

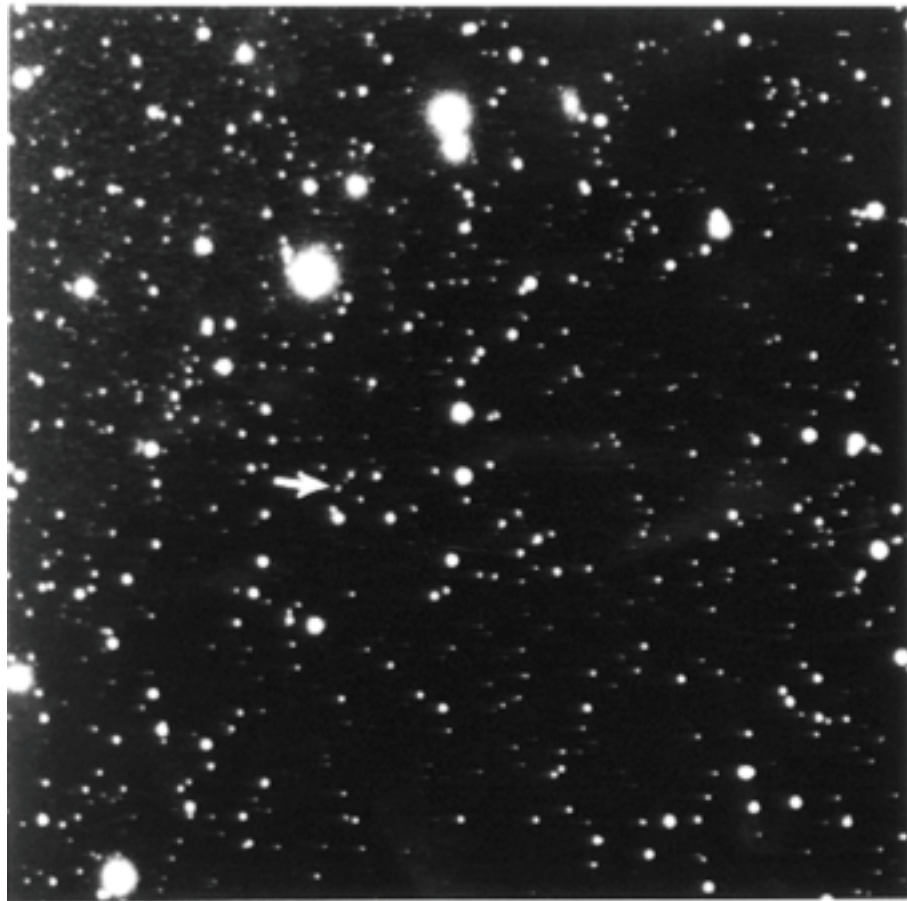
We're sorry for the horrible choice of room
for the lab, we're changing to a better
room next time

CS247 Lab 1, April 2, 2014

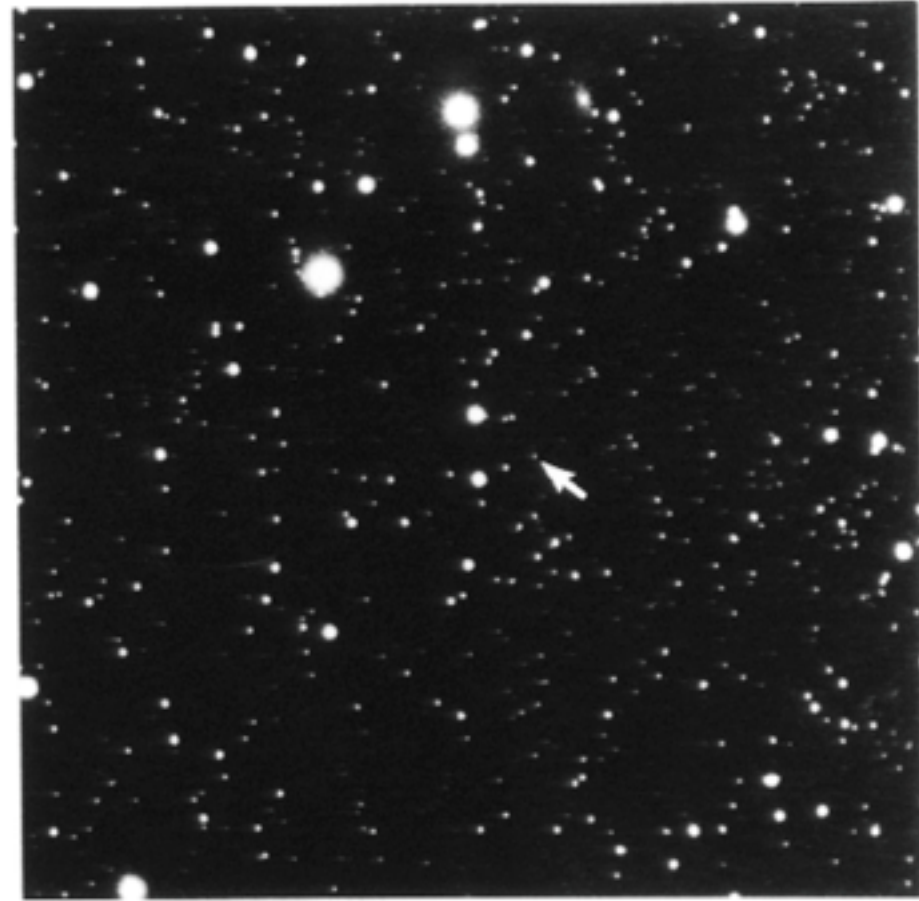


Apps ..too many of them, obviously social communication apps, doubly so

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

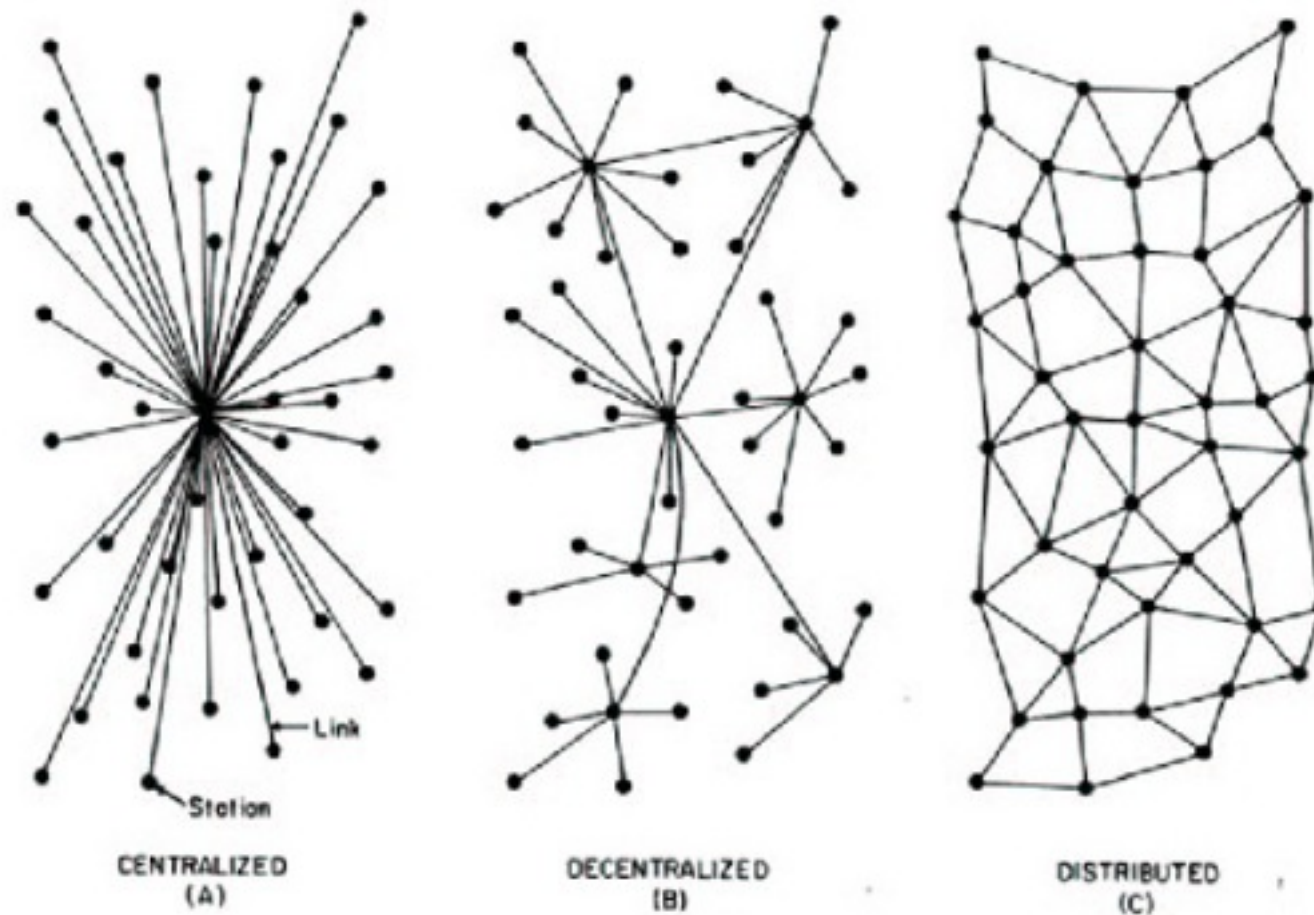


FIG. 1 – Centralized, Decentralized and Distributed Networks

“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)

.....

