

Designing for Social Traction

Solving 3 big problems of social software

 @bokardo

“Hi Josh,

**I’m building a piece of
social software & I have
a problem...”**

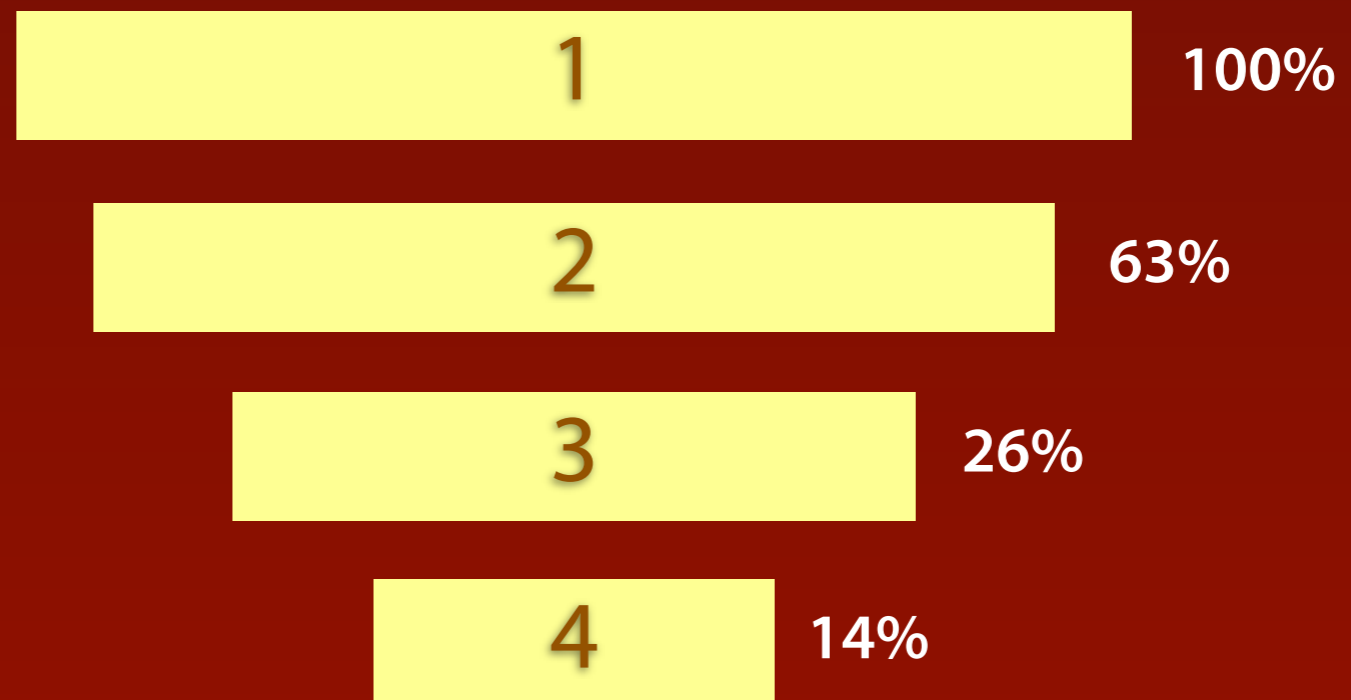
Sign-up Problem

Original Flow



Original Conversion Funnel

of the 100% of people who started the sign-up process, only 14% made it to the getting started screen.



Sign-up Problem

New Flow

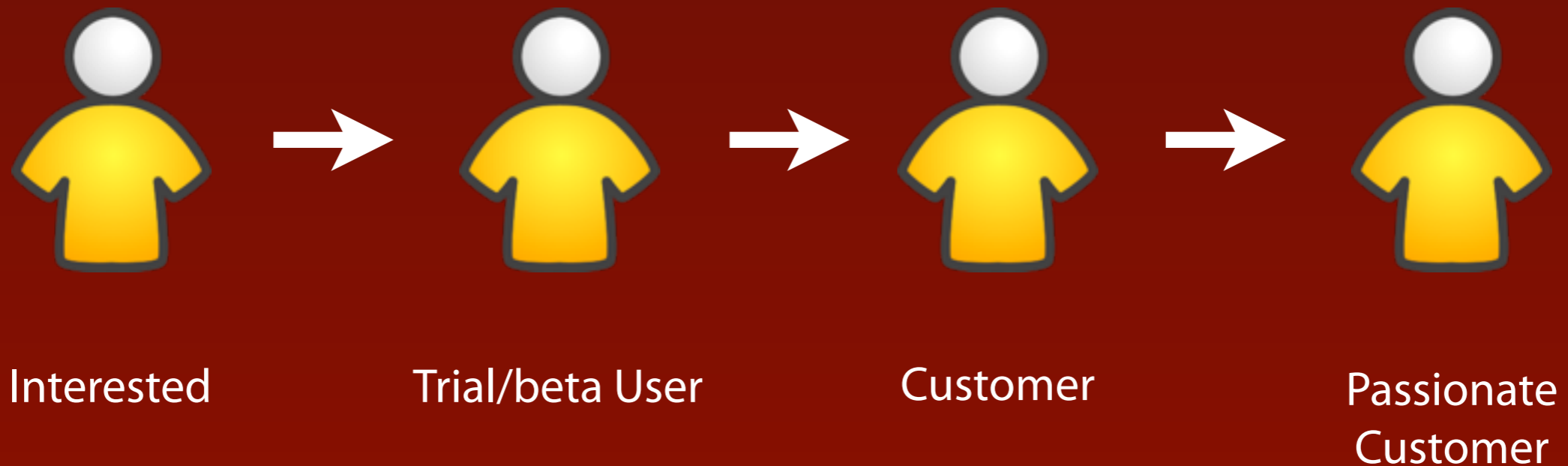


New Conversion Funnel

of the 100% of people who started the sign-up process, 86% made it to the getting started screen.

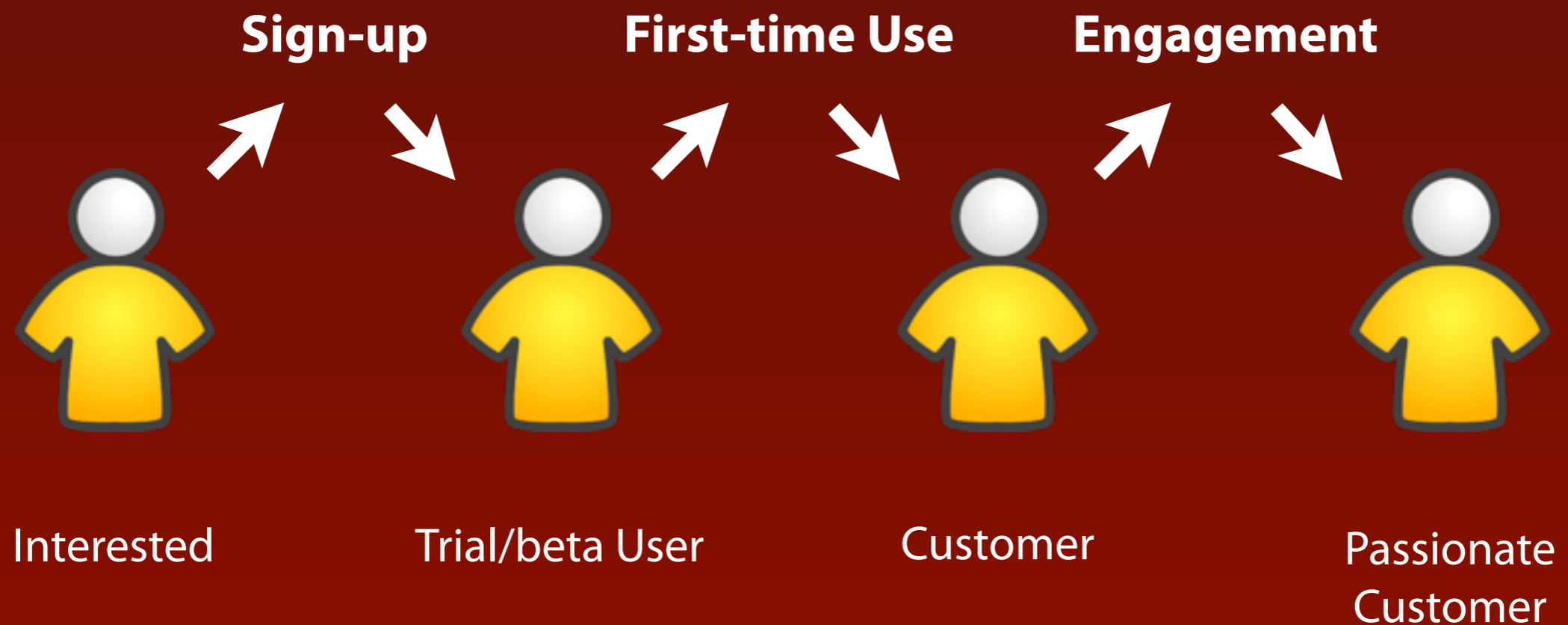


Usage Life-cycle



As people use your web application, they go through four major stages.

Usage Life-cycle



Between each stage is a hurdle, the primary hurdles (problems) of software.

The Three Problems of Social Software

1. The Sign-up Problem

People seem interested in your software, but aren't motivated enough to give it a try.

2. The First-time Use Problem

People are giving your software a try, but don't know what to do or how to get started.

3. The Ongoing Engagement Problem

The chicken/egg problem endemic to social software - which comes first, the users or the value?

Stage	Design Goal	Role of Designer
Interested User	Sign-up	Selling
Trial/beta User	Positive first experience	Teaching
Customer	Engagement over time	Enable & Support

As designers we must realize that our role changes at each stage.

First, let's agree on something...

**The behavior you're
seeing is the behavior
you've designed for.**

(whether intentional or not)

1

The Sign-up Problem

People seem interested in your software, but aren't motivated enough to give it a try.

Symptoms

"How is this software valuable to me?"

"I already have software to help me with this."

"I don't have time to try anything new."

"My team is already using software that does that."

"What does this software do, exactly?"

...

Sign-up is hard

	% of first-time visitors who sign-up for free account
App 1	8.0
App 2	6.76
App 3	4.7
App 4	16.0
App 5	0.003

	Free	Paid
Wufoo	7%	1%
Blinksale	11%	1%
FeedBurner	8%	N/A
RegOnline	1.52%	1.14%
Conversion per 100 Visits		

<http://particletree.com/features/web-app-autopsy/>

If you have 8% of first-time visitors signing up for a *free* account you're doing well.

The Hurdle of Sign-up



Interested

Signed Up

[Sign up](#)

Sign up

E-mail address

Password

URL *(you can change this at any time)*

.tumblr.com

[Sign up and start posting!](#)



Create a Google Account - Gmail

Change Language English

Create an Account

Your Google Account gives you access to Gmail and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Get started with Gmail

First name:

Last name:

Desired Login Name:

@gmail.com

Examples: JSmith, Smith

Choose a password:

[Password strength:](#)

at least 8 characters in length.

Re-enter password:

Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

Enable Web History.

Security Question:

If you forget your password we will ask for the answer to your security

**This is not
the problem of
sign up.**

Sign up is here



The problem is *not* to get people filling out a sign-up form.
The problem is to ***change people's minds about your software.***

Instead of asking:

**Can people fill out our
sign-up form?**

Ask:

**Are people motivated
enough to care?**

The Psychology of Sign-Up

1. A change in behavior - old habits die hard
2. Give up accepted *shared* practices
3. Jump into the unknown
4. Yet another username/password to remember

The Psychology of Sign-Up - 9x Effect

People tend to overvalue the software they currently use by about a factor of 3.

3x

Software makers tend to overvalue the software they offer by about a factor of 3.

3x

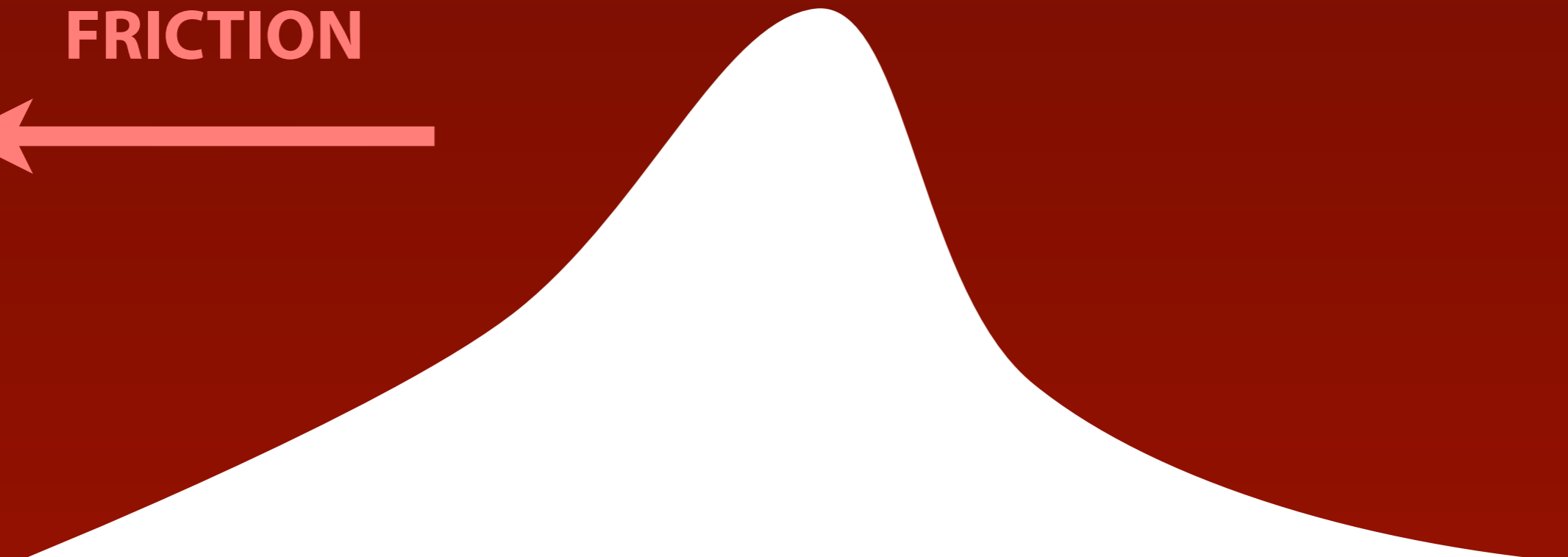
9x

Harvard Business Review, June 2006

further reading **Eager Sellers, Stony Buyers**

by John T. Gourville

The hurdle of sign-up



Interested

Signed Up

What we imagine people are thinking

(all smiles)



(confident, decisive, passionate)

“

Oh my God! I love this software! This is exactly what I've been waiting for my whole life! Quick, sign me up for the lifetime plan! I'm going to invite every single person I know to sign up as well. My life is finally complete!

A more realistic scenario

(furrowed brow)



(unsure, indecisive, frustrated)

“

Huh?...what is this?...what does it do?...is it worth my time?

Will it be a valuable piece of software worth switching to? Will I have to change what I currently do to use it?

Does anybody I know use it? Do they like it?

