

The background of the entire page is a photograph of an open book with white pages. Several vibrant red ribbons are draped over the book, creating a textured, layered effect. The ribbons are tied in various ways, some forming loops and others trailing off. The lighting is soft, highlighting the texture of the paper and the fabric of the ribbons. The overall color palette is dominated by the red of the ribbons and the white of the pages, with a subtle shadow of the book's cover visible.

Poetry Ribbons

Translating poetry through
alternative modalities

EXPERIENCE BRIEF

Cathryn Ploehn

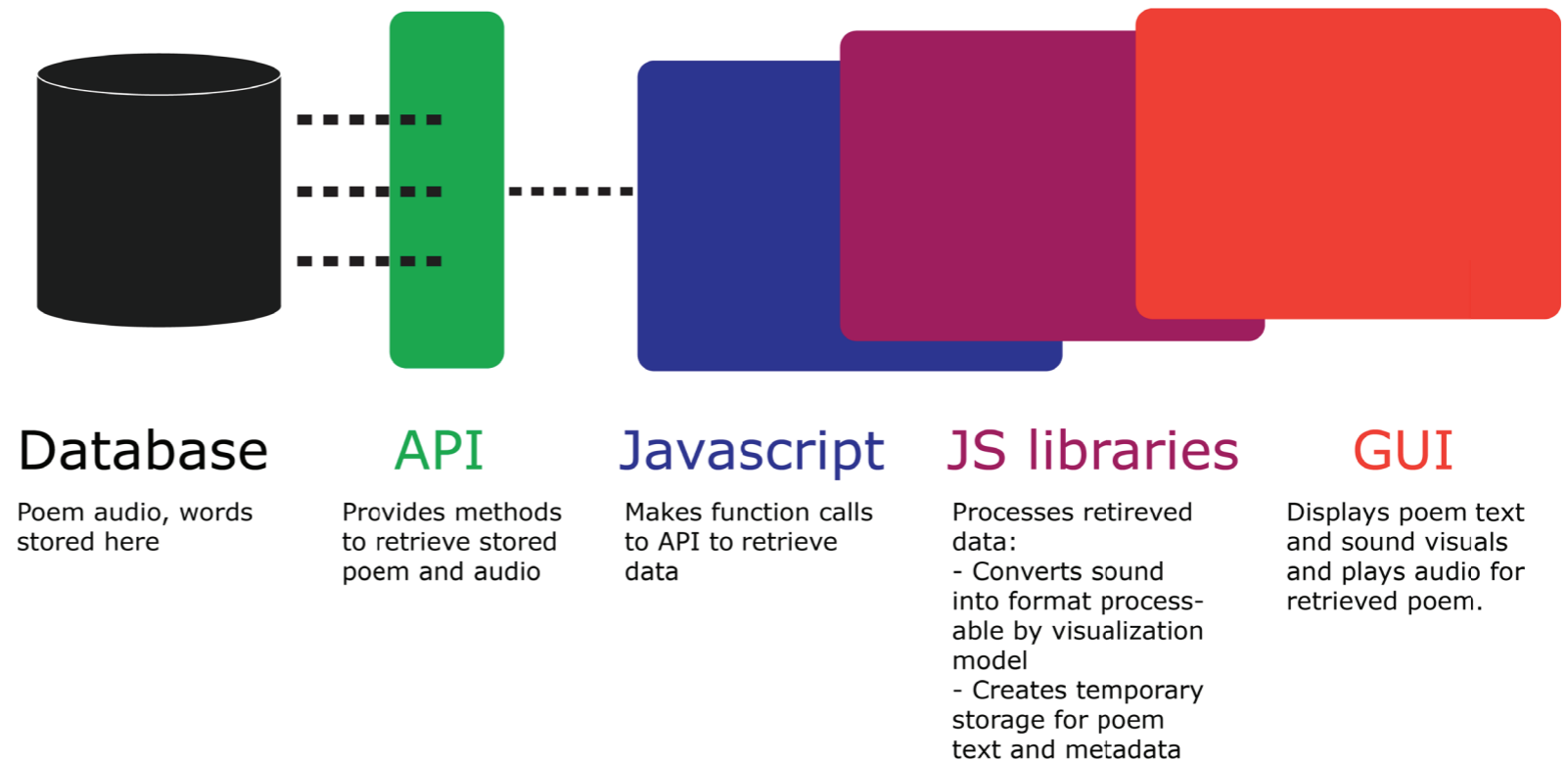
Project Overview

How can we more effectively represent translated poems?

Poetry Ribbons will be a system that translates poetry as it is read line by line, through alternative modalities. The system will promote the exploration of poetic meaning in varying languages and methods.