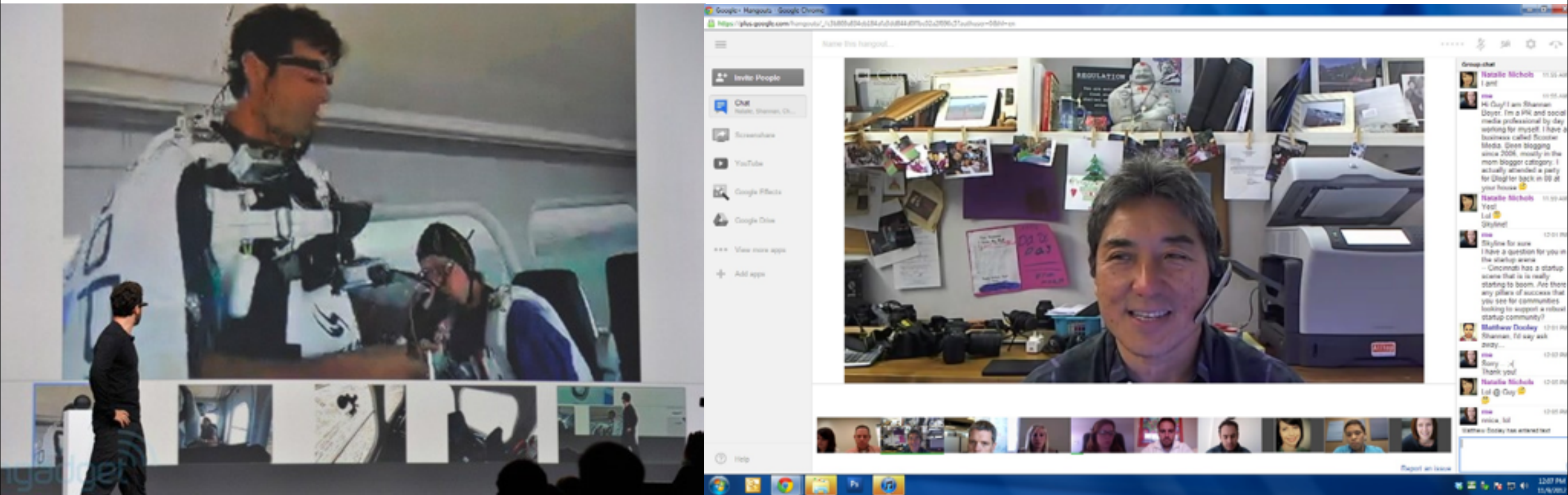
Skype (2003)



Turns wifi device into a phone

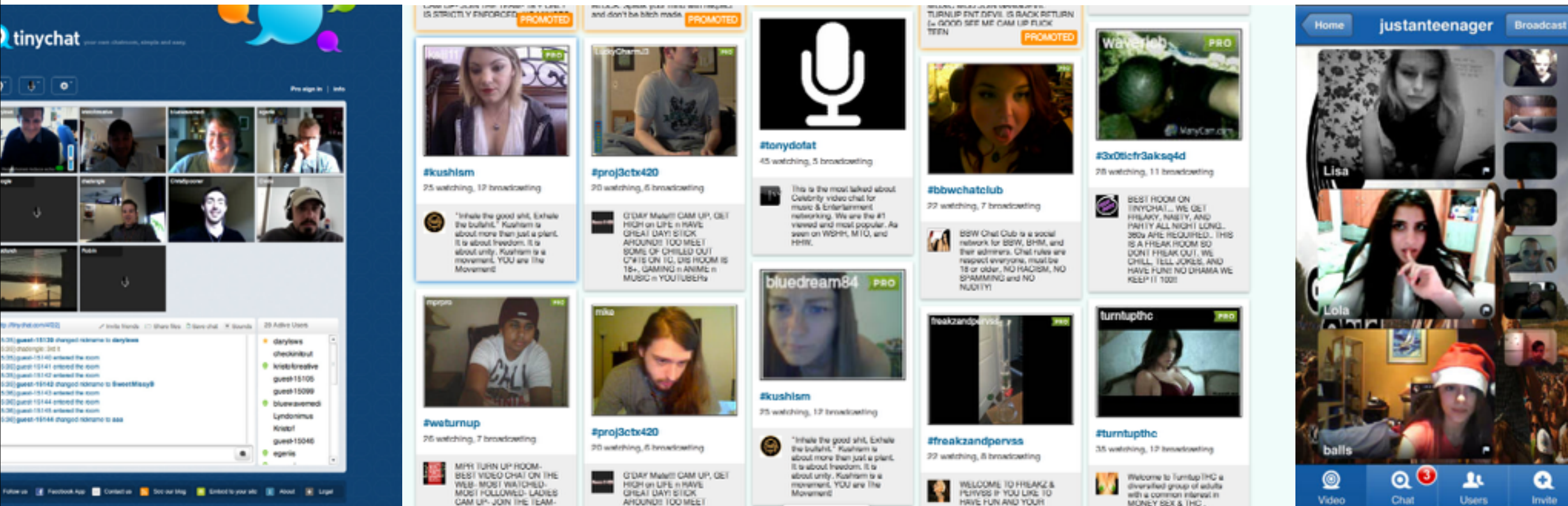
1080p video conference to up to 10 people
so stable that you probably want to pay,
\$2.99/mo or \$0.02/min

Hangout (May 5th, 2013)



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

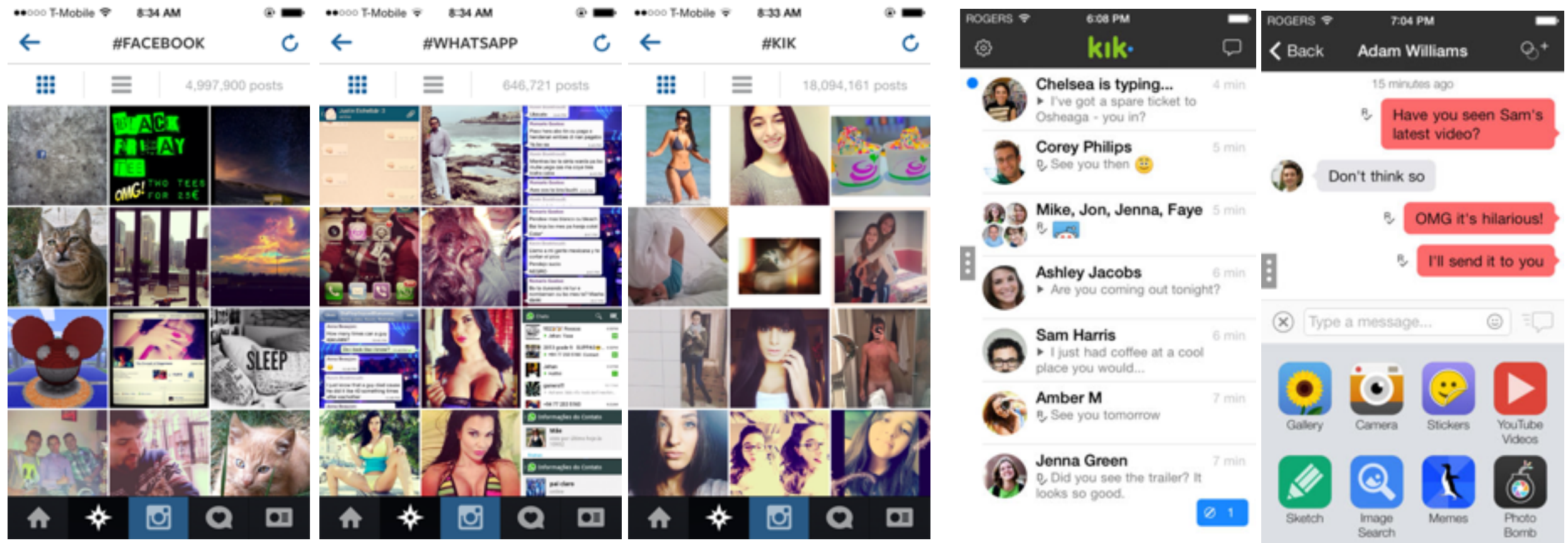
TinyChat (February, 2009)



Free video group chat, public/private rooms

A person can choose to converse in multiple rooms at once

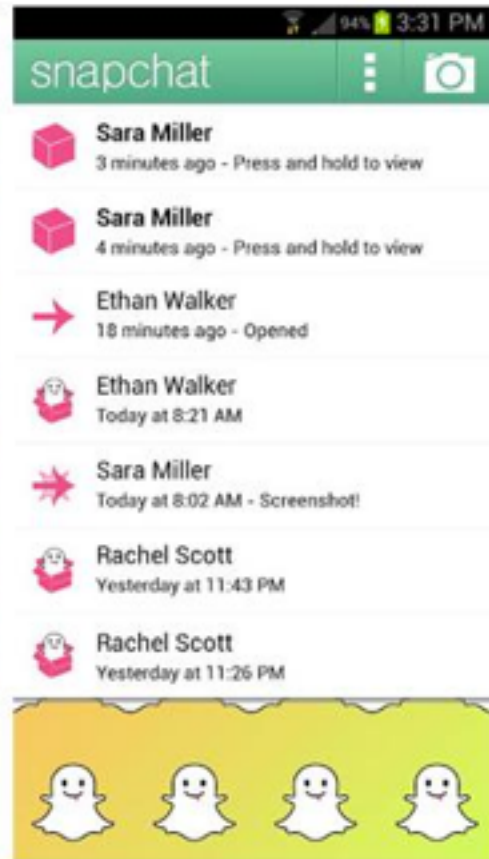
Kik (October 19, 2010)



