

Wireframe documentation

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Community UX

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Community UX

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Introduction

This document introduces the new UX for the Patient forums. The intent is to pivot our current offering of a Q+A format into a fully featured social media platform. The idea is to increase page views by allowing users more freedom to post a greater variety of content, in turn creating a more engaging looking site that converts visitors into members.

The hope is that we can create power users who can get other users to engage with the site that we simply can't because we can't generate the same kind of trust that peer to peer relationships can.

Once we have a more engaging platform, we can use the community to generate better income streams through peer to peer recommendations, targeted advertising through both display and native.

In time, we will be able to extend the platform to allow companies and organisations to have their own presence in the forums to promote their services and engage directly with the community.

Due to the complexity of the project, the introduction of the platform will have to take a phased approach, with

continuous testing taking place throughout. Beyond general user acceptance testing, much of the interface is reliant on weighted algorithms to decide what order to display the posts in. These algorithms will need to be tweaked over time to generate more page views and revenue.

This document covers base research, looks at our competitors in the space, sets loose objectives, overviews of user stories, key journeys, Information Architecture and moderation strategy. It then delves into the general logical layout of the application, how the site responds to different screen sizes and then the individual components that make up the interface. Finally examples of the screens made from the layouts and components are given.

Still to come - design, 3rd party integrations, microinteractions, animations, server waiting and response interactions, user acceptance testing strategy, prototype delivery and ongoing testing and improvement strategies.

We ran a survey of our forums users from 30th Jan - 13th Feb which over 1,640 users answered. It was only linked to from the Forums notification emails, meaning that only engaged users responded. Full results available here: <https://www.surveymonkey.net/results/SM-952CY5D3/>

Some key findings;

- 77% of our users are 50 and over.
- 89% use social media. Of those 84% use Facebook
- 65% access it through a browser on their phone or desktop - 20% use a dedicated app
- Users enjoy shared content, with 51% saying they like to read the links their friends post, 45% saying they like to share and reshare content they like and 34% like funny or cute pictures they see on there. Of those that answered positively 23% only chose one option - possibly misread?
- 45% use Social Media to follow the news and current events
- 55% feel uncomfortable talking to people about their LTC on social media
- Only 23% of users bother voting regularly - it's not an important feature to them, and a full 21% hadn't noticed there was a badge and reputation system at all.
- 76% of users think the moderation is fine as it is, with 10% saying it's too strict and another 10% saying they'd like a community moderated model instead. The vocal minority on this topic is EXTREMELY vocal as seen in the free comment question. However, this minority may represent potential power users.
- Nearly 78% of users would like to get an expert opinion on what they post - this answer skewed the results for this question massively. 38% said they'd like a newsfeed of content. And 38% said they'd like to edit their posts, which reflects a persistent bugbear for the users.
- Nearly 80% of users were interested in us suggesting related content and services to them
- Over 80% were interested in taking part in medical research either through surveys or clinical trials.
- Most users are with us because we were the first resource they found from Google, 2nd to that - the community seemed friendly.
- Free comment revealed quite a few people that wanted to know where the other user was commenting from.

Research

Selected replies to the free comment field;

- It would be really nice to have more experts to give advice - even if there was a small fee to be able to ask further questions, in a private setting, and by giving a personal reply via e-mail. They have this facility on the Menopause Matters forum and it is very popular.
- The Moderators are bias, and they behave like first grade Teachers. Censoring comments they don't like. And call people bullies if they have a strong opinion. Basically making your site end up the way it has, with people sending each other hugs and kisses, telling each other to have sweet dreams and pussy footing around medical issues, solving nothing.....its frustrating and sad.
- I use to love "Patient" and wrote on it regularly but I began to get deleted just because I recommended a book or a reference link. Sometimes I would spend a morning researching a topic before I answered a question or just a post. I thought not allowing useful links was pathetic so I do not visit your site very often now. It is imperative to pass along expert information via books and scientific papers, to disallow this is ignorant. Yes I know you can PM a person, but that is not efficient, you need to disseminate information widely. Moderators should know very easily what is an advertisement, they are very easy to spot.
- i dont really know how but i have received emails telling me of people with the same conditions as me and found myself repeating the same advice over and over,so it would be good if you could post some advice and if its any good (maybe someone in healthcare could authenticate it) it could be used across the board
- I tried to add a link in one of my posts, to help everyone better understand how complicated tendons are - especially in trying to repair themselves after an injury. However, it was flagged because of that, even though I was only trying to help us all learn more. So that didn't strike me as necessary at all, esp. that the link was deleted - somehow as if my motivation was in question.
- I find it disturbing that there is no moderation to non-medical opinions which could be totally the wrong advice to individual posters or readers.
- It's completely hypocritical to have a moderator that blocks out "undesirable" content" while also advertising ridiculous things on your site. People are sharing their experiences and what has and has not worked for them. It's important that people have the opportunity understand the outcomes of their medical choices by hearing other peoples' experiences, and their online research, reliable or not. Because, in science, so many "truths" are later found to be false. Best to let people hear what opinions others have as long as they aren't using the site to sell their products.

Research

Even naming products that work, supplements, and brand names of suppliments that have been tested by other patients and have been found to be of good quality can be extremely useful in the case of autoimmune disease, where people have difficulties with supplements due to additives or dosing supplements. The doctor moderation is ridiculous. If we were getting answers from our doctor, we wouldn't be on this website trying to sort things out. Right? And in fact, the medical moderators can be hurtful in disallowing helpful information, and because the moderators tend to delete posts from the most experienced people. I have read some amazing posts, only to try and refer back to them, to see they were deleted by moderators. I see no reason for the deletion of many of these posts. It discourages people from helping others and prevents people from obtaining helpful information in understanding their condition.

- I know of people who've left the forum because of the overly strict moderating, and I've had many replies not posted that were perfectly reasonable things to say. It's annoying, especially when it's a long reply that I've taken the time to write to help someone. In fact it's infuriating and if it wasn't for the people I've met I'd leave. I understand that we don't want swearing, abuse or advertising products but other than that we should be free to say what we want! Many of us in groups will have more knowledge about a condition that we have than a moderator will so why should they have the power to restrict what we say?
- I would like to contact some of the people in the forums. They have responded to my questions, but the moderator deleted their response. This

has happened three times. I would like to know what the person was trying to tell me. There is no place that I can find this kind of information. Doctors certainly don't want their patients getting together to discuss things and offer suggestions and helpful information.

- It would be nice just see everything in one spot instead of multiple places. But as far as the patient forums I really like interacting and reading other people post related to me. Only thing that I would like to see changed is the number of emails bc I receive so many that I just don't have time to read or respond to. I get a different email from everyone who I have responded to with the same issue for example when I opened my email today I had like 50 different emails pertaining to the same issue and that's entirely too many and I don't want to unsubscribe to bc I do like the forums
- One patient dominates one of the forums I read and gives advice to everyone -- often incorrect advice. Her know-it-all attitude is so irritating that I stopped reading and contributing to this forum. Even after I pointed out this problem to the moderators, she only pulled back for a short while but then began again posting replies to almost every contributor (especially newcomers) as an "expert". I stopped reading this forum and the others some months ago.
- I feel strongly that expert involvement would fill what is missing from this forum, not to provide diagnosis but to help dispel some assumptions some contributors have about their own conditions.

Research

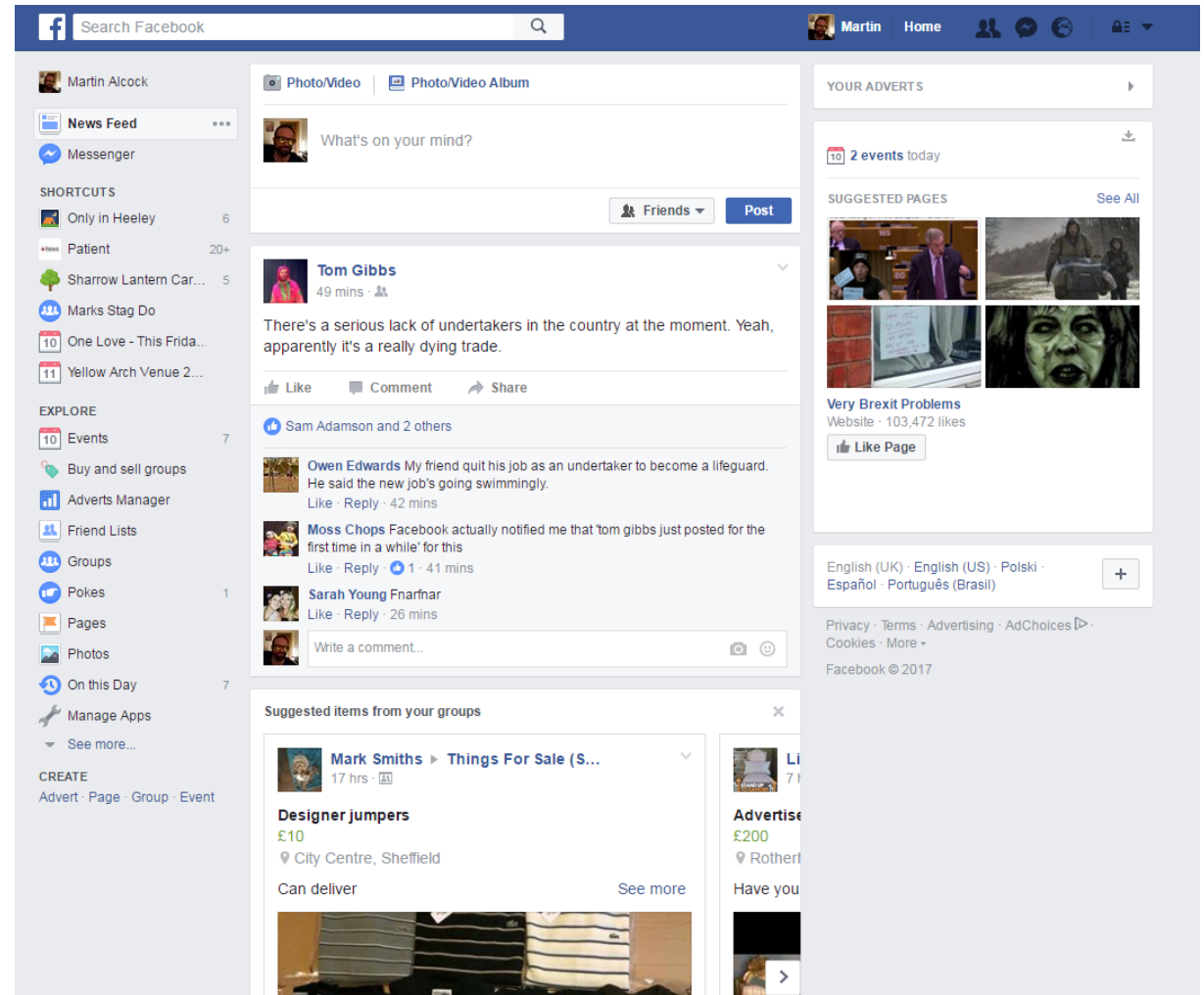
Facebook

The big one to beat with 80% of our forum users having an account already. A previous survey we sent out revealed one of the biggest draws for it was it's ease of use, indicating both that we should be aiming for similar levels of usability and that our users could handle a reasonably information dense interface with ease.

Facebook have set the standard for integrating ads into the newsfeed, all be inventing the practice. Everything is easy to engage with, reply boxes are there and ready to go. While it supports creating groups and pages, the discoverability of these is deliberately hamstrung to allow Facebook to charge for exposure.

It's the service that introduced most of the world to a personal newsfeed and one that we should look to emulate

Competitive Analysis



Research

Twitter

Twitter has often been criticised for its confusing interface and over-reliance on JavaScript for displaying its content. Most of the killer features for which it is recognised (such as #hashtags & @replies) were actually invented by the users. This points to allowing sufficient room for the community to innovate and mould the site as they see fit. Like Facebook, the first thing on screen is facility to make a new post. There isn't much guidance given to the user, you're apparently just supposed to know how to use Twitter.

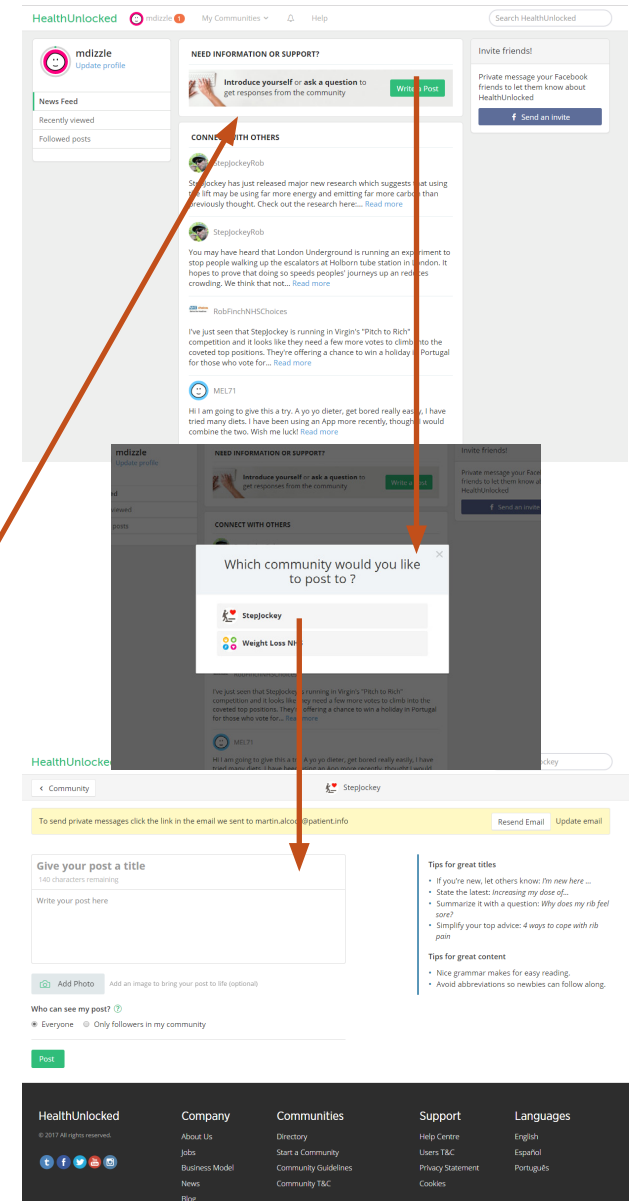
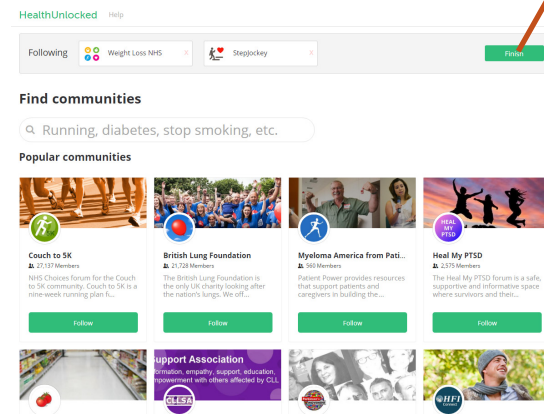
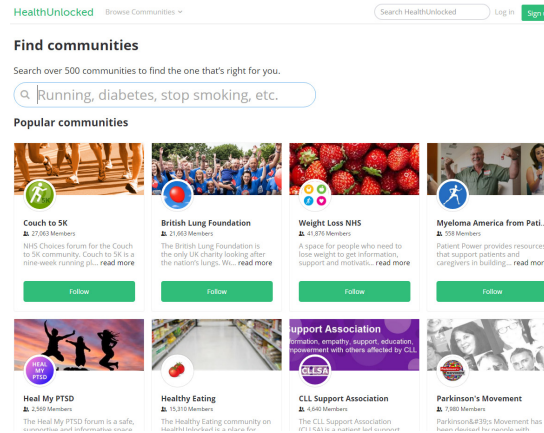


Research

Health Unlocked

Health Unlocked came up repeatedly when we asked users what other forums they use. It benefits from allowing charities and organisations to create and manage their own boards - presumably they have some sort of vetting procedure for green-lighting these boards. It has a great onboarding and first post process that guides the user through following their first boards and choosing where to post to.

Health Unlocked allows users to post their thread publically or to only members of the group, allowing for a feeling of some privacy among their members

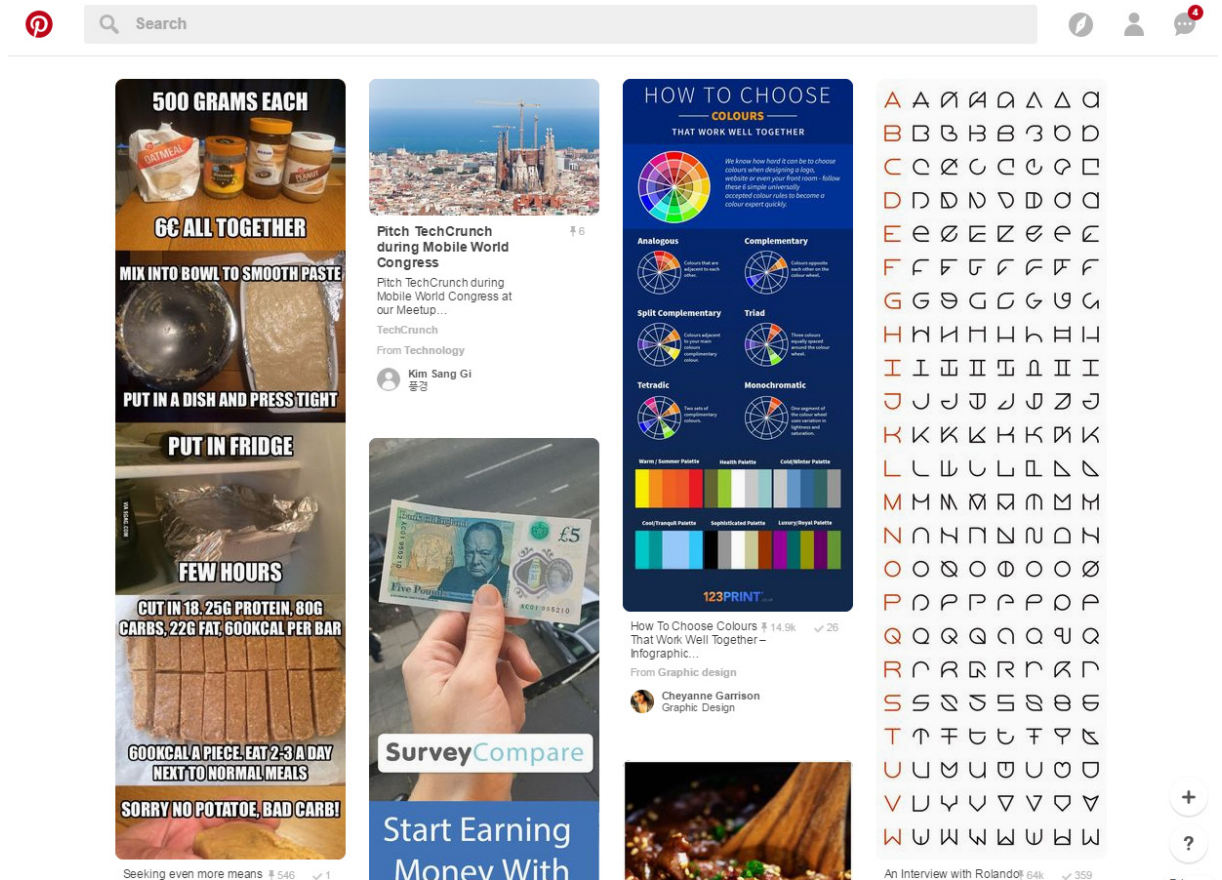


Research

Pinterest

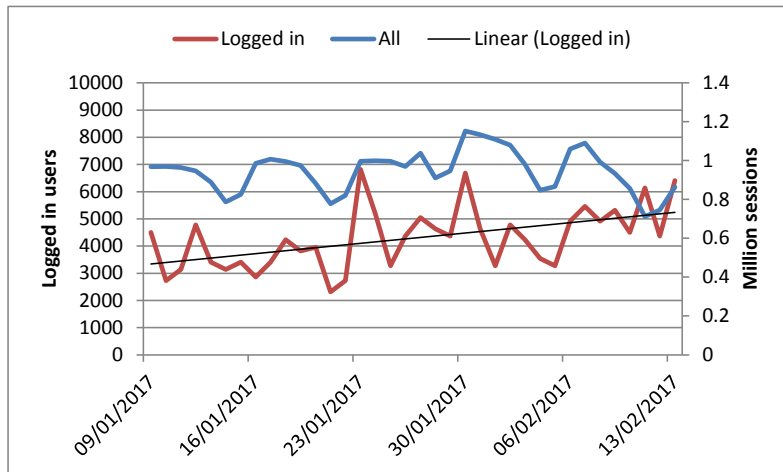
Pinterest is unusual as social networks go, as there's not really a lot of inter-personal communication going on - it's mostly just people pinning each other's content without much other interaction. However it does something interesting in allowing users to organise their content however they see fit and then follow other people's curated content. It's image orientated usage, combined with the tiled interface has led to an interesting effect on the content created for it - it's all become stretched out to fill vertical space, while still being readable and interesting with the limited horizontal space.

Pinterest is a good example of allowing the users space to create their own experience, while moulding the type of content that gets spread through it through it's interface.



Research

We know that logged in users are valuable, both in creating content and repeat visits. In the last couple of weeks, we've had a massive uptick in traffic, followed by a downturn because of Google changing it's algorithm. However, the increase in member subscriptions has maintained, with on average more users online each day than before. Any uptick in traffic seems to translate to more permanent users.

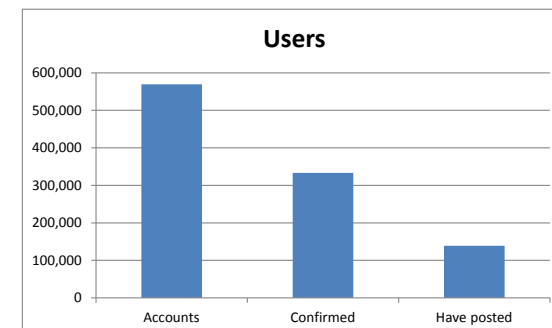
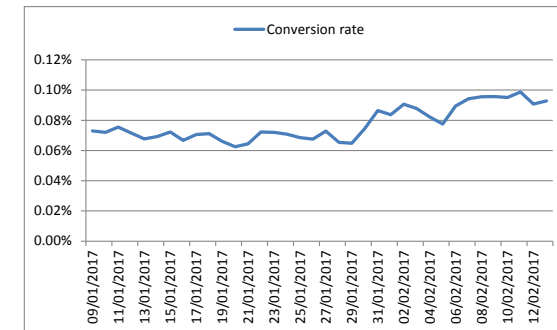
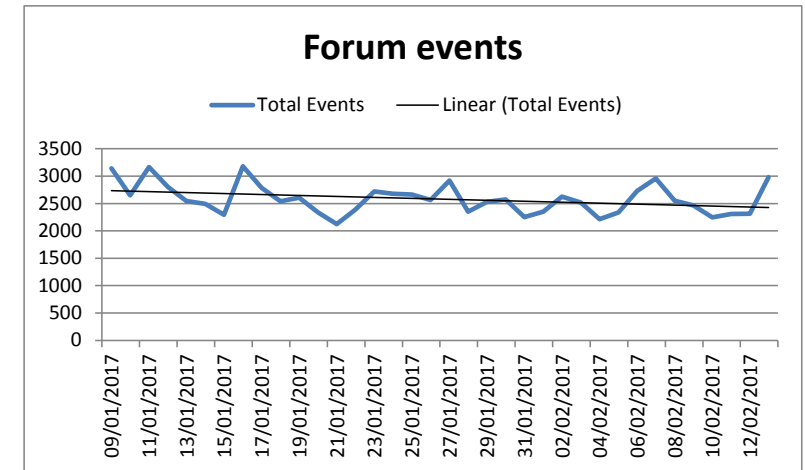


However, the upward trend in logged in users has not lead to any increase in the number of posts or activity in the forums in the same time period - clearly we're not managing to convert users to posters.

Of all the page views we get to the forums, we are converting pitifully badly. This HAS to improve.

We also have a problem of converting members into posters. Only 24% of people that have signed up have posted

Data Analysis



Research

Current KPIs

Average daily KPIs based on a week of data correct as of 2 March 2017

Daily raw stats

<u>Unique members</u>	1,116
<u>Member page views</u>	20,233
<u>Unique visitors</u>	349,765
<u>Visitors page views</u>	465,156

Daily conversions

<u>Created account</u>	431
<u>Confirmed email</u>	382
<u>Created their first post / reply</u>	145
<u>Per member stats</u>	
<u>Pages per user per day</u>	18.12
<u>Content creation events (posts+replies)</u>	1.59

Daily forum events

<u>Event Action</u>	<u>Daily avg</u>
Reply (Nested)	925
Reply	649
Vote Reply	311
Discussion	203
Follow Discussion	170
Follow Group	137
Vote Discussion	54
Unfollow Discussion	42
Unfollow Group	26

Research

Objectives

General

1. Increase new member conversion rate
2. Simplify registration process, add social sign on
3. Increase posting / reply rate from existing users
4. Increase engagement overall
5. Mobile first - 60% of our users access social media through a mobile app or browser
6. Better recognition and awards programme - promote community heroes
7. Community self moderation
8. Make content externally sharable (like a tweet)
9. Maintain a friendly community

User requested

1. Make reputation mean something more
2. Get an expert opinion
3. Add a newsfeed
4. Better replies
5. Edit posts
6. Discover people near you / know where other users are
7. Follow / friend other users
8. Less intrusive advertising
9. Better login - many are logged out of their session
10. Maintain a friendly community

Business

1. Effectively monetise the forums
2. Increase views of our authored content (display advertising)
3. Increase views of our video content (pre-roll advertising)
4. Get an (paid) expert opinion
5. Encourage sponsorship/stewardship of topics by recognised brands, charities and orgs
6. Introduce paid services
7. Integrate Patient Access, 3rd party devices, Patient Platform into community
8. Allow Orgs to create their own page + presence on the community - charge for targeted advertising
9. Reduce moderation overhead
10. Maintain business as usual

Planning

User stories

Current User

We currently have about 5000 sessions per day from users. Any planned update should not affect them, but only enhance their experience. They are most likely to have a musculoskeletal problem such as arthritis, then depression or another mental health problem - probably a secondary condition as a result of their first. Nearly 80% of people with depression have another condition

New User

A new user needs to be guided through a good signup process to make sure they enjoy the forums from day one.