Preconditions of Sign-Up

product research

considering an alternative

learning about the product

comparison with other options

reconnaissance

etc...



moment of sign up
(where the form goes, if there is one)

Interested

Signed Up

Design for 3 visitor types

1. I know I want to sign up.

(get out of their way)

2. I want to make sure this is for me.

(reiterate your basic value proposition)

3. I'm skeptical.

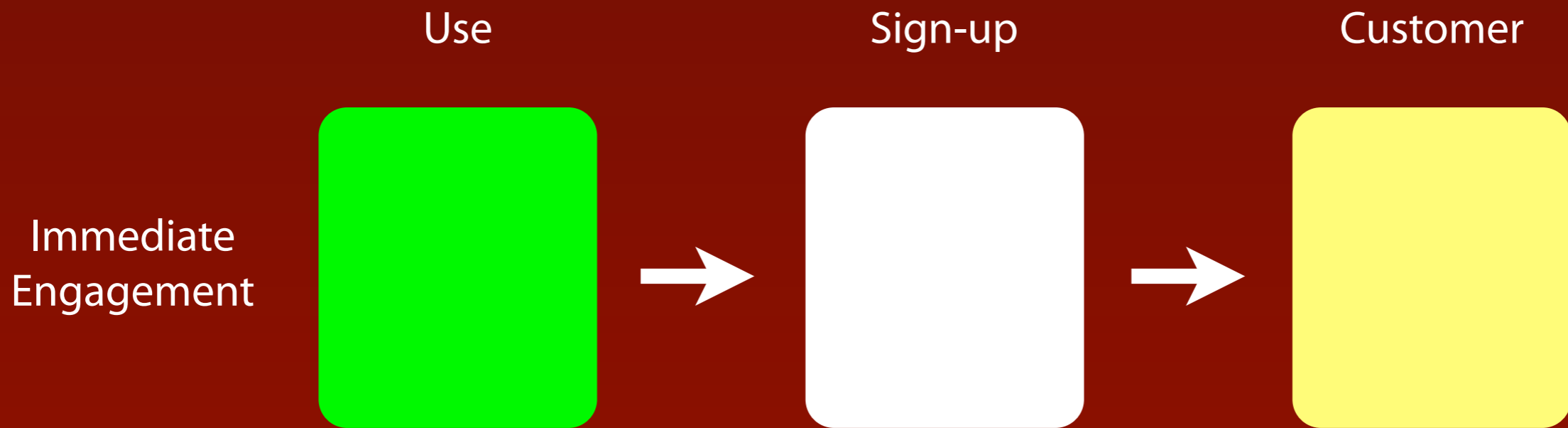
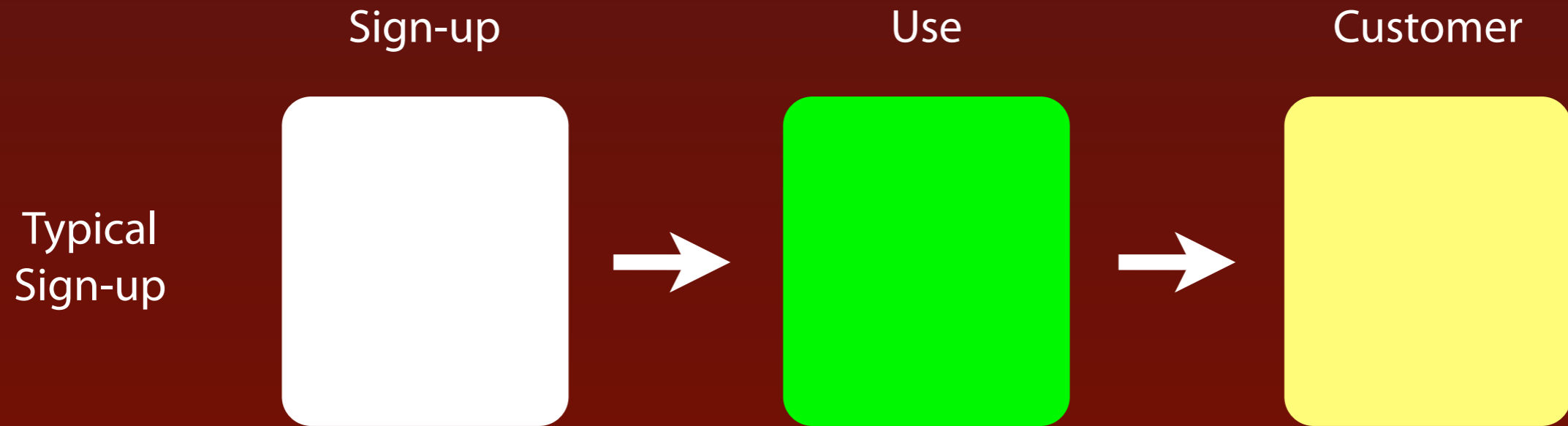
(provide levels of description)

4 Design Strategies to improve Sign-Up

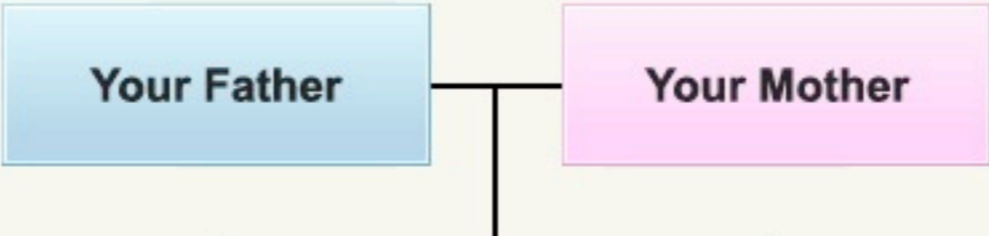
(aka Lazy Registration)

1. Immediate Engagement

Get people using the service immediately



Geni is a private place for your family to build your family tree, preserve your history and share your lives.



Use Geni to:

- Build your family tree
- Preserve your family history
- Share family photos
- Celebrate birthdays, anniversaries and other events
- Create profiles for your children
- Memorialize loved ones

You - Start Here **FREE!**

your first name

your last name

your email

never shared, never spammed

gender male female


[Got a GEDCOM?](#)

Geni is **private** and **secure**. Only the people in your family tree can log in to your tree and your profile.



Not a member yet ? Register now to save your page, it's free

Web Search



Google | Yahoo! | Ask | Snap

No search entry yet

(10) CBS News

Top Videos | Health | Entertainment | Politics

 **U.S.-Made Toys In High Demand** - 13 hours ago
With time running short until Christmas, parents who've sworn off toys from China are facing a...

 **Berated At The Border** - 14 hours ago

Webnote

Welcome to Netvibes!

This is your personalized page, you can now modify everything: move modules, add new RSS/ATOM feeds, change the parameters for each module, etc. Your modifications are saved in real-time and you'll find your page when you get back on Netvibes.com. If you want to be able to access your page from any computer, you can sign in (at the top right) with your email and a password.

The content is available from the "add content" button at the top left of this page.

Feel free to check the Netvibes blog to stay tuned about new features on the site.

To Do List

- Buy milk
- New To Do

1. CREATE SLIDE SHOW

2. SAVE SLIDE SHOW

3. SHARE SLIDE SHOW

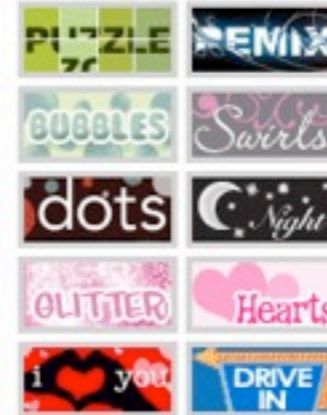


LIMITED Premium (\$0.99 USD):



Available until September 2, 2008!
LAST DAY!!

Preset Designs:



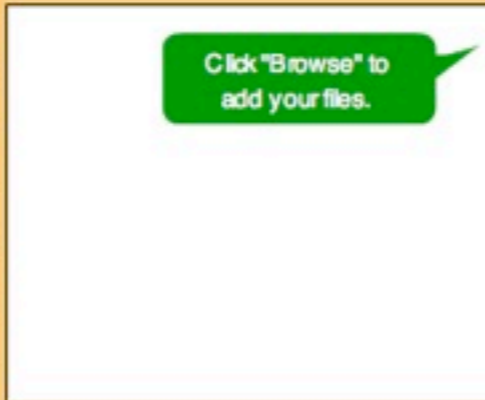
[view more](#)

[clear](#)

Add Images From:

- [My Files](#)
- [Search!!](#)
- [Friendster](#)
- [Bebo](#)
- [MySpace](#)
- [Slide](#)
- [Photobucket](#)
- [Facebook](#)
- [Flickr](#)
- [Image URL](#)

UPLOAD your own Images

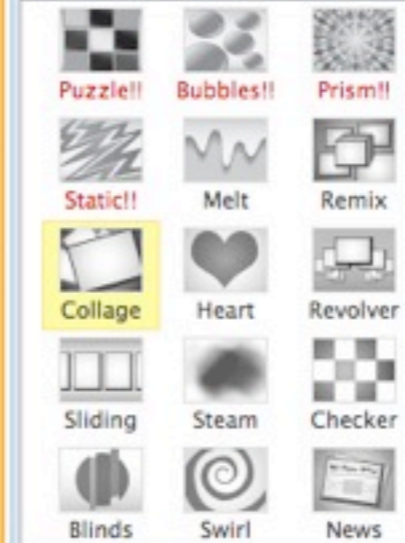


[Browse](#)
Click "Browse" to select files.
Use CTRL to select multiple files

Problems? use our [other file uploader](#)

Customize your Design:

Your pick: Collage (default)



Styles

- [Skins](#)
- [Themes](#)
- [Music/Video](#)
- [Background](#)
- [Effects!!](#)
- [Size](#)
- [Privacy!!](#)

Speed [Medium](#) [View more](#)

How TripIt Works

1

Just email TripIt your travel plans—no matter where you booked.



2

TripIt builds you a master itinerary with all your plans and more.



3

With TripIt, it's easy to share, print and access your itinerary from anywhere.



Just forward your travel confirmation emails to:

plans@tripit.com

[Learn More](#)

TripIt is a personal travel assistant that automatically organizes all your travel plans. TripIt is free and makes it easy to...

- Quickly organize all your travel plans -- flights, hotels, cars, trains, cruises and more
- Automatically get itineraries with all your plans, weather, maps, restaurants and more
- Easily access your itineraries via paper, email, personal calendar or [mobile device](#)

All aboard!

Now add Cruises
to your TripIt itineraries!



Welcome to Triplt! We received your travel plans and your travel itinerary is ready. We've also automatically added daily weather and local maps to your itinerary.

[Please follow this link to view your Triplt itinerary.](#)

Your new Triplt account information is:

Account ID: porter@bokardo.com

Password: [REDACTED]

Triplt gets better when you share it with your friends. It's easy to [Add Friends](#) and then view each other's travel calendars, or share itineraries with friends or fellow travelers. who and what you want to share.

Happy Travels!

The Triplt Team

support@tripit.com

By clicking the above link, you indicate your agreement to the Triplt [user agreement](#).

About Triplt

Whether you're traveling for pleasure or business, Triplt makes life on the road easier by automatically organizing all your trip details into one master itinerary. Should you forget your travel plans, no worries. No matter where in the world you are, all your plans are safe and at your fingertips. Plus, Triplt automatically provides helpful information like weather and more, so you're always ready to hit the road. Triplt even makes it easy to share and plan trips with your friends, family and colleagues. Triplt. Organize your travel

posterous™ is the place to post everything. just email us.

step 1 | ~~Create an account~~

Skip it! No setup or signup

step 2 | Email anything to post@posterous.com

Attach photos, video, MP3's, and files

step 3 | See the site you made

We reply instantly with your new posterous at
<http://yourname.posterous.com>

Try it now by emailing post@posterous.com from



...or any other mail program. Posterous works wherever you have email.

[Email post@posterous.com](mailto:post@posterous.com) »

Or see what others are posting...



domch's kalamari



Holy Kaw! (as in
"Holy Cow!")



Top of the Desk



Martin's
posterous



Ideas, images and
cultural
expressions



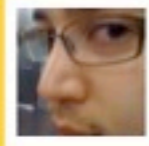
sleph:posterous

Explore
thousands
more »

Questions? [Answers](#)



dlifson invited you to DJ their station...



dlifson Listening to Rural Alberta Advantage after @fredwilson tumblogging about them. Enjoying the drumming on this track

The Dethbridge In Lethbridge – The Rural Alberta Advantage | [pause](#)

POSTED ON DEC 22 AT 5:57 AM | [BUY THIS MP3](#)



ACCEPT INVITATION

Take a video tour of Blip.fm



What do I get when I sign up?

Access to millions of streaming songs

Your own music station

A station programmed by your friends

An audience of music enthusiasts

Integration with

See it in action [here](#).

