FACEBOOK

AMERICAN COMPANY

Facebook, American company offering online social networking services. Facebook was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all of whom were students at Harvard University. Facebook became the largest social network in the world, with more than one billion users as of 2012, and about half that number were using Facebook every day. The company's headquarters are in Menlo Park, California.

Mark Zuckerberg

HERE IS THE CASE STUDY REPORT OF FACEBOOK APP BY UX CASE STUDY

FACEBOOK MOBILE APP

FACEBOOK LOGIN SCREENS

The current Facebook mobile app uses the popular and traditional login process by using valid email and password. These login screens also provide the options to the users to reset the password and to create a new account.

PROBLEM WITH PASSWORDS

Security experts have reported that passwords as inadequate. So, we need to understand the problem associated with it. During the password setup process, the system compels us to follow some complex steps to make the password more secure. Secured password come up with the complex character or word combinations which makes it hard to memorize or remember.

EXTRA SECURITY FEATURE ON FACEBOOK

- App Passwords
- Login Approvals
- Login Alerts/Notifications
- One-Time Passwords
- Trusted Contacts
- Mobile Security

PROBLEM BREAKDOWN

They broke the problem down into two distinct pieces and began to work them in parallel:

Redesign the existing facebook mobile app login screen with an additional level of security.

How to make the login process more expressive and user engaging.

IDEATION

BIOMETRIC AUTHENTICATION

Face ID and Touch ID are secure, well-known authentication methods that people trust and no need to remember your password. Incorporating these in the login process will provide an additional level of security to users.

FACEBOOK REACTIONS

It's one of the coolest features of Facebook. Personally, I like this feature with all my heart. The new feature serves as an extension of the Like button.

The goal here is to provide structured and equal engaging features to the users. In order to obtain that I applied the principle of symmetry from the gestalt law and it is stated as

MOOD-SWINGER

Mood swings is more common in human's daily life routine. Normally it is stated as the fluctuation in the human's emotional state. Mood swinger icons are emoji version based on the human's primary moods. Here I incorporated those icons into the login process and this is the fun, user engagement and extensive version of FaceID.

UNDERSTANDING THE PRIMARY MOOD

It is a more challenging task to figure out the primary moods of the human.

According to Paul Ekman, an American psychologist. There are six basic moods: happiness, sadness, anger, disgust, fear, and surprise.

Facebook has six emotive icons: Like, Love, Haha, Wow, Sad, and Angry.

His hypothesis is that primary mood can function as building blocks, with a more complex mood being blends of basic ones.

After analysing the different perspectives within different contexts, They decided to break the Facebook reactions into two types. They are the positive and negative mood.

Facebook Reactions

Positive Mood

Negative Mood

Mood-swinger Icons
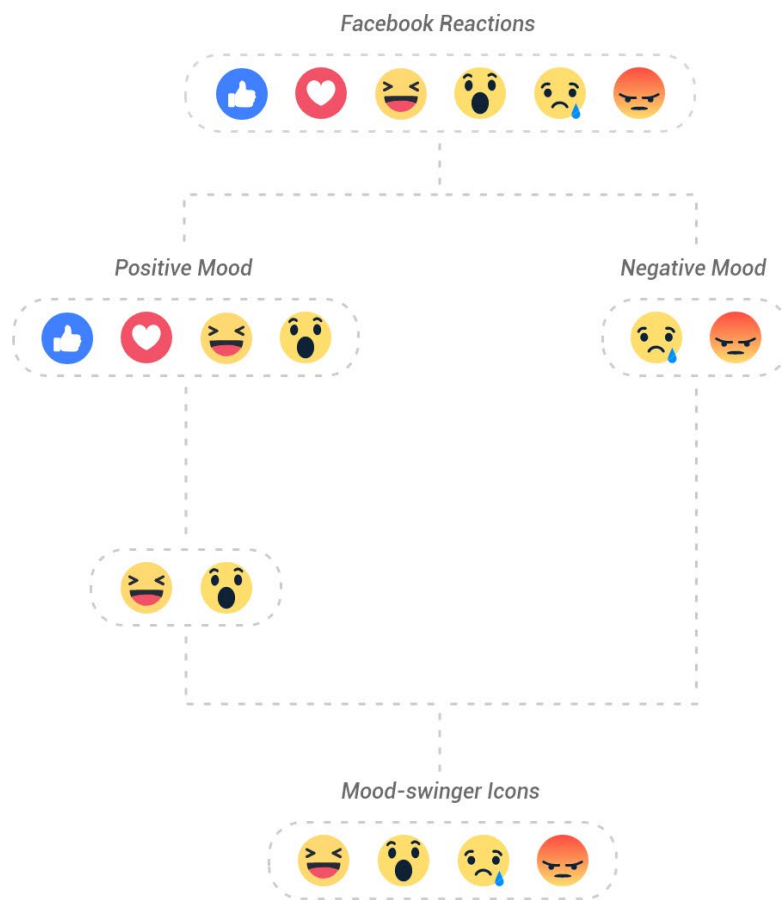
Branding and Visual Identity

My approach was to redesign the login screen by following the Facebook Branding Identity were the branding elements remain intact.

