

UASocial.com*

*** social network prototype**

[project name: UADN]

Idea, programming, design
Mike Gordo

Programming, administration
Ryan Cochrane

Public relations, administration
Matthew Grunert

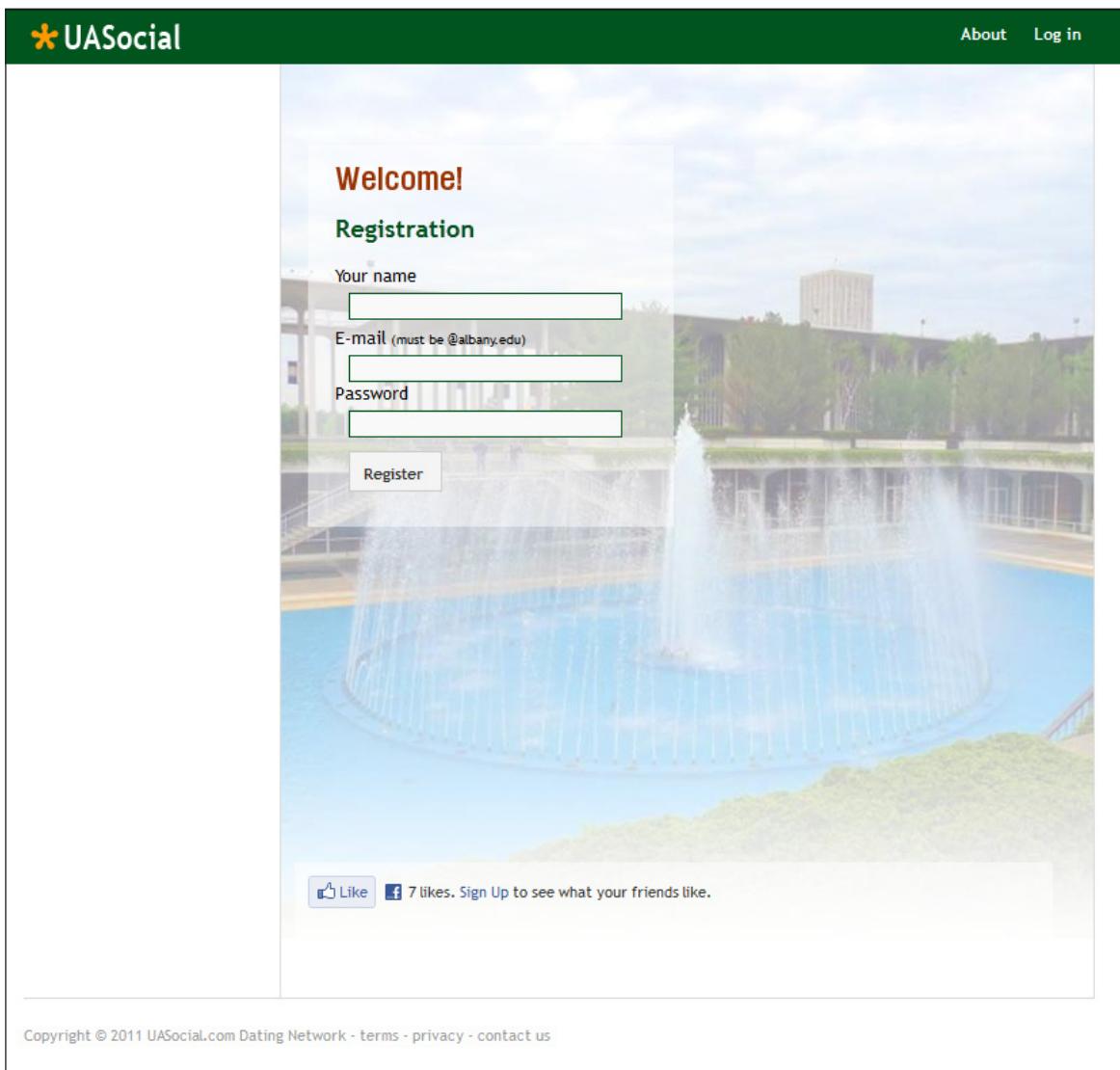
Abstract

Social life is not an easy thing for some people. On my first day in college I knew no one, which was a big problem for me. To solve this problem, and to help other people find friends and roommates, we designed this social network for the closed community at the University at Albany, NY.

