Moodini

INFO541 – Final Project Presentation
Fall 2008

Kevin Chang, David Craske, Ed Rice

Facebook

- Over 130 million active users worldwide (Nov 2008)
  - 4th most-trafficked website in the world
  - Most-trafficked social media site in the world

- More the half of users are outside of college
  - Fastest demographic is 25+ years old
  - Maintains 85% market share of 4-year U.S. Universities

- Provides development platform and MySQL database space for applications
  - 400,000 developers / entrepreneurs
  - 52,000 applications currently available
  - 140 applications / day
  - More than 95% of Facebook members have used at least one application built on the Facebook platform

    - Facebook Press Room
      - http://www.facebook.com/home.php#/press/info.php?statistics

Moodini Pre-Design

- Purpose
  - Provide Facebook users a personal blog of their moods.

  - Review general moods around town, area, state and U.S. (expand to worldwide?)

  - Allow opportunity to share mood with network of friends for social communications

Conceptual Model

- Mood Magnet Metaphor
  - Usually given out as a token gift at conferences, gift shops, etc.
  - Something fun to do at work.
  - Demonstrates a wide variety of emotions, but just the tip of the iceberg.

- Stock Market Graphs
  - Charting positive and negative ebb/flow of stock prices
 - If we can chart stocks, can't we chart emotions?
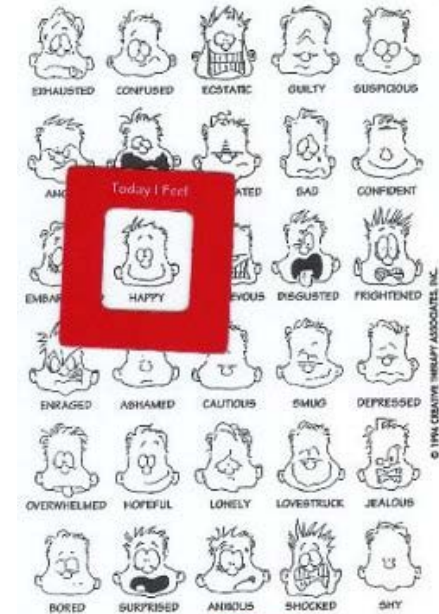
Primary Design Goals

- Learnability / Memorability
  - Application would exist in Facebook, where most people have already used at least one Facebook application before.
  - Limited high-level functionality would require less recall from long-term memory

- Efficiency / Effectiveness
  - Only 3 functions, but data submissions would unquestionably feed expansion.
  - Only 6-7 pieces of data necessary to store in database.

