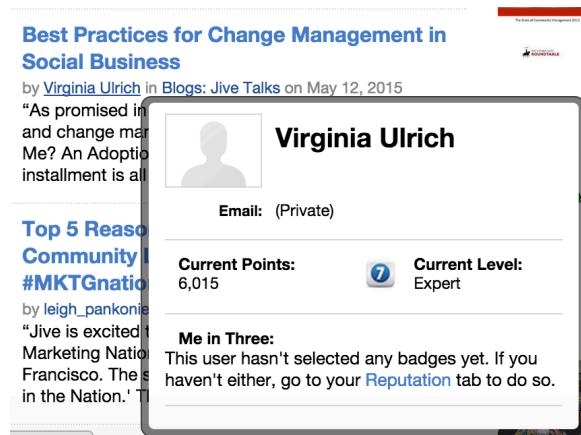
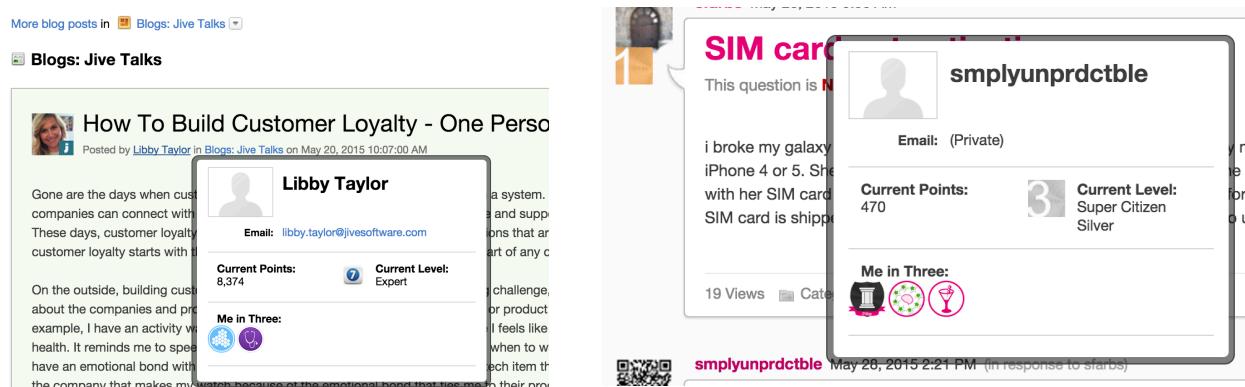