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>

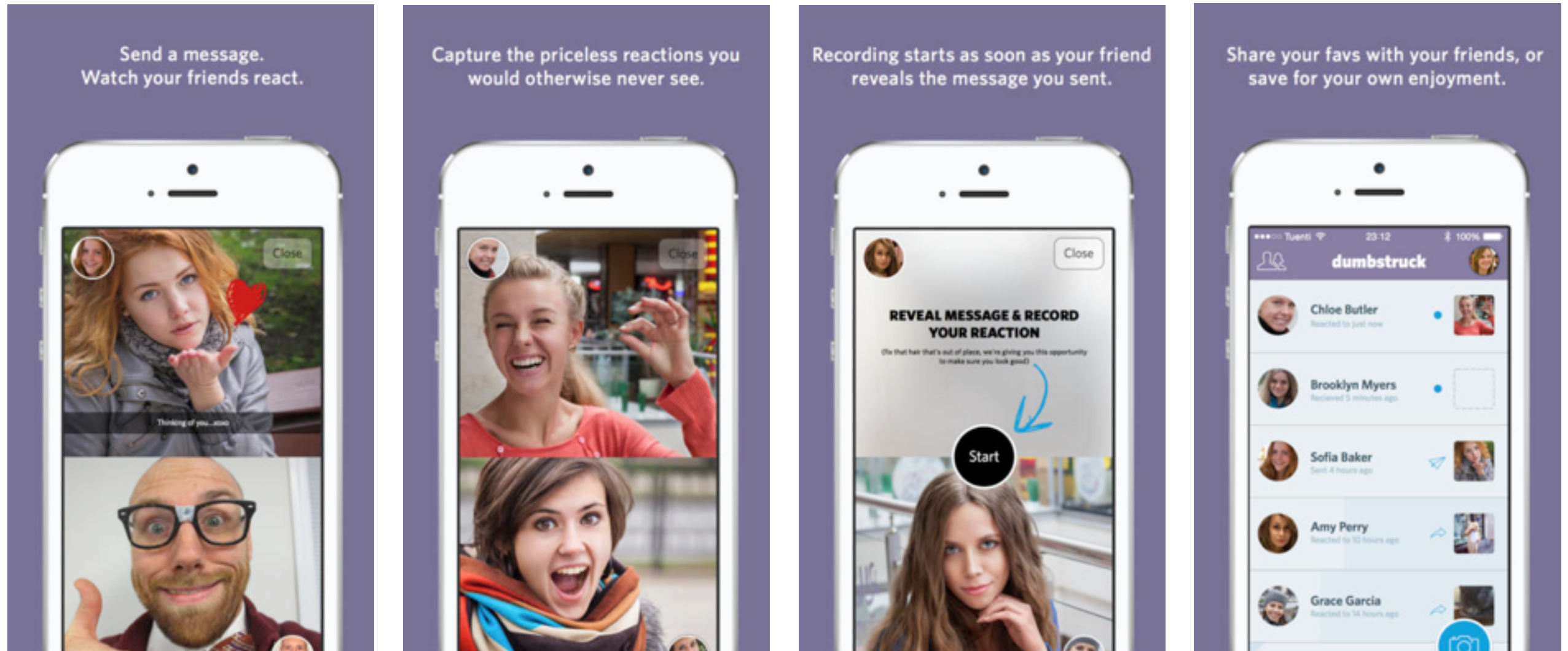
Snapchat (September, 2011)



Ephemeral messages, next generation of sexting?

Message “really” deleted? does it matter?

Dumbstruck (March, 2014)

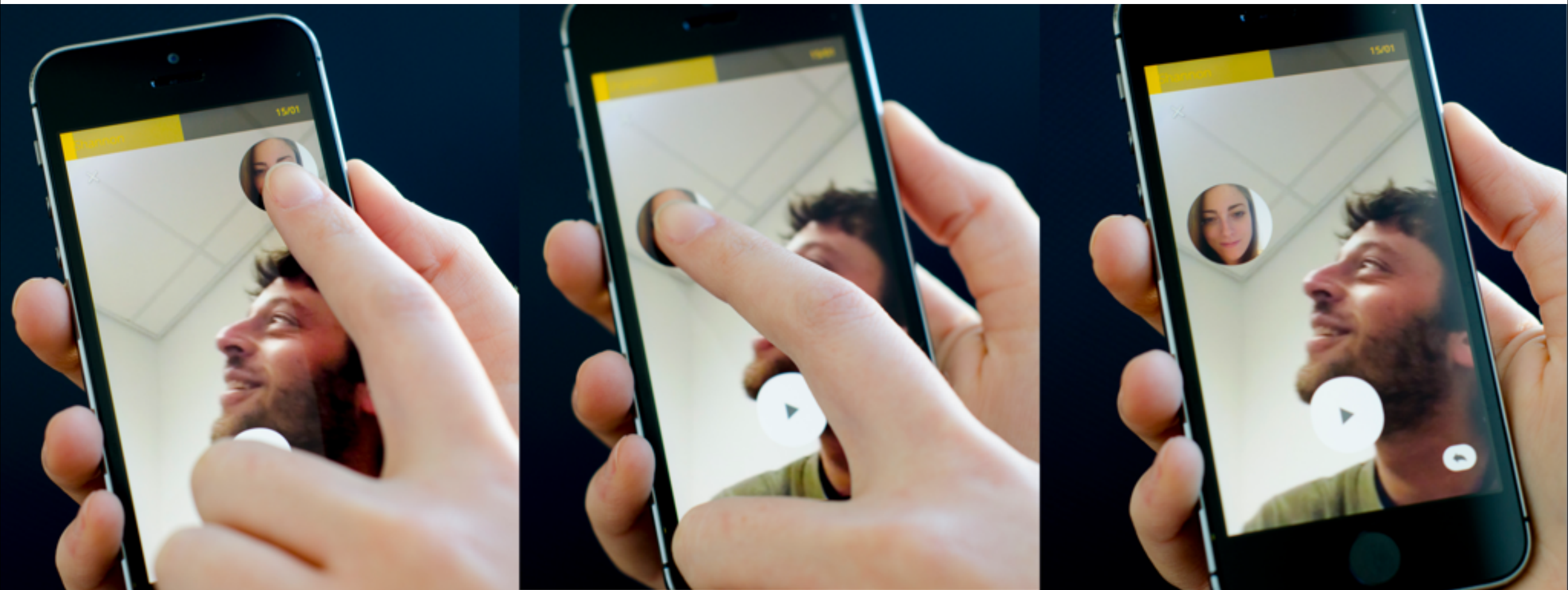


Record friend's response of message.

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)

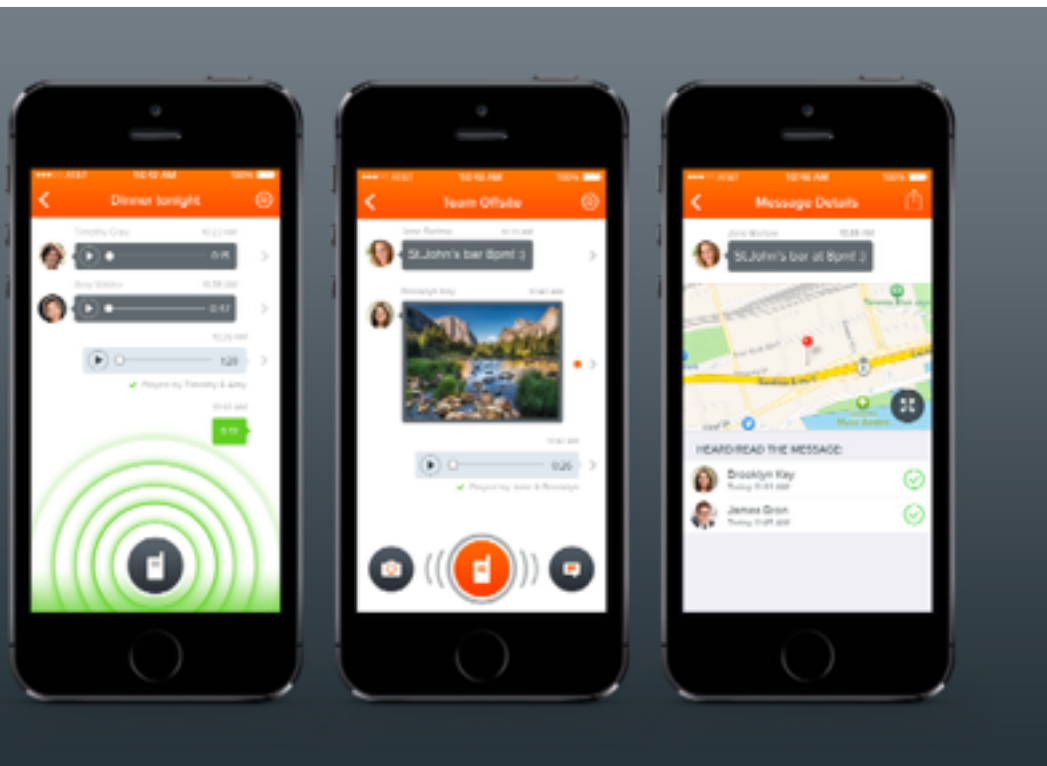


Record friend's response of message, on the phone or through email

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		✓

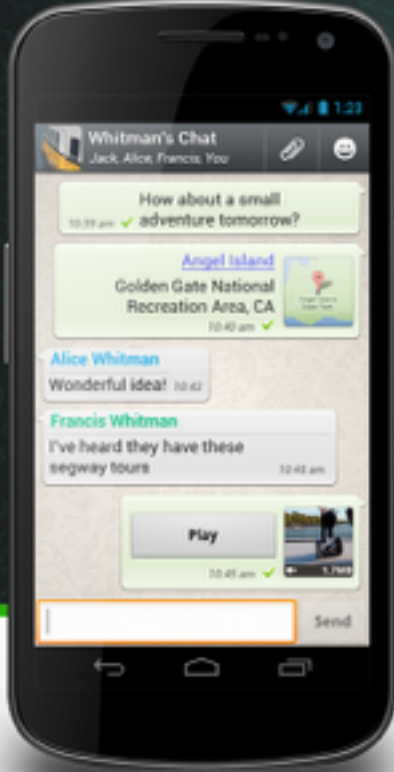
Push to talk messaging...
shift focus to more business users

