Facebook Groups App

Content & User Experience Audit

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Overview

Groups are community builders. They bring people together based on a common interest. With an app exclusively designed for Groups, Facebook members can easily find and interact with their communities—even more so than with the flagship Facebook app. The app prototype, as currently designed, has the opportunity to be more inclusive and usable both from how users interact with it and the copy that guides users to a more positive experience. For this audit I approached content from:

» A written perspective—examining how text can be used more efficiently and whether the member can understand the current labels and how to move on to the next step in the journey
» A visual perspective—how iconography, artwork, and visual cues would make sense to a first-time user without alienating experienced members
» An inclusive perspective—whether microcopy and interactions would fit adaptive needs yet attempt to avoid cultural bias

Artificial Intelligence plays a large role in my assessment. When the system suggests Groups for a member to join, the AI sifts through posts, geographic data, demographic data, Group and Page membership, search activity, and friends who belong to similar Groups to bring relevant choices. The system also notes Groups the member doesn't join to further narrow interests not just for this member, but for all members.

AI also self-categorizes Groups based on subject matter, and can continue learning and filtering to individualize categories for each member.

When creating a new Group, the system continues to learn through voice and language choices as the member uses her phone's built-in microphone. In addition, the flow I created includes an add-image function to better personalize the Group, and AI can find related open-source photos for the member to choose from.

Assessment Guide

For the general use of the app, even before jumping into an assessment of its current configuration, I asked the following questions:

1. Who is this app for?
» An active user who needs help managing all of the Groups she participates in or maintains
» A community manager who must manage Groups in a professional capacity and needs help to keep himself organized
» A non-Facebook user who has been tasked with maintaining Groups or has an interest in participating in certain Groups but not Facebook as a whole

2. What about the flagship Facebook app doesn't work for Groups that this app can solve?
» With the exception of "favorites," it can take multiple steps in the flow to find a Group a user would like to interact with
» Even favorites aren't always listed in the admin list
» Groups aren't organized by category or type

3. Does the flow of the app in its current state make sense, and does the language guide a member to interact with and create Groups simply and understandably?

I have broken this exercise into two parts:
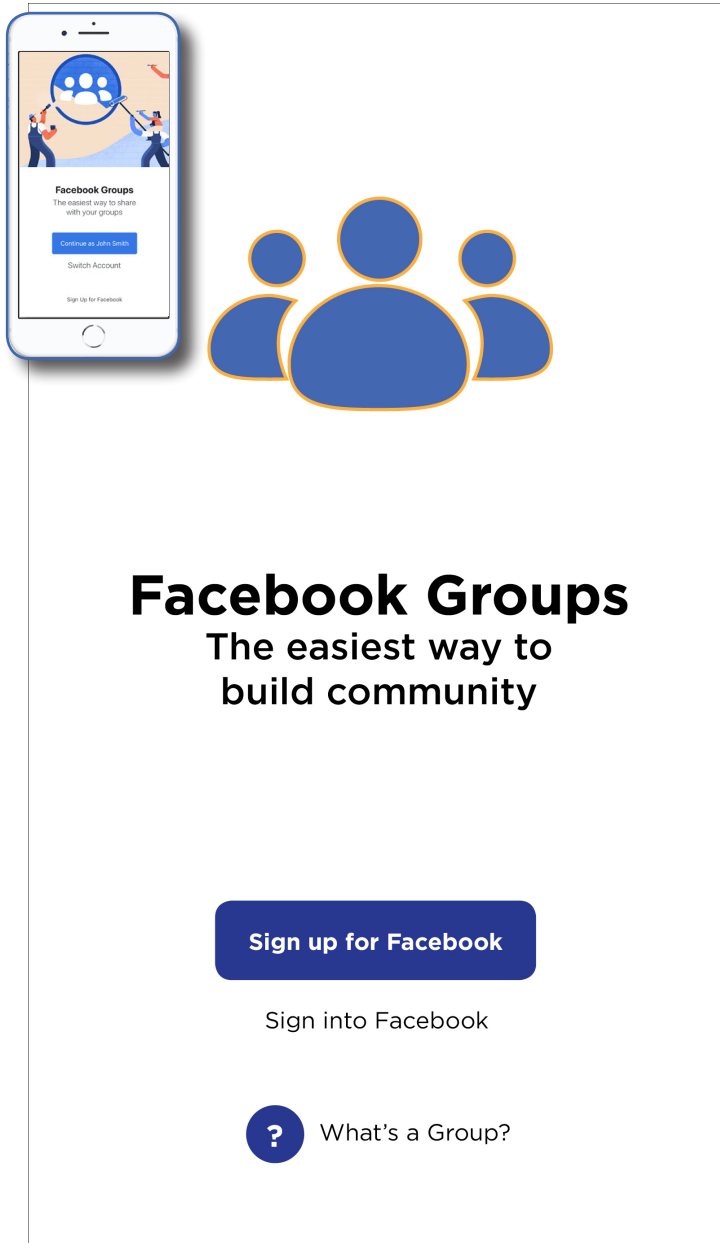» General use of the app
» New Group creation page

