



PURPOSE

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Industrial
Design

Simon à Campo
Javed Khan



MODERATION

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MEMBERS

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COMMON GROUND

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CONTRIBUTION

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PLATFORM

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MEMBERS

What would a platform be without its members? Members should be able to build up an identity on the platform using a profile. For long lasting communities, the platform should recruit and trigger new members to contribute. The platform should stimulate the current member's involvement through increased levels of participation.

MODERATION

The platform needs monitoring by moderators and other users to keep the platform a pleasant working environment. Regulation will help to make the expected behavior clear and can be referred to when violated.



PURPOSE

The platform's purpose identifies the members' needs and identifies the owner's goals.

PLATFORM

The platform should present itself to its members with a unique position compared to competitors, having good aesthetics, a trustworthy reputation and motive. The platform should offer tools that help fulfil its purpose. The members can create certain rituals over time and their actions should be visible, giving a feeling of a populated space.

CONTRIBUTION

Stimulating members to contribute to the platform, can be one of the toughest tasks of the platform. The platform should show what others members have contributed, make a certain appeal to the members by targeted requests and have a clear description of the request. Important is that the threshold before contribution is adequate and that there are enough intrinsic and extrinsic motivators for the members to contribute.

COMMON GROUND

The platform should offer mechanisms that support members to find common grounds. On the platforms, members should be able to subdivide from the community in intimate subgroups to accommodate growth and prevent becoming too diverse.



CLARITY

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VISIBILITY

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IDEALISM

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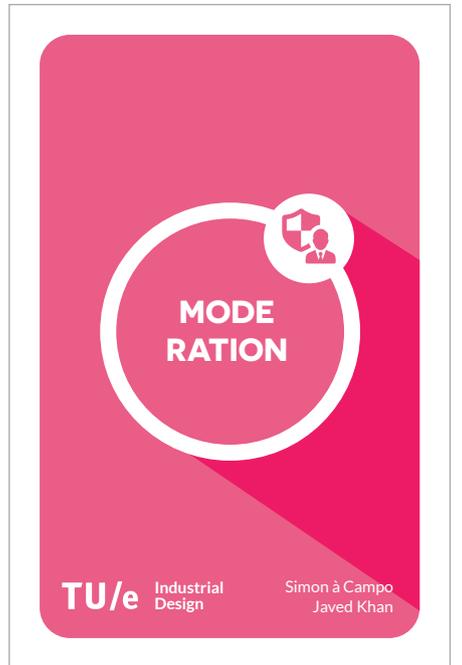
MONITORING

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REGULATIONS

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MODERATION

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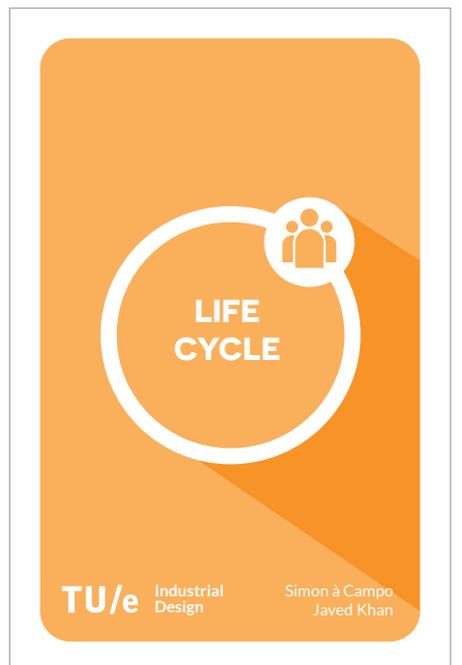
SELF PRESENTATION

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DEEP PROFILING

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LIFE CYCLE

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IDEALISM

The platform has a purpose that **contributes to society**, justice or altruism; and thus reaches further than the platform alone.



