CS4458 - Computer-Supported Cooperative Work

- Group 1 -
Organising work for 'Crossbow Advertising'

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Outline

Crossbow Advertising
"Always on target"

Introduction - Meet the Crossbow team

Press Officer
Leslie Swanson

Manager
Gillian Costelloe

Graphic Designer
Sam Vega

Introduction - The Project

Tiers of Joy Bakery:

➔ A local family-run bakery that's relaunching after closing during the Recession

➔ The owners approached Crossbow Advertising about a fresh new relaunch

➔ Crossbow would be assisting with all things print and design

Tools Used

Google Calendar

Google Hangouts

Google Docs

Google Calendar

Google Calendar is a **coordination** tool! For this assignment we used it to organise and schedule work for Crossbow:

Google Calendar

➜ Helps you keep track of your own events, plan an event, change/edit events

➜ Follow other people's calendars

➜ Set reminders (for a to-do list, etc.)

➜ Share your calendar with others

➜ Sync with other calendars (iCal etc.)

➜ Other features (Goals)

Google Calendar - The Good vs The Bad

Overall good tool to use for organisation

Supports 'social translucency' very well

Flexible when planning events

Calendar has very useful functions

Design was not pleasing and hard to read - not interactive + struggle to find things
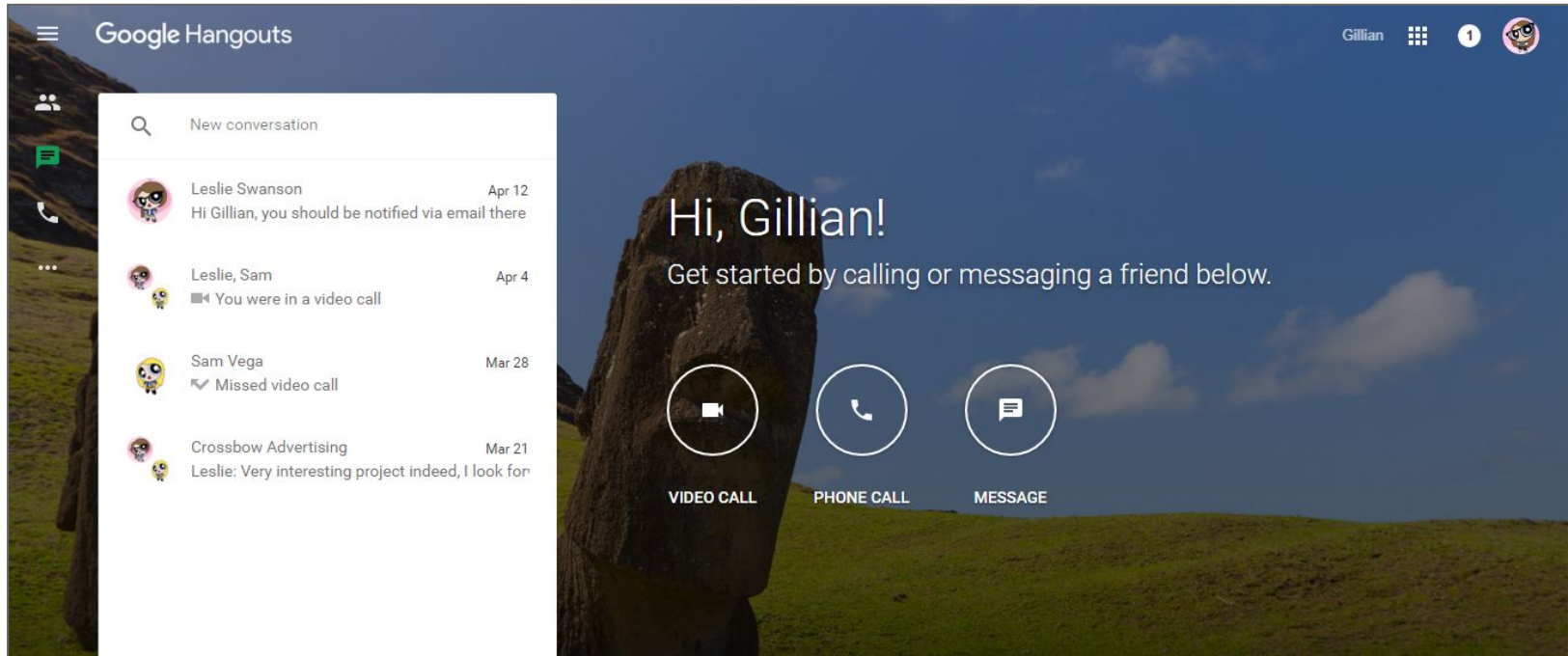
The controls were hard to navigate and there was a large learning curve compared to other Google applications
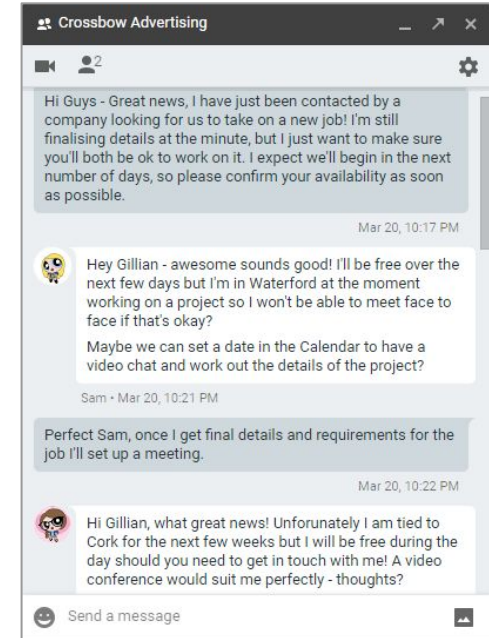
Glitches

