

MMMad Libs

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03.10.2003

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CS247a: Interaction Design Studio
Winter 2003

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Social environment

“In the moment”

Building off of paper Mad Libs

Multimedia input, cinematic output

Storytelling aspect

Ability to do more than just text

Original Concept

“IdeaCollage”

Linking captured photos, sketches, words,
and sounds

For:

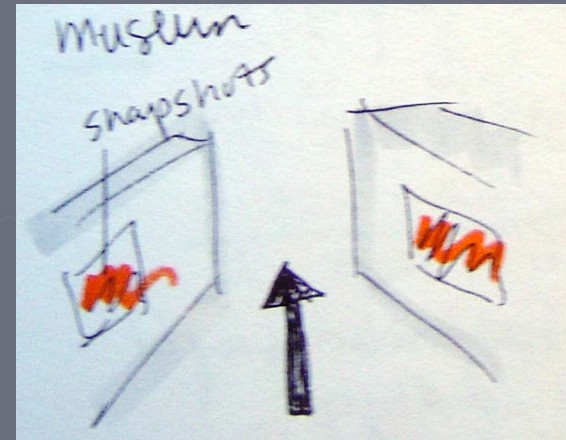
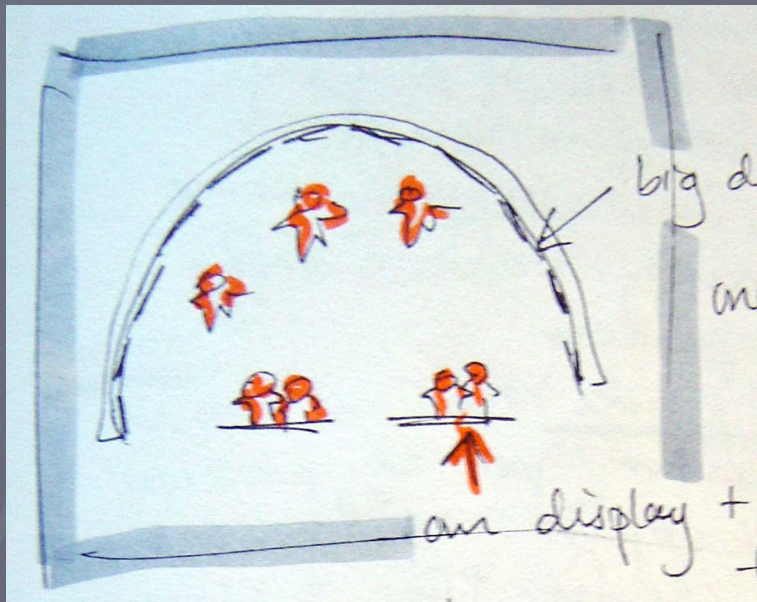
Museum Visitors

