

Web Communications

The right man in the right place



Warning!

For each given item on't focalize too much on the brand given in the presentation (there are a lot of brands on the world and tent to imitate on another), but try to catch the evolutionary step described by it.

Instant Chat

- At the beginning the was... **talk!**
 - limited to Unix machines
 - only text (even for smiles!)
 - ... a tool for geeks.

```
porao@servido
Archivo Editar Ver Terminal Salidas Ayuda
porao@servidor: ~
neh
no se noto
cosiiiiiiiiiiii
:P
me gusta el talk
creo que lo tenemos como articulo
o no...
ayer hice el de bx
pero hablando cosas serias
de todas formas creo que hay uno en comons
me parecia verlo
si, ese
:D

hola
NO
:P
:D
bah, es "curioso" pero ta un poco deprecated
[[talk]]
saco un screenshot? y lo subias?
si, con un gif animado
as que lo acabo de ver :P
```

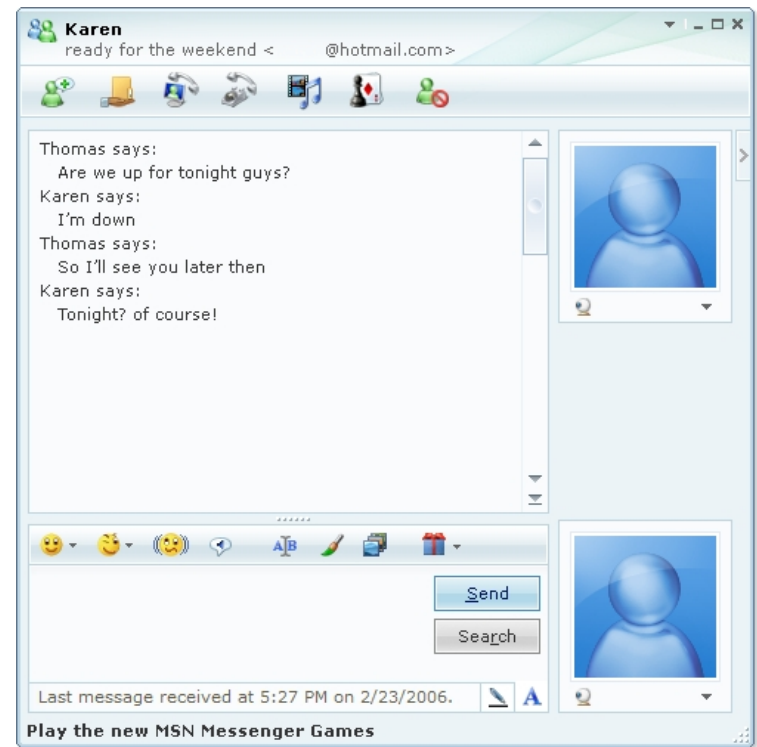


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```

Istant Chat

- ◆ Bronze age... **MSN Messenger!**
- ◆ Graphic User Interface! (GUI)
- ◆ more send possibilities
 - ◆ smiles and images
- ◆ ... a tool for desktop people.



