Kishan Kumar Sachdeva
A2, COGS120

Section 1 – Point of View

People with special skills (dancing, singing etc.) need a way to get detailed feedback on their skill and can benefit from the crowd

Section 2 – Experience Prototypes

2.1 App Idea

An app that lets you creators seek opinion and feedback from the crowd on their creations. I prototyped a chatbot and a web-based UI
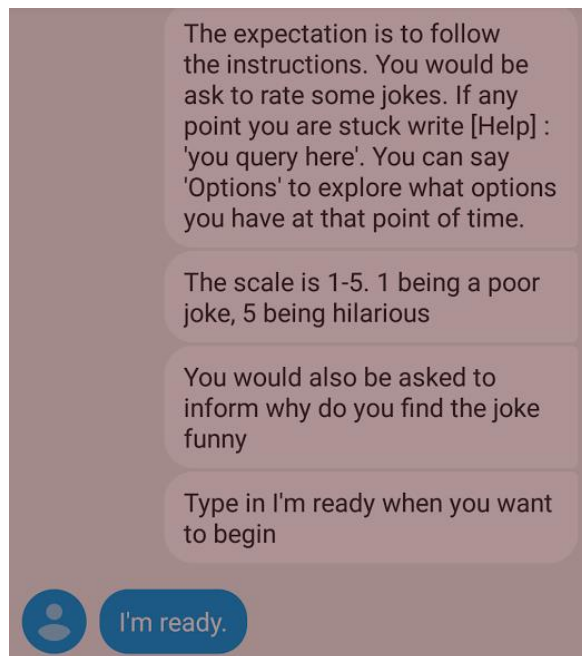
2.2 Prototype 1 – Connection to the point of view

First prototype was a SMS – based Chabot which enables comedians to seek feedback of their newly created jokes.
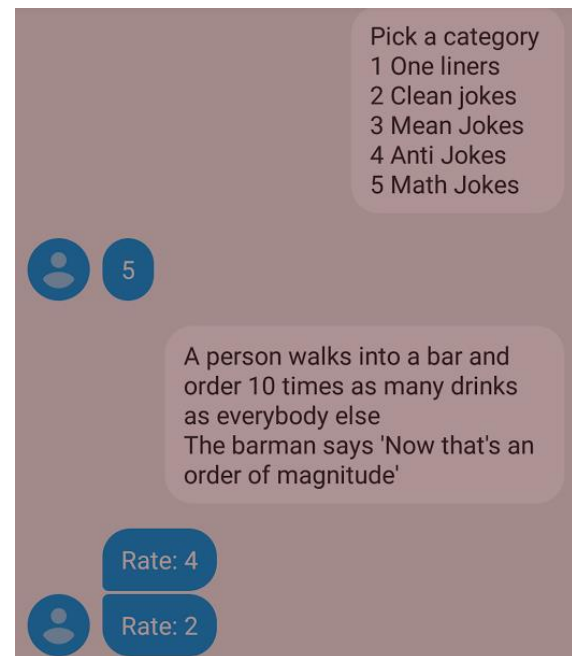
2.3 Prototype 1 – Planning and Execution