When assessing the configuration presented in the exercise, I saw two distinct user flows to launch the app:
» For non-Facebook users or non-logged-in Facebook users
» For Facebook users logged into another app (Facebook, Messenger) that utilize their credentials

I have annotated the design in the following pages to provide responses to these questions and considerations. The original design appears in the upper left corner as a comparison.

Non-Member Sign In

Facebook Groups
The easiest way to
build community

Sign up for Facebook

Sign into Facebook

? What's a Group?

This screen would only appear to users who aren't logged into Facebook in another app on their phone or do not have a Facebook account.

A cleaner Groups icon sets the tone throughout the app so a member can understand what the icon means.

The subhead emphasizes the community theme of Groups.

The app encourages new membership with the button call to action.

Tool tip can be helpful to new users who may not have a full understanding of what Groups can do.
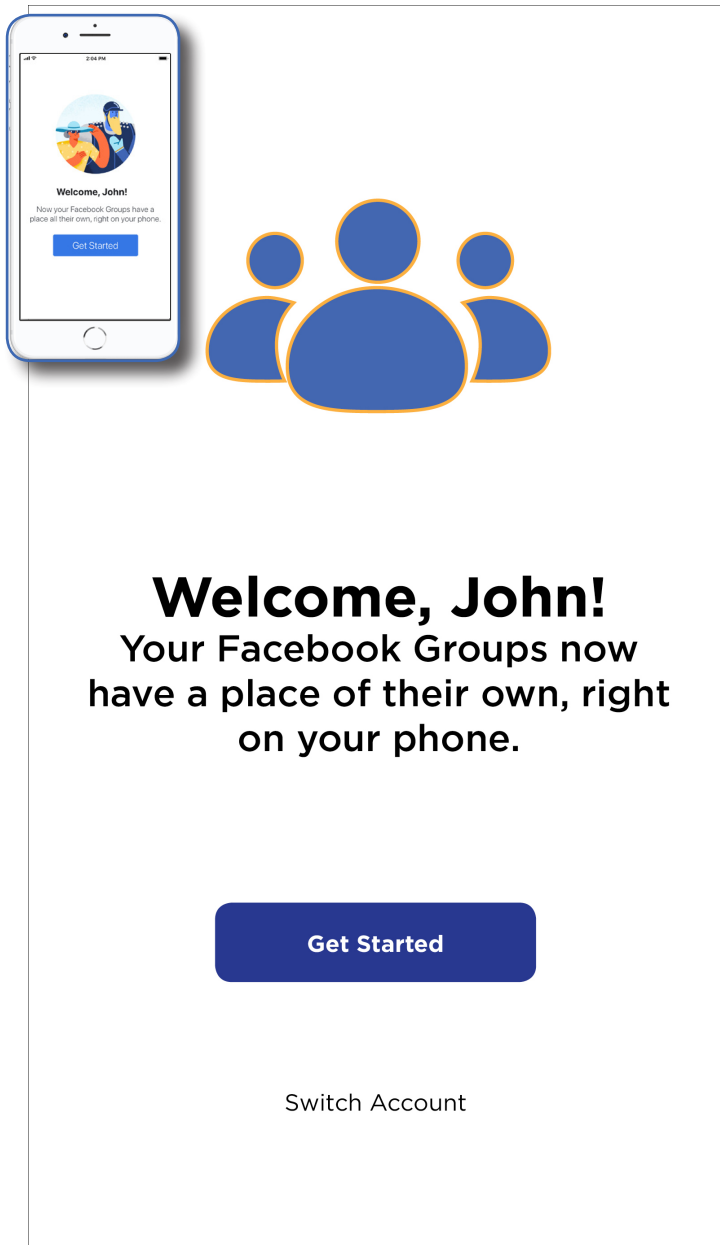
Non-Member Sign In
Tool Tip