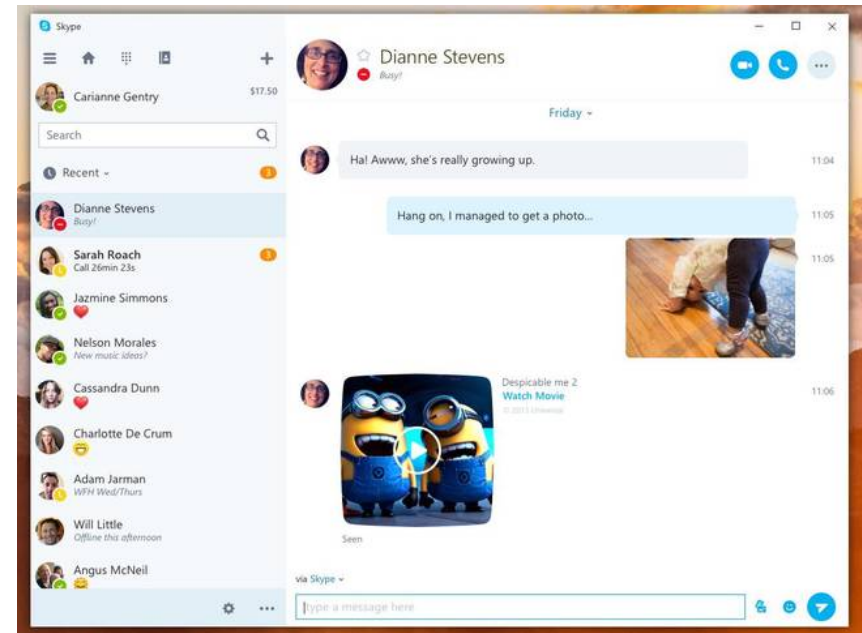
Istant Chat

- ◆ Middle age... **SMS!**
 - ◆ **Avaiable on mobile devices!**
 - ◆ **paid service**
 - ◆ Only text (and limited)
 - ◆ ... a tool for moving people.
- ◆ **MMS**
 - ◆ very expensive
 - ◆ difficult to setup on device
 - ◆ ... dead before born!



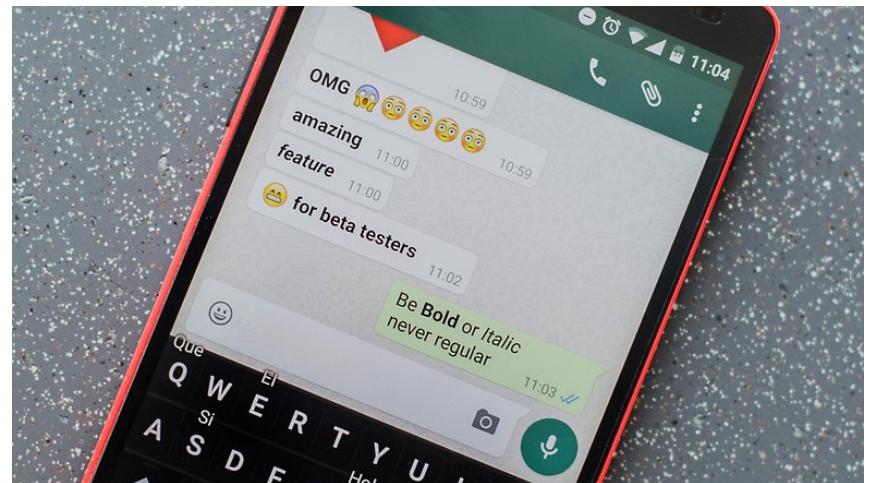
Instant Chat

- 💧 Reissnance age.... **Skype!**
- 💧 Peer-To-Peer (now server based)
audio and video call!!!
- 💧 Desktop app
- 💧 Self-contained accounts
- 💧 Multi-platform
- 💧 ... a tool (app?) for people



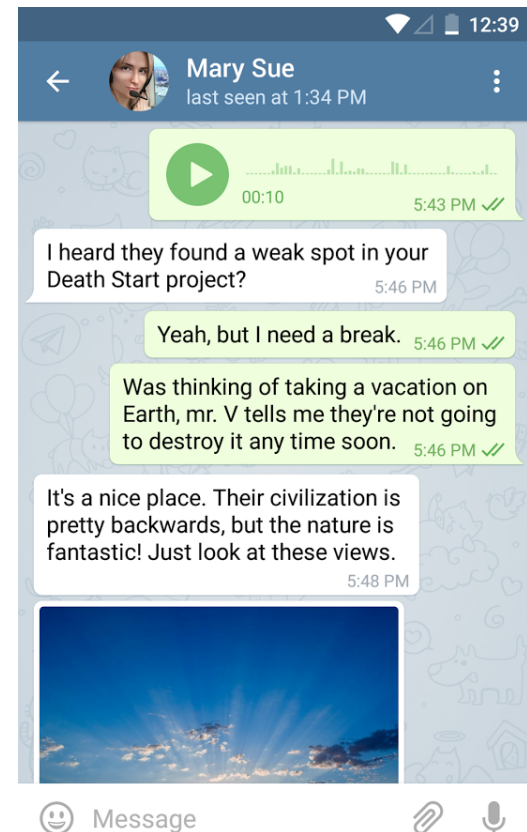
Instant Chat

- 💧 Yesterday.... **Whatsapp!**
 - 💧 Design for mobiles
 - 💧 Easy to use
 - 💧 Easy to find friends (accounts based on phone numbers)
 - 💧 ... a tool (at the beginning) for teenagers.



