Web Communications

The right man in the right place…

… the right channel for each idea.
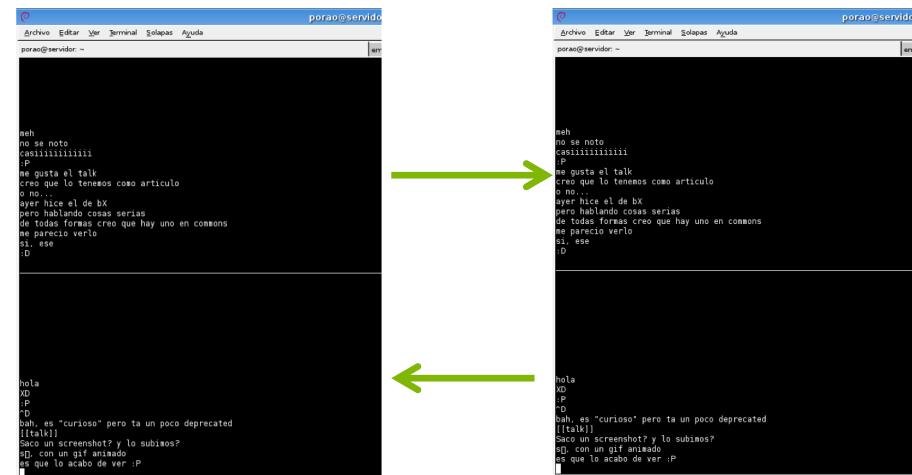
Warning!

For each given item don't focus 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.

Istant Chat

- Bronze age... **MSN Messenger**!
  - Graphic User Interface! (GUI)
  - more send possibilities
    - smiles and images

  - ... a tool for desktop people.

Istant Chat
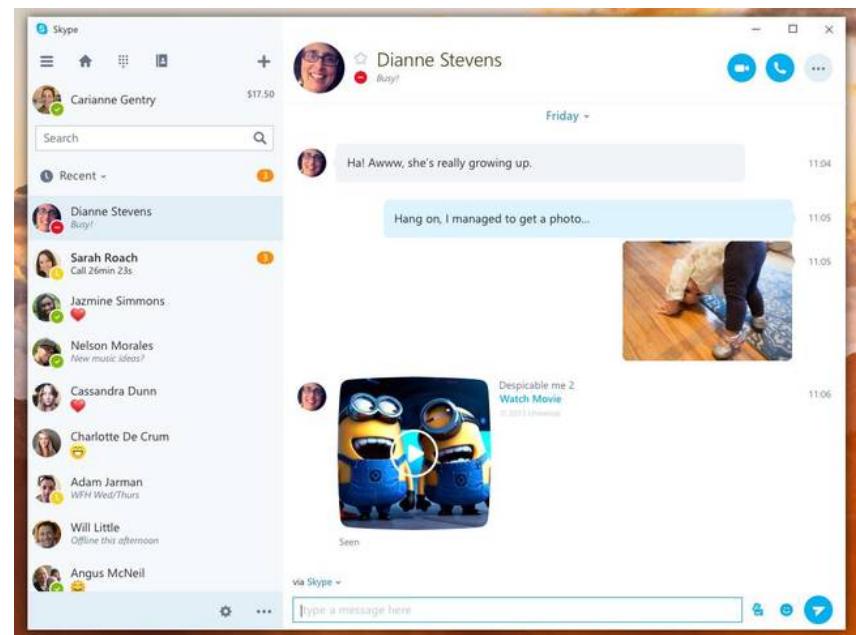
- Middle age… **SMS**!
  - **Avaiable on mobile devices**!
  - **paid service**
  - Only text (and limited)

  - … a tool for moving people.
- **MMS**
  - very expensive
  - difficult to setup on device
  - … dead before born!

