Face to Facebook

Face to Facebook

Design Solution for a Modern Day Problem

Executive Producer / UX and UI Designer: Madison Walls

Proposal Break Down...

Introduction

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Personas

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What is Face to Facebook?

Voice recognition software has been around since 1952 when the "Audrey" system could recognize digits spoken by voice, and now over 60 years later products like Google Home sit comfortably in our living rooms awaiting requests and commands.[1]

Something else that has changed over the years is the amount of screen time users rack up everyday. Based on research done by The Nielsen Total Audience Report, in 2016 users spent 2 hours and 32 minutes on a phone every day compared to the 1 hour and 51 minutes users spent every day in 2015. This is a 60% increase in use. Beyond the phone, users in 2016 spent on average 10 hours and 39 minutes on any screened device (TV, Computer, Phone, Tablet, etc.) per day, which is an hour more than in 2015.[2]

Face to Facebook brings voice recognition to Facebook, but with a new twist. It decreases screentime, while increasing Facebook usage.

Purpose: Face to Facebook is a new feature of the original Facebook app that allows users to use voice recognition technology to create an experience in the real world that can be recorded on the app. Facebook in 2015 introduced "M", a virtual assistant, to a small group of Facebook users in California. "M" uses artificial intelligence as well as human powered responses to answer any tasks or questions the user sends. Using this technology, people can stop complimenting their friends behind their phone screen and start complimenting them in person. The app records the interaction and you can confirm the comment at any point. It will then appear on their Facebook as a "live interaction".

Goal: The main goal is to create an experience that helps users maintain a more personal relationship and stay connected with the important people in their life.

Examples of Use: Whenever you are out and see someone, you can go up and say "Hey Sam I love that picture you posted yesterday on Facebook. You look amazing!" and the voice recognition technology transfers this real life comment, "You look amazing," to the person's Face to Facebook app. The person can then confirm the post, and people on Facebook see an icon next to the comment to know that person received the comment in real life. You can also send voice messages and the other person will receive them via their voice recognition software. So you can say, "M how is Clara doing today?" and Clara would receive a voice message from M saying, "Hello Clara, Madison is wondering how you are doing." These interactions will stay stored in the Face to Facebook app as a conversation.

Not Convinced?

Why Should Facebook Add This Feature?

With voice recognition software growing and becoming more accurate, it is difficult to find a reason why users should opt out of their phone's built in personal assistant and choose the Facebook's personal assistant. So how do you make it desirable? Face to Facebook encourages interactions with friends that happen in real life, and push those interactions onto their Facebook. No voice recognition software on the market can do this right now.

What about privacy issues?

Privacy has been a concern with voice recognition ever since it first came out. Just like Siri, Echo, or Google Home, the device must be listening 24/7 for its key command. However, these devices do not save or use the "utterances" that they listen to until a key command is said. The only recorded audio is anything said following the key command.

Face to Facebook will funtion in a similar way. If a user is about to interact with someone and the conversation involves a post on Facebook, the person would have to say the word 'Facebook' to activate it.

For example: "Hey Graham, I saw your post on Facebook. I love Miami. It is such a fun city!"

The app will save "I love Miami. It is such a fun city!" and the user will have the option to post it or erase it.

The recording ends 30 seconds after first hearing the word "Facebook."

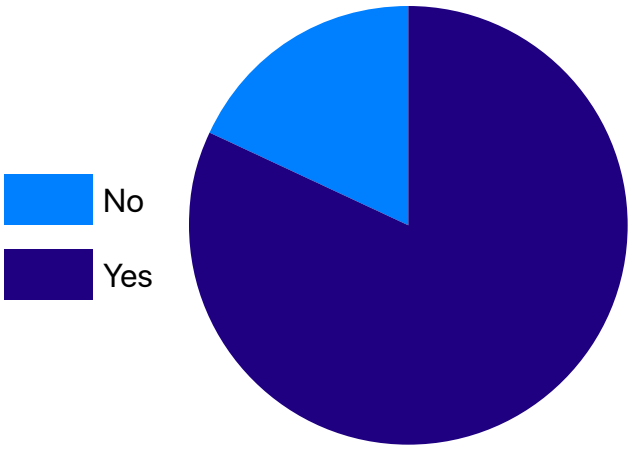
Another key command will be "Hey M." This will activate the personal assistant that Facebook is currently testing. M will then send messages to a desired user.

Audience Analysis...

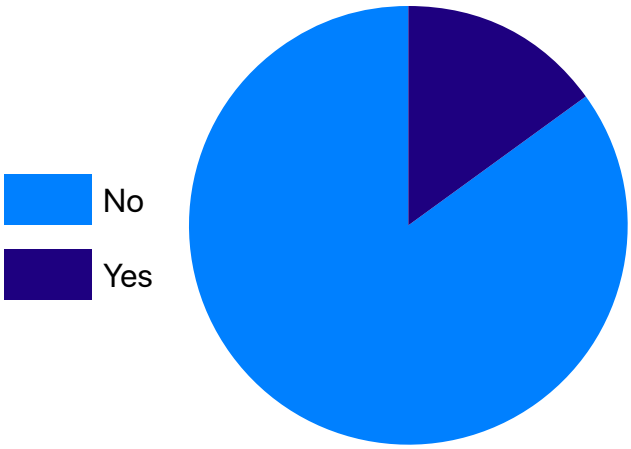
Audience Analysis

5 individuals participated in a one-on-one interview while 67 participants took a survey about their experience with voice recognition software. The graphs are based on these 67 participants while the chart on the following page is an inclusive result based on the interviews, surveys, and additional research.

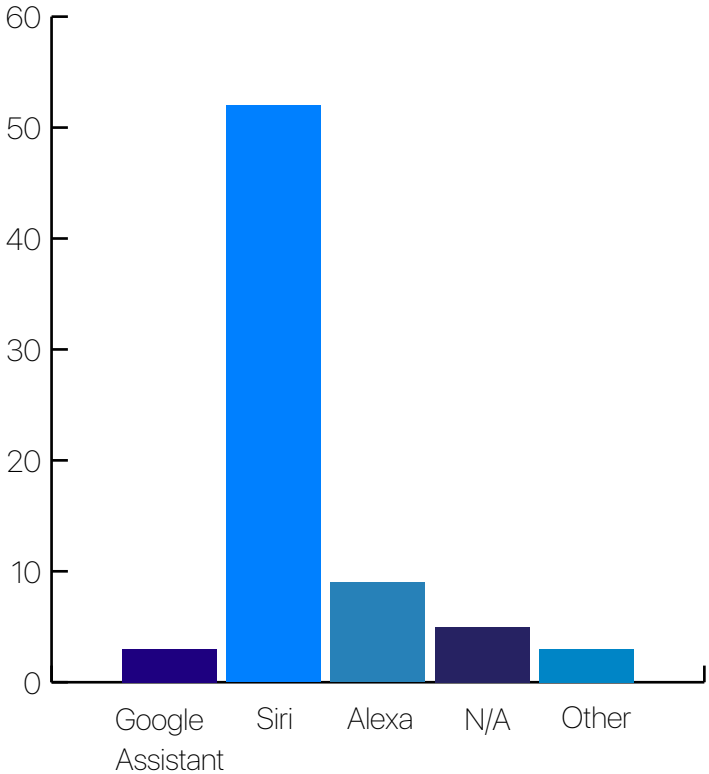
Do you have or use voice recognition?



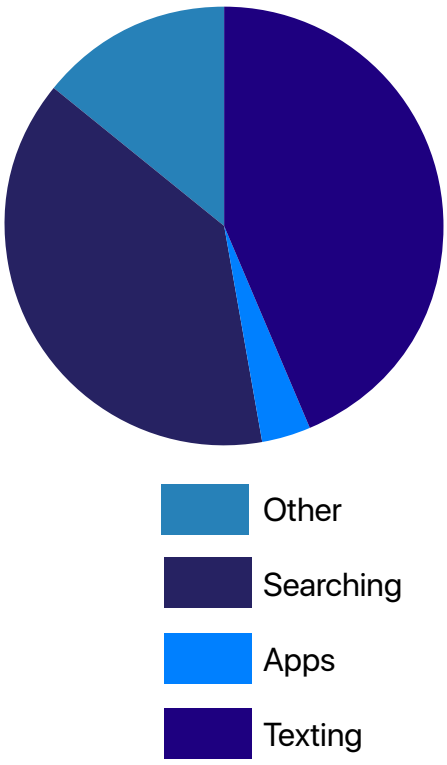
Do you think this technology is intrusive?



What type do you most use?



What do you use it for the most?



Audience Analysis Cont.

*Audience Analysis is based on United States demographics

Age	The typical age range is from 18-64 years old. Most users are in the Millennial generation or Generation X. 86% of 18-29 year olds, 83% of 30-49 year olds, and 58% of 50-64 year olds own a smartphone.[3]
Gender	Based on the 2010 US Census, 50.8% of the United States is female while 49.2% is male.[4]
Education	Based on Pew Research Center's results on Technology Device Ownership, 81% of smartphone users have a college degree or beyond. However, the education for users typically ranges from high school, associate, bachelor's, master's, and doctoral degrees.[5]
Ethnicity	The United States is 72.4% White 16.3% Hispanic and Latino, 12.6% Black, 4.8% Asian, 0.9% Native American. Based on smartphone users, 66% of White adults, 68% of Black adults, and 64% of Hispanic adults own a smartphone.[6]
Phone Type	68% of U.S. adults own a smartphone (iPhone, Android, Blackberry, or Windows phone). It is observed that a large majority have an iPhone while the next largest majority have an Android compatible device.[7]
Community Type	A majority of users live in an urban community, followed by a suburban community, and then a rural community. 86% of urban citizens, 70% of suburban, and 52% of rural citizens have a smartphone.[8]
Income Status	While income ranges amongst users, 87% of people with a $75K+ income own a smartphone compared to 52% of people with less than a $30K income that own a smartphone.[9]
Voice Recognition Software	Out of 62 responses, 52 people (84%) use Siri followed by 6 people (10%) who use Alexa (personal research).
Trust in Voice Recognition	Out of 66 responses, 56 (85%) people believe that the technology is not intrusive while 10 people (15%) believe that it is intrusive.

Personas...

GraysonRodgers

Make it Happen Man

Age: 28-35

From: Atlanta, GA

Education: Masters in Business

Relationship Status: Single

Income: $75,000+

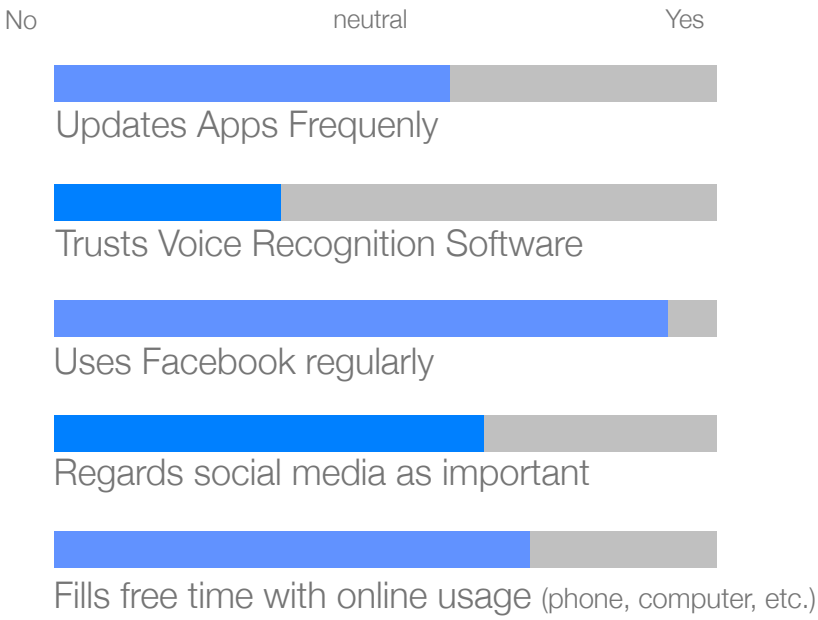
Ethnicity: White

Grayson is a go getter and won't let anything stop him. He finds it better to be busy than bored. While working hard to climb the ladder at his modern and new business company, he tries to stay healthy and fit. On his way to his car, he will have his arms full with books, folders, and bags because he refuses to waste time taking two trips. He talks a mile a minute and people are always telling him to calm down and take a break. His social life is a priority as well. He wants to build strong connections with the people in his life and makes a point to schedule lunches and drinks with his friends and other network connections.

"I don't have enough time in my day to get done what needs to get done."

9 HOURS PER DAY ON TECHNOLOGY

Technology Preferences



Brands

JOS. A. BANK ESTABLISHED 1905

THE NEW YORKER

STARBUCKS COFFEE

CarrieFredricks

Super Mom of Social Media

Age: 24-30

From: Charlotte, NC

Education: Bachelor's in English

Relationship Status: Married

Income: $18,000-30,000

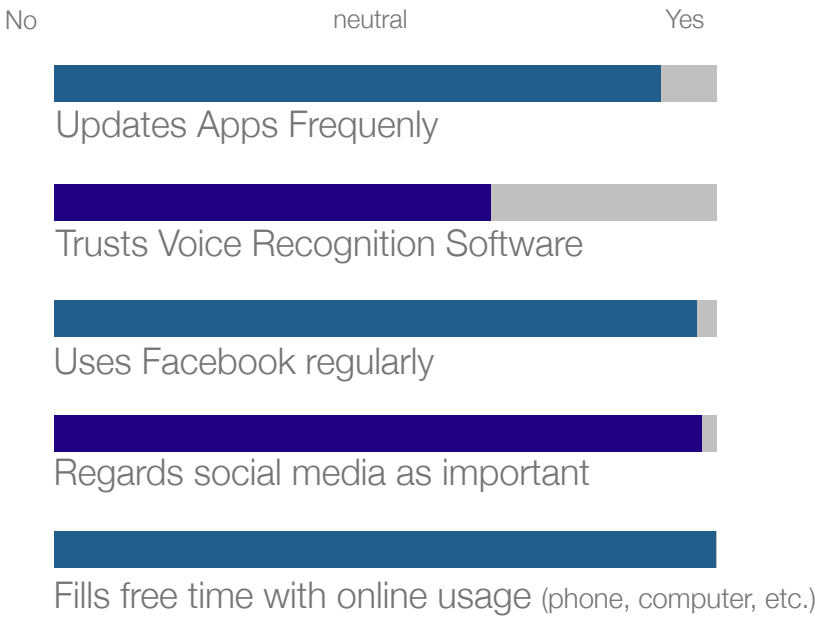
Ethnicity: Black

With three children and a job as an elementary teacher, this hard working mother puts her family and students before herself. She has a booked calendar and loves planning events. When she gets home from work, her favorite thing to do is comment on all her neighbor's photos of their families and upload new photos of her children. Social media is what she considers her "guilty pleasure" and is the only time she spends not worrying about others. While her kids are at baseball and ballet, she sits on her phone in the car and stays up to date on her social media. Even though she needs to go to bed, Carrie often stays up long into the night scrolling on her timeline.

"Susan always posts the cutest photos of her kids and I love staying connected with her on Facebook."

12 HOURS PER DAY ON TECHNOLOGY

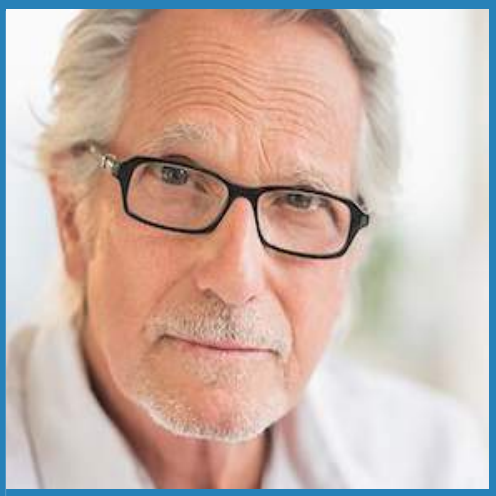
Technology Preferences



Brands

OLD NAVY

Dove



Henry Johnson

Mr. Old Fashioned

Age: 55-64

From: Shelbyville, IL

Education: Medical Doctorate

Relationship Status: Married

Income: $75,000+

Ethnicity: White

Henry hates how glued people are to their phones. Every day in the waiting room at the hospital he works at, families are interacting with their phones instead of each other. It drives him crazy and makes him not want to use his phone. He only uses his phone to see what his grandchildren are up to and to stay connected with family. Any other screen time comes from him working on his computer at work. Even then, he prefers to write all his patient's notes down by hand and transfer them later. He knows he can't fight this new age of technology, but he hopes to use technology to improve our world rather than distant people from one another.

