

Viral Loop - Overview...

Appendix 1: early mockups

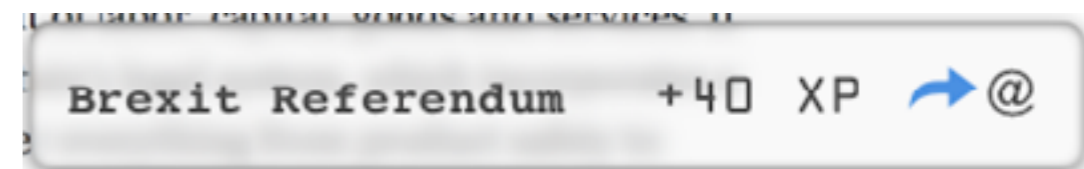
(A) MM is **continually running** inside the browser
blacklisted sites (e.g. banking, dating) are not processed



(B) MM API **categorises content** using Natural Language Processing (NLP), combined with a deep learning network, updated continually from WikiPedia



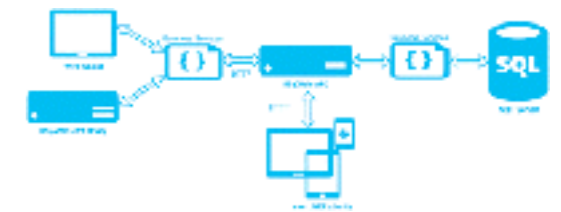
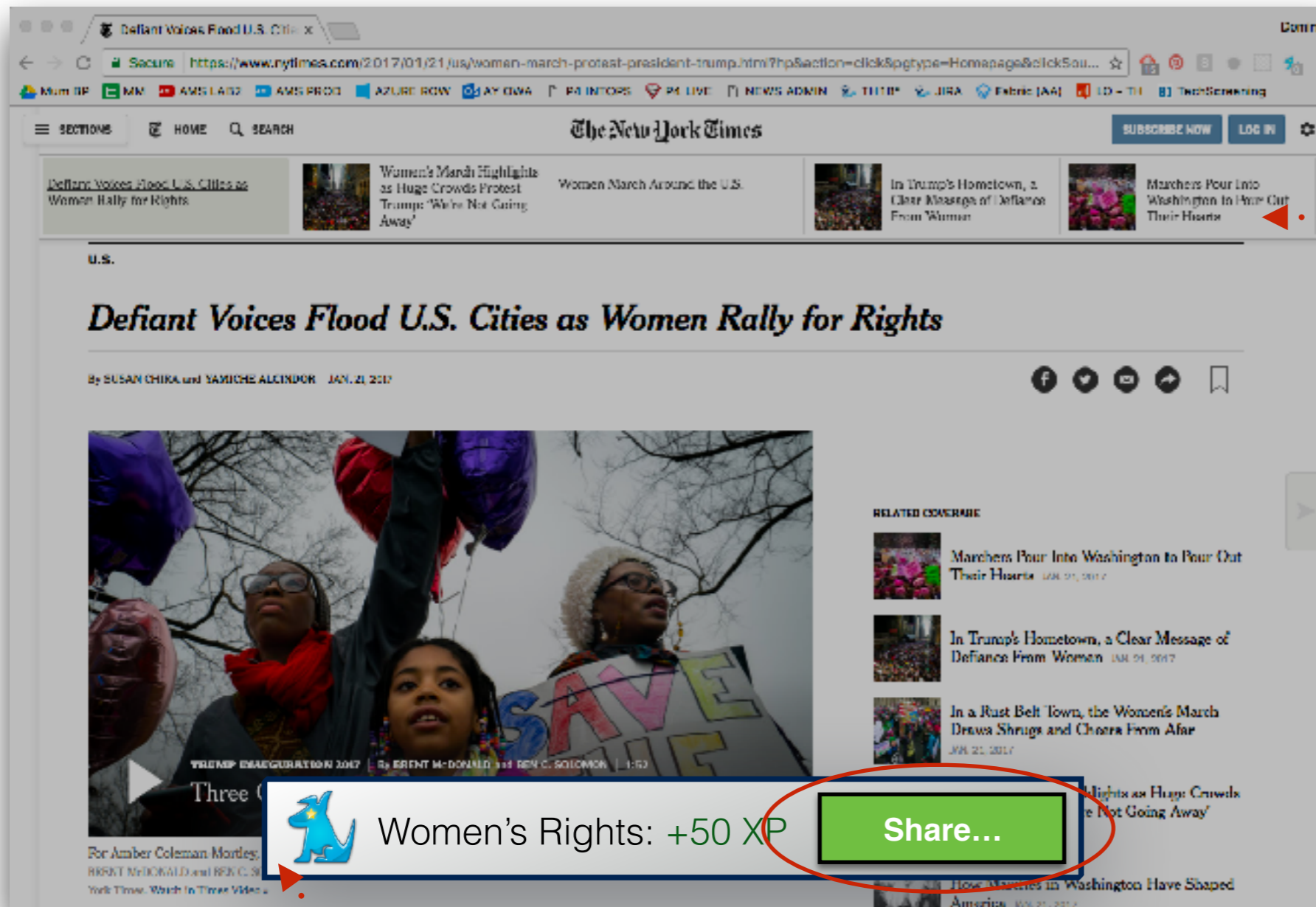
(C) MM popups earn you **Experience Points** (XP) as your content is categorised



