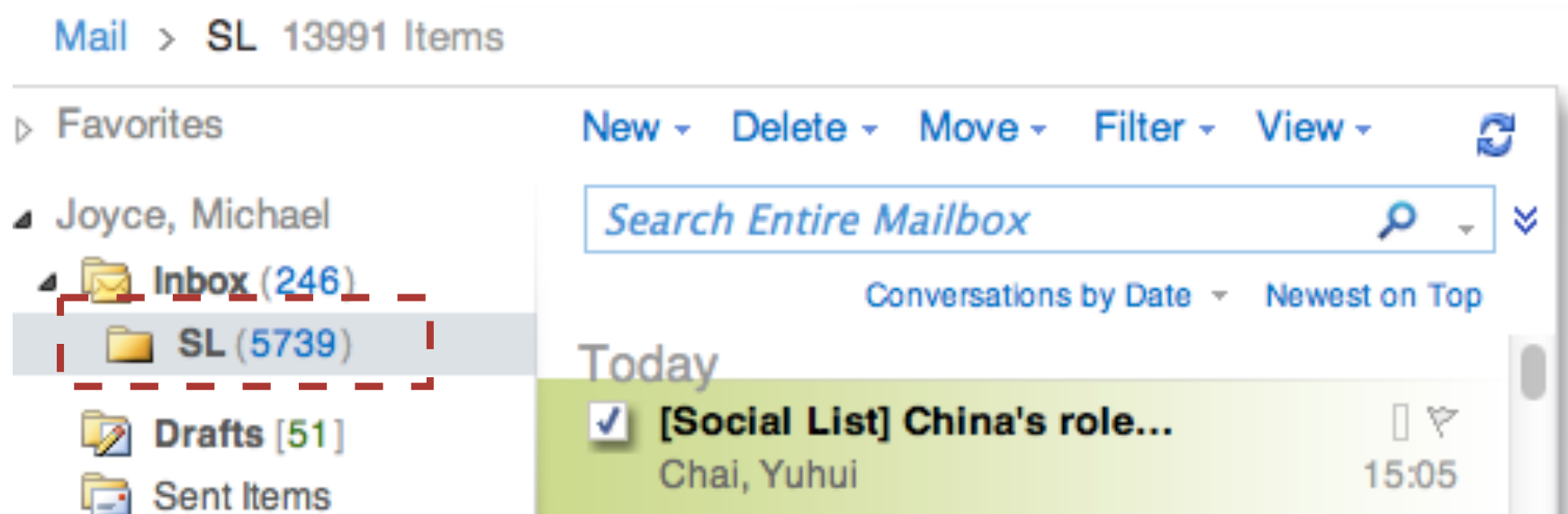# THE SOCIAL LIST

INTRODUCTION

Fletcher is a graduate program known for its close and active community.

The Social List (SL) is a mailing list used by Fletcher students to communicate with each other.

The SL is an active mailing list and a reflection of their community; people want to engage with and help each other.

PROBLEM

40 to 60 emails are sent to the SL everyday.

Users become overwhelmed and the result is a breakdown in communication:

Writers can't get their message across
Readers can't find what they are looking for

GOAL

To facilitate communication while preserving the sense of community.

USER RESEARCH

Conducted interviews with 6 Fletcher students to understand *how* they interacted with the SL and the reason *why* behind each interaction.

PERSONAS

The Explorer

"I would stay on the SL after I graduate because it'll allow me to keep in touch with other Fletcher students no matter where I am in the world"