"A handwritten note might take longer, but it just means so much more to me."

4 HOURS PER DAY ON TECHNOLOGY

Technology Preferences

No — neutral — Yes

- Updates Apps Frequenly
- Trusts Voice Recognition Software
- Uses Facebook regularly
- Regards social media as important
- Fills free time with online usage (phone, computer, etc.)

Brands

BARNES & NOBLE

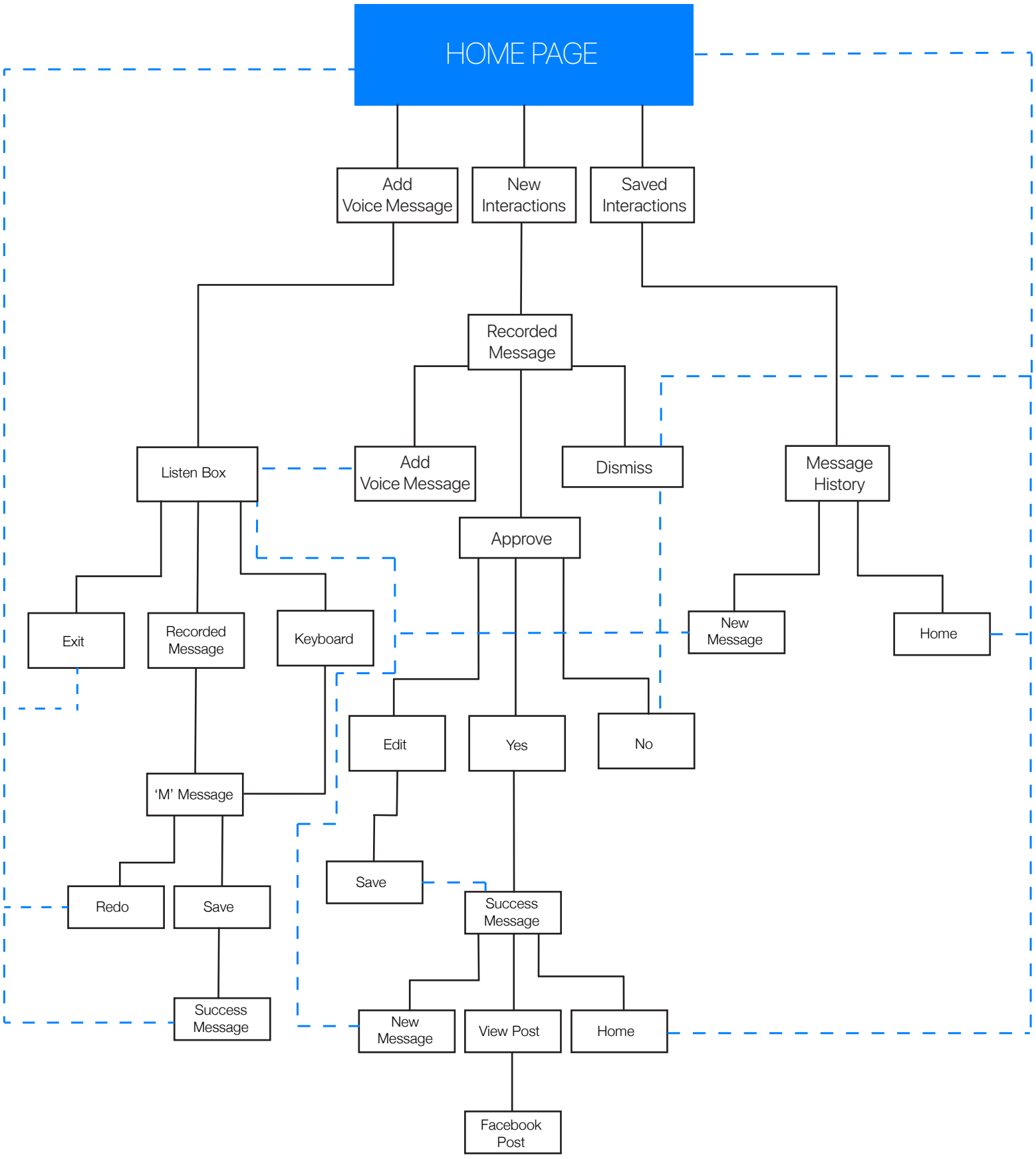
Heineken

WARBY PARKER eyewear

SILVER CROSS HOSPITAL

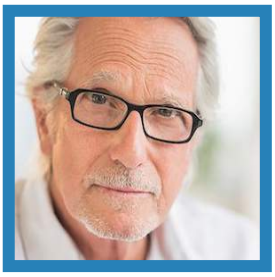
Structure Flow Chart...

Structure Flow Chart



*Dashed Blue Lines indicated a step back to a previous screen

Journey Map...



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"A handwritten note might take longer, but it just means so much more to me."

4

HOURS PER DAY ON TECHNOLOGY

SCENARIO (New User):

It is early morning on a Friday, and Henry just found out his daughter gave birth to another healthy boy, his fourth grandchild.

	DISCOVERY	EXPLORATION	INTERACTIONS	FINAL THOUGHTS
Thinking "What is on my mind"	• Why must I be so busy with work that I can never make it to my children's big life events? • Wonders how he will see his new grandson the fastest. • Is Facebook the best place for this information, or should I just wait till I see him in person?	• Thinks that the opening page is simple to look at but doesn't know what Face to Facebook means. •"Yet another app that is probably going to take time away from actually interacting with people." • "Wait, but what does 'interactions' mean?"	• "Here is a photo of my co-worker Rebecca on her vaction in Rome." • Maybe he can interact with her to test out the app. • Wants to know what other people will think if he posts a live comment. •"This takes up more of my time, but is it maybe worth it?"	• "Oh cool people can see that I told her this in person!" • "I can't wait to see my new grandchild in person and tell my son-in-law a comment about his photo." • Realizes he can use social media as a way to encourage everyday interactions.
Doing "How am I using my time?"	• Opening Facebook and trying to find any posts from his daughter or son-in-law. • Opens a photo his son-in-law posted of their new son. • See's "live comment" from his son-in-law's mother and clicks on it.	•He links it to his Facebook and automatically see his family and friends on suggested interactions. • Reads and re-reads the opening description and walk through of app. • Goes back to Facebook to find a post he can try the app with.	•Walks over to Rebecca's office to see if she is there. • Decides to tell her, "Hey I saw your post on Facebook, I think a trip to Rome was an excellent choice Rebecca." • Immediately opens his app to see the recorded interaction, approves it and sends it off.	• Reviews his recent live comment and checks out the accuracy. • Adds Facebook to the dock on his phone. • Continues to explore sending voice messages, and the rest of the app.
Feeling "Whats my mood?"	**Annoyed** because he is too busy to do anything in person with his family.	**Curious** because he can tell the app promotes interactions in the real world.	**Interested** because he enjoys personal interactions, but can also use Facebook more.	**Happy** since he found an app that allows him to not be glued to his phone all the time.
Attitude				

Take Aways

PAIN POINTS:

- Involves being on his phone to some degree, so he might not use it all the time.
- Recognizes that he might struggle with the voice recognition software more than others.
- The app makes him wait till he is in person in order to make a comment about a post.

GAINS:

- He gets to interact with the person to their face rather than through a screen.
- Will stay informed with his family and even go on Facebook more often to stay up to date.

Design...

Asset List

Lorem ipsum

Text

General text that will be used for stories, blurbs, alerts or notifications

Logos

A custom logo for the Face to Facebook brand that takes the user back to the homepage on click.

Images

Any images that the site needs for user profile images, or the sending and receiving of a post with an image included.

Interactions

An area that records conversations that take place between two users. Available for both saved and new interactions.

Loading Page

The first page the user sees when entering the app. The loading page features the name of the app, Face to Facebook, and a loader icon.

Notifications

A way for the user to receive alerts about interactions or updates on the app.

Listening Box

The area that transcribes any voice message that is directly added via the app.

Buttons

The “add voice message”, “yes”, “no”, “edit”, “see all”, “approve”, “dismiss”, “save”, “home”, and “exit” button take the user to a desired screen on click.

‘M’ Interface

The area that shows the user what ‘M’ is responding to the voice message with.

Icons

Customized icons show users when a commented was posted live.

Design Elements

Colors

#ffffff	#cccccc	#000000	#0080ff	#1e0080
White	Feather	White	Messenger	f2f blue

In regards to the design, it is important to stay within the boundaries of Facebook, and recognize that this app works in conjunction with Facebook. The colors and fonts of the app should resemble those of the Facebook Messenger app as well as Facebook. The colors above are clean, simple, and bold. The 'Messenger' blue is the same blue found on the Messenger app while the f2f blue represents a new blue unique to this app. However, Face to Facebook will mostly utilize the Messenger blue for brand recognition.

Fonts

San Francisco Bold

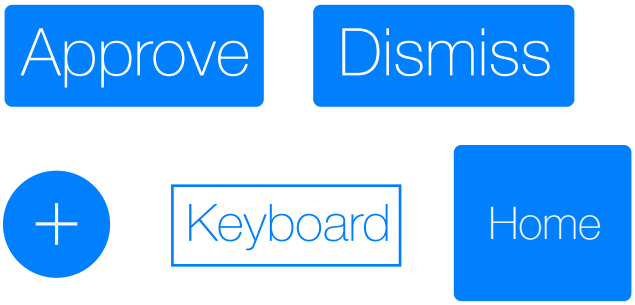
San Francisco Regular

San Francisco Light

San Francisco Thin

San Francisco Ultralight

Buttons



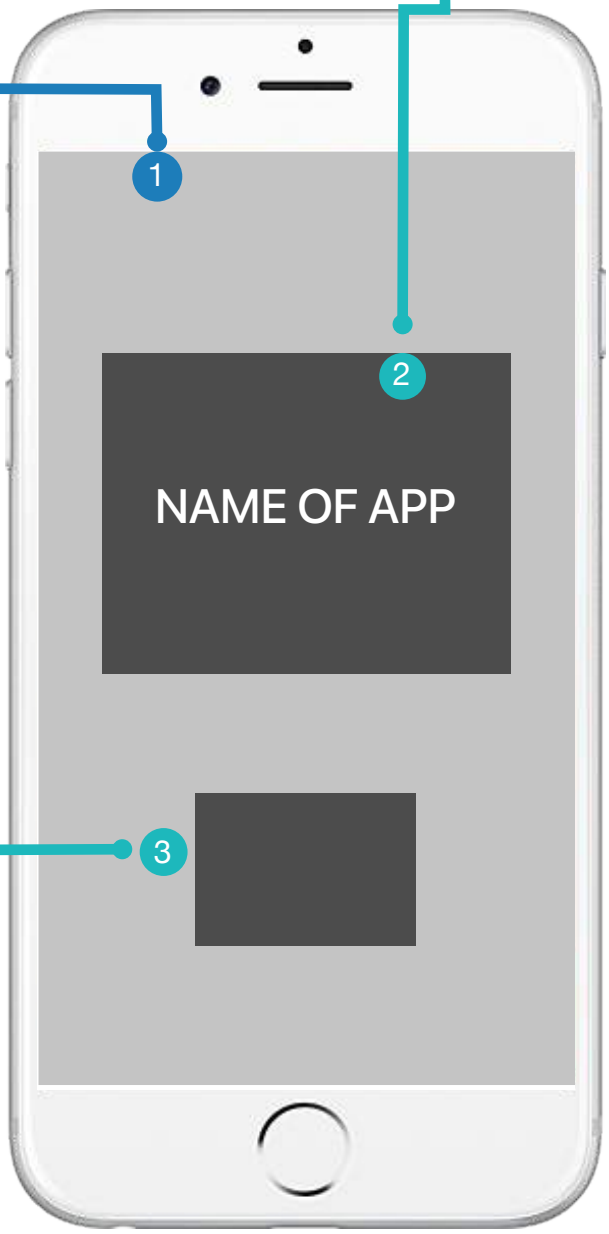
The font, San Francisco, is the system font for iOS devices, and is the standard font used on the mobile app of Facebook. The sleek design, and wide range of font weights, makes the font versitle and compatible for the Face to Facebook app. In addition, the buttons range in size and shape but all feature the same weighted font (San Francisco Thin). The stand out 'Messenger' color makes them easy to spot against the app's white background.

Wireframes...

Moblie Welcome

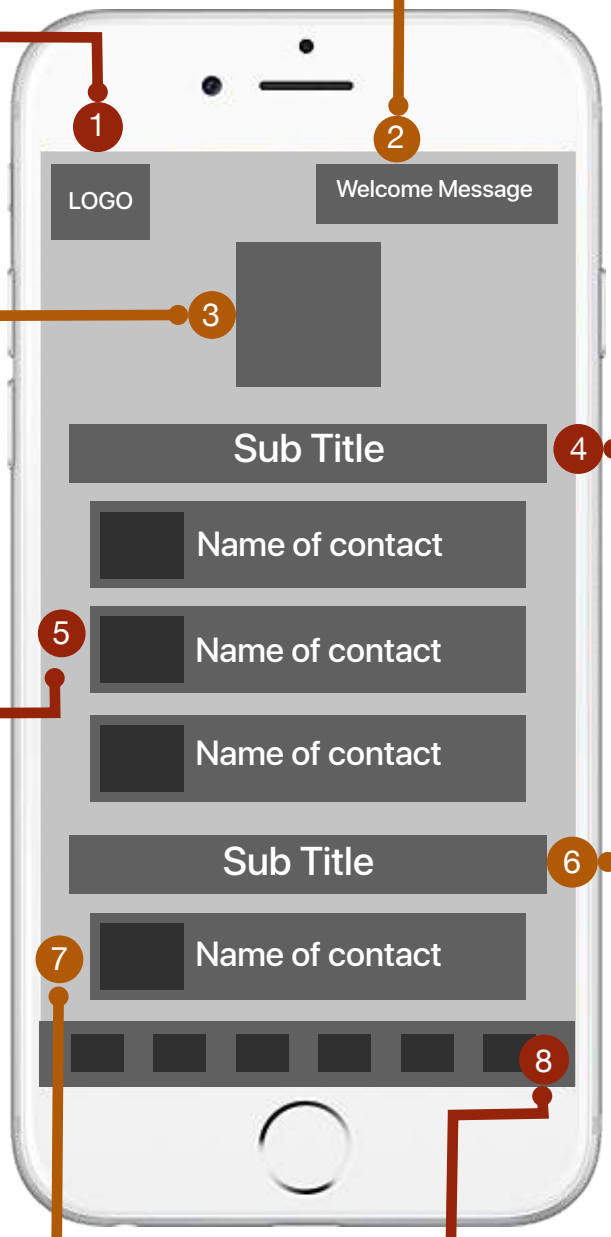
1 **Opening Screen**
A loading screen that features a gradient background fading from the Messenger blue to a deeper blue signature to Face to Facebook

2 **Name**
The name of the app will appear centered in the screen. Fading in as the screen appears.



3 **Loader**
A sleek loader wheel will show the progress of the loading process.

Moblie Homepage



1 **F2F Logo**
A custom designed Logo is clickable anywhere on the site to return to the home page.

2 **Customized Greeting**
A welcome that filters in the user's first name. This area will also host the user's notification alerts.

3 **New Message Button**
A plus sign that allows easy access to a new voice message or interaction.

4 **Saved Interactions**
Displays the title for the section storing saved interactions.

5 **Message Display**
Shows the user an image and the name of the contact that they have an interaction with.

