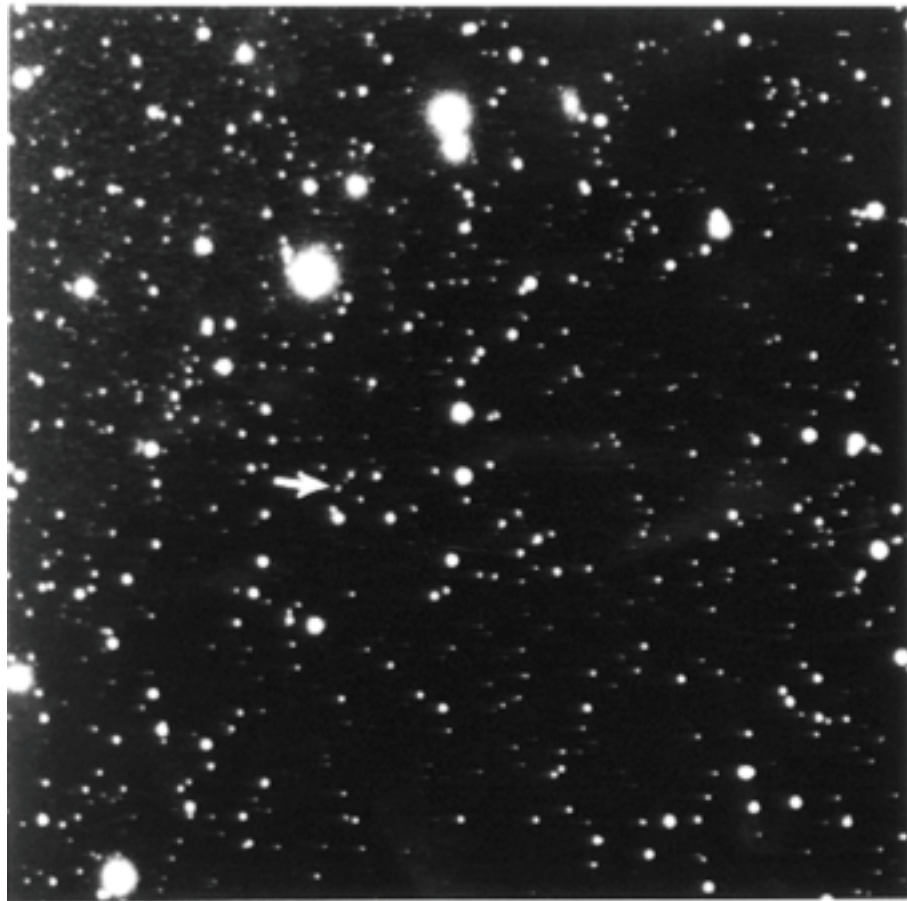We're sorry for the horrible choice of room
for the lab, we're changing to a better
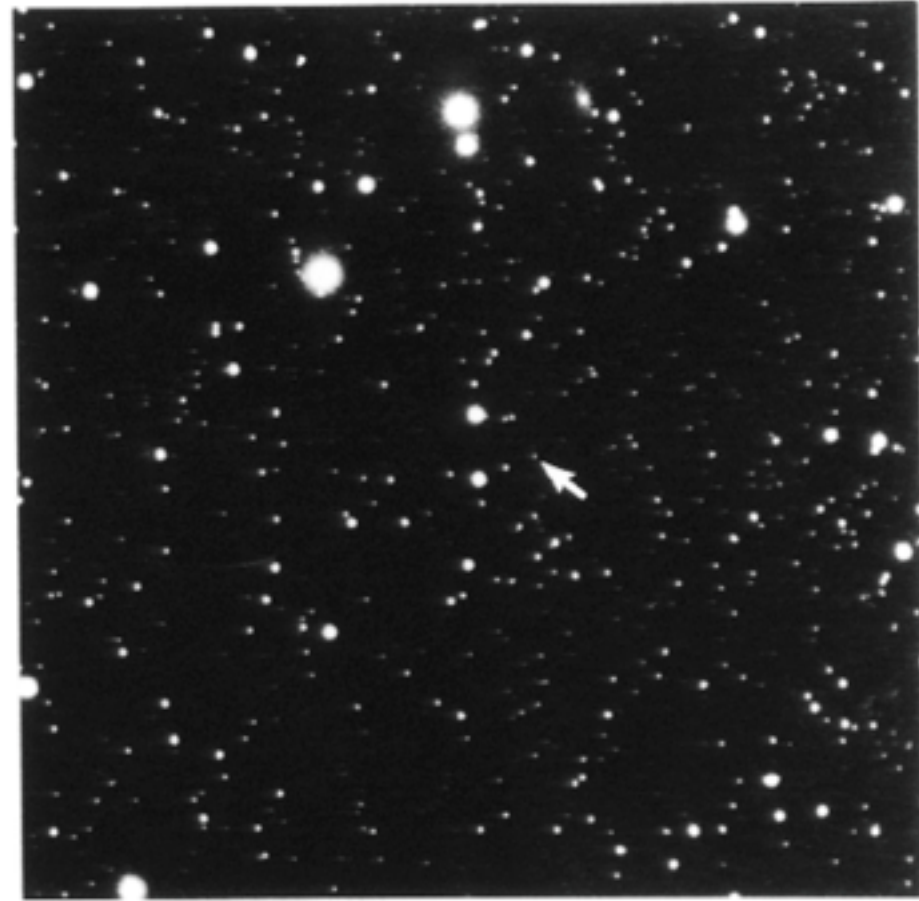room next time

CS247 Lab 1, April 2, 2014

Apps ..too many of them, obviously
social communication apps, doubly so

DISCOVERY OF THE PLANET PLUTO

January 23, 1930   January 29, 1930

What was your last time seeing/using an overwhelmingly good social communication app?
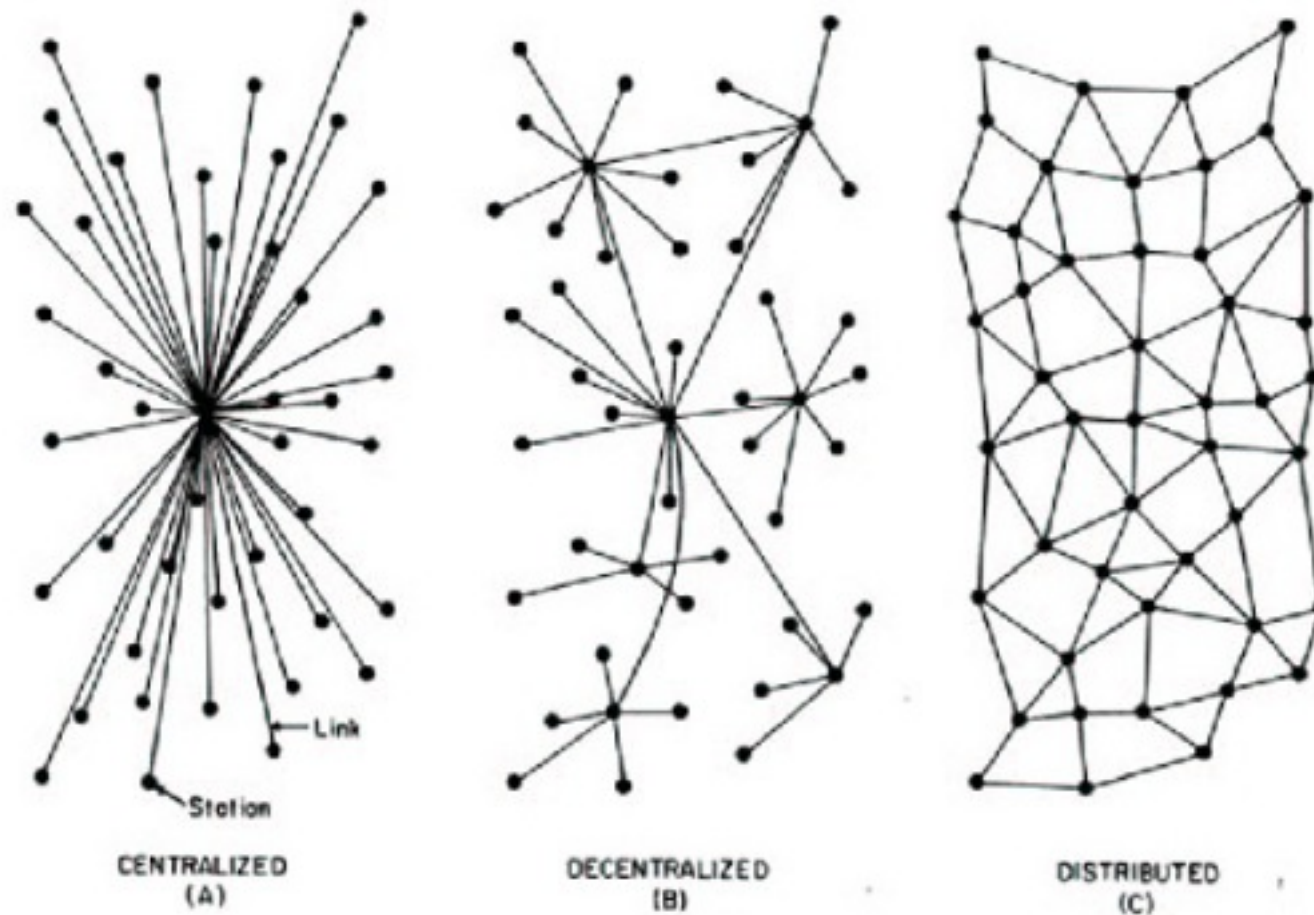
Apps in terms of node, edge, cluster

FIG. 1 — Centralized, Decentralized and Distributed Networks

"as the size of the network increases, our ability to be social decreases."

http://techcrunch.com/2011/08/28/the-social-network-paradox/

Apps in terms of social currency

Custodian/Ownership (wikipedia)