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)



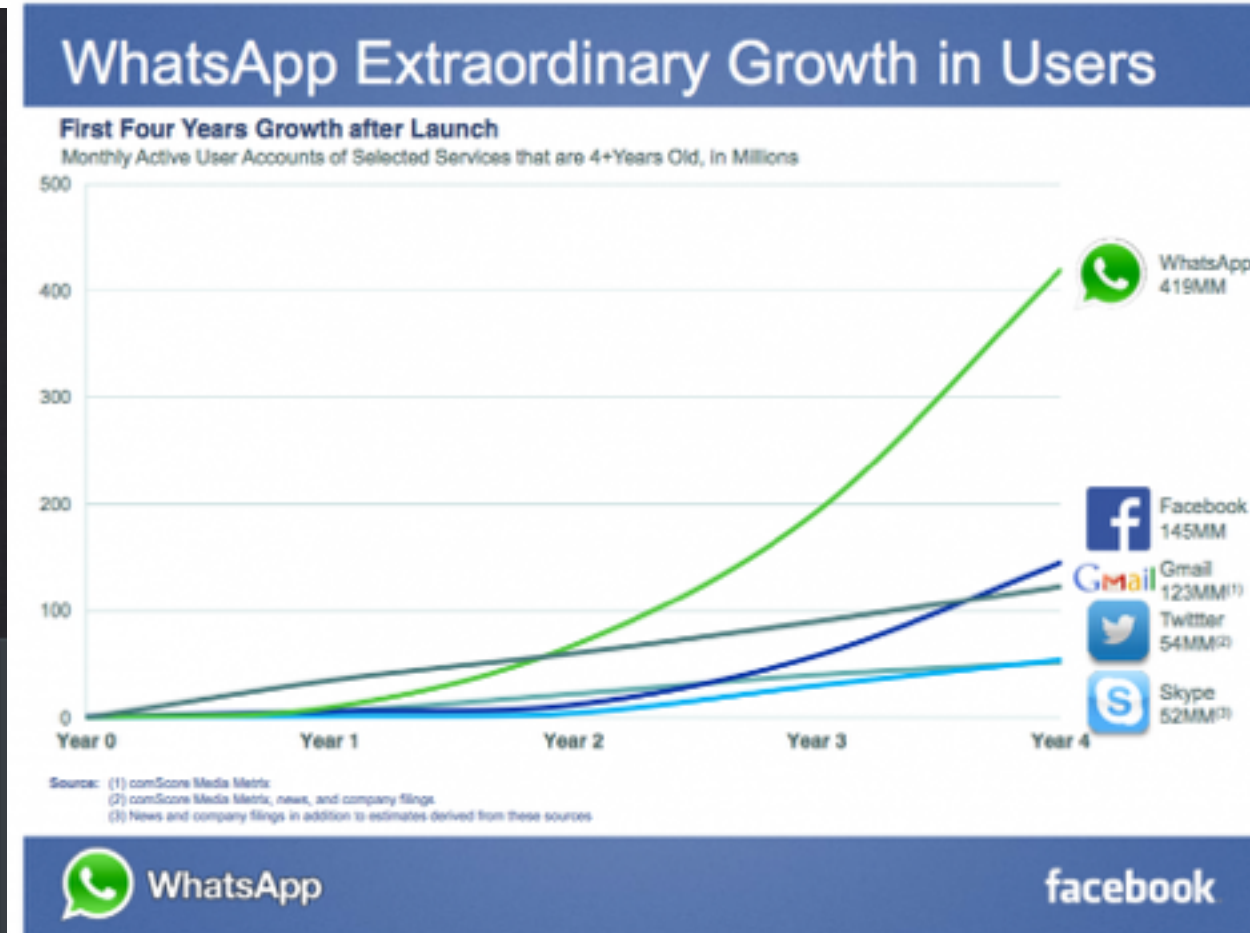
Simple. Personal.
Real Time Messaging.

Download WhatsApp

Group Chats Send photos & videos Share locations

Available for Android

iPhone BlackBerry Nokia S40 Symbian Windows Phone

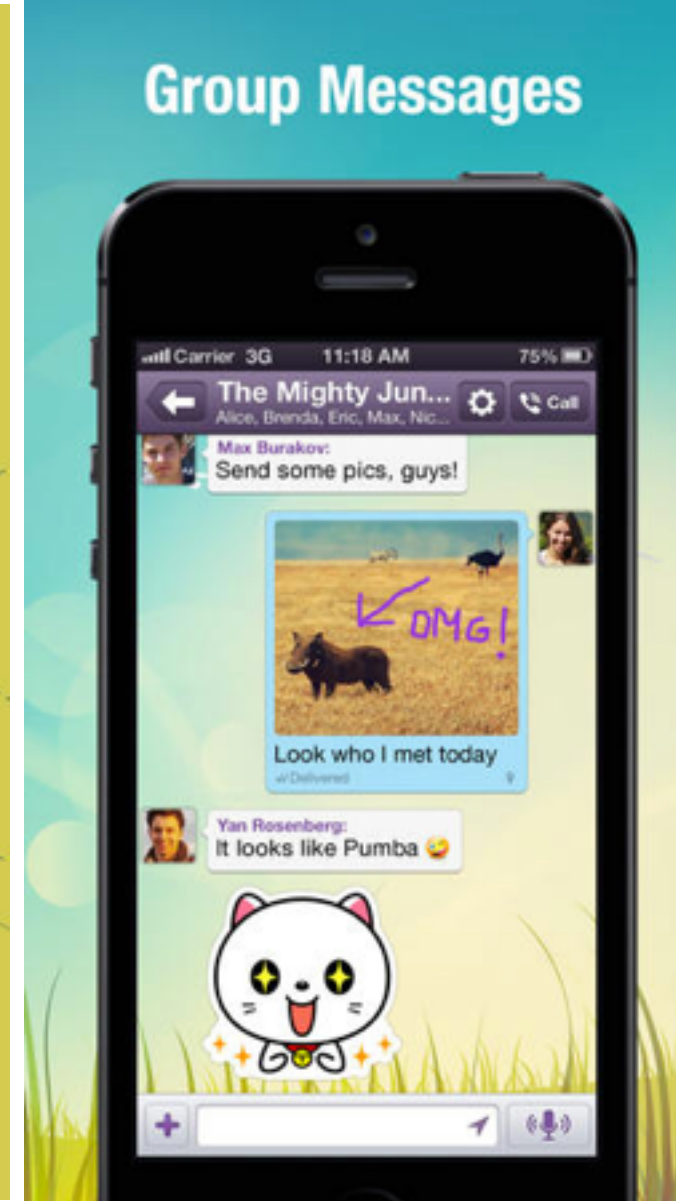
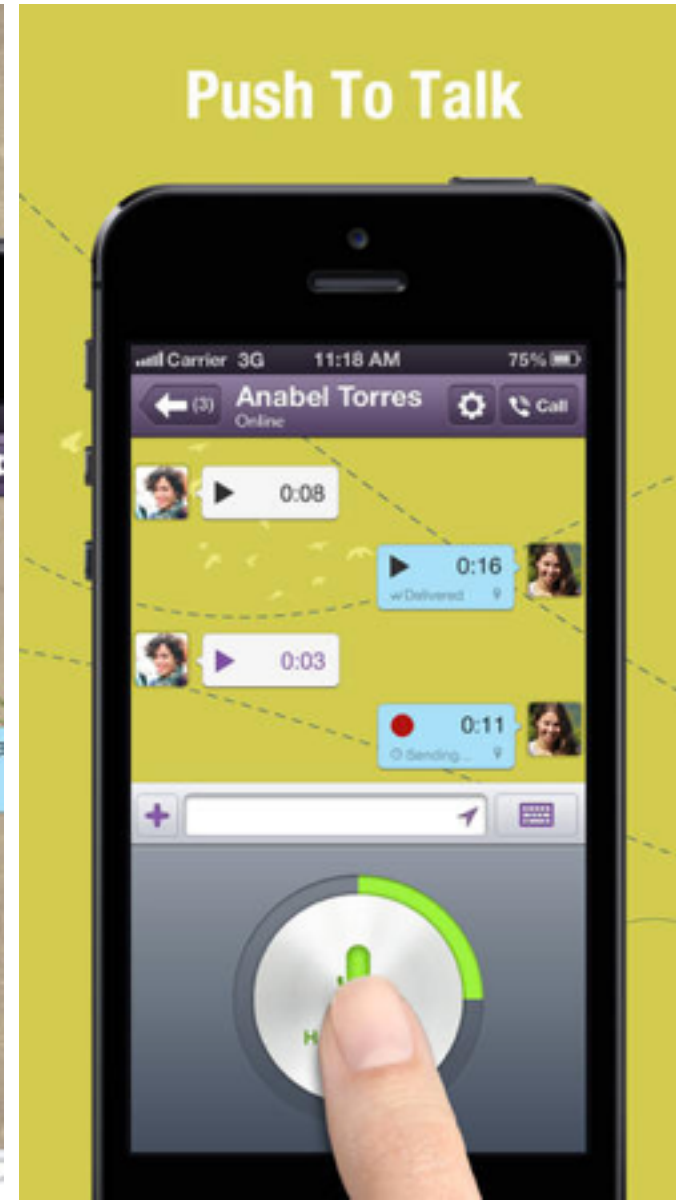