He likes to broaden his experiences by learning and trying new things. He values connecting with others and being part of a community. Browsing the SL is an enjoyable experience for him. He checks the SL multiple times a day but not necessarily with a specific purpose. He sees the SL as not just a practical tool but a social forum as well.
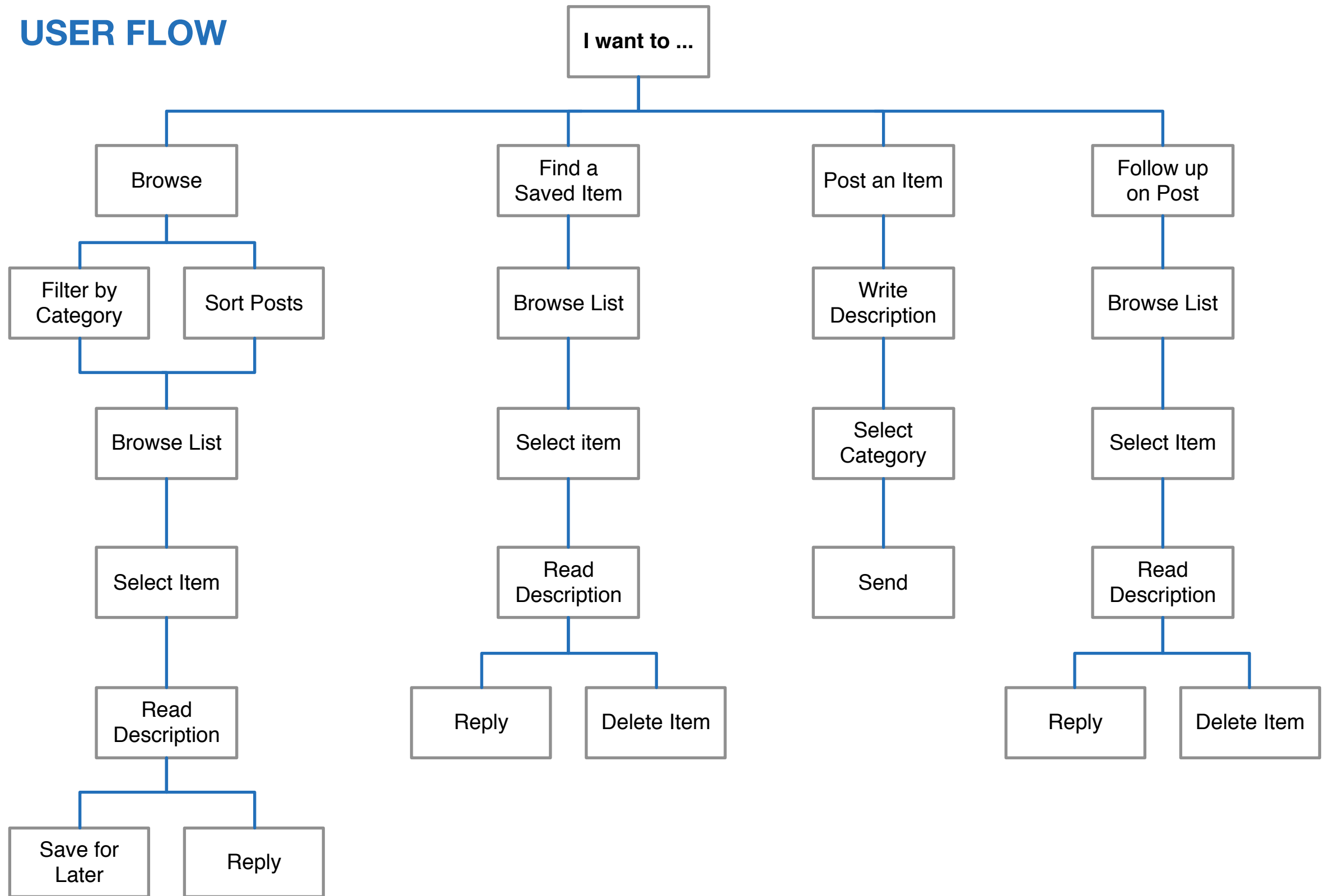
Mrs. Focused

"people need email etiquette - there is good stuff, you just have to sift through the crap"

She is proactive and views the SL as a tool to enable her to accomplish her goals. Though she checks the SL multiple times a day, she finds it frustrating to dig through hundreds of posts to find information that is relevant or important her. She rarely creates her own post unless she thinks the SL is the most efficient method of accomplishing that task (e.g. selling a textbook).

USER FLOW

I want to ...

Browse
- Filter by Category
- Sort Posts
- Browse List
- Select Item
- Read Description
  - Save for Later
  - Reply

Find a Saved Item
- Browse List
- Select item
- Read Description
  - Reply
  - Delete Item

