Global Pulse
Challenge #1: Connecting People

Global Pulse

adaptive path

Table of Contents

Introduction

About Adaptive Path

Adaptive Path is a user experience design consultancy founded in 2001. We help companies create meaningful experiences with their products and services through our consulting services. We push the practice of experience design forward with our public conferences and workshops. We share our ideas through writing, speaking and teaching. We have global reach but call San Francisco, Austin, and Amsterdam home.

We've been fortunate to work with some great organizations like, Twitter, Skype, Harvard Business Publishing, ASICS, Wells Fargo, NPR, PBS, United Nations, Greenpeace, Blogger, Flickr, Nike, Zappos, Thule, Sony and many more.

About This Project

The Global Pulse initiative aims to better track the impact of compound crises on vulnerable populations. The product is in the process of being designed and developed and the UN's team is looking for an external design team to partner with during this time to increase their design capacity leading up to the release.

Adaptive Path will provide the Global Pulse team with additional design support for the design of the Global Pulse product. The project is broken into weekly sprints, each focused on a small, contained problem. At the end of each sprint, Adaptive Path will deliver the captured ideas for that week's focus.

Our Work, Your Work

Adaptive Path's work on this project is intended to act as a catalyst for design and thinking by the community at large. Our output is licensed under the Creative Commons Attribution-ShareAlike 2.0 Generic (CC-BY-SA 2.0), meaning it is free to share and remix as you desire, in the hope that greater insights will be found. For more information on the terms of use, go to:

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HunchWorks will only be as good as the people who choose to participate. How can users join the HunchWorks community and quickly establish trusted networks?

For Adaptive Path's weekly sprint, the team focused on how people could connect in useful ways through the processes of registration and profile creation, hunch creation, profile discovery, groups and hunch discovery and participation.

Document Structure

The week 1 challenge has two outputs: Design principles and a conceptual scenario describing how a user could interact with HunchWorks. The scenario includes key interactions, an interaction flow, conceptual sketches and examples of work being done in each area of focus.

Design Principles

Design principles act as declarative statements of what a solution could be. Principles can act as a north star of the design and help guide decisions.

Key Interactions

The key interactions are meant to quickly articulate what are considered the most important points to focus on to ensure a strong user experience.

Interaction Flows

Interaction flows create narratives around how individuals complete specific tasks. This output can illustrate the user's behavior and provide context that wireframes have trouble doing. Storyboards and/or user flows can then be used to develop the architecture, interface elements and interactions to support the ideal user process.

Concept Sketches

A sketch is not documentation, not all information to build is present. It removes all information, except what you care about. Capturing concepts at the sketch fidelity allows the design process to focus on quickly iterating upon and improving the core ideas necessary to deliver a quality experience.

Noteworthy Examples

A tremendous amount of good work is being done around the subject of connecting people. The noteworthy examples are intended to give direction for potential models to imitate or derive.

Design Principles

Initially, the connections formed around hunches are more valuable than the hunches themselves.

Without a strong network of connections, hunches will not have the intellectual critical mass to be moved forward. Additionally, the formation, evolution and verification of hunches can (and will) happen as much offline as it does online. It will be vital for HunchWorks to support and encourage the process of validating users' hypotheses in whatever manner is most productive for them—even if that is facilitating a conversation at a café.

2,000 quality users are better than 2,000,000 mediocre users.

Quality hunches will require quality participation. The standards for users, content and interaction must be raised accordingly. The intent of HunchWorks and envisioned outcome of participation is quite different than most contemporary social networks. Because of this, the general ambition of maximizing registrants through low-barrier-of-entry sign up processes does not fit and could prove detrimental to HunchWorks' success.

Verifying a hunch requires connecting with people who complement, rather than mirror your skills.

Similar backgrounds and expertise encourage homogenous conclusions. Lacking diversity in skill-sets generates one-dimensional approaches. The complexity of issues HunchWorks hopes to address will demand the fortification of multi-disciplinary thinking and problem solving. This will happen through encouraging individuals to connect with people who are not just similar to them, but with people who supplement their deficiencies.

Concepts

Registration & Profile Creation

Key Interactions

» Incentivizing but not requiring profile fidelity.

» Encouraging connecting to registered users and inviting new users.

» Reminding registered users to complete their profile.

Interaction Flow

Sign up with Hunchworks to get started...

Import from LinkedIn

Sign up

Who I am

Name

Leah Fields

Location

San Francisco

Email

leah@leah.org

What I do

Occupation

Economist

Expertise

Asian Macroeconomics

Skills

Leah has been lurking at HunchWorks and now she's ready to post a hunch of her own. She decides to sign up by importing her relevant information from LinkedIn into HunchWorks.

Leah's basic information is pulled in from LinkedIn, but Leah is notified that none of her personal information is required to sign up if she desires to remain anonymous.

After Leah inputs her personal information, she fills in her occupation and expertise. She is not quite sure what she wants to put in for skills just yet, so she leaves the field blank.

Interaction Flow (cont.)

Suggested Connections

Complementary

[icons]

Similar

[icons]

Invite Colleagues

john@redcross.org,
tina@nytimes.com,
jane@standford.edu

I'm using this service to mature my hypothesis, care to help?

Welcome Leah!

Profile 50% Complete

[progress bar]

Fill in your education history to become 66% complete.

I'm not Interested

While she is inputting her information, Leah is dynamically receiving suggested connections based on the information given. The connections become more relevant with the more detail she adds. She is given suggestions for complementary connections (people who share location or occupation but fill gaps in skills/expertise) and similar connections (people "just like you").

Leah decides to send connection invites to a couple of the suggestions, but she is really interested in getting her colleagues into the system. She is given the opportunity to invite new people at the end of registration.