VISIBILITY

The **purpose should be adequately visible**, so newcomers see and understand what needs the platform can fulfill. "It is important both to orient and entice newcomers to the community as well as to provide a common frame of reference for more seasoned members"



CLARITY

A clear purpose should describe how it identifies the members' needs and identifies the owner's goals



MODERATION

Being a moderator, required a certain **consistency** of acting. The platform should **train** or inform them about the role they fulfill. Moderators can make mistakes however; members should be able to **contact moderators** about their acts and make an appeal if they don't agree with their modifications. Moderators should have a place to share difficult situations, so they can **advise each other** and act consistent throughout the platform.



REGULATIONS

Regulation or policies should be available on the platform and **easily found** when looked for. Users can refer to them when discussion tend to get out of hand, or when posts are made that don't pursue the purpose of the platform. The regulations should be **open for debate** in order for further improvement. If the regulation are too prominently displayed, it may convey that the regulations are not always followed.



MONITORING

The platform should provide the possibility for user to **report undesired behavior**. In this way the community itself monitors its behavior. User should be able to **control their own output** of contribution and allowed to revision them.



LIFE CYCLE

The platform should be able to facilitate the membership life cycle consisting of: **Welcome its visitors, instruct your novices, reward your regulars, empower your leaders and honor your elders.**



DEEP PROFILING

The platform should support deep profiling capabilities which it can achieve with: **reputation or ranking systems**, interaction archives and tools that provide an indications of who did what. The platform can provide "a perceived fit between a focal person's belief of his or her identity and the recognition and **verification** of this identity by other community members".



SELF PRESENTATION

Members need a **profile** where they can present themselves. The profile could display elements such as: profile picture, biography and topics that the user is interested in. When a platform shares privacy sensitive information, like someone's weight loss, it should be possible to create a pseudonym. "Personalizing features and activities satisfy people's need to **develop individual style** and create a social statement through the design of their personal community Web space".



RECRUITMENT

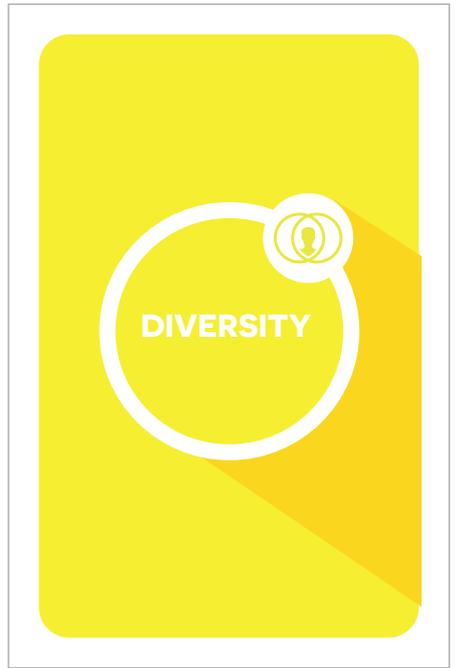
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This card features an orange-to-white gradient background. It contains a white circular icon with a group of three people, and the word 'RECRUITMENT' in white capital letters. At the bottom left, the TU/e logo and 'Industrial Design' are listed, followed by 'Simon à Campo Javed Khan' at the bottom right.



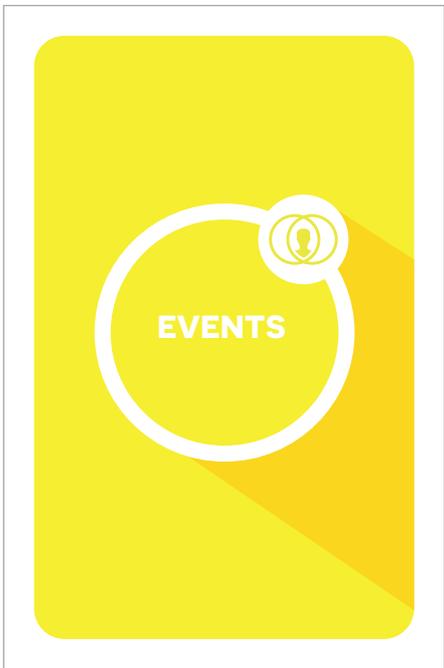
SUB GROUPS

This card has a yellow-to-white gradient background. It features a white circular icon with a person silhouette and a speech bubble, and the text 'SUB GROUPS' in white capital letters.



