Social Architecture

using principles, patterns and anti-patterns to create meaningful social user experiences

a workshop

erin malone & christian crumlish:: 03.21.12
Erin Malone
Principal

Erin has over 20 years of experience leading experience design teams and designing websites, web and software applications, social experiences and system-wide components and best practices. Prior to Tangible, she spent over 4 years at Yahoo! building and managing the Platform User Experience Design team. Her team was

Before Yahoo!, she was a Design Director at AOL with teams working across community and personalized products including AOL groups, AOL Journal—the first AOL blogging tool—My AOL and You’ve Got Pictures. Prior to AOL she was the Creative Director at AltaVista and launched the AltaVista Live portal and their community.
A little about us: christian crumlish
Just what is social?
What does “social” really mean?

Community, Living Web, Live Web, Read-Write Web, Two-Way Web
Human, Humane, Humanized

Social Network
Social Graph
Social Media
Social Object
You already do social

Sign Up, Sign In, Send Invitation, Profile, Avatar, Presence, Availability, Activity Streams, Numbered Levels, Peer-to-peer Awards, Ranking, Points, Leaderboard, Collecting, Favorites, Subscribe, Find with Tags, Content Lifecycle, Share This, Send This, One-Time Sharing, Social Bookmarking, Embedding, Feedback, Comments, Reviews, Ratings, Favorites, Forum, Public Conversation, Private Conversation, Voting, Edit This Page, Crowdsourcing, Following, Filtering, Recommendations, Contacts, Find People, Unfriending, Stalking, User-Created Groups, Community Guidelines, Report Abuse, Check In, Face-to-Face Meeting, Calendaring, Reminding, ...and many more
Designing social requires different thinking
New social media: still awkward

So one of the moms at Girl Scouts told me she was going out to dinner with the troop leader's husband, sans the troop leader. #awkward #TMI

Janice is listed as single. 12:06am - Comment - Like

8:47 PM Oct 23rd from web

Jared [redacted] at 1:06am February 21
you and dad divorced?

Janice [redacted] at 10:27am February 21
I forgot to mention that to you

Excuse me while I join a Facebook group for children who found out their parents got divorced via status update...

Christina @ChristinaaaaV

When you tweet about someone on twitter & they retweet it, not knowing its about them... #awkward
User = singular, Social = plural

Social activities:
- social interactions
- engaging with other people through a web application
  most effectively mediated by social objects
Defining the foundation
The Ecosystem

Social Objects

Activities

Self

Community
The Social Object, in a nutshell, is the reason two people are talking to each other, as opposed to talking to somebody else.
Social Networks form around Social Objects, not the other way around.

~ Hugh MacLeod
GapingVoid.com
Make sure there is a “there” there. What’s your social object?
The end delivery of your product changes the types of interactions to develop and specific features to take advantage of.
For the people, by the people

Who you target can and will affect the features you choose to develop
The Foundation

Social Networks Need Social Objects
Context Matters
Make Decisions for a Core Audience
Fundamental Principles
Pave the cowpaths
Dogster started as a photosharing service. Shifted focus to pets once company saw people were primarily uploading pics and talking about their dogs.
Talk like a person
Do you want to talk to your customers like this?

You've requested something we can't show you unless you're signed into Dopplr.
Here we'll step you through your sign on and introduction to the service, and set you on your way.

Or like this?
Talk like a person

- Don’t vent your frustrations, rant, or bore the brains out of other members. Flickr is not a venue for you to harass, abuse, impersonate, or intimidate others. If we receive a valid complaint about your conduct, we’ll send you a warning or terminate your account.

- Don’t be creepy.
  You know the guy. Don’t be that guy.

Conversational Voice
Self-Deprecating Error Messages
Ask Questions
Your vs. My
No Joking Around
Be open. Play well with others.
Embrace open standards
Share data outside of the bounds of your application
Accept external data within the sphere of your application
Support two-way interoperability
Learn from games

photo by kurtxio
What are Game Mechanics?

The systems and features that make games fun, compelling and addictive.

