



# Social Usability Checklist

Social Usability is a quality attribute that assesses how easy social interactions are to make. The checklist is built to be both a simple rule of thumb and an important guideline in the hands of a social network designer.

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## ↘ Relations

**findability, inside**  
**findability, outside**  
**separation**  
**privacy**  
**keep**  
– proximity  
– time  
– themes  
**public relations**  
**excellence**  
**curiosity**  
**management**

### Is there a way to \_\_\_\_\_?

...find other people inside the network?  
...find other people outside the network?  
...see friend-of-friend's profiles?  
...allow or deny other's contact?  
...keep in touch with friends?  
...see who is closer to myself?  
...see who I've lost contact with?  
...involve your friends in common activities?  
...broadcast yourself?  
...give credit to relevant people you know?  
...receive suggestions about interesting contacts?  
...categorize or group contacts?

## ↘ Identity

**amplitude**  
– mood  
– appearance  
– person  
– avatar  
**interests**  
– offline  
– do  
**uniqueness**  
**privacy**  
**group**

### Is there a way to \_\_\_\_\_?

...express yourself?  
...express your mood?  
...customize your profile?  
...express your daily life?  
...create an online identity?  
...show your interests?  
...show your offline interests?  
...show your online activities?  
...distinguish yourself from others?  
...show who you are to who you want?  
...show your group membership?

## ↘ Communication

**speed**  
– sync  
– async  
**quantity**  
– complexity  
– parallelism  
– aggregability  
**richness**  
**private conversations**  
**public conversations**  
**plural conversations**

### Is there a way to \_\_\_\_\_?

...communicate quickly with your contacts?  
...meet together to talk?  
...leave a message to someone?  
...handle a high amount of messages?  
...have complex conversations?  
...manage multiple conversation channels with different users?  
...be supported by the system to handle many messages?  
...send and receive rich multimedia messages?  
...have a conversation with one person?  
...have a public conversation?  
...have a conversation with a specific group?

## ↘ Emergence of Groups

**findability**  
**easiness**  
**bottom-up type**  
**liveliness**  
– presence  
– production  
– subscribers  
– frequency  
**longevity**  
– short  
– long

### Is there a way to \_\_\_\_\_?

...find and join a group that shares an interest with you?  
...create a group of friends or around a theme?  
...show up in a group due to the things you do?  
...see how much the group is active?  
...see the online people in that group?  
...see how many contents the group does produce?  
...see how many people are there in the group?  
...see how often people interact in that group?  
...see how long that group exists?  
...create short-term groups?  
...create long-term groups?