

# **Critique of Story**

by Team Spider

# Things that look good...

- Looks to be cleaner and less cluttered than a typical social media site
- Large target demographic
  - Everyone has stories to tell
  - Don't need to be tech savvy to benefit (Grandma will be happy)
- New solution to age old tradition of “telling stories”
  - Plenty of history of this tradition to take advantage of
  - Appealing and clear-cut theme/metaphor to guide both development and user experience

# Potential Design Challenges

- Should be explicit about privacy/publishing protocol
  - Do users need to create an account to view public Stories?
  - Can you include a friend's private Facebook post in your public Story?
- Simple ideas like Story often seem similar to existing things
  - Story is different, but making it clear how/why is not trivial
  - Make sure users are guided enough to use Story in a way that highlights its differences from existing solutions to the storytelling problem
- Can users also create content on Story, or only pull from other sources?
  - UI (which is the key to this app) relies heavily on this choice
  - If you feel that creating content on Story itself is not that important, it might be better to disallow it completely, as to not distract from the real focus of Story

# Potential Implementation Challenges

- Do sites such as Facebook limit which posts/photos can be embedded in a website (can user profile photos be embedded)?
- Including posts/photos from multimedia should be simple (ideally drag and drop)
- Is any content (text/photos/video) hosted by Story, or does Story just provide links to content hosted by other sites?
- Page load issues due to large amount of content in stories

# Suggestions

- Allow multiple authors to a Story
  - Collaborative Stories would be a great feature for things like group trips and events
- Allow outside users to view Stories without signing up for an account
  - This may already be your plan, but it seems like an important feature of your app so make it obvious