Instant Chat
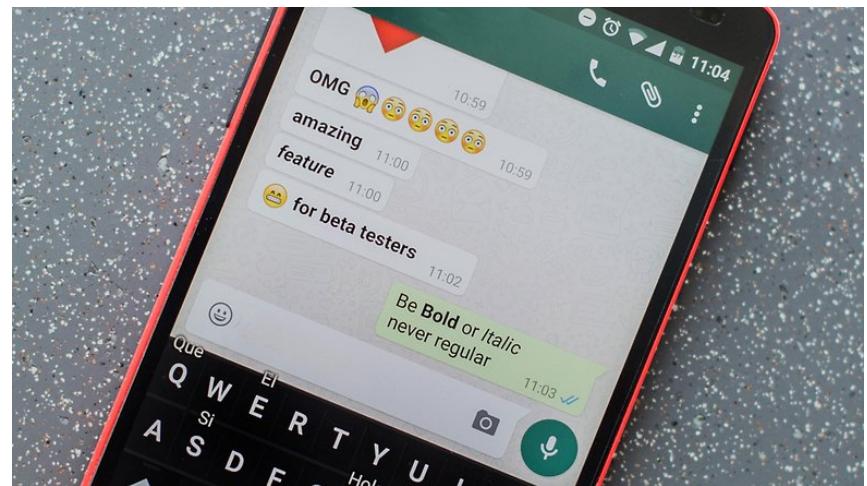
- Reinassance age.... **Skype**!
  - Peer-To-Peer (now server based) **audio and video call!!!**
  - Desktop app
  - Self-contained accounts
  - Multi-platform

  - … a tool (app?) for people
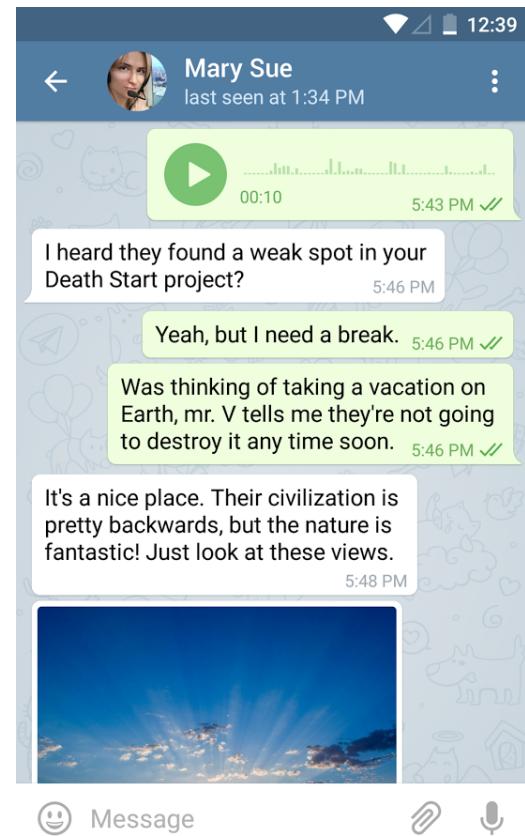
# Instant Chat

- Yesterday.... **Whatsapp**!
  - Design for mobiles
  - Easy to use
  - Easy to find friends (acconts based on phone numbers)

 - ... a tool (at the beginning) for teenagers.
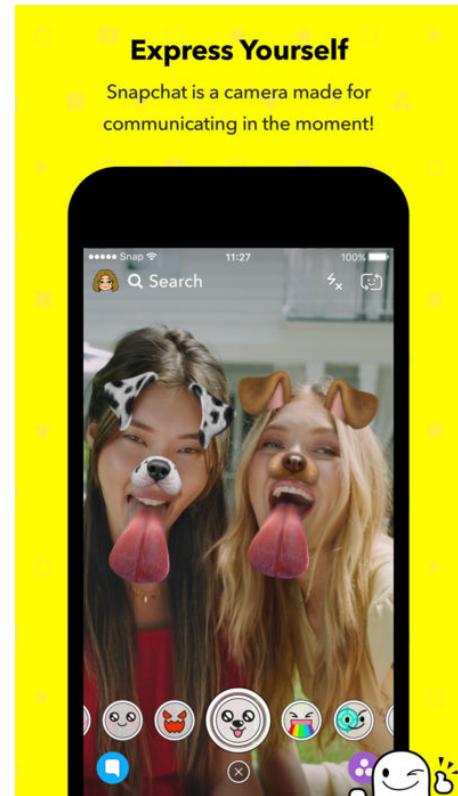
Instant Chat

- Today…. **Telegram**!
  - **Privacy!** messages are crypted.

