

## **0 - Title of Atelier and proposers**

### **Sharing travelling stories: HCI Design for sociability and contextual storytelling with multimedia handhelds for nomads**

**Dr. Anxo Cereijo Roibás**

**Nina Sabnani**

#### **1 – Atelier content**

The workshop aims to create appropriate applications for the use of mobile phones as interactive multimedia devices for nomadic users such as commuters and travelers for leisure, work and government purposes (or an hybrid of them). It intends to go beyond the concept of mere broadcast of TV or download of music or video clips, paying special attention to the contextual usage of these kind of mobile applications and trying to shed light on some unsolved issues for these interfaces as the low sociability, creativity and interaction that so far they enable. It wants to create discussion about future communication scenarios with mobile interactive multimedia systems where users can create and share self-authored & contextual digital content, giving a new dimension to the TV experience and extending and enhancing it outside the domestic context.

This workshop will also explore suitable methodologies and techniques to design new scenarios defined by intersections between handhelds and other devices (e.g. iTV). It will also analyze crucial issues in the devise of applications and interactive content in these pervasive contexts.

It aims at:

- understanding how nomadic cultures can shape trends in technology;
- learning from the storytellers how sociability can be achieved in nomadic contexts;
- unfolding the futures of mobile & pervasive TV;
- exploring the user-experience in future pervasive communication scenarios;
- designing applications to foster Mobile Communities;
- analyzing how mobile digital content could evolve;
- investigating advanced interaction modalities for handhelds and ambient deployments;
- exploring the potential of novel interfaces within pervasive communication systems for leisure, work and government;

It will consist in ten days of relevant theoretical input with demonstrations group discussion and group work ending with a final group-project presentation. It will be structured as follows:

- the mornings (discussions) will be devoted to group discussions supported by theoretical input and demonstrations;
- the afternoons (tutorials\*) will be dedicated to the development of the group-projects.

#### **2 - Relevance to School Title, Scope and Aims**

Please explain here (please just 2-4 lines for each letter [please no more than 12 lines overall] HOW your proposal is relevant to

a) The School Title (i.e. "Technology, Enjoying or Enduring it? - Visions, Boundaries and Transformations in Extending or Replacing Human capacities")

As the title "Sharing travelling stories: HCI Design for sociability and contextual storytelling with multimedia handhelds for nomads" suggests, this atelier will focus on making new media technologies more enjoyable for the nomadic user by providing new

relevant solutions that extend the field of action of people on the move improving, at the same time, the quality of the interaction with them.

b) The School Scope (i.e. "international interaction design summer school promoted in the Convivio project framework [i.e. people-centered design of .]")

In "Design for the Real World: Human Ecology and Social Change" Victor Papanek advocates for a socially responsible design that makes the world a better place to live. Designers need to anticipate and solve real users needs – that are generated by the continuous socio-economic changes - instead of deliberately 'creating' new ones. He also suggests an international and multi-disciplinary approach in order to stimulate creativity through cross-pollination processes. This atelier endorses these thoughts that are in line with the School scope.

c) The School Aims (i.e. "contributing to the building a community of practice in people-centered design of interactive technologies". E.g. here reference to the Edinburgh Festivals participants can be made.)

The atelier aims to build and enhance a multidisciplinary community of practitioners and researchers around the topic. The culturally energizing Edinburgh Festivals will provide the ideal backstage for this objective.

### **3 - Atelier Leader Experience**

Dr. Anxo Cereijo Roibás is Senior Lecturer at the University of Brighton and Contract Professor at the Politecnico di Milano and at the University of Milan. He has collaborated with the Nokia Research Center in the Design of future Ubicomp scenarios, and worked as a consultant for 3G services at Vodafone. He has been involved in research projects addressing the future of pervasive TV mobile phones, with support of the Vodafone Group Foundation, the British Royal Academic of Engineering and the BT IT Futures Research Centre. He is European Commission expert evaluator for FP5 and 6 research projects and member of the Executive Committee of the British-HCIC Group. He is responsible for the Cinema Futures Section at the Marbella Film Festival. He has organized workshops and tutorials in international conferences (CHI and Ubicomp, OzCHI, NordiCHI, Mobile CHI,) and in universities in Europe, India (NID), Canada (UQAM), Malaysia (Multimedia University & Motorola), Singapore (Temasek) in different areas of HCI design for UbiComp.

