

REFLECTION M1.1 SIMON À CAMPO

The beginning of the project, it was hard to find opportunities to design for crowdsourcing. After coming up with quite some ideas, searching on the topic showed that there were already a lot of platforms that served the same idea. That is why we came up with a platform that sorted all these platforms, for workers and requesters to find their personal fit. I wanted to use the repertory grid technique to explore the ways in which individuals perceive and differentiate platforms. Conducting the research would become difficult, since the required knowledge of a lot of different platforms was needed by the participants. In a reflective moment, I decided to stop with the direction since I found it too much research and didn't fit my interest. I focused on the subject related to my vision and PDP goal; the power of communities.

I found that there was something called communitysourcing, but it didn't had the definition that I expected it to have [1, 2]. I found an article by 500px [3], which is a community of photographers and enthusiasts to share their captures, that also offers a marketplace for people to buy and sell photo's. They explained a movement within society of businesses models, that offer a platform for people to create within making content themselves. The biggest media site, doesn't create any media (Facebook), the biggest accommodation site, doesn't have any rooms (Airbnb). This realisation made me curious how the power of communities could benefit crowdsourcing, since they also have the same position of offering a platform to bring two groups together.

Although I already had experience with "offline" communities by my hobby juggling and a past project, I needed to get in depth knowledge about online communities. The theory gave me many new insights and understanding of the current situation, with a clear link to crowdsourcing. Since crowdsourcing is doing a lot of research in how to collaborate, stimulate quality of contributions and building thrust; I found that online communities already had tackled these problems. Based on their theories I combined them into online community heuristics that could be applied to crowdsourcing platforms. Because of the connection that I made with Bas van Hoeve, from the product design platform Design2Gather (D2G), I could test if these heuristics would be practically beneficial.

The project is closely related to User and Society competency which is one of my chosen expertise areas. I followed the design process of 2 users using the D2G and myself to spot any usability problems that could be traced back to the heuristics. The literature that was used, was related to social sciences and explained how users would react differently on certain situations on platforms.

Since crowdsourcing is a growing field, the societal influence my research could have, is could become big, if really applied to multiple platforms. The collaboration with D2G already caused 15 improvements to the platform and many more planned by the development team. Since this is only for one platform, it would be interesting to see what impact the research could have, if the heuristics are easily applied to new platforms by others. This will be the focus of next semester, with a more business perspective, combined with making the heuristics accessible either online or in offline workshop like sessions. In my M2.1 I am offered an internship at Design2Gather in Shanghai because of my quality of analysing problems.

The other expertise area is Technology and Realization, which is only partly used in the project. The research consists of combining scientific writings and making them understandable for others without reading all the literature. I visualised the heuristics and later Juan made it into cards that could be used in classes or workshop like sessions. Together with Bas of D2G, I could propose new features and improvements to the systems using the heuristics. Bringing it one step further, is something that can be expanded next semester, for example creating a framework instead of only highlighting points that are missing without proposing a direct solution.

The competency TR is more realised by helping a Graduate Design Academy student with his prototype. He (Stefan) needed a way to detect emotions that were connected to a clocklike device that moved based on the sensors output. For one week I prototyped using a self-made skin conductance sensor coupled to multiple independently controlled stepper motors. After some more days of twisting and tweaking making the motors more strong, the prototype was presented. It displayed a graph of the output of the sensor on a screen (Processing) combined with a mechanical circle that changed shape, Stefan graduated successfully. I gave me the confidence of quick prototyping since it was my first experience with Arduino and motors. Based on that project I now work on my own self driving car that could pick up juggling balls in my spare time.

PDP goals included improving my academic writing, which became almost the main focus of the semester. Together with the elective Constructive Design research and writing the paper for elective and the project, I worked a lot on the writing part. My mentor told me that improving your writing mostly consists of reading good papers. I have read almost thousand pages of different research articles, papers and books. I am able to quickly judge the quality of a paper, recognise important conferences and experts in the field. I have the feeling that I now have a lot more advanced level of writing and reading in an academic way.

This semester, I took the time to really dive into research that will act as a base to build on for the rest of my master program. Now I can find ways how the power of communities can help in other fields. Next semesters I can build more tools, like the heuristics cards and find interesting projects in which I can be the community designer.

- [1] Schirr, G. R. (2013). Community-Sourcing a New Marketing Course: Collaboration in Social Media. *Marketing Education Review*, 23(3), 225-240.
- [2] Heimerl, K., Gawalt, B., Chen, K., Parikh, T., & Hartmann, B. (2012, May). CommunitySourcing: engaging local crowds to perform expert work via physical kiosks. In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems* (pp. 1539-1548). ACM.
- [3] <https://iso.500px.com/community-sourcing-the-trend-you-dont-want-to-ignore/>

