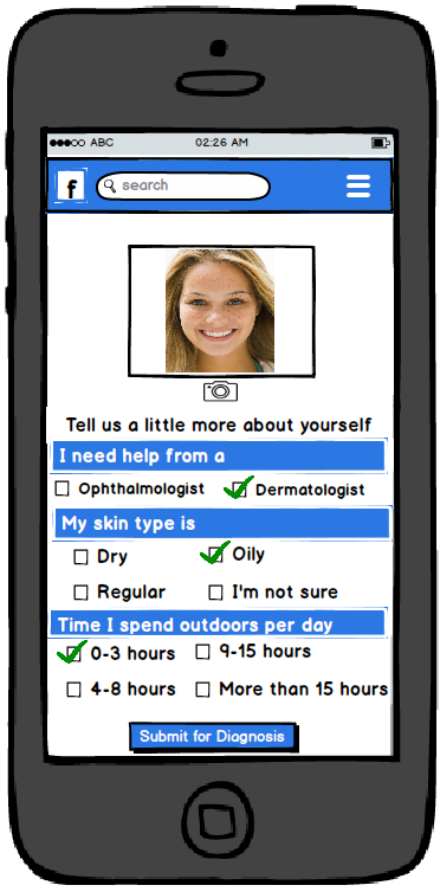
Vipin Mohan

Facebook as a platform for Telemedicine

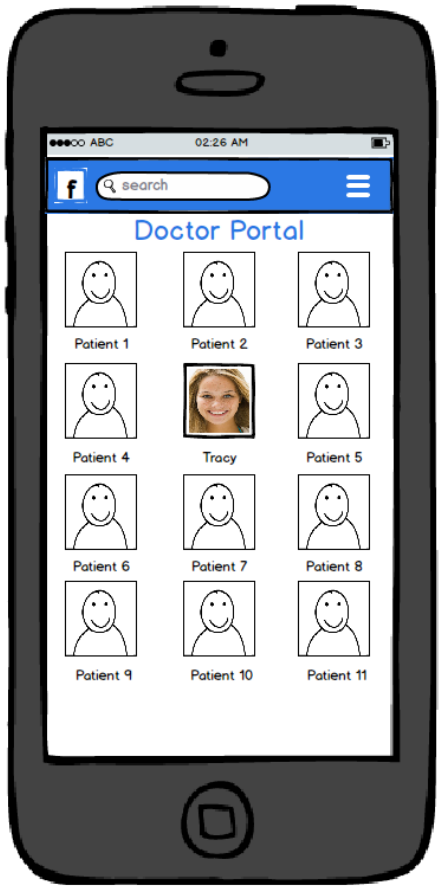
Target Users	Patients with skin issues, orthopedic issues or other branches of medicine that are largely "visual" in nature
Issues/ gaps in existing use cases	• Wait times for dermatologist visits are 4-6 weeks (in the US) • Diagnostically challenging due to varied presentations of skin conditions
Potential 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

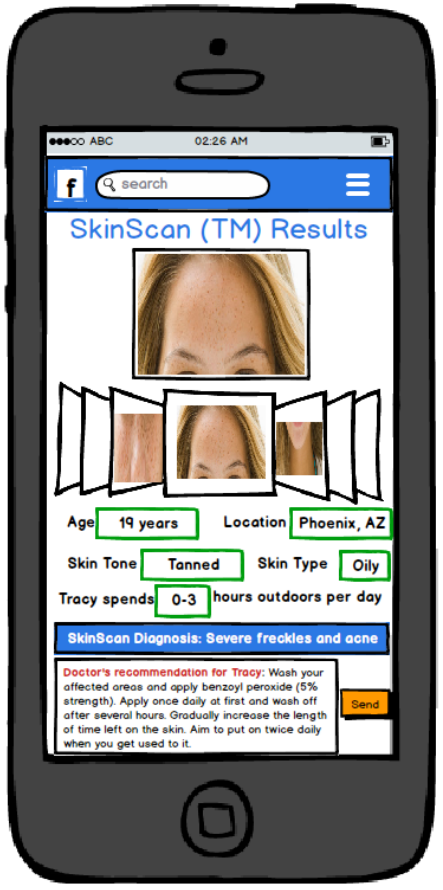
Facebook as a platform for Telemedicine



Screen 1
User takes a pitcure 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