Of the 570k that have joined, only 333k (58%) have confirmed their accounts and only 138k (42%) have ever posted.

The journey from new user to poster needs to be made a lot easier.

Search users

Users arriving from search need to be convinced to convert to members.

The content must still be accessible from search, as this is where we get the overwhelming majority of views from currently. Blocking viewing without an account would kill our traffic very quickly.

Less than 1% of users convert to become members currently - we need to up this number significantly.

Planning

Red routes are the ones where the number of users that use a feature and the frequency that they use them overlap. They allow us to prioritise importance of features for development and UI.

As there is a lot of new functionality, it's difficult to do this task accurately, so much of this is speculation and very open to discussion and revision. Where possible I've put these in position based on data, others are placed on intuition.

As we get real world data on how users behave, we can improve on these assumptions and adapt accordingly.

Finally - just because a feature is expected to be used less by fewer people, does not mean it can safely be ignored. The ability to block users on social media is critical.

Red routes

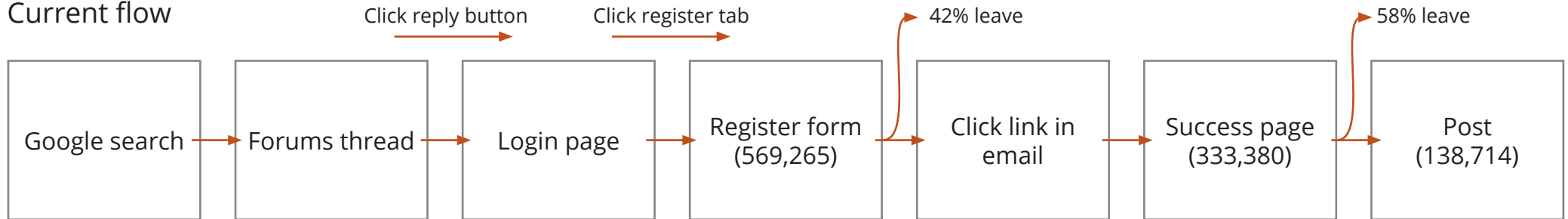
All of the time	See recommended products + services	Register an account	See a newsfeed of content	Reply to a post
Most of the time	Follow / unfollow a group	Private message	Friend user	Post a new discussion
Some of the time	Edit their account / preferences	Post images / memes	Get an expert opinion	Vote / react to a post
Very little of the time	Block users	Find users near them	Spell check and edit their post	Share content
	Few of the people	Some of the people	Most of the people	All of the people

Planning

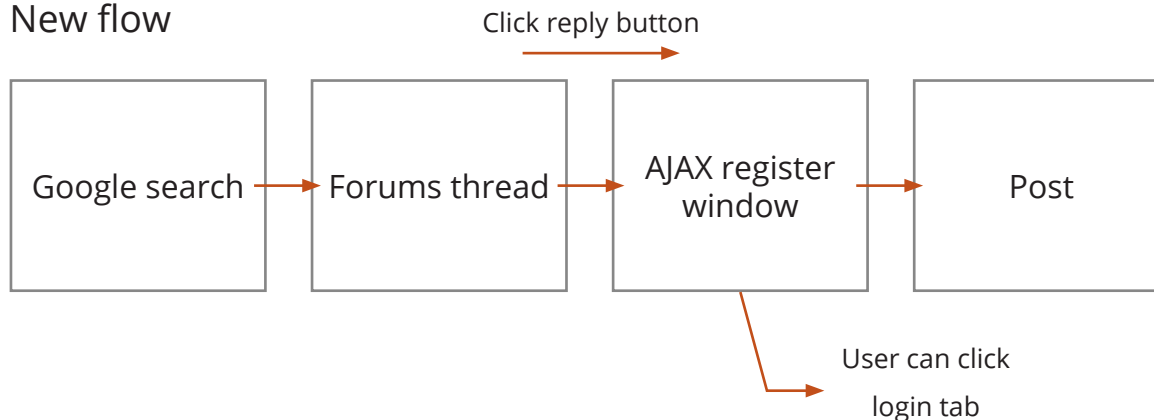
Key user flows

Discovery to reply

Current flow



New flow



On removing the confirmation step

The confirmation step is there currently to try to reduce the amount of spam posts. As it happens, it's only a temporary inconvenience to a determined spammer and a massive hurdle to potential productive members.

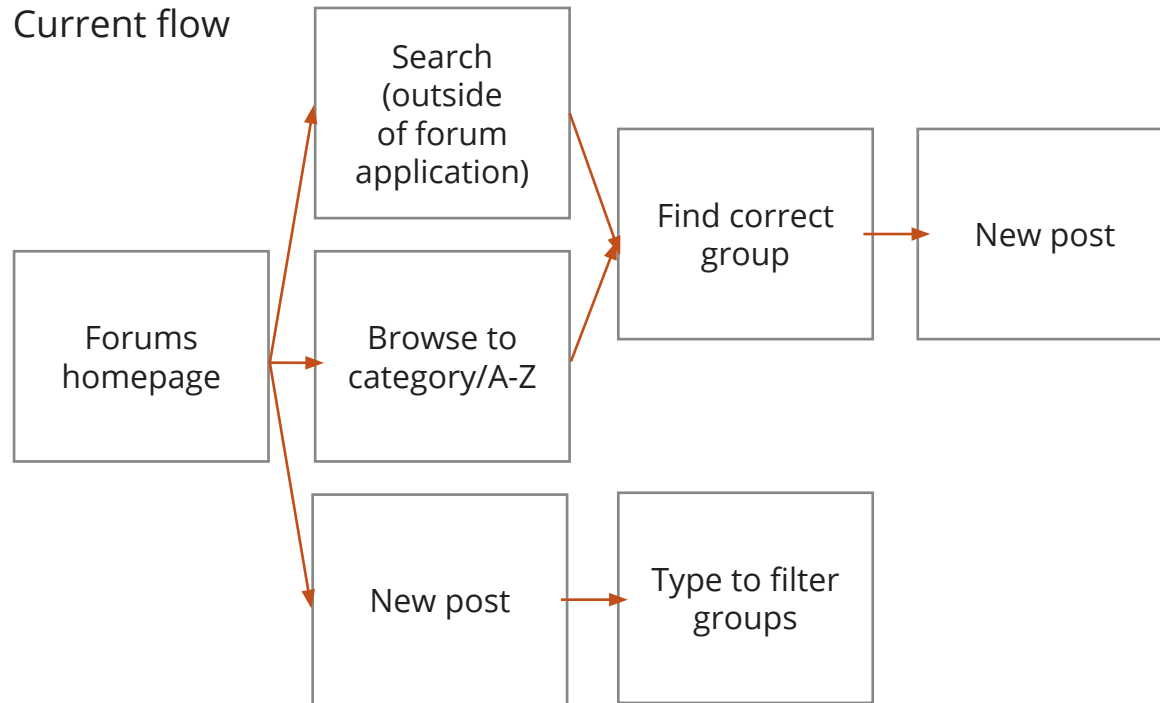
We should move to more subtle methods of stopping spammers, through post throttling, shadow banning and community moderation.

The user will still have to confirm their email at some point - then we'll ask them to complete their profile properly

Planning

Posting a new discussion

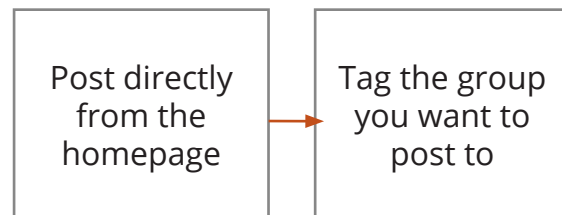
Current flow



Posting a new discussion at the moment is far too hard - the new discussion button is hard to see on the groups and close to impossible to spot on the homepage. The problem is even worse if the user is on mobile.

The update should focus on making a new post a lot easier - making it the primary way you interact with the community.

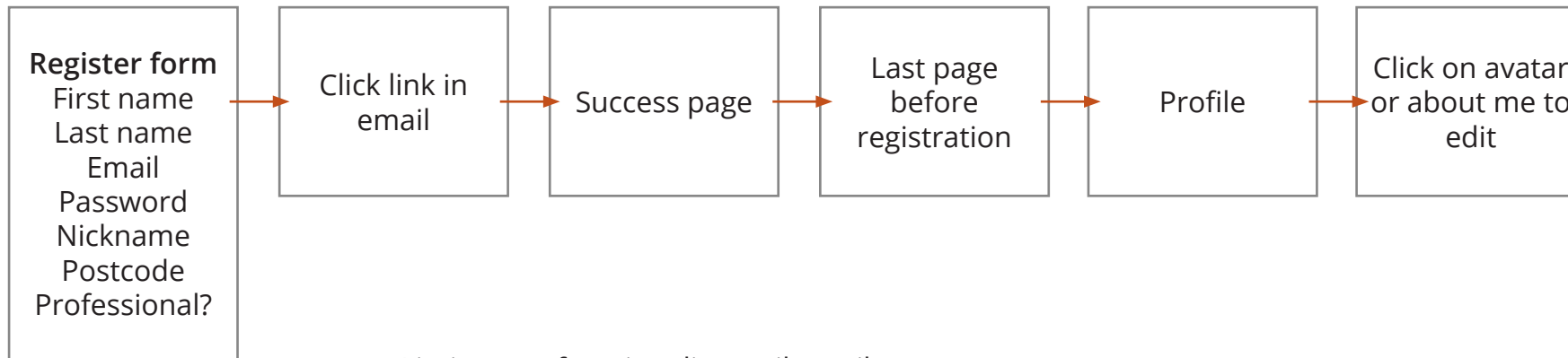
New flow



Planning

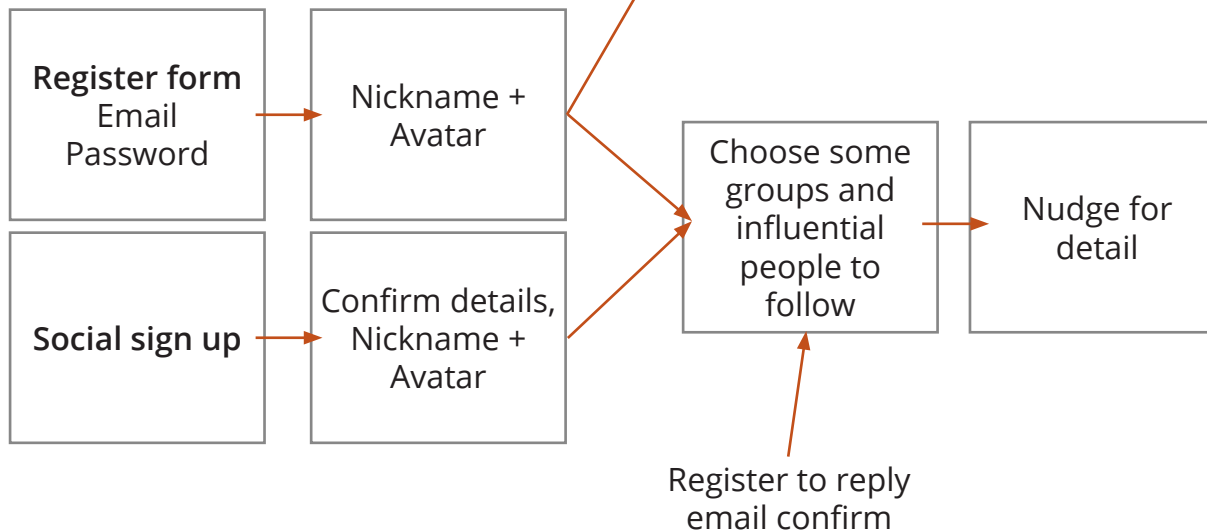
Registration and account population

Current flow



Limit some functionality until email is confirmed

New flow



Limiting functionality

Health Unlocked does this by not allowing private messages access until the email has been verified. We could do the same, and force all posts into a moderation queue and limit first posts to a small arbitrary number until the user confirms their email address.

Nudging for detail

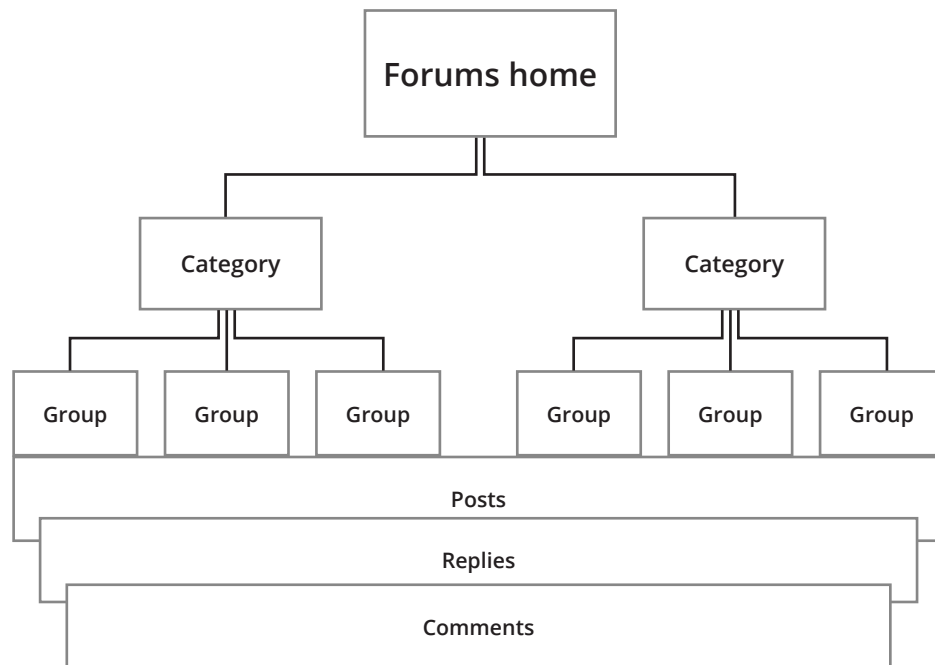
We've got a lot of legacy accounts that need to be improved by getting the user to add a bio, avatar and choose a better nickname.

Planning

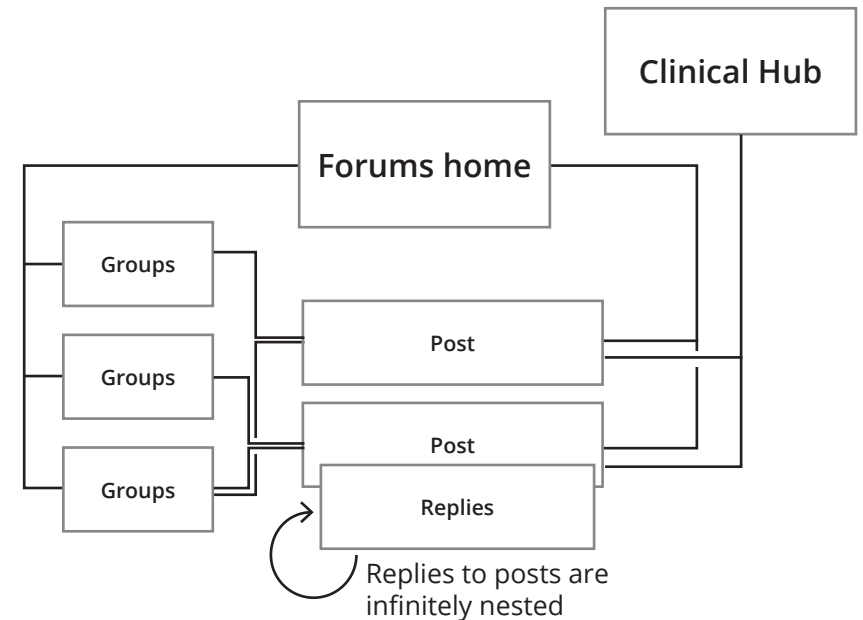
It turns out that the category pages are viewed less than 5k times a week, meaning they should be eliminated, even if we maintain the underlying grouping beneath them to aid with content discovery for the user.

The new IA is much flatter, with posts becoming the top level content that all other categorisation hangs off. A user would still be able to find posts through the grouping, but the primary method of group discovery should be organic through friending users and seeing multiple tags on a post.

Current IA



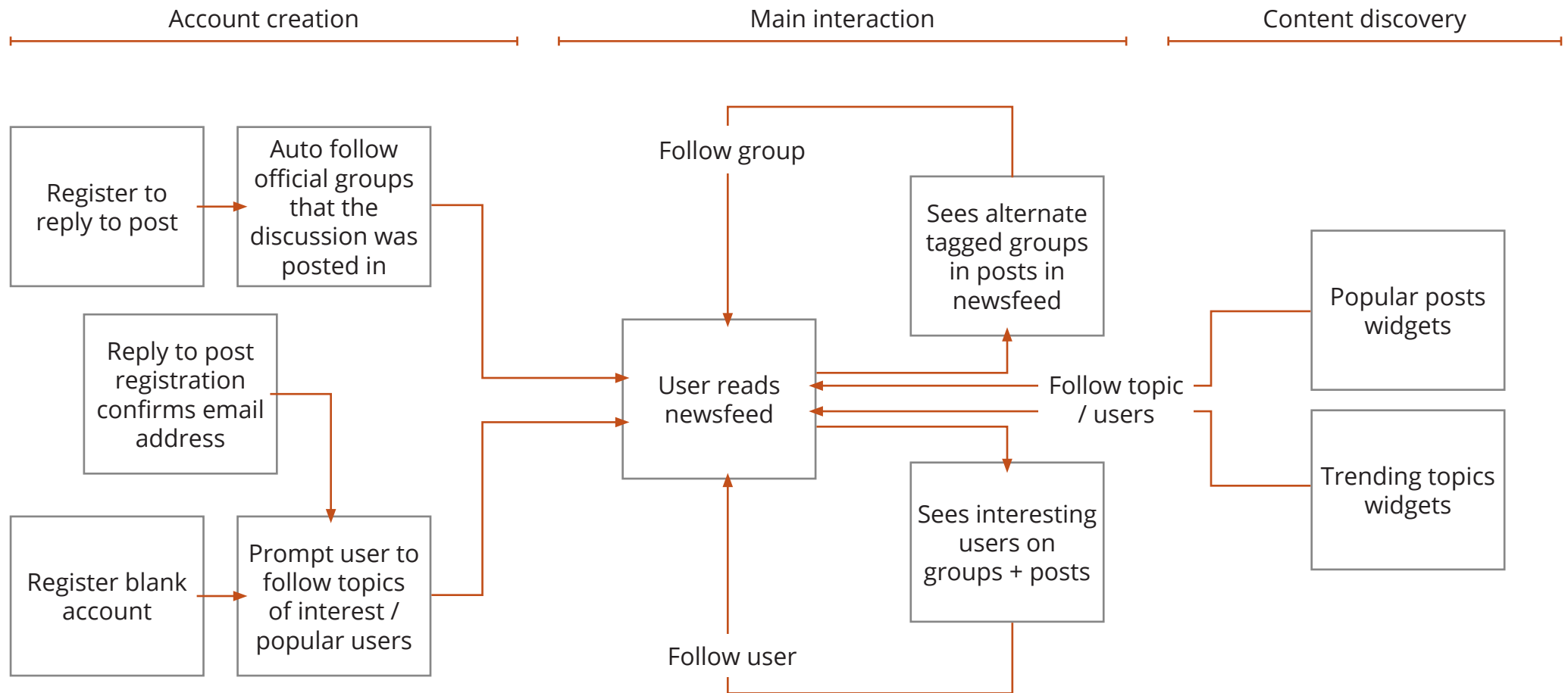
New IA



Planning

Content discovery

With the emphasis being shifted on to a stream of posts, rather than siloed content it's more important than ever to consider how users will discover content.



Planning

Newsfeed algorithm

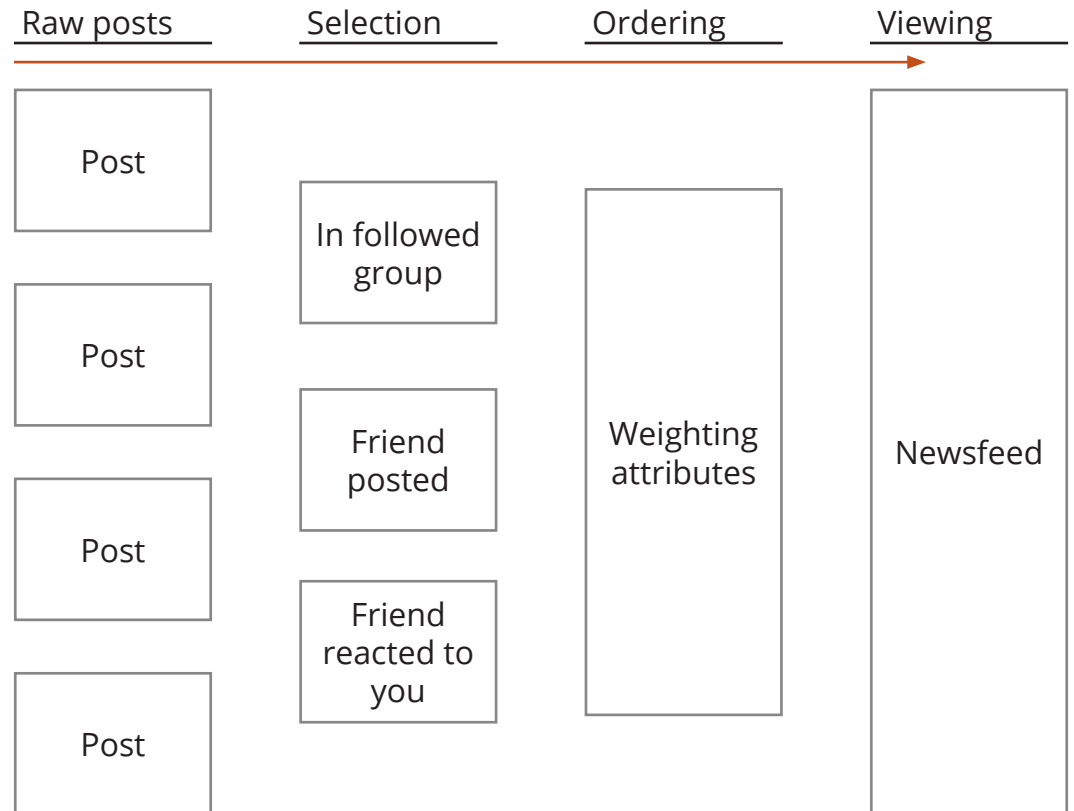
So far as the User and Group level feeds go, initially these should just be date ordered. The homepage newsfeed should attempt to display content in an order that will interest the user most.

Raw post activity is abstracted to a 'story' layer that describes why a user is being informed of a post.

Stories should be given a weight that is used to decide the point at which it appears in the newsfeed, with higher weights appearing at the top of the list.

The weight of a story is decided by adding a series of weighted attributes together, so a story posted in a group you follow would have a lower weight than a story that a friend posted in the same group.

All the attribute weights should be editable through an admin system to allow for easy experimental tweaking of weights without waiting for a release to go out.



Planning

Example story attribute weights

Attribute	Weight	Notes
Your post	0.1	No need to show a user their own post unless there's activity
Friend replies to your post	1	
Stranger replies to your post	2	Higher to aid friend/ user discovery?
Friend replies to a strangers post	0.5	
Friend replies to a post you follow	1	
Stranger replies to a post you follow	0.6	
Seen this story already	-10	Stories you've seen already demoted - new stories on this post reset count
Patient Promo	4	Force our way on to a users feed
Targeted native advertising	4	
Friend reacted to a post	0.1	
Friend reacted to a post you follow	0.3	

Attribute	Weight	Notes
User posts in a group you follow	1	per followed group tagged
Friend posts in a trending topic	2	To encourage engagement in trending topics
Post Multipliers		
Long text, with lots of votes	x1.5	Is probably an interesting experience piece - boost
Image post with lots of votes	x0.9	Low effort image macro
Old post	0.1x/ per day	Demote old posts over time
New user unanswered post for 2 days	x3	Boost unanswered posts to help users get help
Expert responds to a post	x5	
Is a community hero?	x1.2	Give a slight general boost to this user's posts

Planning

Introduction

Moderation within the forums is a contentious issue. While the vast majority of users think that the moderation is fine, many do not, and even more may be so put off the forums permanently by falling into an unsigned moderation trap.

These pages discuss a potential strategy for reducing the moderation load and improving the user experience.

The core system works on a trust score - different actions improve or damage that score, until the user can no longer post or can be promoted to have more responsibility.

New users are created with an arbitrary number of points - say 10, if they spend these on spammy actions, they will find their posting privileges revoked.

Existing users should be migrated with the new rules to give them a trust score.

