

Facebook Video Mashup Concept

Will Odom

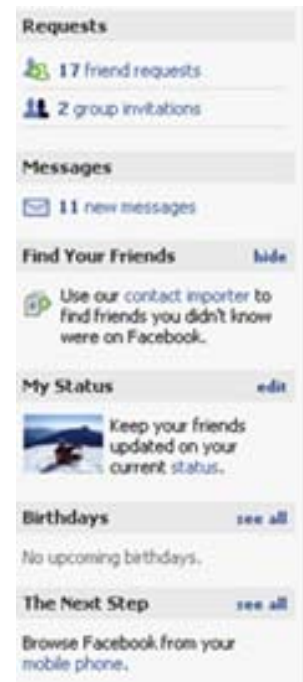
I. Information Architecture¹

Facebook is a popular social networking site widely used among college students across the United States, and, more recently, members of the general public. The primary aim of facebook is to create extensive social networks among users, a goal achieved in part by a number of options and features offered by the site. The following description briefly analyzes my facebook homepage in terms of information architecture as well as provides inferences behind structural decisions.

The navigation bar in the top right corner of the screen is a classic example of a task-based organizational scheme. Tasks are typically represented by verbs and indicate the actions that the user will *do* if selected (in this case “home” is assumed to mean return to the homepage). Although offering important functionality, these top-level tasks are abstracted to the top most portion of the page because they do not directly involve audience-based information (a key component of much of facebook’s homepage content).



Situated directly under the task nav bar are a number of categories, which vertically descend the right-most portion of the page. The categories labeled *Requests* and *Messages* each display a combination of audience-based and topical organization, due to the personalization of the content they provide (e.g. requests, invitations, & new messages are specifically intended for user). The remaining categories labeled *Find Your Friends*, *My Status*, *Birthdays*, & *The Next Step* each incorporate a task-based function (e.g. hide, edit, or see all) that is paired with textual content intriguing the user to engage in such tasks (with the exception of *Birthdays*). Although a variety of dynamically changing data is displayed on the homepage, this portion directly ties the user to quick up-to-date information pertaining to friends, while avoiding the clutter of displaying too much information within a navigation bar. The choice to dynamically engage users with their social network symbolically represents facebook’s overarching goal of promoting and facilitating social interaction and connection.



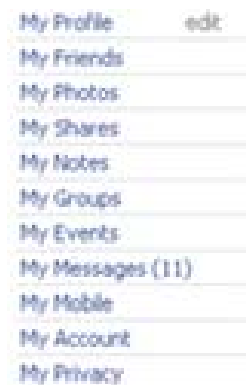
The search text box in the top left corner of the screen represents a task-based scheme, allowing the user input text—most likely a friend’s name—and search the facebook user database. Most content on the facebook homepage is directly audience-based,

¹ The complete facebook homepage image is located in the appendix

however the search function allows users to actively reach out and locate old friends or new contacts. The placement of the search text box on the top most section of the homepage subtly conveys its important utility, allowing users to extend their friend network, subsequently intriguing more users to interact on the site, and, ultimately supporting facebook's goal of establishing wide-ranging social networks among users.



The vertically descending row directly under the search box displays an array of link categories, each with a label representative of the content topical area the user will be interacting with when the linked page is accessed. The incorporation of "my" within each label attributes an audience-based or user-content centeredness to these particular selections. The first category label, *My Profile*, also offers an 'edit' task option. Humans are continually rooted in the processes of change and negotiation through time. This option is offered in numerous places on the homepage, which invites users to update their profile often, as new experiences continue to mold their identity. The remaining category links (*My Friends, My Photos, ect.*) each link to user content that either directly involves friends in their network or to tools that can be used to either categorize or contact friends.



