



# Gravity7 startup and VC engagements

## Social Interaction Design

Gravity7

Adrian Chan

# Gravity7 for startups

## Overview

- State of social media and branding
- Social media strategy and tactics
- Gravity7's Social interaction design
- Examples
- Deliverables





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Social Interaction Design  
The need

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### Trends suggest needs and opportunities for social tools and services

- Increasing volumes of social data on user activities, purchases, preferences, and relationships
- Public and realtime streams are socializing the internet
- Sharing, liking, and following are ubiquitous
- Social networking has moved beyond profiles and pages to form new architectures of experience
- The future social web is built on communication – private, social, and public messaging
- Industry and brands participate eagerly
- Social media have gone mobile
- Geo local and proximity are poised for an explosion in adoption
- A gold mine of relationships and content is locked into the social graph
- Commerce is moving into the stream for visibility and distribution



Do we know all that we can about products and what users want from them?

- We don't. And in fact the social web is built on a small set of practices. Who would have seen twitter? Foursquare? The future of social interaction is still open.

Have we built all that can be built?

- Of course we haven't. And the most interesting and compelling experiences we will see next will be as innovative in social terms as they will be in technology.

Have we learned all there is to learn about the limits of socializing information and commerce?

- There is much to learn not only in consumer applications but in vertical markets also – from education to healthcare, and from social games to enterprise social tools.

Do we know and have we seen all there is to see in the social dynamics of social tools?

- Social tools can only expect adoption insofar as they are supported by practices and habits that are interesting, useful, and compelling. They are by definition always changing and evolving.



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## Social solutions

### Social tools need their own design solutions

- We can do better than copy best practices, popular sites, and the latest services

### Community and population behaviors emerge not out of technology but out of people – social practices drive success

- There is no manual, nor is social interaction design a science – social habits can be influenced
- Features and technology are only an architecture



## Gravity7 for startups

## Why choose gravity7?

Reputation for smart and insightful

Founder of Social Interaction Design – a user experience and interaction design framework for social media

Deep insight into and understanding of psychology, user interests, participation motives, attention, communication, online cultures and economies – and more

High-level strategic analysis and direction, product marketing, creative, and positioning

Thought leadership, writing, and out-of-the-box ideation

Adaptation of sociological and psychological insights to mediated interactions



## Gravity7 for startups

## Reputation and specialties

High level social media strategy, targeted to provide social business learnings, engage users where they are, provide conversational content, and leverage natural social dynamics

Attention to user personality differences, social interests, sensitivity to attention, and communication skills

Psychological insights into user motives and interests

Grasp of social dynamics around interactions, social and public visibility, incentive models, and other social practices

Unique perspectives on social architecture, norms, values, practices, communication, and interactions

Informed outsider's perspective on your product in use





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Social Interaction Design  
Approach

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Product envisioneering is cost effective, quick, and specific to your product

- You are close to your product – see what's in your blindspot
- Discover the types of users who don't use your product
- Uncover social dynamics responsible for your product's use and success
- Obtain a global view of your product's best uses and prospects
- Learn how to anticipate the social outcomes of your feature revs – on trust, interactions, habits, and more



## User-centric experience focus

- Analysis of the social outcomes of product features and functionality
  - types of relationships
  - types of content quality and bias
  - value of content and its usefulness
  - social system constraints on behaviors and practices
  - mix of user profiles, communication, and activity
  - use of social norms, sanctions, and constraints

## Review of the creation of social virtues and relational attributes

- trust, expertise, helpfulness, reciprocity, status, competition, etc

## Niche uses, verticalization, product extension

- Population growth management



## Social Interaction Design Framework

- A focus on diverse user interests
- Engagement of user preferences and habits with an eye to social outcomes
- Design distinctions between user interests and social practices, and design features and architecture
- Use of broad vs narrow views of user activity to drive social practices
- Distinctions among leader-board and ranking systems to shape social status
- Distinctions among dis-aggregation and re-aggregation of content in publishing vs communication systems
- Action streams and activity streams: posts and updates with accompanying actions
- Social actions, action coupling, action sequencing, and social outcomes
- Game mechanics for games vs social mechanics for social practices



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## Benefits

### Benefits

- Improved user engagement, improved user relationships and interactions
- A more compelling experience, and appeal to greater range of users
- Scalable population growth and management
- Re-orientation of product or service from non-social to social
- Focus on core competencies and strengths: brand, personnel, market presence
- Leadership education
- Competitiveness in a highly-compressed marketplace





Gravity7 for Startup Clients  
Social Interaction Design  
Deliverables

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# Gravity7 for startups

## Deliverables

- Overall project and scope definition and requirements documentation
- Strategy for user experience and social practices to be achieved by site or service
- User interface, features and functionalities, community management
- Branding and marketing
- Team education focused on social media user experience requirements
- Personas 2.0 and identification of core user types
- Writing and messaging:
  - Company, product, brand messaging,
  - Pitches, content, headlines, and taglines
- User research
- Use cases, user flow, and scenarios to support design and engineering
- Strategic product positioning and messaging



## Gravity7 for startups

## Product requirements spec

- High level product roadmap
- User-centric for multiple user types
- Social outcome and practice orientation
- Accommodation of different degrees and types of engagement
- Attention to emergent social dynamics
- Agile social for growth and social scalability
- Social systems approach to architecture, features, and functionalities
- Value orientation to interactions, communication, and content
- Dating, Games, Personal social utilities, Social search, Reviews, recommendations, and ratings, Mobile social



## Gravity7 for startups

## Envisioneering document

- Blue-sky product direction, including features and functionalities, socialities, markets, white-labeling, and more
- Out-of-the box product brainstorming and social problem-solving for engagement and participation
- Extensions, devices, vertical and niche applications, designed around core features and functions
- Recommendations for improved personal and social utility and engagement
- Recommendations for better handling of social risk, privacy, and for reduced obstacles to participation
- Medium and long-term strategic thinking on product orientation
- Medium and long-term strategic thinking on product adoption, marketplace uses and product add-ons, and changing consumer habits



- Focus on communication tools, features, form design and view design
  - posts, comments, updates, messaging
- Review and analysis of core user acts, actions, and activities: as captured and as viewed/represented
- Review and analysis of role profiles play, and how profiles construct user identity, appeal, and social position/status
- Review and recommendations on how application creates social distinctions among users, and how to improve depth, range, and interest attributed to users
- Review of system messages and notifications used to elicit, sustain, and restart user participation
- Review of system messages on user actions and activity for proxy profile, activity, and interaction effects on users and social practices
- Recommendations on how to steer and guide user participation, and shape social outcomes
- Recommendations on privacy, views, and visibility as experienced by different types of users



## Gravity7 for startups

## Social forensics

- Analysis of the state and nature of social interaction around product: thick, thin, trusting, transient, public, sub-cultured, etc
- Competitive analysis and recommendations on adoption and participation informed by review of competitors and related products
- Review and analysis of social outcomes produced and made likely by product
- Analysis and overview of social outcomes not produced and probably excluded by product
- Examination of roles played by individuals, pairs, teams and clusters, groups, tribes, communities, and publics, and their impact on overall product success, content output, and use by non-participants
- Review of product population scaling and growth prospects
- Review of durability of current social incentives over time, with recommendations for changes, additions to incentive models to sustain user interest and participation, as well as capture third-party participation



- Review of the following, and of resulting social meanings and significations
  - intentional data captured from users
  - byproduct data and meta-data connections captured from user activities or associated with user data
  - user relationships, connections, and affiliations facilitated by data publication and sharing
- Review of reputations, user status, and profiles assembled from un/intentional user data
- Reviews and recommendations on offers, affinity marketing, group discounting, and low-impact social commerce
- Reviews and recommendations on reviews, ratings, recommendations, experts, and high-impact social commerce
- Recommendations on ways to make purchase communicate and
- Recommendations on ways to make social data social, signifying, gestural, and communicative
- Recommendations on issues specific to proximity and presence in social data
- Recommendations on how to involve geo-local and mobile use cases and applications
- Recommendations on directions for third-party brand participation



- Application of more than a dozen core user types unique to social media
  - self-oriented, other-oriented, relational/activity-oriented user types; plus non-social “publishing medium” user types
- Recommendations on servicing core user types, improving experience of key social user types, of inviters, connectors, and inclusion of marginal user types
- Review of social dynamics as governed by users’ interests and social competencies
- Review of population growth dynamics
- Review of motives driving core active use and experiences
- Review of motives driving predominant re-active experiences
- Recommendation on ways to increase appeal to under-served core competencies
- Recommendations for changes to features, functionality, profiles, views, and social data representations for changes in social outcomes and participation



- Review of social attributes produced, and social attributes diminished, by product
  - trust, reputation of user, reputation based on content, reputation based on activity, expertise, game incentives, helpfulness, karma, etc
- Review of product population's social nature, and of its transferability to third parties (brands, advertisers)
- Review of product's production of visibility and its impact on shaping user self-interest and motivation: status, position, rank, expertise, attractiveness, popularity, presence, and more
- Review of product's social speeds and rhythms, and recommendations on how to speed up, slow down, or multi-track activity and participation rhythms
- Review and recommendations on product population's relationships, types, and degrees of relation: fast, slow, persistent, transient, thin, loyal, competitive, helpful, recurring, reciprocating, mutually-interested, independent, and more



## Gravity7 for startups

- Hourly, half day, day rates
- Project or fee-based rates
- Retainers

## Benefits and Engagements



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Engagements

Engagements





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Social Interaction Design  
Examples

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## Applied Social Interaction Design

- Application of user experience and interaction models to Question/Answer services
- Design of recommender system demo to engage social around 411 services
- Solutions to the “rating” problem on site for rating non-profits
- Insights into how to do social networking for European site for upscale members, where who you know matters more than what you say about yourself
- Importance of reputation and perception on public question/answer services
- Importance of self-image and motivation within reputation and public status sites
- Use of communication and gestures on review, recommendation, question/answer, expert, and dating sites
- Deep insights into realtime communication and action vs realtime information consumption
- Open and communication types of tools (twitter) vs structured interaction systems (games)



