Vipin Mohan

Facebook as a platform for Telemedicine

|	
Target Users	Patients with skin issues, orthopedic issues or other branches of medicine that are largely "visual" in nature
Issues/ gaps in existing use cases	• Wait times for dermatologist visits are 4-6 weeks (in the US) • Diagnostically challenging due to varied presentations of skin conditions
Potential solutions	• Use the Facebook platform to "connect" patients with doctors • Gather preliminary information from the patient • Apply machine learning on images to assist the doctor with the diagnosis to reduce challenges and subjectivity in diagnosis • Enable the doctor to suggest a treatment plan with a high level of confidence
Metrics we could use for measuring success	• Number of daily/ monthly users (DAU/ MAU) browsing through this feature • Number of conversions – i.e., number of users who actually use this feature to connect with a doctor. I'd think of this as measuring engagement (e.g. user referring the doctor to other friends through *shares* and *comments*) • Tracking wait times for dermatologists (and hopefully, seeing them go down!)

Vipin Mohan

Facebook as a platform for Telemedicine
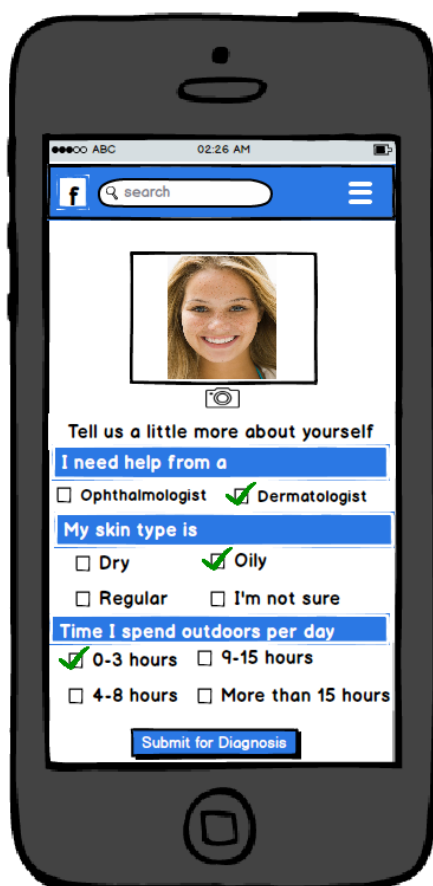
Screen 1
User takes a picture of his/ her skin and answers a few basic questions
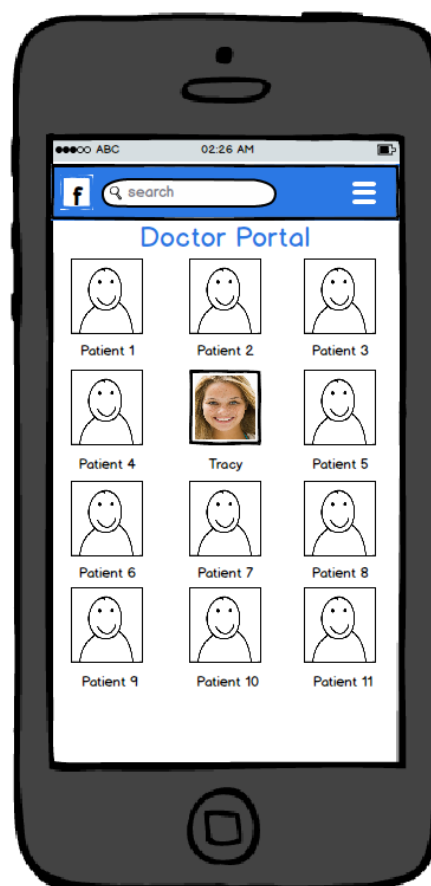
Screen 2
In the doctor's portal, we filter the list of patients based on the information we have collected and present a list of patients relavant to this doctor's expertise.
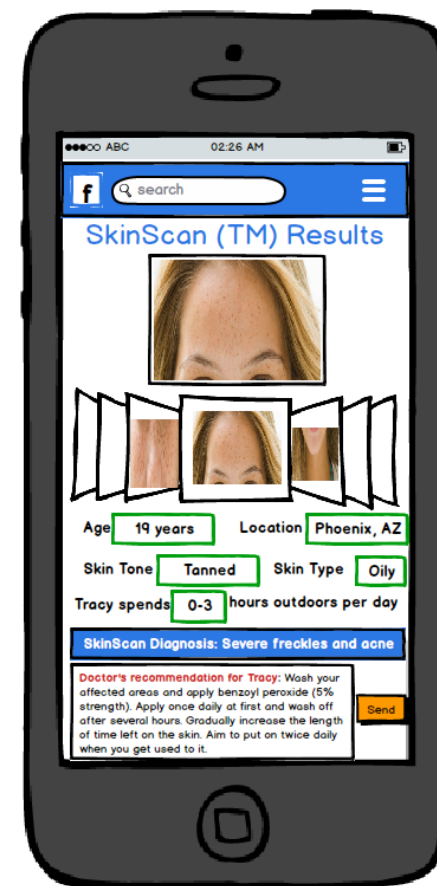
Screen 3
To help the doctor with the diagnosis, we use machine learning to match the image against a database of images and predict the skin problem.

