Catalyst tools and methodologies
- Overview-
Catalyst: user story roadmap

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Community Manager

Motivations:
- Better manage community
- Identify innovative ideas and promote action and implementation
- Better communicate
- Better understand a topic and the existing arguments
- Summarize problems in order to reach consensual solutions

Web Annotation Plug-in

Harvest/Catch

Categorize and Map

Discuss and Observe

Social Media Integration

New tools for Structured Online Debate

Mapping Tools

Advanced Analytics for Attention mediation & Deliberation diagnostic

Collective Intelligence & Deliberation Dashboard

Human Generated Summary Support

Reflect, Communicate and Share

Moderate

Reflect, Communicate and Share

Social Network Analysis Tool
2 parallel journeys

1. Unstructured debate
2. Summary production
3. Debate visualizations
4. Summary
5. Decision (voting)
6. Deliverable

Barometer of the debate
Alerts
Analytics
Engaging discussions on Facebook (1/4)

The Verge
Facebook says it worked closely with LGBT activist groups to choose the new profile options

Facebook moves beyond male and female with custom gender options
thverge.com
Facebook today announced that users will soon have the ability to select a custom gender for their Timeline profile pages. Aside from...

Like · Comment · Share · 3 hours ago ·

Facebook post

User Story:
The end-user can post contributions directly from his/her Facebook account

Major value proposition:
• No user interface migration
• Notifications received on Facebook account (e.g. replies to the Facebook post, new idea created, etc.)

End-user flow

Step 1 – Initializing the debate
Engaging discussions by email (2/4)

Mailing list

User Story:
The end-user can send contributions by e-mail to the group participating in the debate

Major value proposition:
• End-users know how to use mailing lists
• Mailing lists are well suited for in-depth contributions

End-user flow

Step 1 – Initializing the debate
Engaging discussions on Assembl (3/4)

End-user flow  Step 1 – Initializing the debate

Assembl Thread (I4P)

User Story:
The end-user can post contributions directly on a Web interface (Assembl Web site)

Major value proposition:
• Multiple views are accessible: threaded, chronological, activity feeds
• End-users have access to the history of all contributions
Engaging discussions on Assembl (4/4)
End-user interactions

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Barometer of the debate

Alerts

Analytics

Harvester interactions

1. Debate harvesting
2. Structured debate

(Flow diagram showing the process from unstructured debate to deliverable, with intermediate stages of summary, decision making, structured debate, and visualizations.)
Moving to a structured debate (1/2)

Debate Hub (OU)

User Story:
The end-user can start an idea and gather Pro and Con arguments

Major value proposition:
• The idea page summarizes all arguments and counter-arguments
• It represents the baseline for subsequent voting

End-user flow ➔ Step 2 – Structured debate
Moving to a structured debate (2/2)

Table of Ideas + Idea panel on Assembl (I4P)

User Story:
The end-user can visualize a structured representation of all ideas and sub-ideas discussed in the debate (left panel). It provides a complete overview of the debate.

Major value proposition:
- Each idea and sub-idea can be navigated by the end-user by clicking at the desired level in the tree structure (left panel)
- Each idea or sub-idea is described in the idea panel (right panel), integrating all the extracted segments from raw discussions (post-it in yellow) that prompted the creation of the idea
Enhancing creativity (1/2)

End-user flow

Step 2 – Structured debate

Video-based Creativity widget (I4P)

User Story:
- The backend provides associated concepts on Wikipedia and word co-occurrences based on the debate.
- The user finds inspirational videos, and then shares the insight it gave him.
Enhancing creativity (2/2)

Creativity card-based widget (I4P)

User Story:
- The end-user picks a card designed to stimulate creativity.
- Multiple decks of cards are provided and the community manager can create and edit his/her own set of cards adapted to the specificities of the debate.
- The slot machine style makes it possible to scan different cards.

End-user flow ➔ Step 2 – Structured debate
End-user interactions

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Harvester interactions

1. Debate harvesting
2. Structured debate
3. Alerts
4. Analytics
5. Barometer of the debate
6. Deliverable
Mapping the debate (1/3)

**Contributor-centric visualization (OU)**

**User Story:**
The end-user can see who are the supporters and critics of all ideas.

**Major value proposition:**
- Each idea can be contextualized through the social graph of the people discussing it
- The color and width of the links between people may symbolize the type of relationships (supported by or challenged by) and intensity of exchanges (number of interactions between 2 people)
Mapping the debate (2/3)

Tree Map visualization

User Story:
The end-user can see a comprehensive overview of activity in ideas and sub-ideas in the debate.

