



Mobile.  
Digital.  
Creative.

Sara Kepplinger

Online, 14th September 2020

# The author.



## SARA

- Researcher, Fraunhofer IDMT

## SNIPIN – MOBILE. DIGITAL. CREATIVE.

- SME since December 2018 (sideline sole trader)
- Offers:
  - Workshops for children and teenagers
  - Tinker boxes
  - Usability and User Experience support
  - AV application → „MAKE YOURSELF A PUPPET SHOW!“



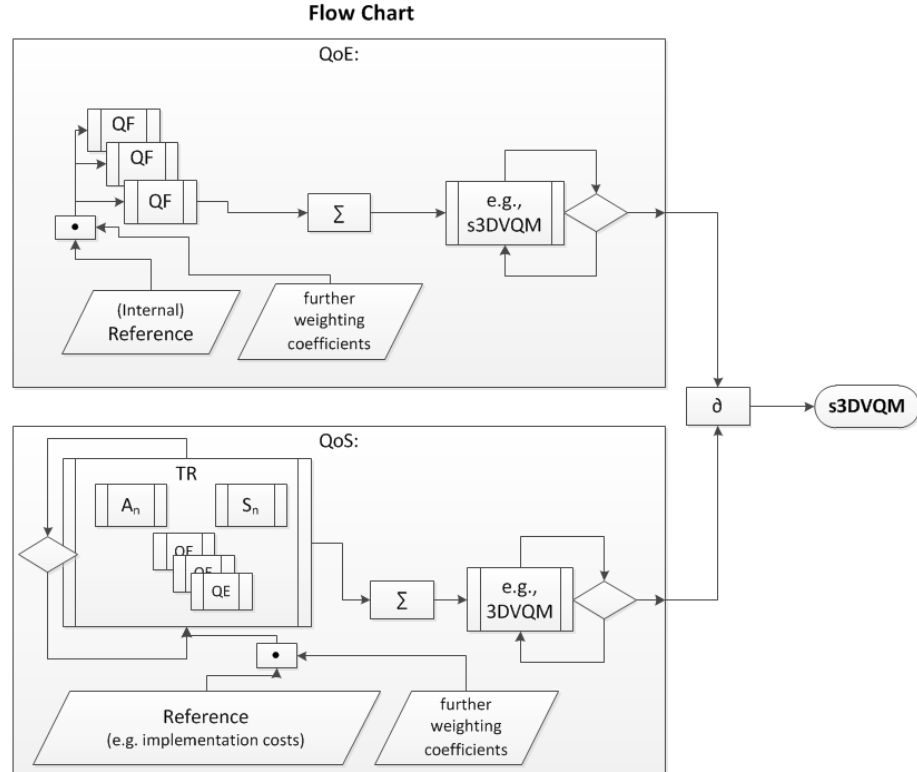
# To continue the story:

## PHD TOPIC

Quality Taxonomy for Scalable Algorithms of Free Viewpoint Video Objects

(Oct. 2017)

Fig.1: Flow Chart towards formalizing the quality taxonomy for a s3DVQM



What is it about?



The topic.

*EDUCATION...*

**...for useful and careful usage of digital media technology**

*3DVO...*

**...for personalized storytelling and family application**

The topic.

What is it about?



# EARLY CHILDHOOD & PARENTHOOD

## Who?

incl. pupils from elementary school (ca. 6 years)

Toddler, kids, parents, care giver, kindergardens, elementary school



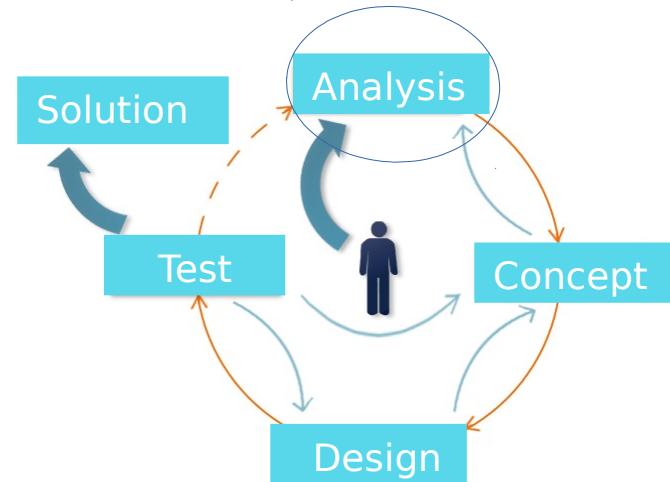
How to do it?