~Amy Jo Kim
Learn from games

Game Mechanics

Collecting
gives bragging rights, encourages completion

Points
game points by systems, social points by others, drives loyalty, drives behavior unlock new powers or access

Feedback
social feedback drives engagement accelerates mastery and adds fun

Exchanges
structured social interactions explicit or implicit

Customization
character or interface
Respect the ethical dimension
Respect the ethical dimension

Some of the forces that must be balanced, to apply many of these patterns, involve ethical dilemmas.
Five principles

Pave the Cowpaths
Talk Like a Person
Leverage Openness Where Possible
Learn from Games
Respect the Ethical Dimension
Exercise 1

Define your social object, target audience and delivery method.

**Which principles are relevant?**

**Do all five principles apply?**

---

**Decide on your social object.**

**Sketch ideas with your team.**

Think about the principles we have discussed so far. How might they play out?

What type of community do you want to foster?

Discuss with your neighbors, make suggestions to each other

List potential features on sticky notes.
Break
Just what are patterns?
1977 / 1978 publishes

Identified patterns in architecture

Approaches building in a human/e way

Considers context of use for every solution

It’s a design vocabulary, hence “pattern language”
### History

#### Patterns In Software Computing

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987</td>
<td>Cunningham Beck use Christopher Alexander as a model to develop a small pattern language for SmallTalk</td>
</tr>
<tr>
<td>1990</td>
<td>Gang of Four begin to catalog code patterns</td>
</tr>
<tr>
<td>1991</td>
<td>Bruce Anderson gives first Pattern Workshop at OOPSLA (Object-Oriented Programs, Systems, Languages and Applications)</td>
</tr>
<tr>
<td>1995</td>
<td>Gang of Four publish Design Patterns Book</td>
</tr>
<tr>
<td>1996</td>
<td>Alexander gives keynote talk at OOPSLA</td>
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</tbody>
</table>

#### Patterns In User Experience Design

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<tr>
<td>1997</td>
<td>Jenifer Tidwell presents an interaction pattern library, called Common Ground, at CHI</td>
</tr>
<tr>
<td>2000</td>
<td>Martin Van Welie, releases the his pattern library, one of the first to bring it online</td>
</tr>
<tr>
<td>2002</td>
<td>Design of Sites is published by Douglas Van Duyne, James A Landay and Jason Hong</td>
</tr>
<tr>
<td>2004</td>
<td>Internal Yahoo! Pattern Library started, Boxes and Arrows article on developing a pattern library and system around it</td>
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</tbody>
</table>
## Brief History (cont.)

### Patterns In User Experience Design

<table>
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</thead>
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<td>2005</td>
<td>Jenifer Tidwell publishes Designing Interfaces with O’Reilly.</td>
</tr>
<tr>
<td>2006</td>
<td>Yahoo! brings their interaction pattern library open along with the YUI component library</td>
</tr>
<tr>
<td>2008</td>
<td>Designing Web Interfaces, by Theresa Neil and Bill Scott and Designing Gestural Interfaces, by Dan Saffer, are published by O’Reilly</td>
</tr>
<tr>
<td>2009</td>
<td>Designing Social Interfaces, by Erin Malone and Christian Crumlish is published by O’Reilly</td>
</tr>
<tr>
<td>2010</td>
<td>Pattern libraries on the web explode. They are everywhere, for every platform and device. (Resource list provided)</td>
</tr>
</tbody>
</table>
“The fast parts learn, propose, and absorb shocks; the slow parts remember, integrate, and constrain. The fast parts get all the attention. The slow parts have all the power.”

Steward Brand, The Long Now Foundation
“The fast parts learn, propose, and absorb shocks; the slow parts remember, integrate, and constrain. The fast parts get all the attention. The slow parts have all the power.”

Steward Brand, The Long Now Foundation
“Don’t embed services in structure, otherwise you have to tear the house down to fix them when they break. A design welcomes change or fights it.”

~ pixelcharmer
Pattern Definition for Interaction Design

Patterns are optimal solutions to common problems in a context.

Interaction Design Example:

Problem
Large amounts of data. User needs to see details but wants context of overview data.

Solution
Overview panel
Detail pane
The Structure of Patterns
5 parts of a design pattern

WHAT
What does the user want?