Facebook Groups
The easiest way to build community

> **X**
>
> Groups provide a space to communicate about shared interests with certain people. You can create a Group for anything—your family reunion, your after-work sports team, your professional association—and customize your privacy settings depending on who you want to be able to join and see the Group. Use this app to interact with Groups you've joined, create a Group, or join a Group that interests you.

? What's a Group?

Tool tip text was taken from Help pages but edited:

- Groups has been capitalized throughout to adhere to Facebook's style guide
- Text cleaned up to be more succinct
- Group types include more professional options

Current Member Introduction

Welcome, John!
Your Facebook Groups now
have a place of their own, right
on your phone.

Get Started

Switch Account

This screen is intended only for current Facebook members who have an active login on another Facebook app. It will only appear to a member once—when she opens it for the first time.
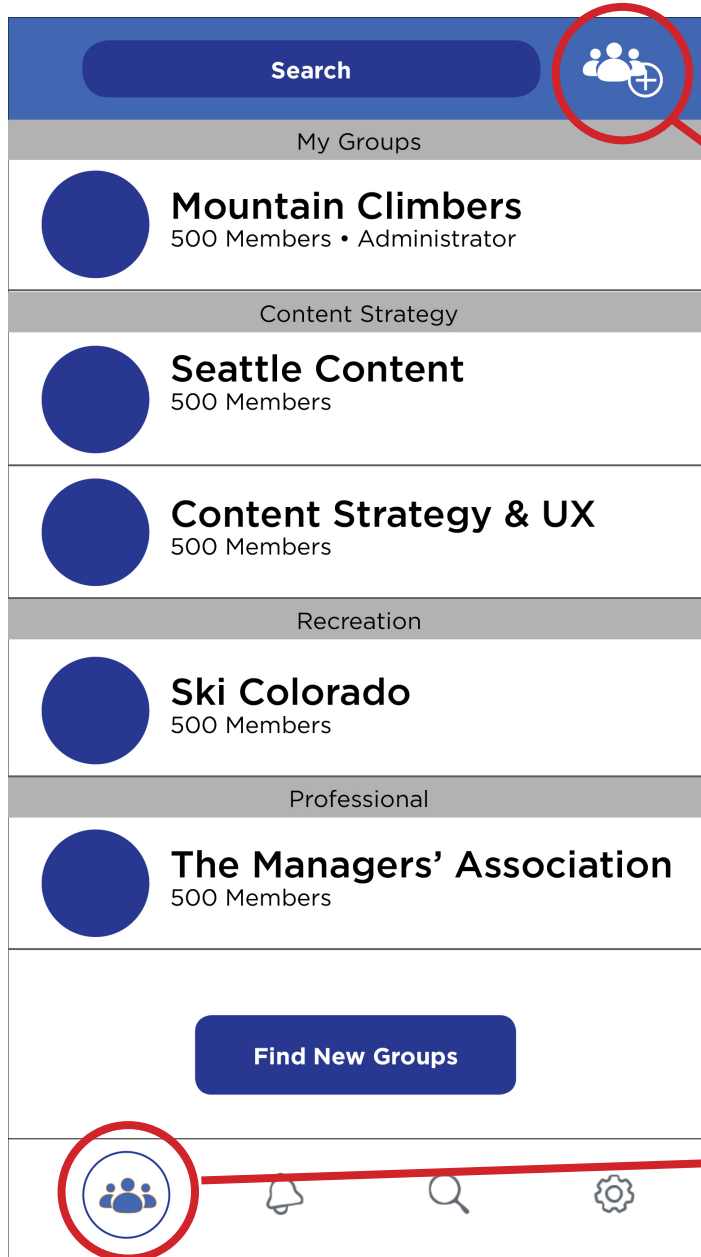
Like the non-member screen, the Icon sets the design language for inside the app flow.

