

Crowdsourcing Cultural Heritage

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HILT 2014

August 4-8, Maryland Institute for Technology in the
Humanities

Welcome!

- Session 7: Tuesday, 1 – 2:45 pm
- Hands-on: creating testable prototypes – and testing them!

Exercise: variations on a theme

- For your project, decide:
 - How it relates to your mission?
 - What content goes in, what content comes out?
- If you're not sure how to get there, create variations on a theme
 - Different audiences, different workflows, different task types or size, different microcopy

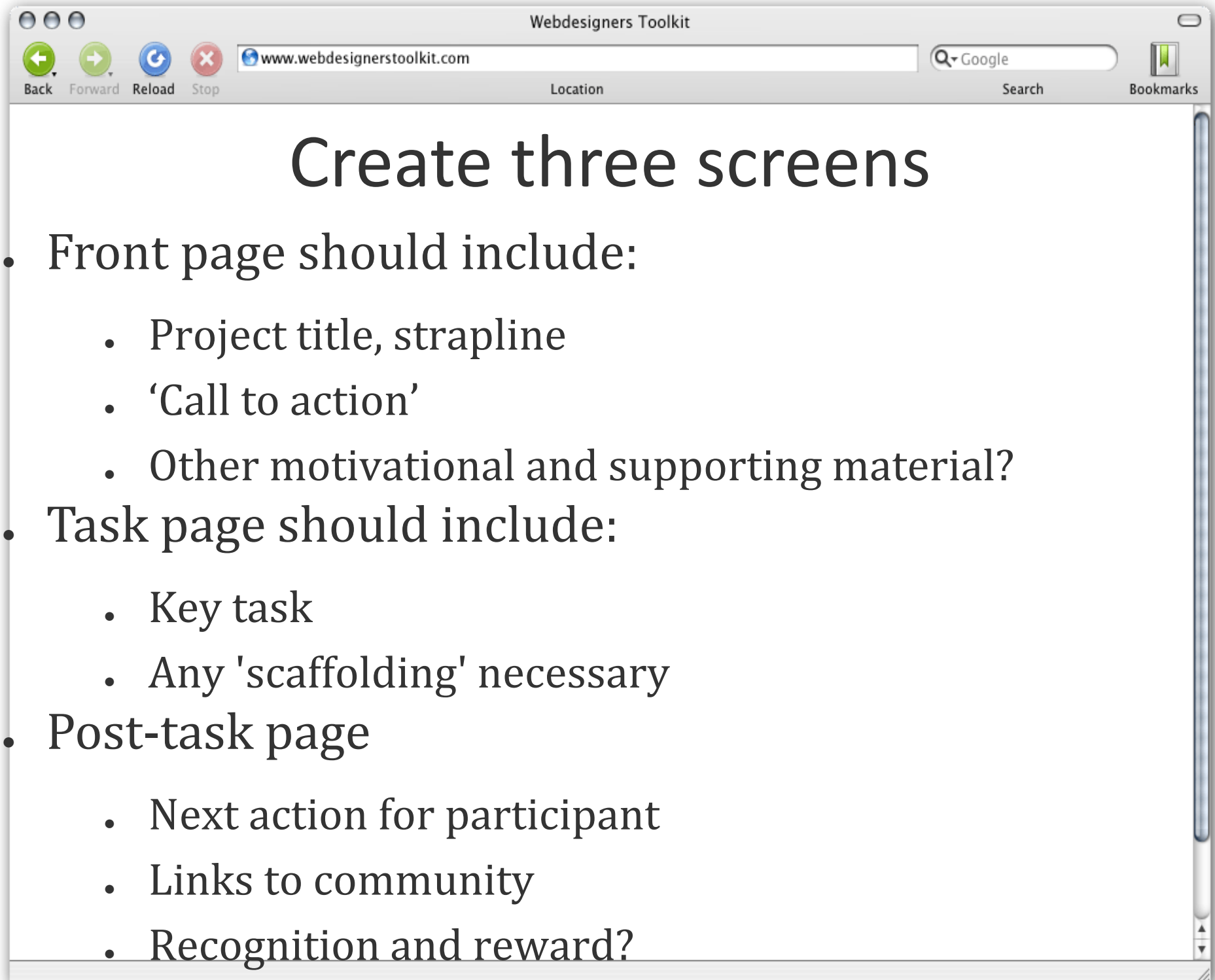
For each variant...

Who is the audience?

- Which motivations for starting, continuing are you appealing to?
- How are participants rewarded?
- How will they know they're doing their tasks well?

Content

- Does the input content need processing or cleaning first?
- How might you validate the results?
- Where does this task fit in the overall workflow?



Activity: plan and run guerrilla tests

- Apply what you've learnt so far to sketch out research questions, tasks and scenarios
- Pilot your tests on each other
- Find participants and test your prototypes!

Creating testable prototypes

Testing with paper prototypes example:

<http://www.youtube.com/watch?v=9wQkLthhHKA>

Planning usability testing (redux)

Work out what to test,
choose tasks that'll test that,
write scenarios to provide some context,
recruit participants,
pilot test, (update it) and do 'pre-flight' checks,
debrief, prioritise and report.