

## Dynamic Profile Cards: Feature Summary

### WHAT

- Lightweight UI component displaying important information about individual community users, appearing and disappearing dynamically on community pages
- Portable, visual representation of a community user's online identity
- Customizable feature, with feature styling editable by community managers and display of personal data controllable by end-users

### WHO

- Customers hoping to replace the static, older profile cards currently available
- Users wanting to assess other community members' trustworthiness, expertise, and online contributions without needing to navigate away from their current context
- Community managers seeking a quick, easy way to understand and reach end-users
- Users wishing to showcase their Klout data on Lithium-powered communities

### WHERE

- Initial launch on Lithium Community
- Eventual launch on any community that opts in, at no additional cost
- Desktop availability for all communities
- Mobile availability for communities with Lithium Responsive Skins enabled

### WHEN

- Feature design, project planning, and supporting documentation done in Q2 2016
- Development and deployment in Q3-Q4 2016
- Responsive implementation contingent upon the release of Lithium Responsive Skins

### WHY

- 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 improve 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

### HOW

- Desktop: hovercard that appears and disappears with a mouse-over
- Mobile: responsive inline accordion that appears and disappears with a tap