Lack of notifications

Google Hangouts

Google Hangouts is a **communication** tool! We used this for holding "meetings" and chatting with other team members.

Google Hangouts

➔ Provides users with multiple ways to communicate - video calls, chats and phone calls

➔ Anyone with a google account can be invited to the video call or chat!

➔ It's possible to have a "face to face" meeting without actually sharing a physical location

➔ Screencasting aided work of Graphic Designer - feedback, edits

➔ Chat function allowed the team to communicate when working at different times - "seen" ensured message was received

Crossbow Advertising

Hi Guys - Great news, I have just been contacted by a company looking for us to take on a new job! I'm still finalising details at the minute, but I just want to make sure you'll both be ok to work on it. I expect we'll begin in the next number of days, so please confirm your availability as soon as possible.

Mar 20, 10:17 PM

Hey Gillian - awesome sounds good! I'll be free over the next few days but I'm in Waterford at the moment working on a project so I won't be able to meet face to face if that's okay?

Maybe we can set a date in the Calendar to have a video chat and work out the details of the project?

Sam · Mar 20, 10:21 PM

Perfect Sam, once I get final details and requirements for the job I'll set up a meeting.

Mar 20, 10:22 PM

Hi Gillian, what great news! Unforunately I am tied to Cork for the next few weeks but I will be free during the day should you need to get in touch with me! A video conference would suit me perfectly - thoughts?

Send a message

Google Hangouts - The Good vs The Bad

Allowed communication between any and all users with a Google account

Not limited to one form of communication

Video calls are interactive

Hangouts is intuitive

Phone calls were charged for all countries outside US and Canada
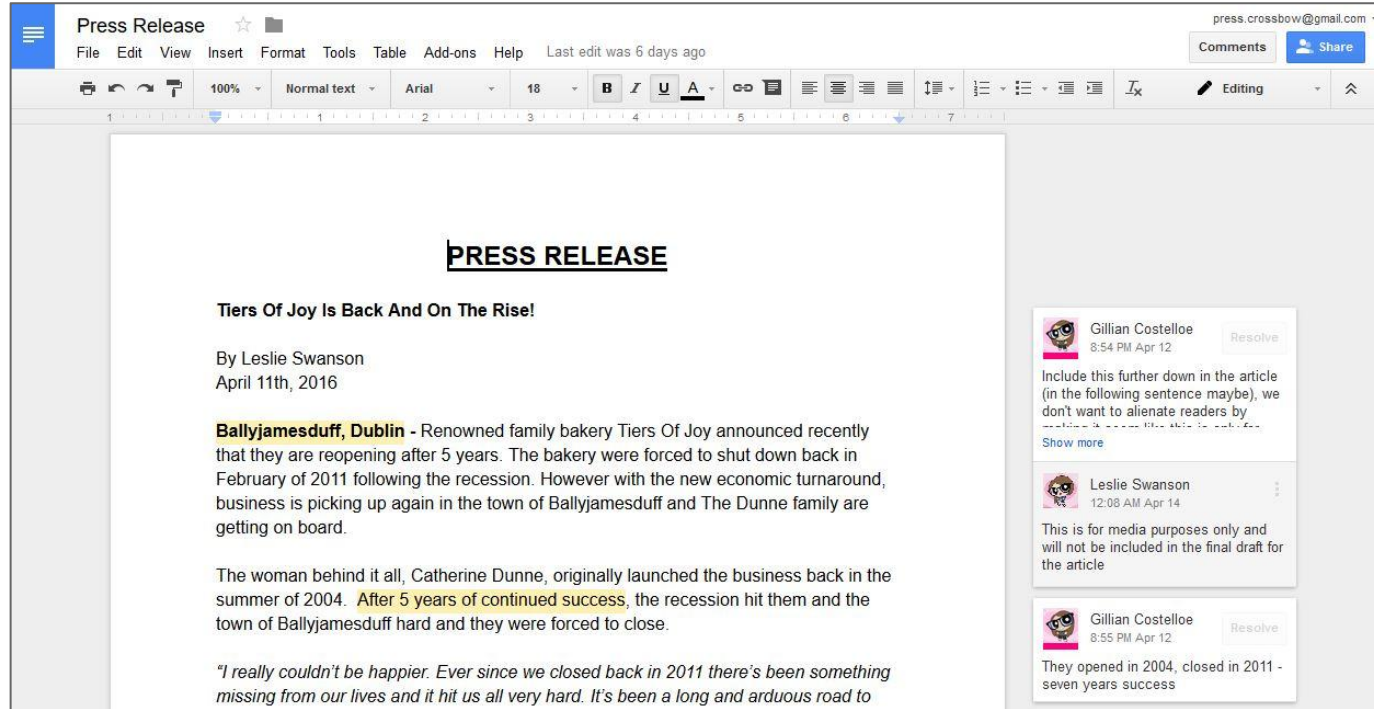
Quality of video calls wasn't brilliant