# Gravity7 for startups

# Example: Goingon



# Gravity7 for startups

# Example: Goingon

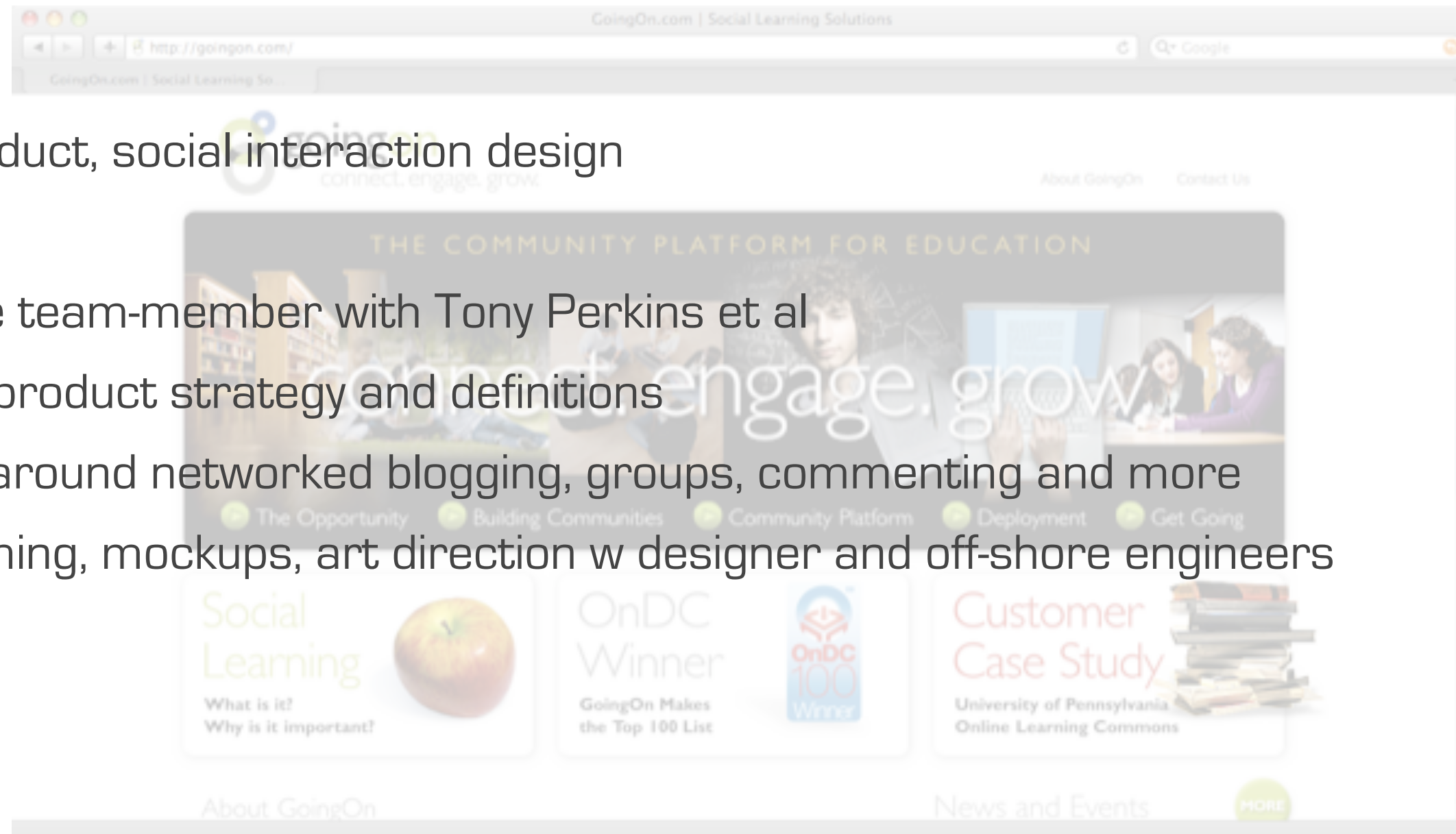
Role: product, social interaction design

Part-time team-member with Tony Perkins et al

Created product strategy and definitions

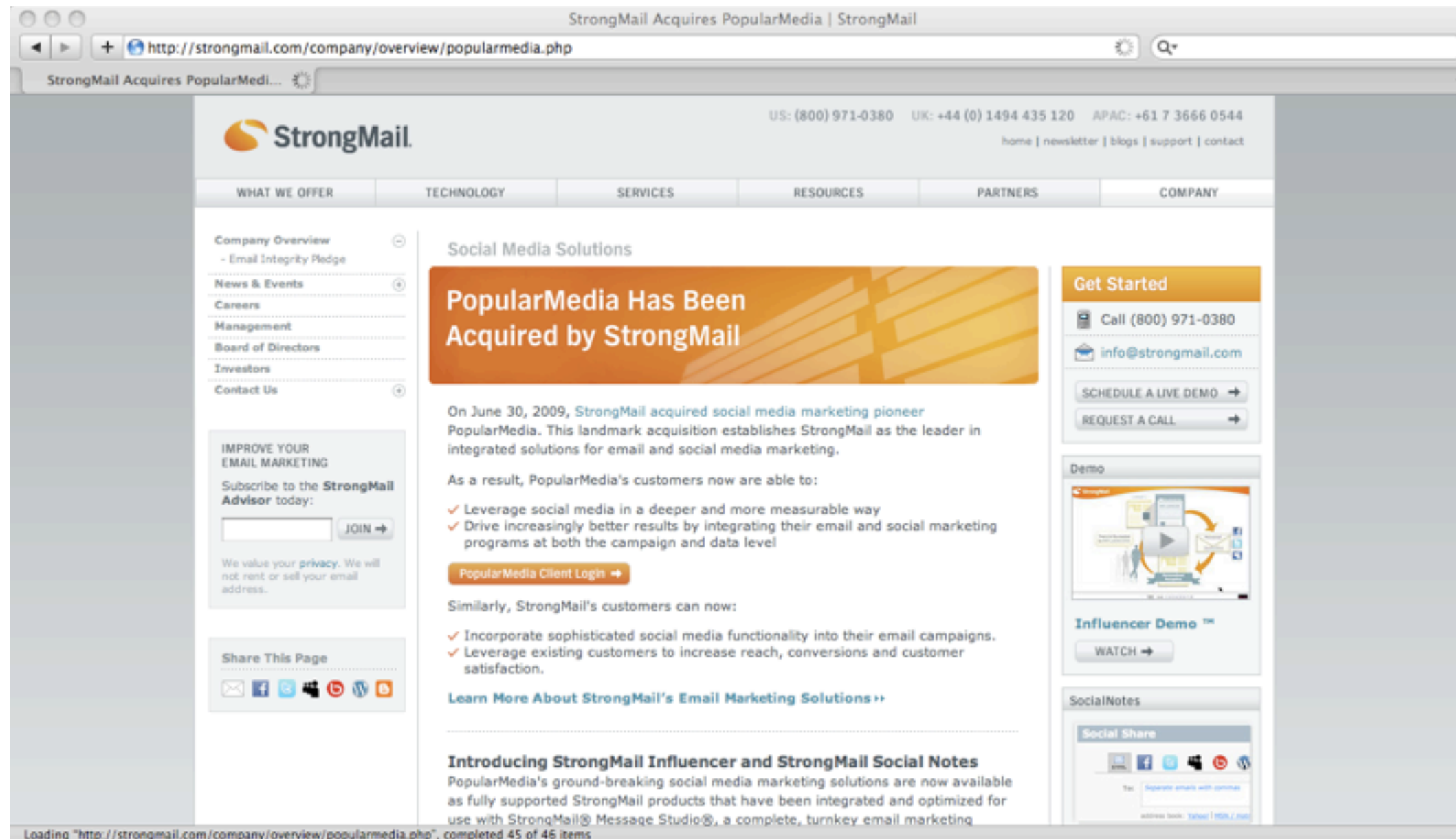
Ideation around networked blogging, groups, commenting and more

