# CSP-588 User Centered Design
# Homework - 2

**• Analyze social interaction tools:**

**1. Specify goals for social interactions in terms of objective UX metrics**

While developing goals for social interaction tools, it is important to match them to visible and effective user experience (UX) metrics. Here are some frequent attempts and their associated UX metrics:

**1.User Interaction:**

- ***Time Spent:*** Establish the maximum time users spend on the platform every visit and everyday.
- ***The Period Duration:*** Monitor how frequently users return to the platform within a set time range.
- ***Depth of Connection:*** Assess the range and depth of interactions that users engage in during each session.

**2.User Retention:**

- ***Monthly Active Users (MAU):*** Count the number of unique users who utilize the platform at least once per month.
- ***Daily Active Users (DAU):*** Count the number of unique users who utilize the website on any given day.
- ***Retention Rate*:** Determine the percentage of users who continue to utilize the platform over time.

**3.Communication speed:**

- ***Interactions each User:*** Calculate the average number of connections (likes, comments, and shares) each user throughout the day.
- ***Active Discussions:*** Count the number of current discussions or topics in communication features or sections for comments.
- ***Data Contributions:*** Track how often users generate and distribute original material on the platform.

**4.Ease of Use:**

- ***Evaluation of Usability Results:*** Conduct user testing activities to assess their ability to execute tasks and traverse the platform successfully.
- ***Task Performance Rate:*** Calculate the amount of tasks that users complete without support or failures.
- ***User Interface input:*** Use surveys or interviews to gather input on the system's user user interface, management structure, and messaging clarity.

**5.Accessibility:**

- ***Accessibility Enforcement:*** Assess the platform's commitment to accessibility standards in order to ensure that all users, even those with challenges, may properly access and interact with the platform.
- ***Screening Reader Interaction:*** Determine the platform's interaction with screen reading software to guarantee that visually people can browse and receive information.
- ***Keyboard Mobility:*** Determine the platform's support for typing navigation in order to meet the needs of customers who prefer keyboard input over mouse.

These particular objectives and associated UX metrics support in determining the success of social interaction tools in terms of giving a positive user experience, increasing engagement, retention, satisfaction, and usability.

**2. Analyze any current social media tool:**

**a) Develop a user persona for the typical user**

***Facebook(Social media Tool):***

**Name:** Sai

**Demographic information:** 24-year-old female, college graduate, marketing professional,who enjoys connecting with people, finding new developments, and sharing life's lessons.

**Goals:** which include staying connected to friends and family, discovering new information, sharing personal updates and events, and networking professionally.

**Pain points:** Include information overload, privacy issues, and handling various social media networks.She is concerned about security of data and privacy on social media platforms as well especially if she's publishing professional data or discussing topics that are sensitive.