Contribution/Recognition (stack overflow)

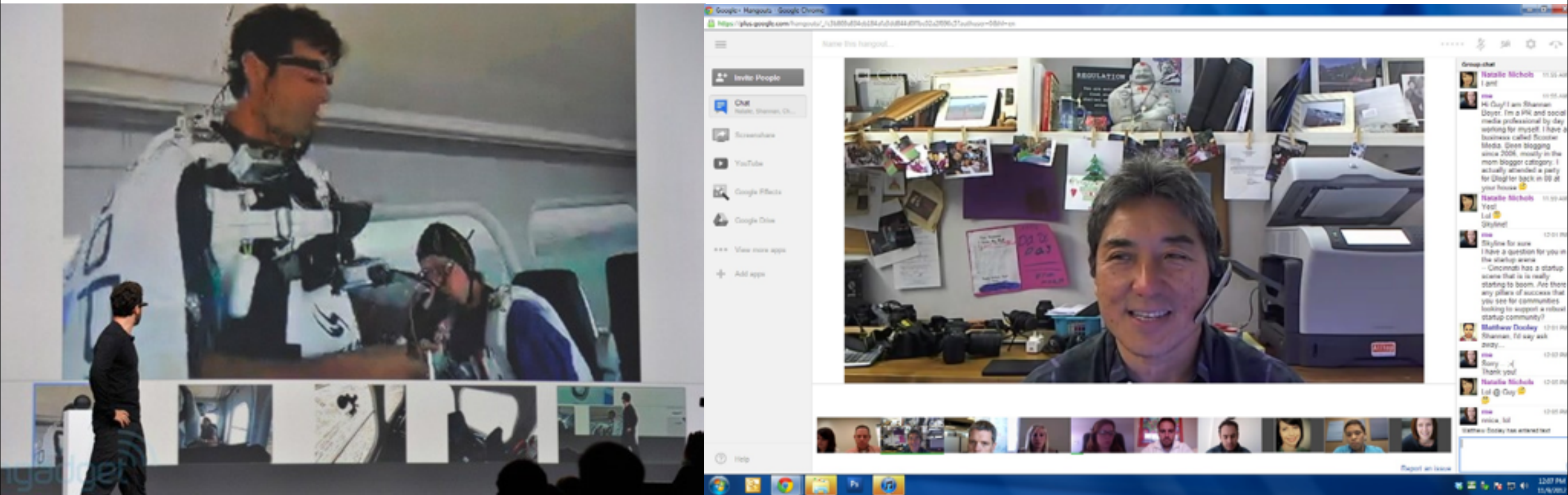Peer awareness (wechat, whatsapp)

Physical Identity? (tinder)

….

Skype (2003)

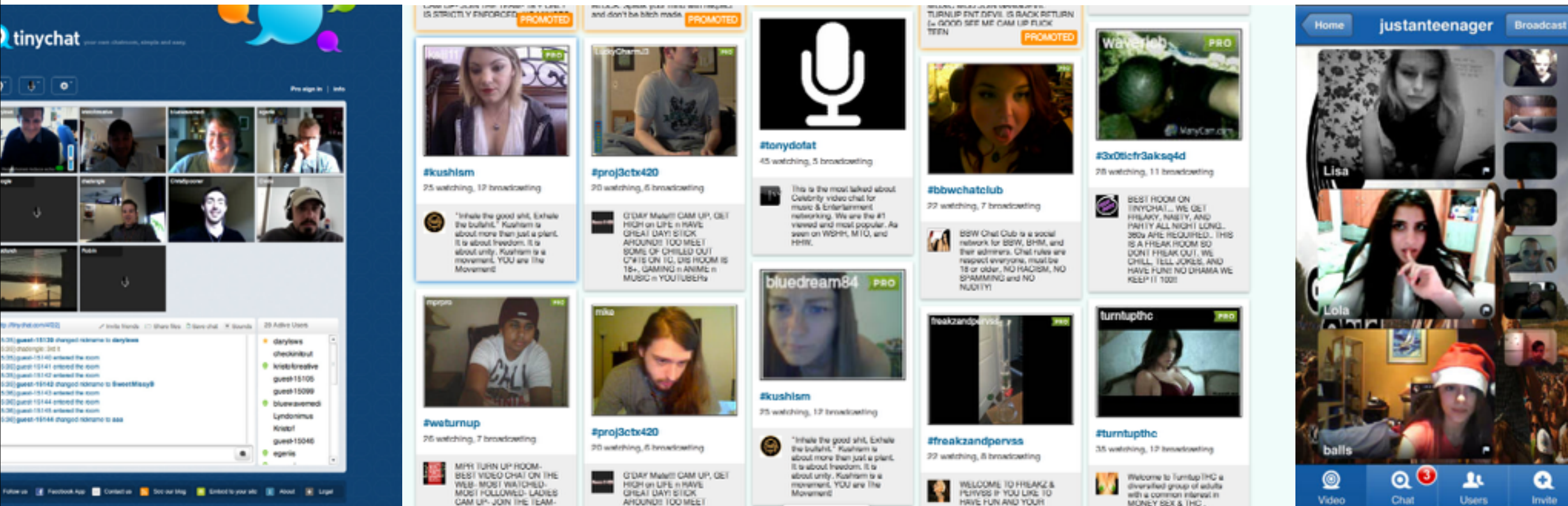Turns wifi device into a phone
1080p video conference to up to 10 people
so stable that you probably want to pay,
$2.99/mo or $0.02/min

Hangout (May 5th, 2013)

10 person video chat (15 person for Gov.)
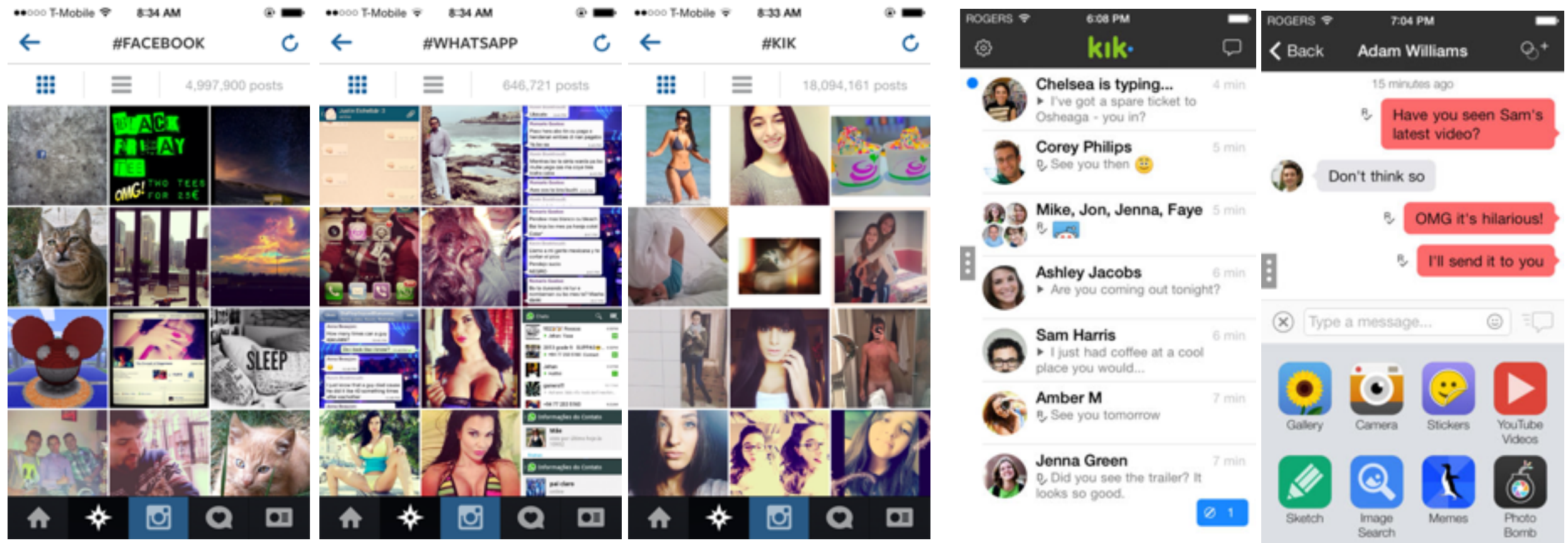In-browser, integrated with G-drive and +
Hangout on air

TinyChat (February, 2009)

Free video group chat, public/private rooms

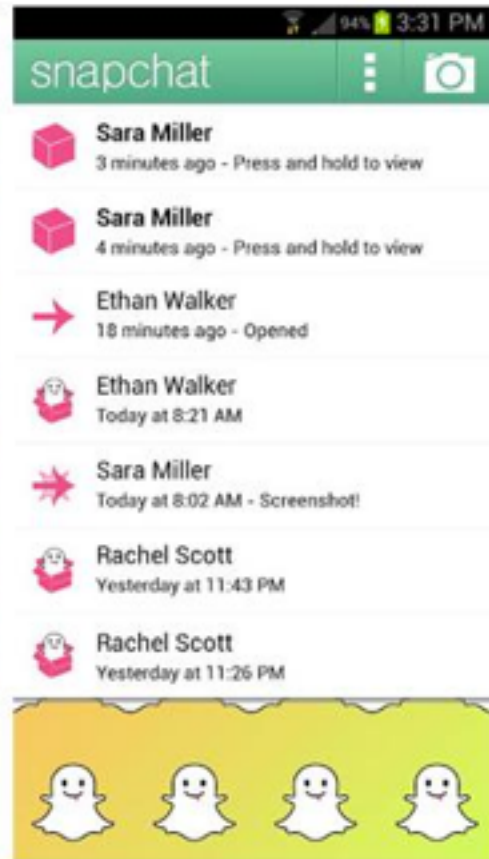A person can choose to converse in multiple rooms at once

