

CS4458 - Computer-Supported Cooperative Work

- Group 1 -

Organising work for 'Crossbow Advertising'

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Outline



- **Introduction**
 - **Our Tools**
 - **War & Success Stories**
 - **Reflection**
 - **Conclusion**
-

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:

CREATE ▾

▼ April 2016 < >

S M T W T F S

27 28 29 30 31 1 2

3 4 5 6 7 8 9

10 11 12 13 14 15 16

17 18 19 20 21 22 23

24 25 26 27 28 29 30

1 2 3 4 5 6 7

▼ My calendars ▾

- Sam Vega
- Crossbow Advertising
- Reminders

► Other calendars ▾

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27 Easter	28 Easter Monday	29 10 Video conference - Gill and 2p Video conference - Gill and	30 12p Initial concepts due - gra	31 1p Meeting with Clients - gr	Apr 1 9 Client Feedback - Sam - C 5p Initial concepts due - arti	2
3	4 9 Video Conference - Gill & S 12p Updated Graphics due - s 3p Meeting with Clients - Ar	5 10 Feedback from Client me	6 9 Video conference - Gill, San	7	8 3p Video conference - Gill & S	9
10	11 10 Meeting with clients - Sa	12 10 Press Release Draft Due	13 9 Video conference - Gill, San	14	15	16
17	18 11:30 Meeting with Clients	19	20 9 Video Conference - Gill, San	21 3p Final drafts of graphics 8	22 11 FINAL MEETING WITH	23
24	25 9 FINAL DEADLINES FOR	26 3p PRESS GOES TO PRIN	27 9 Press in Stores!	28	29 10 BAKERY OPENS	30

Terms - Privacy

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)

PRESS GOES TO PRINT

4/26/2016 3:00pm to 4:00pm 4/26/2016 [Time zone](#)

All day Repeat...

Event details [Find a time](#)

Where

Video call [Add video call](#)

Calendar

Created by manager.crossbow@gmail.com

Description

Attachment [Add attachment](#)

Event color

Notifications No notifications set
[Add a notification](#)

Show me as Available Busy

Visibility Calendar default Public Private

By default this event will follow the [sharing settings](#) of this calendar: event details will be visible to anyone who can see details of other events in this calendar. [Learn more](#)

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

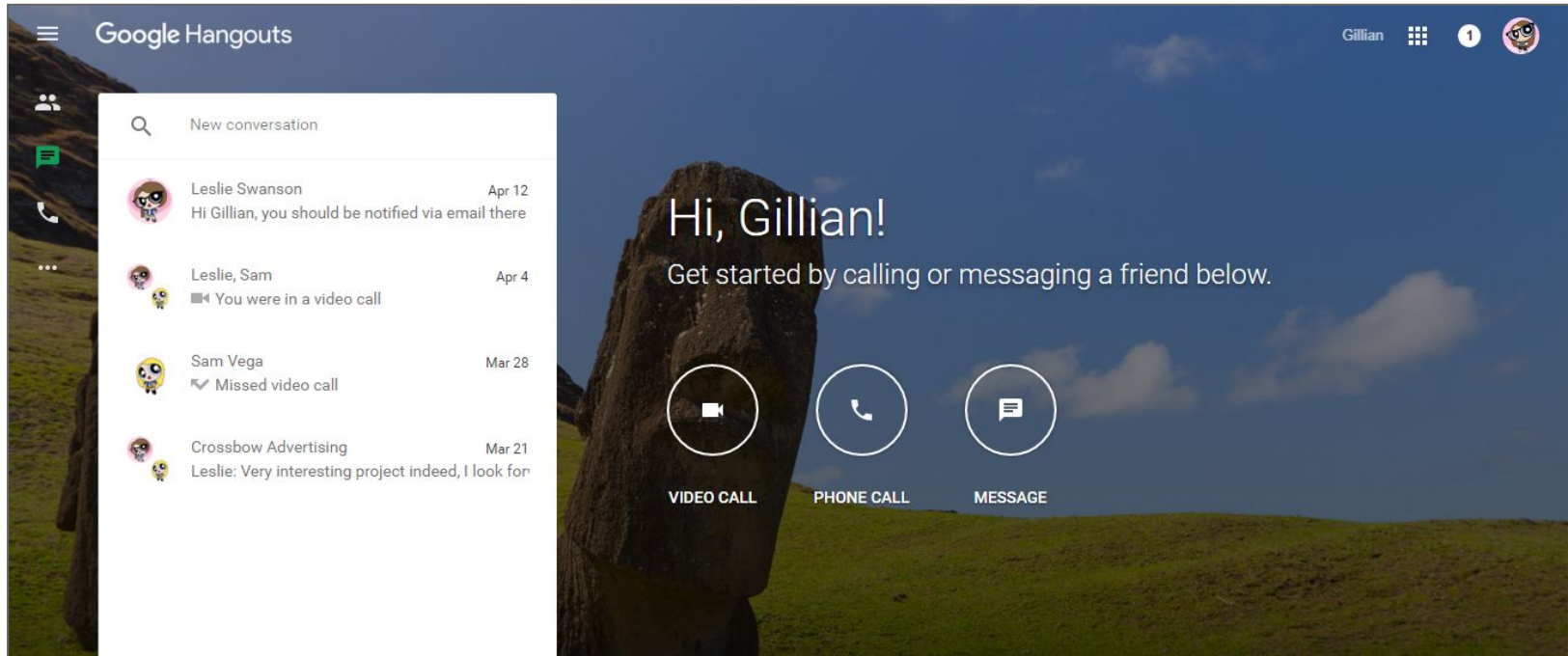
The controls were hard to navigate and there was a large learning curve compared to other Google applications

