Kokoo (Kontent Kooration)

Evolving a Content Curation System To a comprehensive Editorial backend platform

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The Story

• The kokoo team
• What is Content Curation?
• The Content Curation System Development
• Alpha User Testing
• The User Centered Design oriented development of KoKoo
• Kokoo as a platform: external module
  • Riassuntiweb
  • TellmeFirst
The Kokoo team
The Kokoo team

Synergy:
Telecom Italia meets University: kokoo is the result of collaboration between a research group of Telecom Italia and the Politecnico di Torino

Eterogeneity:
Kokoo team is made of different skills: engineers, programmers, psychologists
Content Curation is a solution for solving the growing content provider needs to find new and most interesting news to offer to other users on different media, aggregating them in a personal journal with a similar look and feel.
The content curation system development (1/2)

Presented at NEM Summit 2012 – Istanbul In the FI-Content Workshop under which it was developed with the name of “Content Finder”
The content curation system development (2/2)

• The system allowed to:
  • Search for content over different (customizable) providers
  • Get news in a “platform standard” format (image + text) called “nips”
  • Add the news to a journal by dragging and dropping.
  • Export journal in epub format.

• The main target were SCHOOLS, but it was thought to work well as a “general internet user” tool.

• In the end... the question we asked was:

  Does this really fits users’ needs?
The approach: 
User Centered Design

No arbitrary decisions that start from personal opinions but USER CENTRED DESIGN
UCD: the process

Service concept → Target identification → User requirements → Specifics → Prototyping → In lab/ in field tests → Service concept
After the development of the first version of kokoo (made for school) we decide to understand if our service can be used also by “general internet user”

Two focus groups were performed:

- **Aim** ➔ verifying the acceptability of the application, its easiness of use and its pleasantness.
- **Groups** ➔ users belonging more or less at the same age.
  - First group was for young people with ages spacing from 16 to 24
  - Second group was composed of adults aged 35-45
Methodology

- 8 homogeneous users per panel
- Participants did not have any previous knowledge about Content Curation
- The focus group had 3 phases:
  - Creative/diverging: CONCEPT INVESTIGATION... after a in-depth survey on the usage of online news
  - Evaluating/converging:
    - Demo of first version of “Content Finder”
    - Overall service acceptance
    - Services and features analysis
  - Wrap up: general final discussion
Alpha User Testing - Findings

• Stronger integration with Social Network is required:
  • Creating a Journal on a “specific” platform is useless
  • Social network should be both a source and a destination for the platform

• Users want the platform to make things for them, first of all.

• Such a tool could work well as a collaboration space specially in editorial scenarios (blogging etc.)
User Centered Design Development of KoKoo

• Identifying a new target
  • The target did not match with the service we had in mind so we had two options
    • Change target
    • Change the platform

• Actually we tried to do both of them:
  • Redesign functionalities for the final general user
  • Choose the editorial/blogging target as a reference and evaluate the match
User Centered Design Development of KoKoo

• Alpha user Finding 1: Stronger integration with Social Network
  • Search by keyword on Facebook, Twitter, Google Plus (instead of news providers) public content
  • Possibility to link Facebook, Twitter or Google Plus account, extending the search from public content to all the content I can see with my account.
  • Hot topics shown in home page
  • If Social account is linked, hot topics from user’s social are also shown.
  • Share Finished Journal on Social Networks
User Centered Design Development of KoKoo

• Alpha user Finding 2: Users wants the platform to make things for them, first of all
  • Again, Hot topics shown in home page
  • Again, Personal Social Network Hot topic shown in home page if social account is linked

• Alpha user Finding 3: Such a tool could work well as a collaboration space specially in editorial scenarios
  • Bookmarklet development
  • Additional Features (which we are going to explain)
Kokoo as a Platform: Additional Features

Riassunti Web: Automatically summarizes Journal. One can quickly see what the journal says.

Social Democracy: Is an App putting in communication the citizens and the public administration. Kokoo will be a way for the public administration to produce “nice” content and sending it to the citizens.
Kokoo Usage: Applications

TellmeFirst: Identifies the journal topic through semantics

Social TV: It’s a tablet application getting synced with TV shows by means of listening the TV Audio, showing extra info and EPG in second screen. Kokoo will be the instrument for the editor to send description and extra content to the viewer.
Thanks for your time

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