



# The experience of making 8p.com.br

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# Globo.com Apps Development Area

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# Disclaimer

This presentation is not ready! It's a "live ppt".  
We really hope that you help us to improve it :-)

# What we'll see here...

1. Market Scenario
2. Our Proposition: What is 8P
3. 8P Goals
4. The Project: Concepts
5. The Project: Features
6. The Process: Research
7. The Process: Concepts
8. Conclusion and doubts

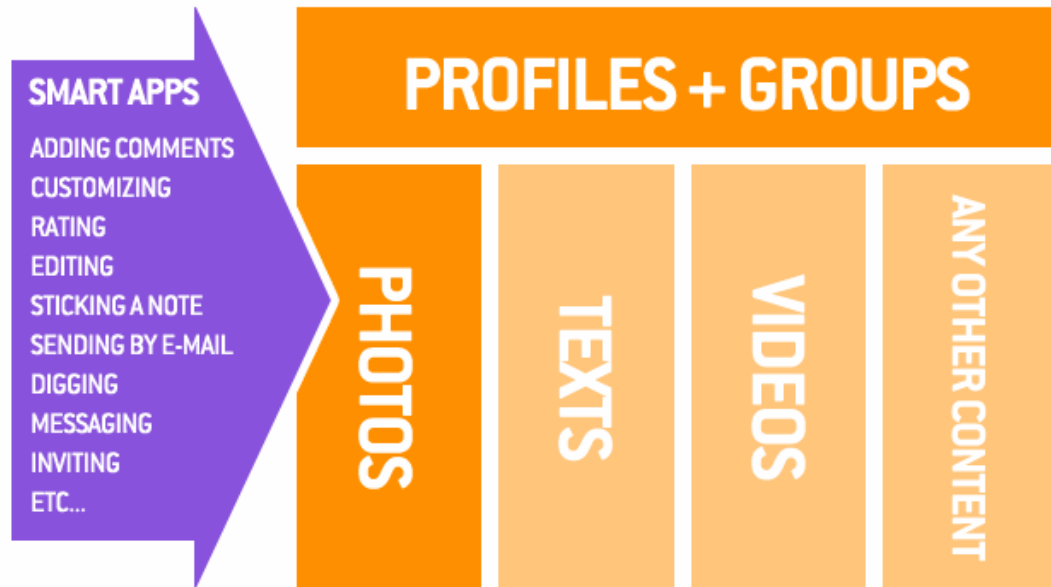
# Market Scenario

- Globo is South American biggest media company with a growing online presence, up to now, based on editorial content
- Brazilian Internet #1 blockbuster is Orkut.com, a social network focused on profile and communities owned by Google
- Brazilian photolog market leaders with more than 2 million users each: Fotolog.com and Flogao.com.br
- Fast growing number of photo devices such as digital cameras and cellphones

Our proposition: what is 8P?

It's a social network web platform based on individual and group photo publishing

# Product Model



## 8P Goals

- Achieve an audience of a million unique visitors/month, within 6 months
- Take the lead in the Brazilian social media market and power Globo.com in its own audience goals
- First attempt to unify and organize Globo.com UGC experience
- Generate a flow of relevant user content to feed Globo.com portal
- Create a new and superior quality pattern in the Brazilian Internet inspired by Web 2.0 concepts
  - \*Beta launch, live Web (evolutionary releases), transparency, user collaboration in new features development and software-like experience.)



# 8P: The project

# Project Specificities

- 5 months to launch (from ground zero to production beta)
- Launch with the minimum scope possible and listen to user reaction to define incremental micro-releases
- 16 professionals in the team:
  - 2 @ business, 2 @ functional architecture, 2 interface design, 2 @ client side development, 8 @ development
- Shift company's culture and methodology from an editorial perspective to a user generated content one

# Key Product Concepts

- Use the photo as the central context to promote people interaction and relationship
- Promote community engagement by empowering its self-regulation and listening to their needs by different channels
- Besides the “my space” approach, explore an “our space” concept: groups where everybody post about some theme or social cluster
- Take it easy on the visual ID so that the user can put his own personality in his space
- Choose smart and fast Ajax interaction flows instead of driving the user off the pages