Moderation strategy

Example trust score modifiers and actions

Event	Score	Action
Post contains quackery	-2	Show message explaining why what they posted is quackery - new content stream?
Post contains swearing	-1	Show message explaining being polite in the forums
Post contains blacklisted links	-5	Warn that it is a known spam site
Unconfirmed user posts twice in 1 minute	-1	Slow down message - you need to confirm your email
User posts links to image sharing service	0	Tell them to use our own image upload
User confirms email	+10	
Follows a spam pattern	-1	Tell them their post looks a bit spammy, try harder
User makes a valid post	+1	

When the user hits the post button, the server processes the text and highlights any problems and gives information back **asynchronously**. However, the damage is already done to their trust score. If their trust score drops below 0 then they can't post until they increase their score somehow

Planning

Trust privileges

Once a user has built up enough trust, we can give them more freedom to post as they see fit and then with time allow them some moderator privileges.

Examples of trust privileges

1. Allow users to post faster
2. Turn off pattern matching for spam posts
3. Posts no longer require moderation for external links
4. Allow peer review of posts - reported posts go to a panel to be group moderated
5. Allow user to talk about quack health products - better to have someone debunk it than pretend it doesn't exist?
6. Allow user to group vote on banning users
7. Allow unilateral moderation of posts within a certain group

Cognitive moderation

By leveraging Microsoft's Cognitive Services we should be able to build in some extra functionality to help us both moderate and make sure people get the help they need.

Sentiment Analysis

Detect if a user is happy, angry, sad etc

- Prioritise posts of unhappy or sad people in the newsfeed
- Detect flamewars between 2 people
- Identify candidates for being promoted to hero contributors

Machine learning

Use AI to detect trends and patterns

- Is a group becoming unusually popular or quiet - flag for investigation
- Identify spam post patterns
- Is a particular user generating popular content?

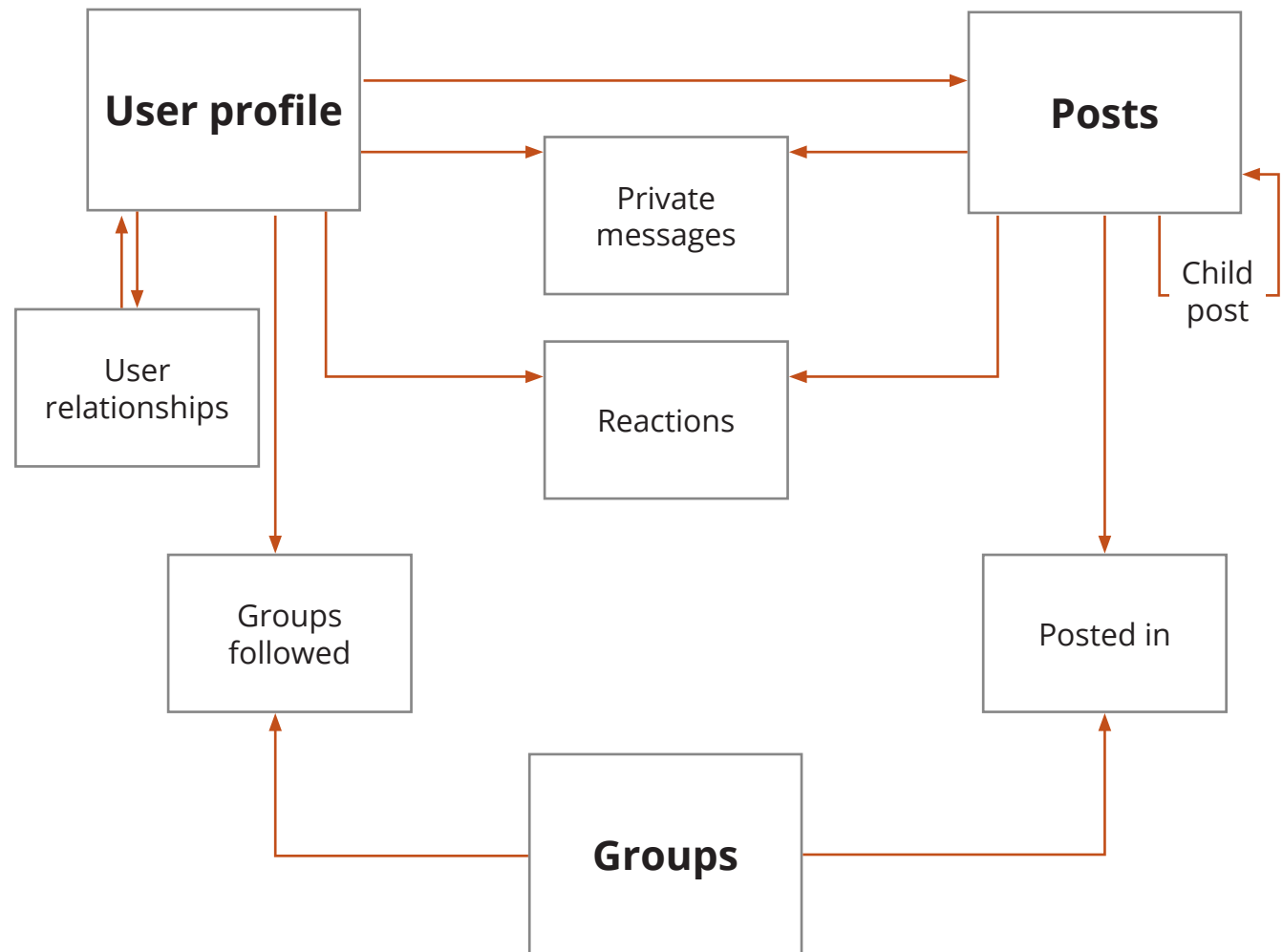
Data Models

Overview

This is a rough overview of the relationships between the three main tables of data. The other tables maintain relationships between the main ones. The following pages give example models which cover the basic requirements, but do not include standard fields such as Date Modified and Slug unless they are critical to how the Model works.

This model presumes that private messages will be stored as simple posts, which will be collated in a permissions table that defines who gets to see them.

Some further consideration will be required if we move to accommodating a professional only forum that would limit large cohorts of users from large numbers of posts.



Data Models

The Post

The Post Model can be made to be extremely flexible by using parent IDs to organise progressive levels of content.

Posts that contain a gallery of posts can actually just be a series of posts that have the Type field set to Image with their Parent ID set to the main post.

Blank posts can be created on Clinical Articles to allow users to reply on the authored content.

Private messages can be created with a blank post that then has a reference in the Private Messages table. Users that have permission to view it will then reply solely to that original blank post.

Field	Type	Remarks
ID	GUID	
Title	String	Nullable - replies don't need titles
Post content	String	HTML string - can store images too
Type	Enum	Top level, text, image etc
Parent post ID	Post.GUID	Nullable - this post's parent - could be
Posted by	User.GUID	The GUID of the user that created the post
Time posted	DateTime	When the post was created
Votes	Integer	Rough tally of votes: positive - negative reactions
Relational fields		
Tagged	'Posted in' table	Nullable list of groups this post was tagged to - replies don't get tags
Reactions	'Reactions' table	Nullable list of Users that reacted to this post

Data Models

The User

This example model only covers users as they relate to the community and doesn't make reference to Social sign on or 3rd party integrations.

The User model obviously touches on every other part of the community and is therefore mostly made from relationships with other data.

The status enum tells us whether the user has confirmed their email address and is a handy way of collating those in moderator positions, without requiring us to look at the relationships between groups.

The trust field is for us to use in deciding the user's posting privileges and to update based on whether they post content that breaks our rules.

Field	Type	Remarks
ID	GUID	
First name / Last name	String	Nullable - maintained for compatibility
Nickname	String	
Avatar	String / Image data	Nullable - Reference to image file
Email	String	
Biography	String	Nullable
Status	Enum	Unconfirmed/User/Mod
Trust	Integer	Secret score for posting privileges
Relational fields		
Posts	'Posts.PostedBy'	
Reactions	'Reactions' table	Nullable list of reactions to all posts
Private messages	'Private messages' table	ID appears on permission list for a Post
Groups followed	'Groups Followed' table	Nullable list of groups/ tags followed
Users followed	'User relationships' table	Status flag to 'followed'
Users blocked	'User relationships' table	Status flag to blocked

Data Models

The Group

The Group model focusses on flexibility - We can keep the existing Gut / Bowel / Stomach level of categorisation - even if we don't display it to allow us more options when graphing users interests.

The synonym flag allows us to group tags that are subtly different without just changing what the user posted in. This allows us to catch edge cases, so if a user enters "FeelGoodFriday" it can still be grouped with "Feel Good Friday"

The Is Official Flag allows us to display the group differently or require the user to add one to their post more easily.

The created by ID allows us to track how many groups a user is creating, with the possibility of using that data to decide who should moderate a particular tag.

Field	Type	Remarks
ID	GUID	
Name	String	Slug is derived from this
Is Official?	Boolean	Is this group "Patient sanctioned" or created by a user
Avatar	String/ Image data	Nullable - possible future enhancement to improve interface
Created by	GUID	User ID of whoever used this tag first
Parent Tag	GUID	Allows nestable tags and categorisation if necessary
Is Synonym	Boolean	When combined with parent tag, allows us to group tags where we've found Tag Entropy
Relational fields		
Posts	'Posted In' table	The GUIDs of the posts that have used this Group as a tag
Users following	'Groups followed' table	GUIDs of Users that follow this group

Data Models

The reactions table stores which users have had a reaction to whatever post. The Post Model itself would contain an overview aggregate field to reduce DB overhead.

The user relationships table stores data on what User A wants to do about User B. If User B wants to reciprocate, then they create a new record. While the options for the relationship are technically mutually exclusive, all should be recorded, not overwritten.

Consider User A Follows User B, later they fall out and Block each other, but then make up and are friends again - their 'Friend Anniversary' should be from the original date they followed each other.

Reactions and User Relationships

Reactions

Field	Type	Remarks
ID	GUID	Unique ID for this record
User ID	GUID	
Post ID	GUID	
Reaction	Enum	Like / Dislike / Hug / Etc
Date	DateTime	Needed to help build a story object

User Relationships

Field	Type	Remarks
ID	GUID	Unique ID for this record
User A	GUID	The user that created this relationship
User B	GUID	With who?
Relationship	Enum	Follow / Block / Ignore
Date	DateTime	When did this occur - useful for anniversary stories.

Data Models

Private messages should simply be a blank post that users can then reply to as top level replies - as if it were a normal public post - the only difference is taking away the ability to nest comments.

A similar system can be used for comments on articles where we create a blank dummy post for the article, which users can then reply to.

This is just a simple relational table, although may cover the user's responsibility in that particular group, depending on how we choose to assign moderation privileges.

Private messages and Groups followed

Private Messages

Field	Type	Remarks
ID	GUID	
Post ID	Post.GUID	
User permissions	User.GUID Array	

Groups Followed

Field	Type	Remarks
ID	GUID	
User ID	User.GUID	
Group ID	Group.GUID	
Role	Enum	User / Mod (level)

Voting and Recognition

Introduction

We've touched on user trust scores and moderation strategies already - this sections goes into more depth around how we can improve community engagement and promote Community Heros.

What is a Community Hero?

- A normal user that has consistently proved themselves to engage productively in the community.
- A charity or similar organisation.

Community Heros would have increased powers on the forums such as increased posting rights, unfettered ability to post links and moderation powers, but also have more responsibilities, such as making sure new users' posts don't go unanswered.

We may choose to have more than one level of community hero or moderator, where lower levels vote on reported posts to streamline the workflow of higher level moderators - however, this would not be necessary for day 1 as we don't have the traffic to necessitate it.

Some of the extra functionality may be unlocked through a participation rewards programme, where users may not be a full blown Community Hero, but still be allowed great scope for what they can publish on the platform.

Voting and Recognition

Current reception

We currently have star ratings, voting, reputation points, badges as a way of gamifying the forums experience and of course reporting of offensive posts. Upon surveying our users on how much they used these features we hit upon a major issue - people either aren't interested in or are completely unaware of them. Full survey is available here: www.surveymonkey.net/results/SM-VR398DZG

The values in this table are interpreted from the survey - not direct answers

Feature	Unaware	Aware
Star level exists	30%	70%
Own reputation score	81%	19%
Badges exist	26%	76%
Own number of badges	68%	32%
Reporting posts exists	30%	70%
Voting system exists	57%	43%

Beyond the raw stats, looking into the responses users left, we see a general scepticism towards the relevance of user reputation, badges and star levels in general.

"How do you judge a 'good reputation', on knowledge, appearances? (Could write often but not be correct!)"

"Fair enough - but you can't base it on the number of posts which is what happens at present - you aren't a guru if you post a lot of rubbish in 45 different forums!"

"... just because someone replies a lot and/or earns badges doesn't denote the correctness of their responses. People can respond a lot with a lack of knowledge and that's a problem..."

"I think I can glean a user's truthfulness and level of knowledge by the way she writes. I prefer to make that judgment for myself"

"Base User reputation on experience and quality of response."

Voting and Recognition

As our users have noticed, the current system can reward large numbers of points without a user actually posting much great content. Too many actions earn points in isolation. If the users get the sense that community heroes are promoted based on poor logic, they won't respect them.

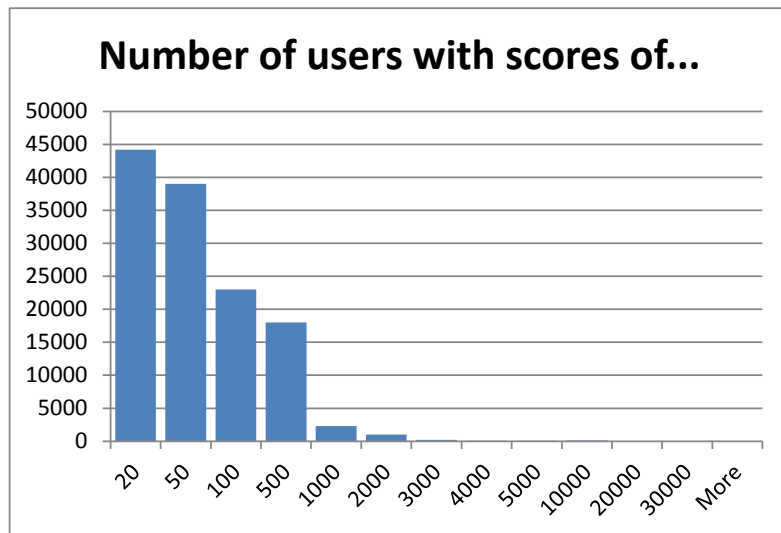
Action	Points	Action	Points
Basic actions		Join 5, 10, 25 groups and interact	20, 50, 100
Place a vote	1	5, 10, 50 day streak	20, 50, 100
Receive a vote	2	Discussion received 5, 10 votes	10, 25
Reply to a discussion	5	Replied 20, 50 times	20, 50
Reply to another user in a discussion	3	Replied more than anyone else that day	50
Create new discussion	10	Reply received 10 votes	25
Join a group	1	Discussion had 100 replies	100
Follow a discussion	1	Replied 10, 50 times in a day	20, 50
Be the first person to reply to a new discussion	7	Received most votes for a discussion in one day	50
Badges		Voted in 5, 50, 100, 200 discussions	1, 10, 20, 50
Complete profile	20	Vote on more discussions than anyone else in one day	20
Join first group	10		
Reply to 3 discussions	10		
Comment on a reply to own discussion	10		
Start a discussion	10		
Place first vote	10		

These rules were created to drive engagement in new users, but they don't reward good, productive members. Of all the rules, only the 5 highlighted types requires any real verification of the post's quality and only two can be one more than once.

Voting and Recognition

When we look at the total scores users have on the forums, we find that a staggering 53% of users have never scored a single point - and these users span the full range of time since the gamification release of the forums went out in 2012.

Of the remaining 47%, the breakdown of votes follows an expected long tail format with most users having a score of less than 20, then there's another two significant drops in the numbers of users with scores from the 50 to 100 groups and the 500 - 1000 groups.



It'd be interesting to know what the circumstances for these users dropping out were. Some possibilities include;

- They asked their question, got an answer - engaged with the topic for a while and left forever
- They moved on with their lives - maybe they got better, maybe their condition didn't bother them so much any more
- Overzealous moderation - they posted a link in and had their post deleted - this caused them to give up.

Whatever the reasons are, we clearly have a threshold where we can start to consider giving a user greater freedoms within the forums, even if score alone is not enough to anoint them as a Community Hero.

Voting and Recognition

Hero discovery

Membership length and posting speed is also worth considering when identifying Community Heroes.

Consider the top 20 users shown here. There is a large disparity between the relative speeds that people have accrued their points. Particularly notable is borderriever with a point rate of 138 per day. If we're just talking about giving some extra privileges - such as posting links without moderation then it doesn't matter too much, for bigger things such as marking their posts as authoritative - it's simply not enough.

Despite the discrepancy between their scores both EileenH and borderriever are both model citizens, receiving the Most Supportive badge 63 and 49 times respectively.

We can be fairly sure that the 45 or so users we have over 10,000 points are worth investigating for their interest in becoming community heroes for the particular groups they follow. Given that we're not currently in desperate need of moderators, this should be enough for now.

Rank	Nickname	Joined	Days	Points	Points/Day
1	EileenH	13/01/2012	1,896	53,351	28.14
2	hope4cure	30/05/2014	1,028	48,454	47.15
3	lisa67	14/01/2015	799	41,159	51.52
4	renee01952	20/04/2015	703	38,128	54.21
5	Matron	13/01/2012	1,896	34,035	17.95
6	borderriever	31/07/2016	235	32,607	138.74
7	Rocketman SG6UK	13/11/2015	496	24,964	50.36
8	derek76	16/08/2013	1,315	22,592	17.19
9	Anhaga	21/08/2015	580	20,894	36.00
10	ihavenonickname	18/08/2016	217	20,568	94.63
11	FelisCatus	18/10/2015	522	19,783	37.87
12	Missy2	15/09/2015	555	19,748	35.58
13	jayneejay	20/01/2014	1,158	18,640	16.10
14	DawnDedee	19/08/2014	947	18,137	19.15
15	Oldfatguy1	23/08/2014	943	17,445	18.50
16	katecogs	22/04/2014	1,066	16,770	15.73
17	GeorgiaS	22/11/2014	852	16,634	19.53
18	hypercat	18/04/2012	1,800	16,195	9.00
19	mrsmop	24/07/2013	1,338	15,970	11.93
20	kaz 40	07/06/2015	655	15,532	23.72

Voting and Recognition

Improving the system

To improve the current points system we could move the weighting of points awarded towards quality content. It may be desirable to do this before we start the search for community heroes, although we can assume that the users with 5 figure point counts will still have similarly disproportionate numbers after the change.

The changes revolve around awarding points for replies that have received votes and can be awarded multiple times and stronger rewards for building their profiles to improve the community feel and initial engagement.

Any changes would need to be modeled to see if they actually solve the problem before everyone was migrated.

Engagement and profile building

Action	Points
Upload first avatar image	100
Complete biography	100
Join first group	50
Place first post	50
5, 20, 50 day streak	50, 200, 1000

Day to day point scoring

Action	Points	Comment
Receive a positive vote	5	Fast way to gauge the quality of a post
Receive a reply	1	A reply may be negative, but it's still action
Your post shared by someone else	10 / 0	Depending on whether the share is positive or negative - use cognitive AI to detect?
Get most upvotes in a day	User's received upvotes x 2	Whatever their day's earning in points from upvotes is doubled
Post / reply gets 10 upvotes	50	+50 bonus for passing threshold
Reply	1	The user is answering a post - that's a good thing
New discussion	1	
First to reply to a discussion and get a vote	10	Encourage users to reply to empty posts
Post gets more than 20 replies	50	

This is a rough modelling of the new scoring system - the section of users presented here are those which Alan thinks are trustworthy contributors and shows the potential differences between scores for who we think are good users.

The modelling here doesn't take into account things like being the first to reply to a post or starting a popular discussion as it's beyond the scope of this document.

ID	Nickname	Discussion votes	Comment votes	Discussion Count	Comment Count	Old points	New points	Point difference	Old rank	New rank	Position change	Score/post
292332	hope4cure	188	4296	85	4038	42522	26543	-15979	2	2	-0	6.44
12898	EileenH	44	1686	26	11919	48667	20595	-28072	1	3	-2	1.72
688247	renee01952	93	1866	29	5371	35872	15195	-20677	4	4	-0	2.81
907025	Rocketman SG6UK	92	1487	23	3854	23874	11772	-12102	6	5	+1	3.04
542864	lisa67	52	1161	69	5116	37141	11250	-25891	3	6	-3	2.17
7052	Matron	21	1000	48	4932	29950	10085	-19865	5	9	-4	2.03
384657	Oldfatguy1	7	1341	3	2718	16810	9461	-7349	16	10	+6	3.48
229578	katecogs	6	904	3	2821	15832	7374	-8458	18	14	+4	2.61
37884	derek76	40	418	94	4942	21527	7326	-14201	7	15	-8	1.45
20468	hypercat	25	776	40	2358	15204	6403	-8801	21	17	+4	2.67
699827	rose0000	231	673	73	1769	11444	6362	-5082	34	18	+16	3.45
33573	eileen64 UK	20	625	31	2153	11519	5409	-6110	33	22	+11	2.48
3280	MrsO-UK Surrey	11	272	48	3904	11386	5367	-6019	35	23	+12	1.36
963132	borderriever	41	510	19	2591	20805	5365	-15440	8	24	-16	2.06
207757	jmkg2014	12	538	46	1988	13295	4784	-8511	29	29	-0	2.35
902231	FelisCatus	42	230	22	3072	17183	4454	-12729	15	33	-18	1.44
165107	ptolemy	7	332	5	2446	14162	4146	-10016	27	36	-9	1.69
366249	PaulJTurner1964	4	494	2	1538	7993	4030	-3963	63	39	+24	2.62
917346	lors23	164	425	61	798	6771	3804	-2967	90	46	+44	4.43
949675	CHICO MARX	51	525	9	773	5570	3662	-1908	133	49	+84	4.68
36368	mrsmp	2	256	7	2321	15681	3618	-12063	19	52	-33	1.55
462820	jimjames	27	336	19	1368	6385	3202	-3183	105	69	+36	2.31
843164	RHGB	19	254	32	1703	10025	3100	-6925	43	73	-30	1.79
449743	constance.de	69	237	88	1466	8737	3084	-5653	56	74	-18	1.98
43883	Morrell1951	24	202	17	1762	7952	2909	-5043	65	76	-11	1.64
596115	Calmer	5	178	6	1225	6060	2146	-3914	116	114	2	1.74
165393	lodgerUK NE	13	176	12	1162	6217	2119	-4098	112	115	-3	1.80
654970	JoannaC3Europe	11	135	6	595	3374	1331	-2043	250	199	51	2.21
15159	Vee2	20	96	35	628	2940	1243	-1697	311	224	87	1.87

Voting and Recognition

'Hero powers'

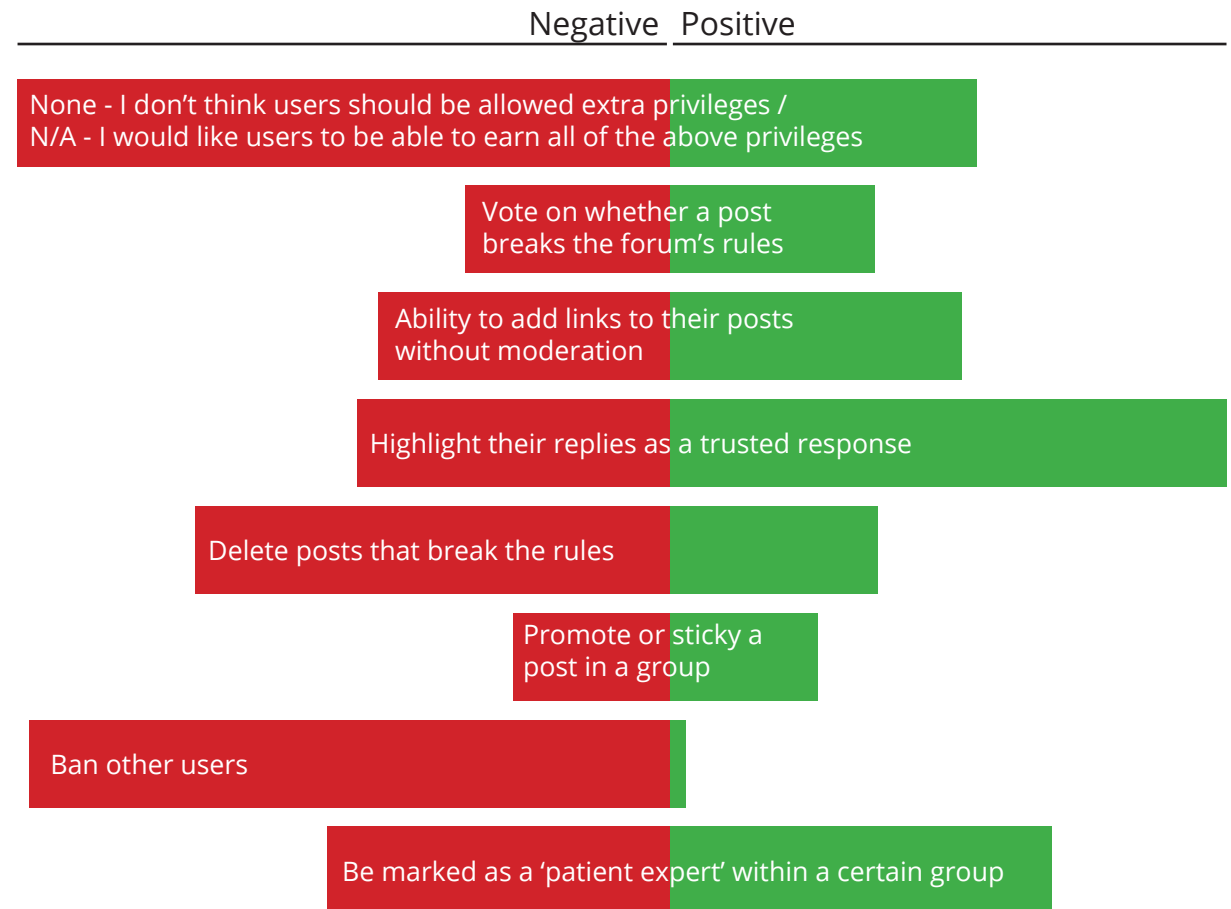
We asked our users what extra powers they thought a higher level user should and shouldn't possess.

