

The background image shows a group of people sitting around a wooden table in what appears to be a cafe or meeting space. On the table, there is a notebook with a pen, a glass of water, a white coffee cup on a saucer, and two smartphones. A brown leather bag is resting on the table in the background. The scene is dimly lit, with a dark overlay on the right side where the text is placed.

LetStory

**CROWDSOURCING**

**FALL '16**

**KAIST**

Miroslav MASAT

Goh WEI XIANG

Oscar JOHANSSON

Liu CHING

A photograph of a large industrial waste dumpsite. The foreground is filled with a vast expanse of discarded trash, including plastic bags, paper, and other debris. In the background, several tall smokestacks are visible, with dark smoke rising from them against a hazy, overcast sky. The overall scene conveys a sense of environmental pollution and industrial waste.

MORE THAN 250 MILLION TONS OF TRASH  
IS PRODUCED EACH YEAR IN USA ALONE

<http://www.statisticbrain.com>

A photograph of a dog and a puppy on a concrete surface. The dog is white with a large brown patch on its back. The puppy is brown and fluffy. The image is dimly lit and has a dark overlay. Two white text boxes are superimposed over the image. The first box contains the text 'ABOUT 2.7 MILLION ABANDONNED' and the second box contains 'ANIMALS ARE EUTHANIZED EACH YEAR'. A red text box below the second one contains the URL 'https://www.dosomething.org'. In the bottom left corner, there is a small grey box with the text '© HAP/Quirky China News/REX'.

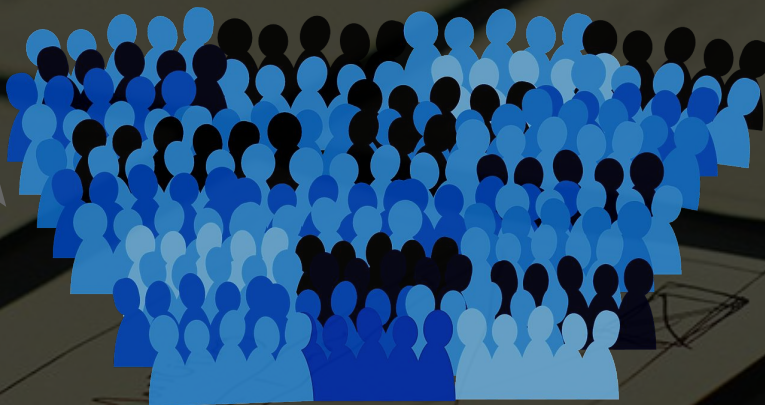
<https://www.dosomething.org>





Address  
important issues

Raise the  
awareness



Solve those  
problems

# OUR SOLUTION

Text  
Images

Collaborative  
Editor

Voting System



A photograph of a person sitting at a desk, writing in a notebook. The person is wearing a red watch and a plaid shirt. The desk is in front of a window with a view of greenery outside. A potted plant is on the left side of the desk. The image is overlaid with a dark semi-transparent layer on the left side, containing text and icons.

LetStory

## LAUNCH A STORY

Address existing problems and raise the awareness

## CONTRIBUTE

Collaborate and contribute to existing stories



## GET FEEDBACK

The more appreciation, the more contribution



# ROLES IN THE SYSTEM

Who is participating in LetStory?

**We do distinguish between two main roles in our system:**

## REQUESTERS

Requesters are individuals and/or organizations that are interested in **raising an important issue** and let it be addressed via an engaging story produced by the crowd. Requesters **can** also **engage** in story creation, mostly by providing guidelines in the form of the description and optionally media.

## WORKERS

Workers can **express their interest** by picking an interesting story assignment. A worker can **suggest a paragraph** or **write another version**. Workers are kept motivated by seeing their paragraphs being **upvoted**. The worker wants their creative thoughts be people's favourite.



# TASKS IN THE SYSTEM

## COLLECT

In this task we ask workers to

### **collect visual material**

that is related to the story.

Currently we support only images, the idea is, to support video content as well as other rich media, including applets or embedded interactive elements.

## WRITE

In this task we ask workers to

### **write new paragraphs**

to generate the new content.

Workers may or may not attach media files that were collected by requester or other workers previously. At this time we support only one media per a paragraph.

## VOTE

In this task we ask workers to

### **vote on paragraphs**

of others to help to shape a story

Workers are encouraged to vote for the best instance of the paragraph and hence the best paragraph can be populated into the final version of the story.