Cheaper messaging alternatives, using cellphone number to register

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

<https://medium.com/seo-build-your-backlinks/676b33ba097b>

Viber (December, 2010)

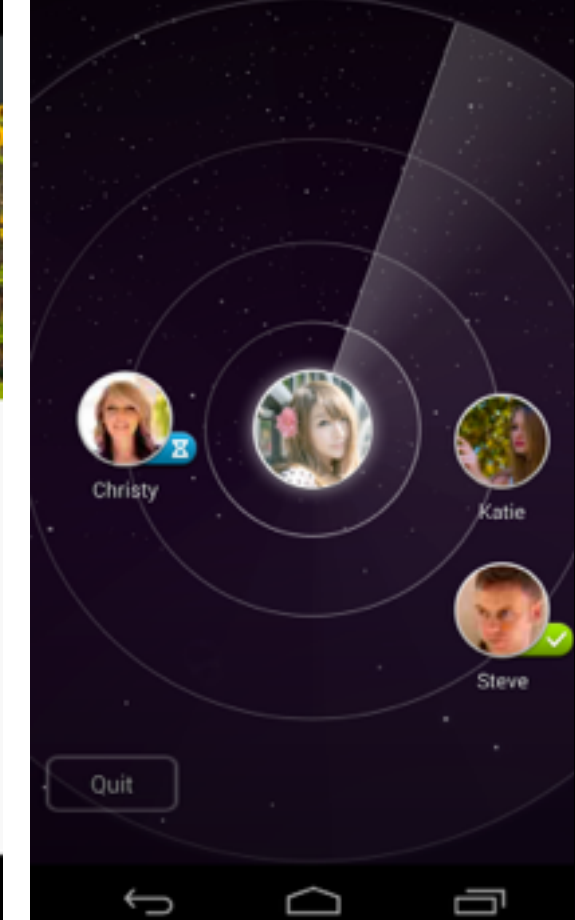
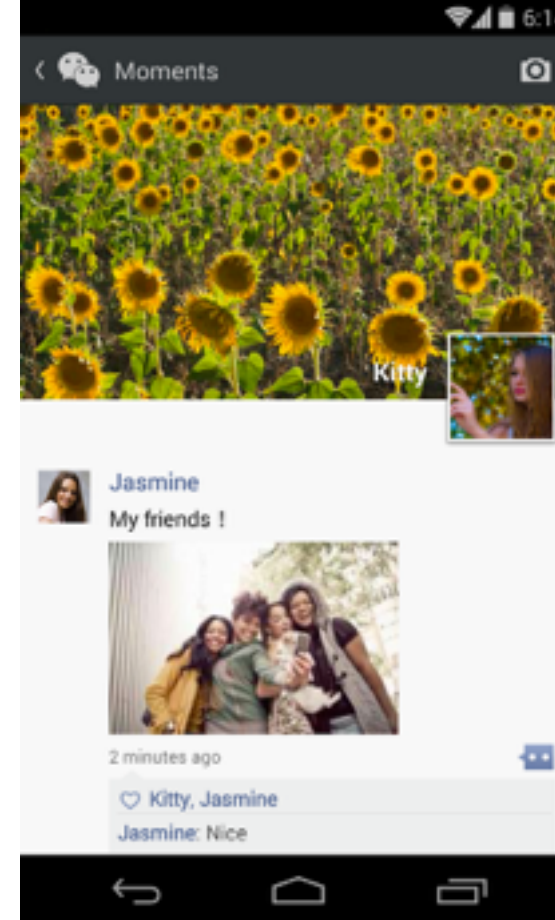
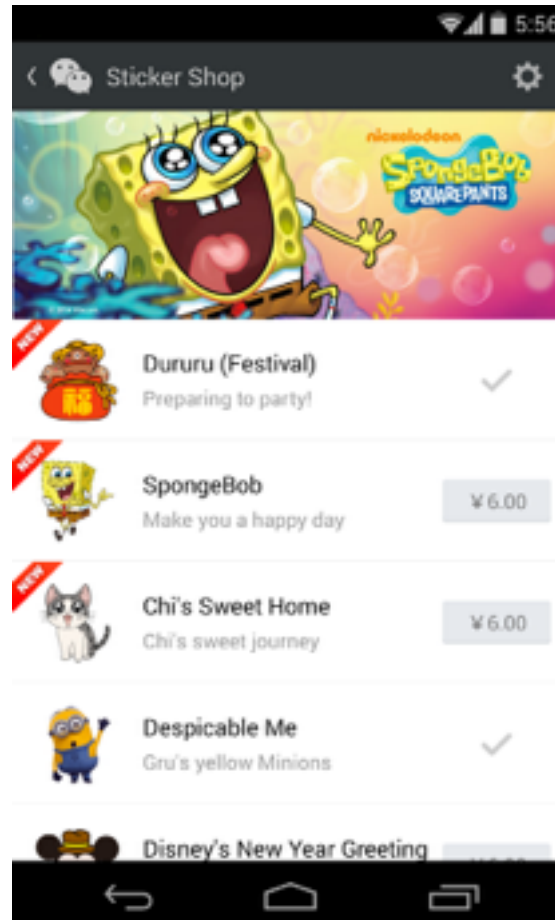
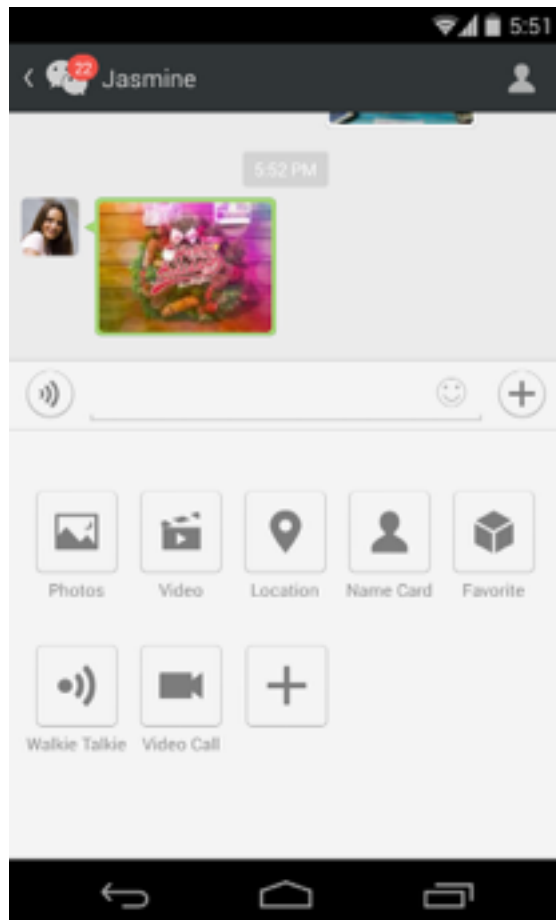
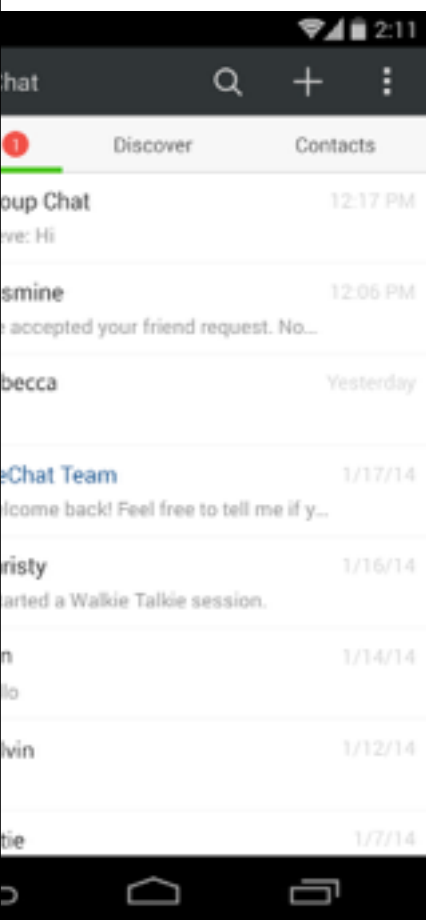


== whatsapp + desktop support ?

Anyone sees the difference?

<http://conversations.nokia.com/2014/02/17/viber-vs-whatsapp-battle-messaging-apps/>

Wechat(January, 2011)