Examples
An archetypal example of the solution

USE WHEN
When to use it

HOW
How to meet the user’s needs

WHY
Why is this a good solution?
5 parts of a design pattern

WHAT
Examples
USE WHEN
HOW
WHY
## Patterns vs. Specs

### Patterns
- A generalized set of considerations
- Can be interpreted multiple ways
- Have a slow rate of change
- Technology agnostic

### Specs
- Detailed instructions that define the solution
- The ONE way you are going to implement
- May change frequently depending on change in technology
- Generally taking advantage of a technology (i.e. flash or ajax or java)
Not the last word but a great place to start
Practices or the social patterns in context or a brief tour through 96 patterns
High level buckets

- Activities
- Social Spaces
- Community
- Self

- Talk Like A Person
- Open
- Be Open
- Respect the Ethical Dimension
- Be Open
- Anti-pattern
High level buckets

**Representations of the Self**
self-expression, identity, presence

**Activities**
involving social objects
one to one, one to many, many to many

**Community**
as expressed by
relationships, location and model citizenship
Self

- Identity
- Profile
- Profile Decorating
- Reflectors
- Identity Cards
- Attribution
- Testimonials
- Avatar
- Personal Dashboard

Don’t Break Email

- Availability
- Mood
- Environment
- Buddy List
- Statuscasting
- Microblogging
- Updater Opt-in

Respect the Ethical Dimension

Social Space

Self

From Games
Welcome people to the party

Registration
Sign In
Welcome Area
Invitations
Private Beta
Reengagement
Authorize

http://www.flickr.com/photos/pasotraspaso/1408057351/
Support activity your users are already doing around your social object
Sign In

What
User wants to access their personalized information or an application that is stored on the host site.

Use When
• Use when personal data needs to be stored or when there is customization or personalization unique to the particular user.
• Use when the site is a repository for user generated content and the submissions or files need to be identified and/or managed by the author.
• Use when there are security or privacy concerns and the user's data needs to be protected.
Welcome Area

What
A user registers for a new service and needs to have a sense of what can be done at the site and how to get started.

Use When
• Use this pattern when a new user first accesses the site.
• Use this pattern to acquaint the user with important or useful features.
Authorize

What
The user wants to participate on a site by bringing their data and files over from another site.

Use When
- Use this pattern when features on your site are enhanced by accessing data and files from another site (Site A).
- Use this pattern when user generated content or data on your site has the potential to enhance or enable other sites that your users may be participating in (Site B).
Give people a way to be identified
Give people a way to be identified & to identify themselves

characterizing erin malone

On Thursday September 25th, 2008, Erin Malone was the Featured Reader at Open Books, Seattle.

Shop promoted the following to Spa Director: Ansley Campbell. Joined the Ivy Walk Natural Body Location, Erin Malone was added to the Brookhaven.

High hurdles, Eighth Grader Erin Malone was first at District and second at State.

The book, sold by William Morris, Literary Agent Erin Malone, will be edited by Random House Editor Jill Schwartzman, but according to a source.
Give people a way to be identified & to identify themselves

characterizing erin malone

ON THURSDAY SEPTEMBER 25TH, 2008, ERIN MALONE WAS THE FEATURED READER AT OPEN BOOKS, SEATTLE

SHOP PROMOTED THE FOLLOWING TO SPA DIRECTOR: ANSLEY CAMPBELL JOINED THE IVY WALK NATURAL BODY LOCATION, ERIN MALONE WAS ADDED TO THE BROOKHAVEN

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THE BOOK, SOLD BY WILLIAM MORRIS LITERARY AGENT ERIN MALONE, WILL BE EDITED BY RANDOM HOUSE EDITOR JILL SCHWARTZMAN, BUT ACCORDING TO A SOURCE
Attribution

What
A content consumer needs to understand the source of a contribution and the source of a contribution needs to receive proper credit for his post. A user needs to assign her public identity when contributing content or joining an online community.

Use When
- Use when contributing content, joining a community, or editing a public profile.

Identity doesn’t always have to manifest itself in a complicated or robust profile.
Be appropriate for your context.
User Cards

What
A person needs more information about another person in an online community without interrupting his or her current task.

Use When
- Use an identity card wherever a user's display image or display name is shown.
- Use when additional information about the participants is desired (in context) without adding clutter to the screen.

Identity doesn’t always have to manifest itself in a complicated or robust profile.
Be appropriate for your context.
Avatars

What
A user wants to have a visual representation of themselves as part of their online identity.

Use When
• Use this pattern when the user wants to have a visual associated with their identity.