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Viral Loop - Earn Experience Points for Topics (1)

MM categorises content and monitors user page interaction metrics (e.g. time on page, scroll events, audible status...)



Pages are ranked internally by users' engagement metrics



As interaction metrics cross thresholds, **earn XP** for topics, and get **invited to share** the topic stream with friends...



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Viral Loop - Sharing a Topic with Friends (2)

Invite friends from Google Contacts with **shared interest** in the topic

The screenshot shows a web browser window displaying a New York Times article titled "Defiant Voices Flood U.S. Cities as Women Rally for Rights". The article is by Susan Chira and Yamiche Alcindor, dated January 21, 2017. A sharing overlay is visible in the center of the screen, featuring a blue dog icon and the text "Share **Women's Rights** with:". Below this, there is a list of suggested contacts: Richard Morris (rcpmorris@ntlworld.com), Richard McAusland (rmac2@gmail.com), and Richard Morgan (rmorgan99@hotmail.com). A green button labeled "Share Now!" is circled in red. The background of the page shows a video player with the title "Three Generations of Women, Marching on Washington" and a list of related articles on the right side.

Defiant Voices Flood U.S. Cities as Women Rally for Rights

Women's March Highlights as Huge Crowds Protest Trump: 'We're Not Going Away'

Women March Around the U.S.

In Trump's Hometown, a Clear Message of Defiance From Women

Marchers Pour Into Washington to Pour Out Their Hearts

U.S.

Defiant Voices Flood U.S. Cities as Women Rally for Rights

By SUSAN CHIRA and YAMICHE ALCINDOR JAN. 21, 2017

Richard M...

Richard Morris (rcpmorris@ntlworld.com)

Richard McAusland (rmac2@gmail.com)

Richard Morgan (rmorgan99@hotmail.com)

Share Now!

THREE GENERATIONS OF WOMEN, MARCHING ON WASHINGTON

For Amber Coleman-Mortley, the Women's March on Washington was a family affair. By BRENT McDONALD and BEN C. SOLOMON on January 21, 2017. Photo by Ben C. Solomon/The New York Times. Watch in Times Video >

In a Rust Belt Town, the Women's March Draws Shrugs and Cheers From Afar JAN. 21, 2017

