

DESIGN FOR  
SOCIALISING.



# Background

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- Disparate technologies
- Not quite 'there'
- Appropriation
- Social stuff is hard: ad-hoc, network effects

“Support communication, coordination and sharing for small social groups”

# Approach

- 10 Design, develop, deploy
- 20 Get it used
- 30 Observe, perform studies
- 40 Reflect
- 50 GOTO 10



# ? home




PRESENCE ?

  Alexandra - "I'm at axon as well" at  Axon311 - Welcome to the pleasuredome

  Gally

  Jameses at  UQ - St Lucia Campus

  Keiran at "breaking point"

  Rod - "Need to drink, must have beer!!!!" at  Rivers Toowong

  Shu at  Physiology and Pharmacology

Axon311 - Welcome to the pleasuredome ▾




FRESH SETS

[Browse](#) or [put your own photo online](#)

DISCUSSIONS

 Alumni Book Fair - 21-25th April  
by   Clint

 Presence Notifications  
by   Clint

 Quizzes  
by   Clint

[More discussions](#)

TODAY'S GROUP IMS

>&ugbeach: Already on it mate... At the Embo.

Links

- [Getting Started](#)
- [Sets](#)
- [Photos](#)
- [Tags](#)
- [Bookmarks](#)
- [Invite a friend](#)
- [Stats](#)

IMs

No new messages.

[Send](#) [View](#)

Friends Active

-   Gally
-   Rod


Active

No-one else active

[Presence](#)