6 **New Interactions**
Displays the title for the section storing new interactions that need confirmation or viewing.

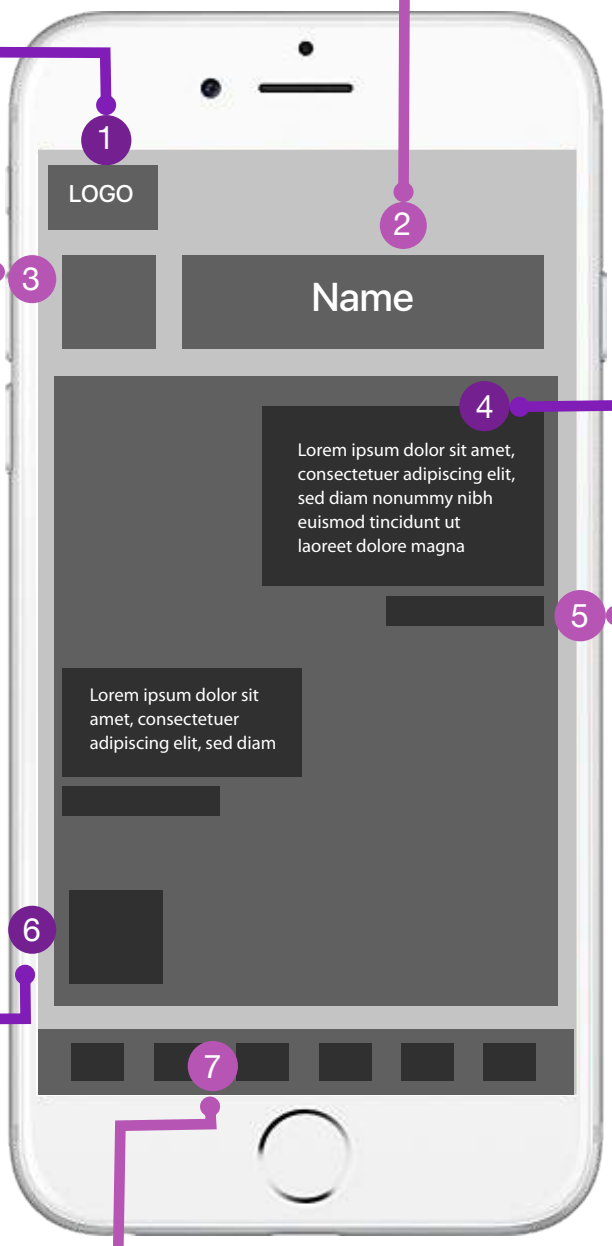
7 **Interaction Icon/Name**
Shows the type of interaction with a correlating icon and the name of the person the interaction is with.

8 **Facebook Footer**
The main footer that Facebook has on the bottom of the mobile site. Allows the user to return to different sections of Facebook quickly.

Saved Interactions Page

1 **F2F Logo**
A custom designed Logo is clickable anywhere on the site to return to the home page.

2 **Contact Name**



3 **Contact Profile Image**
Image of contact that takes user to their profile when clicked.

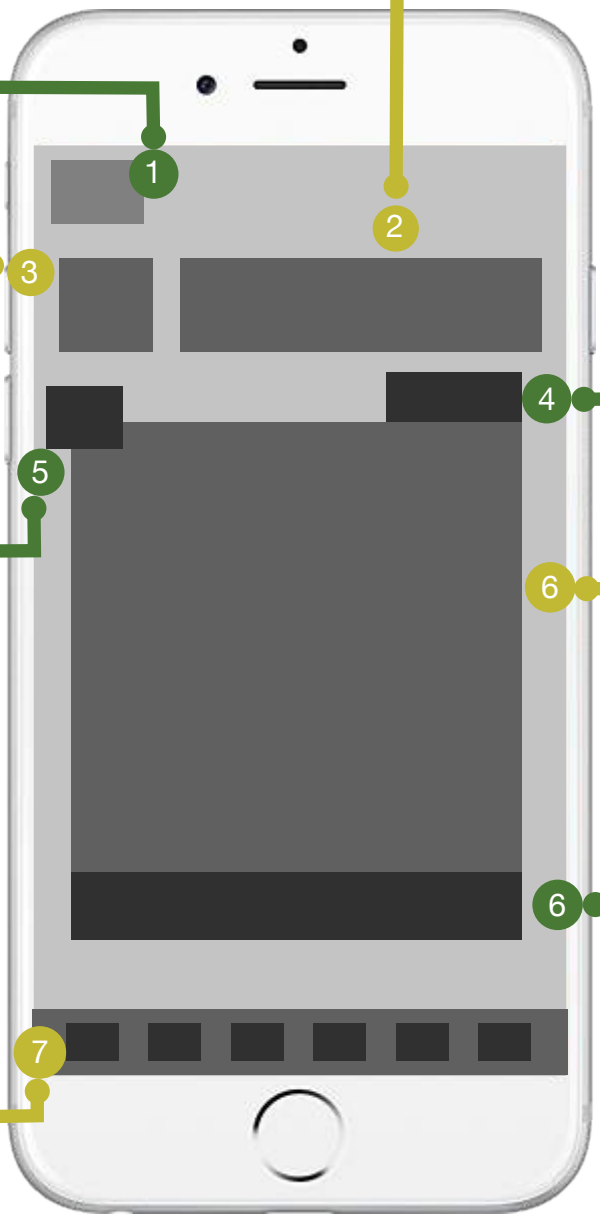
4 **Message**
A transcript of the message sent or recieved.

5 **Date and Time**
The timestamp for the message

6 **Add Icon**
Allows user to create a new message or interaction with the current contact.

7 **Facebook Footer**
The main footer that Facebook has on the bottom of the mobile site. Allows the user to return to different sections of Facebook quickly.

Moblie Trending Page



1 **F2F Logo**
A custom designed Logo is clickable anywhere on the site to return to the home page.

2 **Contact Name**

3 **Contact Profile Image**
Image of contact that takes user to their profile when clicked.

4 **Dismiss Button**
Allows the user to remove the interaction from the list.

5 **M icon**
The same icon Facebook designed for the prototype 'M' personal assistant.

6 **New Interaction Transcript**
Shows the user what the voice recognition software recorded. Tapping this area enters editing mode to update and change the transcript.

6 **Confirm Button**
Allows the user to confirm the transcript and continues the user to the post it will be sent to.

7 **Facebook Footer**
The main footer that Facebook has on the bottom of the mobile site. Allows the user to return to different sections of Facebook quickly.

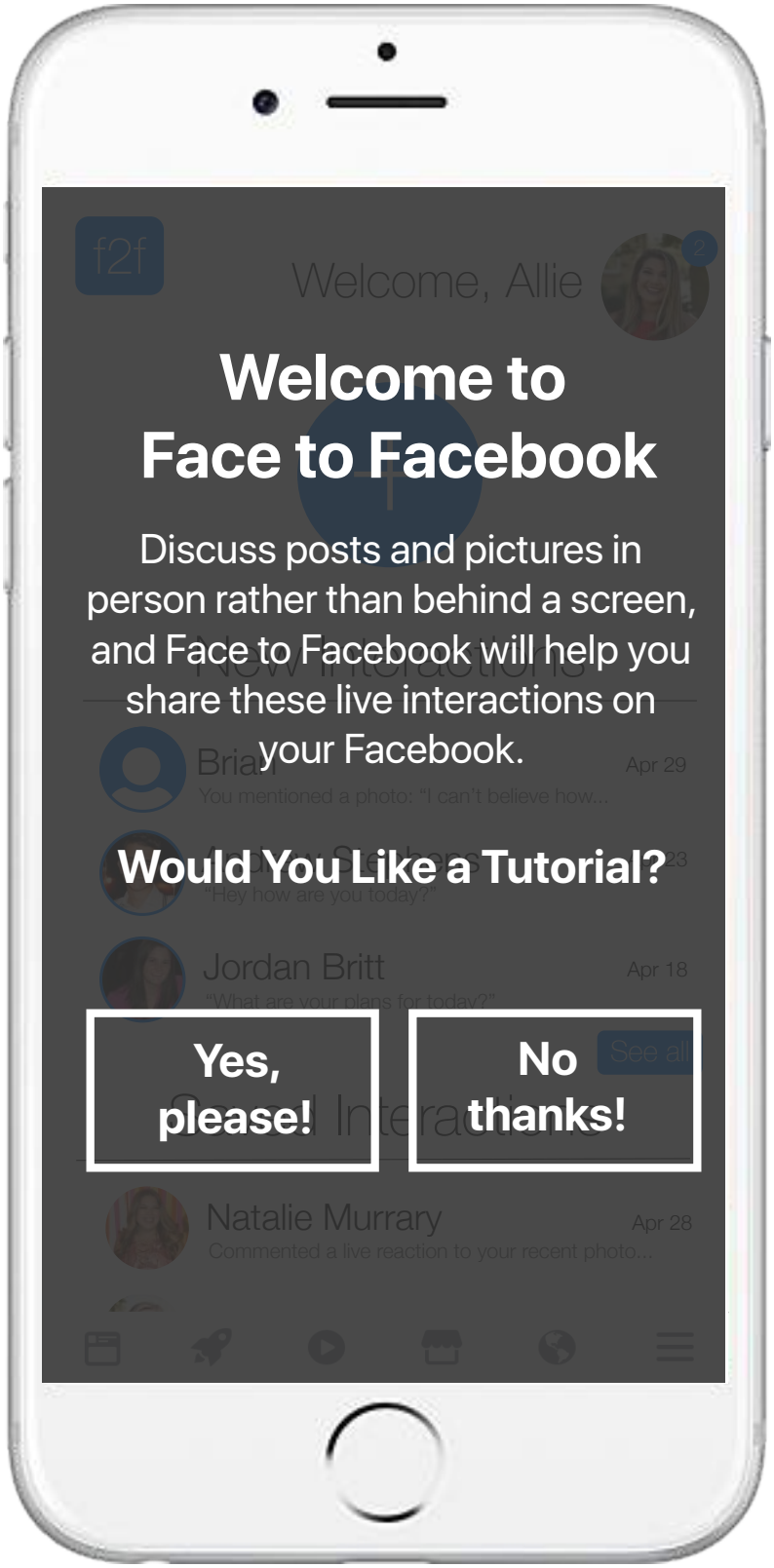
Storyboards...

Moblie Welcome

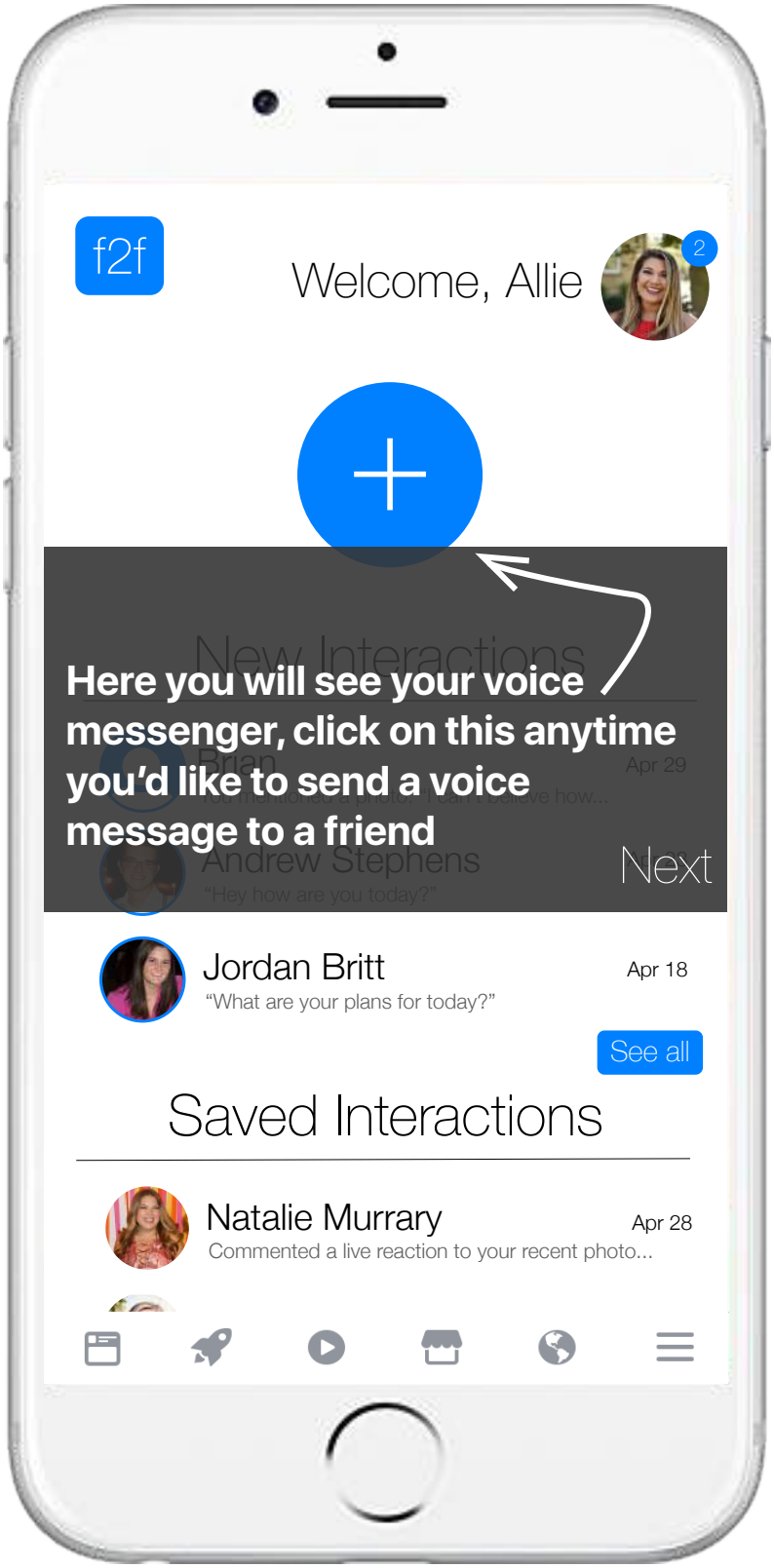
View an interactive version of this site at the url below:

https://goo.gl/YMtcCY

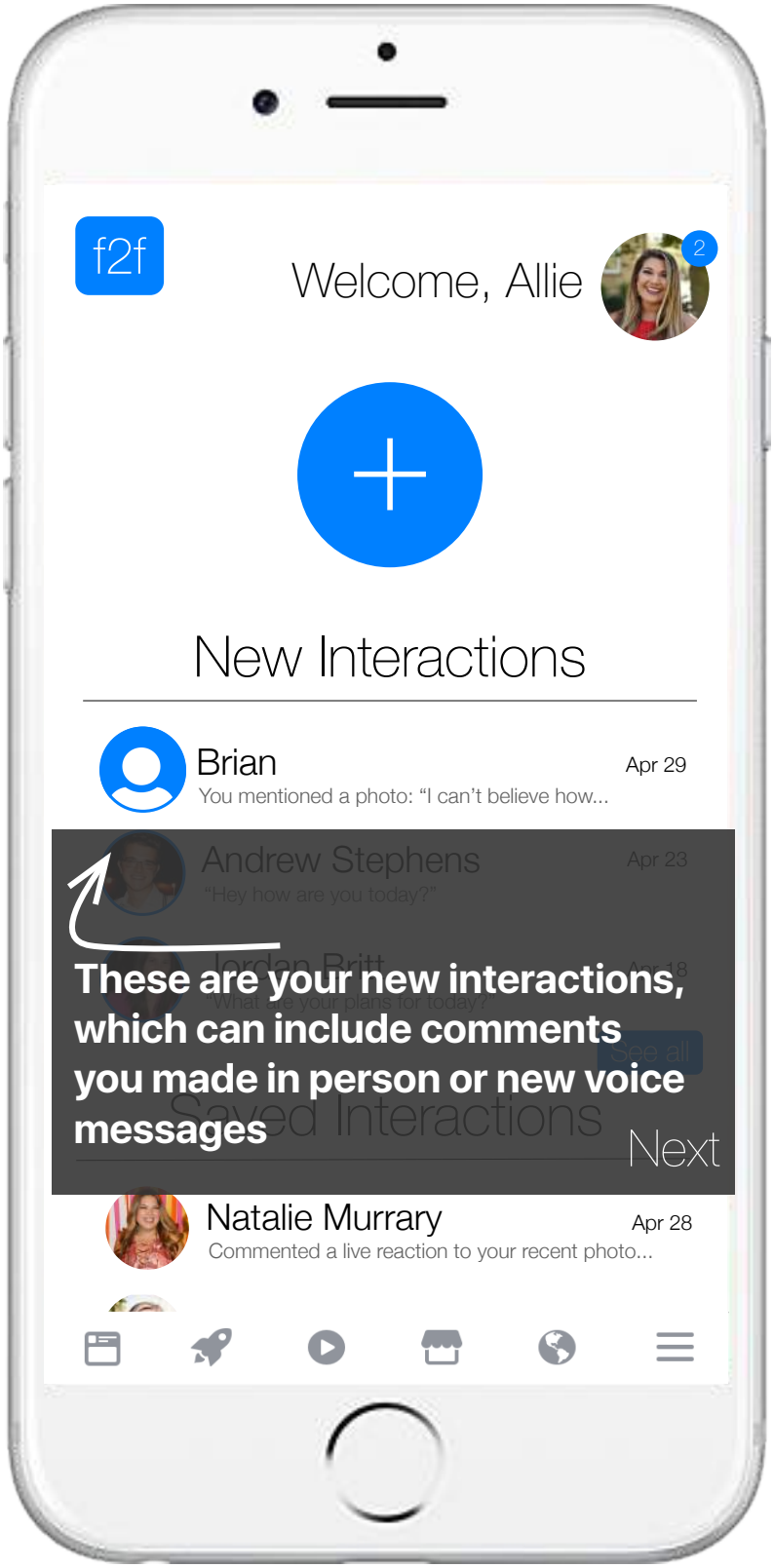
Tutorial


f2f
Welcome, Allie
Welcome to Face to Facebook
Discuss posts and pictures in person rather than behind a screen, and Face to Facebook will help you share these live interactions on your Facebook.
Would You Like a Tutorial?
Yes, please!
No thanks!
Brian
Apr 29
You mentioned a photo: "I can't believe how...
Hey how are you today?
Jordan Britt
Apr 18
"What are your plans for today?"
See all
Natalie Murrary
Apr 28
Commented a live reaction to your recent photo...

