

# SOCIAL INTERACTION DESIGN

Gravity7

Making social work better.



2011

## SOCIAL INTERACTION DESIGN (SXD)

**Know your users. Build and support participation. Make the best use of social media and social tools. User-focused interaction design and strategic thinking.**

The design of social tools presents unique challenges, from product features to social adoption. Success is achieved only when the two are brought together through the sustained use of consumers.

I bring five years of focus on social design issues to companies invested in making social services work. I drive design and feature development according to the needs of users — with attention to the users whose participation is most constructive.

In my engagements with clients, I bridge the objectives of platform development with the interests users have in their own activities. In the world of social tools, this means not only individual product benefits but also social dynamics and outcomes. In my view, these social design patterns include a diverse set of conversational and social actions. All reflect and mirror users and social groups to themselves, and extend the motivations users act upon.

My engagement centers on your business objectives, and the participation of audiences you will need to meet those objectives. I strategize and concept social architecture with the aim of facilitating adaptable use and social outcomes. It is the contributions of the few that provide the experience of the many.

Engage with me if you have the need for:

- Social web and iPhone designs
- High-level social strategies for social tools, products, and services
- User-centric social marketing plans
- User engagement strategies and tactics
- User personas 2.0 for satisfying multiple types
- Agile social rollout and development paths
- Product specs and roadmaps
- User flows and diagrams
- UX and IxD wireframes and page layouts
- Visual concepts and brainstorms
- Rapid prototyping, screen mockups, and flows

I bring depth and insight through years of experience:

- 17 years in software, web, marketing, design, and development
- Experience with over 50 companies
- Accommodating and highly attentive engagements
- Compassion for executive and engineering perspectives alike
- Acute awareness of the individual and social psychology at work in social tools
- Adaptive consulting involvement

- Thought leadership in social media and social tools
- Strong emphasis on users



### Adrian Chan

is a Sr Fellow with the Society for New Communications Research and founder of [sxdsalon.org](http://sxdsalon.org). He graduated from Stanford University with Honors in International Relations.

Past clients include: Klout, Smith & Hawken, Reel.com, Harbinger, Intraspect, Goingon, Asmallworld, Anderson DBB, Traction, Oracle, Razoo, France Tel/Orange, Trusted Opinion.

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## DELIVERABLES

**Know your users. Build and support participation. Make the best use of social media and social tools. User-focused interaction design and strategic thinking.**



- Comps and wireframes of key site and application features
- Social interaction design requirements
- Agile development road-mapping for user growth
- Strategic direction and strong product vision
- Product requirements specs and functional requirements
- Creative vision and interaction design concepts
- Social usability, use case, and user scenario documentation
- Industry analysis and competitive research
- Investor presentations and copy
- Taglines, site information architecture, naming, and more