Possible tools to use:

- HTML/CSS
- Javascript
 - ThreeAudio.js
 - SoundJS
 - Web Audio API
- Processing



A hand holding a pen over a document, with a red overlay. The text "USER EXPERIENCE INPUTS" is written in white, bold, uppercase letters across the center of the image.

USER EXPERIENCE INPUTS

1. User research
2. Competitive
3. Heuristic

1. User research

Target Audience



College Students

who like poetry

LOCATION: UT Dallas, University of North Texas

AGE: 18 - 30

PROFESSION: College student

1. User research

How do college students read poetry?

What?

Popular poets Byron, Frost, Shel Silverstein, Edgar Allan Poe

Where?

Home, isolated spaces

When?

Nighttime, sometimes afternoon

Why?

To relax, to be stimulated emotionally

How?

Books and computer dominantly, tablet secondarily



1. User research

Derived user archetypes

Light Poetry Readers

Headline	Read poetry on a whim when intellectually inspired or need to relax.
Quote	<i>"I don't read poetry often, and usually only read/watch on the computer."</i>
Goals	Effortlessly access and read poetry Find meaning in poetry Catharsis, sympathy, moving experience Explore different perspectives
Summary	<i>Reads poetry at nighttime, alone, at home Expert level is novice to intermediate Never reads translated poetry Reads when they feel sad, nostalgic, relaxed Comfortable with reading a translation without in the original version</i>

Heavy Poetry Readers

Headline	<i>Read poetry often, usually to be stimulated emotionally or intellectually.</i>
Quote	<i>"I like reading poetry often, but usually only printed books in English."</i>
Goals	Find meaning in poetry Catharsis, sympathy moving experience Connect to an idea <i>Explore different perspectives</i>
Summary	<i>Reads poetry at nighttime, alone, at home Expert level is intermediate to advanced Reads translated poetry on a rare occasion Reads dark, romantic, involved subject Slightly uneasy about reading a translation without the original version</i>

1. User research



Light Poetry Readers

Location: UT Dallas, University of North Texas
Age: 18 - 30
Profession: College student

"I don't read poetry often, and usually only read/watch on the computer."

Language & Culture

Dominantly English-speaking

Knowledge of the Domain

Don't often read poetry, especially translated poetry.

Education, Intellectual Abilities, and Skills of the User

Graduated high school with some college education. Took core courses in English, but not necessarily poetry reading classes.

Fatigue Factors or Physical Limitations

Read poetry at night in the home, perhaps before bed.

Acceptance of Change

Many read poetry via tablets and computers. Some read via paper, others watch live performances.

Environment of Use

Home environment dominantly. Quiet, sometimes by the window.

Attitude and Expectations

Positive, expect to understand and connect with poetry's content. Want to relax.

Motivational (Mandatory vs. Discretionary Users)

Read poetry on their own time - need for inspiration, emotional connection, sadness

Key Activities (or Tasks)

Reading, rereading, looking up items for translation or clarity

End Goals/Experience Goals

Want to make a connection, be exposed to a new perspective, emotionally connect with the subject matter in a genuine way.

1. User research



Heavy Poetry Readers

Location: UT Dallas, University of North Texas

Age: 18 - 30

Profession: College student

"I like reading poetry often, but usually only printed books in English."

Language & Culture

Dominantly English-speaking

Knowledge of the Domain

Don't often read translated poetry, but are familiar with reading poetry.

Education, Intellectual Abilities, and Skills of the User

Graduated high school, attended core classes in English and may have taken Poetry classes. Intellectual, skilled and adept at reading poetry.

Fatigue Factors or Physical Limitations

Often read at nighttime, after a day of school or work.

Acceptance of Change

Some read poetry via paper, others via tablets and computers

Environment of Use

Home environment dominantly. Quiet, sometimes by the window.

Attitude and Expectations

Positive, expect to understand and connect with poetry's content

Motivational (Mandatory vs. Discretionary Users)

Read poetry on their own time - need for inspiration, emotional connection, sadness

Key Activities (or Tasks)

Reading, rereading, looking up items for translation or clarity

End Goals/Experience Goals

Want to learn from other cultures, gain a new non-English perspective, a window into another world. Gain access to ideas and things not available before, opening the mind.

1. User research

“What is the value of translated poetry?”

“Gaining the beauty and meaning behind another individual’s work. Sometimes the most beautify and significant poems to us is written in another language and *we’ll never realize that poem because we can’t understand that other language*. People tend to read what’s convenient and easily accessible.”

“It opens your mind”

“English poetry is not the only poetry worth reading.”

