Neighbors (WeLive)

How neighbors can be more … neighborly.

Role - Lead Designer / Platform - iOS/android

Neighbors?

One of my most significant, measured successes at WeWork/WeLive had been the work done on the social component of the WeLive app.

Within 5 months, we increased weekly social engagement from 4% to 38%

For reference, the WeWork app had an average 21% weekly social engagement rate. Yes, it might be like comparing apples and oranges. I understand that, but it was an achievement that surpassed our own goal of 11%-15% engagement. ■
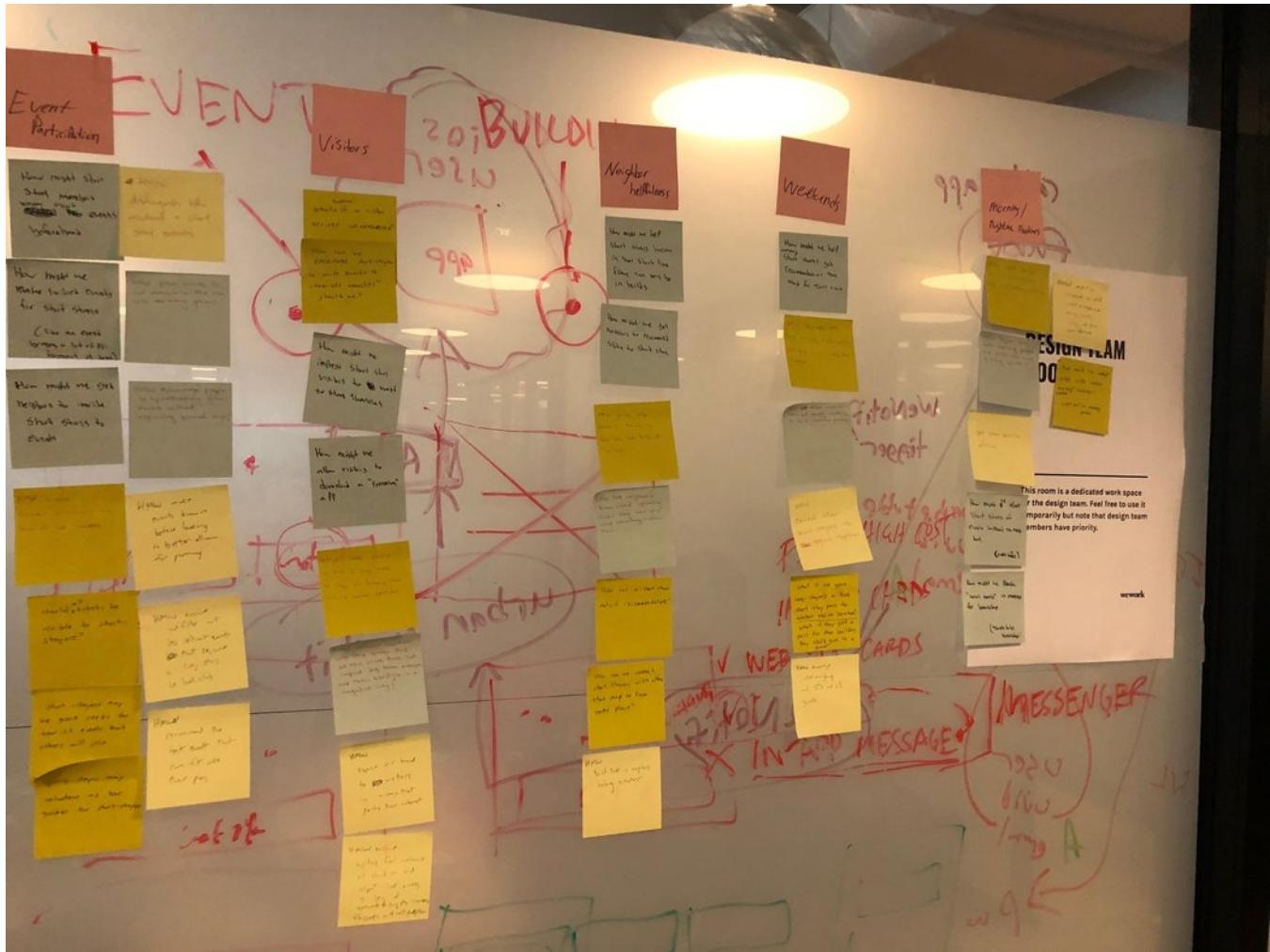
How did we, a nimble 8-person team, get such an impressive engagement rate? We took action on some clear low hanging fruit (sorry for contributing to the overuse of that phrase), and strategically went after the big things our members wanted. I'll list them each down below.

