



Mozilla + the barbariangroup

Questions, Answers, and Objects

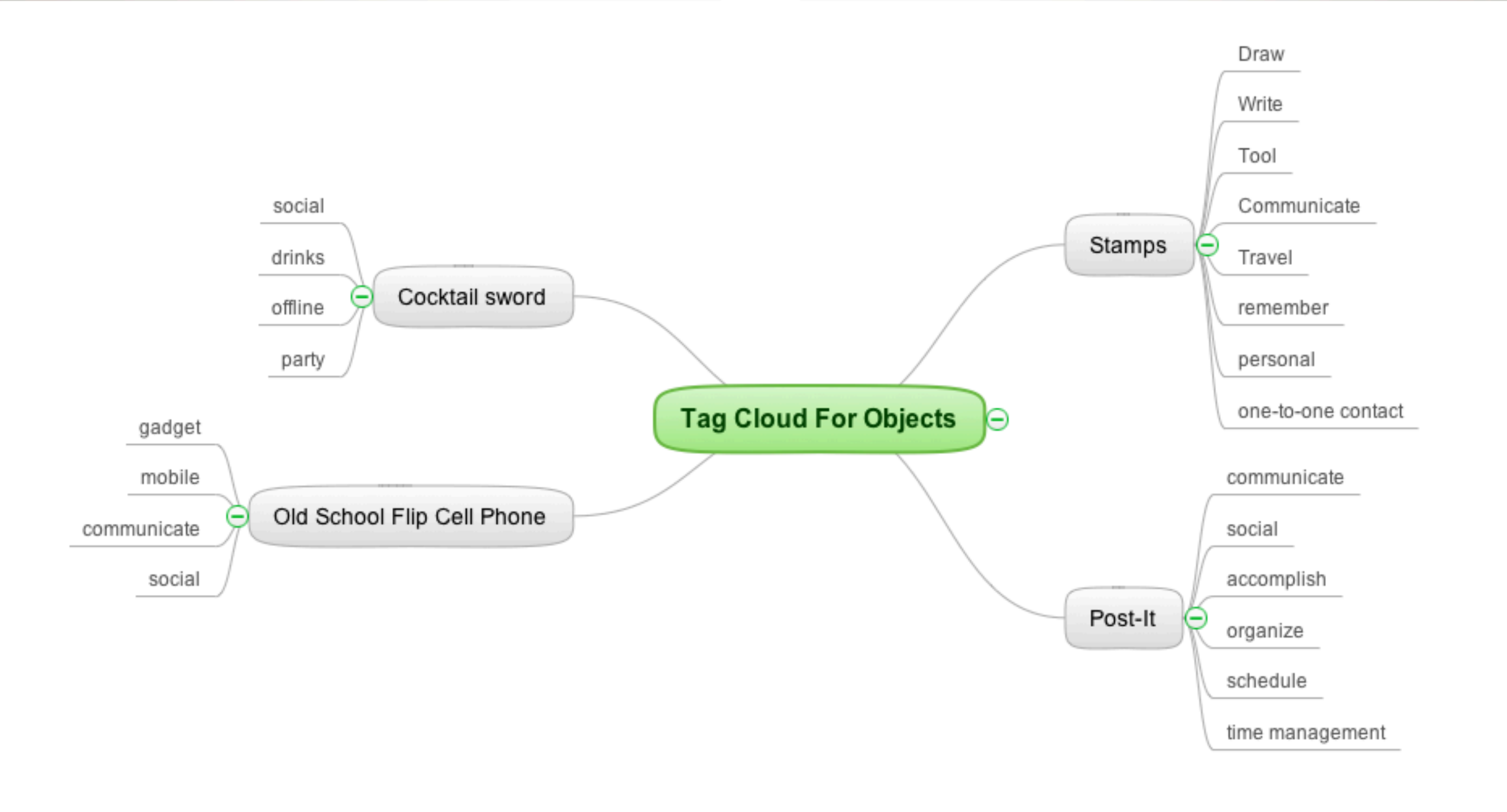
Questions, Answers, Objects

In which we try to boil down a whole pot of tag-based object correlation matrices into a nice, thick user friendly au jus.

Overview

- ❖ *The Firefox collage builder assembles a collage of objects into an image based on answers to questions.*
- ❖ *Behind the scenes, metadata ascribed to each object maps an object in the collage to the quiz answers. Our questions and answers help point the way to the right objects to add to a user's collage.*

Objects have a tag cloud



Tags assist in matching

- ❖ *The categories and tags around each object help with matching each one to information provided by our questions and answers.*
- ❖ *Our current list of objects numbers ~150*
 - ▶ *Grouped by Behavior, Country, Community, Browser, and Easter Egg.*

Simple matching

- ❖ *You just heard a great joke. How do you tell it to the next person?*
 - ▶ *(A) Send it along in an email to a few friends. (personal, one-to-one contact)*
 - ▶ *(B) Post it on Twitter (communicate, social)*
 - ▶ *(C) Send it as a text (gadget, mobile, communicate)*
 - ▶ *(D) Save it for a party (social, offline)*

Mapping to Objects

- ❖ *(A) Send it along in an email to a few friends. (personal, one-to-one contact)*
 - ▶ *Object: Stamps*
- ❖ *(B) Post it on Twitter (communicate, social)*
 - ▶ *Object: Handbill, Flyer, Post-it note*
- ❖ *(C) Send it as a text (gadget, mobile, communicate)*
 - ▶ *Object: Old-school flip cell phone*
- ❖ *(D) Save it for a party (social, offline)*
 - ▶ *Object: Cocktail sword*

Branching

- ❖ *It's Friday, 4 pm, and you're killing time on the internet. Do you spend the rest of your afternoon:*
 - ▶ *(A) Catching up with friends on Facebook.*
 - ▶ *(B) Reading blog posts.*
 - ▶ *(C) Researching my upcoming vacation.*
 - ▶ *(D) Watching online video.*

Mapping to Objects; Branching

- ❖ *(A) Catching up with friends on Facebook.*
 - ▶ *Object: Friendship bracelet*
- ❖ *(B) Reading blog posts.*
 - ▶ *Object: Comic book*
- ❖ *(C) Researching my upcoming vacation.*
 - ▶ *Object: Battered passport*
- ❖ *(D) Watching online video.*
 - ▶ *Answering (D) yields a follow-up question: What kind of videos do you watch?*

The follow-up question

- ❖ *What kind of videos do you watch?*
- ❖ *(A) Movie trailers, to plan my weekend*
 - ▶ *Object: Ticket stub*
- ❖ *(B) Music videos, bloopers, and funny cat clips.*
 - ▶ *Object: Snack food*

Thank You!

Now would be a super time for some questions.

the barbarian group

it's gonna be awesome.™