

# **Collaborative Community Engagement:**

Developing a framework towards community engagement through an online collaborative drawing platform

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## Abstract

The thesis focuses on understanding the relationship between remotely collaborative team members and the community userbase. This is done through a series of experiments where both workshops and interviews led to the development of a framework. The methodology developed melded workshops and interviews together with evaluation and iteration periods in what is called 'workshop rounds'. Prototypes transitioned into 'living prototypes' as they involved an actual set of live users which furthermore required high-fidelity implementation. The framework created established team-to-team communication with considerations for eventual users in an open dialog. Suggestions in different directions towards collaborative contributions completed the efforts of a scaffolding approach. The project is relevant to collaborative media methodology where the case studies constructed understandings in design research on the topic of remote collaboration in community engagement and development.

## Key Words

Collaborative Media, Community Engagement

Abstract

Key Words

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## [1.0] Introduction

In many online communities there is an experience of becoming part of the community and engaging with it by interacting with the site and its members. Such moments may also play crucial roles in community development and transitioning for more positive experiences.

Current research advocates that existing research with traditional interaction design processes and roles have to change in order to accommodate the collaborative media environment (Löwgren and Reimer, 2012). This would be the main reason for not solely choosing a participatory design methodology or a certain design model to base the findings. The methodology re-designed through the course of this project would be of interest to those who wish to look into doing research that understands teamwork in a remote collaborative setting.

To provide an impression of the activity and the overall state of the community over time, visiting the website at iScribble.net shows currently that over 103,000 drawings have been submitted to the gallery, with over 530,000 counted registrations. There are usually about 100 users online at any time, with 200-300 users during peak times. Using Internet Archive's Wayback Machine (<http://archive.org/web/>) there are snapshots of the website's activity over time, where submitting drawings hit over 10,000 in early 2008, and later 100,000 in early 2013. Online users peaked at the 1,000 mark July of 2009, where 2010 experienced over 1,500-2,000 simultaneous logins. By comparison today's numbers are about one-tenth the previous records of peak times, which may be taken as a strong indication of the need for intervention. Since its creation in 2006, iScribble has also yet to transition or adapt its Flex/Flash environment to HTML5. The website itself is maintained and the service readily available, but a lack of more frequently made changes is an indication to its development status where new changes would encourage continued participation from users.

Existing communities for drawing include many different paintChat or pChat-like websites. For example, oekaki and tegaki are specific drawing community trends which submit drawings through comment threads. Other websites host drawing competitions and contests, or are part of a full drawing or art community experience. Things like online pictictionary and drawing games also exist. Like other online communities, there is constant growth and the potential to keep their members engaged with website activity and discussion.

One aspect of this community which sets it apart from others is that there is only one developer who has made it a conscious decision to build the community through a donation- and

voluntary-based service. In this way, those who are moderating the userbase were once, and continue to be, users of the website. As drawing online is a shared interest, with the prospect of collaborating with other users of similar interest, the drawing client makes up most of the user experience on iScribble.

This project fit within the short timeframe of a few weeks. The results gathered and evaluated through the responses and feedback gained with the experiments made would serve as part of a reflective process. It would be desirable to observe if there were any long term effects, although with such short time the only option is to explore possible future outcomes and present the knowledge as a starting point for further research. This can be used as design research, and through the analytical assessments made can also be used as a perspective that shows how personally involved a designer can be on the topic of collaborative media research in virtual communities. This paper is directed towards designers who are interested in community development and collaboration, where community engagement is the main focus.

## [2.0] Background

iScribble.net is a collaborative online drawing website. There are two main ways to interact with the community of the website: the drawing client where you draw together with other online users and the gallery where users can comment on work that has been published by the client. The website was born from an experiment over a weekend in 2006, and has since undergone two major updates. Despite its age, its development has stagnated over its eight year life as it only had one developer until recently (2014-02-17). There are currently four Admins and now two developers on the team. These would be the main stakeholders along with a few of the most active moderators of the site.

Apart from the two main ways to interact with the community, there is also the Feedback page which has twenty of the latest comments by users about the state of the website. These can be concerns about what is happening in the client, or problems and bugs that a user has with using the website. There is also a contact form for support requests from the moderator team. Examples of what is sent there include more personal concerns with accounts, or what may only concern moderators (like requests to rename a user, or an unban request). If you are a Power User moderator, you also have access to a private thread, similar to the Feedback page but with the discussions of the moderation of the site. The topics discussed span everything from problems and dealings with users on the site, to possibilities and opportunities of improvement and future development both in technical and community-minded ways. Another way to interact would be through different competition events which happen on the site. They may be officially made with the help of the moderators, and there have been user-made contests too.

Although iScribble accommodates for collaborative works, there are many pieces which are done individually. Not every member online is forced or has the need to draw, and as much as it is a collaborative website, part of the experience is to spectate and to chat with other users. One may also spectate what has been made in the gallery, through replays. Replays were a feature of the second version of iScribble, which needed a special program that would work by copying and pasting the gallery link into a text field in the application. Its reintroduction in early 2014 now works directly from the browser with the help of HTML5 and JavaScript.

On the client there are different kinds of drawing boards. Many follow a certain trend or way of interaction. For example, there are Drawing Game boards where eight users have dedicated places on the board drawing a topic set by one of the users. A time limit is set, which is usually about five minutes, and after the time limit ends, the person who set the topic, the judge, rates the work and numbers each user's work counting down to the winner. Other types, like the

Original Character (abbreviated as OC) board, focus specifically on drawing characters that are described by the users (or shown inspiration, or their own work) drawn in one of the three vertical places. A list is made on the board signifying how long a queue is for a certain drawer. No time limit is in effect, and instead the dynamic of the board has more emphasis on the agreements being made between the users requesting their character being drawn and those who are drawing them.

Personally we have a vested interest as part of the moderation team of this website under the username “evn”, and want to see what can aid a remotely collaborative team. The moderator background for the community under this alias started mid-2009 and has seen promotion three times, from a user who has Warning rights to Power User and then to Administrator. For each of these two higher roles there has been over two years of experience and understanding of being in their respective roles. Also noteworthy is that the experience of being a member spans five of the eight years since the creation of iScribble in the middle of January 2006. The figure below shows the progression in rank in comparison to the time iScribble was created.

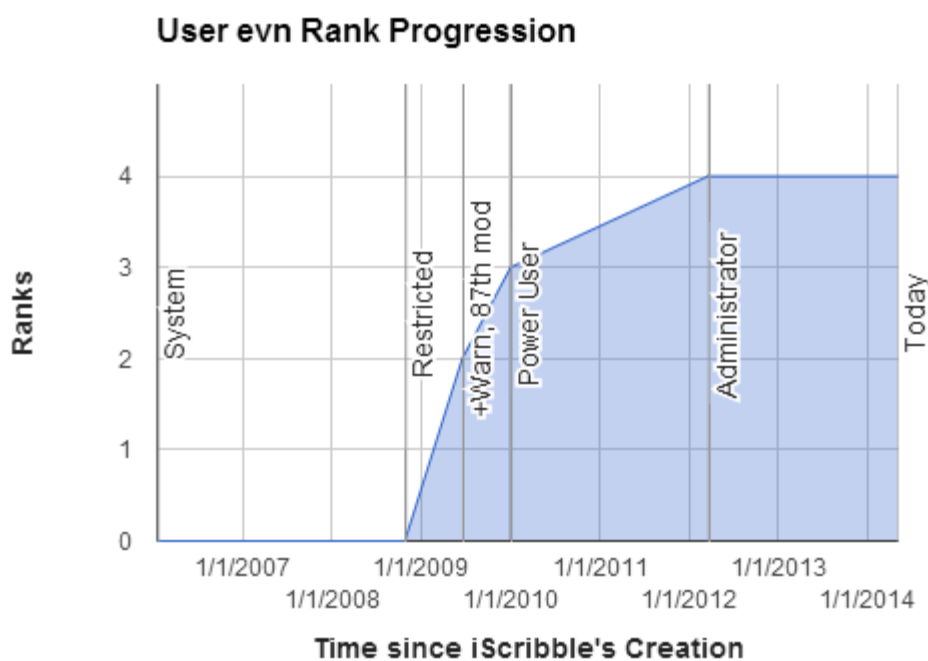


Figure 2.0.1: A visual chart of user evn’s time on iScribble.

## [3.0] Theoretical Foundation

This project is a continuation of the first year thesis topic about enhancing game jam experiences (Hansson, 2014), where we looked at understanding teamwork collaboration while in a game jam situation. Team members were physically present, and were able to coordinate and follow other's processes in a framework made to help focus group work objectives and manage productive collective work. Seeing what this means when looking at remote collaboration online while exposed to the community would reveal an understanding about online collaborative communities.

From the understanding of a collaborative media viewpoint, there exists plenty of research about community engagement through performing arts such as music and theatre which may be relevant even in an online or remote setting. Included in this is McCarthy and Jinnett (2001) on participation in the arts. Although the research is geared towards institutions and in creating involvement to arts participation, much of the situation can be related to or overlaid with what is happening in virtual communities, and its findings can be applied with the same reciprocity in gaining community engagement. The term "cultural capital" is a prominent topic in collaborative media, and one significant in performing arts. While performing arts retain a sense of culture, the online and virtual worlds lose this feeling of culture somewhat. This can be interpreted in the reasoning that the experience of culture through a digital medium is generally a more diffused experience, where participation (for example) has less of a collective benefit. However, there is a sense of familiarity looking through what can be done to engage audiences as participants towards the community which arguably lets it keep its relevance. In McCarthy and Jinnett (2001) there is a strong similarity between the arts losing its audience and the online community of iScribble losing its users. While the exact symptoms that cause the issue may not be identical to those of art institutions, the methods and ideas around engaging users are believably relevant. The situation for art communities online is similar and not happening solely to iScribble, where virtual communities may have to "adjust to technological developments that are changing what art is produced and how art is distributed". An example of this is the use of HTML5 and JavaScript to create interactive experiences on websites, changing how dynamic their content may be and allowing for audiovisual elements which were once processed through other tertiary means, like Flash. This is something that resounds true to this project, as iScribble has not fully transitioned yet into HTML5, and there are still discussions on how to go about doing that.

From the presentation of Brown et al. (2010), there has also been considerations about participation and what engagement means to institutions trying to garner more audiences. From the research made, there has been an understanding about what benefits are sought out for, the different modalities of engagement and that there are critical reflections of what is positive and negative about increasing engagement with an intended target group. The presentation itself solidified how much interest there is from institutions to adapt to a change in approach, and that not only are users being shown as important actuators of change, but those involved as part of the infrastructure of the system also play an engaging role of this changing process (through having a detailed discussion throughout the presentation and involving themselves in a workshop). In Brown and Ratzkin (2011) the research of engagement “suggests six general typologies of audience members”, listed as readers, critical reviewers, casual talkers, technology-based processors, insight seekers and active learners. The paper talks about the research in terms of practice, which includes holistic models from experience design and those extending to cover more than just the experience of the product. These models serve as the opening to many different ways of dealing with the experience, although with all these in mind another model is introduced which divides and identifies different periods of activity of a user, titled the Arc of Engagement. Much like we have observed in the previous thesis (Hansson, 2014), there are multiple directions in which an experience can be formed and had in a group. This observation applies similarly to how user engagement may differ between other users. It may be the difference between contextualizing the experience to making meaning of it afterwards (Brown and Ratzkin, 2011). As Brown and Ratzkin (2011) encouraged their ideas and their established formulations to be challenged to form separate models that work in practice, if we apply these understandings to a digital context where audience members are now users, it may be helpful to consider the Arc of Engagement more like an iterating loop. The reasoning for this is that an interaction happening online becomes part of an on-going experience of the community, where there is a persistent form of engagement happening all the time.

Another part of the developmental changes needed and in relation to understanding participation and engagement is to look towards the moderator team. While looking for feedback and reactions to the changes being made, the team would have to take a more critical look at what is being said and to understand concepts like positive feedback bias where non-positive feedback may be harder to ascertain (Askay, 2011). The analysis from looking at team dynamics and participation would be relevant in finding how decisions are made and what kind of group processes need improvement. One could also be critical towards how effective a Group Support

System is in this setting. From Introne (2009) it is debatable whether adopting such a system yields positive results in a remote collaborative setting. From Introne's (2009) design of REASON, an application that shows visual argumentation, with the idea of information pooling being a discerning factor of the analysis. Even as the decision model is based off of the engagement of the participants instead of attempting to scaffold the decision-making, the observations and analysis made of the case study has an uncertain payoff. This does not mean that the observations from the study are invalidated, as there is enough confirming data and evaluation attributed to interpretation and analysis of such data.

If positioning and attempting to place a model on this kind of design, it would closely resemble Fischer et al. (2014) with meta-design for a socio-technical system. Reasons for this semblance lies in how "technology alone does not improve social structures and human behavior" (Fischer et al., 2014). Meta-design is a design methodology where stakeholders become co-designers that would in turn redesign an artifact to their own. With this in mind, a socio-technical system is therefore a framework that enables this co-design to take place.

Another model tied to carrying out this meta-design are the characteristics of usability and sociability development associated with whom the stakeholders are redesigning for. Much of the observed research in Lu et al. (2011) concerning the usability-sociability framework apply to a socio-technical system in that the framework is captured in usability through "Information service quality and Interaction support quality" while it is captured in sociability through "Incentive policy, Event organization and the Leaders' involvement". Both models support each other in a virtual community, and with Lu et al. (2011) an empirical approach was applied to show that hedonic/social factors meant continuous participation, yet strong influences in usability and sociability encouraged the intent to continuously participate (Lu et al., 2011).

One of the first things to stand out in this project is a reliance on communication. It is important for a community to engage with each other through an interface where the chance of expressing intentions or emotions/feelings are seen, and that these expressions hold meaning and understanding. The community becomes a way to express what the members are thinking and working with. From an interaction design perspective, looking through what an individual experience in a community means is not enough when there are multiple interactions between members, which may extend to the whole community that make being in a community a shared experience. Along with this notion is also the idea of a media perspective which has not been prominent in interaction design, but has seen development through "social media" where it is

known that communication happens through the use of computers as a medium and not just as a system or a tool (Löwgren and Reimer, 2013).

As noted in Löwgren and Reimer (2013), “creating lightweight prototypes and testing them with users in an iterative process before committing to implementation” is not as helpful when handling multiple stakeholders and trying to test against a real set of users who are accustomed to their ways of communication. Although a possible means has been observed by Löwgren and Reimer (2013) in their reflections about their case of Avatopia where “blueprints and scaffolding structures” can be created “for desirable communicative practices”, and how both Avatopia and Bambuser cases in the paper show that “overall design strategy entails creating tools, props, components and platforms to enable” positive change and advances. These approaches are both ones that “design away from the object”. Traditional interaction design practices are not as applicable in a situation where collaborative media is concerned, and instead we will have to find accommodation in using readily designed components and structures which real end users can take further on their own.

From this perspective where explorative prototypes are no longer as viable, we can adjust to the situation and say that we have a form of experimentation instead. As we work with a live set of users who have their own standards for communication, there would be opportunities to implement live prototypes and intervene as a designer looking for a confirmation of the attempted changes and a response to the situation of the problem area. In terms of research purposes we can attempt instances of design research, which means that while going through this community intervention and finding ways of engaging community members and experimenting with ‘living prototypes’, the understandings produced would in turn be the knowledge contribution of this research. For the purposes of this paper, the term ‘living prototypes’ refers to a live version of the prototype, which is accessible to an actual set of users, that both informs users about what is possible and about it being a usertest while allowing those who can change/adapt this version as new feedback is reported and taken in.

### [3.1] Problem area

The purpose of this project is to look into creating an improved dialog between the moderation team and the website's userbase. As the nature of this team is very specific, there are a wide selection of possible knowledge contributions, listed below as concerns and qualities respectively. These were generated through initial brainstorming and ideation of the project. Much of the concerns have multiple factors and involved a lot of the more controversial discussions from the Admin Board, a private discussion thread used between team members. Due to the nature of this discussion thread, specific details concerning users are redacted or generalized.

#### **Concerns**

Anime trends and trends in general, Roleplay restrictions and introduction of the Nudity policy.

Similar to other communities, trends are where a group of users express their specific and similar interests into the community. This then gets adopted by others in the community, which in turn are expressed again in increasing amounts. For iScribble, this meant that trouble users encountering these new trends would find new ways to abuse the system in place. Part of the recent discussions on the Admin Board centered around the use of roleplay and nudity together as a trend, and how to handle these cases.

Trolling, both personal and slow forms and the effects of bullying and misunderstandings.

There have been concerns with how to handle trouble users where the users involved have a relationship that is either more personally formed or are constructions of a more sinister or false nature.