Wireframing, mockups, art direction w designer and off-shore engineers



# Gravity7 for startups

# Example: popularmedia



# Gravity7 for startups

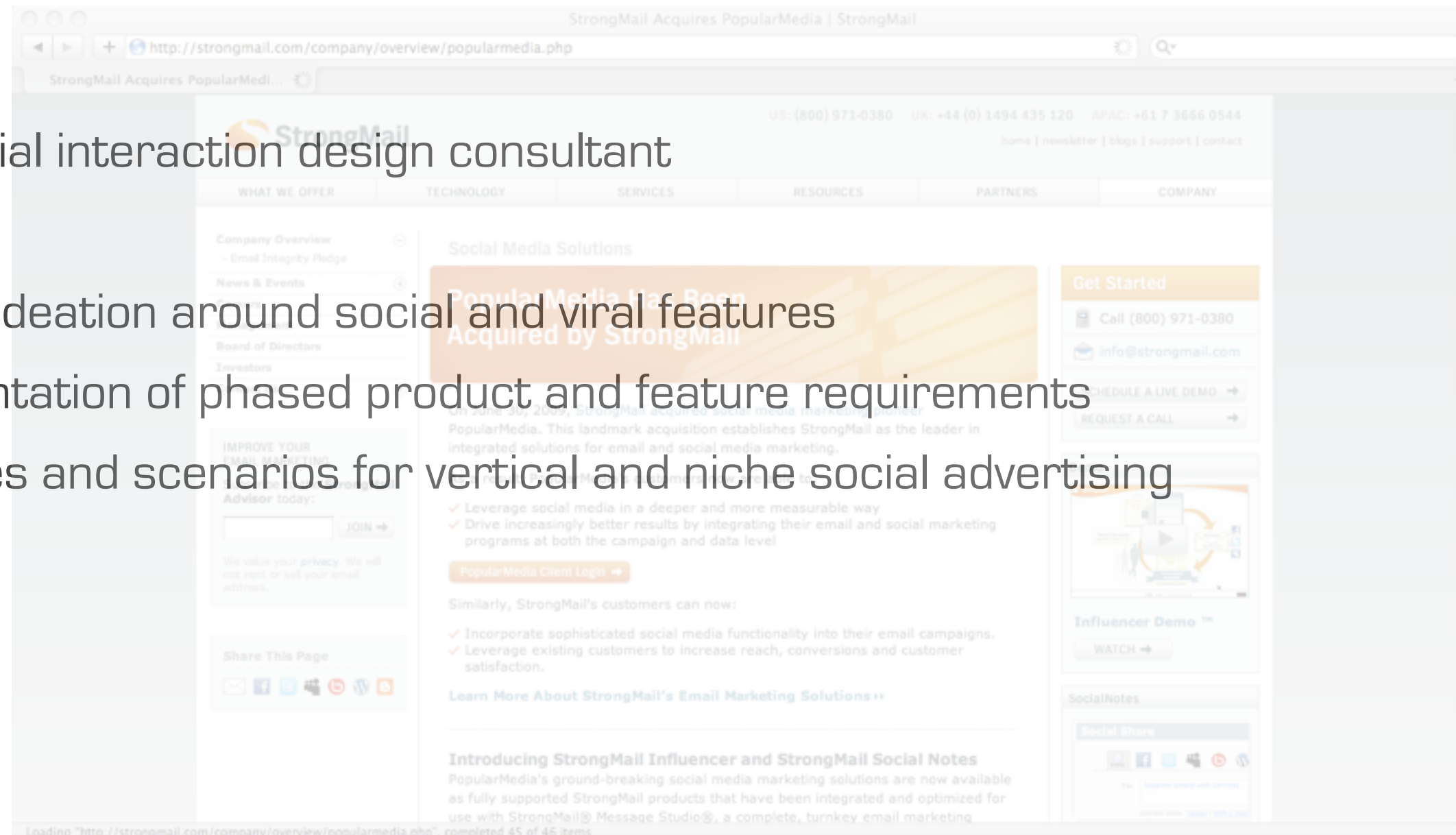
# Example: popularmedia

Role: social interaction design consultant

Blue sky ideation around social and viral features

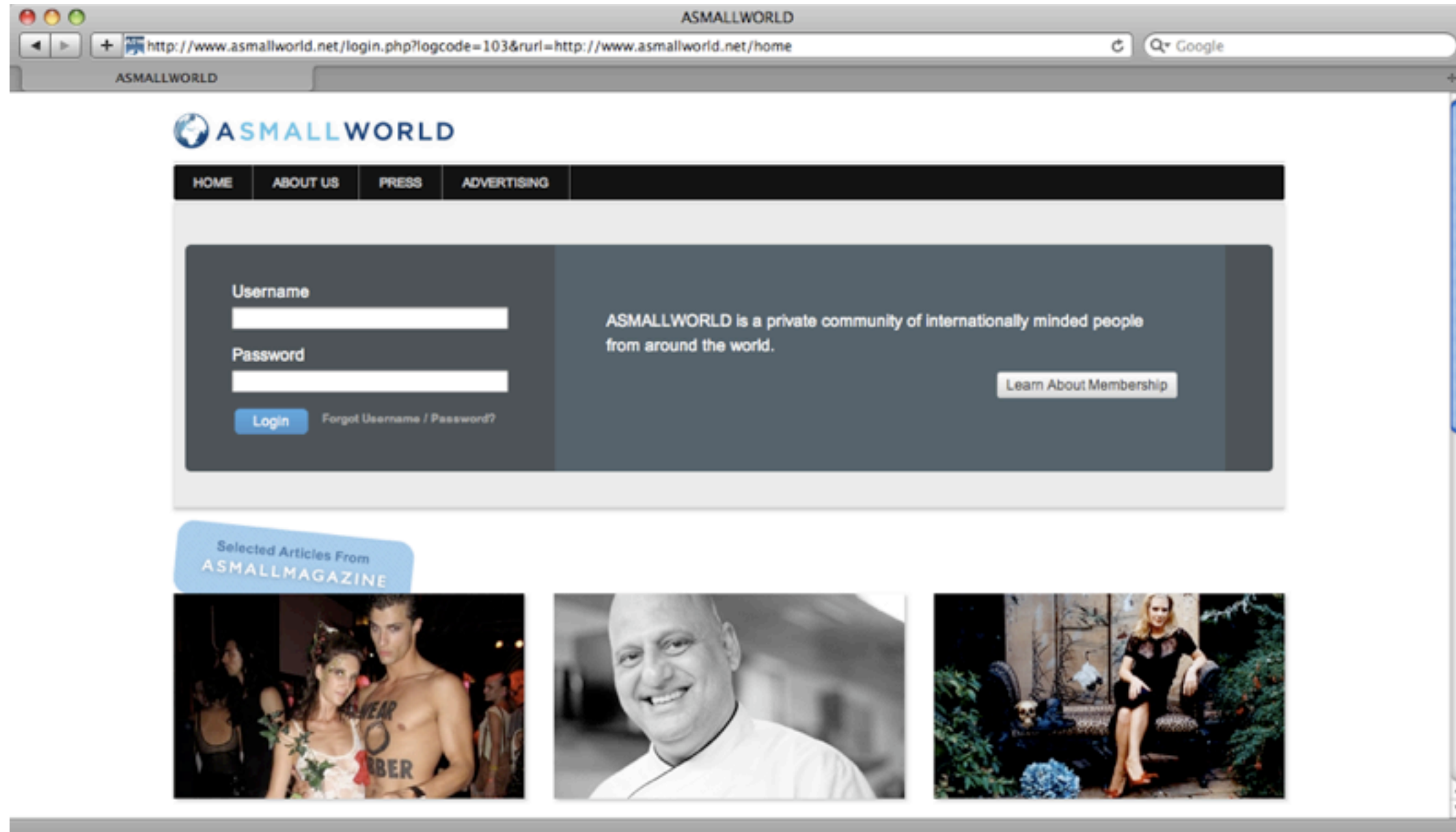
Documentation of phased product and feature requirements

Use cases and scenarios for vertical and niche social advertising



# Gravity7 for startups

# Example: asmallworld



# Gravity7 for startups

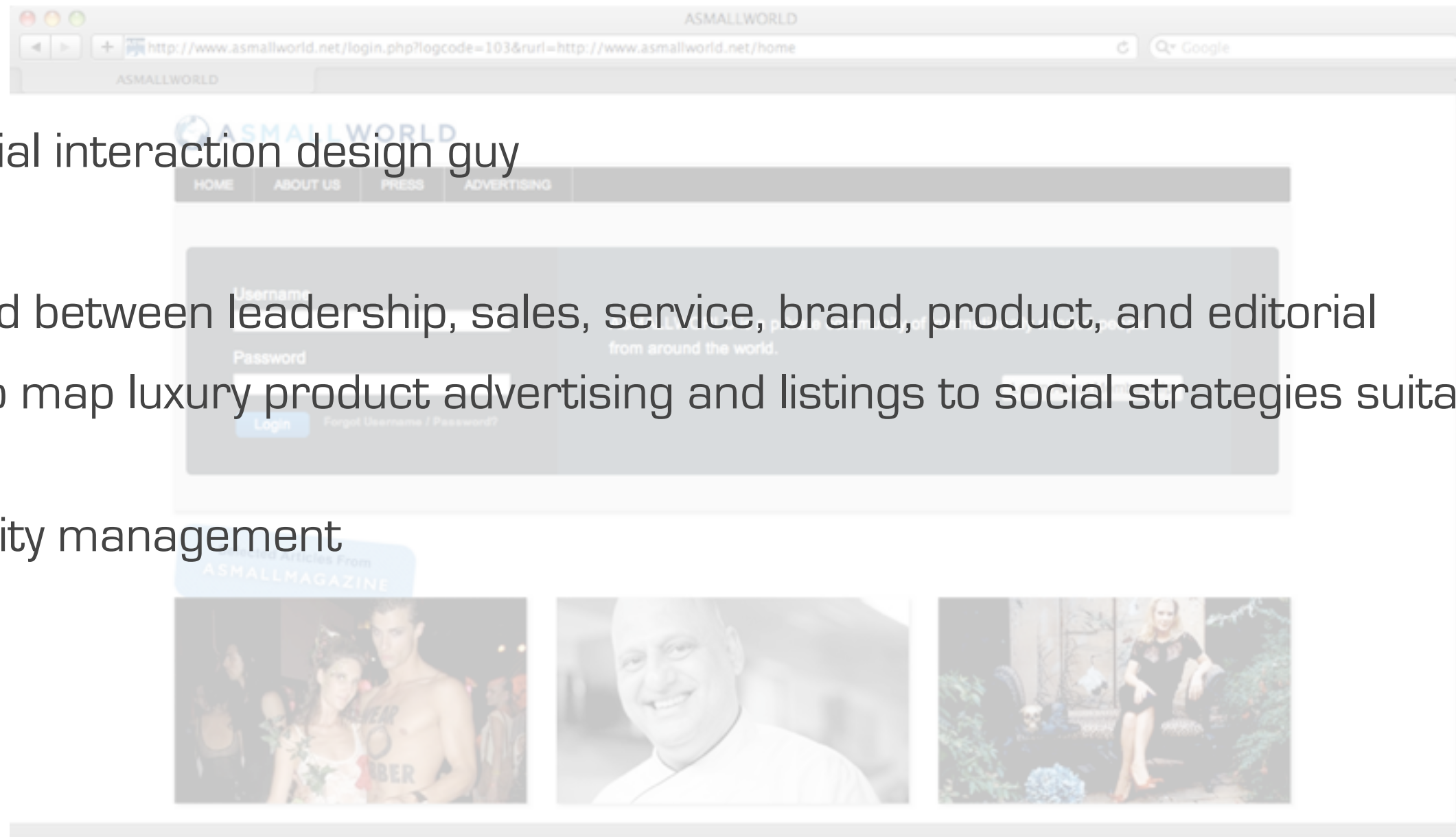
# Example: asmallworld

Role: social interaction design guy

Interfaced between leadership, sales, service, brand, product, and editorial

Helped to map luxury product advertising and listings to social strategies suitable to European audience