“Language is social. Reading translations allows for a window into another world.”

“Learn about art in another language—gets a non-english perspective. Usually non-American too which is important”

“The most important thing I believe is the meaning. The poems should try to maintain their original meanings or go as close as possible to the original meaning.”

“It introduces a person to other cultures, ideas, and things that person may never have through of before being introduced.”

“It gives access to things/ideas you would have never have before. Also, sometimes the translators add something to it that can even enhance the experience (although that usually isn’t the case)”

1. User research

“Why do you not read translated poetry?”

“I’ve never sought out to expose myself to poetry in another language, or I haven’t known that some of the poems were translated to begin with.”

“Wouldn’t really know what to look for on my own”

“So much of art is cultured and disconnected from English”

“I am not studying another language at this time ”

“Just guessing... because every language is taken differently and means things differently”

“I never look it up to read”

“I’m cautious of the translation; what if its lost meaning, rhythm, etc”

“It is less often included in collections, but perhaps also because they do not always translate well into English—meaning, rhythm, rhymes get lost”

Empathy Map

When reading poetry, what do college students...

Think

I'm finally home! I want to relax tonight. I came across a random poem my friend sent me, so maybe I should check it out. I haven't been feeling inspired lately, I want to connect to some literature.

Feel

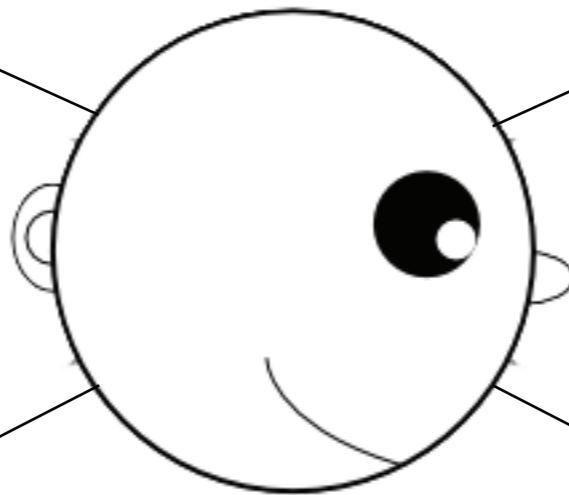
Tired. It's been a long day. Yet I am relaxed and in the mood to be inspired. Intellectually unstimulated, bored.

See

My home, specifically my room or a comfy chair by the window. The lights are dim. The lines in the printed book or screen of the computer in low light.

Do

I'm finally home! I come across a random poem my friend sent me via Facebook. I open the link and view the poem on my computer. Alternatively, I pull out my favorite book of poems and start reading.



Competition

Poem viewer, ovii.oerc.ox.ac.uk/poemvis

- Displays phonetic units and attributes
- Indicates phonetic relations, features
- Displays word units and attributes
- Indicates repeated words

Criticisms:

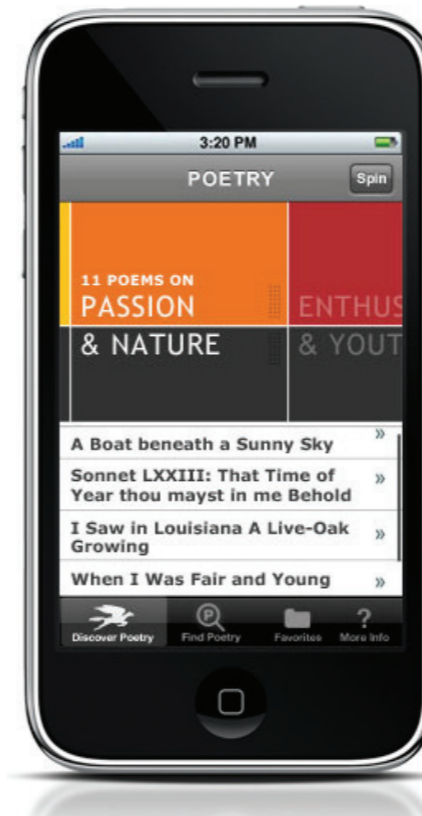
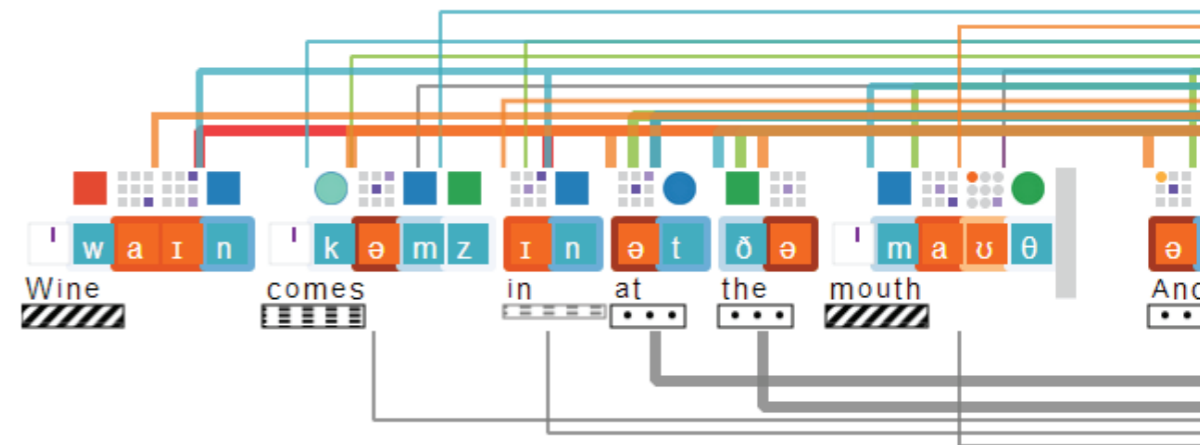
- Introduces cryptic system of poem dissection, hard to learn the language
- Geared towards the translator

