

InDesign Tips

Facebook Application Spec



Overview/Goal

The InDesign tips app is designed to allow users to submit, share, and vote on tips for using Adobe's InDesign program.

Any Facebook user will be able to add this app to their profile. Each user will have a score that is determined dynamically based on the number of tips they have submitted, and the number of times those tips have been voted favorably by other users.

At the end of each month, the user with the highest overall score will win a prize, and the user with the single most popular tip will also win a prize.

The prizes and tips will generate interest, buzz, and awareness surrounding Mogo-Media's InDesign conference. Through prizes, verbiage, and imagery, the app will promote the conference to users as they submit and rate tips.

In addition, the tips application structure is designed to be easily ported to additional subjects.

Layout

Layout attachments

Attached to this document is an Excel spreadsheet that contains the breakdown of the point scale to be used in determining the score of each user.

Certain actions that the user can take result in changes in their score. These calculations are detailed on the first tab of the spreadsheet.

Also detailed on the same tab are the changes that happen to user's scores (attrition) based on time elapsed since their last action.

Layout explanation

At the top of all pages there will be a large text box that users can use to submit tips, and a go button to the right of it that when clicked, submits the tip.

Hot this month page

The remaining tabs of the spreadsheet detail the layout for the "tabbed" pages that make up the main portion of the Facebook app. These pages appear within the Facebook app "canvas page," and are where most of the user action will take place.

The first page is the "Hot this month" page, which is the default page for the application. When a user clicks on the application link, they are taken here. It has space for four items and one ad banner (at the bottom).

The top two boxes show the prizes that are available to be won during the current month, and offer a link to a list of past prizes. There is also a link the user can click to purchase the prize if they want to.

The bottom two boxes show the current leaders in each category. At the end of the month, whoever is in the lower boxes will receive the prize that is in the box above them. On the left is a profile image of the top tipster, a link to all of their tips, a link to their Facebook profile, and their rank according to their score.

The bottom right box displays the single tip that currently has the most positive votes. Whoever submitted this tip will win the "top tip" prize at the end of the month.

Other pages

The other pages all share the same layout: an image on the left and a text box to the right of it. This layout is represented visually in the attached spreadsheet.

If the page is showing past prizes instead of tip information, the pictures will be pictures of the prizes, not profile pictures. Otherwise all pictures in the left column are the profile pictures for the person who submitted the tip listed to the right.

This layout is used to display the users most recent tips (on the page "Your Tips"), the most popular tips in the application (on the page "Top Tips"), the users with the highest score (on the page "Top People"), and the most recent tips (on the page "New Tips"). These will all be displayed in reverse-chronological order.

In addition, where appropriate, there will be plus and minus icons on the far right of the tip boxes. These are the buttons that a user clicks to toggle whether or not they like a given tip. Their current choice (positive & negative) is indicated by a grayed out icon.

Also, there is a pound sign (#) next to the voting buttons. This pound sign is a permanent link to an individual tip, so that a user can get and use a link to any individual tip.

Userflow

As with many Facebook apps, the first page a user encounters after adding the app is a screen where they have the opportunity to invite their friends to also add the application. Users may skip this process or invite up to ten new users to the application.

Using the tabbed layout

The userflow for submitting and rating tips in the InDesign app "canvas page" area should be as follows:

The user clicks on a link to the InDesign app, which takes the user to the "hot this month" page. At the top of this page, as with all pages, there is a large box for submitting a tip. The user can easily see the current top tip, as well as the current top tipster, and can also see the prizes available to the winners this month.

The user selects the text box and types (or pastes) in their tip. The user then hits the Go

button.

The page is refreshed and the background for the tip submission box reads: "Thanks for submitting a tip..."

The user may click on any of the tabbed pages to view a list of the newest tips, or top tips, or top tipsters. If the user wishes to see older tips, less popular tips, or less popular tipsters, there are navigation links at the bottom of the page to continue down the list.

Voting behavior

Voting on any given tip from the "canvas page" area is easy. Whenever a tip is displayed on the page, it is accompanied by colored "+" and "-" buttons.

If the user likes a tip, they click the "+" button, which refreshes the page and grays out the button. It also displays "Thanks for voting" in the tip submission box at the top of the page.

This tip now becomes their "current favorite tip," and is displayed in their profile box for others to see and vote on.

If the user thinks that a tip is invalid, poor, or inappropriate, they can vote "-" by clicking the minus button, which will reduce the tip score of the person who submitted the tip. The "-" button will also become grayed out, and "Thanks for voting" is displayed in the tip submission box at the top of the page.

Profile box

The profile box layout is delineated visually in the attached Excel document.

The profile box will display the user's rank and score, along with a link to all of their tips. The profile box will also display the user's most recent submitted tip, and their current favorite tip (which is the tip they have most recently voted positive). The profile box can also contain branded imagery or verbiage for display on the profile of any user who has added the application.

From this profile box, other users may vote on either of those two tips. If they do not yet have the app, the link will take them to a page where they can add the app.

Newsfeed

What actions are published and where

In order to facilitate the viral spread of the InDesign tips app, certain actions will be published in the newsfeed and mini feed. Those actions are as follows:

- A user adds the app
- A user votes on a tip
- A user submits a tip
- When a user wins a prize

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Database structuring

Cron job structure

User scores will be calculated once daily at the end of each day, based on the formula provided in the attached spreadsheet.

This calculation will be automated with a cron job that runs once daily and activates a script that recalculates and updates scores based on the day's user actions.