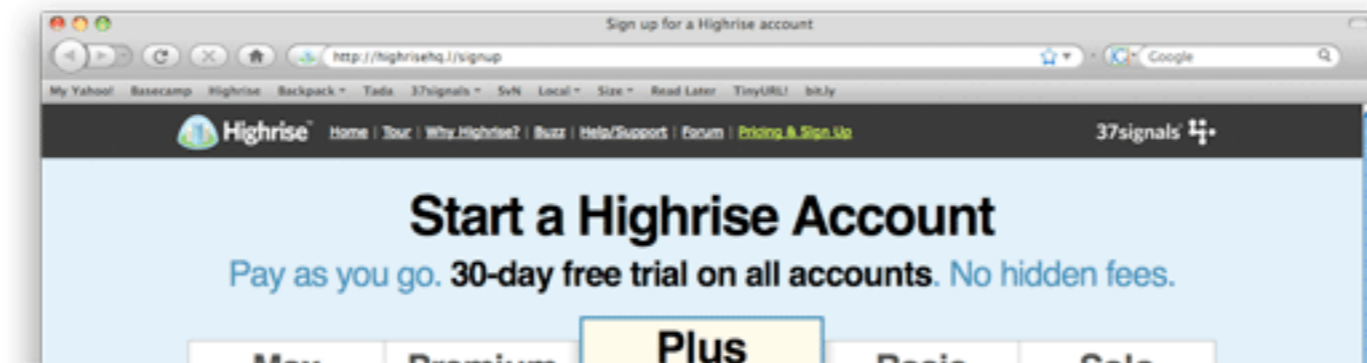


2. Write to Reduce Commitment

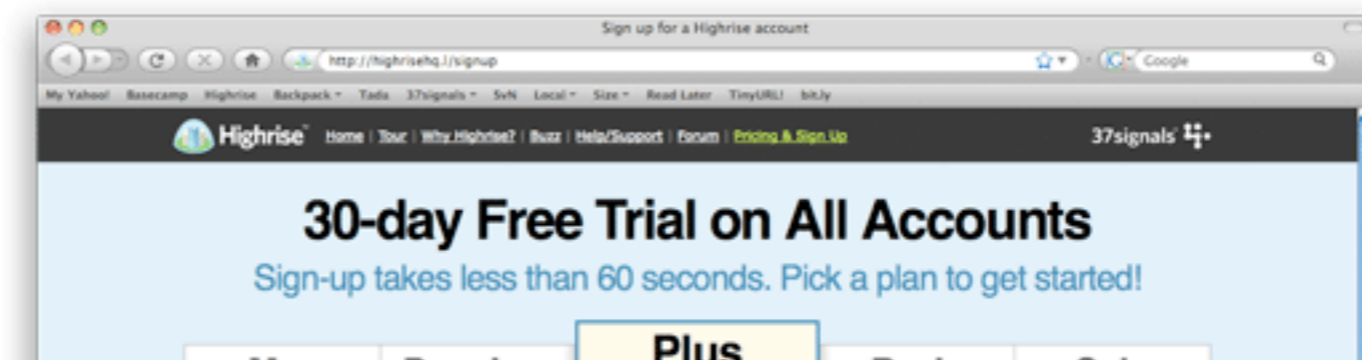
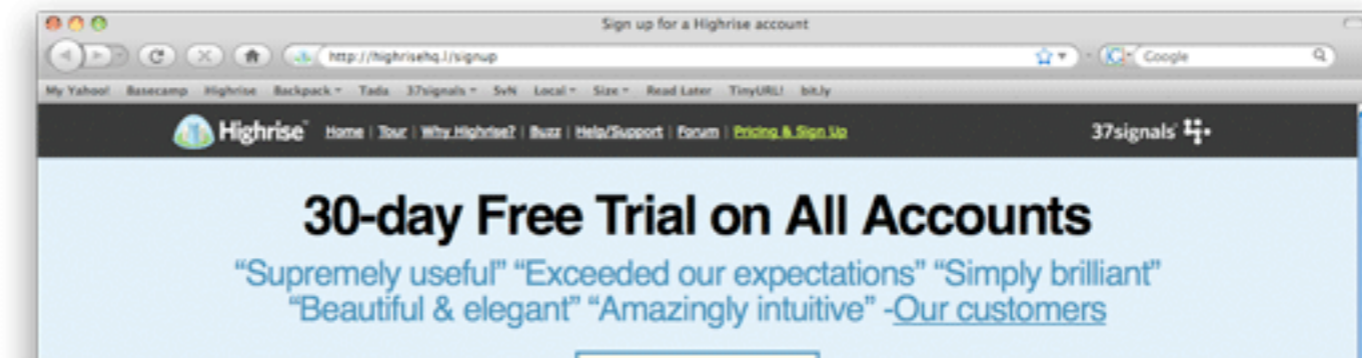
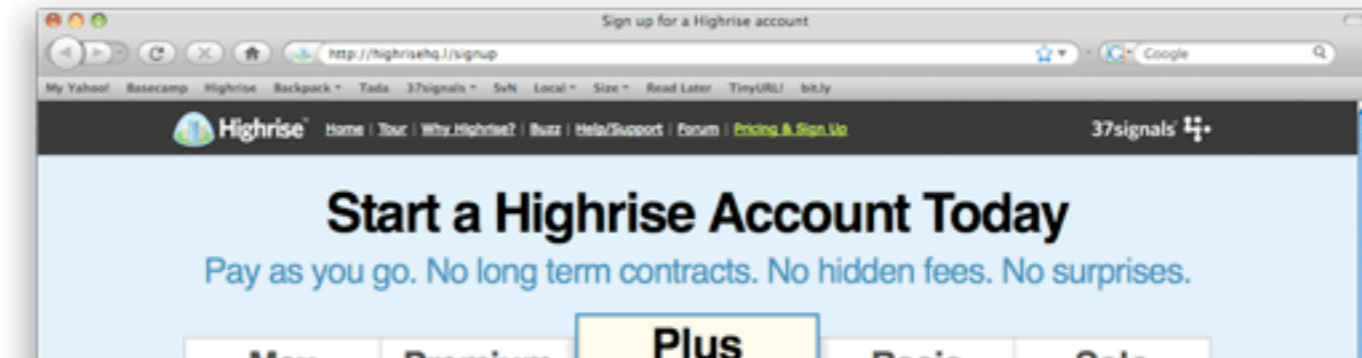
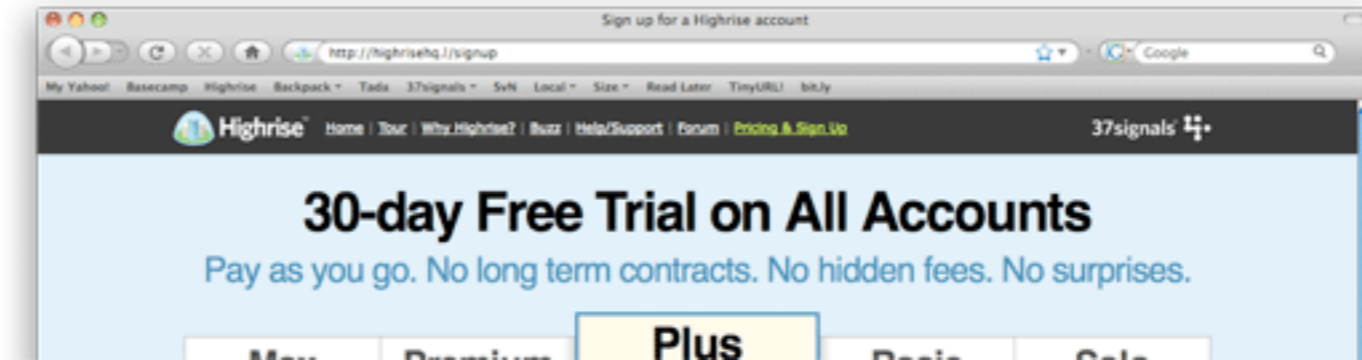
Copywriting is the easiest, fastest way to improve your sign-up process.

Highrise A/B testing

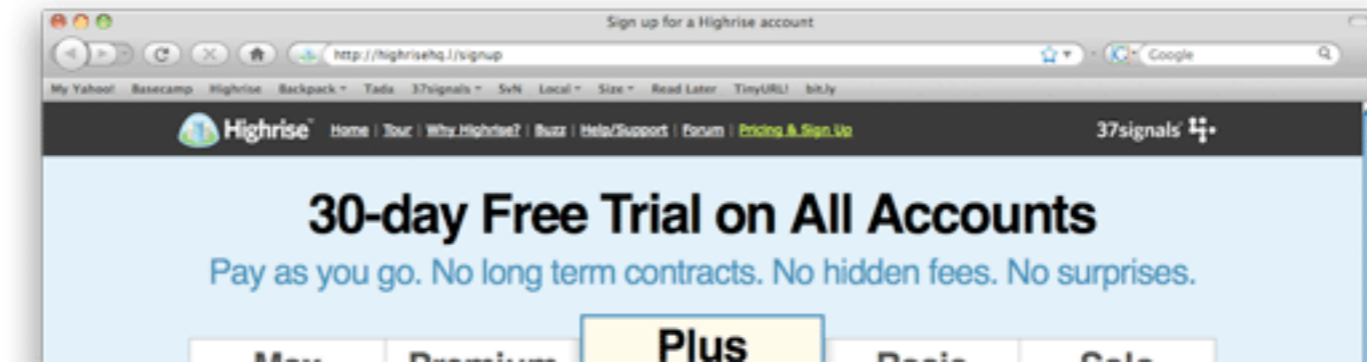
Original



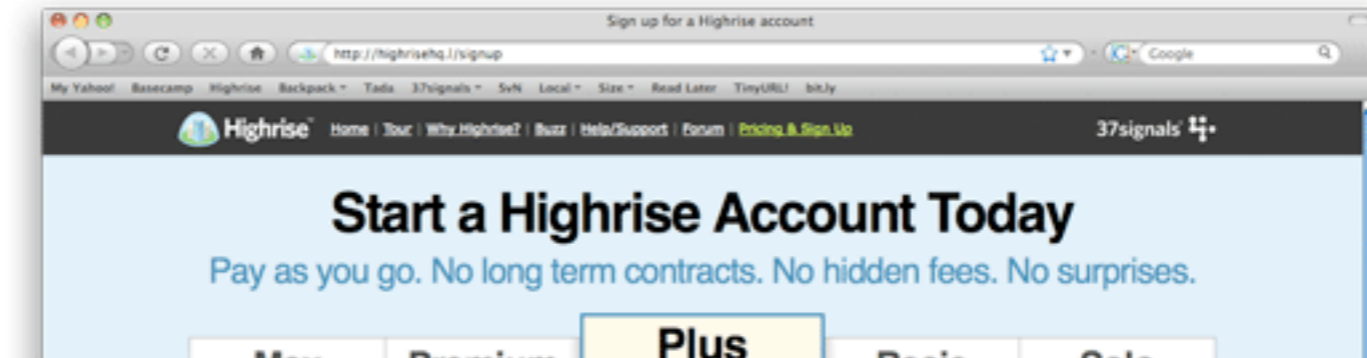
Can you guess
which one
worked best?



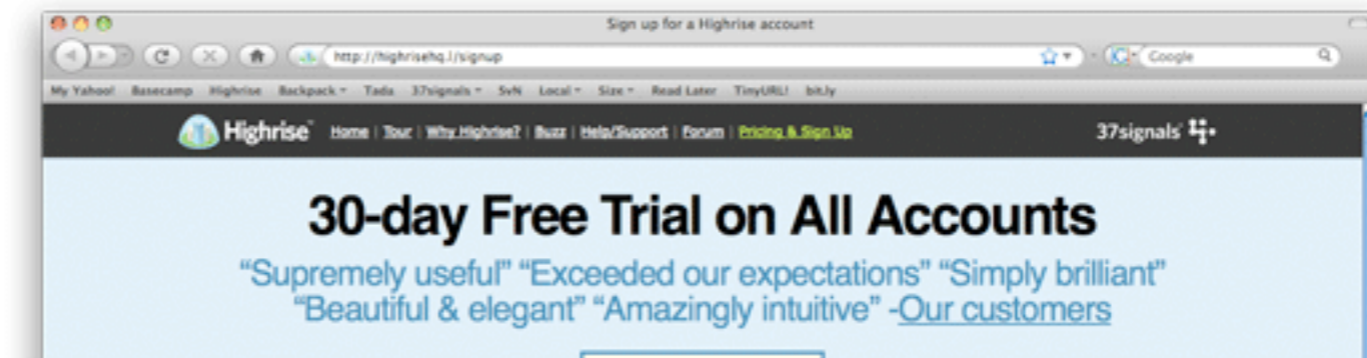
2nd place
27% improvement



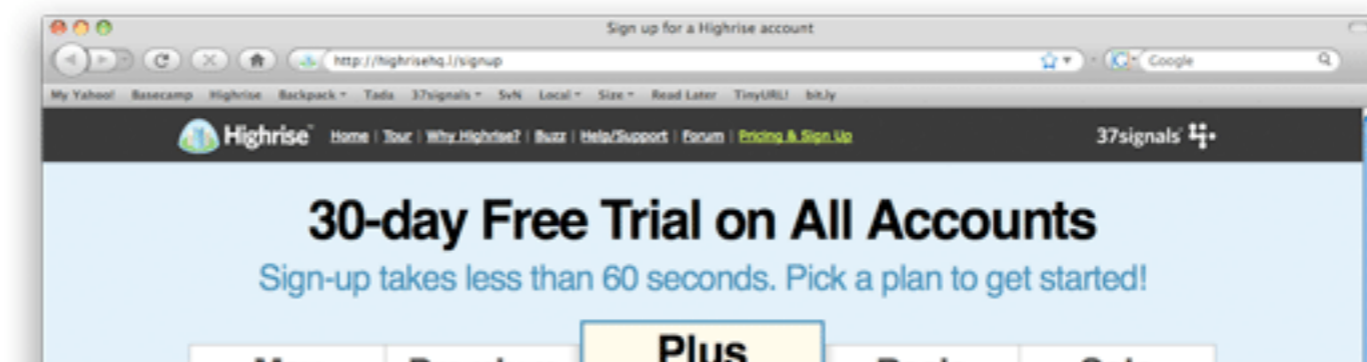
3rd place
15% improvement



4th place
7% improvement



1st place
30% improvement



{Plan}
Your Budget

Looks like an error.
Doesn't look actionable.

<< August 2008 >>

Planned Income for August

CATEGORY	PLANNED INCOME
<input type="text" value="my paycheck"/>	<input type="text" value="4,000.00"/>
TOTAL	\$4,000.00

Need to [add a new category](#) to your budget?

Planned Expenses for August

Monthly Expenses

CATEGORY	TO SPEND IN AUGUST
<input type="text" value="car gas"/>	<input type="text" value="250.00"/>
<input type="text" value="car insurance"/>	<input type="text" value="50.00"/>
<input type="text" value="."/>	<input type="text" value="."/>

Plan
Your Budget

Enter
Your Receipts

Review
Your Spending

save your budget

your e-mail address

create a password

FREE TRIAL
30 DAYS

SUBSCRIBE
JUST \$3 A MONTH

{Plan}
Your Budget

<< August 2008 >>

Planned Income for August

CATEGORY	PLANNED INCOME
<input type="text" value="my paycheck"/>	<input type="text" value="4,000.00"/>
TOTAL	\$4,000.00

Need to [add a new category](#) to your budget?

Planned Expenses for August

Monthly Expenses

CATEGORY	TO SPEND IN AUGUST
<input type="text" value="car gas"/>	<input type="text" value="250.00"/>
<input type="text" value="car insurance"/>	<input type="text" value="50.00"/>



Actionable.
Inviting. Good copy.
25% improvement.

3. Levels of Description

Describe the benefits and features in increasing depth

LEVEL 1

Elements: tagline, one-line description of service, logo, screenshot

Elevator pitch



Convinced?

Sign up



Not Convinced?

LEVEL 2

Elements: free trial, product tour, screencast/video, social influence, benefits

Learn More



Convinced?

Sign up



Still Not Convinced?

LEVEL 3

Elements: feature descriptions, support forums, product tutorials, case studies

In-depth



Convinced?

Sign up



Really Not Convinced?

Call or Email

Have a special offer? Enter Code:

Sign up today and try Netflix for FREE!



- Free shipping - Both ways
- Classics to new releases to TV series
- Cancel anytime
- Watch movies instantly on your PC

Start here

Email Address

Example: Cindy@aol.com

Create a Password Re-type Password

4-10 characters (case sensitive)

Enter Zip Code 

Secure Server

We value your privacy. Netflix will not sell or rent your email address to third parties.

How Netflix Works:

1 Over
100,000
DVD Titles



Create your list of
movies online

2 Free Delivery
in about
1 Business Day



We rush you DVDs
from your list

3



Keep each movie
as long as you want

4

Prepaid
return
envelopes



Return a movie
to get a new
one from your list



Want to learn more?

[FREE Trial offer details](#)
[Browse our selection of movies](#)
[Learn more about Netflix](#)

Questions?

Call 1-800-715-2135
24 hours a day

Have a special offer? Enter Code:

Sign up **LEVEL 1** today and try Netflix for **FREE!**



- Free shipping - Both ways
- Classics to new releases to TV series
- Cancel anytime
- Watch movies instantly on your PC

Start here

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Example: Cindy@aol.com

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Sign up today and try Netflix for FREE!