Key concepts:

1. It's free of charge
2. It's free of ads
3. It's free of strangers

Registration



The screenshot shows the registration page of the UASocial website. At the top, there is a dark green header bar with the logo 'UASocial' on the left and 'About' and 'Log in' links on the right. Below the header, the main content area has a background image of a large outdoor fountain. In the center, there is a form for registration. The form includes fields for 'Your name' (with a red placeholder 'John Doe'), 'E-mail (must be @albany.edu)' (with a red placeholder 'john.doe@albany.edu'), and 'Password' (with a red placeholder 'password'). There is also a 'Register' button. At the bottom of the form, there is a small social sharing box with 'Like' and 'Sign Up' buttons, showing '7 likes'. At the very bottom of the page, there is a copyright notice: 'Copyright © 2011 UASocial.com Dating Network - terms - privacy - contact us'.

In order to sign up, person must have an @albany.edu email. Only current students and faculty can create an account, thought the network stays open to already registered alumni.

Singing in

We tried to follow the idea of a site with a simple and intuitive design, focusing on accessibility to the network as a whole.

The screenshot shows the login page of UA Social. At the top left is the logo 'UASocial' with a yellow star icon. At the top right are links for 'About' and 'Log in'. The main background image is a photograph of a large, circular water fountain spraying water into the air, set against a backdrop of a bridge and greenery. Overlaid on the right side is a light gray login form. It features a red 'Welcome!' message, a green 'Log in' button, and fields for 'E-mail' and 'Password' with a 'Stay Logged In' checkbox. Below the form are links for 'Not Registered?' and 'Forgot the password?'. At the bottom left of the page, there's a Facebook 'Like' button and a status update: '7 likes. Sign Up to see what your friends like.'

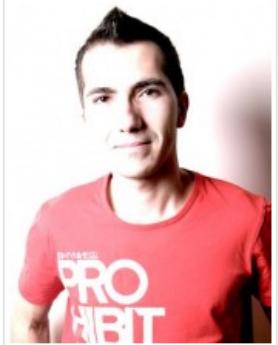
Copyright © 2011 UASocial.com Dating Network - terms - privacy - contact us

My Profile

UASocial

Mike Gordo Chat room Search Settings Log out

Mike Gordo



My profile

* CONTACTS



UASocial Developer

Haircolor	Place of birth
Brown	Eastern Europe
Body type	Residence
Average	Colonial Quad
Tattoo or piercing	
Tattoo	
Major	Life priorities
BS Computer Science	Peace of mind, Creativity, Freedom
Languages	Drinking, Smoking
English, Russian	Social drinker, don't smoke
Looking for	Relationship Status
Boys and Girls of age 21 - 29 years old for Friendship, Relationship, Movies, Coffee together	Single
Social links	
  	

Copyright © 2011 UASocial.com Dating Network - terms - privacy - contact us

My Profile is the main page for registered user. All other pages of the web-site are accessible from this page.

Every page of the web site has the same green top bar with the menu. It provides a quick link to My Profile page, access to the chat room, profile search and settings.

My Profile is divided in two columns. *Left Column* consists of the main menu (Profile,

Messages, Pictures, Setting) and notification area. Administrators can also see the link to the Administration page. Notification area contains the information about last registered users and last uploaded pictures.

Right Column displays the profile information.

Top part of right column shows the last four pictures uploaded by user.