Research and workshops
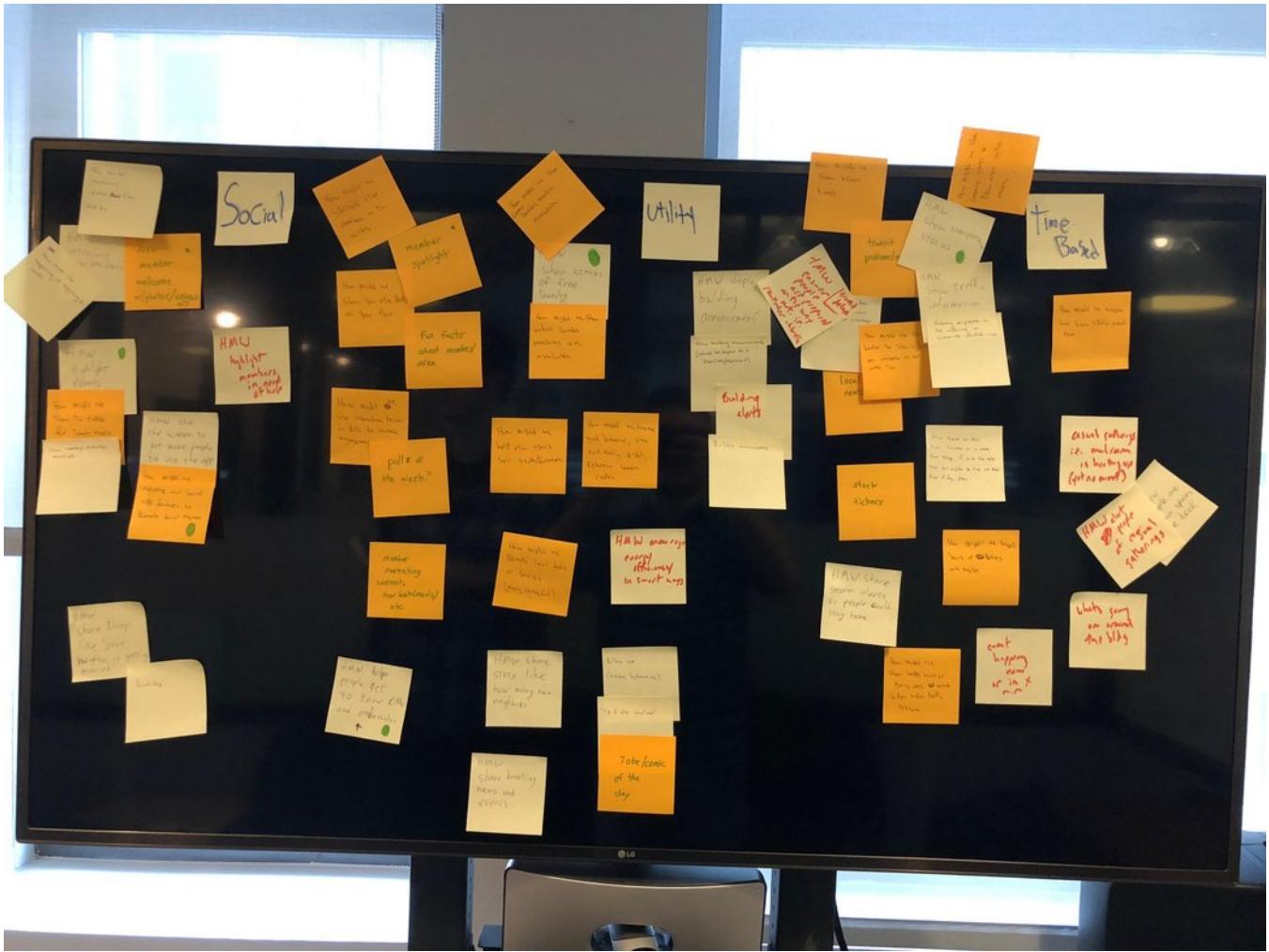
A lot of the low hanging fruit (used it again ■) had to do with code stability and bugs. It makes sense; the app has to work. But where do we take the app? I held a bunch of user sessions to do card sorting and questioning to identify how they viewed their space. What did they feel like they were missing? Moments of delight that they've experienced. We wanted to know what their overall experience before moving forward.

