Meme Dream

The Meme Master Proposal

INTRODUCTION

In this project we have oriented ourselves by taking on the perspective of the user when browsing the internet, and more specifically, the forums and areas of the internet that memes are popular. In other words, places that you go to avoid doing any real work. Taking inspiration from sites such as encyclopediadramatica.com, memegenerator.com, reddit.com, imgur.com, and 4chan.org we have cataloged features that worked for our goals and ones that could be improved upon.

For instance we found that many sites that are picture oriented have no concept of tagging or relevance. We also found sites such as imgur.com, while very proficient at hosting images and memes, is somewhat crippled in the realm of commenting as all comments are limited to 140 characters. This is fine for models like twitter where a message is supposed to consist of a momentary blurb, but sometimes memes can take on controversial or even moving concepts. In which case putting together something that is supposed to convey your impression of a meme in 140 characters seems inconsistent with the intent of a meme, unless every post is supposed to be an attempt at a witty one-liner and the best one just gets voted to the top.

We've also considered that not all users are browsing our site from home or an environment where everyone is understanding about the weirdness that shows up on the internet. In which case we have a NSFW ("not safe for work") filter that is site-wide and on all pages that contain meme posts.

Finally, we have taken a cue from sites like reddit and imgur. While 4chan may allow the user complete anonymity, often people enjoy having an identity (whether it be real or not is not important to us) on the internet. In which case posting on MemeMaster requires an account. At the same time we have realized not everyone feels like logging in or even signing up for an account, so it is possible to browse and search MemeMaster without one. We however hope that with our commenting and rating system that browsing our site while being uninvolved will become harder and harder to do. As our comments aren't limited to a ridiculously short 140 characters, and full conversations are permitted, we hope that an unregistered user will find a conversation they can't help but jump in on.
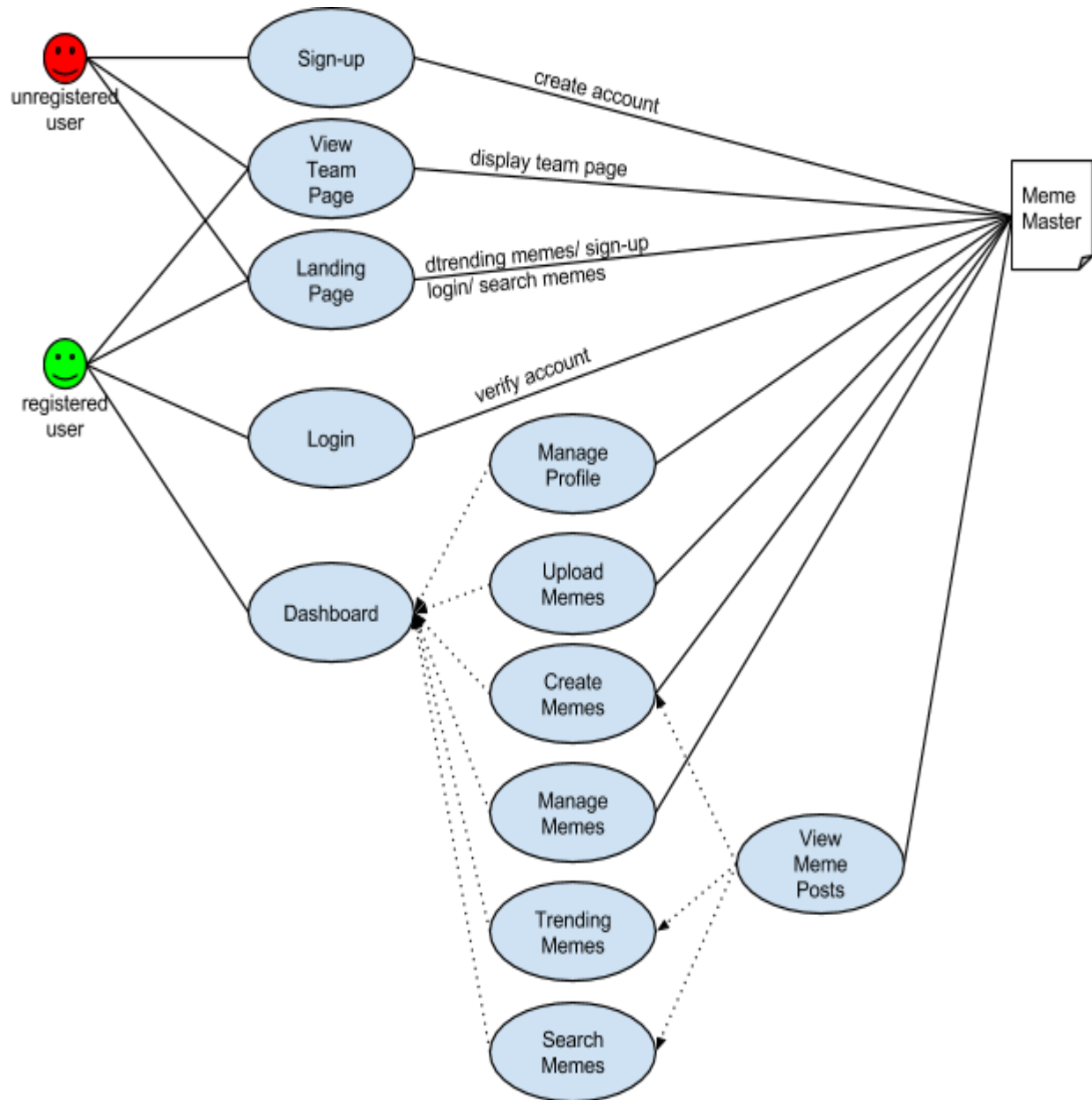
OUR USER

The user we have in mind are people that will visit sites like reddit, imgur, 4chan, facebook, twitter, etc. often. We are hoping that as they start using our site, they may start browsing those sites less, specifically imgur and possibly reddit. However the average 4chan user may be somewhat toxic to our wide-appeal, so…

