1. A Framework for social web design
2. Design for sign-up
3. Design for ongoing participation
4. Design for sharing
A Framework for Social Web Design

Social Web Research (Spring, 2012)

Instructor: Yu-Hsiu Hung, Ph.D.
Department of Industrial Design, National Cheng Kung University
Outline

- the framework for Social Web Design
  1. Focus on the primary activity
  2. Identify your social objects
  3. Choose your core feature set
Adding new features or not...

- The issues that causes troubles with the design team may come in many forms

Well, marketing has concerns about that approach!
No, *you’re* thinking about it incorrectly.
If *I* were using this I would never do that.

Competing interests
Political infighting
Lack of audience clarity

With enough users, advertisers will come to us.
How are we doing?
Confidence/fuzzy strategy
No vision for success
How to prioritize/assess the values of the proposed features?

Problems:

- How do we get away from politics and competing interests and onto questions about the design itself?
- Where should our design team focus its time and energy?
- What features should we consider adding? Improving? Removing?
- Will this feature set support our overall strategy?
A framework for Social Web Design

Activities, Objects, and Features (AOF) method — Porter (2008)

Steps:

1. Focus on the primary activity
2. Identify your social objects
3. Choose your core feature set
1. Focus on the primary activity

- Only one activity is primary

- Understand what the user is doing:
  1) Steps taken in performing the activity
  2) Decisions people need to make at each step
  3) Factors influencing the decisions
  4) Roles of people in an activity

Design goal: Make people ignore the software and start to feel great about themselves
1. Focus on the primary activity – Goals, activities, and tasks

<table>
<thead>
<tr>
<th>Service</th>
<th>Goals</th>
<th>Primary Activity</th>
<th>Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>Procuring basic goods</td>
<td>Shopping</td>
<td>Adding to shopping cart, performing a product search, comparing products</td>
</tr>
<tr>
<td>Netflix</td>
<td>Entertainment</td>
<td>Renting movies</td>
<td>Rating movies, adding a movie to the queue, discussing movies with our partner</td>
</tr>
<tr>
<td>Monster</td>
<td>Making money</td>
<td>Finding a job</td>
<td>Searching for a job, sending a resume</td>
</tr>
<tr>
<td>Basecamp</td>
<td>Getting work done on time</td>
<td>Managing a project</td>
<td>Adding milestones, delegating tasks to others</td>
</tr>
<tr>
<td>Menuism</td>
<td>Eating well</td>
<td>Finding great places to eat</td>
<td>Rating and reviewing restaurants, reading others’ reviews, making reservations, choosing a place to eat</td>
</tr>
<tr>
<td>Flickr</td>
<td>Staying up-to-date with family</td>
<td>Sharing photos</td>
<td>Uploading a picture, sending a URL via email to our mother</td>
</tr>
</tbody>
</table>
2. Identify your “social” objects

- Social objects mediate social activities.
- Social objects include:
  
  a) **Real life artifacts** (e.g., book, list, photo, products, etc.)
  
  b) **Funky objects** (e.g., job, date, project, event, etc.)

**The job of social design:**

*Model the social objects and social interactions.*
# 2. Identify your “social” objects

<table>
<thead>
<tr>
<th>Service</th>
<th>Goals</th>
<th>Primary Activity</th>
<th>Social Objects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>Procuring basic goods</td>
<td>Shopping</td>
<td>Products (e.g., books)</td>
</tr>
<tr>
<td>Netflix</td>
<td>Entertainment</td>
<td>Renting movies</td>
<td>Videos</td>
</tr>
<tr>
<td>Monster</td>
<td>Making money</td>
<td>Finding a job</td>
<td>Jobs</td>
</tr>
<tr>
<td>Basecamp</td>
<td>Getting work done on time</td>
<td>Managing a project</td>
<td>Projects</td>
</tr>
<tr>
<td>Menuism</td>
<td>Eating well</td>
<td>Finding great places to eat</td>
<td>Restaurants</td>
</tr>
<tr>
<td>Flickr</td>
<td>Staying up-to-date with family</td>
<td>Sharing photos</td>
<td>Photos</td>
</tr>
</tbody>
</table>
2. Identify your “social” objects

Give the social objects a URL

- Advantages:
  - URLs make objects sharable
  - URLs make objects easier to find and re-find
  - URLs allow people to link to the object directly
  - Search engines like URLs
3. Choose a core feature set

- **Core feature set:** the set of possible **actions** and **interactions** that people can do in your application.