Kik (October 19, 2010)

HTML5 based, no phone number required, like email

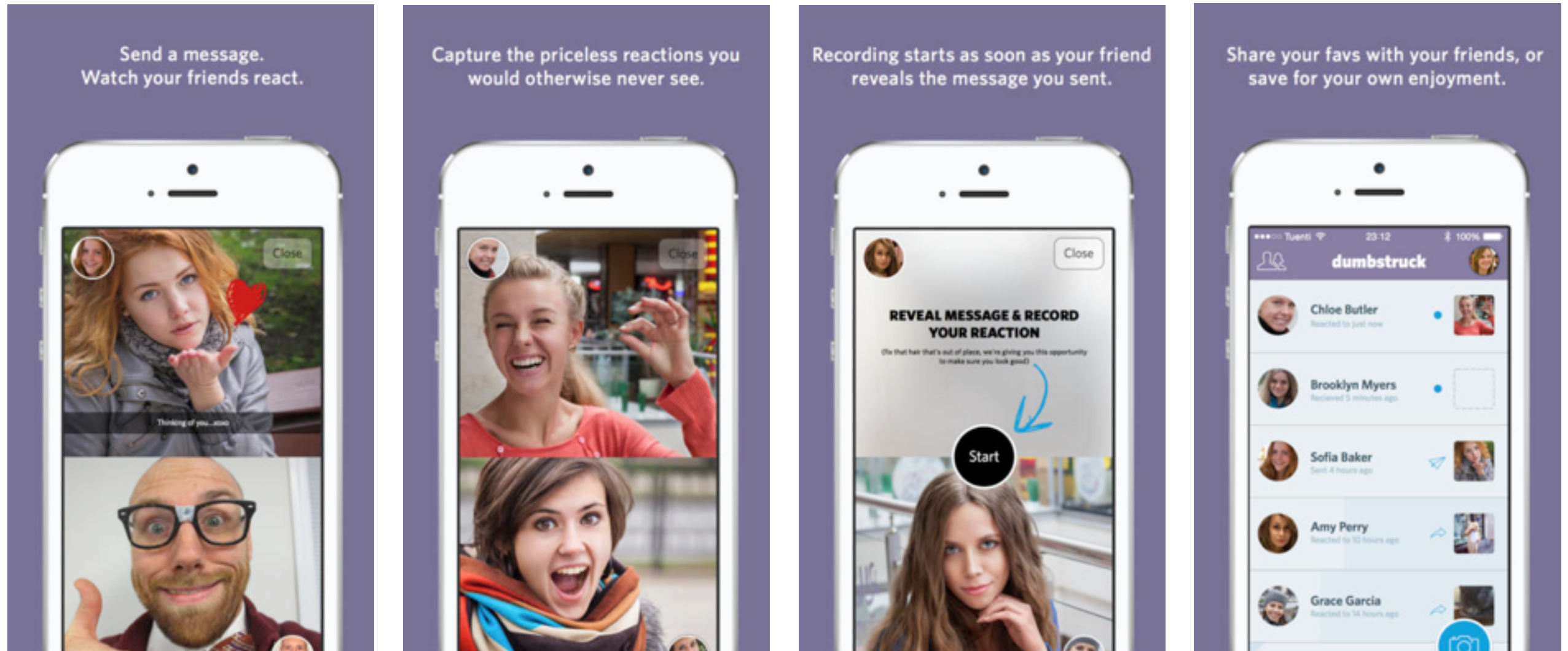*But give people a messaging tool and teens are bound to use it for sex chat*
http://pandodaily.files.wordpress.com/2013/11/photo-32.png?w=501&h=300

Snapchat (September, 2011)

Ephemeral messages, next generation of sexting?

Message "really" deleted? does it matter?

Dumbstruck (March, 2014)

Send a message.
Watch your friends react.

Capture the priceless reactions you would otherwise never see.

Recording starts as soon as your friend reveals the message you sent.

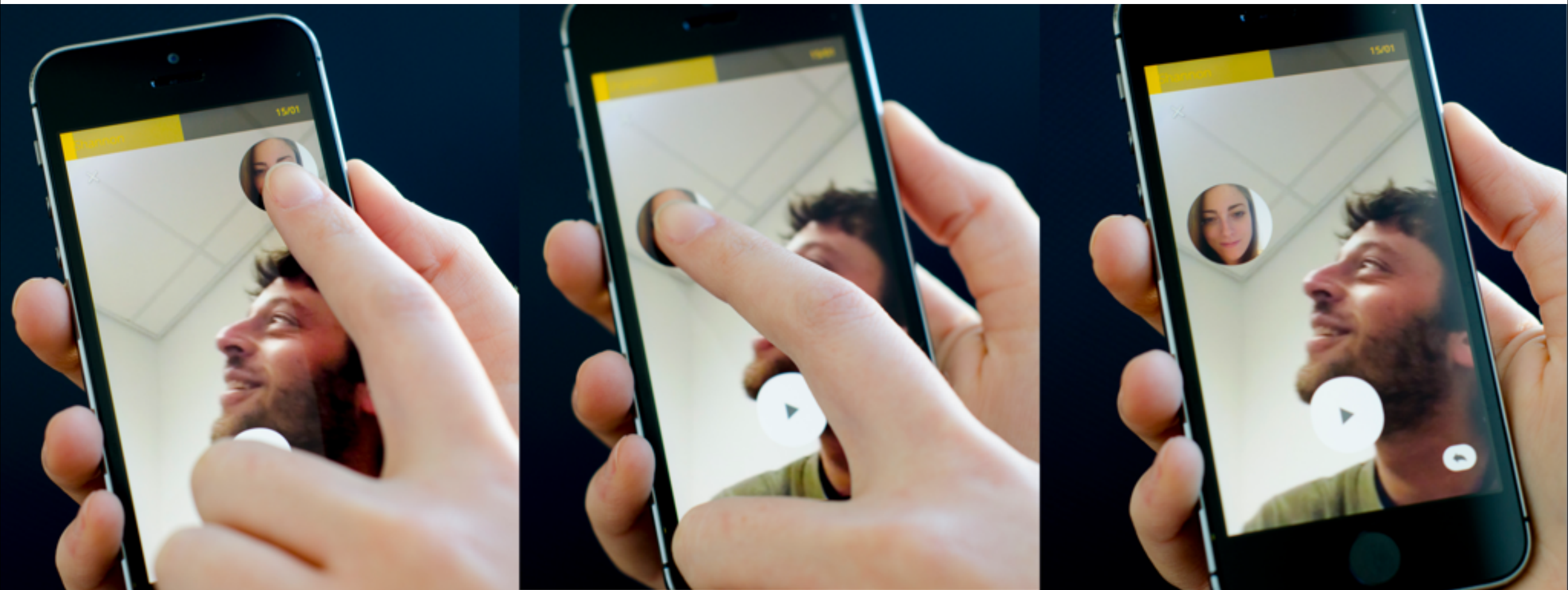Share your favs with your friends, or save for your own enjoyment.

Record friend's response of message.

Joe Masciocco says, "The vision isn't an app, the vision is to bring a more natural form of human interaction to the way we digitally communicate today. True emotional feedback and validation have been missing from our apps and devices, yet they are critical to our nature"

http://techcrunch.com/2014/03/05/dumbstruck-lets-you-send-a-message-and-capture-the-reaction/

Samba (February, 2014)

Record friend's response of message within the context.

"We are all about the response and the feedback. It's how we position ourselves. Some things are not deserving of more than an expression – in that case with competitors, you'd send back a smiley," Hachamov says. "If this smiley is replaced by a video of a smile, it's like emoticons on steroids," he adds
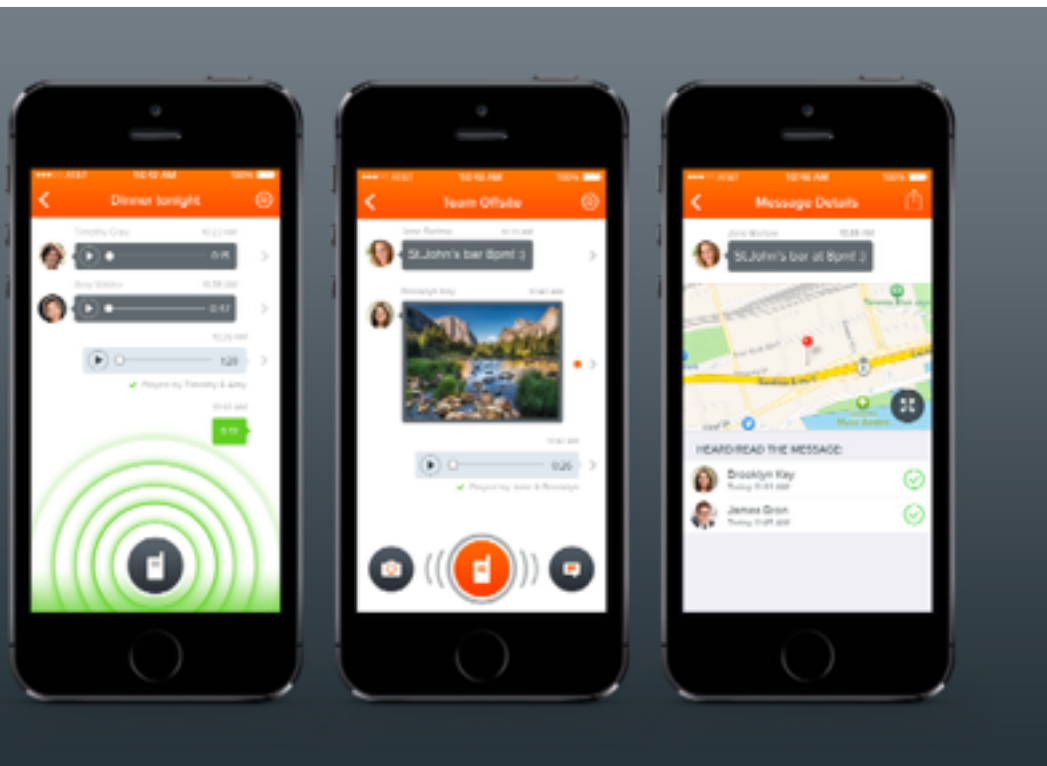
http://www.youtube.com/watch?v=Z6TbaVmHLNw

Gigglemail (March, 2014)

Bring out the funniest in you. Or simply go crazy.