Community management



# Gravity7 for startups

# Example: JS-Kit



# Gravity7 for startups

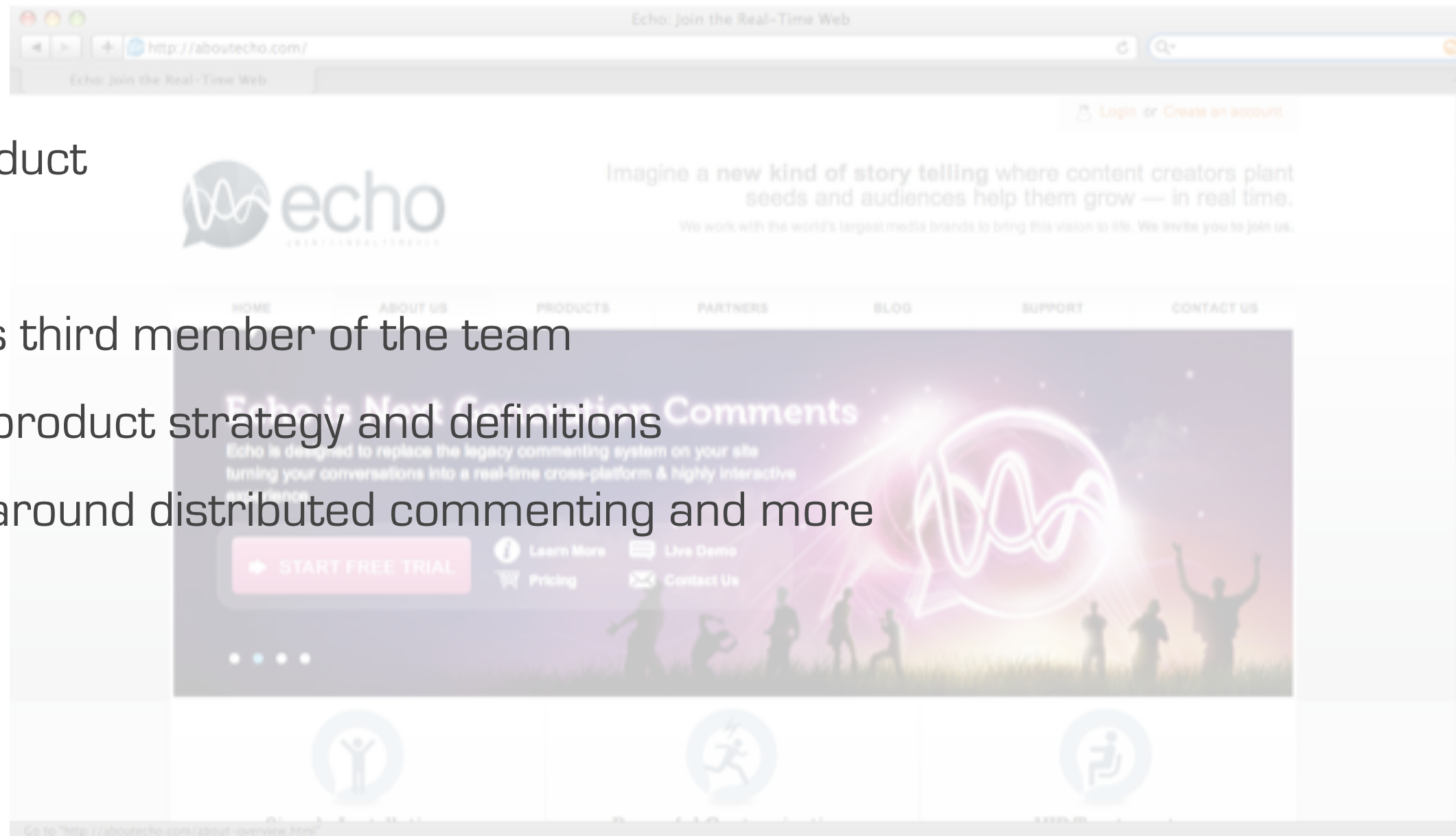
# Example: JS-Kit

Role: product

Joined as third member of the team

Created product strategy and definitions

Ideation around distributed commenting and more



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# Example: Extractable/AMD



# Gravity7 for startups

# Example: Extractable/AMD

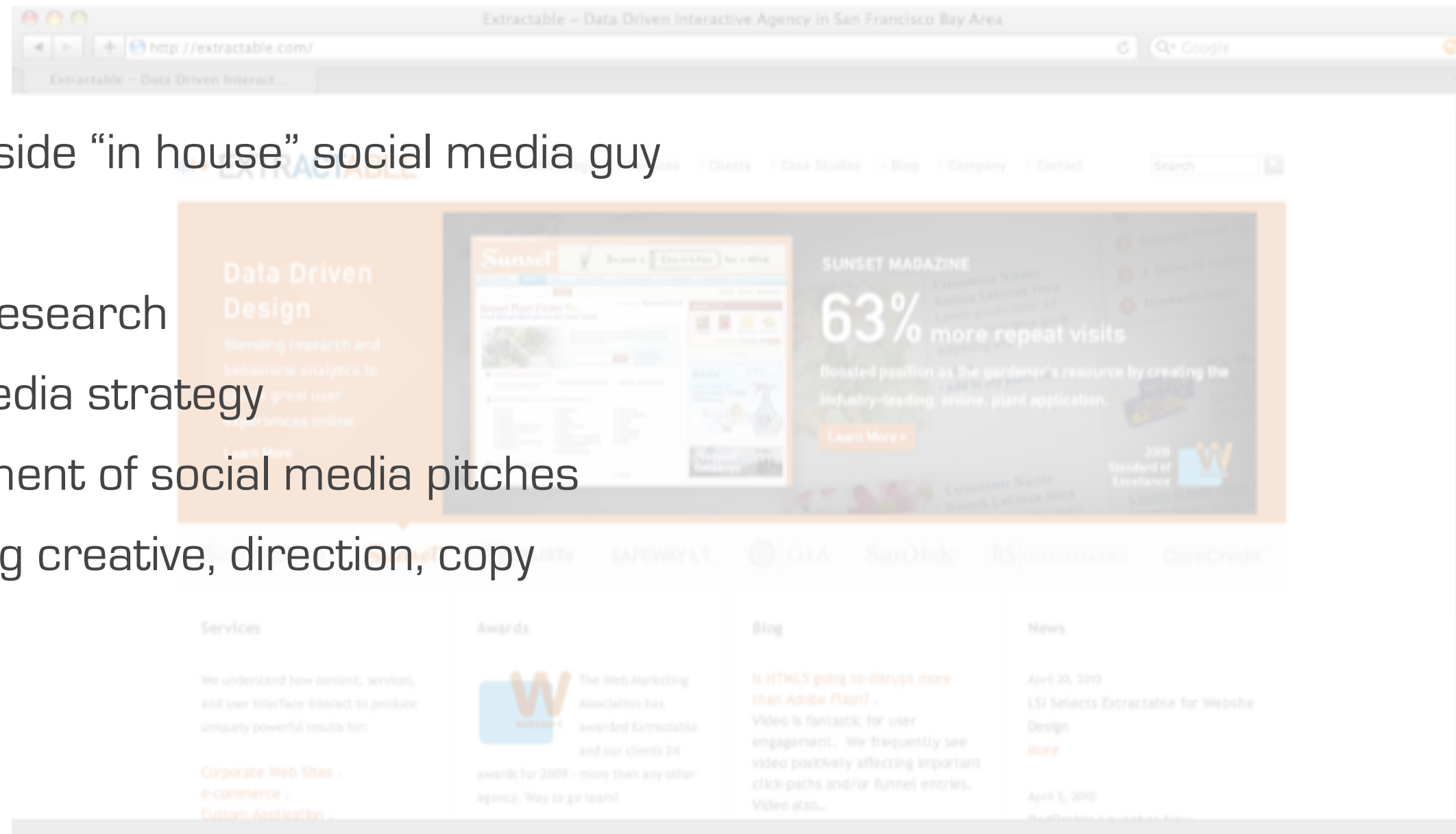
Role: outside “in house” social media guy

