Sobox

People love to be heard. Develop a website/app where people can battle for the right to say whatever they want: their rant. Different than facebook or twitter where your rant can only be viewed by a select few (those in your social circle), here your ONE message will be seen by EVERYONE. Play on people’s natural competitiveness to make the site engaging and fun.

* Should I have a cute little word like Twitter has “tweet”? Maybe I can have “rant”.
  + Does “rant” have a negative connotation though? Will this make people feel like they have to limit themselves to complaints?
* Should I allow obscene rants?
  + If I don’t, I close the door on many potential users. Possibly the most likely users.
  + If I do, do I need a “warning” before entering? Or an age restriction? Again, this limits the potential users
* Should I allow for pictures?
  + Will this devolve into a porn site?
* Should I allow people to post links?
  + What if they post a link to a virus or a porn site?
* Need to create accounts for users
  + Each account should have a username, password, and their saved rants
* Should I allow access to previous days’ rants?
* Should I allow corporate take over?
  + If the site gets big, will Pepsi bid to say “Drink Pepsi”? This will bring in big corporation dollars, but will drive away other users and viewers. People can’t compete with corporation resources and no one will tune in to see a commercial.
  + How do I distinguish this from someone’s opinion (“pepsi is better than coke”)?
* Should proceeds go to charity?
  + Might make people more likely to bid
* How frequent should rants be?
  + Daily rants? Hourly rants? Maybe both?
* People cannot take their bid back. This will create chaos. So offer them a “are you sure” warning before placing their bid.
* Need to display the current high bidder and their bid
* Should there be a minimum bid increase? Maybe $0.50?
* Can I get sued for defamation?
  + Not as long as you aren’t personally making the statement
  + Section\_230\_of\_the\_Communications\_Decency\_Act
* Should I include a “What is mysoapbox?” section to describe the concept and rules?
* Fake count of “current viewers” and “total visitors”
* Maybe have a voting system where people give a brief, 50 character description of their rant and others can upvote it or contribute money. $1 buys 5 upvotes. Or a sort of lottery where $1 buys between 5 and 15 upvotes.
  + Should I only accept payment though if the rant wins? Otherwise people might feel burnt out after losing $50 for nothing if they lose
  + Should I allow a revolving door on votes? Once a rant wins though, then it’s votes stop and it is archived?
  + Should I treat votes as a currency? You get 5 votes a day, $1 buys 5 votes, referring friends gets 5 votes, etc.
  + What’s to stop people from ranting in the description? Or lying in their description and actually ranting about a porn site?
* Rank rants for viewing and voting on based on up-vote/viewing? Maybe this will help to mitigate the “first page bias” in which the rants on the first page gain more up-votes simply because they’re on the first page and people view them more.
* Daily rant, hourly rant, minute rant.
  + Maybe winners of the minute go on to the hour, winners of the hour go on to the day, etc.
    - But this introduces stagnation (I might view a rant on the hour level and up-vote it, but there’s no incentive to do it again if it wins and moves on to the day competition)
    - A lag would be necessary, but not desirable. It’s needed to give all posts an equal amount of time to be seen for voting, but will compound at each level so that the winner of a day won’t be determined until 1 day later.
    - Will people venture down into the weeds of the minute level?
* Limit the number of rants a person can make per day. Maybe 3?
* Should there be comments for rants?
  + Maybe only allow comments for people with a high enough “reputation”
    - But that inhibits free and open discussion
  + The website is going to sink or swim based on it’s feeling of community. I think we need comments to allow people to connect with one another and discuss things
* Private messaging system should be included as well.
* Maybe, with the idea of currency and determining who is the “best” or who “wins” maybe this site should be more geared towards debates. Basically allow people to debate it out in comment sections, but provide a better structure for it.
  + Debate.org already exists and looks pretty good.
* Rank rants order based solely on people’s “reputation” or number of boks?
* Literally build a soap box! Make a game where the user tries to build a soap box tower using boks. The best tower is listed higher.
  + Soap Boxing
* Make it a battle. People can battle using various power-ups to win. Power is based on up-votes and down-votes. The highest power at the end of 5 minutes wins the 5 minute tier and they move to the hourly battle, etc.
  + Power is constantly going down at some slow rate. Once you hit zero power, you’re dead and your rant is gone.
  + Once your rant wins a tier it moves to the next one up. Is its power carried over? Does it have the median power of the tier by default?
  + Once a rant wins the day, it is done.
  + Power-ups might be up-votes count for double, down-votes count for half, straight up power increase, attack others with a down-vote bomb, etc.
  + Power-ups are purchased using boks
  + Do we want people to see the power of their opponents? How can we do this without introducing the “rank” bias? Maybe just show where your rant’s power is in a spread of the power of contenders. This might also be interesting because if we have directed attacks, people would direct their attack on the rant they *think* is winning.