When Leah is directed to her personal start screen, she is reminded to fill in the missing areas of her profile. By doing so, HunchWorks will be able to give her better recommendations to hunches and connections to help evolve her hunches. If she wants to keep some information private however, she can opt out of being reminded so more useful information can be displayed in its place.
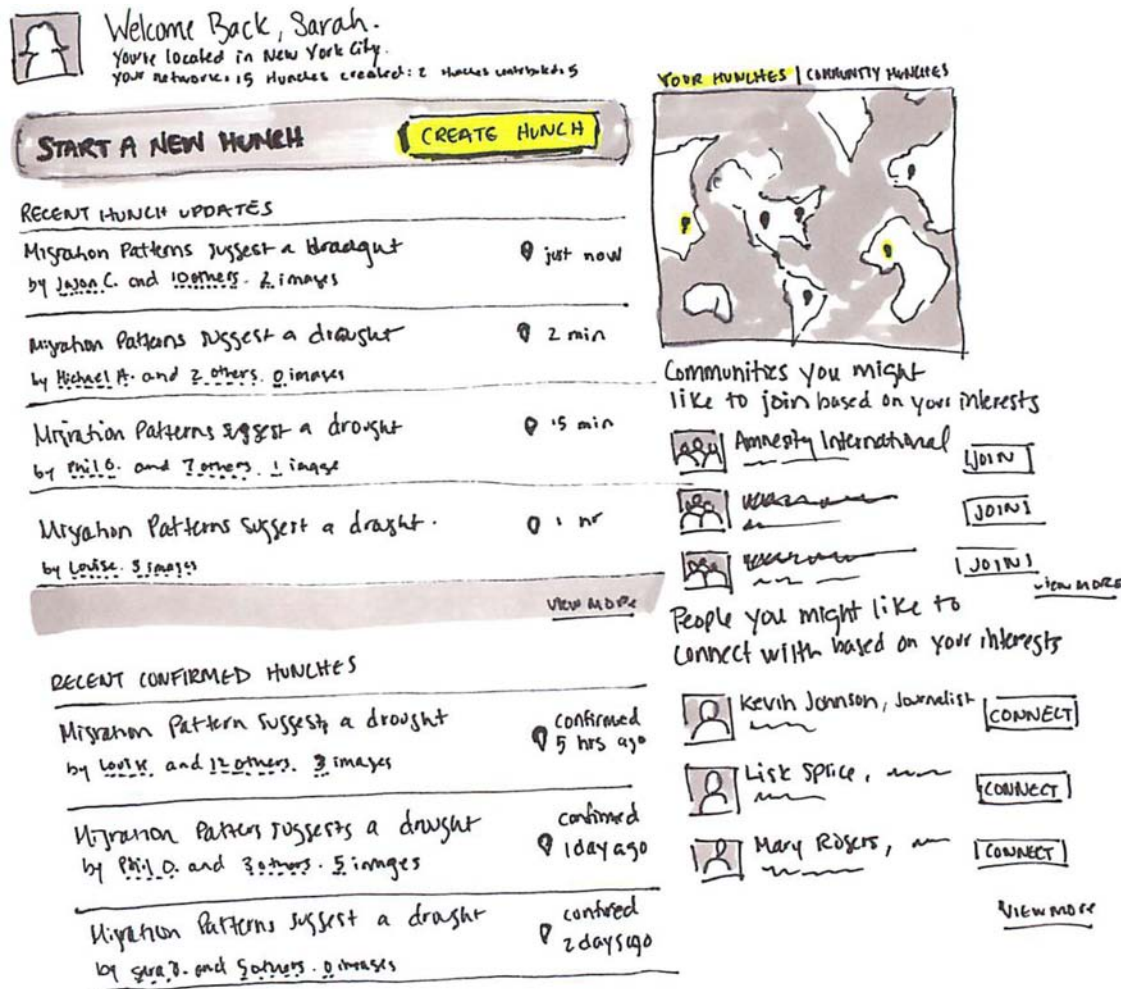
Concept Sketches
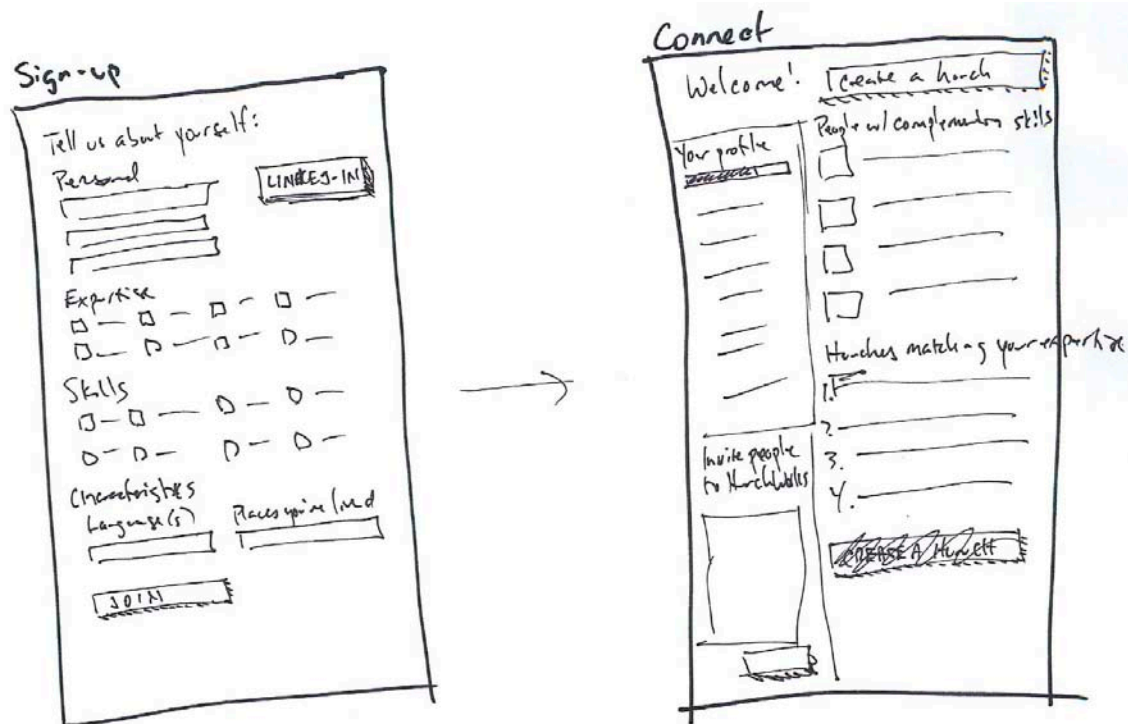
During the profile creation process, auto-populate as much information as you can from a user's preferred social network, such as LinkedIn

