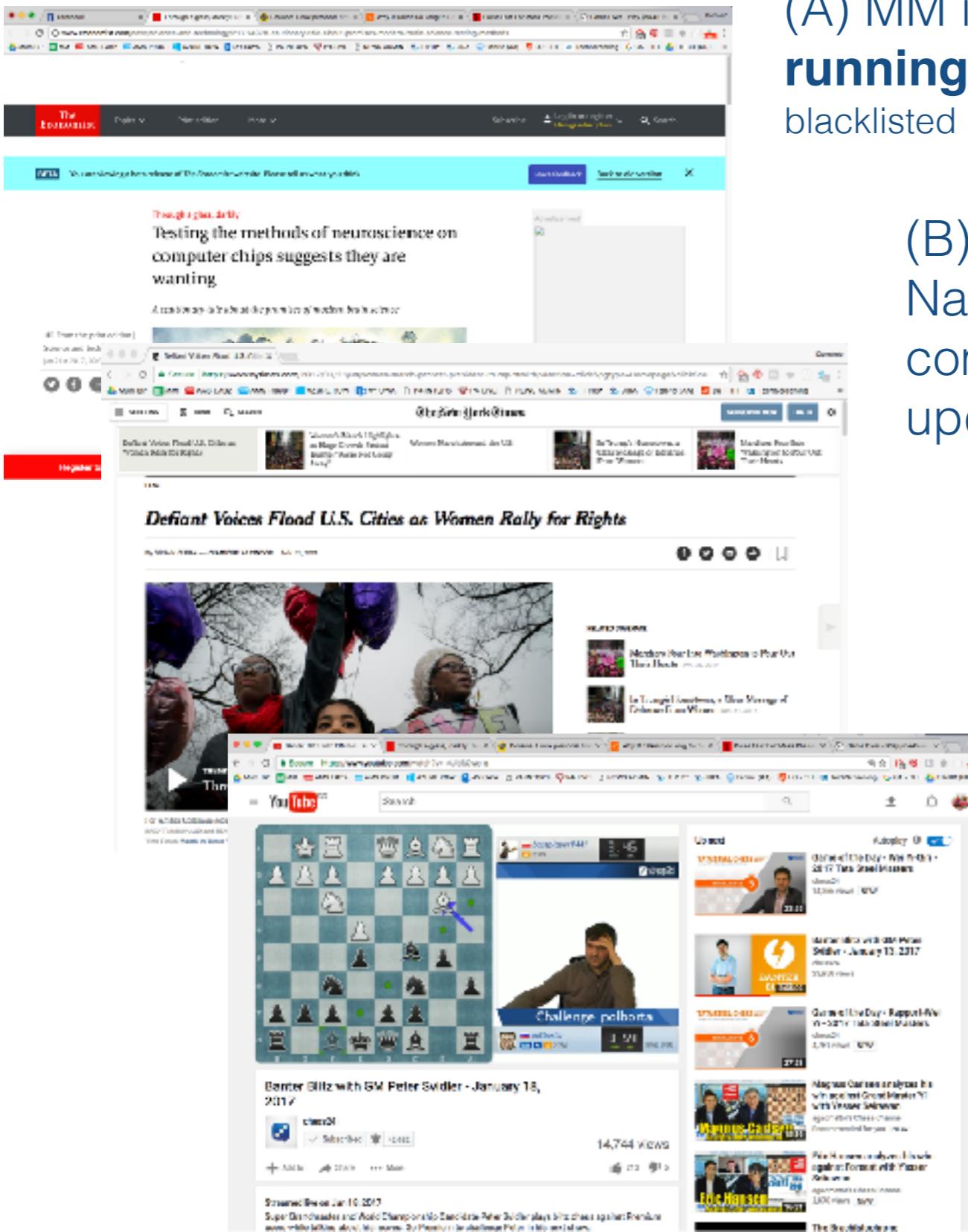


Appendix 1: early mockups

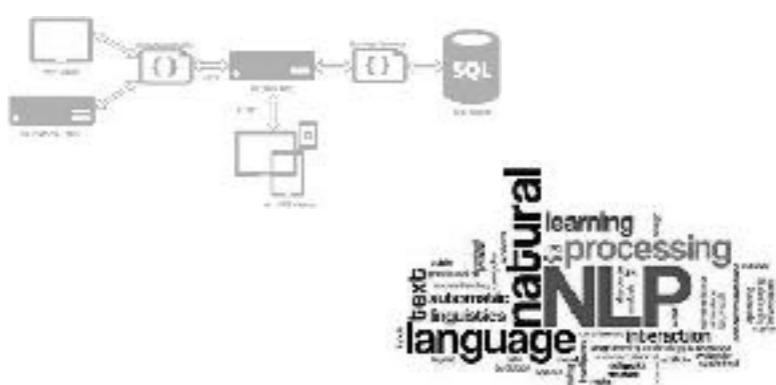
Viral Loop - Overview...



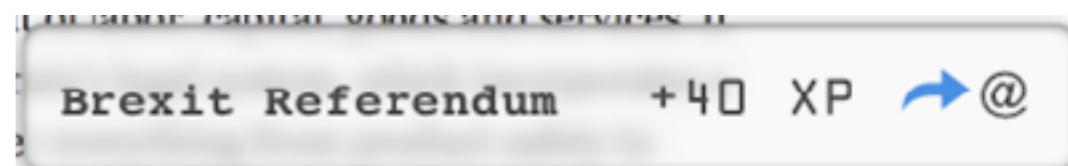
(A) MM is **continually running** inside the browser
blacklisted sites (e.g. banking, dating) are not processed



(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



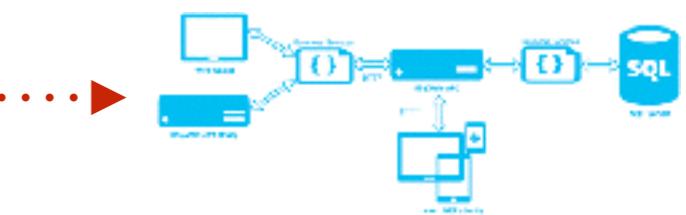
Appendix 1: early mockups

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...)

The screenshot shows a web browser displaying an article from The New York Times titled "Defiant Voices Flood U.S. Cities as Women Rally for Rights". The article is dated January 21, 2017, and is by SUSAN CHIKA and YASICHE ALCINDOR. Below the article, there is a video player for a video titled "Three Women's Marches in Washington Have Shaped America" by BRENT McDONALD and BEN C. SOLomon. A red arrow points from this video area to a blue icon of a dog wearing a crown, which is part of a larger interface for earning experience points.

A green button labeled "Share..." is circled in red, indicating it is the target of the viral loop interaction. Another red arrow points from the top right towards this button. The background of the interface features a network diagram with various nodes and connections, representing the internal ranking and monitoring system.



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...



Appendix 1: early mockups