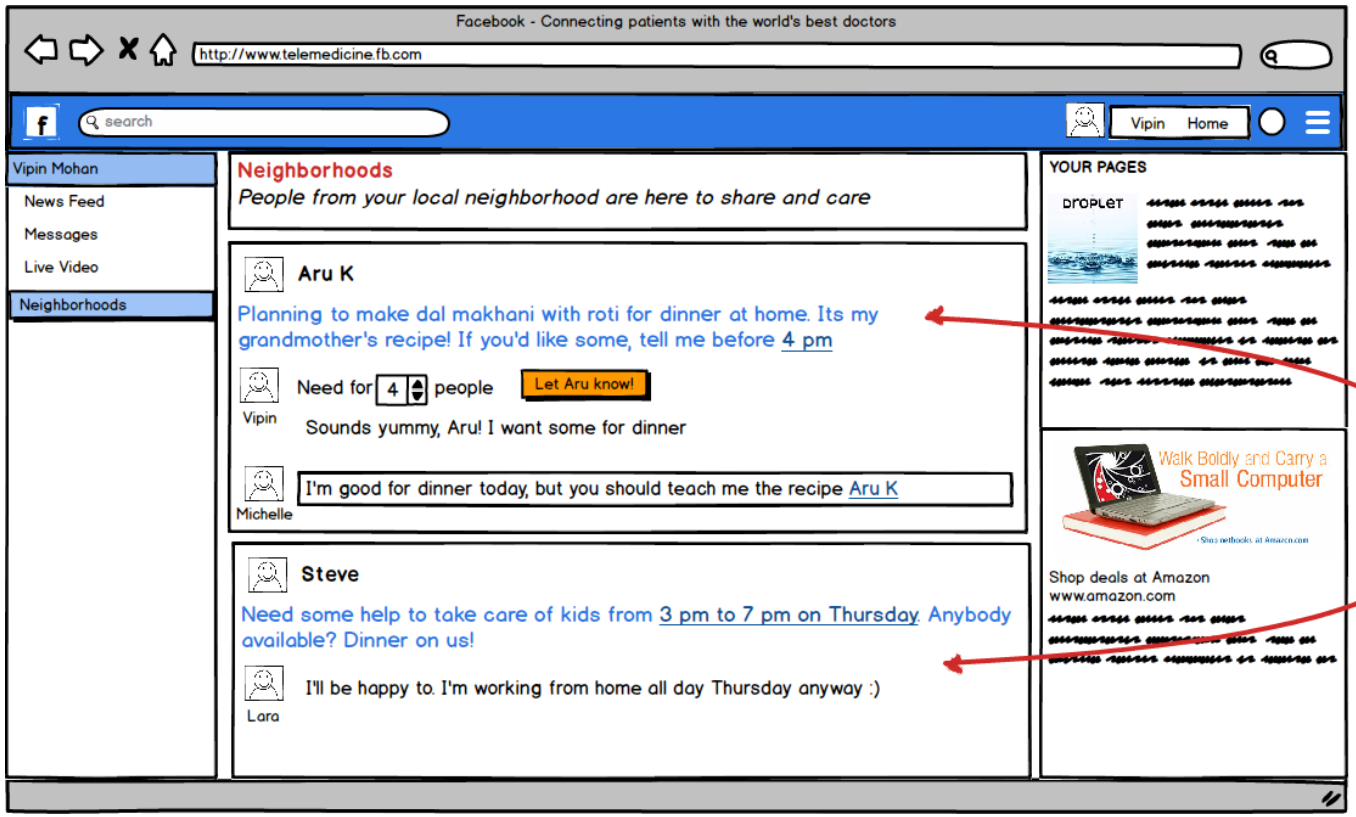
Don't just share bytes, share bites… and more!

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

Vipin Mohan

Facebook Neighborhoods

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



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 receipies 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. Moreoever, 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

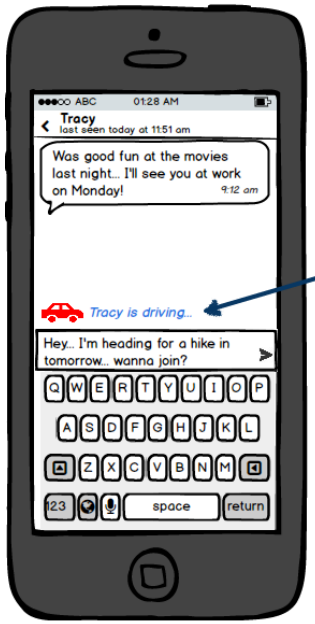
Facebook Messenger/ WhatsApp - Solving the texting-and-driving problem

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

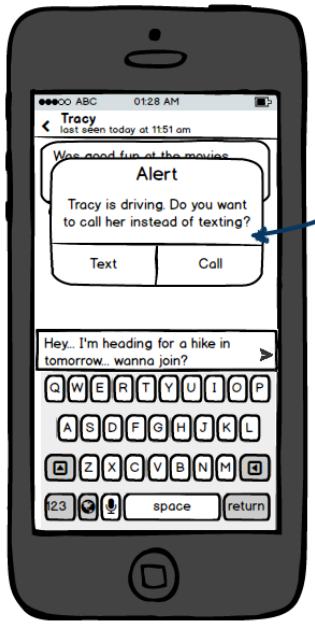
Facebook Messenger/ WhatsApp - Solving the texting-and-driving problem

For the purposes of this use case, the person sending the message is Steve and the person receiving the message is Tracy



