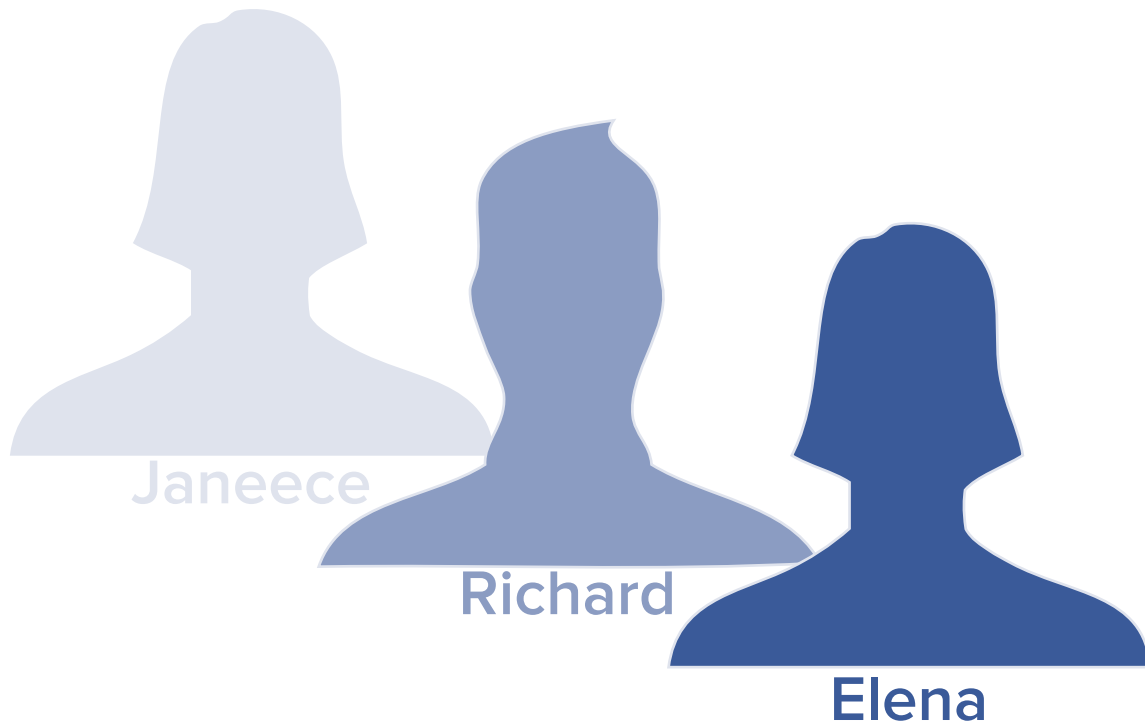


searchbook

BY FUNNY BUNNIES

class of users



Our class of users consists of college students. College students tend to know how to use computers and spend a significant amount of time on Facebook. Thus it would be convenient to receive updates on things they like directly on Facebook. They are also aware of the search feature, and they know that doing a Facebook search will help them find results unique to Facebook. However, many of those users may not be sure about how to use the search filters or may not be happy with the “list” style of displaying results used by Facebook. Even if they tried to filter the results, they will most likely not know which filter to use, since the difference of pages, groups and events on Facebook is not very clear.

personas



Elena

Elena is a graphics art student about to finish her master's degree. She is 28 and originally from Slovakia. She lives with her boyfriend in an apartment in Manhattan and spends most of her time working on her art.

use scenario

Elena

Elena will be visiting her country soon. She has been very busy and has had no time to add her old friends to Facebook. She wants to quickly search for an old friend from her childhood with whom she hopes to spend some time during her visit. She opens Searchbook and after clicking the log in button and signing in she sees the different search choices offered by the application through radio buttons. She chooses the "people" option and enters her friend's name into the search bar. A series of concentric circles appear. Her face appears at the center of this circle and each circle groups a number of search pictures and results with each circle closer to her face showing the more relevant information. Elena finds someone she thinks might be her friend within the circle closest to her. She highlights the person's picture and finds that this person's location is her city of birth. She then knows it is her friend. She clicks on her picture and an Internet browser opens displaying her friend's Facebook page where she can add her as a friend.

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personas



Richard

Richard is an electrical engineering student at UCLA. He is 23 and trying to complete his bachelor's degree. He spends lots of time playing Call of Duty: Modern Warfare 3 and that has caused his grade to suffer a bit.

use scenario

Richard

Richard is looking for events where he can play Modern Warfare 3 with other people, as well as generally connect with other players to talk and discuss the game. He decides to use our Searchbook application. He logs in to the application using his Facebook credentials. Richard types in "Modern Warfare 3" into the search bar. He does not choose any specific category of search because he wants to see people and events, and possibly groups or pages. Our general search results page comes up, divided into four quadrants. Concentric circles surround the center of the screen, with more relevant results closer to the center. Richard sees that one of the events in the closest circle to the center is interesting(a tournament near LA, sponsored by GameStop). So he moves his mouse over to the event and hovers over it. This gives him some basic details about the event. He likes what he sees and decides he wants even further details. Richard clicks on the icon, which opens up Facebook on a browser, and takes you directly to that page associated with that event. After checking out that event for a few minutes, he realizes he wants to know which of his friends are interested in Modern Warfare 3. He goes back to the search results of "Modern Warfare 3" on the Searchbook application, and looks at all the people results displayed. He decides to check out the profiles of a few of the closest people to the center, because on hovering over these people, he notices they have several mutual friends. Eventually he friend requests some of the people.

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personas



Janeece

Janeece is a music major. She plays flute. She is a 19 year old hipster who like bands and independent musicians that few people have ever heard of. She lives in Brooklyn and likes to come into Manhattan to try different coffee shops and meet new people.

use scenario

Janeece

Janeece just went to a new coffee shop at one of their weekly open mic nights. She heard a new musician named Buzz Armstrong who mentioned that he was "on Facebook" and she wants to follow his updates and information. However, he didn't mention if he had a Facebook Page, a public Profile, a specific Event for all his performances, or a Group for fans of him. She decides to go on Searchbook to find out more about him. She logs in with her Facebook credentials and enters in "Buzz Armstrong" in the search bar. She does not choose any specific search categories because she does not know which one is correct and it would be easier to show all the results at once. The results for People, Pages, Events, and Groups appear in the results circle as four different quadrants of equal size. The most relevant results (determined by Facebook's search) are closest to the center and less relevant results are farther away. Janeece sees that the correct result has a dedicated Facebook Page for his musician information. She decides to subscribe to the Page. She clicks on the result in the Pages quadrant which opens up her browser and takes her to the Facebook Page. After subscribing to the Page, she looks on the wall and sees another fan mention the Buzz Armstrong fan Group. Janeece goes back to the search results and sees that nothing in the initial Groups results are relevant. She then clicks on the arrow next to the outside ring of the Groups quadrant to show deeper results just in the Groups category. The circle transforms to only show Group results with each results' relevance reflected in its distance from the center with the most relevant results closes to the center. There were quite a few Groups with Buzz Armstrong for some reason so the correct group was a little distance away from the center. She then clicks on that result which takes her to the Facebook Group page where she requests to join the group.

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