# Key Features

- High limit of photo storage per user (2000 free photos)
- Group photolog (public and restrict)
- Album organization (personal and group photos)
- Easy page customization
  - Favorites (internal and external)
  - Note on the photos
  - Tag organization
  - Public profile
  - Stats
  - Comments (free high limit)
  - People search

# Interface: first prototype

The screenshot shows a web interface for a photo gallery. The main content area displays a photo with a title 'Título do fotolog' and subtitle 'subtítulo do fotolog'. Below the photo is a description box with the text 'Entra aqui o texto de descrição da foto em questão.' and a section for album and group assignments. The interface includes a top navigation bar with 'MARCA', 'Meu Fotolog', 'Favoritos', 'Grupos', 'Navegue', 'Upload', 'Ajuda(?)', 'Sair(x)', and a search bar. The left sidebar contains 'PERFIL' and 'MEUS ÁLBUNS'. The right sidebar contains 'FAVORITOS' and 'GRUPOS'. Annotations with arrows point to various elements: the profile area, the album box, the photo title and tags, the description text, and the group information.

A área do perfil acabou ficando bem mais limpa. Tinha informação demais.

Resolvemos inverter o box de álbuns com os de favoritos e de grupos para agrupar ao lado direito a parte mais social, e ao lado esquerdo a parte de organização de fotos.

Optamos por um layout que faz mais sentido, mesmo perdendo a paridade com os principais concorrentes.

Título do fotolog  
subtítulo do fotolog

Meu Álbum  
1 de 47 fotos

18.04.79  
Título do foto

Tags: cahorro (x) casa (x) apartamento (x) animal (x) comida (x) ração (x) dog (x) [Inserir Tag]

Entra aqui o texto de descrição da foto em questão.  
Entra aqui o texto de descrição da foto em questão.  
Entra aqui o texto de descrição da foto em questão.

Esta foto pertence a 6 álbuns e 5 grupos

Álbuns:  
Álbum 1

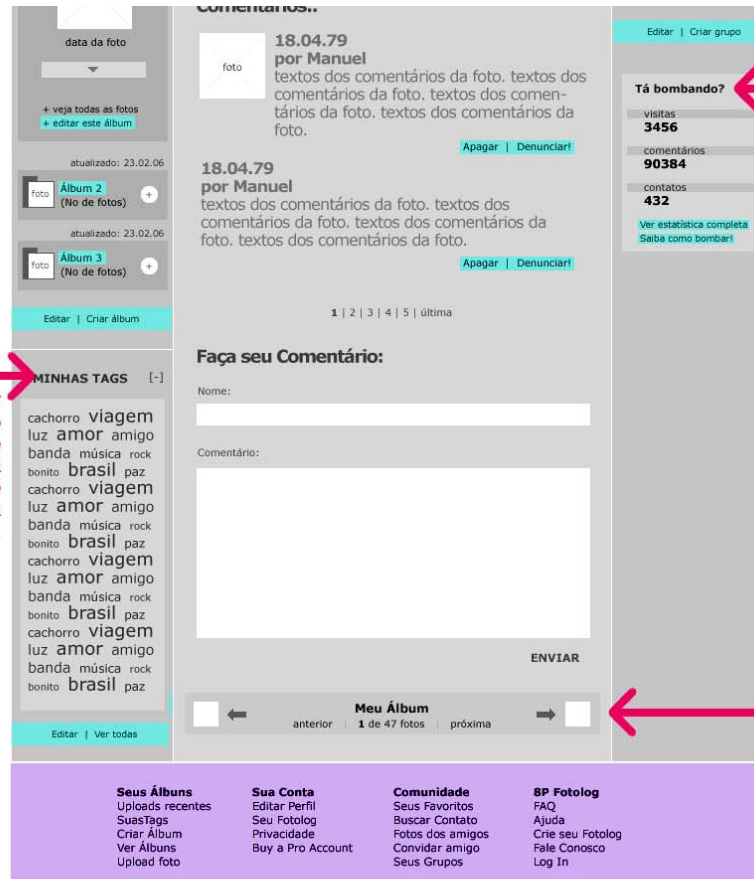
Grupos:  
Grupo 1  
Grupo 4

Comentários:  
18.04.79

No teste de usabilidade percebemos que se o título da foto e os tags viessem no alto, a foto ficaria embaixo demais. Os usuário precisavam rolar a página para reconhecer a foto.