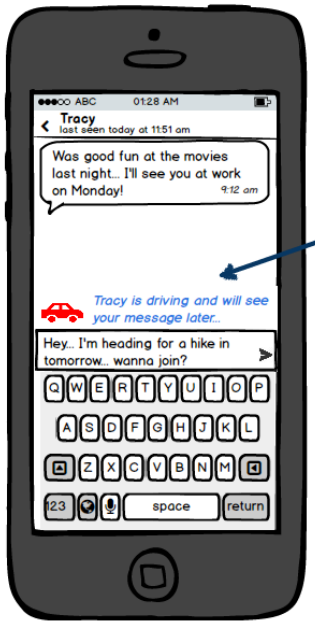
My Idea No. 1

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



My Idea No. 2

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

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)

Vipin Mohan

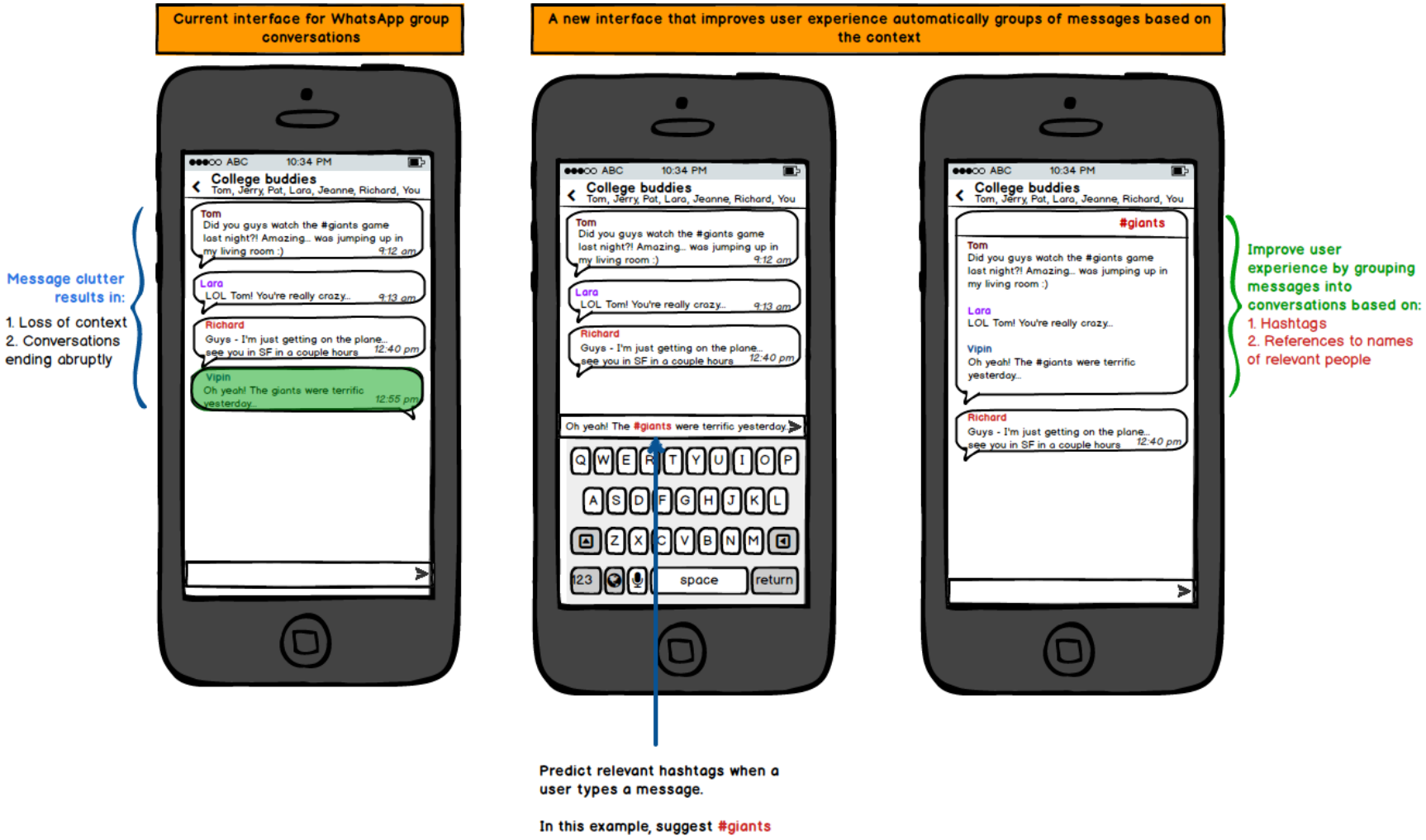
Facebook Messenger/ WhatsApp – Improving the group chat experience

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



Vipin Mohan

Facebook Messenger and WhatsApp - Improving the group chat experience

Eye-contact feature to make the group conversation experience life-like