- Utility
  - Charting & Mapping functionality would be understood, and allow user to quickly adjust parameters and map zooming to draw upon database's data
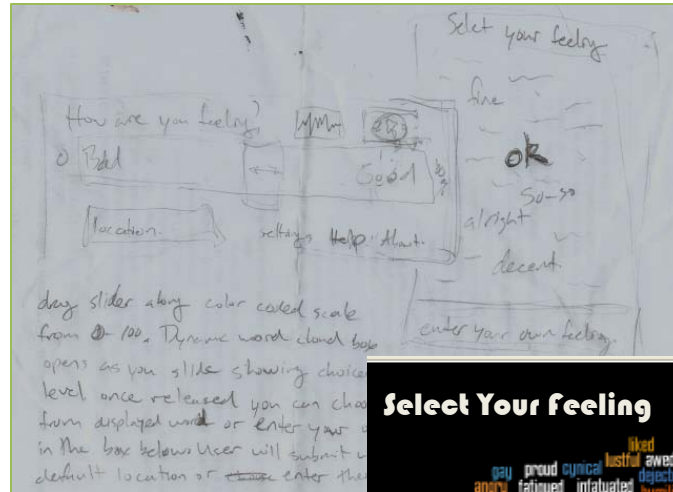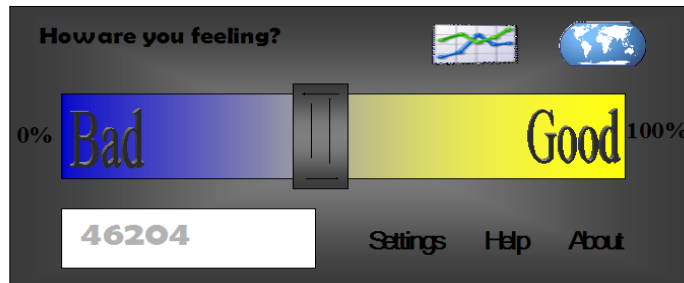
Paper Prototype
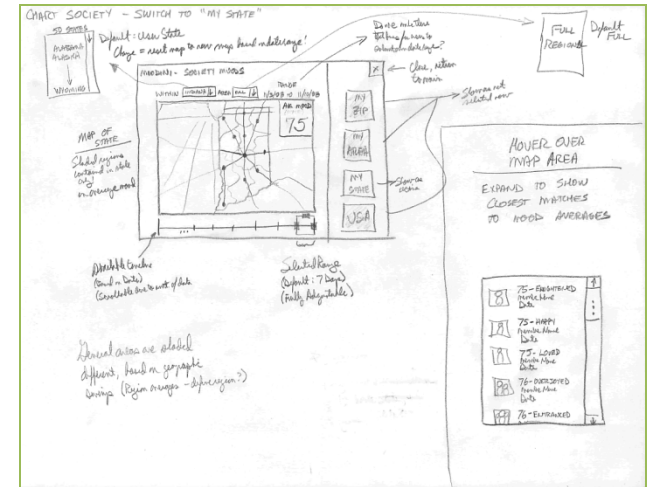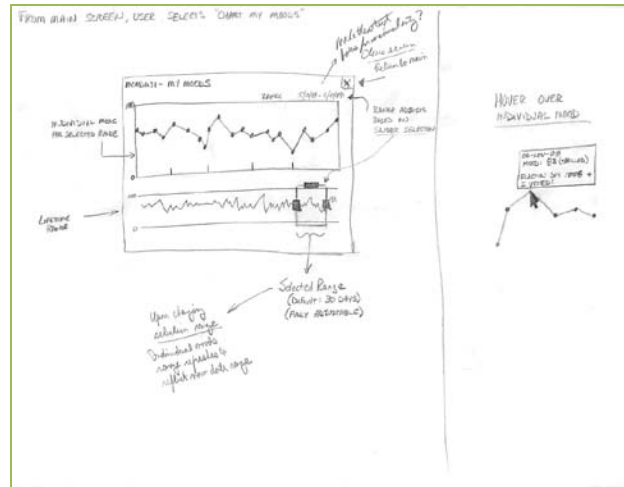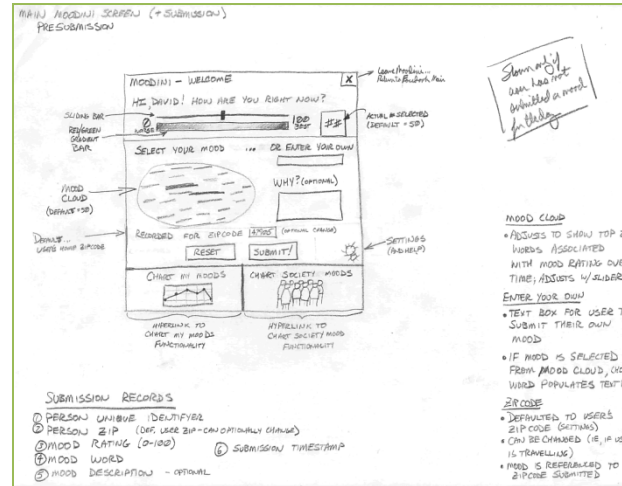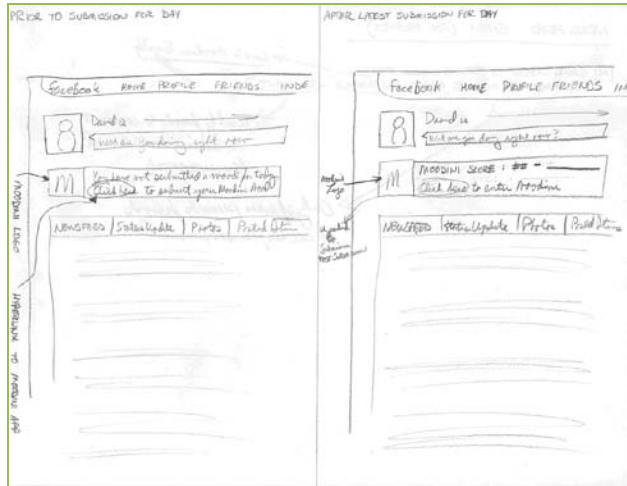
Paper Prototype (cnt'd)
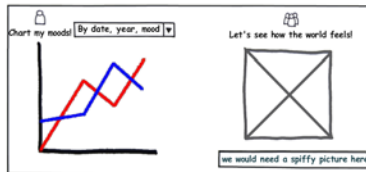
No shortage of ideas – number
of directions project could go.

Cognitive Walkthrough

- Each team member performed their own version of walkthrough using Paper Prototype pictures

- Results were about universal
  - Major functionality to be performed on a single page, rather than multiple pages, and user can switch from one function to another.
  - Labels will need to be included for most functionality
  - Charting and mapping functionality is believed intuitive due to familiarity from similar applications on Yahoo! or Google

Evaluation Process

- Used Dynamic Prototype v1
  - Other app versions were created, but one was used for consistency across all evaluations.