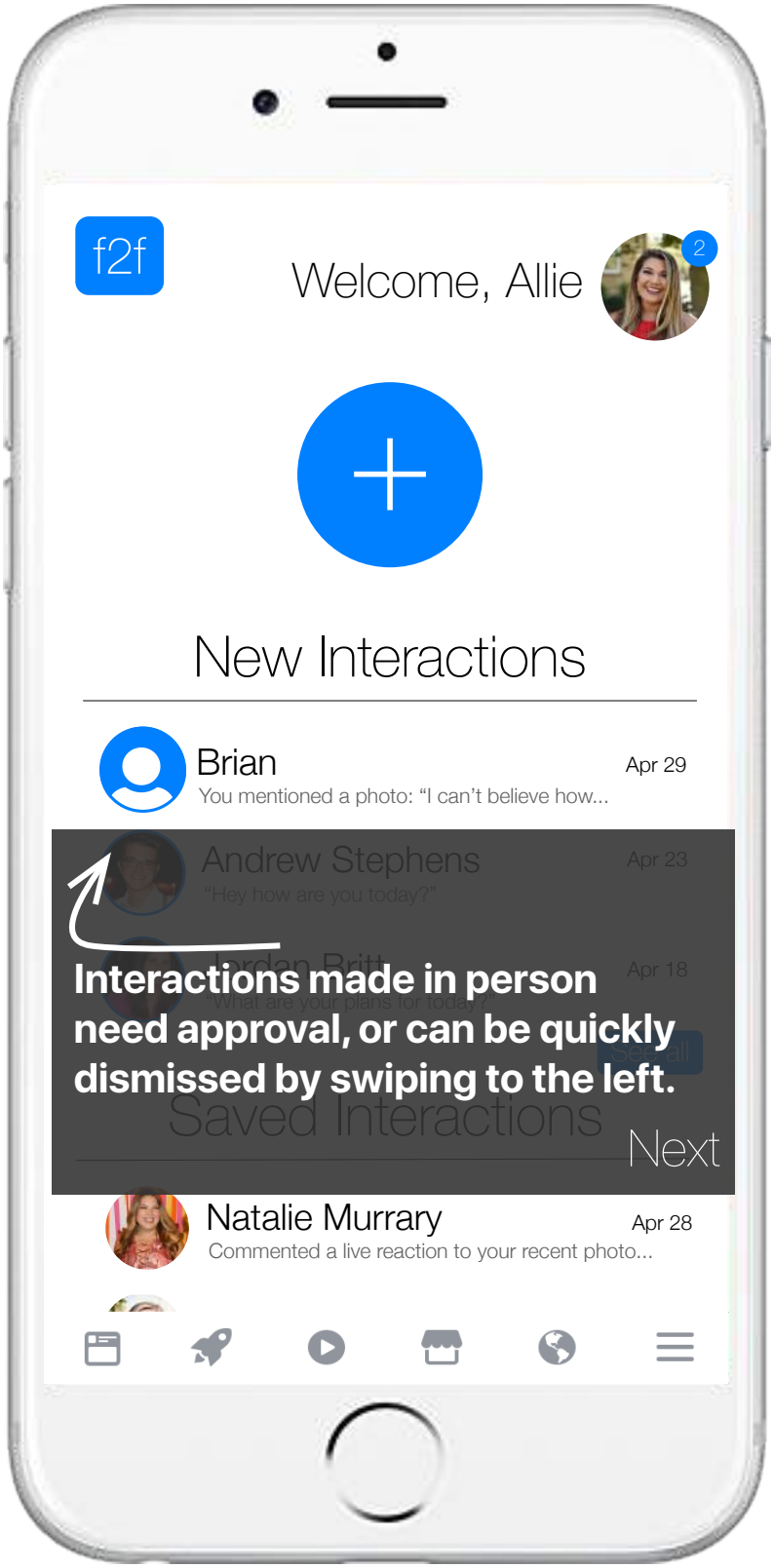
Tutorial Pt. 2



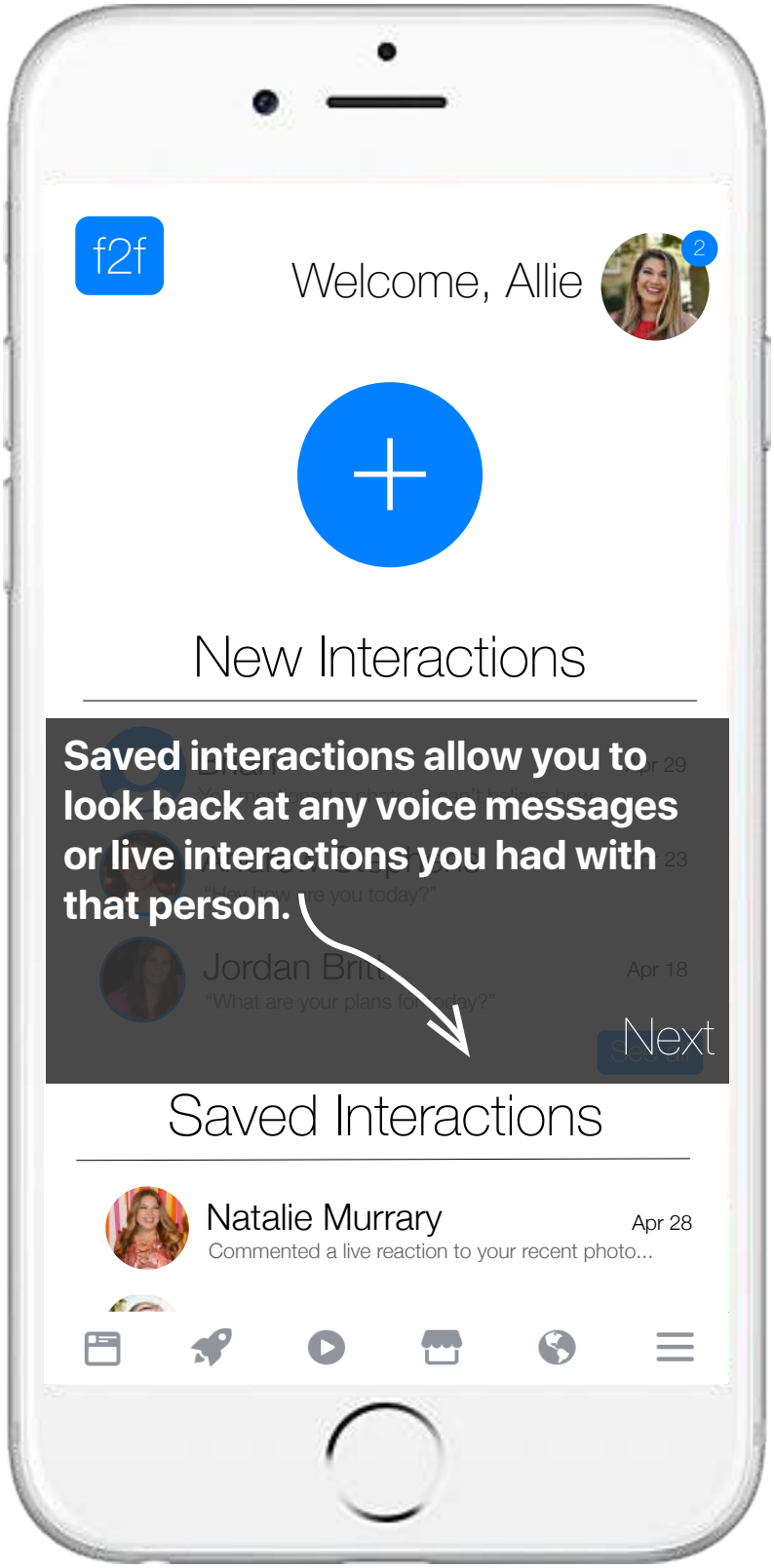
Tutorial Pt. 3



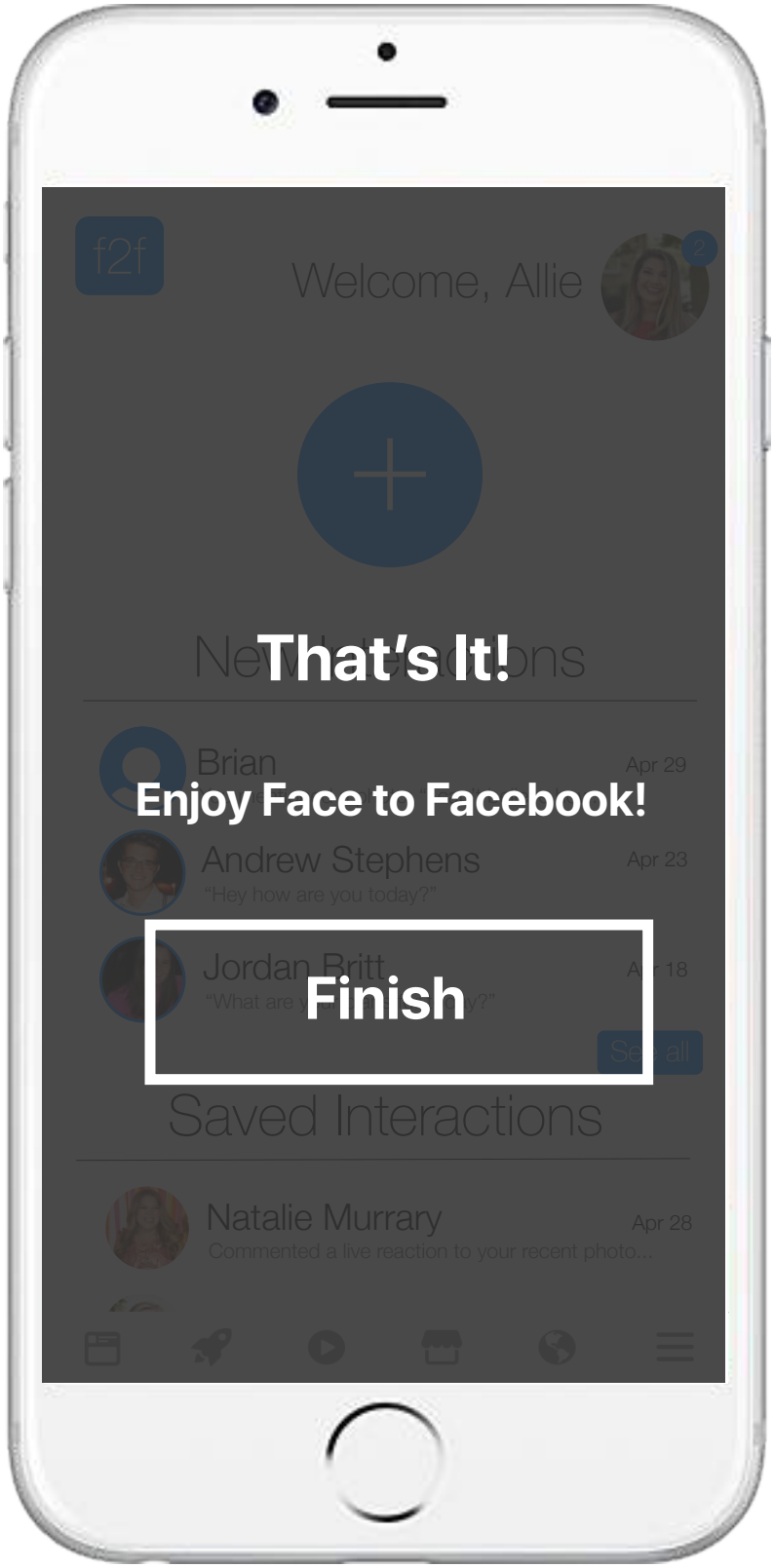
Tutorial Pt. 4



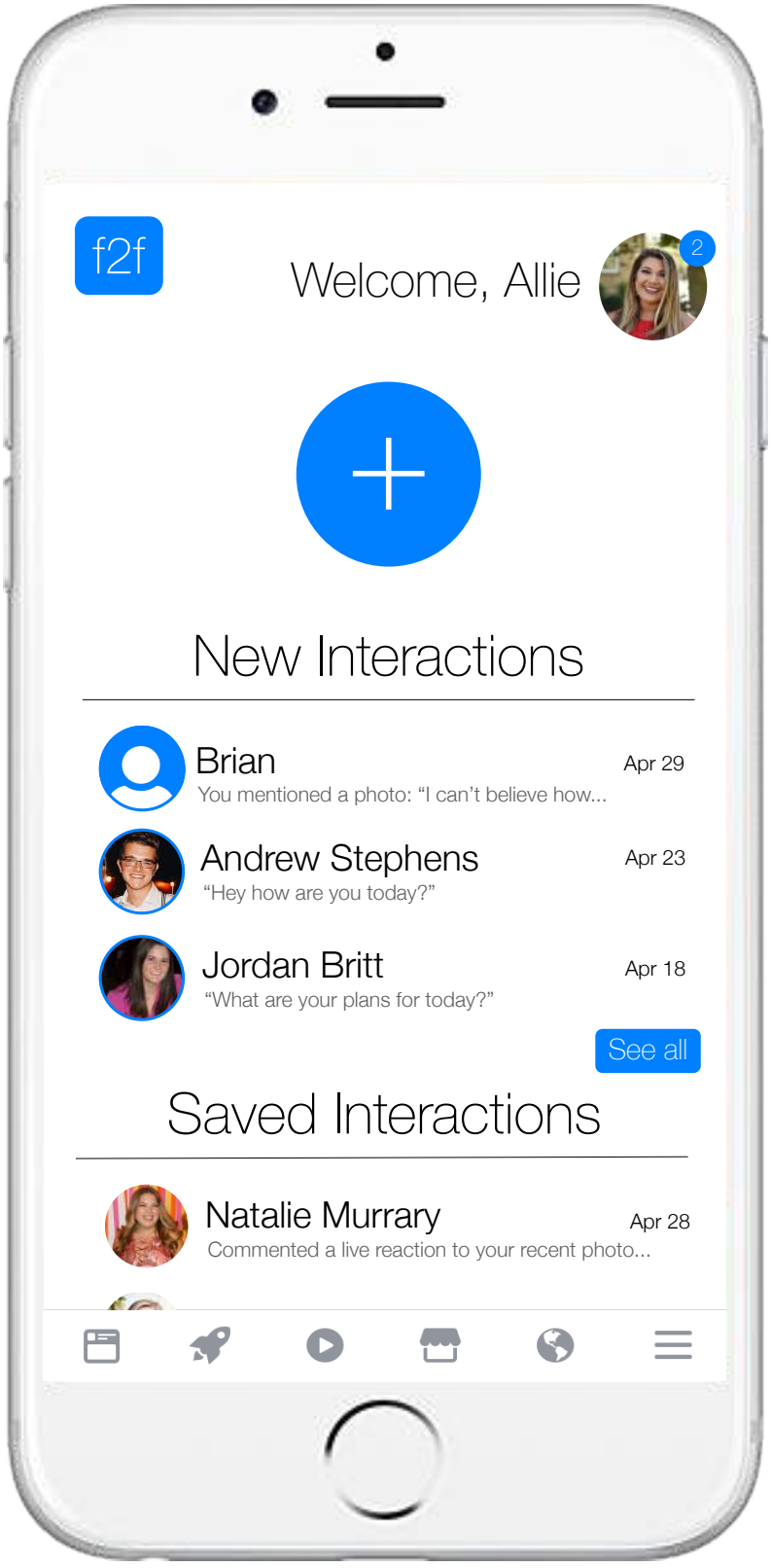
Tutorial Pt. 5



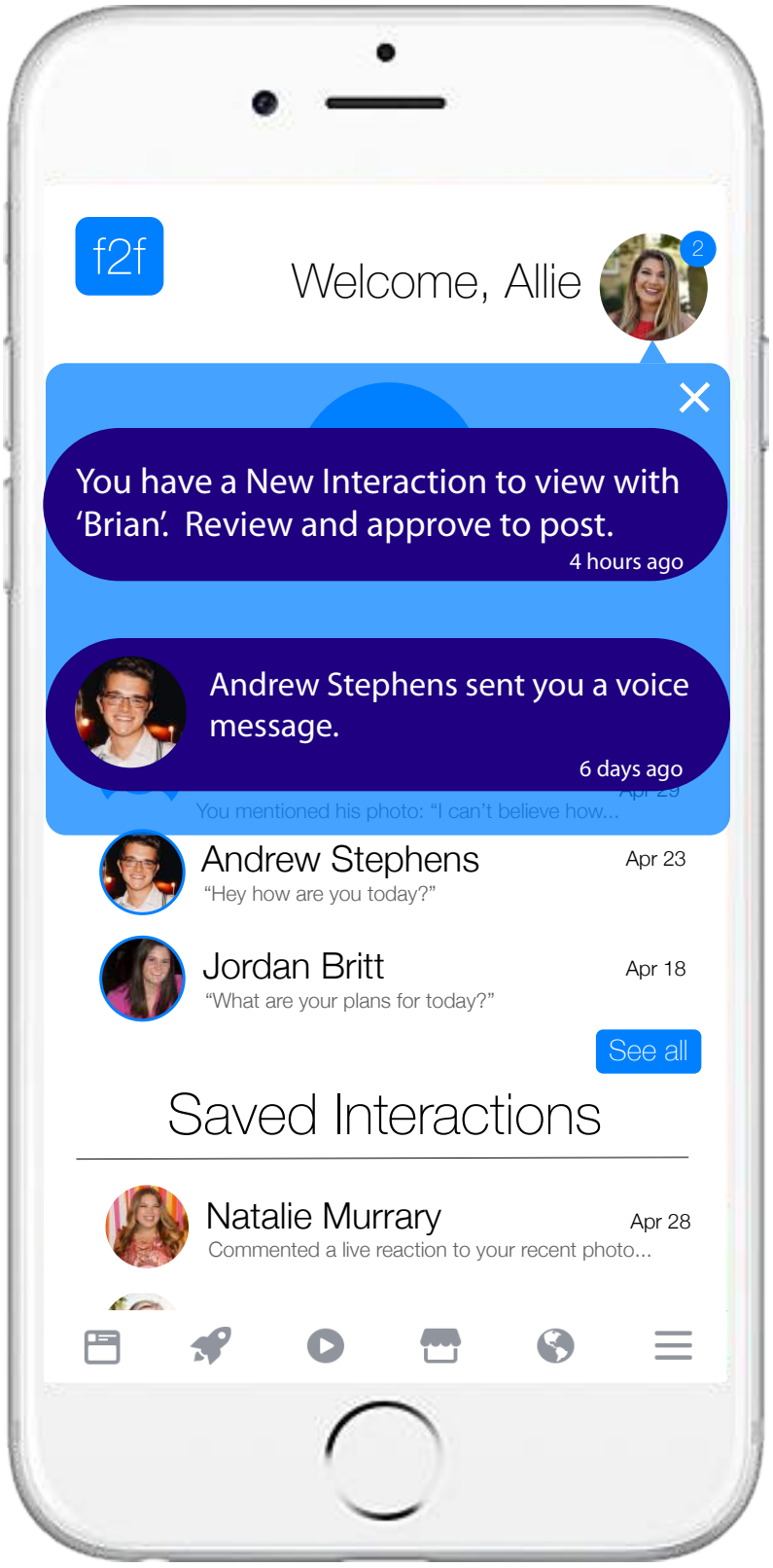
Tutorial Pt. 6



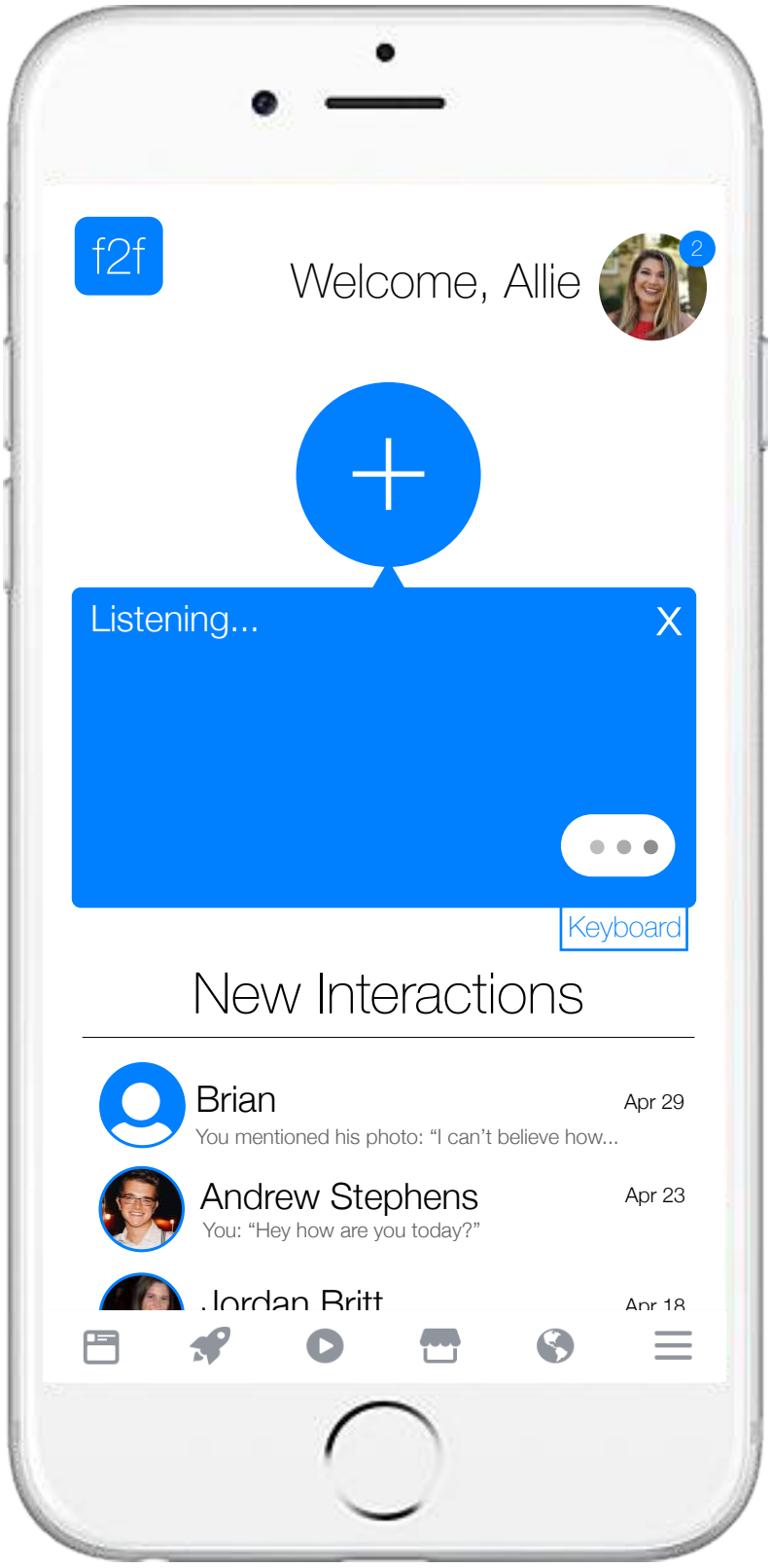