  - … a tool for discreet people
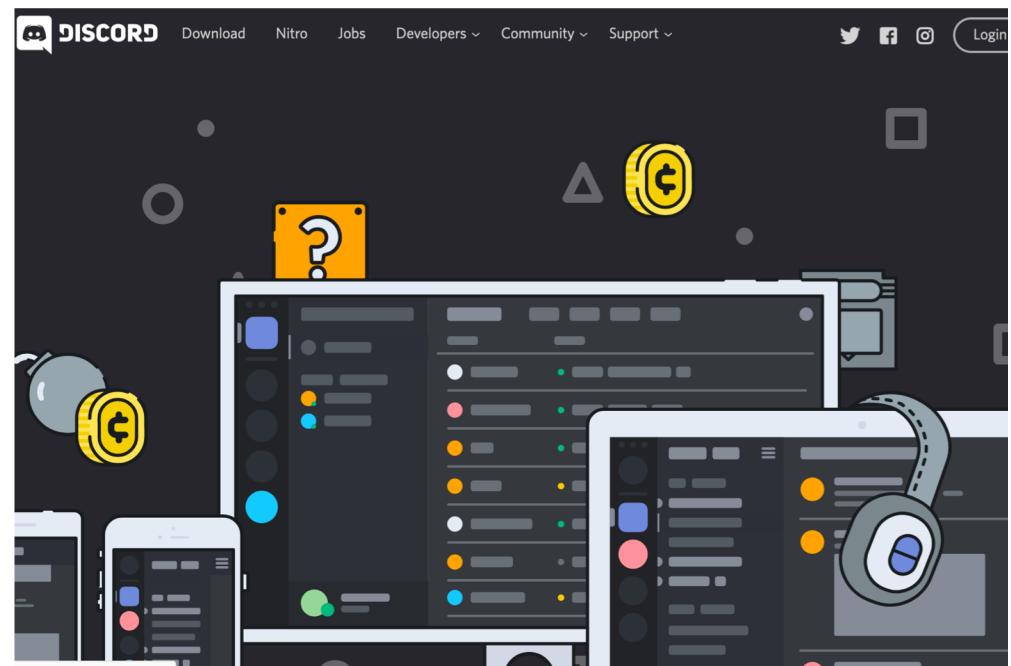
# Instant Chat

- 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

- Today morning.... **Discord**
  - «Simplify your life.» philosophy
    - All-in-one voice and text chat

  - ... a tool for gamers

Instant Chat Evolution

Sharing Money: Libra

Sharing life: snapchat-like stories thematic chats

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
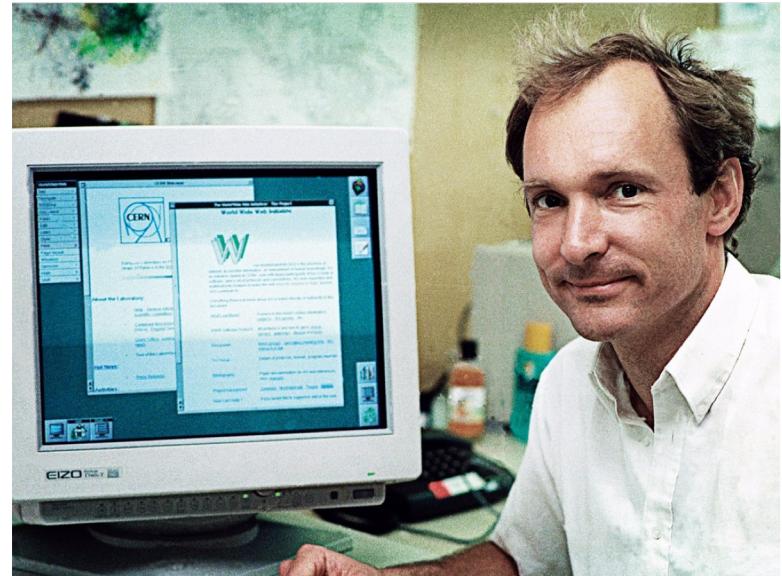
Sharing Contents