**b) Specify the flow of interactions using a flow model**

***Facebook(Social media Tool):***

**Login/Signup:** The user logs in or creates an account using their email address or social network account.

**Homepage Feed:** The user sees a list of content from friends, following accounts, and suggested posts.

**Content Interaction:** Users can like, comment on, share, and save posts.

**Profile Management:** The user can change their profile, upload images, and adjust their privacy settings.

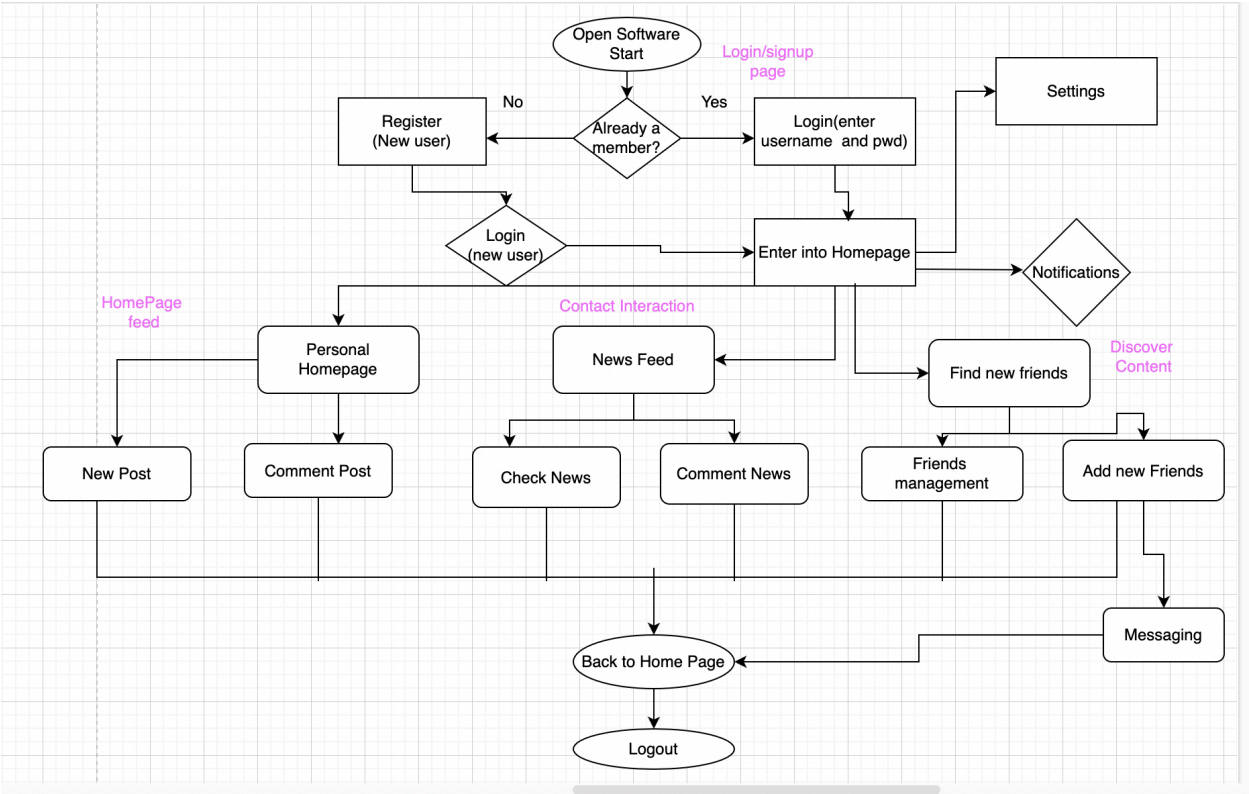
**Discover Content:** The user investigates trending subjects, hashtags, and follows new accounts.

**Messaging:** The user exchanges messages privately with friends or connections.

**Notifications:** Include likes, comments, mentions, and friend requests.

**Settings:** The user can change app settings, notification choices, and privacy restrictions.

**Logout:** A user logs out or changes accounts.




**c) Describe the information using a data model**

***Facebook(Social media Tool):***

**User Profiles:**

***Entities:*** Name, username, email, password, profile picture, bio, location, and birthday.

***Attributes:*** Each entity has unique properties, such as the user's full name, password, username, email address, profile image, place of residence, date of birth and brief biography.

**Posts:**

***Entities:*** Information, creator, timestamp, likes, comments, and shares.

***Attributes:*** Content represents the post's text, author suggests the user who created the post, timestamp records the date and time of posting, and shares count the number of times the post has been viewed and shared and likes count the number of likes received, comments track the comments made on the post.