The development.

# USER CENTERED DEVELOPMENT

**User inclusion from the beginning...**



What can I do  
with it?



# The application:

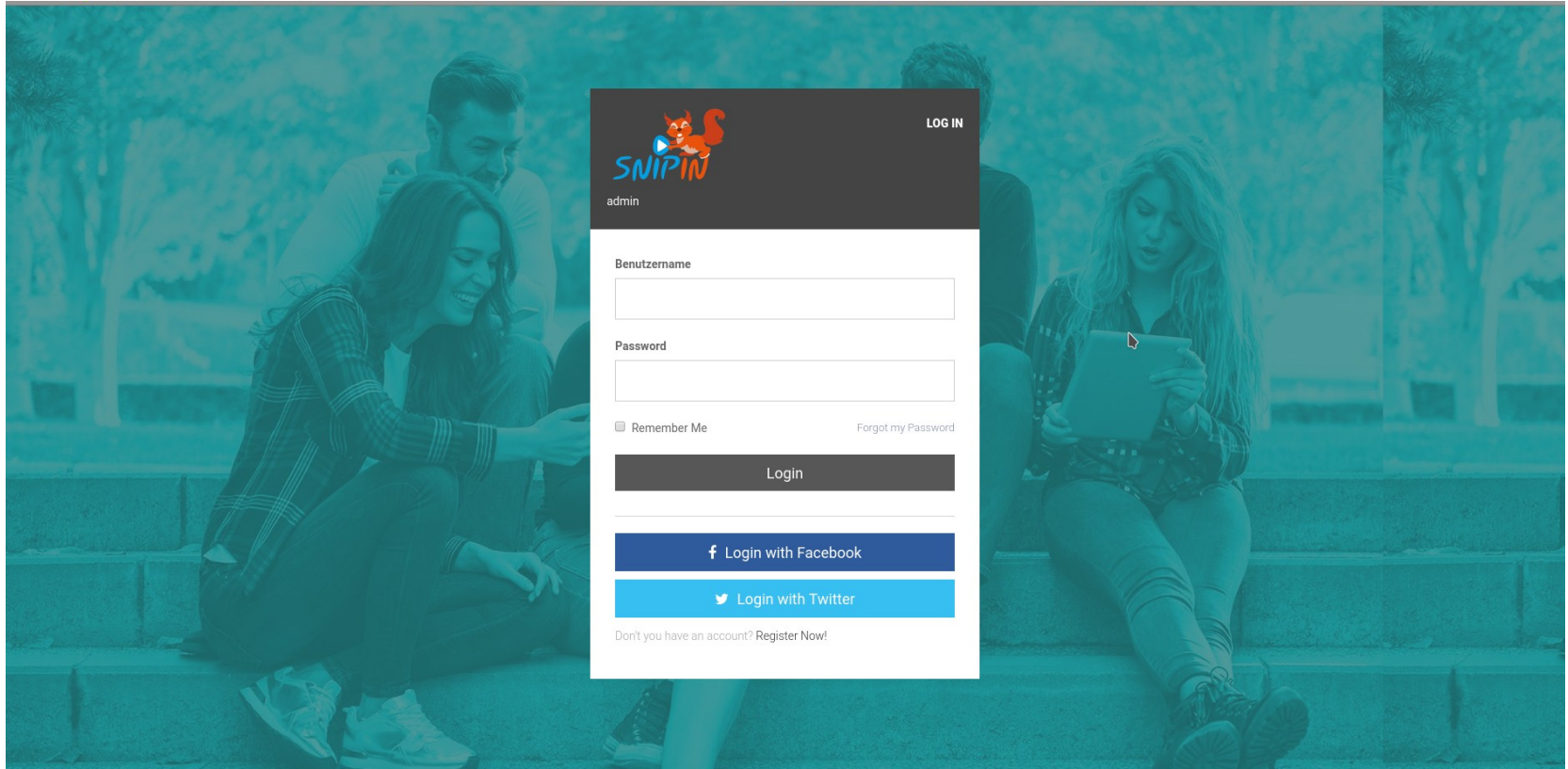
## THE IDEA:

- Click together a story out of your real live
- Use available snippets
- Mix with real recordings of your own
- Change video objects and personalize your story
  - e.g., exchange wool cap of available snippets with picture of your kid's cap

*„MAKE YOURSELF A PUPPET SHOW!“*

# The 1<sup>st</sup> prototype:

What to use to  
get feedback?