The site we've come up with has every class of user in mind. The beginner, the novice, and the neckbeard. They will be able to easily navigate our site as it bears the popular hallmarks of other sites and while rich in features, they are all very plainly laid out. We've gone to extreme lengths to make sure nothing is complex. We made sure that even without explicit knowledge of certain features that their names and placement give strong cues as to what they do.
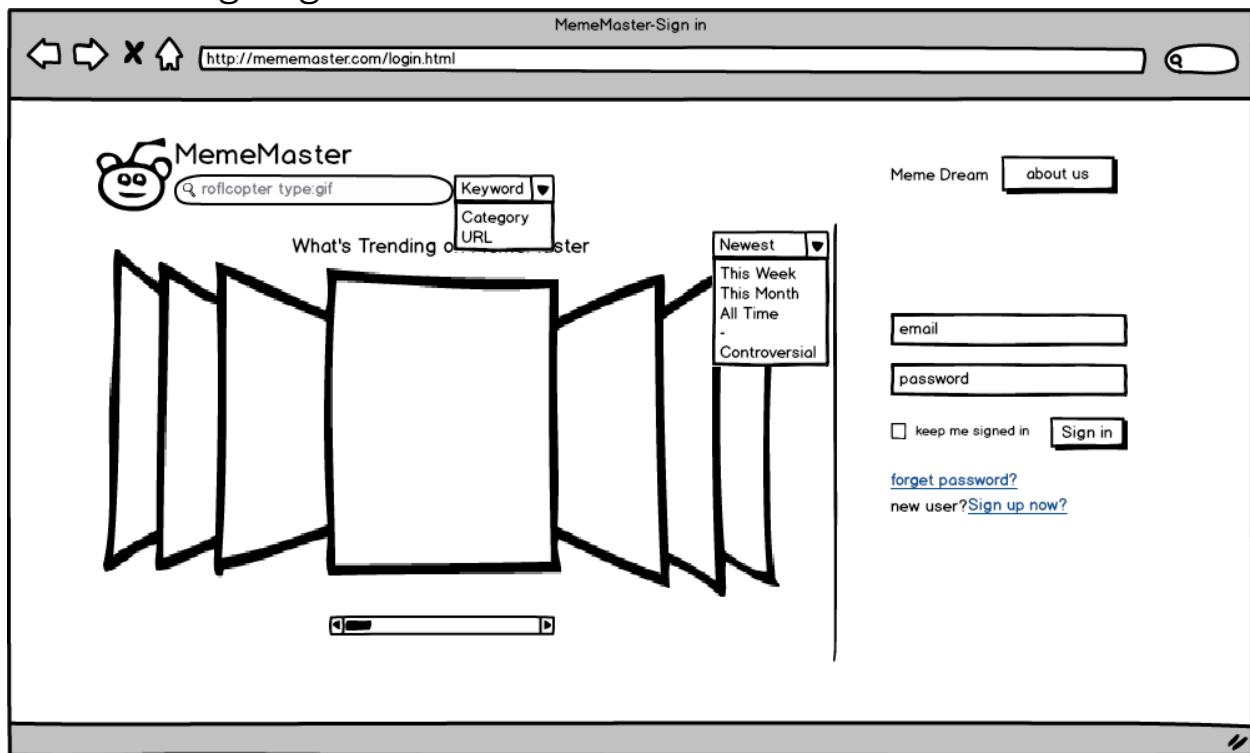
As for the real meat and potatoes, memes, we also realize that our user may have varying interests. Our user may have their own collection of memes they want to tag, categorize, and possibly share. Our user may even want to search for memes that are relevant, or possibly try to track down the origin of a meme they once saw posted elsewhere. However our user may have absolutely no memes of their own and possibly no knowledge of memes at all except the random knowledge of our site existing. In which case the first thing they will see is the best and funniest pictures posted on our site, in which case they can browse, and hopefully we'll have them hooked. Our user may also be interested in creating their own meme, in which case we have a robust meme creator dedicated to creating memes easily with no fuss.
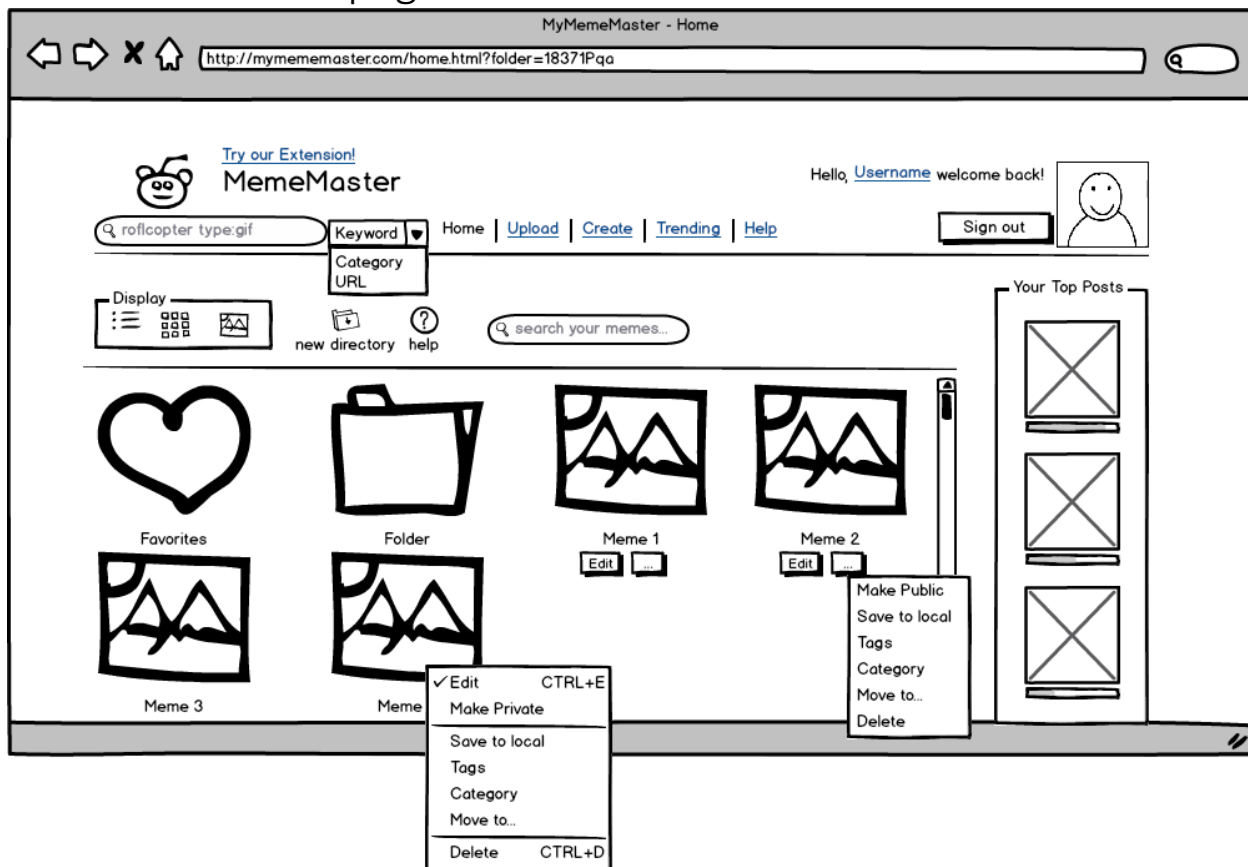
USER STORIES