No notification of an incoming video call if Hangouts was not open

Issuing invites could be confusing

Signed in as different user even after swapping account

Google Docs

Google Docs is a **collaborative** tool! In this assignment it was used by the press officer and the manager to coordinate the press release

Google Docs

➔ Allows multiple editors to work on a single document, sheet or presentation

➔ Users can change the settings to control what other people can see

➔ Users can make comments to be replied to or resolved by other users

➔ The revision history tool allows users to see what changes are made to the document by who and at what time

➔ Other useful features are the research tool, the navigation sidebar and the custom shortcut maker

Revision history

April 13, 11:52 PM
Leslie Swanson

April 12, 12:18 PM
Leslie Swanson

April 11, 5:49 PM
Leslie Swanson

April 11, 4:32 PM
Leslie Swanson

☑ Show changes

Show more detailed revisions
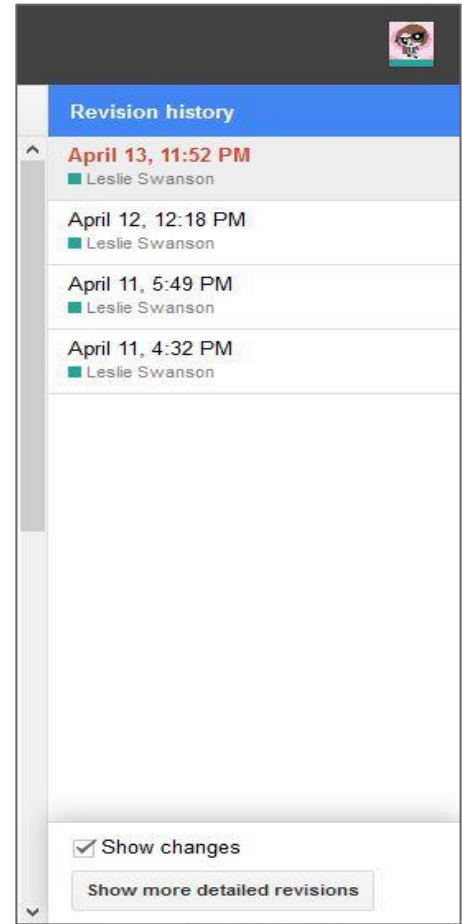
Google Docs - The Good vs The Bad

Easy to setup - doesn't require any configuration of the editors' computers

Great concurrent editing that doesn't allow for conflicts

Accessible from anywhere at anytime with internet connection

Doesn't support offline editing

Doesn't support graphics or similar content

Poor image editing options

Poor HTML editor

War & Success Stories

➔ Calendar Time Zone issues

➔ Notification issues

➔ Initial invitations to chats or video calls were unclear

➔ The 'look' of Calendar did not match our expectations

➔ All 3 tools were very easy to use

➔ By using the tools we were able to complete work without ever 'meeting'

➔ Instant feedback on 'graphics'

➔ Organise a 'shared' schedule

➔ Communication, coordination, collaboration all happened; allowing the business to 'work'

Reflection

➔ Cohesion between the tools

➔ Communication was seamless

➔ There were *some* problems, but they didn't affect our work they could potentially affect a larger company

➔ Inability to work offline - what if all your company's work was done through Google applications?

➔ We could work without being in the same location

➔ If we were to start again we would use different tools & choose a different scenario

Conclusion

Crossbow Advertising is a company with a distributed team. With the press officer and graphic designer living away from the main offices in Dublin, CSCW is crucial to the successful running of their business.

Using entirely Google applications was an efficient way of effective collaboration. It was simple to set-up, and once that was done all we needed was that one account to work across all 3 tools.

Conclusion

The three most important lessons we learned from completing this assignment were:

➔ Using tools we were already somewhat familiar with did not allow for any learning curve

➔ Just because it worked for us, i.e. a small team, does not necessarily mean that it will work for teams of all sizes

➔ The tools we used - and other similar tools - allow for teamwork to happen without having to share a physical space

Questions?