

Questions/Ideas for Our Customer

I'm hoping we can post to this document all of our questions and ideas for our customer; even seemingly simple or mundane questions can go here so we are all aware of them and so we don't forget anything. Thanks.

- 01) What should be the content of our social media site? (i.e. does it matter to our customer?)
 - a) What type of content (i.e. photos, videos, gif's etc)
 - b) bring up the recipe site idea
- 02) Link to other social media sites such as Facebook, Twitter, etc? (including using your Facebook, or other social media site username/pw to log in to our site)
- 03) Should we filter content to censor curse words, pictures, and videos?
- 04) Corollary to 3: If we allow "explicit material," how should we verify a user's age?
- 05) What type of rating/ranking system should we use for users to review/rate/rank others' uploads?
- 06) What type of reward system (if any) should we use to reward users? And what should they be rewarded for? (e.g. a really good recipe; 100th upload)
- 07) Do you (the customer) have a vision for the site layout? (colors, font, link and icon placement)
- 08) Should users have an avatar? Should they be able to make their own avatar or choose from a selection of premade ones?
- 09) Should we include a technical support section on our site for users who have trouble using the site's basic features?
- 10) How often would you (the customer) like to hear progress updates and/or meet with us? When are you free? Where do you prefer to meet? What's your preferred means of contact? etc (to iron out all of the potential communication problems)
- 11) Any technical requirements? i.e. are there any parts of the implementation she wants done with a certain technology (unlikely, but some of the example user requirements included requests like this). Also does she care what type of architecture we use? (probably not too much leeway with this though)
- 12) Should we build an interface for her to maintain the application and if so what should it look like?
- 13) Content tagging/intelligent search features?
- 14) How much emphasis on the social aspect/features (ability to follow users or channels or otherwise make connections between users via groups, etc)
- 15) Any UI specifications? i.e. side bars, pull down buttons, other UI options? not sure how to word that
- 16) Should the site be optimized for desktop/mobile or responsive?

Beyond questions, I thought I'd outline the underlying goal-oriented nature of the site.

A **goal** is an incentivized progress indicator representing skill, notoriety, experience, or growth.

Goals promote user participation by providing simple, manageable objectives, such as:

- Completing a recipe
- Creating a new recipe
- Reviewing or rating an existing recipe
- Following another user
- Gaining a follower

By their “bite-sized” nature, they allow users with busy schedules to feel a continual sense of progress and loyalty to the site, while giving devoted users with plenty of free time incentive to keep coming back.

Multiple goals linked together, such as by a common theme, form an **achievement**, such as:

- Gaining 10 followers
- Reviewing 5 recipes
- Cook 5 soups
- Having 50 followers, Contributing 10 recipes

Achievements yield rewards in the form of **collectible badges and pins**, which can be displayed next to their name on reviews and comments, as well as on their personal profile pages. They provide proof of mastery or experience, and further incentivize users to participate and earn more badges than their friends.

For example, a review on a soup recipe posted by a user with a “Soup Mastery” badge will be taken more seriously because the user has clear experience on the topic.