Colours

| #4267B2	#29487F

Icons

👍 ❤️ 😆 😮 😢 😡 f
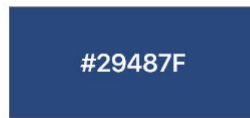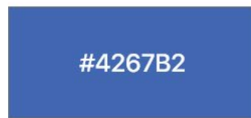
Typography

San Franisco

DESIGN + USER TESTING

ROUND1: REDESIGNING THE LOGIN PAGE WITH BIOMETRIC AUTHENTICATIONS.

LOGIN IS FUN☺ — Here the new concept is to incorporate the user's mood in the login process, where the user can choose any one of the mood icons and pose according to that. This will give the fun user experience to the user.

SECURITY IS REAL☺ — Face ID provides intuitive and secure authentication with technologies that accurately map the mood of your face. After choosing the login mood front camera automatically opens and map your mood. Users can retry the pose if any mismatch occurs.
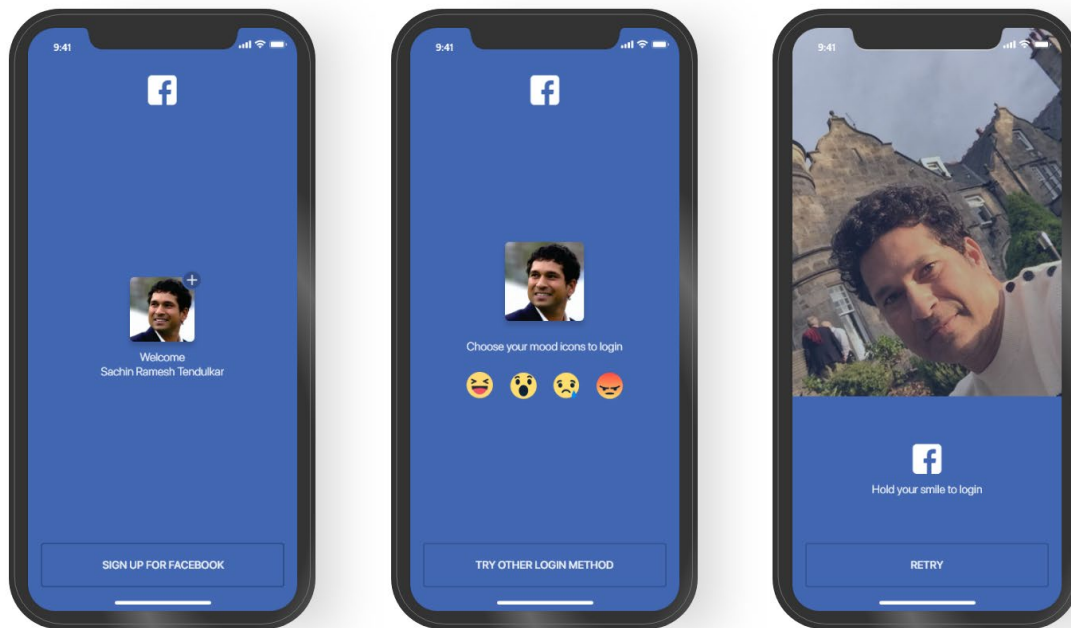
PLAY WITH YOUR FINGER ✋🖐 — The Facebook app doesn't save your fingerprint it just accesses the information from the device storage. This makes the login process simpler and the user no longer need to remember their password.
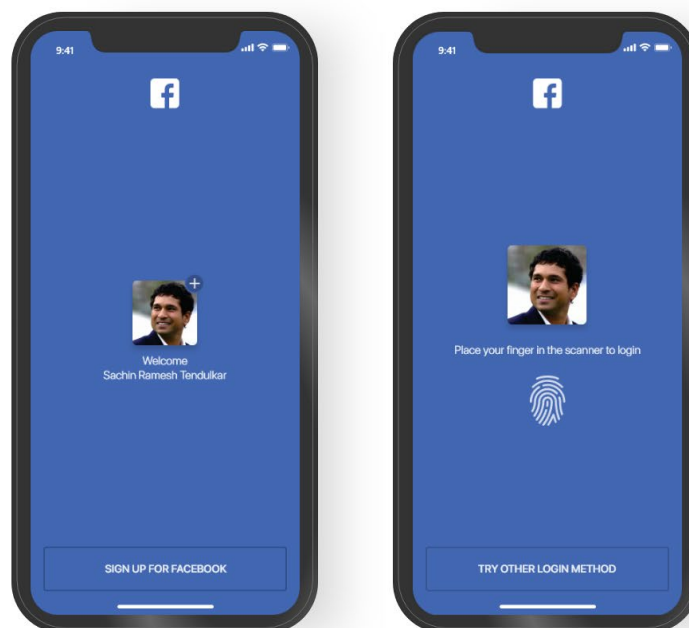
USER TESTING – ROUND 1