Product Development Teams

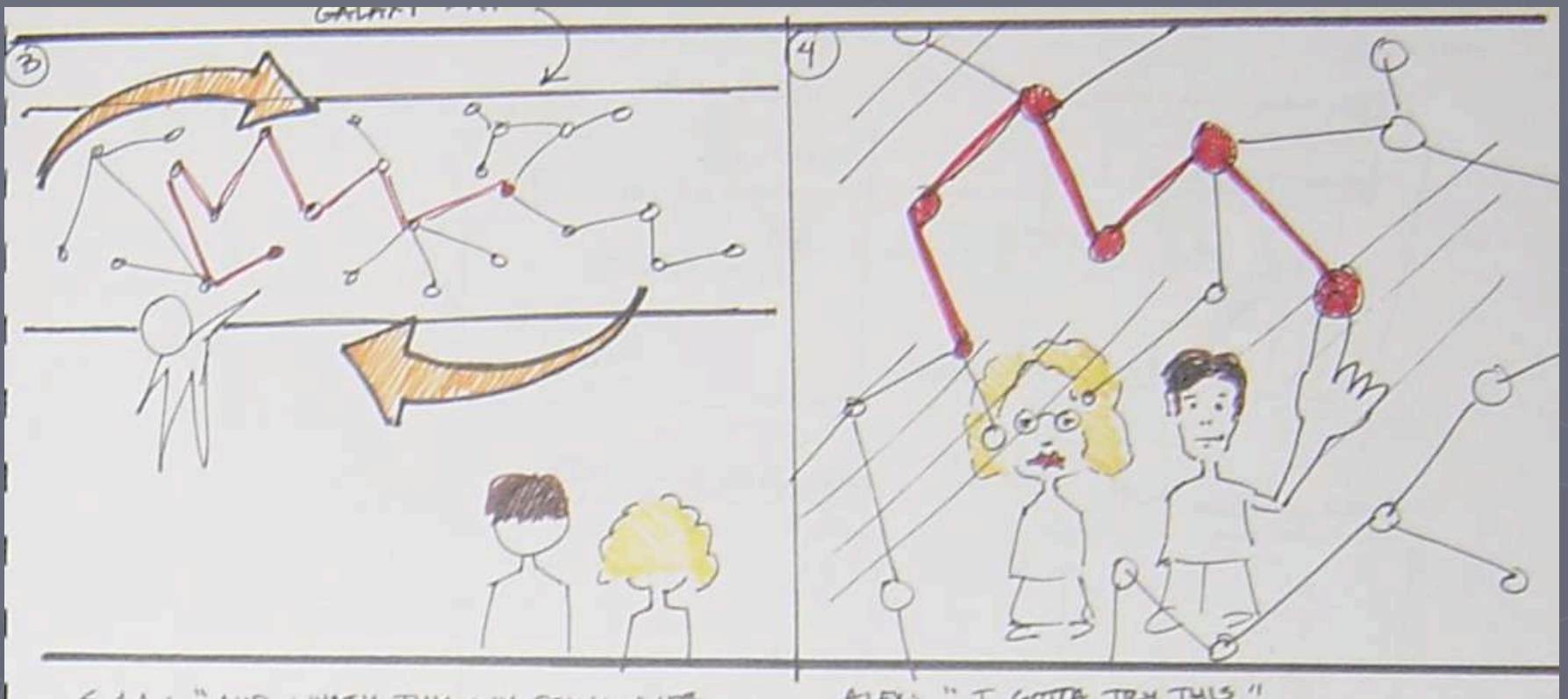
IdeaCollage - Museums



Small groups of strangers working together...



...to produce interactive, real-time collaborative art.



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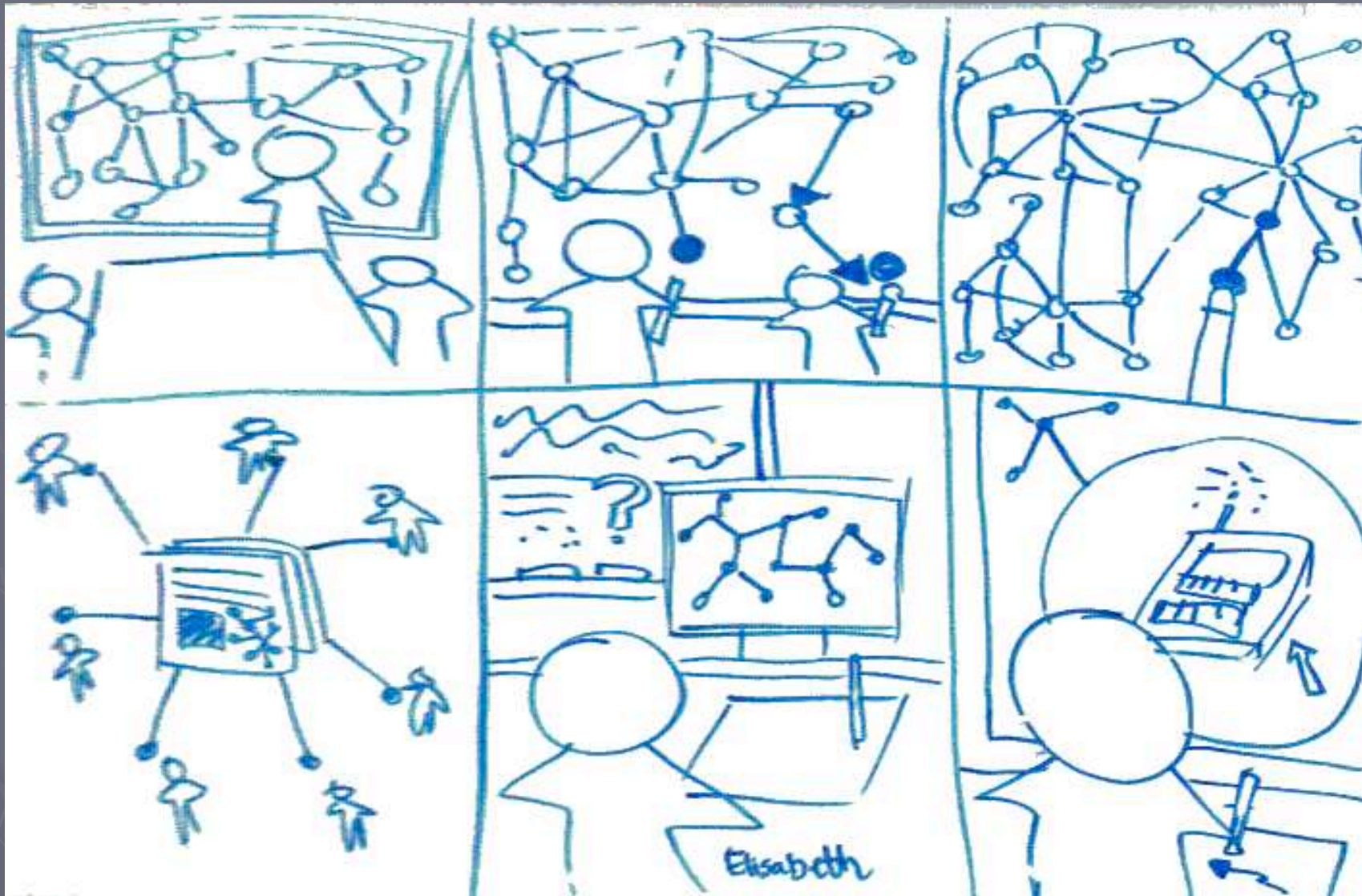
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IdeaCollage - Product Design

Collaboration and recording brainstorm







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Mad Libs?