For planning, I opened the jokes sections on reddit and made a list of joke categories available (Math, One liners, AntiJokes etc). Then, I noted down 5 jokes per category.
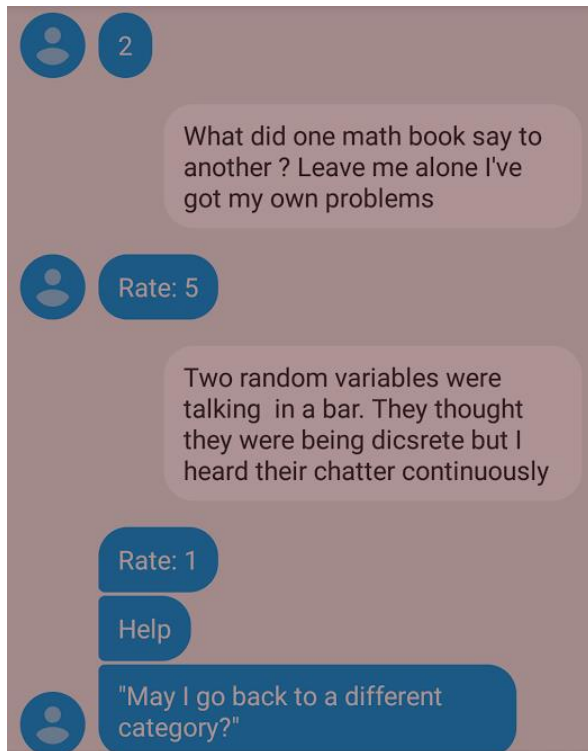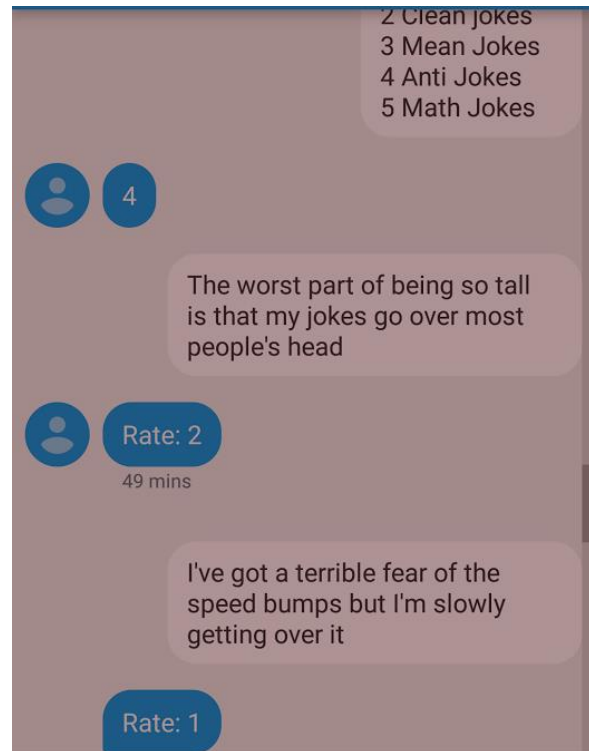
Execution looked as follows

The expectation is to follow the instructions. You would be ask to rate some jokes. If any point you are stuck write [Help] : 'you query here'. You can say 'Options' to explore what options you have at that point of time.

The scale is 1-5. 1 being a poor joke, 5 being hilarious

You would also be asked to inform why do you find the joke funny

Type in I'm ready when you want to begin

I'm ready.

(1)

Pick a category
1 One liners
2 Clean jokes
3 Mean Jokes
4 Anti Jokes
5 Math Jokes

5

A person walks into a bar and order 10 times as many drinks as everybody else
The barman says 'Now that's an order of magnitude'
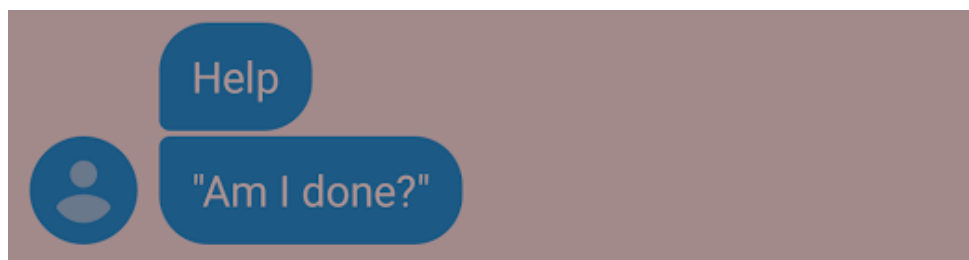
Rate: 4

Rate: 2

(2)

(3)

(4)

2.4 Prototype 1 –Feedback

Humor goes beyond text. There is an aspect of body language, tone, delivery and modality strongly associated to it. Similarly, a simple 1-5 scale is not enough for the creator to judge and fine tune his skill.