Market research

Social media strategy

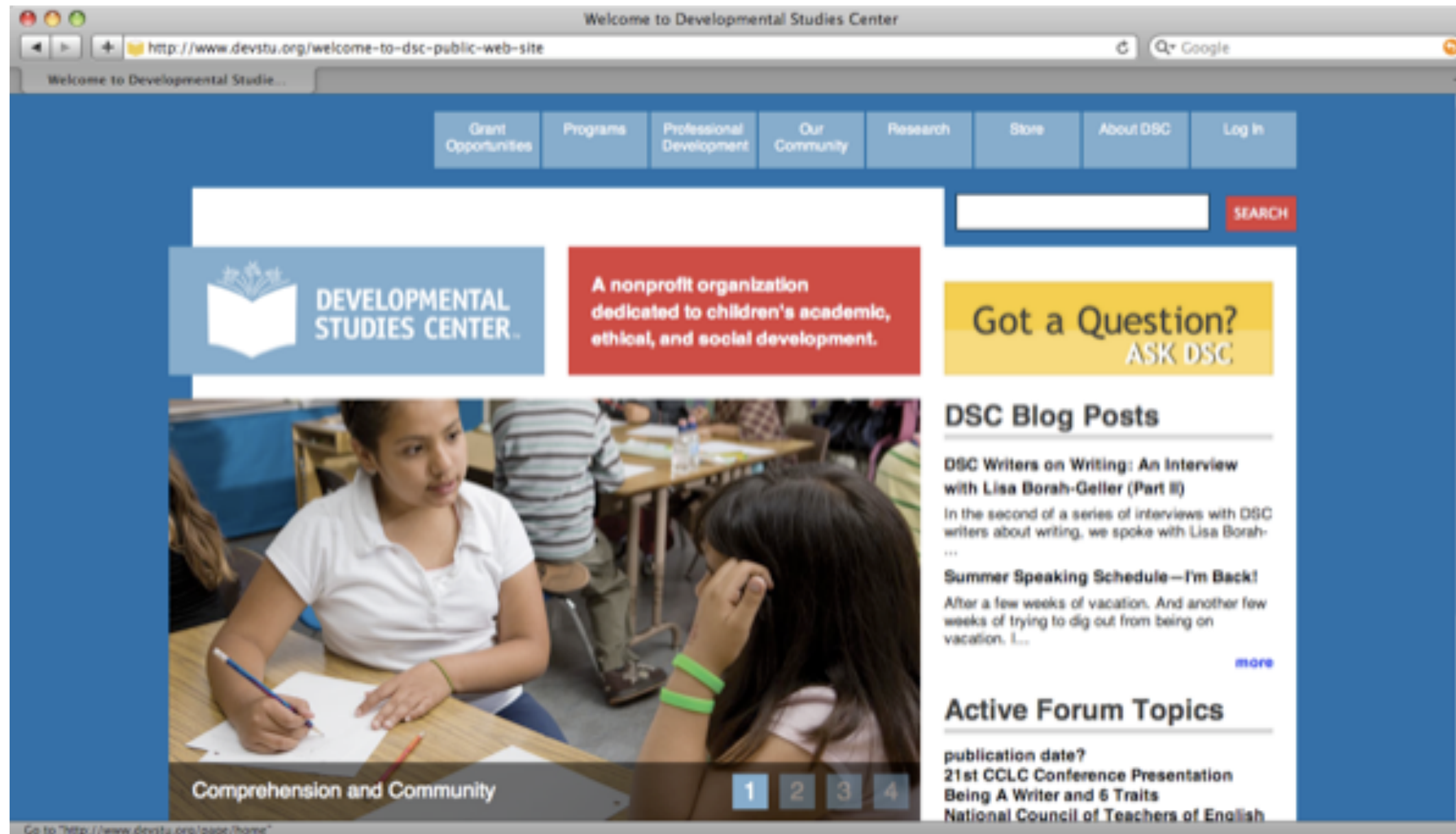
Development of social media pitches

Marketing creative, direction, copy



# Gravity7 for startups

# Example: Developmental Studies Ctr



# Gravity7 for startups

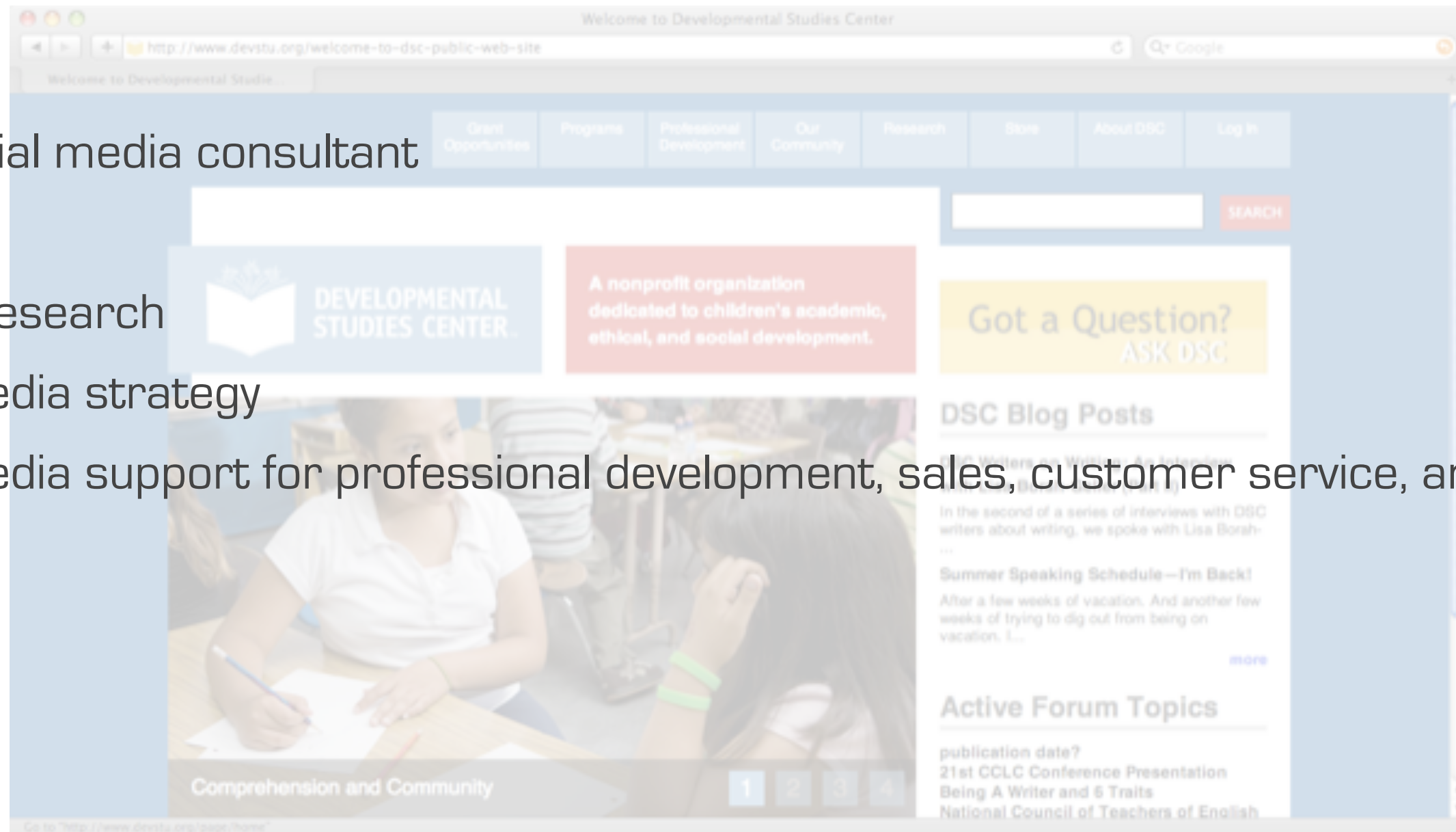
# Example: Developmental Studies Ctr

Role: social media consultant

Market research

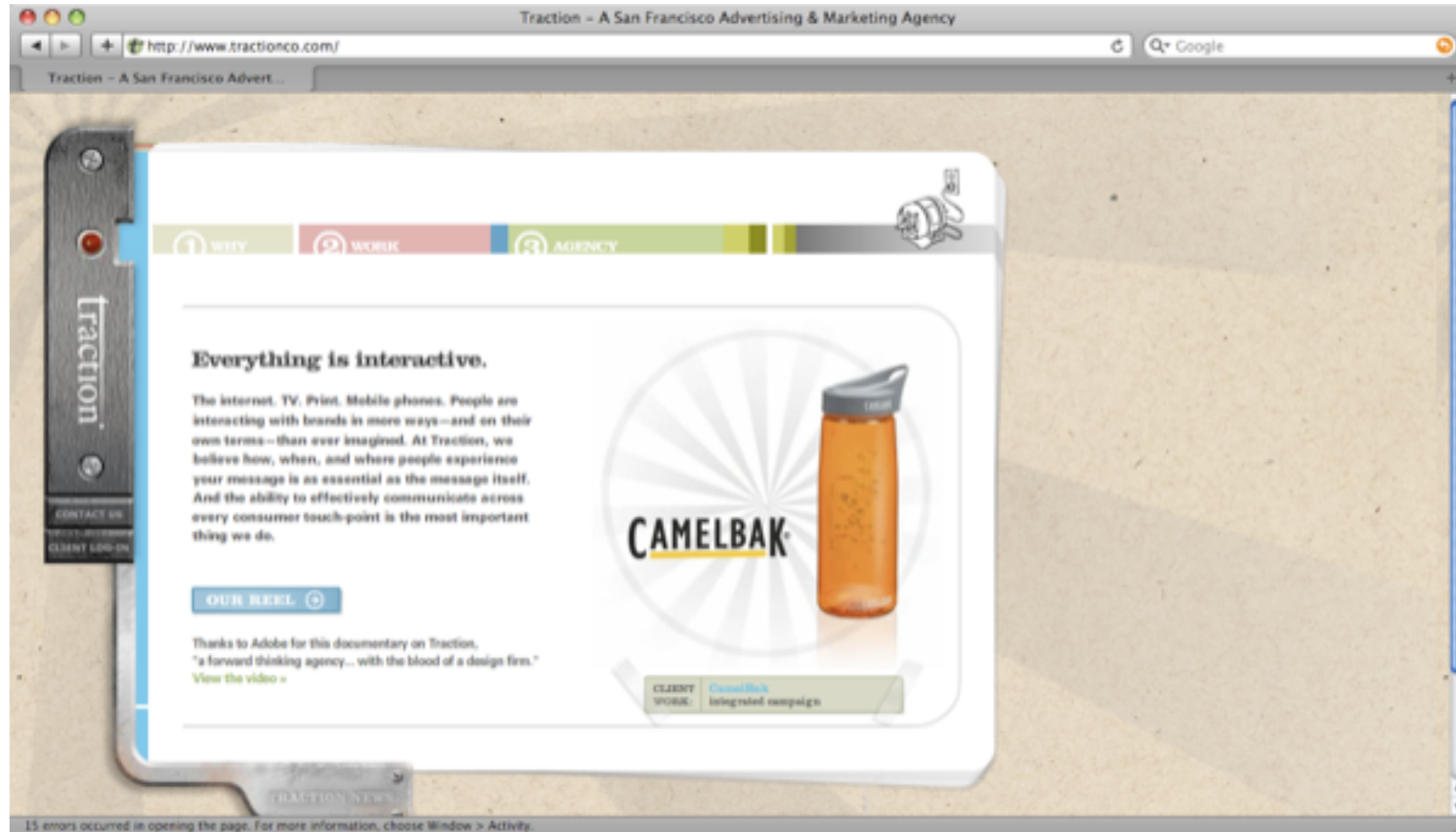
Social media strategy

Social media support for professional development, sales, customer service, and IT



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# Example: Traction/SAP



# Gravity7 for startups

# Example: Traction/SAP

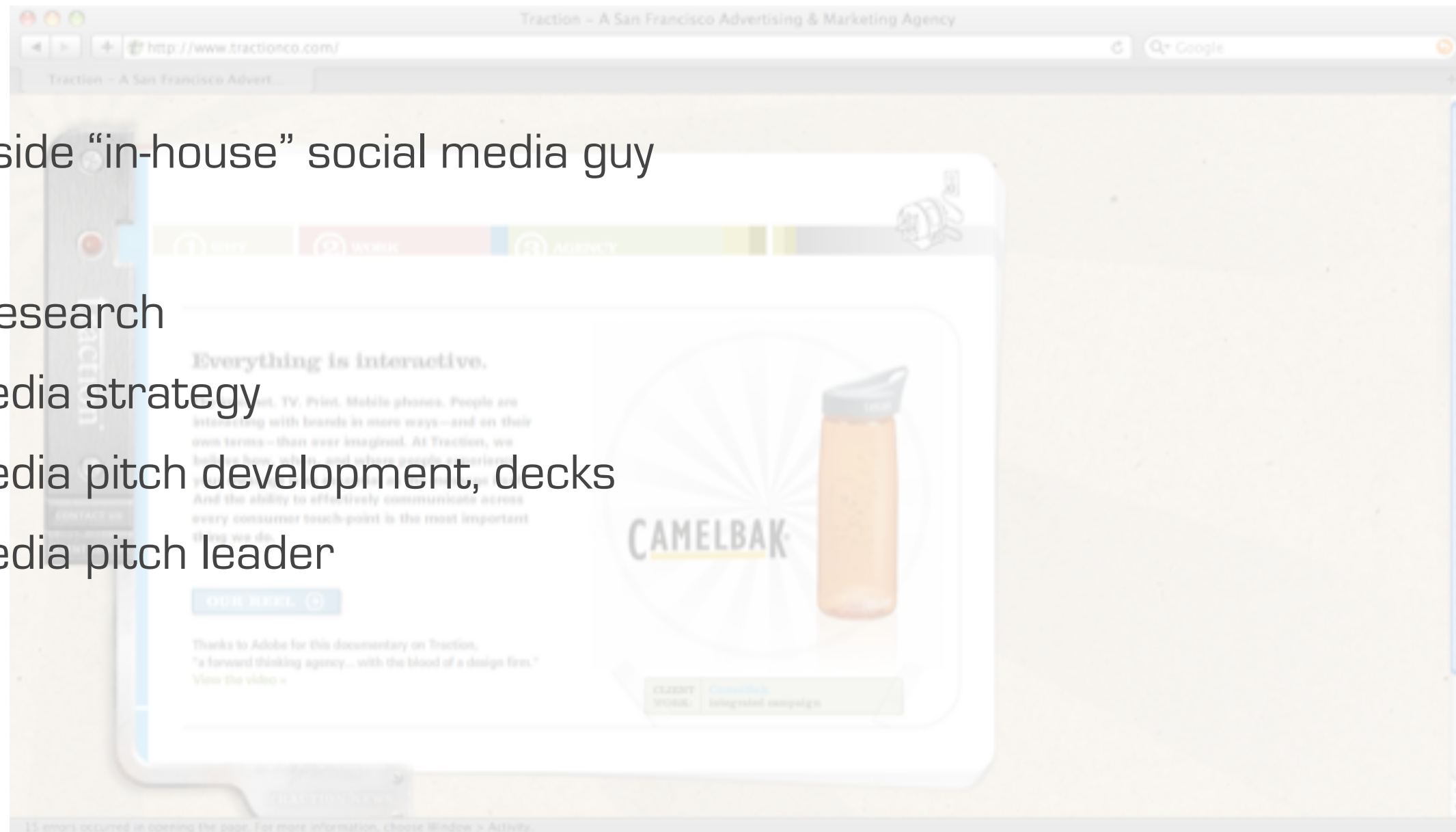
Role: outside “in-house” social media guy

Market research

Social media strategy

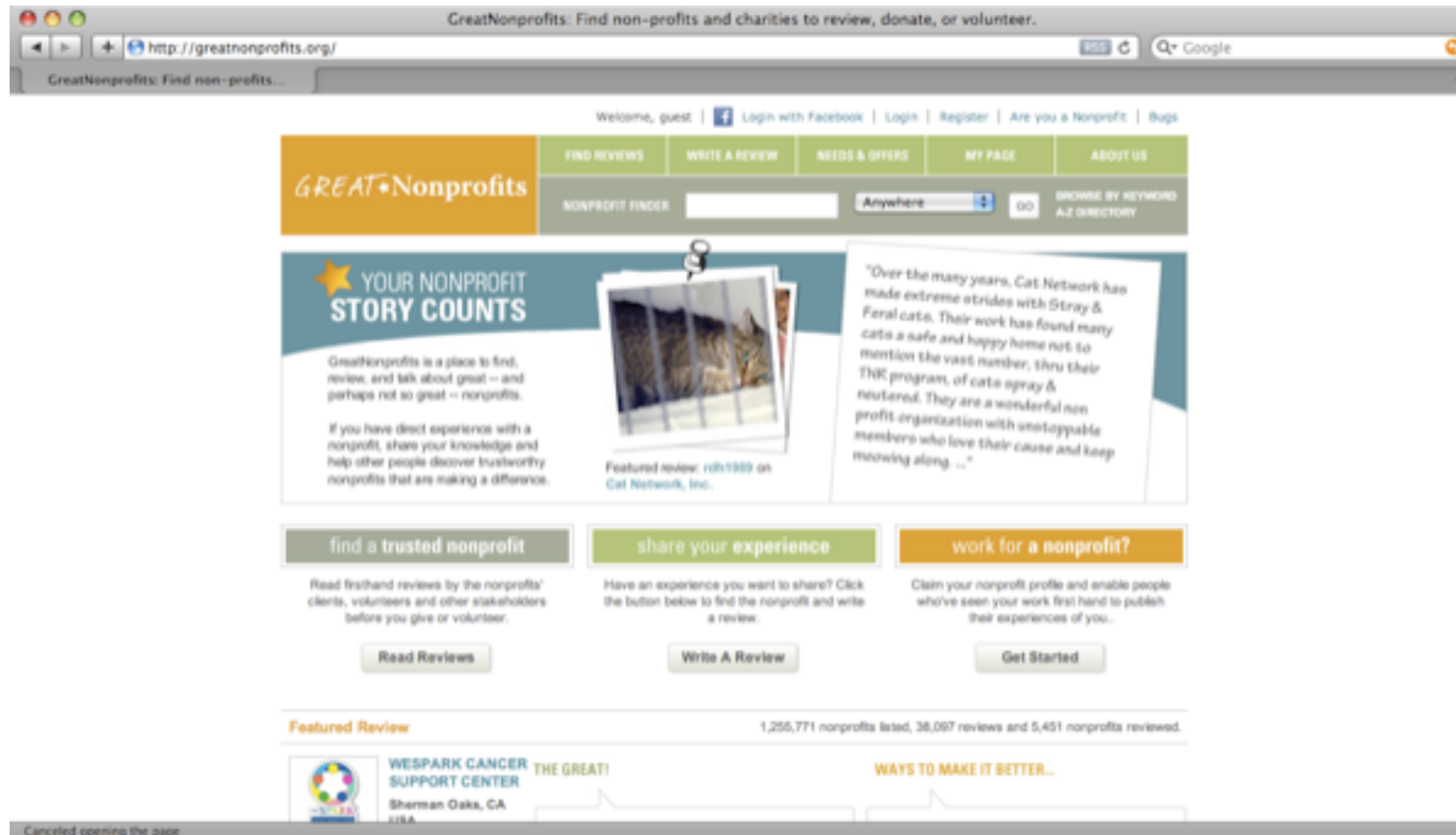
Social media pitch development, decks

Social media pitch leader



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# Example: Great Non-Profits