Back-end

The application is generated by PHP scripts, backed by a MySQL database. The PHP scripts generate the canvas pages for the application, by reading information from the database, formatting it with HTML, and sending it to Facebook. The PHP scripts also respond to user actions, and there is one PHP script that updates user profiles and scores. This update script is run daily on the web server via a cron job.

The database has the following tables:

- users: stores the Facebook ID numbers and session keys of the people who have added the application, as well as their current score
- tips: stores the submitted tips, along with the date/time submitted and ID number of the user who submitted them
- votes: stores the +/- votes for each tip, along with the ID number of the user who voted and the date/time of voting
- prizes: stores information about the prizes

There is an administration screen that allows the application administrator to edit prize information and change the banner image on the "Hot" canvas page. If the administrator needs to delete or edit a tip (which we expect to be a rare occurrence), they can log into the industry-standard PHPMyAdmin application in the hosting control panel, search for the tip in the database, and edit it there.

Needed functionality

The InDesign tips application needs only minimal back-end functionality. Most of the app is automated. The only things that need to be managed manually are as follow:

Prize administration: the admin will need to be able to upload prize images, input prize descriptions, set prize display dates, set prize purchase links, and assign prizes to "tip" or "tipster."

Image uploading: An upload interface will be provided where the admin can select, upload, and assign an image for each prize listing.

Ability to clear tips: The admin should be able to selectively clear individual tips or to clear all tips at once.

Attached Spreadsheets

Chart of points

Action	Point Value to User A	publish_action_of_us
User A adds the application	1 points	Yes
User A submits a tip	1 points	Yes
User B adds User A's tip to their profile	1 points	Yes (for both User A and User B)
50 users add user A's tip to their profile in less than 72 hours	An additional 50 points	Yes for user A
10 or more users vote user A's tip down	-10 points	No

Note: User B must be different from User A (you can't vote for your own tip). Also, if User B votes twice on the same tip, only the latest vote will count.

Points for User A are calculated by the following formula

Where X represents the current number of votes for a tip that the tipster submitted within the last 7 days, and

Where Y represents the current number of votes for a tip that the tipster submitted in the 14 days prior to those represented by X, and

Where Z represents 100 that the tipster submitted in the 30 days prior to those represented by Y:

$$X + 7 + Z/3 = \text{total score}$$

Levels

0-100 - n00b
101-200 - toddler
200-300 - tipster
301 - 400 - advisor
401 - 500 - professor
501 - 600 - guru
601 - 700 - master
701 - 800 - sherpa
801 - 900 - wizard
901 - 1,000 - yoda
1001 and up - thor

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Hot This Month

Submit a tip:

Hot This Month

Your Tips

Top Tips

Top People

New Tips

Prize for Top Tipster

Prize for top Tip

Top Tipster

Top Tip

AD SPACE

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Your Tips

Submit a tip:

Hot This Month	Your Tips	Top Tips	Top People	New Tips
	profile pic	Latest tip from person		+ - #
	profile pic	Latest tip from person		+ - #
	profile pic	Latest tip from person		+ - #

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Top Tips

Submit a tip:

Hot This Month	Your Tips	Top Tips	Top People	New Tips
		<div style="display: flex; justify-content: space-between; align-items: center;"><div style="border: 1px solid black; padding: 10px; width: 20%;">profile pic</div><div style="border: 1px solid black; padding: 10px; width: 60%;">Latest tip from person</div><div style="text-align: right; width: 15%;">+ - #</div></div>		
		<div style="display: flex; justify-content: space-between; align-items: center;"><div style="border: 1px solid black; padding: 10px; width: 20%;">profile pic</div><div style="border: 1px solid black; padding: 10px; width: 60%;">Latest tip from person</div><div style="text-align: right; width: 15%;">+ - #</div></div>		
		<div style="display: flex; justify-content: space-between; align-items: center;"><div style="border: 1px solid black; padding: 10px; width: 20%;">profile pic</div><div style="border: 1px solid black; padding: 10px; width: 60%;">Latest tip from person</div><div style="text-align: right; width: 15%;">+ - #</div></div>		

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Top People

Submit a tip:

Hot This Month	Your Tips	Top Tips	Top People	New Tips
			<div data-bbox="196 737 550 1050"><p>profile pic</p></div> <div data-bbox="618 737 1304 1050"><p>Latest tip from person</p><p>+ - #</p></div>	
			<div data-bbox="196 1115 550 1428"><p>profile pic</p></div> <div data-bbox="618 1115 1304 1428"><p>Latest tip from person</p><p>+ - #</p></div>	
			<div data-bbox="196 1493 550 1806"><p>profile pic</p></div> <div data-bbox="618 1493 1304 1806"><p>Latest tip from person</p><p>+ - #</p></div>	

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New Tips

Submit a tip:

Hot This Month	Your Tips	Top Tips	Top People	New Tips
				<div data-bbox="191 768 545 1079"><p>profile pic</p></div> <div data-bbox="615 768 1297 1079"><p>Latest tip from person</p><p>+ - #</p></div>
				<div data-bbox="191 1148 545 1459"><p>profile pic</p></div> <div data-bbox="615 1148 1297 1459"><p>Latest tip from person</p><p>+ - #</p></div>
				<div data-bbox="191 1528 545 1839"><p>profile pic</p></div> <div data-bbox="615 1528 1297 1839"><p>Latest tip from person</p><p>+ - #</p></div>

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