There were some surprises here - but the data shows inconsistencies in people's answers, so perhaps the question was delivered poorly. The most surprising was the highly positive result for marking as a trusted response, perhaps the users imagine something different from us in this regard. Similarly, the tepid response for adding links was surprising, given some user's vocal complaints about their posts being moderated. Less surprising is people being against banning other people - a lot of users are worried about abuse of power.

This isn't a complete or final list of 'powers' a hero might receive, but does give us some ideas about the appetite users have for different features and the order they should be unlocked.

Regrettably, we didn't ask users what responsibilities they thought Community Heros should have.

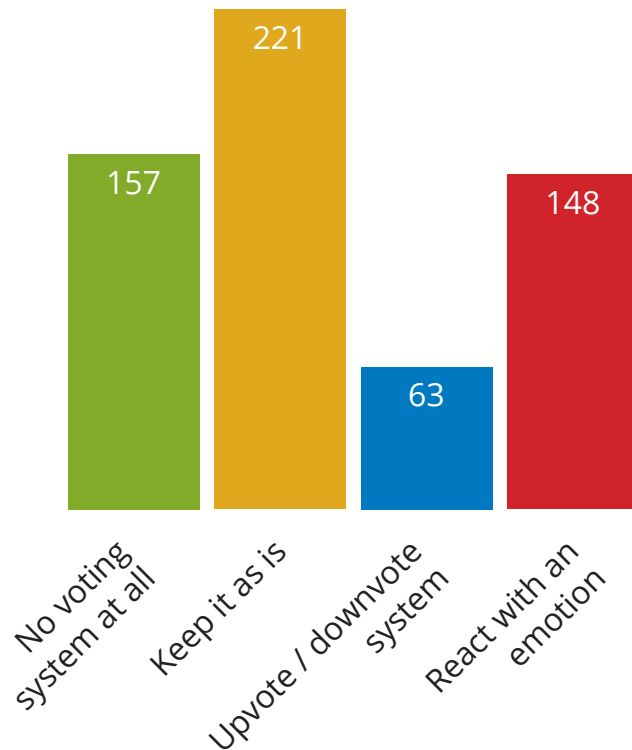
Attitudes towards different Hero Powers



Voting and Recognition

Voting systems

We asked our users about their feelings towards different voting systems. Given the option, most users would prefer to keep it as is or have none at all, but as it under-performs right now, it's worth investigating for improvement. Removing it entirely means ditching the only way we have of measuring the productivity of the users, so that's not really an option for us.



The Upvote / Downvote system surveyed very poorly amongst our users - however when asked some more pointed questions, they seem relatively positive about it.

Currently, we only have a positive voting system, would you like a negative response for replies that you feel give bad information, don't contribute to the conversation or are offensive?



But couldn't decide on the consequences of it;

If we implemented this kind of system, should negatively scored replies be hidden by default?



Do you think that replies on a topic should be ordered by their score?



If a post is reported to the moderator, should it negatively affect the user's reputation?



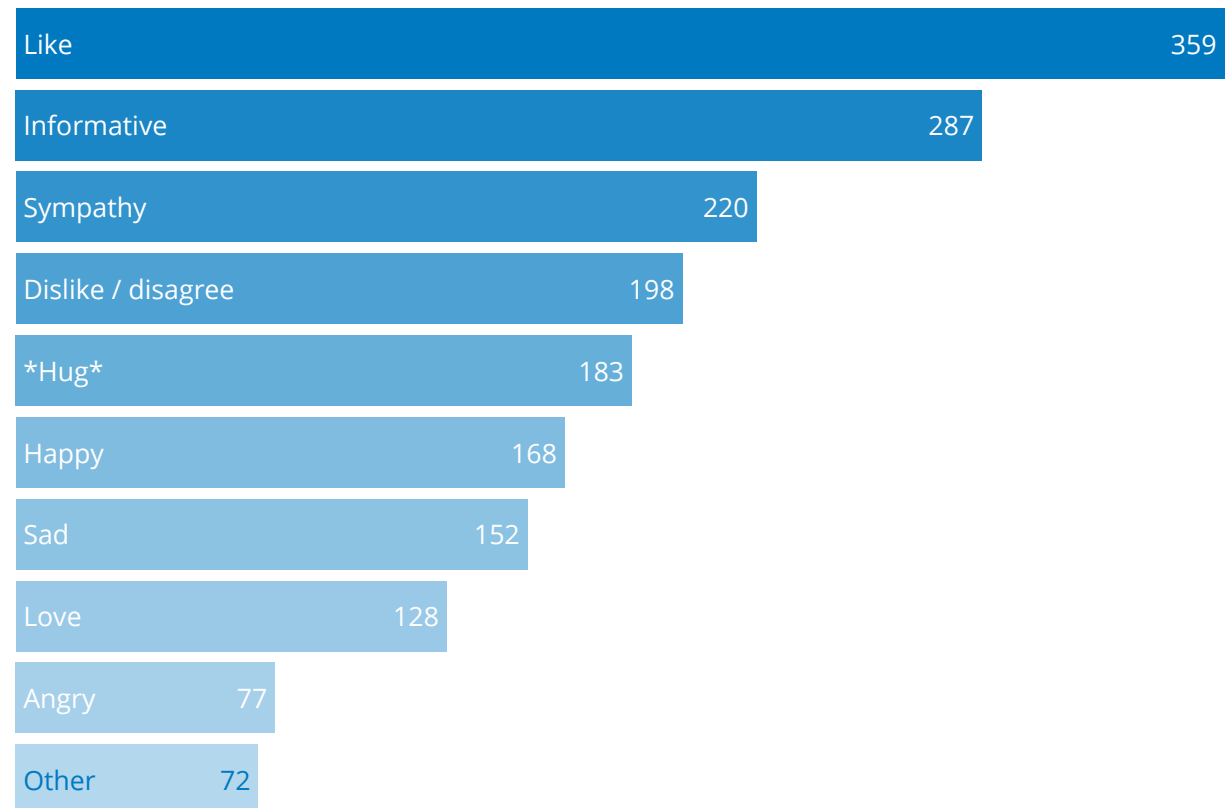
Voting and Recognition

When we asked users to consider what emotions they would like to react to a post with, we got some reasonably predictable results.

If we assume that Facebook established that 6 is the optimum or maximum number of reactions that the average user needs / can handle, we can start to rationalise the results.

- Like, Happy and Love are all points on the same scale, so can be one group.
- Informative stands on it own, but a good synonym is helpful, which appeared in the 'other' column
- Sympathy, hug and sad are also points on the same scale - a couple of users suggested 'empathy' instead.
- Dislike / disagree - this could also be used when users post something that seems misleading. Most other forums try to make a negative vote mean "It didn't contribute to the conversation", but it never actually works that way.

Unfortunately, the 'other' column didn't yield many useful suggestions.



Voting and Recognition

Based on this research we can start to build a voting system that will work for both us and the user.

Users can react to any post with one of 4 basic responses (Like, Informative, Sympathy, Disagree) - these are separate to replies, which they can do as many times as they like.

The users that indicated that they didn't want to have a negative reaction did so because they were worried that people's feeling may get hurt, but the rest of the survey points to an appetite for it - the question is how we manage that wording to not be too distressing for users.

The addition of different reactions opens up some questions around giving points for votes. Users could rack up points by posting endless pity-parties which while are good for engagement, doesn't mean we should reward them for it by giving them further posting powers. And of course, we wouldn't reward points for negative votes.

As stated above, users don't really know what the consequences of a poorly scored post should be. It's possible that they imagined the re-ordering based on score to completely lose the reply structure, but I think once nested replies are in place, this won't matter so much.

Another consideration is to have some sort of management solution in place to allow the moderators to pick up consistently poorly scored posts and users and take action - we don't want a situation where users are complaining to each other about bad posters and us not picking them up.

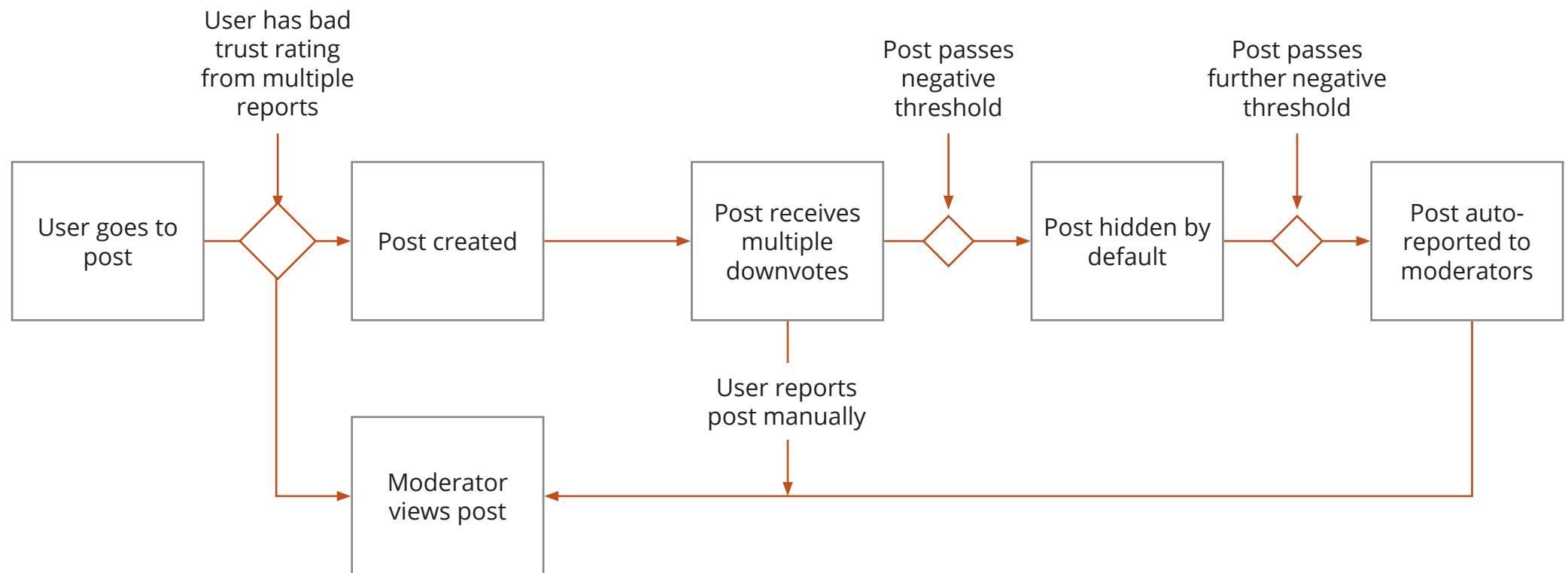
	Like	Informative	Sympathy	Disagree
Points	5	7	2	0
Comment	Standard response - can be thought of as "good content"	Bonus points if users think the post was especially good	Don't give extra points for pity, if it doesn't improve dialog	No points for receiving this - possible for the user that added it though

Voting and Recognition

Post hiding and auto-reports

Not all bad posts are created equal. Just because a post has been downvoted into oblivion, doesn't mean it would necessarily fail a moderator looking at it, equally not every bad post requires a moderator to investigate. By using a 2 step threshold we can prevent massive backlogs of work for the moderators, while still keeping the place relatively tidy for the users.

We could also potentially give a 'bounty' to the users that downvoted or successfully reported a bad post.



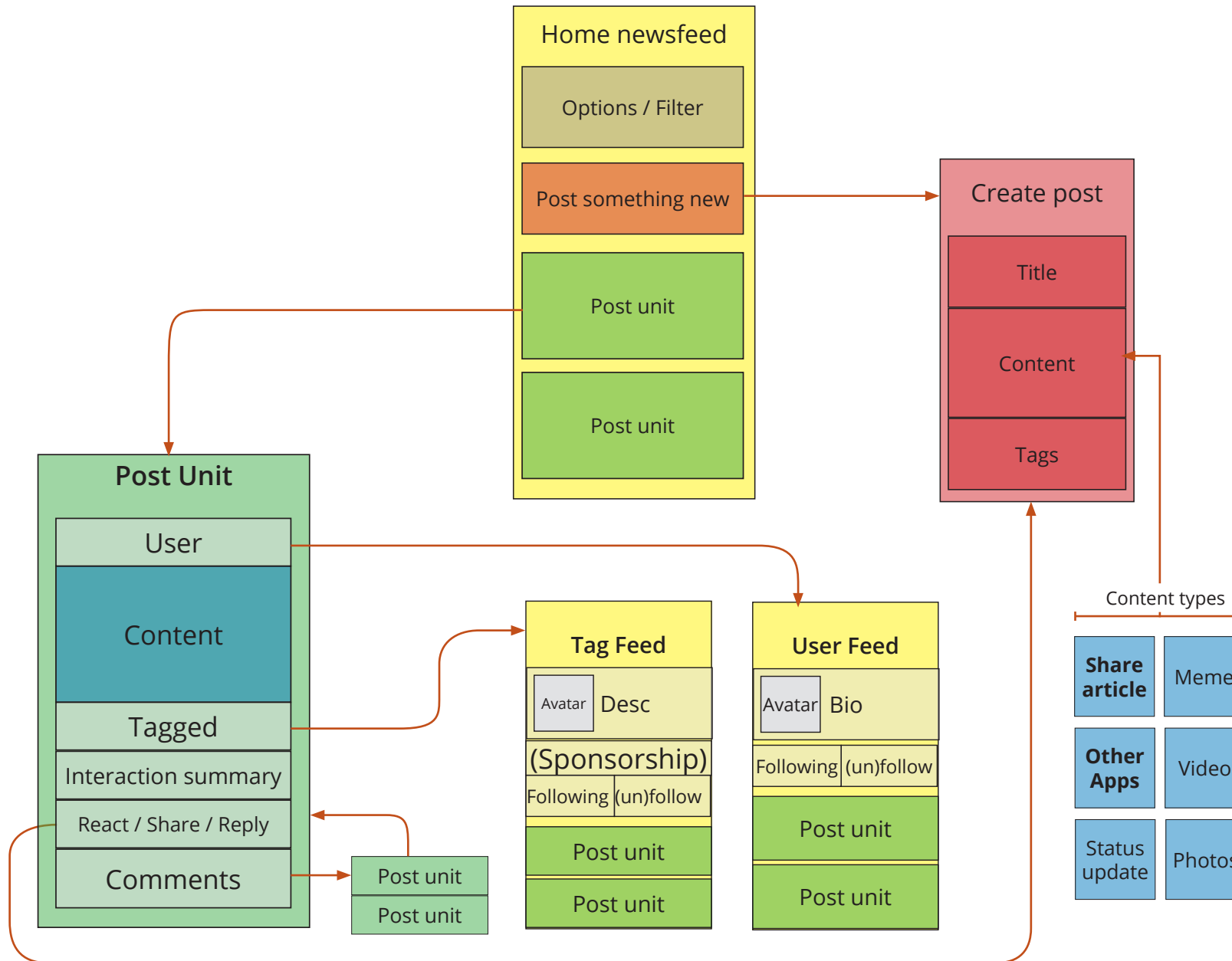
Wireframes

Application map

There are 4 contexts in the community.

- Viewing feeds
- Viewing posts
- Viewing content
- Creating new posts

Posts and replies are treated the same, allowing users to use any content to reply to any post.

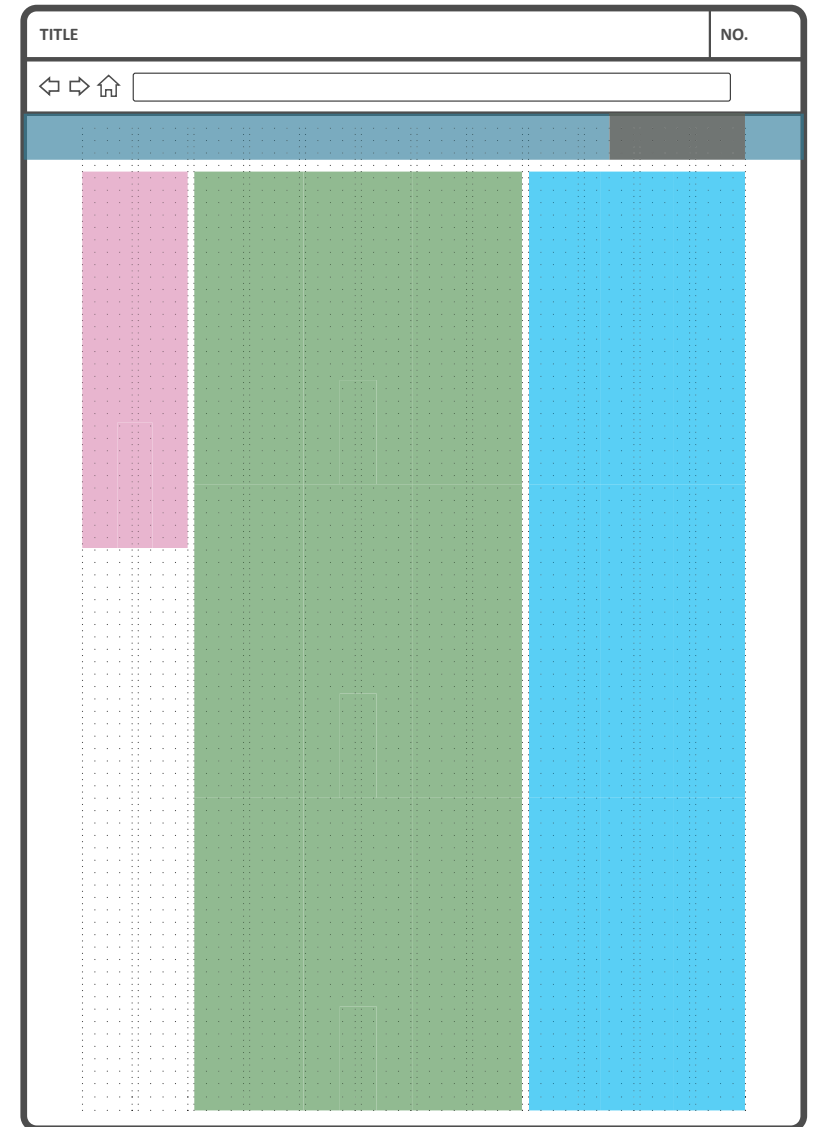
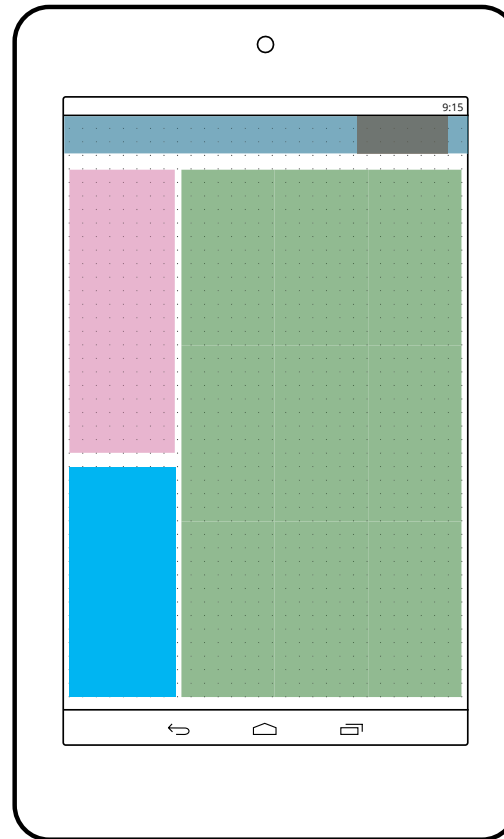
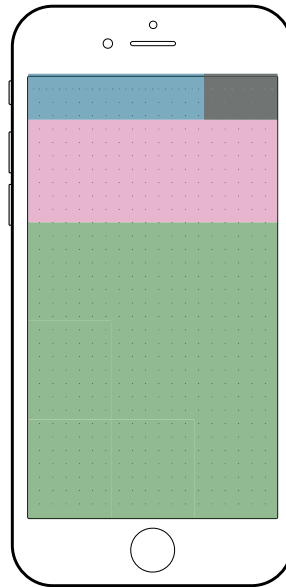


Wireframes

Screen layout + responsiveness

Designed for mobile, progressively compatible with everything above.

Other than the site header, the interface can be divided into 3 discreet parts - title, meta and options, main interface and optional extras.



Title, meta + options
User's avatar, group name, follow buttons, filters etc. Fixed position on tablet + desktop



Main interface
The post box and newsfeed. Native ads, all content basically.



Optional extras
Asynchronously loaded
Trending near you, suggested posts, people to follow.

Wireframes

Components

Postlet

The Postlet is what appears in the users newsfeed as a condensed form of a post.

It consists of 3 conceptual parts;

The story

Why this story is appearing in your newsfeed.

- Your friend replied to this
- This was posted in a group you follow
- Check out why people like this reply by [name] (discovery)

The origin

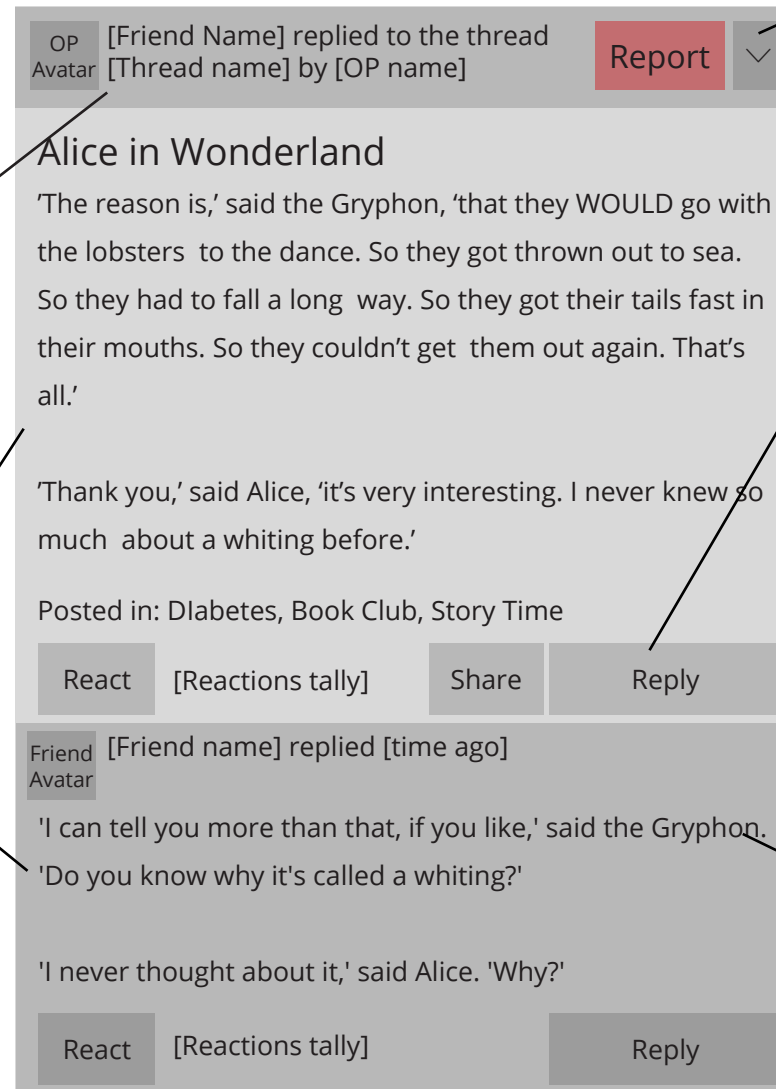
What the original post content was.

- The body of a topic your friend replied to
- The post in a group you follow

The item of interest

Sometimes not relevant, or is the origin itself. Otherwise is what generated the story

- Your friend's reply to the original post
- The best voted reply



Post options

Report the post (opens reason menu) and further post options like embed, silence post, block user

Post interactions

- React: ex. like, love, sad, hug emotions
- Share: Post this topic to your followers with added comment
- Reply: Needs to be tested by users - either allow the user to post directly from the newfeed, or send them to the full post.

Highlighted reply

This could be your friend's reply, but not necessarily the first one on the list. If it's not your friends reply, then it could be the best voted on the post.

Wireframes

Postlet + story examples

Popular Image post

 Bri77 posted 3 hours ago Report ⌵

What's your fav Diabetes meme?



Posted in: Diabetes, Feel Good Friday, Lolz


React [Reactions tally] Reply


 Random User replied [time ago]



React [Reactions tally] Reply


Patient inserted content

 Patient posted a video 3 hours ago Report ⌵



Posted in: Diabetes


React [Reactions tally] Reply


 Random User replied [time ago]


'I can tell you more than that, if you like,' said the Gryphon.
'Do you know why it's called a whiting?'