To validate my MVP, I shared the screens with 6 Facebook users. Users have chosen for this phase are same as used in user survey (three people who satisfied yes traditional login and three users who not satisfied) for the Collecting user feedback will help me to validate my hypothesis.

I decided to record the user's feedback in dividing the session into two cases,

CASE1: RECORDING THE USER'S FIRST IMPRESSION ABOUT THE REDESIGNED FEATURE.

Through testing, I discovered my design was clean and simple, users could able to recognize the mood-swingers icons easily.

5 out of 6 users said this feature is fun to use and very engaging.

CASE2: POSTING A FEW QUESTIONS WHICH I PREPARED BY BREAKING THE HYPOTHESIS.

Through testing, I discovered my design was clean and simple, users could able to recognize the mood-swingers icons easily.

- Do this features excites you?
- Do this features give you a personalized feel?
- Does the new feature clearly communicate information?
- Does this features provides an extra security to your account login?

ROUND 2: REDESIGNING THE LOGIN PAGE BY APPLYING FITT'S LAW.

After analysing the user feedback decided to redesign the mood-swinger login screen by applying the Fitt's law.

Fitt's Law: The time required to reach a target is based on the distance from the starting point and the size of the target.

As the distance increases, the movement takes longer and as the size decreases selection again takes longer. So I decided to position the objects based on the Fitt's law where mood-swinger icons are placed closer to the user's thumb while they use the app. So it will decrease the time taken for them to make the selection.

Hypothesis created here is "I decided to redesign the mood-swinger login screen by repositioning the icons. It will help the user choose the mood icons easily.
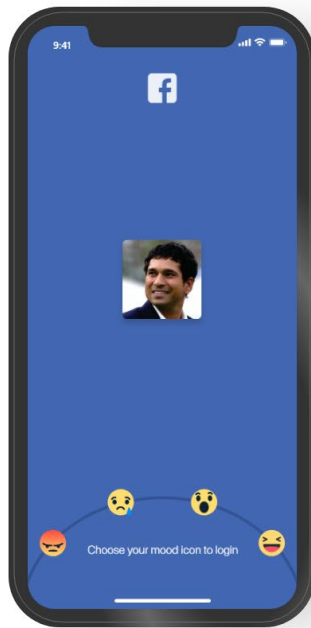
USER TESTING – ROUND 2

Again I validated the redesigned mood-swinger login screen to the same sample of the user. Users said now the screen looks better than the earlier version and the original hypothesis validated successfully.

5 out of 6 users said design is simple and icons are now closer to the thumb's reachability.

3 out of 6 users preferred to link email login (traditional login) option in the mood-swinger login screen.

ROUND 3: REDESIGNING THE LOGIN PAGE WITH TECHNOLOGICAL CAPABILITIES

In order to design a standout product/feature, it is important to have a forward-thinking approach and adapt to technology. It ultimately helps our business to get more profit and competitive.
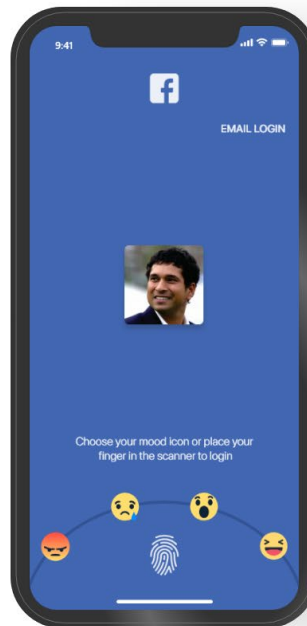
In-screen fingerprint authentication is the feature will allow users to unlock the phone by tapping the screen. Embedding the sensor within the screen this technological feature will bring a different the experience to the user.

In this redesign phase, my goal is to:

Integrate In-screen fingerprint authentication in the Facebook mobile app login screen.

Reduce the cognitive load to the user by bringing both login authentication in a single screen.

As per the user feedback, I added the login via email authentication option in the screen.

FUTURE ITERATIONS

Blind Touch Authentication or Full-Screen Fingerprint Authentication: CMOS sensor is responsible for the In-screen fingerprint authentication where it covers the bottom half of the phone. In Future where we might get to see smartphones with their entire displays being covered with the sensor. I thoroughly believe that this technological advancement makes the Facebook mobile app login process easier and simpler.