Na versão final, a informação de que essa foto também faz parte de outros grupos vem minimizada.

# Interface: first prototype



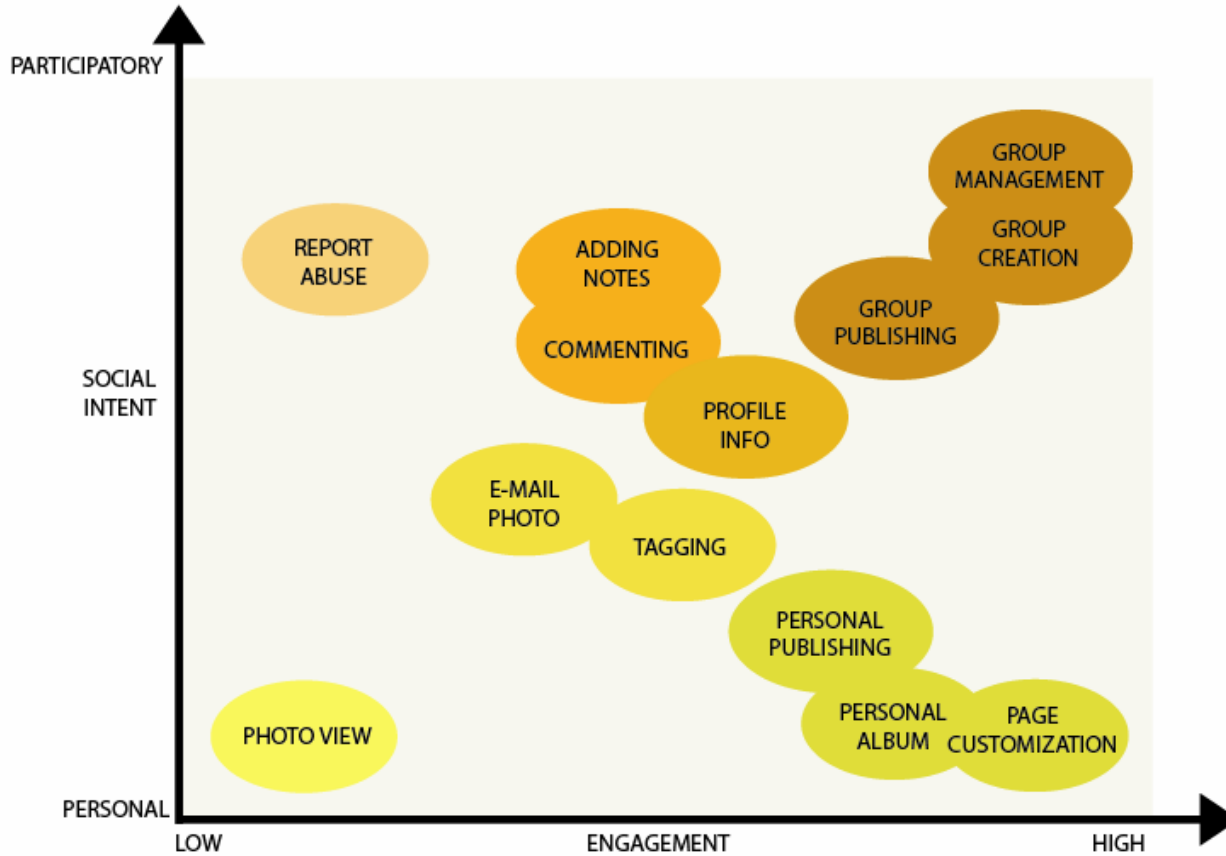
Tivemos que tirar o tag cloud do primeiro release para atingir a data alvo, mas em breve vamos lançar esta funcionalidade.

Na véspera do lançamento, o contador de visitas e comentários parou de funcionar.

Consideramos que era uma funcionalidade periférica e decidimos tirar do escopo. Vai voltar no próximo release (agora corrigida)

Em pesquisas com usuários a navegação entre fotos redundante mostrou-se pouco atrativa pois estava muito afastada do contexto da imagem.