GiggleMail

Get entertained. Laugh at their reactions on videos you sent them.

GiggleMail

Surprise them with the big news and see their amazing reactions.

GiggleMail

Announce the great news and see how your love ones react.

GiggleMail

Record friend's response of message, on the phone or through email

Joe Masciocco says, "The vision isn't an app, the vision is to bring a more natural form of human interaction to the way we digitally communicate today. True emotional feedback and validation have been missing from our apps and devices, yet they are critical to our nature"

http://techcrunch.com/2014/03/05/dumbstruck-lets-you-send-a-message-and-capture-the-reaction/

Voxer(2007)

	Voxer	voxer PRO BUSINESS
Live and messaged audio	✔	✔
Texts, photos and location sharing	✔	✔
One-on-one and group chats	✔	✔
Extreme Notifications for loud and repetitive alerts when you need them		✔
Headset Integration lets you hear live messages, and respond with a button press		✔
Company managed user accounts		✔
Dynamic pre-set teams for group messaging		✔
Full administrative access and control over communications		✔
Private network of users including all external users		✔
Employee messages dynamically populate a map		✔
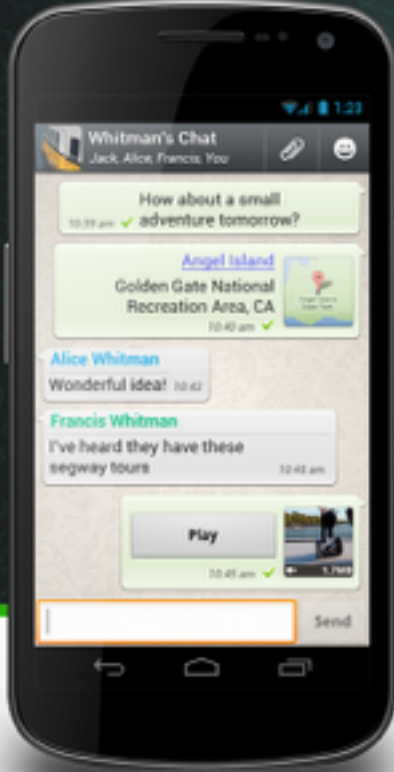
Push to talk messaging…
shift focus to more business users

Tom Katis co-founded Voxer (originally called RebelVox) in 2007 after a tour of duty in Afghanistan as a Special Forces communications sergeant. He got the idea for the company when he needed better technology to talk to other soldiers on the battlefield

Voxer was built using Node.js, Riak and Redis. According to TechCrunch, the company is possibly the largest user of Node.js in the world.

http://techcrunch.com/2014/03/31/voxers-push-to-talk-messenger-debuts-a-redesigned-speedier-version-3-0/

Whatsapp(2009)
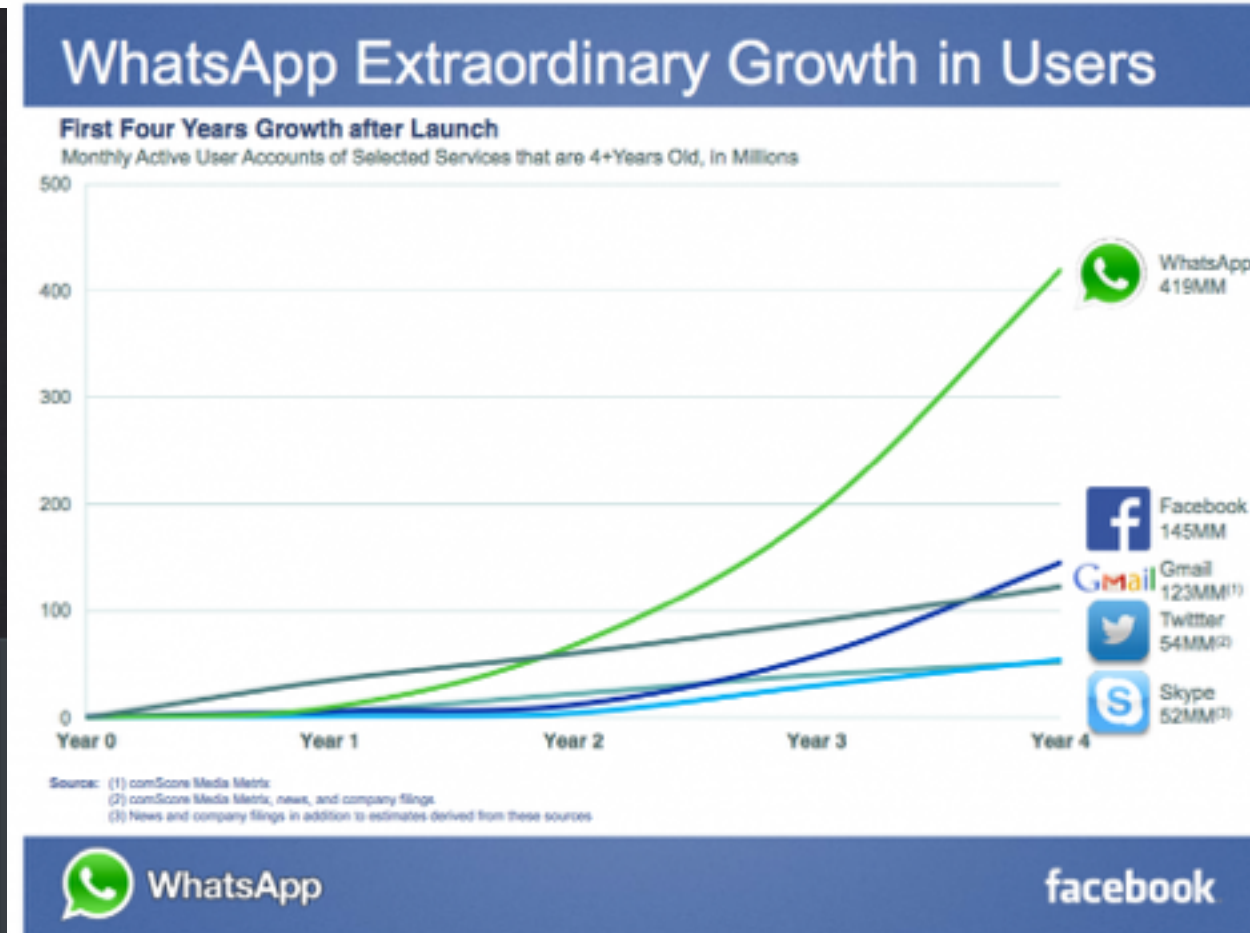
Cheaper messaging alternatives, using cellphone number to register

Questioned business model? ($.99/yr/phone)

https://medium.com/seo-build-your-backlinks/676b33ba097b
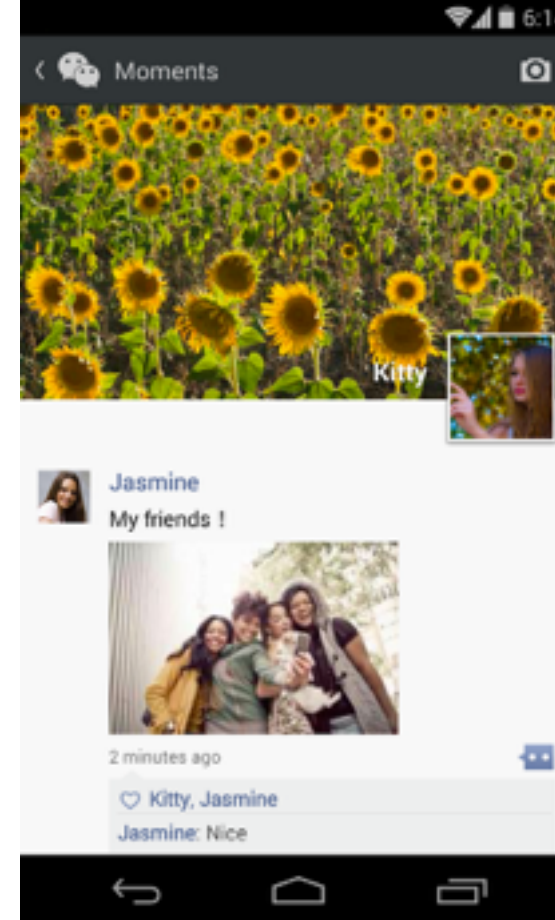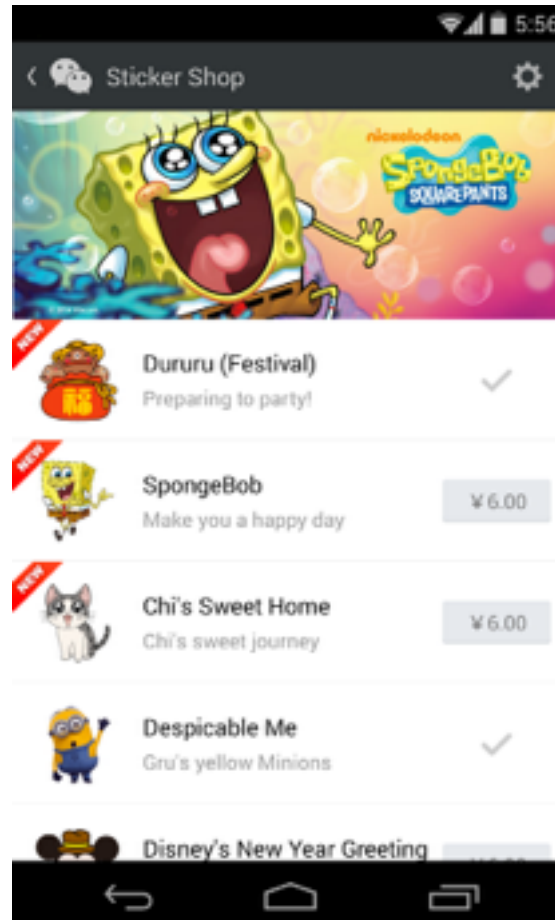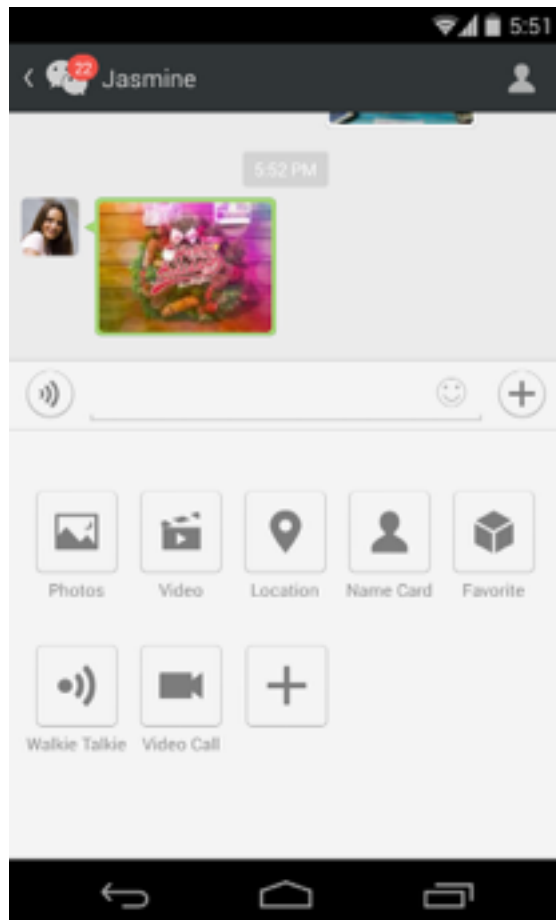
VIber (December, 2010)

