

# DNN

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DotNetNuke

### SxD & SOCIAL APPLICATIONS

# Who am I

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# Sharing Ideas

- New & evolving industry
- Research based

# Agenda

- Defining Social
  - What is it, Why you should consider it
- Designing for Social Media
  - Social Interaction Design (SxD)
  - Some tools of SxD



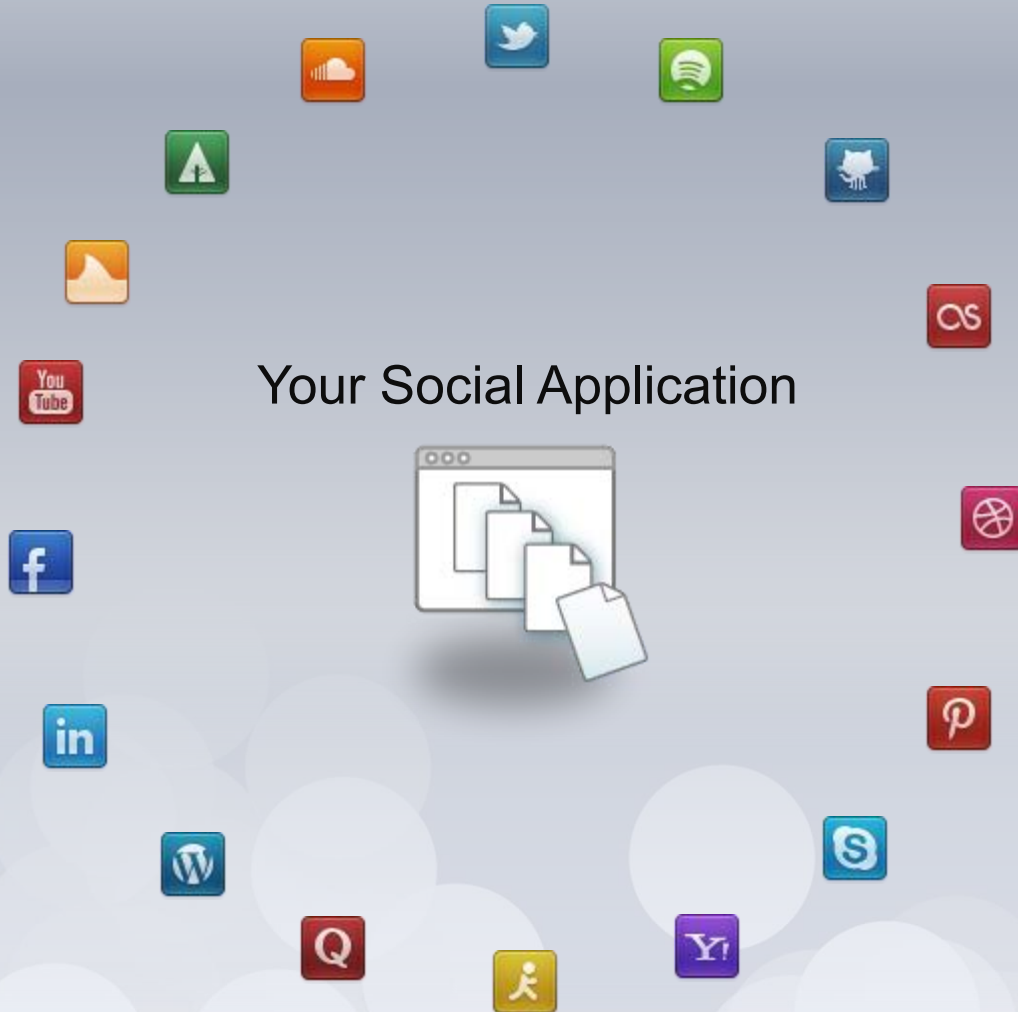
# Defining Social

# Defining Social

- Social Media
- Social Interaction Design

# Defining Social

Your Social Application



# Defining Social

- What's the big deal?
  - Outbound marketing only ?!!
  - Paradigm shift in market
  - Collaborative potential



# Defining Social

- Why consider a social application?
  - Necessity
  - Look at not too distant past
    - Ubiquitous computing
    - Pervasive computing
    - Augmented reality
    - Ambient Intelligence

