

Dynamic Profile Cards

A new UI component for
Lithium-powered communities



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What are the problems?

THE PROBLEMS

Community managers and users want a faster, easier way to preview others' expertise, contributions, and trustworthiness

We're missing a UI component that our competitors offer... but we could design it better, with a unique responsive solution

We can improve how we showcase some parts of our users' profiles, like badges and connected Klout data



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How do we fix them?

THE FIX

Dynamic Profile Cards (DPC)

- Redesigned hovercard + a responsive solution
- Concise visualization of a community user's profile
- Portable, customizable representation of the user
- Appears and disappears from the UI dynamically, in response to interactions by the end-user

DESKTOP

Hovercard
with user info
that displays
on top of static
content

Appears upon
hovering over a
community
user's name or
avatar

Disappears
upon hovering
away from the
user's name or
avatar

DESKTOP

The image shows a MacBook Pro displaying a desktop browser window. The browser window has a dark header bar with a back/forward button, a search bar, and a URL bar showing <https://community.lithium.com/t5/Technology/bd-p/technology>. Below the header is a navigation bar with links for Products & Solutions, Why Lithium, Services, Company, Community, and a prominent red LIVE DEMO button. The main content area has a blue speech bubble background and displays the word "Technology". At the top left of the content area is a search bar with a dropdown menu set to "BOARD" and a magnifying glass icon. To the right of the search bar are user profile icons for "Username", a notification bell with "0", an envelope with "0", and a help link. Below the search bar is a "NEW MESSAGE" button with a gear icon. The main content area lists four conversations:

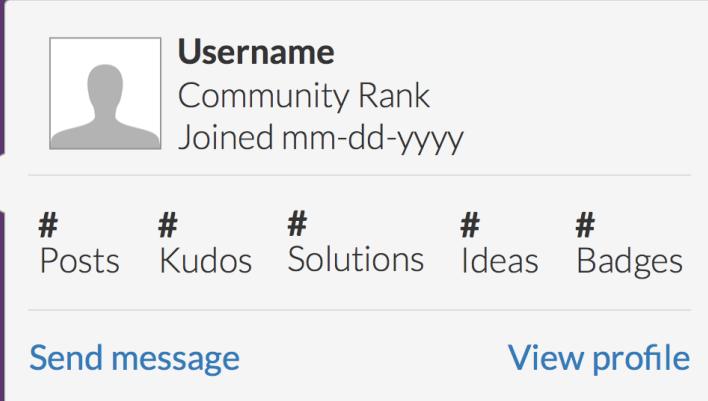
- Conversation title 1**: LATEST POST BY: Username. Includes a summary of activity: 9 Posts, 5 Kudos, 3 Solutions, 2 Ideas, 1 Badge. Buttons for "Send message" and "View profile".
- Conversation title 2**: LATEST POST BY: Username 2. Includes a summary of activity: 8 Posts, 4 Kudos, 2 Solutions, 1 Idea, 1 Badge.
- Conversation title 3**: LATEST POST BY: Username 3. Includes a summary of activity: 5 NEW Posts, 4 REPLIES, 1 KUDOS.
- Conversation title 4**: LATEST POST BY: Username 4. Includes a summary of activity: 0 NEW Posts, 6 REPLIES, 2 KUDOS.

To the right of the conversation list is a sidebar titled "Community Home" with a list of links:

- Read Our Blogs
- Join the Discussion
 - All Forums
 - Technology**
 - Strategy & Best Practices
 - Customer Connection
 - Current Betas
 - Partner Discussions
 - Ipos
 - Aspect
 - Cloudsquads
 - Suggestions for Our Community
- Knowledge & Support