# The 1<sup>st</sup> prototype:

What to use to get feedback?



The screenshot shows a YouTube channel page for 'OWN PROJECTS'. The top navigation bar includes the channel logo, a search bar, and navigation links for HOME, TRENDING, and HISTORY. The user profile 'Sara' with 25 subscribers is visible in the top right. Below the navigation bar, there are category tabs for MUSIC, SPORTS, GAMING, NEWS, LIVE, 360° VIDEO, and TEMPLATE PAGES. The left sidebar contains a menu with options like PROJECTS, SNIPPETS, EDIT PROFILE, HOME, TRENDING, HISTORY, BLOG, UPLOAD, and SETTINGS. The main content area features a channel banner for 'OWN PROJECTS' with 97,174,199 subscribers, 255,525,456 views, and 45,23,65 channel no. Below the banner, a video titled 'WIR GEHEN SCHWIMMEN' is displayed with 436,414 subscribers and a 'SUBSCRIBE' button.

# The 1<sup>st</sup> prototype:

What to use to get feedback?



Navigation bar with the SNIPIN logo on the left, a search bar containing "Search here video posts...", and navigation links for HOME, TRENDING, and HISTORY. On the right, there are notification icons for 3 comments, 4 likes, and 9 alerts, along with a user profile for Sara with 25 Subscribers.

- MUSIC
- SPORTS
- GAMING
- NEWS
- LIVE
- 360° VIDEO
- TEMPLATE PAGES

- PROJECTS
- SNIPPETS
- EDIT PROFILE
- HOME
- TRENDING
- HISTORY
- BLOG
- UPLOAD
- EDIT PROFILE
- SING OUT
- SETTINGS
- HELP
- SEND FEEDBACK

Channel banner for "OWN SNIPPETS" with 97,174,199 SUBSCRIBERS, 255,525,456 VIEWS, and 45,23,65 CHANNEL NO. A SUBSCRIBE button is located on the right.

- INDOOR
- OUTDOOR
- MUSIC
- SPORT
- PLAYING
- WEATHER

Grid of video thumbnails under the "INDOOR" category. Each video includes a title, channel name (Sara), and view/view date information.

Video Title	Channel	Views	Date
WIR GEHEN NACH DRAUSSEN	Sara	2.8M views	Oct. 21, 2017, 8:10 a.m.
WIR ÖFFNEN EINE TÜR UND BET...	Sara	2.8M views	Oct. 23, 2017, 6:32 a.m.
BADESCHUHE AUSPACKEN	Sara	2.8M views	Oct. 23, 2017, 6:33 a.m.
BADELATSCHEN ANZIEHEN	Sara	2.8M views	Oct. 23, 2017, 6:34 a.m.

# The 1<sup>st</sup> prototype:

What to use to  
get feedback?



PROJECTS

SNIPPETS

EDIT PROFILE

HOME

TRENDING

HISTORY

BLOG

UPLOAD

EDIT PROFILE

SING OUT

SETTINGS

HELP

SEND FEEDBACK

**WIR FÖHNNEN UNS DIE HAARE**  
Sara ●  
2.8M views Oct 23, 2017, 6:56 a.m. 0:00:12

**WIR GEHEN AUS DEM HAUS NACH...**  
Sara ●  
2.8M views Oct 23, 2017, 6:56 a.m. 0:00:10

**SCHWIMMBADFILM COMPLETE**  
Sara ●  
2.8M views Oct 23, 2017, 6:57 a.m. 0:00:09

**OUTDOOR**

**WIR GEHEN NACH DRAUSSEN**  
Sara ●  
2.8M views Oct 21, 2017, 8:10 a.m. 0:00:11

**ZUM AUTO LAUFEN**  
Sara ●  
2.8M views Oct 23, 2017, 6:27 a.m. 0:00:07

**WIR ÖFFNEN DIE WAGENTÜR UND...**  
Sara ●  
2.8M views Oct 23, 2017, 6:28 a.m. 0:00:10

**WIR ÖFFNEN DIE WAGENTÜR UND...**  
Sara ●  
2.8M views Oct 23, 2017, 6:29 a.m. 0:00:05

# The 1<sup>st</sup> prototype:

What to use to get feedback?



The screenshot displays the SNIPIN web application interface. At the top, there is a dark navigation bar with the SNIPIN logo on the left, a search bar with the placeholder text "Search here video posts...", and navigation links for "HOME", "TRENDING", and "HISTORY". On the right side of the navigation bar, there are notification icons and a user profile for "Sara" with 25 subscribers.