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 for The New York Times. The URL in the address bar is <https://www.nytimes.com/2017/01/21/us/women-march-protest-president-trump.html?hp&action=click&pgtype=Homepage&clickSource=1>. The page content is about the Women's March on Washington. A modal dialog box is overlaid on the page, titled "Share Women's Rights with:".

The modal contains a list of names and email addresses:

- Richard M...
- Richard Morris (rcpmorris@ntlworld.com)
- Richard McAusland (rmac2@gmail.com)
- Richard Morgan (rmorgan99@hotmail.com)

A large red oval highlights the green "Share Now!" button at the bottom right of the modal.

Below the modal, the main article content continues with a large photo of women marching, the headline "Three Generations of Women, Marching on Washington", and a caption about Amber Coleman-Mortley. To the right of the modal, there are other news items and social sharing icons.

Appendix 1: early mockups

Viral Loop - Friend Receives Invite (3)

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

Join Maomao! Dom wants to share with you...  

 **Inbox** 

 **Seed Round** <seed@maomao.rock> 3:54 PM (0 minutes ago)   

to Seed 

Hi Richard,

Dom would like to share his Maomao stream with you: **Women's Rights**.

Click here to unlock Dom's stream - you'll get to see his best picks in this stream on your Maomao homepage!

 **Unlock Now!**

Kind regards,

Maomao Team
www.maomao.rocks



Appendix 1: early mockups

Viral Loop - Friend Installs Maomao (4)

Friend browser extension to unlock stream...