Moblie Homepage



Notifications

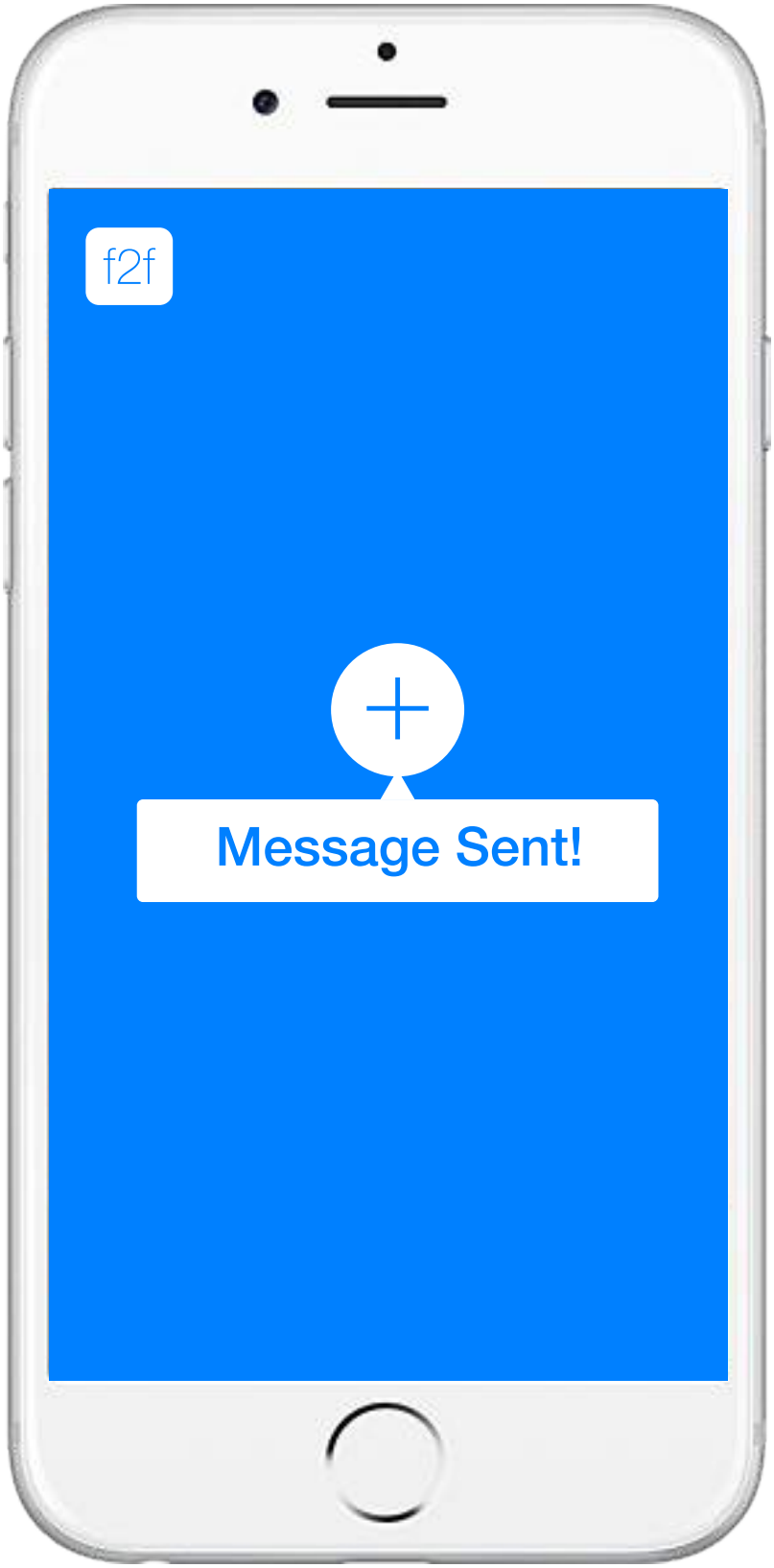


New Message

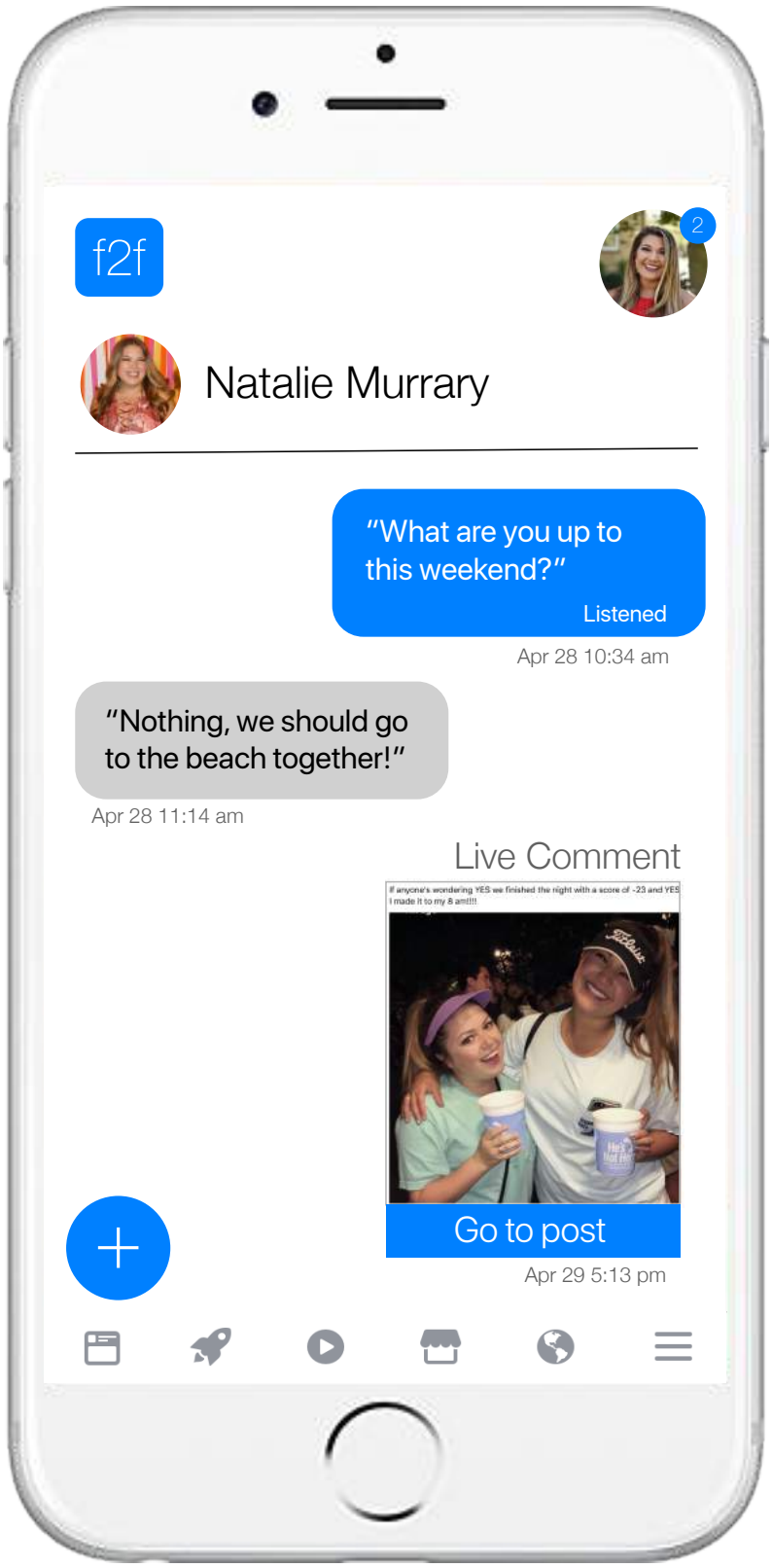

f2f
Welcome, Allie
2
Listening...
X
Keyboard
New Interactions
Brian
Apr 29
You mentioned his photo: “I can’t believe how...
Andrew Stephens
Apr 23
You: “Hey how are you today?”
Jordan Britt
Apr 18