Identity doesn’t always have to manifest itself in a complicated or robust profile.
Be appropriate for your context.
Profile

What
The user wants a central, public location to display all the relevant content and information about themselves to others – both those they know and those they don’t.

Use When
- Use this pattern when your site encourages a lot of user-generated content and you want one place to show a specific user’s contribution.
- Use this pattern when you want to allow users to look up another user to learn more about them.
- Use this pattern when you want to allow users to express their personality.
- Use this pattern to allow users to share information about themselves to others.
Personal Dashboard

What
The user wants to check in and see status updates from her friends, see current activity from her network, comments from friend on recent posts and other happenings from across her network.

Use When
- Use this pattern when the experience of the site revolves around the activities of people and their networks whether the activity takes place on the network or not.
- Use this pattern as a companion to the public profile.
- You want to encourage repeat usage.
Is there anybody out there?
Microblogging

What
Microblogging allows users to create short posts. These are often aggregated into a stream (a.k.a. Activity Streams) and can consist of text, pictures or video.

Use When
- Use as a light alternative to blogging.
- Use when you want to allow conversations and real time updates but don’t need synchronous conversations like Instant Messaging.
**Signs of Life**

**What**
A person wants to have some indication of who else frequents the site she is visiting and she isn’t alone.

**Use When**
- Use this pattern to signal the transient presence of other visitors.
- Use this pattern to give the current visitor a sense that she has company while reading the blog, especially if she recognizes some of the faces or names.
**Buddy List**

**What**
The user wants a distinct list of people she knows (friends, coworkers, family) to communicate with in real time.

**Use When**
Use this pattern when offering just-in-time communications, such as instant messaging.

Buddy list utilizes concepts like Who’s Here Now and Ambient Intimacy
“Your reputation is equal to the sum of your past actions within a community.”

~ Bryce Glass, co-author Building Web Reputation Systems
Levels

What
Participants in a community need some way to gauge their own personal development within that community. Additionally, these same measures can be used to compare members, to understand who has more or less experience in the community.

Use When
- You want to enable consumers to discover and identify high-quality contributors.
- The community is competitive, but not highly competitive.
- You want to enable your users to track their individual growth in the community, and suggest ways that they may attain the next level in the hierarchy.
Collectible Achievements

What
Some participants in communities respond to opportunities to earn or win awards that can be collected and displayed to other community members.

Use When
- You want to leverage users' compulsive natures. They may seem silly or trivial, but Collectible Achievements can have an addictive quality when done right, and may compel your users to explore parts of your offering that otherwise might not appeal to them.
- You want to encourage the community to try out all aspects of your offering.
Points

What
Participants want a tangible measurement of their accomplishments for personal satisfaction and to make comparisons with other competitors.

Use When
• Use this pattern when the community is highly competitive, and the activities that users engage in are competitive in nature, such as fantasy sports or games.
• Specifically, don't use this pattern when
  • The activities that users engage in are not competitive in nature (e.g., writing recipes, or sharing photos).
  • The awarding of points might demean or devalue the activity that they're meant to reward. By pinning an arbitrary incentive value to an activity, you may unintentionally replace a user's satisfying intrinsic motivation with a petty extrinsic one.
Leaderboard

What
In highly competitive communities using a ranking system, users may want to know who are the very best performers in a category or overall.

Use When
• The community is highly competitive, and the activities that users engage in are competitive in nature (e.g., player-vs-player contests, or coaching a fantasy football team.)
• You want to enable player-to-player comparisons, or permit users to definitively settle "Who is better?" arguments.
• Don't use this pattern when the activities that users engage in are not competitive in nature (e.g., writing recipes, or sharing photos).
Give people something to do
Activities involving objects

- Collecting
- Feedback
- Broadcasting
- Publishing
- Activity Streams
- Send This
- Casual Privacy
- Give Gift
- Many Publics
- Social Bookmarking
- Embedding
- Ongoing

Pave the Cowpaths

Collect the Ethical Dimension

Activities

Social Spaces

Self

Community
It's a continuum

Power Law of Participation

Low Threshold with Tool

Collective Intelligence
Read
Favorite
Tag
Comment
Subscribe
Share
Network
Write
Refactor
Collaborate
Moderate
Lead
High Engagement with Community

© Ross Mayfield 2006
It’s a continuum

Collecting  **One**
Sharing  **One to one**
Broadcasting & Publishing  **One to many**
Feedback  **One to one, One to an object**
Communicating  **One to one, One to many, Many to many**
Collaboration  **Many to many**
Social Media  **Ecosystem**
Collecting: Saving

What
A user wants to save an item for later viewing, sharing, or discussion.