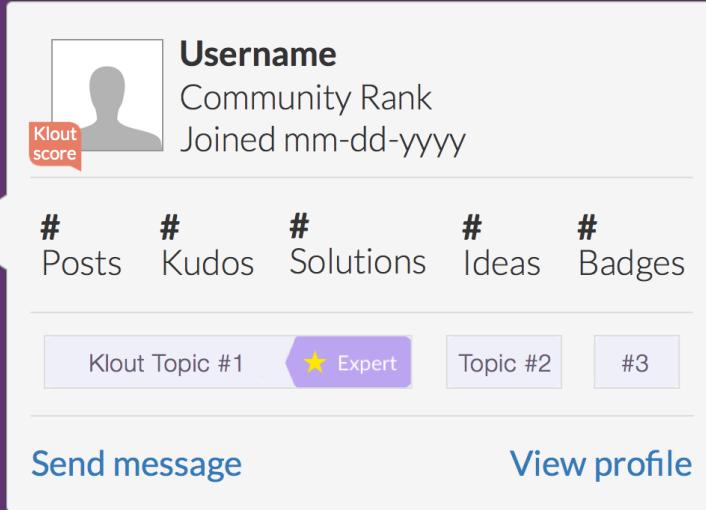
MacBook Pro

DESKTOP



A basic desktop profile card with a light gray background. It features a user icon, the text "Username", "Community Rank", and "Joined mm-dd-yyyy". Below this is a row of five metrics: "# Posts", "# Kudos", "# Solutions", "# Ideas", and "# Badges". At the bottom are two blue buttons: "Send message" and "View profile".

Basic design



An enhanced desktop profile card with a light gray background. It includes a user icon with a red "Klout score" badge, the text "Username", "Community Rank", and "Joined mm-dd-yyyy". Below is a row of metrics: "# Posts", "# Kudos", "# Solutions", "# Ideas", and "# Badges". A purple callout box highlights the "# Ideas" metric, which is labeled "Expert". At the bottom are two blue buttons: "Send message" and "View profile".

Klout-enabled

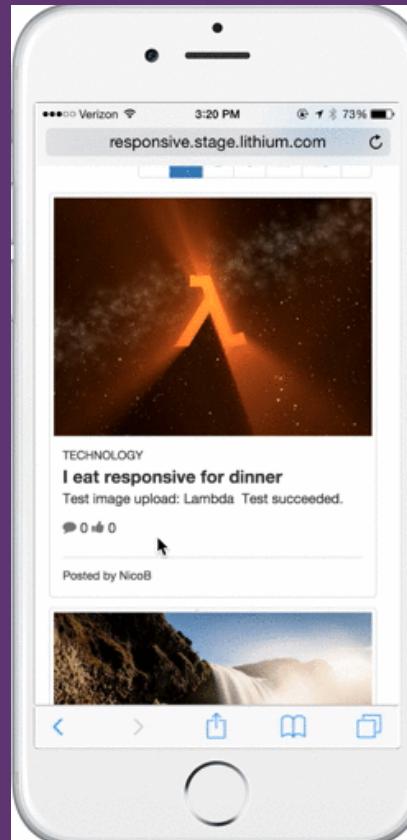
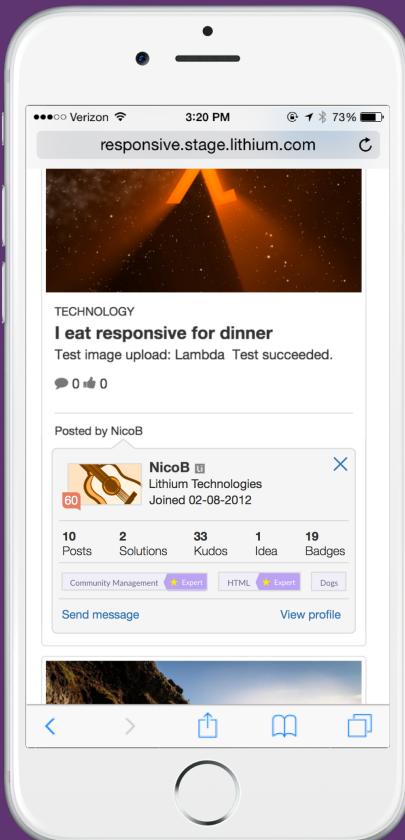
RESPONSIVE

Inline box with user info that shifts the static content above and below it

Appears upon tapping a community user's name or avatar

Disappears upon tapping the X-shaped close button on the box

RESPONSIVE



View *GIF animation*
with full-screen mode

CUSTOMIZATION

- Two levels of feature customization
 - Community managers
 - Set styling and branding (fonts, colors, dimensions)
 - Work with Services to create custom settings, if desired
 - Choose which profile components are obligatory, optional, or blocked from display on DPCs
 - End users
 - Can select in personal settings which profile components are actually displayed on their DPCs