Based on the user's profile, they are shown people with the same expertise and complementary skills, active hunches that match their expertise and an ability to invite colleagues.

Concept Sketches

A user's start screen should get people to hunch creation or participation as soon as possible. To encourage this, the start screen would display recent hunches tailored to the individual. The closer the hunch matches the person's profile, the more likely this person may be able to contribute to a hunch or know someone that may be able to contribute.
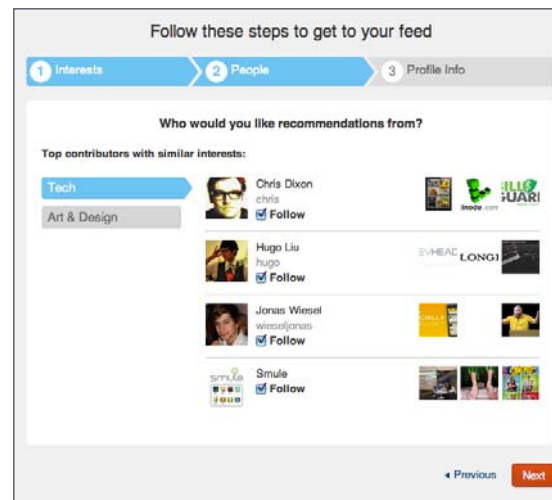
Registration & Profile Creation

# Noteworthy Examples

Sparked
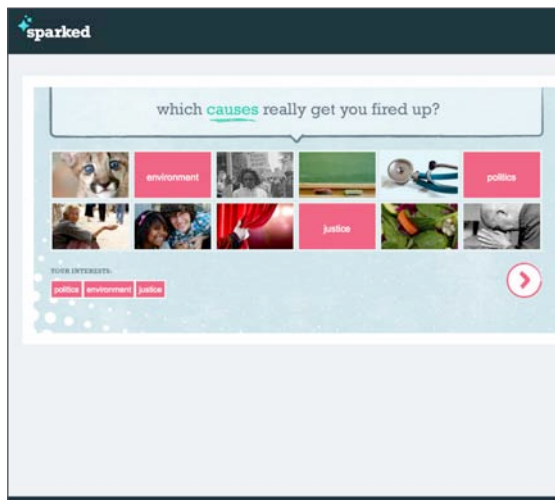
Sparked does a great job of framing the process of sharing your interests and skills as a way to connect with charitable organizations. There could be some interesting parallels to connecting to other experts around specific topics.

Hunch

Hunch begins the process of connecting you to other people before you have even put in your personal information. This view emphasis on connecting to people could be helpful to set the tone of engagement.

LinkedIn
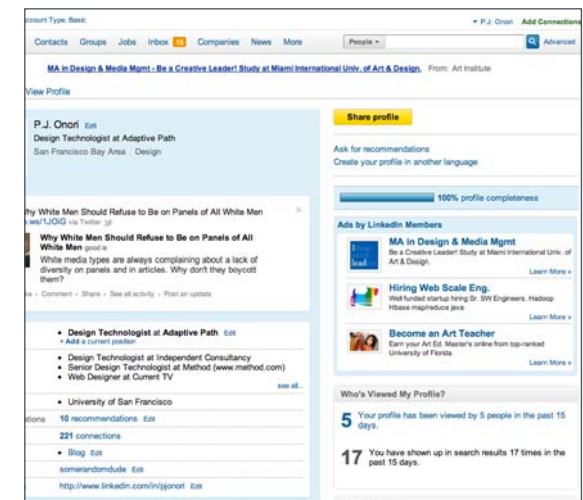
LinkedIn makes significant effort to get users to fill out their profile to a "complete" state. Providing constant feedback to users as to how close they are to completion can help provide the incentive needed for greater profile detail.

Hunch Creation

Key Interactions

» Encouraging users to create hunches as soon as they feel comfortable.

» Tightly integrating relevant social elements into the hunch creation process.

» Make new hunches the rally point for HunchWorks users.

» Making the hunch description process simple, yet robust when necessary.

Interaction Flow

Post a hunch

Migration patters suggest a drought.

☑ Keep hunch private

Invite Participants

Leah is ready to make a hunch, but she's not prepared to make it public just yet. Leah sets the hunch as private - the problem with a private hunch, however, is that she won't be able to get feedback on it. She decides to invite a few people to help her move this hunch along.

Invite Participants

Connections   Subject Experts

👤 👤   👤 👤

Email to Colleague

emily@usfca.edu

Leah has the option to choose from her connections, from subject-matter experts that are determined to be a good fit based on the information provided in the hunch as well as the ability to invite new people into HunchWorks specifically to help with this hunch. Leah invites three people and publishes the hunch.