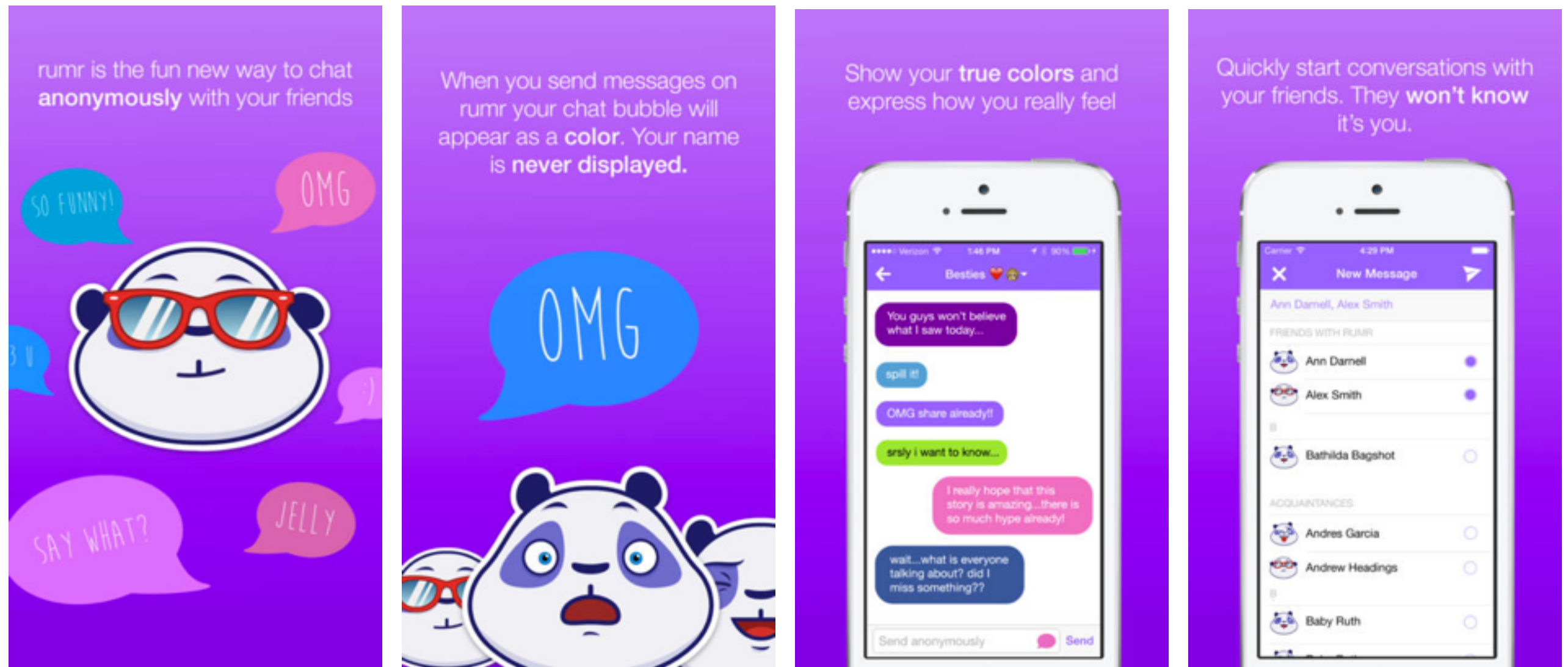


Embedded timeline/social group, sticker shop, friend radar, shake, drift bottle, desktop support, video chat, voice...A rebranding of QQ, but international

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)

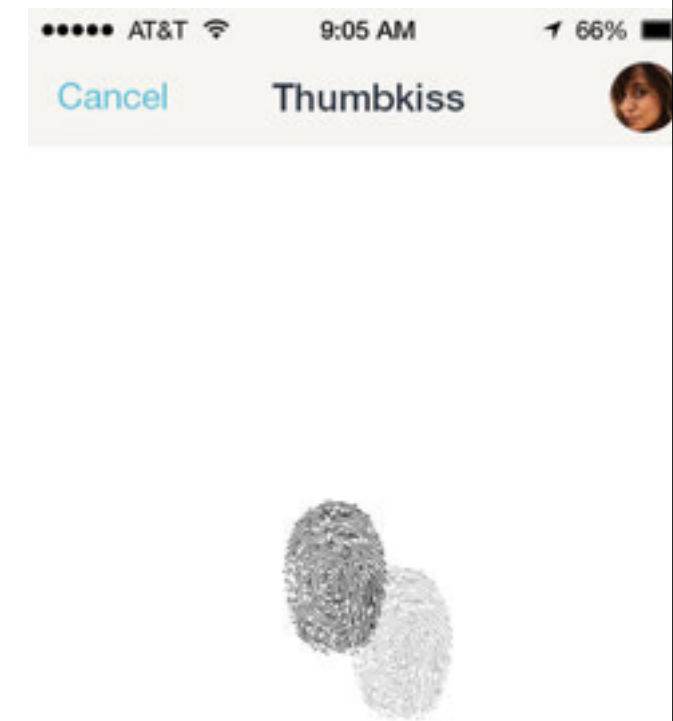
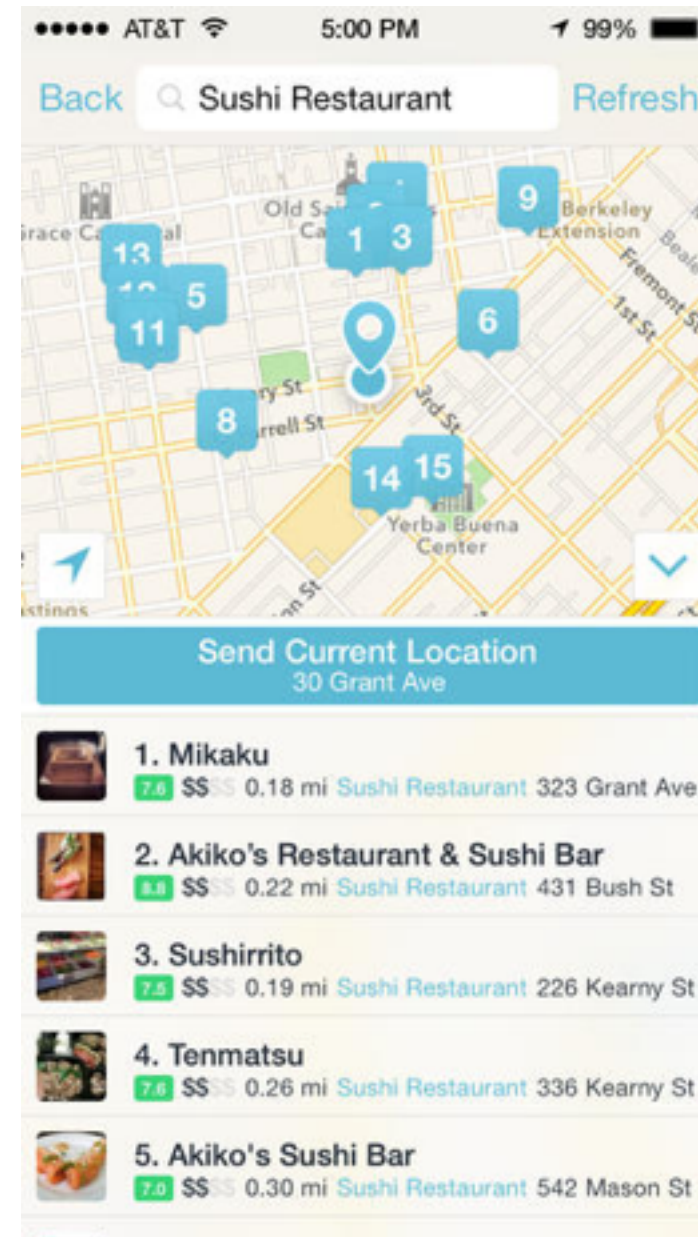
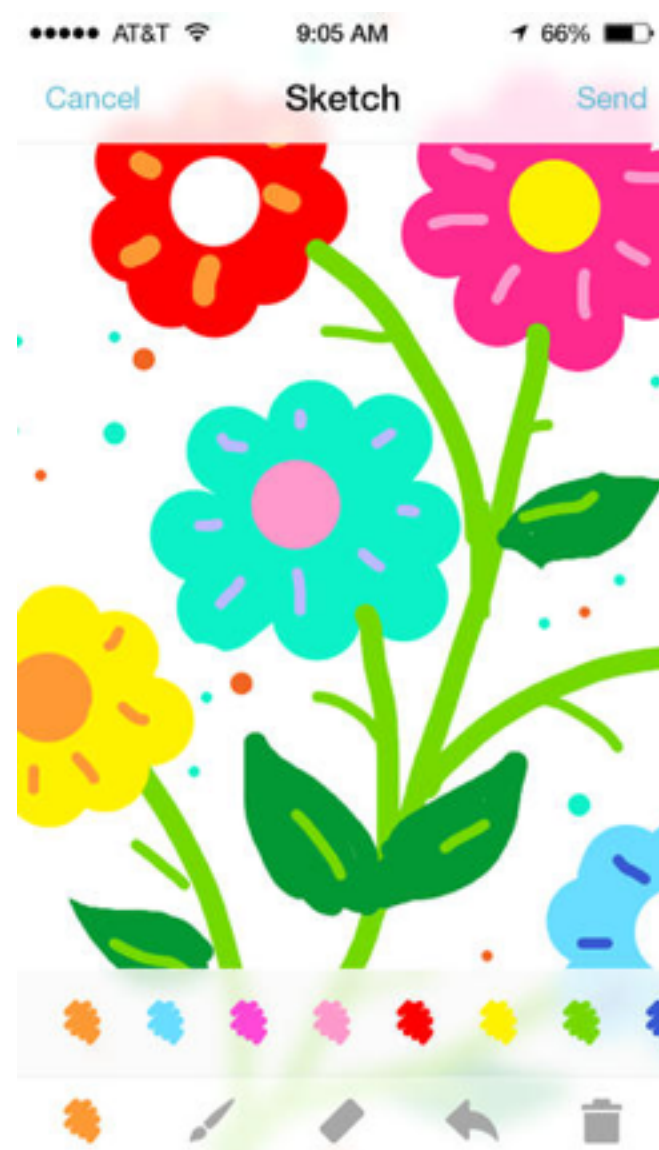
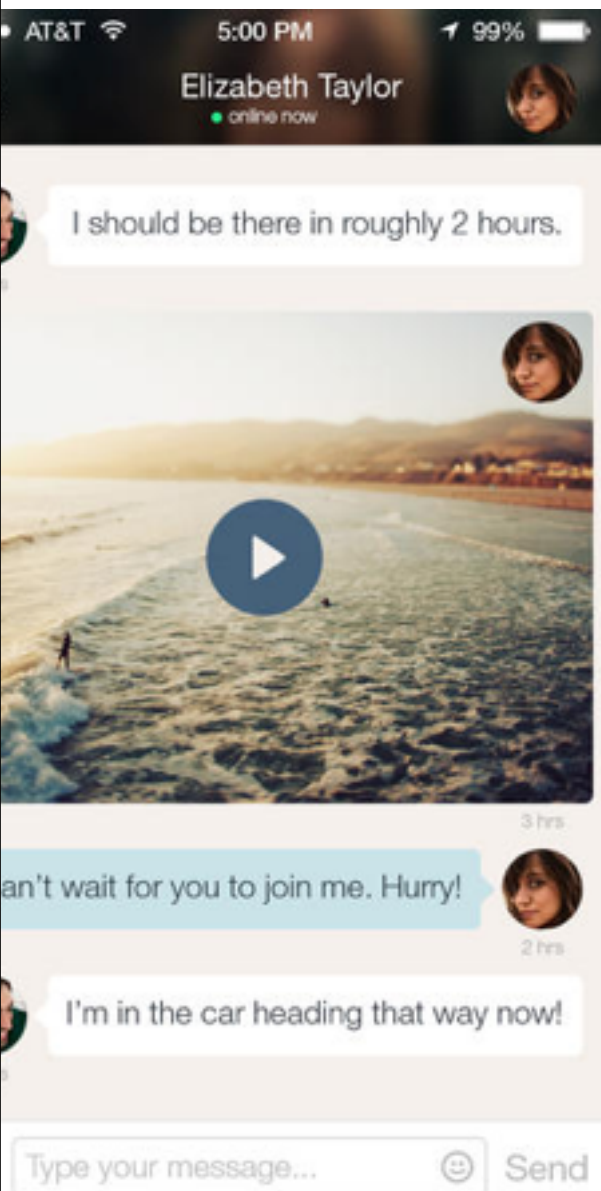