Poetry Foundation

- Based on keywords: "passion," etc
- "Spin" interaction: animates and generates random poetry to read
- Easy to use

Criticisms

- Presents poetry as static text
- Reading interface doesn't provide added value



Competition

Poem Flow

- Allows poems to be read line by line
- Clutter free screen
- geolocation, social sharing



The Poetry App

- Provides audio/video of poems
- Poems are read aloud
- skeumorphic interface



Competition

Overview

- Apps are not targeted to the student necessarily
- Visualization is not used as a part of the experience of poetry
- All apps focus on poetry only in English
- No app for multiple translations of a work is available
- Poetry Flow supports the relaxation function of poetry - except without translated poetry

Areas of Opportunity

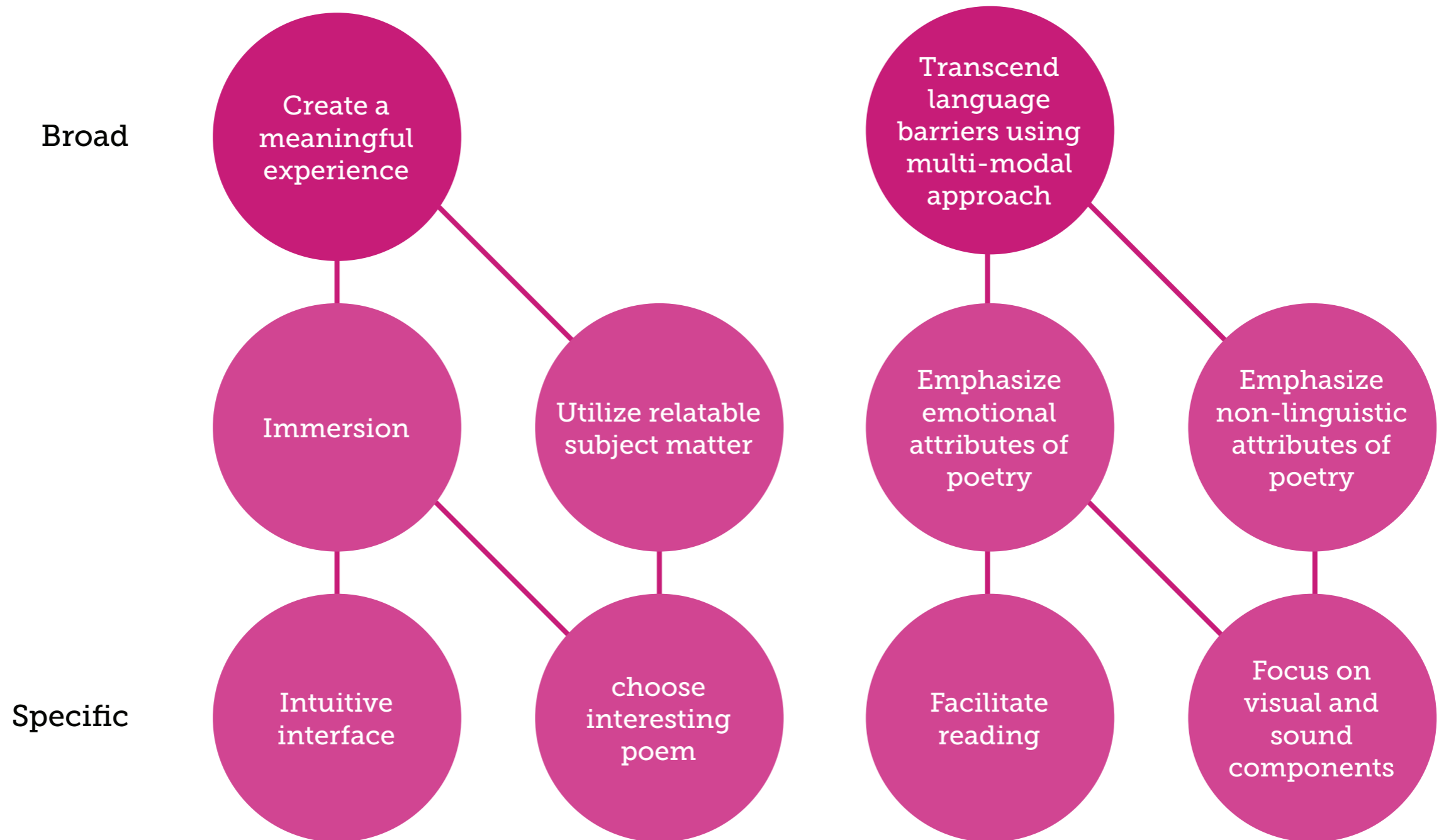
- Provide visualization of narrated poetry during the reading experience
- Translated poetry as a key element of the experience
- Cater towards students, who treat poetry as a recreational device, not an academic endeavor