# Engagement / Social Intent



# The Process



# Process Research

Before defining steps and roles we took a look at:

- Extreme Programming (XP)

Requirement change is characteristic, not a problem / more communication, less documentation / small incremental releases

- Getting Real

Build less / "Project management is communication" / Smaller Tasks and Smaller Timelines

- IDEO

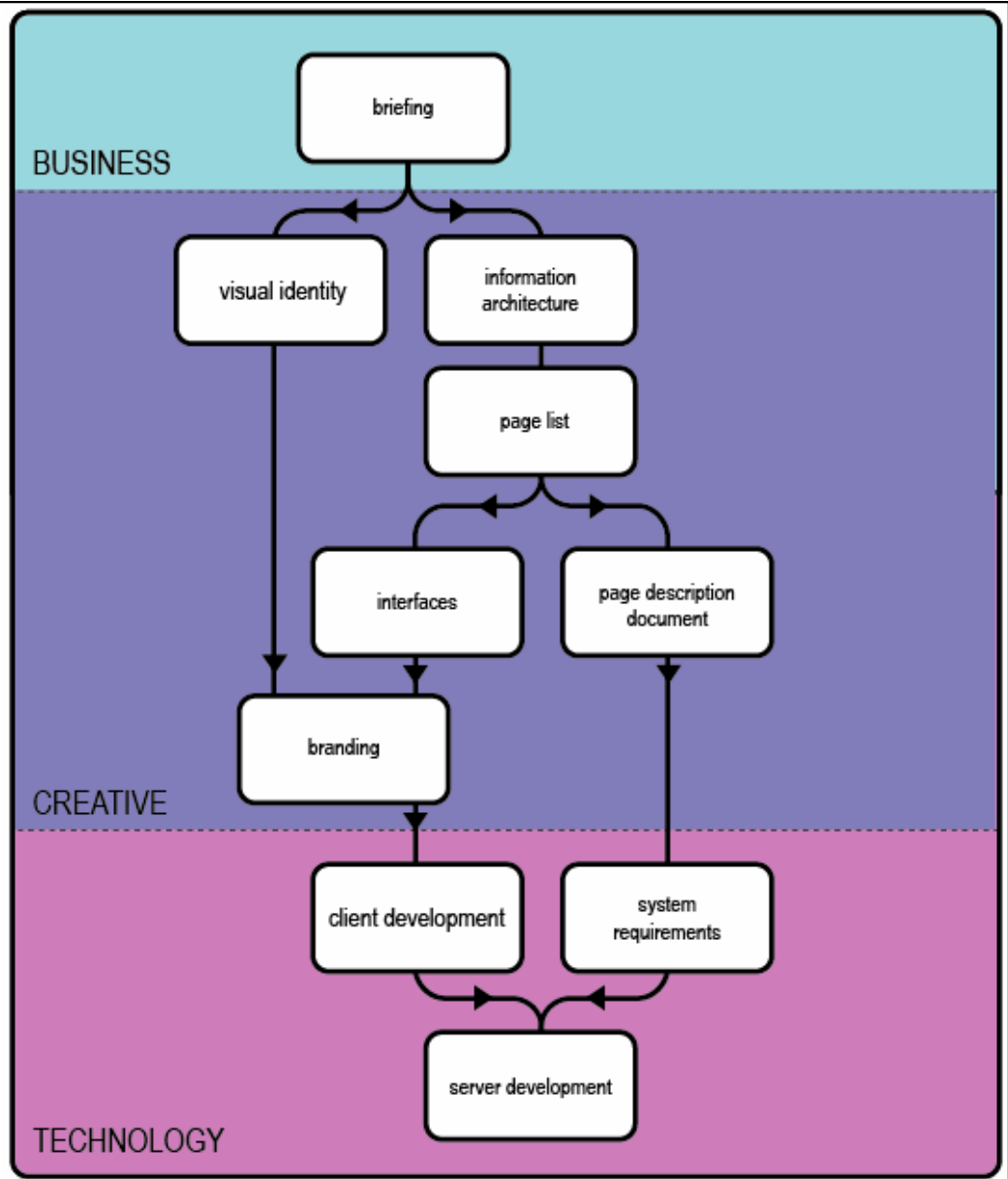
Prototyping, prototyping and more prototyping