- 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 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
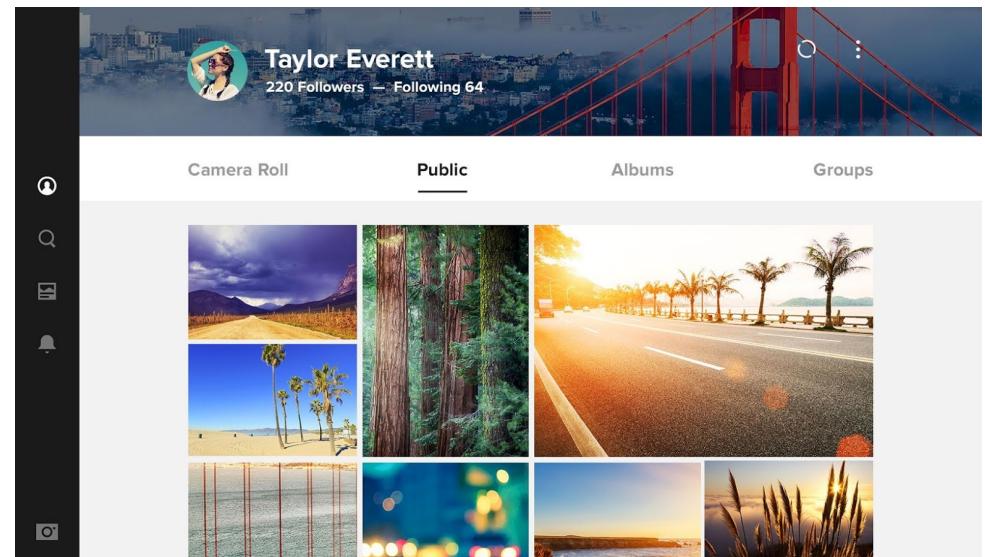
- Empire Age... **Napster**!
  - 2p sharing (centralized index)
  - possibility to share my contents to everyone
  - Too easy share! (piracy issues)

  - a tool for low-skilled people

Share Contents

- Post World War II.... **Flickr**!
  - Tematic 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
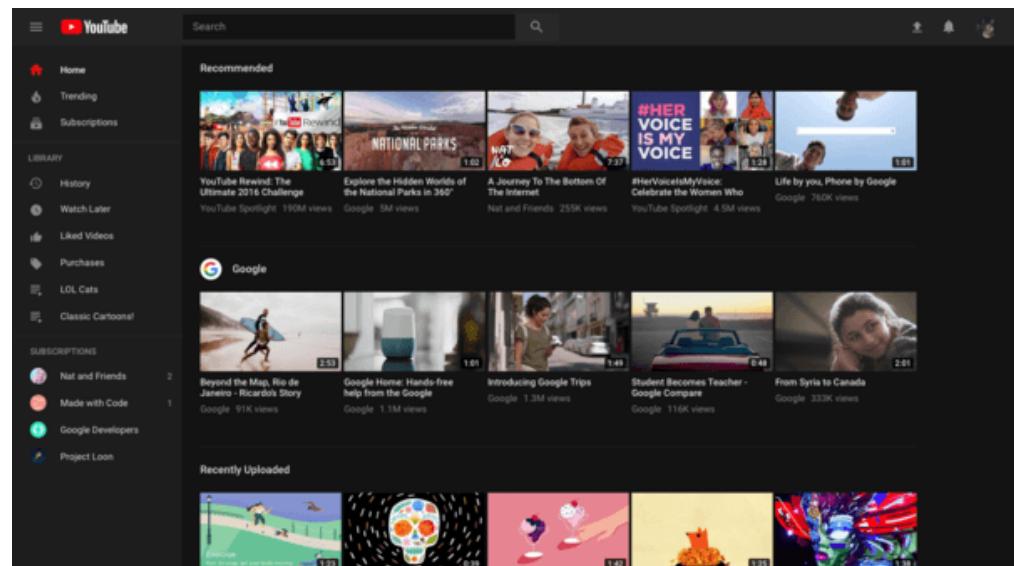
Share Contents

- Yesterday…. **Instagram**!
  - Designed for **mobile**
  - Extremely easy to upload images
  - Possibility to "beautify" 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 chanels