# Gravity7 for startups

# Example: Great Non-Profits

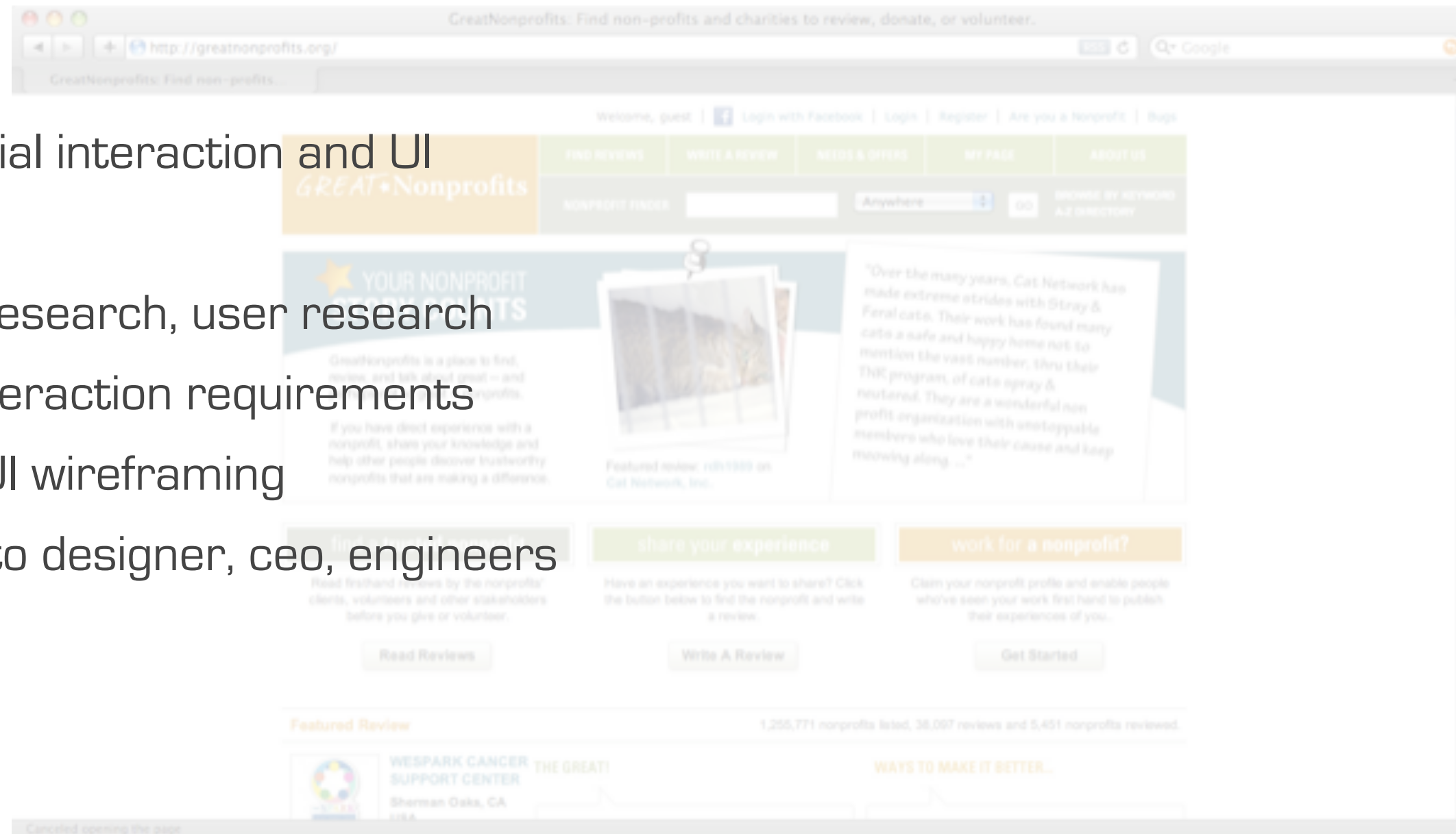
Role: social interaction and UI

Market research, user research

Social interaction requirements

UX and UI wireframing

Handoff to designer, ceo, engineers



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# Example: Razoo



# Gravity7 for startups

# Example: Razoo

Role: social interaction requirements

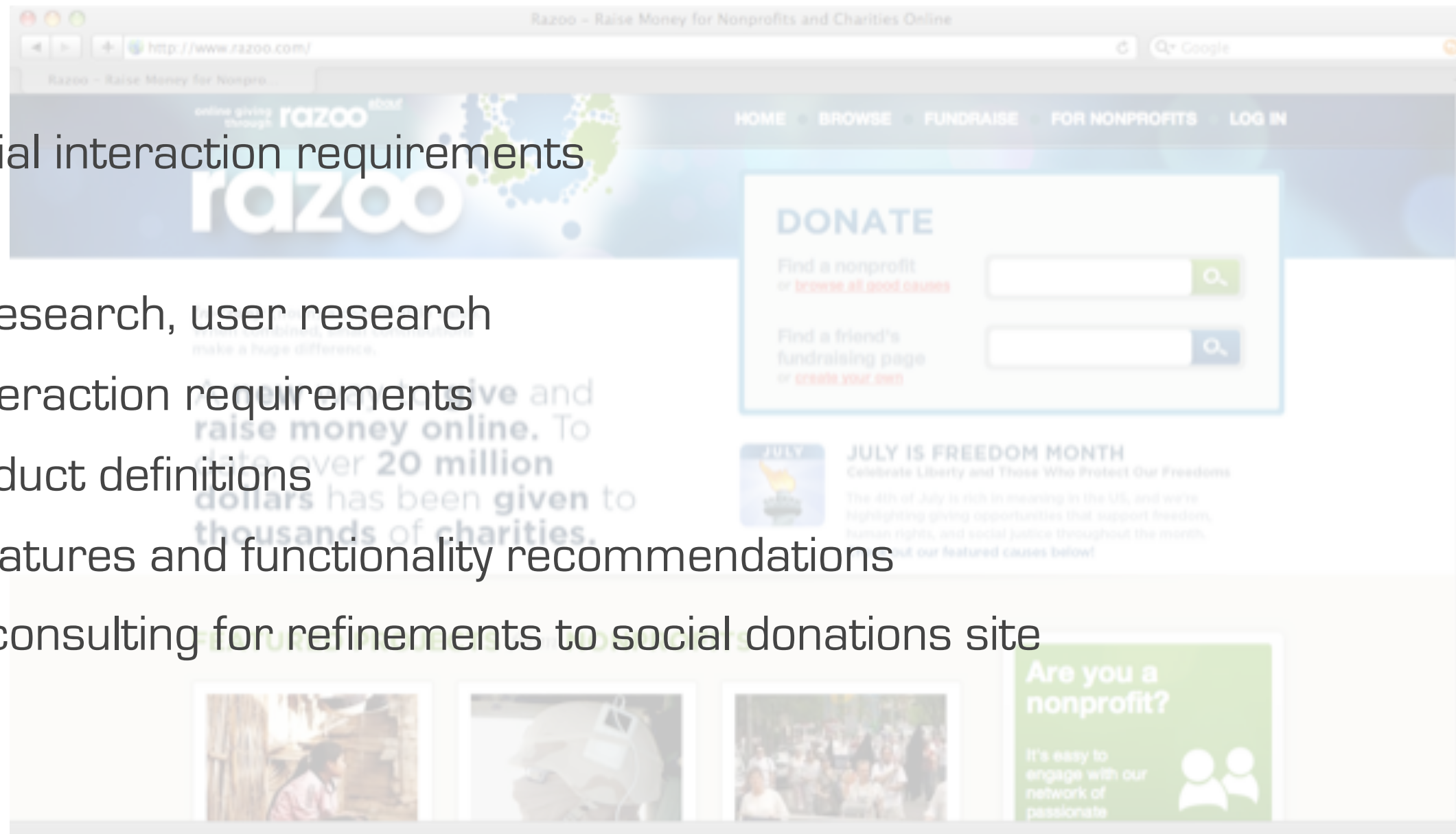
Market research, user research

Social interaction requirements

Early product definitions

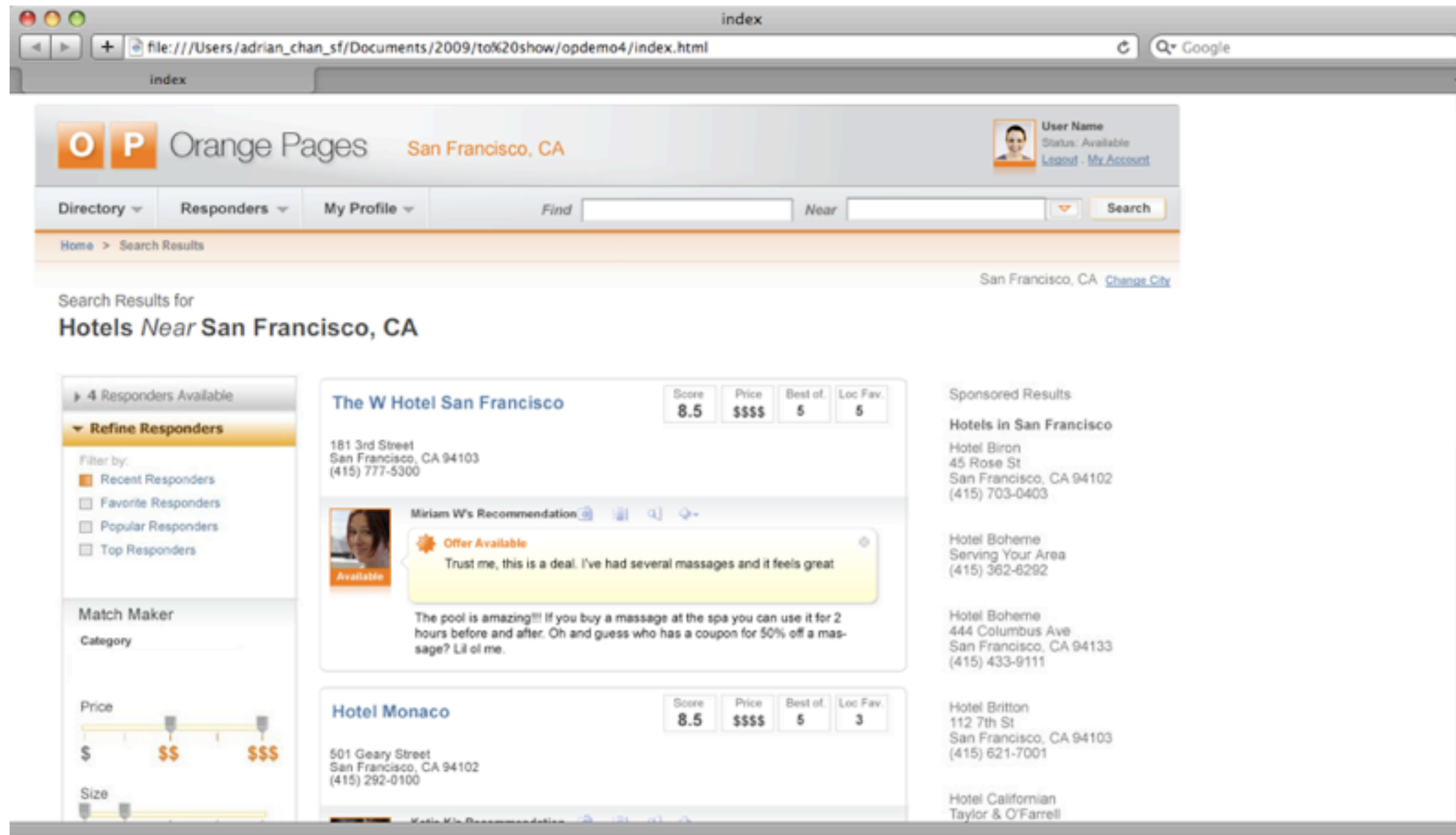
UX, UI, features and functionality recommendations