Below the navigation bar is a horizontal menu with icons and labels for "MUSIC", "SPORTS", "GAMING", "NEWS", "LIVE", "360° VIDEO", and "TEMPLATE PAGES".

The main content area is divided into three sections:

- Left Sidebar:** A vertical menu with icons and labels for "PROJECTS", "SNIPPETS", "EDIT PROFILE", "HOME", "TRENDING", "HISTORY", "BLOG", "UPLOAD", "EDIT PROFILE", "SIGN OUT", "SETTINGS", "HELP", and "SEND FEEDBACK".
- Center Video Player:** A video player showing a person in a blue jacket and a striped beanie walking down a wooden staircase. The video title is "WIR GEHEN SCHWIMMEN". Below the video, there are 1250 views and 1250 likes, along with social media sharing icons for Facebook, YouTube, LinkedIn, Google+, Twitter, and RSS. At the bottom of the player, the channel name "RABIE ELKHEIR" and "436,414 SUBSCRIBERS" are displayed, along with a "SUBSCRIBE" button.
- Right Video List:** A vertical list of video thumbnails with titles and durations. The titles are: "WIR GEHEN NACH DRAUSSEN" (0:00:11), "ZUM AUTO LAUFEN" (0:00:07), "WIR LAUFEN DIE STRASSE ENTLANG" (0:00:05), "WIR ÖFFNEN DIE WAGENTÜR UND STEIGEN IN DAS AUTO EIN" (0:00:10), "WIR ÖFFNEN DIE WAGENTÜR UND STEIGEN IN DAS AUTO EIN\_2" (0:00:05), "WIR ÖFFNEN EINE TÜR UND BETRETEN EIN HAUS" (0:00:07), and "BADESCHUHE AUSPACKEN" (0:00:03). Each video is attributed to "Sara".

# The 1<sup>st</sup> prototype:

What to use to get feedback?



**PROJECTS**  
SNIPPETS  
EDIT PROFILE

HOME  
TRENDING  
HISTORY  
BLOG  
UPLOAD

EDIT PROFILE  
SIGN OUT

SETTINGS  
HELP  
SEND FEEDBACK

1250 👍 1250 👍

RABIE ELKHEIR  
436,414 SUBSCRIBERS

SUBSCRIBE

19 COMMENTS

**RABIE ELKHEIR**  
July 27, 2014 - 11:00 PM

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum

REPLY

**SALAM AHMMED**  
July 27, 2014 - 11:00 PM

- It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum

REPLY

**SALAM AHMMED**  
July 27, 2014 - 11:00 PM

0:00:05  
0:00:10  
0:00:05  
0:00:07  
0:00:03  
0:00:04

WIR ÖFFNEN DIE WAGENTÜR UND STEIGEN IN DAS AUTO EIN  
Sera 🍌

WIR ÖFFNEN DIE WAGENTÜR UND STEIGEN IN DAS AUTO EIN \_2  
Sera 🍌

WIR ÖFFNEN EINE TÜR UND BETRETEN EIN HAUS  
Sera 🍌

BADESCHUHE AUSPACKEN  
Sera 🍌

BADELATSCHEN ANZIEHEN  
Sera 🍌



# The user feedback:

## *NEXT STEPS TO FIND OUT:*

- Which real live related content to share?
- Which kinds of pre-produced snippets?
- Technically & Usability: How to mix?
- Preferences on personalization:
  - What to exchange (contentwise)?
  - How to do it fast and nice (Usability, UX)?
  - How to spread, share, send?
    - More like snapchat?
    - Rather a login area?

## *RELATED TO IDEA:*

- Click together a story out of your real live
- Use available snippets
- Mix with real recordings of your own
- Change video objects and personalize your story
  - e.g., exchange wool cap of available snippets with picture of your kid's cap



# The 3 big questions:

## WHAT IS TECHNICALLY POSSIBLE?

- Using the Cloud, Users' devices...
- Real-time vs. Loading schemes
- ...

## HOW TO GET USER FEEDBACK?

- Mock-up
- Prototype
- What's next?

## HOW TO PROVIDE THE APPLICATION?

- Partner?
- Website?
- Other possibilities?

Fin.



Thank you for your attention.

# Questions?

## Contact:

*SNIPIN – MOBIL. DIGITAL. KREATIV.*

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