The screenshot shows a web browser window with multiple tabs open. The active tab is titled "Extension Page - Maomao Ext.". The main content area displays the Maomao logo and slogan "get smarter". A blue button on the right says "+ ADD TO CHROME". Below it, a message reads "Dom wants to share with you: **“Women’s Rights”**". A large callout box contains the text "Dom has XP 1600 in **Women’s Rights**. Some of his best picks...". It lists two items: one from "www.hrw.org" (Earned XP 15, 3.5 mins, 5 stars) and another from "history.house.gov" (Earned XP 50, 10.5 mins, 5 stars). At the bottom of the callout box is the text "+85 other pages, 125 mins, over last 3 weeks...". A red oval highlights a green button labeled "Unlock Now...". Below the callout box, a message encourages users to "Install maomao into your browser to view Dom's shared topic!". The Maomao logo and slogan are at the bottom.

New Tab

Đức Dũng Huỳnh would like to X Extension Page - Maomao Ext. X Macmao.Rocks X Dominic

Mum BP MM AMS LAB2 AMS PROD AZURE ROW AY OWA P4 INTOPS P4 LIVE NEWS ADMIN TH1B* JIRA Fabric [AA]

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...

A screenshot of a web browser window. The title bar shows the tab is titled "Extension Page - Maomao Ext.". The main content area displays a modal dialog box with the following text:

Add "mm02ce"?

It can:

- Read and change all your data on the websites that you visit
- Read and change your bookmarks

Below the dialog are two buttons: "Cancel" and "Add extension". The "Add extension" button is circled in red.

At the bottom of the page, there are three buttons: "Unlock Now...", "+ ADD TO CHROME", and a share icon.

Text at the bottom of the page reads: "Install maomao in your browser to view Dom's shared topic!"

The Maomao logo and tagline "the smarter way to share" are visible at the bottom right.

Appendix 1: early mockups

Viral Loop - Friend Installs Maomao (4)

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

The screenshot shows a web browser window with several tabs open. The active tab is the Maomao homepage, which features a large blue dog icon and the text "maomao the smarter way to share". A prominent call-to-action button says "Unlock Now...". To the right of this button are two other buttons: "+ ADD TO CHROME" and a share icon. A tooltip message from the browser extension is displayed, stating: "mm02ce has been added to Chrome. Use this extension by clicking on this icon. Manage your extensions by clicking Extensions in the Window menu." Below the main content, a message encourages users to install the extension: "Install maomao in your browser to view Dom's shared topic!". The browser interface includes a search bar and a sidebar with various links.

mm02ce has been added to Chrome.
Use this extension by clicking on this icon.
Manage your extensions by clicking Extensions in the Window menu.

Dom's shared topic

“Women’s Rights”

Unlock Now... + ADD TO CHROME

Install maomao in your browser to view Dom's shared topic!

maomao the smarter way to share

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

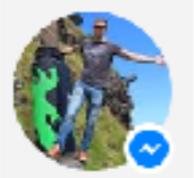
Trump

Science

Astronomy

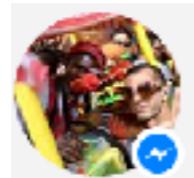
Share with...

Shared With



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

Kris Lander



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

Taz Endler



<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

Friends Streams

[+3 others...](#)

Rudy

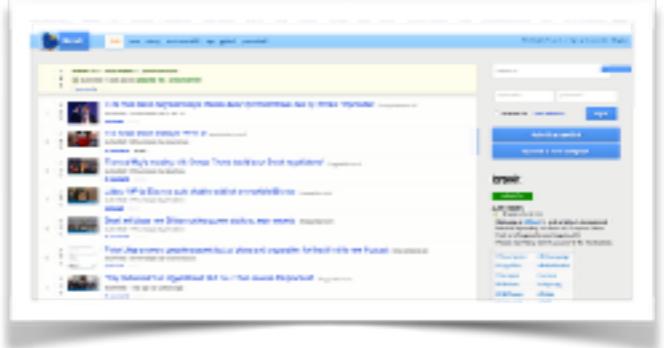
Recommended for **Brexit**

Winston

Boat



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



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

