

The following document has the intention of defining key concepts and ideas of foli. Having a clear and concise definition will allow the development of the app to be smoother and goal oriented.

Waves: Before defining waves let's bring some concepts from other social networks that are well known. First let's take the wall from Facebook. The wall is the center of the app, that's where all the main content is distributed and organized. What we want to get from the wall is exactly that. A fragment or piece of space that holds the main content prioritizing the new and the trending content. In our case such wall is not public. Meaning that the user has access to multiple walls depending on the waves they are riding. Another concept that is relevant are snaps. What we want to take from snaps is the idea of time base. Snaps are meant to last so long. We twist that concept to renew the TTL (time to live) depending on how many echos it receives. Below there's a more detailed explanation of key concepts and interactions with waves.

Wave:

WaveCard:

Information:

Name; def: Name of the Wave.

Number of Members; def: How many members does the Wave has.

Topics; def: Hashtags that define the main topics of discussion in the wave.

Privacy:

Private; def: You can only be part of the Wave if you scan a QR code or receive an invitation from a member.

Private by Location; def: You can only be part of the Wave if you are inside the radius of the wave and login with QR code. These are meant to be static and mainly for businesses or clubs.

Public; def: These are the Waves that you can find in *explore*. These are for topics of general interest.

Public by Location; def: These are Waves that are public when scanning an area and you can join without having to be invited. You can also use a QR code but the idea is that the user can literally just tap login.

Wall:

Content:

Types:

Text; def: A post in a wave can be plain text. This might be an idea that the user is trying to share or get an opinion on. There's no predefined limit like in Twitter, but a max at some point should be implemented.

Images; def: A post can also be an image, and such image can also carry a description. Like any other social media post out there.

Shares; def: Sharing posts from other public Waves and/or other social media should be a priority too.

Dynamics:

TTL; def: Time to live is another concept that we want to implement. Each post that is made has a time to live for 24h the 24h will keep renewing as long as other users keep echoing the post. Each echo will renew the ttl, this is great to study how posts become viral and how long they are relevant for.

Appreciation:

Echo; def: Can be compared to a like. It basically gives a post or a wave a higher change to trend. If more than a third of the members of a wave echo a post. Such post will be saved automatically.

Save; def: Posts can also be saved. The user only has one echo per post, so if the user thinks that the post is funny or relevant it can save it for later enjoyment.

Posting:

Parameters:

Content; ref: Wall->Content->Types

Topic; def: Each Wave will have a general topic by default.

The other topics are assigned at the moment of creation of the wave. When the user wants to post he must select what topic the post corresponds to. This with the intention of keeping the general content of the Wave narrowed down to some specific interests.

From the previous explanations we can highlight the following points.

1. Waves are dynamic in relation to their TTL.
2. Waves are segmented based on topics.
3. Waves can be public and private and for both variations they can be location based or not.
4. Waves contain virtually any type of content. (Videos, links, pictures, text, etc..)
5. The contents inside waves are echoed this allowed them to keep being alive.
6. Content inside waves are saved if one third of the members echo it.

Extra ideas:

1. A good metric or at least a way to gamify this concept of echoing content is to display in the user card the number of contents that have been saved in all waves.

Example:

John posted something in a wave related to sloths. More than one third of the people in that wave echoed its post, now he has 1 wave saved. I guess you can measure how much good content you produce depending in how many waves have been saved.