Subhead text changes from "a place all their own" to be more grammatically correct and less colloquial.

Call to action leads to the activity inside the app.

The need to switch accounts will likely be used very infrequently, but it's good to have just in case. It wouldn't be necessary on a screen where a user isn't logged in already.

Navigate Current Groups

Search

My Groups

Mountain Climbers
500 Members • Administrator

Content Strategy

Seattle Content
500 Members

Content Strategy & UX
500 Members

Recreation

Ski Colorado
500 Members

Professional

The Managers' Association
500 Members

Find New Groups

Rather than take a member immediately to Groups to search for Groups to join, system loads Groups the member has already joined.

Groups icon carries into Add New Group to provide clarity to that call to action
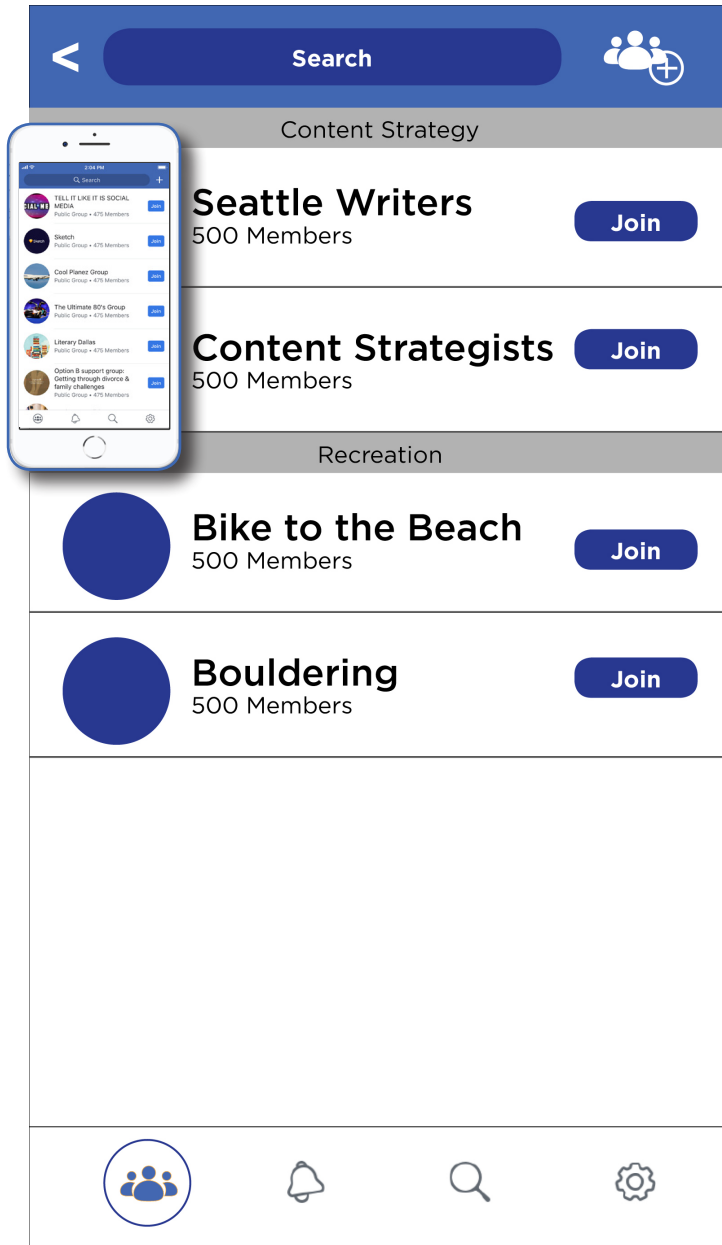
Groups are broken down by category based upon machine learning so categories are unique to each individual member. Category order is based upon frequency of use, but always leads with Groups the member adminsters.

Group type (Secret, Private, Closed) doesn't feel relevant to this screen. However, if the user is an administrator to a Group, that is noted in the My Groups section.