There are also link to favorite users list (called contacts)

Other user's profile page

UASocial Mike Gordo Chat room Search Settings Log out

Ryan Cochran • In your contacts



UASocial Developer



report/block

I have a great girlfriend, friends and colleagues. Programming is fun so enjoy this Network

Haircolor	Age
Black	20
Body type	Place of birth
Average	Middletown, NY
Tattoo or piercing	Residence
None	Off Campus
<hr/>	
Major	Life priorities
BS Computer Science and Applied Mathematics	Career, Financial Independence, Family, Peace of mind, Creativity, Freedom
Languages	Drinking, Smoking
English, Java, PHP, iPhone, C, etc	Social Drinker
<hr/>	
Looking for	Relationship Status
Boys and Girls of age 18 - 30 years old for Chatting, Friendship	In a Relationship
Social links	
 	

Copyright © 2011 UASocial.com Dating Network - terms - privacy - contact us

Every user on the web site has their own profile page. Right column of this page looks almost the same as on My Profile page.

Left Column contains the username, picture and the interaction menu, containing links to the user's profile page (this page) and user's pictures. It also allows you to send a message to the user, or send a "smile", which is a regular preformatted message.

If user is online, a green circle is displayed next to his name.

Profile Search

UASocial Mike Gordo Chat room Search Settings Log out

Mike Gordo



My Profile Messages Pictures Settings Admin

New on UASocial

- Rachel Hulton
- Myn Seo
- Brendan Farr

Search profiles [Search pages](#)



Sex Everyone
Ages from 21 to 29

Search for girls of age 18-29 | Search for boys of age 18-29 | Search by name

Search

137 people found [show details](#) / [show pictures](#)

Pages: 1 2 3 4 5 6 7 8 9 ...

	Looking for: Boys and Girls	Last time online: 5 hours ago
	Residence: Freedom Apartments Looking for: Nobody	Last time online: 17 hours ago
	Nic ● Looking for: Boys and Girls	Last time online: 4 hours ago
	Brandon, 21 ● Looking for: Girls	Last time online: 22 hours ago
	Looking for: Boys and Girls	Last time online: 2 days ago

Profile Search is the key component of the web site. It allows users to search for other users. There are two basic types of search: by name, and by sex and age.

Search results are sorted by last login time. Thus, users who recently used the web site recently would appear on top.

Possible matched users are highlighted with orange.

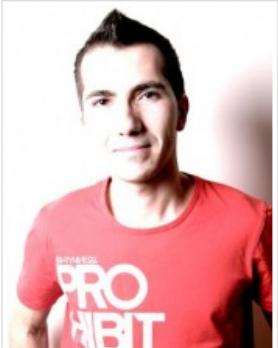
Group pages search is similar to profile search.

Top part of the page contains eight picture-links to random user's profile.

Pictures

UASocial Mike Gordo Chat room Search Settings Log out

Mike Gordo



Upload new picture



Delete Make profile picture

Update



Delete Make profile picture

Update



Delete Make profile picture

Update



Chicago

Delete Make profile picture

Update



Chicago Sears Tower

Delete Make profile picture

Update



Moscow, Russia

Delete Make profile picture

Update

Profile **Messages** **Pictures** **Settings** **Admin**

New on UASocial

 Nick Phillips

 Joe DeRubertis

 zack

Users can upload an unlimited number of images.

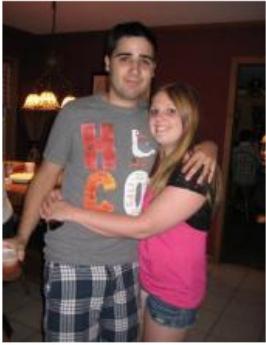
This slide shows the picture settings page. On this page users can upload, edit or erase their pictures.

Pictures

UASocial

Mike Gordo Chat room Search Settings Log out

Ryan Cochrane



Profile Send message Send smile Pictures

Pictures

1 2 3 4 5 6 7 8 9 10 11 12 13



Leave a comment Like

Copyright © 2011 UASocial.com Dating Network - terms - privacy - contact us

Every user can leave a comment under other user's picture, or "like" it. Only the owner of the picture can remove a comment.