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- Classics to new releases to TV series
- Cancel anytime
- Watch movies instantly on your PC

LEVEL 2

Start here

Email Address

Example: Cindy@aol.com

Create a Password Re-type Password

4-10 characters (case sensitive)

Enter Zip Code 

Secure Server

We value your privacy. Netflix will not sell or rent your email address to third parties.

How Netflix Works:

1 Over
100,000
DVD Titles



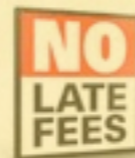
Create your list of
movies online

2 Free Delivery
in about
1 Business Day



We rush you DVDs
from your list

3



Keep each movie
as long as you want

4

Prepaid
return
envelopes



Return a movie
to get a new
one from your list



Want to learn more?

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DVD Titles



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in about
1 Business Day



We rush you DVDs
from your list

3



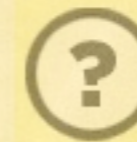
Keep each movie
as long as you want

4

Prepaid
return
envelopes



Return a movie
to get a new
one from your list



Want to learn more?

[FREE Trial offer details](#)[Browse our selection of movies](#)[Learn more about Netflix](#)

Questions?

Call 1-800-715-2135

24 hours a day

LEVEL 3

4. Leverage Social Influence

Let undecideds observe the actions of current users

Review of the Day

[Archive »](#)

Voted by our members!



Shoe Stop

Absolute recommend without reservations! I took in approximately 14,387 pairs of shoes yesterday that all needed a little something. Not only were they all ready today (!!!!) but I got a phone call... [Read more »](#)

Viola P.

Mayor of Awesome Town

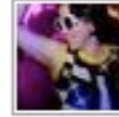
Fresh Lists

[More »](#)

The newest of our users' favorites



[My pupcake list!](#)
Where's all the cupcakes you ask?



[I live in the Mission](#)
"The Mish," as I like to call it.



[Sammich?](#)



[Yummified Destinations](#)
Some of my favorite dining destinations in the Bay Area.



[Bernal Heights & Mission-Bernal](#)
Bernal Heights exemplifies the concept of the San Francisco village-neighborhood . It's less polished than Noe Valley, but has more character than...

Yelp.com

New Reviews Near You



Little Sichuan Restaurant

1 minute ago

Scrolling down, there is one 5-star review, from a local Sichuanese, and I...



Fog City Diner

1 minute ago

Worst Customer Service of any restaurant in the City maybe even California....



Chuck E Cheese's

1 minute ago

I give this one star to all the Chuck E Cheeses in the Bay Area. I wish...

[More New Reviews Near You »](#)

Featured Yelpers



Annie S.
Hi, I'm a food junkie.



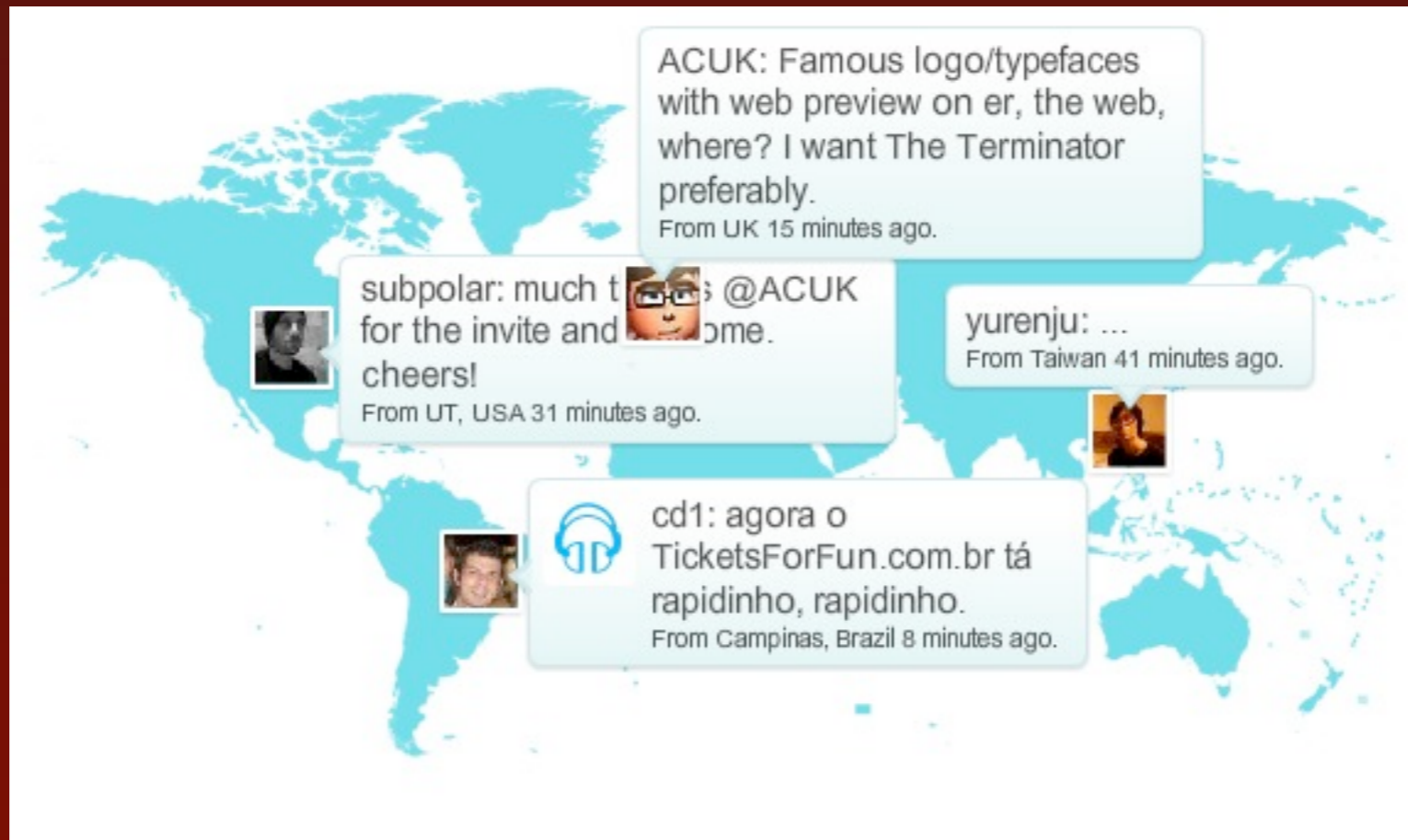
jill s.
Don't you wish your girlfriend...



Miranda G.



Christina C.
Live life to the Fullest



Suddenly, it seems as though all the world's a-twitter.

Newsweek

Twitter is the first thing on the web that I've been excited about in ages.

Jason Kottke, Blogger

It's one of the fastest-growing phenomena on the Internet.

New York Times

Sign-up Summary

**Sign-up is not about filling in forms.
It's about motivation.**

1. **Practice Immediate Engagement** - get people using your software as quickly as possible
2. **Write to Reduce Commitment** - write copy that suggesting sign-up is a walk through the park, not signing your life away
3. **Provide Levels of Description** - different people need different levels of description depending on how much motivation they already have
4. **Leverage Social Influence** - use the influence of others to help convince people that this is right for them

2

The First-time Use Problem

People are giving your software a try, but they don't know what to do or how to get going.

Symptoms

"I'm not sure what to do now."

"I set up my profile. Now what?"

"I don't want to learn something new. I need to start immediately."

"Where are my friends?"

...

Bank Accounts

https://bokardo.lessaccounting.com/bank_accounts

Bokardo Design trial account

Chat | Forum | Email | FAQ | Share | Logout

Dashboard Money In Money Out Watch Money Contacts Import Data Time Tracking Settings My Account

Bank Accounts

[Add New Bank Account](#)

➔ Automatic Importing

or


➔ Manage Data Yourself

Don't worry, you can switch the method later


Name (click to edit)	Starting balance ?	Current balance ?	Last reported balance ? ? ? ?

Nightly Bank Data Aggregation

You can add/edit/remove automatic importing by going through the "Add new Bank Account" process. [Start now!](#)



Security and Compliance

 First, we're read only, we cannot and do not push any data back to your bank. We cannot change anything on the side of your online bank. Think of this as your bank's RSS feed except secure.

Less Accounting employs leading-edge technologies, standards, and business practices to protect your data. Our data aggregation provider has multiple patents granted or filed on various aspects of our technology including security infrastructure and data acquisition framework.

Transfer Funds

[Take me to the Transfer Funds page](#)

LessAccounting: Intimidating first view (what to do?)

Welcome to Hunch! Hunch is a decision-making tool, built by its users. In ten questions or fewer, Hunch gives you its best hunch of what you would like. Read the [FAQ](#) for help, post to the [forums](#) for questions or suggestions, and let us know how we can make Hunch help you. We're glad you're here.

Now go make some decisions!



Hi bokardo!

Topics

Featured

[Recent](#)

[Random](#)

[For You](#)

- | | | |
|--|---|-----------------|
| | <p>What music video should I watch?</p> <p>Created by will - contributions by mccallan, ictus, gerddie</p> | 176 plays 1 ★ |
| | <p>What's a good gift for him?</p> <p>Created by tfelice - contributions by tom, chris, thudson</p> | 124 plays 2 ★ |
| | <p>What should I do to de-stress?</p> <p>Created by laurengabriela - contributions by thudson, kelly, jon</p> | 273 plays 1 ★ |
| | <p>Which dystopian book should I read?</p> <p>Created by chris - contributions by tristantzara, judson, covs97</p> | 171 plays 3 ★ |
| | <p>Which opera should I listen to?</p> <p>Created by ictus - contributions by stormlight, thudson, n_s2</p> | 77 plays 2 ★ |

People

Active

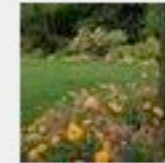
[Most Followed](#)

[Like You](#)

[Unlike You](#)

Teach Hunch About You

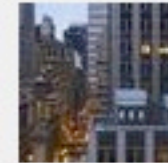
Where is your home located?



In the suburbs



In a rural area



In a major city

[Skip this question](#)

Invite a Friend

 [Next ▶](#)

3 invitations left | [View your invitation history](#)

Hunch Blog

Posted April 20

Presenting the Hunch "academic" API

Today we are releasing a limited form of the Hunch API. We call it the "academic" version, since it will be primarily interesting to academics working in machine learning. As [Caterina mentioned](#) on her blog the other day, Hunch users have answered millions of questions over the last few weeks (about 4.8 million as of today). This means that we have millions of answers to the "taste profiling" questions in Teach Hunch About You, along with hundreds of thousands ...

[Read more](#)

Hunch: Excellent getting started features (questionnaire is addictive)

« [Home](#)

Teach Hunch About You

📊 Thanks! **13%** of respondents also chose that answer!

Do you like bumper cars?

- ▶ Yes
- ▶ No



[Skip this question](#)

◀ [Back](#)

Your answer helps Hunch give you better results. [How does this work?](#)

[« Home](#)

Teach Hunch About You



Thanks! **79%** of respondents also chose that answer!

Are you:

- ▶ [Male](#)
- ▶ [Female](#)


[Skip this question](#)

[◀ Back](#)

Your answer helps Hunch give you better results. [How does this work?](#)

« [Home](#)

Teach Hunch About You

 Thanks! **41%** of respondents also chose that answer!

Which fries would you prefer to munch?



Steak fries



Frozen "crinkle" fries



McDonald's Fries



Burger King Fries



Bistro-type frites




Not a fan of fries

[Skip this question](#)

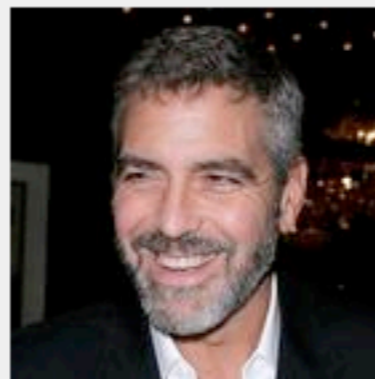
◀ [Back](#)

« [Home](#)

Teach Hunch About You

 Thanks! **50%** of respondents also chose that answer!

Who do you find most attractive?



[Skip this question](#)

◀ [Back](#)

Help

Topics

[How Hunch Works](#)
[Adding and Training Topics, Questions and Results](#)
[My Account and Profile](#)
[Cred, Banjos and Badges](#)
[Hunch Inc.](#)
[Miscellaneous](#)

[Take the Hunch Tour](#)

[Help Forum](#)

How Hunch Works

[Top](#) ↑

What is Hunch?

Hunch is a decision-making tool that's customized for you. After asking you 10 questions or less, Hunch will provide a concrete result for decisions of every kind. Because Hunch is powered by user input, it gets smarter each time someone contributes to it. [link](#)

How do users contribute knowledge to Hunch?

Contributions can take many forms. When Hunch proposes a decision result, it will also show you why it proposed what it did. If you disagree with some of the reasoning, you can correct it. If you think Hunch missed asking a crucial question, you can submit one. And if you think Hunch is missing a good result, you can add that, too. Hunch collects and organizes all this input so that it becomes smarter for the next user. [link](#)

How accurate should I expect Hunch's results to be?

Hunch gets smarter in two ways. First, since Hunch is powered by collective user knowledge, decision topics mature over time. Newly submitted topics often won't be very smart at first, but as more and more people train and refine them, the topics will get much smarter. Second, Hunch's decision outcomes will become increasingly customized for you the more Hunch gets to know you. How does that happen? By your trying many topics and also answering the 'Teach Hunch About You' questions which appear on the top right of the homepage. [link](#)

How does Hunch make money?

Some of the decision result pages on Hunch link to external sites where you can purchase the product or service that Hunch proposed. If you do, Hunch may earn a referral fee from the merchant. The presence of a link to a retailer has no effect on the decision outcomes Hunch proposes. Within a given topic, it's likely that some result pages will link to an online retailer, and others won't. Some topics don't have these sorts of links at all. [link](#)

Cohort Analysis (sample)

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
January	100%	20%	19%	13%	13%	10%	12%	11%	7%	7%	7%	?
February	100%	21%	16%	13%	11%	9%	9%	7%	7%	7%	?	
March	100%	24%	20%	17%	15%	13%	11%	10%	10%	?		
April	100%	31%	27%	24%	19%	15%	12%	12%	?			
May	100%	31%	27%	25%	21%	18%	16%	?				
June	100%	39%	28%	24%	20%	19%	?					
July	100%	40%	33%	27%	23%	?						
August	100%	47%	41%	32%	?							
September	100%	52%	43%	?								
October	100%	53%	?									
November	100%	?										
December	?											

One-time Setup

One Time Setup

Set up your account with this one time setup page. It only takes a minute.

We're Here to Help

Call us at 1.866.303.6061
9am - 6pm EST

Set Your Timezone

(GMT-05:00) Eastern Time (US & Canada) ▾

Automatically adjust system date and time for daylight saving time

Set Your Timezone

Set the time and date of your system to your timezone.

Set Your Currency

Currency Code: USD United States Dollars ▾

Currency Symbol: \$ ▾

Set Your Username and Password

Username: porter@bokardo.com

Password: *****

Confirm Password:

Email Address: porter@bokardo.com

Enter Your Profile

Organization Name: Bokardo Design

Country: [Choose One] ▾

Street Address:

City:

Great Copy:

Reducing Commitment

1. How long does this take? *"It only takes a minute"*

2. How often will I have to do this? *"One Time Setup"*

3. What if I screw up? *"We're here to help"*

Note that this is NOT OPTIONAL.

