Social Web Design
社群網站設計
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Show your ideas and yourself

- You could be either an employer or employee
  - students with the best ideas becomes the employers who have the right to find suitable employees (of course the employees have to agree too)
  - in case your ideas are not welcome, try to present your advantages to attract the employers
- Everyone has one slide of ideas, another slide of yourself and one minute. Remember to give your web site a compact name. Please grasp the very limited space and time.
- You MUST send the two slides and the site name to TA Wang before 23:59 4/8 (Sun)
What’s a good idea?

- From your personal experience
  - travel
- Special target
  - NBA
- Make single task ridiculously easy
  - Dropbox
  - worldtimebuddy

- Ideas have fashion, too
  - 15個2011年該注意的網路創業
  - of course they could be out of fashion
- Old idea in new environment
  - APP01
- Using questionnaire (Market Research)
  - Google Docs 問卷
Large vs. Small

Focusing on a single function is not necessarily worse than a large-scale web site. Ambitious employers may have very comprehensive and complicated proposals and find more employees than average. However, please notice if the employees can achieve the requests. In addition, please consider the team size. Leading a large team is completely different to leading a small one.
Ingredients of a team

Creativity 創意
Design 設計
Programming 程式
(Sale) (行銷)
Roles in a team

- Both design and programming are labor
  - programming could be even worse since design might rely on some talent while programming could be always learnt by hard practicing

- Creativity is not only ideas but also the sensitivity of fashion (market trend)
  - do some market research if you don’t want team members think you are just

- Sale is beyond the scope of this class, though it could the most important ingredient to a successful product
  - the best selling produce is usually not the best one
Example: Social Learning

- Conventional e-learning systems such as Moodle have many functions but very ugly interface
  - moreover, they lack social ingredient, i.e. interaction
- Social web sites provide such as Facebook interfaces but are not specially designed for e-learning
  - you cannot even sticky a post

- Better communication (text, images and files), better support systems (grading, voting, bidding...)

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Example: My advantages

- #0
- Name
  - 張天豪 or Tien-Hao Chang or Darby Chang
- Creativity
  - has dabbled in related topics since 1998 and collected 1000+ valuable links such as this
- Design
  - was the vice leader of art club (美術社); like comics; has been in charge of the design of 10+ web sites, such as so many web site cases
- Programming
  - has started programming since the elementary school; represented Taipei to join IOI (資訊奧林匹亞集訓營) in the high school; briefly speaking, STRONG
Final reminding

- Please show yourself as much as possible. Be self-confident and even boastful. Being humble and bashful is not a good property to develop a good social web site.
- Pay some efforts to make your resume distinct
  - the fact that you’re willing to pay efforts itself may attract some employers
- This exercise would deeply influence your final grades
  - good employers/employees take you to the heaven, bad ones take you to…
Grades

- You will get a grade every week by team, focusing on the part corresponding to that week
  - team members may have small variances according to their roles and the employer’s report
  - some teams will be picked to demo in the next week
- A midterm expo for practice and communication
- A final expo to show and promote your works
  - if your works are good, I will make it as big as I can
  - otherwise we can mutually compliment ourselves
Any Questions?