Interpersonal relationships of the moderators. Hierarchy of the moderation team, the promotion system and rank understanding, and the process of how decisions are made.

The moderator team has had encounters of criticism and personal arguments during decision-making and the disagreements of how the system in iScribble should work from every user shows a need for a call to action.

The moderator-user gap; perspective of users and also the separation of moderator and user.

A common communication problem between the team and users is the separation between the moderator's role and when the user who has a moderator rank may act like a normal user.

Misuse/abuse of attaining Regular User status, tools or users due to limited ignore tools.

Since the implementation of the system on iScribble, there have been frequent instances

where users unfairly game or abuse the system to (for example) raise their rank or harass other users.

Development activity and decay. Flex/Flash limitation to expand technically on the website.

As there was only one developer there has been little change to the website and client. Most activity is mainly maintenance and availability. Until recently there has not been any new changes which would help continued participation levels and general community development. Introducing HTML5 content would also help expand what can be possible on the website.

Community touch and engagement - dwindling active users, the levels of appreciation.

There have been frequent reports on how the amount of online peak users have decreased dramatically, and how users are reacting negatively through both daily activities and events like the latest competition that was hosted on iScribble.

## **Qualities**

In comparison to other online communities, this is unique and shows promise in growing.

This was an observation in the growing potential of adopting HTML5 content, and the potential of how many users were once logged in simultaneously.

Dedicated works that have a great deal of quality, and how the gallery logarithm functions.

As iScribble has a curated gallery, there are possibilities to explore how this dynamic inspires community behavior, with consideration to how the gallery is organized and sorted.

The way tools function and the limitations imposed on the interface—board size, blur trouble.

This was brought up mainly to consider possible features in the client regarding tools and options, where with any implementation are limited to the boundaries of the user interface which affects how it would be used.

The community has its own nuances and behaviors which come with using the website.

Users have many possibilities to form relationships with other users while collaboratively drawing with others on the website. They also have their own profiles which tells a little about themselves along with a gallery of their drawing submissions.

The website is at a crucial turning point right now as the technology that it is built on is dated and its community is in need of being rejuvenated. Its important to look into the characteristics of what can take this community further and what future developments should be expected in this situation.

The idea is to develop a prototype framework which will help aid team members and eventual users to better relate and work together as a form of community engagement. So the research question may thus be as follows: *What efforts and measures are needed to engage both remotely collaborative team members and the userbase, and how can participation from both parties be implemented?*

## [4.0] Methodology

As the collaboration is done remotely, communication relies on any social networking that can be done through the internet. This includes e-mail, Facebook, Skype and the [iscribble.net](http://www.iscribble.net) website itself. After the ideation and concept forming has been successfully executed by the main stakeholders, efforts started being put into the development of a framework. While the iterative cycle happens, there will be periods for usertesting and feedback for the prototype, and then the assessment of it and the use of it as a dialog piece to talk about community engagement with others online.

Using the prototype framework made will help establish the research question through actively asking moderators and users alike what they currently think about the status of the community and what the prototype can resolve in engaging users and the collaborative experience.

### [4.1] Collaboration with Stakeholders

Those who were considered the main stakeholders are listed by username below. They were hand-picked from the moderator team to be active users who have the greatest potential to incite change in the community and also the ability to take action on behalf of what users need or want. The website is based around voluntary work, so all of these users dedicate their time in any of these endeavors voluntarily, and are considered as regular members of the site as well in this respect (as opposed to being motivated to do this through monetary means).

tyb and sushi	The two founders of the website for <a href="http://www.iScribble.net">www.iScribble.net</a> .
Mheetu	The new front-end developer and Power User (PU) on the team.
broglex	Active Power User with community relations
Sketchpad	Active Power User with features and feedback
RedString	Active Power User with community relations
becky	Active Gallery User with gallery insights and feedback
+ The rest of the PU and +G and +W moderation team for feedback	

## [4.2] Expected Results

As a prototype framework will be made to help aid team members and users to better relate and work together as a form of community engagement, the scope of this project is limited by an interaction designers perspective and resolving the issue of knowing how to involve more of the userbase in the design process.

From an interaction design perspective this is relevant in finding out how a community based on collaboration can find more engaging and better experiences towards community development practices and what new understandings should be adopted in a community setting, let alone an online community where collaboration is done remotely. This can then be used for enhancing teamwork in collaborative situations, or as an example to speculate upon whether doing another, different improvement may help the collaborative drawing community much more. The prototype may find alternative uses to enhance certain other teamwork aspects or may be applied as something that creates a team building environment. There is room for a lot of possibility in taking the knowledge contribution and relating it to different forms of knowledge.

Externally, the contributions made from this project may potentially bring more users to actively participate in changing how the iScribble community should be, and allow for users to flourish again. The moderating team may experience a more positive shift towards a mindset that has a greater understanding of the userbase.

## [4.3] Understanding Potential Risks

As there are only two developers, and only one is really active, there may be a risk that they are not inclined to the suggestions or ideas that are presented to them. In this case the actions to take would be to reaffirm that not every idea or concept is final when in discussion about the project. There would have to be a clear separation between the role as Admin and the role of a thesis project research student.

The implementation of the project may not be very successful at first. One of the initial thoughts to counter that result and to ensure it will be successful in the long run is to gather feedback which can reaffirm that the new changes are good and are not detrimental. It would be noteworthy if there were quantifiable amounts of positive feedback.

There is also a risk that these design interventions may hinder development at any part of the project. There is a need to be sensitive to possible outcomes and at the very least to be prepared for how to deal with any obstacles that may arise or come up during the run of the thesis project.

## [4.4] Prototypes

Prototypes are tested through a live version accessible to a real and actual set of users, introduced as an implementation that is still undergoing changes adapted from feedback given. This has been dubbed as a 'living prototype', as it is a high-fidelity prototype that forgoes a secluded and internal testing phase. As there is no real life contact with almost all of the users, most of the workshops that take place to test the prototype are done remotely through the use of the website's chat client or through another chat service on Facebook or Skype. Any responses generated through the community are also taken into account during the course of the project. These reactions may happen through the instances of chat or more asynchronously through the different discussion threads available to the team or community.

Testing of the design ideas made would be carried out through a series of mockups and low-fidelity prototypes, which later become part of a larger framework and process. The prototypes would serve as a way to allow the testing user to experience what the end result would be like and what its uses are. This is similar to how prototyping was in the last thesis (Hansson, 2013), where sketching and low-fidelity prototyping are a better choice than the high-fidelity counterpart to quickly show users the thinking behind the idea and concept. The difference in this thesis is the nature of these prototypes not needing to be fully implemented as part of the solution unless taken directly into its high-fidelity form, as mentioned when talking about 'living prototypes'.

One difference with this project is that the low-fidelity prototyping may be considered more as experiments in intervention. The reasoning with this is that there are many social factors at stake when finding out what to design and how to design the artefact. In this context there are multiple parties involved, and even if they reside in the same community there are different cliques, statuses, ranks which separate users. Ideally we would want to design for all of them, although the motivation to do so will involve understanding what is best for the community as a whole instead of individual behaviors even if they may be equally important. With this in mind a 'framework prototype' can be established which can later be adopted as part of the changes made to the website and implemented accordingly.

## [4.5] Workshops

While starting the project with a pilot experiment, it was unclear how to form a structured design process. What followed was the use of an experiment of creating a methodology which involved having unstructured interviews coupled with a workshop. This then was assessed with an evaluation period and an iteration which redefined how a workshop is experienced. One of the differences experienced are that all users involved are remotely collaborating. Interviews preceded the user testing, which has become a method that helps users relate their understanding and experience prior to discussing how that can change with the use of the prototype. This process was then called a 'workshop round', used as an indication to an iterative design method being performed together with a reflective evaluation written out.

We performed a total of three workshop rounds together with users both part of the moderation team and part of the regular users on the website. Those who were involved expressed sincere interest in improving the website positively and better from the current state. Those part of the moderation team work voluntarily and dedicate their free time without strict obligations to always be present, or are forced to fulfill their role. Those of the moderator team are also regular users who actively log in and use the website on their own time.

With the first workshop round, establishing dialog with the developer and then establishing a similar dialog yet through unstructured interviews were both ways in finding a starting point for this project and to get a quick understanding about the situation.

The second workshop round helped confirm this same situation more clearly with these unstructured interviews with the moderating team. With these in mind a mockup was generated with a lot of the considerations from the interviews. A second mockup was made after iterating further considerations and gaining more understanding.

For the third workshop round an effort was made in scaffolding through the use of Google Drive to create a middle platform where anyone who is not directly involved with the direct development yet is able to participate on the Admin Board could find ways to contribute to a collaborative project. Contribution from these users include the localization efforts, summarizing Admin events (only pertaining to iScribble development) and looking at team participation, or through a guide/tutorial in which will find ways on enhancing user experience.

## [5.0] Design Process

To explicitly make the design process clear, each workshop round started with a user interview regarding current understanding and community experience. An intervention was also performed which allowed for discussion on how to improve on this experience. Following that was an evaluation and assessment which generated a new understanding of the situation. This led to further iterations and considerations leading to the next user interview.

Establishing contact was an important first step for me, thinking back to the project that we did for collaborative media where contact with many people was the hardest. A mixture of fieldwork and contact was made in order to find what potential problem areas have yet to be discovered from others. We were encouraged to do pilot experiments to start off our project. An experiment was used in a more broader sense of the word, where we could tentatively test certain ideas and find new insights and also to confirm some of the suppositions we may think true. Two experiments were attempted during the course of two weeks. What you see in turn has evolved into what we called ‘workshop rounds’. These are experiments that have incorporated elements of having a remote and sometimes asynchronous workshop together with an iterative process.

### [5.1] First Workshop Round: Establishing a Dialog

One experiment was to open a dialog with the new developer whom we do not have much experience with yet. We carried a conversation about the development process, and changes towards the site. It started open-ended and lasted for about two hours. During this time we talked about the motivations as developer, feelings towards potential changes, and their thought processes concerning future outlooks. This was an enlightening and fruitful conversation. There was information which opened up different ideas on things to work with.

Another experiment was attempted on gathering data through unstructured interviews. There was a set of basic questions which led to more open discussions. They were as follows:

1. What kind of user are you?
  - a. How active would you say you are on iScribble?
2. What do you think of iScribble?
3. What do you think of the recent developments on iScribble?
  - a. What would help improve these developments?

## [5.2] Evaluation of the First Workshop Round

One of the topics discussed with the development was an idea the developer was already working on, which is the redesign of the interface of iScribble. As this would change the outlook of the whole site, there was leeway in also changing a lot of the experience of seeing what has been drawn and allow for a more seamless flow in terms of interactions. In figure 5.1.1 we see a reimagined lobby designed by the new developer where the gallery seeps into the page. A lot of the redesign was a visual update and finding a way to make a coherent, consistent interface.

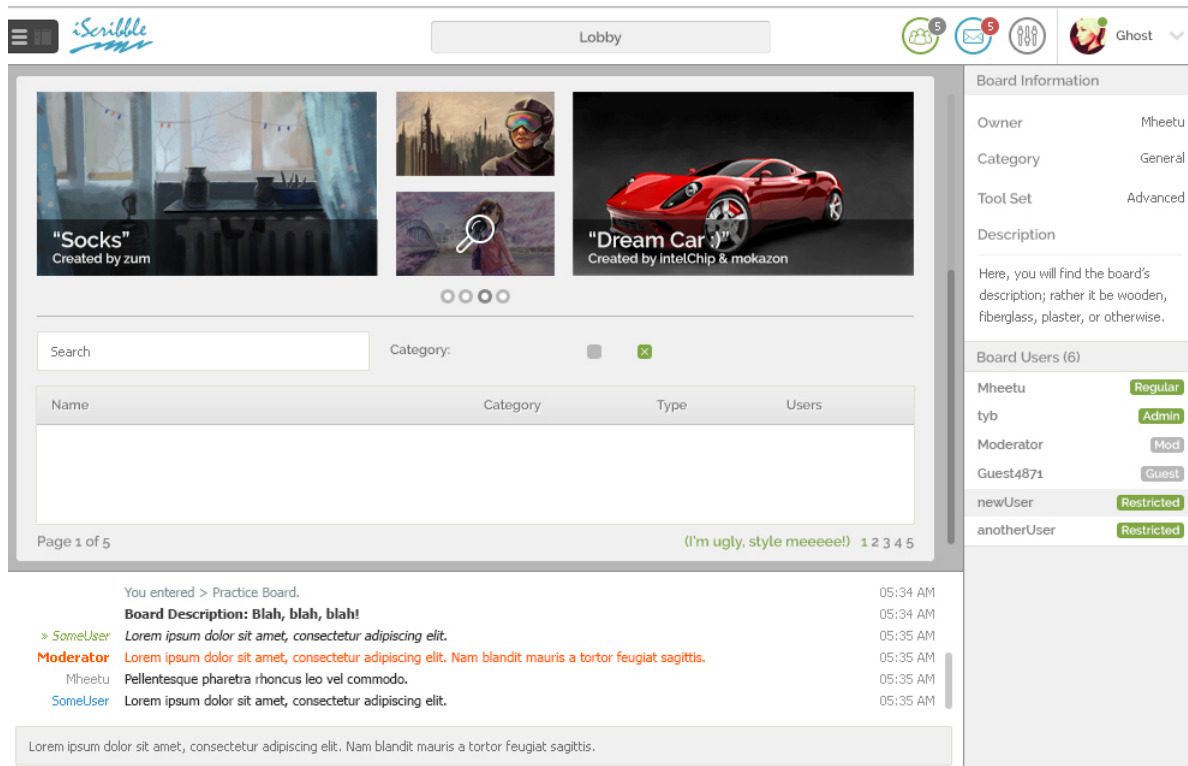


Figure 5.1.1: A reimagined lobby designed by the new developer where the gallery seeps into the page.

Questions from the second experiment aimed to allow users to open up and talk about developments and changes to their community. Although it was too early to tell what kind of results were being yielded, as the answers varied a lot, there was a need to have more direct questions. At the time of doing this, people had a lot of thoughts concerning the changes being made on the website. One of the recent changes during the time of asking these questions was a change in the layout of the client (where people log in to draw). The changes included separating the navigation from the content, allowing the chat to expand all the way to the bottom of the window (instead of a fixed size), that chat auto-locks when being scrolled and that hyperlinks written in chat were more forgiving. The changes in layout was mostly to give consistency in structure, and to utilize the vertical space. The figure below illustrates the consistent separation

between navigation and content, and also indicates how the elements in the content were affected. Responses regarding these changes were mostly positive, according to the developer who handled a lot of the feedback directly, and while implementing these new changes asked what others thought about them individually.

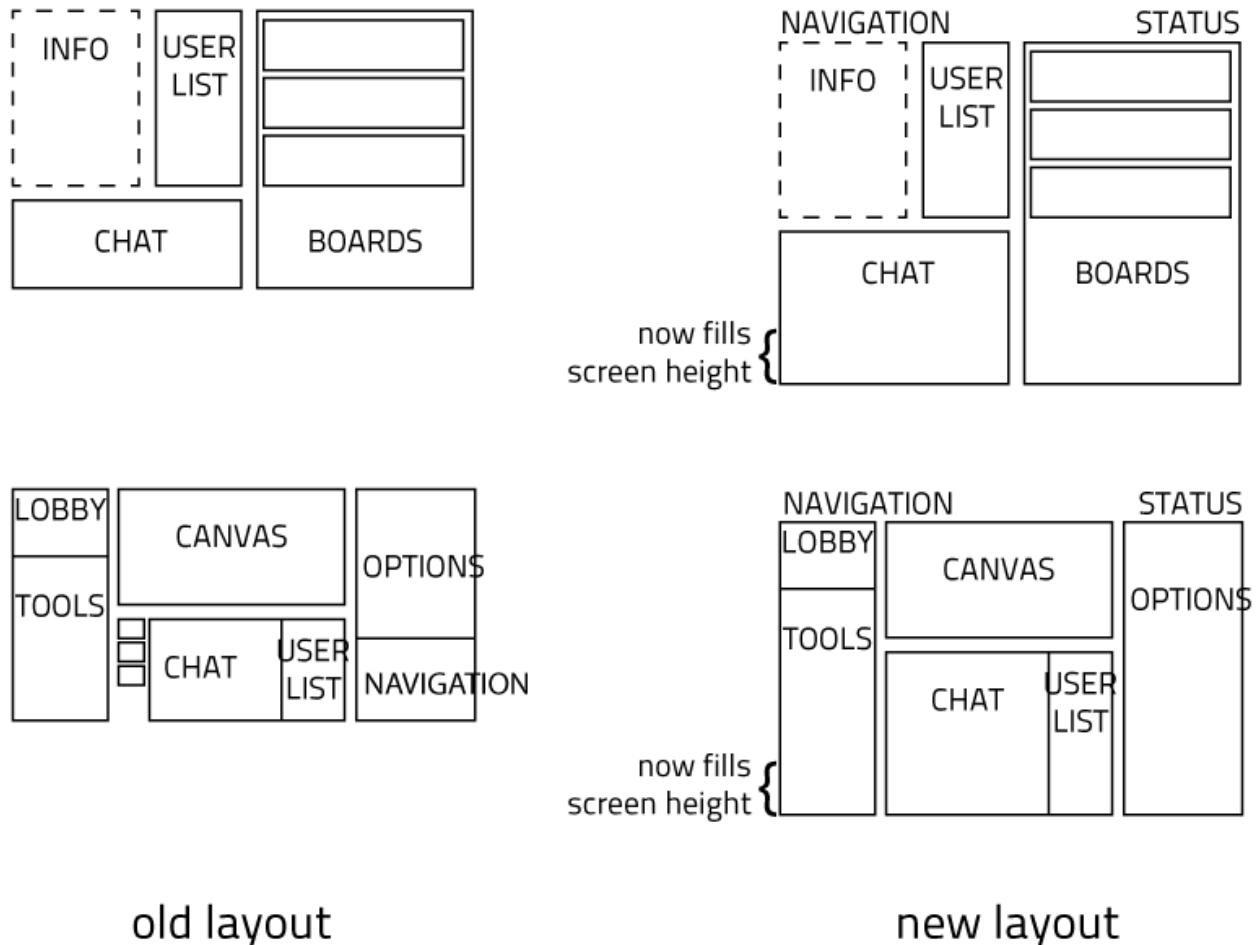


Figure 5.1.2: The changes made to the client in terms of layout; with focus of content separation and consistency.