Once we've gathered insights, the team went through some design exercises, how might we exercises, and affinity mapping. We attacked first the lifetime view of a member. When they experience a 'moment' with WeLive to better understand what we could affect. Below are a few pictures from those 'Design Humpdays' (every Wednesday devs and product set aside time to do design workshops).
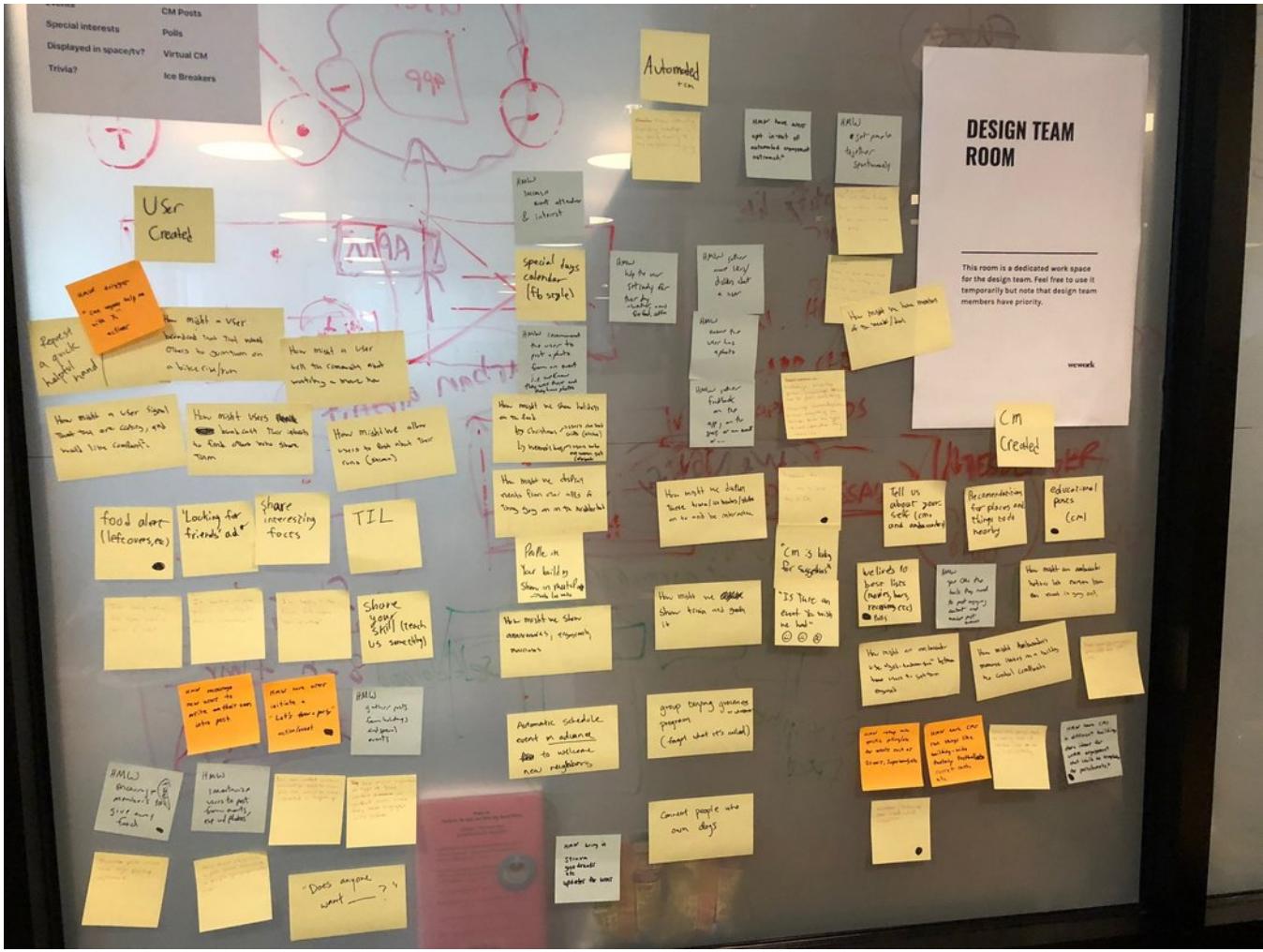
We then did another workshop to focus on how we could use the feed to make an impact on any of those points above. A lot of that separated into social interactions, utility, and moment-based opportunities.

And more based on user-created, automated, and Community Team created activity.

Reactions

From all of this gathering of information and findings, we realized measuring all of this with a 'like' action on our cards might not be the best paradigm.

As we watched how users were commenting to posts on the current feed, they would use emojis more than we initially expected. There were Facebook pages for these buildings as well (made pre-WeLive app) that members loved (as they should - it solved many of their issues). On Facebook, they took full advantage of Facebook's reactions.

On our app, we made a team decision to open the floodgates (bring on the emoji-keyboard!). It was certainly a team debate for over a week onifwe should do it, and another week ofhow. It wasn't as straightforward as we expected.