CUSTOMIZATION



Username

Community Rank
Joined mm-dd-yyyy

Posts

Solutions

Badges

[Send message](#)

[View profile](#)



Username

Community Rank
Joined mm-dd-yyyy

Posts

Kudos

Solutions

Ideas

Badges

[Send message](#)

[View profile](#)



Username

Community Rank
Joined mm-dd-yyyy

Posts

Kudos

Solutions

Ideas

Badges

[Send message](#)

[View profile](#)



Username

Community Rank
Joined mm-dd-yyyy



+1

Posts

Kudos

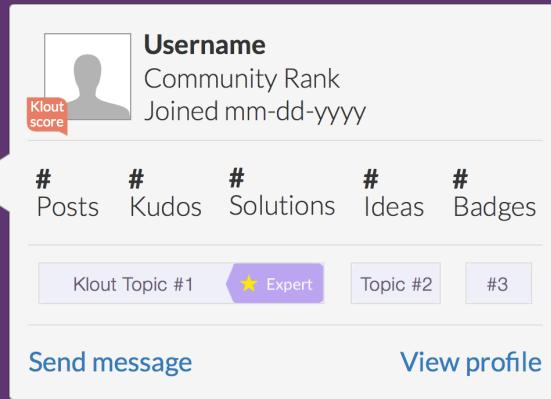
Solutions

Ideas

[Send message](#)

[View profile](#)

KLOUT INTEGRATION



Klout data only appears on a DPC if...

- The community manager has approved Klout integration
- The user has connected his or her Klout account
- The user has selected for Klout to display on the DPC in his or her personal settings



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Why now?

EVERYONE'S DOING IT

Jive

 **How To Build Customer Loyalty - One Person at a Time**
Posted by [Libby Taylor](#) in Blogs: Jive Talks on May 20, 2015 10:07:00 AM

Gone are the days when customers can connect with companies can connect with companies. These days, customer loyalty starts with the customer.

On the outside, building customer loyalty starts with the companies and products they offer. For example, I have an activity with my watch that tracks my health. It reminds me to speed up when I'm walking slowly or have an emotional bond with the company that makes my watch because of the emotional bond that ties me to the company.

Libby Taylor
Email: libby.taylor@jivesoftware.com
Current Points: 8,374 Current Level: Expert
Me in Three: 

Telligent

the group raising groups.
below the Line
na Myers joined the Live Below

Topic **Date** **Replies**

 **Dj available in North East**
Posted to: Gig Makers looking for Performers

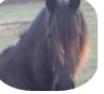
 **Alex Dickson** **interested playing Oxjam**
Posted to: Gig Makers looking for Performers

 **omar charlette** **WANTED IN WEST EA.**
Posted to: Gig Makers looking for Performers

Recent Activity

inSided

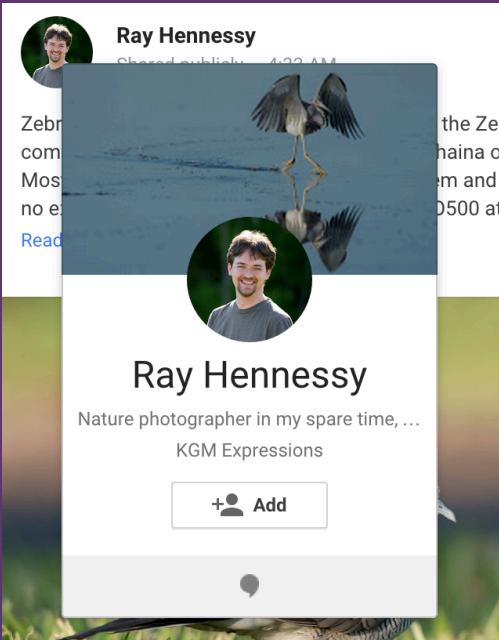
Recent online

   
   
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 **maikel.twinnie**
Toegewijd Simyaan