*Start with the social objects/supporting objects and find the verbs!!*

<table>
<thead>
<tr>
<th>Nouns (objects)</th>
<th>Verbs (Actions and interactions related to tasks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videos</td>
<td>play, stop, edit, store, upload, share, comment on, embed in blog</td>
</tr>
<tr>
<td>Articles</td>
<td>read, archive for later, quote, link to, share, comment on, annotate</td>
</tr>
<tr>
<td>Photos</td>
<td>store, view, add to favorites, digitally edit, link to, make prints, share, comment on, embed in blogs, tag</td>
</tr>
<tr>
<td>Books</td>
<td>read, add to cart, purchase, add to wish list, share, add to wedding registry, comment on, rate, tag, discuss, review</td>
</tr>
</tbody>
</table>

Notice: the verbs can be both personal and social.
3. Choose a core feature set

Video object

Verbs
- Play/pause
- Share
- Add to favorites
- Add to playlist
- Flag
- Post a response
- Embed
- Upload

Person object

Verbs
- View
- Subscribe

Response object

Verbs

Related objects

Verbs
- View
- Add to quick list
3. Choose a core feature set

Users collect things, make lists, organize and manage information

**Collection of objects (as features)**

- Wish lists
- Shopping carts
- Favorites
- Shared items
- My stuff (bookmarks, reviews, restaurants, etc.)
- Projects
Amazon’s social features – social interactions in and around shopping

Focus on the primary activity
Identify your social objects
Choose your core feature set

Product ratings

Add to wish list

Share your own product images

Tell a friend
3. Choose a core feature set

<table>
<thead>
<tr>
<th>Objects</th>
<th>Verb and actions (Social features)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products</td>
<td>Rate product</td>
</tr>
<tr>
<td></td>
<td>Tag product</td>
</tr>
<tr>
<td></td>
<td>Review product</td>
</tr>
<tr>
<td></td>
<td>Customers who bought this also bought</td>
</tr>
<tr>
<td></td>
<td>Submit a product manual</td>
</tr>
<tr>
<td></td>
<td>Tell a friend</td>
</tr>
<tr>
<td></td>
<td>Share product images</td>
</tr>
<tr>
<td></td>
<td>Amazon sales rank</td>
</tr>
<tr>
<td></td>
<td>Add to cart</td>
</tr>
<tr>
<td>Wish list</td>
<td>Add items</td>
</tr>
<tr>
<td></td>
<td>Create new list</td>
</tr>
<tr>
<td></td>
<td>Share list</td>
</tr>
<tr>
<td></td>
<td>Make public/private</td>
</tr>
<tr>
<td></td>
<td>Sort list</td>
</tr>
<tr>
<td>Customer reviews</td>
<td>Add review</td>
</tr>
<tr>
<td></td>
<td>Comment on review</td>
</tr>
<tr>
<td></td>
<td>Was this review helpful?</td>
</tr>
</tbody>
</table>
Design for Sign-up

Social Web Research (Spring, 2012)

Instructor: Yu-Hsiu Hung, Ph.D.
Department of Industrial Design, National Cheng Kung University
Outline

1. Types of first-time users
2. What a good sign-up framework does
   - WHAT
   - HOW
   - WHY
   - WHO
   - WHEN
   - WHERE
3. Reduce sign-up friction
The Usage Lifecycle

Awareness → Sign-up → Return visits → Emotional attachment

Unaware → Interested → First-time use → Regular use → Passionate use
Three types of first-time online users

Ready to go

Interested but Unsure/
Fact-finders

Skeptical
What a good sign-up framework does

1. Describe WHAT it is
What a good sign-up framework does

1. Describe WHAT it is – Bad examples
What a good sign-up framework does

2. Show HOW it works
What a good sign-up framework does

2. Show HOW it works
2. Show HOW it works – a 2\textsuperscript{nd} level of details
What a good sign-up framework does

2. Show HOW it works – a 2\textsuperscript{nd} level of details

- **Benefits:**
  1) Keeps the user’s momentum
  2) Answers any questions that may be left after viewing the graphic.
  3) Provides more details for people still unconvinced of the service’s value
  4) Explain in-depth some important details (i.e. you have their attention).
What a good sign-up framework does

