

# 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@servidor: ~
neh
no se noto
caaaaaaaaaaaaaa
: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 commons
me parecia verlo
si, ese
:D

hola
XD
:P
:D
bah, es "curioso" pero ta un poco deprecated
[[talk]]
Saco un screenshot? y lo subimos?
si, con un gif animado
es que lo acabo de ver :P
```

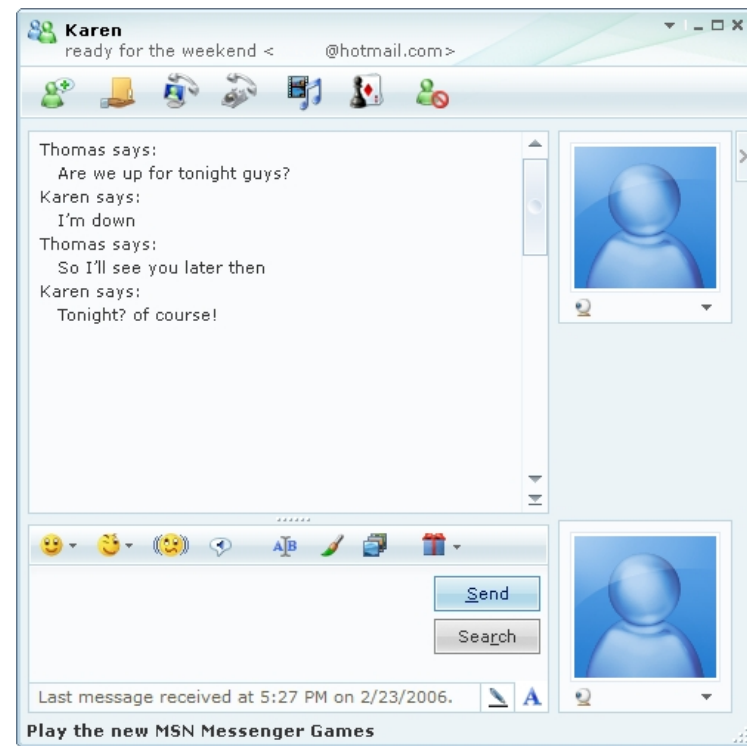


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# Istant Chat

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



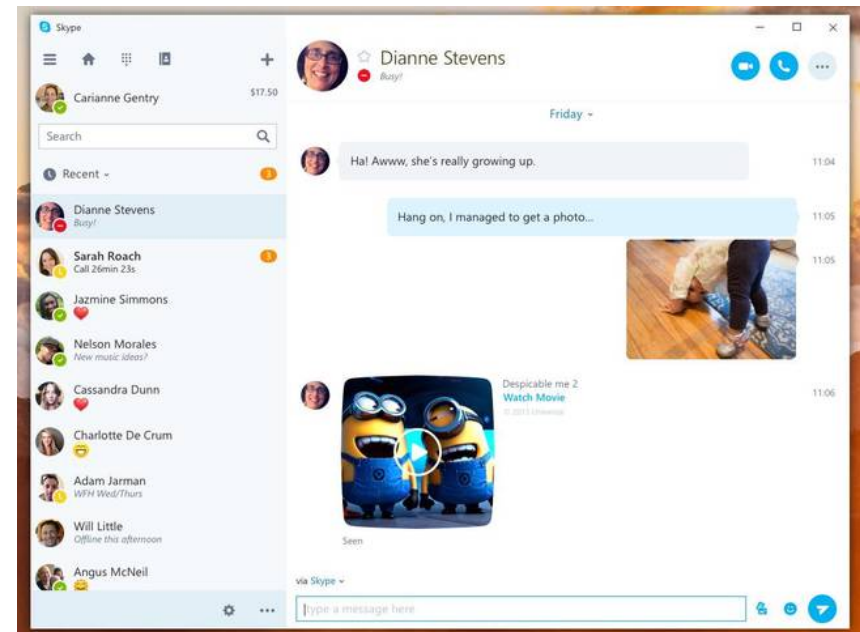
# Instant Chat

- ◆ Middle age... **SMS!**
  - ◆ **Available 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!