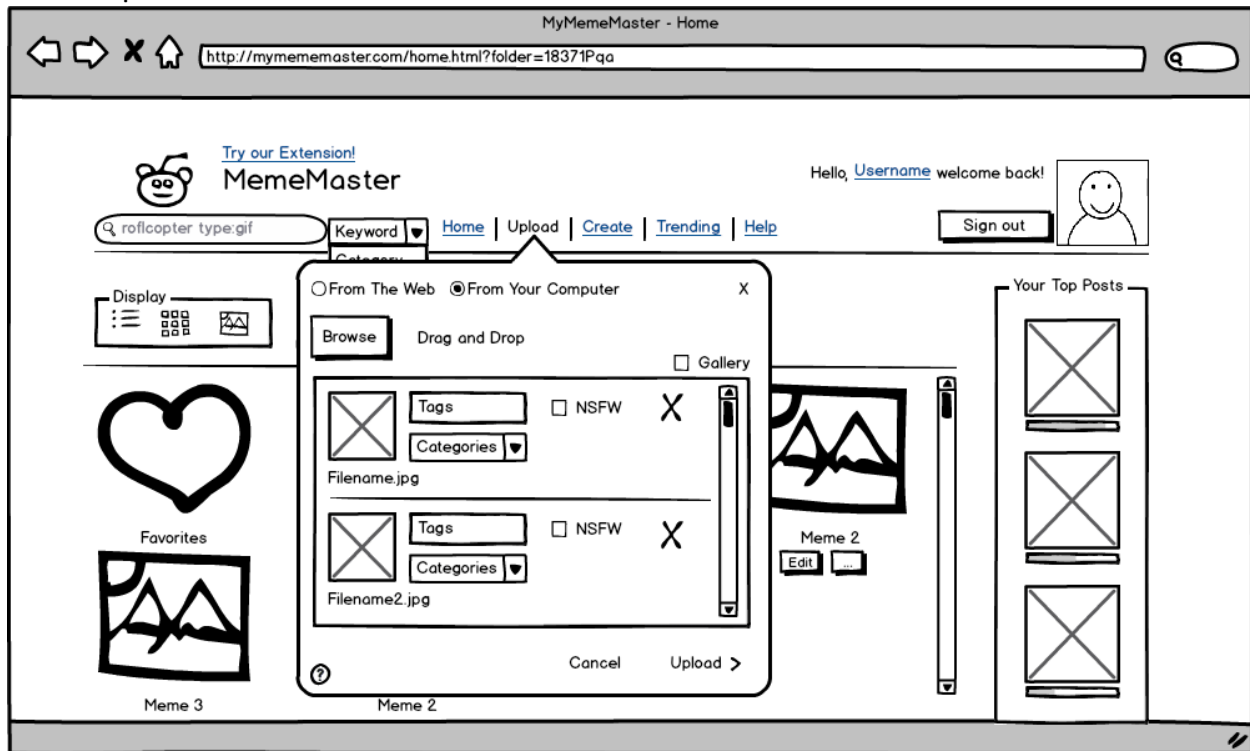| PROBLEM	SOLUTION
Found an awesome meme from a different website but don't want to have to download it to save it.	Users will be able to save memes both by uploading from their computers and by the URL of the meme.
Saved a bunch of memes but can't find specific memes when trying to find one.	Users will be able to add tags to their memes for easy search and filter. Users will also be able to organize their memes into folders.
Want other user's opinions and ratings for memes.	Users will be able to make comments and rate memes, whether it be their own memes or other users' memes.
Want to make custom memes but don't have the resources or knowledge to do so.	Users will be able to take images and add text to them to create their own custom memes.
Always on the go and can't always make it to a computer.	Users will be able to use the MemeMaster on mobile devices with ease. Pages will be scaled to fit on mobile devices.
Switching back and forth between tabs/windows is a hassle and I'm impatient and lazy.	Chrome users will have an option to download a chrome extension to be able to save memes to their MemeMaster account even if they do not have the MemeMaster website open.
I like to comment on memes on the internet, but I can't say anything that isn't stupid in 150 chars.	Users will be able to write up to 300 or 500 characters.
I want to look at memes and funny stuff on the internet but at least 70% of it is gore or porn!	Users will be able to turn on/off NSFW filtering to hide/show any obscene images.

The Landing Page

While we definitely push for our users to sign up for a free non-invasive account (free of spam mail), we do not discriminate against those that are either unregistered or not logged in. Our login/landing page will have a simple interface for users to browse around. In the middle, there will be a catalog of trending Memes. Users are able to click on this catalog of Memes and they be directed to the trending page with the post they clicked on as the item being currently viewed. The non-logged-in user will also be able to use our search feature and browse through the user generated content on our site. This landing page also consists of a signup button and login forms on the right. A returning user can easily input their login information and if they lost their password, they are able to retrieve it by clicking the hyperlink "forget password?" The "about us" tab on the far right hand corner will be dedicated to our curious users who wants to know more about us. We feel this layout best leverages usability and our end goal to get the user registered so they can contribute to MemeMaster.