WeLive feed

Add a reaction
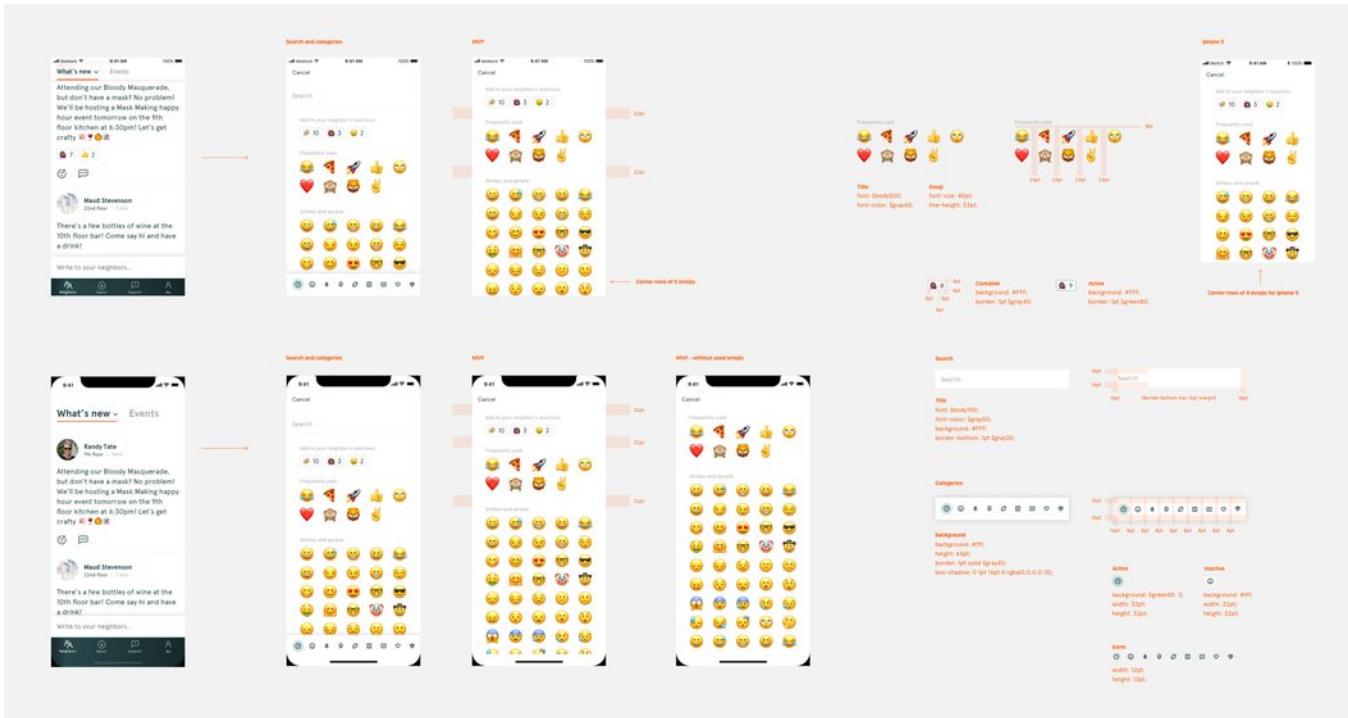
Just to show it live.
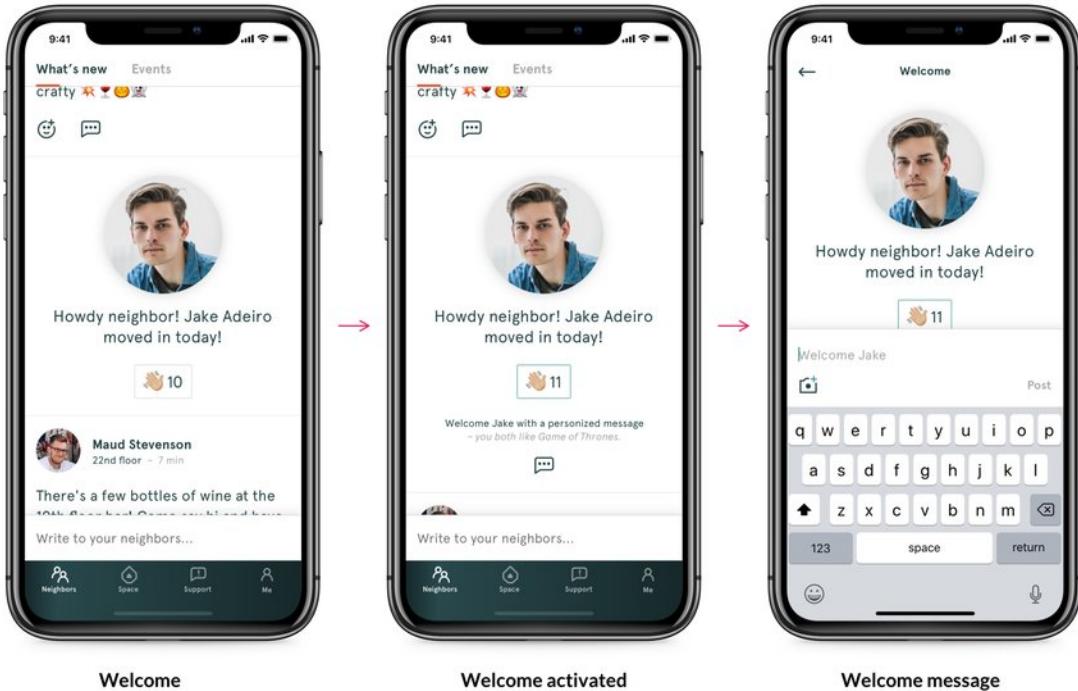
In building out reactions, there was a lot of discussion on scale and flexibility – as well as on the backend do we use unicode or images.

