

# Social:Learn UX

Stowe Boyd, The /Messengers

30 January 2008

# Social:Learn Vision

Social:Learn is an envisioned online learning environment: an open ecosystem for learning, as well as an open marketplace for the creation, distribution, and delivery of learning-related media. The intent is to create the best environment for individuals to learn, building on a life portfolio model, rich social interaction with other engaged participants, and a constantly evolving learning environment that incorporates innovative and productive technologies and techniques, whatever their source.

The environment is also a marketplace, in that participants can act as economic agents, exchanging fees for goods, such as learning materials like books and courseware, and services, such as teaching, course development, or research. Unlike current online learning solutions, Social:Learn is being developed around Web principles like openness, social networking, and decentralization: it is an ecology of participation, not a simple tool or point solution.

# Background

- / Think Tank: April - July 2007
  - / Stowe Boyd, Stuart Sim, Euan Semple, Stephen Hepple, and Jamais Cascio, moderated by Hardin Tibbs
- / Conceptual Design: July 2007 - Present
  - / Stowe Boyd, Stuart Sim, and Nikki Barton/Cimex
  - / Persona/Scenario based approach to UX

# Social:Learn Design Principles

- / Simplicity
- / Extensibility
- / Openness
- / Decentralization
- / Diversity
- / Sociality

# Social:Learn Design Elements

- / Social Media
- / Indigenous Content
- / Social Networking
- / Lifestreaming
- / Portfolio
- / Collaborative Learning

The screenshot shows a user profile on the Social:Learn platform. The profile is titled 'Folio' and is categorized as 'expanded view'. The main content area is divided into several sections:

- Study:** Degree in History, Open University, 2006. Completed in Ancient Greece.
- Course:** Seminar on Archaeology, Spring 2007. With Charles Walker, Assistant Professor, History Department, Open University. Work performed: Heron, Thelie, Schelmer, and Troy.
- Portfolio:** Multimedia Presentation: Sparta: A new look at old days with Dan Crowley.
- History Courses:**
  - Historical Linguistics (Fall 2006)
  - Byzantium and the Fall of Rome (Spring 2006)
  - Greece and Rome (Spring 2006)
  - History 101 (Fall 2005)
- Theatre:**
  - Cat on a hot tin roof (Spring 2006)
  - Guys and dolls (Fall 2005)

On the right side, there are several widgets:

- Add element:** Add element, Add page, Add section.
- Tools:** Add tool, Photos, Docs, Chat, Reader, Media.
- Awards:** Honors in History 2007, Best New Actress, Bournemouth Theatre Festival, 3rd Place, Bournemouth 10K.
- Travel:** 7-10 Aug 07: Rome, 11-12 Aug 06: Athens, 27-28 Oct 07: Greece Summit, London.
- Status:** Headed to the bookstore for a few hours... add.
- Recent Activity:** Dan Crowley: Headed to lunch at Fitz's, anyone hungry? Prof Jones: Don't forget Big Day Workbook! An de Jonghe: Want to take a run this afternoon? TCircle: Toppics for Las M... start Saturday at 2pm in the Big Theatre. An de Jonghe: I did board one today. Dan Crowley: Will be back to the study group tonight. Can you lead? Dan Crowley: Will be back to the study group tonight.