Enter Your Profile

Organization Name: Bokardo Design

Country: [Choose One]

Street Address:

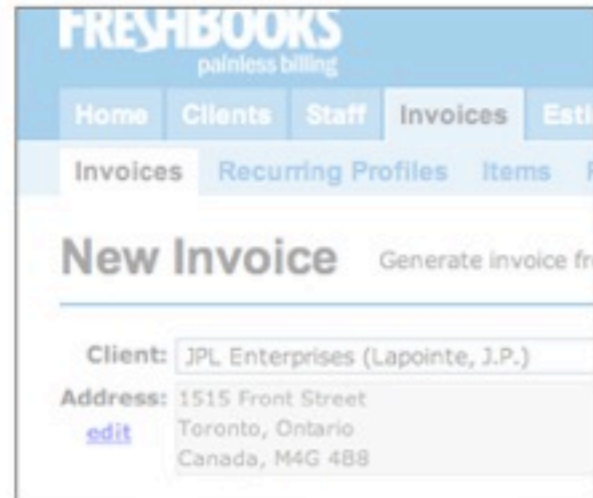
City:

Build it in

Welcome. What would you like to do first?

Create an Invoice

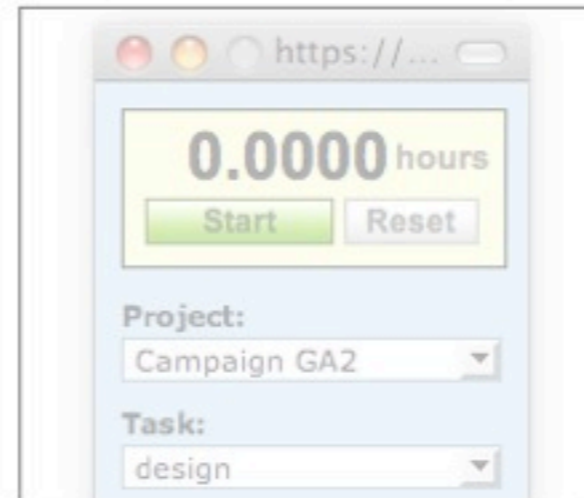
Create your first invoice and send it to your client by email or by ground mail via the US Post.



The screenshot shows the 'New Invoice' form in the FreshBooks interface. The header includes the FreshBooks logo and navigation tabs for Home, Clients, Staff, Invoices, and Estimates. Below the navigation, there are sub-tabs for Invoices, Recurring Profiles, and Items. The form is titled 'New Invoice' and includes a 'Generate invoice from' button. The 'Client' field is populated with 'JPL Enterprises (Lapointe, J.P.)'. The 'Address' field is populated with '1515 Front Street, Toronto, Ontario, Canada, M4G 4B8'. There is an 'edit' link next to the address.

Log Timesheet Hours

Enter the time spent for projects you are currently working or log hours with the start/stop timer.



The screenshot shows a browser window displaying the timesheet timer. The timer shows '0.0000 hours' with 'Start' and 'Reset' buttons. Below the timer, there are dropdown menus for 'Project' (set to 'Campaign GA2') and 'Task' (set to 'design').

Add Your Branding

Customize the look of your account by uploading your company logo and changing your system colors.



The screenshot shows the 'Color Picker' interface. It includes a title 'Color Picker' and a description: 'Use the color picker below to create your own custom colors. Custom colors should be entered in (Red Red Blue Blue) hexadecimal format.' Below the description, there are two color selection areas: 'Area 1' with a color code of '#2C5E07' and 'Area 2' with a color code of '#7BAD1C'. A large color selection area is visible on the right side of the interface.

or [go to your FreshBooks homepage.](#)

Futuristic Play by @Andrew_Chen

Analysis on viral marketing, freemium, design, and online ads

New here? Try these links:

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50+ essays on viral marketing, gaming, and ads
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Bio, contact me, and more
3. [Never miss a new essay](#)
Receive updates by [email](#) or [RSS feed](#) or [Twitter](#)

Or, jump to essay topics:
[Viral marketing](#)
[Engagement and design](#)
[Freemium and ad monetization](#)
[Metrics and targeting](#)
[Media and games](#)

3 key ideas from a recent Freemium dinner conversation

19 Comments



Freemium pow-wow!

My friend [Charles Hudson](#) and I recently co-hosted a dinner conversation on the topic of Freemium business models. First, a quick blug: if you aren't reading [Charles's blog](#), you should check it out! He runs BD at Serious Business up in San Francisco, and also has put on a number of great conferences like the [Social Gaming Summit](#).

Anyway, we had a bunch of interesting people on hand, including folks who were working on monetization from a bunch of companies. The dinner was generously hosted by Bluerun Ventures, and we ate a lot of pizza. We had folks from places like

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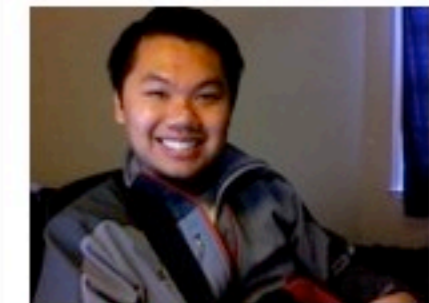
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Hi, my name is Andrew Chen and I'm an entrepreneur and blogger based in Silicon Valley

voodoo@gmail.com

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[Email updates »](#)



[RSS updates »](#)



6768 readers
BY FEEDBURNER
3366 Followers

Blog Feature: So underutilized..new here?

List of Invoices

[New Invoice](#)

Archive
 Delete
 Enter Payment
 Print
 Send
 Pay
 Copy

<input type="checkbox"/> Invoice	Client Name	Description	Date ▼	Total (USD)	Status
<input type="checkbox"/> 0000001	Sample Organizat...	Sample invoice for two ...	01/08/08	323.90	draft edit

active | [archived](#) | [deleted](#)

Invoice Totals: \$323.90

Want help getting started?

The **Invoice Tab** allows your business to create and manage invoices.

- You can create invoices for clients using the **New Invoice** button.
- You can create items that are frequently used in the invoice using the **Items** sub-menu.
- Recurring invoices can be created from the **Recurring Profiles** sub-menu.
- The administrator can customize the logo appearing on the invoices, set the currency and taxes, and assign which staff can handle invoices for specific clients.

This message will disappear after 3 invoices have been created.

Invoice Status Legend

draft Invoice created, but you have not notified your client. Your client will not see this invoice if they login.

Freshbooks: Great help screen that disappears after three actions

My Feed

Get Feedback



What's new

04/07

Welcome to Rypple! Use this feed to help keep track of all your great Rypple content.



Did you know?

04/07

Learn how to get useful feedback! Check out the Getting Started video.

My Stats

Requests I've Made

Me

Rypple Avg.

To Advisers:	0	
Using a URL:	0	
Avg. Advisers Per Request:	0	6.2
Adviser Response Rate:	0%	64%
Total Responses:	0	
Feedback Shared:	0	
Good Questions:	0	

Top Attribute:

Feedback I've Given

Total: 0

Top Attribute:

👍 x0 👎 x0

😊 x0 😞 x0 😡 x0 😟 x0

Me

Rypple

Most Popular Attributes ⓘ

No data available. Create some by getting some feedback.

Rypple: Seeding the stream with helpful information

UE Design Firm- Palo Alto
We work with tech clients to make beautiful and easy to use software
www.nectarinegroup.com

17FEET Interactive
Innovative design for web & mobile. We'd love to get to know you!
www.17feet.com

San Francisco Web Design
Make your Competition - Envious, with a Custom built Web Site w/ CMS
www.MaximumImpactWebDesign.com

Ads by Google

My Presentations

http://www.slideshare.net/bokardo

Welcome back, bokardo :-)
Your profile is 57 % complete

Edit Profile



Joshua Porter
Last login: 9 hours ago

- Messages (13)
Get a widget
Create Group/Event
Manage contacts

Who is Joshua?
Location: United States
Work: Founder at Bokardo Design
URL: bokardo.com

My Slideshows (edit all)

7 (7 public)



Designing For Sign Up
1 month ago
182 views, 0 comments
Edit Delete



Designing For Community
6 months ago
2533 views, 1 comment
Edit Delete



Designing For Sign Up
6 months ago
1960 views, 0 comments
Edit Delete

Wall

(3)



jamesb..

2 weeks ago
Just read your book, loved the intro from Douglas Adams! Thanks



marvin..

5 months ago
hi see http://www.slideshare.net/marvindanig/you-suggest your opinions are welcome, tx, cheers marvin

2 years ago

I really enjoyed your slides.

Find my friends >>>

SlideShare is more fun when your friends are on it

Edit Contacts

Following: 14 Followers: 88

Arrange your contacts in lists



factor..



leisa



adarow..



emalone



gavin



dmc500..



iboute..



jeckman



xian

Social Influence

Master The Piano Lessons

A Seasoned Music Teacher's Review Of The Best Piano Training Courses

Piano.SmartGuyReviews.com



Tom

are you using "hide codes" to hide your top friends or comments? try profile 2.0, which lets you hide any module without funky codes.. :-)

) **Mood:** chill 😊 at 9:08 PM Apr 13 [view more](#)

[View My: Photos Videos Blog Playlists](#)

33 / Male
Los Angeles, California, US
Last Login: 4/15/2009

URL www.myspace.com/tom

- Send Message
- Add to Friends
- Add Comment

myspace music Pop Out Player

99 Times
Kate Voegele
01:18 / 03:27

Buy Album Ringtones Add Buy

- 99 Times** by Kate Voegele
- Gravity (Album Ve...** by Nico Vega
- Burn Burn** by Nico Vega
- Even Now (Acoustic)** by Dashboard Co...
- Us Against The World** by Christina Mili...
- Someone Somewhere** by Jesse Ro...
- Rain** by Jeremy Greene feat Bowman

Status and Mood

Tom Anderson are you using "hide codes" to hide your top friends or comments? try profile 2.0, which lets you hide any module without funky codes.. :-)

Mood: chill 😊 at 9:08 PM Apr 13

Tom Anderson Wish Capt. Kirk a happy bday! I'm a big fan, and William Shatner loves myspace friends - I read it in his biography! haha add myspace.com/williamshatner

Mood: excited 🎉 at 7:01 AM Mar 27

Tom Anderson Funny thing is that even TV shows/news were calling our PR office here at MySpace asking if I was dead.. all from people sending texts around!

Mood: alive! 🤖 at 5:51 AM Mar 20

Tom Anderson I am alive and well! No car accident! Thx for your concern! The rumors of my death have been greatly exaggerated ... lol!

Mood: alive! 🤖 at 5:29 AM Mar 20

Tom Anderson myspace.com/diddy <-- add diddy.. he's got some cool stuff coming up. i'm tryin to get over my cold thx for the get well wishes... :)

Mood: better 😊 at 4:13 AM Mar 19

MySpace: All new users are friends with Tom

[View More](#)

- Home
- Groups
- Profile
- Contacts
- Inbox (4)
- Applications

Add Connections



Joshua Porter

Founder, Bokardo Design
What are you working on?



Your profile is 90% complete [Edit]

135 Connections
links you to 3,376,800+ professionals

5,005 New People in your network since April 21

Upgrade now - get the most from LinkedIn

Inbox (4 unread)

Becky Burd	Invitation to connect	Apr 17	take action
Michael Galpert	Invitation to connect	Apr 7	take action
Jeff Krumrine	Invitation to connect	Apr 3	take action
Craig S. Nakano	Invitation to connect	Mar 25	take action

Action Items: Invitations (4), See all messages »

Network Updates

What are you working on now?

Joshua...

Today

STATUS UPDATES (1)

Ben Carcio focused on making our organizational customers look like superheroes. Reply privately - Add comment

APPLICATION UPDATES (3)

John Eckman is planning a trip to New York, NY in May 2009 using My Travel by Triptl

Adam Darowski is using Huddle Workspaces to collaborate. Collaborate with Adam .

Alex de Carvalho uploaded a new presentation Listening to your community: lessons learned on SlideShare

People you may know

- Tara Hunt
Marketing Lead, Intuit Partner
Platform at Intuit, Inc.
 - Victor Lombardi
Advisory Board Member at
Information Architecture Institute
 - Louis Rosenfeld
Publisher at Rosenfeld Media, LLC
- [See more »](#)

The Plum Card from American Express OPEN[®]

AMERICAN EXPRESS BUSINESS
3759 876543 21001
JIM DAVIS 07
MUSIC DIRECT

LEARN HOW
SUCCESSFUL BUSINESSES CAN BENEFIT
- ROLLOVER HERE -





Featured Applications on LinkedIn

LinkedIn: People you may know is an extremely powerful feature



Look who else is here. Start following them!

Maybe you've heard of these Twitter users? Select the people you'd like to start following.

<input checked="" type="checkbox"/> Select All		
<input checked="" type="checkbox"/>	 samantha ronson	Don't be mad, UPS is hiring.
<input checked="" type="checkbox"/>	 David Pogue	Tech columnist, NY Times; CNBC tech dude; Missing Manuals creator, dad of 3!
<input checked="" type="checkbox"/>	 The New York Times	Where the Conversation Begins. Home page stories from NYTimes.com, special features and more.
<input checked="" type="checkbox"/>	 Ana Marie Cox	There is no such thing as adventure. There's no such thing as romance. There's only trouble and desire.

You'll be following



Finish

[Skip this step](#)

Twitter: Defaults you into following ~15 people



Send Ronald a Message

Poke Ronald

Ronald is new to Facebook:

Suggest Friends for Ronald

Ronald's progress:

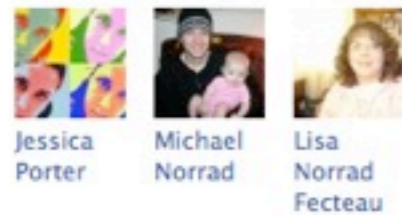


Information

Birthday: June 14, 1949

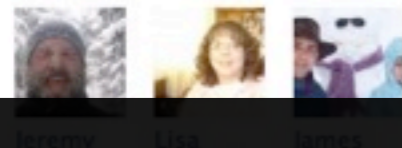
Mutual Friends

5 friends in common See All



Friends

7 friends See All



Ronald Porter is setting up his facebook and wants some friends! about an hour ago

Wall Info Photos

Write Post Link Post Photo Family Tree Builder Da...

Write something...