# Defining Social

- Ubiquitous Computing



# Defining Social

- Pervasive Computing





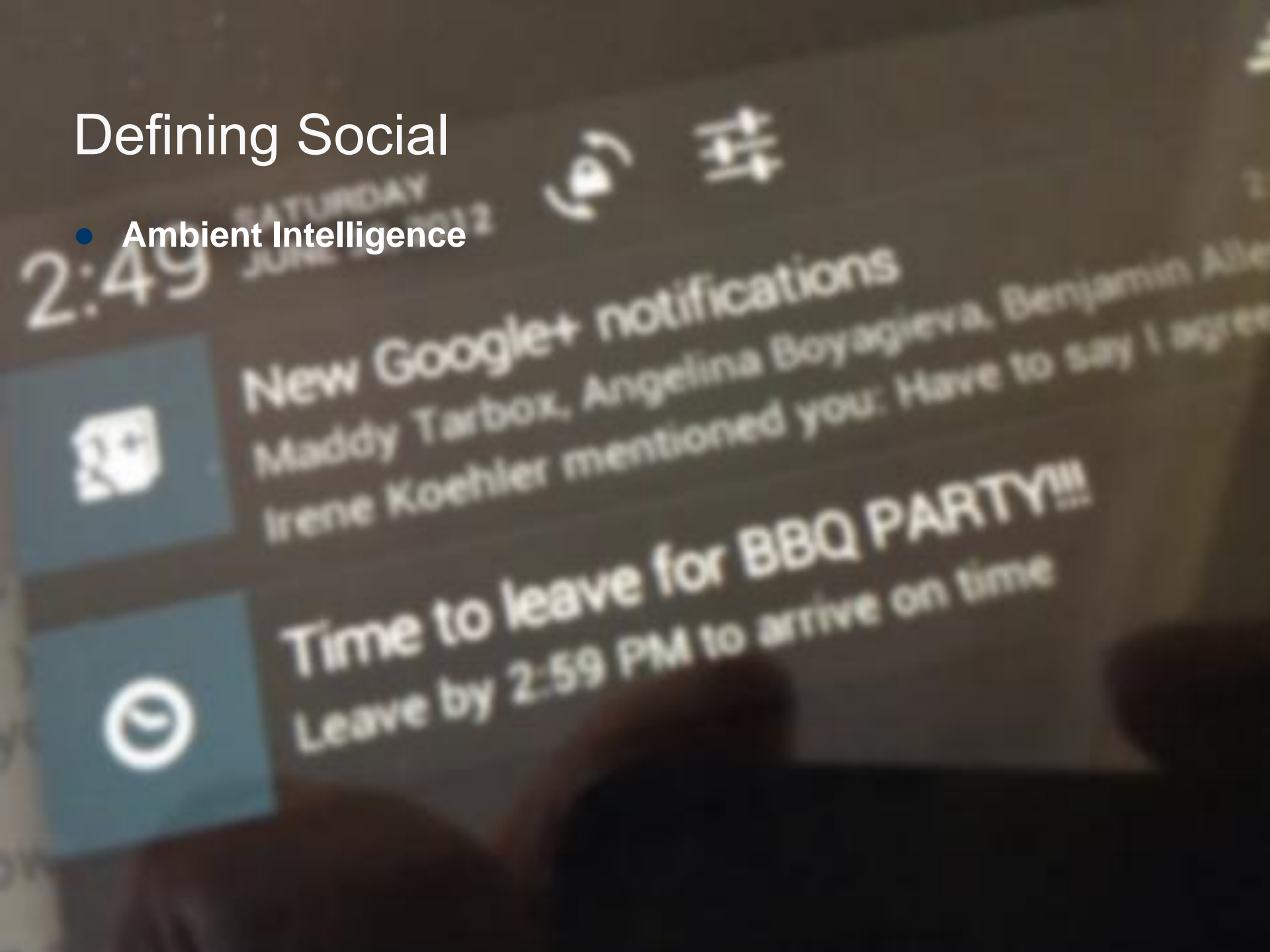
# Defining Social

- Augmented Reality



# Defining Social

- Ambient Intelligence



# Defining Social

- Why care about these concepts?
  - No longer isolated computing
    - Extreme HCI exposure
  - Extreme desire to reconnect to humanity