Migration patters suggest a drought.

👤 Interesting idea, but I have more current data on this subject.

Connect with Contributor

30 minutes later, one of her invitees posts a comment. Leah is not connected to the commenter, but based on the feedback, it seems like they could work well together. Leah sends an invite to connect from the hunch page.

Interaction Flow (cont.)

Connect

> Greetings. I would love to see that data. Care to connect? I'm available by phone.

☑ Share contact information

Edit a hunch

Migration patters suggest a drought.

☐ Keep hunch private

[Add/Edit Evidence...]

Leah puts in a basic introduction to connect with the commenter. She does not know how large the data set would be or if it's even digital, so it may be faster for the two to just talk on the phone. Leah decides to share her contact information, which includes her work number.

Leah soon gets the data and it was just what she needed. She is so confident in the hunch that she decides that it is ready to be made public. She toggles the private flag off and edits her data-set to include the commenter's better data.
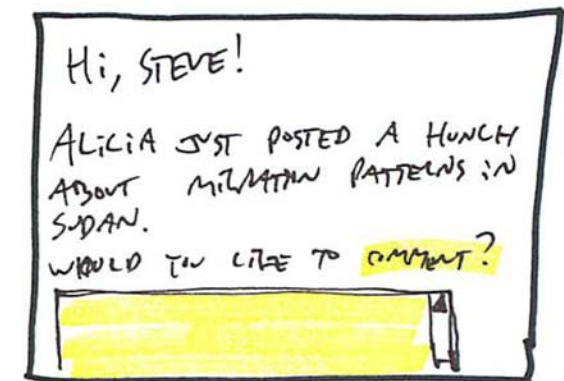
Concept Sketches
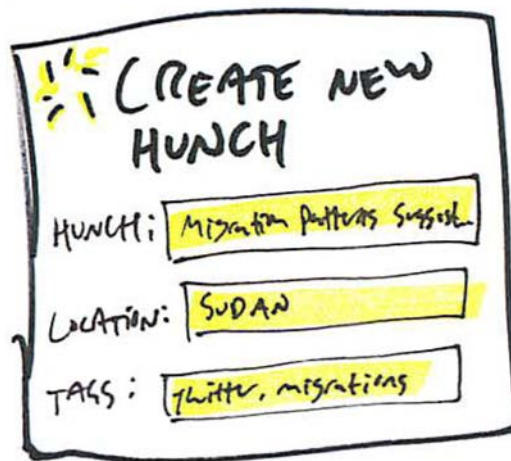
When you create a new hunch, you are encouraged to add as much metadata as possible.
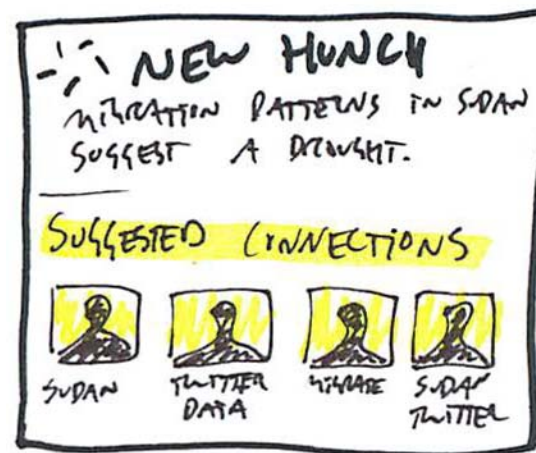
Based on the metadata, the system suggests people who may be able to help with the hunch.

The user's inbox makes it easy to quickly contribute to the conversation around your new hunch.

Concept Sketches

1. During the process of publishing a hunch, the publisher would get recommendations of experts who are not in their network to connect with or invite to participate. The recommendations would change and become more relevant as more metadata is added to describe the hunch.

2. Sometimes the best person to help a hunch along is someone who is not yet in the system. There should be an easy way to encourage that perfect match to join and aid in the process.

3. Even if your connections are not the right fit for this hunch, they may know someone who is. There should be a way to ask for recommendations from your network as to who may be able to help.

Concept Sketches

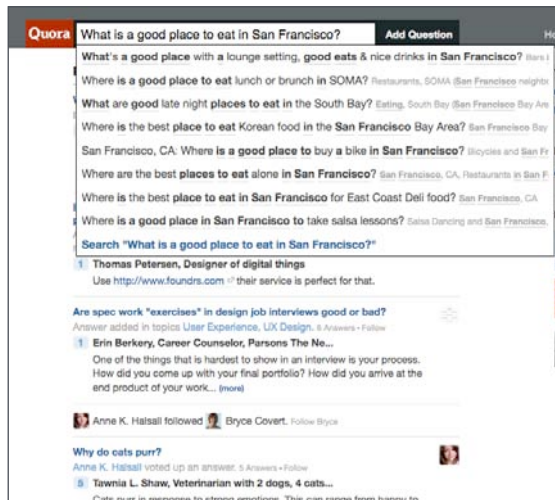Users should be explicitly encouraged to connect a hunch to contacts/groups as a part of the hunch creation process. This should not be required, but if it feels like it's a natural step in hunch the creation flow, people will be more inclined to connect to other people.
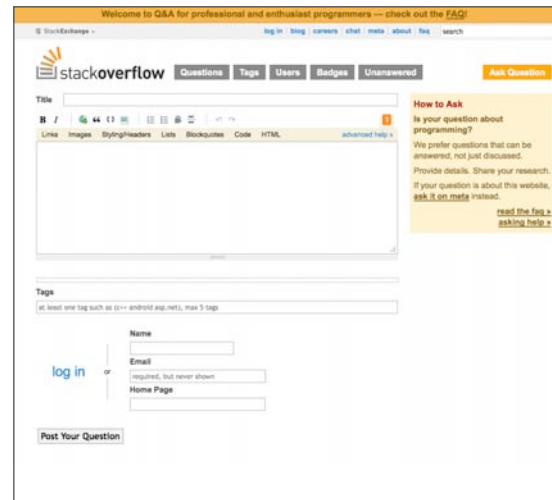
Hunch Creation