Stickers & Emoticons — **Syncs with your PC or Mac** — **Push To Talk** — **Group Messages**
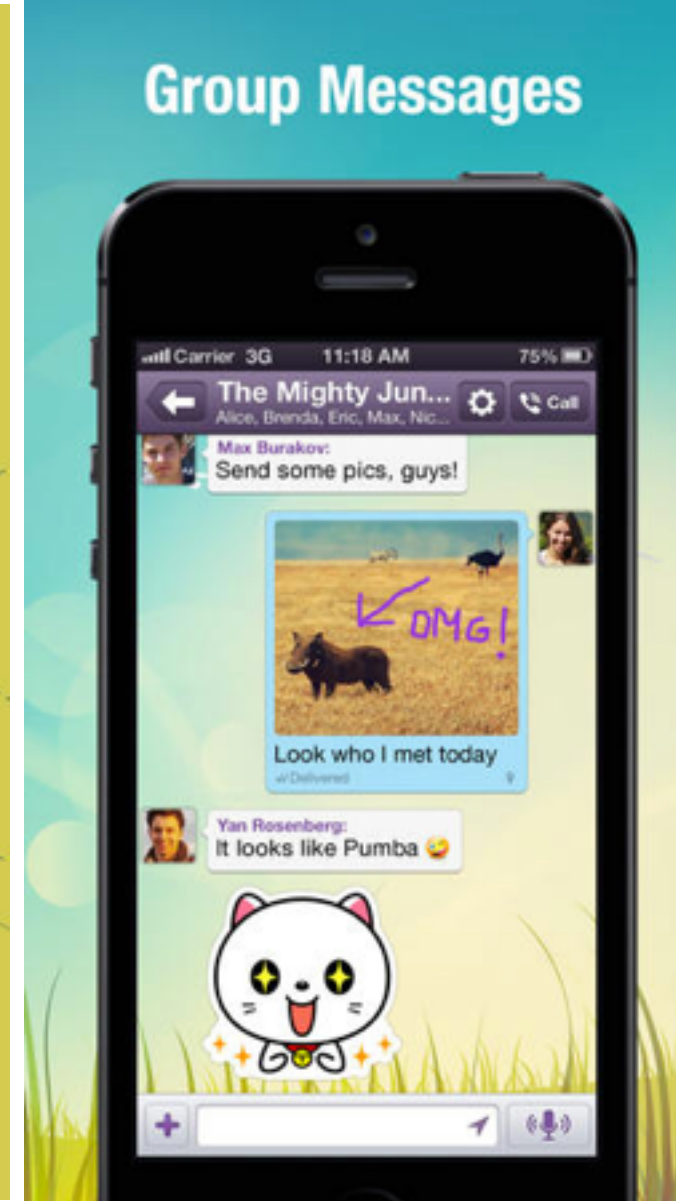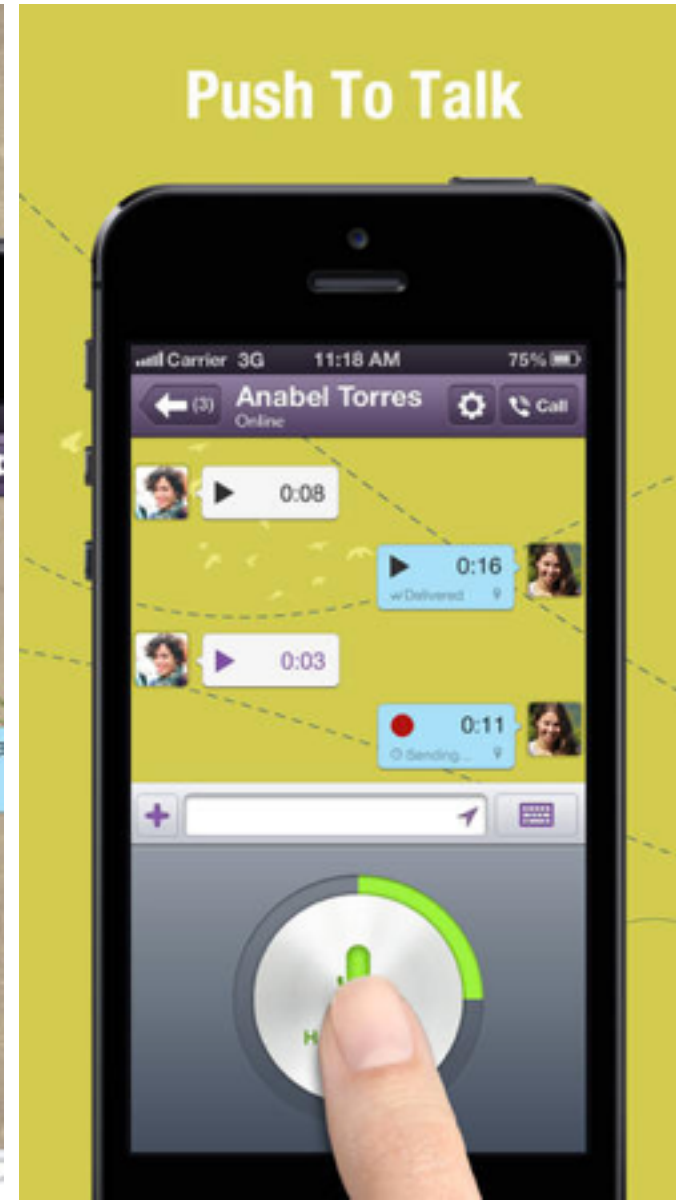
== whatsapp + desktop support ?

Anyone sees the difference?

Wechat(January, 2011)
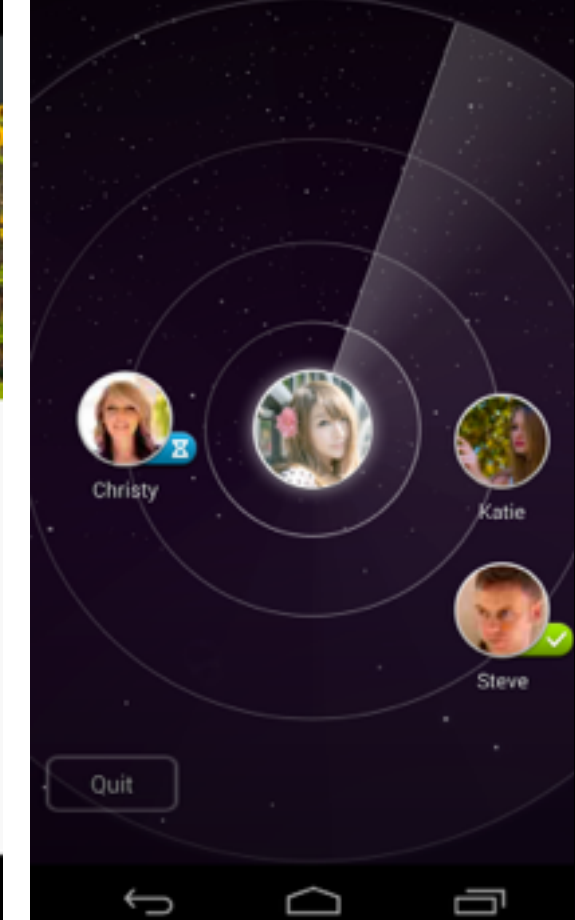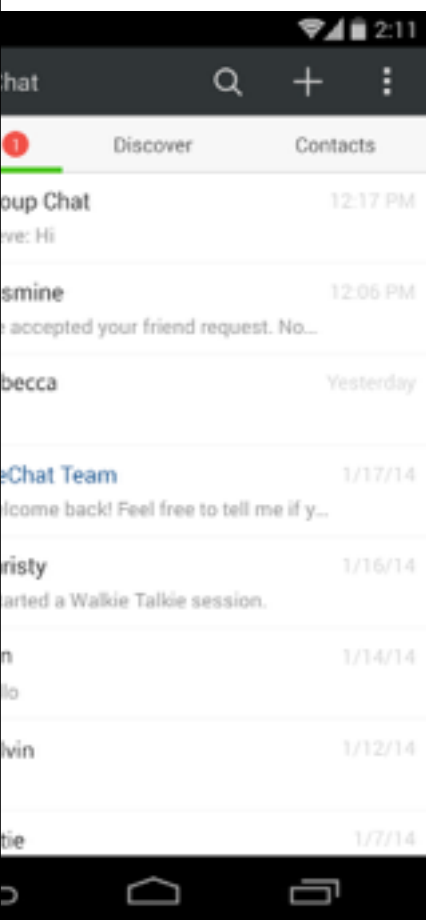
Embedded timeline/social group, sticker shop, friend radar, shake, drift bottle, desktop support, video chat, voice…A rebranding of QQ, but international