# Dynamic Profile Cards: Research Archive

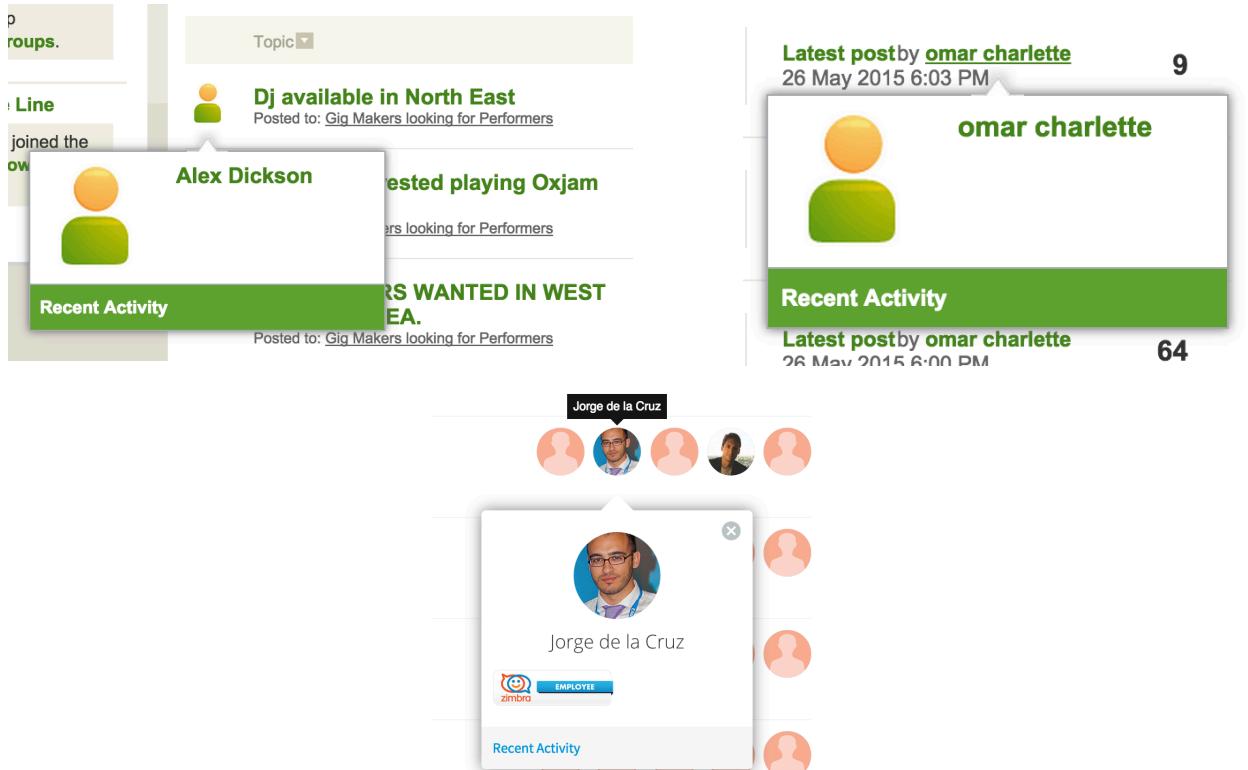
## External

- Lithium's Competitors
    - Jive
      - Have implemented user profile hovercards.
      - Have not implemented a mobile solution.
      - Hovercards are not customizable.
      - Information in hovercard:
        - Avatar
        - Name
        - Email or (Private)
        - Current points in community
        - Current level in community
        - “Me in Three” badge selection



- Telligent

- Have implemented user profile hovercards.
- Have implemented user profile hovercards for some, not all, communities.
- Hovercards can be customized.
- Information in hovercard:
  - Avatar
  - Username
  - Link to recent activity



- Social Engine

- Have implemented user profile hovercards for some, not all, communities.
- Have not implemented a mobile solution.
- Hovercards are not customized.
- Information in hovercard:
  - Avatar
  - Name
  - Title, optional
  - Follow button
  - Icons linking to personal webpages, social media profiles, RSS feeds



Last reply by [minmin lee](#) in [for more information](#)  
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**James Lee**

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Dirty Ladle L

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- o inSided

- Have implemented user profile hovercards for some, not all, communities.
- Have not implemented a mobile solution.
- Hovercard styles are customized.
- Information in hovercard:
  - Avatar
  - Username
  - Rank in community
  - Badges for community engagement
- Hovercard components change depending on context.
  - Ex: under “Recently online” all hovercard components appear
  - Ex: under “Helpful users” only avatar, username, and rank appear
  - Ex: next to a topic only the username appears, without a hovercard

**Recent online**

**Simply smart**  
Save? Share and read smart tips!

maikel.twinnie

Question: I have 2  
Bijdeze question ... >  
maikel.twinnie

Most recent comment 6 hours ago

60 topics

**Helpful users**

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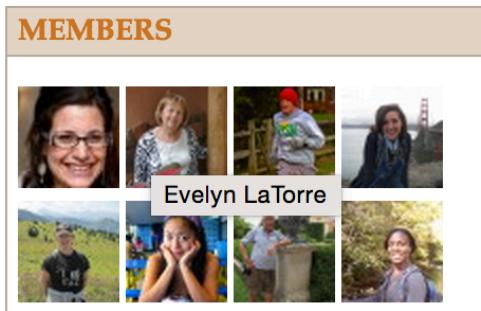
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- o Ning

- Have not implemented user profile hovercards for desktop or a mobile solution.

- Hovering over a user's name or avatar only prompts a small tooltip with his or her username.



