

REIMAGINING A SOCIAL NETWORK

Major Studio Interface | Jennifer Matsumoto

CURRENT SOCIAL NETWORKS

Shortcomings of Facebook? Menu-Driven Identities?



Stay connected. Get noticed. Events. Updates.

WHAT DO WE HATE?

Problems:

People see everything

Too much Information

Don't care about everything people do.

Solution:

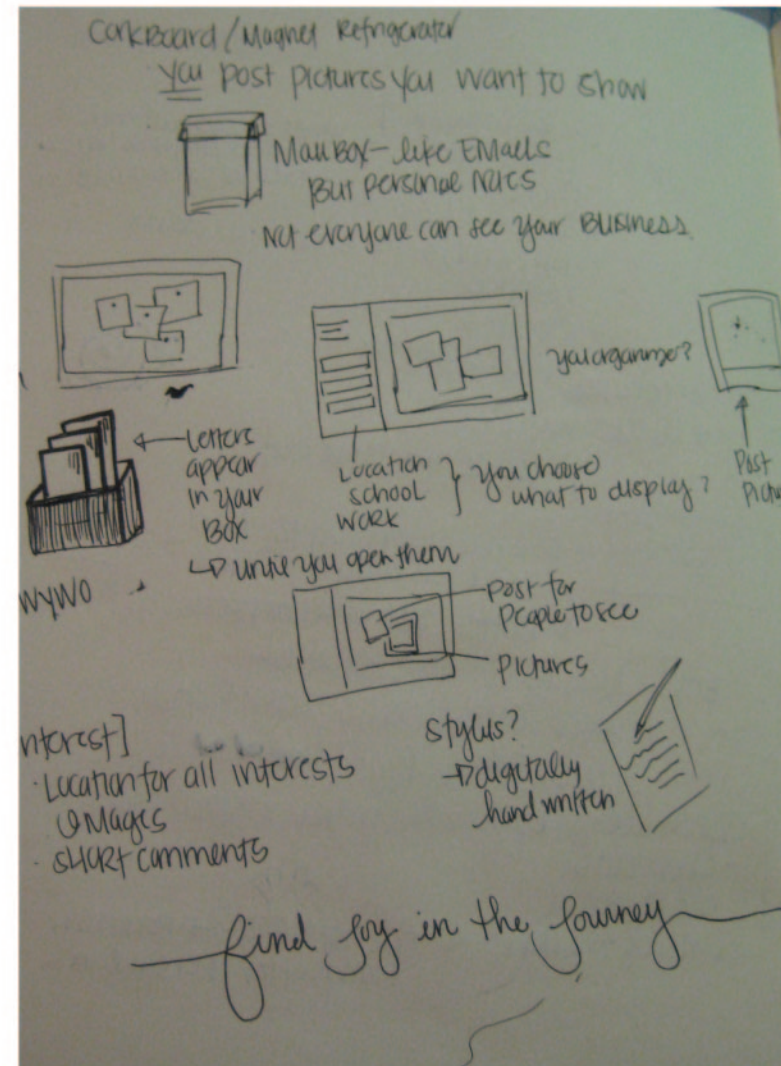
Simple glimpse of someone's life

Not always updated

Leave private messages

INITIAL IDEA

Post Pictures
Calendar
Share Moments
Post Notes
Address Book



POST PICTURES



CALENDAR



EVENTS & ADDRESSES!

datebook map contacts

JENNIFER MATSUMOTO



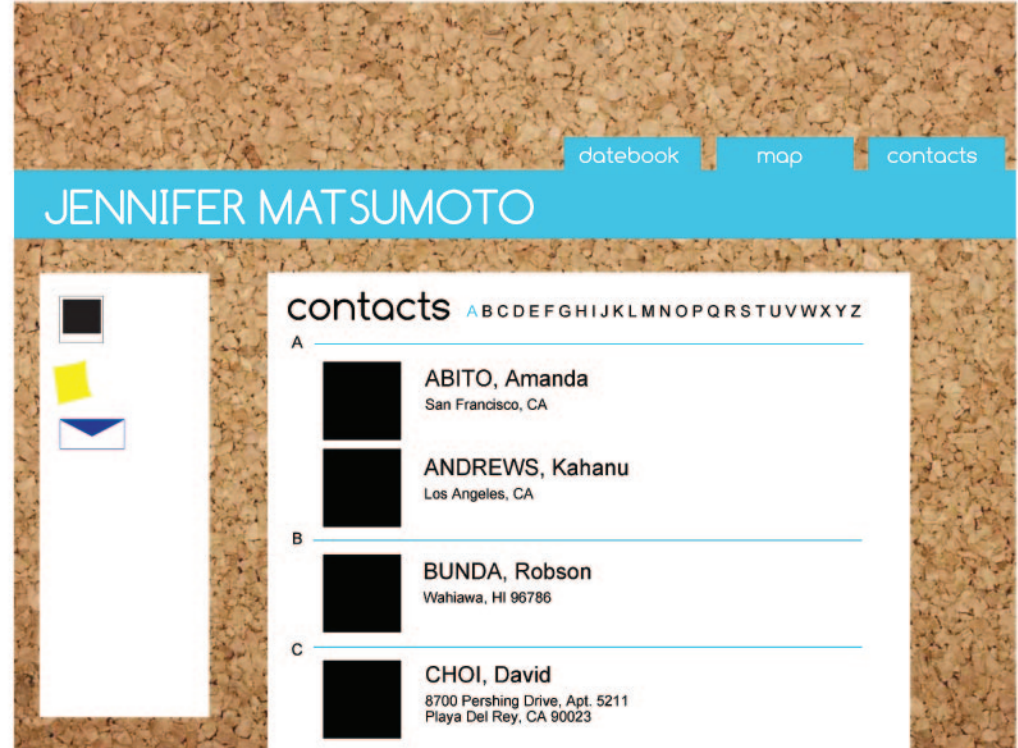
The screenshot shows a datebook interface with a calendar for September. A 'Pencil In' event form is overlaid on the calendar. The form contains the following information:

- Event: Meet with Matt
- Location: Starbuck's Union Sq.
- Day: 09/27/11 to 09/27/11
- From: 10:00 AM to 11:00 AM
- Guests: Matt Yamamoto

There is an 'Update' button at the bottom of the form. The calendar shows dates from 28 to 30, with a small event icon on the 27th.

datebook map contacts

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The screenshot shows a contacts interface with a list of contacts. The list is titled 'contacts' and has a search bar with the letters 'A B C D E F G H I J K L M N O P Q R S T U V W X Y Z'. The contacts listed are:

- A**
 - ABITO, Amanda
San Francisco, CA
 - ANDREWS, Kahanu
Los Angeles, CA
- B**
 - BUNDA, Robson
Wahiawa, HI 96786
- C**
 - CHOI, David
8700 Pershing Drive, Apt. 5211
Playa Del Rey, CA 90023

Each contact entry has a black square icon to its left. There are also icons for a photo, a sticky note, and an envelope on the left side of the interface.

PROBLEM

How is this different?

Is it necessary to add to what's out there?

What's missing? The hand.

People don't write letters.

Get off of the internet.

SNAIL MAIL KIT



HOW IT WORKS



1. PICK 3 FRIENDS



2. WRITE THEM A LETTER, DRAW A PICTURE



3. SEAL & MAIL!



**4. HOPE THEY WRITE BACK OR
EVEN BETTER, WRITE TO SOMEONE ELSE!**

SNAIL MAIL SAYINGS

**YOU RECEIVED
A LETTER!**

**NOT AN E-MAIL,
NOTIFICATION,
INSTANT MESSAGE,
PHONE CALL,
TEXT MESSAGE,
VIDEO CHAT,
OR WALL POST,
BUT A**

**HAND-WRITTEN
HAND-DELIVERED
LETTER.**

**PLEASE READ IT, ENJOY IT
AND SHARE SNAIL MAIL WITH
SOMEONE ELSE!**

 **Snail MAIL**

FROM YOU

**DID YOU ENJOY MY LETTER?
KEEP THIS GOING
AND SNAIL MAIL
TWO PEOPLE YOU KNOW!**

**INCLUDED IS A CARD, ENVELOPE,
AND EVEN THE POSTAGE FOR YOU
TO SEND A MEMO TO A FRIEND.**

**ALL YOU HAVE TO DO
IS TAKE SOME TIME,
AND WRITE IT!**

 **Snail MAIL**
CONNECTING FRIENDS, THE OLD-FASHIONED WAY

FROM:

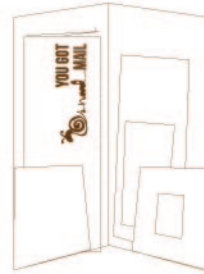
TO:

WHAT'S INCLUDED

LETTER PAPER
TO WRITE OR TO DRAW



MAIL-FOLIO
FOR MAILING



ENVELOPES
AND ADDRESS LABELS



POSTAGE



OBJECTIVES

TAKE A BREAK FROM THE COMPUTER

NETWORK VIA TRADITIONAL MAIL

CONNECT PEOPLE

CHALLENGE OTHERS TO WRITE LETTERS



FUTURE

SHARE WHO YOU HAVE “SNAIL-MAILED”

GET BACK ONLINE?

A NETWORK OF ADDRESSES, RATHER THAN ONLINE COMMUNITIES





Snail

MAIL

CONNECTING FRIENDS, THE OLD-FASHIONED WAY