React [Reactions tally] Reply

Friend shared/replied


 Peachy60 replied to a video by Patient Report ⌵

 Patient



Posted in: Diabetes


React [Reactions tally] Reply


 Peachy60 replied 3 hours ago

'I can tell you more than that, if you like,' said the Gryphon.
'Do you know why it's called a whiting?'

React [Reactions tally] Reply

Commercial promo posting

 Senokot suggested a product 3 hours ago Report ⌵




Get relief with Senokot - now with money off!

Get coupon

Posted in: Irritable Bowel Syndrome

React [Reactions tally] Reply

 [Friend name] replied [time ago]

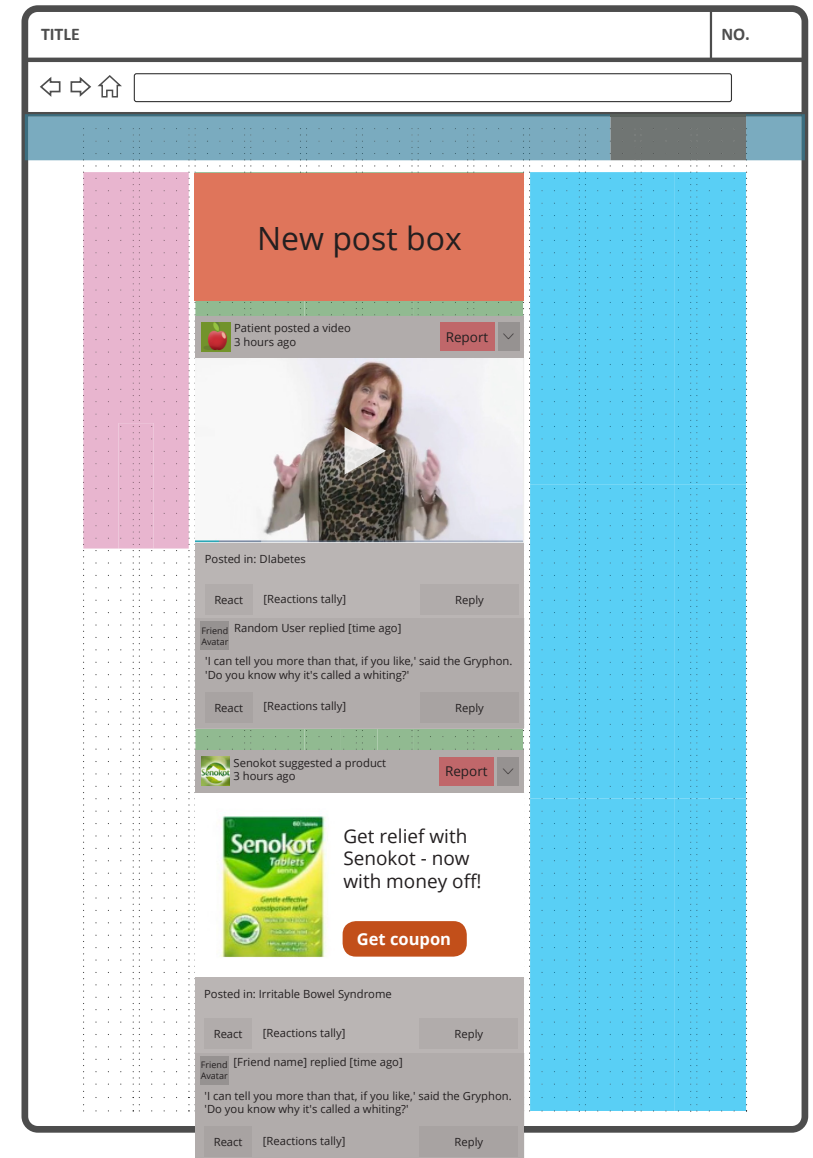
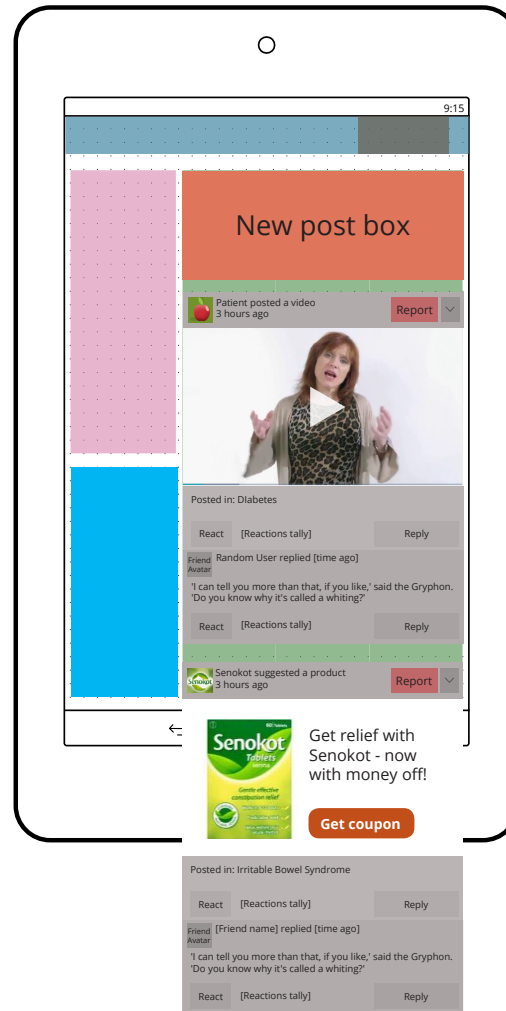
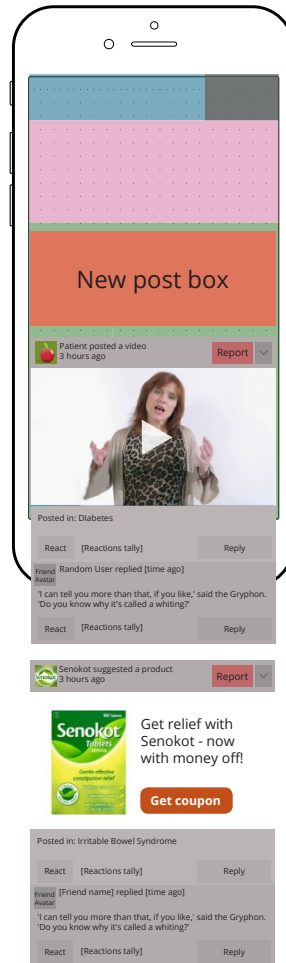
'I can tell you more than that, if you like,' said the Gryphon.
'Do you know why it's called a whiting?'

React [Reactions tally] Reply

Wireframes

Postlet - in situ

This view represents the homepage and group pages - a user profile page would have their bio in place of the new post box.



Wireframes

The Meta Area

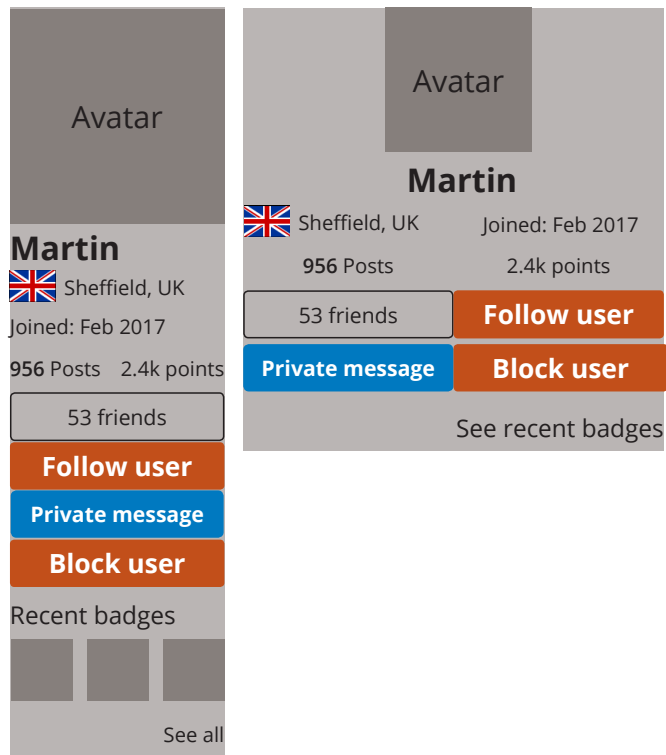
The meta component performs roughly analogous functions wherever you are in the forums. It allows the user to see quick overview stats of a group, user or post. In the main newsfeed it gives you filter control over what you see.

User page

Desktop +

Tablet

Mobile

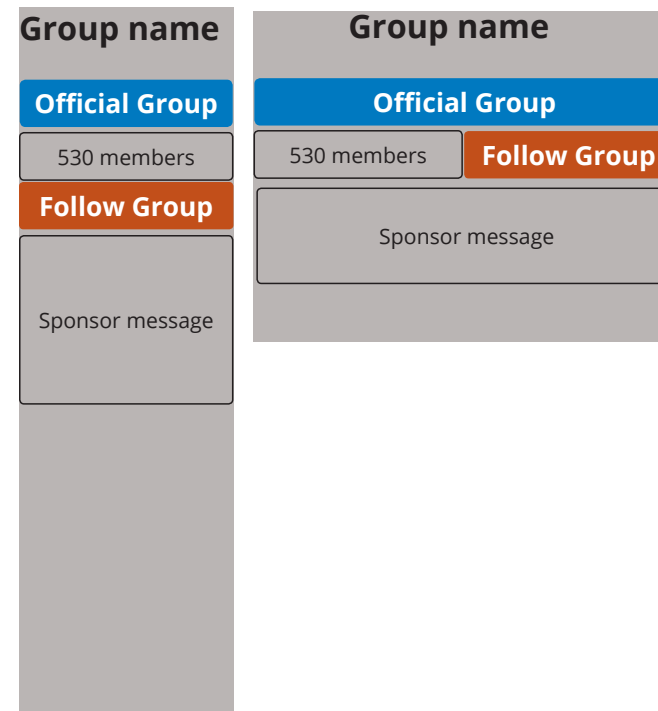


Group page

Desktop +

Tablet

Mobile



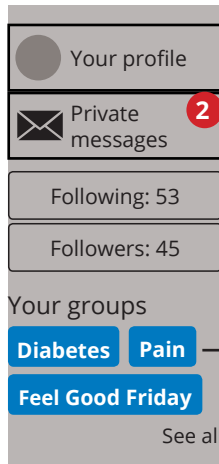
Wireframes

Homepage / Main newsfeed

Desktop +

Tablet

Mobile



Jump to different boards

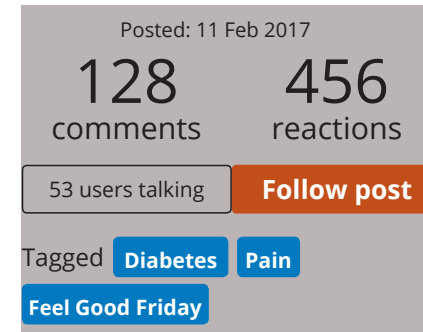
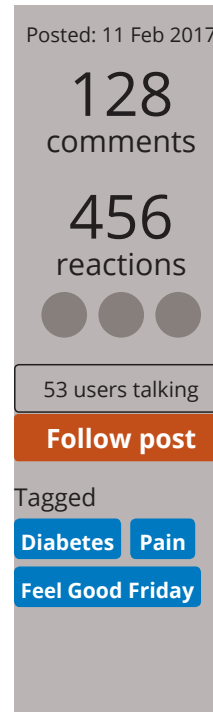
Show the top groups the user interacts with

Full post page

Desktop +

Tablet

Mobile



Wireframes

Full post

The full post is displayed with the meta block either to the side or above it on mobile.

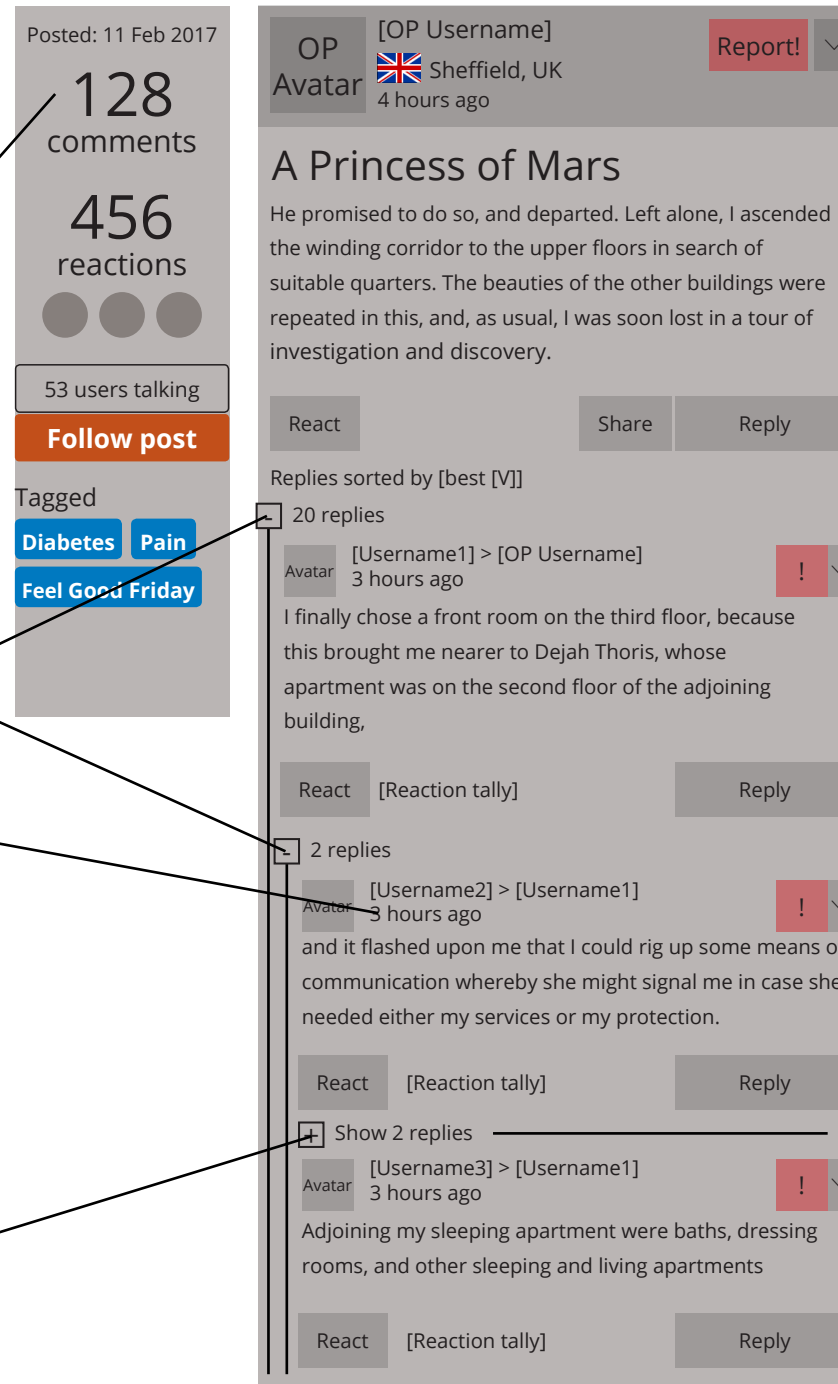
Total number of replies to post

Number of direct replies to this post / reply

Reply permalink

Child posts folded after a certain depth

2 levels - shallow are just hidden with JS, deep force a page load

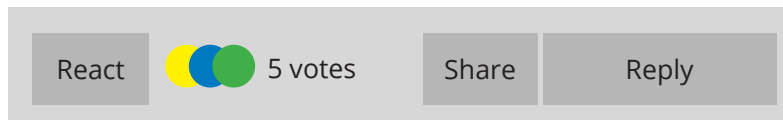


Wireframes

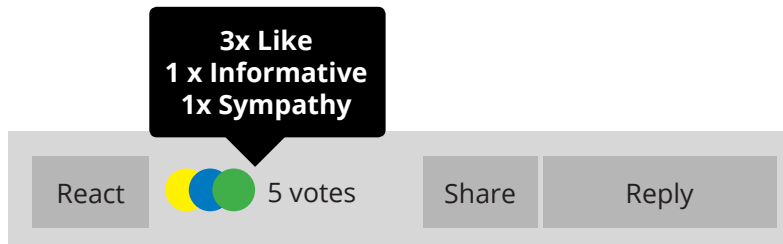
Reactions

The footer of each post or postlet object has a react button with a tally of which reactions it has received.

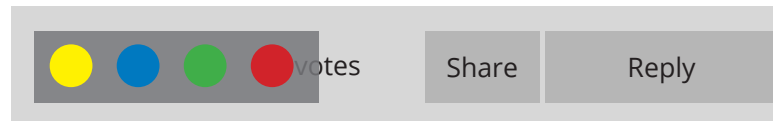
The different vote types are stacked in the order of how many of that type have been received with the largest group on top. This should give users a quick view of the mood of the post.



Hovering or tapping on the tally should bring up further detail. It's debatable whether we need to show the names of the users that voted whatever way - the community is still relatively small in terms of regular users and it could lead to grudges being formed between people.



Tapping on the react/vote button rolls out a menu to choose what kind of vote to choose. Tapping in the same spot should default to the neutral type.



Tapping a choice should display an indication that the option has been chosen, before the menu rolls back up again.



Update the button to show the user's chosen response.



Click the button again to remove the vote



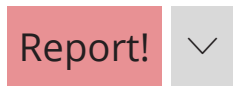
Wireframes

Extra post controls

The extra post controls live at the top right hand corner of the post and reply boxes and the postlet component. They are functionally the same, one is just compressed to save space to help with the nesting.

Some usability testing will be required on the smaller one on mobile to see if the hit target is large enough to be pressed reliably.

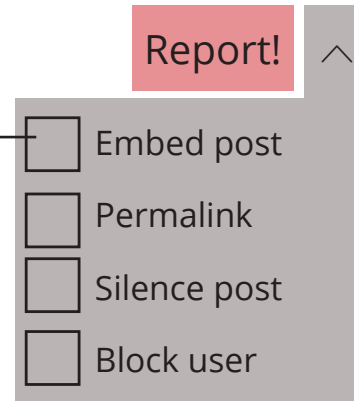
On top level / postlets



On replies



Supporting
icons



The layout of the unfurled extra control box is the same regardless of which version was pressed, the report button should expand to contain the whole word and should be clickable.



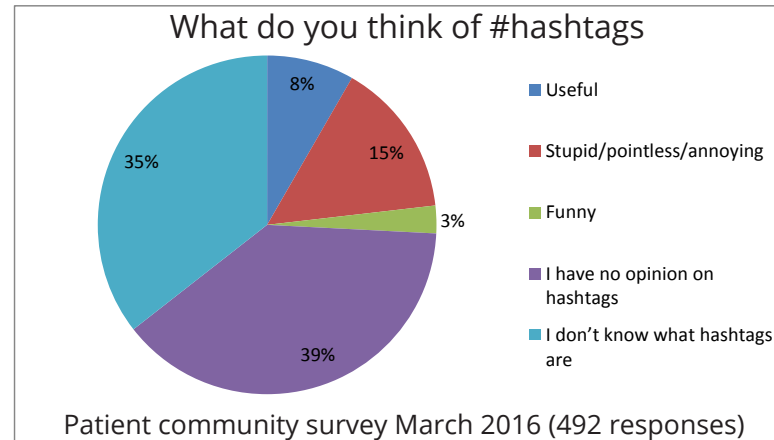
Wireframes

Create post

A post is made of 3 parts, a title, the body and the tags. This makes it significantly more challenging than Facebook or Twitter where there is only one object to fill out. The title is necessary for backwards compatibility and organisation. The tags field could be mitigated by integrating them into the post body like Twitter's hashtags, but user research says that our users don't really get them, so we should keep them separate.

Invitation to post

Because of the length of the create post form, it shouldn't be automatically displayed, but opened via Javascript. Depending on which page the user is in, we can change the message to be more meaningful.



Potential invitations to post dialogs and messages

Create post **Post**

How are you today? **Post**

Post to this group **Post**

Message this user **Post**

Create a new post **Post**

Ask a question **Post**

Make a new post

Wireframes

The new post dialog should be fairly familiar to existing users and just adds a couple of extra options that users want - links and quotes. Further functionality is revealed as the user interacts with it.

Initial view of create post box

Wireframe of the initial 'Create new post' dialog. It features a title input field, a body text area, and a 'Post this to:' section with a tag 'Diabetes x'. A 'Post' button is at the bottom right, and a 'Cancel' button is at the top right. A 'Post format toolbar' is positioned above the body text area, containing icons for link, image, quote, italic, bold, and smiley. A 'Tag manager' is located below the body text area.

Create new post Cancel

Title

Body

Post format toolbar

This should lock to the top of the window while the user is editing the text, so it's always available.

Tag manager

Users can drop a post into any number of groups, as well as create their own on the fly. More about this later

Post this to:

Diabetes x

Post

Post body expanding to contain content

Wireframe showing the post body expanded to contain content. The body text area now contains a paragraph of placeholder text. The 'Post' button is now visible at the bottom right.

Create new post Cancel

Title

Body

Post this to:

Diabetes x

Post

Link preview addition with title and meta description

Wireframe showing the link preview addition. The body text area now contains a link preview for 'Example Link' with a meta description and a small image of a character. The 'Post' button is now visible at the bottom right.

Create new post Cancel

Title

Body

Post this to:

Diabetes x

Post

Wireframes

Inserting images

There should be a few ways of inserting images into a post, allowing users to act fluidly. We should probably limit the number to around 10 per post to keep things manageable though.

1. Normal file upload

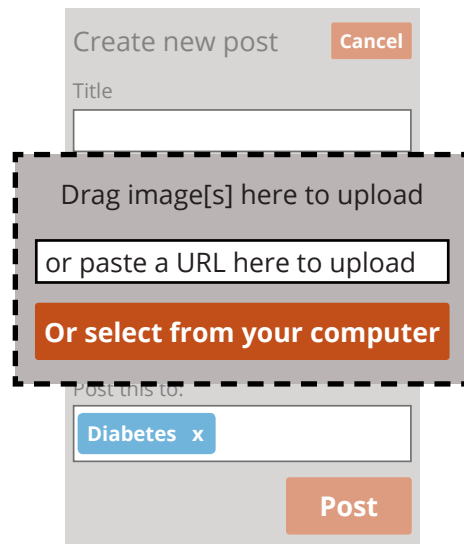
Standard browser file upload, while still allowing multiple files to be uploaded at once. This is where we can train users in other ways to upload files.



Wireframe for a 'Create new post' form. It includes a 'Cancel' button, a 'Title' field, a 'Body' field with a rich text editor (containing icons for link, image, quote, italic, bold, and smiley), and a 'Post this to:' dropdown menu with 'Diabetes' selected. A 'Post' button is at the bottom right.

2. Url upload

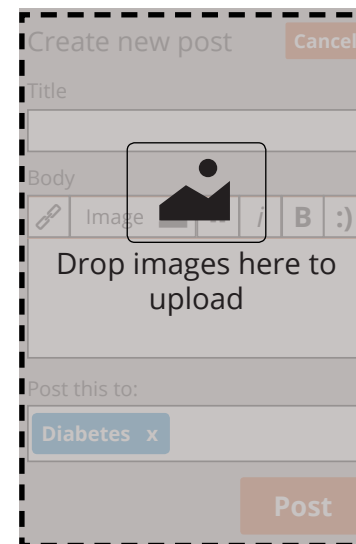
The user can paste a url into a field to be rehosted on our server.



Wireframe for a 'Create new post' form with a dashed border overlay. The overlay contains the text 'Drag image[s] here to upload' and 'or paste a URL here to upload'. Below this is an orange button labeled 'Or select from your computer'. The form itself has a 'Cancel' button, 'Title' field, 'Body' field, 'Post this to:' dropdown (selected 'Diabetes'), and a 'Post' button.

3. Drag and drop

The user should be able to select multiple files from their local machine and drop them onto the post box. Each will be uploaded sequentially.



Wireframe for a 'Create new post' form with a dashed border overlay. The overlay contains a large image icon and the text 'Drop images here to upload'. The form itself has a 'Cancel' button, 'Title' field, 'Body' field, 'Post this to:' dropdown (selected 'Diabetes'), and a 'Post' button.

4. Url detection

If the user puts a link to a url that returns an image in their post body we should re-host the detected picture



Wireframe for a 'Create new post' form. The 'Body' field contains a placeholder text: 'Os ratusda sunditatur, et mod eatecep tatemquis as exped eaquiam ut fuga.' Below the text are three image icons. The form also has a 'Cancel' button, 'Title' field, 'Post this to:' dropdown (selected 'Diabetes'), and a 'Post' button.

Wireframes

Create post: Tag manager

Users can post to multiple boards at once, as well as creating their own on the fly by just typing something new. Autocomplete as you type will help ensure that tags do not suffer from 'entropy' where slightly different versions (headache / head ache) would become unrelated.

Field gets focus

Post this to:

Suggestions

Diabetes Pain

Weight loss Feel good Friday

Popular

Fight the feeling Measles

Kittens for health

Upon focus, the field should show the user's top used tags, as well as some that are popular that day to drive trends. We could also use keyword analysis from the post body to populate this

User starts typing

Post this to:

Suggestions

Weight loss

Weight gain

When typing, the suggested and popular lists are filtered out as matches are eliminated. Tag searches are throttled by waiting until the 3rd typed character, tag search results are added below

New tag and correction

Post this to:

New tag

Weight Management

Did you mean:

Weight Management

If the user comes up with a new tag, then they can add it by either typing a comma or enter, or tapping on the label. We can use this moment to suggest corrections based on spelling or similar tags.

