# The List *powered by Creative Commons*



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# Agenda

- ❏ Our goal
- ❏ The app's core functions
- ❏ What we built
- ❏ What we learned
- ❏ What's next

# Our goal: A vibrant and growing commons

**Problem:**

Individuals, organizations and institutions all need photos to tell their story and educate others.

CC wants to drive mainstream contribution and engagement to support and grow the commons.

**Solution:**

With our app, anyone can request a photo, and anyone can submit a requested photo.

It's easy, fun, and rewarding.

CC is uniquely positioned to build and promote this app in the Commons community.
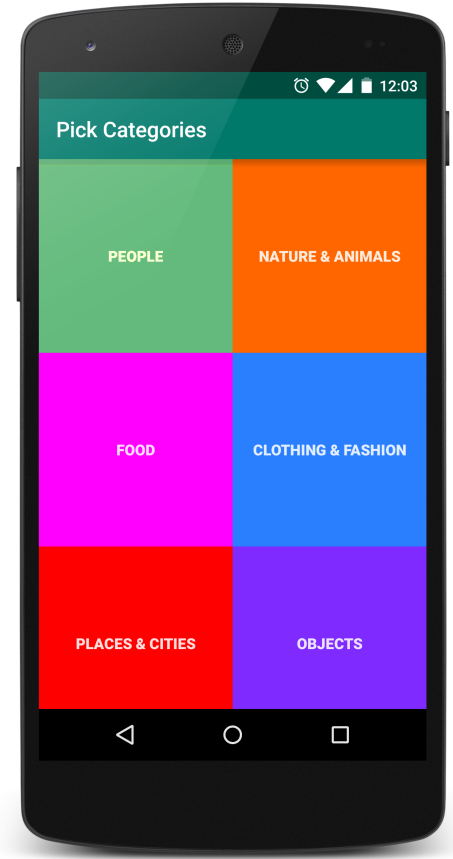
# The app's core functions

- ❏ See requested images, categorized by subject
- ❏ Add a requested image to your personal to-do list
- ❏ Quickly and easily upload an image
- ❏ The image is shared with the Internet Archive
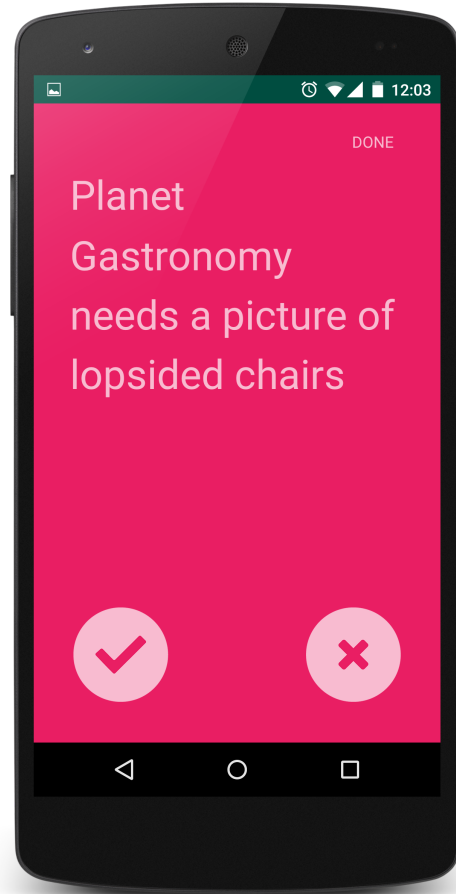- ❏ Make it easy to make a request for an image

# Simply open the app

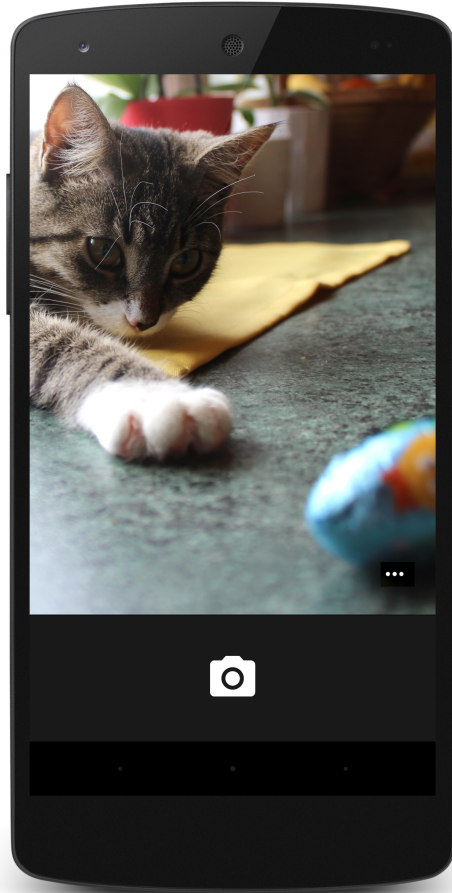Choose categories of things you're interested in:

# Build your list

Add items from those categories to your personal to-do list.