- Sources of Inspiration

- Gravatar

- Globally recognized avatars (avatars that can "follow you" on numerous sites, including WordPress), with hovercards.
    - No mobile implementation; tapping a name goes to the user's full profile and tapping an avatar does nothing.
    - Information in hovercard:
      - Avatar
      - Name
      - Bio
      - "View complete profile" button
      - "Turn off hovercards" button

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

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

[View Complete Profile](#)

Turn off hovercards

## Computer vision at scale with Hadoop and Storm

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

- Facebook

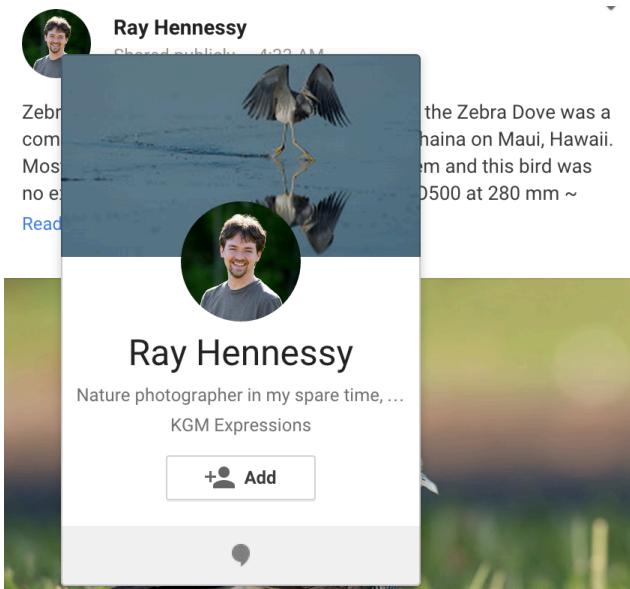
- Hovercards widely used across the site for names and avatars.
    - No mobile implementation; tapping a name or avatar goes to the user's full profile.
    - Information in hovercard:
      - Profile picture
      - Cover photo
      - Name

- Employment/school/location details



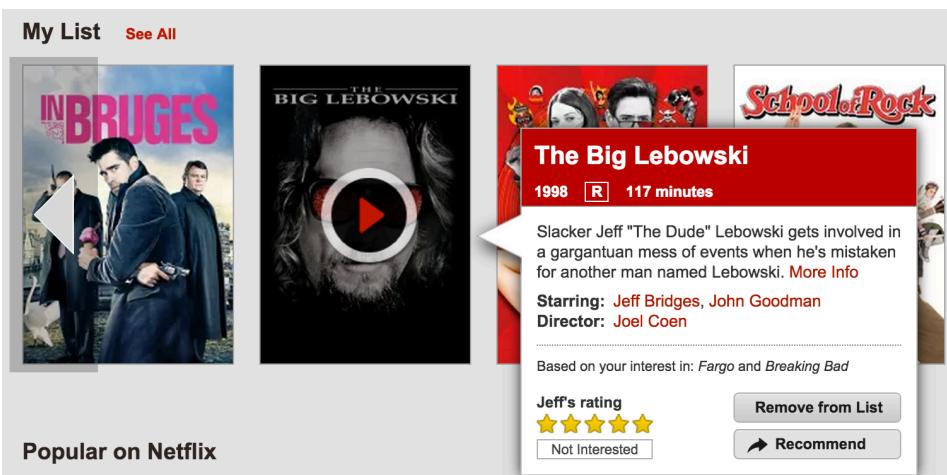
- Google Plus

- Hovercards are widely used across the site for names, avatars.
- No mobile implementation; tapping a name or avatar goes to the user's full profile.
- Information in hovercard:
  - Avatar
  - Cover photo
  - Name
  - Bio
  - Google Plus Add button
  - Private Message button