The newsfeed section commands the largest portion of the homepage, characterized by extreme audience-based organization. The majority of this area offers information regarding changes to friends' profiles, associations, or new friends made within the network. Furthermore, the exact time and date of these new changes is visibly available, representing the only portion of the home page displaying time-based content. The newsfeed presents a rolling array of information pertaining to friends and events. This subtle effect allows users to notice when others have made changes on their pages—assumedly reflecting changes in their own lives—which establishes an intimate connection between users. Updates offering information about different facebook groups friends are joining or small thumbnail images representing profile photo changes unobtrusively reflect the idiosyncrasies of friends and loved ones immediately when users log in. These information architecture decisions effectively create an intriguing experience, drawing users within an expanding friend network and promoting sustained use through social connections.



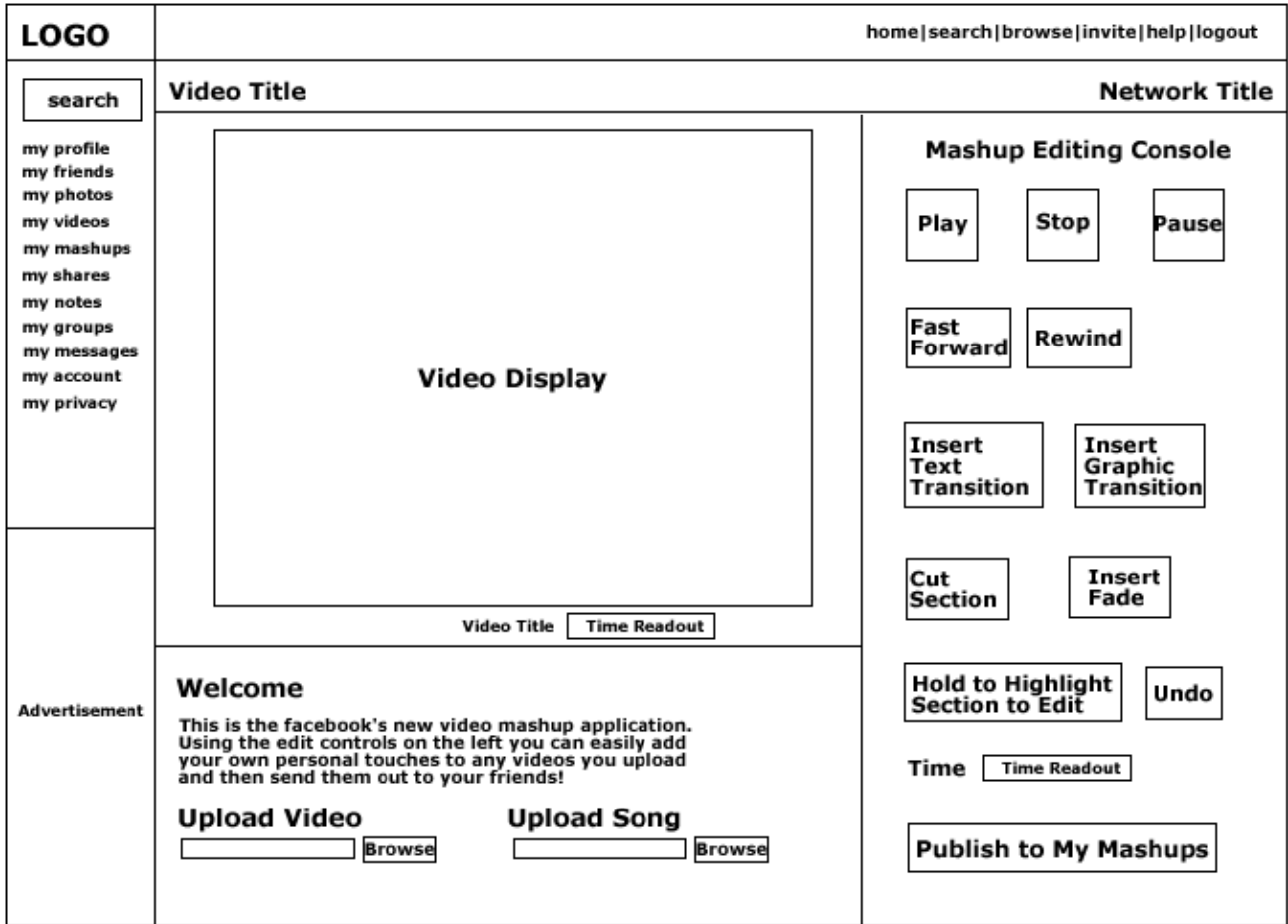
II. Facebook Problem, Concept, and Wireframe