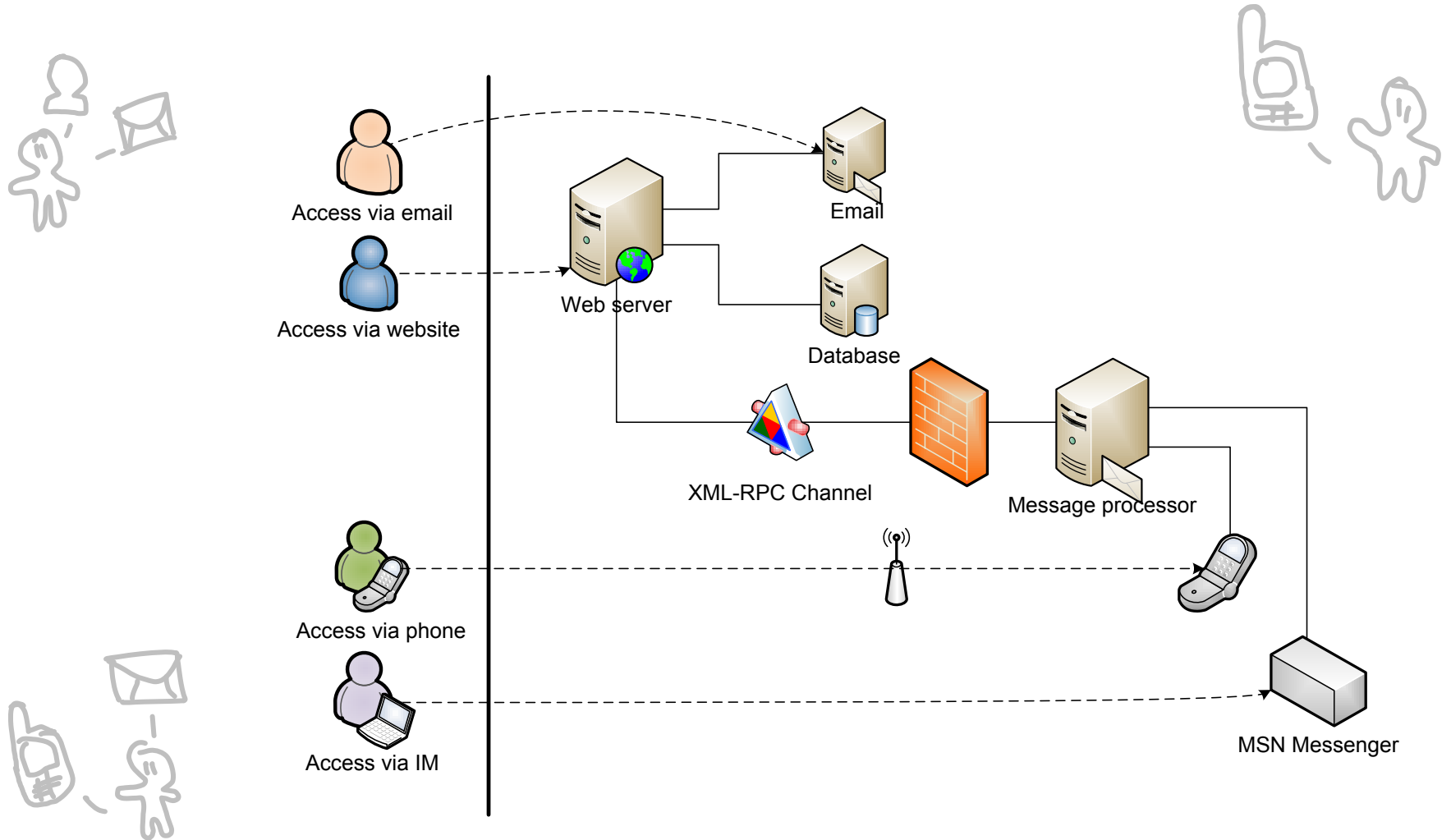
New Locations

[UQ Centre](#)  
by   Clint

 Tip-of-the-second

Where'd the discussions go? By default rhub will show dormant discussions. Click the little diagonal arrow to show older things

# Schematic



# Console

## □ Messaging

```
>&tennis: who wants to play this weekend?
```

## □ Presence

```
@pub
```

```
@uni?
```

## □ Information

```
!info pub
```

```
!nearest beer
```

```
!bus home
```

# Investigating Usability

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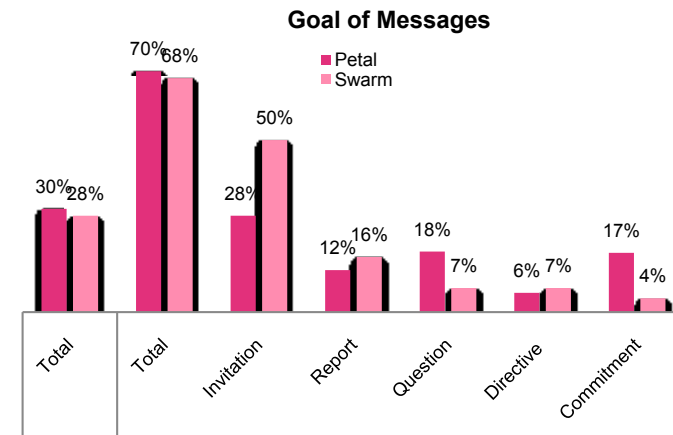
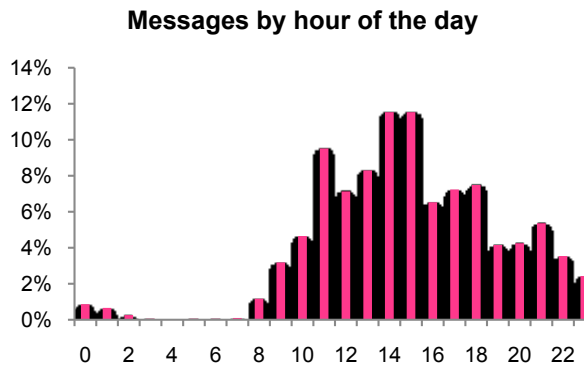
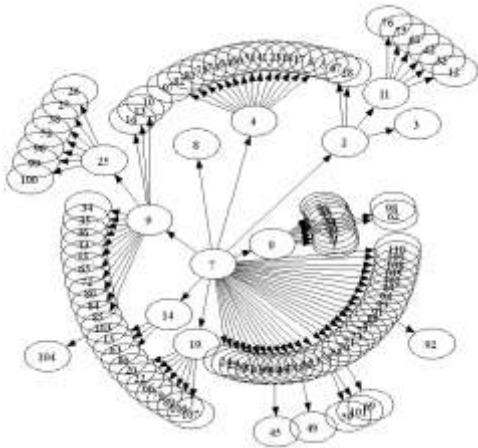
- Data logging
- Observations
- Contextual interviews
- Workshop
- Quizzes