# Defining Social

- We are social beings
  - Socializing for ages
  - Grow and Learn
  - Making connection
  - Collective goal



# Defining Social

- Mind Blowing potential of Social Applications
  - Power of Social
  - Unlimited Resources (online)
  - No Geographical Limitations
    - More Qualified People

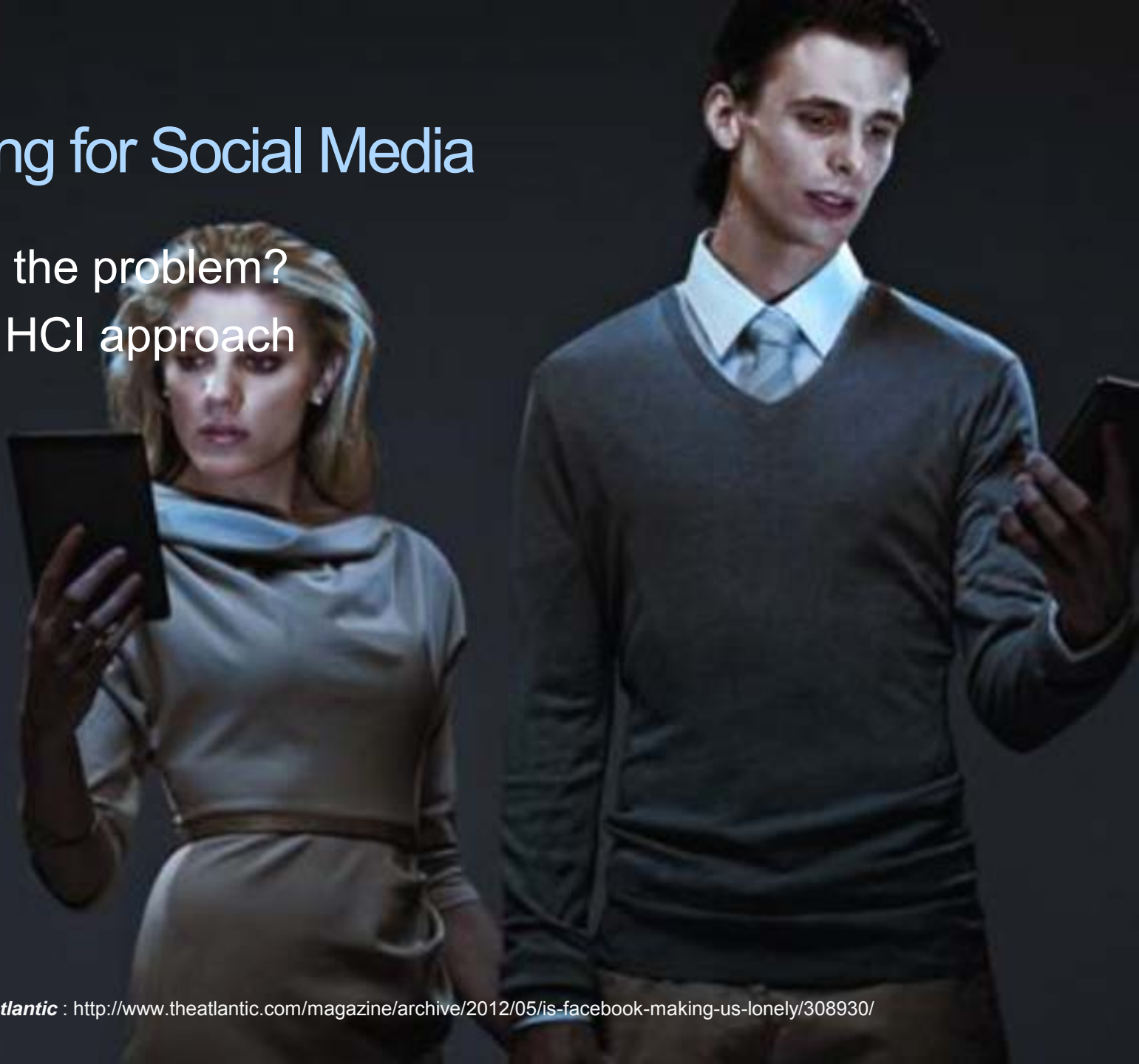




# Designing for Social Media

# Designing for Social Media

- What's the problem?
  - Old HCI approach



# Designing for Social Media

- What's the Solution
  - New approach to researching & designing *social applications*