Nina Sabnani is film animator, painter and Head of Multimedia Faculty at the National Institute of Design, India. Her research and teaching interests regard Visual Scripting for Animation, Linear and non-linear story telling, Illustration and Multi-sensory Design. She recently organized an international conference on storytelling in the digital age, called Sutra in collaboration with MIT Media Lab and Media Lab Asia. In her films she has experimented in transposing artistic styles into animation. She-used the Madhubani style of painting for her first film called "Shubh Vivah". She has also breathed animated life in K.G. Subrahmanyam's picture book, "A Summer Story". Other films include 'Summer Story' based on K G Subramanyam's picture book and 'All About Nothing', on the birth of zero in India.

### **4 - Scientific Novelty and Value**

The User experience in pervasive communication scenarios: industry's failure to understand and forecast users' needs and expectations in sectors that are normally characterized by innovation-driven approaches is not an uncommon scenario. Developing inappropriate products and applications for mobile devices and iTV leads to radical changes in users' habits and perceptive &

cognitive overload. Rapid changes in users' habits and technological advances have generated enormous uncertainties and call for innovative research and development methodologies. As the variables that need to be taken into account have a diverse nature, a cross-disciplinary approach that includes human factor studies, behavioural theories, socio-cultural and economic trends, technological developments and emerging technologies markets, interactive arts, product design, etc. is necessary. Examples of topics are: nomadic user experience in pervasive communication scenarios, creation of storyboards and scenarios for sharing travelling experiences, trends in mobile & pervasive iTV, storytelling & travellers stories in Rajasthan, new HCI paradigms (tangible computing, gesture interaction and intelligent environments).

**Design for Contexts:** Context Awareness is one of the most crucial issues in the design of personalized and relevant services and applications for mobile devices. With the advent of mobile communications and the ever-increasing adaptation toward a nomadic life style, communication between individuals, groups and communities now occur over networks and devices that are most suitable for an individual's location, time, and context in general. Successful examples of context aware infotainment show how users prefer methods of communication with capabilities that best meet a specific circumstance.

**Design for sociability.** Nomadic communication contexts are characterized by a strong collaboration and interaction needs between users. It is crucial to identify suitable applications for the above scenarios as well as related new forms of content and novel interaction models that enable sociability.

We will explore experimental research methodologies ('importing' ethnographic praxis from different areas) as well as Participatory Design Approaches in order to identify and develop original solutions to the futures of mobile iTV and pervasive interactive multimedia in general addressing which can be defined as the 6Cs: Context awareness, Communal (collective, community and social) awareness, Cooperation (Sociability), Connectivity, Creativity and Convergence of platforms.

## **5 -Overall Judgement**

Unfolding HCI future UX issues is an fascinating task as it requires innovative and multi-disciplinary approaches. It advocates for high creativity and intuition together with an smart use of experimental tools and skills to import knowledge from other areas such as games, aerospace, interactive arts, medicine, etc.

However, dealing with the future entails high uncertainty. Many attempts failed as they missed or just disregarded some crucial factors. Building an atelier with students coming from a wide range of different disciplines might reduce this risk.

## **6 - Recommendation for Retaining the Atelier in the School Program**

- Pervasive interactive multimedia systems are an emerging HCI area, which is drawing more and more attention from the industry and from the major research institutions.
- Putting into practice experimental techniques and innovative approaches in HCI design in the development of a project not only benefits students' portfolios but also contributes to the development of valuable critical thinking increasing, at the same time, their maturity in the subject area.
- Atelier leaders will contribute to enrich this experience with their consolidated background in organizing workshops in conferences, companies and universities in different cultural realities.