Post an Item
- Write Description
- Select Category
- Send

Follow up on Post
- Browse List
- Select Item
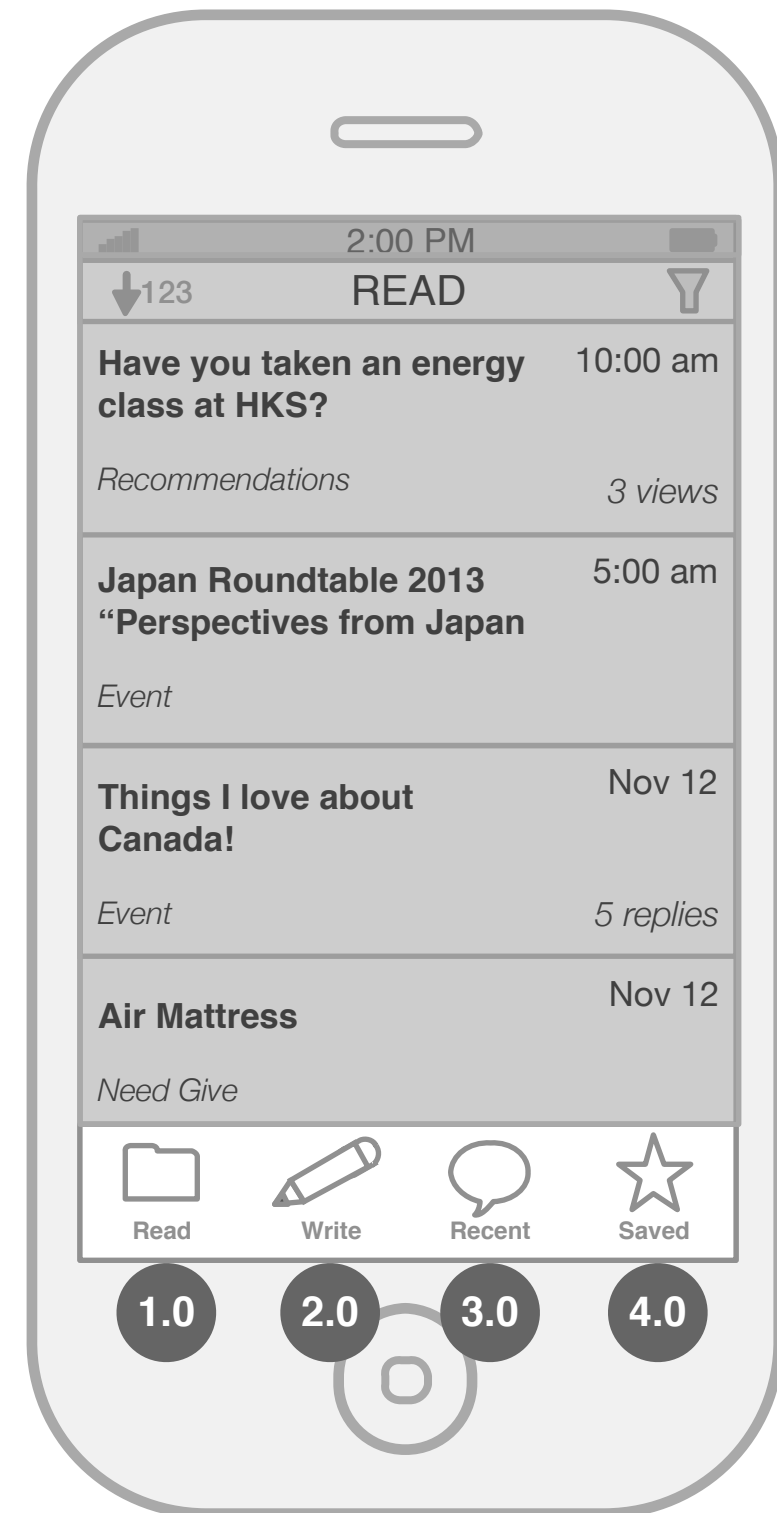- Read Description
  - Reply
  - Delete Item

TRANSLATE FINDINGS FROM USER RESEARCH INTO FEATURES

NAVIGATION TABS

Allows users to do the following tasks:

1.0 Read a post

2.0 Write a post

3.0 Keep track of recent activity

4.0 View saved posts

2:00 PM

↓123   **READ**

Have you taken an energy class at HKS?   10:00 am

Recommendations   *3 views*

Japan Roundtable 2013 "Perspectives from Japan   5:00 am

Event

Things I love about Canada!   Nov 12

Event   *5 replies*

Air Mattress   Nov 12

Need Give

Read   Write   Recent   Saved

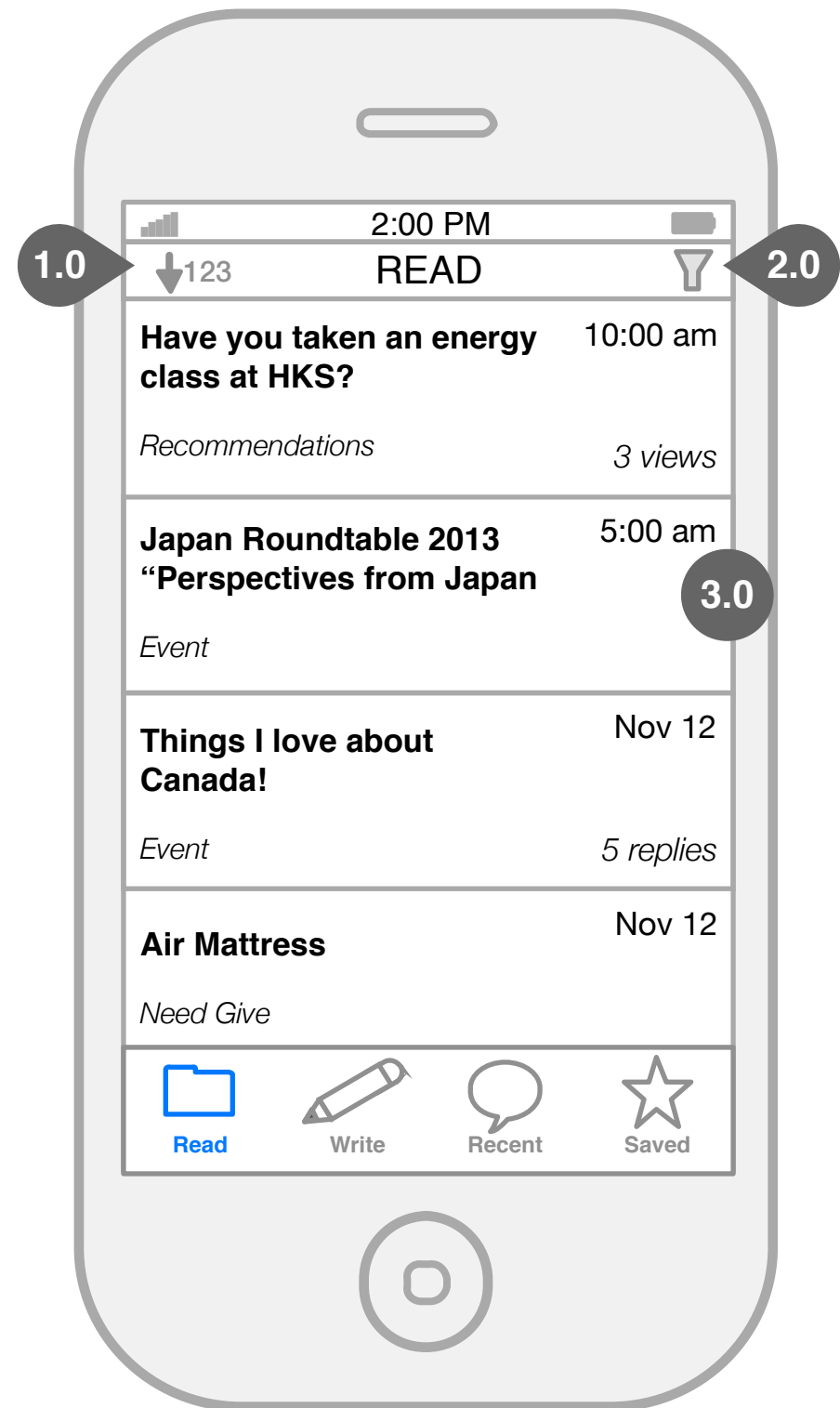**1.0**   **2.0**   **3.0**   **4.0**

FINDING

Most users are passive browsers.

Though most users check SL emails several times a day, they will only email the SL occasionally

HOME SCREEN

Shows a list of all the latest posts. Browse through individual posts or use Sort or Filter to search for something more specific

1.0 Sort

2.0 Filter

3.0 Post

1.0
2.0

⬇123   READ   🔽

2:00 PM

Have you taken an energy class at HKS?	10:00 am
Recommendations	*3 views*

Japan Roundtable 2013 "Perspectives from Japan	5:00 am
Event	**3.0**

Things I love about Canada!	Nov 12
Event	*5 replies*

Air Mattress	Nov 12
Need Give	

📁 **Read**   ✏️ Write   💬 Recent   ⭐ Saved

FINDING

Some users have specific needs.

They turn to the SL because they think its an effective and efficient way to tap into a trusted network of like-minded people.

They feel anxious and experience FOMO (fear of missing out) when they do not take advantage of all the opportunities available to them

FILTER

Filter posts by specific categories including:

1.0 Time sensitive posts (i.e. have deadlines)

FINDING

Some users browse the SL without a specific purpose.

They want to know what's interesting or relevant. They want to know what's happening in their community. They want to feel connected.