ongoing consulting for refinements to social donations site



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# Example: FranceTel/Orange



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# Example: FranceTel/Orange

Role: carte blanche outsourced project

Market research, user research

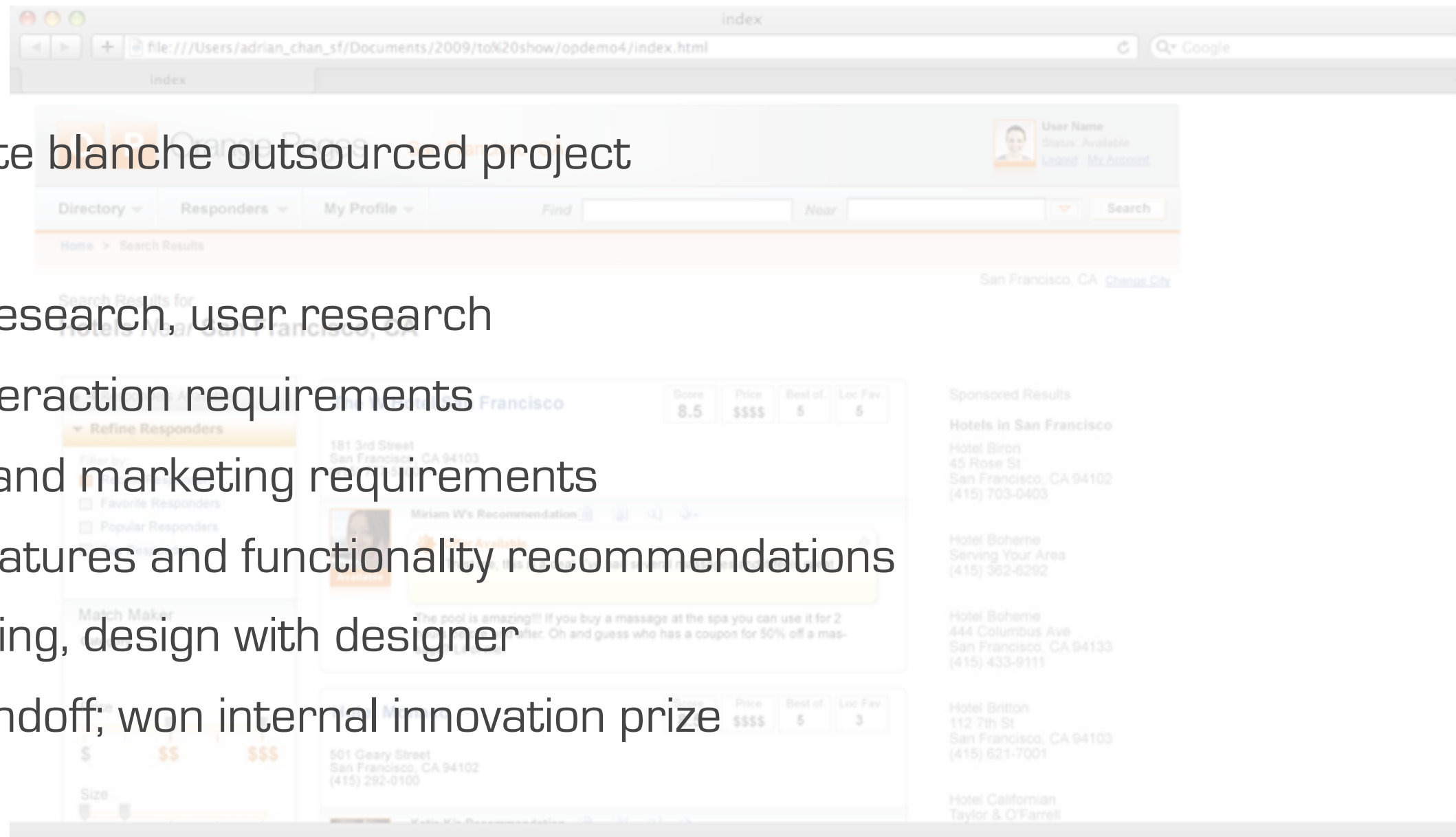
Social interaction requirements

Product and marketing requirements

UX, UI, features and functionality recommendations

wireframing, design with designer

demo handoff; won internal innovation prize



# Gravity7 for startups

# Example: Klout



# Gravity7 for startups

# Example: Klout

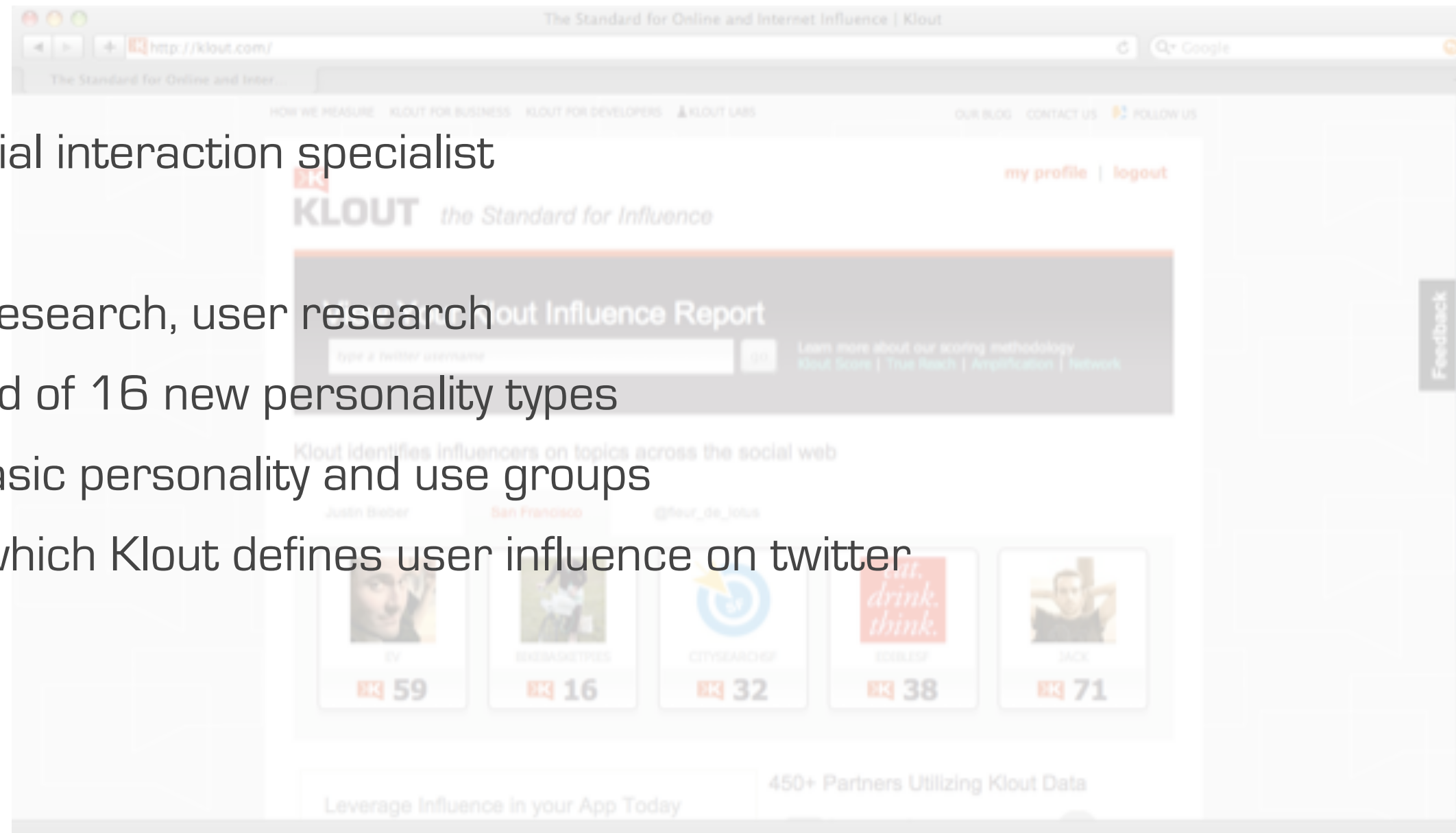
Role: social interaction specialist

Market research, user research

Conceived of 16 new personality types

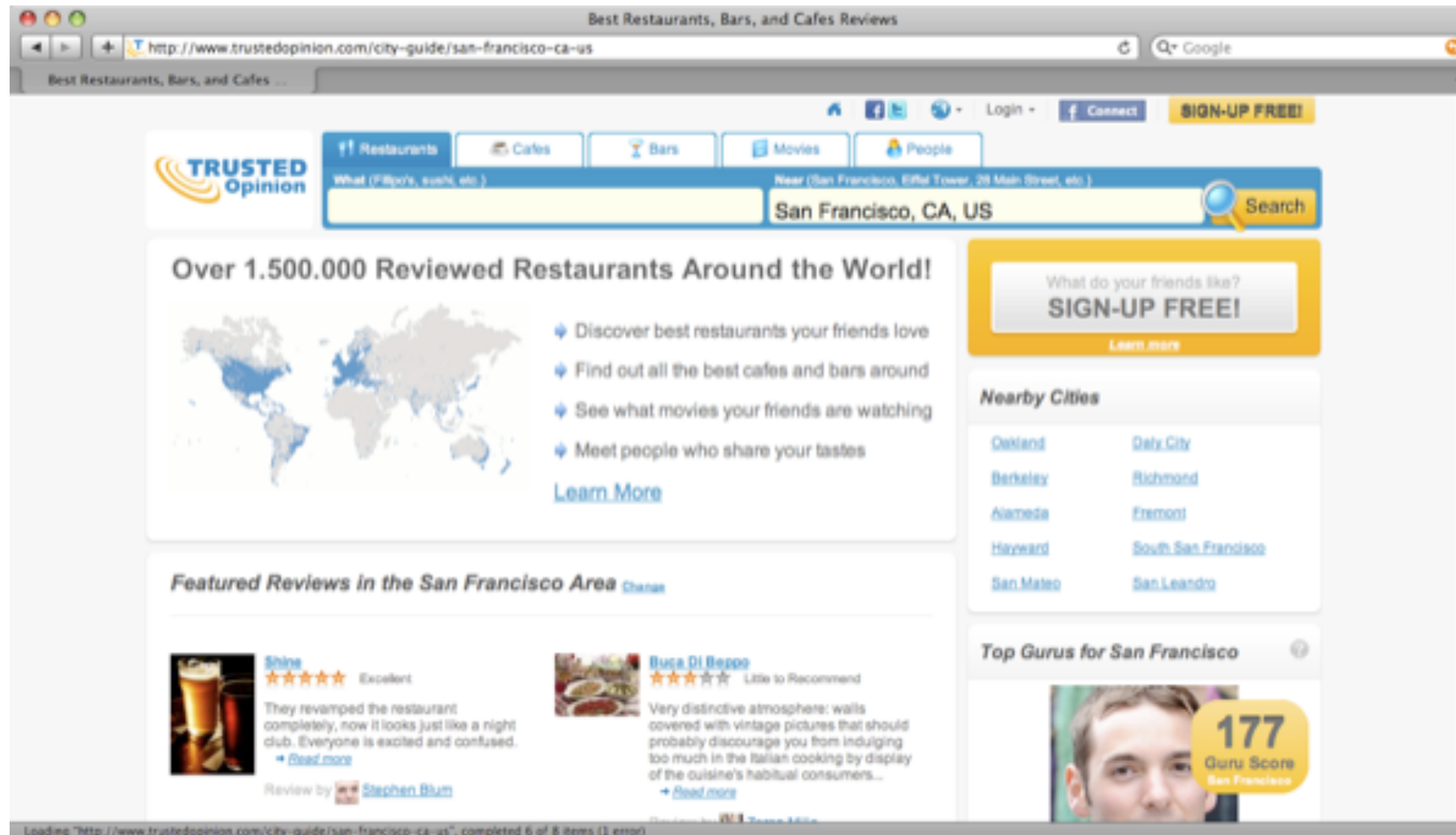
In four basic personality and use groups

Around which Klout defines user influence on twitter



# Gravity7 for startups

# Example: Trusted Opinion



# Gravity7 for startups

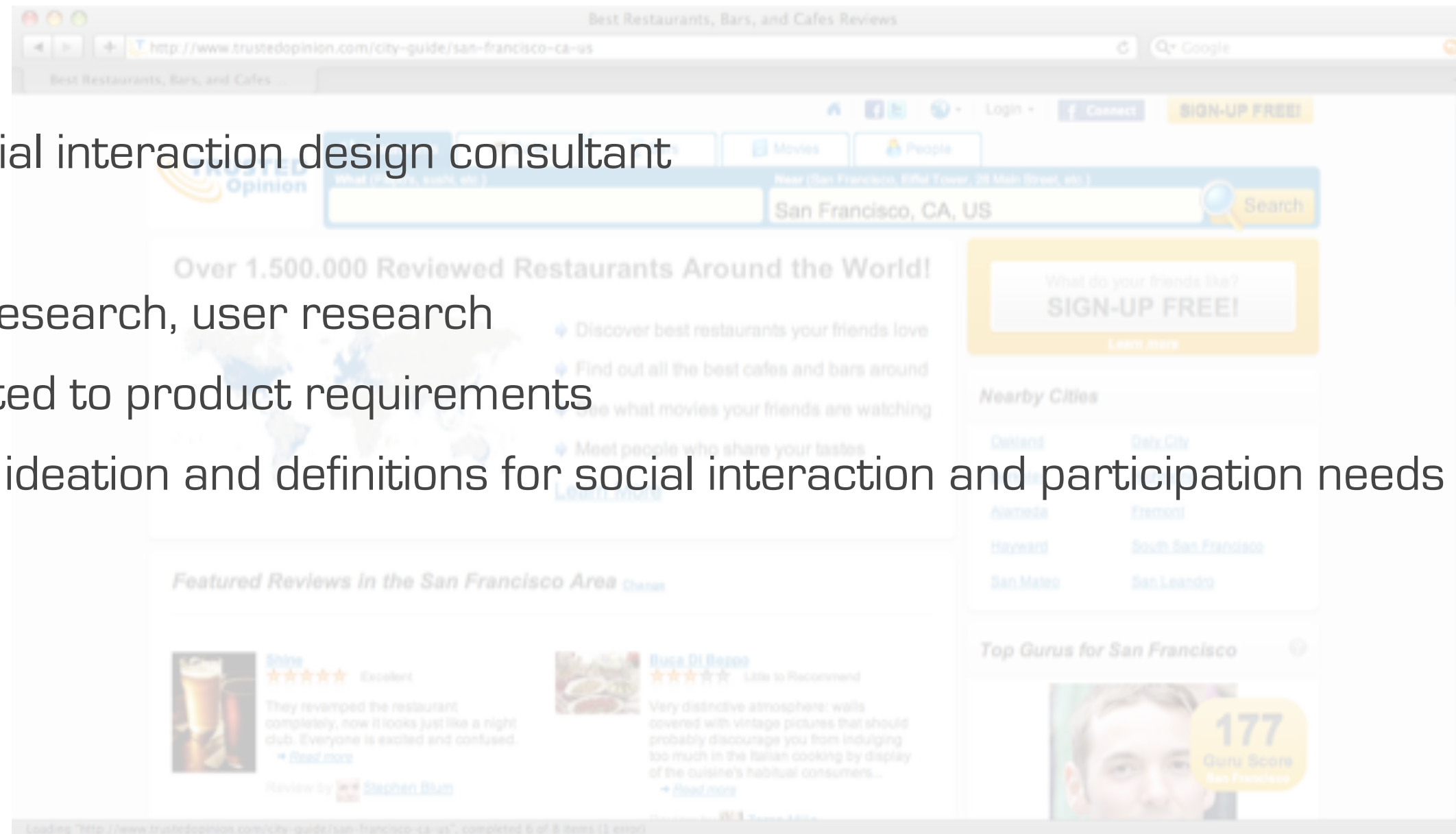
# Example: Trusted Opinion

Role: social interaction design consultant

Market research, user research

Contributed to product requirements

Provided ideation and definitions for social interaction and participation needs