Idea collage structural issues

Connections between concepts

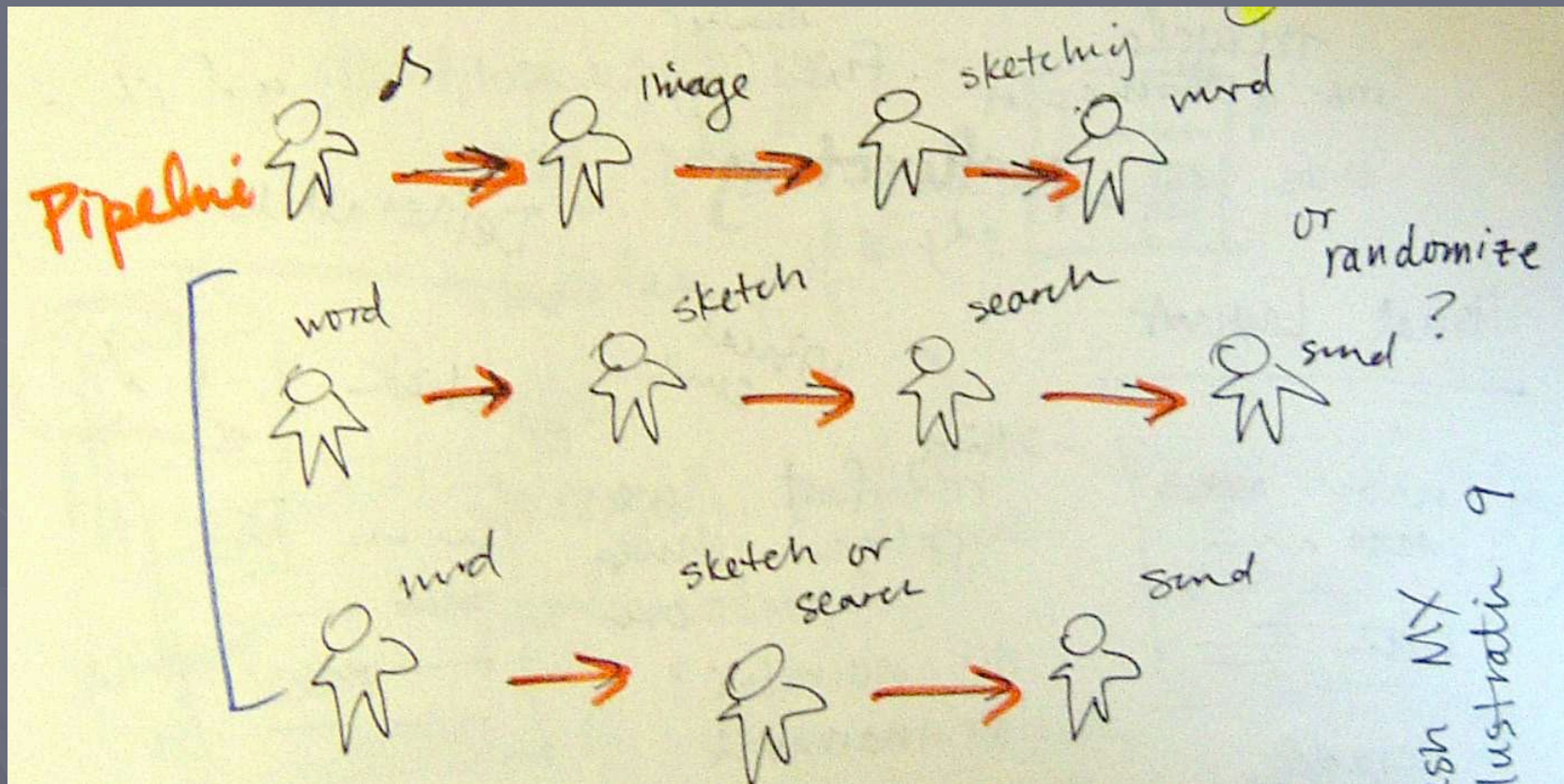
Flow of ideas

Group improvisation

Collective creativity

Collaborative but structured storytelling

Layers and Pipelines



Games

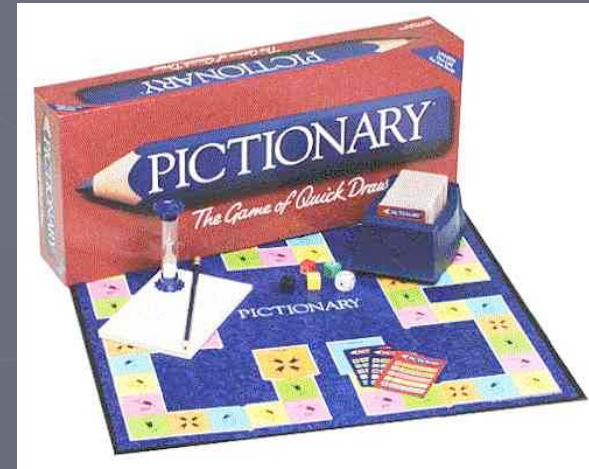
Inspired by

“The sentence
game”

“One word at a
time” storytelling

Bouncing idea balls

Pictionary



The Amazing Eight-Sentence Story:

1. Once upon a time, there was...
2. And every day...
3. Until one day...
4. Because of that...
5. Because of that...
6. Until finally...
7. Ever since that day...
8. The moral of the story is...

