Collaborative Collections

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Overview

CoCo is a way to collaboratively create digital memories of events
Currently, there’s no way to re-live an event.

CoCoCo enables you to create and curate a collection of photos and video that represent the best of the experience.
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
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

- Recent Events
  - Football Game
  - Concert
  - Art Show
  - Walk For Life

- Football Game
  - Increase: 143
  - Decrease: 112

- Walk For Life
  - Increase: 96
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