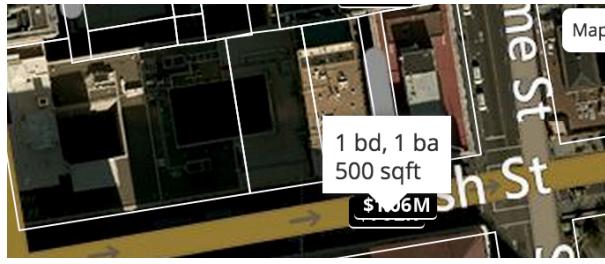
- o Netflix

- Until July 2015, hovercards were critical to the desktop experience of Netflix. The main UI layout is rows of horizontally-scrollable filmstrips. Prior to the latest redesign, hovering over an element would prompt a hovercard appear with film information and action buttons. Now, the user must click an element to reveal film information and buttons.
- Mobile implementation matches current redesign. No equivalent to the hovercards previously. Tapping a filmstrip element opens full-page modal with the same information as hovercards.
- Information in hovercard:
  - Title
  - Year
  - Rating
  - Length
  - Synopsis
  - Cast
  - Director
  - Rating
  - “Not interested” button
  - “Add/Remove from List” button
  - “Recommend” button



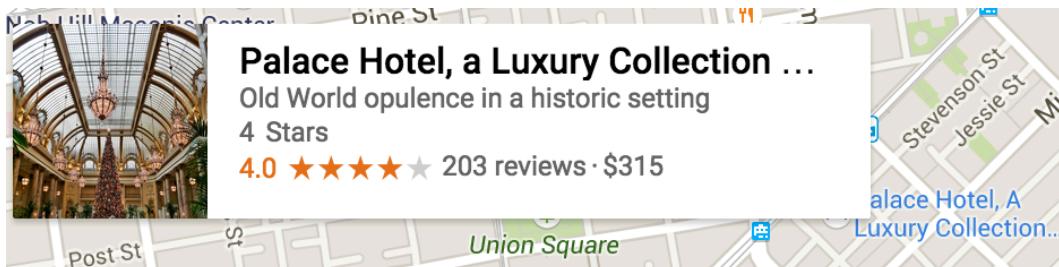
- o Zillow

- No mobile implementation.
- Information in hovercard:
  - Number of bedrooms
  - Number of bathrooms
  - Residence size in square feet



- o Google Maps

- No mobile implementation.
- Information in hovercard:
  - Location name
  - Description
  - Rating
  - Number of reviews
  - Average cost



- Hover & Mobile

- o There is much ongoing discussion of hover interactions and mobile alternatives among UX bloggers, researchers, designers, and users.
- o How do we approach hover interactions in an increasingly mobile-first world, without disorienting and frustrating the user?
- o Pros of hover interaction:
  - Offers interesting visual effects.
  - Provides information or resources without needing to navigate away from the page.
  - Gives information about links prior to click.
  - Can remove visual noise.
  - Adds searchability to the site (SEO).
  - Shows possibilities of a website without commitment.
  - Users are familiar with the functionality.
- o Cons of hover interaction:
  - Is incompatible with mobile, touch, tap.
  - Can hide other information on the screen.

- Can get in the way and be frustrating.
  - Can force users through navigational tunnels.
- Abolishing hover will negatively impact desktop users today.
- But hover is no longer a reliable interaction style for designers, since it is incompatible with touch devices.
- Touchscreen UIs are increasingly setting standards, expectations.
  - Hover is incompatible with these UIs.
  - Desktop designs for Windows 8 and Mac OSX are taking more cues from mobile.
  - The industry is moving away from point-and-click interactions towards large click-based targets.
- If hover is included in a desktop design, there should be a responsive alternative or the design should work on any device.
- There have been attempts to apply hover to mobile.
  - Hover is being translated in different ways on different device operating systems.
  - Android and iOS: tap once to hover, tap twice to activate (and tap elsewhere on the screen to close).
  - See hover behavior while the new page loads.
- We should design along a gradient of experiences and devices.
  - It's not always possible to figure out what device a user has and what interactions are possible.
- Advice from the experts:
  - Hover interactions should be used wisely and sparingly.
  - Crucial information should not require hover.
  - Use media queries to control responsive alternatives.
  - Do not scatter a mobile UI with i-icons or question marks to indicate interactive elements.
  - Use dotted underlines to indicate a user can interact with text like a "hover," distinguished from a link.
  - Ensure elements can be hidden with tap.