The User's Home page

        The User's Home will be the main page whenever the user logs in. The user will be greeted with a uniform nav bar that will make navigation of our site painless, and it'll also feature a personalized touch; with their username and avatar displayed with the nav bar. In the middle the user will see their folders and their pictures and galleries. The user can act upon these elements with the necessary features such as making the item publicly viewable by the rest of the site, or privately viewable only by the user. It bears mentioning that when a meme is public nothing can be changed unless it is taken private again (in which case, the user will likely have to give up any upvotes they earned on that post). When meme is private the user can edit it, add tags, change categories, move to a folder, save to their computer, or delete. The user is also given a "Favorites" folder by default which will contain all of the memes they've viewed on our site that they've added to this folder, so they're not forced to hunt down that one post through our search bar every time they want to see it again. In this same area, the user is also able to display their memes in various organizational styles. They can display their memes as a detailed list, as titled pictures (as shown above), and they can also filter out all the folders and just look at the images. The user is also given a simple new directory button and a search function dedicated to searching through their own personal memes. The right side of this page will be dedicated to the user's most popular posts so they can easily keep track of how they're progressing on our site.
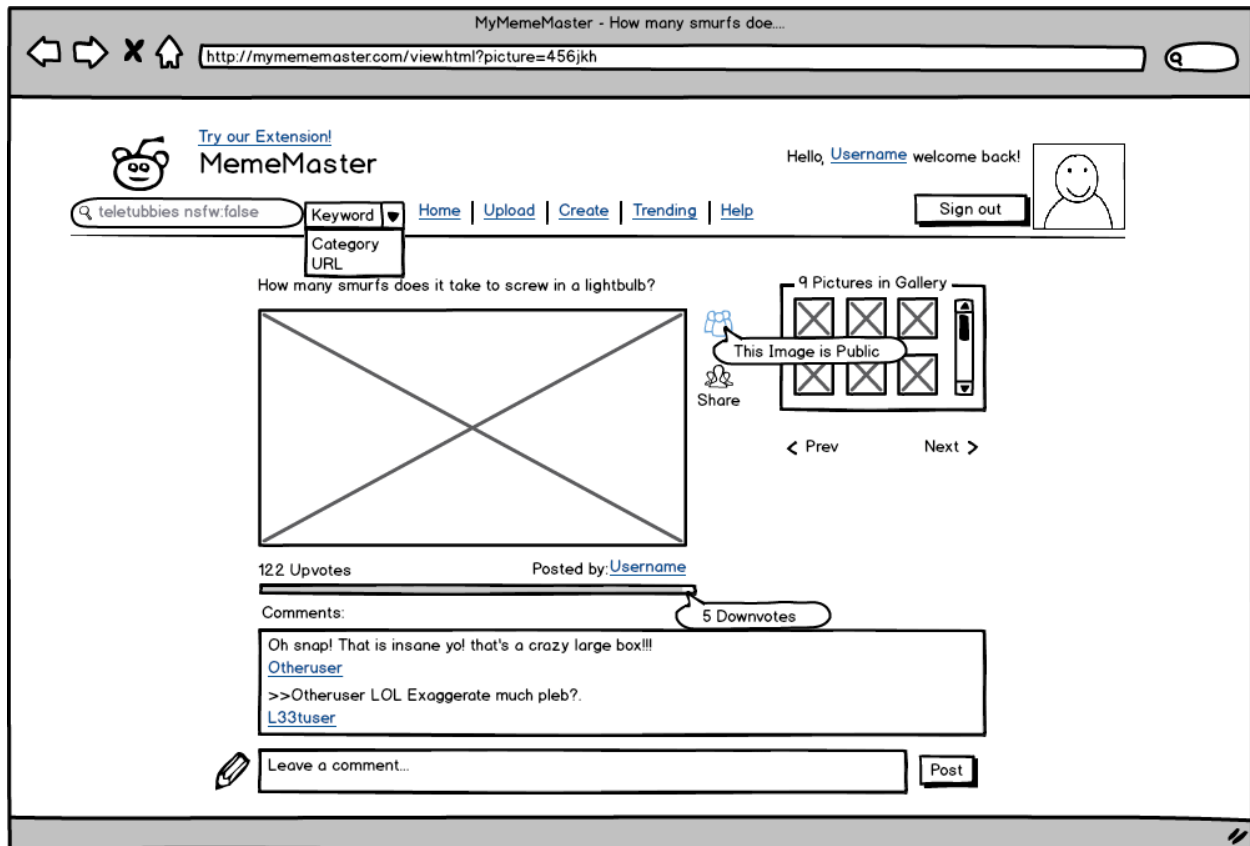
The Uploader