Use When
- Use this pattern to enable people to save web sites, pages, clippings, photos, videos or other items in an online environment.
- Use this pattern to allow people to show off, share or collaborate around a collection of online items.
Collecting: Tag an Object

What
A user wants to attach their own keyword or set of keywords to an object for organization and later retrieval.

Use When
- Use this pattern when a user is collecting a large amount of unstructured data, like photos.
- Use this pattern when a user wants to manage a large collection of items, like books.
- Use this pattern to blend user generated labels and keywords with structured metadata.

Separate each tag with a space: cameraphone urban moblog. Or to join 2 words together in one tag, use double quotes: "daily commute".
Broadcasting: Blogs

What
A user wants to consume commentary, events, images and videos on a regular basis by a specific person.

Use When
- Use this pattern to bring a more casual level of commentary to readers as a complement to more formal editorial content.
- Combine this pattern with Comments, Sharing and Tags to encourage reader participation and conversations.
Publishing: Licensing

Licensing can have a profound effect on the sorts of collaborations that can ensue. If people are unsure about their legal rights or worried about losing their rights or (worse yet) being charged with infringing on the rights of others, ordinary risk-aversion will tend to decrease the amount of participation.

There are ethical implications for any system of licenses but the considerations are many.

- **Public Domain** - the most liberal, some content will eventually enter the public domain even when originally given a tighter license
- **Creative Commons** - a nuanced range of choices designed to give options encouraging reuse
- **Copyleft** - an un-copyright regime invented by hackers
- **Copyright** - traditional government-enforced copyright
Broadcasting: Lifecycle

What
A person wants to know when something happened.

Use When
- Use to give users an indication of when an item, a thought or a conversation was added to the site.
- Use to distinguish a flow between two people.
- Use to indicate the freshness of an item, especially if highlighted.
Sharing: Share This

What
User wants to share an object with one or more people.

Use When
- Enable people to spontaneously share content or objects.
- Provide the minimal interface needed to facilitate rapid sending or posting, such as a ubiquitous Share This widget.
- Offer autocomplete selection from an address book or set of contacts if possible.
- Don't break email.
- Consider including a text field for adding a personal note.
- Offer the user a checkbox option for receiving a copy of the message.
Feedback: Reviews

What
User wants to share her opinion with others about an object (place, person, thing) in greater detail than a simple rating or comment.

Use When
- User wants to write a review of an object.
- You want to supplement the content of a product/website with user generated reviews.
- You are also using Rating an Object. Combined they will help to obtain better review feedback.
- You are also using reputation rankings (for encouraging quality user generated content.)
Feedback: Ratings

What
A user wants to quickly leave their opinion on an object, with minimal interruption to any other task flow they are involved in.

Use When
• A user wants to leave an opinion quickly.
• Use in combination with reviews for richer experience.
• Use to quickly tap into the existing "community" of a product.
• Ratings are collected together to present an average rating of an object from the collective user set.
Communicating: Public Conversation

**What**
People want to have a conversation in a public environment.

**Use When**
- Use this pattern to create a framework for public conversations.
- Use this pattern to differentiate from private conversations.
Collaboration: Collaborative Editing

What
People like to be able to work together on documents, encyclopedias, and software codebases.

Use When
- Use this pattern when you wish to enable your site members to work together to curate their collective wisdom or document their shared knowledge.

WikiWikiSandbox

Type the code word, 567, here then press Save to finish editing. Read

"'Note to all wiki spammers:"' As of "January 02, 2005", all changes to this wiki, either by editing or Adding, may not be picked up by SearchEngine's until 100 hours have passed (a page must remain unchanged during this time). If you spam on this site it is usually deleted in minutes, an hour at the most, so it is pointless to try to add spam to the wiki. See DelayedIndexing.

This is a WikiWiki Sandbox page, a place to try editing a WikiPage created by others.