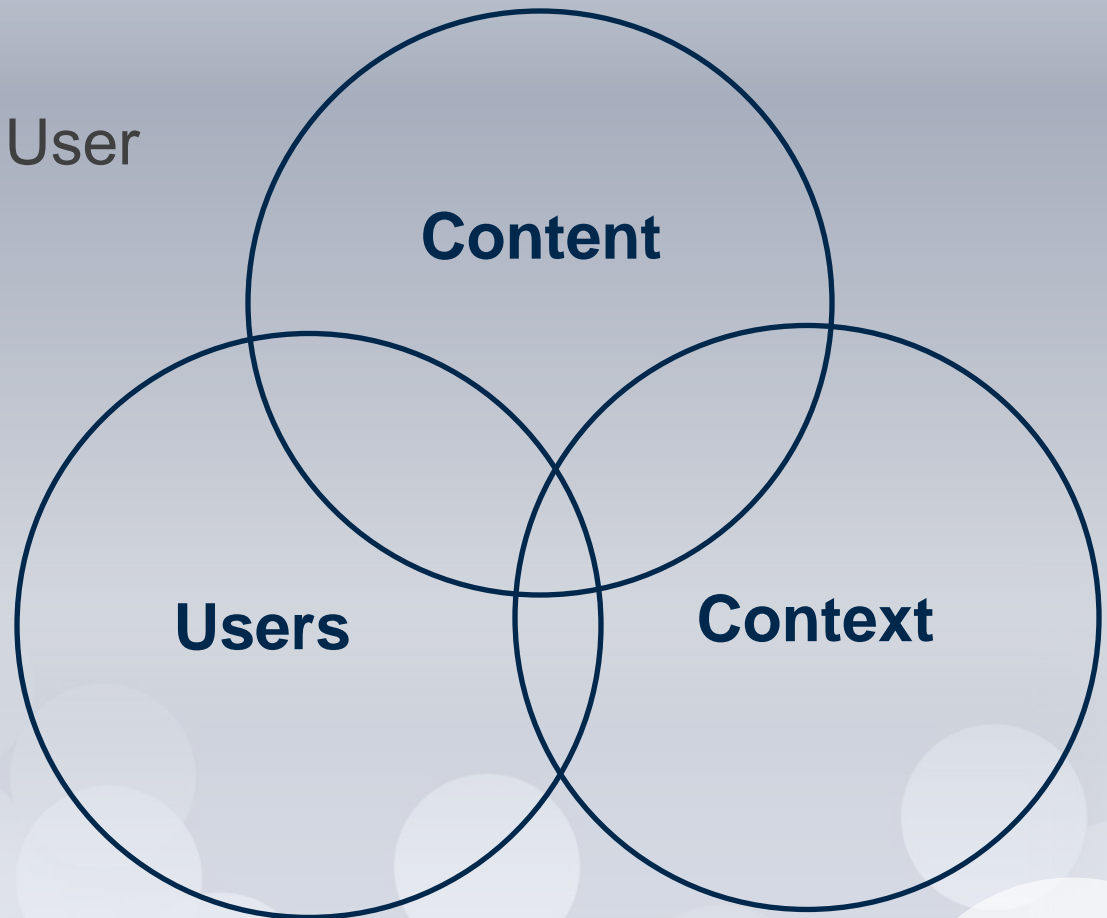
# Designing for Social Media

- Old HCI approaches
  - Technology Design
  - Genius / Engineered Design
  - Activity Based Design
  - User Centered Design (UCD)



