

MOTIVATION AND PROBLEM SPACE

For many decades now, scrap booking has been a popular pastime adopted by many people. Scrap booking as a hobby is the process of gathering together various printed media (photographs and souvenirs such as brochures, movie tickets, newspaper articles, etc.) and arranging them in a decorated album with the purpose of archiving past events. Scrapbooks are usually organized in a chronological manner, though this decision is left up to the creator. In a sense, scrapbooks are used to communicate stories in an aesthetic and visual fashion. Individuals who adopt scrap booking do so in order to creatively archive events in their lives, producing a colorful artifact which they can later share with others. Scrapbooks have been used to mainly document events through the use of paper artifacts such as photographs.

Furthermore, scrap booking has typically been an individual activity – the other participants in the events being archived do not normally share in the creation of a scrapbook. With paper artifacts, creating scrapbooks with others requires all parties to be collocated or requires giving the incomplete scrapbook (either in person or through postal mail) to another party to contribute to, which may be difficult to coordinate in some cases.



The advancement of technology has allowed society to capture and document events using a variety of mediums (such as pictures and videos). Additionally, forms of expression are moving away from paper and toward digital media. In this digital age, sharing documents with each other has become more efficient than it used to be in the past. This project addresses two main issues previously mentioned – that scrap booking is an individual activity and that paper



photographs are the main elements of scrapbooks. Thus, this project explores the creation of a tool that will allow groups of people to create multimedia scrapbooks in a collaborative fashion. This tool will be called Shutter.

PROJECT IDEA

To create a new, more collaborative scrap booking experience, I will design a tool that allows multiple people to build scrapbooks together. Users of this tool will be able to upload media to the scrapbook from a digital camera, camcorder,

cell phone, computer, or other similar devices capable of capturing and storing media. The scrapbook will include various media types, such as photos, videos, music, and other audio files. In order to create a shared community which multiple people will ideally be able to easily access, Shutter will be an online system. The vision is that users will be able to use this tool to create scrapbooks and then upload and organize various media which they can also tag, write descriptions (which are similar to blogs or comments) about, annotate, and decorate just as they would photos in a physical scrapbook. Additionally, multiple people can collaborate and perform these actions on the same scrapbook. Users will also be able to edit or add to what somebody else has included into their scrapbooks. Thus, Shutter will give people the experience of building a scrapbook as a group and with the use of more varied media.



Since Shutter will be an online system, it will be important to determine access privileges such as who has the rights to add, edit, view, and delete items from a scrapbook, as well as who is the owner of the scrapbook and the individual items (media, comments, descriptions, etc.) added to it. People who wish to add media to an existing Shutter scrapbook must have a Shutter account. The service will also provide features such as only allowing the scrapbook to only be viewable by its members, or allowing the scrapbook to be viewable by everybody but only editable by its members. Each person with an account can create an unlimited number of group accounts for their individual account. Thus, one can imagine a Shutter user having multiple scrapbooks for different groups of people (i.e. family, friends, colleagues, etc.). The people in these group



accounts have editing privileges to the group's scrapbook. One can also imagine creating different levels of access for different members of the group, or also having a group administrator who must allow access for each member.

TARGET USERS AND TARGET EVENTS

The target audience for Shutter includes people of all age groups who enjoy taking pictures and videos and who would like to digitally archive and share the events thus captured. For example, one can imagine how such a scrapbook may be useful for archiving family reunions where several people with various devices (video camera, digital camera, cell phone, for instance) are likely to be documenting events of the reunion in multiple media formats. Allowing family members to share their media with each other and collaboratively archive their experience is an example of when this tool can be useful.

Additionally, a collaborative, multimedia scrapbook can be used in spontaneous ways. For example, another event that would benefit from such a scrapbook is Critical Mass, a bike ride that takes place in various worldwide cities. During Critical Mass, a massive gathering of bicyclists and other commuters in non-motorized vehicles (such as roller bladers) swarm the streets with the goal of advocating alternate, non-motorized modes of transportation and raising awareness regarding the safety issues that face these non-motorized commuters when sharing the streets with motor vehicles

(http://en.wikipedia.org/wiki/Critical_Mass). An event such as Critical Mass is an example of a gathering of people who are unlikely to all know each other beforehand, but who establish a relationship with each other through their participation and interaction in some shared event. This shared experience is something that the scrapbook may be useful for in terms of gathering together artifacts from a large number of people relating to a single event that has relevance to everybody in the group. This is just another example of the many diverse ways in which Shutter may be used.

Furthermore, Shutter can be used to complement a variety of interactions. For instance, imagine a sixteen-year-old girl who uses it to keep a scrapbook with her high school friends. This group of friends can archive events they participate in together, such as birthday parties, prom, school dances, club events, rallies, and football games. This experience can be a collaborative effort in several ways. For example, one person (the "historian") can be solely responsible for taking all of the pictures/videos and uploading them, another person can be responsible for the layout and aesthetic features of the group's scrapbook, a third can be responsible for writing journal-like entries detailing the items in the group's scrapbook, etc. Alternatively, this work can be split so that each person is responsible for all of these aspects (taking photos/videos, uploading, editing, blogging) for a single event, where members of the group switch off this responsibility with each new event. Of course, these are only a couple of ways in which this group can collaborate in creating scrapbooks through Shutter.

CHALLENGES

Given the time frame for this project, I will not be able to fully implement the entire vision for Shutter. However, I will use this project to explore how the described scrapbook can be designed. Also, while I have already stated who the target audience is, an important task will be to more specifically describe the types of people in the target audience and the target events that such an idea would appeal to. What types of events would motivate the use of a collaborative, multimedia scrapbook? Who specifically would be excited about this idea? The initial steps of my work will focus on developing personas and scenarios of use for Shutter, which will assist greatly in understanding my target audience and target events.

APPROACH

As described above, my approach in designing Shutter will be to first develop personas representing specific users from the target user group. Then, I will write scenarios of use describing how each of these personas will be interacting with Shutter and what their motivations are for using it. These exercises will allow me to better understand who I am targeting with this tool and what exactly the tool will allow users to do. After I have teased out some initial functional requirements for Shutter, I will have a clearer vision of a project plan and the type of schedule I will commit to for the remainder of the semester. Afterwards, I will develop a project plan and thereafter spend the remaining time working on my prototype of Shutter and iterating upon it.

Specifically, my work for this semester will focus on making low fidelity, paper prototypes of Shutter (using Microsoft Visio) that illustrate what the tool will look like. These screenshots will capture specific interactions within Shutter, which will be motivated by the personas and scenarios of use I will be developing and the various ways in which each of these personas will interact with Shutter.