Major value proposition:
• The end-user can visualize the level of the activity from the size of the boxes representing ideas.
• Underlying conversations (threads from the unstructured debate) may be attached to 2 or more ideas or sub-ideas.

End-user flow ➔ Step 3 – Debate visualizations
Mapping the debate (3/3)

User Story:
The end-user can see the logical links between different elements of the debate (issues, ideas, arguments)

Major value proposition:
- Clear argument mapping shows how an idea is supported, explained, challenged, etc.
- Edges can be colored in order to facilitate the participant’s understanding of the map
- Structure is provided to the discussions
1. Unstructured debate

2. Summary production

3. Debate visualizations

4. Summary

5. Decision (voting)

6. Deliverable

Barometer of the debate

Alerts

Analytics
Summarizing the debate

Periodical Summary on Assembl (I4P)

User Story:
The end-user can have access to a periodic (weekly) synthesis of the evolution of the debate

Major value proposition:
• Complete overview of the table of ideas since inception of the debate
• Summary of what happened in the last iteration (week) of the debate
• Indications of where the debate could or should be heading during the next iteration of the debate

End-user flow

Step 4 – Summary
Enabling structured voting (1/2)

Online voting (OU)

User Story:
The end-user can upvote or downvote an idea or an argument

Major value proposition:
• Voting implies to express supporting arguments in order to rationalize collective decision
• Additional features will allow to go beyond the “for and against” voting system (use of Likert scale or preferential ballot)
Multi-criteria voting (I4P)

User Story:

- The end-user can use multiple scales to vote on independent criteria helping to assess the attractiveness of an idea.
- The end-user can also vote on 2 axes in one single click through a visual combination of 2 scales (XY representation)
End-user interactions

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Harvester interactions

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3. Barometer of the debate
4. Alerts
5. Analytics
Understanding the state of the debate

Barometer of the debate (OU/I4P)

User Story:
The end-user is provided a selection of key analytics summarizing the state of the debate (activity, “climate” of the debate, etc.).

Major value proposition:
• Engaging analytics in order to enhance users’ experience and participation
Developing personalized notifications

**Personal alerts (UZ)**

**User Story:**
The end-user receives personal notifications focusing his/her attention on specific calls to action

**Major value proposition:**
- Personalized messages instead of mass e-mail campaigns
- Attention-mediation tool based on specific metrics measuring the personal patterns of debate participation
End-user interactions

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Barometer of the debate
Alerts
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Harvester interactions
Internal content harvesting (1/2)

User Story:
The harvester can select, extract and export key contents from raw messages exchanged between debate participants

Major value proposition:
• Rapid extraction of key segments from unstructured threads
• Ordering of extracted segments in a clipboard panel (left panel) in order to gradually build the table of ideas

Add filter
Threaded view

User Story:
The harvester can select, extract and export key contents from raw messages exchanged between debate participants

Major value proposition:
• Rapid extraction of key segments from unstructured threads
• Ordering of extracted segments in a clipboard panel (left panel) in order to gradually build the table of ideas
External harvesting through open annotation (OU/I4P)

User Story:
The harvester can select, extract and export key contents directly from the Web

Major value proposition:
- Corresponds to the harvesting of content outside of the debate
- To be used as a complementary tool to the internal harvesting (within the debate) for selecting supporting content from the Web
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End-user interactions
Harvester interactions

Summary production
Rapid design of summaries

Summary production tool from Assembl (I4P)

User Story:
The harvester can select key ideas for rapid design of weekly summaries

Major value proposition:
- Technology-enhanced summary production with pre-selected content (titling and key message automatically added to a summary template)
- Enables to divide by 5 the time required to write a weekly summary of the debate by hand
- Helps volunteer harvester with limited time availability

Harvester flow ➔ Step 2 – Summary production
Integrated Analytics Dashboard

Moderator / Harvester Dashboard

User Story:
The harvester can monitor all key analytics categorized by activities and views (People, Idea, Participation, etc.).

Major value proposition:
• All analytics are displayed in one single interface
• Allows for integrated management of the debate
Social Network Analytics

User Story:
The moderator can monitor the impact of the community managers’ work on the debate

Major value proposition:
• Helps farming and managing online conversations
• Helps assessing the quality and professionalism of the community managers
• Shows strongly significant influence of some variables capturing the shape of users’ ego networks as well as the global network
Towards a final deliverable

Cognitive Map (OU/I4P)

User Story:
The end-user can visualize the key findings from the entire debate through a cognitive map

Major value proposition:
• Cognitive maps facilitate memorization of contents
• Cognitive maps favorably replace long text-based PDF reports that fail to attract end-user attention
• Adapted to generation Y’s expectations in terms of information delivery