There was a backlash response from those that did not agree with the changes, and these took the form of unhappy responses written on the Feedback page, and a board that was created in the client which had a title demanding that the changes be reverted. It was clear from different conversations that users wanted a better way to express what they want from the site. This was written in varying forms when asking about what kind of specific improvements would make their experiences better. An instance of this need is where a few users took these changes in protest and created a board with a title made to provoke others into discussion. There were also a few responses that have expressed not being able to be part of things that happen on the site, and that desired to be more involved in the changes that could happen. This was expressed through the Feedback page after these changes were implemented and also through online chat when logged into the client.

### [5.3] Second Workshop Round: Feedback and Analysis

The pattern emerging from these results and responses from the pilot experiments is this need, perhaps a strong desire to enhance communication between the userbase and the iScribble team. In an attempt to get an encompassing understanding, we turned to the team and asked an improved version of the same questions from the previous section. From there mockups were constructed where improvements were considered, leading up to a second iteration being made with further considerations.

### [5.4] Evaluation of the Second Workshop Round

After establishing a dialog with the developer and attempted to get some open discussions with users through unstructured interviews, there was a need to see what the team thought as well. Most of this confirmation was to get a consensus about the state of the community and also to get some form of approval or agreement in the findings that were gathered during the pilot.

With this second workshop round, we did four interviews with three Power Users and a +Warn user who recently became a Power User. Each interview gave insights into their character and what they valued most from the community experience, with what they perceived to be most important in what to improve next in community/technical development. Each interview was conducted in private instead of having a single workshop for both scheduling reasons and that each input had their own experiences to share, and therefore a workshop would result in a lot of time spent while every person discussed their unique experience. Although without a workshop of all four users, there is no propagation or cross-pollination of ideas, which can be seen as both positive in confirming a thesis but also negative in that further conversation and further ideation on topics are not possible in secluded talks. In the following paragraphs each interview is briefly summed up to give a gist of how each interview went. Following that, a more in-depth explanation follows to show what was mentioned from these talks, along with what patterns and understandings were noted.

Power User GHOST mentions larger canvas size, allowing users who have warning rights to see user histories and color schemes, which are all part of new features users have wanted as part of improvements which could be made. The signup filter should be removed, though they see the reasoning behind having it for abusive and trouble users. On the other hand we are losing users this way. There was mention of the user Sketchpad's suggestion list (more on this in the in-depth explanation). There was another mention of Mheetu and a JavaScript applet he made to help remove multiple users off their friend list. Suggestions were made in that there could be a system

based on IPs which could be watched and filtered in better ways, perhaps showing listed IPs of those who are troublesome in terms of location would help accomplish this.

Tangent to the workshop interview with the user GHOST, and since this happened on one of the website's boards, there was a moment where GHOST turned to the users who were in the board and asked the improvement question to those present. This led to some suggestions being generated, where one user took it upon themselves to show how a new client layout would be an improvement for higher resolution monitors.

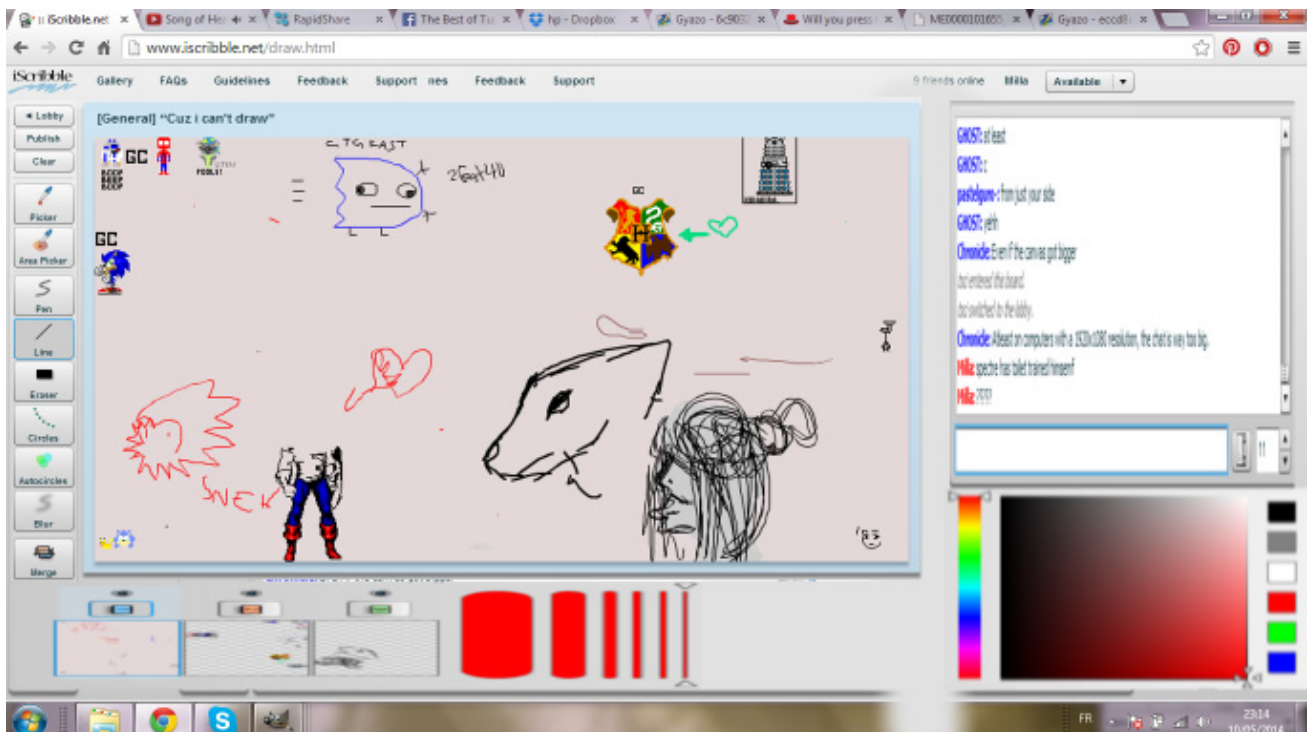


Figure 5.4.1: One of user Chronicle's iterations of a new client layout.

Power User Katrina stated that participation of all moderators when developing, gathering information and skills would yield in positive results rather than the current standstill. They proposed that all moderators be emailed as a form of getting into this participation. There are to be more active moderators to allow more ideas, and these ideas that are implemented allow for an increase in userbase eventually. Suggestions were made in that using situations like online meetings to mediate times when there are too many 'voices' when discussing a topic, with simple voting, and a hierarchy where someone has authority to decide will help accomplish this. Review meetings could be set up as a means to knowing the status of these situations.

User Milla started by talking about pressure sensitivity, although understood that people like iScribble for its simplicity as well. Milla then suggested that more exposure to get more people interested and involved, and furthermore more people to be active in the community and gallery would improve the community state. Suggestions were made in that the verification process be temporary instead of persistent, and is active only when there is “a big infestation of scribblers”. There was mention that bringing back RP (roleplay) and the inclusion of board filters helped popularity of the site a bit. A final comment was made that it was a shame that more were not active in the recent competition.

Power User RedString wants to encourage growth to introduce others like themselves to the site. More developers would help improve development, technically speaking. Although there are other areas in need of improvement. Inter-communication of the moderation team needs attention, as conflicts happen due to people being naturally opinionated. There is a need to improve communication with the public, where introducing as well as properly conveying changes is tantamount. There is also an understanding of the frustrations about not feeling heard from the last competition. Suggestions were made in that proper time to be with and hear the community is needed, along with “respectful attempts to try to get two understandings across for both parties” of user and moderator.

Note again that these are condensed versions of the interviews, and are to provide insight into the state of the team and of them as individual users. The suggestions made all form a direction in which the team could look to improvement, as both moderators and members of the community. There has been mentions of the verification/signup process. This was a measure implemented at a point in time when iScribble was experiencing multiple signups with the intent to evade bans made. The compromise made was that new users signing up would have to wait 24 hours maximum before being able to login. In that respect, it prevented users being banned from registering to the website under a new alias and IP so quickly. It may have been effective as a counter-measure towards trouble users, yet also causes inconvenience to newly registering users. Some explanation is needed for the context for ‘Sketchpad’s suggestion list’. In past discussions on the Admin board, there has been discussions about what kind of changes could be implemented and what the team needs to develop further. One user Sketchpad spent a lot of efforts in compiling a list of suggestions after many lengthy conversation with fellow Power Users. Reasons for not jumping on these changes when they were suggested can be summed up by a response from the Admin tyb, “Regarding Sketchpad's suggestions, the list is quite large,

and I would like to put the clear focus on what's best for our users. Things that the user will feel and appreciate. That means the ideas regarding changing the promotion and moderation process, new rules that regulate how often people can create boards, upload pictures, and so on will be of less priority. Changes in the gallery are also out of scope since this is not flash related.” Mentions of a competition refer to the competition hosted by iScribble beginning of March 2014. A group of four users consisting of two Power Users and two +Gallery users, organized and went through with setting up and managing the competition. Some of the problems that arose were common issues to many of the events hosted on iScribble, where users would publish controversial or even borderline acceptable material/reactions and the disqualifications which happen as part of that. A few of the actions/disqualifications that occurred during the event were not communicated with the other organizers and led to a little miscommunication. More of the serious issues became apparent after the completion of the event, where sorting out the prizes became an uncontrollable issue. Much of this is not in the hands of the organizers, yet again miscommunication led to misinformation where users did not know the status of their prizes, and having not received a prize or any confirmation, could not understand the situation. These understandings are always easily discerned in retrospect, although good communication was notably important in dealing with what happened.

From these workshop interviews we have gathered that there is plenty to improve. Much like the initial interviews made with Regular Users of the website, these suggestions come in abundance. What makes these improvements available to discuss would be the different ways one can communicate these changes towards the website. At the moment this comes mostly from the Feedback page and while online and talking to the users in the boards. Regular Users do not have access to the discussions that happen on the Admin board to be able to participate, so these two locations are ones the moderator team can gather information.

Currently the Feedback page has limitations. One being that one can only view the last twenty comments made to the page, so past discussions are ‘lost’ to all users. These comments may range from general feedback, feature requests and bug reports. The page also frontloads a lot of information to the users before allowing them a comment. Also of note is that it has not been until recently that Feedback could be accessed from more than the front page, where the link is placed at the bottom-right of the page (it may now also be accessed from the client).

The screenshot shows a web page titled "Bug Reports, Feature Requests and General Feedback" with a sub-header "Feedback" and a date "Updated March 10, 2014". The page content is divided into several sections, each highlighted with a grey box and a white text label:

- Information**: The top section containing the page title and sub-header.
- Recent changes**: A section titled "Recent changes/improvements" listing updates from 2014-03-01 to 2013-01-26.
- Known bugs**: A section titled "Known bugs" listing various issues such as distorted gallery images in IE and zooming problems in Chrome and Firefox.
- Team information**: A section titled "We currently have following Administrators" listing users like tyb, sushi, crmz, evn, and "Power Users" listing a long list of names.
- Setting**: A section titled "Theme Selection" with a sub-header "Select your favorite theme here (recommended selection is 'automatic')".
- Competitions**: A section titled "Tournaments and Competitions" listing events from 2008 to 2014.
- Settings**: A section titled "Settings" with options for "Zoom 2x", "Zoom 0.5x", and "Reset Zoom".
- Comment thread**: The bottom section titled "User Comments" containing a form for submitting comments and a list of previous comments with user avatars and timestamps.

Figure 5.4.2: Feedback page layout and content divisions.

As seen from the above figure, the layout contains a lot of the same information to those visiting again, where the comment thread or new information coming in is shown at the bottom of the page. This representation is also scaled down, and as can be seen by the scrollbar on the top-right, users would have to scroll down 3-4 screen's worth of information before being allowed to comment and see other comments.

When dividing the content of the layout we saw some quick ways to visually clean up the information, and collapse other information which is still accessible. While it is not directly something that affects feedback and the website in general, it is a way into getting some thoughts going about getting into what changes will come in future. Narrowing the amount of scrolls, making the sections more concise and quartering each section so navigating through the content is clearer would help avoid miscommunication or deter users from commenting. What was first done visually was to make the Known Bugs a collapsible link, from a suggestion made by

user becky. Reasons for suggesting this stems from how the FAQs were structured, as each question has the ability to be expanded/collapsed. This was done together with condensing the information at the top of the page to the same font-weight and less redundant, as the page is already titled “Bug Reports, Feature Requests and General Feedback” so there is no need for instructions about posting that. Later, after looking at the figure again, the settings could be combined and both the competition and setting lists could instead be placed as horizontal button menus, to save vertical space and also to emphasize they are more like menus/options.

The screenshot shows a web page titled “Feedback, Feature Requests and Bug Reports” with a lock icon. The page content is organized as follows:

- Header:** “Feedback, Feature Requests and Bug Reports” with a lock icon and a small red icon.
- Notice:** “You must be a Regular User to post below. We do not answer questions already answered in the FAQs or Terms of Service.” Updated May 13, 2014.
- Recent changes/improvements:**
  - 2014-03-01 - New gallery replay feature online.
  - 2014-02-24 - Various user interface improvements and bug fixes.
  - 2013-10-20 - We have now amended the FAQs concerning nudity on this site.
  - 2013-01-26 - Regular Users now may use the /join command (i.e. /join username).
- Known bugs (click to expand/collapse):** A collapsed section.
- We are a team of:**
  - Administrators:** tyb, sushi, crimz, evn
  - Power Users:** Andy, blasfemme, bleep, Bluefox, bratcat, broglex, C0mBineD, cereal, chailoe, claire, DarkGenic, DustFinger, Egl, Erk, Felipe, GASP, GHOST, Giwi, Goozi, Gumbie, Heichou, horsefeather, Icesane, ink, Jennifer, Jme, Kamano, Katrina, Kimie, Knave, knick, Lucifer, Luk, Manti, Marko, Miika, Milla, Naunen, obis, Precipice, RedString, Saphy, scimmia, shwa, Sketchpad, sode, Spes, Steven, subst, SystemFraud, turtletheif, unHalo, Weedie, yasu, Ybur, yooniwut
  - +Warning rights:** afflicatio, aono, Azurenex, BEATNGU, Brie, Brohemoth, CandiesMoe, Chikorita, Concept, Ein, fatalox, Frenzie, Fygget, Gemmar, Hayden, JawKnee, Kerr, Lotusclock, mandachan, Marshintire, MayB, MeSh, MorbidChylde, ni, Neko-Shippo, Non, Paula, Piashantee, pine, sarahsays, Sayuta, shoestrings, Shye, SmART, Smoo, Spyda, squibbit, sue, Tackyhats, Toonz, TouchandGo, Wewfie, zimmer
  - +Gallery rights:** becky, Jonathan, NJ.
- Tournaments and Competitions:** A horizontal menu with buttons for 2014, 2012, 2010, 2009/1, 2009/2, 2009/3, and 2008.
- Settings:** A horizontal menu with buttons for Themes, Resolution, Zoom 2x, Zoom 0.5x, and Reset Zoom.
- User Comments:**
  - Buttons: Add comment, Feature request, Bug Report
  - Commented by PookieBear (Fri, May 9 2014, 07:27 am): [Feature-Request] Hi iScribble, It would be interesting to be able to create a room with a vertical (portrait) oriented drawing box as opposed to a horizontal (landscape) one. Then artists would be able to do full body characters at a decent size. Perhaps the chatbox and such could be moved accordingly then.
  - Commented by AdreiDax: Hello Hello. So big problem here well Not really more of business but people can get through it but we all

Figure 5.4.3: The updated layout with collapsed section, button menus and separate input buttons.