New Message Pt. 2

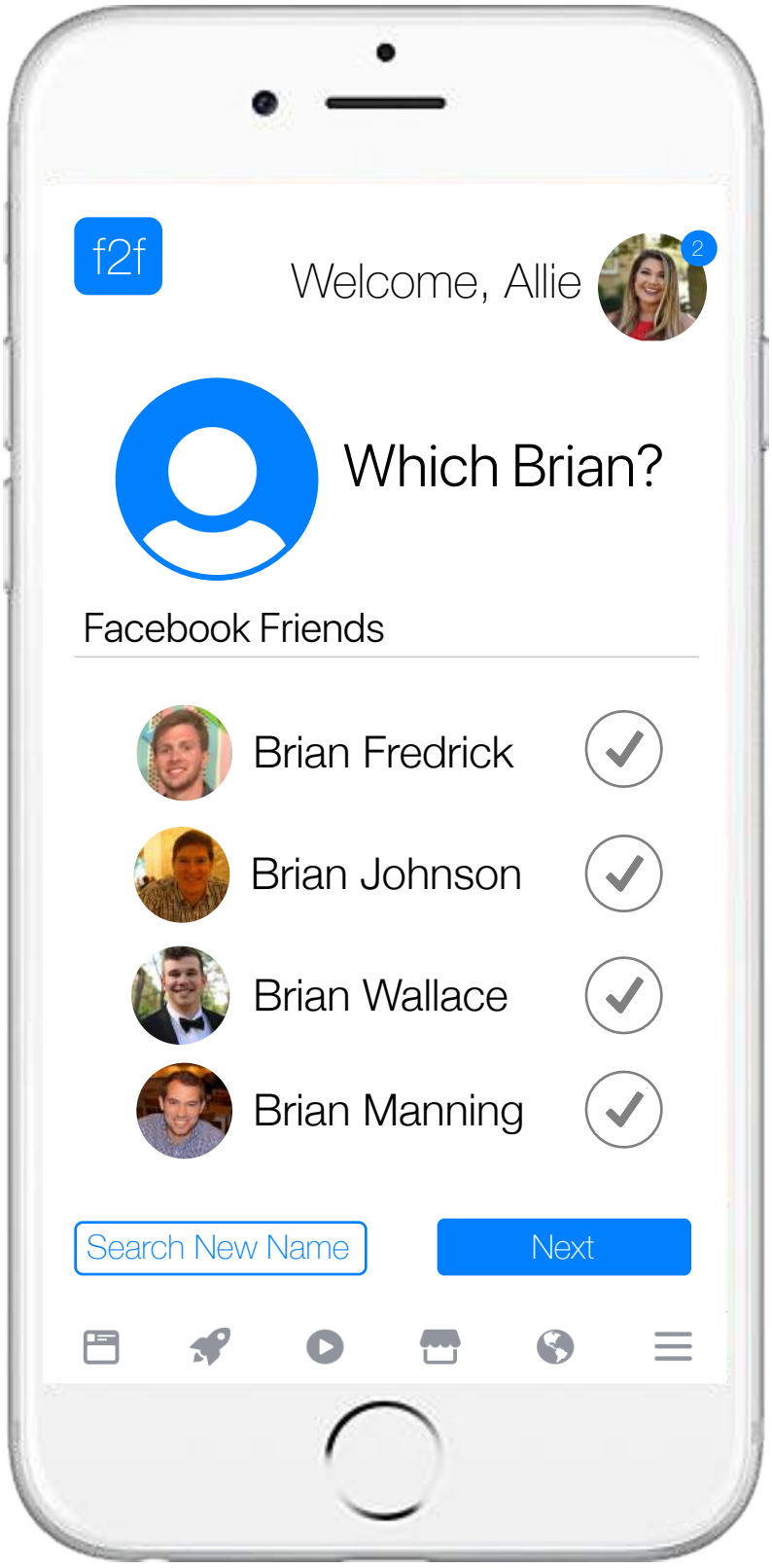
New Message Pt. 3



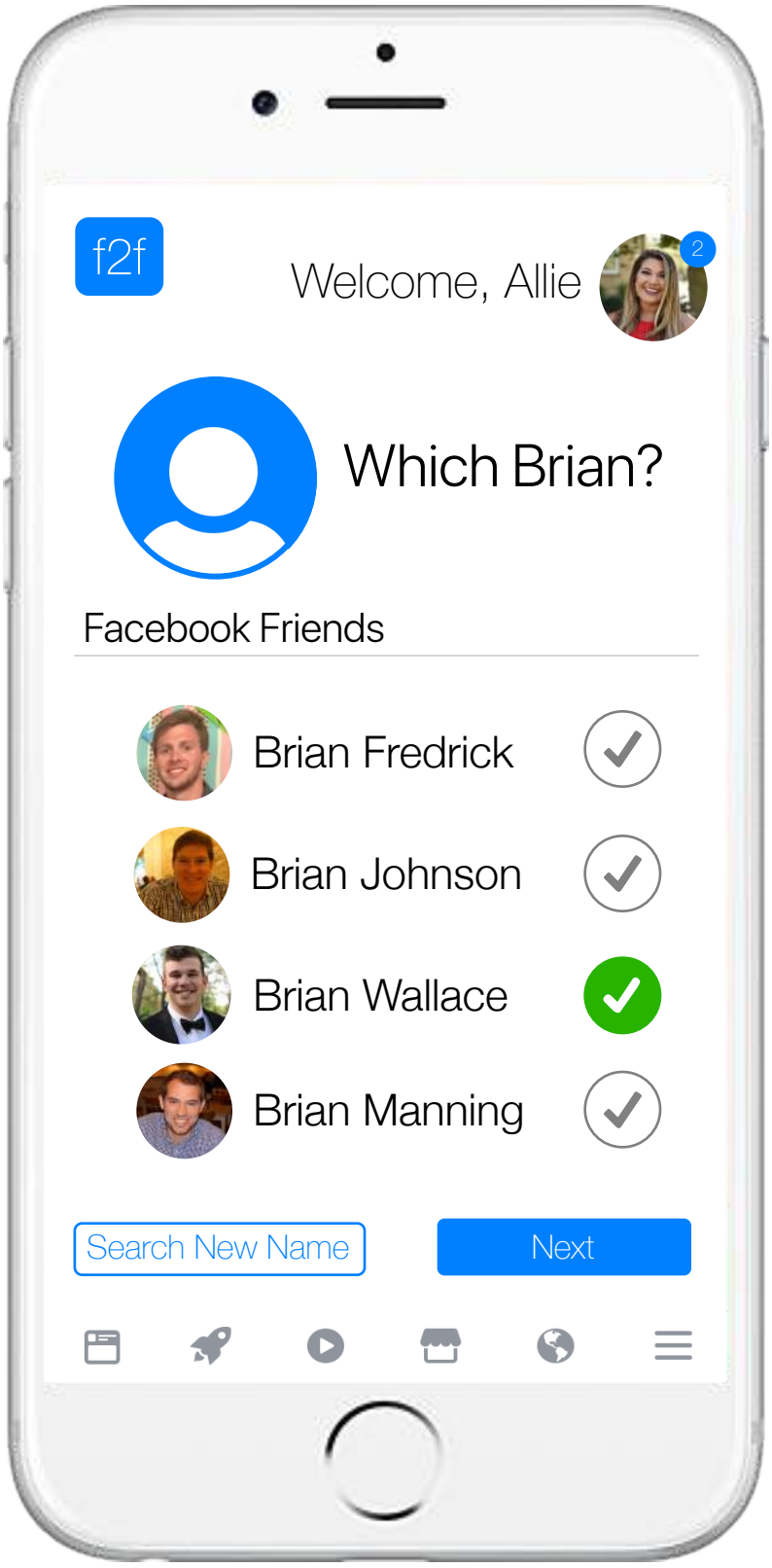
Saved Interactions



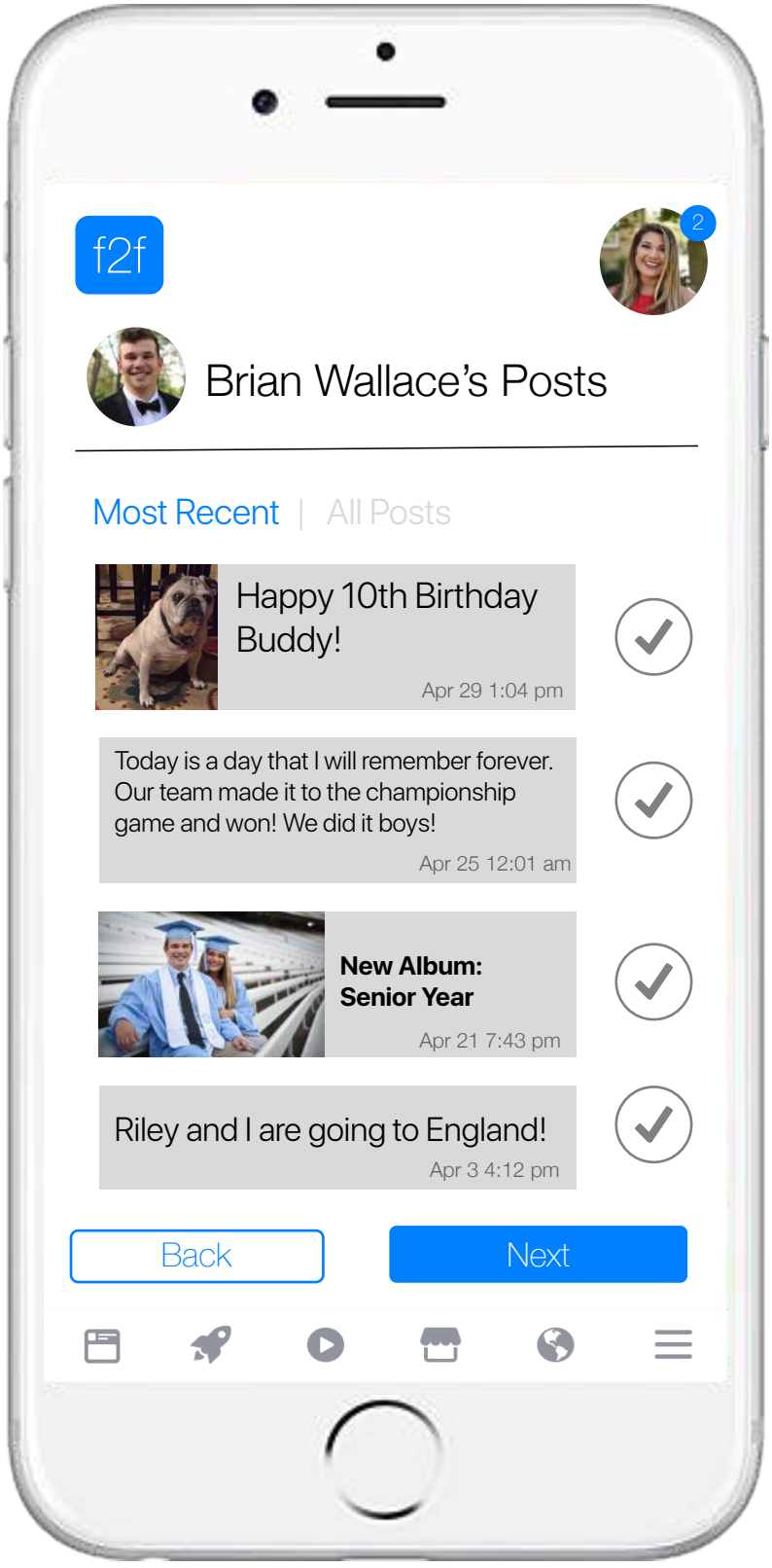
Interaction Confirmation



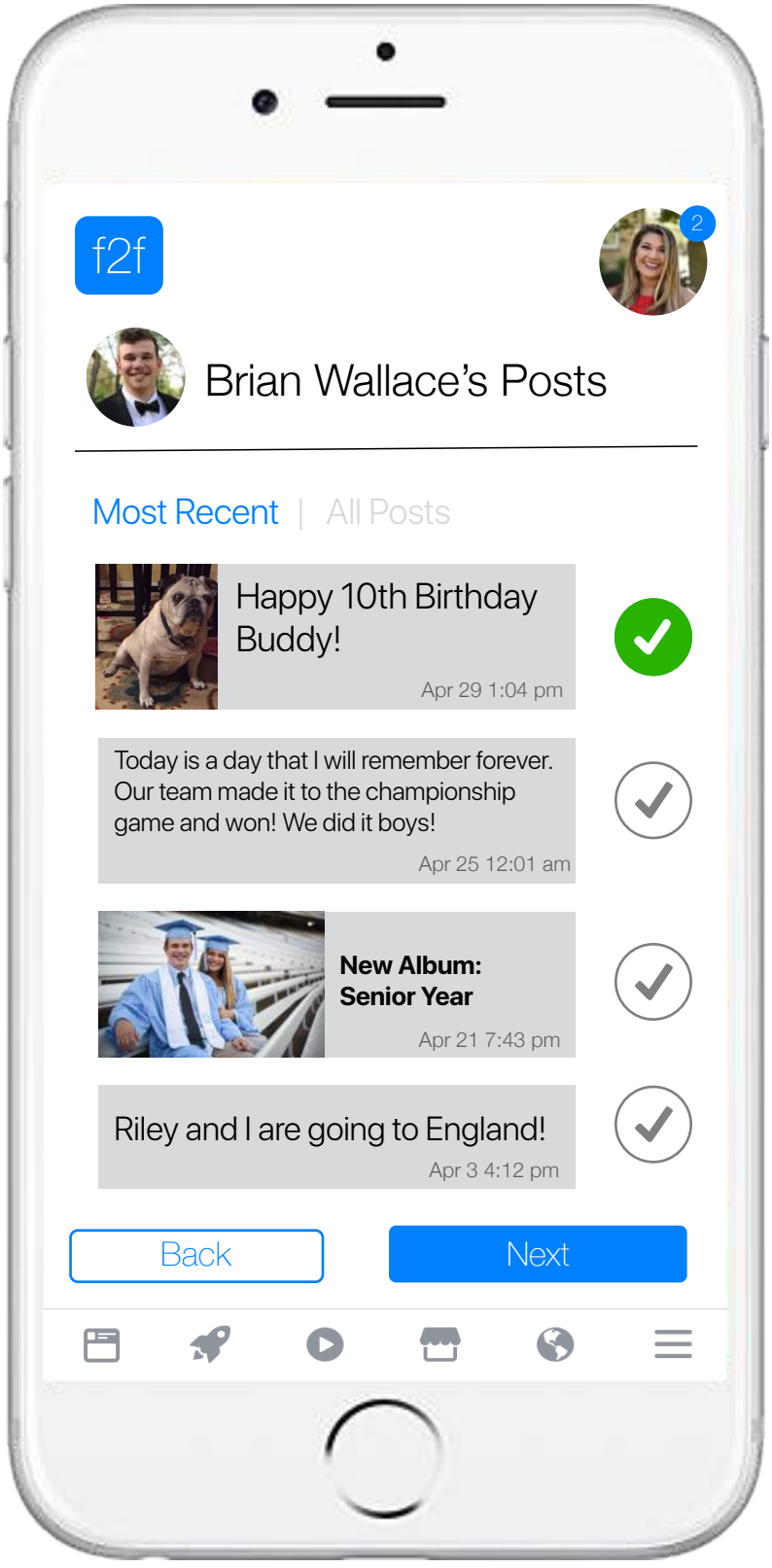
Interaction Confirmation Pt. 2



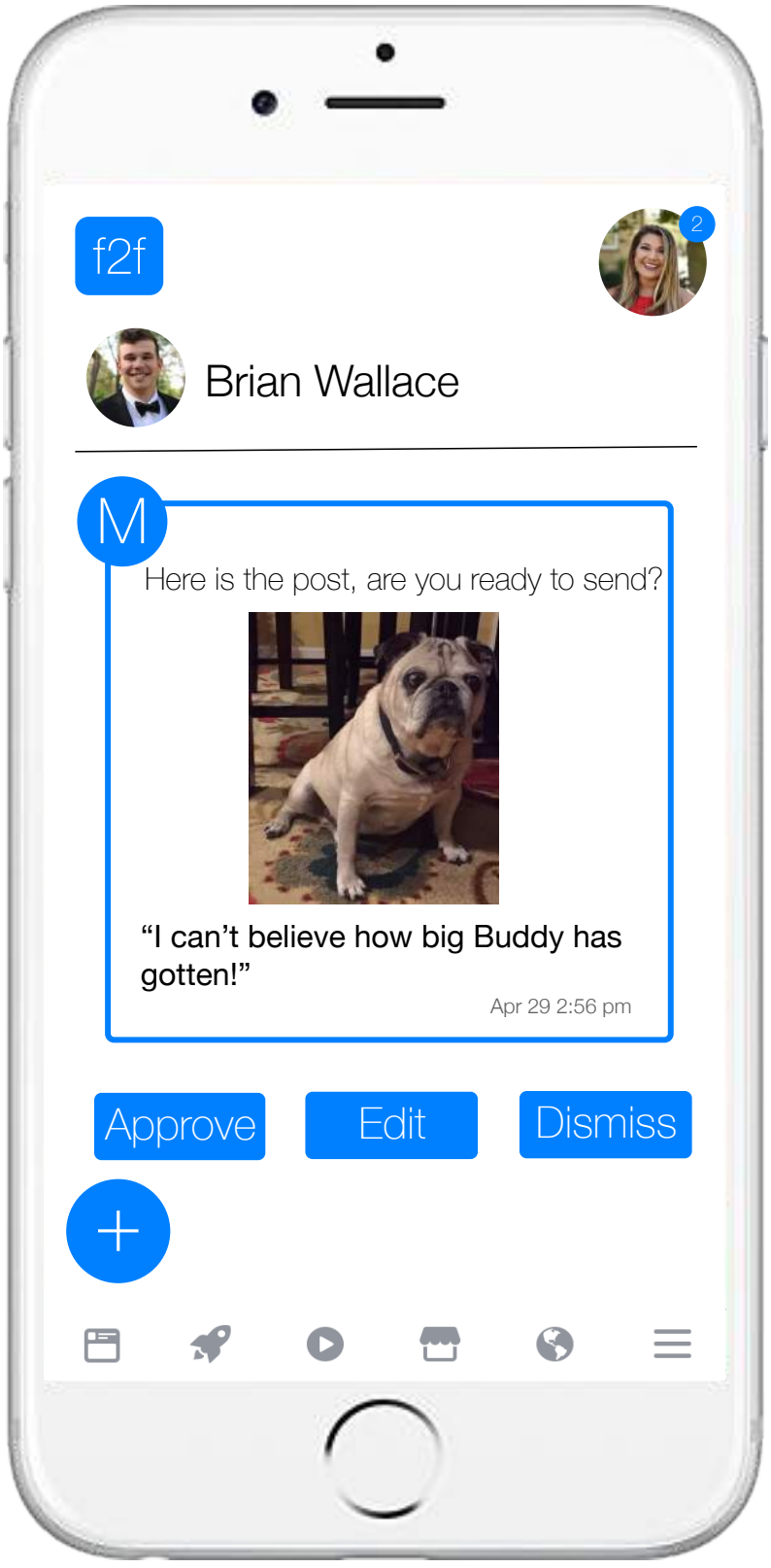
Interaction Confirmation Pt. 3



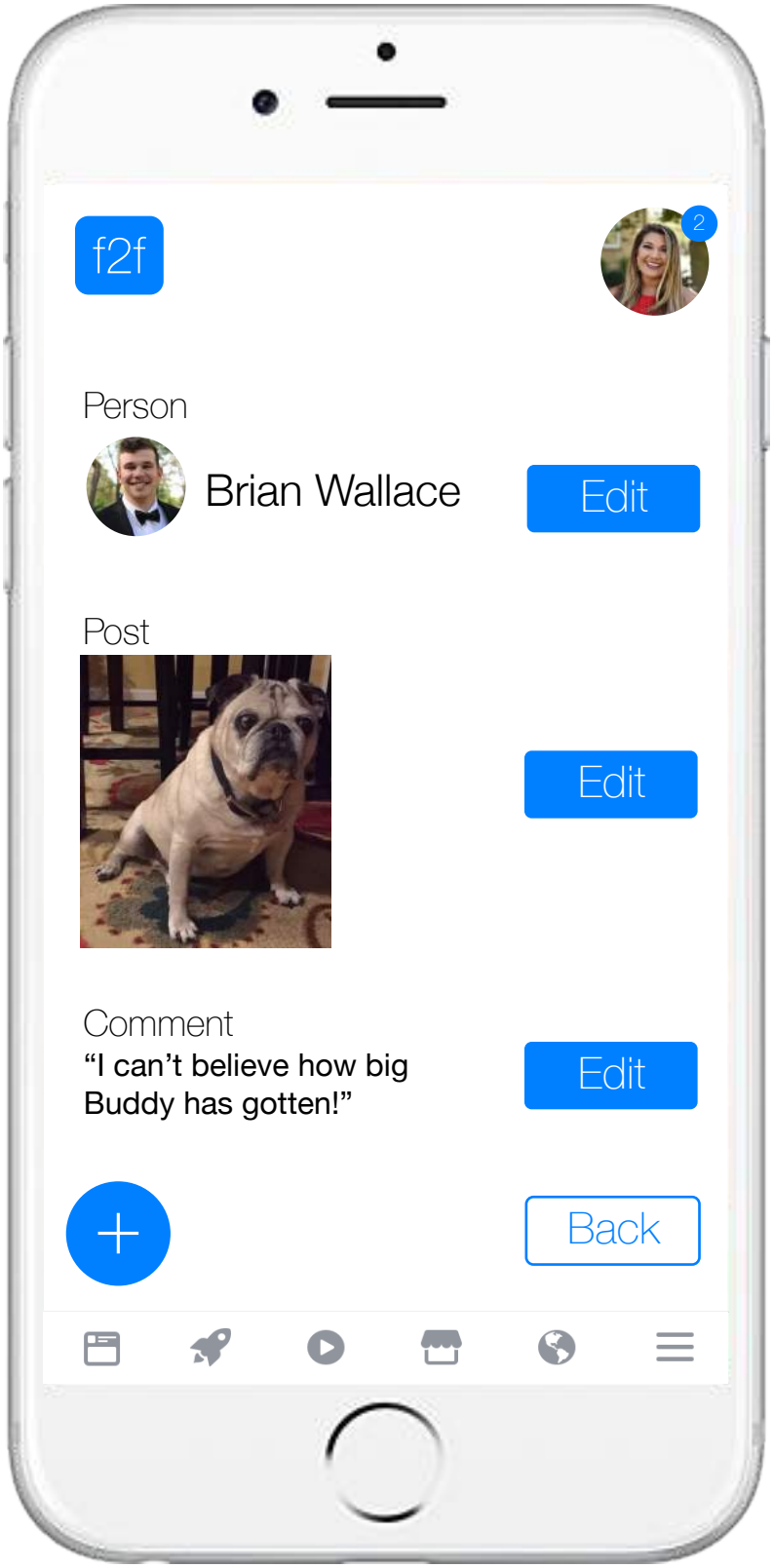
Interaction Confirmation Pt. 4



Interaction Confirmation Pt. 5

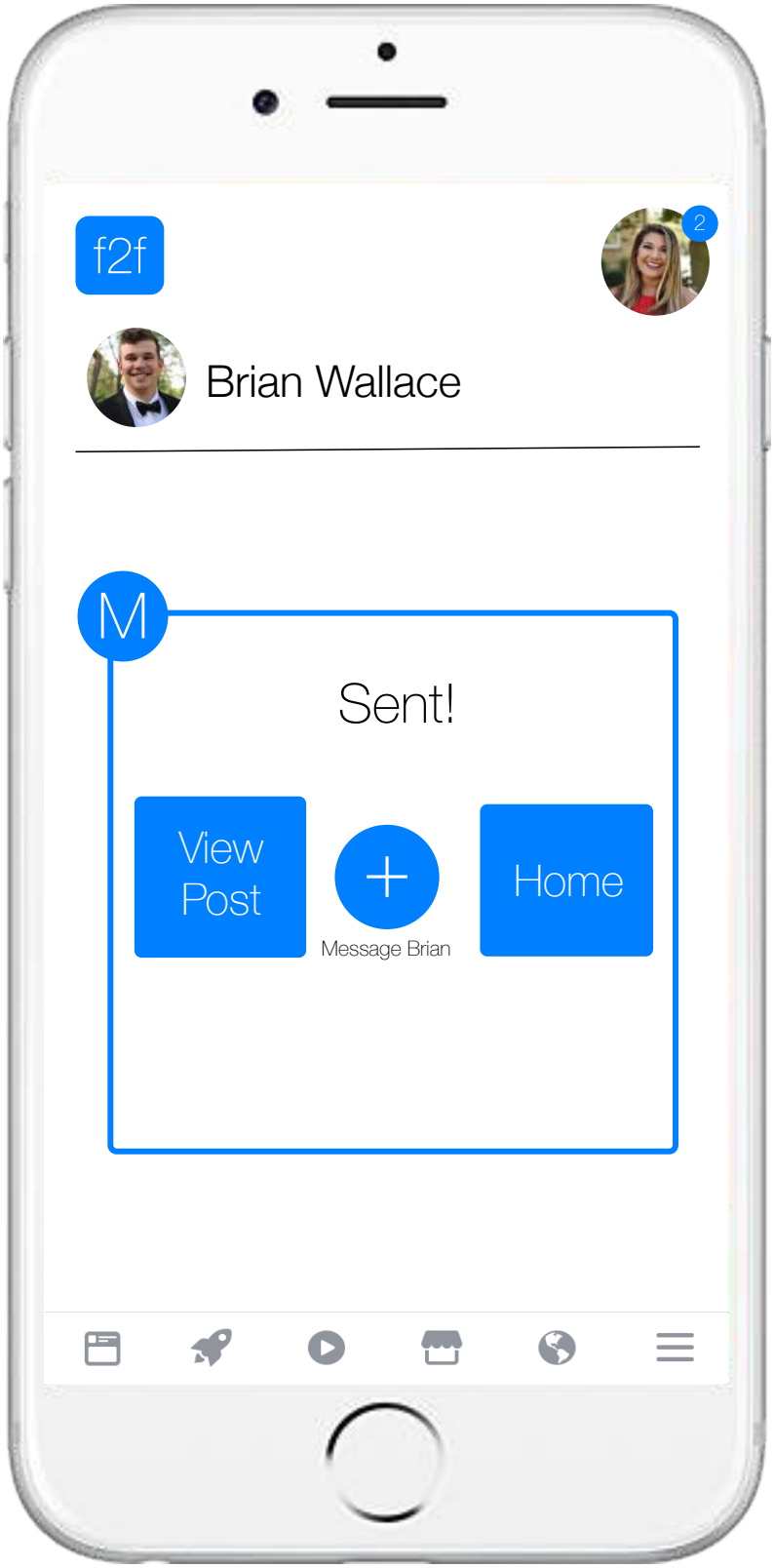


Interaction Editing

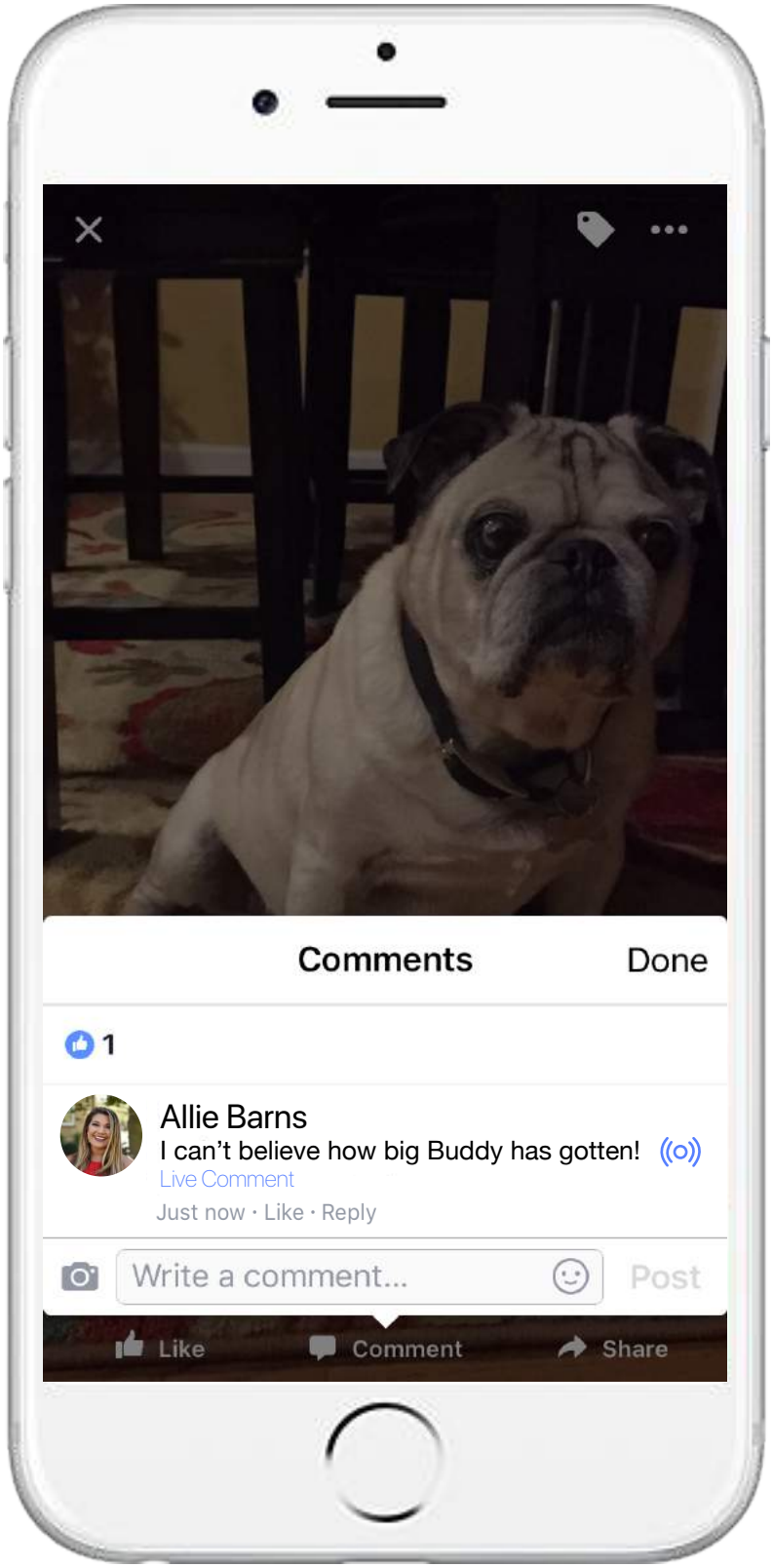


Interaction Editing Pt. 2

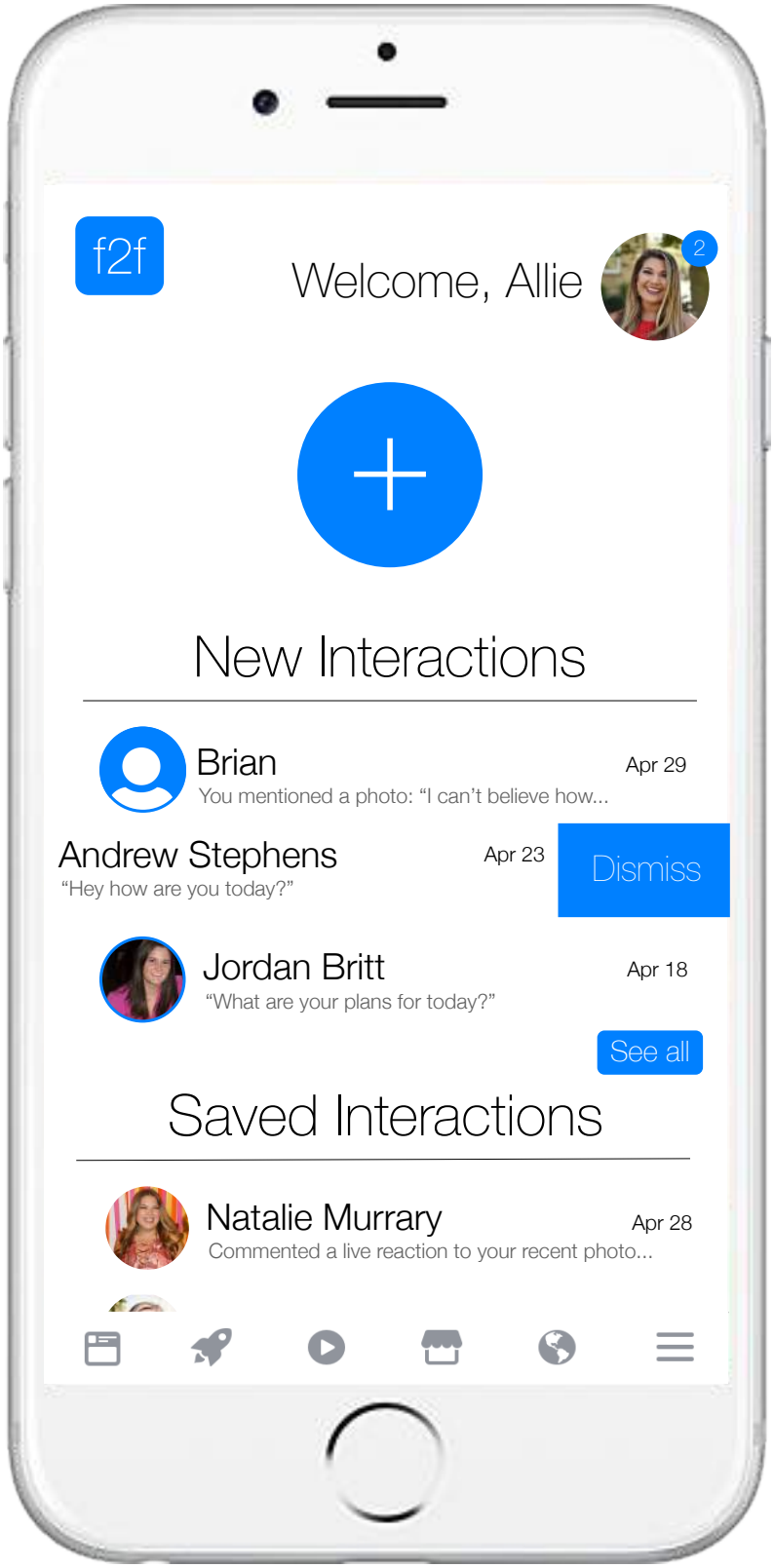
Interaction Sent



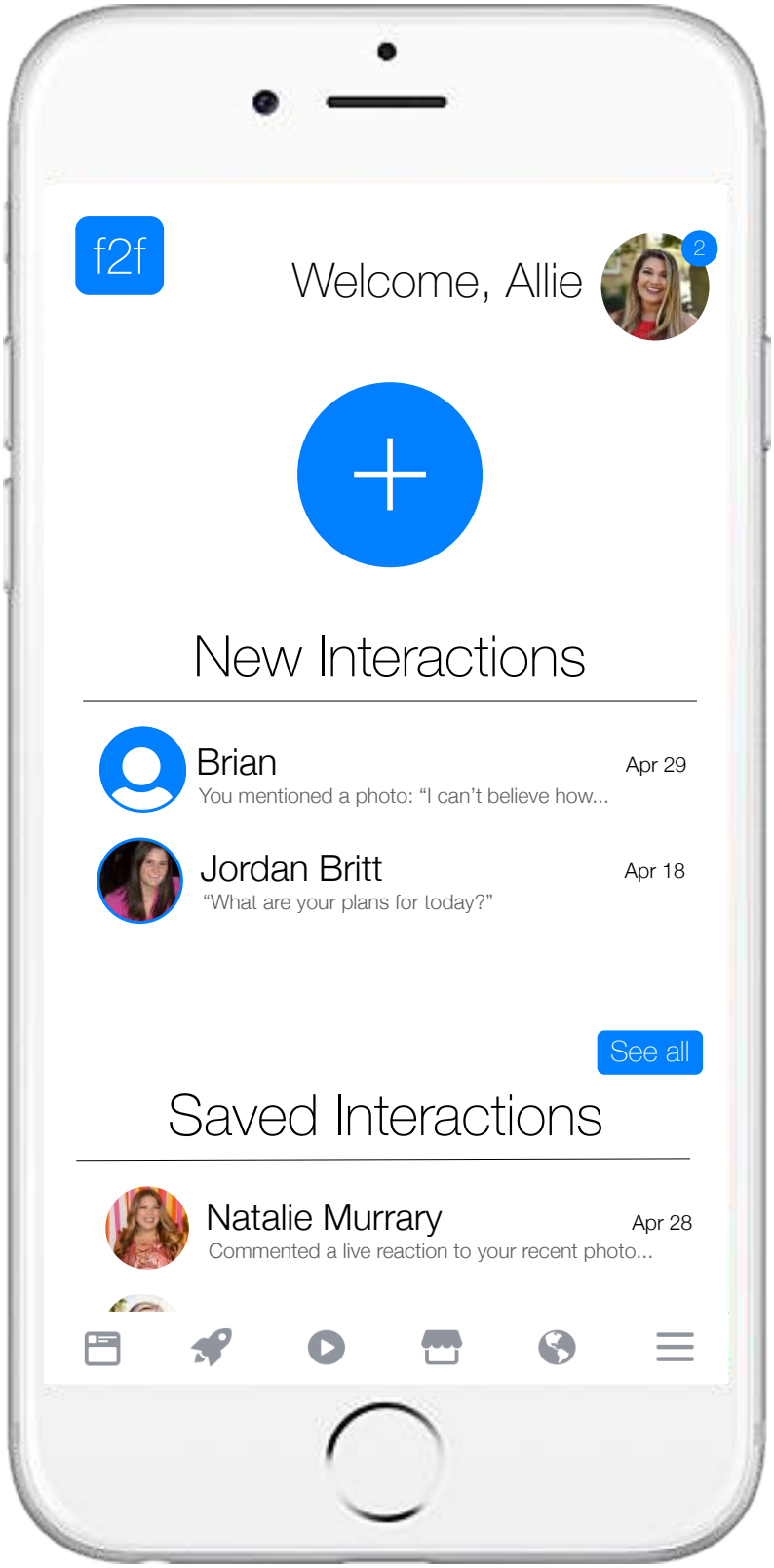
Facebook View



New Interactions Dismiss



Dismiss Pt. 2


f2f
Welcome, Allie
2
New Interactions
Brian
Apr 29
You mentioned a photo: “I can’t believe how...
Jordan Britt
Apr 18
“What are your plans for today?”
See all
Saved Interactions
Natalie Murrary
Apr 28
Commented a live reaction to your recent photo...

User Testing...

User Profiles

User 1

- Female
- 23 years old
- Income of less than $40,000
- From Canada
- Average web expertise
- Verizon
- Uses Facebook
- Tested on an iPhone 6s

User 2

- Male
- 21 years old
- Income of less than $40,000
- From Canada
- Advanced web expertise
- Rogers (Phone Carrier)
- Uses Facebook
- Tested on an iPhone SE

User 3

- Female
- 21 years old
- Income of less than $40,000
- From United States
- Average web expertise
- Verizon
- Uses Facebook
- Tested on an iPhone 7

Testing Video Links

User 1 : https://goo.gl/IelBUj
User 2: https://goo.gl/vqYdfU
User 3: https://goo.gl/w8HQpp

Extra User testing:
https://goo.gl/OW7BQo
https://goo.gl/RLKhVe

User Testing Results

Overall, the three users shared similar positives and negatives while also offering unique suggestions.

User 1 expressed concern with how the app will interact with Facebook, but liked the idea and approach with voice recognition. She stated, "Some cases, such as having a long comment or your hands being too dirty to type would benefit from being able to speak rather than type." Her main suggestion was to move the saved interactions section below the new interactions section. On a 0-10 scale, with 0 being not likely at all to recommend the app and 10 being very likely to recommend the app, she reported a 7.

User 2 was initially confused with the purpose of the app. He said that after playing around on the app, it became clear that he could post to Facebook using voice commands. He enjoyed the innovative thought behind the app and liked the clean look of the design. His main suggestion was to include a description as to what the app is and how to use it. On the same scale as previously mentioned, he rated a 7.