The user is allowed an uploader that is accessible from any place on the site. The uploader will be a modal display that will allow the user to upload files from other websites (via one large textbox) that will have addresses entered in separated by commas, semi-colons, or newlines. The user will also be allowed to upload pictures from their own computer, which can be accessed through the browse button or directly dragged & dropped into the modal. Once the method of uploading files and the files themselves have been acquired by MemeMaster, the dialog underneath will be uniform across both methods. The user will be able to upload all their content individually or as a collective gallery. The user can also add tags to each element uploaded and assign a category. The user can also indicate whether the element is NSFW or not. Finally the user can also delete any items from the upload modal they did not intend to actually upload. These files will be marked for deletion and will be removed ASAP.
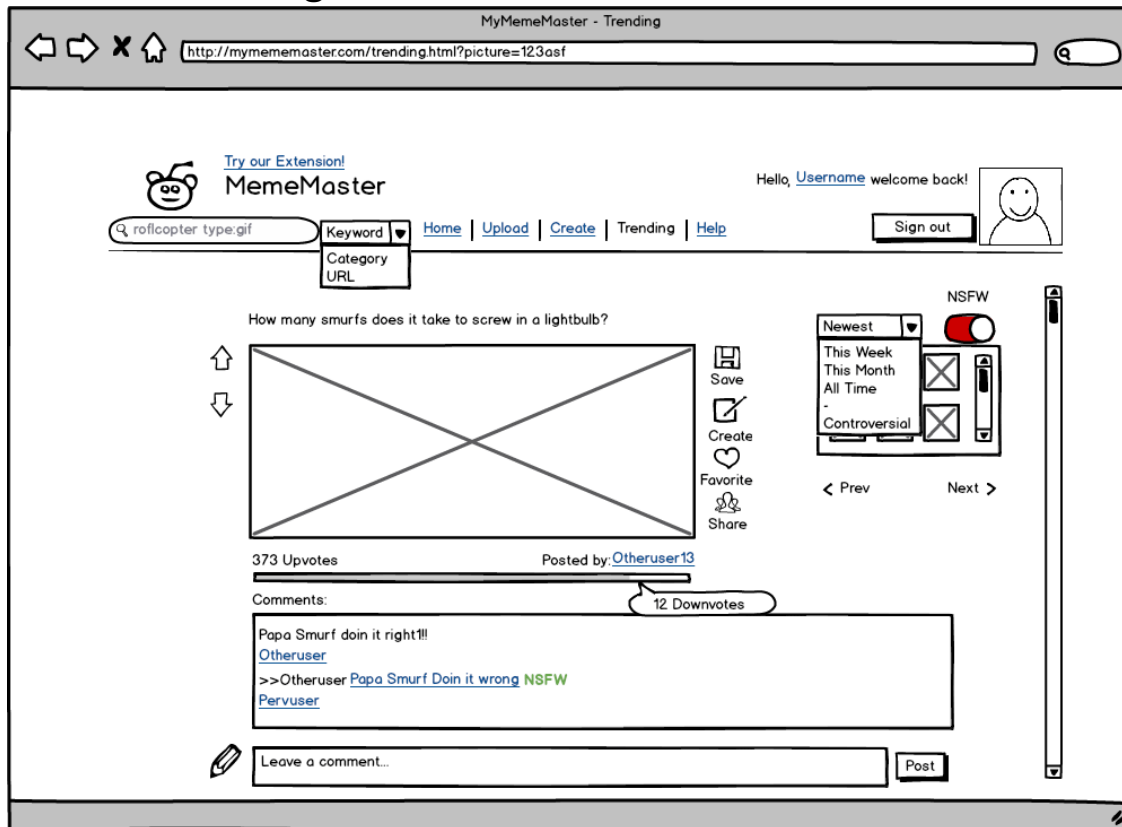
It's worth noting that with Web uploads, the origin address of the content is retained for our search feature.
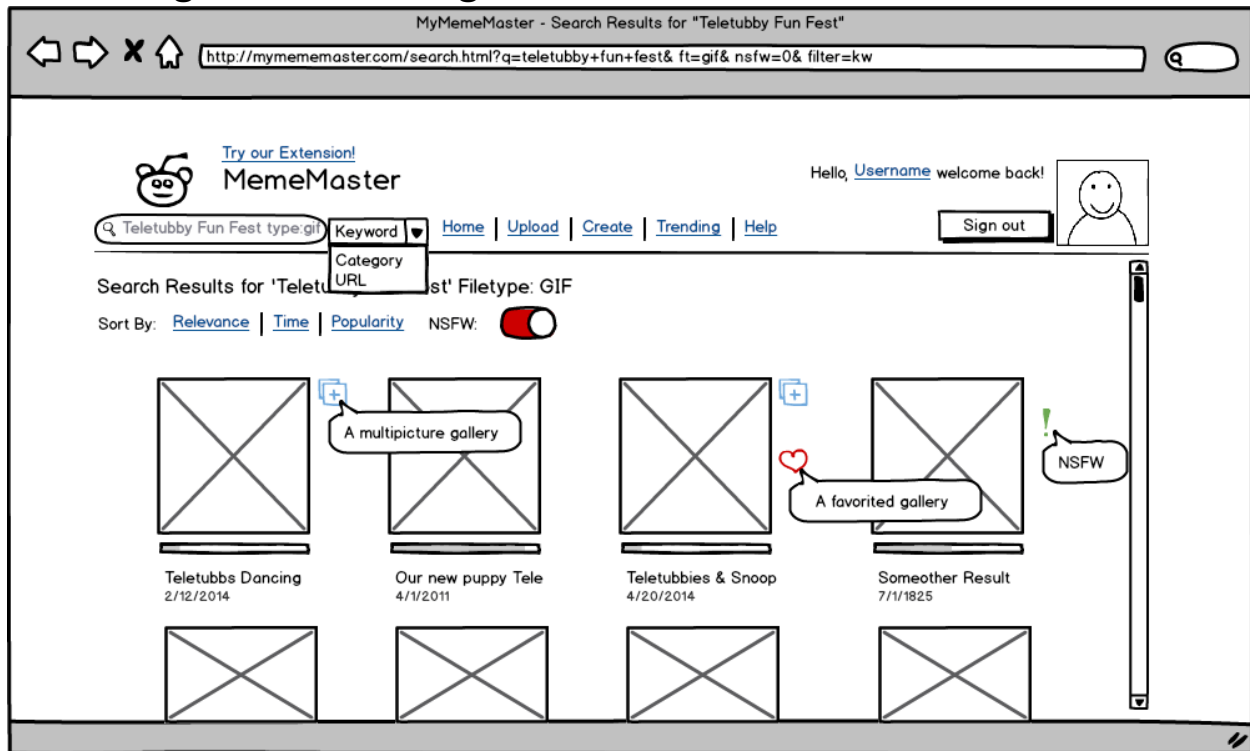
Your Post