The doctor can then suggest personalized skin care treatment for the user's skin problem.
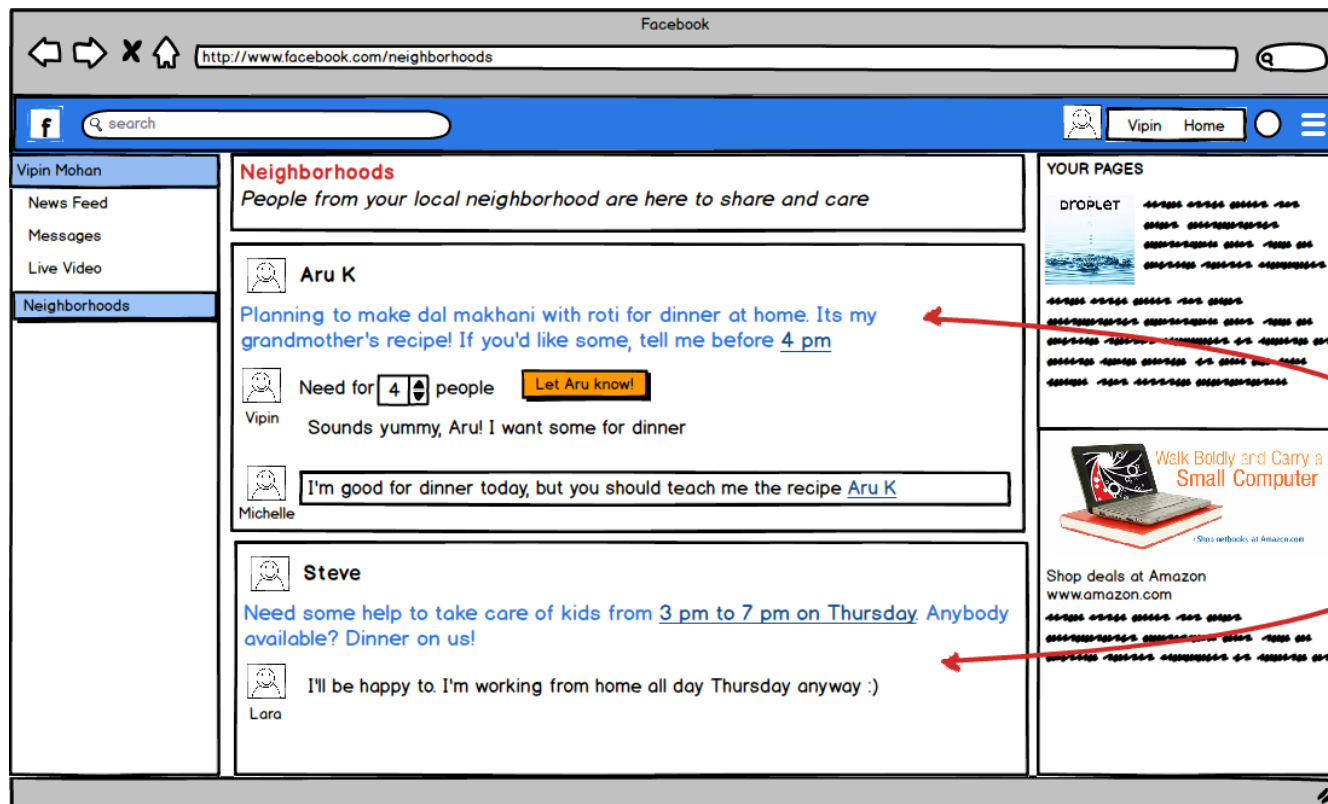
Vipin Mohan