3. Explain WHY (using features and benefits)

del.icio.us

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited server space</td>
<td>Access from any browser, anytime</td>
</tr>
<tr>
<td>Add tags your bookmarks</td>
<td>Organize your bookmarks in any way you want</td>
</tr>
<tr>
<td>Add friends and see their bookmarks</td>
<td>Collaborate and share bookmarks with friends</td>
</tr>
<tr>
<td>Sort by tag or date</td>
<td>Easily refind important bookmarks later</td>
</tr>
<tr>
<td>See related bookmarks</td>
<td>Find relevant related content</td>
</tr>
</tbody>
</table>
What a good sign-up framework does

3. Explain WHY (using features and benefits)

1. **Wufoo is easy.**
   
   If you've ever used a desktop form building application, then you're familiar with complexity. If you've ever hired a programmer to make a form for you, then you’re familiar with delays and communication barriers. Enter Wufoo. Wufoo gives anyone from students to secretaries to office managers the ability to publish an online form within minutes. Your forms, on your terms. Programming experience not needed.

2. **Wufoo is fast.**
   
   Why wait days and weeks for someone else to build a database and all the scripts needed to just collect simple information from your form? With Wufoo, you can build, design, and collect with professionalism and personality in only a few short minutes.

3. **Wufoo is fun.**
   
   Just because you're working with forms and data, doesn't mean you have to do it without personality and style. Gathering information from your users is exciting, why shouldn't your tools be exciting too?

4. **Wufoo is secure.**
What a good sign-up framework does

4. Give examples of WHO is using it

Restaurant A - crowded

Restaurant B - empty

Social proof: When faced with a situation in which our choice of behavior isn’t clear—as in “Should we use this web app?” — we have a tendency to rely on social proof.
What a good sign-up framework does

4. Give examples of WHO is using it - Let people find friends!
What a good sign-up framework does

4. Give examples of WHO is using it - Provide testimonials!

Every project’s best friend.
Helping millions of projects run smoothly since 2004.
Basecamp is the world’s most popular web app for storing, coordinating, and managing your company’s projects, tasks, discussions, and decisions.
When you keep everything together in Basecamp, everyone stays up to date, everyone knows where everything is, and nothing ever gets lost.

Top 3 things you’ll love about Basecamp
1. Basecamp’s unique design keeps a whole project on one page.
2. Basecamp emails you a progress report every morning at 7.
3. Basecamp keeps your team up to date in real-time.

Sign up for a 45-day free trial of Basecamp
You’ll be using Basecamp in less than a minute. Unlimited usage, no obligations.
Your full name Company Email Password Get started

Already use Basecamp, Highrise, Backpack, or Campfire? Log in so you can use the same username.

Thanks for checking out Basecamp!
Here’s the team that built Basecamp and supports our customers every day.
What a good sign-up framework does

4. Give examples of WHO is using it – **Give numbers (When they are big)**

---

**Every project’s best friend.**

Helping millions of projects run smoothly since 2004.

Basecamp is the world’s most popular web app for storing, coordinating, and managing your company’s projects, tasks, discussions, and decisions.

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---

**Sign up for a 45-day free trial of Basecamp**

You’ll be using Basecamp in less than a minute. Unlimited usage, no obligations.

[Sign up form]

Already use Basecamp, Highrise, Backpack, or Campfire? Log in so you can use the same username.
What a good sign-up framework does

4. Give examples of WHO is using it – Appeal to authority
What a good sign-up framework does

4. Give examples of WHO is using it – Hypotheticals are okay
What a good sign-up framework does

5. WHEN can people use it? **Now!**

TripIt drags traveling kicking and screaming into the 21st Century.