Anonymous chatting with friends

“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)

Useful Links

- [Glossary of Terms](#)
- [Describing Sound – A Glossary.](#)
- [A Hopefully Helpful Headphone Buying Guide For Newbies](#)

Important reading: [Rules/Terms of Service](#) • [Posting Guidelines](#) • [Moderation FAQ](#)

- [The All-New Headphone Buyer's Guide](#)
- [Frequency Response of Headphones.](#)
- [Shootout: 100+ Portable \(full-size\) Headphones Compared.](#)
- [Battle of the Flagships: 50 Headphones Compared](#)

V-MODA military-level ruggedness.
[» Reveal More at V-Moda.com](#)

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Last edited: 8/19/13

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Last edited: 2/5/14

2012 Head-Fi Holiday Gift Guide (Over-Ear)
Last edited: 5/13/13

2013 Head-Fi Summer Buying Guide (In-Ear Headphones)
Last edited: 2/4/14

2013 Head-Fi Summer Buying Guide (Ultra-High-End Headphones...
Last edited: 8/2/13

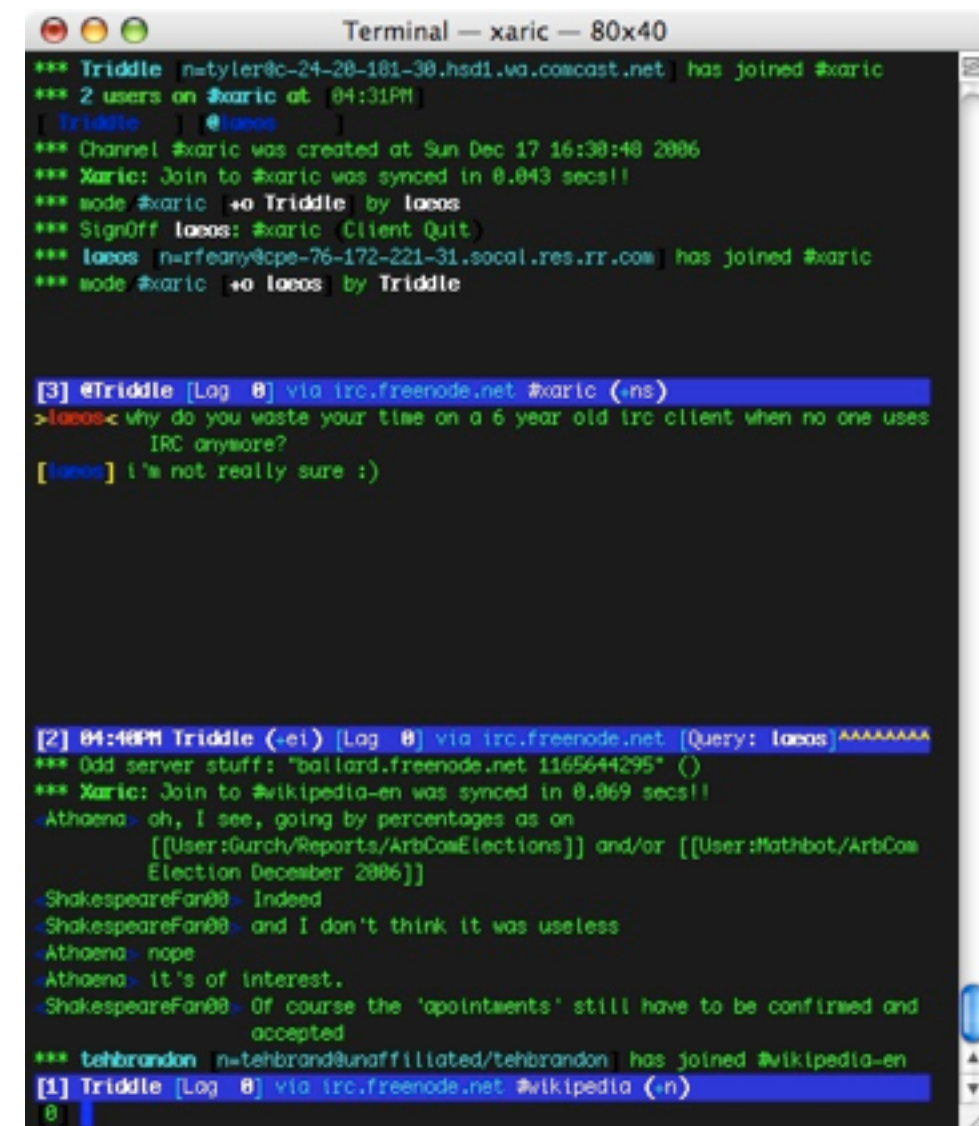
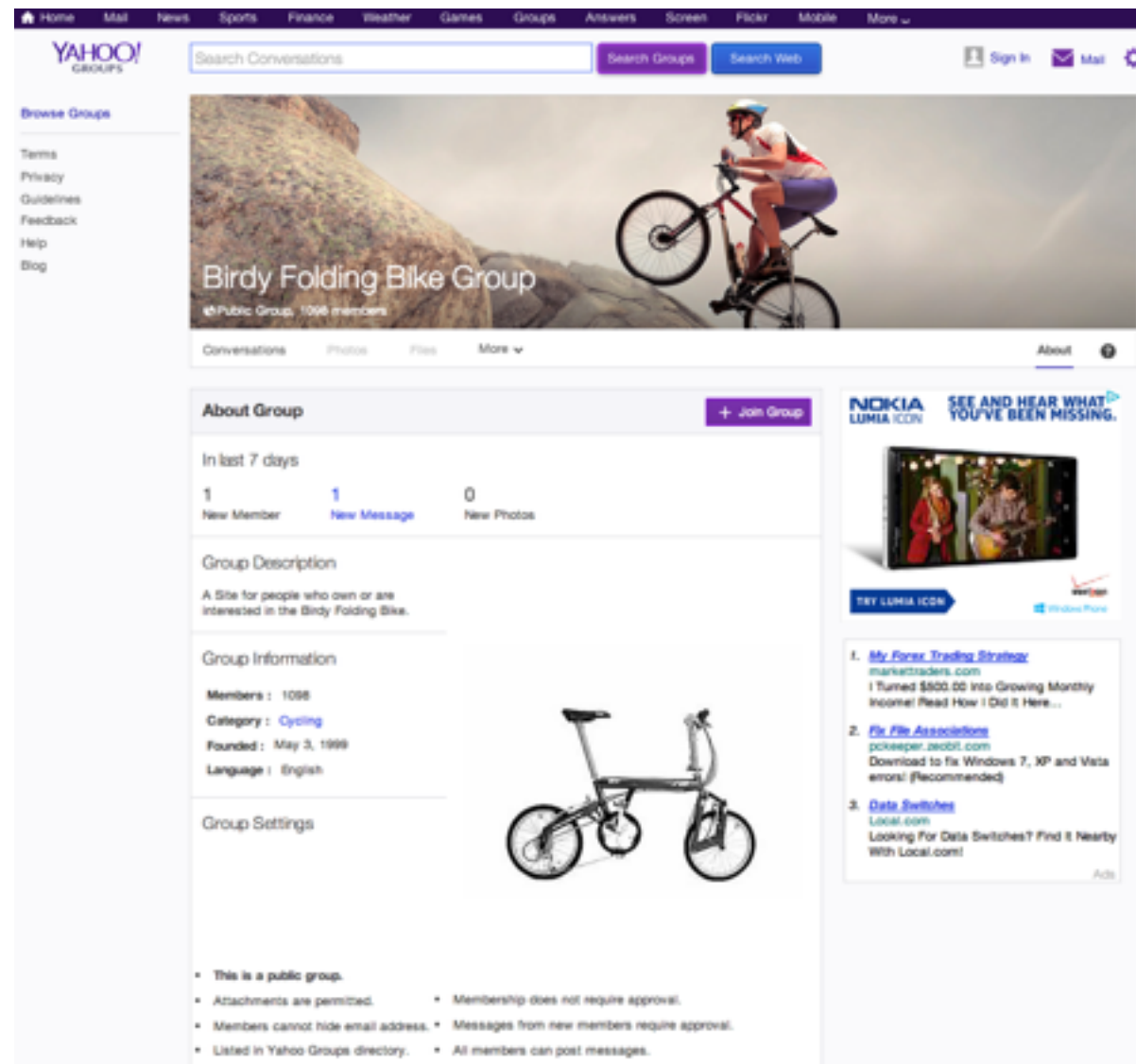
Thread	Last Post	Replies	Views
Oppo PM-1: A New Planar Magnetic Headphone! <small>started by jude (10/13/13 at 5:40pm)</small> 1 2 3 ... 91	OPPO is still pretty much direct-to-customer, so it is not... <small>Today at 1:22 am by HasturTheYellow</small>	1,357	155,046
Sennheiser Momentums vs Sony MDR-1R <small>started by nhducks35 (3/26/14 at 9:55pm)</small>	If the K545 are similar to the K550, then I would urge you to... <small>Today at 1:21 am by raidenwolff</small>	2	76
= HIFIMAN HE-560 Impressions & Discussion Thread = <small>started by jerg (3/26/14 at 1:14am)</small> 1 2 3 ... 49	Sweet, thanks. That means my Monkey Cable (DIY) will work... <small>Today at 1:20 am by ThurstonX</small>	727	37,511
Audeze LCD-2 Appreciation Thread <small>started by DefectiveAudioComponent (8/29/10 at 2:04pm)</small> 1 2 3 ... 192	Tyll seems like he's digging deep down to the bottom of it all... <small>Today at 1:18 am by TMRaven</small>	2,866	171,281
MrSpeakers Alpha Dog Revealed! - The World's First Production 3D-Printed Headphones <small>started by jude (8/9/13 at 5:43am)</small> 1 2 3 ... 425	I still like the red. Classy. Like a Maserati. <small>Today at 1:18 am by Ableza</small>	6,366	392,427
Grado Fan Club! <small>started by Vikingatheart (12/29/10 at 10:10pm)</small> <small>Go to your last post »</small> 1 2 3 ... 900	I don't own a 650 but I would say over 12 months all my... <small>Today at 1:17 am by bassboysam</small>	13,487	468,982
Poll: Best "Starter" Headphones? - HIFIMan HE-400 / AKG K712 / Sennheiser HD650 / Sennheiser HD600 <small>started by Melee (3/28/14 at 8:19pm)</small>	I badly want the HD650 as kind of an end-game setup for some... <small>Today at 1:16 am by raidenwolff</small>	13	687
Why does resistance matter? <small>started by KingCzar (Today at 1:15 am)</small>	I don't get what gaming factor etc means, saying **** has a... <small>Today at 1:15 am by KingCzar</small>	0	5
How 2 audiophile <small>started by KingCzar (4/1/14 at 8:07pm)</small>	Wow I didn't expect all these replays thanks so much <small>Today at 1:08 am by KingCzar</small>	11	186