Facebook Neighborhoods

Don't just share bytes, share bites… and more!

Target Users	• People who live within the same neighborhood, but haven't forged a connection with their neighbors • People who are new to a neighborhood
Issues/ gaps in existing use cases	• Facebook has evolved into a great platform for connecting people across the world. But people tend to have inhibitions in building relationships with their next-door neighbors! • Neighborhood parties exist as ice-breakers and provide opportunities to socialize but they aren't very frequent. Moreover, these parties don't help carry forward relationships
Potential solutions	• Use location information to bubble up and show posts from neighbors • Facebook Neighborhoods will be a platform where neighbors can connect and share with each other • It will provide opportunities for people to engage and build relationships with their neighbors • Not all transactions in life have to involve cash. Neighbors could payback in kind, which would again open up further opportunities to connect and engage
Metrics we could use for measuring success	• Number of users who connect with friends who are geographically close to them • Number of users who like/ share/ comment on posts from friends who are geographically close – Measures engagement • Number of daily/ monthly active users of the feature

Facebook Neighborhoods

Don't just share bytes, share bites… and more!

Facebook

http://www.facebook.com/neighborhoods

f 🔍 search   👤 Vipin Home ○ ☰

Vipin Mohan
News Feed
Messages
Live Video
Neighborhoods

Neighborhoods
People from your local neighborhood are here to share and care

Aru K

Planning to make dal makhani with roti for dinner at home. Its my grandmother's recipe! If you'd like some, tell me before 4 pm

Need for [4 ⬍] people   **Let Aru know!**

Vipin   Sounds yummy, Aru! I want some for dinner

Michelle   I'm good for dinner today, but you should teach me the recipe Aru K

Steve

Need some help to take care of kids from 3 pm to 7 pm on Thursday. Anybody available? Dinner on us!

Lara   I'll be happy to. I'm working from home all day Thursday anyway :)

YOUR PAGES

Droplet

Walk Boldly and Carry a Small Computer
· Shop netbooks at Amazon.com

Shop deals at Amazon
www.amazon.com

Facebook has evolved into a great platform for connecting people across the world. But how well do we know our own local neighbors?

Neighborhoods is my idea to connect users with their community using Facebook

Facebook Neighborhoods will be a platform where neighbors can share some authentic food and recipes with each other. Sometimes the most authentic food is not found in a restaurant, but in your neighbor's kitchen!

People would probably trust their kids with their neighbors instead of frantically look for a nanny at short notice. Moreover, if you're in an apartment community, chances are that all neighbors have been screened and had their backgrounds checked before they moved in.