DIVERSITY

This card has a yellow-to-white gradient background. It features a white circular icon with a person silhouette and a speech bubble, and the text 'DIVERSITY' in white capital letters.



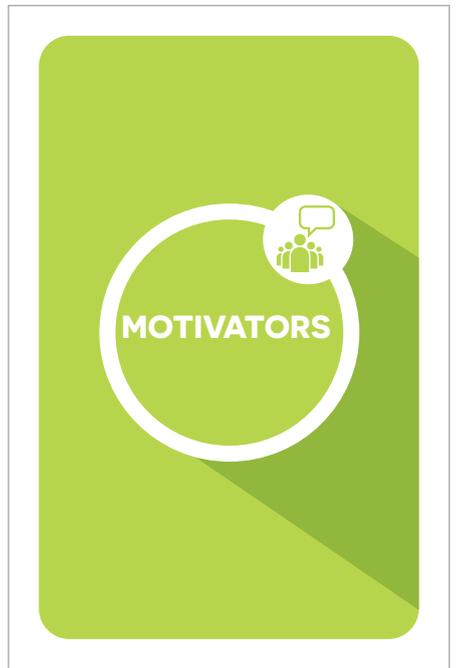
EVENTS

This card has a yellow-to-white gradient background. It features a white circular icon with a person silhouette and a speech bubble, and the text 'EVENTS' in white capital letters.



THRESHOLD

This card has a green-to-white gradient background. It features a white circular icon with a group of three people and a speech bubble, and the text 'THRESHOLD' in white capital letters.



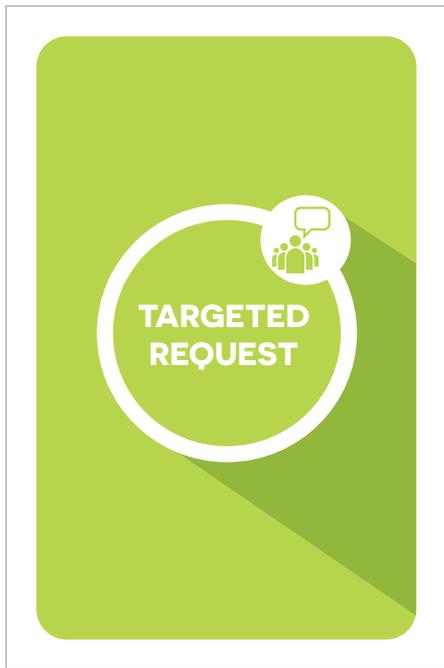
MOTIVATORS

This card has a green-to-white gradient background. It features a white circular icon with a group of three people and a speech bubble, and the text 'MOTIVATORS' in white capital letters.



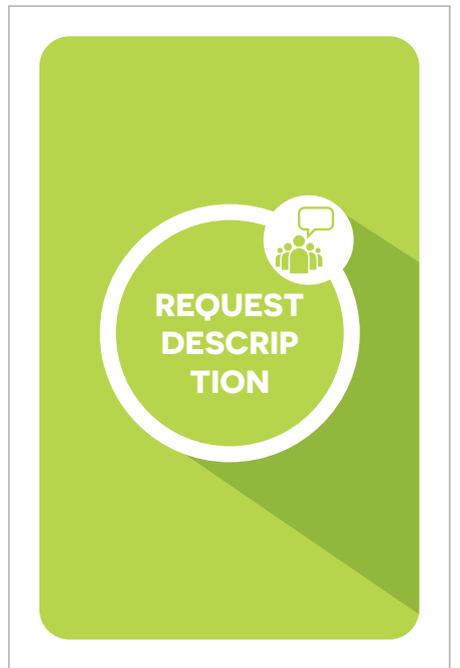
COMPARATIVE

This card has a green-to-white gradient background. It features a white circular icon with a group of three people and a speech bubble, and the text 'COMPARATIVE' in white capital letters.



