Talhonia: empowering collaborative storytelling

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Changes in media consumption

- End-user is the largest content *producer* and *consumer* of the future
- *New type of digital divide*, between those who consume online media and those who produce it
- Besides sharing this content, the end user is looking for new ways to *participate in networked A/V systems*
Online collaborative creativity

Creating a film
Creating a DVD
Creating 3D content
Creating advertisement
Creating books

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Real time co-writing for non-professionals

People have a *desire to tell stories together*, but lack the right applications

Questions:

- How should such applications look like?
- Can *Co-Design with lead users* in storytelling help us in making such applications?
User requirements

Three studies:

- Study of four online communities and one representative sample of Internet users in Norway (N 5723)
- Study of social relations and practices at a neighbourhood community in Belgium
- In depth study at the individual level of two online communities in Belgium

Findings:

- Social interaction - friends-lists, real time chat, rating, comments
- Ease of use
- Critical mass – a clear statement of purpose that motivate many people, new and interesting content
- Trust – support for privacy, ethical norms
- Content – functionality for adapting, creating, sharing, manipulating UGC
- Integration
The activities that have been carried out
Some impressions from co-design
Outcome of the co-design: Talhonia

Online real time co-writing tool defined by lead users

Main features:
- Real-time update, versioning
- Permission management
- Support for asynchronous and synchronous collaboration
- Inspiration board

Alpha release launched to non-lead users
How Talhonia evolved over time?
Technical side of the story

Development of an application that is online: users do not even notice when the backend system changes

The user feedback also affected the choices of the backend technology at the start

=> re-start development to get it right
User evaluation of the Talhonia alpha-version

- Focus on user experience factors such as motivation, involvement, and sociability, that are crucial for whether or not users choose to use Talhonia for collaborative storytelling
- A group of 12 people sharing the same interest (cycling) and experts in social media, but non-experts in story-telling
- Two sessions
  - 30 minutes hands-on collaborative writing period
  - Group-based walkthrough for about 60 minutes
  - Focus-group discussions for about 40 minutes
Outcome of the evaluation

- People are not familiar with collaborative writing
- Talhonia might be more appropriate for practical tasks
- Users envisaged well defined rules for collaborative writing
- The purpose of the application was not clear
- Designing for sociability is vital
Conclusions

- The result of the co-design was too broad (concept too general), not appealing to the non-lead users
- Need for more clearly defined purpose of the application
- Evaluation with non-lead users => choco scenario
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