And this would provide opportunities for people to connect, engage and build relationships with their neighbors

Vipin Mohan

Facebook Messenger/ WhatsApp - Solving the texting-and-driving problem

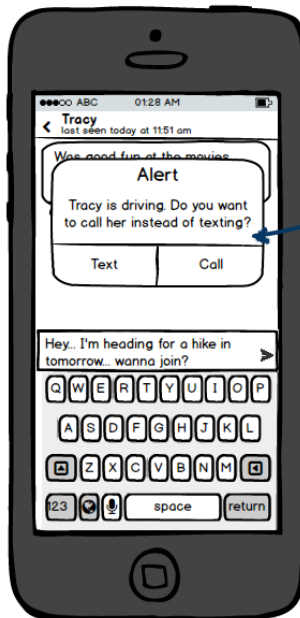|	
Target Users	Drivers who text while driving
Issues/ gaps in existing use cases	• Drivers feel compelled to text when driving • Receiving a text message while driving creates an urge to read and respond to the message • Most (if not all) existing approaches try to deter the driver from texting (e.g., penalties, fines)
Potential solutions	• Use location tracking and vehicle motion/ speed information to predict when a person is driving • Persuade the "sender" to call instead of texting • Do not deliver messages to the driver's phone until he/ she has reached the destination
Metrics we could use for measuring success	• Number of users who continue to use and engage with the app after the feature is released (i.e., tracking if users like/ dislike the feature) • Number of new users acquired • Number of messages sent per day/ month • Number of Facebook Messenger/ WhatsApp users who call instead of texting after seeing the pop-up alert (refer: idea 2 on the next page)

Vipin Mohan

Facebook Messenger/ WhatsApp - Solving the texting-and-driving problem

For the purposes of this use case, the person sending the message is <u>Steve</u> and the person receiving the message is <u>Tracy</u>
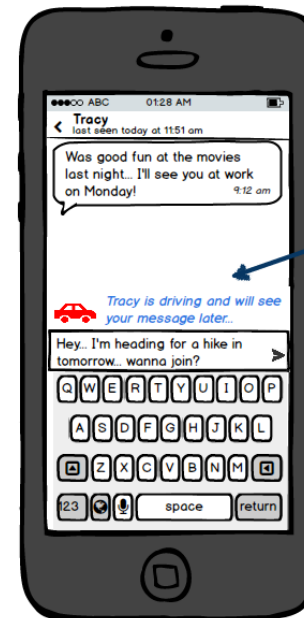
My Idea No. 1

Tracy
last seen today at 11:51 am

Was good fun at the movies last night... I'll see you at work on Monday!   9:12 am

🚗 *Tracy is driving...*

Hey... I'm heading for a hike in tomorrow... wanna join?

Show Steve that Tracy is currently driving. This could deter Steve from sending the message

My Idea No. 2

Tracy
last seen today at 11:51 am

Was good fun at the movies

Alert

Tracy is driving. Do you want to call her instead of texting?

| Text | Call |

Hey... I'm heading for a hike in tomorrow... wanna join?

When Steve attempts to send a message to Tracy when she is driving, show a pop-up alert which asks Steve if he wants to call her instead of texting

My Idea No. 3

Tracy
last seen today at 11:51 am

Was good fun at the movies last night... I'll see you at work on Monday!   9:12 am

🚗 *Tracy is driving and will see your message later...*

Hey... I'm heading for a hike in tomorrow... wanna join?

Show Steve that Tracy is currently drving and his message will be delivered to her when she reaches her destination.

Using location and vehicle motion tracking, we show the message to Tracy only after she has reached her destination For e.g., if she is stopped at a traffic light or is in motion, then we can get that from her location/ speed of the vehicle

This feature will also ensure that Steve can text Tracy whenever he chooses (i.e., he is not prevented from messaging Tracy)
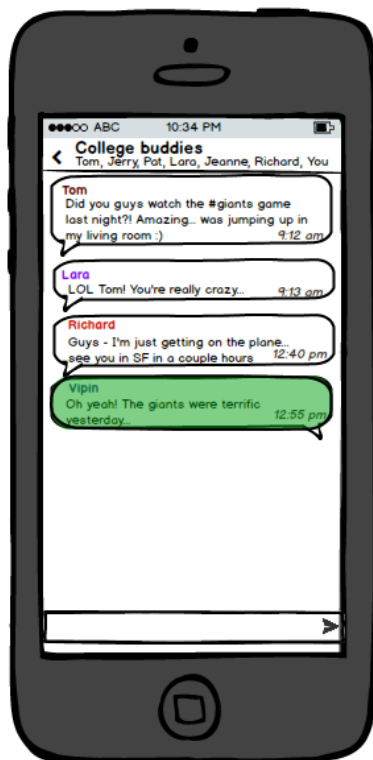
Facebook Messenger/ WhatsApp – Improving the group chat experience

