Final Synthesis

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An app developed with the concepts of community, identity and design
Community

Segmenting users is a balancing act.

- Too general - discussion is unfocused
- Too specific - discussion is sparse
CRITIQUE User Experience

- A place for meaningful feedback
- A platform for students and faculty to showcase their work
- A Community of Practice
How?

- Groups
  - Bring community to topics
  - Create sense of belonging first
    Blanchard and Markus 2002 and 2004
    - ex: Facebook

- Tags
  - Community will form around the tags
  - Symbolic Community
    Cohen 1985
    - ex: Reddit
More How’s

● Gamification
  ○ Points, badges, and glory
Gamification

Using points and stuff to shape behavior

In the context of community, often takes the form of moderation (voting up and down)

Our app combines moderation and other forms of gamification.
Gamification in our app

Quora-style points system for critiques

Accumulated points from upvotes can be used to boost project posts
Identity

"We define who we are by negotiating local ways of belonging to a broader constellation"
-Wenger, Identity in Practice
Identity in our app

Your identity would be represented through:

- personal statement
- posts
- Tags
- Comments
- votes
- group connections
- badges
- profile picture
What does this app do for identity?

- identity as a student in a class linked to identity as a student at Stony Brook as a whole.
- express fluid nature of identity as experience grows
- allows expertise in fields outside majors and minors to be visualized and used
Identity and Critique

accountability is required unlike YikYak
Who would you be?

what would you upload?
what would you comment on?
Design - App Demonstration

Critique
Final Reflection

We not only discussed the theory behind Identity, community, and design.
We experienced it through the vigorous use of iPads, apps, blogs
We designed something that could have an actual impact and use in our community and identity
Reference:

Thank you

Questions?