# Designing for Social Media

- UCD
  - Focus on End User
  - *How*
  - *Outcomes*



# Designing for Social Media

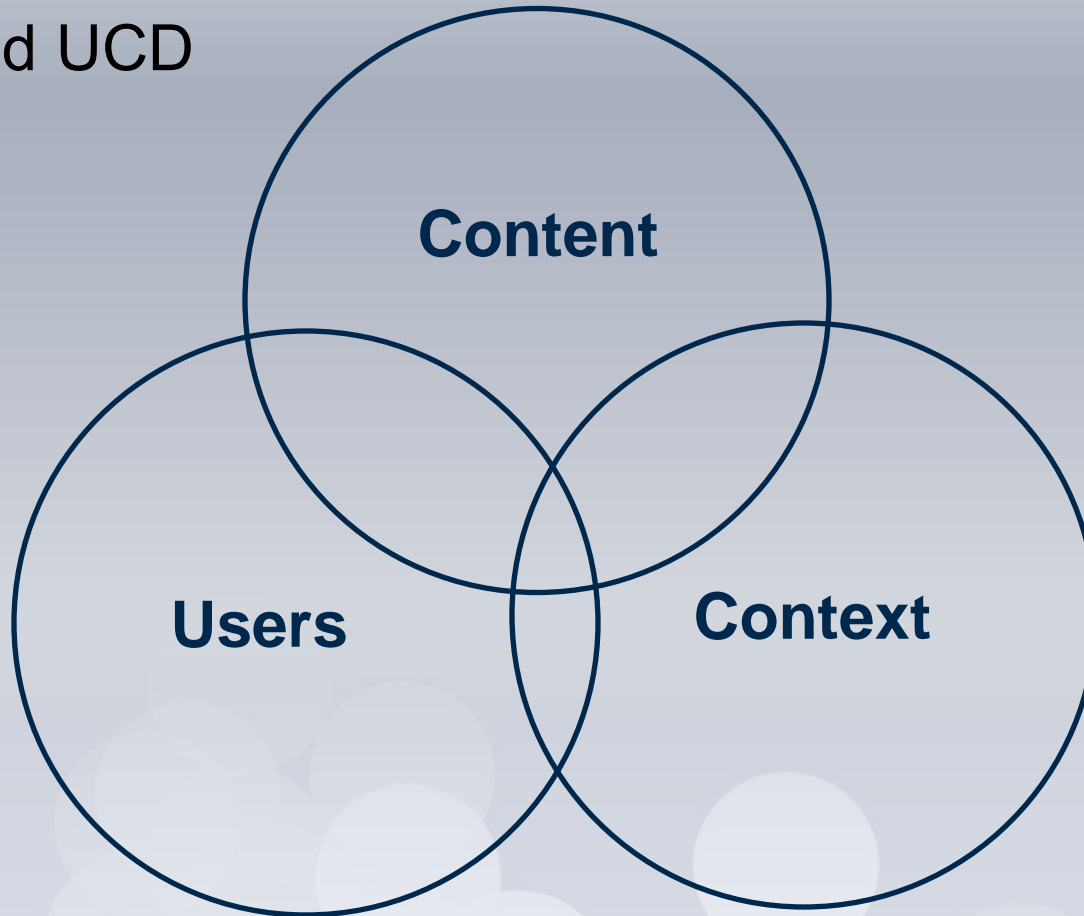
- **UCD; where it falls apart**
  - Focus on End User instead of collective user
  - *What about social interaction?*