Post

All Posts Posts by Ronald Posts by Others Wall-to-Wall

Today

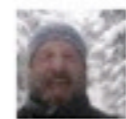
Ronald is now friends with Joshua Porter, Melissa Lasselle Porter, Michael Norrad and James Morin. 12:03pm - Comment - Like



Lisa Norrad Fecteau wrote at 10:49am Hi Uncle Ron. Welcome to Facebook! Wall-to-Wall - Write on Lisa's Wall



Ronald is now friends with Lisa Norrad Fecteau. 10:47am - Comment - Like



Jeremy Porter wrote at 10:39am nice choice for the profile pic. Wall-to-Wall - Write on Jeremy's Wall



Ronald is now friends with Jessica Porter. 10:34am - Comment - Like



Ronald is setting up his facebook and wants some friends! 10:32am - Comment - Like



Ronald changed his profile picture. 10:31am - Comment - Like



Jeremy Porter wrote at 10:31am be careful, this thing can become addicting... Wall-to-Wall - Write on Jeremy's Wall



Ronald is now friends with Jeremy Porter. 10:30am - Comment - Like



Ronald joined Facebook. 10:18am

Advertise

Dan Auerbach Solo Album



The Black Keys singer/guitarist's solo debut mixes psychedelia, soul music, loud and soft guitars. On vinyl and CD at nonesuch.com.



New Jason Isbell album



Jason Isbell and The 400 Unit's new album is available now! Click for tour dates. "Not to be missed." - ROLLING STONE.

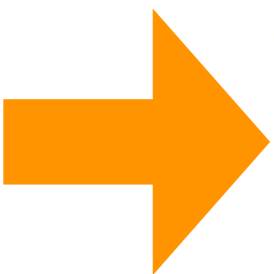


Trick to Whiter Teeth



Learn the teeth whitening secret discovered by a mom to turn yellow teeth white. You can try it for free.

More Ads



Facebook: Helping others get started

**Tell me about
Yourself**



SHARE WITH EVERYONE

MAD MEN

PREMIERES AUG 16
SUNDAYS 10/9C



PRIVACY POLICY. COPYRIGHT 2009 AMERICAN MOVIE CLASSICS COMPANY LLC. ALL RIGHTS RESERVED. CHARACTER ILLUSTRATIONS BY DYNA MCE

Mad Men Avatars: Imagine yourself hanging with Don Draper



Customized Avatars: Gaming has been doing this for a long time

Tell us which artists you like

We'll recommend you new music and calculate your music compatibility with your friends on iLike. The more artists you rate, the better.



Thievery Corporation



Carrie Underwood



Keith Urban



Coldplay



Beyoncé



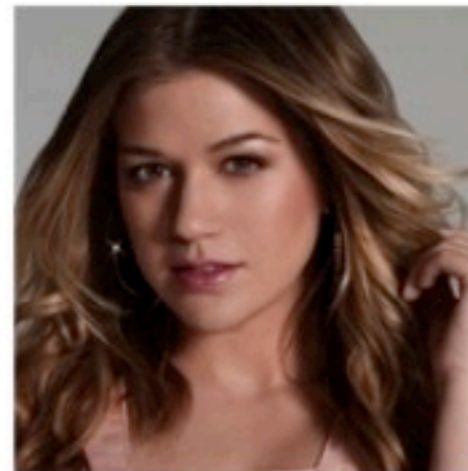
Leona Lewis



Radiohead



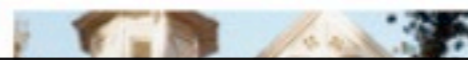
The Beatles



Kelly Clarkson



Pearl Jam



iLike: Tell us what you like

Tell us which artists you like

We'll recommend you new music and calculate your music compatibility with your friends on iLike. The more artists you rate, the better.



Thievery Corporation



Carrie Underwood



Keith Urban



Coldplay



Beyoncé



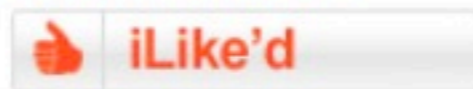
Leona Lewis



Radiohead



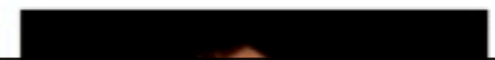
The Beatles



Kelly Clarkson

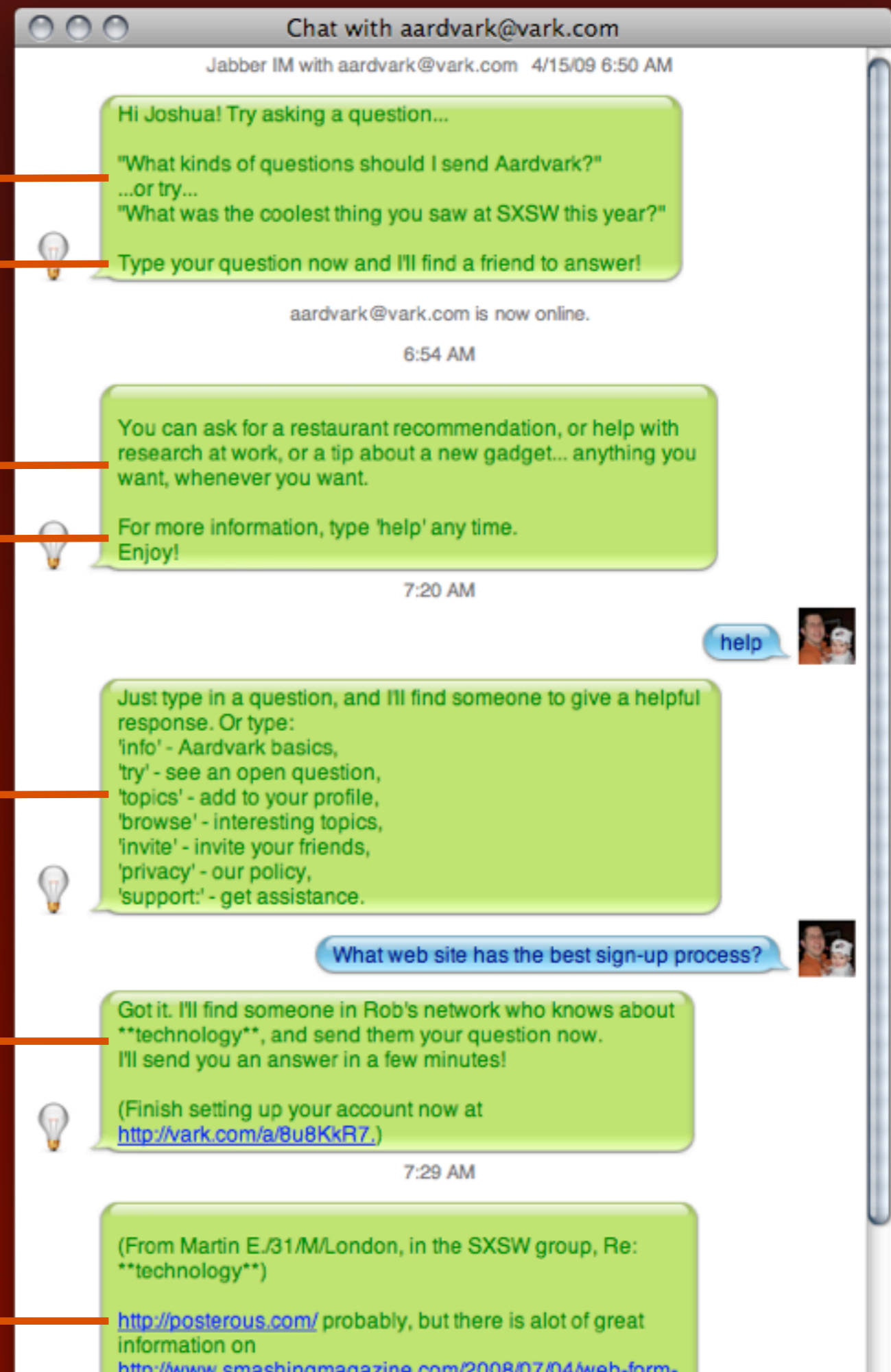


Pearl Jam



iLike: Time sink (people just keep going and going...)

Model Real Conversation



A bot that sounds human.

Clear call to action.

I hadn't replied. Bot tried again.

Always on help!

Help options.

How long will this take?

A darn good answer!

posterous™ is the place to post everything. just email us.

step 1 | ~~Create an account~~

Skip it! No setup or signup

step 2 | Email anything to post@posterous.com

Attach photos, video, MP3's, and files

step 3 | See the site you made

We reply instantly with your new posterous at
<http://yourname.posterous.com>

Try it now by emailing post@posterous.com from



...or any other mail program. Posterous works wherever you have email.

[Email post@posterous.com](mailto:post@posterous.com) »

Or see what others are posting...



domch's kalamari



Holy Kaw! (as in
"Holy Cow!")



Top of the Desk



Martin's
posterous



Ideas, images and
cultural
expressions



steph:posterous

Explore
thousands
more »

Questions? [Answers](#)

Posterous.com They even cross out the step!

Dashboard



Lindsey:

Welcome to Tumblr!

To get started, why don't you try uploading a photo you took recently, or just add a text update about what you did today.

(Then I'll show you some other neat things!)



Post to bokardo.tumblr.com:



Tumblr: Initial login (before 1st post)

Dashboard



Lindsey:

Nice post! It's easy, right?

Your posts will appear on bokardo.tumblr.com for people to read, and Tumblr makes it really easy to customize.

Why don't you try another post. Then I'll show you the Bookmarklet.



Post to bokardo.tumblr.com:



Text



Photo



Quote



Link



Chat

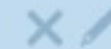


Audio



Video

Great achievement is usually born of great sacrifice, and is never the result of selfishness.



Dashboard



Lindsey:

Looking good.

The Bookmarklet makes it super easy to share the neat things you find around the web.

First, just drag this button to your Bookmarks Bar:

[Share on Tumblr](#)

Then click it to share quotes, images, video, or links to the neat things you find. Why don't you hop over to one of your favorite sites and try it out?



Post to [bokardo.tumblr.com](#):



Text



Photo



Quote



Link



Chat



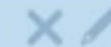
Audio



Video

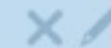
"It has always been my belief that a man should do his best, regardless of how much he receives for his services, or the number of people he may be serving or the class of people served."

— Napoleon Hill



"Great achievement is usually born of great sacrifice, and is never the result of selfishness."

— Napoleon Hill



Dashboard



Lindsey:

It looks like you've got it!

If there's anything else I can help with, please always feel free to send your comments and questions to support@tumblr.com

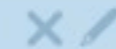
Good luck!



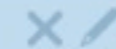
Post to bokardo.tumblr.com:



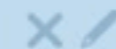
"I design for real people. There is no virtue whatsoever in creating clothing or accessories that are not practical"
— Giorgio Armani



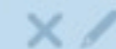
"A common mistake that people make when trying to design something completely foolproof is to underestimate the ingenuity of complete fools"
— Douglas Adams



"It has always been my belief that a man should do his best, regardless of how much he receives for his services"
— Napoleon Hill



"Great achievement is usually born of great sacrifice, and is never the result of selfishness"
— Napoleon Hill



First-time Use Summary

Our role has changed from selling to teaching.

1. Prioritize use first.
2. Build support directly into your software interface.
3. Leverage the influence of others in the system.
4. Don't be afraid to ask people about themselves.
5. Talk in a human, conversational voice.

3

The Ongoing Engagement Problem

The chicken/egg problem endemic to social software -
which comes first, the users or the value?

Symptoms

"This product doesn't do what it says it does."

"I kind of forgot about it."

"I really didn't see anything compelling me to come back."

"None of my friends are here."

"I like my current one better."

...



Harriet Klausner

Why do people write reviews?

Nathan

- Sees himself as a critic
- Sees distinction between someone who just eats and someone who appreciates fine dining
- Sees his role as uncovering injustice and rooting out people who do harm
- Is motivated by venting his frustrations, helping others avoid bad experiences, and an enjoyment in writing

Reputation



Harriet Klausner

- #1 Reviewer on Amazon (old list)
- Reviewing books since 2000
- 17,125 reviews as of Sep '08
- Reads and reviews an average of 5.56 books *per day*
- Gets special treatment:
 - Hundreds of authors want her to read their book
 - Wall Street Journal write-up: <http://www.opinionjournal.com/la/?id=110006483>
 - Time write-up: <http://www.time.com/time/magazine/article/0,9171,1570726,00.html>

SEARCH

People

GO!

BROWSE

[Harriet Klausner's Profile](#)

Customer Reviews:

17125

Reviewer Rank: 1

Helpful Votes: 105795

[Listmania! Lists:](#) 0

Views: 0

Helpful Votes: 0

[So You'd Like To...](#)

[Guides:](#) 0

Views:

Helpful Votes: 0

[Customer Images:](#) 0

Community Features

• [Review Discussion](#)

[Boards](#)

• [Top Reviewers](#)

Guidelines: [Learn more](#) about the ins and outs of Your Profile.

Reviews Written by Harriet Klausner

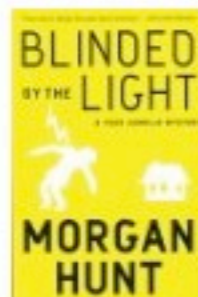
#1 REVIEWER

REAL NAME™

Show:

GO!

Page: [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [6](#) | [7](#) | [8](#) | [9](#) | [10](#) | [11-20](#)



[Blinded by the Light: A Tess Camillo Mystery](#)

by Morgan Hunt

Edition: Paperback

Price: \$10.17

[Add to cart](#)

Availability: In Stock

★★★★★ **excellent amateur sleuth**, August 31, 2008

After battling cancer, nothing bothers Tess Camillo because she realizes the only thing that matters is the cliché of living life to the fullest. Of course she would like a job since the firm she worked for downsized her. When her friend Beth Butler offers her work refining software for her company in New Mexico Tess grabs it.

After Tess is through working at the Bryce Corporation she and Beth decide to visit the Lightning Field; conceptual art that at dawn and dusk turns into a masterpiece and during a storm is incredibly beautiful. They stay at a cabin shared with four other people; they begin to bond after witnessing the Lightning Field at night. However, the next morning Tess sees a body of one of the other guests in the field. The medical examiner decides it is a homicide from an electrical gadget like a taser or cattle prod. Beth has a taser and her fingerprints are the only ones on it. When Beth is arrested, Tess investigates because she knows her friend is innocent.

