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

1. Confirm personal info
2. Add your friends
3. Invite others
4. Getting started

Original Conversion Funnel

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

Saturday, February 19, 2011
Sign-up Problem

New Flow

Add your friends

Getting started

New Conversion Funnel

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

Saturday, February 19, 2011
As people use your web application, they go through four major stages.

1. Interested
2. Trial/beta User
3. Customer
4. Passionate Customer
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?
<table>
<thead>
<tr>
<th>Stage</th>
<th>Design Goal</th>
<th>Role of Designer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interested User</td>
<td>Sign-up</td>
<td>Selling</td>
</tr>
<tr>
<td>Trial/beta User</td>
<td>Positive first experience</td>
<td>Teaching</td>
</tr>
<tr>
<td>Customer</td>
<td>Engagement over time</td>
<td>Enable &amp; Support</td>
</tr>
</tbody>
</table>

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)
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

<table>
<thead>
<tr>
<th>App</th>
<th>% of first-time visitors who sign-up for free account</th>
</tr>
</thead>
<tbody>
<tr>
<td>App 1</td>
<td>8.0</td>
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<tr>
<td>App 2</td>
<td>6.76</td>
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<tr>
<td>App 3</td>
<td>4.7</td>
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<td>App 4</td>
<td>16.0</td>
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<tr>
<td>App 5</td>
<td>0.003</td>
</tr>
</tbody>
</table>

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

[Diagram with a bell curve and arrows labeled "FRICTION"]

Interested   Signed Up

Saturday, February 19, 2011
This is not the problem of sign up.
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
People tend to overvalue the software they currently use by about a factor of 3.

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

9x

further reading

Eager Sellers, Stony Buyers
by John T. Gourville
The hurdle of sign-up

MOTIVATION

FRICTION

Interested  Signed Up

Saturday, February 19, 2011
What we imagine people are thinking

(all smiles)

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!

(confident, decisive, passionate)

A more realistic scenario

(furrowed brow)

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?

(unsure, indecisive, frustrated)
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)
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
1. Immediate Engagement

Get people using the service immediately

(aka Lazy Registration)
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

Got a GEDCOM?

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

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. It's easy to see 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 find yourself with extra 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
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 »

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
dlifson invited you to DJ their station...

dlifson Listening to Rural Alberta Advantage after @fredwilson
tumbling 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

http://www.37signals.com/svn/posts/1525-writing-decisions-headline-tests-on-the-highrise-signup-page
Can you guess which one worked best?
2nd place
27% improvement

3rd place
15% improvement

4th place
7% improvement

1st place
30% improvement
Looks like an error. Doesn’t look actionable.
# Plan Your Budget

### Planned Income for August

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>PLANNED INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>my paycheck</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$4,000.00</td>
</tr>
</tbody>
</table>

Need to add a new category to your budget?

### Planned Expenses for August

#### Monthly Expenses

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>TO SPEND IN AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>car gas</td>
<td>$250.00</td>
</tr>
<tr>
<td>car insurance</td>
<td>$50.00</td>
</tr>
</tbody>
</table>

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**

Not Convinced?

LEVEL 2
Elements: free trial, product tour, screencast/video, social influence, benefits

**Learn More**

Still Not Convinced?

LEVEL 3
Elements: feature descriptions, support forums, product tutorials, case studies

**In-depth**

Really Not Convinced?

Call or Email

---

Saturday, February 19, 2011
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

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 your DVDs from your list

3. NO LATE FEES
   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
Sign up today and try Netflix for FREE!

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Level 2

Welcome | How It Works | Browse Selection | FREE Trial | Free Trial Info

Gift Subscriptions | About Us | Contact Us | Affiliates | Media Center | Investor Relations
Jobs | RSS | Netflix Prize | Genres | Watch instantly on your TV

Start here

- Email Address
  - Example: Cindy@aol.com
- Create a Password
- Re-type Password
  - 4-10 characters (case sensitive)
- Enter Zip Code

Secure Server
Continue

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

Want to learn more?
FREE Trial offer details
Browse our selection of movies
Learn more about Netflix

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Email Address
Example: Cindy@aol.com

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4-10 characters (case sensitive)

Enter Zip Code

Secure Server
Continue

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
No text content available in the image.
Suddenly, it seems as though all the world's a-twit.