The features, techniques, and information architecture described above explicitly convey that facebook is *incentivizing* social connections among users. As a social network expands, it entices the user to check facebook more often—to see changes reflected in friends' profiles—as well as update their profile more often—due to their increasing audience. Video can be used as an important tool for strengthening and expanding social connections and generating an increase in use of the system. In order to exploit the medium of video correctly, it is imperative to understand the fundamental nature of facebook as well as the reasons behind participants using it. Essentially, facebook offers a glimpse into a friend's life, typically highlighting individuals in social situations. Although the textual content is important to describing participants lives, photographs are by-and-large a major descriptive, user-generated component of facebook. There are many photo sharing websites, however the placement of photos within the overtly social context of facebook creates culture inherently fueled by socialization offline. A phenomenon now exists where participants take pictures solely to post them on facebook, effectively bringing users to the realization that they can creatively author their own online persona through self-produced imagery. The popular facebook feature of *tagging* then allows users to add dynamic text attributes to photos online and link these images to other facebook users. Although *tagging* offers simple and limited functionality, it creates a meaningful interaction between users, their photos, and the broader social network they connect to.

The introduction of video within facebook must recognize and address issues similar to the photo system that is already in place. Due to capabilities of most digital cameras, no additional technology will be needed to capture video; however, the very nature of how video is used in facebook needs to demarcate a strong difference between other video sites such as youtube and poetv. The central goal is

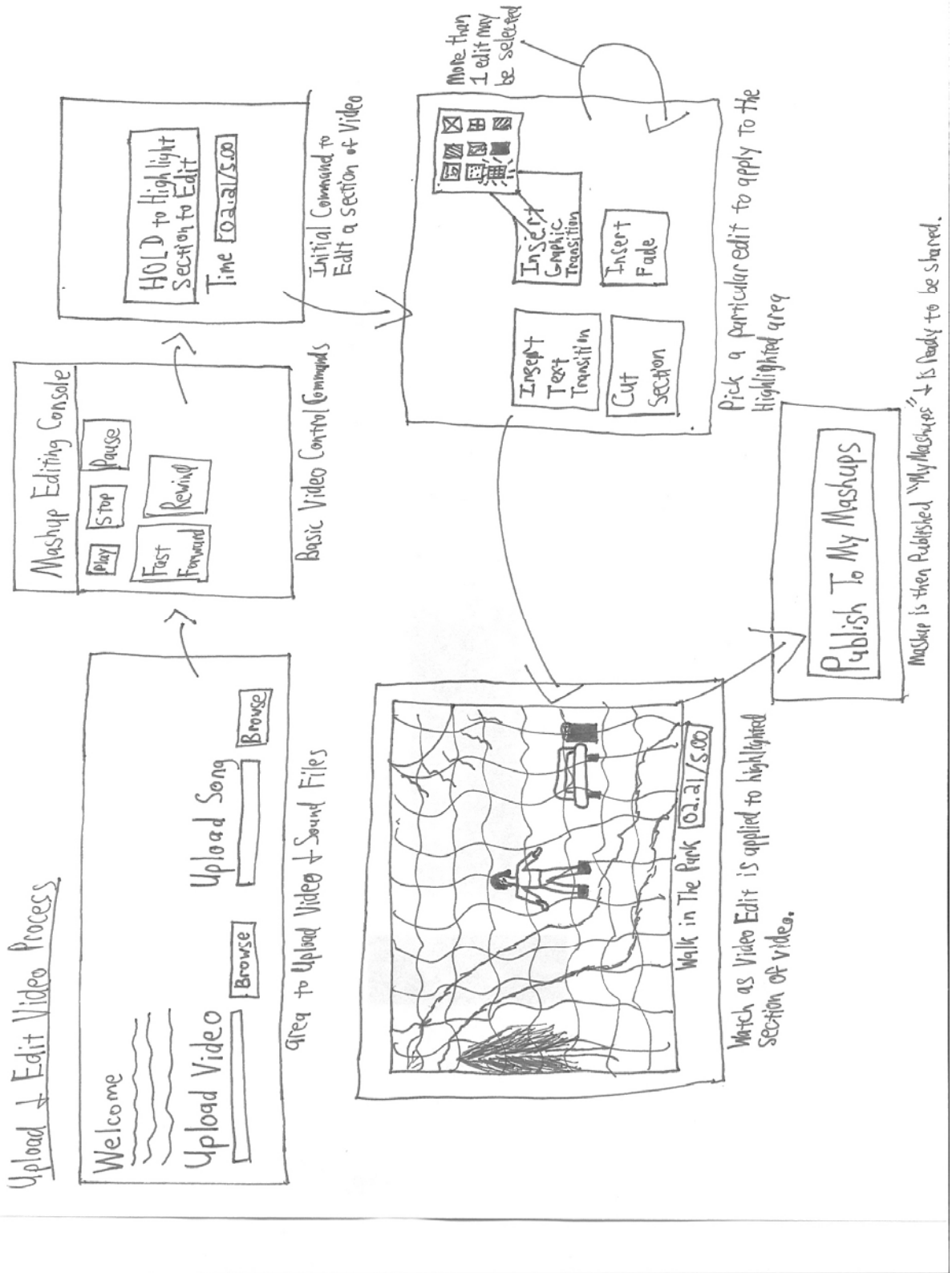
to build upon facebook's already existing culture, while adding a new component allow expand user creativity and sociality.