EVERYONE'S DOING IT

Google Plus



AUTHOR ARCHIVES: [Tim A. Miller](#)

Tim A. Miller
About Tim A. Miller
I lead back-end engineering at Flickr.
Find me on Flickr at
<https://www.flickr.com/photos/tedd4u> or
on Twitter at @tedd4u

[View Complete Profile](#)

Computer vision at scale with Hadoop

Posted on [May 20, 2014](#) by [Tim A. Miller](#)

Facebook

Mark Zuckerberg
Jul 29 at 2:16pm · Edited · [Edit post](#)

We just announced the most recent update to our community feed, which now includes 1.49 billion people.

In 1876, there were almost no people on Earth. Now, there are 7.2 billion people on Facebook. That's more than half the world's population.

Mark Zuckerberg

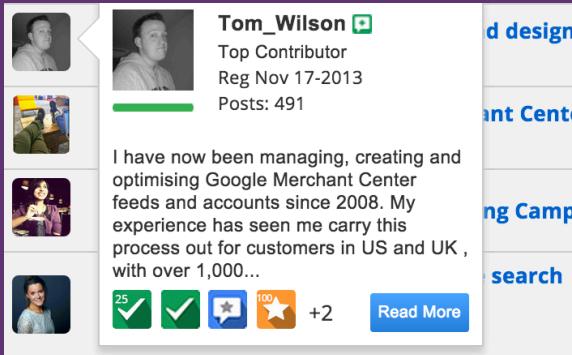
Founder and CEO at Facebook
February 4, 2004 to present

Studied Computer Science at Harvard University
Attended from 2002 to 2004

[Follow](#)

WordPress

EVEN OUR CUSTOMERS!



Tom_Wilson 

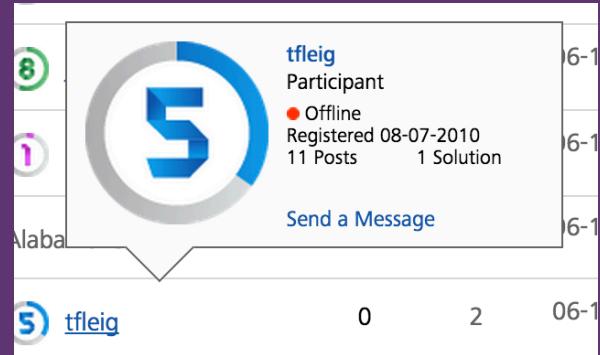
Top Contributor
Reg Nov 17-2013
Posts: 491

I have now been managing, creating and optimising Google Merchant Center feeds and accounts since 2008. My experience has seen me carry this process out for customers in US and UK, with over 1,000...

25     +2 [Read More](#)