# NOTABLE FEATURES

## Versions



To encourage **better quality** and support **continuous improvement**. We allow workers to submit alternative versions of paragraphs so those, with more votes dominate the final story.

## Workflow



To allow variable workflow, we give the power to the requester and options to chose between **sequential** (C->W->V) or **parallel** (C<->W<->V) **workflow** or the **combination of two**,

## Chat



To offer workers **ways to collaborate** more **effective** and **efficient**, we provide a story-related chat that can allows them **to coordinate** and exchange thoughts.

## Both worlds



We support **unified identity** for a requester and a worker. This way, **transition between roles is effortless** and possible at any time. Hence we can encourage members to explore both roles.

## Quality

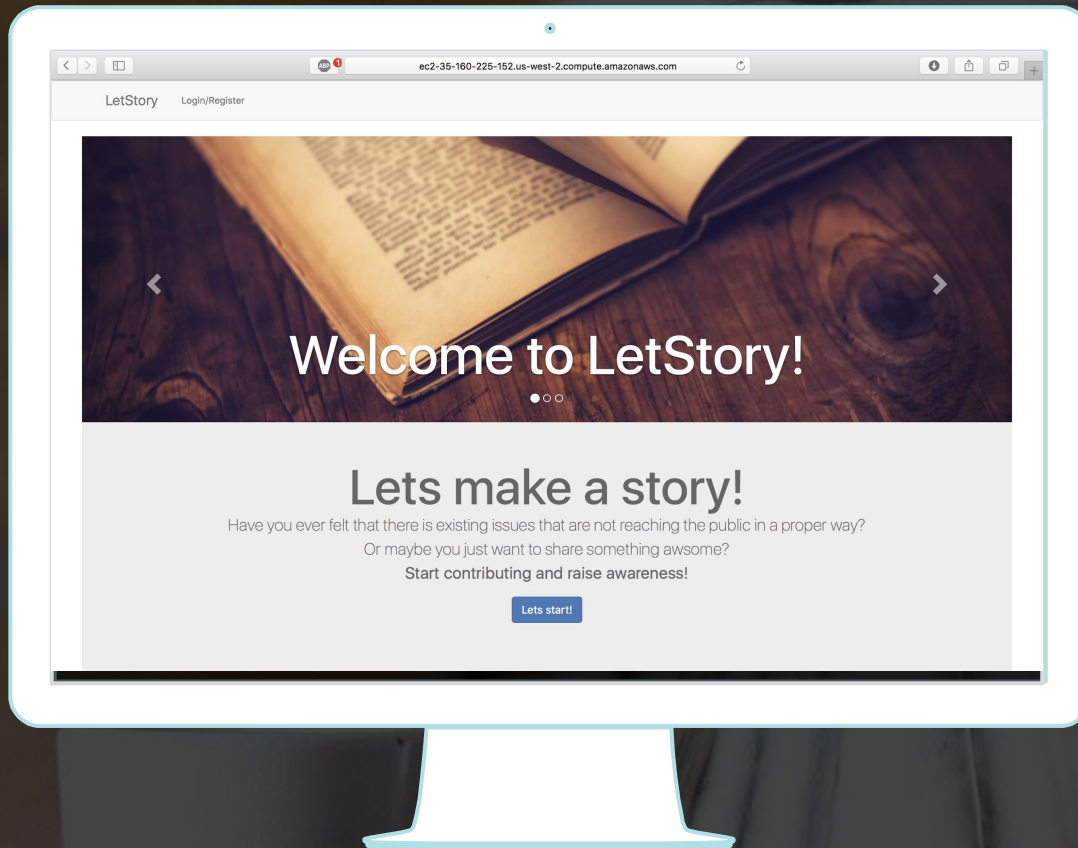


To **ensure** the only **good content** can succeed, we support voting on paragraphs. Every worker is **limited** in their **votes**, so the system can not be gamed. We plan more on this.

## Ownership



To keep our users **visible and motivated** and **express gratitude**, we display nick names of authors everywhere necessary. We also plan to add on credentials features.



LetStory DEMO

<http://shoutkey.com/am>



A person wearing a red and blue plaid shirt, dark pants, and sneakers is walking away from the camera on a wooden floor. They are carrying a brown canvas backpack with leather straps. The background shows a white wall and a wooden staircase.

THANKS!

**ANY  
QUESTIONS?**