- Four evaluations performed
  - Task Error Review
    - Three (3) scenario-based tasks
    - User asked to review scenario and duplicate
  - Post-Task Questionnaire (via Google Docs Form)
    - Contained demographic and question on overall Moodini application
  - Brief One-on-One Interview
    - Moodini as a whole

Task Error Review

- Three types: Confusion, Misstep, & Application
- Confusion Results
  - Labels missing
  - Fonts were difficult to read, and scales were off
  - U.S. Color (yellow) means?
- Misstep Results
  - Only had one working selection bar – users noticed
  - U.S. Map was plain – unknown what to do next, if anything
- Application Results
  - No noticeable application-specific errors
  - One user did lose Internet connection at one point

Questionnaire Results

- Questionnaire
  - Application (current): 5.2 / 10   (not so hot)
  - Application (potential): 8.0 / 10   (potential exists)
  - Most significant issue – labeling
    - Not enough labels to go along with primary icons
    - Charts / Graph needed more labels to be understood
  - Flash application appears to be a viable application method
    - Reduces scrolling
    - Can control appearance of loading speed (pre-load displays can be implemented)

Interview Summary

- At first, did you understand what Moodini was designed for?
  - All responses were "yes", but slider was confusing at first for 2 people

- Does the concept seem like it might be worth investigating?
  - 2 were approving, 2 were "leery" and would like to see further work. Moderatly interested in seeing how other people feel, but might not spend time updating personal mood.

- If Moodini were to go live, would you anticipate using it on a regular basis?
  - With continued work, 3 of 4 said "yes", with 4th a "maybe"

- Do you think Moodini is an innovative way to connect to your network of friends?
  - All four said "yes", with concerns about overall usefulness and divulging too much personal information (need control). Buzzwords: Intriguing, Unique for Facebook, Sending link to friends now.

Dynamic Prototype Demo (v2)

http://www.davidcraske.com/Info541/Moodini/Moodini.htm
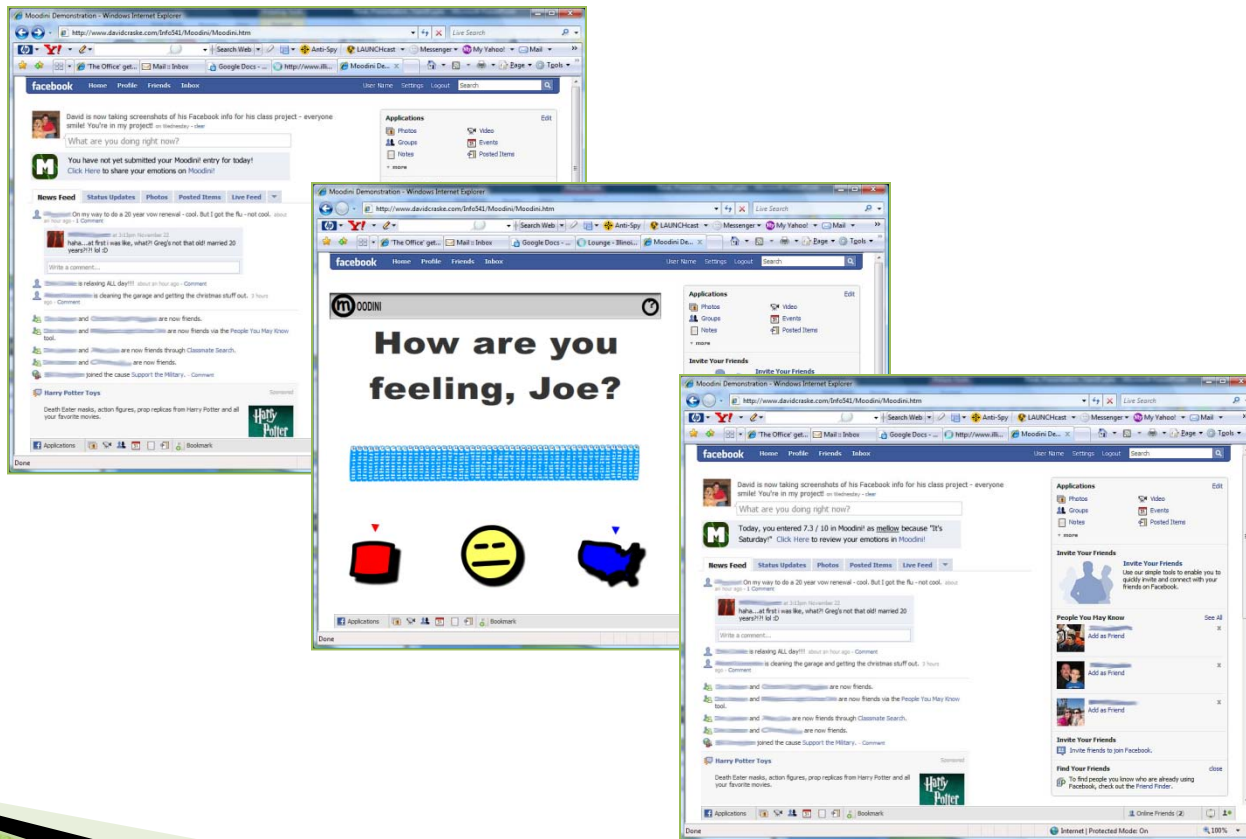
Next steps

- Would need to perform second set of evaluations for Moodini V2

- Team9 believes project is now ready for actual development (PHP and MySQL databases)
  - Project is believed significantly promising. Would be intriguing to see application expansion.
  - HCI Master's project?

Q/A