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Scribl!

"We let you make your mark on people's walls."

One of the longest-standing features of Facebook was the use of each individual user's page being referred to as a 'wall' - something that other users could post content onto to create their personal Facebook page.

We looked at the way that this feature of Facebook has evolved over the years - and realized that the use of the Facebook wall has changed dramatically from its original intended purpose as a way for users to communicate with each other. Today, typical users' Facebook walls are used to show third-party content that they themselves have shared with their friends, or similar third-party content that friends are sharing with them.

We felt that this was a shame - Facebook was pushing their messenger app with such fervor, while one of their core application design features wasn't being fully utilized for user-to-user interaction with organically created content. So we set out to build an app that would help make it easy and fun for Facebook users to use walls to communicate with each other again.

We wanted to redefine the way that people interact with each other on Facebook, using walls as a way to publicly message each other using easy and fun ways to create content.

Scribl is our answer to this - a simple and easy way to take an image, scrible all over it with whatever you want, and instantly paste it onto your friend's wall. No hassle, no fuss - within seconds you can have something that's been thrown onto a friend's Facebook wall for the world to see.

It's a common saying that a picture is worth a thousand words. Previously, most people simply wrote short text messages on each other's walls - posting personalized pictures or user-generated content was a long process. Scribl lets users quickly draw messages or write over imported images, which is a step up from a simple text message posted wall-to-wall.

We've taken it one step further, even - we've created the feature to export and post the process of creation as an animated GIF. This allows for yet another dimension to creatively make content that can be quickly thrown back and forth between users. The GIFs are automatically generated according to steps that users take in drawing using the Scribl app, so there's no process to it at all - it's almost automatically generated.

Looking forward, we can look at functionality such as video recording using simple but effective editing tools, similar to those seen in quick-and-dirt content creation engines in apps such as Snapchat, Vine and Dubsmash, allowing users the ability to almost instantaneously create fun and creative messages to post on each others' walls. Collaborative creation is also something that we plan to explore - being able to continue editing and piggybacking on content that other people have shared with you is another fun way to interact.