Welcome messages

One way we experimented with social interactions was with welcomes. There are two main types of WeLive memberships. There are those who live month-month (lease), and those who are short stay, maybe in the building for a night to a week.

A welcome for their visit allows 1 - members who live there month to month to be more comfortable with new people coming in and out of their space. And 2 - allows for the newcomer to get invited to gatherings. Although interests was a thing that never made it into the app, the flow for this was to introduce people by what they like (and if you match those interests).

Welcome   Welcome activated   Welcome message
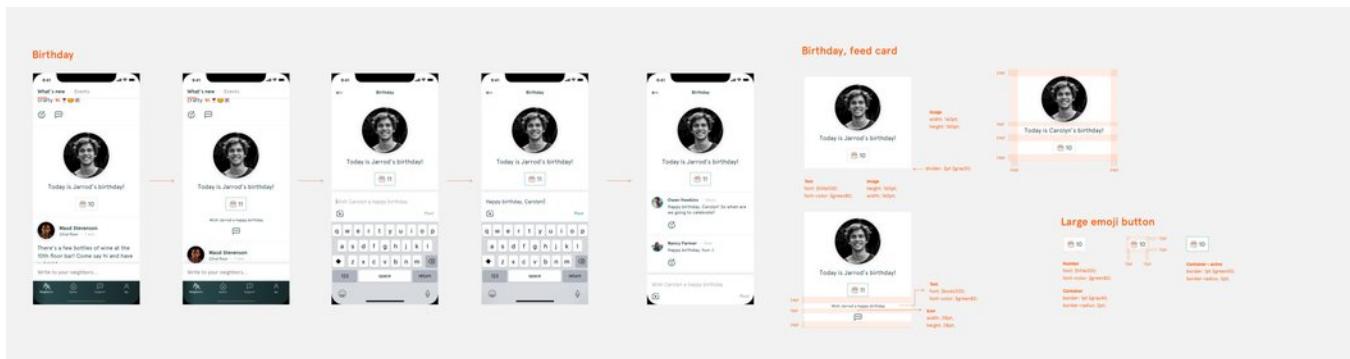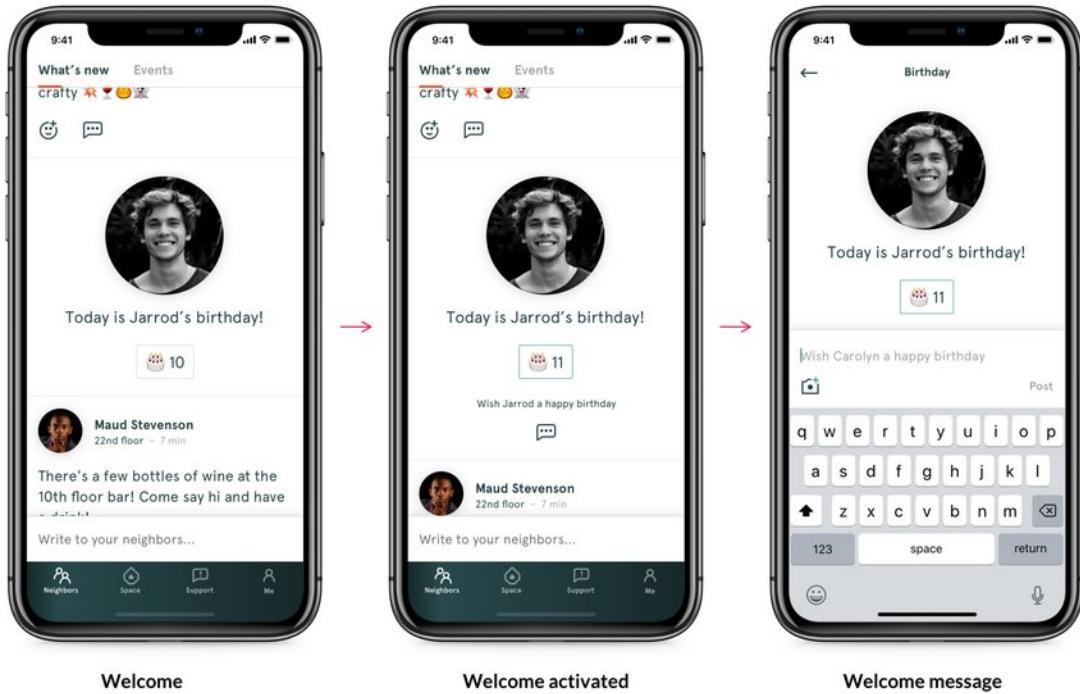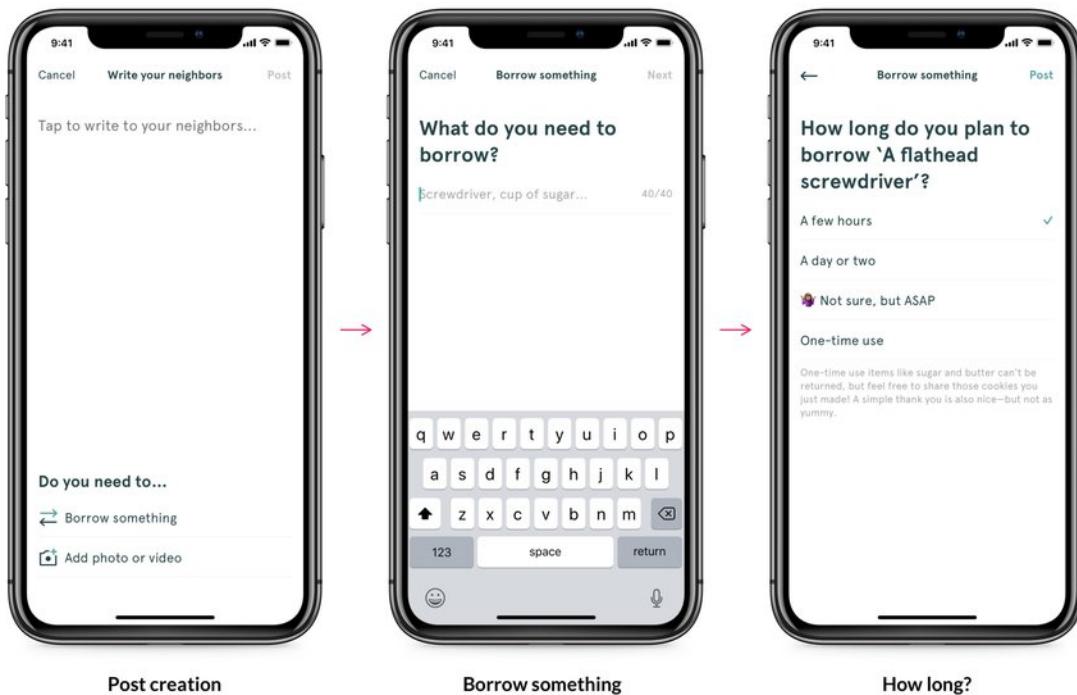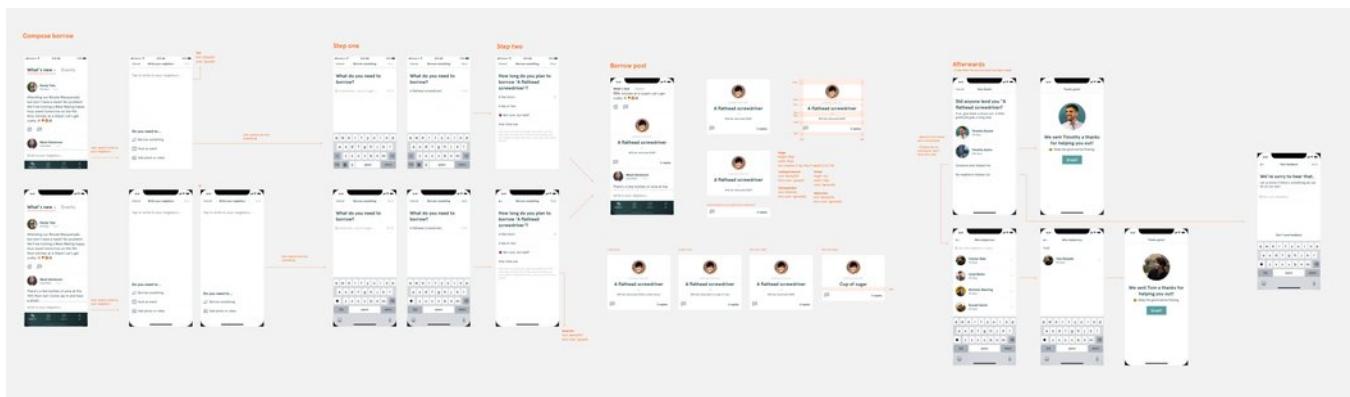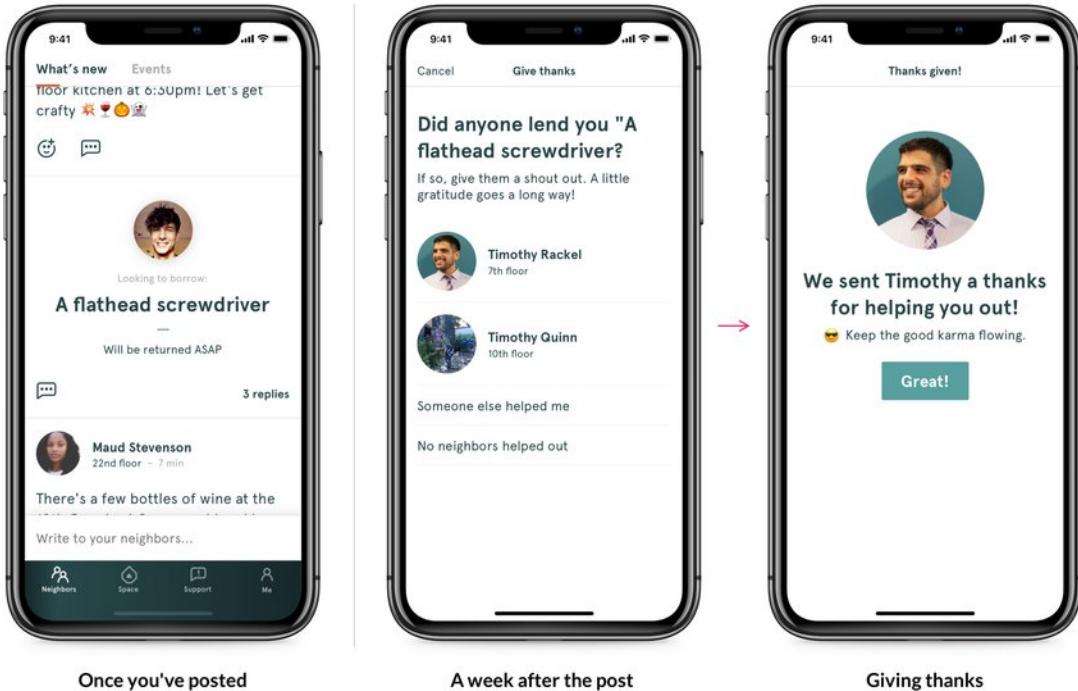
Birthdays