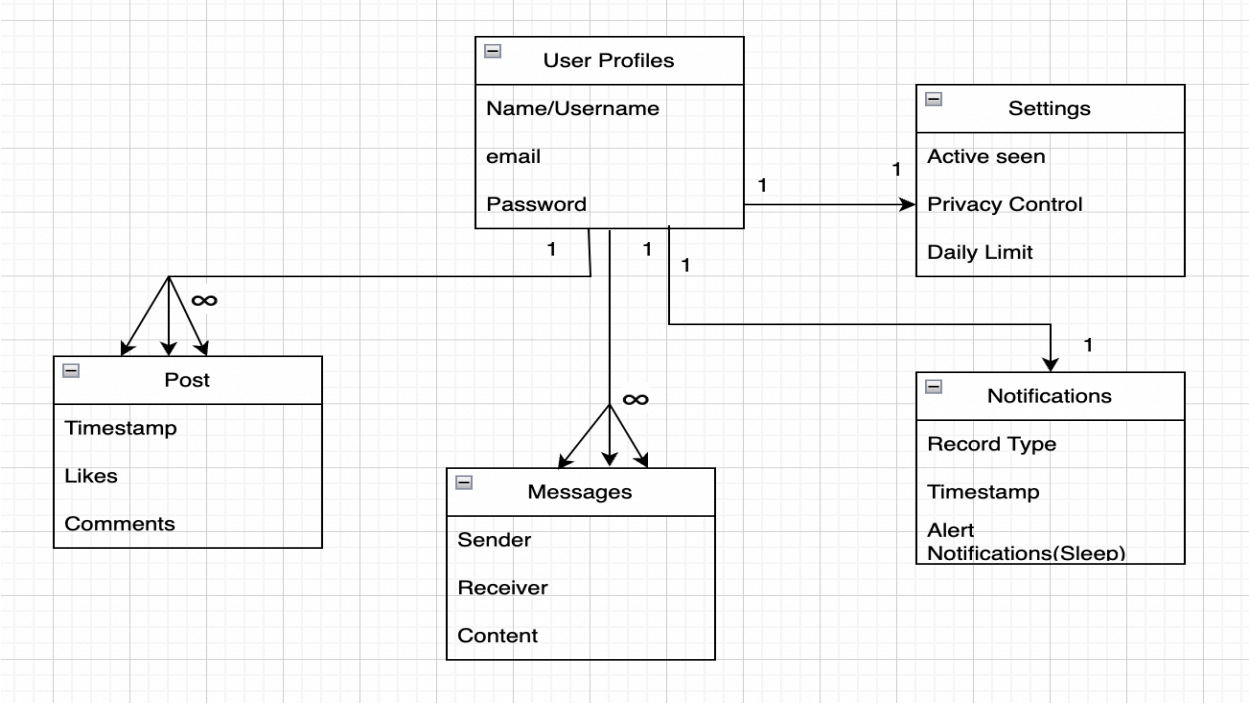
**Messages:**

***Entities:*** Include the sender, receiver, content, and timeliness.

***Attributes:*** Sender and recipient are the users participating in the message transaction, content is the text or audio or video portion of the message, and timestamp is the time and date that the message was sent.

**Notifications:**
***Entities:*** Type, recipient, and timestamp.
***Attributes:*** Include the notification category (e.g., likes, comments, mention), the recipient, who receives the notification, and the timestamp, which records the day and time the alert was created.

**Settings:**
***Entities:*** Notification choices and privacy settings.
***Attributes:*** Alert settings allow users to modify their notification settings (for example, how often and what kind of notifications), while privacy settings allow users to control the accessibility of their profile and other information to other users on the web page.




**d) Assess tool using the metrics from #1**

- **User Interaction:** Measure the amount of time utilized by the platform for each session or every day.
- **User Retention:** Monitor Monthly Active Users (MAU) or Daily Active Users (DAU).
- **Communication Speed:** Keep track of how many connections (likes, feedback, and comments) each user receives every day.
- **Ease of Use:** Test usability and assess Task Performance Rate or System Usability Scale (SUS) scores.
- **Accessibility:** Ensure that you meet requirements for accessibility such as the WCAG.

Analyzing the tool with these metrics allows you to evaluate how well it meets user needs and increases the overall experience for users.

**3. Compare and contrast with previous iterations**
**a) Any pre-www computer-based tool for socializing**

**Comparison:**

- The board systems and early discussion boards were the only tools available before the World Wide Web, whereas modern social media platforms make use of internet browsers and mobile applications.
- Pre-WWW tools are primarily based on text interaction, whereas modern systems include a broader range of features such as media sharing and actual time communication.

**Contrast:**

- Pre-WWW solutions were designed for small groups with a small user base, but modern platforms have an around the world reach and hundreds of thousands of users.
- Pre-WWW technologies had limitations in availability and needed specific devices and connections to the internet, but modern platforms are available via a variety of platforms with access to fast internet.

**b) Pre-Industrial Revolution socializing:**

**Comparison:**

- Pre-Industrial networking depended on direct contact and written communications, as compared to modern digital communication.
- Both periods focused on communities nearby, but earlier interactions were limited by closeness, as opposed to modern platforms' worldwide accessibility.

**Contrast:**

- Social institutions were essential in all eras, but today's platforms provide a more complex social landscape, allowing connections across cultures and backgrounds.
- Pre-Industrial networking required a major amount of effort and time for traveling and interactions, but current platforms allow for fast and convenient communication irrespective of where one lives.

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