When user has made their meme public, others will be able to view it, vote on it and comment on it. The user is capable of posting multi-picture galleries if they which and their post can be viewed using the box on the right, or they can simply scroll through the pictures. Since we want our site to be very much community oriented, all users are capable of posting comments that either contain links or refer to other users in direct replies. One thing we feel our commenting system sets us apart from other sites, is that we will not only give the user a ridiculously small text-length to type a comment in. While nothing is official, we feel that somewhere between 300 to 500 characters should be sufficient to convey a decently descriptive message without overflowing what we hope our comment screen will appear as in our finalized version of MemeMaster. Finally all users are capable of sharing the post they're looking at via Facebook, Twitter, Reddit, or any other trendy social networks that may arise in the coming years.
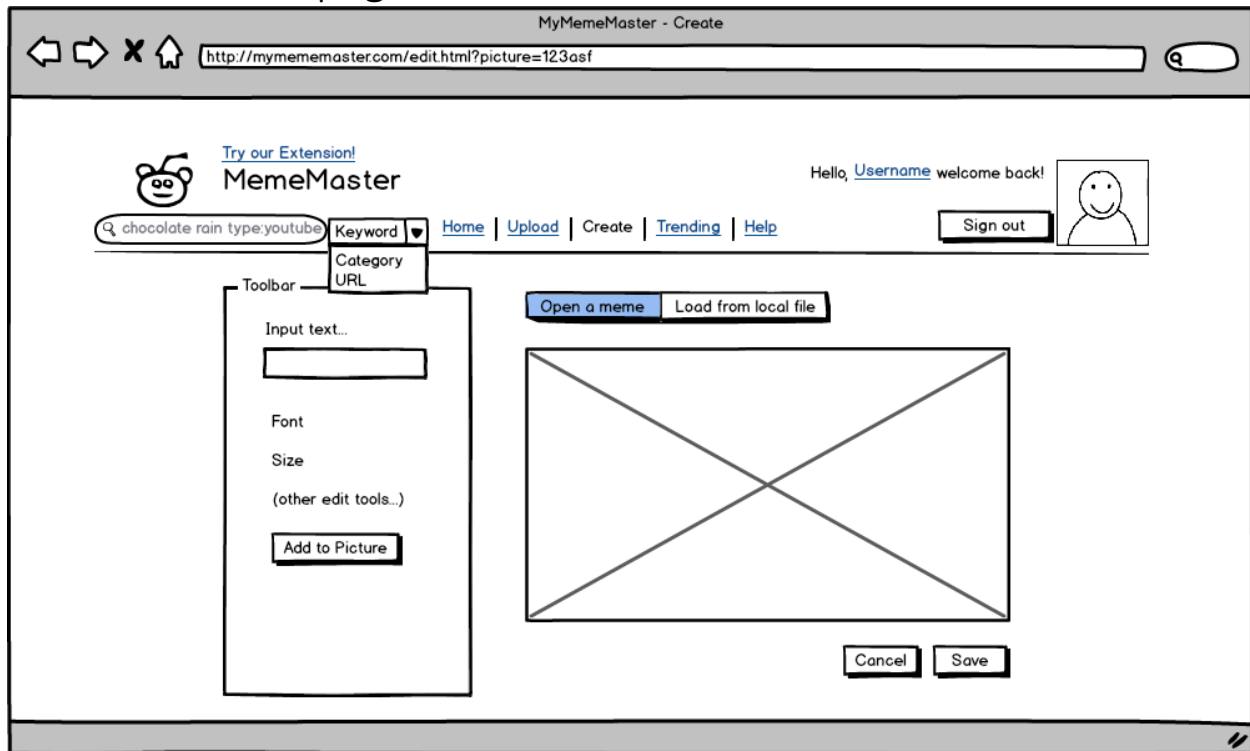
What's Trending

Similar to the individual post view, our trending page will bear many of the same design hallmarks. The user will be able to view individual image posts, and multi-image gallery posts. However what makes this page different is that these posts will be a collection of the highest voted posts based on various sorting sets. These sorting sets will be based on newest post (meaning almost anything over 3 days old will be pruned out), that week (meaning only the the highest posts of that week will be considered), that month, and all time (meaning all posts ever made will be sorted by rating). Finally we have our last sorting feature, "controversial." These are posts that have a lot of views and a lot of charged opinions. These are the posts that a lot of people upvoted and just as many downvoted. These could be touchy issues, topical issues where there isn't a consensus on public opinion, etc. A long with our sorting we've introduced one feature to the user that we all feel has been missing from social networking and image posting sites for far too long.. the NSFW ("not safe for work") filter. The user is now able to search through our trending posts, and infact all posts as this NSFW filter will be taken site-wide, without fear of what may popup on their screen while at work, school, or in public. This filter can also be used to flag posts in our comments (that our within our own site) whether they are not NSFW. This tag will be automatically appended to links that we know to be NSFW whether the commenter mentions its NSFW or not. The user also has the ability to vote on the post, save it to their computer, save it to their favorite folder, share it on social networking sites, or create their own if the post was made on our templating services.
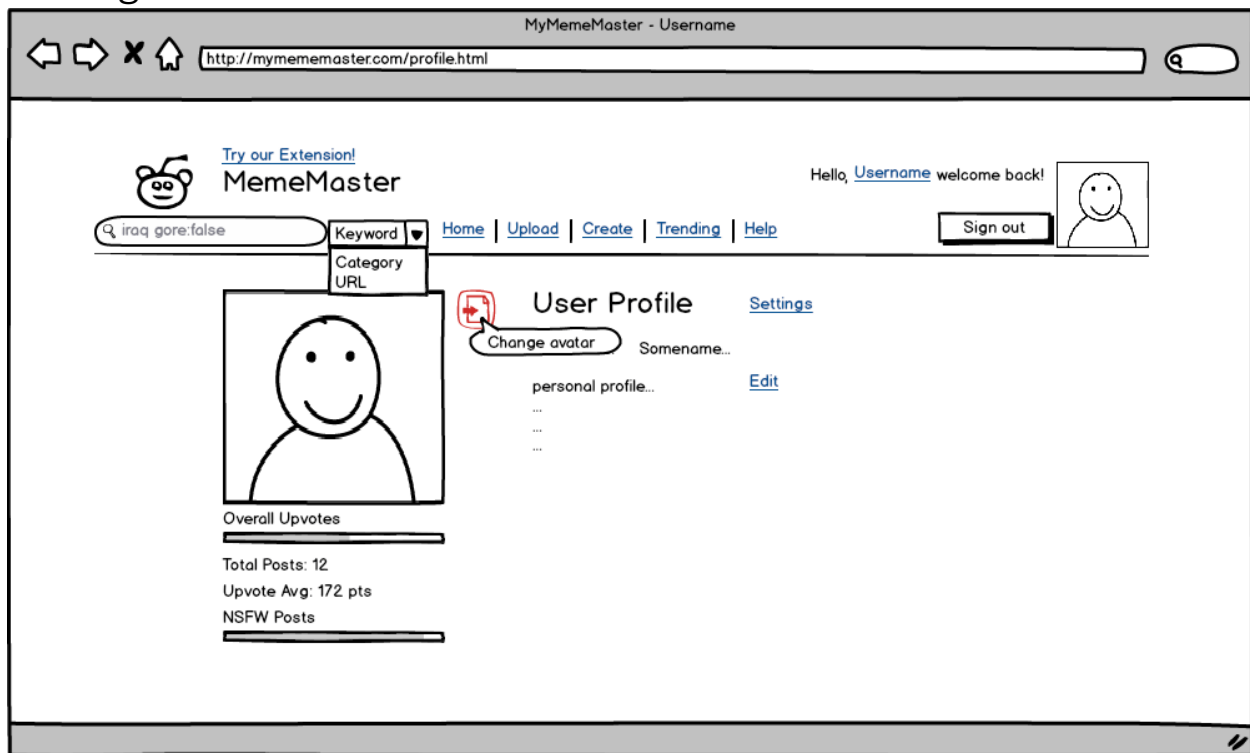
Searching for Something