The action which an user can do in this platform are as follows:

Facebook is a means by which you can connect with people who matter to you. Your next question may be, "How?" Here's an overview of what you can do on Facebook.

- ESTABLISH A TIMELINE

When you sign up for Facebook, one of the first things you do is establish your Timeline, originally referred to as Profile. The reason Facebook calls this a Timeline and not a profile is because Timelines are much more than just an at-a-glance bio. Timelines become an ongoing history of your life on Facebook.

The Timeline is set up with all kinds of privacy controls to specify who you want to see which information. Many people find great value in adding to their Timeline just about every piece of information and then unveiling each particular piece cautiously. The safest rule here is to share on your Timeline any piece of information you'd share with someone in real life.

- CONNECT WITH FRIENDS

You should also know about ways to connect your Timeline to the Timelines of your acquaintances. These connections are called friendships. Friending people enables you to communicate and share with them more easily. Friends are basically the reason Facebook can be so powerful and useful to people. Facebook offers the following tools to help you find your friends:

FACEBOOK FRIEND FINDER: Enables you to scan the e-mail addresses in your e-mail address book to find whether those people are already on Facebook.

PEOPLE YOU MAY KNOW: Shows you the names and pictures of people you likely know. These people are selected for you based on commonalities like where you live or work or how many friends you have in common.

SEARCH: Helps you find the people who are most likely already using Facebook.

After you establish a few connections, use those connections to find other people you know by searching through their connections for familiar names.

- COMMUNICATE WITH FACEBOOK FRIENDS

As Facebook grows, it becomes more likely that anyone with whom you're trying to communicate can be reached. These days it's a fairly safe assumption that you'll be able to find that person you just met at a dinner party, an old professor from college, or the childhood friend you've been meaning to catch up with.

And Facebook's messaging system is designed to make it easy to dash a quick note off to friends and get their reply just as fast. The comments people leave on each other's photos, status updates, and posts are real conversations that you will find yourself taking part in.

- SHARE YOUR THOUGHTS

Maybe you're proud of the home team, maybe you're excited for Friday, or maybe you can't believe what you saw on the way to work this morning. All day long, things are happening to all of you that make you just want to turn to our friends and say, "You know what? Facebook gives you the stage and an eager audience.

- SHARE YOUR PICTURES

Many memories fade away when the smiling faces are stuffed into an old shoe box, remain on undeveloped rolls of film, or are forgotten in some folder on a hard drive.

Facebook offers three great incentives for uploading, organizing, and editing your photos:

Facebook provides one easy-to-access location for all your photos. Directing any interested person to your Facebook Timeline is a very easy method of sharing

Every photo you upload can be linked to the Timelines of the people in the photo. For example, you upload pictures of you and your sister and link them to her Timeline.

Facebook gives you the power to control exactly who has access to your photos. This enables you to tailor your audience to those friends who might be most interested.

- PLAN EVENTS, JOIN GROUPS

Facebook is meant to facilitate interactions when face time isn't possible or to facilitate the planning of face time. Two of the greatest tools for this are Events and Groups.

Events are just what they sound like: a system for creating events, inviting people to them, sending out messages about them, and so on. Your friends and other guests RSVP to events, which allows the event organizers to plan accordingly and allows attendees to receive event reminders. Facebook Events can be used for something as small as a lunch date or something as big as a march on Washington, D.C.

GROUPS ARE ALSO WHAT THEY SOUND LIKE: groups of people organized around a common topic or real-world organization. One group may be intimate, and another practical. Within a group, all members can share relevant information, photos, or discussions.

- FACEBOOK AND THE WEB

Facebook Photos, Groups, and Events are only a small sampling of how you can use Facebook to connect with the people you know. You might see articles recommended by friends when you go to The New York Times website, or information about what music your friends like when you use Spotify, an Internet radio website.

Many of these websites and applications have been built by outside developers who don't work for Facebook. They include tools to help you edit your photos; create slideshows; play games with friends across the globe; divvy up bills among people who live or

hang out together; and exchange information about good movies, music, books, and restaurants.

- ### PROMOTE A CAUSE OR BUSINESS

Pages look almost exactly like Timelines, just for the not-quite-people among us. Instead of becoming friends with Pages, you can like them. So when you like a television show, you'll start to see updates from that Page on your Home page. Liking Pages for businesses or causes helps you stay up-to-date with news from them.

If you're the one managing something like a small business, a cause, or a newsletter, you can also create a page. After you've created that page, your users/customers/fans can like it, and then you can update them with news about whatever's going on in the world of your store/cause/thing.