WeChat already censors its communications within China. In this new international example of blocking, a message was displayed on users' screens reading "The message you sent contains restricted words. Please check it again.

http://www.hongkiat.com/blog/whatsapp-viber-wechat-comparison/

Rumr(March 2014)
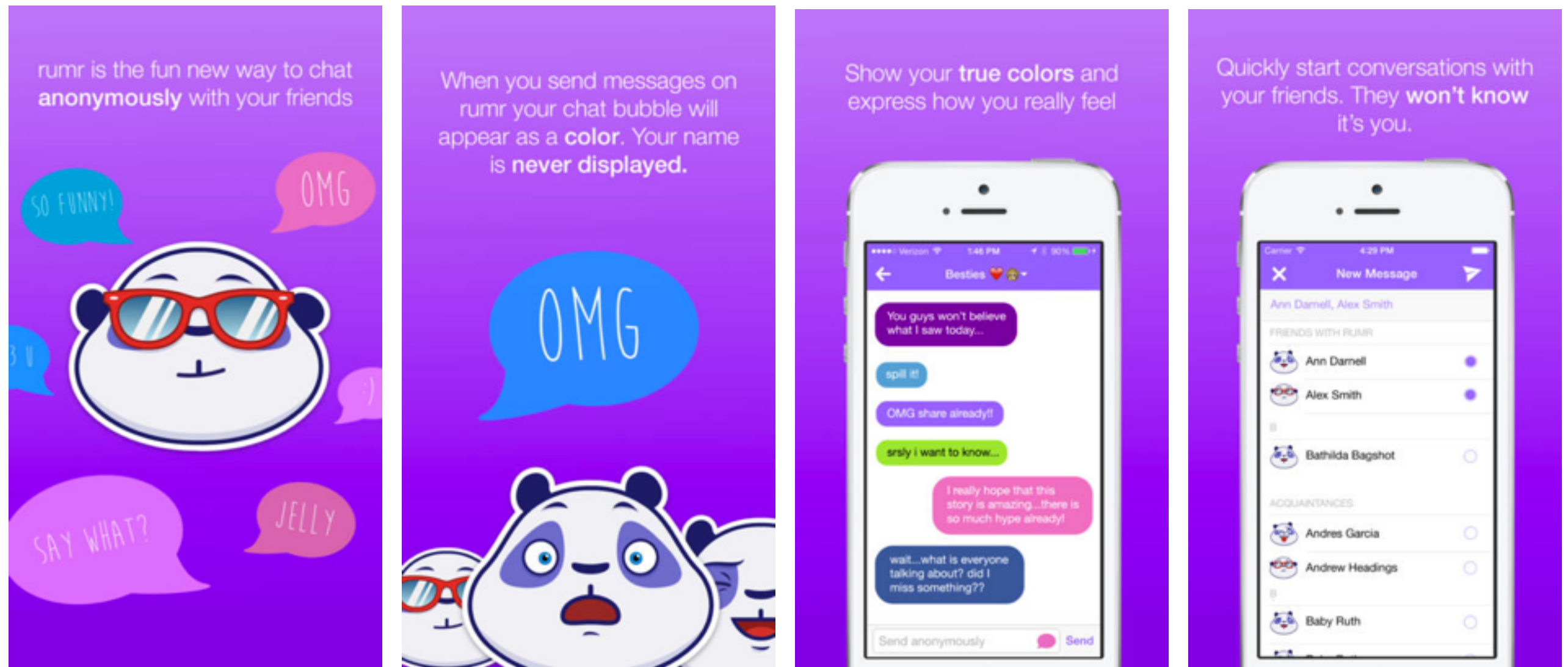
Anonymous chatting with friends

"An anonymous chat can't be monitored the same as an identity based chat and requires additional steps to protect the anonymity and the safety of the users," Rumr told me in an email. "We already have features in development to help make Rumr even safer, with features like flagging offensive posts and timeouts for users who are misbehaving that could lead to a permanent ban on Rumr."

http://gigaom.com/2014/03/25/google-ventures-backed-rumr-gives-friends-an-anonymous-way-to-chat/

Couple, formerly pair (March 2014)
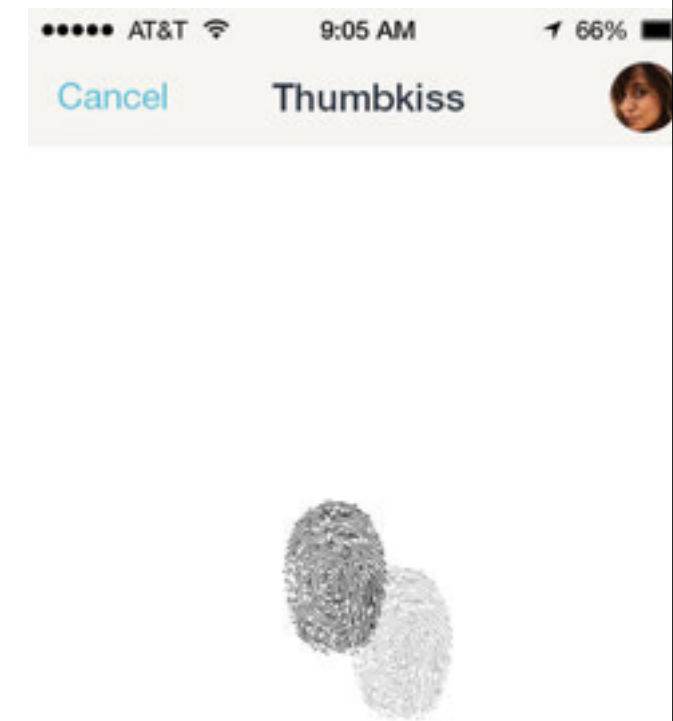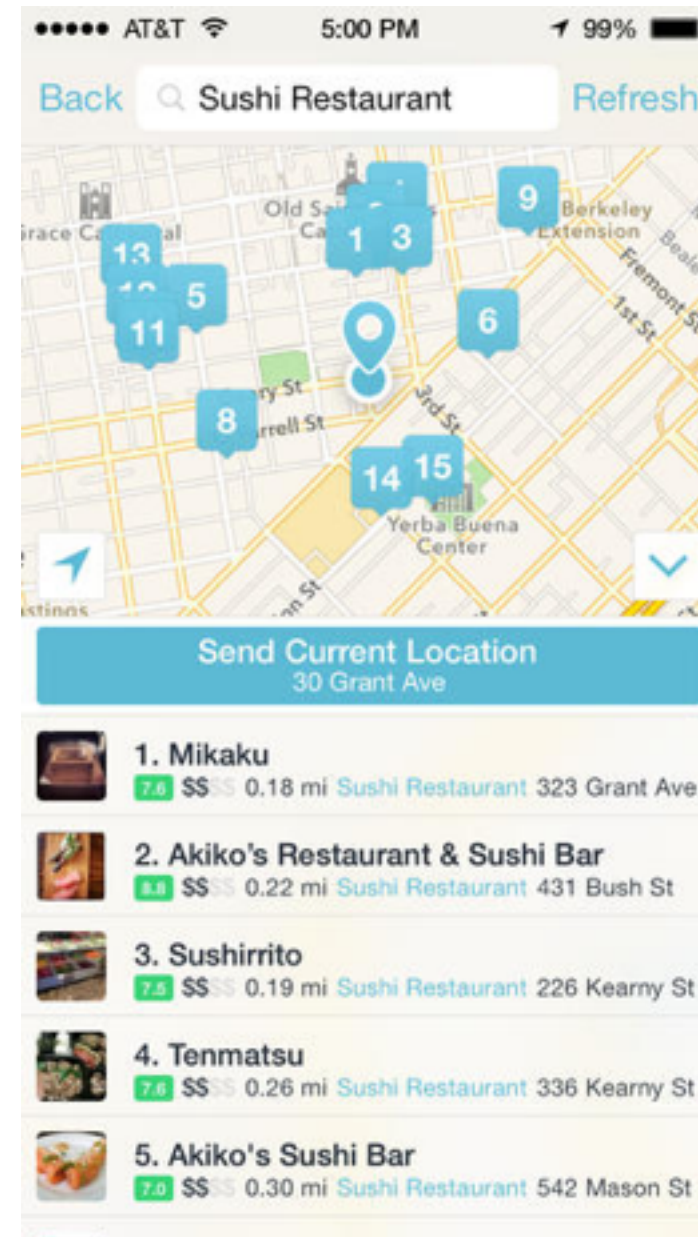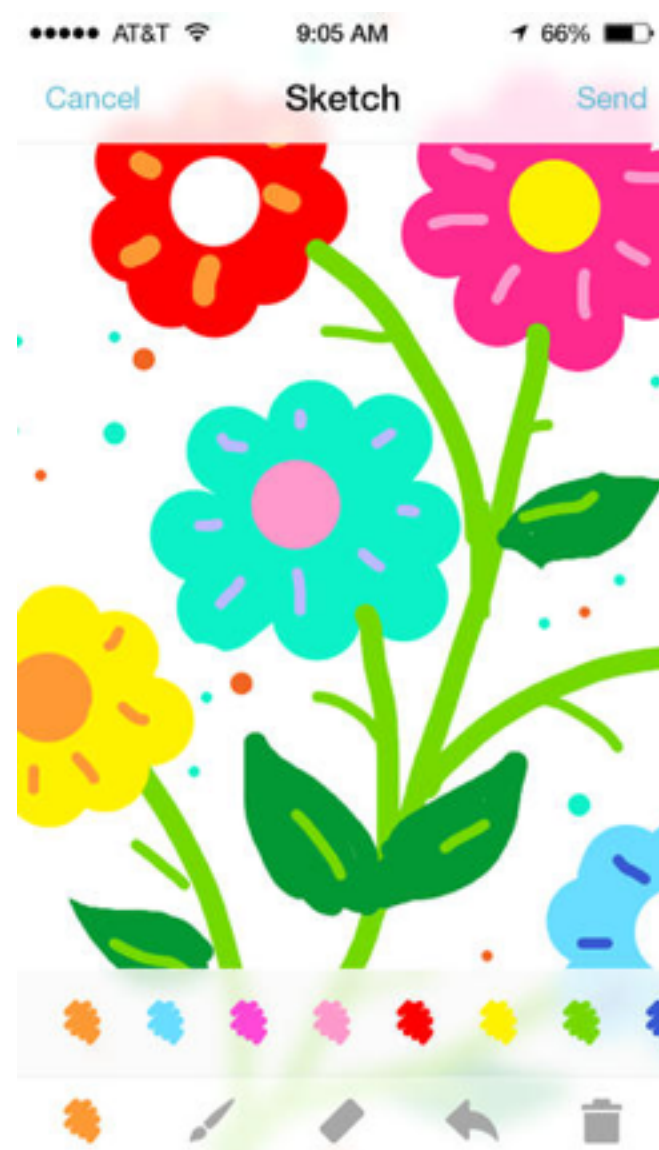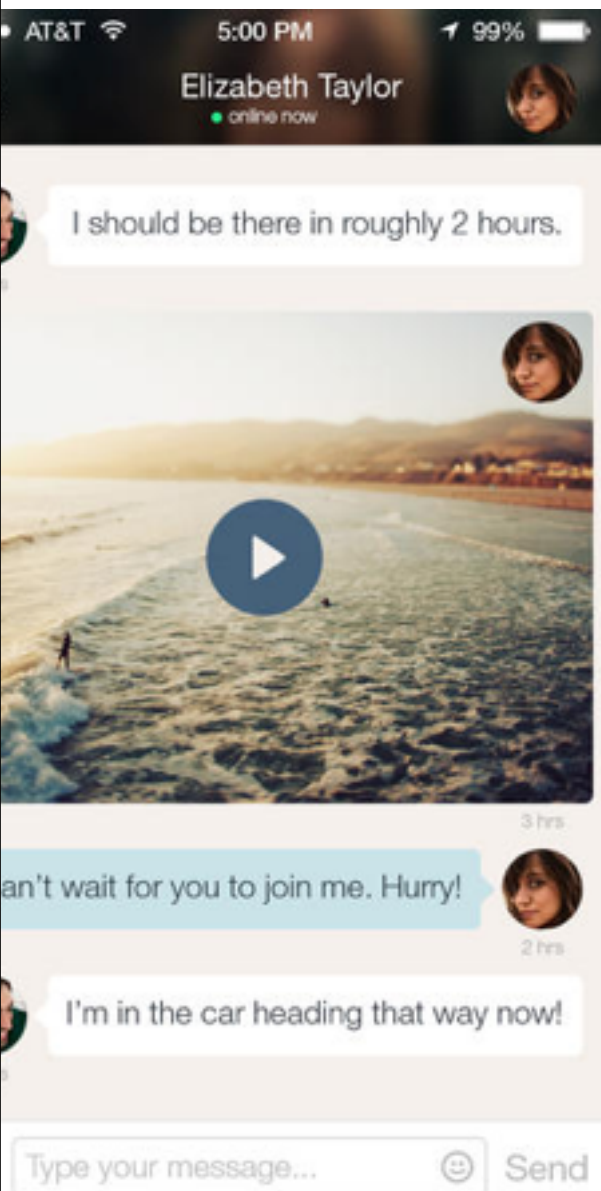
Specialized social app for the two