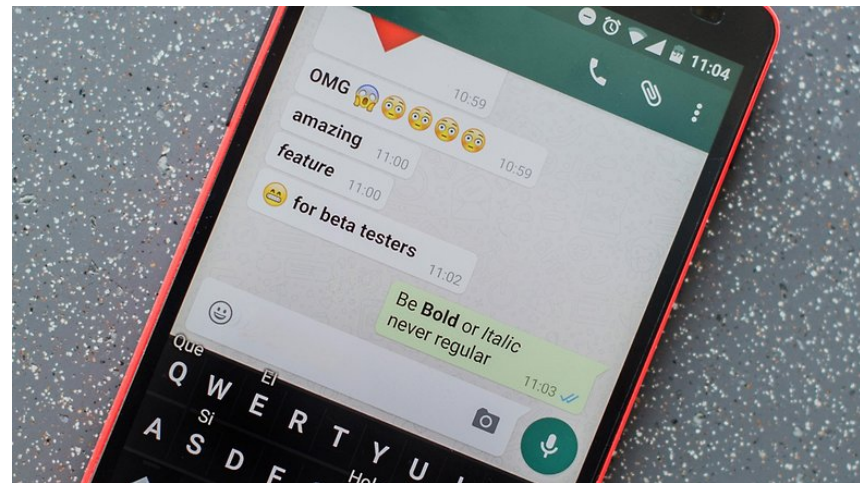
# Instant Chat

- 💧 Reissonnance 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 (accnts based on phone numbers)
  - 💧 ... a tool (at the beginning) for teenagers.



# Instant Chat

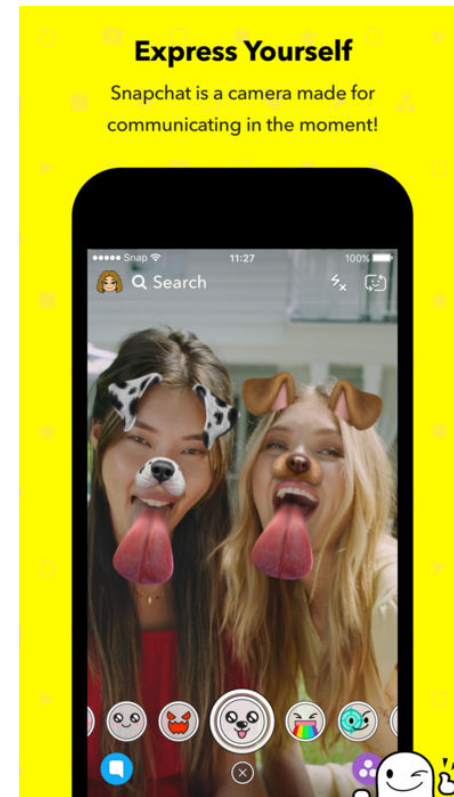
- Today.... **Telegram!**
- Privacy!** messages are crypted.
- ... a tool for discreet people





# 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

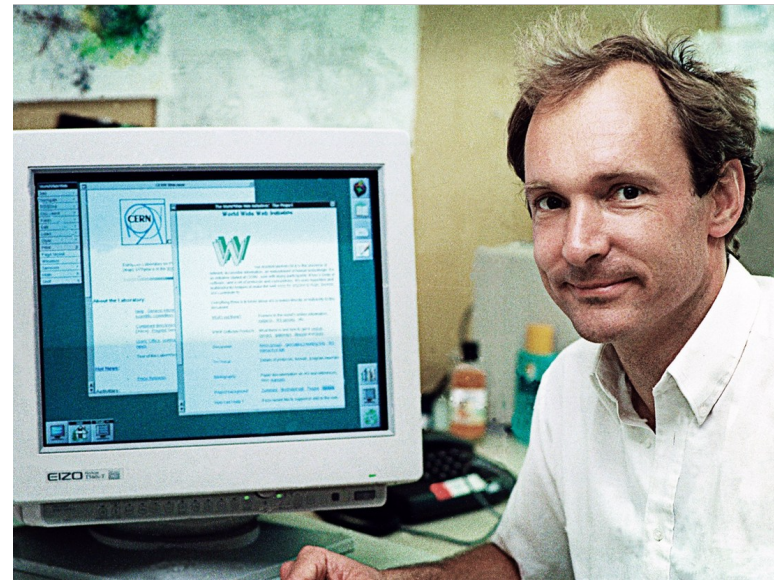
# Sharing Contents

- ◆ At the beginning there 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 know (no index).
  - ◆ ... only for engineers
    - ◆ they knows how to publish it and how to find others.