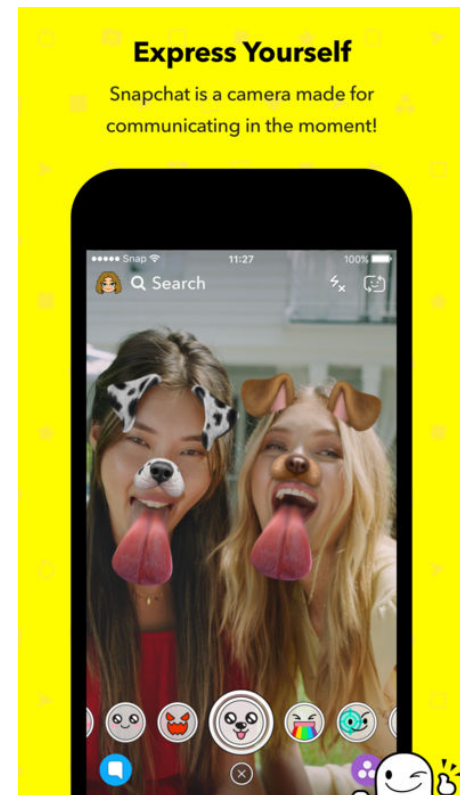
Instant Chat

- Today.... **Telegram!**
- Privacy!** messages are crypted.
- ... a tool for discreet people



Instant Chat

- Yesterday evening.... **Snapchat!**
 - "Life is Now!" philosophy
 - snow-ball messages
(they are destroyed soon)
 - Gamification
 - usage are stimulated by
"score" and "trophies"
 - ... a tool for teenagers

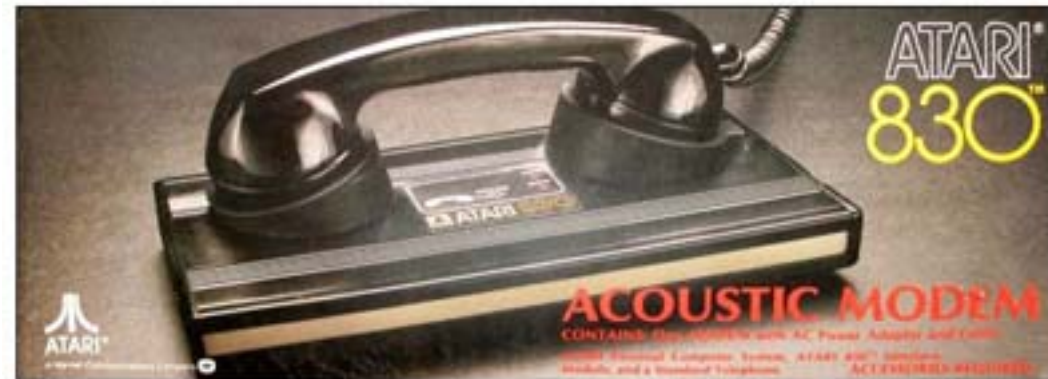


Instant Chat Evolution

- ◆ Sharing life: snapchat-like stories
- ◆ Privacy
- ◆ Target communities: teenagers, singles, etc.
- ◆ Improve portability on real world: access from mobile devices
- ◆ Improve capabilities: Image, audio, video
- ◆ Easy to use: GUI
- ◆ Target a need: communicate fast

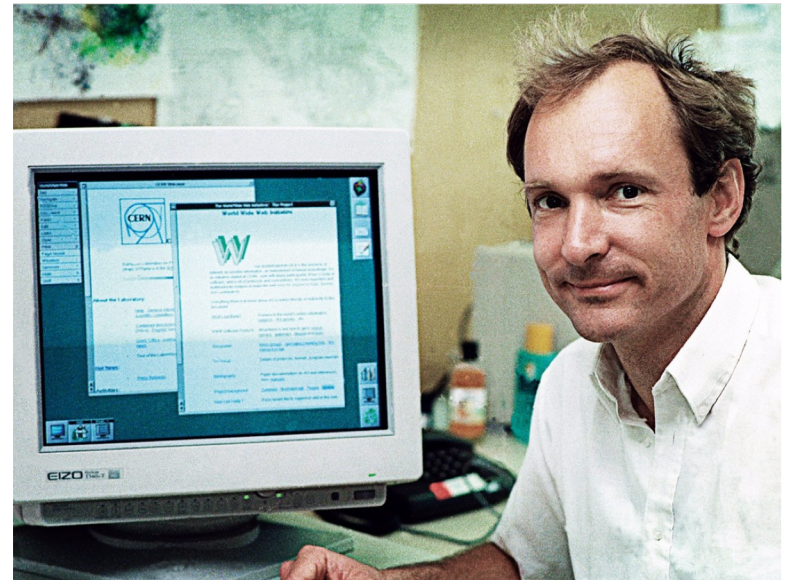
Sharing Contents

- ◆ At the beginning the was... **BBS (Bulletin Board System)**
 - ◆ phone access
 - ◆ very expensive
 - ◆ extremely low speed for query and download
- ◆ a tool for nerds