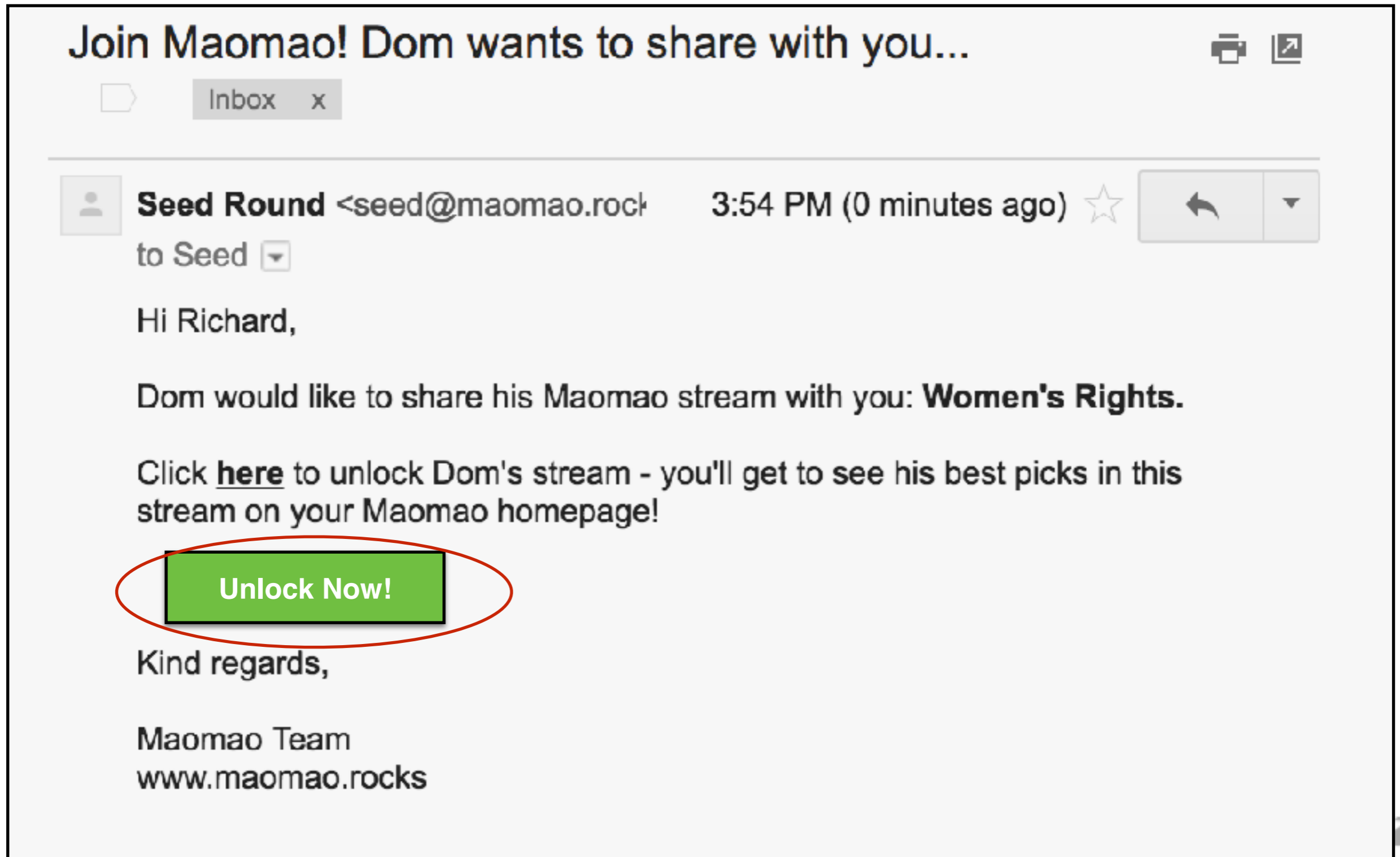
Women's March Highlights as Huge Crowds Protest Trump: 'We're Not Going Away' JAN. 21, 2017

How Marches in Washington Have Shaped America JAN. 21, 2017

Appendix 1: early mockups

Viral Loop - Friend Receives Invite (3)

Email invite to **join maomao** and **unlock share**



Appendix 1: early mockups

Viral Loop - Friend Installs Maomao (4)


Friend browser extension to unlock stream...


New Tab x Đ Đức Dũng Huỳnh would like to x Extension Page - Maomao Ext x Maomao.Rocks x Dominic

maomao get smarter + ADD TO CHROME

Dom wants to share with you: **“Women’s Rights”**

Dom has XP 1600 in **Women’s Rights**. Some of his best picks...

←  www.hrw.org
Earned XP 15 3.5 mins
★★★★★

 history.house.gov
Earned XP 50 10.5 mins
★★★★☆

→

+85 other pages, 125 mins, over last 3 weeks...

Unlock Now...

Install maomao into your browser to view Dom’s shared topic!

maomao the smarter way to share

Appendix 1: early mockups

Viral Loop - Friend Installs Maomao (4)