If you're new to the wiki concept you might like to start by reading WelcomeVisitors. There you will find tips and hints on how to format your text. Please use EditPage using a smaller text area, EditCopy from previous authors or GoodStyle tips for editing.

Please don't delete the above text. Instead, adding to the end. Thank you.

I can not type tabs. Please Click Edit

Invite people

- as collaborators
- as viewers

Choose email addresses with commas.

Invite collaborators

Advanced permissions

- Collaborators may invite others
- Only the owner may change this
- Invitations may be used by anyone

Learn more
Social Media: Recommendations

What
In the search for relevancy and quality, people have a difficult time zeroing in on satisfactory content.

Use When
Offer recommendations when you have a sufficient body of data about your user's self-declared and implied interests as well as a rich enough social graph to be able to identify similarities and make helpful guesses about likely interesting content.
Social Media: Social Search

What
People sometimes want information or advice that can't be found in a neutral, objective reference guide and would ask another human being directly if they could find someone interested in or knowledgeable about the topic of their question.

Use When
Use this pattern when you wish to foster communication and cooperation among the people using your social application.
Combine activities for richer experiences

Books: ratings, reviews, search

Band: Public conversation, microblogging
Combine activities for richer experiences

Photos: collecting, sharing, comments, favoriting, groups, broadcasting
Combine activities for richer experiences

Shopping: Collecting, Ratings, Reviews

Restaurants: Labels, ratings, reviews, levels

Photos: Tagging

News Articles: Sharing
Exercise 2

Consider your social object and your target audience

What activities make sense for your product?

Revisit the site you imagined in activity 1.

Consider starting light and adding features over time.

What social elements would you add first? Why?

What’s your growth path?

What social interactions need to take place regularly?

How would you entice people to become involved?

What features should you NOT spend time on at the beginning of the project.

Sketch multiple ideas and iterations for one (or at the most two flows) logged in homepage, a profile page, an activity stream
Lunch
Enable a bridge to real life
User and activity flow

- Online tools
- Mobile devices
- Real world gatherings
- Artifacts from the real world
- Shared back online for more activities, conversations & actions
- Pics
- Conversations
- Data
Bridging Real Life
Location: Face-to-face meeting

What
The user wants to meet offline with people from their network, in a nearby location.

Use When
Use this pattern to help facilitate face-to-face meetings between people.
Location: Neighborhood

What
A user wants to know what’s going on around their neighborhood.

Use When
Use this pattern when pulling together geographic or place specific content.
**Location: Mobile: Gatherings**

**What**
A group of users want to meet up spontaneously.

**Use When**
Use this to enable groups of people to meet up in either a planned way or spontaneously based on location.
Taking it offline

Mobile - Geo
Mobile - Gatherings

Party, Calendaring, Reminding, Geo, Face-to-face meeting
And then back again

After the Party
Face-to-face meeting
Calendaring
Let the community elevate people & content they value

Gently moderate
Connections and Community

- Self
- Community
- Social Spaces
- Social Media
- Person
- Learn From Games
- Reputation
- Potemkin Village
- Connections
- Community Management
  - Place Geo Location
  - Norms
  - Manifesting
  - Collective Choices
  - Group Moderation
  - Collaborative Filtering
  - Reporting Abuse
  - What's the Story
- Relationships
  - Find People
  - Add Friends
  - Implicit / Explicit Relationships
  - Fans & Fame
  - Circles of Connections
  - Publicize Relationships
  - Unfriend
- Face-to-Face Meeting
  - Party
  - Calendaring
  - Reminding
  - Geo-Tagging
  - Geo-Mapping
  - Geo-Mashing
  - Neighborhood
  - Mobile Geo
  - Mobile Gatherings
  - Mobile Statuscasting

Explored by Friend Anti-Pattern
Connections: Find People

What
The user wants to find people she knows to connect and interact with on a site or social web service.

Use When
- Use when you want to help users find people they care about who may already be using this site.
- Use this pattern to expand user’s circles of connections beyond friends and family.
- Use this pattern to encourage connections throughout the lifecycle of a person’s engagement.
Connections: Adding Friends

What
A user has found people she knows on a social site and wants to add them to her circle of connections.