SORT

Make open-ended searches manageable by filtering posts by:

1.0 Date

2.0 Views

3.0 Replies

Find out what's interesting by selecting views or replies.

FINDING

All users value being part of the Fletcher community.

NO SEARCH BAR

Community comes from the interactions we have with each other and a search bar's filtering efficiency might decrease the chances that you'll read other posts.

This decreases the chances that you'll contribute back to the SL community and that you'll expose yourself to something new.

FINDING

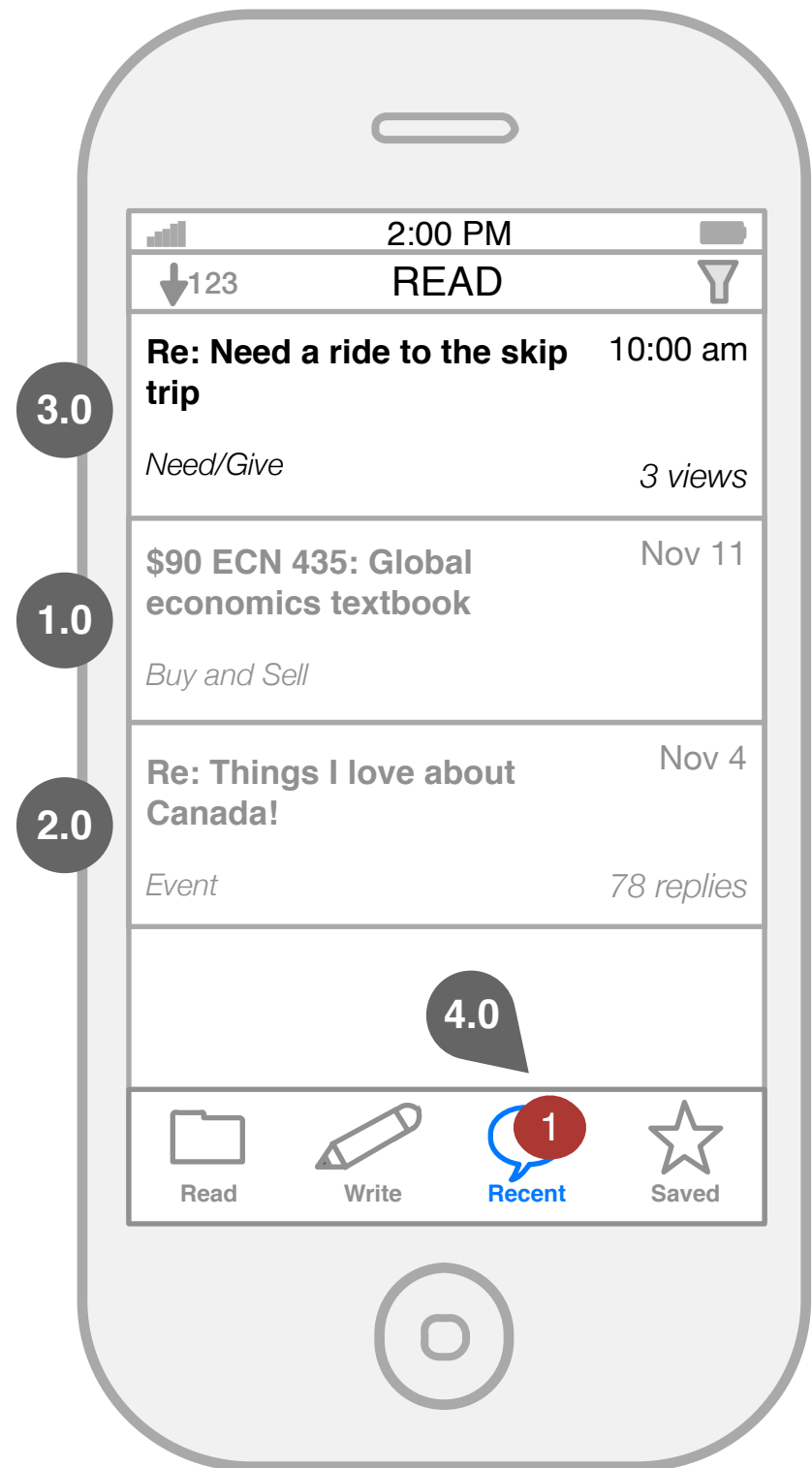Users need a way to separate out what is important.

Many users setup their email so that SL emails are automatically sent to a separate folder. They said they reserved their inbox for important things.