Target Users	Facebook Messenger and WhatsApp users who use the group chat feature
Issues/ gaps in existing use cases	• Messages appear chronologically in a group conversation • Loss of context when a user replies to a message which has been buried under several other messages • Conversations end abruptly potentially leading to reduced user engagement • The "reply" feature in WhatsApp only allows tagging one message
Potential solutions	• Use machine learning techniques to automatically suggest hashtags. Use these hashtags to group messages into conversations • Leverage a user's interests (e.g., from past messages) to deliver messages that would be relevant/ interesting for him • Suggest people with whom to make "eye-contact" when sending a message. This would be similar to how a real-life conversation takes place
Metrics we could use for measuring success	• Number of messages sent (specifically in group chats) – This will give an indication of engagement with the app, retention rates, time spent on the app per user • Number of daily/ monthly active users – This will tell us if the feature led to new users

Vipin Mohan

Facebook Messenger and WhatsApp - Improving the group chat experience
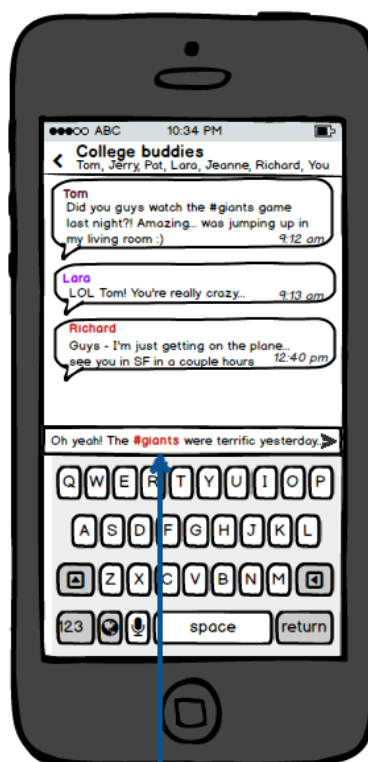### *Predict hashtags and use them for grouping into conversations*

Current interface for WhatsApp group conversations

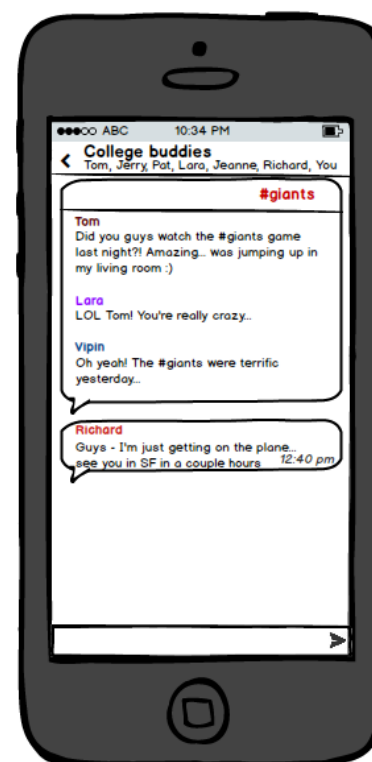**A new interface that improves user experience automatically groups of messages based on the context**

●●●○○ ABC 10:34 PM
College buddies
‹ Tom, Jerry, Pat, Lara, Jeanne, Richard, You

Tom
Did you guys watch the #giants game last night?! Amazing... was jumping up in my living room :) *9:12 am*

Lara
LOL Tom! You're really crazy... *9:13 am*

Richard
Guys - I'm just getting on the plane... see you in SF in a couple hours *12:40 pm*

Vipin
Oh yeah! The giants were terrific yesterday... *12:55 pm*

Message clutter results in:

1. Loss of context
2. Conversations ending abruptly

●●●○○ ABC 10:34 PM
College buddies
‹ Tom, Jerry, Pat, Lara, Jeanne, Richard, You

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LOL Tom! You're really crazy... *9:13 am*

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Guys - I'm just getting on the plane... see you in SF in a couple hours *12:40 pm*

Oh yeah! The **#giants** were terrific yesterday.