TripIt turns all your flight, hotel and rental car confirmation emails into simple, mobile travel itineraries just by hitting forward.
What a good sign-up framework does

6. WHERE can people use your application?
Reduce sign-up friction

- **Rule #1**: Don’t make creating an account an requirement (until you need to)
- **Rule #2**: Upon signup, ask for information that’s absolutely necessary
Reduce sign-up friction

- **Rule #1:** Don’t make creating an account an requirement (until you need to)
- **Rule #2:** Upon signup, ask for information that’s absolutely necessary
Designing for Ongoing Participation

Social Web Research (Spring, 2012)

Instructor: Yu-Hsiu Hung, Ph.D.
Department of Industrial Design, National Cheng Kung University
Outline

- The usage lifecycle
- Guidelines to encourage people to participate
The Usage Lifecycle

- **Awareness**
- **Sign-up**
- **Return visits**
- **Emotional attachment**

Unaware → Interested → First-time use → Regular use → Passionate use

**Q:** How do we encourage people returning to our website?
Why do people return to a social website?

A list of reasons:

1) Identity
2) Uniqueness
3) Reciprocity
4) Reputation
5) Sense of efficacy
6) Control
7) Ownership
8) Attachment to a group
9) Fun
(1) Enable identify management

When identity is not enabled, you tend to get:

- Spam
- Inappropriate comments
- Deception
- Gaming

Design guideline:

- Enable identity by providing people with tools to identify themselves and interact with others
(1) Enable identify management – features and tactics

- Show user/account name
(1) Enable identify management – features and tactics

- Show user/account name
(1) Enable identify management – features and tactics

- The profile has to fit the domain.
(1) Enable identify management – features and tactics

- The profile has to fit the domain.
(1) Enable identify management – features and tactics

- The profile has to fit the domain.
(1) Enable identify management – features and tactics

- Display “dynamic” content (i.e., showing what’s happening)
  - Life stream
  - Comment wall
  - Status
  - Notifications
- Do not restrict how people can manage their profiles and what information is found there.
(2) Emphasize the person’s uniqueness

- Emphasize uniqueness/Reinforce how valuable your contributions are

![Image of Netflix interface with movies recommended based on user interests]

- The following movies are chosen based on your interests on ...
- Because you enjoyed...
- We think you’ll enjoy...
- You recently watched:
- Other movies you might enjoy
(2) Emphasize the person's uniqueness

- Emphasize uniqueness
(3) Leverage reciprocity

- Reciprocity means exchange for mutual benefit. **Design for reciprocity means giving the opportunity to respond.**
(3) Leverage reciprocity

- Design for reciprocity means giving the opportunity to respond.
(4) Allow for reputation

- Allow multiple ways to achieve a positive reputation

[Image of Yelp profile with indicators for # of friends, # of reviews, # of firsts, # of fans]
(4) Allow for reputation

- Reputation is also important to online auction and shopping websites.
(4) Allow for reputation

- Reputation is also important to online auction and shopping websites.
(5) Promote a sense of efficacy

- Provide feedback to people about how valuable their contribution was.

![Yelp Review Page](image.png)

- Types of compliments
- # of compliments
(6) Promote a sense of control

- Provide people the freedom to display information
(7) Confer ownership

- Provide ownership to the audience
(7) Confer ownership

- Provide ownership to the audience
(8) Attachment to a group

- Allow users to create/attach to social groups
(8) Attachment to a group

- Allow users to create/attach to social groups
(8) Attachment to a group

- Allow users to create social groups
(9) Fun features

- Create fun web apps/interactions to get people engaged
Design for Sharing
Social Web Research (Spring, 2012)

Instructor: Yu-Hsiu Hung, Ph.D.
Department of Industrial Design, National Cheng Kung University
Outline

1. Two types of sharing
2. What do people share?
3. Design elements involved in the activity of sharing
   • Ways to make something easily sharable
   • the call-to-action
   • the sharing form
   • the shared message
   • the sharing results
Connectors in a society
The Usage Lifecycle

Awareness

Return visits

Emotional attachment

Unaware

Interested

First-time use

Regular use

Passionate use
Two types of sharing

1. Implicit sharing
2. Explicit sharing
What do people share?

- News articles
- Blog posts
- Web pages
- Videos
- Pictures
- Wish lists
- Music
- Documents
- Calendars
- Bookmarks
- Slideshows
- Ideas...
The activity of sharing

Something easily sharable

Call to action

Sharing form

Recipients interpret shared message

Hmm... what is this and why should I care

Oh, that sounds great

AHA! I know who to share this with!