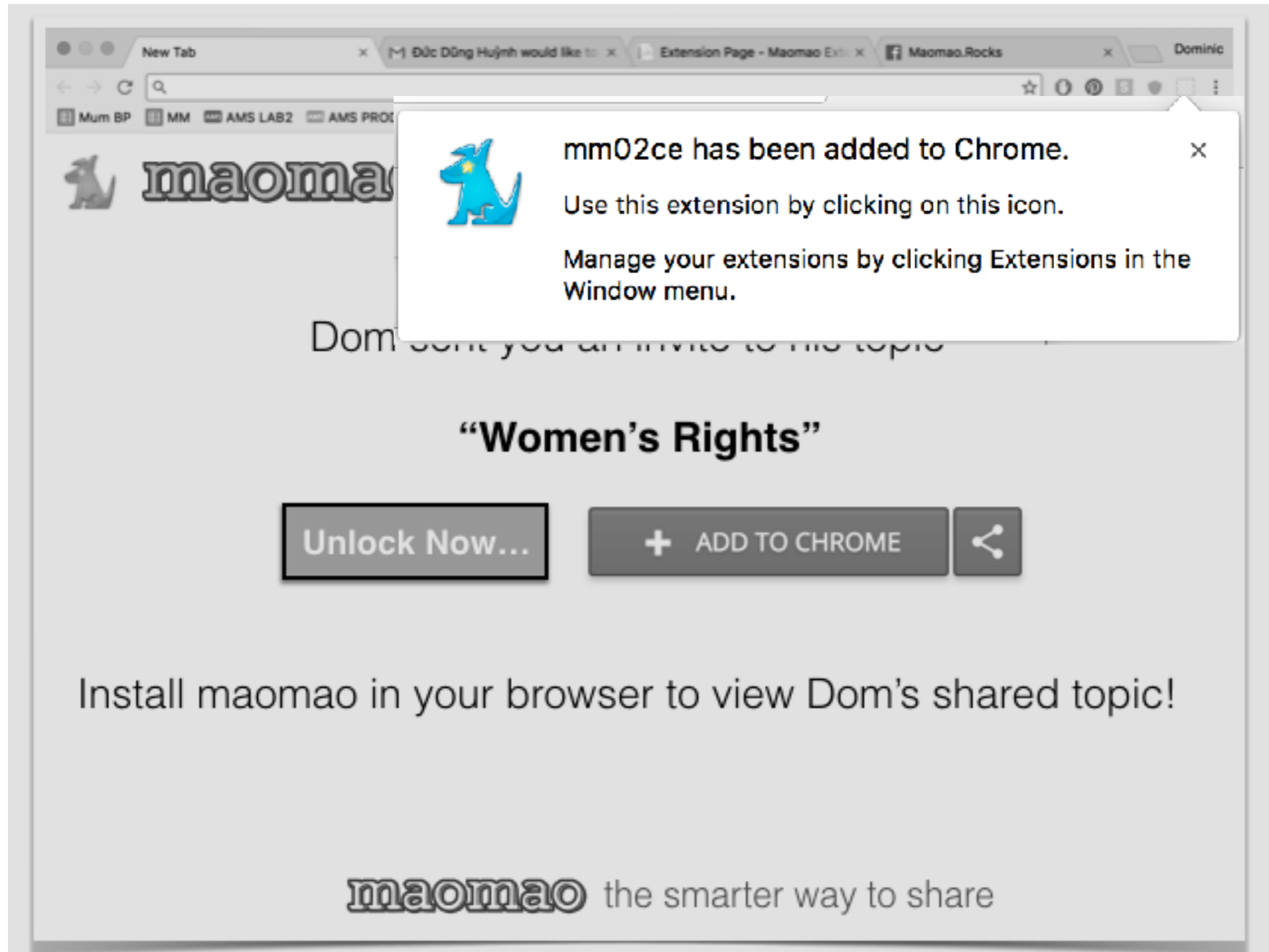
Add extension...



Appendix 1: early mockups

Viral Loop - Friend Installs Maomao (4)

Extension installed: new user taken direct to www.maomao.rocks homepage



Appendix 1: early mockups

Viral Loop - New User Homepage - www.maomao.rocks (2)



Your **Brexit** Stream

XP 150 (earn VIP @ 1500) 85 pages, 83 minutes browsing

Your Streams

Politics (XP 50)

UK Politics (XP 90)

Brexit (XP 150)

US Politics

Trump

Science

Astronomy

Friends Streams

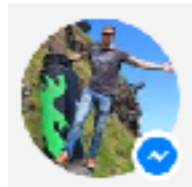
Rudy

Winston

Boat

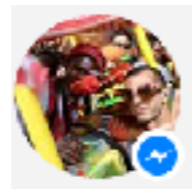
Share with...

Shared With



Kris Lander

[Brexit](#): XP 1600
250 pages, 400 mins



Taz Endler

[Brexit](#): XP 160
93 pages, 90 mins

[+3 others...](#)



<http://www.economist.com/news/britain/21715...>

Earned XP 35 7.6 mins ★★★★★

Three days ago



<http://www.independent.co.uk/topic/brexit>

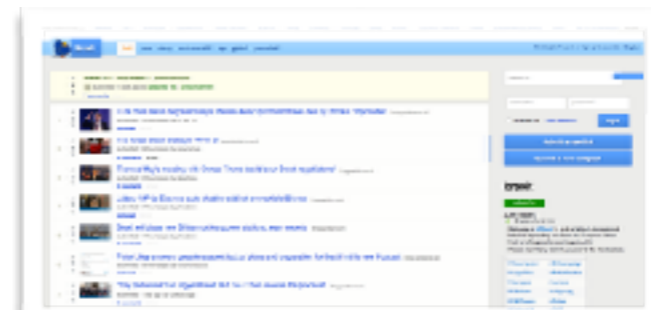
Earned XP 15 3.5 mins ★★★★★

Yesterday

Recommended for **Brexit**



<https://en.wikipedia.org/wiki/Brexit>



<https://www.reddit.com/r/brexit/>