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space return

●●●○○ ABC 10:34 PM
College buddies
‹ Tom, Jerry, Pat, Lara, Jeanne, Richard, You

#giants

Tom
Did you guys watch the #giants game last night?! Amazing... was jumping up in my living room :)

Lara
LOL Tom! You're really crazy...

Vipin
Oh yeah! The #giants were terrific yesterday...

Richard
Guys - I'm just getting on the plane... see you in SF in a couple hours *12:40 pm*

Improve user experience by grouping messages into conversations based on:

1. Hashtags
2. References to names of relevant people

Predict relevant hashtags when a user types a message.

In this example, suggest #giants

Vipin Mohan

Facebook Messenger and WhatsApp - Improving the group chat experience
Eye-contact feature to make the group conversation experience life-like

In in-person group interactions, people make eye contact to respond to a person. Along those lines, automatically suggest people with whom a user would want to make "eye contact" when typing a message on WhatsApp
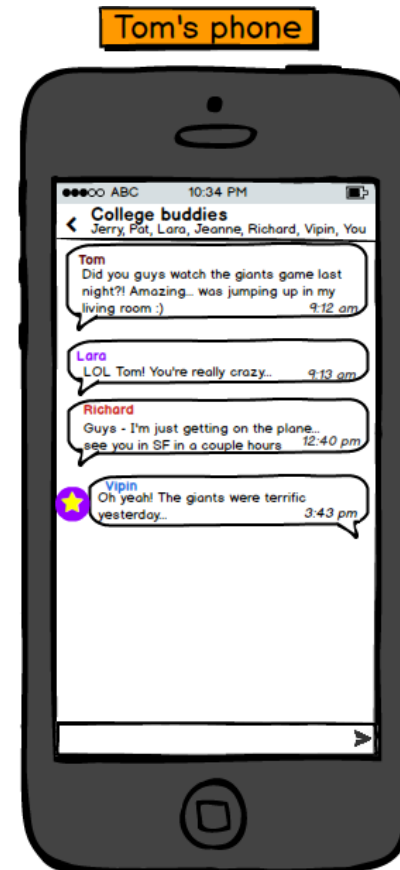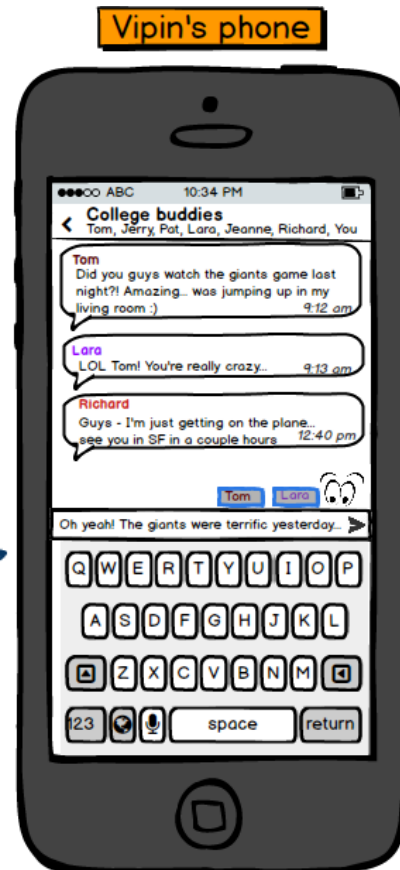
When Vipin makes "eye contact" with Tom and Lara, his reply is highlighted on Tom's phone and Lara's phone but is shown as a normal reply in Richard's phone.

This is akin to a regular group conversation where only a subset of the people are actively conversing with each other.