# Designing for Social Media

- Craftsman Approach
  - UCD + Activity Design

# Designing for Social Media

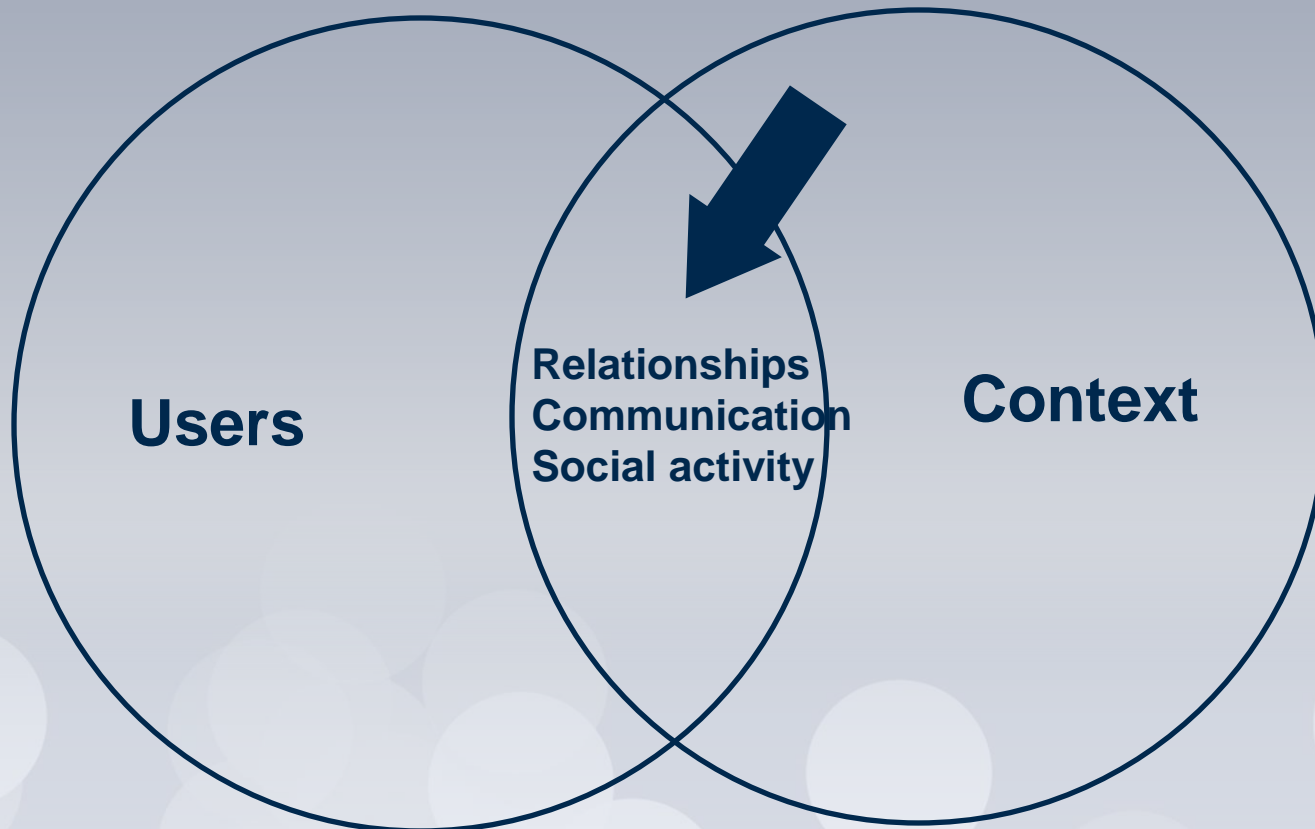
- Revised UCD





# Designing for Social Media

- Craftsman



# Designing for Social Media



- **Content**

- Social Objects
- Social Object vs Relational Networks

# Designing for Social Media



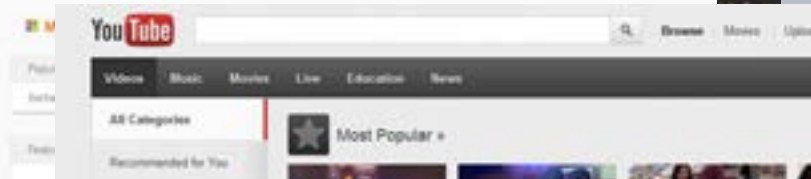
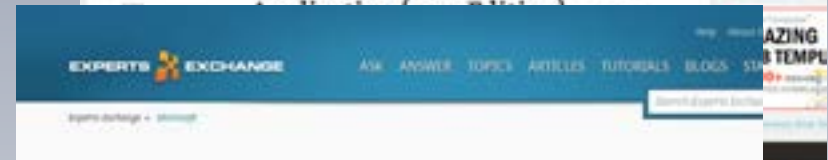
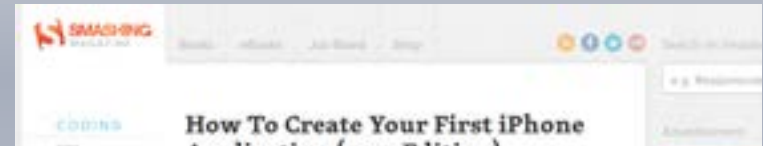
- **Context**