As can be quickly seen from the previous figure, a significant amount of vertical space has been accounted for, allowing the user to see that they can add a comment, request or report. The settings and different competitions are accessible via horizontal navigational menus, which now

look separated from other content in terms of layout. One critical observation from this is how the team size now takes up about half of the post space.

After further discussions with becky and also gaining inspiration from the post by PookieBear shown in the above figure, it felt appropriate to try separating the input buttons. This included with showing different texts when clicking these buttons to give feedback. The difference between having separate input buttons and simply having radio buttons here shows a clearer separation in what kind of feedback will be given as accompanying text for each kind of input is supplied.

The figure displays three sequential screenshots of a web form titled "User Comments". Each screenshot shows a different feedback option selected, with the form dynamically updating its instructions and text field.

**Top Screenshot:** The "Add comment" button is selected. The form prompts the user to "Post your feedback below. Keep unnecessary discussions away please!" and features a large empty text area for input.

**Middle Screenshot:** The "Feature request" button is selected. The form prompts the user to "Post your feedback below. Remember to include your reasoning along with the suggestion." Below the text area, a comment from "PookieBear" is shown, dated "Fri, May 9 2014, 07:27 am". The comment text reads: "It would be interesting to be able to create a room with a vertical (portrait) oriented drawing box as opposed to a horizontal (landscape) one. Then artists would be able to do full body characters at a decent size. Perhaps the chatbox and such could be moved accordingly then."

**Bottom Screenshot:** The "Bug Report" button is selected. The form prompts the user to "Remember to check to see if it is a known bug listed below before posting." Below the text area, a list of known bugs is provided:

- Users with Internet Explorer will most likely experience distorted gallery images. The cause is not yet known and no solution for IE is available. IE users must switch to another browser to avoid the issue.
- Users with Chrome and FireFox 3.6.4 may experience problems zooming. This is because these browsers interact with Flash in a different way than before. Users can either deal with the problem, use another browser, or roll back to a previous version of FireFox. **A Temporary Hotfix for Firefox has been found.**
- For users experiencing tablet problems in Win7: Enter "Component Services" in the start search bar. Click on **Component Services**. Select **Services (Local)** to the left. Locate **Tablet PC Input Service**. Right click, and go to properties. On **Startup Type**, select **Disabled**. Click Okay.
- Users may occasionally experience a phenomenon in which iScribble boards will appear null, and all text is garbled. This is a Flash framework error, and cannot be fixed by the administrator. If this occurs, refresh the window, and login again.
- Users experiencing the errors 2048 or 2031 on Firefox (and maybe IE) may try this **Possible Solution for Flash problems**.

Figure 5.4.4: The separate input buttons expand with accompanying text and text field.

Currently the use of the Feedback page is limited to the last twenty submitted posts, which may be replied to by any of the Power Users. Further posts are hidden, and can no longer be seen by

either the users or the Power Users, which means that previous conversations are forgotten and lost to those who do not get a chance to visit the Feedback page as often. After discussions with Mheetu, and keeping the ideas from RedString's interview, thoughts surrounding how to get more from the Feedback page were generated. Based off of an idea that we had concerning development, a mockup of an integrated issue tracker was drawn up with considerations to how both the moderating team and the users will interact with the system. This is to replace the section that shows recent changes/improvements. A figure of the mockup in one of its final iterations is shown below.

**You must be a Regular User to post below.** Updated May 13, 2014  
**We do not answer questions already answered in the [FAQs](#) or [Terms of Service](#).**

**Recent changes/improvements**

Priority	Ticket	Details (click for discussion)	Status*	Notes (click for details)	Last updated	User Vote	Ticket #
1	Feature	More tools for user-made competitions	Resolving	We hope to resolve this in the next...	5/19/2014 12:24:00	100/15	59
2	Feature	Persistent /ignore and blacklist options	Days	We see it's good to manage online...	5/7/2014 15:06:00	80/7	56
3	Feature	Selectively remove/export offline messages	Weeks	We will look into revamping your...	4/25/2014 4:12:00	95/34	50
-	Feature	Color palette saving at the top instead of the b...	Unknown	-	4/14/2014 20:48:00	45/10	44
-	Bug	When drawing with the Circle tool, the smallest...	Unknown	-	4/13/2014 12:12:00	36/2	43
-	Feature	Clicking on the Online Users brings up a list	Later	Not a priority just now	4/3/2014 17:46:00	20/5	42
-	Feature	Custom avatars online	None	We may consider this another time	3/12/2014 9:02:00	15/35	25
-	Feature	Gallery replay implemented.	Resolved	Implemented and also updated	3/1/2014 12:00:00	100/25	4
-	Feature	Various user interface improvements and bug fixes.	Resolved	Details of the new updates include...	2/24/2014 12:00:00	34/10	3

[See more updates](#)   [Known bugs](#)

\* These are approximate times set by the person taking care of the Task.  
Remember that this is a website based around volunteers and that we may not be able to deliver what you request on time.  
We will however do our best to resolve tasks or at least give you a reason why it has not worked out.

**We are a team of**  
Administrators   [tyh](#)   [sushi](#)   [crimz](#)   [evn](#)

1. User posts comment/request/report
2. System automatically generates a thread on the issue tracker
  - a. Assigns type of post, date of submission, and a ticket number
3. Team approves post if its a feature/bug, adding in details of post
  - a. May assign a status along with notes that detail reasons/reasoning
4. Users may vote for/against (or in the case of a bug vote if they encountered it)
5. Current votes are hidden to users, where the team may reprioritize based on these values

Figure 5.4.5: A mockup where the Feedback page has an integrated issue tracker, showing a description of how it works.

The mockup was generated through Google Sheets, and made into an image on an off-site HTML page. It was shown during the run of the second team community meeting to see if it was an acceptable and viable idea. Responses to the mockup were positive in the layout changes made, with a comment from RedString that they, 'like what [they] see' in terms of having an issue tracker made. A separate user test with a Regular User was performed to see if the response would be similar and if there was anything to add from a user perspective. The user Meese

mentioned that they did not know of having access to the feedback page “for the longest time” and that they “think [the feedback page] is a good idea, [as it] helps organize and keeps people from posting the same content if they don’t happen to read further down the line”. One curious observation from this interview was that “considering most mods use the website as well, or have in the past, they know exactly what the site needs” and that personally, they may not have much to add from what may already be put up by others. While the website functions upon voluntary help, the status of the moderator team is sometimes knowingly that of users as well, so the former reasoning made is not an unusual thought, although the idea of seeing the moderating team on equal footing when it comes to development is interesting when there is an understanding between the two different roles (between Regular User and Power User).

As a quick experiment, we wanted to see if it was possible to make a more functional prototype that left less imagination to how such a system would work. The idea was to create an input form which uses XML and inject new content through the use of PHP/AJAX. After two days and finally getting submissions to work, and for dates to somewhat work, we deemed that it would be too much work to make such a prototype where believable responses from user tests could be confirmed. This was further validated from discussions with the developer Mheetu, who at the time was trying out a PHP framework called Laravel. This framework does not only offer quick implementation, but allows for more options including easy access to actual databases with security considerations and support for generating community experiences without much effort. Below is a figure showing what resulted in those endeavors.

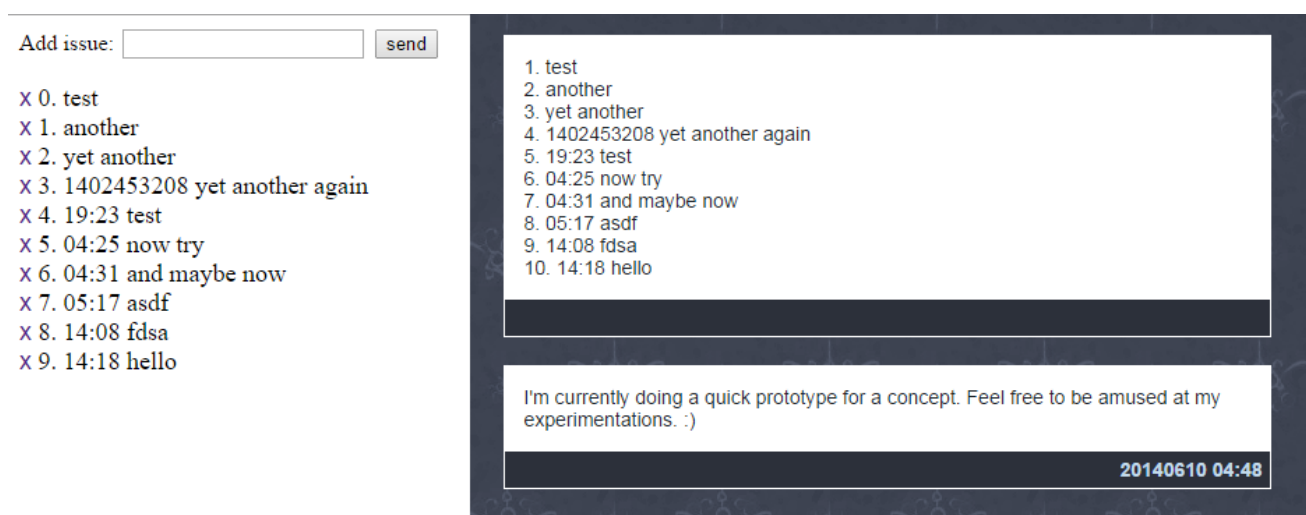


Figure 5.4.6: A failed prototype of creating feedback posts through injecting XML via PHP/AJAX.

Reasons for deeming this too much work apart from the implementation is also in that creating a prototype where the later experiences also have to be generated and made up would take too much effort with little payoff. The extra steps shown in figure 5.4.5 would not be

encompassed by the prototype as they do not happen simultaneously, so when a prototype at its final stages is able to be user tested, we would still have to ‘paint in’ a scenario or context for the user before they continue their use of the prototype. If we were looking more into specific details of the user experience and specifics like aesthetics, especially if we were to decide on specific user journeys over another, there would be more reason to have a more functional prototype. Again, this confirms Löwgren and Reimer (2013) as a lightweight prototype not being helpful when in a situation of many different stakeholders testing a real set of users, and instead a need to focus on blueprints and scaffolding as a design strategy is a more viable option in generating knowledge and understanding.

### [5.5] Third Workshop Round: Collaboration and Reflection

As part of the efforts in scaffolding and taking in the observations from the previous workshop rounds, we have decided to make use of an existing collaborative platform Google Drive. The idea is to create a middle platform where anyone on the Admin Board could find ways to contribute to a collaborative project. This includes localization, finding a way to getting information accessible and more easily understood (looking into navigation, streamlining content as well as looking into Terms/Guidelines/flow of information), summarizing Admin events, looking at team participation, or through a guide/tutorial in which will find ways on enhancing user experience.

### [5.6] Evaluation of the Third Workshop Round

From Crandall et al. (2008) there is first observation that shows that social interaction relates to similarity, where the idea of selection or social influences has an effect on future social interactions based on other’s user activity. Similarity occurs in the sense that users who “pursue activities and encounter others through these activities; based on these encounters, their pattern of activities may shift further due to the resulting social interaction. This captures examples such as editing an article on Wikipedia, contributing to a group discussion on a site such as Facebook, commenting on a story in a news-sharing site, and in a range of other settings” (Crandall et al., 2008). We found this interesting as scaffolded and supported activities would therefore encourage an increase of the same activity through selection or social influence.

While creating a socio-technical system and for the purposes of scaffolding the collaboration, instead of creating the scaffolding from scratch, there are possibilities in using tools that already exist. Even if one solution may not fit or work well in the context of the scenario of scaffolding, it may be adapted as long as the foundations for collaboration can be established. For these reasons we would use Google Drive as a means to establish the collaboration. Google Drive allows for access to be granted to those who have e-mails, which keeps the information

only to those who are logged in to those e-mails. It is a collaboration platform which also allows simultaneous input from participants, giving opportunities for collaborative instances available to anyone with this access.

According to Zumbach et al. (2005), the main reason to need scaffolding in learning groups is that “individuals in a group do not automatically cooperate and act as a group”. While iScribble is not particularly classifiable as a learning group, there are strong relations to the different issues experienced from similar learning or instructional settings where collaboration is part of finding a resolution or generating new understandings. These include observations of “typed, text-based computer-mediated communication” being part of the problem of “poor peer interaction” and that “social mechanisms like building positive interrelationships, establishing a group identity etc. are afflicted” (Zumbach et al., 2005). From the research it was shown that collaboration scaffolds are divided into two sub-categories, design-based scaffolding and management-based collaboration. The figure below shows the different distinctions between these two methods and possible means of how each deal with these scenarios.

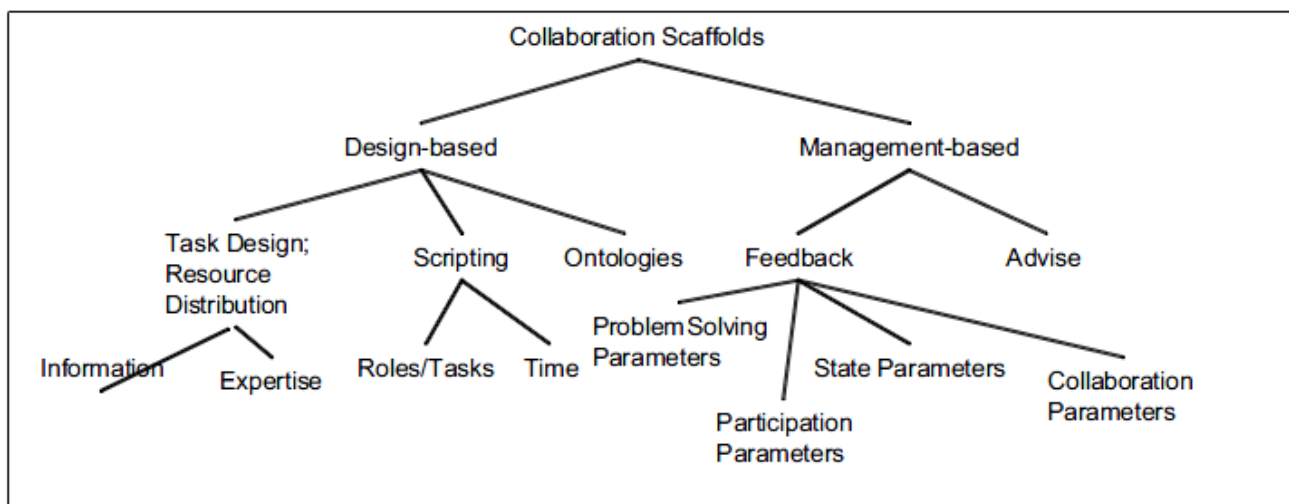


Figure 5.6.1: Approaches to Scaffolding Collaboration (Zumbach et al., 2005).

Following the same train of thought from the last workshop round, and looking more into how to implement scaffolding that would support getting an issue tracker into the feedback page, it would be one design opening to pursue attempting something that opens discussions around creating an artifact similar to that of an issue tracker that works on Google Drive. This led to the creation of a Google Sheet and the concept of having a timeline.