Messages

★ UASocial

Mike Gordo Chat room Search Settings Log out

Mike Gordo



Profile Messages Pictures Settings Admin

1 new message!

New on UASocial

- Nick Phillips
- Joe DeRubertis
- zack

Inbox Outbox Delete

41 messages

Pages: 1 2 3

	From	Subject	Date
[Email]	Ryan Cochrane	test	Today 08:08 pm
[Email]	Ryan Cochrane	Re:Re:Sip buddy	Today 05:32 pm
[Email]	Ryan Cochrane	Sip buddy	Today 04:28 pm
[Email]	Ryan Cochrane	nice	Nov, 19 05:27 pm
[Email]	Ryan Cochrane	Re:Re:Re:Re: No Subject	Nov, 18 11:11 pm
[Email]	Ryan Cochrane	Re:Re: No Subject	Nov, 18 10:57 pm
[Email]	Ryan Cochrane	No Subject	Nov, 18 09:19 pm
[Smile]	Ryan Cochrane	Smile :-)	Nov, 18 09:19 pm
[Email]	Ryan Cochrane	3	Nov, 18 07:13 pm
[Email]	Ryan Cochrane	2	Nov, 18 07:13 pm
[Email]	Ryan Cochrane	1	Nov, 18 07:13 pm
[Email]	Ryan Cochrane	tes	Nov, 18 06:00 pm
[Email]	Ryan Cochrane	Re:Re:Re:Re:Re: No Subject	Nov, 18 05:57 pm
[Email]	Ryan Cochrane	Re:Re:Re: No Subject	Nov, 18 05:54 pm
[Email]	Ryan Cochrane	Re: No Subject	Nov, 18 05:50 pm
[Email]	Ryan Cochrane	YO YO	Nov, 17 07:41 pm
[Email]	Ryan Cochrane	yo	Nov, 17 10:15 am
[Email]	Ryan Cochrane	Found one	Nov, 17 01:13 am
[Email]	Ryan Cochrane	Re: No Subject	Nov, 14 09:05 pm
[Email]	Ryan Cochrane	Re: No Subject	Nov, 14 08:05 pm

Pages: 1 2 3

Copyright © 2011 UASocial.com Dating Network - terms - privacy - contact us

UASocial has its own internal messaging service. When a new message arrives, an automatic notification appears in the left column of every open window.

Messages

UASocial Mike Gordo Chat room Search Settings Log out

Mike Gordo



Inbox Outbox

From Ryan Cochrane
To Mike Gordo
Subject Found one

Hey man when you change your headline in settings and hit save it sets you back to the old css

Reply Message

From Mike Gordo
To Ryan Cochrane
Subject Re:Found one

I just fixed that bug.

Hey man when you change your headline in settings and hit save it sets you back to the old css

Send 

You can attach one JPG image to your message. (Max. size 4 MB)



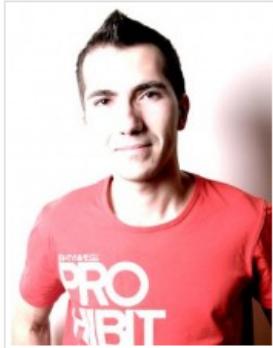
Copyright © 2011 UASocial.com Dating Network - terms - privacy - contact us

User messages support a maximum one JPEG picture per message as an attachment. This function allows users to send each other private images without publishing them on any public resources.

