



Basic Mockup of Home Page

1. Sign up

- Email Address = Username
- Password

- I really like the way Heroku's signup process works, with auto-email confirm to continue, AJAXically proceeding to the next page, etc. Maybe we should emulate that flow instead.

- Card Number
- Expiration
- Zipcode

- These have to be kept secure. Do you know how to do make sure they're secure

- I like the simplicity with which 37signals presents the CC field.

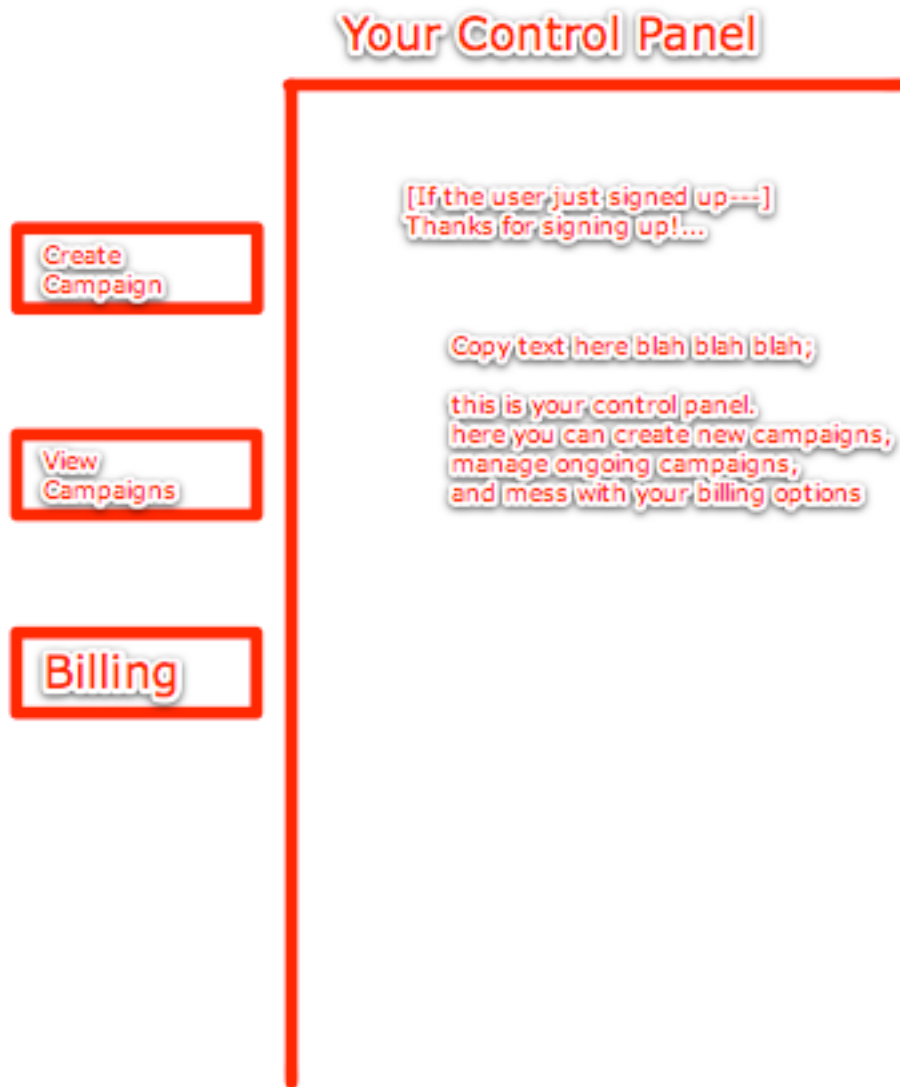
Check it out:

- <https://signup.37signals.com/basecamp/Basic/signup/new>

- You will be billed for \$5/month plus any incidental charges
 - We should discuss costs, but I think that \$5/month base plus pay-per-request should be a reasonable fee.
 - The "\$5 fixed cost + \$x variable cost", however, *might* be confusing to some, and difficult to articulate; we could have different tiers instead:
 - \$5/month: one campaign
 - \$10/month: 5 campaigns
 - \$20/month: 12 campaignset cetera.
 - Only one way to find out: listen to our customers. We should also do some experimental campaigns on our own and figure out how much it costs to get meaningful data with low p-value before determining prices.
- Agree to Terms of Services

2. Customer Control Panel

- Options to manage Billing, Create Campaign, View Campaigns
- I have the Control Panel options on the side. This is kind of an old-school navigation approach, circa 1997. It seems more modern websites have the navigation at the top: heroku, Facebook, Amazon.
 - I don't think that changing the design should alter the functionality, but let me know.



3. Create Campaign

- We could either have a "Campaign Title", or have the campaign automatically be titled "Word1 -vs- Word2".
 - I think we should default title with "Word1 -vs- Word2" but be flexible enough to adapt based on customer feedback.
- # of responses should be a drop-down select
 - we could either offer a range of responses (anywhere from 25 to 100), or a few tiered options (25/50/75/100)
 - whether we have this field or not depends on our pricing schema

** Backend **

- Creating this campaign triggers the execution of the POST-TO-MTURK script
 - The script creates a new series of MT tasks, based on one of a few templates that we have
 - It will also create a companion CSV file to upload, with an encrypted task-id
 - (The HIT will by default direct the user to fill out our form at <http://website-survey.com/forms/eNcRypTed47/>)
 - /encrypted47/ will be passed back to query the different Word1/Word2 options, from the database

Create Campaign

Create Campaign

View Campaigns

Billing

Phrase 1

Phrase 2

(your campaign will have a default title of
phrase1 -vs- phrase2 in View Campaigns)

of responses you want

(We have found that 25 responses gives
a somewhat reliable response (p-value <.05)
and 50 responses gives a very reliable response
(p-value <.005))

Launch Campaign!

Create campaign mockup

4. View Campaigns

- Campaign Title, Status should both autosort in different ways onclick
- We could consider ditching the "Results" Column, and just make the entire <tr> clickable
- Clicking should bring up Results Page, dynamically (AJAX)