Final Concept

Multimedia, interactive version of Mad Libs

Users can:

- Type in words

- Sketch using wall display and pen

- Search for images via Google Image Search

User input is assembled into a pre-written story

Story is presented to users as a finished “movie”

Demonstration



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Test Methodology

Background questionnaire on computer user and game playing habits

Sessions videotaped

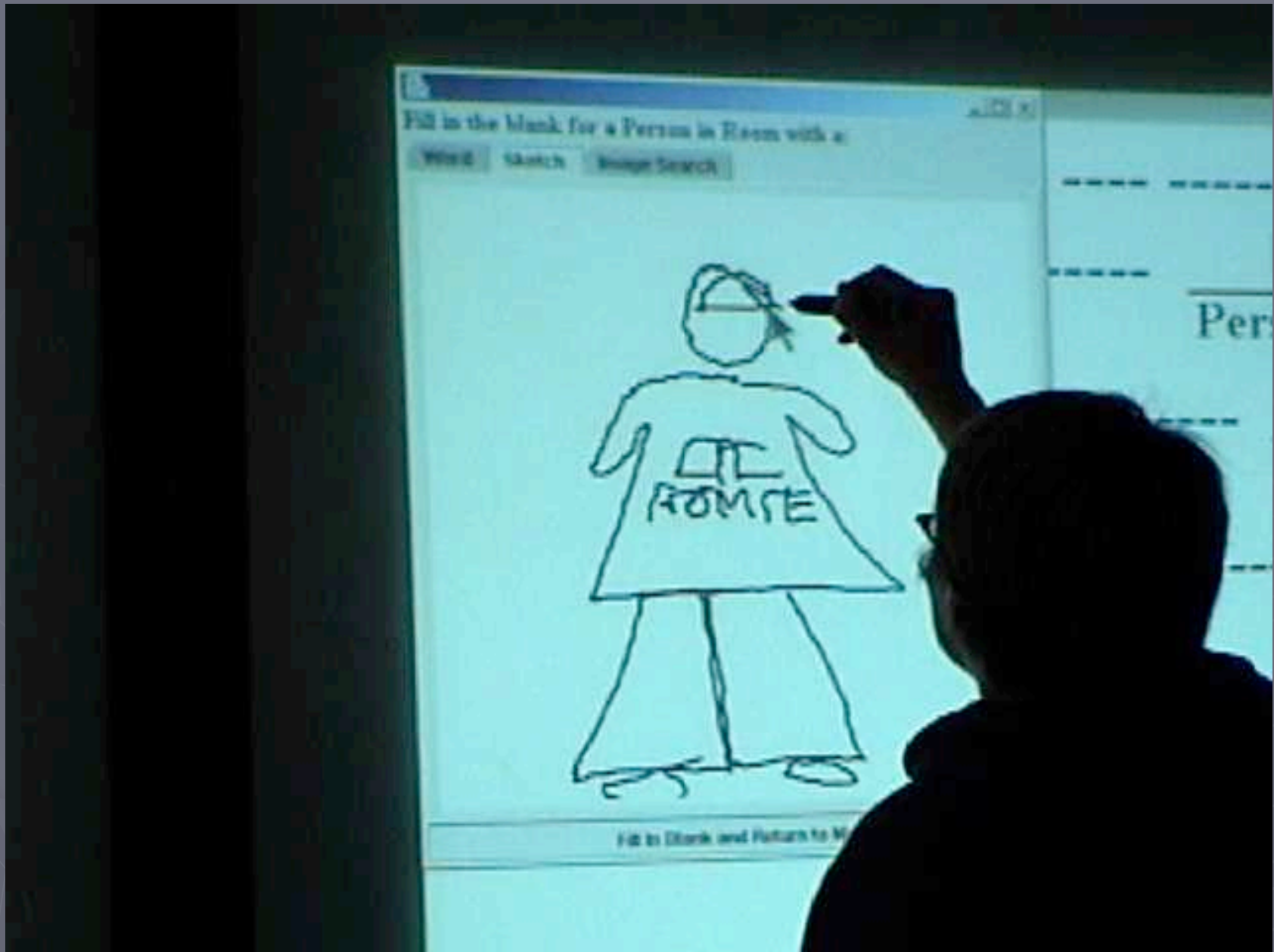
Participants

- Groups of 2 to 6

- Ran through the prototype with minimal guidance/interference

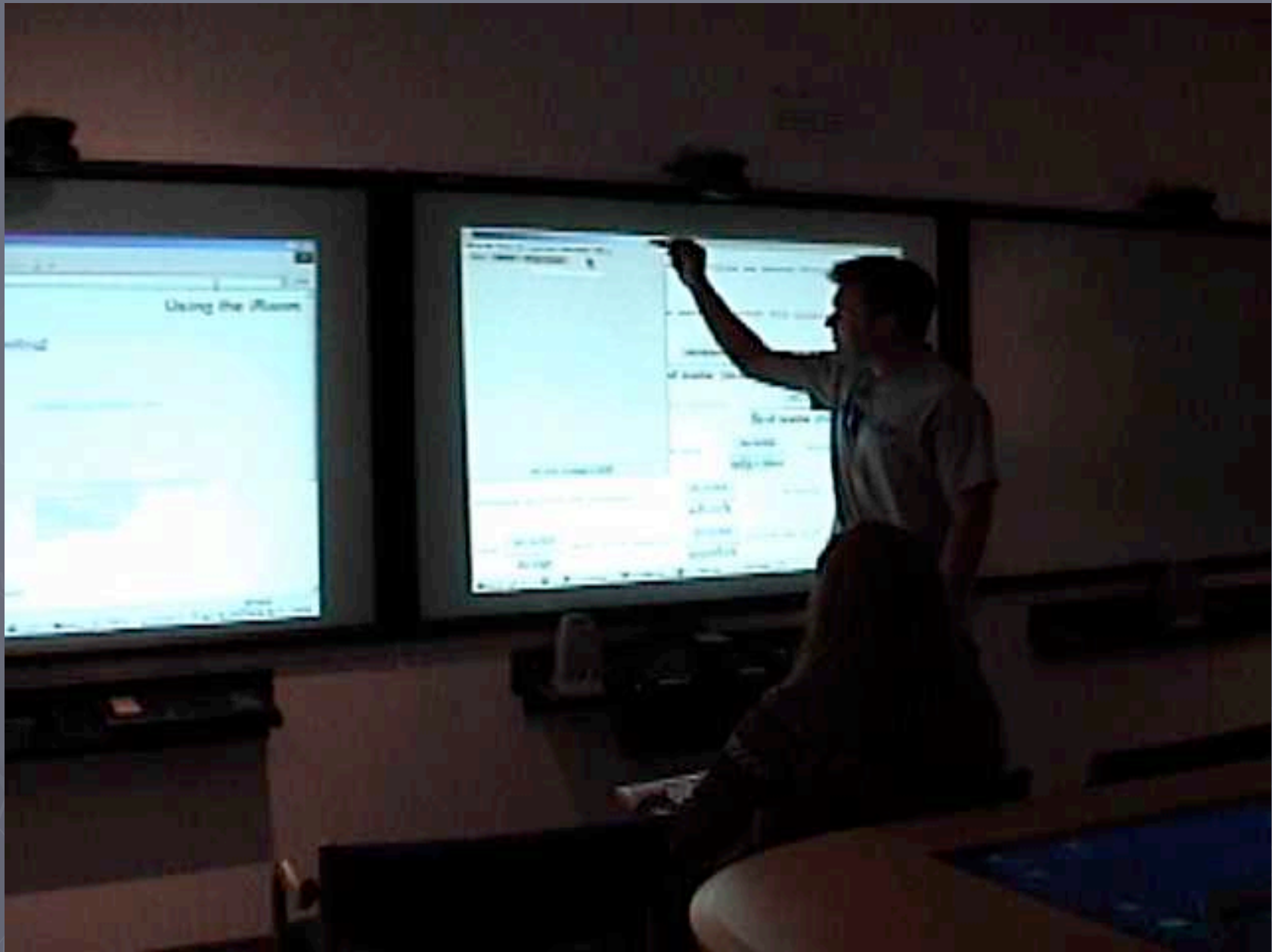
- Were encouraged to talk aloud about actions, thoughts, feelings, reactions, questions

- Afterwards, were asked to share overall impressions and opinions of the application