The prototype missed an instruction to exit or stop – participant was confused when to end the conversation.

2.5 Prototype 2 –Connection to Point of View

Second prototype was an imitation of a online video player with collaborative comments from the cloud.

2.6 Prototype 2 – Planning and Execution

I enacted as the computer and had the following conversation –

Interviewer (I) : Hey, what category would you like to comment you choose – Dance / Music
Participant (P) : Music
Interviewer (I) : You can search for a video or browse categories
Participant (P) : I would like to search for Drake
Interviewer (I) : Here are top drake videos – (1) Topic (2) Used to this (3) Energy (4) Hotline Bl...
Participant (P) : I would do HOTLINE BLINIK
Interviewer (I) : You can either make a comment friends only or public
Participant (P) : Okay
Interviewer (I) : Let's go

Timestamp	Comment	Timestamp	Comment
0:11	He is turning	2:30	LOL, makes me unconformable
0:21	Looks like he is wearing a costume	2:50	Is he holding two iPhones
0:28	What shoes are those	3:10	That is Nicki Minaj
0:44	Those colors change fast	3:30	Did they just tilt it sideways
0:52	Bad dancer	3:50	Sharp haircut
0:56	Looks like 90s commercial	4:07	Oh that is where memes come from!
1:20	Sweater looks good	4:10	Mp3 version does not have it
1:40	Box changed shape	4:20	This is not on Mp3
1:50	Is that a lounge	4:40	None, not on Mp3
2:10	Looks at his outfit		

2.7 Prototype 2 – Feedback

The prototyping session didn't go as expected. It exposed an untapped need, commenting on video is real-time and tagging those comments with a timestamp.

Participant forgot to mention whether a comment would be friends only or public. There was a limitation in perceiving how a public comment would differ from friends only. Moreover, at such a fast pace, participant was speaking too many comments.

2.8 Learnings from prototypes

The method of gather comments and the method of presenting the information would both dictate how the interaction would be designed. In terms of the needs, it seems the second prototype seems to have more potential. A more relevant use case needs to be identified.

Section 3 – Observations

3.1 POV

People with special skills (dancing, singing etc.) need a way to get detailed feedback on their skill and can benefit from the crowd

3.2 Real World

Imagine you just started to learn to dance. You record a video of yourself dancing to a song. You want to improve your dance skills but do not know any people with those skills around you. You can upload the video to a curated community space to receive critique.

3.3 Verbal Inspiration

Collaborative	Cooperative	Contextual	Fluid
Learning	Authentic	Validation	

3.4 Visual Inspiration

SoundCloud – has a collaborative commenting where people leave comments at specific time instances similar to prototype 2 above. Beautiful UI