# Gravity7 for startups

# Example: Peerpong



# Gravity7 for startups

# Example: Peerpong

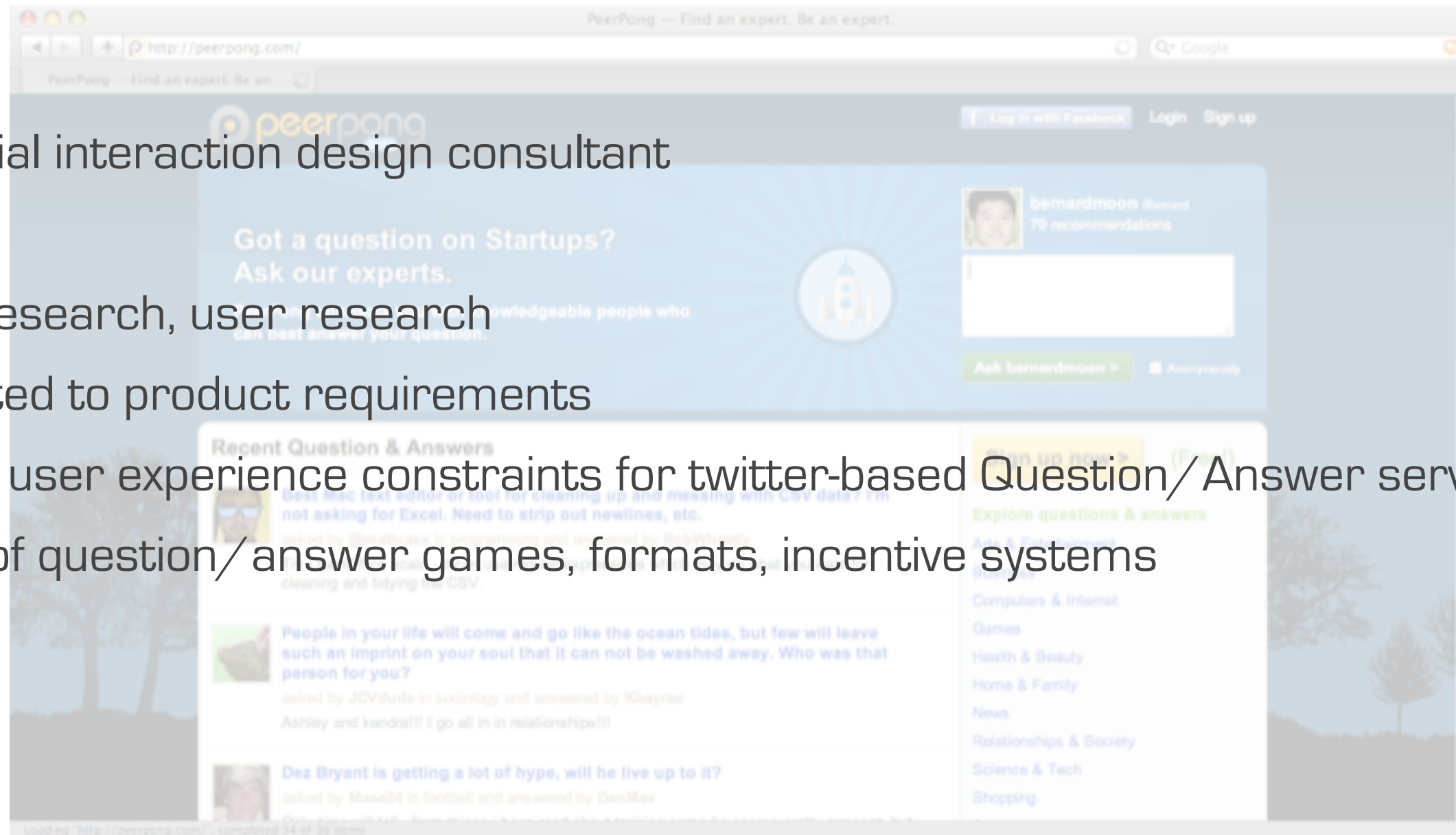
Role: social interaction design consultant

Market research, user research

Contributed to product requirements

Identified user experience constraints for twitter-based Question/Answer service

Ideation of question/answer games, formats, incentive systems



# Gravity7 for startups

# Example: Milken Institute, Speaker





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About Gravity7

Gravity7

## Gravity7 for startups

## Gravity7

- Developed YogaJournal online strategy, web site, email newsletter and communication tactics
- Won two Maggie Awards for best home page and best online publication for YogaJournal
- Online and social media strategy consulting for SAP, PeerPong, Klout, asmallworld.com, FranceTel/Orange, TrustedOpinion, Razoo, Goingon.com, among others
- 15 years of web development, branding, online strategy, content design, content management, marketing, SEO, and social media strategy
- Sr Fellow, Society for New Communications Research (SNCR)
- Founder, sxdsalon.org
- Pioneer, “social interaction design”
- [www.gravity7.com](http://www.gravity7.com)
- Contact: Adrian Chan, [adrianchan66@gmail.com](mailto:adrianchan66@gmail.com), 415 516 4442