d design
ant Center
ng Campa
search

Google AdWords Community

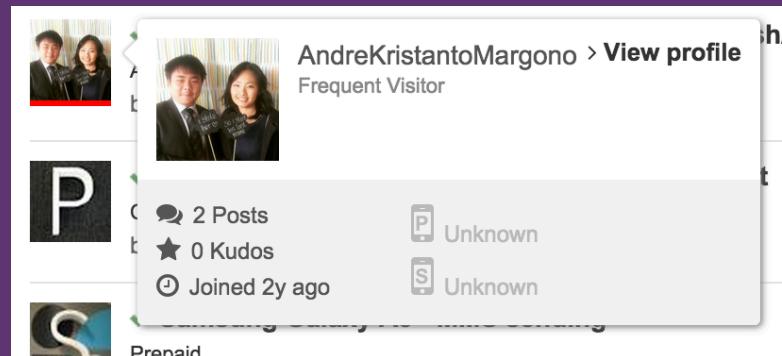


tfleig Participant
● Offline
Registered 08-07-2010
11 Posts 1 Solution

Send a Message

8 1 Alabama
5 tfleig 0 2 06-1

Autodesk Community



AndreKristantoMargono > [View profile](#)
Frequent Visitor



P 2 Posts
★ 0 Kudos
Joined 2y ago

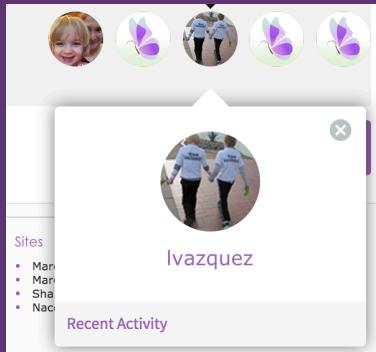
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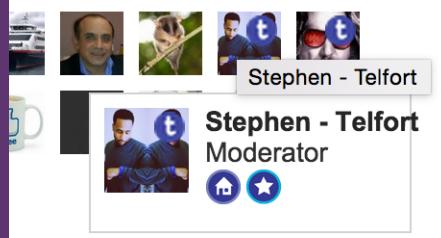
Vodafone Community

MARKET OPPORTUNITY

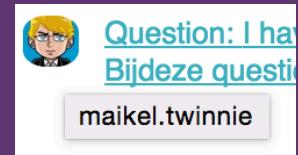
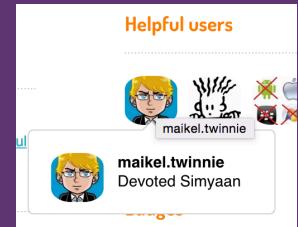
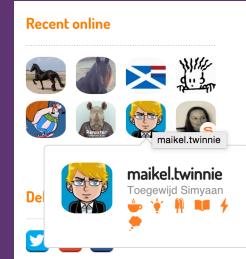
- Most hovercards released by our competitors, peers, and customers have major design flaws
- We have an opportunity to design a better hovercard



Mismanagement
of UI real estate



Style bugs



Inconsistencies

MARKET OPPORTUNITY

- We also have an opportunity to demonstrate industry leadership with our innovative responsive solution
 - None of our competitors have implemented a great touchscreen or mobile alternative to hovercards
 - Mobile-first designs are increasingly expected by our customers and the industry
 - Lithium Responsive Skins would be even more marketable with this unique feature addition



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Where do we stand & what's left to do?

WHERE WE STAND

- Static Profile Cards are available for customers
- A synced hovercard with is live on Lithium Community
- The design is outdated
- Customization flow is buried deep in personal settings
- Minimal attention has been paid to this feature since its launch



WHAT'S LEFT TO DO

- Implement desktop hovercards for customers, according to the redesign
- Extract Klout data, for display on DPCs when the community manager and end-user have enabled it
- Develop the responsive solution, contingent upon the release of Lithium Responsive Skins
- Productize and launch DPCs, keeping in mind the existing static Profile Cards



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What will we gain?

THE OUTCOMES

Unique Lithium implementation of a highly sought-after feature, requiring relatively little overhead from our engineering teams

Integration of Klout data into the core Lithium product, showcasing how Klout data can enhance the Lithium community experience

User-facing, public demonstration that Lithium values innovative, modern, responsive design in the core Community product

Resolution of competitive pressure to offer this feature and of a market opportunity to improve upon existing designs

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Summary

SUMMARY

Feature name: Dynamic Profile Cards

Roadmap theme: Engage

Target release or quarter: Q4

Main drivers/goals:

- Meet (and exceed) UX expectations from customers, community managers, and end-users
- Address competitive pressure to offer a hovercard
- Leverage a market opportunity for responsive innovation

MARKET ASSESSMENT & BENEFITS

Target customer profile

- Existing customers wanting more Community features
- Existing customers with their own hovercards, e.g. Autodesk, Google AdWords, Vodafone
- New customers focused on engagement

Marketplace

- Jive, Social Engine, Telligent, and inSided offer hovercards for desktop community experiences
- Hovercards are standard on social networking sites
- Buyers are expecting better hovercard designs and responsive solutions