Our search feature will come with many common-sense concepts. Such as searching by keyword and category, and even by URL, if the source URL of the picture is known (such as it came from 4chan.org or imgur.com). The user will also be able to sort by relevance to their search query, the time it was posted (newest vs. oldest), the popularity of the posts (most popular vs. least popular), and finally the user will be able to filter out NSFW ("not safe for work) posts. The user will also be able to utilize search query contexts such as describing the type the post is (such as gif, webm, static, or gallery). The user will also be able to describe other contexts such as whether the picture is nsfw or not. Displayed in the middle of the search results will be the posts that best closely match the criteria the user is looking for. Underneath each post will be their rating, their name, and any necessary flags such as whether the post is a gallery, and etc. The results will also display their upvote & downvote results, their name, and the date they were posted.
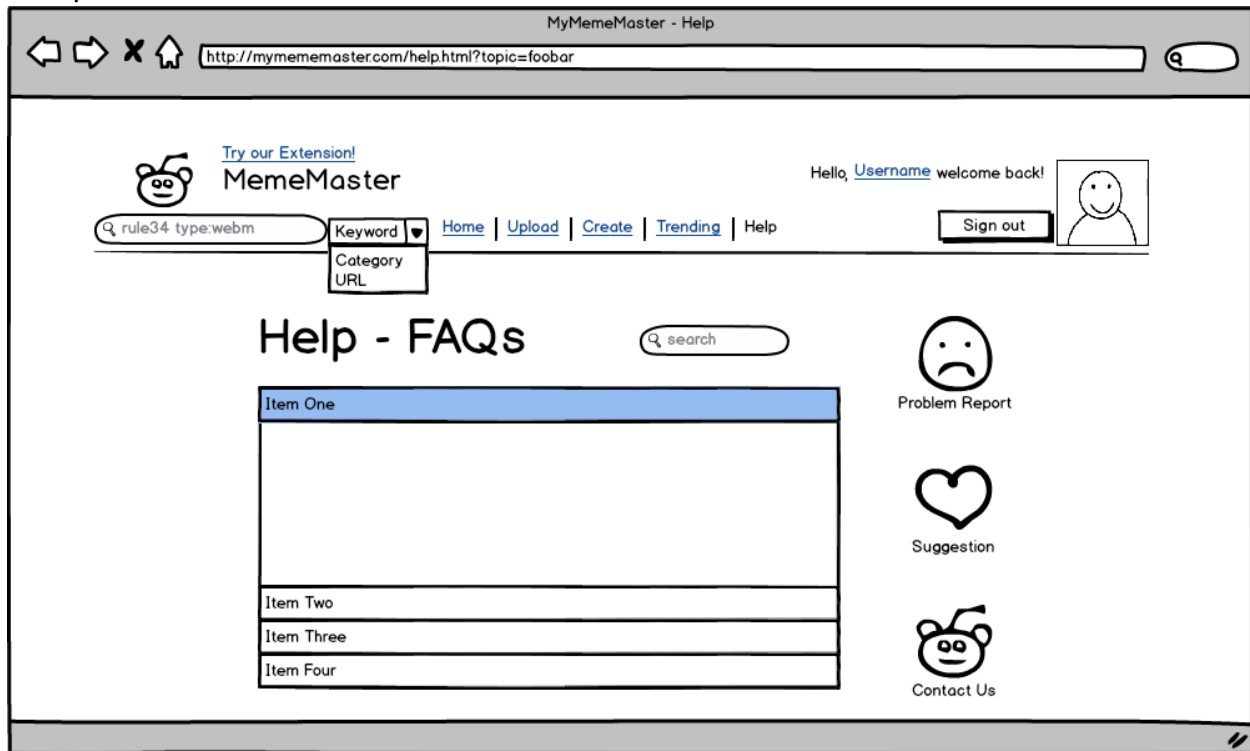
Create a Meme page