Birthdays are a great ice breaker – even if some people are shy about revealing their age. Another experiment with creating engagement dealt with allowing members to wish each other a happy birthday. It followed a similar pattern to welcoming, which helps make these flows feel expected and easier to build.

Welcome   Welcome activated   Welcome message

Borrowing

One thing members do within the space is borrow items from one another. Whether it's tape to wrap presents, or they need a cup of sugar for cookies. We wanted to try a post directed towards those interactions.

Post creation   **Borrow something**   **How long?**

| Once you've posted | A week after the post | Giving thanks |
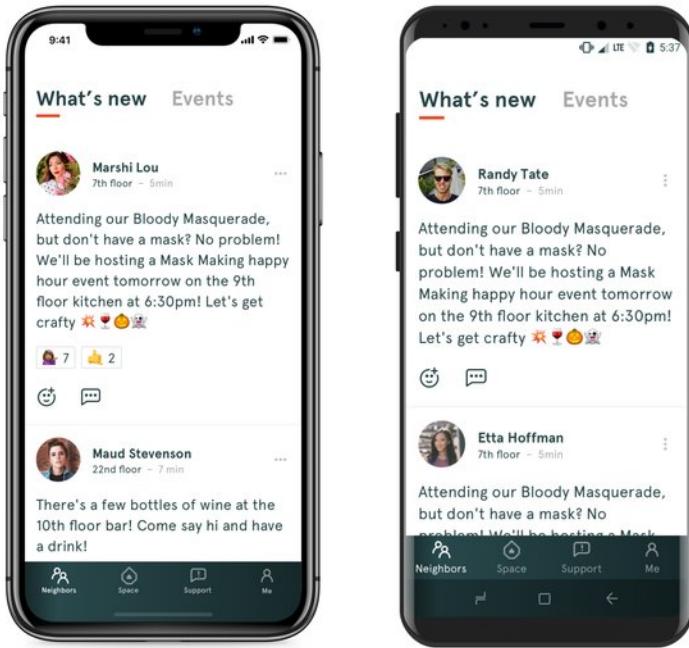
The neighbors tab
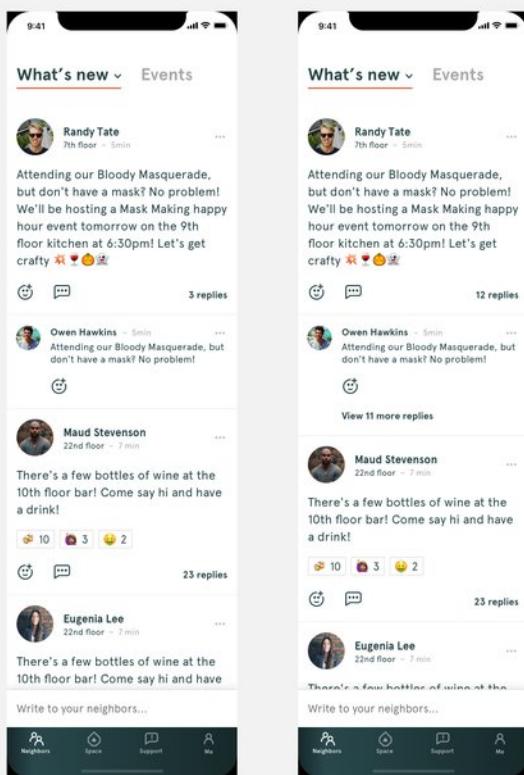
All of these features come together into one tab called 'neighbors'. It's all about getting to know actively or passively those who live around you. And having lived at a WeLive a few years ago, I can say that I miss having the ability to feel part of my building's community. Now I live in a walkup across the hall from a neighbor I hardly see – let alone their name.