# Key Process Concepts

- Use an agile methodology to embrace change (instead of fearing it) and promote innovation
- Change from a page based process to a feature based one
- Reduce deliverables to the smallest possible unit to gain flexibility
- Break company walls between areas (product, creative, technology)
- Use a Wiki tool to document the project as a way to keep it alive and collective
- Prototype and test as much as we can

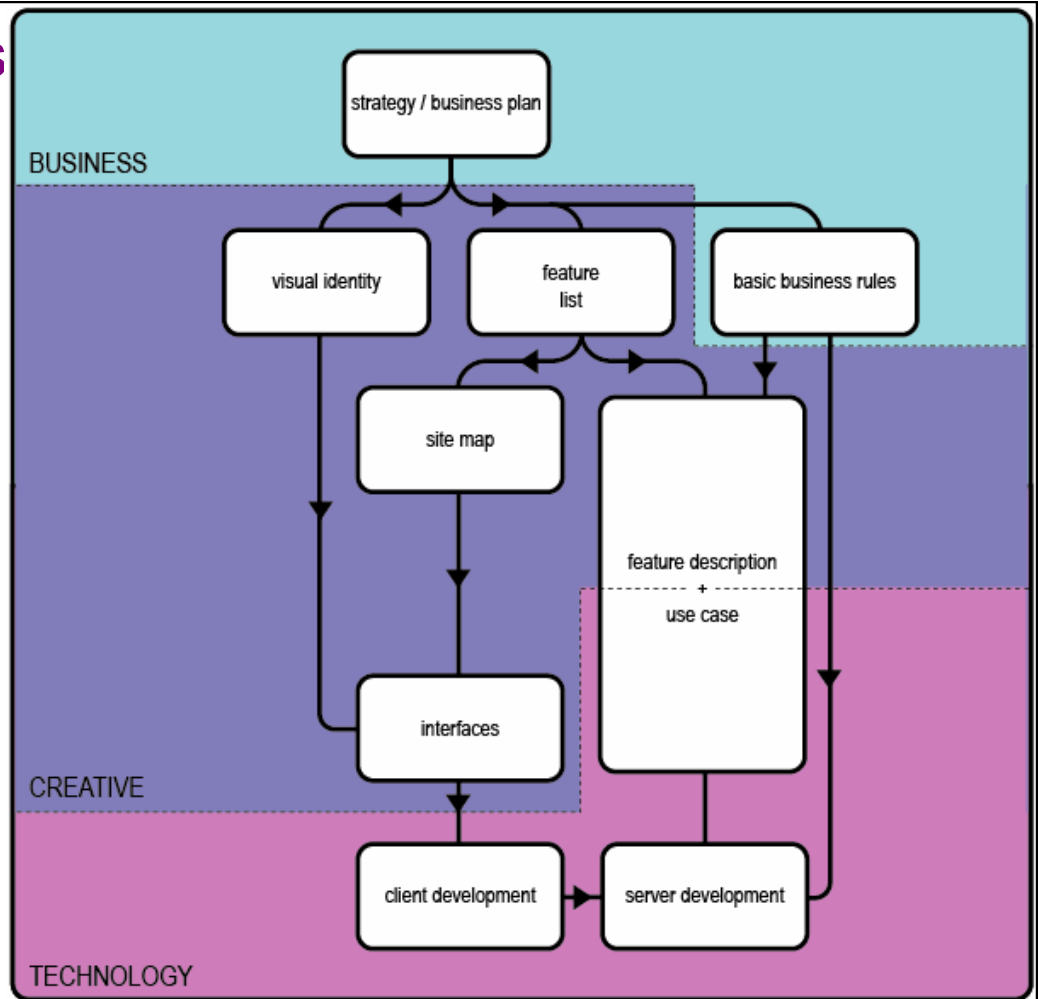
# Traditional Process

- Page oriented
- Steps isolated in distant teams
- Page description document very detailed
- Strong in control obtained by rigid documentation
- Weak in flexibility