User 3 said, "I love how it's centered around voice recognition so you don't have to type out messages and waste time." However, she did not see herself downloading the app as she could do the same activities in Facebook. Her suggestion was to branch out to other social media platforms and have the app connect multiple news feeds, so the user can check and interact with multiple apps in one area. On the same scale as previously mentioned, she rated a 6.

Based on the three user tests, it is clear that the app is a novel idea and would take thorough explanation to understand. The finished app would feature a walk-through for first time users that don't understand the purpose of the app. In addition, the saved interactions and new interactions should switch places on the home screen (an accidental error on the original design). During a video, a user suggested to add a timestamp to the 'live comment' message on the saved interaction page. This will keep the consistency of the voice message design. Another subtle change was a user kept looking for an 'approve' button, so the 'correct' button changed accordingly. Overall, users mentioned that the app looked very similar to Facebook in terms of design, and said that it was simple and easy to navigate.

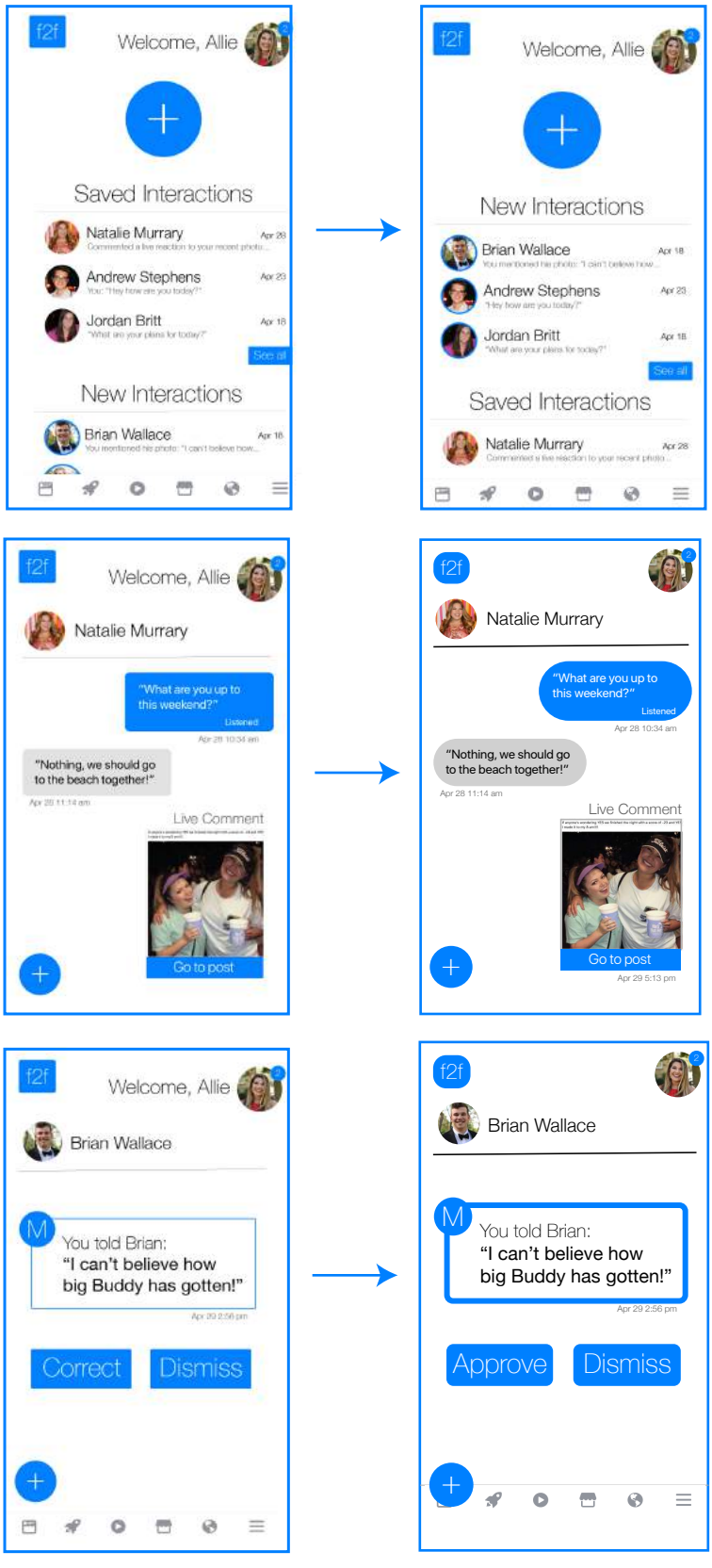
On the following page, a link to the original design along with images of the panels shows the subtle but important changes made to the app.

Updates

Original Design URL: https://goo.gl/RURVh4

New Design URL: https://goo.gl/YMtcCY

Screenshots of changes made to select panels



References

1 http://www.itbusiness.ca/news/history-of-voice-recognition-from-audrey-to-siri/15008

2 http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2016-reports/total-audience-report-q1-2016.pdf

3, 7, 8, 9 http://www.pewinternet.org/files/2015/10/PI_2015-10-29_device-ownership_FINAL.pdf

4, 5, 6 https://www.census.gov/quickfacts/table/SEX255215/00

Presentation Slides

Link: https://docs.google.com/presentation/d/1oA7PC08e45UkvFYYEmLlu9eWkBhbmFlmnFQOxzp2AEw/edit?usp=sharing

Face to Facebook

How to Get Off Your Phone...

But still encourage the use of Facebook?

Welcome to Face to Facebook

Face to Facebook is a new feature of the original Facebook app that allows users to use voice recognition technology to create an experience in the real world that can be recorded on the app.

f2f

Introducing M

Add them together and...

"M" uses artificial intelligence as well as human powered responses to answer any tasks or questions the user sends.

Using this technology, people can stop complimenting their friends **behind their phone** screen and start complimenting them **in person.** The app records the interaction and you can confirm the comment at any point. It will then appear on their Facebook as a "live interaction".

Watch it in action...

Interactive Prototype

Questions?