TARGETED REQUEST

This card has a green-to-white gradient background. It features a white circular icon with a group of three people and a speech bubble, and the text 'TARGETED REQUEST' in white capital letters.



REQUEST DESCRIPTION

This card has a green-to-white gradient background. It features a white circular icon with a group of three people and a speech bubble, and the text 'REQUEST DESCRIPTION' in white capital letters.



DIVERSITY

If the members of the platform, have a too diverse interest in the platform, it can lower the commitment to the platform and drive members away. The platform should be aware of the diversity and **when necessary create subgroups.**



SUBGROUPS

The ability for member to separate themselves from the community as a whole, will maintain a sense of intimacy as the community expands. A subgroup will raise the identity-based commitment to the community as a whole, if it is in line with the general purpose of the platform. The platform should facilitate mechanisms that increase the likelihood that people will **encounter the same kind people.**



RECRUITMENT

A community should continuously seek new members, not only for it to grow, but also to sustainable. The platform should actively **recruit new members** by external communication and promotion. Seeing which friends already use the platform (by Social Media), will raise the likelihood from them to join the platform as well. Present members should be aware of the importance of newcomers, by **inviting members** to the platform and by interacting in a friendly and stimulating way.



MOTIVATORS

What kind of motivations does the member have in order to contribute? Platform should be aware of what drives their members, since this can differ per platform. A distinction is made between **intrinsic motivators** (inherently interesting or enjoyable) and **extrinsic motivators** (outcomes). Providing rewards and other extrinsic motivators for requests that are intrinsically motivating, could undermine their intrinsic interest in the task and thus should be treated with care.



THRESHOLD

What steps does a visitor has to make, in order to contribute -such as making an account. If this takes too much effort, it is less likely they will contribute, but at the same time, the quality of contributions will be higher. A platform needs to find the **right balance between being easy to contribute versus too extensive steps** like providing credit card information before being able to contribute. When a lot of spam or non-relevant contributions are made, the threshold probably should be increased. When nobody is contributing at all, one of the factors can be that the threshold is too high. Members can play an active role in familiarizing the newcomers to the platform and thus lower the threshold.



EVENTS

The platform should **organize events** to reinforce the purpose and values of the community. Events will to define the community, remind members what they have in common and what their community is all about.



REQUEST DESCRIPTION

In the description of the required contribution, it should be clear what impact the fulfillment of the contribution will have; is it complementary or substitute? **Emphasizing** that a member has a **unique position or capability** will make people more willing to contribution. Empathy with the requester may also raise the quality of work