Members can search for new Groups using this CTA.

Current design language on Facebook app uses color to highlight current section, which I have done here as well.

Search Groups

Search

Content Strategy

Seattle Writers
500 Members   **Join**

Content Strategists   **Join**
500 Members

Recreation

Bike to the Beach
500 Members   **Join**

Bouldering   **Join**
500 Members

AI based upon previous activity and interests suggests Groups and categorizes them based on either this member's categories or aggregated category names from other users.

Group type (Secret, Private, Closed) has been removed since a Secret or Closed Group would not appear in the first place.

Add New Group

I have opted to turn this entire section into an AI-driven chat session. I have done so to make the journey to creating a Group more concierge-like, which in particular will benefit members who have not created Groups in the past and may find the process daunting.

Additionally, each step is simple, provides options rather than text entry (except for the name of the Group), but even that task gives a member the option to use the phone's built-in microphone instead of the keyboard. This function both increases accessibility and saves configuration time.

The new Groups creation process includes functionality to add a photo, which Groups currently encourages. When allowing the system to find the image, AI searches for open-source photos related to the subject matter and can learn from both right and wrong choices as it continues to find the appropriate image.

Categorization, which occurs in the background, is invisible to the user. I have also expanded the current add-a-page suggestion to include members based upon collective interest in the subject matter.

The language is friendly but direct. The tone considers age and cultural demographic gleaned from members' usage and aggregated language of similar demographics. Interaction examples are shown below, and the voice would carry through the remainder of the conversation.

	Millennial	Gen-X	Boomer
Greeting	Hey John	Hi John	Hello John
Cancel Dialog	Do you really want to quit?	Are you sure you want to quit?	Are you sure you would like to quit?

The more formal "Boomer" language would serve as default for either new members who sign up within the app or members who have shown that the user's native language is not as strong as the native language of the app. A full conversation to create a Group begins on the following page.

New Group Conversation
User view

Hi John.

Hi

Let's set up a Group. What would you like to call it?

[Microphone icon] [Keyboard icon]

You said Bangladeshi Chicago Invention Society. Did I spell that right?

[Yes] [No]

I'm sorry. Let's try again.

[Microphone icon] [Keyboard icon]

You said Bangladeshi Chimichurri Inventors' Society. Did I spell that right this time?

[Yes] [No]

Whew! Finally! We did it. Let me make sure nobody else has a Group with the same name.

I'm sorry John, but it appears that someone else already chosen Bangladeshi Chimichurri Inventors' Society. What about Bangladeshi Chimichurri Inventors' Association?

[Yes] [No]

OK, Bangladeshi Chimichurri Inventors' Association it is!

Who would you like to join this Group?

[Only people I invite] [Only visitors I approve] [Anybody can join]

Great. I'll make your Group secret. No one will ever know it exists—unless you tell them.

I thought of some friends and Pages you follow to get your Group started.

Just push on their names to send an invite.

[icon of friend]   [icon of page]
[icon of friend]   [icon of page]
[icon of friend]   [icon of page]

[Invite]   [Skip this]

OK, I've sent an invite to Bobby and Jahnavi.

The system's flow has multiple branches to ensure the member doesn't get lost in the process. This view suggests one path of interaction.

When using the microphone, the voice recognition continually learns from speech patterns to improve accuracy.

Rather than define the Group type by name, e.g., Secret, Public or Closed (though I would argue that Private better matches the use case and as an opposite to Public), the system asks about the member's needs and acts accordingly.

AI chooses friends and Pages based on subject matter and posts where the friend has similar interests.

Do you have a picture to personalize your Group?

[Camera icon] [Open my photos]

[Find one for me] [Skip this]

I found these in one of my albums. Just select your favorite.

[Image 1]   [Image 2]

[Image 3] [Image 4]

[Image 5]   [Image 6]

[Select] [Find another picture] [Skip this]

How does this look?

[Image]

[Great!] [Try again]

You're done! Now go build your community.

The AI finds images from open source that match the subject matter of the Group. If the right image doesn't appear the first time, it continues learning so the filtering can get it better for the next search and the next user.

The completion reiterates the community aspect.