Schedule dates, shopping lists. thumb-kiss, sketch together..

Piazza (specialized), vBulletin, phpBB (white label)

Yahoo groups, google groups, IRC (platforms)
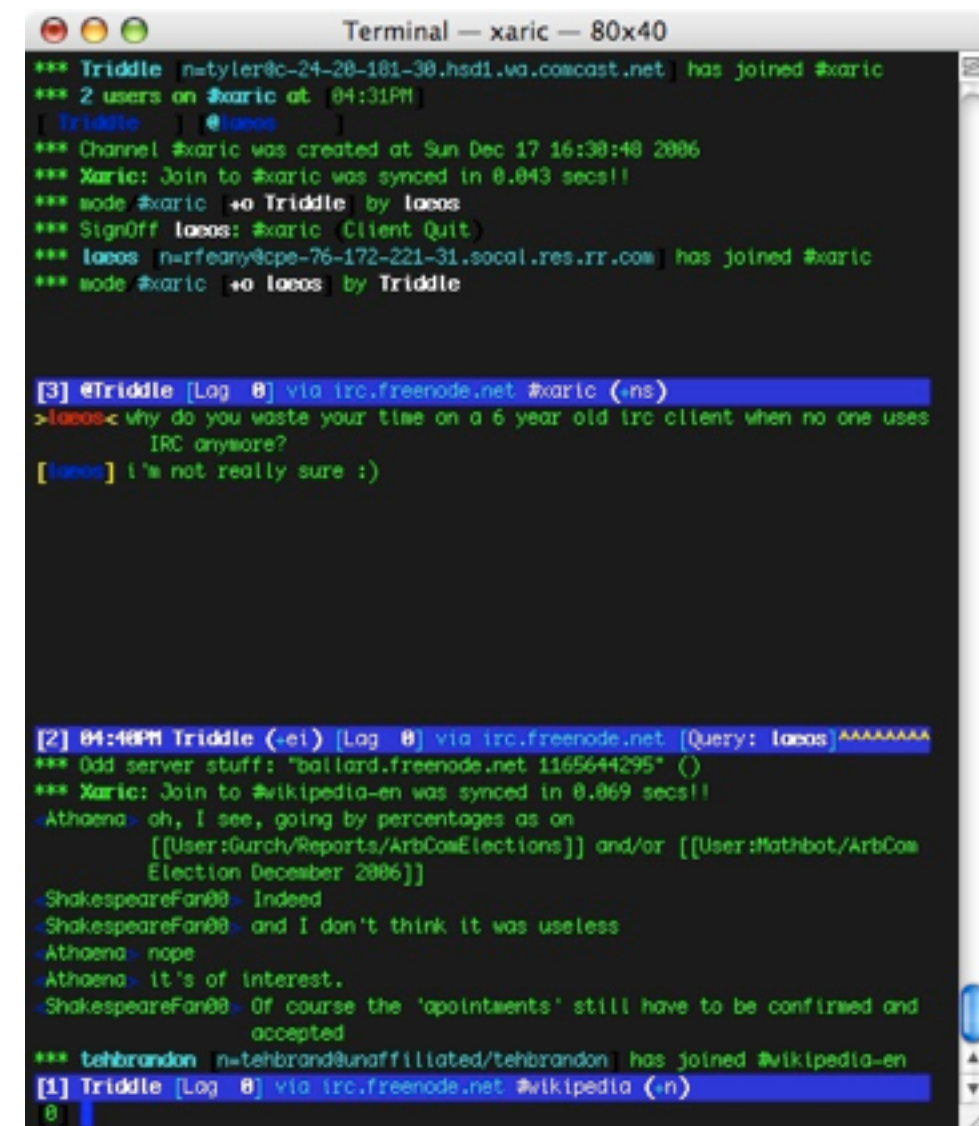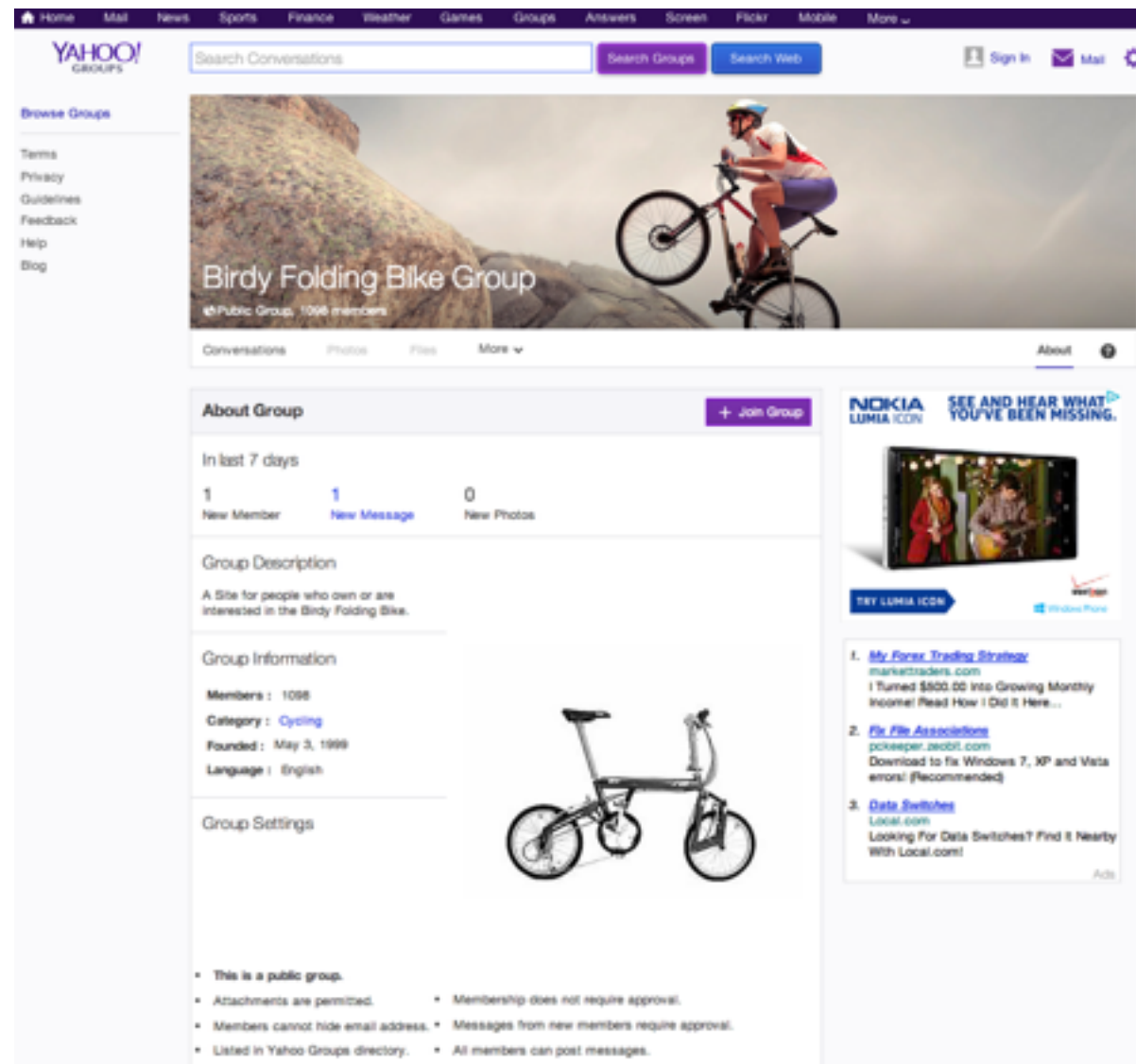
Waze, google, Facebook chats (Embedded)
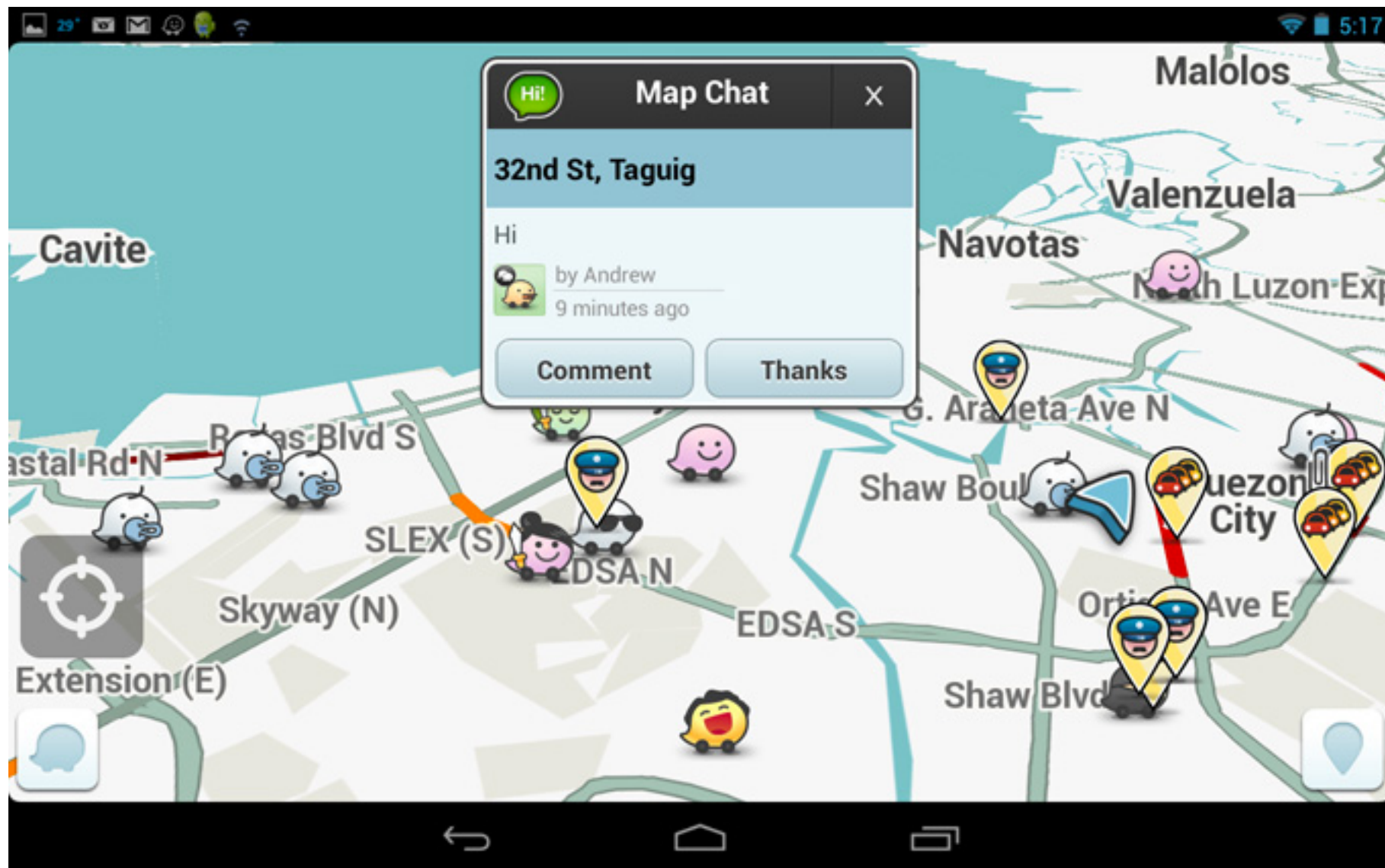
Interfaces
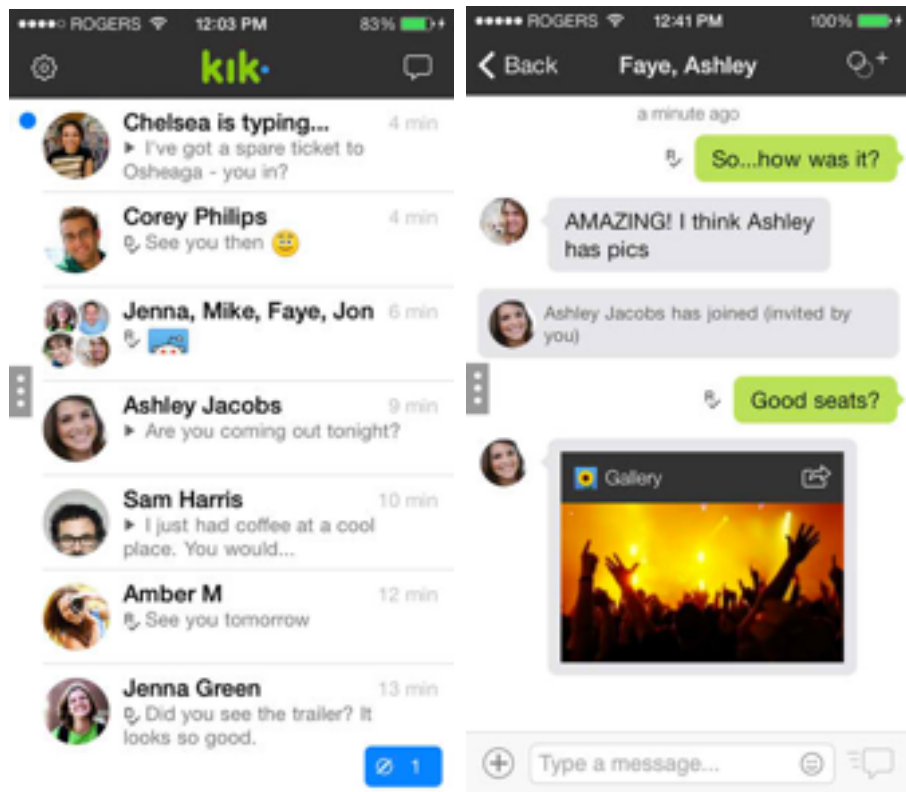
Overloaded with **features**

knowing if your friends have read it

add voice message support

add video support

make it cheaper

add screen share

http://www.youtube.com/watch?v=QIWpbfZHHzc

Loaded with **Insights**

Stickers?

Hold to talk

Ephemeral communication?

Anonymity?   Video reaction?

We need to understand the social implications, and see the interactions not only in the apps, but in between the use.

https://www.youtube.com/watch?v=dou4bbBUcR4

Wechat, Whatsapp, Viber, Skype, Hangout, Kik, Snapchat, Tinychat, Dumbstruk, Samba, Voxer, Rumr, Couple, Gigglemail

Break into team of 5, try to use two apps where at least two of you have not used before (15 min)

Task 1:   interactions as the app is intended

Task 2:   interactions as the app is not intended for

What you liked, what you wished?
1) visual design and usability confusion
2) surprises (good and bad once)
3) any meaningful experience and thoughts?

Sharing with class

Social Alarm clock

a) "better" way to wake people up
b) "promote" social good
c) your friend would use it

http://www.youtube.com/watch?v=QoH-B9JcGgs

20 minutes

Share your design +
acting out an use scenario (top 2 minutes)

Next lab @ 320-106