For this final section, I'll show a few snapshots of the neighbors tab and the pieces that went into it.

Neighbors tab

Post components

Stackable elements

Click areas

Placeholder feed image

Goes to user's profile

Goes to post view.

Interaction: Adds/removes counts to emojis

Opens emoji keyboard
- adding new emoji adds new emoji brick.
- selecting existing emoji (un-)adds to the count.

Opens post view with keyboard open in comment section.

Opens post view to comment section.

Header

Avatar
height: 40pt;
width: 40pt;

Name
font: $body100_bold;
font-color: $green60;

Subhead
font: $body50;
font-color: $green80;

Timestamp
font: $body50;
font-color: $gray100;

Body

Attending our Bloody Masquerade, but don't have a mask? No problem! We'll be hosting a Mask Making happy hour event tomorrow on the 9th floor kitchen at 6:30pm! Let's get crafty

Copy
font: $body50;
font-color: $green80;

Body w/image

Body w/multiple images

Guys, pizza on 9th floor kitchen: my style, peppers and mushrooms, and pepperoni. @TomJennings.

- User can scroll through multiple images
- Selecting an image opens the post view.
- Selecting a video just plays video in video view.

More than three images

Active dot
color: $welve60;
height: 8pt;
width: 8pt;

Inactive dot
color: $gray60;
height: 8pt;
width: 8pt;

Third dot
color: $gray60;
height: 4pt;
width: 4pt;

Fifth dot
color: $gray60;
height: 2pt;
width: 2pt;

Reactions

Container
background: #FFF;
border: 1pt $green40;

Active
background: #FFF;
border: 1pt $green60;

Reactions w/multiple lines

Copy
font: $body100;
font-color: $green60;

Name
font: $body100_bold;
font-color: $green60;

Action bar

border: 2pt $gray60;

Icons
height: 28pt;
width: 28pt;

Replies
font: $body200_bold;
font-color: $green60;

Action bar (no replies)

A group post that is in the what's new view

Posted in · Foodies

Posted in
font: $body300;
font-color: $gray60;

group name
font: $body300;
font-color: $green60;

Mention/tag

Guys, pizza on 9th floor kitchen: my style, peppers and mushrooms, and pepperoni. @TomJennings.

Guys, pizza on 9th floor kitchen: my style, peppers and mushrooms, and pepperoni. #funny.

Mentions
font-color: $green50;

#tags
font-color: $green50;

External links

Hey guys, check out this event!

Friendsgiving – Splash
Friday, November 17 | 7:30PM | WeLive Crystal City | Beer Garden
FRIENDSGIVING.2017.SPLASHTHAT.COM

Friendsgiving – Splash
Friday, November 17 | 7:30PM | WeLive Crystal City | Beer Garden
FRIENDSGIVING.2017.SPLASHTHAT.COM

2 lines max, then ellipsis
2 lines max, then ellipsis
1 line max, then ellipsis

Image
height: 200pt;
width: 345pt;

Title
font: $title200;
font-color: $green60;

Border
border: 2pt $gray50

Description
font: $body300;
font-color: $green60;

URL
font: $body300;
font-color: $green60;

External link (not splash)

Central District at Crystal City
Join the conversation about this project
COMMANDE.COM

No image

Central District at Crystal City
Join the conversation about this project
COMMANDE.COM

"Data"
We want to tracking on feed cards.
- Tracking on user profile
- Tracking on post view
- Tracking on reactions, number of reactions, and reaction type.
- Tracking on number of replies

Connor Blair

Attending our Bloody Masquerade, but don't have a mask? No problem! We'll be hosting a Mask Making happy hour event tomorrow on the 9th floor kitchen at 6:30pm! Let's get crafty

10   3   2

23 replies

replies in feed

When to show replies

1 reply	2 reply	3 reply+
No		Yes

Avatar
height: 40pt;
width: 40pt;

Background
background: #fff;
border-bottom: 2pt $gray30;

Name
font: $body200_bold;
font-color: $green80;

Body
font: $body200;
font-color: $green80;

Date
font: $body_300;
font-color: $gray60;

Reaction icon
width: 28pt;
height: 28pt;

View more
font: $body200_bold;
font-color: $green80;