- Friends vs followers

Task Analysis Results

Tools the customer has:

● Instagram, Facebook, Snapchat, Twitter

User communication:

● Sharing photos/videos
● Curating content

Task Analysis Results

Frequency of tasks:

● Between once a day and every few weeks

Time constraints:

● Almost none

When things go wrong:

● Users want to have control of own content
● Have ability to delete

Representative Tasks

Simple: Submitting content

User wants to:

- share their experiences of events with public/friends
- medium in frequency
- high in importance

Representative Tasks

Moderate: Curating content

User wants to:

- see top content from events
- provide input to other users content
- high in frequency
- high in importance

Representative Tasks

Complex: Browsing events

User wants to:

- discover relevant and interesting events
- notify friends which events they attend
- medium in frequency
- medium in importance

Application Ideas

#3

- Focus on friend circles
- Creation between groups
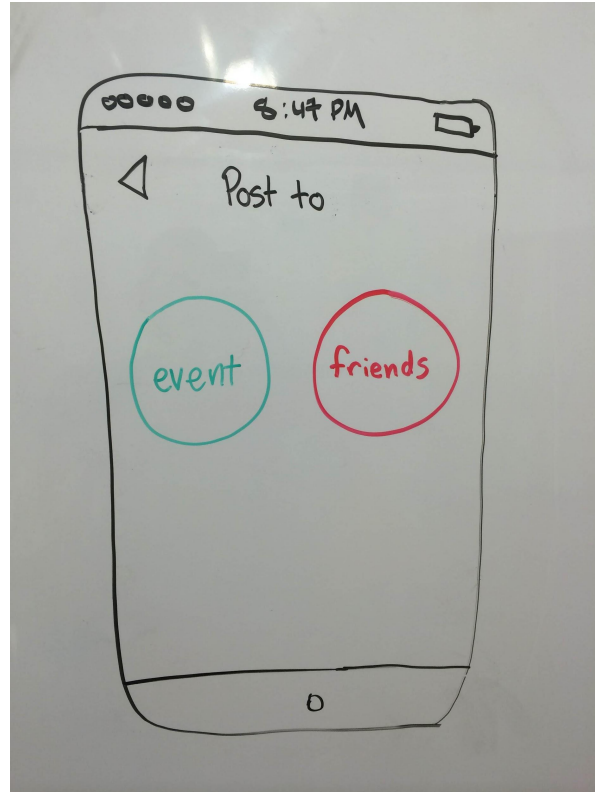- Private collections

Application Ideas

#2

- Personal curating
- Stitch together content and add music
- Organize photos/videos/montages by event
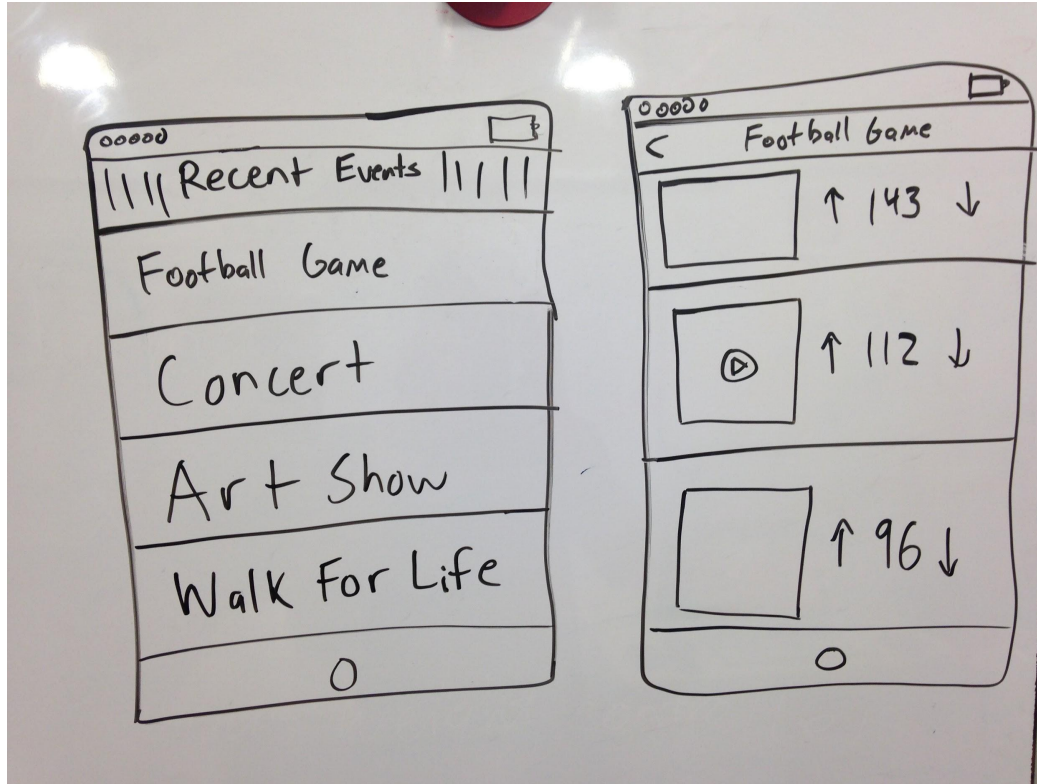- Send to friends

Application Ideas

#1

- Anonymously submit photos/videos on event page
- Crowd voting to pick top content
- Top content used in montage
- Archived/Shared with friends

Early Design Sketches

Early Design Sketches

Early Design Sketches

Summary

- Create a platform for creating and sharing crowdsourced content
- Allows flexibility of private and public submissions
- Little need for careful submitting through anonymity