Kishan Kumar Sachdeva
A2, COGS120
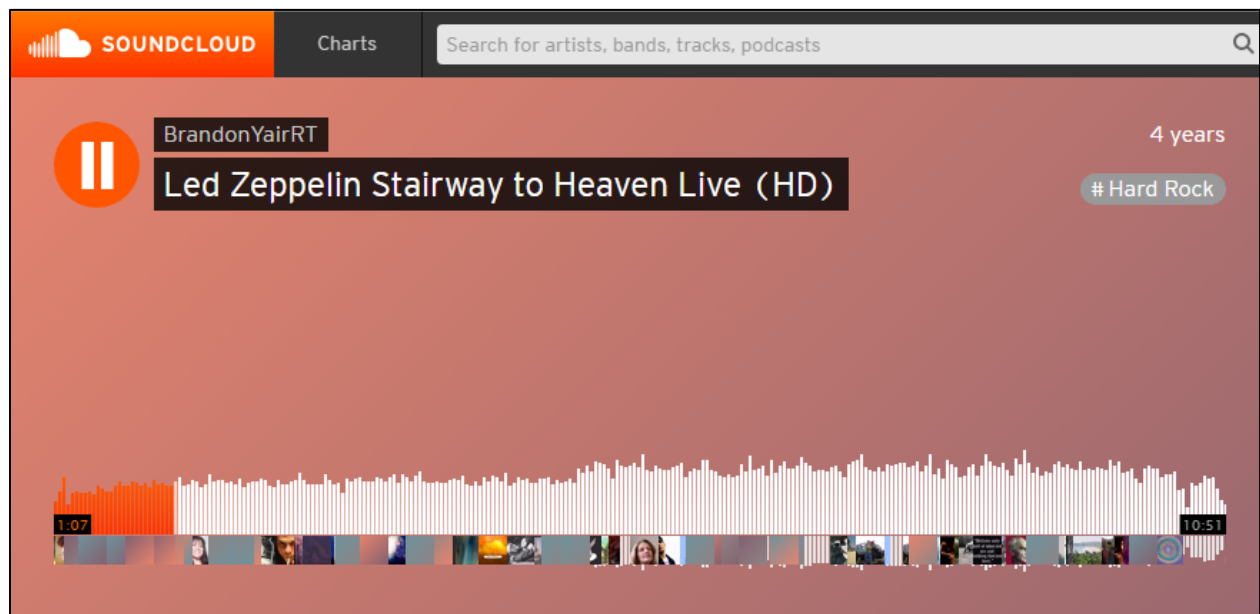
YouTube – The biggest video viewing platform on the internet. It also has a feature adding comments and referencing timestamps