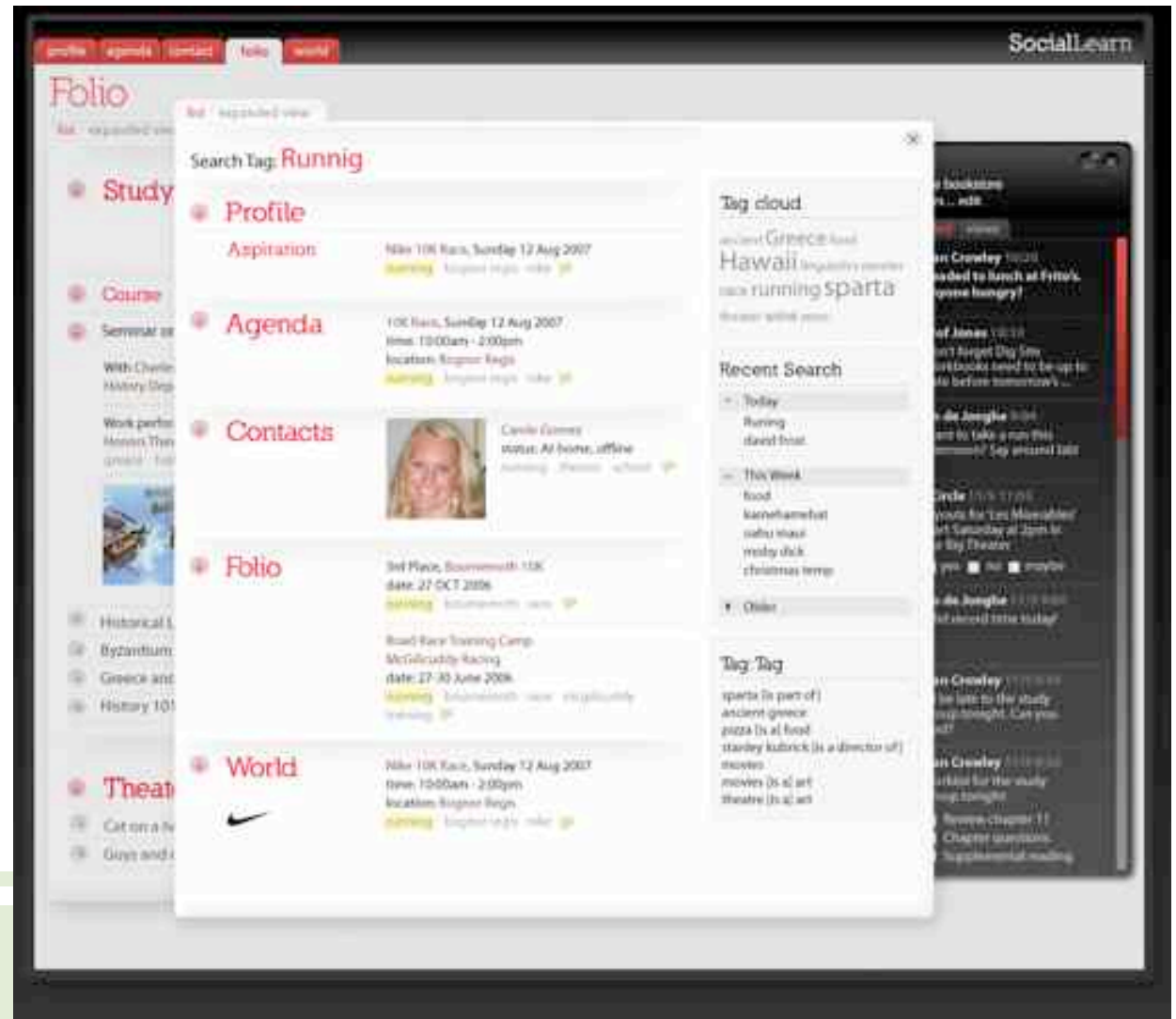
# Social:Learn Conceptual Design

- / Rich Sociality
- / Modern UI  
UX Principles

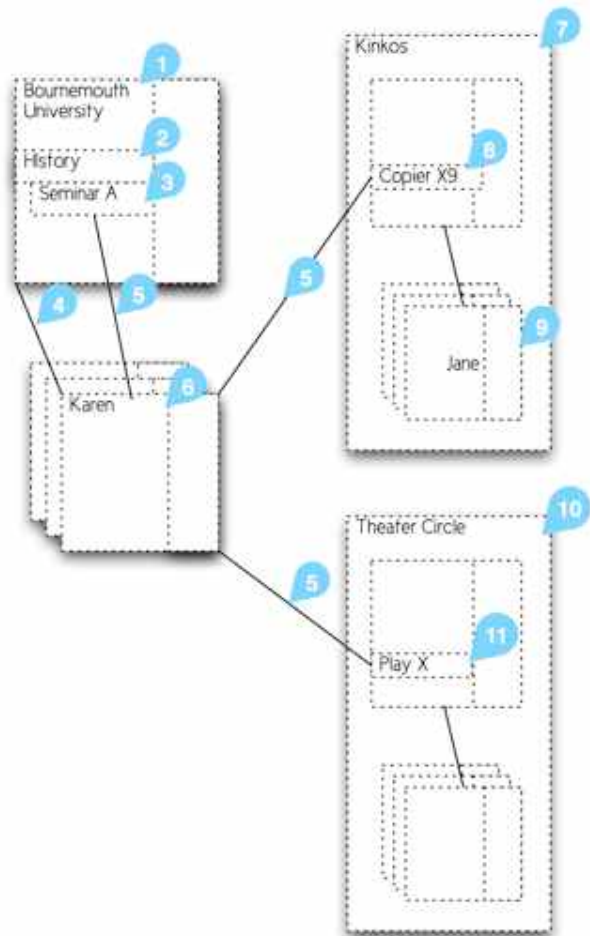


# Social:Learn Conceptual Design

- / Web 2.0
- / Open APIs
- / Learning Ecosystem
- / Marketplace for Learning



# Information Model: Identity



- 1 Organization = "Bournemouth University"
- 2 Suborganization = "History"
- 3 Various Events and Activities, here just "Seminar A"
- 4 Individuals are associated with a sponsoring organization, here 'Karen' is sponsored by 'Bournemouth University'
- 5 Individuals can associate with Events and Activities, here we see three, all from different organizations
- 6 Individuals have their own identities
- 7 Companies are supported, here 'Kinkos'
- 8 Another Event/Activity, a training program called 'Copier X9'
- 9 'Jane' is sponsored by 'Kinkos'
- 10 "Theater Circle" -- a non-profit is also supported
- 11 "Play X" is an Activity/Event that 'Karen' is associating with

# Summary

- / Conceptual Design: We plan to complete this quarter
- / Discussions and feedback with various interested parties
- / Prototyping to start in mid 2008

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# Re: Me

/ Long-time student of social tools and their impact on business, media, and society

/ Author, /Message ([www.stoweboyd.com/message](http://www.stoweboyd.com/message))

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