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
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?”

...
LessAccounting: Intimidating first view (what to do?)

Saturday, February 19, 2011
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

- What music video should I watch?
  Created by will - contributions by mccallan, ictus, gerddie
  176 plays | 1 ★

- What's a good gift for him?
  Created by tfelice - contributions by tom, chris, thudson
  124 plays | 2 ★

- What should I do to de-stress?
  Created by laurengabriela - contributions by thudson, kelly, jon
  273 plays | 1 ★

- Which dystopian book should I read?
  Created by chris - contributions by tristantzara, judson, coves97
  171 plays | 3 ★

- Which opera should I listen to?
  Created by ictus - contributions by stormlight, thudson, n_s2
  77 plays | 2 ★

Hunch Blog

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...

Hunch: Excellent getting started features (questionnaire is addictive)
Teach Hunch About You

Thanks! 13% of respondents also chose that answer!

Do you like bumper cars?

▶ Yes
▶ No

Skip this question

Your answer helps Hunch give you better results. How does this work?
Teach Hunch About You

Thanks! 79% of respondents also chose that answer!

Are you:

- Male
- Female

Skip this question
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
Teach Hunch About You

Who do you find most attractive?

![Image 1](https://via.placeholder.com/150)

![Image 2](https://via.placeholder.com/150)

![Image 3](https://via.placeholder.com/150)

![Image 4](https://via.placeholder.com/150)

Thanks! 50% of respondents also chose that answer!

Skip this question
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

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)

<table>
<thead>
<tr>
<th></th>
<th>Month 1</th>
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<th>Month 3</th>
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<th>Month 7</th>
<th>Month 8</th>
<th>Month 9</th>
<th>Month 10</th>
<th>Month 11</th>
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</tr>
</tbody>
</table>
One-time Setup
Set Your Timezone

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

Automatically adjust system date and time for daylight saving time

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:
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.
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.

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

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

or go to your FreshBooks homepage.

Freshbooks: Options for first-time use

Saturday, February 19, 2011
Futuristic Play by @Andrew_Chen

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   50+ essays on viral marketing, gaming, and ads
2. **About this blog**
   Bio, contact me, and more
3. **Never miss a new essay**
   Receive updates by email or RSS feed or Twitter

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- Engagement and design
- Freemium and ad monetization
- Metrics and targeting
- Media and games

Get new essays by email (1–2x/week)
Enter your email address:
Subscribe

3 key ideas from a recent Freemium dinner conversation
19 Comments

Freemium powwow!
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 food (I’m still not sure how they managed that in one evening).
Freshbooks: Great help screen that disappears after three actions

Saturday, February 19, 2011
Rypple: Seeding the stream with helpful information

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

Learn how to get useful feedback! Check out the Getting Started video.
Slideshare: Profile completion (pioneered on LinkedIn)
Social Influence
MySpace: All new users are friends with Tom

Saturday, February 19, 2011
LinkedIn: People you may know is an extremely powerful feature.
## Twitter: Defaults you into following ~15 people

<table>
<thead>
<tr>
<th>Select All</th>
<th>samantha ronson</th>
<th>Don't be mad, UPS is hiring.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>David Pogue</td>
<td>Tech columnist, NY Times; CNBC tech dude; Missing Manuals creator, dad of 3!</td>
</tr>
<tr>
<td></td>
<td>Ana Marie Cox</td>
<td>There is no such thing as adventure. There's no such thing as romance. There's only trouble and desire.</td>
</tr>
</tbody>
</table>
Facebook: Helping others get started

Saturday, February 19, 2011
Tell me about Yourself
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  iLike
Carrie Underwood    iLike
Keith Urban        iLike
Coldplay           iLike’d
Beyoncé            iLike

Leona Lewis    iLike
Radiohead    iLike’d
The Beatles   iLike’d
Kelly Clarkson iLike
Pearl Jam     iLike

iLike: Time sink (people just keep going and going...)
Saturday, February 19, 2011
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.com They even cross out the step!
Tumblr: Initial login (before 1st post)

Saturday, February 19, 2011
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:

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:**

"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

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**Tumblr: After 2nd post**

Saturday, February 19, 2011
After a few posts
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.
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.”