  - Perfect chanel for

    TV-like ads,
    "real" custumer reviews
    and support manuals

Share Contents

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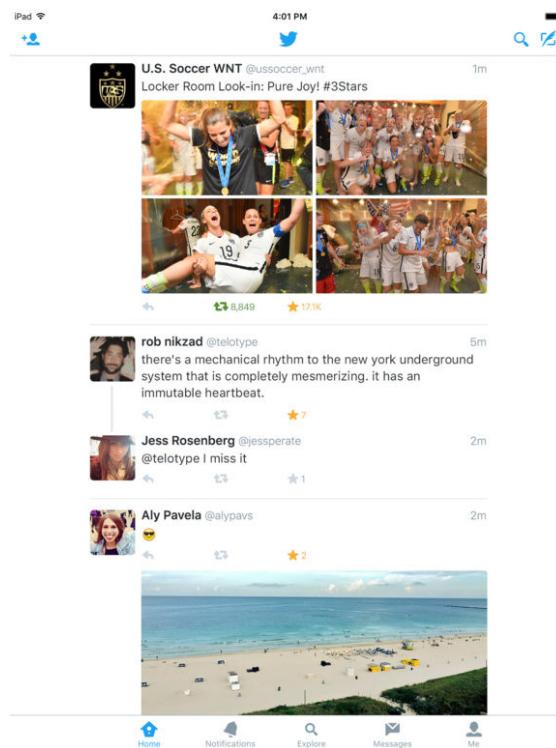
Share Contents Evolution

- 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
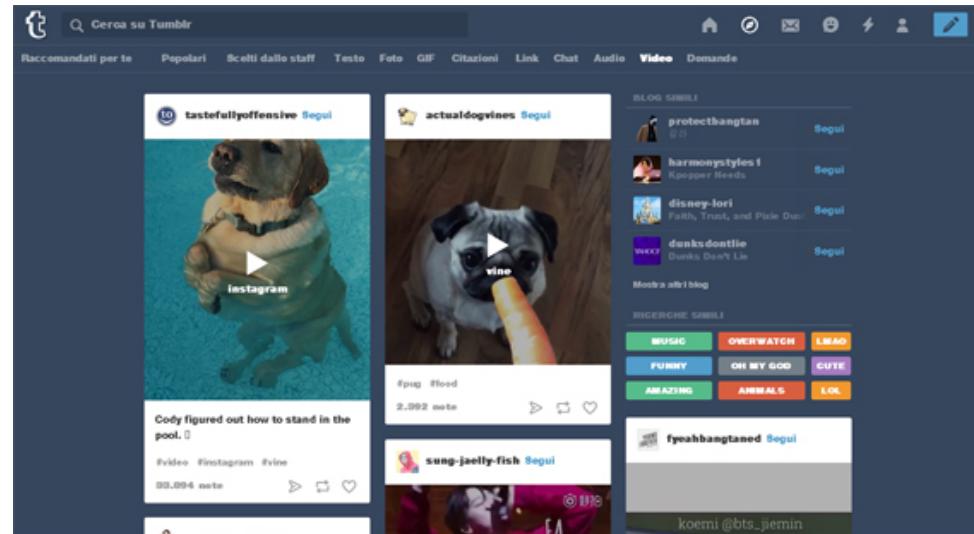
News and topics

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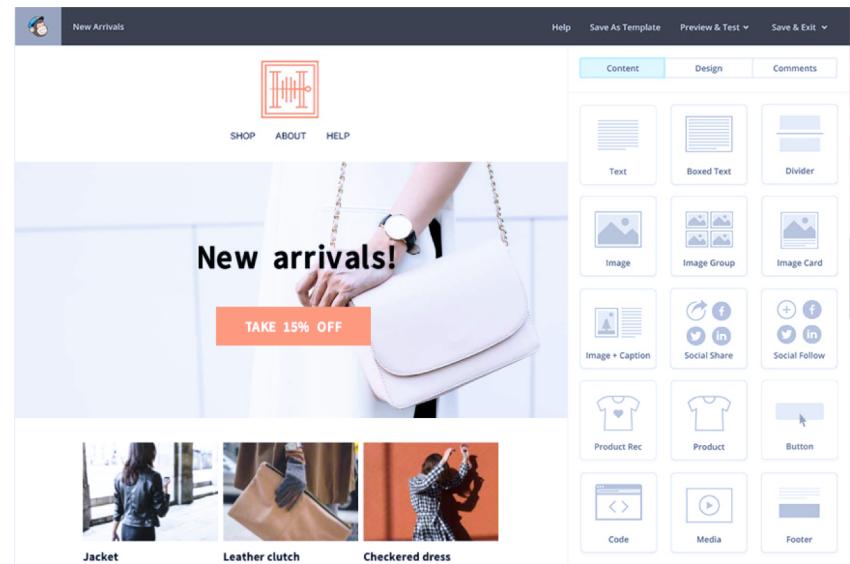
News and topics

- 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*