The Rise of the Social Web

Social Web Research (Spring, 2013)

May/01/2013

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

- What is social?
- Why should I care social?
- A Framework for Social Web Design
- Design for sign up
- Design for ongoing participation
- Design for sharing?
- Assignment
What is social?
Why should I care social?
Why should I care social?

"I run to eat. I eat to YELP!"

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Hot Amazon deals in the UK. Follow me if you want the latest and hottest deal!
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https://twitter.com/Amazon_UK
http://www.yelp.com/user_details?userid=kUXozMM-hvcSW87bM21RMw
HOW WE SPEND TIME

Internet use has more than quadrupled in the last eight years according to a study by Ericsson ConsumerLab. But even as we spend more and more time surfing the net with our laptops, smartphones and tablets we still spend a lot of time with family and friends. And with a lot of online time being spent on social networks we are in fact becoming more social.

Here’s how we spent our time (in hours per week) according to the stats:

- Watching TV
- On the internet
- Socializing in person
- Spending time with partner


Find out more on ericsson.com/consumerlab

Source: errison.com/consumerlab
Humans are innately social!

- **Lewin’s equation** (Lewin, 1993)

\[ B = f(P, E) \]

Another kind of environment where people work and play on the web — the software interface

Interface is too confining | Interface is too Flexible

Design challenge!
A Framework for Social Web Design

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In a User Experience design team...
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 interface!

No, *your* 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
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

- Identify users’ primary activity - Only one 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

Research methods:
- Interview,
- Usability testing,
- Observation,
- Survey, and/or experiment etc.

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>
1. Focus on the primary activity

- **Example:** The activity of shopping

- A normal view of the steps/procedure of shopping
  1) User recognizes a need
  2) User considers the different choices of product that fulfills the need
  3) User chooses a product
  4) Optionally, user shops around for the best price
  5) User purchases the product
1. Focus on the primary activity

- From an ethnographer’s point of view:

We studied a woman (Betsy) who had several talks with her husband about upgrading their TV service to HD. He was all for it, but she was skeptical. Their conversations happened over the span of several months. She then heard about an HD TV from a close friend who had nothing but positive things to say. She started to seriously consider buying one, thinking that in addition to her husband’s sports, an HD TV sounded like a better way to watch the nature shows that her children loved. She thought the product might be useful to her and her family. Betsy then decided that the family’s 18-year-old TV had had enough. She and her husband made the decision to replace their aging TV with one of the HD TVs they heard about.

*The forgotten element: Social interaction*
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>
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<tr>
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<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, electronics, etc.)</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 (and their 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**
- Play/pause
- Share
- Add to favorites
- Add to playlist
- Flag
- Post a response
- Embed
- Upload

**Person object**
- View
- Subscribe

**Response object**
- Respond to this video...

**Related objects**
- View
- Add to quick list
3. Choose a core feature set

Users collect things, make lists, organize and manage information

**Objects for collection (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
Customers who bought this also bought
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><strong>Products</strong></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><strong>Wish list</strong></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><strong>Customer reviews</strong></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>
Moments of Interactions: the Usage Lifecycle

Awareness 
Unaware

Sign-up

Interested

First-time use

Return visits

Regular use

Emotional attachment

Passionate use
Design for Sign-up
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The 1st Challenge in Social Web Design

Source: http://www.mswordhelp.com/
http://blog.toggle.com/5-ways-to-fix-corrupted-excel-files/
https://twitter.com/Photoshop
http://www.bubblews.com/news/284220-should-i-switch-over-from-photoshop-to-illustrator
http://www.shedworx.com/hd-information/movie-maker-hd
https://www.facebook.com/OrangeFish.delicacy
Three types of first-time online users

What are they thinking??

Ready to go

Interested but Unsure/
Fact-finders

Skeptical
Creating a framework to support **Sign-ups**

**Components:**

- A short summary of your app (elevator pitch)
- Graphics/Illustrations
- Feature tour
- Privacy/terms
- Actual use
- Evidence

**What's**

**Why's**

**Who's**

**When**

**Where**

**How's**

*Interested/unsure/skeptical*  
*First-time use*
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 example
What a good sign-up framework does

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

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

2. Show HOW it works – a 2nd level of details

What is TripIt?
TripIt organizes travel plans into an itinerary that has all of your trip details in one place.

Simply forward confirmation emails to plans@tripit.com and TripIt will automatically build an itinerary for your trip that you can access anytime, either online or from a mobile device.

Get TripIt
Free forever

Check out what TripIt offers...

- No more cutting and pasting
  Automatically create itineraries by forwarding confirmation emails to plans@tripit.com
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 (by 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 refine 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)
What a good sign-up framework does

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

4. Give examples of WHO are using it - **Provide testimonials!**
What a good sign-up framework does

4. Give examples of WHO are using it – Give numbers (When they are big)
4. Give examples of WHO are using it – Appeal to authority
What a good sign-up framework does

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

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

TripIt turns all your flight, hotel and rental car confirmation emails into simple, mobile travel itineraries just by hitting forward.
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)
Reduce sign-up friction

- **Rule #2:** Upon signup, ask for information that’s absolutely necessary
Designing for Ongoing Participation

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The Usage Lifecycle

Unaware -> Interested/unsure/skeptical -> First-time use -> Regular use -> Passionate use

Q: How do we encourage people returning to our website?
Why do people participate?

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. Design for identity - Enable identify management

Identity: the fact of being who or what a person or thing is.
1. Design for identity - Enable identify management

Bad consequences when identity is not enabled in social websites:

- Spam
- Inappropriate comments
- Deception
- Gaming

Design guideline:

- Enable identity by providing people with tools/interfaces to identify themselves and interact with others
1. Design for identity - Enable identify management

- Show user/account name
1. Design for identity - Enable identity management

- Show user/account name
1. Design for identity - Enable identify management

- Show user/account name
1. Design for identity - Enable identity management

- The profile has to fit the domain/context.

Profile is a collection of information about a person (a location to display all the relevant info about a person).

At home as a husband  At work as a boss
1. Design for identity - Enable identity management

- The profile has to fit the domain/context.
1. Design for identity - Enable identify management

- The profile has to fit the domain/context.
1. Design for identity - Enable identify management

- The profile has to fit the domain/context.
1. Design for identity - Enable identify management

Additional design guidelines:

- Display “dynamic” content (i.e., showing what’s happening)
  - Life stream
  - Comment wall
  - Status
  - Announcements/Notifications

- Do not restrict how people can manage their profiles and what information is found there.
1. Design for identity - Enable identify management

- Display “dynamic” content
2. Emphasize the person’s uniqueness

- Emphasize uniqueness

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

![Yelp Page with Graphs]

- # 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.
5. Promote a sense of control

- Provide people the freedom to display information
6. Confer ownership

- Provide ownership to the audience
6. Confer ownership

- Provide ownership to the audience
7. Attachment to a group

- Allow users to create AND attach to social groups
7. Attachment to a group

- Allow users to create AND attach to social groups
7. Attachment to a group

- Allow users to create social groups
8. Fun features

- Create fun web apps/interactions to get people engaged
Design for Social? Sign up? Ongoing participation?

Focus on the primary activity
Identify your social objects
Choose your core feature set
Design for Social? Sign up? Ongoing participation?

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