Settings

 **UASocial** Mike Gordo Chat room Search Settings Log out

Mike Gordo



Profile
Messages
Pictures
Settings
Admin

New on UASocial

-  Nick Phillips
-  Joe DeRubertis
-  zack

Settings

System



Update profile picture

Profile address <http://uasocial.com/profile.php?id=1>

Email

Password

Repeat password

Personal

Display name

Sex

Fraternities/Sororities:

Facebook: www.facebook.com/mikegordo

Twitter: www.twitter.com/#!/himor

Google plus: plus.google.com/u/0/101311003421553582752

Color of chat-messages:

Headline

About

Date of birth (YYYY-MM-DD) Display my age

Place of birth Display

Settings



Mike Gordo



Chat room



Search

Settings

Log out

Date of birth (YYYY-MM-DD) Display my age

Place of birth Display

My major

Residence Display

Life priorities (Press Ctrl for multiple choice)

Career
Financial Independence
Family
Peace of mind
Sexual life

Languages

Body type

Haircolor

Tattoo/piercing

Alcohol / cigarettes

Relationship status

Looking for

Ages to

For

For example: Friendship, Relationship, Living together...

Deactivate my profile

If you change your mind, profile can be activated again.

Chat room

UASocial Mike Gordo Chat room Search Settings Log out

Mike Gordo



Chat room

Mike Gordo 8:15 pm
Welcome to the chat room!😊

Online

● Mike Gordo
● Ryan Cochrane *

Ryan Cochrane X

let me know when ur back 6:30 pm
Ryan Cochrane il have u take a look
Ryan Cochrane did u upload files recently? 11:58 pm
Mike Gordo yes 11:59 pm
Ryan Cochrane Hello I am chatting you from my contacts =] 7:00 pm

Say

Say



Chat room is an “old school” chat. All users are chatting in the same window.

People can initialize private chat sessions with any person by clicking the green star next to his/her name in the left column. A small private chat window will appear in the right bottom corner of the page. This window will follow you on every page of the web site.

Contacts

The image contains three screenshots of the UASocial platform:

- Top Left:** A user profile for "Steph Stierle". It shows a large photo of Steph smiling, her name, and a "Add to Contacts" button. Below the photo are buttons for "Profile", "Send message", and "Send smile". To the right is a sidebar with her profile details: Haircolor (Blond), Body type (Athletic), Tattoo or piercing (Piercing), and Major.
- Top Right:** A "Contacts" page. At the top is a navigation bar with Mike Gordo, Chat room, Search, Settings, and Log out. Below is a list of contacts with their names, profile pictures, and a "message" link. The contacts listed are Ryan Cochrane, zack, Brett Mills, Angelo Quadara, and Matthew Grunert.
- Bottom:** A screenshot of a user's profile page. On the left is a sidebar titled "Admin" showing "New on UASocial" with profiles for Nick Phillips, Joe DeRubertis, and zack. The main content area shows profile details: Major (BS Computer Science), Languages (English, Russian), Looking for (Boys and Girls of age 21 - 29 years old for Friendship, Relationship, Movies, Coffee together), Social links (Facebook, Google+, Twitter icons), Life priorities (Peace of mind, Creativity, Freedom), Drinking, Smoking (Social drinker, don't smoke), and Relationship Status (Single).

Every *user profile* and *group page* has the “add to contacts“ link in the left column right under the name. By pushing that link, this person or group page will be added to my contact list without any confirmation.

The *contact list* is accessible from *My Profile* page. Technically it's just an address book of frequently contacted people, providing quick access to the messaging service and private chat.

If group page is in user's contacts, all the messages posted by that group page will be visible on user's *social wall*.

Administration console

 Mike Gordo  Chat room  Search Settings Log out

Admin console statistics

Reports

Here are all the reports addressed to you

	From	Subject	Date
--	------	---------	------

Inactive profiles

Here are all the deactivated or blocked profiles
0 - inactive, -1 - under investigation, -2 - permanently blocked

Uid	Name	State	Last login	Actions
1	Mike Gordo	-1	Nov, 21 12:00 AM	msg act investigate perm block
8	Brian Smith	0	Dec, 31 07:00 PM	msg act investigate perm block