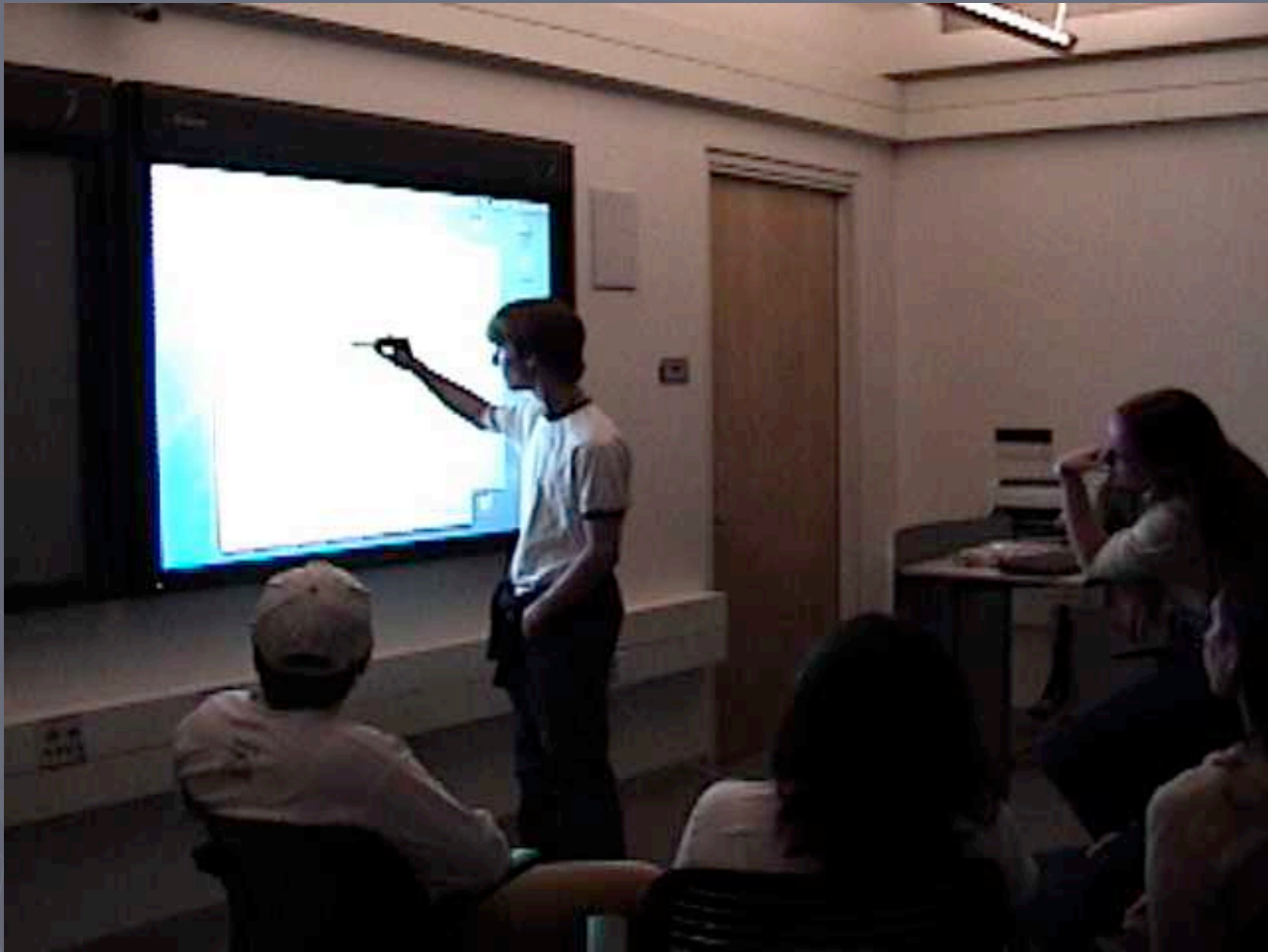
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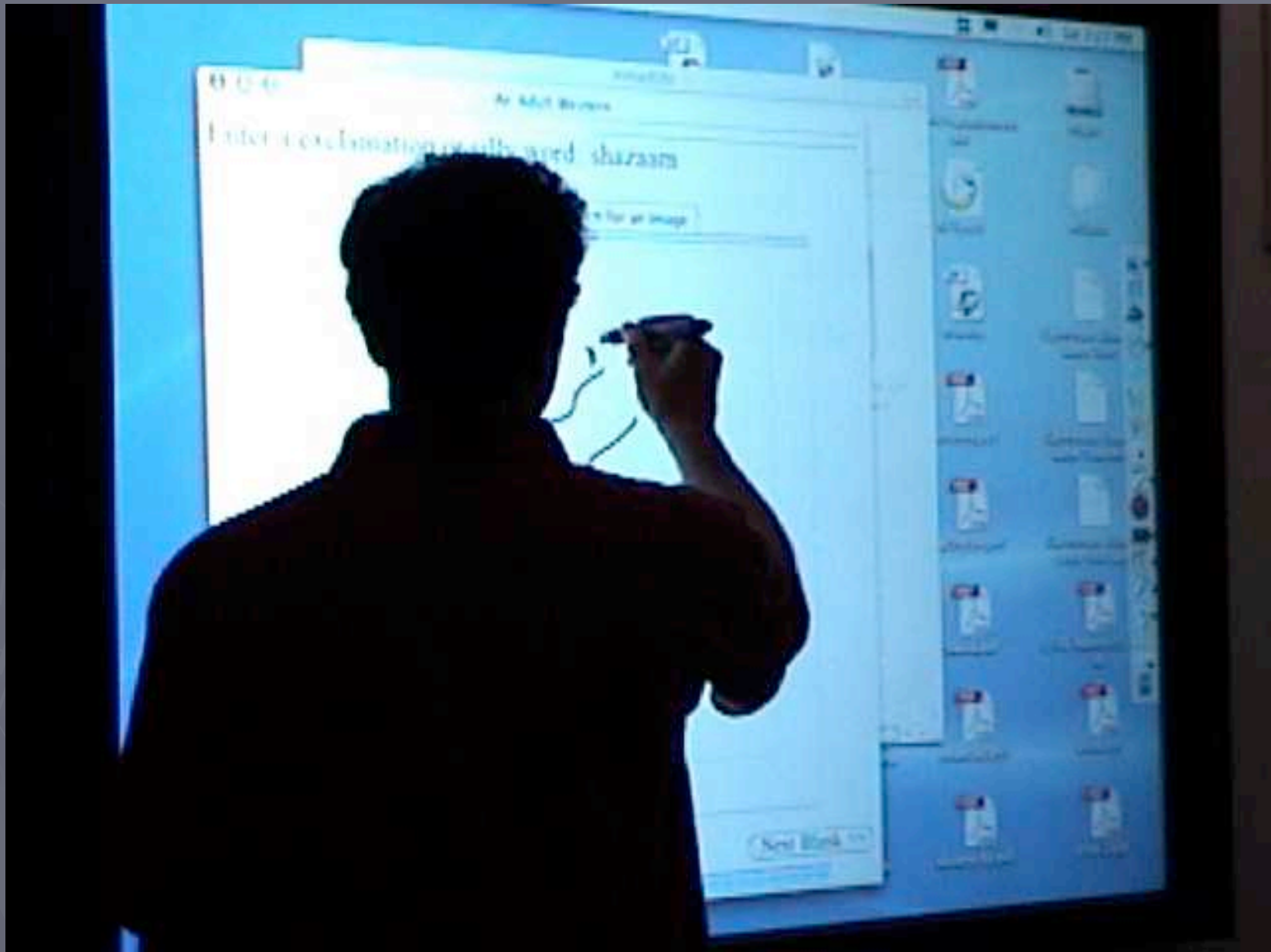