RECENT ACTIVITY

Keeps track of all conversations you are involved in.

Shows all posts:

1.0 you created

2.0 you responded to

3.0 responses to you posts

4.0 Alerts you when someone responds to a conversation you are following

2:00 PM

↓123   READ

3.0 — **Re: Need a ride to the skip trip**   10:00 am
Need/Give   *3 views*

1.0 — **$90 ECN 435: Global economics textbook**   Nov 11
Buy and Sell

2.0 — **Re: Things I love about Canada!**   Nov 4
Event   *78 replies*

4.0

Read   Write   **Recent** (1)   Saved
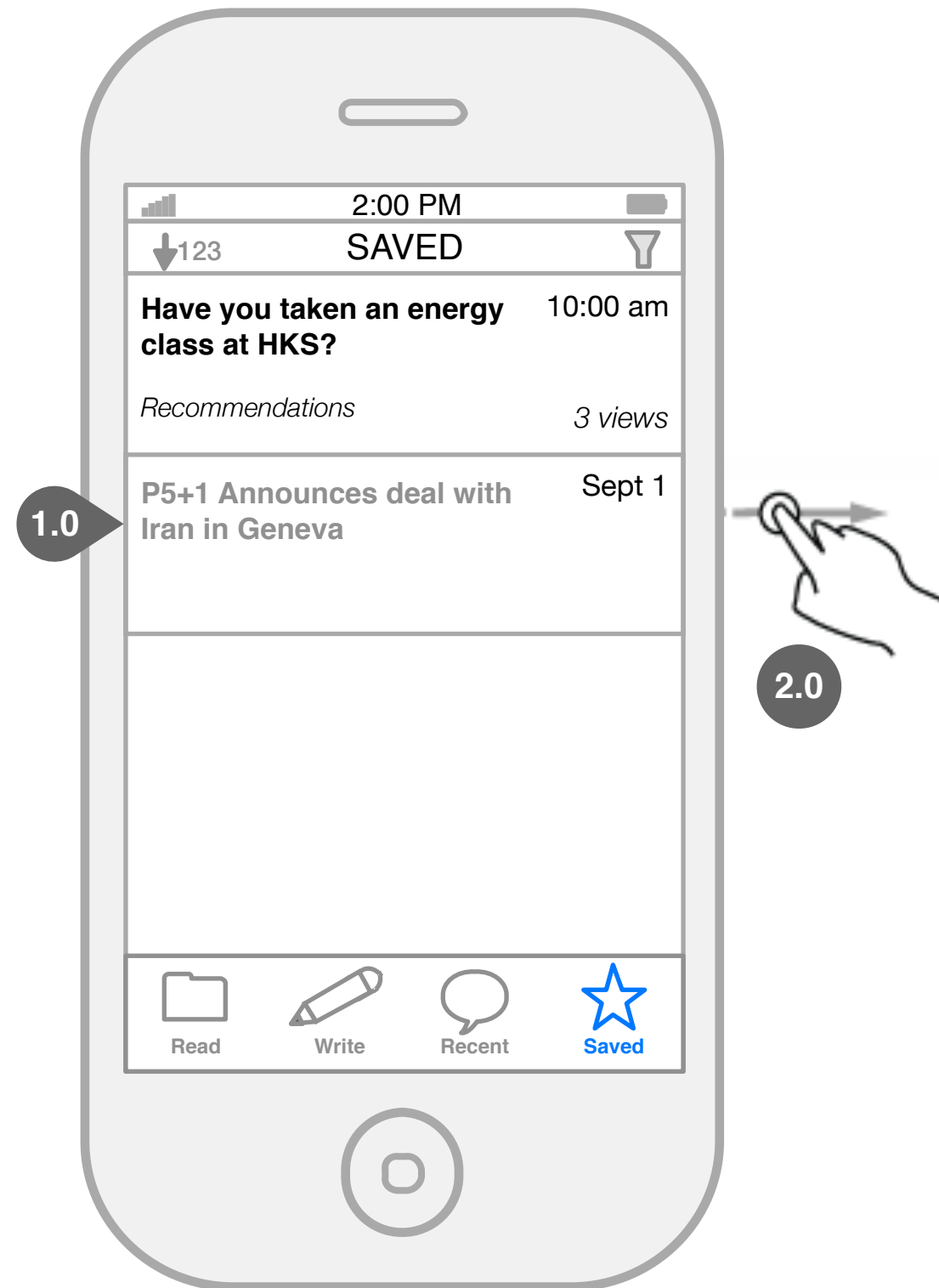
FINDING

Users often check the SL on the go.

