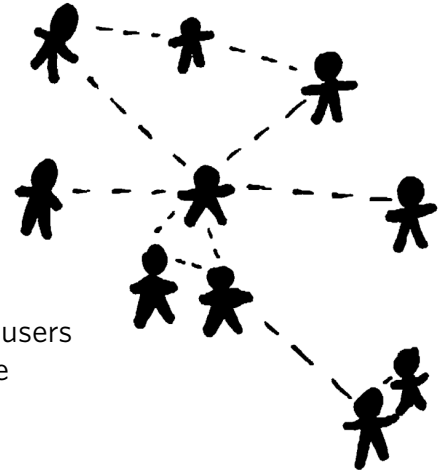


Design “Facebook For Your Intranet”

The Opportunity

Social software is proving useful not just for socializing, but also for business. We would like you to design a system that brings the benefits of social software to a company intranet. This software will be a source of information about the company's business processes and organization. But more importantly, it's a way for people to connect to other people.

Unlike traditional intranet sites, your service will make people the central nodes around which the organizational structure and corporate knowledge will revolve. Expect that users will be distributed throughout the world and across disparate business units.



Business Goals

Decrease amount of time required for new employee onboarding

- Help new users get involved quickly. Don't leave them hanging.
- Encourage every employee to access the site at least once per day.
- Reward users for their contributions to the network.

Improve cross-team relationships and collaboration

- Automatically reveal possible connections based on similar attributes.
- Make it possible for users to search for people they know.
- Connecting to others must be simple.

Decrease amount of time employees spend searching for information

- Make it easy for users to ask questions. Make it clear that they'll get an answer.
- Provide tools for searching and finding existing knowledge.
- Creating and editing content needs to be accomplished without training.

Design Criteria

- Expose natural relationships among employees
- Help people feel like they're part of something bigger
- Make it easy to connect to information through people

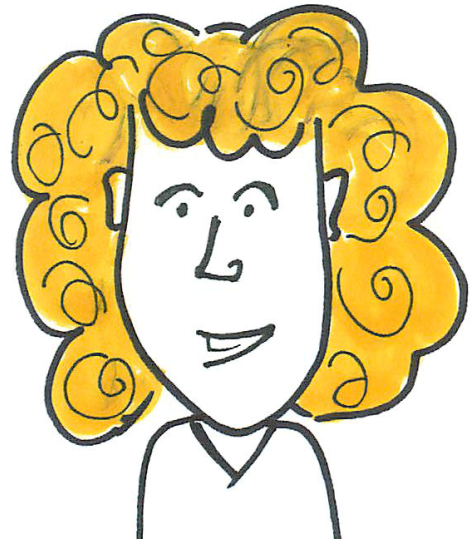
User Scenario

Tiffany has just been assigned to **Project Phoenix** and needs to come up to speed on it -- quickly! She wants to find out who is responsible for what on the project and if any activity has taken place already. How does she use the social network to accomplish this? The only information at her disposal is the team members' names.



User Profile

Tiffany is a project manager who was just assigned to Project Phoenix. She earned this assignment through recent successes on other important projects. Tiffany has been an employee for 3 years but she has not worked directly with her new team members yet because they work in an office on the other side of the country.



Possible Sources of Information

- Project information stored within a forum
- The blog of a new team member
- Meeting notes in an online calendar
- Release notes for previous builds of the product