Collaborative Community Engagement

I would like to construct a timeline for iScribble where we can better see the progression of changes. One aspect of this is to be able to see what kind of changes have affected iScribble positively and also as a means to motivate further and continuous change in future.		Minor only denotes minor changes, Public denotes whether this may be public knowledge.			If you input #ca anywhere in the Event fields, you indicate that the date is approximate. You may put priorities (using # and 1-5) in the Planned field.	Do not edit colors, these happen automatically. Do not edit number format either, it may ruin other dates (I'll manually check these).	
Date	Events	Minor	Public	Planned	Future Update & Suggested Improvement Events	Comments / Status	Public
2014-08-22	Public 'Ideas' meeting.		Y	#1	Update the FAQs about PUs being able to see replays.	Will be included together as part of the localization efforts springing to action.	Y
2014-08-13	Updated Feedback page layout.	m	Y	#1	Update the FAQs to clarify the use of nicknames/usernames.	currently needs fixing on Guidelines.	Y
2014-08-10	Second Team Community Meeting.		N	#5	Hasame's situation about the reserved name 'Mother'?		N
2014-03-14	The contact form should now display a confirmation message upon submission of a support request.	m	N	#4	There's a broken load evn has in Private [evn], to show tyb.	evn will be informing tyb of this.	N
2014-03-05	Client FIX where session names would be made into links (v4.0.2.201403050726)	m	Y	#2	Localization status and a means to bring Guidelines and FAQs together.	Milla has taken part as being the main contact person and organizer in this endeavor.	Y
2014-03-01	New gallery replay feature online.		Y	#2	Fixing up site navigation so that experience is more seamless.	evn is discussing this with Mheetu.	Y
2014-02-27	Client UPDATE Users will now be required to select a category when creating new boards. Board title is now limited to 48 characters. Board description is now limited to 450 characters. (v4.0.2.201402270457)		Y	#1	Whispers being shown inadvertently to some users in the client.	Needs assistance from tyb in order to sort that out (Mheetu has deduced it's a server-side issue)	N
2014-02-26	Client FIX Brush-size selector was too strict. Add/Remove friend button size was adjusted. removed This board has been moved to [category] message upon entering a board.		Y	#2	Feedback changes are in dire need.	evn is looking into this.	Y
2014-02-24	Various user interface improvements and bug fixes.		Y	#3	Introduce and form social feeds together (broglex has the subreddit, we also have Facebook).		Y
2014-02-24	Client UPDATE/FIX /category validates user input first. added category change system message. fixed a bug causing status drop-down to not update on the drawing page. removed Home link, added logo and linked it. added Feedback and Support links. adjusted spacing between tool buttons and brush options to fit smaller resolutions		Y	#1	Competition 2014 situation, and Pussapallo's exchange.	tyb and Katrina would know the status of this in particular.	N
2014-02-23	Client UPDATE/FIX several interface enhancements, board categories, board filter added to Lobby, category selection on board creation form, new client expands vertically to browser height, revamp on client disconnect, added a proper alert dialog, client now shows the chat log through disconnection with a relogin button, added a stepper to adjust chat font, removed chat look button, added smart auto-scrolling, removed away button, added availability drop-down menu. BUG FIXES glitch of using normal tools in a Simple board. URLS parses are improved, chat font is now Taboma for easier reading. W/PU UPDATE IP address in /info links to Last Logins, larger /info dialog for equal/higher rank, /category to move boards		Y	#3	Allow Regular User -W to access Admin and enable them to participate in (open/accessible) discussions		N
2013-10-20	We have now amended the FAQs concerning nudity on this site.		Y	#3	Who has access to the official Support e-mail? We should probably finalize and close the unofficial account.	Was mentioned in the first meeting and rights were given to someone, just not sure.	N
2013-01-26	Regular Users may now use the /join command (i.e. /join username).		Y				
2011-02-18	Removed the News section (RP related) in Feedback.	m	N				
2010-12-17	Roleplay has been restricted from Public boards.		Y				
2009-01-01	The first posts on Admin board were created.	m	N				
2009-01-01	#ca						
2006-02-05	System for iScribble was created.		Y				
2006-01-17	iScribble was created.		Y				

Figure 5.6.2: The first iteration of TIMELINE with Events, and Future Updates & Suggested Improvement on the right.

The first iteration of TIMELINE included what would normally appear on the feedback page concerning updates, listed as Events on the right-hand side of the spreadsheet. Any events which are current or past would be listed here, along with a note of whether it was a minor update or not. Finally, since this was first started internally as there is better reserves of gaining information (namely from the Admin Board), there is also an indication of whether or not this should be public knowledge. There would be different reasons for not having all this information public knowledge, such as events which contain more of the technical or more sensitive nature, though the thought would be to be able to map everything out into a timeline internally, and be able to decide and see what type of information is important and that everything may be considered. Part of this exercise is to be able to consider transparency and seeing what may affect public relations. Involving external users also means information that is being distilled needs a certain amount of sensitive handling if indeed this type of sensitive information is to be exposed if absolutely necessary in order for them to contribute. It would also be good to note exactly where the boundaries are concerning transparency and so the act of tagging an item as Public confirms this to some extent.

Instead of dates, future updates and suggested improvements were given a column where priority could be decided. This was a value between 1 to 5, where 1 would be of utmost

importance, and 5 minimum priority. The idea of what decided whether an update or suggestion was a certain priority was set by the user creating the task on the spreadsheet, although this would then be finalized/approved by an administrator who may change this priority based on the status of current and on-going priorities, or if raised as a concern by other Power Users. The updates or suggestions would also have an extra column where comments on such tasks would update on its status, if it would be assigned to someone or in the manner of how it will be accomplished.

One of the supportive features of this spreadsheet was that it would help color in cells which help indicate the status of the tasks being inputted. For example, the dates are colored depending on which year was inputted. So dates much older than the current year have much darker shades of a certain color (figure 5.6.2 shows the range of colors on the left-hand side). Minor updates are signified with a light gray 'm' cell. Public events were colored green whereas private events had a red color, and priorities also had their own color scheme depending on how important it was regarded as.

The responses towards the use of the spreadsheet were positive. Speaking towards individual members of the team showed that the idea of having all this information aggregated into one area/place was a good direction and gave positive remarks about its usage in having user data inputted into it as well. Incidentally, there was a quick virtual workshop with users over improvements and suggestions towards what could be updated hosted on one of the drawing boards online on iScribble. Over 23 users attended this meeting, and were invited to write up their suggestions on any of the board's layers, which then allowed for some discussion and subsequent tally voting by those who wanted the same feature. There was at least 2-3 moderators present that both answered and took part of the discussion, and helped encourage feedback and thoughts from the users. When asked if this kind of data could be added to the spreadsheet the Power User Manti, who initiated this workshop, replied that it would certainly help to organize all the suggestions in one place.

So far, if we look back at figure 5.6.1 with the different branches of collaboration scaffolding directions, this spreadsheet would reside mostly on the design-based scaffolding. There are instances where there is some task design and the information added being attributed as events. Expertise would then be needed in doing any of the future updates or suggested improvements. There are little indications of scripting as well, where roles need to be assigned towards tasks that would need to be done in order of their priority, which is affected by the amount of time and

resources one may have to spend to accomplish the task. From discussions with Power Users about what transparency is and its effect on public relations, the TIMELINE developed more informed summaries about the progressions made in iScribble, and a deeper understanding into the participation of the Power User team formed. One of the main deciding factors for attempting this is that the Admin Board offers the most comprehensive discussion and information which can be attributed to dates, which also included where decision-making was made and when.

	A	B	C	D	E	F
1	Date	Page	Imprint	Entries	Events	Comments / Status
114	2014-03-04	113	19	37	#summary	19 participants (37 entries): Andy, GHOST (4), Heichou, Jonathan (4), Katrina (3), Manti, Mheetu (6), NJ., RedString, Sketchpad (2), Steven, Ybur, becky, chailoe, evn, subst (2), sushi (2), tyb (3), yasu
115	2014-03-17	114	14	32	#summary	14 participants (32 entries): C0mBineD, GHOST (4), Jennifer (3), Jonathan (3), Katrina (4), Lucifer, Mheetu, NJ., RedString (4), Sketchpad (3), broglex, chailoe, evn (4), yasu
116	2014-04-27	115	17	39	#summary	17 participants (39 entries): C0mBineD, GHOST (3), Heichou, Jennifer, Jonathan, Katrina (6), Manti (4), Mheetu (2), NJ., RedString (2), Sketchpad (3), Spes (2), becky (3), broglex (2), chailoe, evn (6)
117	2014-06-04	116	11	36	#summary	11 participants (36 entries): GHOST (7), Heichou (4), Jennifer, Jonathan (3), Katrina (8), Manti, Naunen, RedString (2), becky, evn (7), subst
118	2014-06-29	117	13	36	#summary	13 participants (36 entries): GHOST (5), Gumbie (3), Heichou (2), Jonathan, Katrina (2), Manti, Mheetu (7), Milla (3), NJ., becky (2), evn (7), subst (2)
119	2014-07-12	118	12	30	#summary	12 participants (30 entries): GHOST (6), Giwi (2), Jonathan, Katrina (6), Manti (5), Mheetu (2), Naunen, RedString, Sketchpad (3), Steven, becky, subst
120	2014-09-06	119	15	35	#summary	15 participants (35 entries): C0mBineD (2), GHOST, Giwi, Jonathan, Katrina (4), Manti, Mheetu (6), Milla, NJ., RedString, Sketchpad, broglex (5), evn (6), subst (4)

Figure 5.6.3: A snapshot of the second iteration of TIMELINE, with focus on team participation and page summaries.

With the help of +Gallery User becky, a lot of the summaries were constructed for 2009 when the first posts were made and the last two years 2013-2014. The participation was accounted for per page, where each page had a post which dictated which date should be noted. From here an 'imprint' was a participant who posted or replied to a post at least once on the page. Entries were the amount of times any user has commented or replied. This was counted on per page through a JavaScript which was hand-made to count each post and reply by parsing the page and looking for the words, "Commented by". Below is the script in full:

```

1 // Checks Admin Board participation
2 str = document.body.innerHTML;
3 punput = str.match(/Commented by(?:\s|</a>/g);
4 for (i = 0; i < punput.length; i++) {
5   punput[i] = punput[i].slice(17);
6   punput[i] = " "+punput[i];
7 }
8 punput.sort();
9 var pcnt = "";
10 var current = null;
11 var cnt = 0;
12 for (var i = 0; i < punput.length; i++) {
13   if (punput[i] != current) {
14     if (cnt == 1) {
15       pcnt += current + ', ';
16     } else if (cnt > 1) {
17       pcnt += current + ' (' + cnt + '), ';
18     }
19     current = punput[i];
20     cnt = 1;
21   } else {
22     cnt++;
23   }
24 }
25 if (cnt == 1) { pcnt += current; }
26 if (cnt > 1) { pcnt += current + ' (' + cnt + '), '; }
27 var arrpcnt = pcnt.split(',');
28
29 var uplinkVal, downlinkVal, thelink;
30 var thelink = new String(window.location);
31 var uplinkVal = parseInt(thelink.substring(58,thelink.length))+1;
32 var downlinkVal = parseInt(thelink.substring(58,thelink.length))-1;
33
34 str2 = '<div style="position:fixed;top:1px;right:0;padding:15px;width:200px;color:white;background-color:#2D2D2D;text-align:center;">'+
35 arrpcnt.length+' participants ('+punput.length+' entries): '+pcnt+
36 '<br /><br /><a href="http://www.iscribble.net/gallery/administration.html?page='+downlinkVal+'">&lt; '+downlinkVal+'</a> | '+
37 '<a href="http://www.iscribble.net/gallery/administration.html?page='+uplinkVal+'">'+uplinkVal+' &gt;</a>'+</div>';
38 document.body.innerHTML = str + str2;

```

Figure 5.6.4: The JavaScript used to count user participation on the Admin Board per page per comment/reply.

The problem with this script is that it is parsing each page with Regular Expression, which tends to be prone for error if not looking for terribly specific enough data. To remedy this, a trend chart was first generated from Google Sheets to see the amount of participation made by imprints/entries, and with the use of this chart, any spikes in participation led to us going to that particular page and seeing if we could normalize the data by hand to better reflect the level of participation. Reasons for the script not being able to parse data properly is due to the nature of the posts on Admin Board. At many points replies are written down as quotes, and since the script does not discern what kind of content is inside each comment or reply, the counts are not properly taken in. There were also a few instances when Support was also a part of the Admin Board posts, and once separated generated a few posts which quoted these as well. Although we know that accurate results from these ‘imprints’ would not be possible, and that other factors like exact dates were not pulled with the script, the idea is to get a good gist about the status of the participation of the users on this forum. Below is a figure of the trend chart that was made.

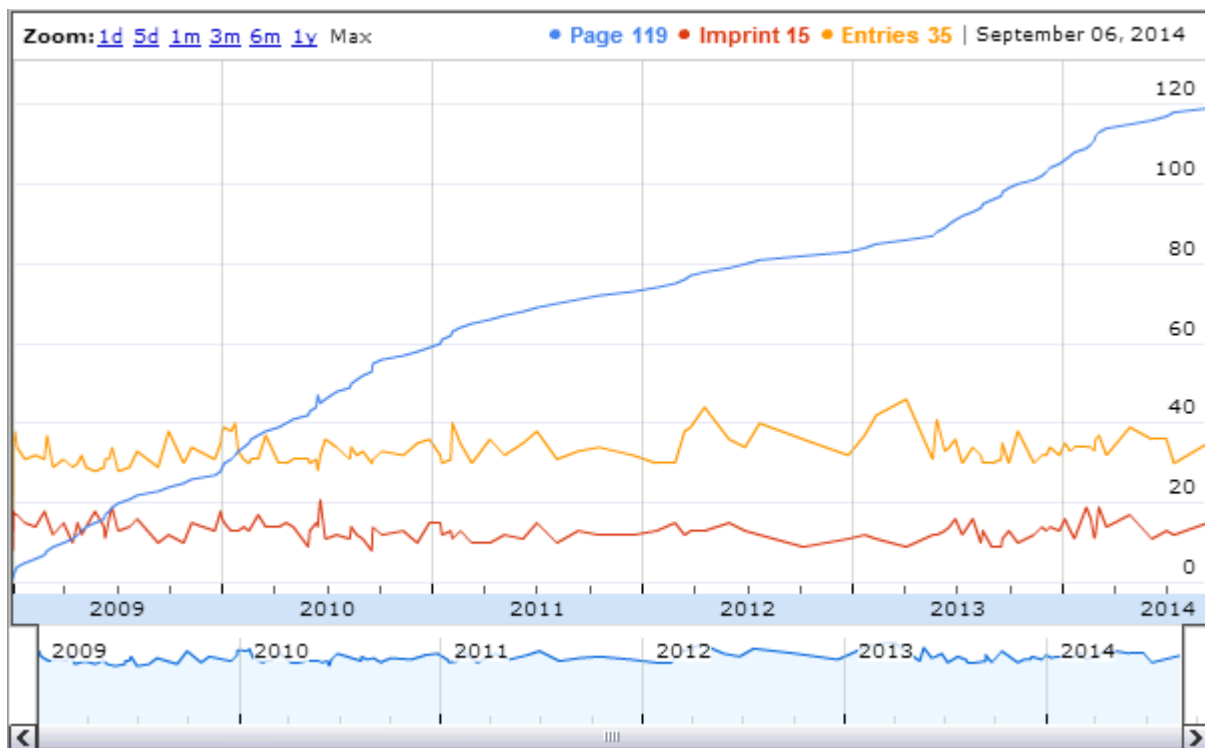


Figure 5.6.5: An interactive trend chart generated by Google Sheets which shows participation levels per page over time.

The chart in itself shows overall participation, so what was done next was to collect all the values of entries per user, and then map them out in terms of which date/page of the Admin Board they were last seen. A snapshot of how this looks is shown below in figure 5.6.6. Out of sixty-nine Power Users, thirty-nine were last seen in the last two years. Out of those thirty-nine, nine have become inactive over the past year. Furthermore five have already been demoted, yet that is not accurately shown on Feedback, and five others have not participated at all on the forum. These are all indications that there must be something happening at a managerial level so that it would be more clearer as to who on the team is active and who will most likely remain inactive.

With these thoughts in mind, it is now apparent that this type of scaffolding by the use of this spreadsheet is leaning more towards being more management-based when looking into the feedback and entries of the users and attempting to measure participation.

	A	B	C	D	E
1	User	Imprint	Status	First Page	Last Page
2	[blurred]	272	PU	2009-01-01	2014-07-12
3	[blurred]	423	A	2009-01-01	2014-03-04
4	[blurred]	90	PU	2009-01-01	2014-03-04
5	[blurred]	56	PU	2009-01-01	2014-03-04
6	[blurred]	27	PU	2009-01-02	2014-06-29
7	[blurred]	149	PU	2009-01-02	2014-04-27
8	[blurred]	49	PU	2009-01-02	2014-03-04
9	[blurred]	15	PU	2009-01-05	2014-02-18
10	[blurred]	405	PU	2009-12-28	2014-09-06
11	[blurred]	88	PU	2009-12-28	2014-09-06
12	[blurred]	252	A	2009-12-31	2014-09-06
13	[blurred]	100	PU	2010-06-15	2014-09-06
14	[blurred]	58	PU	2010-06-15	2014-09-06
15	[blurred]	79	PU	2010-12-26	2014-09-06
16	[blurred]	98	PU	2011-01-14	2014-04-27
17	[blurred]	28	PU	2012-01-25	2014-03-17
18	[blurred]	168	G	2012-03-24	2014-09-06
19	[blurred]	91	PU	2012-07-22	2014-06-04

Figure 5.6.6: The spreadsheet showing participation in terms of imprints/user and when they were last seen.