# Noteworthy Examples

Quora

Quora does a great job of combining the question search and creation process. This blurring of finding content and generating eases users into adding their own questions when they cannot find what they are looking for.

stackoverflow

Stackoverflow also offers guidance prior to the first post being asked to set you on the right path to creating a good question.

GetSatisfation
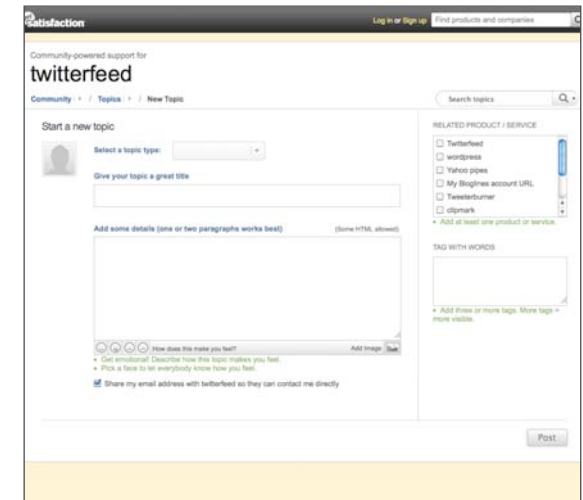
GetSatisfaction does a good job of allowing users to describe the question they are creating to aid in findability and recommendations.

Profile Discovery

Key Interactions

» Help users connect with others who have complementary skills.

» Offer recommended connections within a user's extended network.

» Surface the activities of other users over time.

» Establish trust where trust is due.

Interaction Flow

Hunchworks Profiles

Expert-Matcher

Expert-Matcher
Find someone these qualities...

Expertise (Focus)

| Biology (Immunology) ▼ |

Located in

| Turkey ▼ |

Help with

| Data analysis ▼ |

Expert-Matcher Results

Now that she has posted a hunch, she thinks it would be worth her time to connect to more experts for another hunch she has brewing in her head. She starts sifting through profiles, but her needs are more specific. Leah then decides to find people with the Expert-Matcher.

Leah is guided through a detailed set a qualities she is looking for to aid her hunch. Leah has strong research capabilities, but she is lacking in data analysis. The subject of her hunch revolves around local communities in Turkey, so it would be helpful if the expert was located and immersed in the region.

She is given five experts that seem to fit her needs. One in particular seems to be a good match, so she goes to the expert's profile to learn more.

Interaction Flow (cont.)

Emily Smith

Biologist, Immunology, USF

Emily's skills and interests comple-
ment yours well. It is suggested
that you add Emily as a connection.

Connect with Emily

The HunchWorks system determined this person
would be a good complementary fit based off each
person's personal information and made it clear to
Leah at first glance. Leah likes what she sees in this
person and thinks she would be a perfect fit to help
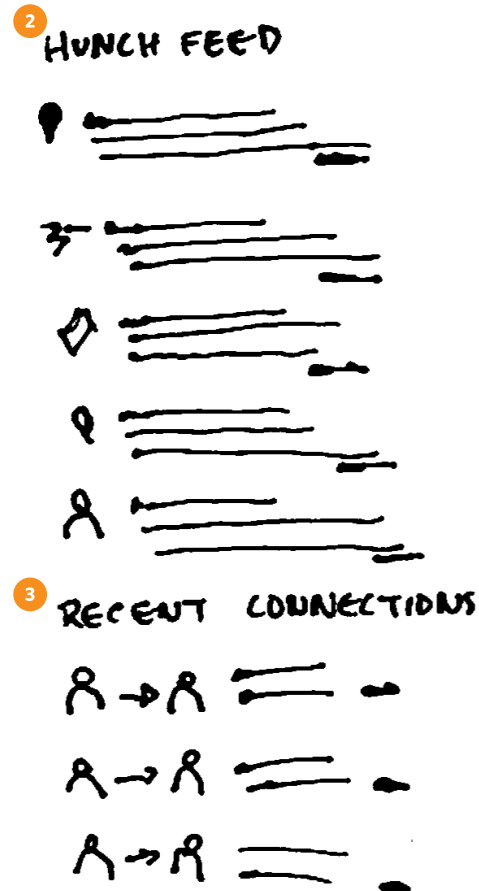her with this hunch.