- User Value
- Business Value
- Observe real world

# Designing for Social Media



- Known Established Models
  - Publisher
  - Member
  - Contributor
  - Product / Customer Service



# Designing for Social Media



- **Users**

- Identity
- Activity
- Relationships
- Privacy
- Groups
- Communication & Collaboration

# Designing for Social Media



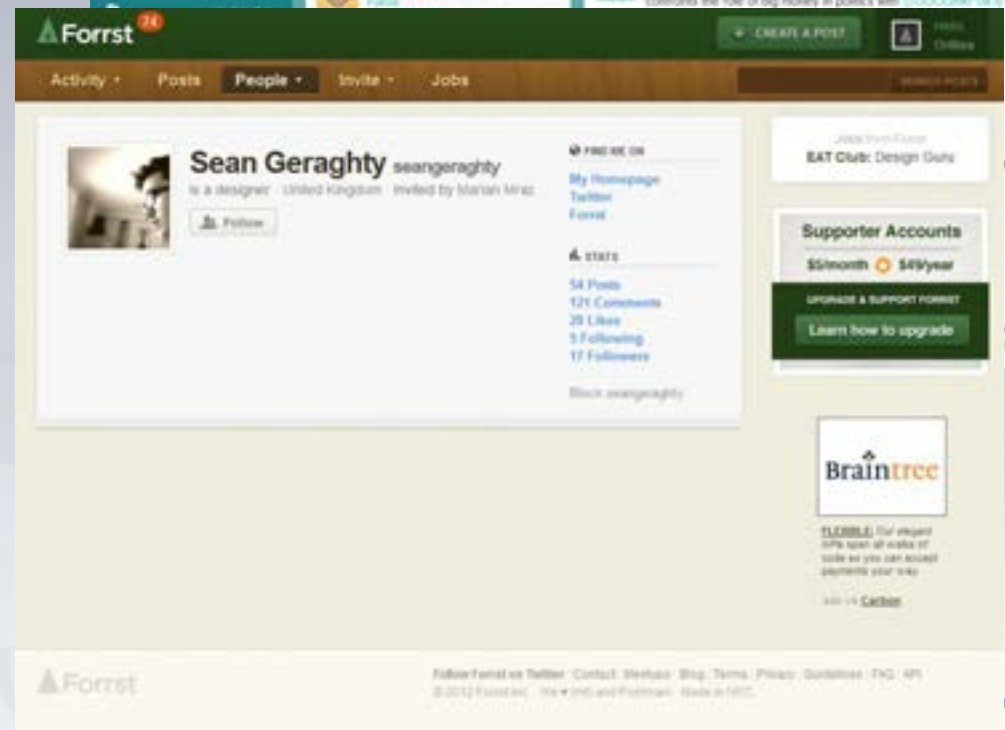
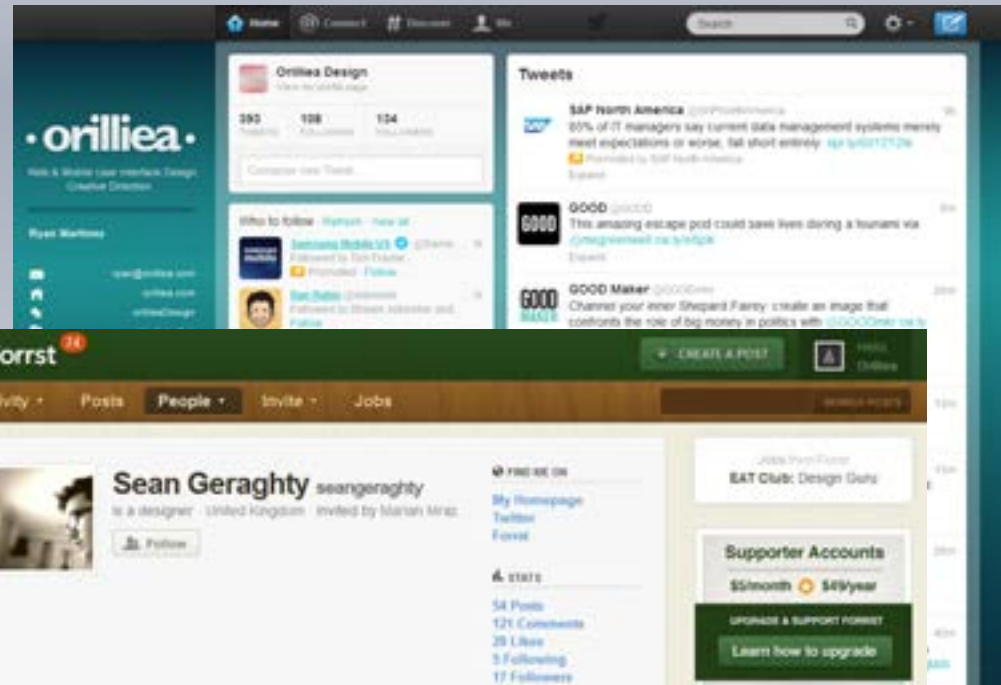
- **Users ▶ Identity**
  - Evolution of Social Online
    - Social Self
  - **Solution:** Profile Page