Glitches

Lack of notifications

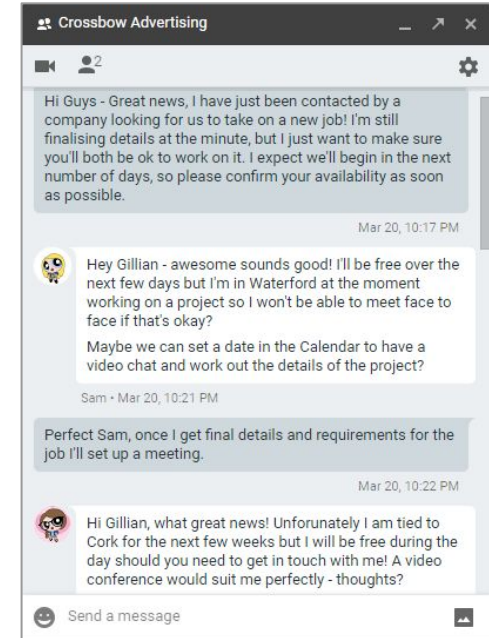
Google Hangouts

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



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

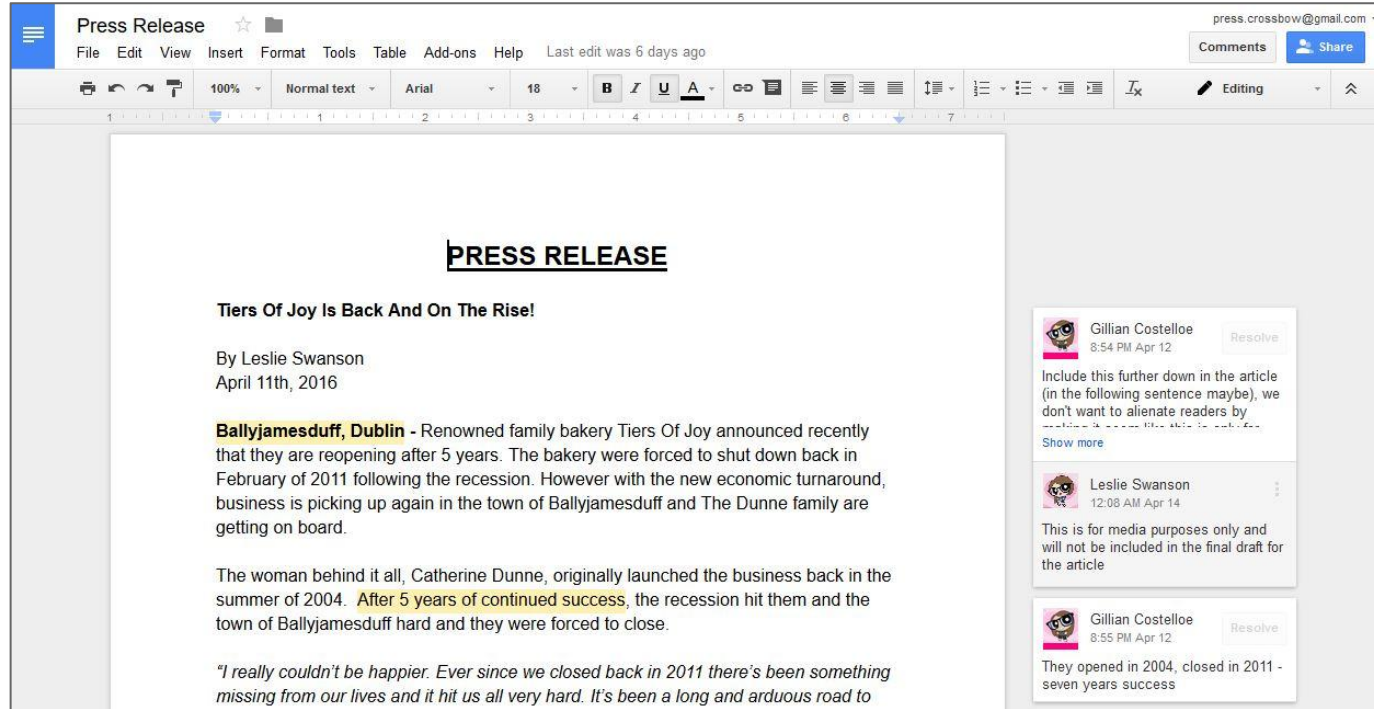
No notification of an incoming video call if Hangouts was not open