Concept Sketches
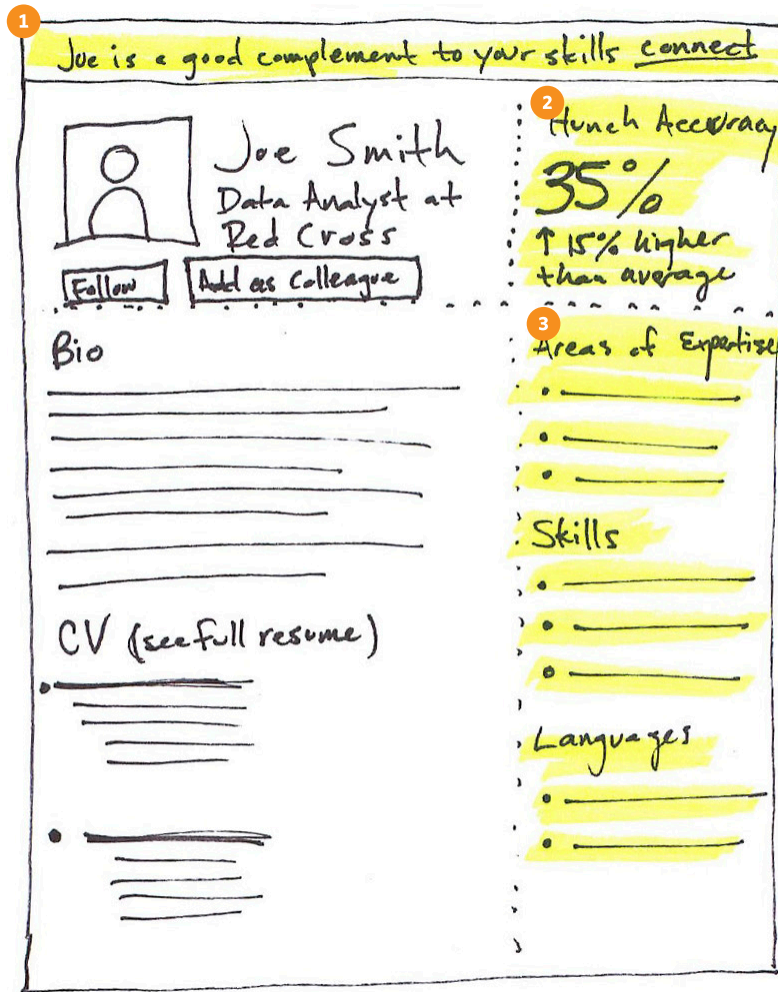
1. Viewing profiles provides constant feedback as to how other users in the system relate to them. Some users may be similar, others complementary, while others are nearby—giving the user a better understanding of how someone could help them in progressing a hunch.

2. Having a clear understanding of a user's capability, beyond what is inferred in a resume, will give the user greater trust a connection can ultimately help them. Giving users simple insights into their activity results can help this along.

3. Outlining a user's expertise, skills, languages, etc. and how they relate to the user's strengths/weaknesses.

Concept Sketches

1. HUNCHWORK MATCHES

SARA B.
✓ AMNESTY INTERNATIONAL
✓ SEATTLE
✓ LANGUAGE
80%

LISA S.
79%

JOHN B
75%

2. HUNCH FEED

3. RECENT CONNECTIONS
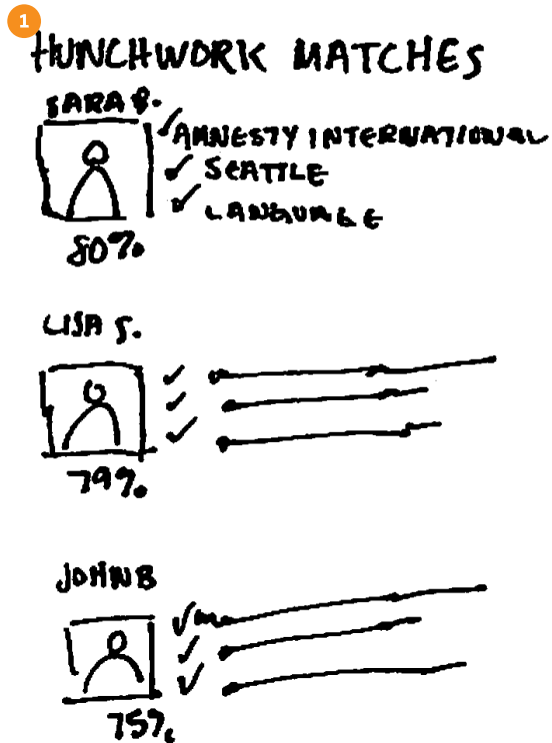
1. Matches in profiles can connect people that complement each other or can be based on similarities. The match can then be scored and ranked by most appropriate.

2. A Hunch Feed matches a profile and with a type of hunch. Having a connection already established could lead a person to further connect with individuals or groups through the hunch. This relationship could be based on location, expertise, group, or interest. (see dating sites like match.com)

3. Recent Connections show the connections made through a person's contacts or groups. This might encourage the connection of 'friends of friends.' (see LinkedIn updates, and TripIt updates)
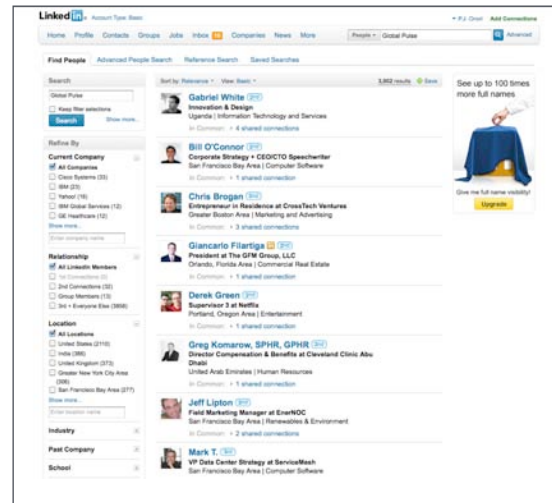
Profile Discovery

Noteworthy Examples

Facebook

LinkedIn

Facebook has become an empire based on the ability to make the process of finding friends simple. Their model may be too simplistic for HunchWorks' needs, but there will be worthwhile patterns to emulate.

LinkedIn's filtering methods could be a good model for filtering around expertise, skills, regions, etc.

Groups

Key Interactions

» Surface recommended groups based on a user's profile and activity.