# Designing for Social Media



- **Users ▶ Identity**

- Profile page should show activity & persona meta info.
- Not necessarily together ( flickr )



# Designing for Social Media



- **Users ▶ Identity**
  - Activity
  - Contributions / likes
  - Comments
  - Rating



# Designing for Social Media



- **Users ▶ Activity & Social Interaction**

- **Passive**

- **Active**

- **Anonymous**

- **Named**



# Designing for Social Media



- **Users** ▶ **Activity & Social Interaction**
  - **Activity Stream ( Journal )**
    - **Changes over time**
    - **Filterable**
    - **Addictive**



# Designing for Social Media



- **Users ▶ Relationships**
  - black & white vs. fluid
  - 2 levels of relationships

# Designing for Social Media



- **Users ▶ Relationships**
  - 3 friending models:
    - **Asymmetric**
      - Add / confirm
    - **Symmetric**

# Designing for Social Media



- **Users ▶ Relationships**
  - **Blocking Relationships**
    - **No notifications please :S**



# Designing for Social Media



- **Users ▶ Groups**
  - Evolution of relationships
  - 2 Types
    - Public (3)
    - Private (1)

# Designing for Social Media



- Users ▶ Groups

The screenshot shows a Flickr group page for "DotNetNuke World 2011". The page features a header with navigation links (Home, You, Organize & Create, Contacts, Groups, Explore, Upload) and a search bar. The main content area displays a "Group Pool" of 1,558 items, with a grid of photo thumbnails. Below the photos is a search bar for the group's posts and a "More photos" link. A quote from a group admin is visible: "The Mighty" Will Strohl (a group admin) says: "Anyone can add their own DotNetNuke World 2011 photos to this Flickr group." The "Discussion" section shows 0 posts. The "About" section describes the group as a public group with accepted media types (Photos, Video), content types (Photos / Videos, Screenshots / Screencasts, Illustrations / Animations/CGI), and safety levels (G, PG, PG-13, R, NC-17). A sidebar on the left contains a Facebook link and a "Product/Service" section for DNN.

# Designing for Social Media



- **Users ▶ Communication & Collaboration**
  - **Our Tools:**
    - **Blogs ( incl. social micro blogging )**
    - **Comments**
    - **Forums \ Questions \ Ideas**
    - **Wikis**
    - **Messages & Notifications**



# Designing for Social Media



- **Supporting Social Interaction**

- Social interaction is complex;

- Determine your goal ( for your community and strategically...business )

- Determine your social object

- Use craftsman approach

- Activity + UCD

# Designing for Social Media



- **Supporting Social Interaction**
  - It will become a **necessity**
    - Growing HCI
    - Desire to reconnect socially
  - Support social
    - Convenient Interactions
    - Unlimited resources
    - Unlimited qualified resource
  - Equals: Mind blowing potential of collaborative work

# Designing for Social Media



- **Questions**