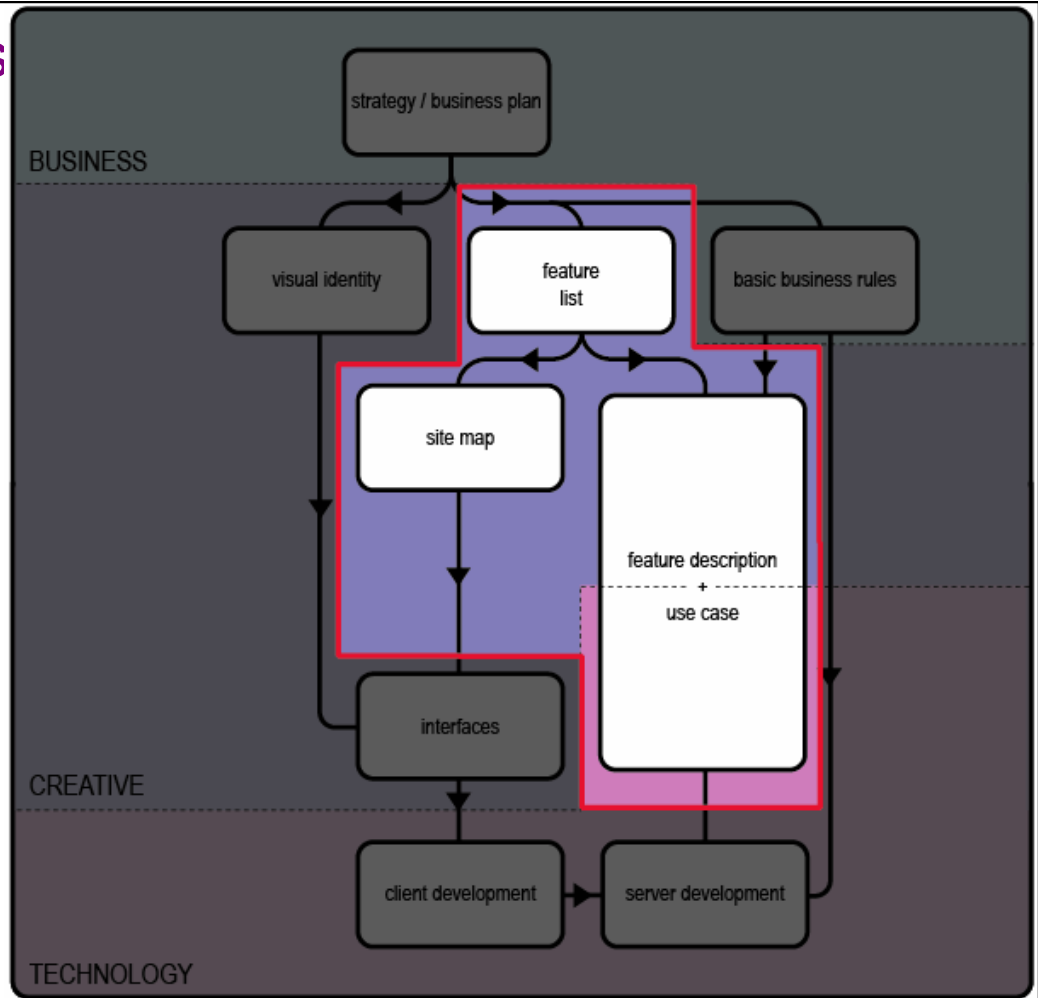
# New (beta) Process

- Feature oriented
- Use case made by collaboration of different professionals
- Lack of a complete page description document
- Weak in control and organization
- Strong in teams dialog and flexibility



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# Conclusions and Doubts

# Benefits

- Increased communication between business, creative and development professionals
- Created a positive sense of a single cross-disciplinary team
- Agile and light process
- Accept changes more easily
- Documentation built collaboratively, with different mindsets

# Some Unsolved Issues

- How to know when to stop changing stuff?
- How communication and design professionals can develop a software mindset, without a technical background?
- What's the best way to document Ajax interactions?
- When a feature is not going to be launched in the next release, how much do you have to tell the techies about it?



# That's It!



Thank you, gracias, obrigado!

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