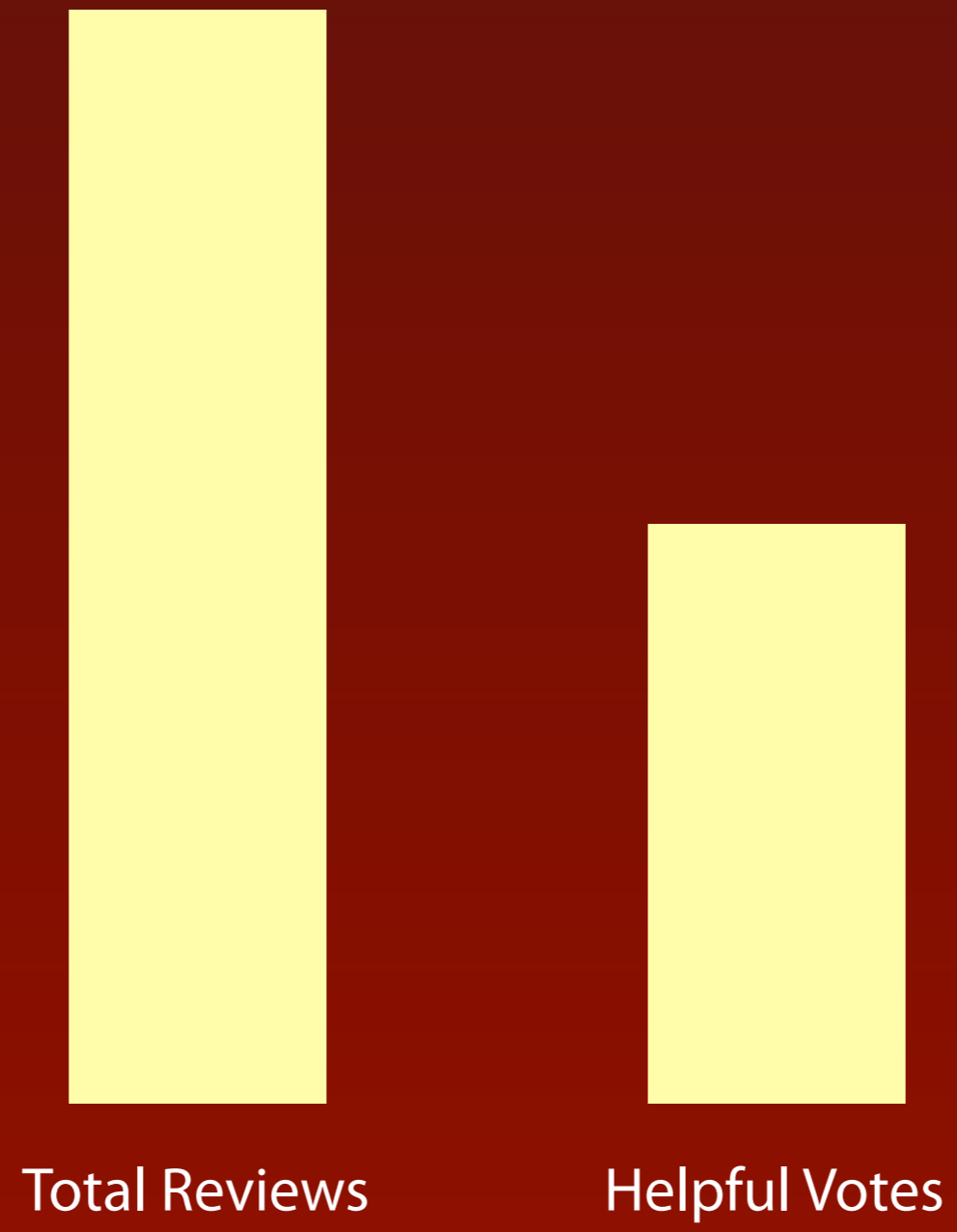
Morgan Hunt has written an excellent amateur sleuth tale filled with plenty of red herrings and surprising plausible twists. A subplot involving a bit of romance eases some of the tension, but the methodical investigation by Tess is what the tale is all about; in fact the kind hearted woman should consider going professional as she does a great job seeking the real culprit. Ms. Hunt is a great mystery writer

Harriet Klausner

[Comment](#) | [Permalink](#)

Klausner's reviews: Clear that reviews aren't much more than back cover text refashioned

Rank	Reviewer	Total Reviews	Helpful Votes	Helpful Votes/ Review
1	Harriet Klausner	14959	92448	6.18
2	Lawrence Bernabo	6666	94069	14.11
3	Don Mitchell	3235	57539	17.78
4	Gail Cooke	4190	35883	8.56
5	Rebecca Johnson	4062	42531	10.47



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Joshua's Amazon.com

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[Rate These Items](#)

[Improve Your Recommendations](#)

[Your Profile](#)

[Your Communities](#)

[Learn More](#)

Amazon's Top Customer Reviewers

The top reviewers have helped millions of their fellow customers make informed purchase decisions on Amazon.com with their consistently helpful, high-quality reviews. Take a minute to explore the reviews written by these customers. They will amaze you.






[New Reviewer Rank](#)

Classic Reviewer Rank

10,000 customer reviewers

« Previous **1** 2 ... 1000 Next »

Sorted by rank (high to low)

Rank	Customer Reviewer	Total Reviews	Helpful Votes	Percent Helpful	Fan Voters
#1	 <p>Mark ▼ See all 536 reviews</p>	536	13,301	95%	23
#2	 <p>Beth Cholette ▼ See all 1,385 reviews</p>	1,385	15,612	92%	219
#3	 <p>Joanna Daneman ▼ See all 2,585 reviews</p>	2,585	43,597	91%	509
#4	 <p>Lisa Shea ▼ See all 1,535 reviews</p>	1,535	29,330	88%	180
#5	 <p>Rebecca Johnson ▼ See all 3,715 reviews</p>	3,715	32,907	90%	385

Classic Reviewer Rank

Our leaders sorted by the classic reviewer rank.

1. [Harriet Klausner](#) [▼](#)
2. [Lawrance M. Bernabo](#) [▼](#)
3. [Grady Harp](#) [▼](#)
4. [Gail Cooke](#) [▼](#)
5. [E. A Solinas](#) [▼](#)
6. [Rebecca Johnson](#) [▼](#)
7. [Professor Donald Mitchell](#) [▼](#)
8. [Joanna Daneman](#) [▼](#)
9. [FrKurt Messick](#) [▼](#)
10. [W Boudville](#) [▼](#)

Have questions about Top Customer Reviewers? [Learn more](#)

Amazon's Old & New Reviewer Lists

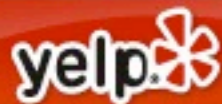
Amazon's Old & New Reviewer Lists (new list added October 2008)



*Your reputation is equal to
the sum of your past actions
within (a) community.*

Bryce Glass, author of the upcoming book *Building Web 2.0 Reputation Systems*

I did an interview with Bryce on reputation systems: <http://bokardo.com/archives/social-design-patterns-for-reputation-systems-one/>



Real People. Real Reviews.™

Search for (e.g. taco, salon, Max's)

Near (Address, City, State or Zip)

princeville, hi

Search

Logged in as Joshua P.

- Welcome
- About Me
- Write a Review
- Find Reviews
- Invite Friends
- Messaging
- Talk

Member Search | Account | Log Out

- Profile Home
- Lists
- Reviews
- Compliments
- Friends
- Bookmarks

stephanie "If Ignorance is bliss I must be freakin' brilliant" r.'s Profile

You are not closely connected to stephanie

All 10 Photos



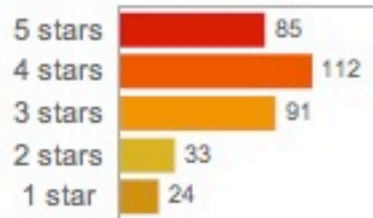
"Been around the world and found..."

- 64 Friends
- 345 Reviews
- 4 Review Updates
- 50 Firsts
- 17 Fans
- 21 Local Photos
- 19 Lists



- Add as a Friend
- Send A Compliment
- Private Message
- Add To Favorites
- Show Similar Reviews

Rating Distribution



Recent Reviews 345 Reviews

Filter by: Location Category

Search Reviews

Sort by: Date

Petvet Petfood

Categories: Veterinarians, Pet Stores
Neighborhood: North Oakland

4814 Broadway
Oakland, CA 94620
(510) 652-9822

★★★★★ 08/09/2008

Oh...My...God...*insert chorus of angels singing*

I've had pets for 35 years out of my 40 year old life and I've never been in a more well-stocked pet store...AND with such low prices! *angels singing again* I should also note that not only is Petvet well-stocked, but they carry high quality product, as well. Allow me to further qualify these statements.

If you are someone who has your first little doggie, kitty or bunny...not including the family pet that mommy and daddy took care of for you... you're most likely not going to appreciate the quality and value at Petvet. Why?...because you're clueless. You are like a parent with their first child....YOU DON'T KNOW WHAT THE HELL YOU'RE DOING...and just like the first born kiddo, your primo pup, kitten or wabbit is going to pay for your mistakes and lack of knowledge. However, if you are fortunate enough to find KNOWLEDGEABLE and COMPETENT pet experts to guide you along, the furry little love of your life can have a healthier and happier existence as you learn by trial and error. Don't bother listening to your family, friends, or strangers...unless they are in the veterinary field. While they mean well, most of them don't have a clue either. Ask the people behind the counter at Petvet. They actually know their stuff. Who are these people and how do they know what they know? I should have asked, but I couldn't. I was so shocked by their competence that I was stunned into silence....and I kept hearing those angels singing. I'll ask the next time I go and post an update.

Petvet has phenomenal products for the best prices you can find...anywhere. Skeptical? Just try to find it on line for less money. I certainly did. Plus, if your beloved pet has to have special food or a prescription diet like mine, you can buy the food here not only for

the least expensive price anywhere, but also return the unused portions back to the store should your finicky fur-baby turn their snout up at it. Yes, I'm talking about that bag of _____ I opened and tried to feed to fluffy...close it back up and take it back to the store with your receipt and try again. Please don't try doing that at Petco/Petsmart.

Friends 64 Friends



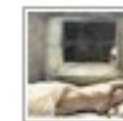
diana r.

134
292



Lisa P.

1062
728



Susan S.

174
94



Kristina R.

950
1971

Updated Reviews



terry h.

484
532



Ligaya T.

1830
692

More »

Compliments 133 Compliments



You're Funny

Received on 08/19/2008

mmm boston cream pie sounds good! [Read More »](#)



Thank You

Received on 08/04/2008

At first I was afraid, I was petrified. Kept thinking I could never live... [Read More »](#)

Yelp: Many-faceted reputation

Feedback Profile

[electronics-seller-1](#) (216 ★)

Member since Sep-27-07 in United States

[Contact member](#)

[View items for sale](#)

[More options](#) ▼

Feedback Score: **216**
Positive Feedback: **97.8%**

Members who left a positive: 221

Members who left a negative: 5

All positive Feedback: 348

[Find out what these numbers mean](#)

Recent Feedback Ratings (last 12 months) ?

	1 month	6 months	12 months
 Positive	134	348	348
 Neutral	4	4	4
 Negative	4	5	5

Detailed Seller Ratings (since May 2007) ?

Criteria	Average rating	Number of ratings
Item as described	★★★★★	170
Communication	★★★★★	168
Shipping time	★★★★★	169
Shipping and handling charges	★★★★★	168

Feedback as a seller

[Feedback as a buyer](#)





[All Feedback](#)

[Feedback left for others](#)

Ratings mutually withdrawn: 1

358 Feedback received

Page 1 of 15

Feedback	From Buyer / Price	Date / Time
 Smooth Transaction...Thank You...A++++ Apple iPod Mini 6GB Non Working Broken PINK (#360004135146)	hesstonseller (220 ★) US \$26.00	Dec-18-07 01:17 View Item
 Great ebay transaction! Apple iPod Mini 4GB Non Working Broken SILVER (#360003233117)	makersmarq (331 ★) US \$9.50	Dec-18-07 00:25 View Item
 thank you Apple Video iPod 80GB Non Working Broken White (#360002577804)	satewiz (41 ★) US \$78.00	Dec-17-07 23:34 View Item
 Missing internal parts but still a great deal...Thanks Apple iPod Mini 4GB Non Working Broken BLUE (#360003823245)	thumper891awz (32 ★) US \$20.00	Dec-17-07 21:33 View Item

eBay: Reputation doesn't require real identity (although it usually helps)

4 Motivations for Contributing

1. **Reputation** - social influence & hierarchy
2. **Reciprocity** - returning the favor
3. **Increased sense of efficacy** - doing good work
4. **Attachment to and need of a group** - a sense of belonging and sharing with like-minded people

for more on this google "Peter Kollock"


Reciprocity

"Reid has the ability to quickly distill issues in the board room and offer insight in a way that sticks. His battle tested internet experience and tremendous raw intelligence have been tremendous assets in Kiva's early days. I highly recommend Reid as an angel investor or advisor if you're running a start up internet company. He's acutely aware of entrepreneurial challenges and trade-offs -- there's real wisdom to his counsel." *May 14, 2007*

 Premal Shah, *President, Kiva.org*
reported to Reid at Kiva.org







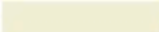
"Premal brings all of the skills and abilities of a driven, accomplished silicon valley entrepreneur to the unique organization of Kiva. As an entrepreneur, Premal already has the essential characteristics: smart and analytic, fast and responsive, intelligent risk taking, focus. He applies those essential characteristics to Kiva in that he also understands and cares about the *marketplace* of micro-finance, changing the world through enabling entrepreneurs -- and thus making real sustainable inroads to the problem of poverty. Finally, and not least, he's also a pleasure to work with a second time." *May 18, 2007*

 Reid Hoffman, *Member, Board of Directors, Kiva.org*
managed Premal indirectly at Kiva.org

LinkedIn: Reciprocity leads to recommendations

Customer Reviews

21 Reviews

5 star:  (17)
4 star:  (2)
3 star:  (2)
2 star:  (0)
1 star:  (0)

Average Customer Review

★★★★★ (21 customer reviews)

Share your thoughts with other customers:

[Create your own review](#)

Most Helpful Customer Reviews

10 of 10 people found the following review helpful:

★★★★★ **The meta-web development communication book**, December 3, 2006

By [Manny Hernandez "http://TuDiabetes.com & http..."](#) (Palo Alto, CA) - [See all my reviews](#)

TOP 100 REVIEWER

Dan Brown did it. I never imagined someone would pull it off, but he came up with a meta-web development communication book, a book about the process of putting together user needs, strategy and web design documents. In these three categories, he covers the ten web site communication deliverables he considers to be of most value, taking the reader through a structure that will help in the process of conception, construction, presentation to others and context.

I found the concept of Personas he introduced very interesting (and innovative in the web development space) and later picked up a book that specialized on the topic ("The User Is Always Right" by Steve Mulder and Ziv Yaar) to learn more about it. In terms of the rest of the concepts he introduced, if you are a seasoned web producer/development specialist, you may not find most of them to be new, but seeing the whole package in front of you will be useful and refresh items you know to be of importance. If you are becoming acquainted with this area, the book will become a permanent reference you will want to take with you at all times along with "Web Project Management: Delivering Successful Commercial Web Sites" by Ashley Friedlein.

 [Comment \(1\)](#) | [Permalink](#) | Was this review helpful to you? ([Report this](#))

Most Recent Customer Reviews

★★★★★ **Informative and Fun**

This book is very informative and useful, and it's fun to read at the same time. The author keeps the language simple so it's easy to get through, and it's humorous. [Read more](#)

Published 1 month ago by harlsmits

★★★★★ **Useful for taking big projects in small bites**

I am responsible for evaluating and coordinating the re-design of a large library website. Since I know the process, I don't read the explanations of this book in depth, but I... [Read more](#)

Published 1 month ago by Kathryn Barsotti

★★★★★ **Common Sense for User Experience Documentation**

I purchased and read this book prior to seeing Dan Brown's lecture at User Experience 2007. I like this book because it's an inventory of no-nonsense user experience documents... [Read more](#)

Published 2 months ago by Stephanie A. Young

Amazon: Many people write reviews out of a feeling of reciprocity

Community Health

Top Diggers

Recently Active Users

All Users

Search for user:

	Username	Popular	Submitted	Popular Ratio	Dugg	Comments	Profile Views
1	digitalgopher	730	1756	42 %	9386	601	54,799
2	p9s50W5k4GUD2c6	724	1439	50 %	14104	1123	43,107
3	gwic	576	1833	31 %	21530	1278	29,271
4	BloodJunkie	524	1719	30 %	15744	2411	32,420
5	dirtyfratboy	487	1233	39 %	13368	1037	49,679
6	supernova17	451	1126	40 %	27951	1280	39,291
7	CLIFFosakaJAPAN	376	4408	9 %	5519	708	36,955
8	bonlebon	365	3853	9 %	14636	1956	47,241
9	DarkHack	358	587	61 %	20944	162	52,495
10	aaaz	343	1369	25 %	9194	58	10,651

Top Diggers: Early feature since removed b/c of community health

What can't you do?