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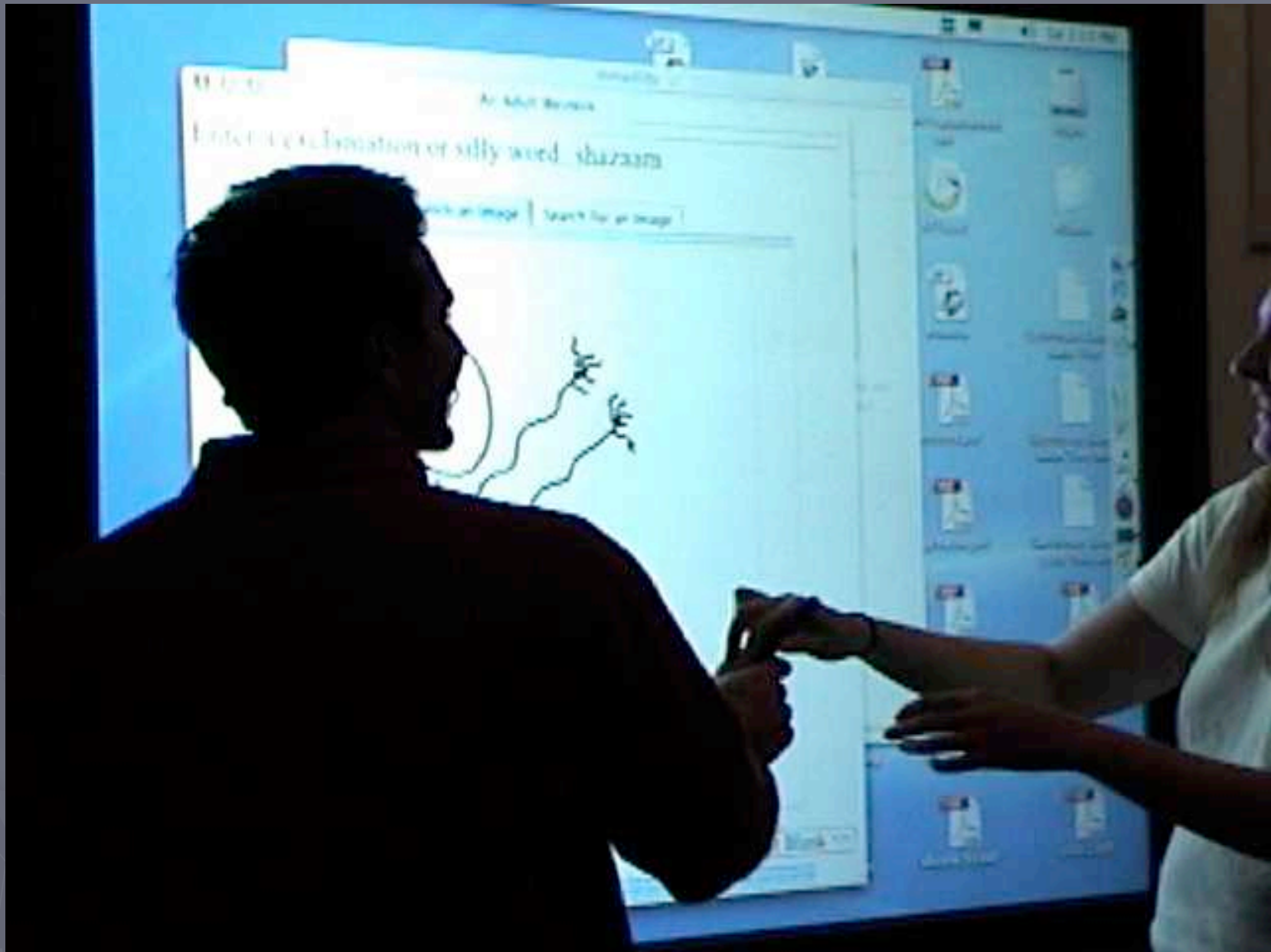
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Project Themes