The facebook video mashup application proposes to build off this existing facebook's existing culture by allowing users to upload and share videos, in addition to providing a tool to apply simple edits to videos, such as fade ins/outs, input textual messages, and insert graphical transitions. A song feature is also made available for users to create a soundtrack for the video, increasing the multimedia experience and further personalizing the content. The mashup application offers users the ability to easily create customized videos, encouraging users to exercise their creativity offline as well as online. Once the production process is completed, users may then distribute their mashups to any friends within their network, who, in turn can then apply their own edits to the film. The mashup application inspires increased interaction with facebook, while crafting a markedly different experience than other web-based video sites by encouraging collective editing and distribution among the community. The following wireframe offers a basic outline of the video mashup page elements' positioning and spatial relationship.



Wireframe Figure

III. Storyboard



Appendix

facebook home search browse invite help logout

Welcome Will!

Search

My Profile edit
My Friends
My Photos
My Shares
My Notes
My Groups
My Events
My Messages (11)
My Mobile
My Account
My Privacy

Turn Your Facebook Photos into... Prints

News Feed Preferences

Jory Wall and Johanna Hamilton are now friends. 7:17pm

Balakrishna Chennupati and Alsha Chaudhary are now friends. 3:21pm

Updated: 5 of your friends are now friends with Yen-ning Chang. 1:02pm

Win a Trip to Contiki's Mykonos Resort. Sponsored Share

Join the Contiki Group to Win a trip for 2 to Greece & stay connected to the latest travel deals, stories & more.

Win a Trip for 2 to GREECE! Join the Group to Enter Now! contiki

Gukubi Pablo Vanwoerkom and Coco Liu are now friends. 11:45am

Updated: Coco Liu, Kshiti Gupta, Meng Li and Balakrishna Chennupati are now friends with Shruti Ramalingam. 8:17am

David Royer changed their profile picture. 12:29am

David

Kim Glassman joined the group Contiki. 12:09am

Yesterday

Updated: Nina Onesti, Kim Glassman, Shruti Bhandari and Meng Li joined the group Contiki. 10:25pm

Coco Liu and Ryan Whitt are now friends. 8:21am

Requests

17 friend requests

2 group invitations

Messages

11 new messages

Find Your Friends hide

Use our contact importer to find friends you didn't know were on Facebook.

My Status edit

Keep your friends updated on your current status.

Birthdays see all

No upcoming birthdays.

The Next Step see all

Browse Facebook from your mobile phone.