*The web Inventor: Tim Berners-Lee*

# Sharing Contents

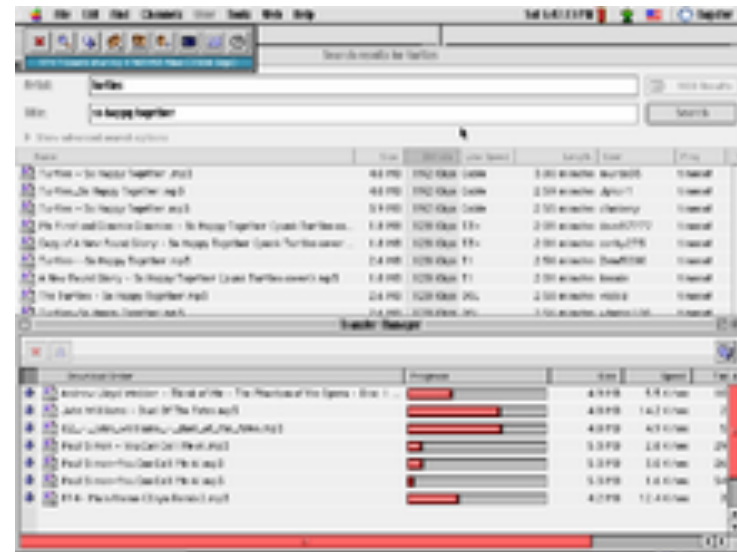
- ◆ Copernican Revolution ... **Google!**
  - ◆ **search engines can index web!**
  - ◆ more easy to find contents
- ◆ Now contents are more accessible but remains the publishing problem



*The Google Inventors: Larry Page e Sergey Brin*

# Sharing contents

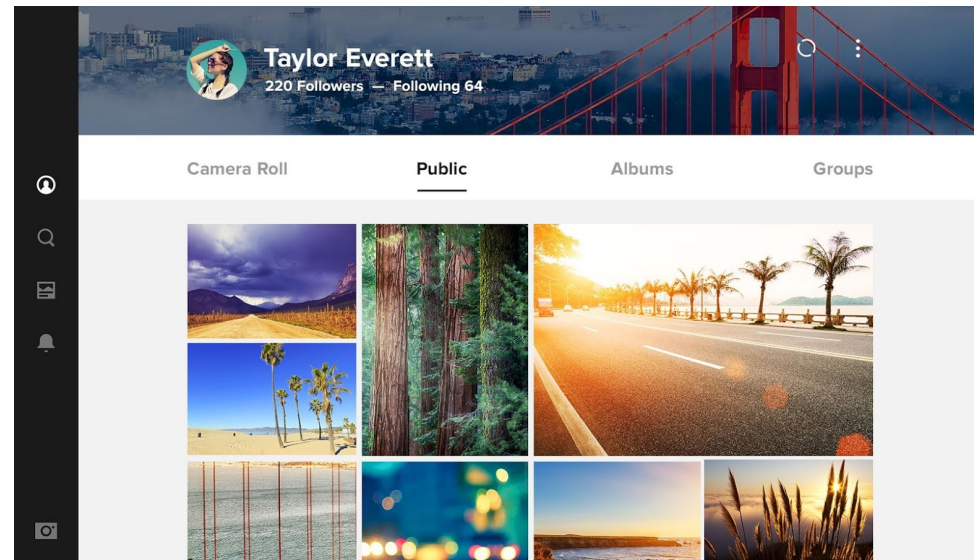
- ◆ Empire Age... **Napster!**
  - ◆ 2p sharing (centralized index)
  - ◆ possibility to share my contents to everyone
  - ◆ Too easy share! (piracy issues)
  - ◆ a tool for low-skilled people



# 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

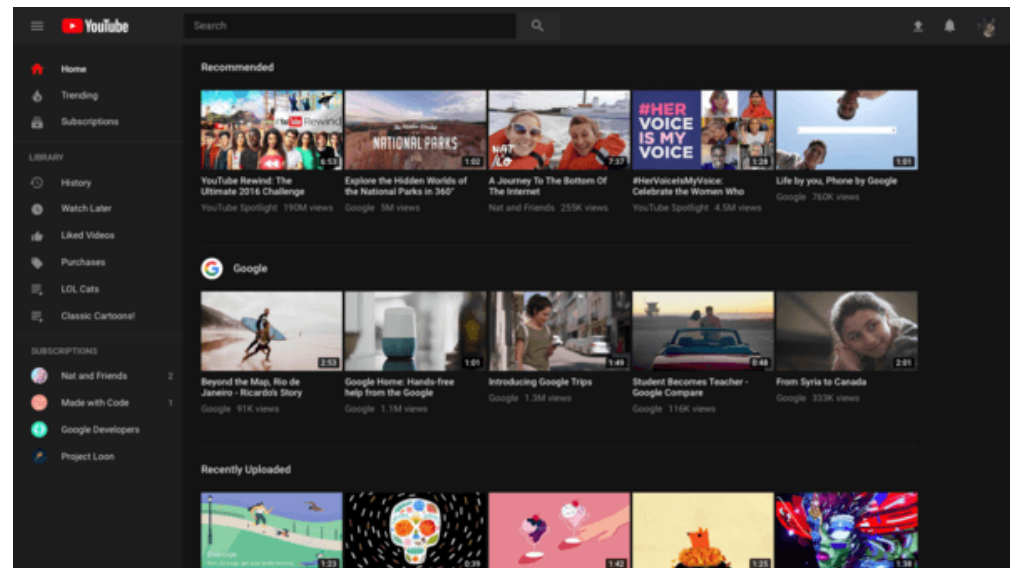
- 💧 Yesterday.... **Instagram!**
  - 💧 Designed for **mobile**
  - 💧 Extremely easy to upload images
  - 💧 Possibility to "beatufy" images by filters and editing tools
  - 💧 private and public rooms
  - 💧 ... a tool for everyone





# Share Contents

- 💧 Yesterday evening... **Youtube!**
  - 💧 Easy to share video
  - 💧 Easy to watch it!