Sharing Contents

- ◆ Bronze age... **Static Web Sites!**
 - ◆ Home-made sites
 - ◆ Contents must be loaded by hand with "strange" communication protocols: ftp, scp, rsync ...
 - ◆ Content positions must be known (no index).
 - ◆ ... only for engineers
 - ◆ they know how to publish it and how to find others.



The web Inventor: Tim Berners-Lee

Sharing Contents

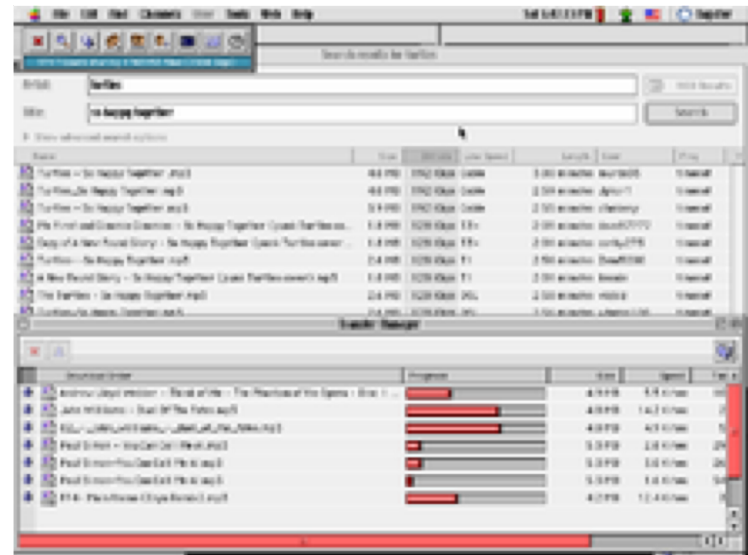
- ◆ Copernican Revolution ... **Google!**
 - ◆ search engines can index web!
 - ◆ more easy to find contents
- ◆ Now contents are more accessible but remains the publishing problem



The Google Inventors: Larry Page e Sergey Brin

Sharing contents

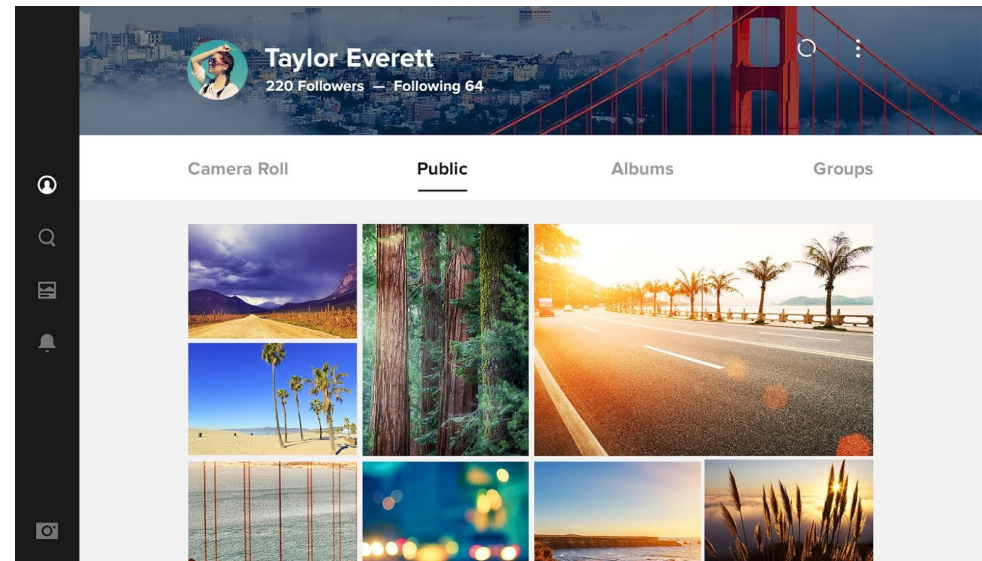
- ◆ Empire Age... **Napster!**
 - ◆ 2p sharing (centralized index)
 - ◆ possibility to share my contents to everyone
 - ◆ Too easy share! (piracy issues)
 - ◆ a tool for low-skilled people



Share Contents

🔹 Post World War II.... Flickr!