Next tag suggestions

Post this to:

 x

Suggestions

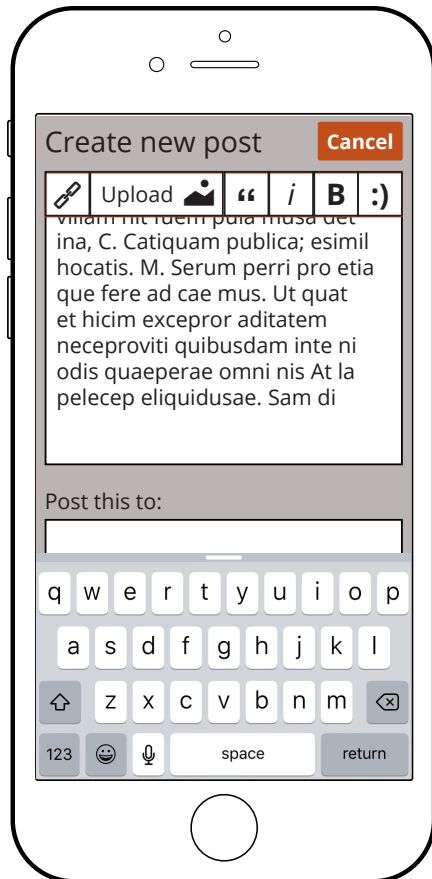
Diets Keto Diabetes

Once a tag has been chosen, we can suggest more tags to the user based on a graph of typically associated tags and their own usage patterns.

Wireframes

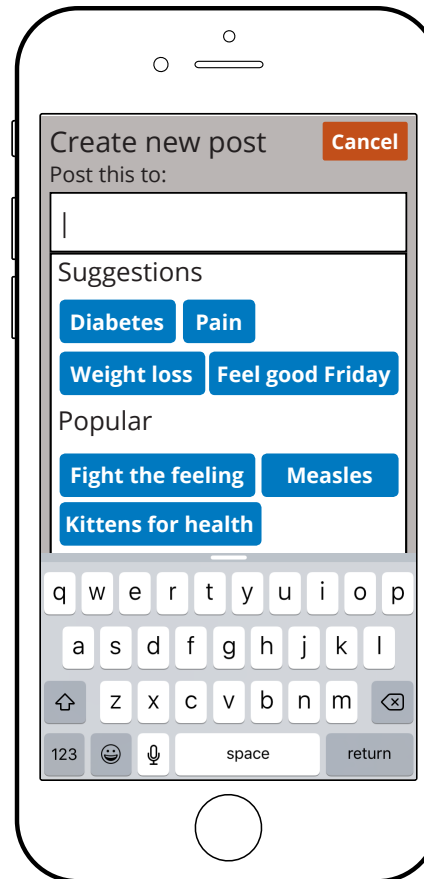
Create post: Scroll management

These guidelines are in particular for mobile - however the scroll lock on the post body toolbar should be carried over to desktop.



Post body

While editing the post body, the tool bar should always be visible by being pinned to the top of the window, until the user scrolls to within 50px of the bottom of the text area.



Tag manager

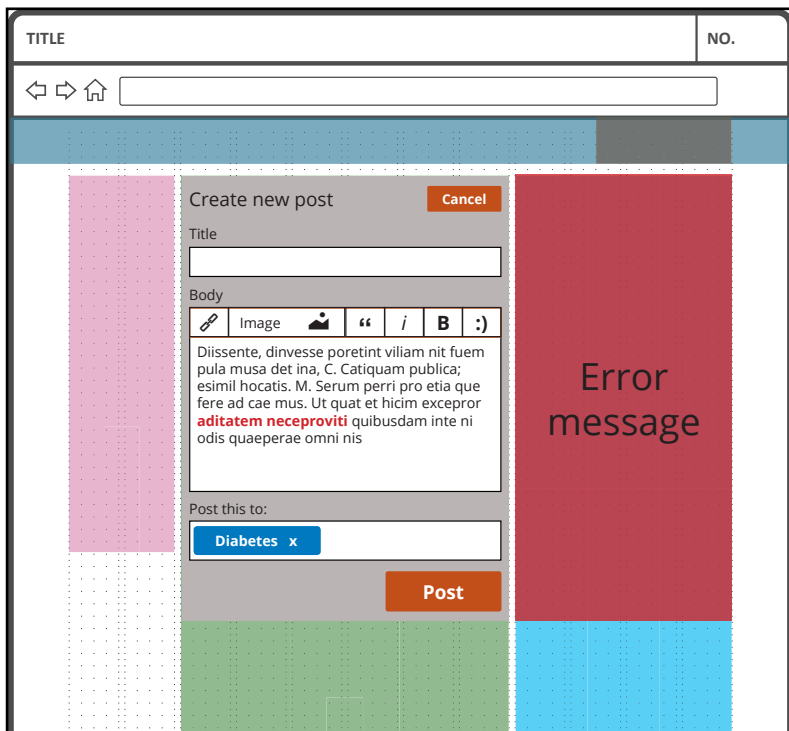
Upon the tag field getting focus, the window should scroll up so there is enough room to fit the suggestions drop down box in.

Wireframes

Create post: Pre-moderation

As described in Planning: Moderation, posts should be subject to a pre-moderation process before we allow them to be submitted in lieu of forcing a user to confirm their email address straight away.

Desktop



Mobile + Tablet



On tablet and mobile the error message will have to display over the post object, on desktop we have the space to put the error to the right of the post box.

Potential errors messages:

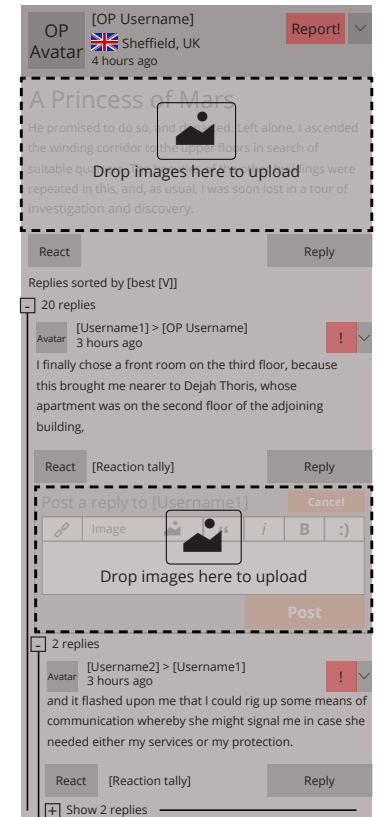
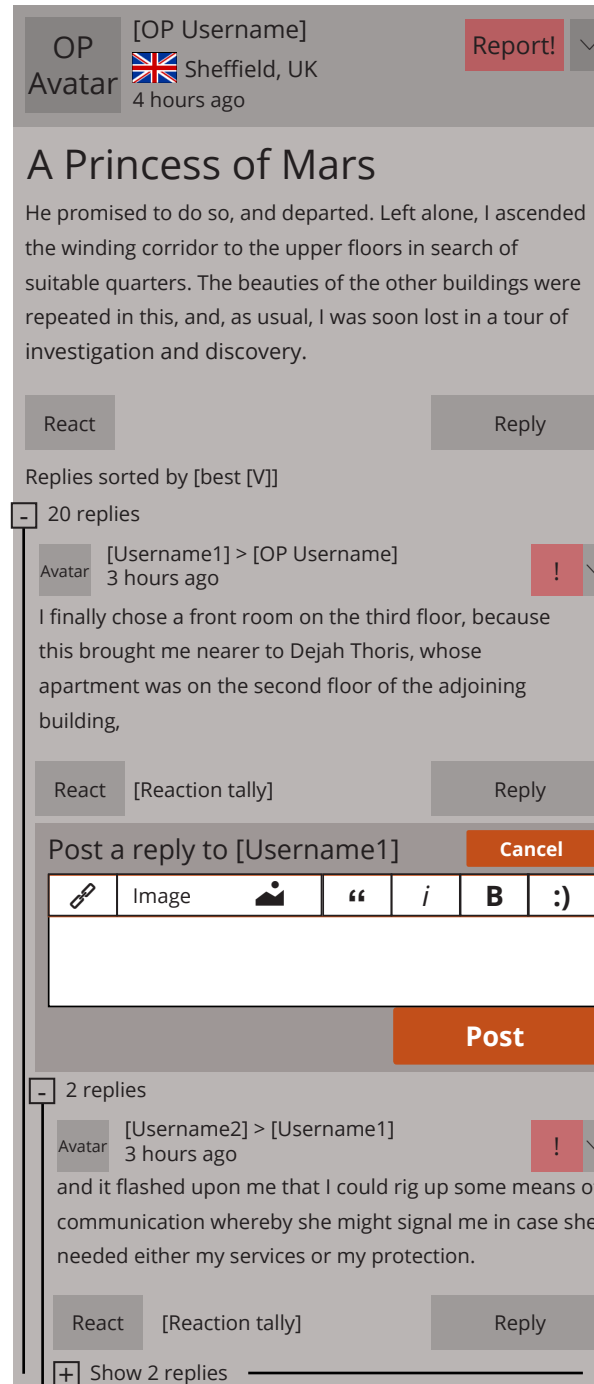
- “Your post contains swearing, in order to keep this a pleasant community for everyone, please tidy up your language”
- “We notice you’re posting about **Colloidal Silver**. Did you know that this is a common quack cure that can have serious permanent side effects such as Argyria, which turns your skin blue? Find out more about [Colloidal Silver here](#) and read our [full quack cure policy here](#)”
- “You’ve tried to post links to a recognised spam site, please don’t”
- “You’ve tried to post links, but you haven’t confirmed your email yet. [Click here to resend your confirmation email](#)”

Wireframes

Posting a reply

A user should have the same flexibility in posting a reply as they do in making a new post. The only difference is that the title and tags fields are not visible. The user should be able to post links and images in the exact same way as usual. Removing the tag field from replies is possibly over restrictive in that it kind of removes the opportunity for #tagsAsCommentary, but this is probably desirable in terms of reducing tag entropy.

It is important that a reply is notionally the exact same sort of data as a top level post, despite the title and tags not being filled out. This is to give us the flexibility to change the format of the community at a later date to encourage a more blog and re-blog style of posting if we find that's how people are using the forums.



When dragging an image over a conversation, the user should be able to drop it on an open reply box, as well as any post to open a reply box with the image pre-inserted into it.

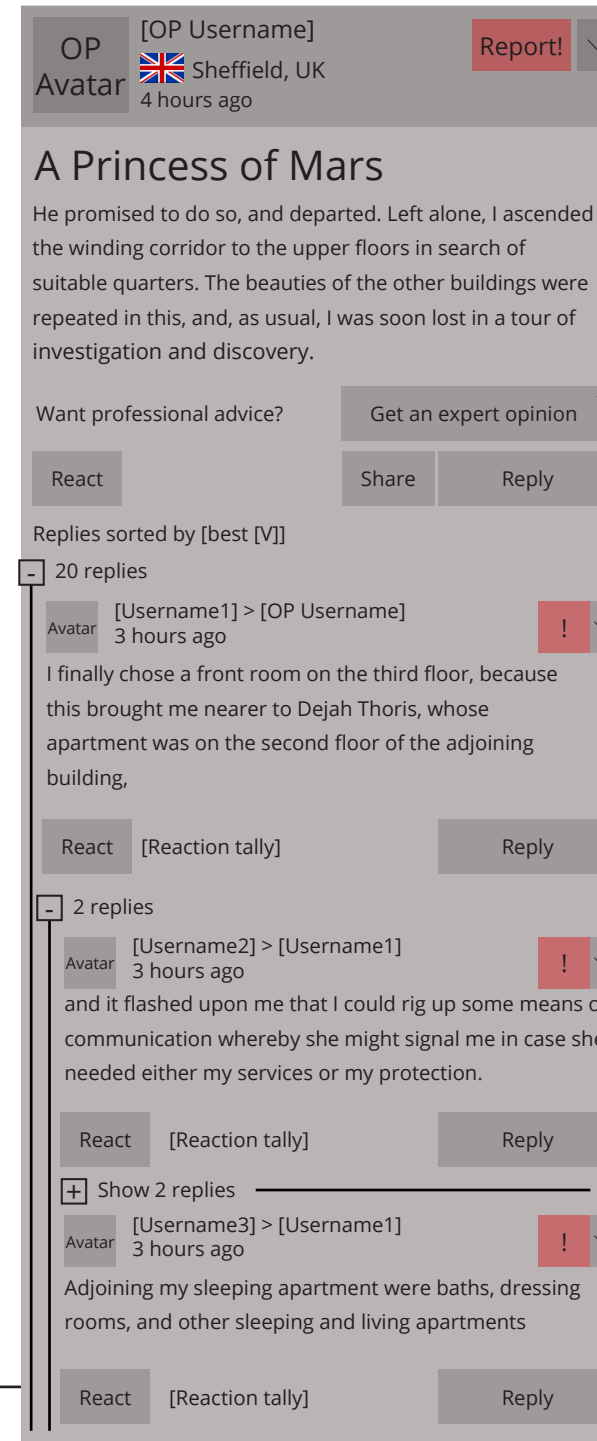
Wireframes

Requesting an expert opinion

There is some appetite or acceptance on the idea of paying for an answer, but we may also like to go with a voting system that allows us to engage with the community more. If a post reaches a certain threshold, we mark it for experts to come and answer if appropriate.

If we implement a votes-for-answers type scheme, then the process and thresholds should be fairly opaque, at least until we've got an idea of what sort of numbers are manageable.

The actual process of requesting a professional answer can be removed from the create post process to simplify it, but is then present on the post page. This means there is a more permanent nudge for the user - every time they go back to a thread they posted, there's an invite to ask an expert.



Professional Advice

This is only visible to the OP when they're logged in. It takes them to a card payment journey

Wireframes

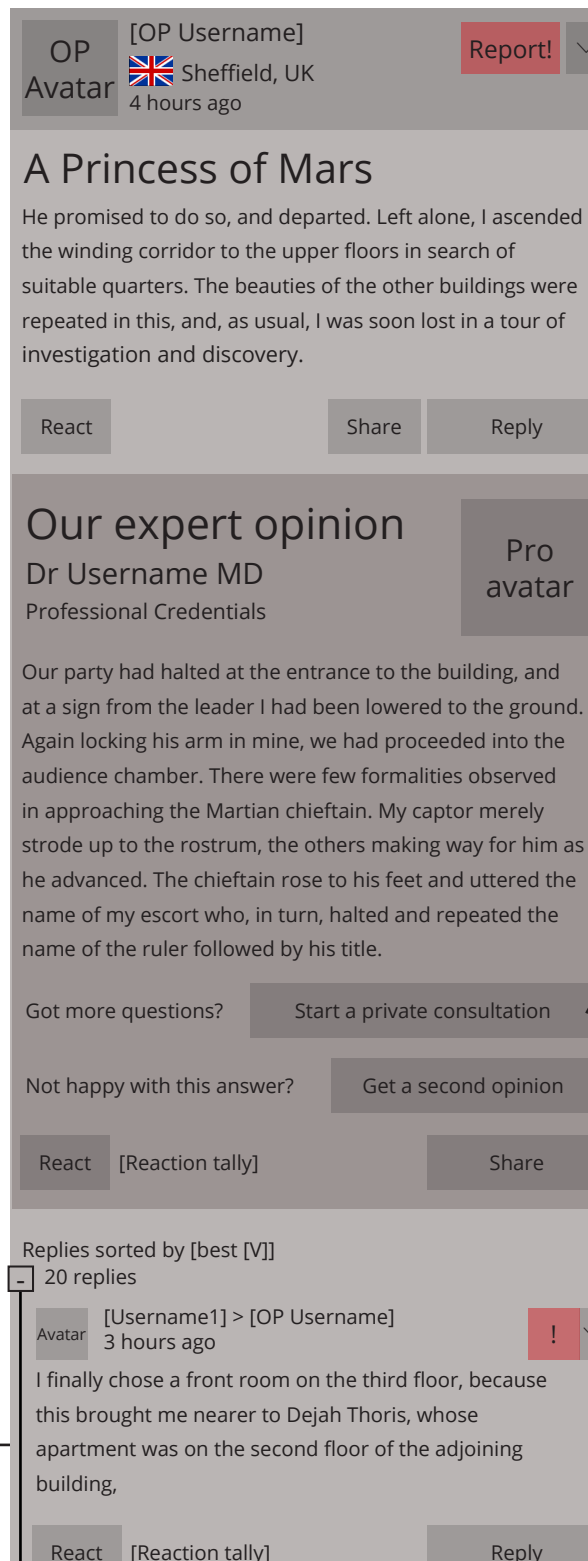
Receiving an expert opinion

If a post receives a response from an expert, then it should be displayed first and distinct from the rest of the comments.

This bears some experimentation, but perhaps limiting the interactions a user can make with a professional to just reacting and sharing the content rather than replying and questioning the professional's judgement.

People will still be able to share and question the answer on their own wall if they so choose, but it won't become a permanent part of the page's content.

We can use this opportunity to invite the user to go into a private consultation off the back of the forum post



Private consultation

Carry on this conversation with one of our professionals.

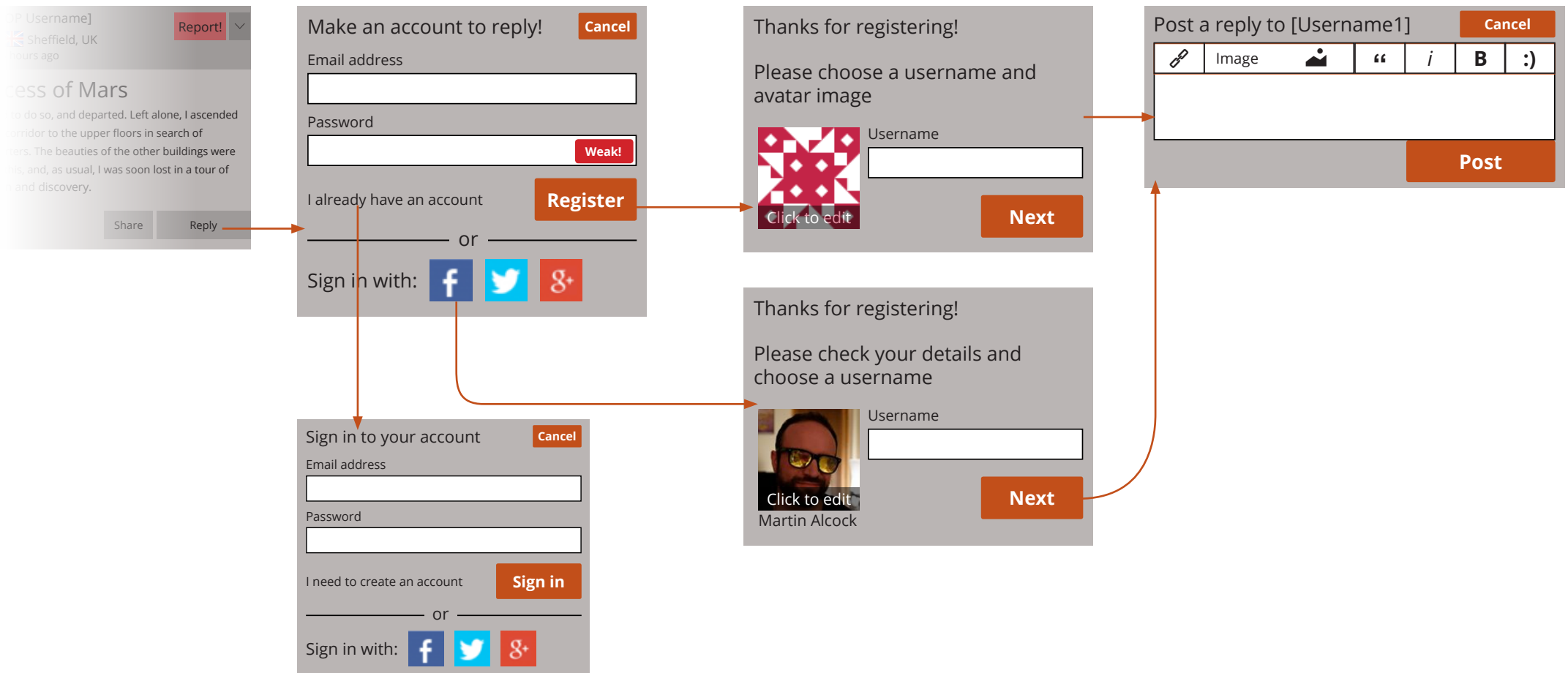
Second opinion

This line would only be visible to the OP while logged in. It would be a pay only option

Wireframes

AJAX registering / login

If the user hits the reply button on a post while not logged in they should get a registration form in place of the reply box. This allows the user to join the community on a whim. The default would be to show the registration form, but we could leave a cookie on the user's device if they've logged in before and then show them the login form instead.



Wireframes

Sharing content

Sharing content is key to the communities strategy as it allows us to leverage our user's social graphs to increase page views.

There are a few contexts which a user will be nudged towards sharing via a button;

- Any top level post
- Any expert's opinion reply
- Any authored content on the rest of the site
- An external web page that carries a Patient share button (just like a Facebook like button)

Of course, a user will be able to share any external web page (subject to approval) by pasting it into the post box on the forums, indeed clicking a share button will simply wrap that action up in one mouse click.

The Share Content Dialog would be a popup or modal window that will be part of the standard interface on the forums, but also available as a windowed version that can be opened from a Patient share button on an external site.



Share content modal dialog

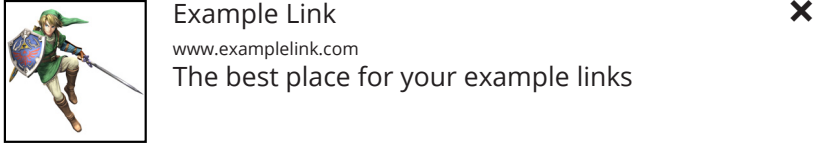
The wireframe shows a modal dialog titled "Share content to your feed" with a "Cancel" button in the top right. Below the title is a "Title" label and a text input field. This is followed by a "Body" label and a rich text editor toolbar containing icons for linking, image, quote, italic, bold, and smiley. The editor area contains a placeholder for a link, showing a small image of Link from Zelda, the text "Example Link", the URL "www.examplelink.com", and the description "The best place for your example links", with a close "x" button. Below the editor is a "Post this to:" label and a text input field containing the tag "Diabetes" and a close "x" button. A "Share" button is located at the bottom right. A line from the "Diabetes" tag points to a text box on the right.

Share content to your feed Cancel

Title

Body

 Image  “ ***:)***



Post this to:

Diabetes x

Share

Pre-populate tags?

Is it possible to combine MS keyword analysis of a page with tags other users have used to share that URL to pre-populate the tags field?

Wireframes

Private messaging

Private messaging comprises of 2 principle parts, the conversation list and the conversation. It could be upgraded to include multi-user chats and even extended to allow some sort of platform to talk to a professional that you've engaged with.