That was interesting!

Recipients act
Ways to make something easily sharable

• Give it a permanent URL.
• Make it embeddable.
• Make it a PDF
• Make it printer-friendly
Sharers pay attention to the **call-to-action**

- Call-to-action

**A Festival of Lies**

By THOMAS L. FRIEDMAN

Published: March 24, 2012

THE historian Victor Davis Hanson recently wrote a brutally clear-eyed piece in The National Review, looking back at America’s different approaches to Iraq, Iran, Libya, Syria, Egypt, Pakistan and Afghanistan and how, sadly, none of them could be said to have worked yet.

“Let us review the various American policy options for the Middle East over the last few decades,” Hanson wrote. “Military assistance or punitive intervention without follow-up mostly failed. The verdict on far more costly nation-building is still out. Trying to help popular insurgents topple unpopular dictators does not guarantee anything better. Propping
Sharers pay attention to the call-to-action

- Keep the call-to-action close
Sharers pay attention to the *call-to-action*

- Keep the call-to-action close
Sharers pay attention to the *call-to-action*

- Keep the call-to-action at the top and the end
Sharers pay attention to the call-to-action

- Don’t go overboard

Day 343: The Long Way Back

We rolled out of bed at 6:00 AM Croatia time to make sure we had time to eat before we left at 8:00 AM. We made it to the hotel lobby just before 8:00 to check out and pick up our ferry tickets. The conference organizers did a great job organizing all the travel logistics, providing drivers as needed. Our ride to the marina was right on time. It was a different driver, and by the time we got there, Kris and I were both just happy we weren’t puking. The road was so twisty and the drivers drove very fast the whole way, plus we were sitting in the back seat. I haven’t felt that motion-sick in years. We only had 15 minutes to spare before the ferry departed for Split.

As seems the custom, Charlie made friends on the ferry, this time with a little Swedish boy named Ebbro, whose 3rd birthday is July 21. His family was very nice and were amazed at how smart Charlie is for his age.
Sharers use the sharing form

Share an article with a friend/colleague
(send an email with a link to this article - email addresses will be used for this purpose only)

You have successfully shared this article
- Sign up for UIETips to be emailed when a new article is published
- Subscribe to the Brain Sparks RSS feed
- Return to article

Recipient's email:
iseisehung@gmail.com
Your email:
iseisehung@gmail.com
Message (optional):
Check this out

Prototyping's Resurgence: Communicating the Designer's Intent
Jared M. Spool
Published: 03/08/2012
Jared M. Spool explores how prototyping is coming back as an important design tool.
Sharers use the sharing form

E-mail this page

The fields indicated with an asterisk (*) are required to complete this transaction; other fields are optional. If you do not want to provide us with the required information, please use the Back button on your browser or close the window or browser session that is displaying this page, to return to the previous page.

Your information
* First name: 
* Last name: 
* E-mail address: 

Recipient’s information
* First name: 
* Last name: 
* E-mail address: 

☐ Check here if you would like a copy of this e-mail sent to you.

We will not use the information collected here for future marketing or promotional contacts or other communications beyond the scope of this transaction.

Submit
A friend has sent you an article from UIE.com:

Hey, Josh,

I think this would be helpful to our project.

Yu-Hsü

Prototyping's Resurgence: Communicating the Designer's Intent

By Jared M. Spool

Jared M. Spool explores how prototyping is coming back as an important design tool.

http://www.ui-e.com/articles/prototyping_resurgence/share/

Would you like to read User Interface Engineering's research the moment we publish it? Sign up for our free email newsletter, UIEtips, the premier resource for web designers, usability specialists, and information architects: http://www.ui-e.com/uietips/

For more research articles like this one, visit http://www.ui-e.com/articles/

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Receipts act/sharing results

- Use sharing results to inform what people are doing
The activity of sharing

Something easily sharable

Call to action

Sharing form

Recipients interpret shared message

Recipients act

That was interesting!

AHA! I know who to share this with!

Hmm... what is this and why should I care

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Questions?!