Use When
- Use when user connections are a core part of the site’s experience.
- Use when relationships will be confirmed providing a two-way reciprocal relationship.
- Use when allowing following, where one user to follow another participant without reciprocity.
- Use when ignoring a connection request is allowed.
Connections: Circles of Connections

What
A user wants to indicate nuances in their relationships with other people.

Use When
- Use to distinguish levels of participation in a person’s network.
- Use to set permissions for shared activity and content.
- Use to disambiguate real-life versus online, strong versus weak ties.
- Use this pattern to help users filter which content to consume.
Community: Collaborative Filtering

What
People need help finding the best contributions to online community.

Use When
Use when you've got a large base of contributors and a wide range of quality across the content.
A principle of community management is to establish and communicate social norms to the participants in your community. While this may be done with interface copy, help text, support forums, newbie tutorials and so forth, it’s best communicated directly from member to member. Founders and community managers can play the role of Model Citizen to demonstrate desirable behavior.
Community: Report Abuse

What
People need a way to report abuse in a way that isn't too inconvenient and doesn't require them to type in or restate information that can be gleaned from context.

Use When
Use this pattern to allow your users the ability to self-moderate content that is contributed by the community.
Practices

Enable People to Control Their Own Identity
Social Networks Need Social Objects
Give People Something to Do
Bridge to Real Life (and Back)
Community Self-Governance, Gentle Moderation
What's an Anti-Pattern?
Anti-Patterns

Two Variants as defined by Andrew Koenig (Gang of 4):
Those that describe a bad solution to a problem which resulted in a bad situation
Those that describe how to get out of a bad situation and how to proceed from there to a good solution.

For our purposes,
anti-patterns are common mistakes or a bad solution to a common problem.
5 Anti-Patterns
Cargo Cult
Cargo Cult
Cargo Cult
Don’t Break Email
Don’t Break Email

Facebook breaks email since you can’t reply to messages that arrive in the inbox. Basecamp allows people to reply as they are accustomed to and the message goes back into the stream on the site.
The Password Anti-Pattern
The Password Anti-Pattern

iLike

Add your friends to iLike

Option A: Invite contacts from your email account (Hotmail, Yahoo!, etc.)
Select contacts to invite from your email account. The more you invite, the better your music discovery experience will be.

- msn® Hotmail
- Yahoo! Mail

Your Password:

View contacts

Note: We won't save your username and password or spam your friends

Plaxo

Build your network - and your smart address book

Be sure to import your contacts from all the tools and services you use. (Don't worry, we won't send emails without your permission.)

Enter your GMail credentials: (We won't store your password.)

Email: 
Password: 
Import Contacts
Are your friends already on Yelp?

Many of your friends may already be here, now you can find out. Just log in and we'll display all your contacts, and you can select which ones to invite. Don't keep your email password or your friends' addresses. We loathe spam, too.

Your Email Service
- msn* Hotmail
- Yahoo! Mail
- AOL Mail
- Gmail

Your Email Address
(e.g. bob@yahoo.com)

Your Yahoo Password
(The password you use to log into your Yahoo email)

Skip this step  Check Contacts
The "people you should know" list on Facebook is actually a list of people you hate.

11:10 AM April 13, 2008 from web

Rex Sorgatz
Instead of building a Potemkin Village, the architects of the relaunched dead.net site started with a judicious few groups and then let the community spawn the rest.
Five Anti-Patterns

Cargo Cult Design

Breaking the Email Tubes

The Password Anti-Pattern

Ex-Boyfriend Bug

Potemkin Village Anti-Pattern
Exercise 3

Consider your social object and your target audience

What anti-patterns would you be tempted to use to get the product out the door? Why?

Revisit the site you’ve been imagining

Which one(s) might be implemented despite the less than desirable consequences? What are the ethical considerations to balance in making this decision? What could you do to avoid the anti-pattern? What features might you implement instead?

Sketch multiple ideas and iterations for one (or at most two) wireframes showing a home page, profile, activity stream or any other page, canvas, module or view of your choice.
The Ecosystem - it’s balance with tradeoffs
It's about creating the spaces for people to make things happen.
Break
Let's Play the Game

a brief tutorial
Game Goals

- Build a social digital product around an object for a specific audience delivered in a specific way
- Deliver a well rounded product (with features across Identity, Activities and Relationships)
- Build products in a defined time frame
- Work as a team to collaborate and build the best products
- Play against another team
Thanks

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