The background features a close-up of a hand holding a pen, poised to write on a document. The entire scene is overlaid with a semi-transparent dark red color. The text 'ORGANIZING PRINCIPLES' is centered horizontally across the middle of the image in a white, bold, sans-serif font.

ORGANIZING PRINCIPLES

Experience Goals



Key design strategies

Line by line presentation

pause/play
/rewind
feature

original
version and
translated
version side by
side

Artful and fluid
aesthetic

Font, readability
of text

reduce number
of controls to
minimum

Components

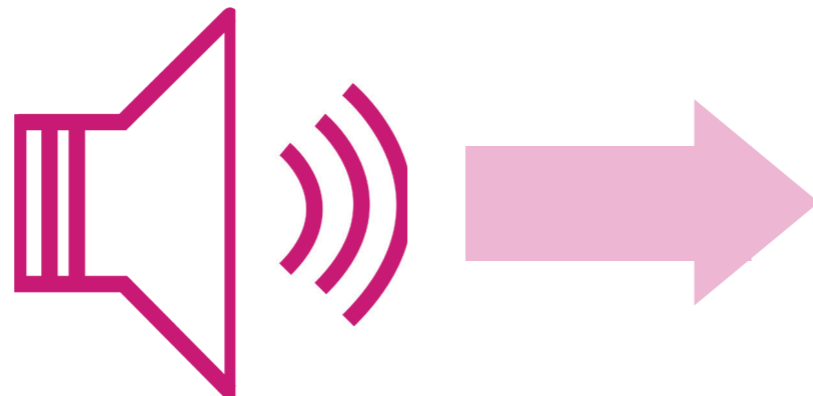
Original Text

La larga noche, el pino, vienen adonde voy.

Translated Text

The long night, the pine, accompany me wherever I go.

Narration



Sound visualization

Guiding Principles

Tool likely used
for relaxation,
recreation

Emphasis on
playfulness
not on rigidity

Ability to use
and read poetry
with tool should
be effortless

Focus on
augmenting the
core meaning
of the original
text

Lower barrier to
entry for reading
translated poetry

Open doors to
new meanings and
cultures



ISSUES AND RISKS

Visualization questions

How should verbal emotion be conveyed visually?

Should the model aggregate or stream?

What role should color play?

Will dominate or support reading of text?

Visualization questions

How should verbal emotion be conveyed visually?

What role should color play?

Should the model aggregate or stream?

Will dominate or support reading of text?

Will the visualization be meaningfully significant?

Risks

Will the narration add enough emotional resolution for a good visualization?

Marketing constraint: possible lack of student interest

Too many components: narration, translated text, visualization, for limited cognitive capacity

Underwhelming significance of visualization

Aesthetically pleasing, but no real substance



DELIVERABLES

Deliverables

Planning: construction of mental models and project requirements

Sketching and interface design. Design of interactions

Prototype development (high fidelity)

Quality assurance (testing)

2 weeks
2/10-2/24

2 weeks
2/24-3/10

7 weeks
3/17-5/5

1 weeks
5/5-5/12

User Flows

Scenarios

Rough Sketches

Paper prototypes

Minimally viable product:
Sound/text of poetry

App with Visualizaion of sound