“Mad Libs”

Preconceptions of users

Our thinking about the project

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Project Themes

Sometimes design hypotheses are wrong

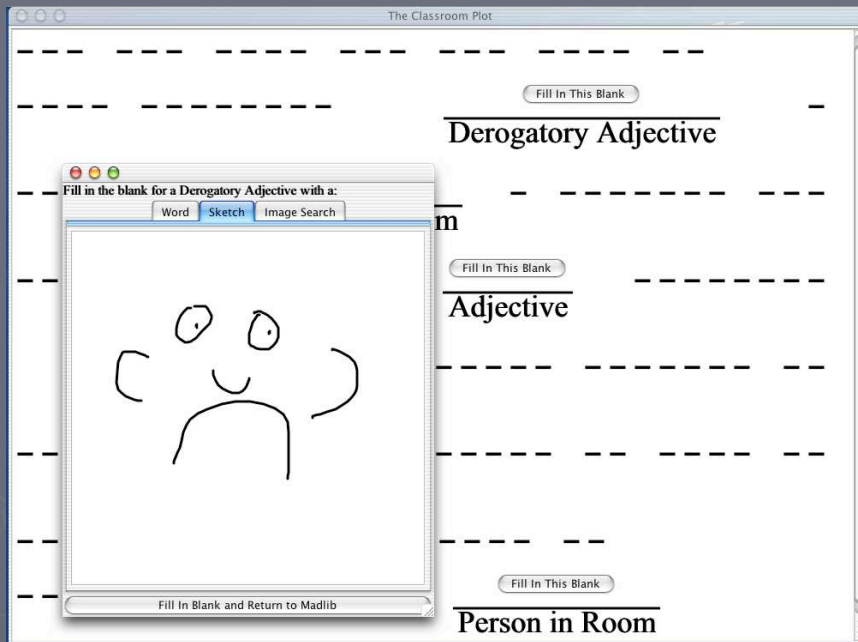
Series of linear blanks

Story Map

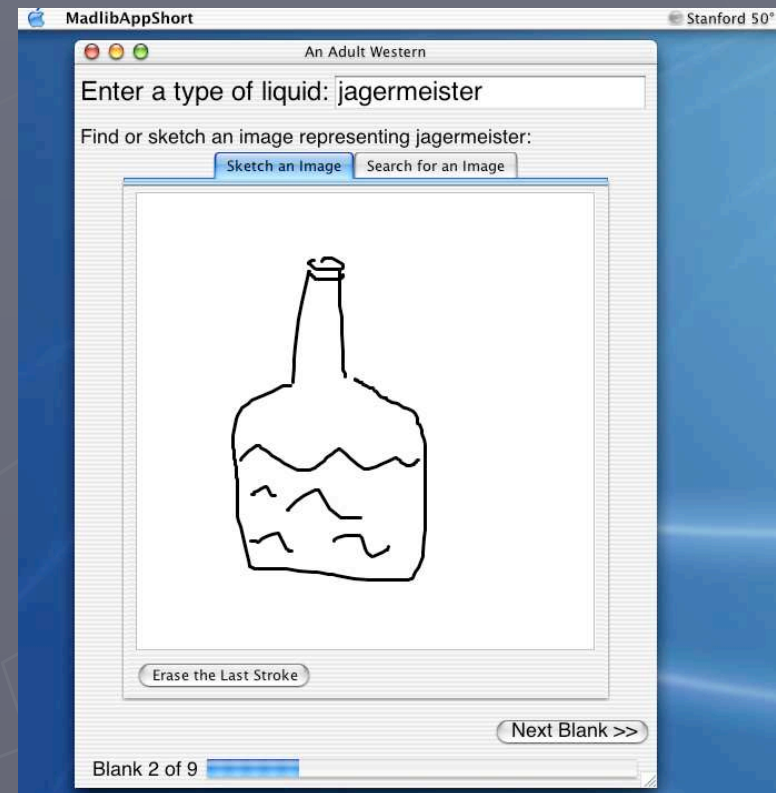
Re-emergence of linearity

Story Map awkward and unnecessary

Story Map



Linear



Project Themes

Sometimes “Pretty” is Really Important

The Challenge of Effective Comedy

- Comedic timing

- Warming up the audience

- Anticipation

- Atmosphere

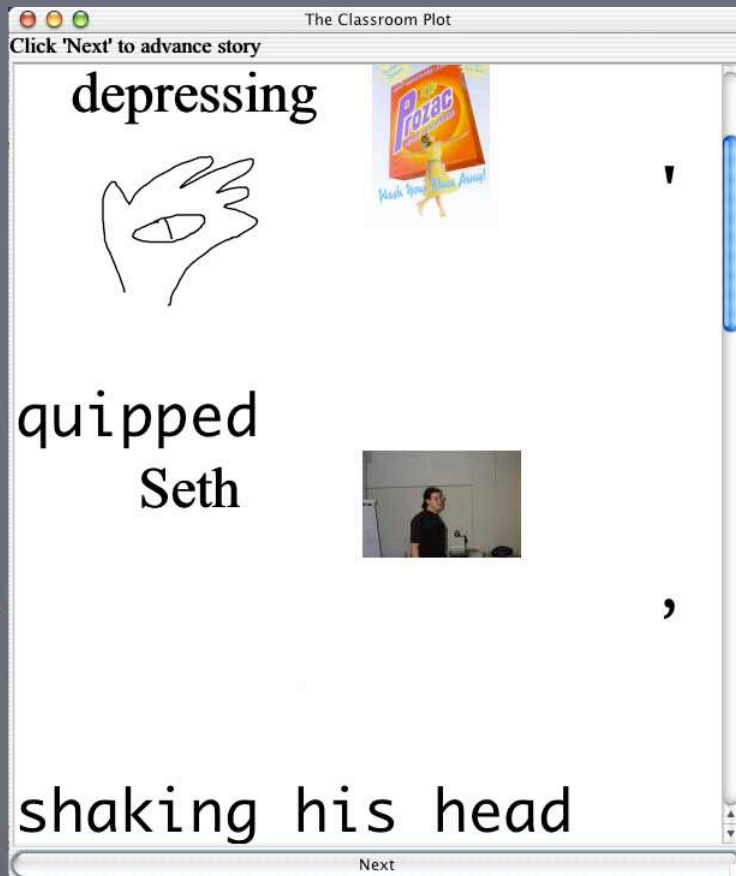
Making the End Result Enjoyable

- Attractive visual design

- Background music

- Narration

Java Output



"It looks like Notepad with
photos inserted."

Flash Output



"The end result is cool to look at,
and I liked how it looked
Western."

Project Themes

Short-Term Burden

“How many more are there?”

Long-Term Reward

“Can we do it again?”

Project Themes

Each Click Matters

Scrolling

Erasing

3 tabs -- text, sketch, image

v.

Text field and choice of sketch or image

Design Trade-offs

Audience and Artist

Sound Recording

One machine, many people

or many machines, many people

Process v. Product