SEARCH

People

GO!

BROWSE

[Harriet Klausner's Profile](#)

Customer Reviews:

17125

Reviewer Rank: 1

Helpful Votes: 105795

[Listmania! Lists:](#) 0

Views: 0

Helpful Votes: 0

[So You'd Like To...](#)

[Guides:](#) 0

Views:

Helpful Votes: 0

[Customer Images:](#) 0

Community Features

- [Review Discussion](#)

- [Boards](#)

- [Top Reviewers](#)

Guidelines: [Learn more](#) about the ins and outs of Your Profile.

Reviews Written by Harriet Klausner

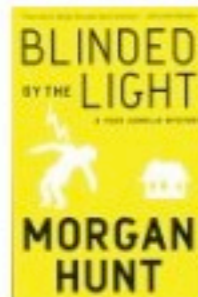
#1 REVIEWER

REAL NAME™

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GO!

Page: [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [6](#) | [7](#) | [8](#) | [9](#) | [10](#) | [11-20](#)



[Blinded by the Light: A Tess Camillo Mystery](#)

by Morgan Hunt

Edition: Paperback

Price: \$10.17



Add to cart

Availability: In Stock

★★★★★ **excellent amateur sleuth**, August 31, 2008

After battling cancer, nothing bothers Tess Camillo because she realizes the only thing that matters is the cliché of living life to the fullest. Of course she would like a job since the firm she worked for downsized her. When her friend Beth Butler offers her work refining software for her company in New Mexico Tess grabs it.

After Tess is through working at the Bryce Corporation she and Beth decide to visit the Lightning Field; conceptual art that at dawn and dusk turns into a masterpiece and during a storm is incredibly beautiful. They stay at a cabin shared with four other people; they begin to bond after witnessing the Lightning Field at night. However, the next morning Tess sees a body of one of the other guests in the field. The medical examiner decides it is a homicide from an electrical gadget like a taser of cattle prod. Beth has a taser and her fingerprints are the only ones on it. When Beth is arrested, Tess investigates because she knows her friend is innocent.

Morgan Hunt has written an excellent amateur sleuth tale filled with plenty of red herrings and surprising plausible twists. A subplot involving a bit of romance eases some of the tension, but the methodical investigation by Tess is what the tale is all about; in fact the kind hearted woman should consider going professional as she does a great job seeking the real culprit. Ms. Hunt is a great mystery writer

Harriet Klausner



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Get **FREE** 13:49
CV tips to achieve
your potential >

Careers
Advice

Joshua Porter (bokardo)

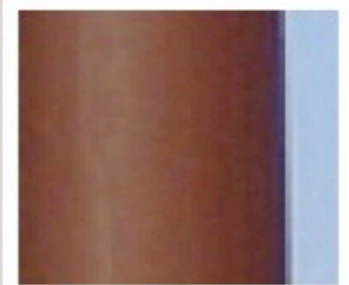
A person who joined Digg on February 6th, 2006

Profile

Friends' Activity

History

Settings



Change Icon

All Recent Activity

All Sections



- 806 [Citibank Must Pay Back \\$14 Million It Stole From Customers](#)
Dugg in News - 8 hr 48 min ago - by Daniel Burka
- 8 [French struggle to say au revoir to 35-hour law](#)
Dugg in Upcoming News - 8 hr 50 min ago - by Daniel Burka
- 57 [Welcome, William](#)
Dugg in Upcoming Images - 8 hr 50 min ago - by Daniel Burka
- 1513 [Scenes from Iraq \[PICS\]](#)
Favorite in Images - 8 hr 51 min ago - by Daniel Burka
- 483 [World's First Free-Running World Championship Today!](#)
Dugg in Videos - 8 hr 51 min ago - by Daniel Burka

Filter

- * all recent activity 3 recent
- diggs 3 recent
- diggs in upcoming
- + submissions
- comments
- favorites
- shouts received by bokardo
- all shouts sent
- profile activity


Friends


add friends

Digg: Viewers cannot digg items on friends activity pages

Daniel Burka (dburka)

A 29 year-old guy from Lower Haight, San Francisco (US) who joined Digg on March 29th, 2005

 Remove Friend

 Send Shout



Profile

Friends' Activity

History

Favorites

1519



[Scenes from Iraq \[PICS\]](#)

Favorite in Images - 9 hr ago

1544



[Portrayal Of Obama As Elitist Hailed As Step Forward](#)

Favorite in Videos - on 08/28/2008

72

[17 Simple Rules For Going To The Cinema with Me](#)

Favorite in News - on 08/28/2008

[View All Favorites](#)

Recent Activity

814

[Citibank Must Pay Back \\$14 Million It Stole From Customers](#)

Dugg in News - 8 hr 57 min ago

8

[French struggle to say au revoir to 35-hour law](#)

Dugg in News - 8 hr 58 min ago

58



[Welcome, William](#)

Dugg in Images - 8 hr 59 min ago

1519



[Scenes from Iraq \[PICS\]](#)

Favorite in Images - 9 hr ago

483



[World's First Free-Running World Championship Today!](#)

Dugg in Videos - 9 hr ago

About

I'm the creative director at Digg, which basically means that I work with Kevin on developing new features and how to make them better for you to use. I'm also one of the founders of silverorange and, more recently, Pownce!

 [Delta Tango Bravo \(weblog\)](#)

 [My Last.fm Profile](#)

 [My Twitter Profile](#)

 [My Pownce Profile](#)

Photos

[View All 9 Photos](#)



Digg the Candidates



Check out [Digg the Candidates!](#) I support:

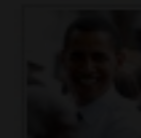


[John McCain](#)

 Fan

Active 6 days ago

 Friend



[Barack Obama](#)

 Fan

Active 2 days ago

 Friend

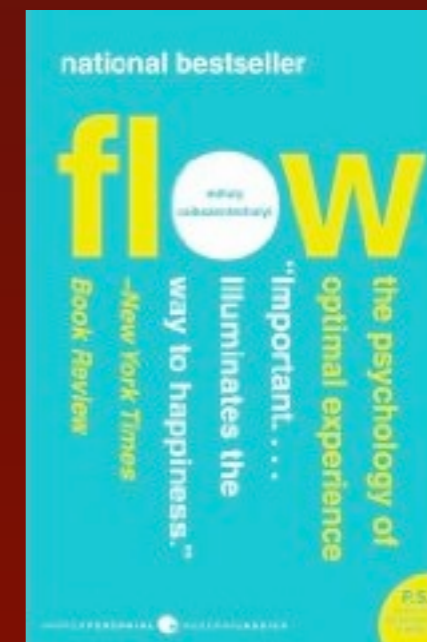
Digg: Viewers cannot digg items on profile pages

Sense of Efficacy

flow

the mental state of operation in which the person is fully immersed in what he or she is doing by a feeling of energized focus, full involvement, and success in the process of the activity

also known as being "in the zone", "in the groove", or "fully engaged"



Flow, The Psychology of Optimal Experience

by Mihaly Csikszentmihalyi

9 Conditions for Flow

* *we can design for these!*
(and maybe for all of them)

1. Clear goals *
2. Concentration & focus *
3. Loss of the feeling of self-consciousness
4. Distorted sense of time *
5. Direct & immediate feedback *
6. A sense of control over the situation *
7. Intrinsically rewarding
8. Action and awareness merge
9. Balance between ability level & challenge *

“

One cannot enjoy doing the same thing at the same level for long.

Mihaly Csikszentmihalyi - Flow, The Psychology of Optimal Experience

Very challenging

Anxiety

Flow
Channel

Boredom

Challenges

↑
● Social Networks

Trivial

Low

Skills

High

Joshua Porter you

Founder, Bokardo Design
Greater Boston Area



Send InMail

Get introduced through a connection

Add Joshua to your network

Profile

Q&A

Connections

- Current**
- Founder at **Bokardo Design (Self-employed)**
 - Publisher at **Bokardo.com (Self-employed)**

- Past**
- Director of Web Development at User Interface Engineering

- Education**
- Rensselaer Polytechnic Institute

Recommended 1 person has recommended Joshua
1 co-worker

Connections 63 connections

Industry Design

- Websites**
- My Website
 - My Company

Public Profile <http://www.linkedin.com/in/bokardo>

Ads by Google

Vertigo is hiring

Work on challenging problems using the newest technologies
www.vertigo.com/jobs

Test Management SW

Test planning, execution, analysis: your solution for quality assurance
www.teqneers.com

Agile Development Tools

Enterprise-Class Tools for Agile Software Builds - Free Whitepapers.
Electric-Cloud.com



Summary

A long-time user advocate, I founded Bokardo Design to focus exclusively on designing social web applications.

My 5 years as a usability consultant at UIE as well as my 9 years of web design experience showed me that the real momentum in software wasn't "web 2.0" or "ajax", but improved social interaction. I work with clients who are trying to make their software instantly valuable as well as long-term viable.

Specialties:

strategic direction, social influence, design prototyping, user testing, front-end web development



Joshua's Connections (63)

Jonathan Barsook

Senior Producer (Digital Media) at Disney ABC Television Group

Lane Becker

President and co-founder, Satisfaction Unlimited

Deb Biggar

User Experience Consultant

[See all 63 shared connections »](#)



Currently your connections are allowed to view your connections list.
[Change this setting.](#)

LinkedIn: No challenge most of the time (unless job hunting)

SEARCH

People

GO!

BROWSE

[Harriet Klausner's Profile](#)

Customer Reviews:

17125

Reviewer Rank: 1

Helpful Votes: 105795

[Listmania! Lists:](#) 0

Views: 0

Helpful Votes: 0

[So You'd Like To...](#)

[Guides:](#) 0

Views:

Helpful Votes: 0

[Customer Images:](#) 0

Community Features

• [Review Discussion](#)

[Boards](#)

• [Top Reviewers](#)

Guidelines: [Learn more](#) about the ins and outs of Your Profile.

Reviews Written by Harriet Klausner

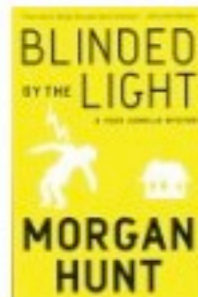
#1 REVIEWER

REAL NAME™

Show:

GO!

Page: [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [6](#) | [7](#) | [8](#) | [9](#) | [10](#) | [11-20](#)



[Blinded by the Light: A Tess Camillo Mystery](#)

by Morgan Hunt

Edition: Paperback

Price: \$10.17

[Add to cart](#)

Availability: In Stock

★★★★★ **excellent amateur sleuth**, August 31, 2008

After battling cancer, nothing bothers Tess Camillo because she realizes the only thing that matters is the cliché of living life to the fullest. Of course she would like a job since the firm she worked for downsized her. When her friend Beth Butler offers her work refining software for her company in New Mexico Tess grabs it.

After Tess is through working at the Bryce Corporation she and Beth decide to visit the Lightning Field; conceptual art that at dawn and dusk turns into a masterpiece and during a storm is incredibly beautiful. They stay at a cabin shared with four other people; they begin to bond after witnessing the Lightning Field at night. However, the next morning Tess sees a body of one of the other guests in the field. The medical examiner decides it is a homicide from an electrical gadget like a taser or cattle prod. Beth has a taser and her fingerprints are the only ones on it. When Beth is arrested, Tess investigates because she knows her friend is innocent.

Morgan Hunt has written an excellent amateur sleuth tale filled with plenty of red herrings and surprising plausible twists. A subplot involving a bit of romance eases some of the tension, but the methodical investigation by Tess is what the tale is all about; in fact the kind hearted woman should consider going professional as she does a great job seeking the real culprit. Ms. Hunt is a great mystery writer

Harriet Klausner

[Comment](#) | [Permalink](#)

Amazon old top reviewer system: Impossible challenge

Very challenging

Anxiety

Productivity Apps



Flow
Channel

Boredom

Social Networks

Challenges

Trivial

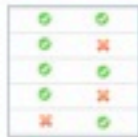
Low

Skills

High

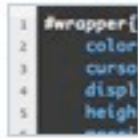
Popular articles and tips

Check out our most read articles, guides and tips on getting the most out of Campaign Monitor for you and for your clients.



Guide to CSS support in email clients (2008)

We've tested the CSS support of all the major email systems, both desktop and web based. Here's our latest results.



Email design guidelines

Are there things we should be doing specifically for email that don't make sense on a website? In this article we'll discuss the technical, design and information elements that make up a successful HTML email.



Get some email design inspiration

When you are staring at that blank screen, here's some ways to fire up your creativity and generate some great designs.



The Current State of Video in Email

Video in email seems to be at the top of many marketers wish lists. But, does it work, and even if it does, should you use it?



The "getting started checklist" for new clients

Make sure you get the best results possible with this simple and straightforward checklist.

professionally designed
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From: Rypple
Subject: Looking to increase your response rates?
Date: June 9, 2009 10:13:04 AM EDT
To: Joshua Porter

Hi Joshua,

You can get better response rates when you request feedback through Rypple.

Here are some quick tips:

1. UPLOAD A PROFILE PHOTO:

Giving feedback is a small favor, so include a photo in your requests to create the personal connection that motivates response. No kidding - it works! Add your profile photo by clicking the 'My Settings' link.

2. INCLUDE A PERSONAL MESSAGE:

Give some context to your request by including a personal message. Click the '+Personal Message' link at the bottom of the Get Feedback page to add your comments.

3. ASK MORE PEOPLE:

Rypple feedback is anonymous, but.... not if you only ask one person! Make your advisers feel more comfortable providing direct feedback by asking more people. Asking 5 or more advisers will really increase your response rate.

Good luck and happy Ryppling!

The Rypple Team

P.S. - If you haven't has a chance to give us your feedback yet, just click here:
<https://www.rypple.com/RyppleTeam/FirstImpressions>

Adding avatars
improves
response rate
15-20%.





The more knowledge and skill someone has, the more passionate they become, and the more passionate they become, the more they try to improve their knowledge and skills.

Kathy Sierra - Creating Passionate Users

Ongoing Engagement Summary

Engagement is a long-term value proposition.

1. What are your reputation triggers?
2. Pay attention to reciprocity.
3. Focus on the health of the community/group.
4. Design for flow!

The Three Problems of Social Software

1. The Sign-up Problem

People seem interested in your software, but aren't motivated enough to give it a try.

2. The First-time Use Problem

People are giving your software a try, but don't know what to do or how to get started.

3. The Ongoing Engagement Problem

The chicken/egg problem endemic to social software - which comes first, the users or the value?

Coming soon! **The Book!**

<http://oneflightbooks.com>