  - 💧 possibility to subscribe chanel
  - 💧 Perfect chanel 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 channels: 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 charing 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 tecnical texts

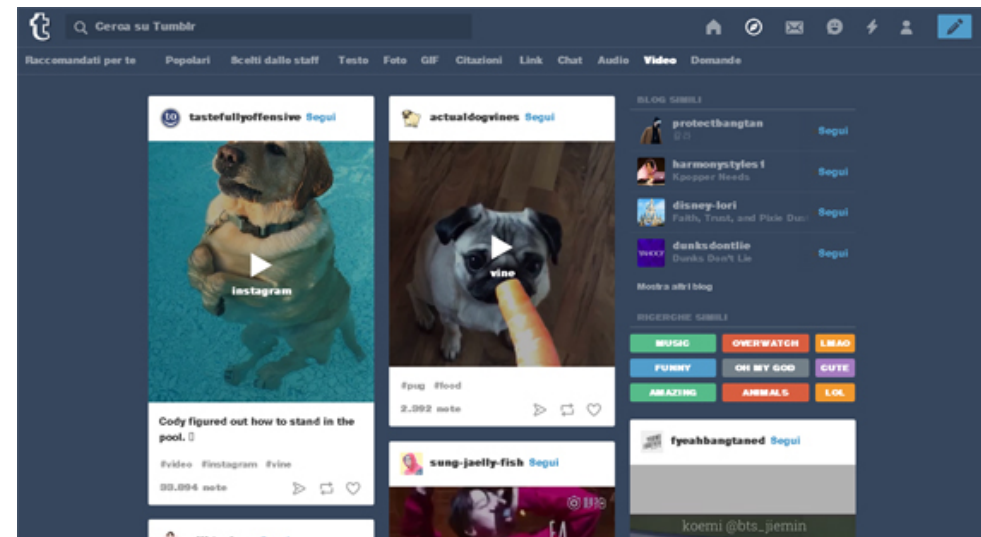
# News and topics

- ◆ 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



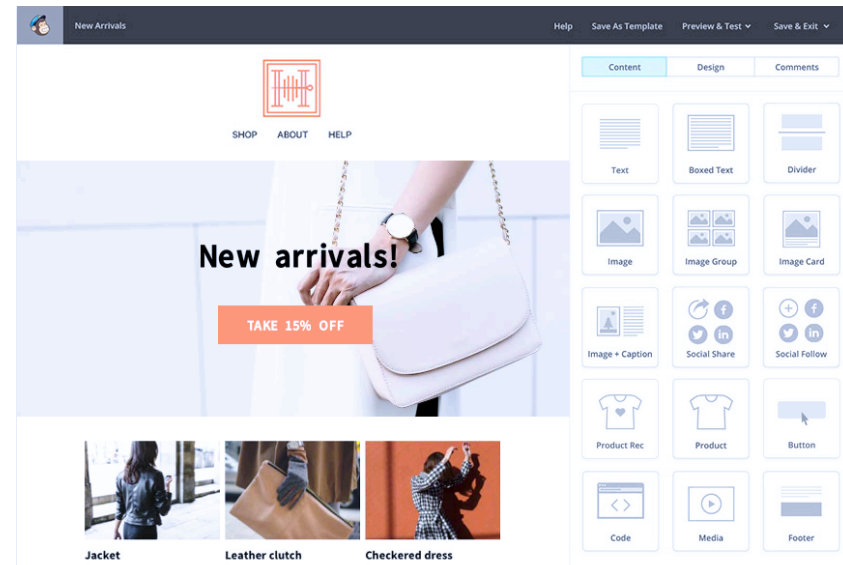
# News and topics

- 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*