Although it's not always possible, we can provide templates and other means to users to create Memes. If a user see's a meme that another user has posted, and if that meme was created using our template, the user will see a "Create" button next to it. This will bring them to this Meme Creator. At the most basic level Memes are often just template pictures with text on them (usually Impact Condensed font). Sometimes however, they have funny graphic art pasted into them using rudimentary photoshop tools. Because a lot of these memes utilize tools that are extremely basic it's possible for us to do the same in our Meme Creator. We can offer a template meme, text to be added, we can offer "clipart" (or merely just any layered image) support, from a collection of our own, and finally we can allow the user to use their own image as a template, or add their own layered image. When the user is finally done with their Meme they can save it to their personal folder.
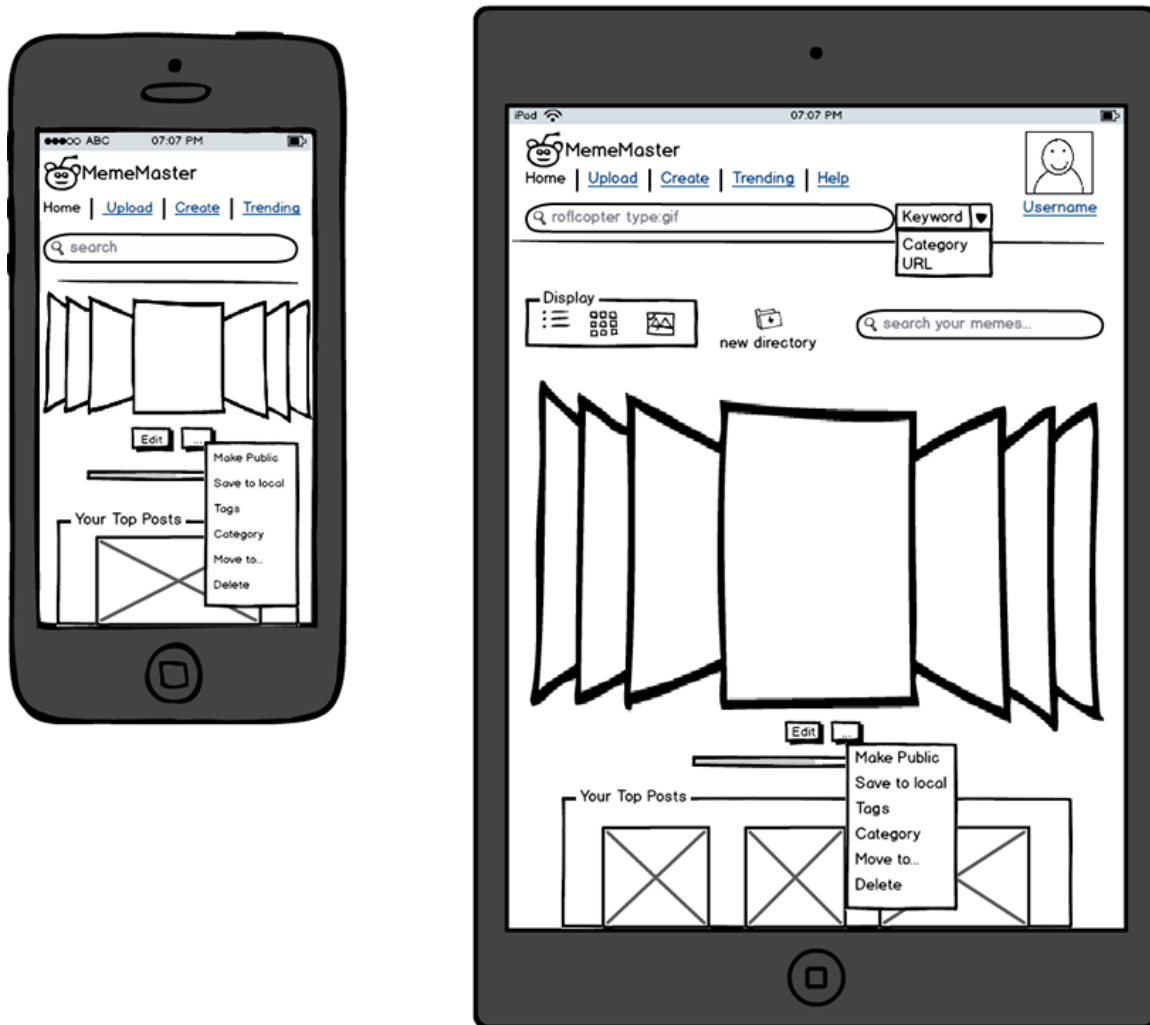
Manage account

      As this is a community based site, the user will be able to change their personal profile and look at their stats on our site. They will of course be able to change their name, any contact info if provided, their password, and their avatar. The user will also be able to look at their standing on our site. This means they will able to look at their overall upvotes on their posts, the number of posts they've made, and a means of looking at their "batting average" so to speak by showing the amount of upvotes they've received vs. the amount of posts they've made. While not finalized, it would be possible to show how many NSFW posts they've made in order for others to know what type of poster this user may be.

Help/ FAQ

We realize that not everyone is an advanced internet user and sometimes the best of us need a little help. If the user wants to know how to use certain feature, we have a FAQ page for that very scenario. On the far right, we have three icons, "Problem Report", "Suggestion", and "Contact Us". The Problem Report icon will allow user to report any bugs or problems they encountered with the website. The Suggestion icon allows users to make suggestions to improve the site. Finally there's a contact us button to get in contact with an admin directly. For the FAQ, there's a separate search based on questions that we get a lot and questions we thought up ourselves. On the front page the most popular questions will put up for the ease of most users.

Mobile and Small Form Rendering

Now more than ever, users are highly mobile. This means that we will receive a considerable amount of visits from small form devices such as iphones, android phones, ipads, tablets, and etc. Because this we will make sure that the user will be able to see our site rendered cleanly across all platforms. Depending on the user-agent seen the user will see different size forms of our site and some items on certain pages may or may not be omitted. In the case of the homepage the meme collection and folder view will be highly compact to deal with the limited screen dimensions. For the iphone, items such as the new folder button and the display filters and sorters have been omitted and the top posts are no longer along the right-side of the screen but at the bottom. We've also omitted items such as the sign out button and the user avatar. The user will also be able to thumb through the screens with ease as these designs were put together with touch input in mind. The user will be able to have a low false click avg. as we have taken special considerations that each item is considerably spaced away from other clickable items.

Conclusion

We are the quintessential power group each member feeding off each other's strengths nullifying any weaknesses we may have. There seems to be no end of energy in our group as we work round the clock designing and developing an html structural masterpiece. We strive to create a top 3 solid infrastructure that can withstand any malformed css or javascript in which the groups may attempt layer on top of our chosen foundation. Starting with our carefully designed login screen in which unregistered users can browse but a peek of what our site has to offer along with a quick and easy login form to allow our users to enter as they please. Once inside our organized layout displaying all saved memes neatly packing into user created folders as well as simple clearly labeled buttons which allow the user to create, add, or browse memes. We have also added a trending feature that is located on all pages which displays to the user currently popular memes so that can easily add them to their saved folders after a quick exhale of air and nod in approval of the cleverly designed meme. Their trending memes are also contained on their own page in which concurrent users may write comments or rate the memes in a forum styled way. If the user is looking for something that isn't in their own collection, we have implemented a search feature with multiple different characteristics to help narrow a search. This search page will contain sorting factors such as nsfw labels and even the popularity and post date of the memes to help further assist to user. In the chance they however do not find what they were looking for through our search the user has the opportunity to create their own meme through our built in meme generator.

We feel we have thought of every possible scenario the user could be in in regards to memes. The only thing that is to be seen is that our design concept is the one that we continue forward with and is finally implemented.