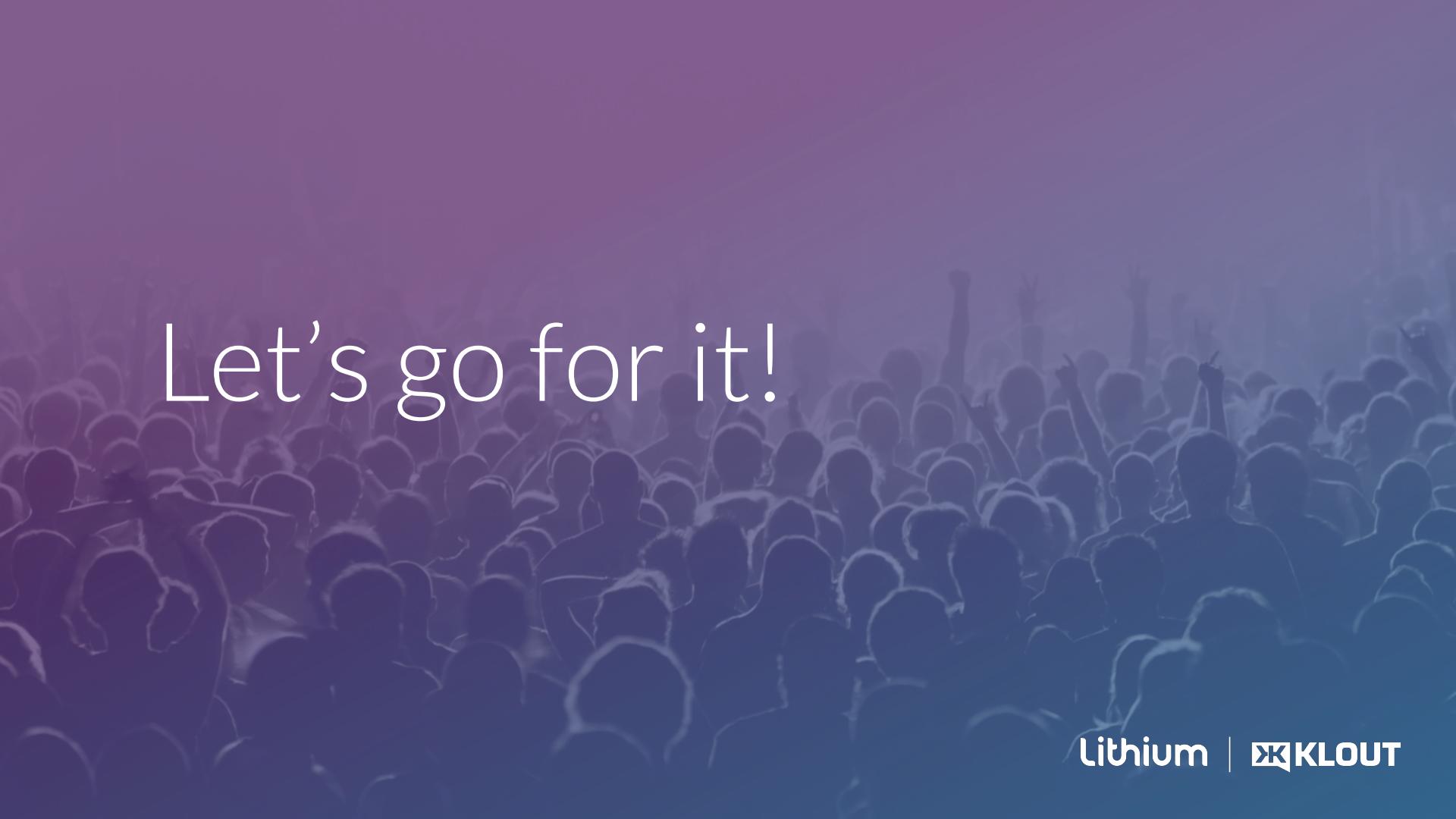
Unique value to
our customers

- Adoption will improve the UX of customer communities and drive engagement among users
- Lithium's DPC is customizable, stylish, and responsive

AVAILABILITY

How to get it & who can get it

- Expected GA release: end of FY 2016
- Desktop availability: all communities that opt in
- Mobile availability: communities with Lithium Responsive Skins that opt in
- Pricing and packaging: bundled with other core Community features
- Segmentation: N/A
- Sales enablement: spearheaded by Benji S. and James S.
- Planned collateral: project documentation accessible via Box, Confluence, and Lithium Community; presentation at Lithium GAMEPLAN meeting



Let's go for it!