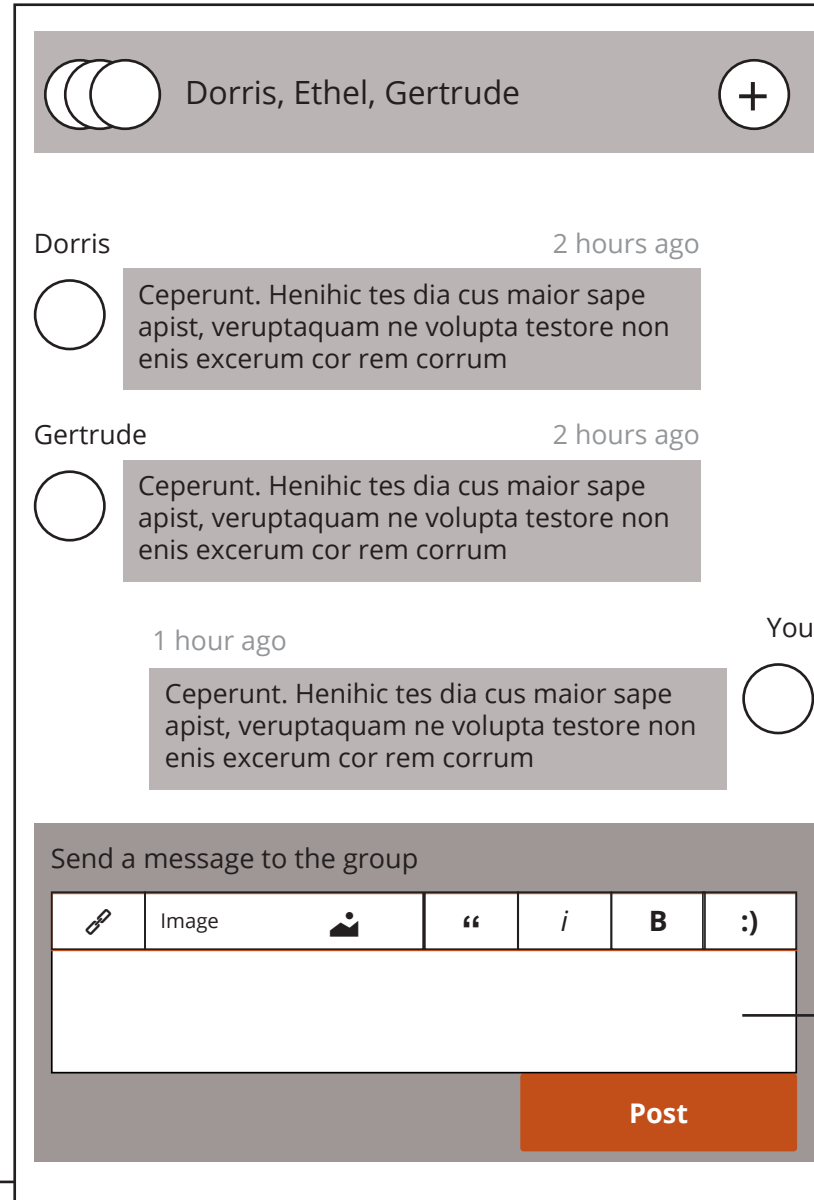
Conversation list - ordered by last interaction



Professional conversation

Multi user conversation

Conversation view

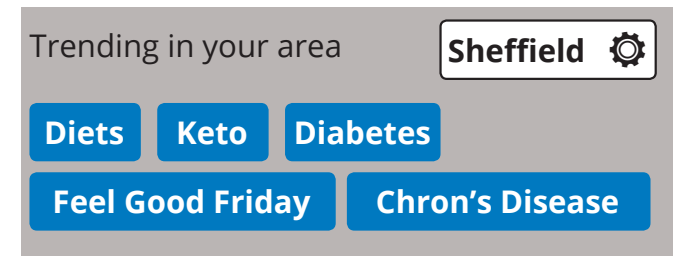
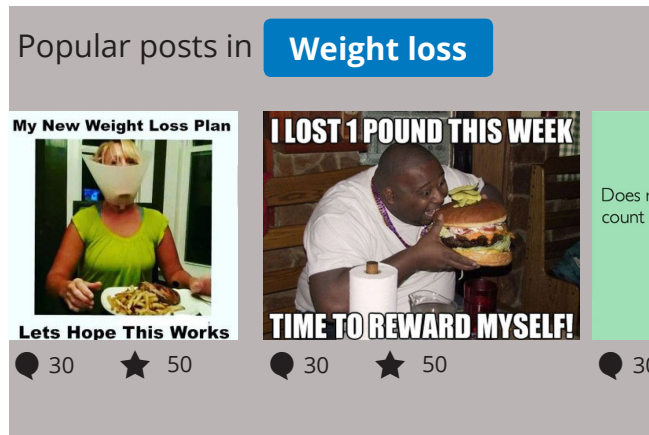
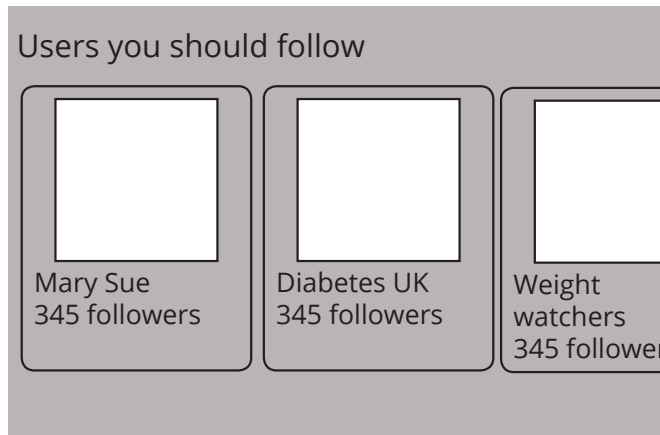


Same post box as used everywhere else

Wireframes

Content discovery widgets

These are some examples of widgets aimed at helping users new content to consume. They can either be placed on the sidebar or inline with the content.




Wireframes

Moderation postlets


Moderation postlets appear in their own separate newsfeed and can take different forms depending on the user's trust score and status within a particular board. At the lowest level, the posts should be anonymised to prevent vindictive moderation. If a moderating user has gained enough trust to be promoted to look after a particular board/group then we should allow them to see the user's name to allow them to monitor and block them if necessary.

Early access to moderation works on a voting system - if a threshold of mods agree that a post is abusive, then the post is flagged for a higher moderator to deal with. This higher moderator may be internal, or another user with more trust

Standard moderation tasks

 This reply was flagged for abuse, do you agree?

'The reason is,' said the Gryphon, 'that they WOULD go with the lobsters to the dance. So they got thrown out to sea. So they had to fall a long way. So they got their tails fast in their mouths. So they couldn't get them out again. That's all.'


 [+]

 3 reports (2 abuse, 1 other)


'I can tell you more than that, if you like,' said the Gryphon. 'Do you know why it's called a whiting?'

This is not abusive

Agree, this is abusive

 This post was flagged because of an unverified link, can you check that it is ok?

'The reason is,' said the Gryphon, 'that they WOULD go with the lobsters to the dance. So they got thrown out to sea. **So they had to fall a long way.** So they got their tails fast in their mouths. So they couldn't get them out again. That's all.'



Example Link

www.examplelink.com


The best place for your example links

Remove links

Remove post

Approve

Higher level moderation tasks

 5/6 mods thought this post was abusive

[^] See context...


[+]

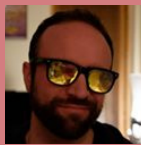
 3 reports (2 abuse, 1 other)

'I can tell you more than that, if you like,' said the Gryphon. 'Do you know why it's called a whiting?'

This is not abusive

Agree, remove post

 This user is causing problems in a group you moderate



Martin

32 posts / 15 points / -10 trust

10 posts recently banned

Ignore

Ban user from group

Wireframes

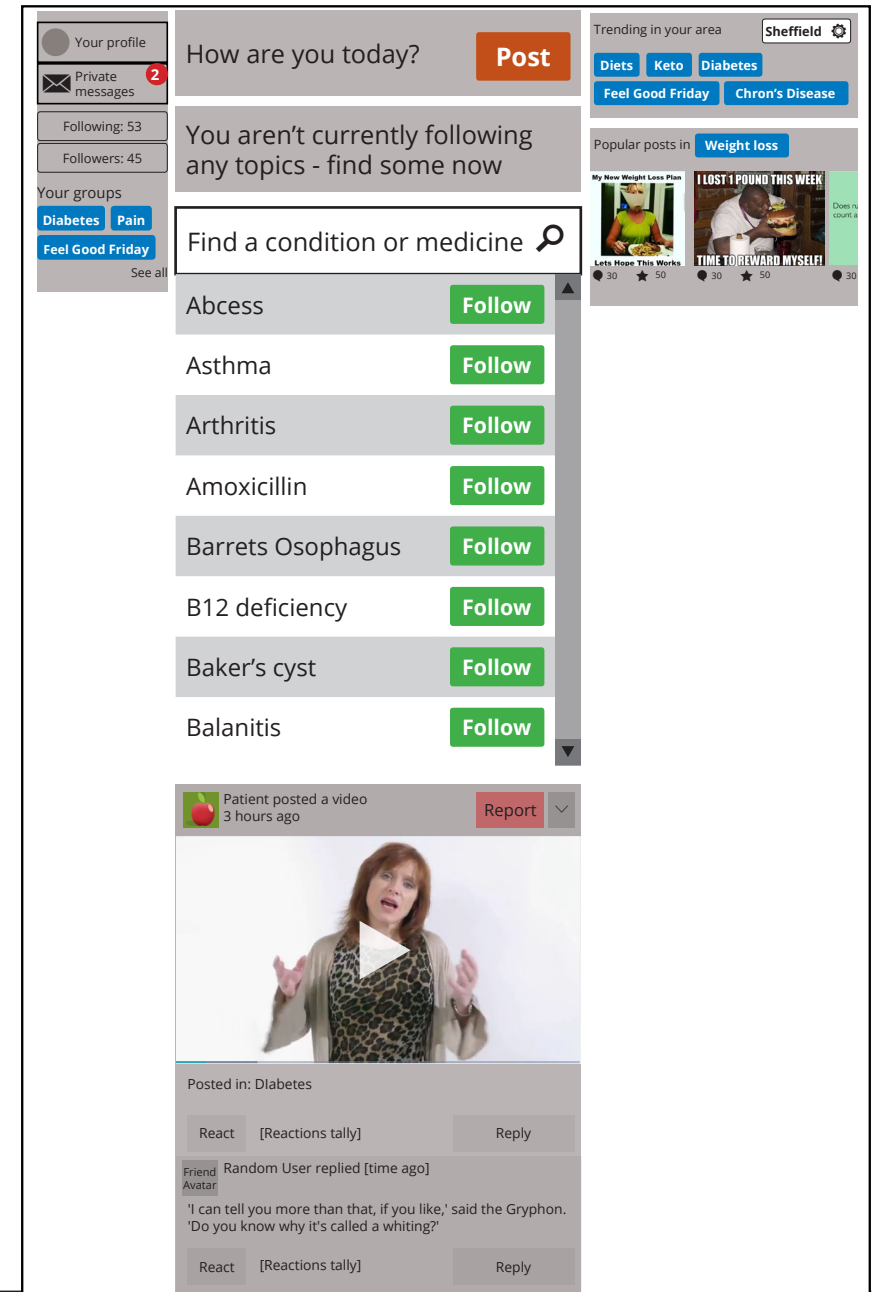
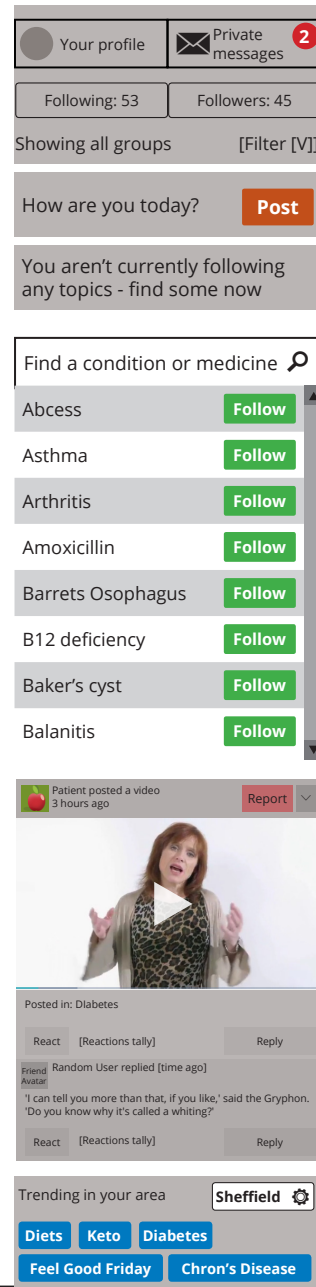
A brand new user should have gone through the registration process that would have asked them to follow some existing groups - however there is a good chance that some would not immediately do this and migrated users may not have followed any groups previously. For these logged in, but disengaged users we need a way for them to discover groups to follow.

A group search interface is needed to help users discover content themselves. It works in much the same way as the tag field on the new post interface, except that the user is presented with a 'follow' button to join the group they found.

The initial state would show either most popular groups or an alphabetical list - it's important to show something as that demonstrates the breadth of groups we host and gives the user some idea of what they can find in the community.

We may still want to insert some Patient promoted content in their empty newsfeed - so long as we can find general enough content to push.

New account content discovery



Wireframes

We get around 3.2m page view on the forums from about 2.5m visitors a week, so getting the logged out experience right is critical to converting more users into members. There are a few strategies for this on a scale of gentle to nefarious.

Primarily, nudges to create an account should be placed at the top of every page, and then interspersed through the content.

There are currently around 2000 active topics where people have visited beyond the first page, generating 180k views - a quarter of these views are from logged in users. It would be worth limiting the number of comments and replies that are shown to logged out users and requiring users to register to follow down the chain. This would also save us some small amount of bandwidth by reducing the number of comments

displayed by default on a page.

We can display additional ads until they sign up for an account - with the understanding that they will view more ads over a lifetime of membership anyway.

Attractive nudges of engaging content will also play a part. Hopefully pivoting the forums to push towards more image and blog based content as well as finding trends will allow us to have more eye catching sidebar nudges which encourage users to sign up to join in with the community.

We could go as far as to prevent users from being able to see the whole of an experts opinion or thread via a fade out until they sign up for an account - although this may get stomped on by Google.

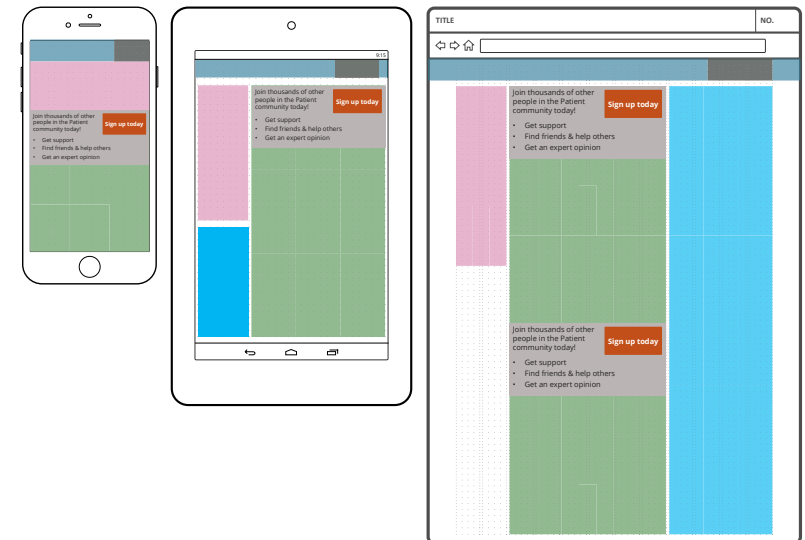
The logged out experience

Account creation nudge

Join thousands of other people in the Patient community today!

Sign up today

- Get support
- Find friends & help others
- Get an expert opinion



Wireframes

The forums index page

In the new world, the forums index page for logged in users will be their newsfeed. The index page isn't a typical entry route for logged out users, with only 16k page views a week - roughly what a popular thread is pulling in, but can still be significantly improved to increase conversion.

The top of the page has to be a groups search, then whatever the most trending topics of the day are. If image posting takes off, we can hopefully have a visually engaging homepage as well as conceptually engaging. After that, there's no reason not to show a normal newsfeed based on whatever the popular posts of the moment are.

Popular posts

These posts should have a minimum of traffic in the last 24 hours (or other agreed time period), a minimum number of replies and a minimum number of reactions. Some algorithm should determine these factors and rank them, rather than just displaying what's the latest posts.

Search for groups

Trending topics near you

- | | |
|----------------------|------------------|
| 1. Diabetes | 6. Asthma |
| 2. Pain | 7. Depression |
| 3. Feel Good Friday | 8. Chin up! |
| 4. Weight management | 9. PMR |
| 5. Hip replacement | 10. Fat fighters |

[See all](#)

Popular image posts

Wireframes

Site integration

Ideally, the forums should become a first class citizen of the site, in that it permeates every part of it and is tightly integrated into the experience of having a Patient.info account.

Ideally, details such as private messages and new posts from the forums should come through directly onto the site header.

Beyond the header, we should use our forums to support commenting on our content as well as sharing ala Facebook.

Site header with forums avatar and private message indicator



Forum posts as comments on an article

o spend less time sitting and more time getting active. Spending just 30 minutes, five days per week being more active can help.

So this January ditch the Cabbage Soup diet (and other 'faddy' eating plans) and try something a little less radical but much healthier. Good luck!

Share

Post a comment

	Image			<i>i</i>	B	:)
<div></div>						

Post

Comments sorted by [best [V]]

20 replies

Avatar [Username1] > [OP Username] 3 hours ago !

I finally chose a front room on the third floor, because this brought me nearer to Dejah Thoris, whose apartment was on the second floor of the adjoining building,

2 replies

Avatar [Username2] > [Username1] 3 hours ago !

and it flashed upon me that I could rig up some means of communication whereby she might signal me in case she needed either my services or my protection.

React [Reaction tally]

Reply

+ Show 2 replies

Wireframes

User profile / feed page

Avatar

Martin
 Sheffield, UK
Joined: Feb 2017
956 Posts 2.4k points
53 friends **Follow user**
Private message **Block user**
See recent badges

User's self completed bio
Git, tetum sequid everchic te nonseque

 Bri77 posted 3 hours ago **Report**

What's your fav Diabetes meme?


memegenerator.net

Posted in: Diabetes, Feel Good Friday, Lolz

React [Reactions tally] **Reply**

Friend Avatar


Random User replied [time ago]


imgflip.com


React [Reactions tally] **Reply**

Full page layouts

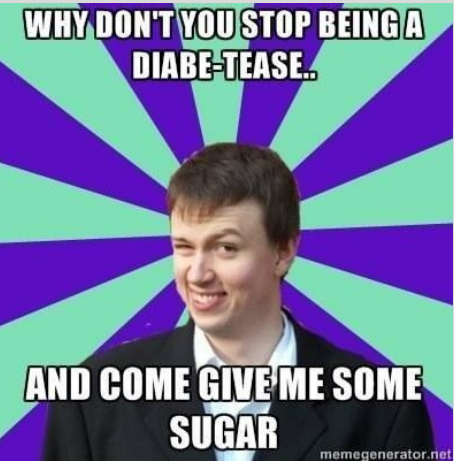
Avatar

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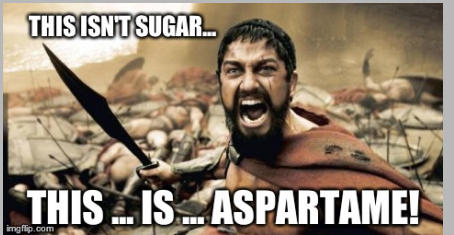

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
Trending in your area **Sheffield**

Diets **Keto** **Diabetes**
Feel Good Friday **Chron's Disease**

Popular posts in **Weight loss**

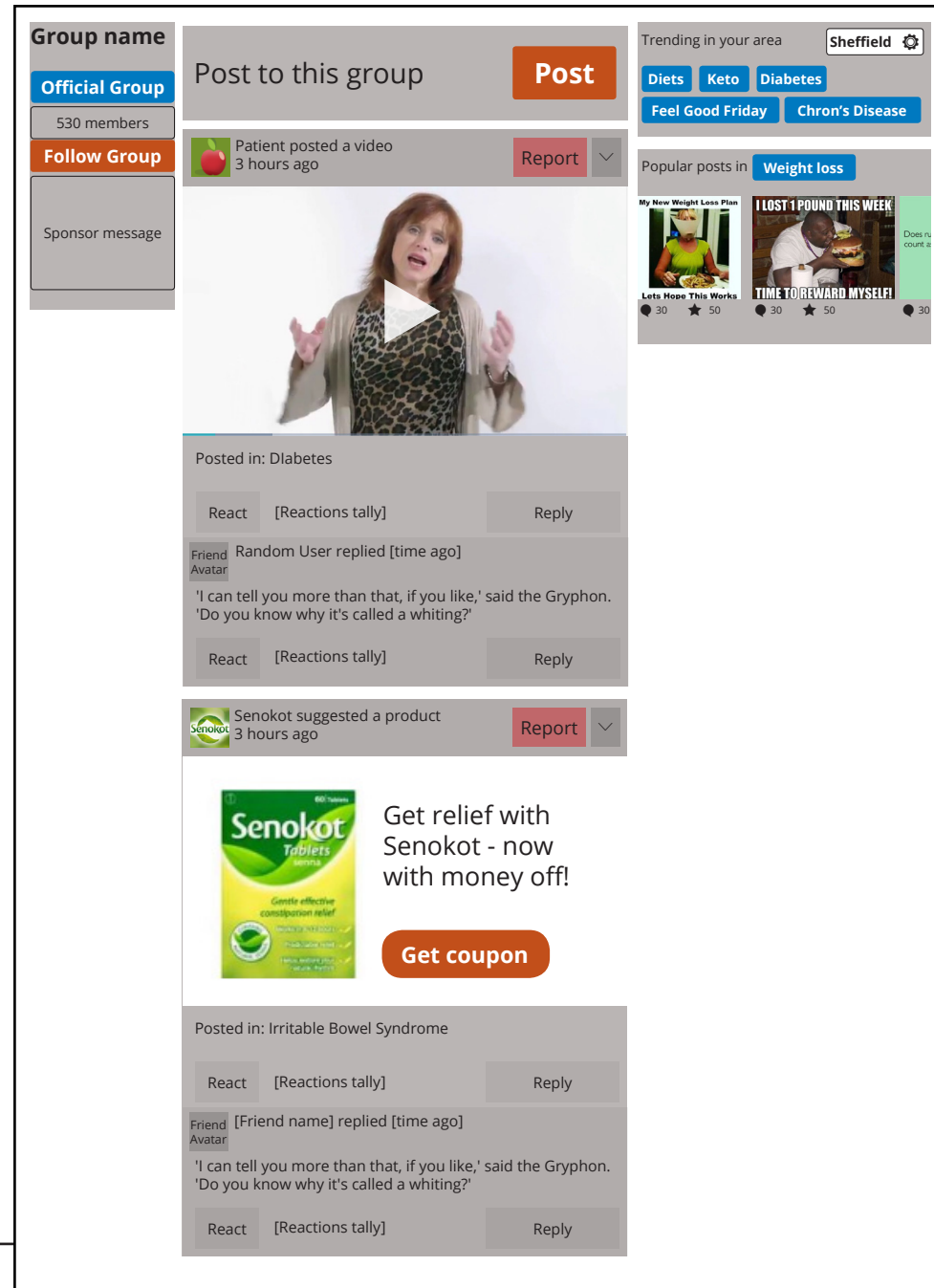
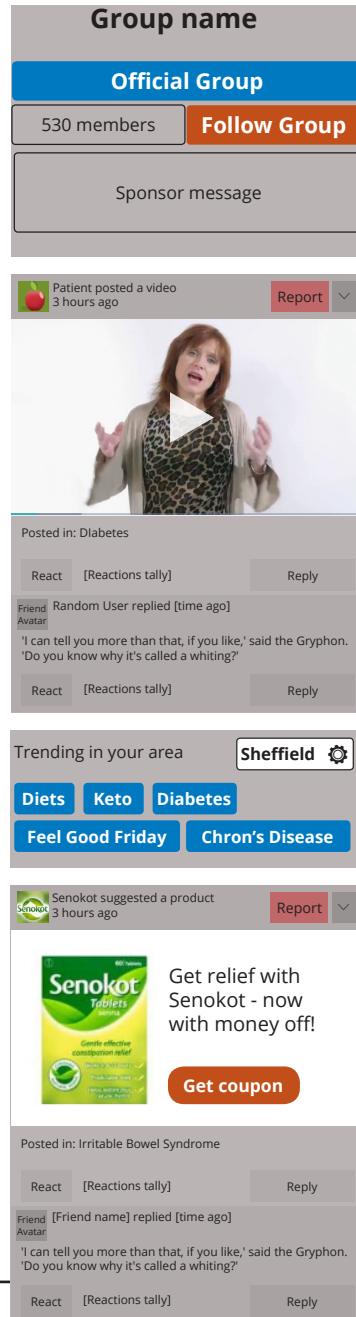

Lets Hope This Works
30 50


TIME TO REWARD MYSELF!
30 50


Does it count as a...
30

Wireframes

Group page



Wireframes

Newsfeed / home


Your profile

Private messages 2


Following: 53

Followers: 45

Showing all groups [Filter [V]]

 Patient posted a video 3 hours ago

Report



Posted in: Diabetes

React

[Reactions tally]

Reply

Friend Avatar

Random User replied [time ago]

'I can tell you more than that, if you like,' said the Gryphon. 'Do you know why it's called a whiting?'

React

[Reactions tally]

Reply

Trending in your area Sheffield


Diets

Keto


Diabetes

Feel Good Friday

Chron's Disease

 Senokot suggested a product 3 hours ago

Report



Get relief with Senokot - now with money off!

Get coupon

Posted in: Irritable Bowel Syndrome

React

[Reactions tally]

Reply

Friend Avatar

[Friend name] replied [time ago]

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React

[Reactions tally]

Reply

Your profile

Private messages 2

Following: 53

Followers: 45


Your groups See all

Diabetes


Pain

Feel Good Friday

How are you today? Post

 Patient posted a video 3 hours ago

Report



Posted in: Diabetes

React

[Reactions tally]

Reply

Friend Avatar


Random User replied [time ago]

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[Reactions tally]

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React

[Reactions tally]

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[Reactions tally]

Reply

Trending in your area Sheffield

Diets


Keto

Diabetes

Feel Good Friday

Chron's Disease


Popular posts in Weight loss



My New Weight Loss Plan

Lets Hope This Works

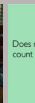
30 50



I LOST 1 POUND THIS WEEK!

TIME TO REWARD MYSELF!


