



Trust (def): firm belief in the reliability, truth, ability, or strength of someone or something.

Insights

- 44% - wish Jelly knew them better and sent better Qs
- 17-22% - way to answer fast, Jelly points, search for questions
- 7% use Jelly daily, 6% use constantly, 48% a couple times a week
- 28% of helpers never think to ask on Jelly, 50% ask every now and then
- 6% wanted to connect with friends or social networks

Insights 2

- “Trust is biggest key of jelly. If users get sense that answers are answered by not genuine people but the people hired by jelly or fake profile or bots then what is the point?”
- “I feel like the "trust" system is the best indication of whether information on Jelly comes from a good source. But it's not easy to "trust" in Jelly. This is discouraging, and I'd like a way to authenticate myself/have others vetted somehow in their fields. I'd like to see a future where not all opinions are equally weighted.”
- “Jelly would be so much more useful if it was just about business. Or just politics. The questions about relationships and skin rashes (can't you build an algorithm to filter those out?) are a little ridiculous...Truth is, most of the questions are more easily answered through an elementary Google search. It's the questions that require expertise to answer that are truly worthwhile. IMO. Build a model around that.”

Our Story

Getting trusted info and answers has always been important, but right now, it's become critical. In a follow model, Trust is implicit, but as we can see from current events, it's time to make it explicit.

Trust on Jelly can be more than just a network of Trusted people. Our content can be trusted by being validated (or shown to be invalid) which makes our answers more trustworthy, and dare I say, factual. Feeling that answers and the people who write those answers can be trusted makes us relevant, and more valuable.

Both FB and Google are working on ways to fact check, but potentially having trusted humans that you can follow up with may end up feeling like a very secure way to get answers.

Our Story cont.

Jelly becomes part of the solution and leader in supporting facts.

We can all agree that we need to know the facts.

There can be no conversation, no dissent, no discussion until we have a sturdy foundation of truth upon which to build. Meaning, it's essential to democracy, which we are now trying to save.

Get Trusted

- On Jelly you have to **earn** Trust.
- It's given by other people when they know the answers you give are either based on facts or based on reliable opinions.
- As Trust grows a network develops. Trust networks can help form a solid basis for truth.

Build your Trust Network



Product Support

- Our support team can fact check news and we can build a button they can use, saying something like: “This is not verifiable” when they can’t verify something or “trusted” if from a credible news source.
- Google and FB are using journalism interns to fact check stuff
- Would be great to think about how tech could support this

UX of Trust

- Trust button (already exists)
- Search for people to Trust (coming soon)
- Button or comments (from support team) verifying real information, builds Trust.
- Highlight Trusted people in the product
- Visualize the web(s) of Trust
- Point and/or positive feedback for being trustworthy

Trust Campaign

- Show, share and promote other Trusted people
- Assets for Twitter/FB/Pinterest
- Identify some influencers in this area & connect (highly relevant right now)
- Contact high level “Friends” who may share this for us
- Emails to large group with assets and CTA
- Promoted or sponsored, and Ad words
- Trusted Press?

Q1 Channels

	Free	Paid	Product
Jan	Increased: T, FB, Pinterest Emails	none	Trust launch bug fixes
Feb	Social PR Trust campaign	Ad words FB/Pinterest/ Twitter	New Logged in New detail page
March	Social Email		