As of the writing of this paper, the discussions to act on this information has yet to finalize into yielding results, yet posting these findings to the Admin Board has given us some general responses. One user was optimistic and expressed that, even if they were a little confused by some of the explanation, it looked overall positive and showed a definite progression which means positive changes to iScribble in future. A few have yet to formalize a reaction and they may range from the positives of seeing the potential of the use of such a system to being uncertain or confused by what it means.

On another note, there have been efforts made in bringing a more collaborated effort in localization of the website. A folder on Google Drive was created for this purpose, with a template in Google Document for translating the Guidelines and the FAQs. In each template there were

instructions on making a copy of the document, the renaming of the file, and how to mark and annotate translations. The idea with this being established on Google Drive would encourage the idea that all localizations happen at the same level. So after the first localization instance happens, users will get a new template with instructions to only translate that which is highlighted. This would mean less work for those who intend to help out by translating by minimizing the amount of effort needed to look through a lot of text, and remove having to compare revisions of texts for translation. These efforts will help more in the future when the team intends to look again at the navigation of the website, where the content of the Guidelines and FAQs will no longer overlap and the Terms of Use/Service along with the Privacy Policy could be a lot more clearer to users.

Finally, a Guide Templates and a Documentation folder was created on Google Drive to allow for the creation of tutorials and guides for both internal and external use. It was appropriate to contribute tutorials on how to use tools, or how to get acquainted with iScribble which we could possibly use to change how users experience the website. This could be done in the way that a tutorial or guide is released directly into the website where users can access it, or by adapting what we have noticed needs improvement and changing the current system to help guide users or accommodate for better experiences. This sums up the last workshop round done for this project. As of this writing there have been 11 participants who have been invited to the folder.

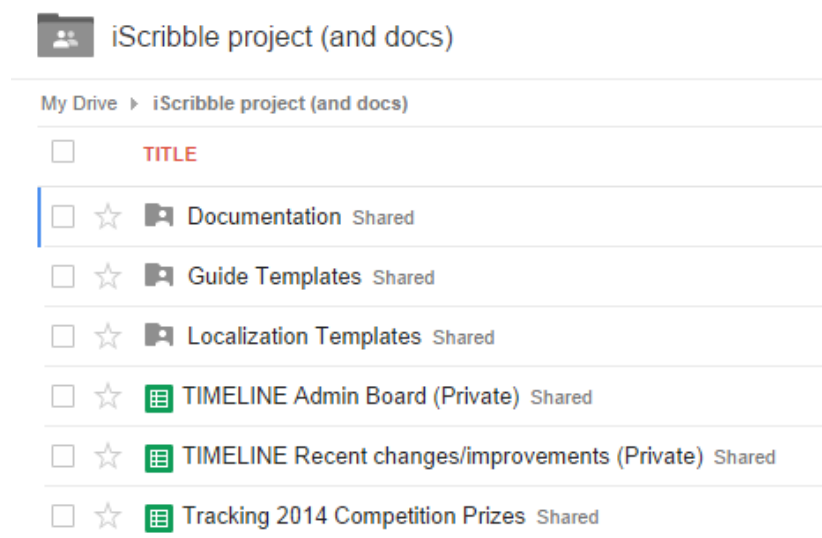


Figure 5.6.7: A screenshot of Google Drive, and the contents of the main folder.

## [6.0] Related and Relevant Examples

**Help & FAQ**

**deviantART Status**  
Are you experiencing an issue with deviantART? Please check our Status Forum first before submitting a ticket in case we are already aware of the issue you are experiencing.

**Help with...**

- adCast
- deviantART
- deviantART T-Shirts & Gear
- deviantART FILM
- Groups
- Ordering Support
- Points
- Premium Content Platform
- Premium Membership
- Prints Service

**Contact the Help Desk**

**View Your Tickets**

**Statistics**

- 0 tickets resolved today.
- 3,996 tickets resolved in the last week.
- 15,493 tickets resolved in the last 30 days.

**Search keywords:**

**Frequently Viewed**

- I forgot my username or I have lost my password and forgot to update my email address on file. What can I do?
- How can I create links to other deviants, deviations, or websites?
- What HTML formatting can we use on deviantART? And what is the format for these codes?
- What is Mature Content?
- I am a mobile interface user, but I do not wish to use this interface. How can I disable it?
- How do I change my deviantART username?
- Can I delete my deviantART account?
- How do I report people for abuse, harassment, or another issue I think is a problem?
- How do I submit art?
- Who selects Daily Deviations and how are they chosen?

**Recently Added Entries**

- My film does not submit through sta.sh, it repeatedly fails, what can I do?
- Can I edit my films on deviantART?
- Can I change the thumbnail images attached to the film?
- How do I cancel my rebilling Premium Membership?
- How do I get to the Commissions shop?

Figure 6.1.1: An example of the landing page for the Help & FAQ section of deviantART.

### [6.1] deviantART Help & FAQ section

Prolific art communities like deviantART and polycount have certain philosophies or methods for dealing with how to give users a livelier user experience. An example of this is the experience from deviantART's Help & FAQ section (<http://help.deviantart.com/>). The page that loads first shows a lot of the recent and current frequently asked questions. There are also sections of the page which shows that it is constantly being updated with new items and information, along with a small section showing off the statistics for today, this week and this month. When you start typing in the search bar the results are displayed live, and update as you type. The user is not lost in these pages as on every FAQ there are links to the Status Forums which contain the latest known issues and the Help Desk which is a ticketing system. You are able to view all open and closed tickets associated to your username. This is an example that shows an existing structure for a similar online art community and their methods of establishing clear and easily accessible and communicable help with issues. The responsiveness from using the section even with some of it being automated allows for the user to experience a solid sense of engagement.



Figure 6.2.1: Screens of the Astrid app, showing shared tasks, reminders and task options. Source: lifehacker.com

## [6.2] Astrid Cross-platform Social Todo List Manager

Astrid Todo List Manager was a socially collaborative platform for tasks and goal-setting. The application allowed users to assign tasks to others and for others to follow what tasks others are setting. People have used Astrid to share their todo lists where people could support goal-setting to collaborative project tasks, each with customizable settings and comment threads. This is an example that shows engagement at a social level. The communication that is allowed to happen for each shared task along with the task options such as reminders and priorities bring about a place where team members could see what is happening with the project, find motivation and complete own tasks. As of the 5th of August 2013 the service has been shutdown. Astrid continues to be a good example as there has not been any 'social todo list' services which have had the same socially engaging aspects designed in accommodating collaborative work through an easily accessible platform.

Viewing Issues (1 - 50 / 2370) [ Print Reports ] [ CSV Export ] [ Excel Export ] [ XML Export ] [ Graph ] [ First Prev 1 2 3 4 5 6 7 8 9 10 11 ... Next Last ]							
P	ID	Category	#	Severity	Status	Updated	Summary
	0012144	customization	23	block	confirmed	2014-05-26	changing to the next custom status does not work
	0017375	csv	1	minor	resolved (dregad)	2014-05-26	Customize Format of Excel Report & CSV
	0007126	db oracle	1	minor	resolved (dregad)	2014-05-26	For the execution of Mantis in Oracle 8i, 9i
	0007644	db oracle	4	major	resolved (dregad)	2014-05-26	Problems when creating the Mantis database schema on Oracle
	0017373	bugtracker	1	major	resolved (dregad)	2014-05-26	How to take a backup of the BT data
	0012744	bugtracker	7	feature	new	2014-05-26	WYSIWYG editor integration
	0002699	bugtracker	1	feature	resolved (grangeway)	2014-05-25	News related to a project should have a different colored title
	0000895	email	9	feature	acknowledged (grangeway)	2014-05-25	bugzilla type diff email instead of full bug each time.
	0017354	custom fields	1	minor	assigned (grangeway)	2014-05-25	Non-required custom fields with a minimum length fail to validate
	0012325	feature	28	feature	new	2014-05-25	Adding WYSIWYG editor to text areas
	0017360	plug-ins	2	minor	new	2014-05-25	Prevent loading of jQuery related plugins
	0008017	administration	17	minor	assigned (grangeway)	2014-05-24	Increase the size of the username field
	0017363	authentication	9	major	assigned (dregad)	2014-05-23	Authentication is done using http (non-ssl) and passwords appear in plaintext.
	0017370	bugtracker	1	text	resolved (dregad)	2014-05-22	Roadmap+Changelog display "0" instead of project name in error message
	0016358	filters	1	minor	new	2014-05-22	Custom field filter does not recursively read all items from sub-projects
	0017366	plug-ins	1	minor	assigned (dregad)	2014-05-22	Remove direct access to global variable in plugin.php

Figure 6.3.1: A view of all current issues being tracked on MantisBT, where status is denoted by color.

## [6.3] MantisBT Open Source Issue Tracker

Mantis Bug Tracker is an open source solution on issue tracking, meant to be simple for use on multiple projects and accessible to clients as well as team members. Thoughts behind why this is relevant is the visual progression shown over time, the ability to take actions expressly written as tasks to be done and priorities that can be set for all the tasks and a platform where communications surrounding the development can be coordinated and scheduled. This is an example that shows a solution that works in software development that could be applied to collaboration online or remotely. Similar to the previous thesis work (Hansson, 2014) where software methodologies and frameworks may apply as relevant to compare to, the difference is not to simply use an issue tracker as the solution as we want emphasis to be placed into “getting accessible communication and information flow and achieving well-planned objectives” in this particular collaborative setting.

## [7.0] Conclusion and Further Research

This paper started with asking what efforts and measures were needed to engage both remotely collaborative team members and the userbase, and how participation from both can be implemented. It was clear by the current activity of online users of the iScribble community that an intervention was necessary. The methodology formed a series of experiments, where workshops and interviews were melded together with evaluation rounds and iteration, called 'workshop rounds'. Prototyping also evolved its artifacts into being called 'living prototypes', to accommodate a real set of users and stakeholders and to acknowledge an understanding that implementing such prototypes involved working with their high-fidelity implementations. After three workshop rounds, a framework for team-to-team communication was created, and considerations were made for eventual users to be part of this dialog. Suggestions made by adding documents and spreadsheets opened up different directions for contribution towards this collaboration. The methodology generated case studies, which created an understanding towards remote collaboration and community development, contributing knowledge in the form of design research.

Establishing a dialog with the new developer and with the userbase was part of the pilot experiments. Evaluating the responses concerning layout and feedback from the users gave an understanding that there was a need to enhance communication between the team and the userbase. Confirming this with the team through unstructured interviews, and by taking the Feedback page as the most optimal way to communicate suggestions by users, two iterations of mockups were made and evaluated. The first mockup focused on making content clearer and giving clear options on submitting comments, requests or reports. This was later worked on to focus on the idea of elaborating a process where users would submit this feedback and how communication towards the team may work. There was also an attempt at creating a functional prototype, although this confirmed very quickly that prototyping a full experience would require much more effort with little payoff. This led to exploring the idea of scaffolding, making use of Google Drive. This idea was centered around the creation of a middle platform that give those on the Admin Board the ability to freely contribute to a collaborative project. From here the creation of TIMELINE was made where users could input past events in a chronological timeline, along with future updates and suggested improvements which could be prioritized and responded to. This first iteration focused on team-to-user communication, and considered the transparency in sharing information. A more managed-based scaffolding approach was taken for the second iteration, where TIMELINE developed informed summaries for events that happened on the

Admin Board, showing instances of decision-making and indicated team and individual participation. Finally, to complete the scaffolding approach, additional documents and spreadsheets were created to suggest different directions for collaborators to contribute to. This includes site localization, guide templates and internal documentation.

The case studies made through the experiments became instances in design research, looking to improve current practices and design processes in collaborative media methodology with focus on team-to-user and team-to-team communication.

The experience of having friends online which you can only interact with through text and sometimes through audiovisual means while being physically alone is not easily defined alike by everyone. Do those who interact know the intention of a person? Is social media truly social, as users are limited in interaction, and may not reveal anything about the character of the user. These social factors are mediated through technology into a virtual community. A virtual community that allows a sense of being included, either by shared interests or practice.

From the user's point-of-view there is the image that the user has, and the need to trust others who they engage with. On the other hand there is also anonymity that one can associate with their online identity. From the use of text there can be exaggerations and stories, some even attributed to the power of anonymity and also maybe because there are no facial or bodily expressions in chat. There is also no sense of certain expressions, like sarcasm. And just like text, all visual and auditory feedback taken from online are mostly processed input in some form. Much of the discussion surrounding these topics is broad and extends beyond the scope of this project, although include the kind of understanding and knowledge needed when dealing with interrelationships and reactions within a community that drive the motivations behind continued engagement.

The limited interactions both of the user and the team described here emphasize the importance of proper communication channels and much like Avatopia in Löwgren and Reimer (2013), the iScribble community and team should adopt "principles of open dialogue, transparency and accountability". Situations where misunderstandings and conflicts would diffuse easier in a more transparent and open environment as trust is more apparent.

Although McCarthy and Jinnett (2001) admit that there are inadequacies with their findings, and the knowledge and understandings will never be completely be known why one will take one activity over another, and any understanding reasons behind different motivations to participate, the framework mapped from different "dimensions" (shown in the figure below) of participation

and what can be observed has familiar categories. Note also how Participation Preference may also be viewed as an individual experience when it is self-focused, and as a shared experience when focused on the social aspect.

		What Person Seeks	
		Entertainment	Fulfillment
Participation Preference	Developing proficiency (self-focused)	Participation through media	Hands-on participation
	Social experience	Attendance (casual)	Attendance (aficionado)

Figure 7.0.1 The framework explaining forms of participation (McCarthy and Jinnett, 2001)

Those who log into iScribble and participate through the media would be those that take the time to browse through the gallery, and to engross themselves into what a member of the site does. Attendance would be in the form of logging into the client and chatting in the rooms, and spectating boards to see what is drawn by current members. When it comes to hands-on participation, they will draw in a board themselves, figure out the tools and how to become a Regular User. In the same tune, their attendance that leans more towards fulfillment would be to find a clique to hang around and make friends with, more online presence, and perhaps even submit to the gallery with their peers.

As a reflection to the inadequate amount of information in these findings, and being critical to McCarthy and Jinnett's (2001) open interpretation of the framework being described, there may be an appropriate understanding where your role as a designer is to be sensitive towards the situation and the needs of the stakeholders and users. Allowing the designer role to be more reactionary would entail that the process would not be as clear cut or straightforward. This is a danger as the stakeholders themselves may not be certain of the outcomes or how the findings would apply in all situations or to the whole set of users. Knowing that this approach involves experimentation that would yield results that may be used by other researchers or designers, validates the intervention of the designer and the continued search for change. This may also be linked with the understanding from Löwgren and Reimer (2013) that "interaction design and media and communication studies represent two equally important parts of the work towards what might eventually become a transdisciplinary field of knowledge and practice" as the project is not limited to just one discipline and therefore the usual methodologies and understandings do not easily apply, although intermediate-level knowledge (Löwgren, 2013) may be used in an

attempt to base a methodology for the situation and also in an attempt to generate new design knowledge.

During the course of the project, there have been issues where we had to discern whether or not we were doing research or being part of the participation. A lot of these issues were more easily resolved once the Administrator role was allowed to be considered unrelated towards the efforts of the project. As our role as Administrator is still a voluntary one, the definition of that role did not affect decisions made as a researcher, yet did allow us to request things as an administrator on the behalf of research, at least while remaining sensitive to the context of the project and the stakeholders involved. One of worries that involved the stakeholders was that the design interventions may hinder community development. As claimed by Crandall et al. (2008), both selection and social influence are factors and the use of either may affect the group in an undesirable way, where enough social influence “can push systems toward uniformity of behavior, while selection can lead to fragmentation”.

Next steps in the future may include understanding and finding ways to parse user input from the Admin Board, similar to Wang et al. (2013) where user interaction was mapped in a graph according to a classification based on the opinions expressed. Limitations to doing this may prevent any development of such a system in the near future, as they do not take into account the context of the interactions, if there is any intent behind it (if say, it was a reaction in connection to another interaction) and how such data should be interpreted. This we have experienced first-hand with our third workshop during moments where we were analyzing team participation, and only goes as far as giving a general idea of these values as they are not wholly representative in accurately depicting participation. Positive outcomes would emerge similarly to Wang et al. (2013) concerning different opinions and feedback if one could successfully implement such features, as observed by Wang et al. (2013) continued and increased participation of different opinions/feedback “may result in a[n] unpleasant interaction, they help to form a comprehensive and healthy discussion environment”.