Users check the SL in between classes or while waiting for the bus and therefore might not be able to act on or respond to an interesting email right away.
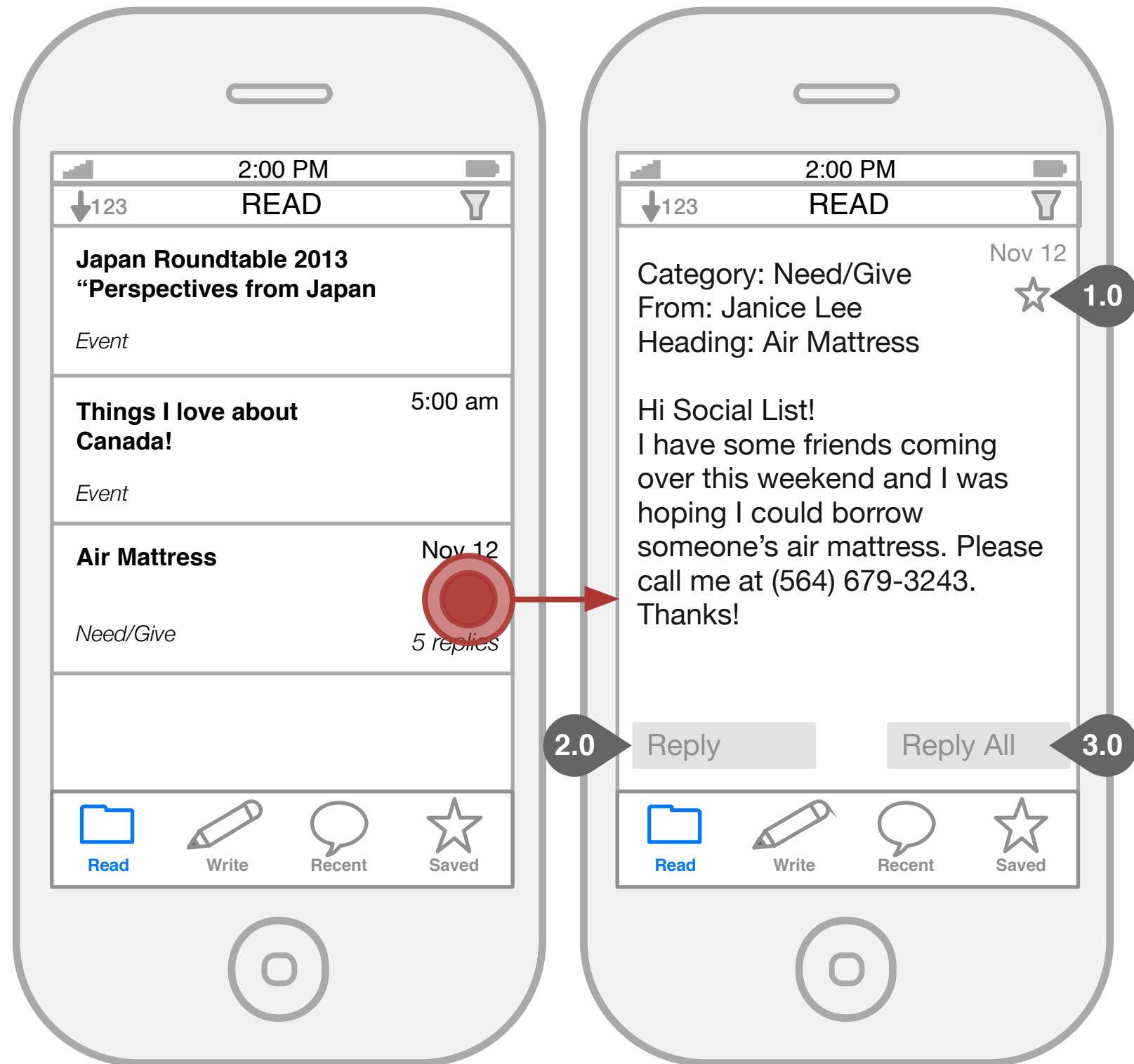
SAVED

Shows all saved posts

1.0 Read posts will be greyed out

2.0 Swipe to remove post

1.0

2.0

Phone screen:

2:00 PM

↓123 — SAVED — ▽

Have you taken an energy class at HKS?   10:00 am

Recommendations   *3 views*

P5+1 Announces deal with Iran in Geneva   Sept 1

Read | Write | Recent | **Saved**

INDIVIDUAL POST

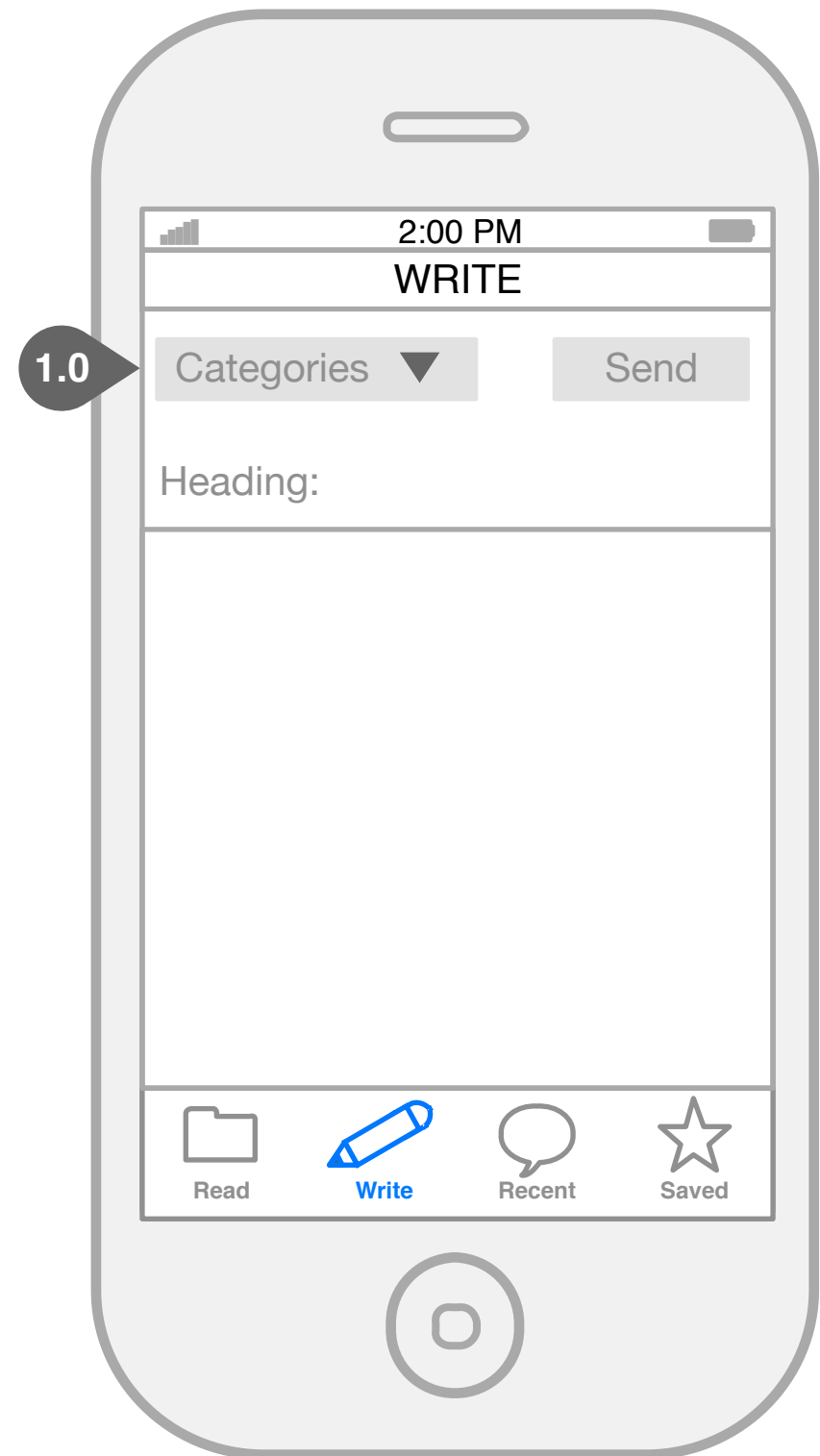Tap to read the entire post. Afterwards you can:

1.0 Save the post

2.0 Reply privately

3.0 Reply to the entire community

WRITE

Create your own posts. Label
posts based on:

1.0 Category

Phone mockup
2:00 PM

WRITE

1.0 → Categories ▼   Send

Heading:

Read   Write   Recent   Saved

NEXT STEPS (v 2.0)

Consider creating an on-boarding feature to help familiarize new users to the app

Consider developing a feature that will automatically tag emails as urgent based on dates listed in the email