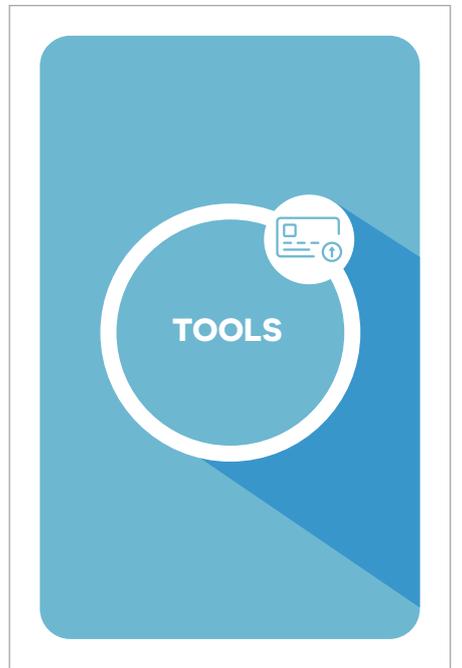
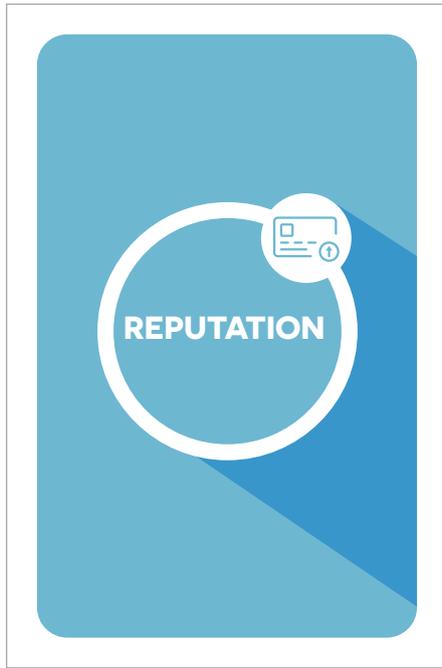
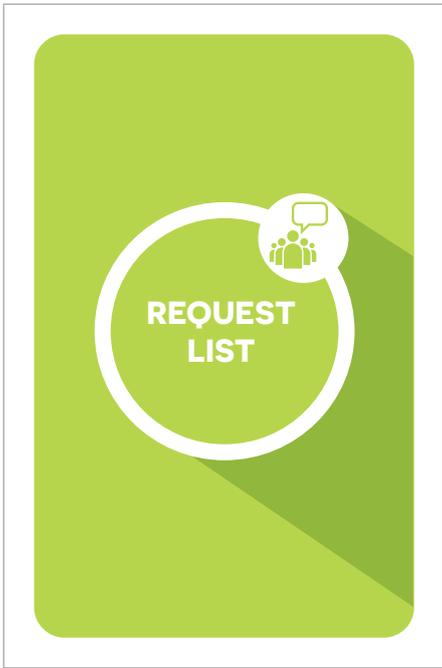
TARGETED REQUEST

Members should be invited to contribute, which can be done by targeted requests that match the interest and capabilities of the member . The status, likeability and familiarity of requester improve the change of contribution.



COMPARATIVE

Members should be able to compare what others have contributed and thus being able to **learn the normative behavior.** Members will be more likely to have a more divergent set of contributions when being able to compare themselves.





AESTHETICS

A better looking platform, means that people expect it to be better. The platform should provide a **professional user experience**, and shouldn't encounter any technical difficulties.



REPUTATION

Articles of the platform in the news, support by celebrities, winning awards all contribute to a positive reputation of the platform. **Showcasing the achievements** of the platform, helps to understand the value the platform offers and can raise expectations about future success. Platform owners could **show the growth** of the platform, amount of contributions made and the amount of years it has been established.



REQUEST LIST

A list of the requests should be present, with **sorting and tracking mechanisms** so members can find tasks which fits their needs and capabilities.



TOOLS

The platform offers tools that **contribute to fulfilling its purpose**. Think about making a contribution, communicating, collaborating etc. Supportive tools can be the reason that the members will become part of the community and adds to the uniqueness of the platform.



UNIQUENESS

With ever rising amount of crowdsourcing platforms, the platform should serve an unique purpose that other platforms don't offer



RITUALS

Incorporating community rituals into the platform will make the members feel at home. Having certain rituals will lay the foundation for a true online culture.



VIRTUAL CO-PRESENCE

Finding an empty online community will have little motivation to interact in it. The platform should give the **impression** that is a **populated space** and needs a critical mass to do so. This can be done by a list of the platform's (online) members, adding time marks to posts and showcasing the latest contributions.



MOTIVE

The motive of the creators of the platform has to be clear to the members. An **"about" page of its initial creators** and their motivation of creating the platform, will help for members to understand this motive.