30 50



Does ru count as

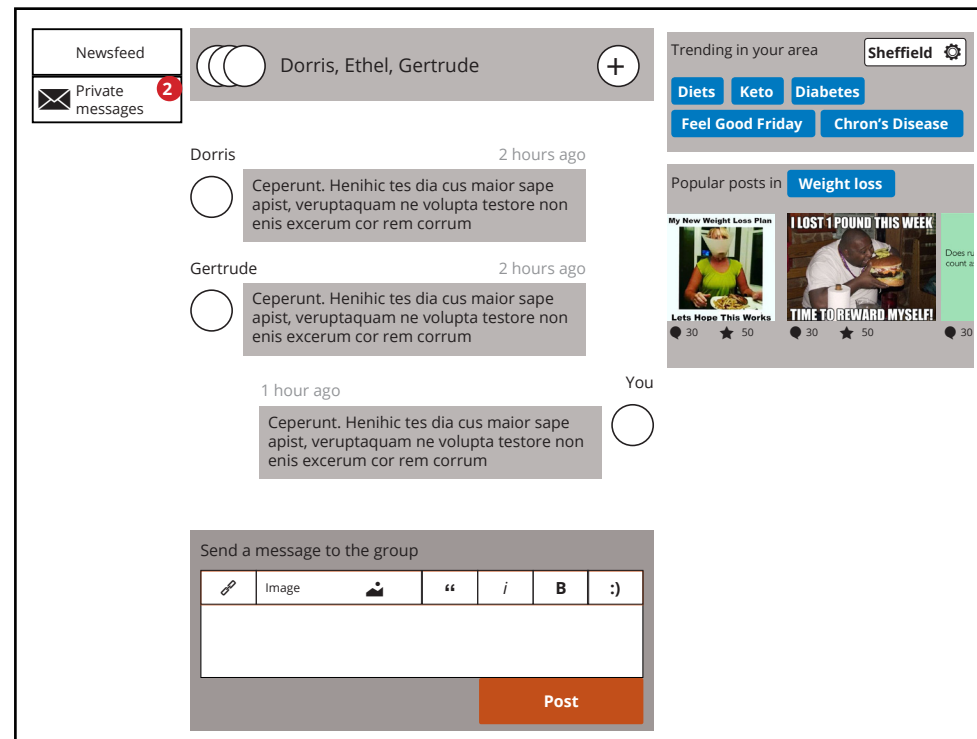
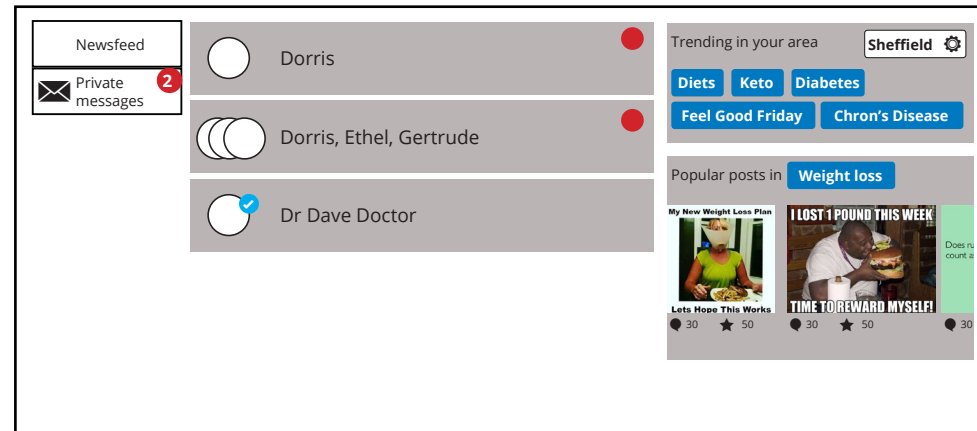
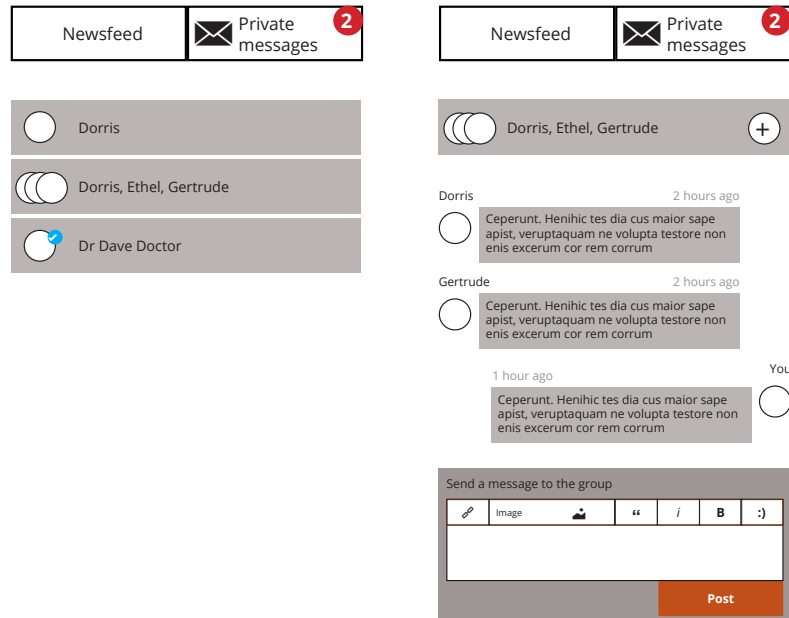
30

Page 73 of 83

 Patient

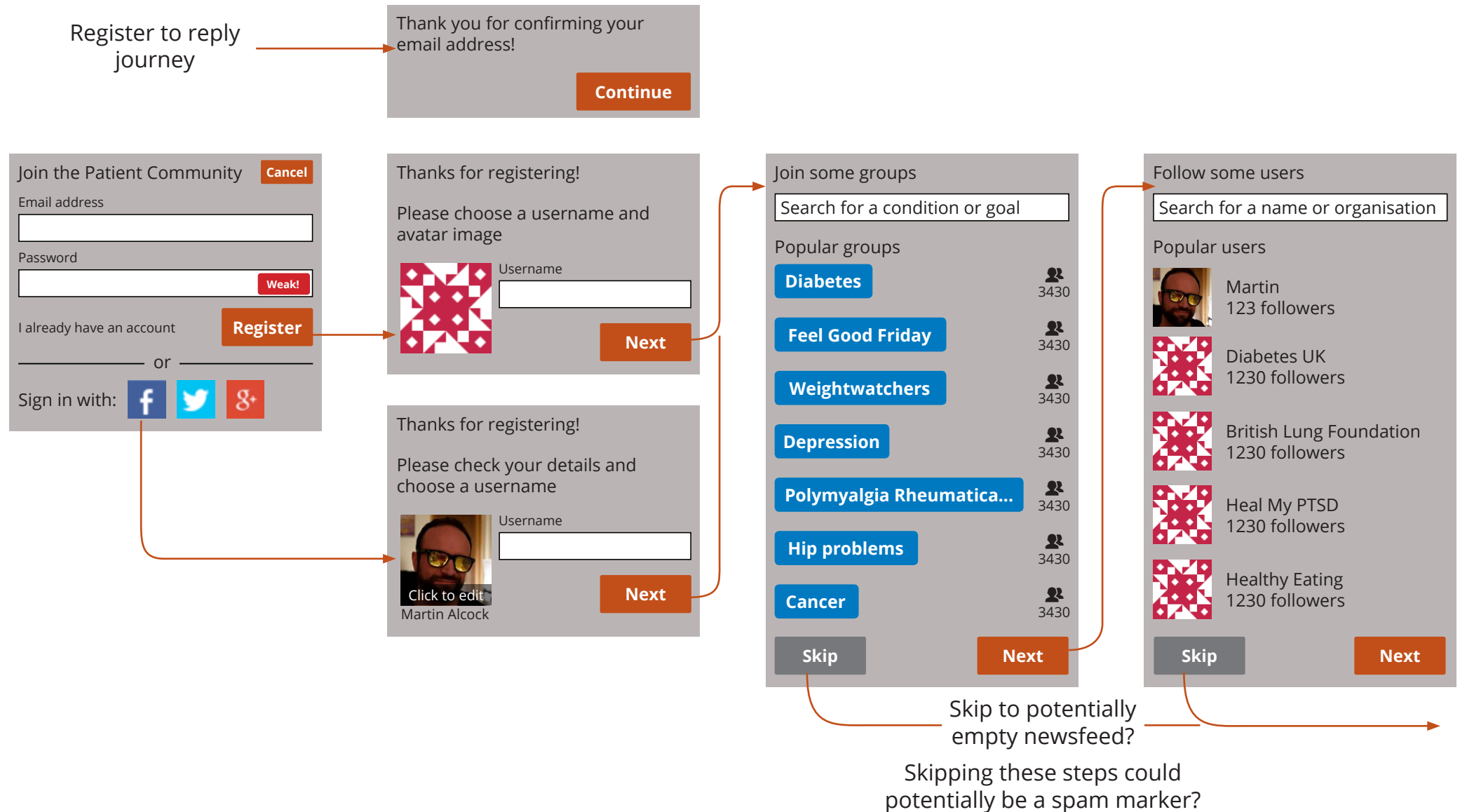
Wireframes

Private messaging



Wireframes

Registration and account population



Wireframes

Settings

It's not yet clear exactly where the demarcation between a Patient user and an Access account will be, so the exact positioning of the settings is not yet known. It may exist solely within the Forums application, or as part of a larger Settings service.

So far as the settings for the forums go, they mostly centre around notifications and the user's relationships with groups and other users.

Again, depending on the scope of the user account, this section may also include options for resetting the user's password etc.

Notifications

Notify me when...	Never	Push	Email
I receive a private message			
A user I follow responds to my post			
Another user responds to my post			
A friend posts a new thread			
Another user posts a new thread			
A user follows me			
A user tags me in a post			
A user replies to me directly			

Users I follow

Users I've blocked

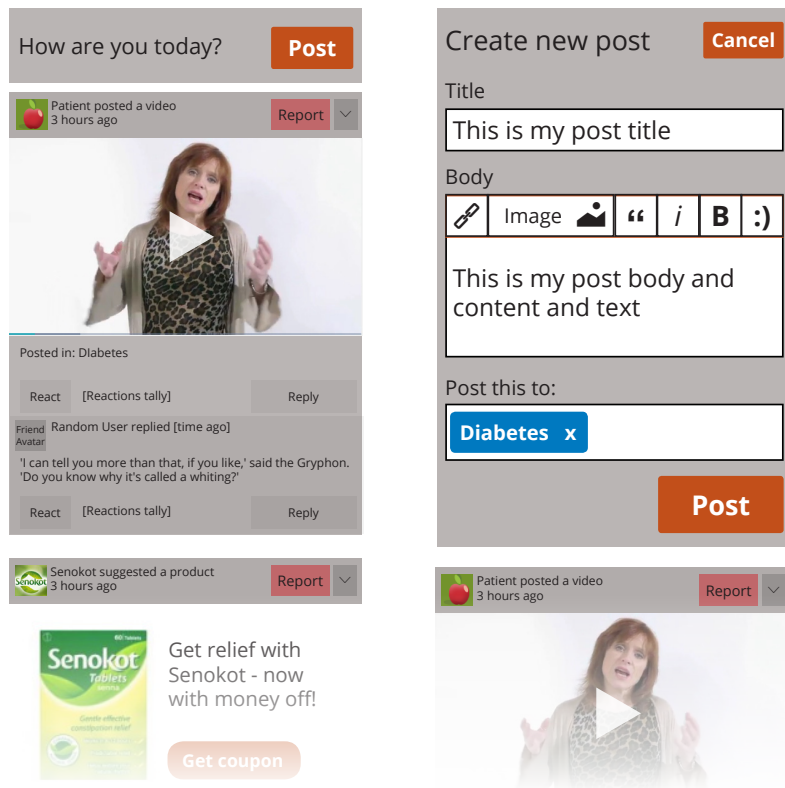
My Groups

Interactions

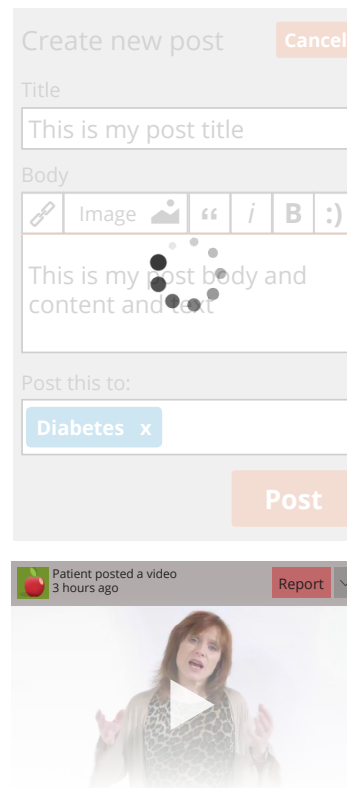
Posting

We should be aiming for an 'optimistic' UX, where we give the impression that the users content has been posted even if it hasn't actually been saved and propagated across the whole application.

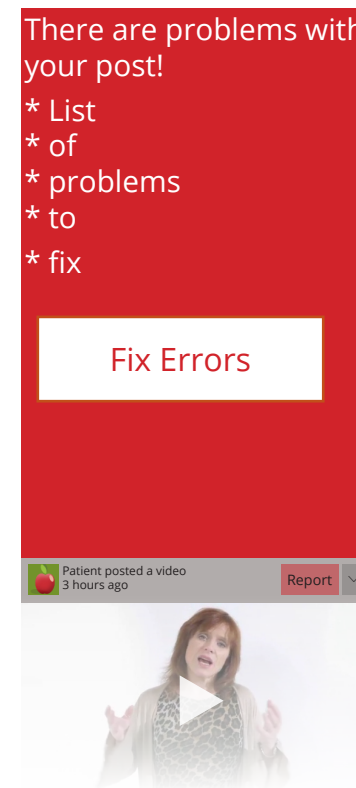
User clicks on the Post button and writes their post



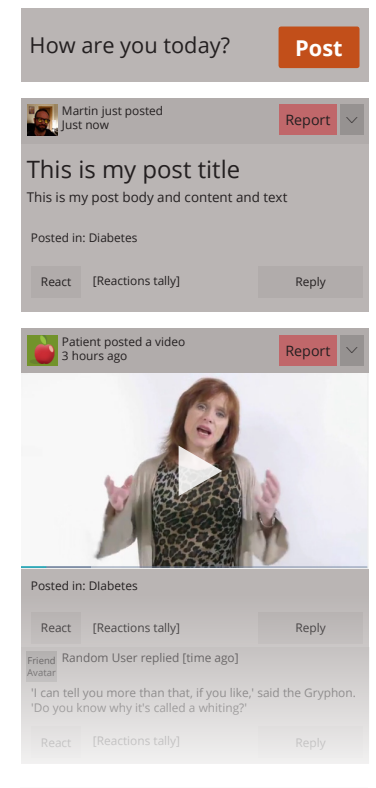
Async processing



Display errors



Display post async



Interactions

New Group Discovery

The new group discovery widget can be used in multiple places - not just when a user has just signed up. It should be pre-populated with the top 100 or so groups and work on a filter - then autocomplete basis.

When the user chooses to follow a group, the button should change to show the action has been completed, and then a second later return to the original view, but with the followed groups displayed at the top of the list.

Default view

Find a condition or medicine 🔍

Abscess	Follow
Asthma	Follow
Arthritis	Follow
Amoxicillin	Follow
Barrets Osophagus	Follow
B12 deficiency	Follow
Baker's cyst	Follow
Balanitis	Follow

Filtering from top results

Dia 🔍

Diabetes	Follow
Diamorphine	Follow
Diarrhoea	Follow
Diazepam	Follow

Autocomplete mode

Diaph 🔍

Diaphragms and Caps	Follow
---------------------	--------

Button clicked response

Diaph 🔍

Diaphragms and Caps	Followed ✓
---------------------	------------

Wait 1 second...

Return to default

Find a condition or medicine 🔍

Diaphragms and Caps	UnFollow
Asthma	Follow
Arthritis	Follow
Amoxicillin	Follow
Barrets Osophagus	Follow
B12 deficiency	Follow
Baker's cyst	Follow
Balanitis	Follow

Phase delivery

Introduction

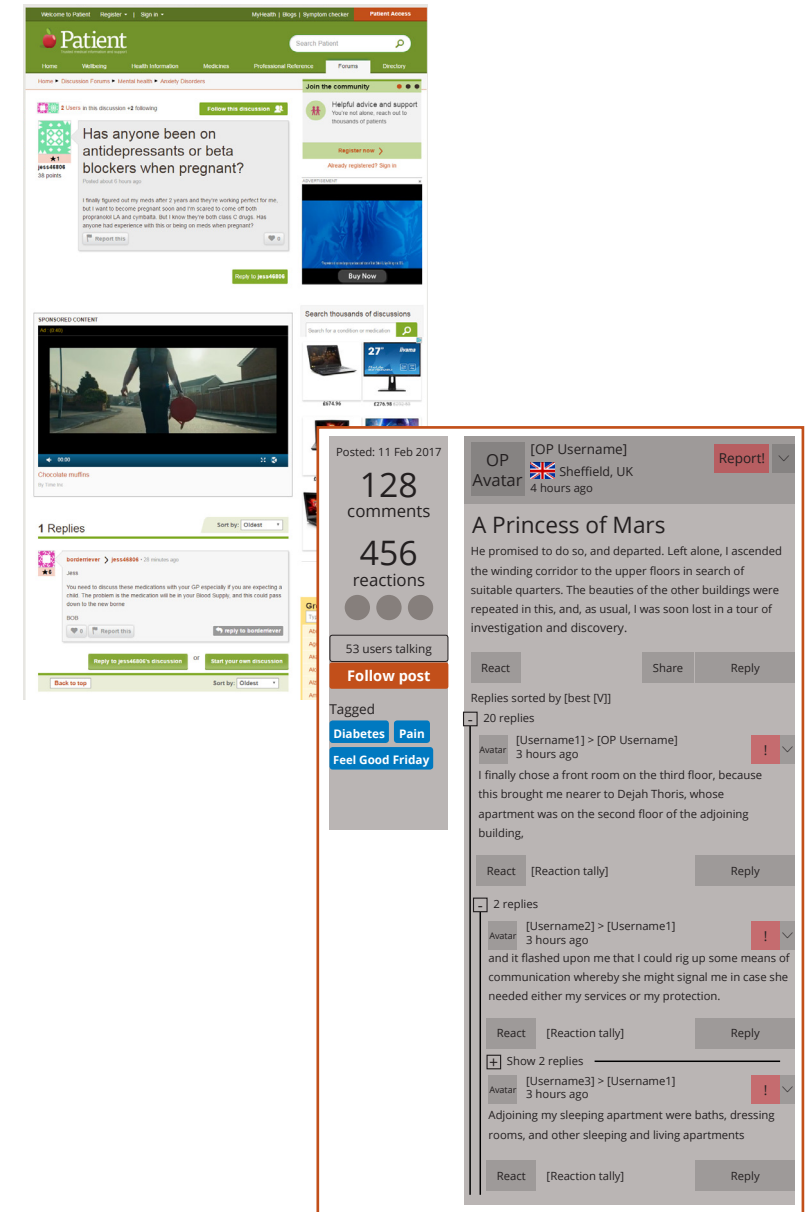
The community redevelopment is going to be one of the largest tasks we can undertake save for the redevelopment of the whole site and therefore will be best phased in over time as a series of feature upgrades.

Phase 1 is for the minimum features we need to add to turn the forums into more of a community;

- Friending or following other users
- A date ordered newsfeed of content
- The ability to create groups on the fly / multi-tagging

Phases 2 onwards are for several sub features that will either improve the main set or improve our monetisation opportunity.

- Improve newfeed with tailored stories based on content
- Request professional opinions on topics
- Promo our own content in the newsfeed
- Community level moderation
- Improve post and user options such as silencing and banning
- Identifying and promoting community 'heroes'
- Infinitely nested comment chains, better posting options
- Better post control options
- Improve registration journey, allow more options
- Create user targeting tools for native advertising and promos



Phase delivery

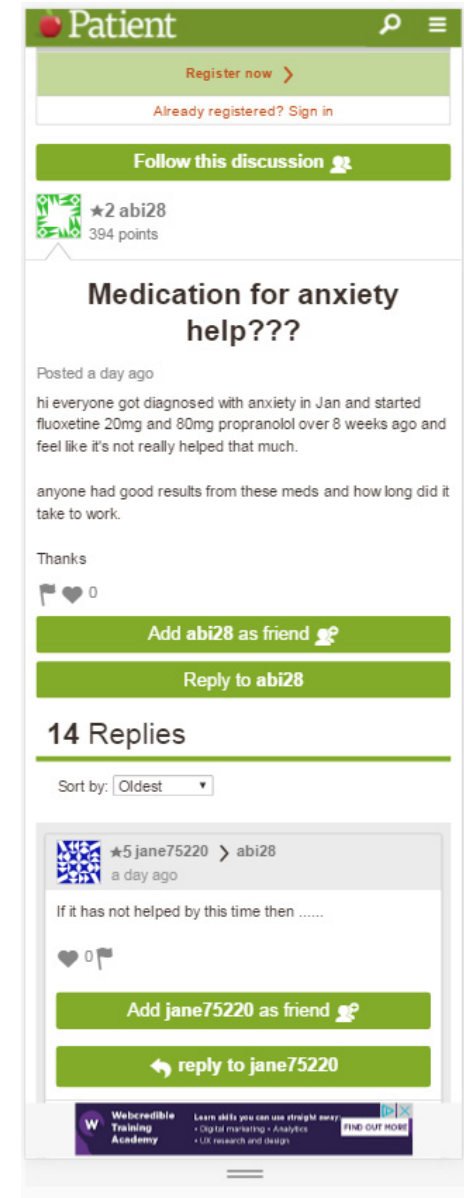
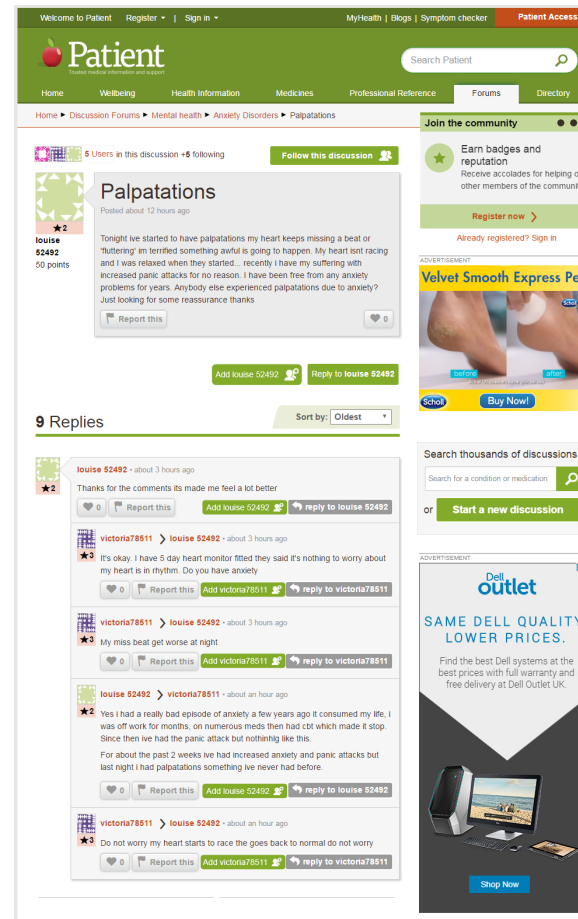
Friending or following of users should come first, even though it isn't the most highly requested feature, it's probably the easiest to implement and is a requirement for things like the newsfeed to make sense.

We simply add a button to each post next to the reply button to allow users to follow each other.

The simplest way to manage friending users is to go for a non-reciprocal follow arrangement. Any user can follow another, if the other wants to - they can follow them back. If they don't want the other to follow them, they can block them instead.

By adding this feature first, we can start to begin to graph the connections between different users and predict where they might generate communities.

Phase 1 - Friending users



Phase delivery

Initially, the newsfeed can just be a list of posts from groups and members that the user follows ordered by their last modified date.

It would need to be implemented shortly after or concurrently with the friending/follow functionality - otherwise there wouldn't be much use for it.

The first version of the newsfeed should be straight forward to implement by just aggregating posts - rather than trying to build a narrative to display to the user.

We should also take this opportunity to make the new post button more obvious, even if it continues to be functionally the same as it currently is before we implement tagging on content.

Phase 1 - Newsfeed

The screenshot shows the Patient website's 'Discussion Forums' page. The header includes navigation links like 'Welcome to Patient', 'Register', 'Sign in', 'MyHealth | Blogs | Symptom checker', and 'Patient Access'. The main navigation bar has links for 'Home', 'Wellbeing', 'Health Information', 'Medicines', 'Professional Reference', 'Forums', and 'Directory'. The 'Forums' section is active, displaying a 'Welcome to your newsfeed' message and a 'Create post' button with a 'Post' button next to it. Below this, a 'You are following' section lists 'Anxiety', 'Depression', 'Stress', and '+ 3 users'. The main content area shows a list of forum posts. The first post is by 'curtis1654561' in the 'Anxiety' group, titled 'This is quite odd but is it anxiety?', with 5 replies and 0 votes. The second post is by 'Needhelp asap' in the 'Anxiety' group, titled 'Could this be vertebral artery dissection? Did anyone experience this? Could it be anxiety?', with 2 replies and 0 votes. The third post is by 'CRK' in the 'Stress' group, titled 'Inability to handle any stress', with 1 reply and 0 votes. The fourth post is by 'charlotte46764' in the 'Depression' group, titled 'Why do I wake up scared?', with 32 replies and 1 vote. On the right side, there is a 'Join the community' section with a 'Register now' button and a 'Sign in' link. Below this is an advertisement for 'Scholl Natural Looking Shiny Nails' and a 'Search thousands of discussions' section with a search bar and a 'Start a new discussion' button. At the bottom right, there is another advertisement for 'Dell Outlet'.

Phase delivery

We can simply replace the existing lookup field with a tagging field and ask that users type to find the group they want to post to. The initial version could even only allow the user to select from pre-existing items until we were sure that they were getting the hang of it. It's important that this phase includes the ability to tag a post to multiple groups though, otherwise we'd appear to be changing functionality for the sake of it.



Phase 1 - Multiple tagging

Title

Example: I've been depressed for 2 weeks, what should I do? (max 100 characters)

Add some details

B **i** **:)**

Enter text...

Posting discussion in

Diabetes x

Anything you post in these forums is publicly visible.
Don't include information you're not comfortable
sharing in public.

Post your discussion

Phase delivery

Phase 2 onwards roadmap

Phase 2 is where the new designs and layouts would start to be applied, as well as the story functionality to make the newsfeed more engaging. These changes will hopefully build the userbase over time so we have a marketplace we can engage with once we've developed demographic targeting tools.