Waze – One of the most successful crowdsourcing platform with a strong community
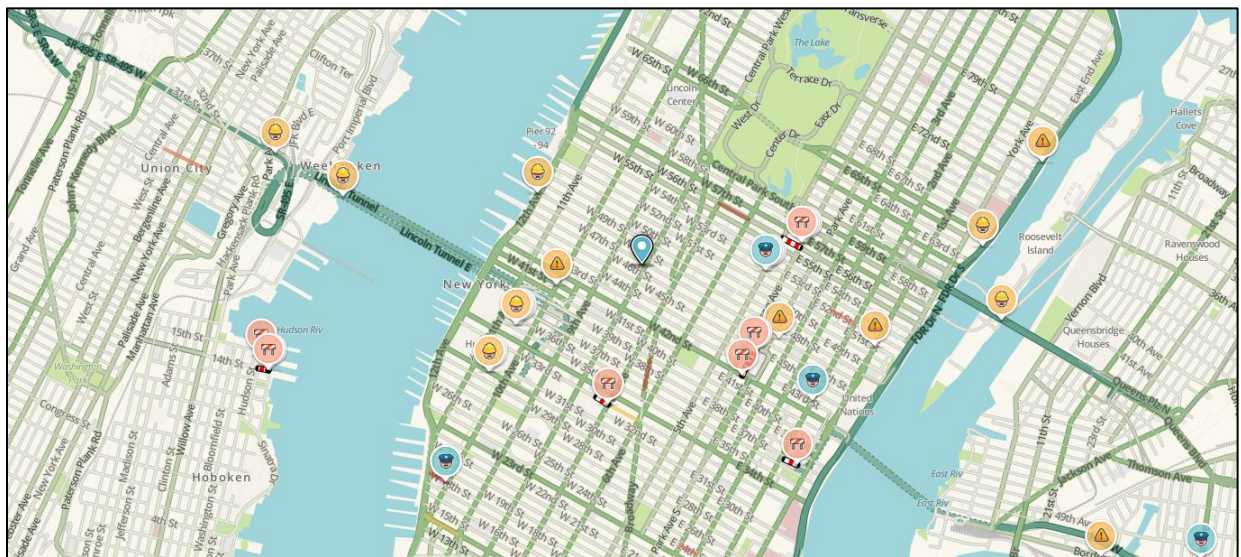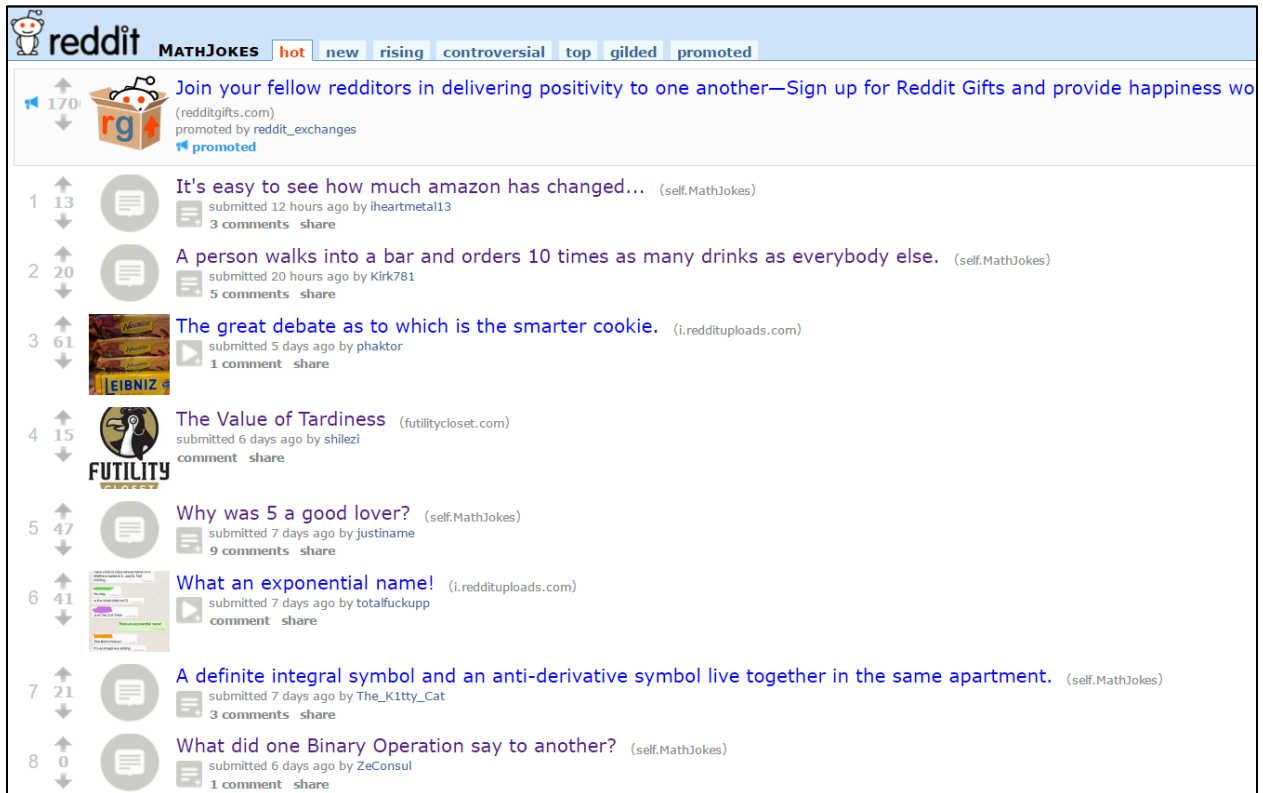
Kishan Kumar Sachdeva
A2, COGS120

Netflix – Not only it is a video viewing plaform, it is a social conjecture too. Prototype 2 can let you connect you with your friends even if they are not physically present with you

Kishan Kumar Sachdeva
A2, COGS120

Reddit – Source of jokes. Place to get community feedback

Kishan Kumar Sachdeva
A2, COGS120

Section 4 – Open Areas

	Reddit	YouTube	Friends/ Family	Professional Teacher	Crowd- Speak
Scalable	✓	✓			✓
Availability	✓	✓			✓
Collaborative			✓		✓
Authentic				✓	✓
Affordable	✓	✓	✓		✓