In the case of iScribble, it seems that a scaffolded framework allowing for others to participate would bring the most out of the currently active team members. As mostly only discussion happens on the Admin Board for most of these users, the idea of creating new content which may change or redesign the experience of the website gives the opportunity to be involved and to contribute in a different manner, which also includes others who are also active and want to

contribute similarly. Through the use of these workshop rounds, which served as case studies with experiments that were conducted with these users, there has been confirmed responses that the direction of co-creating content has potential in this setting, even if the payoff is uncertain. As Hess et al. (2008) has quoted on Fischer, “Fischer argues for a meta-design that involves users over a long period of time. ‘Meta-design extends the traditional notion of system design beyond the original development of a system to include an ongoing process in which stakeholders become co-designers — not only at design time, but throughout the whole existence of the system.’”. If we take this into account, allowing co-creation to happen more frequently would develop into a momentum where the process is repeated for each iterative cycle, and where the co-creators become co-designers.

Although the payoff itself is not clear and seemingly impossible to quantify in any sense at the moment, there have been discussions between Power Users and between us and Power Users about the state of iScribble and what could be done about the participation of the team and the activity of the users in the community. Concerning the idea of scaffolding a framework that will help team members and (eventual) users to better relate and work together as a form of community engagement, there is scepticism about any actions being done, although there are positive discussions about how this could be useful. That there have been discussions with this framework as a topic is, at the very least, a successful feat in finding engagement from team members.

## [8.0] Acknowledgements

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## [10.0] Appendix

### [10.1] Previous Efforts and Attempts

#### **[10.1.1] The Unofficial iScribble Manual/User Guide (2009-03-29)**

After experiencing the confusion of understanding how things work as a Regular User, one of the first things created was an unofficial guide, which contained a lot of the things that was missing in the FAQs, namely what to expect and a step-through of what things happen on the site. It came with a more comprehensive list of commands and some appended notes detailing some tips/tricks. This was made around February—March 2009. A version of this guide still exists at <http://evnh.com/out/iscrubble/>.

#### **[10.1.2] The Wikipedia Entry Attempt (2009-04-01)**

During the same period when the unofficial guide was made, there was attempts made by the user Sketchpad to make an official Wikipedia entry for iScribble. Outlined in the article entry were definitions for what iScribble was along with descriptions of each individual component like the lobby, the drawing board and the gallery. The article remains unpublished due to Wikipedia's high publishing standards. The article can still be found on the user's page at [http://en.wikipedia.org/wiki/User:Protocol:\\_Noir/iScribble](http://en.wikipedia.org/wiki/User:Protocol:_Noir/iScribble).

#### **[10.1.3] i Heart iScribble (2010-02-26)**

Although this was a solitary attempt and was not released to the public, iHiS was an attempt at creating a tertiary application would could work in tandem with the iScribble user experience. Working in Java, we constructed an application which kept track of newly registered users, the total amount of users, the amount of drawings and the amount of online users. This came with a self-checking timer which showed amount of new users while the program was running. It also came with a way to keep track of Drawing Game timers, complete with a visible and audible alarm. Figure 10.1.3.1 below shows what the application looked like.



Figure 10.1.3.1: Screenshot of iHiS (i Heart iScribble), which tracked registration and included a Drawing Game timer.

#### **[10.1.4] Moderator's Manifesto (2010-06-20)**

Stemming from the need to handle situations on the Admin Board with more structure and tact, using what was then Google Wave, a document was created where procedures were outlined for certain situations where users have done publish abuse and guidelines for preferred posting etiquette and format were established.

#### **[10.1.5] Sketchpad's List of Improvements (2011-04-27)**

The Power User Sketchpad compiled a list of suggested improvements which contained ~100 suggestions on improving various user experiences concerned with the website. From considerations of how to arrange a new management to profile and gallery improvements, the list was discussed individually between certain Power Users and finally brought up to the attention of the Admin Board. As much of the suggestions were not based around the client, development towards these suggestions were met with hesitation and discussions about the amount of work and effort needed did not encourage any motions to be carried out.

#### **[10.1.6] Tampermonkey Script (2013-04-21)**

After experiencing some unusually long profile pages, where certain users have taken to abusing the vertical space, the creation of JavaScript to quickly redact the pages to a more easily readable format sparked a number of different improvements. These improvements include toggling friend lists and user information for text-heavy profiles, showing the usernames for Latest Uploads, calculated elapsed times for drawings, time calculations for user registration and

birthdays, reverse pagination for PU+ and an offline message count. The limitation of this script was that it favored Chrome users who could handle installing scripts on to their browser. A version of this script can be viewed at <http://www.evnh.com/engage/brme.user.js>.

### [10.1.7] Community meetings (~2014)

2013-12-08 First Team Community Meeting

2014-08-10 Second Team Community Meeting

2014-08-22 Public Ideas/Improvements Meeting

Official meetings where team moderators and normal users have also happened, yet due to how hard it is to schedule and time restraints, do not happen as regularly or as often. Much of these meetings alleviate some concerns and turnouts are positive. There have been too few official meetings to allow for changes to happen. What can be said about the ones that have been recorded however is that we have positive changes in what was brought up at each meeting. From the first meeting we met with tyb and decided on including Mheetu on development to add towards the client, whereas the second meeting brought up more discussion about gallery standards surrounding the Mature gallery, appropriate usernames and finalizing a guideline for it, as well as moderator etiquette online being brought up. The public ideas/improvement meetings brought in a lot more of the current feedback from users about what they think about iScribble currently and gave more of an impression about what could be improved in future. Participants of this meeting include the following users (along with their drawing participation on the board they were on): Manti (39%), lintz (11%), H2Stickman (10%), kenkun (8%), dokuhacker (7%), Katrina (7%), Suu (4%), jdl (3%), OjJuiceMan (2%), franco95 (2%), azntiger (2%), Harley.Quinn (1%), SystemFraud (1%), sharlen (1%), Xiphear (1%), Meese (<1%), TeamDomin8r (<1%), Lolidragonz (<1%), SaigonU (<1%), hldani (<1%), lzzeay (<1%), dio (<1%), kun (<1%).

## [10.2] Interview Transcripts from the Second Workshop Round

Note that bits of the transcript have been omitted to only reflect responses aimed towards the project, as online chat in a community also comes with a lot of irrelevant noise/chatter.

Interviews appear in no apparent order.

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evn whispers to GHOST: Was wondering if you would not mind partaking in an interview for my paper thing? It's iScribble related

GHOST whispers: sure :00

GHOST whispers: sounds fun

evn whispers to GHOST: Haha, woo

evn whispers to GHOST: So you are aware, I will start out with some general questions and there are no right or wrong answers. I'm also not trying to get anything specific and you can take your time in answering :)

GHOST whispers: of course 8) thanks for asking me to participate

GHOST whispers: I ll try to answer as best and honestly asi can

evn whispers to GHOST: This is just to start things off, and kind of understand more about you, 1. What kind of user are you?

## Collaborative Community Engagement

GHOST whispers: Well, obviously I am first and foremost a Power User, if that's what you're asking. If you're asking what kind of person I am as a user, I would say that I'm a very open and generally nice person who enjoys chatting and helping the other users

GHOST whispers: 8)

GHOST whispers: Apologies in advance if i misunderstand the question

evn whispers to GHOST: No no, again there are no right or wrong answers here hehe. So it's good to get an answer that comes from your own understanding :)

GHOST whispers: okie c:

evn whispers to GHOST: The helping other users part of you, would you say it has grown from your role as a Power User, or would it be something more closer to who you are?

GHOST whispers: I think it's just apart of me. Online anyway. I always enjoyed trying to give them information that they were looking for and knowing a bit about the site helps spur that on. It's a nice feeling, being able to help people at least a little.

evn whispers to GHOST: I can definitely relate to that :D and I agree, it's a very good and motivating type of feeling

GHOST whispers: 8) it is! glad you understand haha

GHOST whispers: I love it :) I wouldn't come online every single day and night if I didn't haha. It's a little slower now than it used to be, but there's more than enough to keep me entertained. The community, albeit smaller now, is very kind and welcoming, there are great artists and drawings to look at, and I like the interaction that comes with moderating. It feels very much like home to me

evn whispers to GHOST: Okay. Well I like the mention of home. Would you mind describing a day at iScribble 'home'? :p

GHOST whispers: ummmm.. Well, lately I would say it's pretty calm and quiet, which is similar to my real home haha. It's very relaxing and comfortable, easy to talk to many different types of people. hmm.. Just has an overall good feeling :) I don't feel like I have to worry about anything and it's safe. Seeing my friends would be like coming home to my family really, since we're closer than anyone I know in real life

evn whispers to GHOST: Alright. That sounds like a good comparison. The idea of closeness and connectivity are present and I suppose it's correct to assume that as you value those online you also have a sense of trust and understanding that comes along with being close or connected?

GHOST whispers: I would say yes, that's accurate

evn whispers to GHOST: Hehe, that sounds pretty awesome as an experience :D

GHOST whispers: tell me about it 8D and thank you, i can only hope that others have similar experiences

evn whispers to GHOST: Hehe

evn whispers to GHOST: Alright, you may relate to any/either/none of your last two answers for this (and do not worry about anything technical, go by what is most relevant to you), 3. What would help improve developments?

GHOST whispers: oh gosh

evn whispers to GHOST: Haha, don't worry, take your time in answering :)

GHOST whispers: well, increased canvas size has been mentioned, but i know that's difficult. umm.. I haven't actually given it a lot of thought because I'm satisfied with the simple. Maybe allow for +W to see history? For community changes... op one second

[A moderator report came in]

evn whispers to GHOST: No worries, occupational hazard :p

GHOST whispers: honestly im not sure. like i said i havent really thought too much on it haha

GHOST whispers: new tools have been mentioned, but its not a necessity and is probably hard to add

evn whispers to GHOST: Oh, no it's fine. There isn't a wrong response to whatever I ask. If you can not come up with an answer it would be my fault for not asking the right questions :p

GHOST whispers: naw, your questions are perfect, I'm sure it won't be hard for others to answer

## Collaborative Community Engagement

evn whispers to GHOST: Hmm, is there anything that you feel iScribble should improve first and foremost then?

evn whispers to GHOST: hehe and thanks :)

GHOST whispers: WELL a colour scheme would be great haha. But I mean, I can't think of anything initially. Maybe just add some new ranks or features for regs??? idk haha.

GHOST whispers: id personally like the sign up filter taken away haha, but that's definitely necessary since I've seen Dawn and lkas around as guests

evn whispers to GHOST: Tell me more about what kind of features you might like as a user (apart from a color scheme hehe, though that's definitely something that could be considered as customization is always nice)?

GHOST whispers: yeah idk. maybe some extra things on their profiles, or awards of some type, or extra commands, something, idk for sure. I'm sure Sketchpad has tons and tons of ideas though haha

GHOST whispers: and yeah a little bit of customization would be nice ;; like maybe the theme on the home page could apply on the entire site .. but yeah you said not about that haha

evn whispers to GHOST: Haha, fair enough :P Sketchpad does have an extensive list.

GHOST whispers: OR at least make it possible to delete all of your friends list at once.. haha

GHOST whispers: but i dont know if many users even need that

GHOST whispers: but yeah anyway

GHOST whispers: and yeah he does, hella long

evn whispers to GHOST: I believe Mheetu made a javascript applet which allows you to select those you don't want in your friends list (or delete all). But that should be something that should be part of iScribble too yeah. Things need to be easier to use! :)

GHOST whispers: haha yes, yes he did, and it helped me /greatly/

evn whispers to GHOST: Do you have any more comments about the verification process? I mean, would there be anything there that you think we should try instead of verification?

GHOST whispers: unfortunately I'm not very tech savvy, so I can't really expand on that too much. The only reason I would want it removed personally is because I just feel like we lose a lot of users that way. I mean yes, it's beneficial because it helps keep out troublesome people, and filters in those who are more serious about the site, but at the same time it would build community and would give the moderators stuff to do as well. BUT to your actual question. I don't know definitely but I have heard that there are better ways of filtering though ips to keep users who were banned , banned, and I would assume also prevents multiple sign ups, other than the current process, though I don't know how that would be executed.. if maybe it were possible to have a filter that just selected the listed ips of the bad users to watch for, like, that just brought through ips that were similar or had a similar location, that would be nice i guess? haha, idk im just talking out of my arse and havent put much thought into it

-

GHOST: what improvements would you guys wanna see to iscribble

GHOST: because im hella curious

Grimclimber: I think it's great as it is

pastelguro-: i seem some people talk about pressure settings idk, but i think iscribble is neat right now

Chronicle: Bigger canvas.

GHOST: pressure would be nice

GHOST: and bigger canvas

GHOST: and more people

GHOST: i would actually prefer to have a seperate box for mod chat

pastelguro-: well, maybe like, a bit smaller chat, and expand the sides a bit?

Milla: I had the idea that

Milla: we could have chat tabs

GHOST whispers: what they said too, pressure settings would be awesome, but again idk how possible that is right now, and i know mheetu is already trying to work on things

Milla: like a tab for public chat and a tab for whispering

Milla: and then i guess a tab for modchat

GHOST: i dont personally want a tab

Chronicle: Yeah I mean, this site always expands downwards. We have plenty of space on the sides.

GHOST: yeah seperate chats would be neat

pastelguro-: what if we could like,set up name colors,like,pick a name color? idk mabye kinda more fancy

Milla: I would hate to have different colours all over the chat :x

GHOST: that would be nice also but unfortunatley would make it harder to distinguish moderator

Milla: that's just me though

pastelguro-: so names arnt just blue? but then idk if that would make it more confusing,yea

GHOST: unless you could pick a colour for yourself

GHOST: from just your side

Milla: yeah instead of the red

GHOST: yeah

pastelguro-: i would have pastel purple for mine all the way!

GHOST: :')

GHOST: i woudl probably have a bluey, or grey

GHOST: or just black

Milla: i'd just leave it red lolol

pastelguro-: that DOES sound like a good idea

GHOST: id choose a darker red

GHOST: at least

pastelguro-: from just your side

Chronicle: Even if the canvas got bigger

Chronicle: Atleast on computers with a 1920x1080 resolution, the chat is way too big.

GHOST: i think the way things are now

GHOST: the chat is auto sized

Chronicle: I mean, the chat is even bigger now after the update.

GHOST: to your resolution

Chronicle: Hm.

Chronicle: I see.

Chronicle: Makes sense.

GHOST: pretty sure anyway

GHOST: so if the canvas was larger

GHOST: i think it would ofc automatically get smaller

GHOST: the chat box i mean

Chronicle: Yep. You're right. Just tried making the window smaller.

Chronicle: It scales.

GHOST: yesss

Chronicle: Wonderful.

GHOST: which is nice

Chronicle: Bigger canvas, then.

Chronicle: No stress now.

GHOST: i got so annoyed by downloads and having to scroll haha

Chronicle: I mean, it doesn't even have to be that much bigger.

Grimclimber: That would make pixel art harder if you can't zoom in more

GHOST: i would personally prefer a

GHOST: longer canvas

GHOST: as opposed to wider

Chronicle: I never said to get rid of the zoom.

GHOST: but thats just because i draw people

Grimclimber: More zoom is what I was saying :)

Tsuntsundere: but that means

Chronicle: More zoom is pointless.

Tsuntsundere: that there would be people drawing on the end of a canvas

Chronicle: Or...

Tsuntsundere: and not seeing the rest

Tsuntsundere: etc

Chronicle: Actually, it would be less pointless.

Chronicle: But that's just a play on words.

Chronicle: Longer canvas is.... just weird. The format is perfect as-is.

Chronicle: Just needs to be bigger.

evn whispers to GHOST: Okay, back now hehe. There are possibilities to work with the things mentioned sure. Each have their own issues we will have to tackle though, of course :)

evn whispers to GHOST: Yeah, I think the problem with verification is that the moment it becomes automated, it would be hard to know if System will ban innocents. Though I agree, it probably could face a lot of better improvements that do not punish the users signing up

evn whispers to GHOST: To answer what you answered awhile back

GHOST whispers: oo, well maybe not ban them per se, i just mean like how it is now, except just bring certain ips through to wait i guess? O:

GHOST whispers: but yeah i agree

GHOST whispers: instead of all

-

Chronicle: Behold this crude edit. <http://puu.sh/8HaOZ.png>

evn: Chronicle: Mind if I keep a copy which may or may not end up in a paper I'm writing? :p

Chronicle: Go ahead.

evn: I think most of the trouble with having larger canvas size is keeping separate versions of iS for each resolution. Though I do hope that iScribble does take it up someday

-

Chronicle: <http://puu.sh/8HhXy.jpg>

Chronicle: And then the board users thing would be wherever the fuck, I don't know

Chronicle: I made the publish button more visible, and moved clear and merge underneath the layers.

Chronicle: Since they are both layer functions. Could also have the option of clearing an entire layer, maybe.

Chronicle: Instead of only all.