* Nowadays, is it essential to launch an app right alongside the website?
  + A gameified version of this site really lends itself more to an app.
* How do we show the daily winner such that everyone sees it? Even if they don’t go to the homepage.
  + A banner statically placed on top of the site?
    - Showing just the 1 day winner or all winners?
    - Showing the whole rant or just the user name with a link to the rant?
* Before we officially launch the site, we need a way to count visitors and unique visitors
* Make a gambling system where it costs boks to upvote a rant and if that rant wins, you get some payout.
  + This would require that people can’t see the current power of a rant at all. And they can’t be ordered in any way.
  + Do downvotes cost anything? What’s the payout there?
  + Will this encourage people to upvote only what they *think* will be good, not what they really think is good? For example, I hate animal pictures, but I would upvote them because people seem to love them for some reason.
  + Engages people more and separates us from Reddit
* Make a gambling “side attraction”. You don’t place a bid by up-voting, but rather you actually say, “I want to bet 15 boks that this rant will win.” So it has no effect on the core operation of the site.
  + If it wins that round, you get some payout. Maybe if it wins at all you get some smaller payout. Give the user the option to choose?
  + What is the payout? A straight scale (x3 the bet maybe)? Or a pooled system where all bets go into a pot?
* Rather than having the pool of contenders for 1 day, 1 hour, 5 minutes refresh completely, just pick the top one.
  + Make a rant’s power decrease with time so they don’t stay in the pool forever. Once it hits zero, it’s gone.
  + This allows us to have any granularity in time that we wish without worrying about giving people time to read all the contenders. If we want to make a top rant every minute, that’s ok as long as we are getting at least one new rant every minute.
  + Prevents the ugly problem of rants disappearing suddenly.
  + Prevents the lag because there is no longer an advantage to joining the pool early. So there is no longer a need to show all contenders for the same amount of time.
  + Maybe a rant’s power when it joins a pool is initialized to the MEDIAN of the pool or maintains its power, whichever is greater.
* If people can’t see the current power of different rants and they can only see the winners once they’re declared, will they get upset that they don’t see the “final outcome”? For example, which rant came in second, third, etc for the day.
  + But if we show them this, we can’t have a continuous pool draw because then they’ll have a really good idea of which rant will win next.
* How can we gameify the site?
  + Special Item: up-votes count x2 for 1 hour
  + Special Item: down-votes count x1/2 for 1 hour
  + Special Item: directed attack on other rant. 10 down-vote bomb.
  + Special Item: all other rants get 1 down-vote.
  + Special Item: leach power from other rant/s. Based on their current power? Their up-votes over an hour?
  + Gambling system: bet on the rant you think will win
  + The more you participate (voting, ranting, time on site?), you get special items or boks.
* What should the official name be?
  + My Soap Box is taken
  + On a Soap Box?
  + Your Soap Box?
  + Sobox?
  + Sopox sounds like an illness
* Provide a countdown to when each granularity will be refreshed
  + In the tab itself? Or in the content area?
* The original point of the site was to be able to say anything you want. If you won the bid, you said whatever. We’re now getting away from that and going more toward a community approval based system so you won’t really be able to say whatever you want no matter how much you want to. Should we restate the mission of the site? Is it more of a game now than a free speech site? Or should it return to its roots?
* Do we think our site offers anything that Reddit doesn’t? What do we offer to draw users away from Reddit?
  + Gameification and competition. But is this really a bonus? Or an unnecessary complication?
* Users should be able to see their past rants and what was their stats.
  + Victory or defeat. At what granularity
  + Highest rank
  + Highest achieved power
* Make each tab NOT be a new page
  + Downside:
    - lots of code on one html
    - refreshing the page will bring you back to the daily tab. What if you want to refresh the list of contenders on the hourly tab?
    - What if you want to send a link of the hourly tab?
    - maybe confusing? Because if you click on FAQs for example that does require clicking back to get back to the home page. Maybe people will be confused and accidently click back a lot because it isn’t consistent?
  + Upside:
    - When clicking back on the browser, you don’t have to cycle through all the tabs you went to
* Do we want the window to view contenders to be scrollable through all contenders but they’re randomly ordered? Or just randomly select a handful and present them to you and you’d refresh to get more? How do people see new entries?.
  + Maybe a ranking based on power and age? Higher power and younger tend towards the top.
* We need a footer. What goes into it?

Gain boks

* Become a new member = 25 boks
* Buy boks: 1$ = 10 boks
* Your rant gets supported = 0.5 boks
* Daily payment = 10 boks if under 25 boks
* Bet on a winning rant

Lose boks

* Make a rant = 10 boks
* Support a rant = 1 bok
* Down-vote a rant = 5 boks