» Different groups will rally together for different reasons, so allow for flexibility.

» Establish trust where trust is due.

Interaction Flow

Welcome Back Leah!

Based on your background, we suggest the following 4 groups for you to join.

UC Berkeley

500 members

☑ Treat as a trusted source

Red Cross, Bali

4 members

☑ Treat as a trusted source

Join Red Cross Group

It has been a couple days since Leah has logged in and she is now interested in connecting with groups of people. Based on her personal information, HunchWorks suggested 4 particular groups.
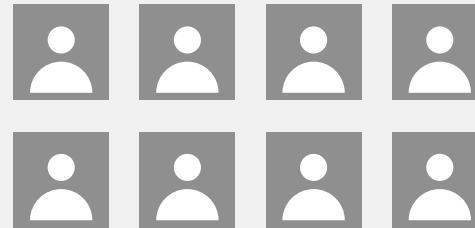
The UC Berkeley group was suggested to her because she took graduate courses at that school. The group is quite large, and she is looking for a more intimate, personal group to interact with. However, she has high regard for UC Berkeley staff and alum, so even though she does not join the group, she decided to flag the UC Berkeley group as a trusted source. This will emphasize hunches, data and hunch feedback from members of this group for her.
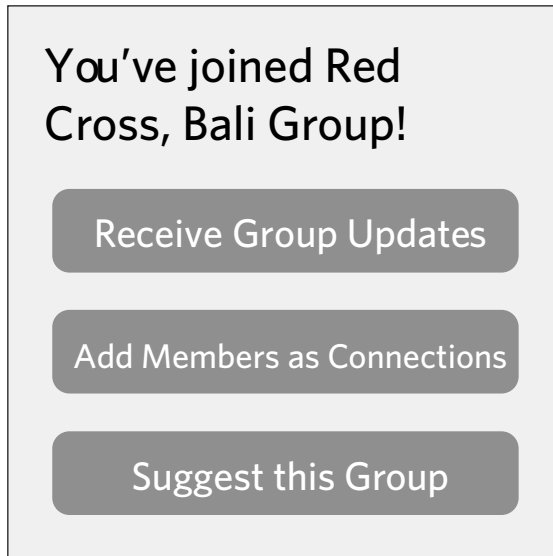
Leah also spent some time with the Red Cross in Bali and created quite a few trusted relationships there. She decided to join the group because some of her long-lost colleagues belong to it.

Interaction Flow (cont.)

You've joined Red
Cross, Bali Group!

Receive Group Updates

Add Members as Connections

Suggest this Group

Leah does not want to stop at just joining the group
however. She decides to add all the members of
this group as connections and then invites her past
Red Cross colleagues who are not HunchWorks
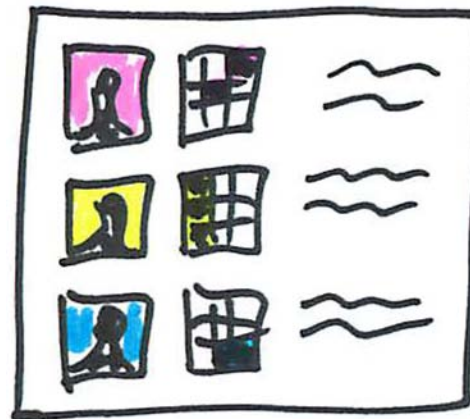members to register and join this group.
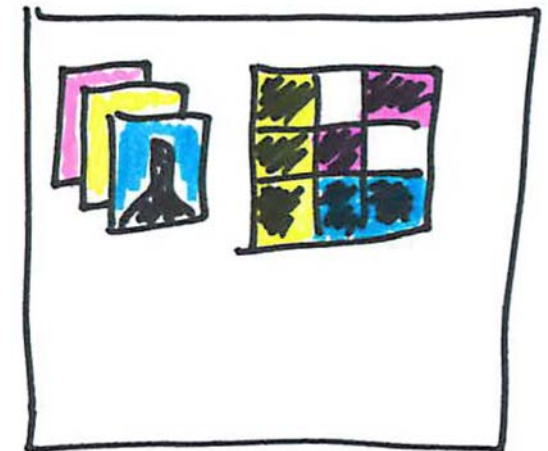
Concept Sketches

"MORNINGSTAR STYLE Box."

(GROUPS, PROFILE DISCOVERY, COMPLEMENTARY SKILLS)
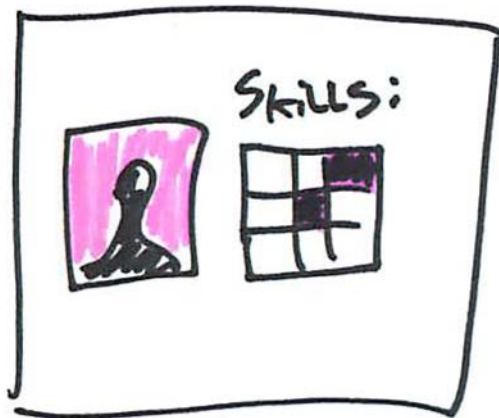
Based on interests, expertise and regions, each individual has a hot-spot of strengths.

When these hot-spots are visualized, it is easier to spot individuals with complementary strengths.

As people join together, in groups or around a hunch, you can see a more complete, combined strength grid.

Concept Sketches

"DIFFERENT TYPES/LEVELS OF GROUPS."

1. AD HOC HUNCH GROUPS

2. REGIONAL GROUPS

3. INTEREST GROUPS

4. ORGANIZATIONAL GROUPS

5. COMPLEMENTARY GROUPS

Different groups of users will rally together for different reasons, and the groups system should allow for this flexibility.