...
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
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
Klausner's reviews: Clear that reviews aren’t much more than back cover text refashioned
<table>
<thead>
<tr>
<th>Rank</th>
<th>Reviewer</th>
<th>Total Reviews</th>
<th>Helpful Votes</th>
<th>Helpful Votes/Review</th>
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<tbody>
<tr>
<td>1</td>
<td>Harriet Klausner</td>
<td>14959</td>
<td>92448</td>
<td>6.18</td>
</tr>
<tr>
<td>2</td>
<td>Lawrence Bernabo</td>
<td>6666</td>
<td>94069</td>
<td>14.11</td>
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<tr>
<td>3</td>
<td>Don Mitchell</td>
<td>3235</td>
<td>57539</td>
<td>17.78</td>
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<tr>
<td>4</td>
<td>Gail Cooke</td>
<td>4190</td>
<td>35883</td>
<td>8.56</td>
</tr>
<tr>
<td>5</td>
<td>Rebecca Johnson</td>
<td>4062</td>
<td>42531</td>
<td>10.47</td>
</tr>
</tbody>
</table>
Total Reviews

Helpful Votes
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.

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

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
"Been around the world and found..."

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 YOURE 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 rooky fur-baby turn their snout up at it. Yes, I'm talking about that bag of food. I thought I had done it, but no...the bag was returned and tried to feed to fluffy...close it back up and take it back to the counter. The receipt and try again. Please don't try doing that at Petco/Petsmart.
**eBay: Reputation doesn’t require real identity (although it usually helps)**

Saturday, February 19, 2011
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
Amazon: Many people write reviews out of a feeling of reciprocity

Saturday, February 19, 2011

Customer Reviews

21 Reviews

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

Average Customer 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

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 website 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.

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 harshsmith

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
### Top Diggers

<table>
<thead>
<tr>
<th>Username</th>
<th>Popular</th>
<th>Submitted</th>
<th>Popular Ratio</th>
<th>Dugg</th>
<th>Comments</th>
<th>Profile Views</th>
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<td>1756</td>
<td>42%</td>
<td>9386</td>
<td>601</td>
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<td>1439</td>
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<tr>
<td>gwic</td>
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<td>1833</td>
<td>31%</td>
<td>21530</td>
<td>1278</td>
<td>29,271</td>
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<td>30%</td>
<td>15744</td>
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<td>39%</td>
<td>13368</td>
<td>1037</td>
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<tr>
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<td>27951</td>
<td>1280</td>
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<tr>
<td>CLIFFosakaJAPAN</td>
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<td>4408</td>
<td>9%</td>
<td>5519</td>
<td>708</td>
<td>36,955</td>
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<tr>
<td>bonlebon</td>
<td>365</td>
<td>3853</td>
<td>9%</td>
<td>14636</td>
<td>1956</td>
<td>47,241</td>
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<tr>
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<td>aaaz</td>
<td>343</td>
<td>1369</td>
<td>25%</td>
<td>9194</td>
<td>58</td>
<td>10,651</td>
</tr>
</tbody>
</table>

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

Saturday, February 19, 2011
What can’t you do?
Blinded by the Light: A Tess Camillo Mystery
by Morgan Hunt
Edition: Paperback
Price: $10.17
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
Digg: Viewers cannot digg items on friends activity pages

Saturday, February 19, 2011
Digg: Viewers cannot digg items on profile pages

Saturday, February 19, 2011
Sense of Efficacy
Flow, The Psychology of Optimal Experience
by Mihaly Csikszentmihalyi

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”
9 Conditions for Flow

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 *

* we can design for these!
(and maybe for all of them)
One cannot enjoy doing the same thing at the same level for long.

Mihaly Csikszentmihalyi - Flow, The Psychology of Optimal Experience
LinkedIn: No challenge most of the time (unless job hunting)
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Ms. Hunt is a great mystery writer

Amazon old top reviewer system: Impossible challenge

Saturday, February 19, 2011
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.

---

**Campaign Monitor: Improving Skills**

Saturday, February 19, 2011
Adding avatars improves response rate 15-20%.

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
"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"
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