# Data Logging

- “Free” data


- Negative: missing meaning

- Provided: numbers!



# Observations

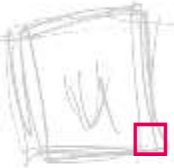
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- The embedded ethnographer
  - Conversation
  - Action
  - Usage
  
  - Tool: reflective journal
  - Negative: anecdotal
  - Provided: themes, little kooky things
- 
- A close-up photograph of a person's hands. The right hand is holding a silver digital voice recorder with a microphone and buttons. The left hand is holding a smartphone, with the index finger pointing at the screen. The background is a blurred grey surface.

# Contextual Interview

- Semi-guided
- Past messages used for scaffolding
- 1 hour+
- Tool: tablet
- Negative: time consuming
- Provided: understanding, extra data, quotes

- sms for him que  
- Occasional. Driven by prompting - push  
- Relevant stuff coming through  
- Engaged sms at at context.  
- Handy use now  
- Parent figured out UI  
- Exploration stage at the beginning  
- What it is. Never followed up.



- "Social hub" dell  
- Replied to early emails. Failed. Didn't h  
time to follow up on things  
- Used web UI. ppl putting up photos. not m.  
- outside at most people on rhub.  
- Fun to explore, but didn't want to participate  
- (Gould see it was useful)  
- Rhub a passive tool. Use is reactive  
- Can see use, his group organizes via sms  
- Use selective Smiss within group.  
- Routine built up  
- Mess aware a  
time.  
- Network effects  
- Tech can restabl

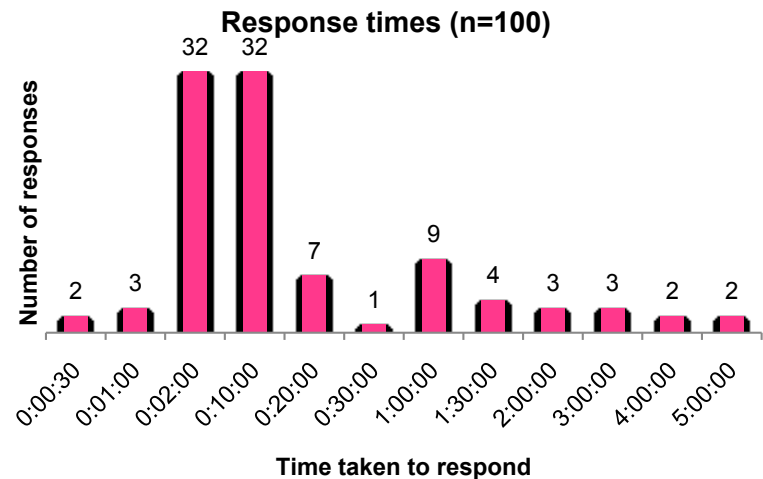
# Workshop

- Four activities
  - operation nag, draw, time machine and trading game
- Tools: bribery, materials
- Negative: time consuming, requires commitment
- Provided: generalised understanding, photos, participant education

# Quizzes

- Delivered using prototype itself
- Investigate in-context use – what are you doing right now?
- Tool: prototype
- Negative: annoyance
- Provides: timely data

What's your position: walking, reclining, jumping, sitting etc..?	dancing	sleeping	at PC	walking /sitting	relaxing
	1	1	2	2	4



# Conclusion

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- Methods are tools
- Multiple methods