- 🔹 Thematic container
- 🔹 easy to upload files
- 🔹 possibility to share contents to everyone
- 🔹 Consensification
 - 🔹 usage is promoted by the possibility to "vote" content ("I like it!") or comment it



- 🔹 a tool for people with the same interests

Share Contents

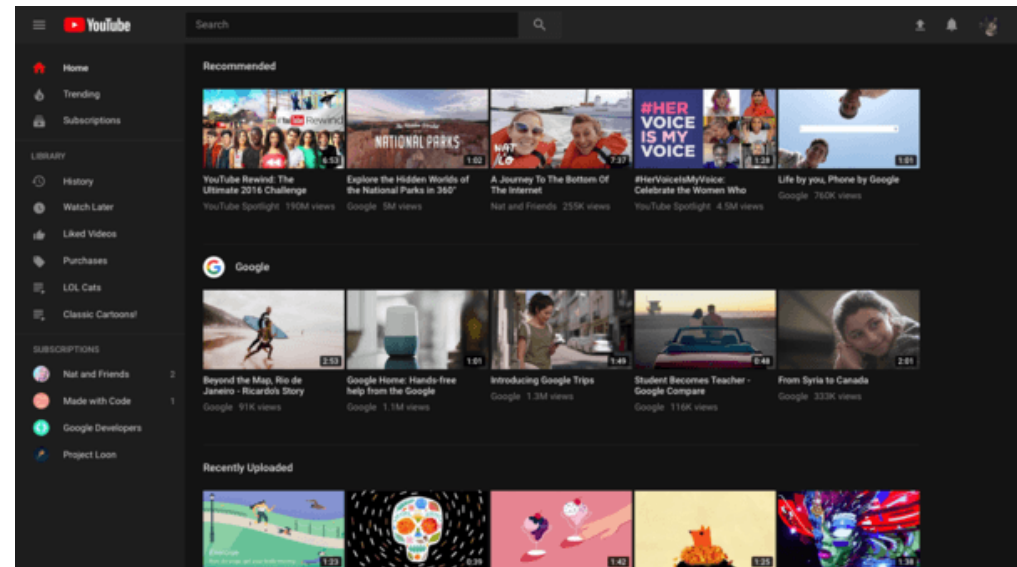
- 💧 Yesterday.... **Instagram!**
- 💧 Designed for **mobile**
- 💧 Extremely easy to upload images
- 💧 Possibility to "beatufy" images by filters and editing tools
- 💧 private and public rooms
- 💧 ... a tool for everyone



Share Contents

💧 Yesterday evening... **Youtube!**

- 💧 Easy to share video
- 💧 Easy to watch it!
- 💧 possibility to subscribe channels
- 💧 Perfect channel for TV-like ads, "real" customer reviews and support manuals



Share Contents

- ◆ Today.. **Facebook!**
 - ◆ Based on real life near-people community: usage is promoted by the idea to enforce links with friends by sharing life moments
 - ◆ Today, it is a platform for many chanel: game, chat sharing contents and stories.
 - ◆ It collect a lot of commercial-valued user informations (user profiling)
 - ◆ probably...
the *ultimate* social network



Share Contents Evolution

- ◆ Target real life
 - ◆ Target creativity by media sharing portals
 - ◆ Target communities by specialized containers sites: photographers, cokers, etc.
 - ◆ Improve sharing process by peer-to-peer
 - ◆ Improve accessibility by search engines
 - ◆ Improve accessibility by HTML
- ◆ Share scientific and technical texts