## Internal

- Customers
  - Several of our own customers have implemented their own hovercards, rather than waiting for one to be available out-of-the-box.
  - Most of our community managers lack the skills or time to build their own.

- Autodesk



- Consors Bank

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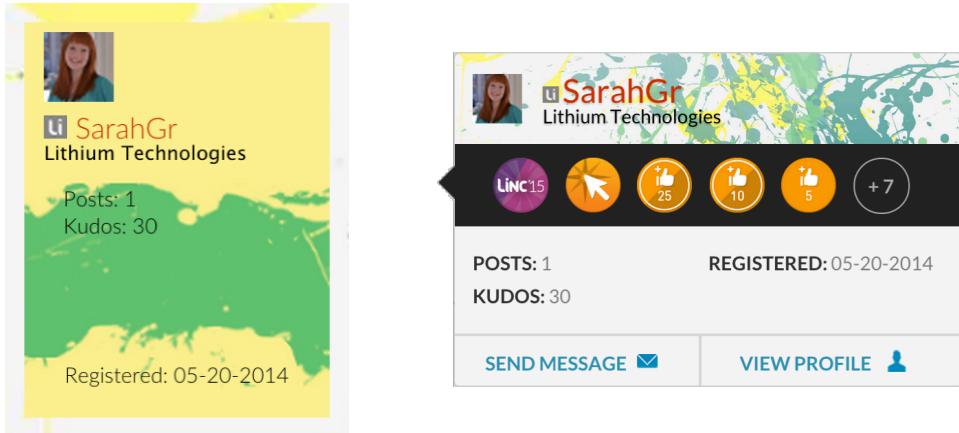
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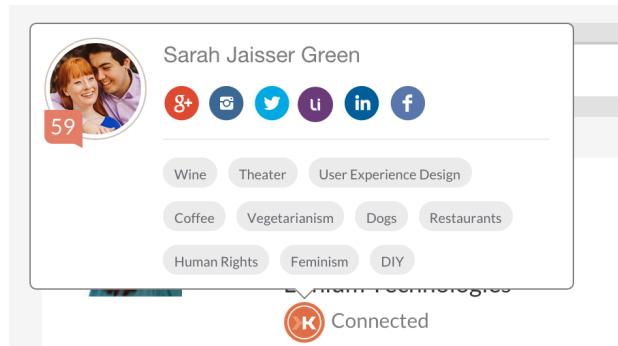
- Lithium Community

- There is an existing hovercard on Lithium Community.
  - Hovercards are synced with the static Profile Cards feature.

- The design is outdated and prone to style bugs.
- Profile Cards without the hovercard are available to customers but are not a well-maintained feature.



- Interview with Julie Hammel & Andy Kaye.
  - Creating an out-of-the-box hovercard is imperative for our customers, since most community managers lack the time or skills to build one.
  - A hovercard for Lithium Community would need to be customized—e.g. badges should be displayed graphically.
  - Responsive should be a priority, and is valued by our customers.
- Klout
  - There is an existing hovercard on Lithium Community appearing with the Klout badge.



- Interview with Karin Kawauchi.
  - Hovercards act as a user's "portable reputation" on the community.
  - The information on the Klout hovercard should be integrated into the community hovercard.
  - Mobile-first design should be a priority.
- Interview with Shanan Delp.
  - Very supportive of the project, Klout integration, and a responsive solution.

- Scoping: maximum two engineering sprints for the Klout team.
  - James Landau
    - There would be few technical limitations to integrating Klout data into the community hovercards.
    - Scoping: maximum two engineering sprints for the Klout team.
- Responsive
  - Tim Frederick
    - A mobile/responsive solution would be implemented as part of the new Responsive Skins project.
    - Scoping: maximum two engineering sprints for the responsive team.
  - Tiffany Altieri
    - Responsive design should be a priority.
    - This feature offers the possibility of melding the Klout and Lithium aesthetics in an appealing, minimalistic way.
    - Full- or partial-screen modal windows are not a good approach for mobile; it is important not to block content or lose the context.