**Say cheese!**

And when you see something that matches: tap the item...
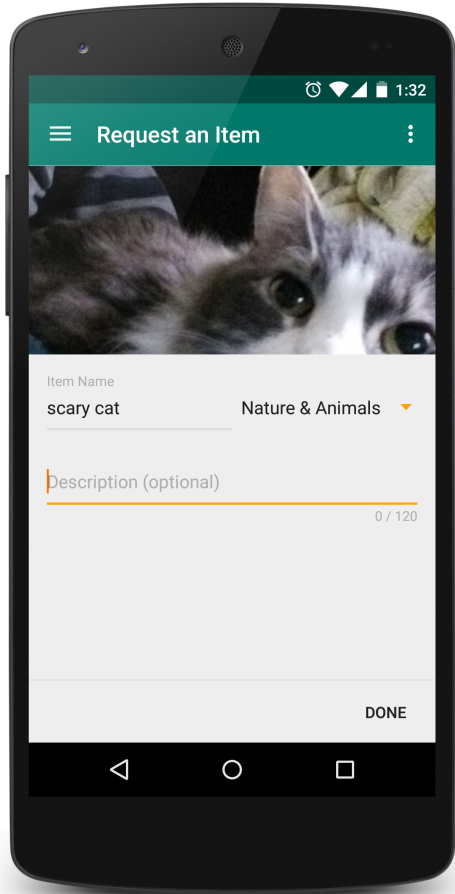


Take a photo using your phone, and you're done.

# Instantly shared…

Your photo is immediately sent to Creative Commons' servers, where we add the CC Attribution license metadata with your name and upload it to the Internet Archive.

Moments later, it's in the app's gallery and looking amazing.

# Easy to contribute…

And if there's a photo you need, you can quickly and easily add it yourself, along with an example image.

# What we learned

While recognition is important, most people we asked just want the commons to grow and see our app as a way of doing that.

And if they could just see their images being used by other people, most people say they'd use our app regularly to build the commons.
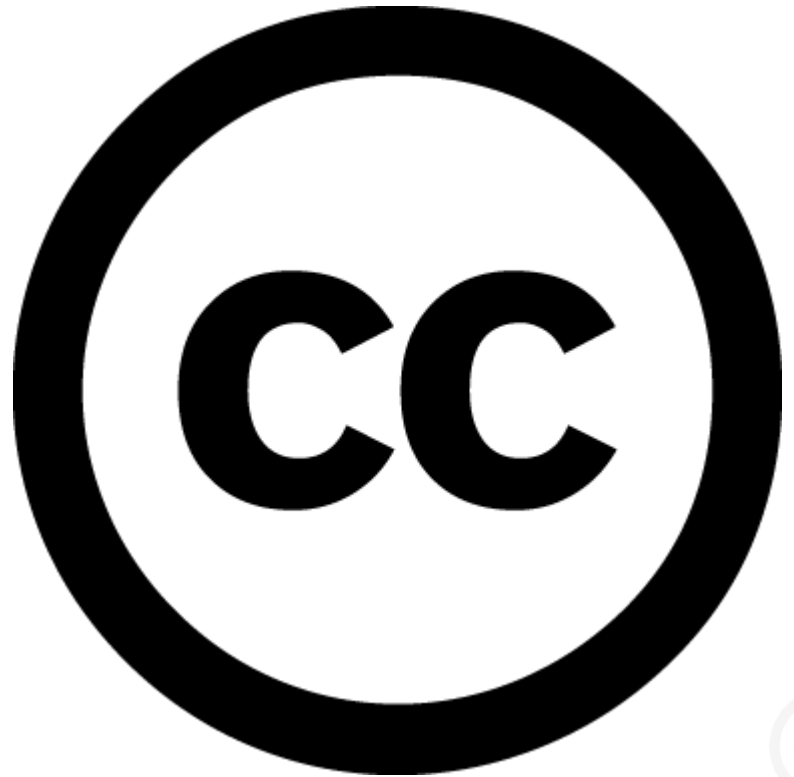
95% of users in our test group said that they installed our app to help support the public commons.

We surveyed users through our app. In total 15 people responded. Note: most beta testers were members of the CC and Wikipedia community, so we anticipate more user motivation testing.

# Developed by Creative Commons

- The List app is 100% free/libre software

- Find us at github.com/ creativecommmons

- All development happens in public. We work in the open where anyone can comment, contribute or criticize.

# What's next? A public, consumer release

- More user testing — a wider user base outside of people who are already expert users of free software, Creative Commons, or Wikipedians.

- Improved gallery functionality — make it easy to share your work

- List creation and management — it should be possible sort, categorize, tag, etc.

- Test engagement: what makes people keep using the app?

- Search and reuse -- how can we make it easy and intuitive?
  e.g., lightbox, curation, ranking, one- or no-click attribution

# What are our next steps?

Experiments with:

- Geo-tagging -- you're near a particular place, building, etc.
- Gratitude -- thanks for using the app, thanks for uploading 5/10/25 photos
- Ranking/Curation — thumbs up on a good photo that represents the request
- Moderation — how to handle bad actors, porn, spam, etc.

- We have a web-browser version of the app in active development too. Works great for uploading images from digital cameras, and bulk-uploading.

- We are interested in developing versions for other devices, and working with others who want to build apps for different platforms such as iOS, Firefox OS, etc.

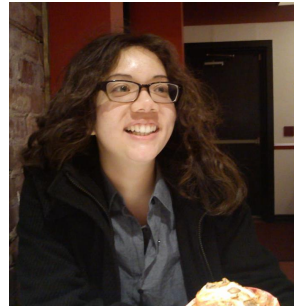- Tell us what you want added! Make a GitHub issue…

# Credits and public beta

If you have an Android device, play with our 1.0 beta version today

https://thelist.creativecommons.org

Join our mailing list to get email updates on future versions.

Ryan, Matt and Sarah from Creative Commons

Alex, Maciej and Barth from Playground in Toronto