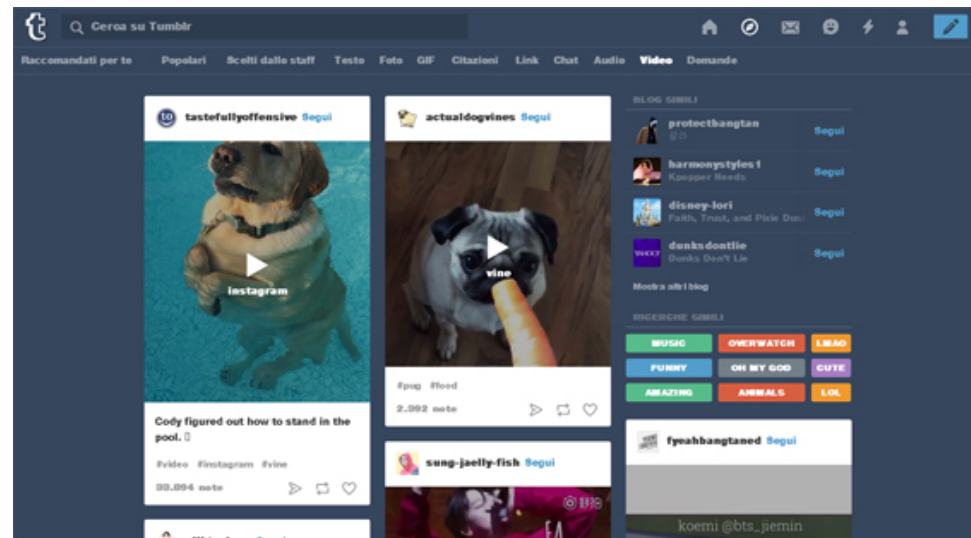
News and topics

- 🔹 A crossover app... **Twitter!**
 - 🔹 The philosophy: communicates what's happening by short messages on topics (tag)
 - 🔹 Retwit feature can create a cascading effect ("viral" content)
 - 🔹 Usage is promoted by "trend topics"
 - 🔹 The retwit feature creates an "hidden" channel not easy to monitor which can spread fake news



News and topics

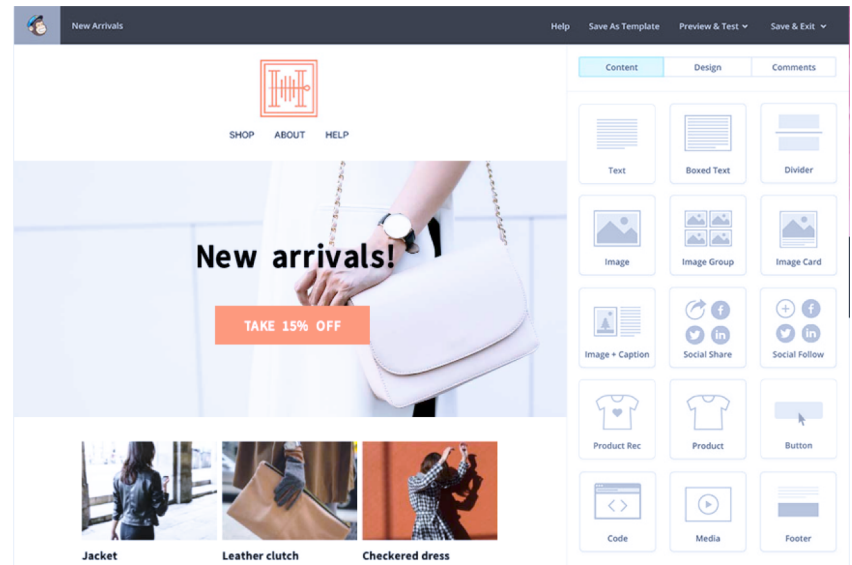
- Let's chat on a topic... **Tumblr!**
 - blogs can be viewed as "rooms" in which share contents and eventually "build" opinions about it.
 - Topics treated by a blog can be fixed (tematic blog) or more generalistic (personal or on-trend blogs)



..and the old email ??

- 🟢 The dear and old mail list...**mailchimp.com!**

- 🟢 An email can be read by user in its best moment
- 🟢 Users can subscribe mail-list on a particular topic in order to keep itself updated
- 🟢 Users can targeted by mail in response of a particular event defined by the user itself



Build a Web Communication

◆ **The Message**

- ◆ *What I want to communicate?*
- ◆ *What my users want to communicate?*

◆ **The Target**

- ◆ *Who are my users? Age? Skills? Moods?*

◆ **The Chanel**

- ◆ *Identify the best chanel (mobile app, web site, mailist) for your target considering:*
 - ◆ *Their usual device*
 - ◆ *The usual modality (and place also) of access to your platform*
 - ◆ *The amount of time they can/want spent on your platform*