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



The screenshot shows a Google Docs interface for a document titled "Press Release". The document content includes a centered heading "PRESS RELEASE", a sub-heading "Tiers Of Joy Is Back And On The Rise!", the author "By Leslie Swanson", the date "April 11th, 2016", and a paragraph about "Ballyjamesduff, Dublin". A quote is at the bottom. On the right, a comments sidebar shows two comments from Gillian Costelloe and one from Leslie Swanson.

Press Release

File Edit View Insert Format Tools Table Add-ons Help Last edit was 6 days ago

100% Normal text Arial 18 B I U A

PRESS RELEASE

Tiers Of Joy Is Back And On The Rise!

By Leslie Swanson
April 11th, 2016

Ballyjamesduff, Dublin - Renowned family bakery Tiers Of Joy announced recently that they are reopening after 5 years. The bakery were forced to shut down back in February of 2011 following the recession. However with the new economic turnaround, business is picking up again in the town of Ballyjamesduff and The Dunne family are getting on board.

The woman behind it all, Catherine Dunne, originally launched the business back in the summer of 2004. After 5 years of continued success, the recession hit them and the town of Ballyjamesduff hard and they were forced to close.

"I really couldn't be happier. Ever since we closed back in 2011 there's been something missing from our lives and it hit us all very hard. It's been a long and arduous road to

Comments Share

press.crossbow@gmail.com

Gillian Costelloe 8:54 PM Apr 12 Resolve

Include this further down in the article (in the following sentence maybe), we don't want to alienate readers by making it seem like this is a sub-fo. Show more

Leslie Swanson 12:08 AM Apr 14

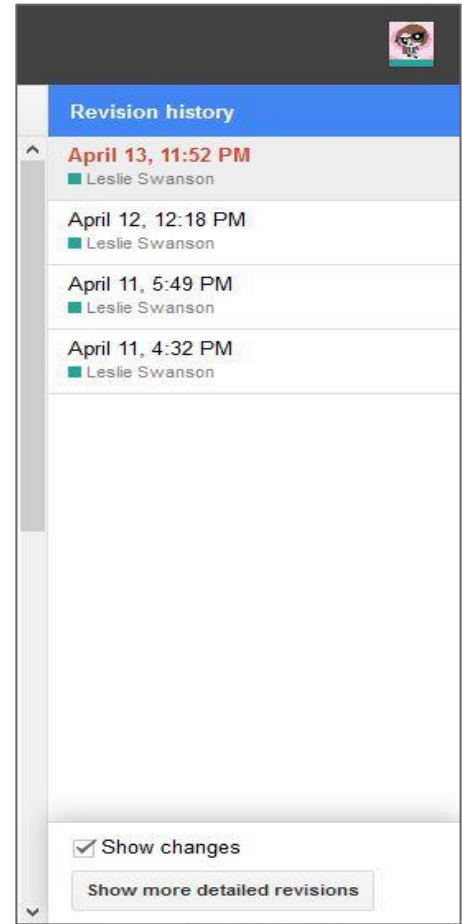
This is for media purposes only and will not be included in the final draft for the article

Gillian Costelloe 8:55 PM Apr 12 Resolve

They opened in 2004, closed in 2011 - seven years success

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



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?