View Campaigns

Create Campaign

View Campaigns

Billing

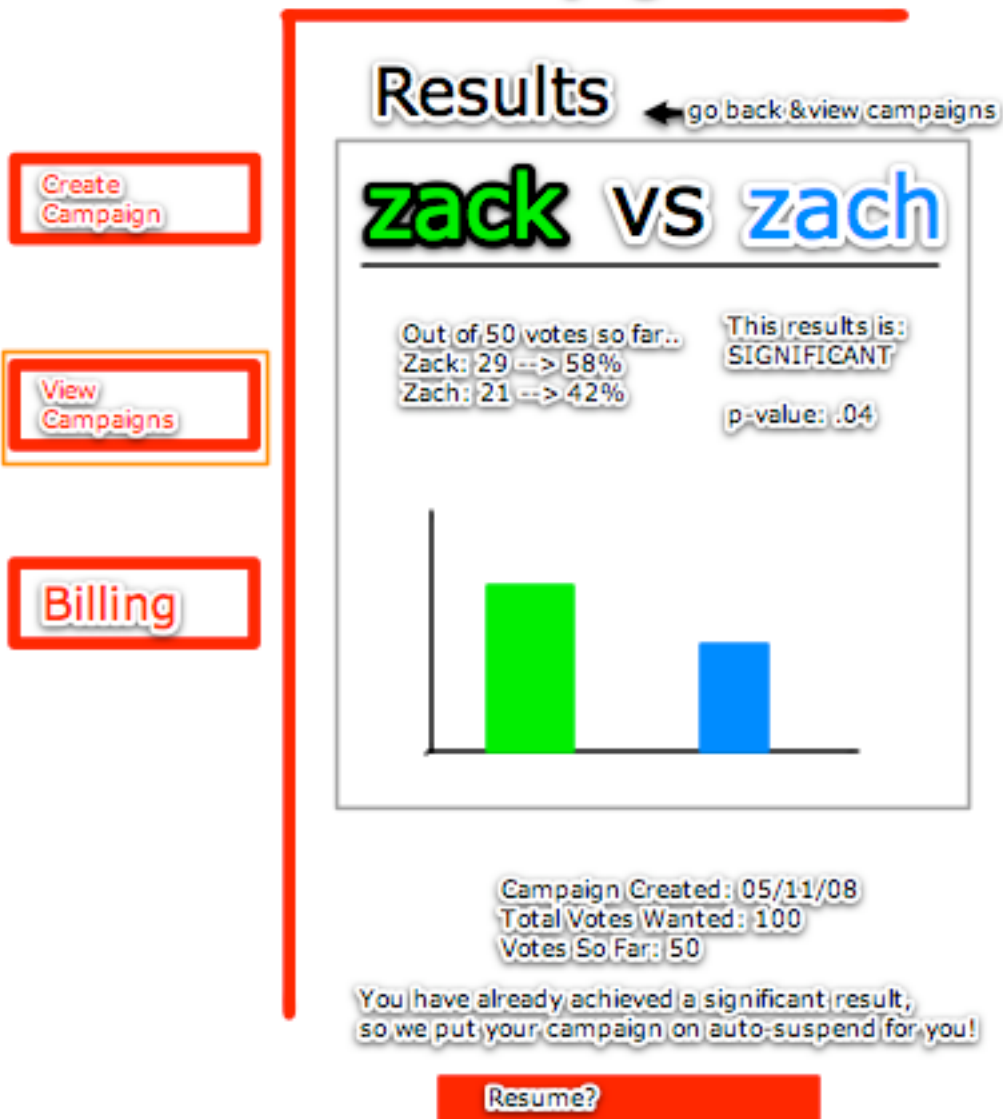
Campaign Title	Status	Results
zack vs zach	running	click to view
abc vs def	completed	click to view

View campaigns mockup

5. Results

- Dynamically loaded
- Graphs should have axes labeled
 - Should the graphs dynamically "grow up" from the base, using DHTML? Would be a nice touch, but perhaps superfluous for the first iteration.
- Note how I describe auto-suspending their campaign once they reach a significant value of results. This works well if we're doing the \$5 + variable costs approach, or the #campaigns/month approach. Seems win-win.
- If we autosuspend this specific campaign, and then the customer later clicks resume, it should not auto-suspend that same specific campaign for them again.
- Do we want to collect demographic data at first? If the answer is YES, then we can have options such as "click to show results, sorted by females-only; click to show results, sorted by 30+ -only, etc.)
- We can also mine all that data to get valuable information on how demographics affect preferences

View Campaigns



View results mockup

6. Billing

- The way I lay out the billing page largely depends on the pricing schema we choose to use. However, when designing the model, try to be flexible in that we may have to re-architecture billing later, if we change our business plan/pricing tiers/etc.

What the HIT worker sees

- Currently we are only collecting age, region, sex
- How valuable is this information? What's the most information to collect? Are we even going to be analyzing it in version1?
- Keep in mind that it takes time for the worker to fill out that info. If we pay them an hourly wage of \$6/hour, it works out to 6 seconds per penny. So 5 fields @ 6 seconds each = \$.05, in addition to however long it takes to click on the preferred phrase.
 - These pennies are negligible expenses, however; in the example of a Craigslist ad, you might be paying \$10 CPM. Paying \$5 to drastically lower your CPM might well be worth it. So maybe we should collect a lot of data. But not enough to deter HIT workers from completing the task, or enough to raise prices enough to alienate our long tail.

Before we proceed, please enter your....

age

region

sex

proceed

Page HIT worker sees, mockup – Step 1

- The phrases should be displayed in randomized order (which one is on top). We can also experiment with putting them side by side, and changing their color, to see if that affects results significantly.

To complete the HIT, pick the phrase that you like better.

phrase1goeshereblah

phrase2goeshereblah