1. Small groups of users can join together in an intense sprint on a particular Hunch.

2. Whether based on their physical geographical location or their region of expertise, users can discover and join groups of other users who live in (or specialize in) a particular area.

3. Groups allow like-minded individuals to connect with one another and "talk shop" about their passion.

4. Official groups lend structure, rigor and credibility to the efforts of their members.

5. Encouraging the combination of complementary skills is central to HunchWorks

Groups

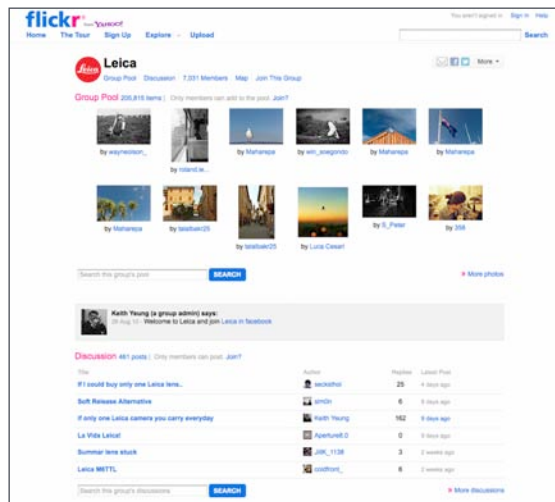# Noteworthy Examples

Flickr

Flickr's group system could act as a good starting point for hunch-related groups. Their group system does a good job of allowing group-based communication, ample moderation capabilities and privacy options.

Key Interactions

» Make hunches as a hub of connections.

» Encourage users to strengthen their connections through participation.

» Allow users to recommend hunches to one another.

Interaction Flow

Latest hunches

Twitter activity points to unrest.

Migration patterns suggest a drought.

Correlation between rice prices and employment.

Migration patters suggest a drought.

1 hour old, 1 comment

Connect with Author

Suggest Connection

Suggest Connection

Connections

Salutations. My colleague could really help you with this hunch.

Peter is a long time user of HunchWorks and prefers to help improve upon hunches rather than create his own. Peter starts his day looking through the new hunches.

Peter finds Leah's hunch and notices that it only has one comment. Peter does not have much expertise in migration patterns or droughts, but he has a colleague that has a wealth of experience in these subjects. He decides to introduce the two.

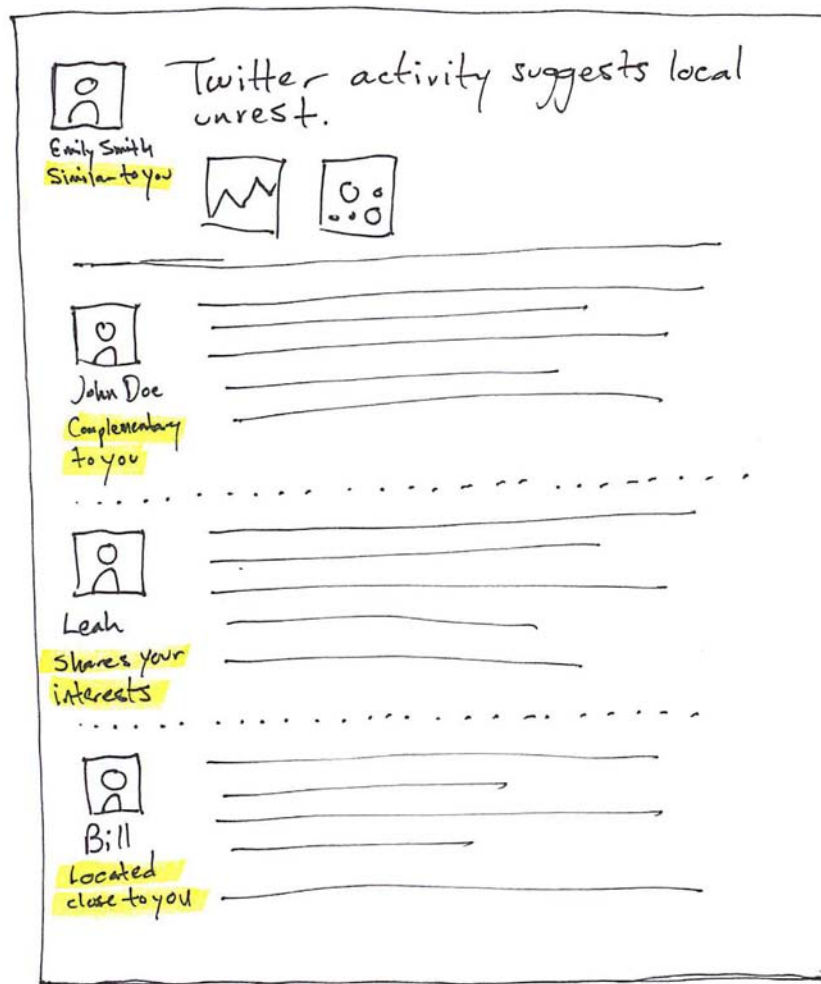Peter selects the colleague he had in mind and then sends a brief introduction to Leah and his colleague.

Concept Sketches

Hunches should actively work to connect the people who are collaborating together. Providing users with continual information as to how the people they interact with relate to them and how they could work together effectively can encourage a more serendipitous form of connection-making.

Appendix

Notes

» The philosophical sweet spot for connections in HunchWorks is likely somewhere between the models found in online dating sites and traditional social networks. There needs to be emphasis on "the right fit", while still encouraging a user to expand and grow their network.

» The mechanisms for flagging groups as trusted would be useful at the user level as well.

» Creating systems for explicit distrust may be helpful, but could be abused or misused if not well moderated.

Thank You

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