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[20:12:43] Torsten Hansson: If you like you can participate in a little interview about it? :p

[20:12:54] Kat.: Sure I don't mind :)

[20:13:35] Torsten Hansson: Sweet

## Collaborative Community Engagement

[20:14:03] Torsten Hansson: So you are aware, I will start out with some general questions and there are no right or wrong answers. I'm also not trying to get anything specific and you can take your time in answering :)

[20:14:15] Kat.: sure :)

[20:15:02] Torsten Hansson: This is just to start things off, and kind of understand more about you, 1. What kind of user are you?

[20:15:13] Kat.: I'm a Power User

[20:16:23] Torsten Hansson: Hehe, alright. Apart from your role on iScribble, how would you describe yourself as a user on this website?

[20:19:11] Kat.: Active user, occasionally draws but spends more time talking and socialising

[20:21:43] Torsten Hansson: That's good. Would you say since you spend a lot of time talking and socializing that it's a really strong part of who you are as a user? I mean this in the sense of being part of the community, or of what it brings when you are online

[20:23:19] Kat.: Yes, I feel it's part of who I am. Occasionally i would have users chose me to come to with problems. I enjoy helping users and it is what brings me back to the website everytime

[20:25:27] Torsten Hansson: Cool. I really enjoy helping users too, so I can definitely relate to that aspect :)

[20:25:46] Kat.: just ignore how grouchy and moody ive been the past month or so ;)

[20:25:59] Torsten Hansson: hehe

[20:26:36] Torsten Hansson: Helping out people and talking and socializing as a user is partly going into what I would like to ask next which is,

## 2. How is your experience of iScribble?

[20:30:16] Kat.: It's been an interesting one I say, Ive experienced the arguements, the disagreements but also the happy side. I've watched friend's grow up and go through experiences. Iscribble allowed me to speak to everyone from all different time zones

[20:32:57] Torsten Hansson: It's cool to hear about watching friends going through experiences and knowing what it means to experience the good and the bad. Is there any instance in particular which has influenced your experience in a powerful or meaningful way?

[20:33:12] Kat.: hard question >:c

[20:34:02] Torsten Hansson: Ah sorry, just take your time and think about it as long as you like

[20:35:03] Kat.: It would have to be the moment I got asked to be +w from sushi, she stated not only one but several power users wanted me on the moderator team. That meant a lot to me. I never asked for it yet they wanted it.

[20:37:39] Torsten Hansson: That sounds like a very memorable moment yes hehe. Knowing that you are wanted in help always gives a good vibe. I suppose it's good to remind others that they are still doing a good job every once in awhile to keep that good vibe going

[20:37:57] Kat.: yeah it is :)

[20:39:58] Torsten Hansson: Alright, you may relate to any/either/none of the answers you have given when answering this now (and remember that I want what is most relevant to you, so the answer may not concern anything technical at all),

## 3. What would help improve developments?

[20:42:59] Kat.: Participation of all moderators when it comes to developing, gathering information and skills that would result in positive results rather than staying at the current stand still.

[20:46:16] Torsten Hansson: What would the first things to focus on improving, or what would the most ideal situation be to accomplish this participation of all moderators?

[20:47:46] Kat.: Emails to each individual. We need to improve the overall number of users on iscribble, numbers have

decreased drastically over the past few years. That is my main concern, it'll be sad to see such a website to die.

[20:50:52] Torsten Hansson: Okay, cool! From what I understand is you believe that increased development that includes active moderator participation (through e-mails in this case) would help improve interest in iScribble?

[20:52:37] Kat.: it would aid for developments if inactive moderators returned, with more moderators a solution towards increasing and developing the site would increase. The older generation of moderators are more experienced with the website etc

[20:53:06] Kat.: So bring back mods --> more ideas flow in ---> idea for increasing overall user base

[20:57:29] Torsten Hansson: Alright, interesting. I am wondering slightly a bit, so you may have to bear with me on this hehe. There may be problems with having so many 'voices' when it comes to discussing a topic, as there would be too many opinions to filter for a more definitive resolution. Would there be anything you would suggest for situations which involve filtering through a lot of ideas flowing in if this situation happens?

[20:58:47] Kat.: simple voting and the simplicity of power over rules minority opinions. so creating a situation like before where tyb arranged a time/date for a meeting and all PUs are invited, opinions and ideas discussed specific on this subject

[20:59:07] Kat.: a review meeting could be set up for discussing how things have gone along since the last meeting

[21:01:09] Torsten Hansson: Hehe, alright :) that sounds reasonable

[21:01:13] Kat.: :)

[21:01:30] Torsten Hansson: I think unless you have anything else to add, that would spell the end of the interview

[21:01:52] Kat.: think you've got everything out of me :P

[21:02:25] Torsten Hansson: Hehe. Well in that case, thanks for allowing me to have this interview :)

evn whispers to Milla: Say, I was wondering if you have some time for an interview thing for my paper? It's going to be about iScribble

Milla whispers: ooh

Milla whispers: sure

Milla whispers: I have time <:

evn whispers to Milla: Sweet. And so you are aware, I will start out with some general questions and there are no right or wrong answers. I'm also not trying to get anything specific and you can take your time in answering :)

Milla whispers: okay cool <: can't promise I'll be very interesting though lolol

evn whispers to Milla: Would you be ready for one now?

evn whispers to Milla: Haha, generally anything I get would be interesting ;)

Milla whispers: lolol okay, and sure I'm ready whenever just might take some time responding

evn whispers to Milla: Alright, and no worries :)

evn whispers to Milla: This is just to start things off, and kind of understand more about you, 1. What kind of user are you?

Milla whispers: hmm...

Milla whispers: I'm.. trying to work out what you mean by that question lolol

evn whispers to Milla: Oh. Don't be afraid to ask, I can give an example

Milla whispers: haha yes please

evn whispers to Milla: Kind of like a description of what you feel like you are to iScribble, does not need to be role. I would say I am a very casual technical artist who overthinks, and has a hard time publishing stuff regularly and appreciates the Line tool a little too much. Though the question is very open to answer how you like

Milla whispers: that was for you lolol

Milla whispers: hmm okay well

Milla whispers: I'd say I'm a very active user who mostly chats but also draws quite a bit though often too self-conscious

to draw in public boards?

Milla whispers: and who takes forever to complete a drawing so never completes anything in iScribble lolol

evn whispers to Milla: Haha, well that's interesting. Have you ever found yourself wanting to complete a drawing on iScribble? Or are there any reasons why it stops you

Milla whispers: oh I always have the intention to complete them but it takes me so long that I get bored lolol

Milla whispers: I've probably "finished" like 3 or 4 drawings and have countless unfinished ones in private boards lolol

evn whispers to Milla: Hehe, well sounds like it could be a frustrating experience. Though boredom does happen when working on big projects

Milla whispers: it's not too frustrating for me since I really draw on iScribble for the fun of it and the practice, not for making amazing work

Milla whispers: so once I get bored I just start something else haha

evn whispers to Milla: Hehe yeah :)

evn whispers to Milla: This kind of leads to my next question, 2. How is your experience of iScribble?

Milla whispers: you mean how do I like it or?

evn whispers to Milla: Yes, how do you personally experience it, you may give your own take on how you are finding things :)

Milla whispers: hmm well honestly I really really love it :u it sounds pathetic but without iScribble my life would be really different, because I have much more friends here than I could ever wish for in real life and because of the amount of amazing artists here that motivate me to continue drawing and improving. I think if I hadn't discovered iScribble I probably wouldn't still be drawing today and if I was I certainly would be a lot worse at it

evn whispers to Milla: That sounds very cool. I can relate to how that feels like, definitely. I like that it motivates you, is it because of the community you find yourself in at iScribble only? I suppose I am asking if you have similar experiences like iScribble

Milla whispers: I haven't really found a place quite like here, I know there are other drawing sites like this but I've never really felt the community is as cool as it is here, or I've never really felt the need to go find them and get used to them lolol

evn whispers to Milla: Hehe, fair enough. It's good to entrench yourself into one full community experience than maybe being spread thin over others

Milla whispers: yeah I guess, I mean it's more that before I would go through phases of going on particular sites and then forgetting about them, but since I've joined iScribble I've literally been on every single time I go on the internet lolol

Milla whispers: I just haven't got tired of it like I do most things

evn whispers to Milla: That's great hehe :D

Milla whispers: yeah I'm glad iScribble is still here lolol

evn whispers to Milla: Me too :)

evn whispers to Milla: Alright, you may relate to any/either/none of your last two answers for this, 3. What would help improve developments?

Milla whispers: well I don't know really I'm not at all familiar with web developping and such, I think it could be interesting to have pressure sensitivity though some people like iScribble for its simplicity so idk

Milla whispers: other than that I guess just... somehow getting more exposure to get more people interested and involved

evn whispers to Milla: Ah, well don't worry about the technical aspect of it all. I am thinking more what would be important for iScribble to improve first? So you can be as non-technical as you like

Milla whispers: well then yeah I guess for me what's important it getting more people to be active in the community and in the gallery

evn whispers to Milla: Hmm hehe. I can see that as being important yeah. Would there be anything you can suggest we

as a team do, or I mean, what would be the most ideal situation to make that happen? :)

Milla whispers: hmm well idk there's been a lot of changes recently and I think that has brought in a few new users, though I think someone was talking the other day about having the user verification process temporary instead of constant? like only there when there is a big infestation of scribblers and I think that sounds like a good idea though I can't see how many people sign up per day lolol

evn whispers to Milla: Hehe okay. So you feel like there's a sticking point in registrations, and well I suppose knowing that there's changes going on would be positive forces in gaining more active users?

Milla whispers: I don't really know enough about how it goes on, how many people sign up a day and how many of those turn out to be trolls to give a real opinion on it, but yeah I think the changes like bringing back RP and the filters have helped the popularity a bit, at least from what I've seen

Milla whispers: I think it's a real shame that more people weren't active in the competition

evn whispers to Milla: Yeah, I agree on both counts. I feel like the competitions would have been a lot nicer with more users. Though this is just part of iScribble growing again and I almost expected as much when competitions were being planned

Milla whispers: yeah I guess it's only to be expected, though I till had hopes lolol

evn whispers to Milla: Me too hehe

evn whispers to Milla: Okay, unless you have anything else to add, we're finished with the interview :D

Milla whispers: okay cool <:

[02:46:59] Torsten Hansson: 1. What kind of user are you?

[02:49:28] Torsten Hansson: Kind of like a description of what you feel like you are to iScribble, does not need to be role

[02:52:48] Torsten Hansson: I would say I am a very casual technical artist who overthinks, and has a hard time publishing stuff regularly and appreciates the Line tool a little too much. Though the question is very open to answer how you like

[02:58:44 | Edited 02:59:03] vic: Oh, thank you, that model helped. Nowadays on iScribble I see that I'm using the drawing function of the site less and less. When I am online and at my computer I use the site for answering reports and for chit chat. When I do draw, it's usually when I am looking to make a finished product rather than doodling or sketching.

[03:01:27] Torsten Hansson: Cool. Is it a change in how you feel while on iScribble, or is it more about how you spend your time?

[03:02:06] Torsten Hansson: Not sure if that makes sense, but I was wondering more if there were reasons for doodling/sketching less

[03:05:15] vic: Sure. I don't think that it's anything that iScribble has changed at all, it's just the way that I personally am spending my time. I've been quite busy the last few months so that's limited the overall time I have for drawing.

[03:05:38] Torsten Hansson: Alright

[03:06:11] vic: I am also using other programs such as Photoshop more often, so there seems to be a correlation.

[03:06:22] vic: When I do have the time, that is.

[03:07:07] Torsten Hansson: Sounds fair. It's only natural that you find a medium that works for you :)

[03:07:25] Torsten Hansson: This segues quite nice into the next question,

2. How is your experience of iScribble?

[03:22:12 | Edited 03:29:05] vic: Ooh. I've really enjoyed the time that I've spent on iScribble. From the beginning I was certainly interested in art but at the time had mostly been drawing alone. I enjoy being social, it's just I can be horribly awkward in real life situations, so finding a community of people that shared a common interest was really refreshing. I was pretty much a full blown noob when I started, but following certain artists and getting to know parts of the

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community helped me improve skills. Though I initially didn't find where I "fit in" in the community, I eventually found multiple groups that I could hang out with. During the beginning/middle years I was really active in collaborations with people I knew and those I didn't. I had always offered help to new people so when I became a moderator that aspect was enhanced and I think that my relationship with the site (if that makes sense) was closer. I've met a lot of cool people & had some great times and think that iScribble has a big potential for growth. I encourage the growth because it'd be nice for others like to me to get introduced to the site. There is progress now, which is nice.

[03:22:57] vic: You can tell me if that's too long/ too short/ not even what you're looking for~

[03:25:13] Torsten Hansson: Hehe, thanks. And not to worry, there are no restrictions to what you could say, I will ask more specifics later when relevant. So you are doing great :)

[03:25:22] vic: \* u \*)b

[03:26:24] Torsten Hansson: I like how you are describing your experience of not fitting in as some kind of journey through collaborating with others, until you reached a point where you could help others who are in a similar position. I mean that's how I understand a bit of the experiences you describe

[03:27:08] Torsten Hansson: I mean, would that be correct to understand in that way? hehe

[03:27:19] vic: Yea! I think that's an accurate description.

[03:28:14] Torsten Hansson: That's pretty awesome really hehe

[03:28:18] Torsten Hansson: Okay

[03:29:28 | Edited 03:29:50] Torsten Hansson: You may relate to\* any/either/none of the answers you have given when answering this now,

### 3. What would help improve developments?

[03:34:37] vic: Specifically developments on a technical level?

[03:34:53] vic: Or, could I include developments of the community.

[03:38:29] Torsten Hansson: Everything that is most relevant to you. I know there is probably a lot that could be improved, though if you feel you need to, take three of the most important things we need to do right now to help improve developments at any level. I am not looking for anything specific here :)

[03:38:51] vic: Ahh, gotcha. Sorry I'm so concerned with technical stuff.

[03:38:59] vic: It's good because I was planning 3 c:

[03:39:14] Torsten Hansson: Hehe, it's alright. And great! All good things come in threes it seems

[03:55:05 | Edited 03:56:57] vic: Technically speaking, developers would definitely help, hehe. The two that we do have, you and Mheetu, are quite busy but it's completely understandable since you're both donating your time and effort to the site so anything you do is nice.

Another area that would help improve how iScribble functions is the inter-communication of the moderation team. Of the past major bans/unbans there was a lot of conflict but it's hard because people are naturally opinionated. I could go into detail about this later if need be.

The last major aspect involving what can I think can be done to help improve the site involves the communication with the public. Not only properly conveying the changes once they happen, but sometimes a heads up can be nice. Hearing what the community actually has to say before a change may happen is also something to take into consideration when developing anything. Hearing what they have to say after is also useful, and the feedback page does serve its purpose.

At the same time, there was a little situation in the last competition involving a specific entry that really got some people fired up. According to the users involved they reported expressing their frustrations but not feeling heard when they did so. Though I think both parties could have better participated in the situation early on, later, after a talk with a moderator their main concerns were addressed and it all pretty much ended. Overall, I think what that situation provided is a glimpse in how to tackle any future problems that may arise due to any developments. And, if possible, a way to prevent problems from rising if the proper time is put aside to be with and hear the community. Of course, not

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everyone can be pleased, but ideally there can be respectful attempts to try to get two understandings across for both parties.

[04:02:28] Torsten Hansson: Thank you for such an articulated answer, and it was a good idea to have it in three parts. I also believe communication is important and you brought up some very good points, and even an example. :p

Of course a driving (technical) development would always be positive, because changes means we can try new things and make sure everything works out and adapts towards the community. And part of me feels like before (or at the same time) that this should happen, we should address the communication aspect

[04:04:30] vic: I do agree! I hear there is a project or two going on but they are on the down low.

[04:07:22] Torsten Hansson: Yeah. We'll see them come back to life in the summer I hope...

That was it, by the way! I felt you were very thorough with the last answer that you could call it finished unless you wanted to add any additional comments :)

[04:16:05 | Edited 04:16:09] vic: I've been thinking, but I think that's good <: There was a situation about bans/unbans that I wrote a little segment on, but before I posted it I think someone else mentioned something similar. If I recall properly it was addressed p well ^ . ^

[04:16:44] vic: Anyways, I hope that helped!

[04:17:01] Torsten Hansson: Yeah, it helped a lot. Thanks for taking your time for this!

[04:17:03] Torsten Hansson: :D

[04:17:33] vic: Any time, evn (: Good luck!

## Find this thesis work and other materials online

The thesis paper along with an archive of the Google Drive is found at

<http://evnh.com/engage/>.

This includes the mockups which were made, and the Tampermonkey script referenced in this project. For privacy and security reasons, certain information has been redacted.

For any concerns, questions or other comments, you may contact Torsten Hansson at the following e-mail address: [pseudoev@gmail.com](mailto:pseudoev@gmail.com).