Investigate user id: Go

Blocked user pairs

Here are all the blocked user pairs

Uid	Name	Uid	Name	Actions
-----	------	-----	------	---------

Block user id1: Block user id2: Go

Statistics admin console

Users

Total number of registered users: 452
Registered within the last month: 36 (7%)
Registered within the last week: 13 (2%)
Registered today: 1 (0%)
Total number of inactive profiles: 90 (19%)
Activated their profile and never logged in again: 206 (45%)
Visitors within a week: 33 (7%)
Visitors today: 7 (1%)

Messages

Total number of messages (excluding deleted): 602
Messages sent during the last month (excluding deleted) 58 (9%)
Messages sent during the last week (excluding deleted) 22 (3%)
Messages sent today (excluding deleted) 5 (0%)

Smiles

Total number of smiles (excluding deleted): 103
Smiles sent during the last month (excluding deleted) 9 (8%)
Smiles sent during the last week (excluding deleted) 5 (4%)
Smiles sent today (excluding deleted) 3 (2%)

Pictures

Total number of pictures: 94
Average number of pictures per user: 0.20

Copyright © 2011 UASocial.com Dating Network - terms - privacy - contact us

Administrators of the network are able to access the *Admin Console* and *Statistics*. These two pages allow administrators to perform functions such as blocking users, reading the user reports and restricting one user from accessing another user.

Social Wall

UASocial Mike Gordo Chat room Search Settings Log out

Mike Gordo



[My Profile](#) [Messages](#) [Pictures](#) [Settings](#) [Admin](#)

New on UASocial

- Rachel Hulton
- Myn Seo
- Brendan Farr

Social Wall +

 Killa Cam joined UASocial.
3 days ago

 Mike Gordo updated his profile picture.

4 days ago

 Jeff Richards joined UASocial.
5 days ago

 Amy Zacharia joined UASocial.
5 days ago

 Louis K joined UASocial.
5 days ago

 Lee Talman joined UASocial.
6 days ago

 Kassandra Piatt joined UASocial.
6 days ago

 Nery Escobiza joined UASocial.
7 days ago

 Nery Escobiza updated her profile picture.

7 days ago

Introducing Group Pages [Create a new page](#)

Find a Roommate on Campus!



 New group page AlbanySWAP joined UASocial.
7 days ago 1 comment

 Rachel Hulton updated her profile picture.


All the network news are combined on this page.
Users can add posts to the wall.

Everyone can leave comments under group's posts.

Group pages are able to post “Official” news, and “Broadcast” news. *Official* news will be shown only to users who subscribed to the news from some particular *Group page*. *Broadcast* news will be shown to the all users of the network.

Group Pages

UASocial

In your contacts



UASocial.com Website



Welcome to UASocial. UASocial is a network for University at Albany Students. A safe and private place for students to interact and connect with others students from the University.

Social Wall +

UASocial
Spring 2012 is just around the corner! Hope everyone is ready for a great semester!
11 day ago write first comment

UASocial
Happy New Year UAlbany. See you back soon for another great semester!
20 days ago write first comment

UASocial
Happy Holiday's UAlbany. Enjoy the holiday season!
29 days ago write first comment

UASocial
Enjoy the break UAlbany! But keep sharing and connecting. Tell your friends about UASocial!
09:33 pm, Dec-15 write first comment

UASocial
Every user can comment group posts now!
09:58 pm, Dec-10 write first comment

UASocial
Good Luck Everyone on all your finals. And have a Great Holiday Season and break!

-UASocial
11:24 pm, Dec-8 1 comment

 Mike Gordo
Thanks=)

06:00 pm, Dec-31

UASocial
Pages are released, we're working on comments for the posts on the wall.
02:42 pm, Dec-8 write first comment

delete delete delete delete delete delete delete

Group pages profiles are similar to user profiles. The major part of profile is taken by the group social wall, which is just a part of main social wall.

Depends on the settings users (or only administrators) can publish posts (as well as pictures and videos) on the wall. Everyone can leave comments to the posts.