Currently Viewing

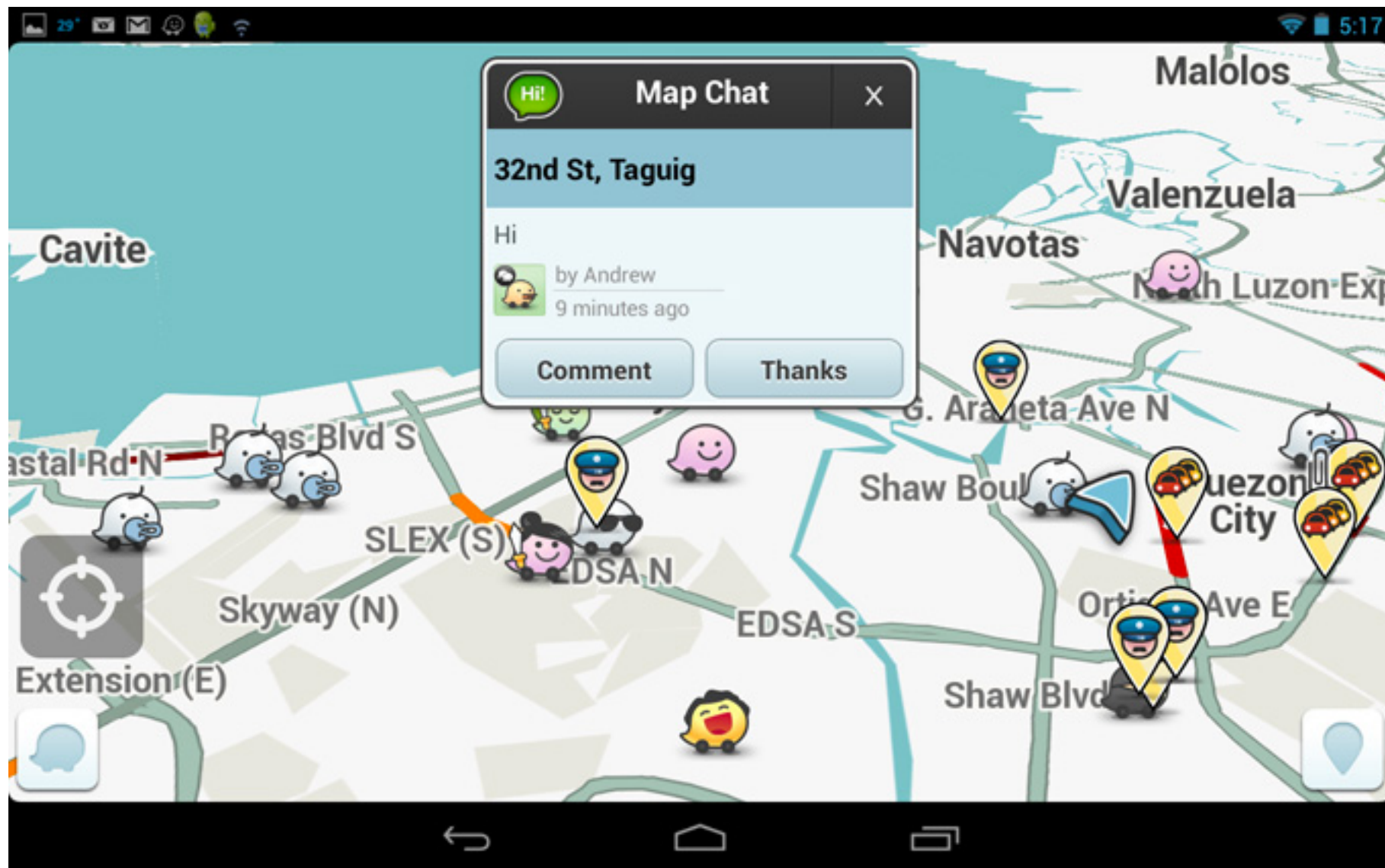
138 Members, 447 Guests

62ohm Ableza Aerathion Amictus Andolink Androb Arsis AtlantasRealtor Audioclyde Auldian AxelCloris B9Scrambler Beat Head BenF Bill-P ButtUglyJeff Captaine73 DisCHORDDubstep Eee Pee Enomino801 Errymoose Focker Fuzziekiwi Georgo94 GettingBuckets GoldenboyXD GrindingThud HasturTheYellow Hypnotics IAmThe1Guy Illustrator76 IndieGradoFan

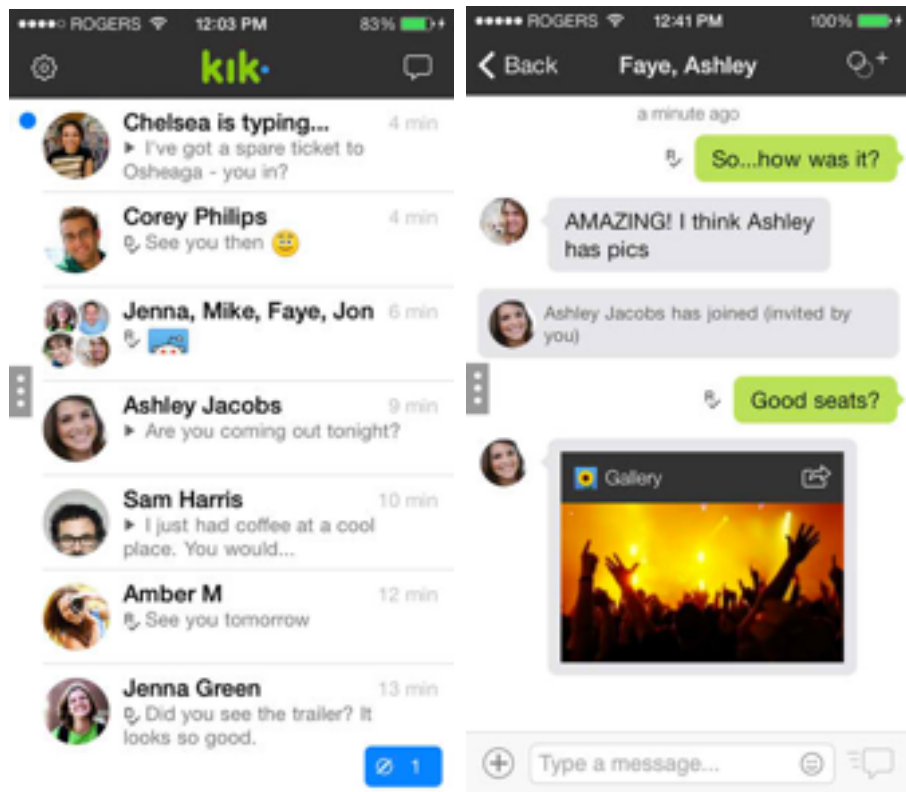
Yahoo groups, google groups, IRC (platforms)



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, Dumbstruck, 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

