

X8 SCENARIOS

social and identity

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PRINCIPLES

- **I can get all my info in one place**
 - Can bring together social networks, to one place
- **I can easily share whatever I am doing**
 - I can share all content to my friends/networks, email, etc.
- **I get rewards for what I am doing that I can share to my friends/networks**
 - Why I want to sign in
- **I am who I am across all screens**
 - Shared account info, personal info, photos, videos
 - Avatars follow me and can be customized
- **I can easily choose who knows what about me**
 - Circle of trust, can choose who is in/out
- **I can easily customize my social/identify experience depending on where I am**

Scenarios

	Scenario	Discovery	Marketplace	Consume	Companion	Identity	Social	Engagement	Platform	3Screens
1.	Katrina can Share specific content w/her social network (P0) Katrina stays continuously connected to her friends through a handful of social networks and entertainment experiences. She likes to share out what she's into, but doesn't always have time to share it out to different sites & channels. Recently, she's been following episodes of <i>Fringe</i> and has been very impressed. Several of Katrina's friends are JJ Abrams & Sci-Fi fans, and she can't wait to tell them about how great the show is. After watching 3 episodes in a row on Wednesday night, Katrina publishes out her ratings and reviews to all her social networks, through X8.				X		X			X
Key Takeaways • X8 satisfies the HyperSocial persona by deeply integrating Xbox Live friends network & 3rd-party SN • Focus on sharing content with a broad group of friends • Ability to publish out to multiple networks all with one action										
2.	Katrina suggests content to specific people (P0) She also decides to send recommendations directly to specific friends. Katrina is super pleased with how quickly she can show off what she's doing and introduce her friends to new content.									
3.	Katrina Discovers New Music Through Friends (P0) Katrina loves staying up to date on what her friends are doing, including what movies they're watching and music they're listening to. She's starting a new project at work and needs some music to help her get into a groove. She skims over her collection, but nothing jumps out at her as great music to work to.				X		X			X

Scenarios

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3.	Katrina Finds New Movies through Community Opinions (P0) New movies and music are important to Katrina, but she doesn't always have time to hunt for what's new. In the past, she counted on the random social network post about a film or new CD, or had to visit several sites (like Rotten Tomatoes) to find good new content. Katrina is having movie night with her friends on Friday, but has no leads on what to watch. With X8, Katrina can view media recommendations all in one place from the community, including community expert Fabian, who always knows exactly what's what. Today, he's posted a glowing review on the film. Knowing her friends love horror, she rents the movie with one easy action. Katrina and her friends love the movie, and she's happy to have hosted a successful movie night. She knows that whenever she needs a reliable recommendation, she can turn to expert recommendations on X8 and continue to impress her friends.	X				X	X	X		X
Key Takeaways • Crowdsourced information is available, either through the Xbox Live community or Live + other sources such as Rotten Tomatoes and IMDB • Anyone with X8 can benefit from the suggestions of community experts who enjoy expressing opinions and influencing others • Community opinions can increase the engagement of other users and make finding new content faster & easier										

Scenarios

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4.	Fabian can add to his community status through rating & reviewing (P0) Fabian fancies himself an expert in digital media. He’s always up to date on the latest movies, games & music, and is passionate about sharing his finds – good or bad – with his friends and digital community. While this is his passion, it has been painful in the past because his favorite media types had to be purchased, consumed and reviewed through multiple applications and sites. This week alone, Fabian started playing <i>Black Ops</i>, watched <i>Human Centipede</i>, and got the new <i>The Drums</i> album. He writes reviews on all of them and published his thoughts to all of his favorite social networks. This is not only great for Fabian, but for others in the community who are following his reviews and want know more about all his media interests. He gets 5 more followers in X8 based on his latest reviews and adds to his status. Fabian is jazzed about being able to buy and review all this media in one place, and even more psyched about picking up more followers.				X	X	X			

Key Takeaways

- X8 enables all users to buy, consume, rate and review content in one unified experience, across multiple screens
- The X8 Community structure allows the SocialCore persona to thrive and shine as an expert

Scenarios

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5.	Gene & Marge can create an Inner Circle within their network (P0) Gene gets a PC with X8, and sets up a Family Account, which immediately creates a network based on the Xbox Live friends of each family member. After work on Monday, Gene and Marge are browsing through New Movie Releases and notice all the Community Reviews related to each film. They're really only interested in what their friends with similar interests & lifestyles have to say. Gene & Marge are able to easily select friends from their greater Social Network that they trust.	X	X		X		X			
Key Takeaways • Focus on Family Timers • Users can choose who to see Recommendations/Reviews from • Users can create a subgroup of their total Social Network community										

Scenarios

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5.	Gene & Marge find family friendly media (P0) Gene & Marge love spending time with their two kids, who are 4 and 7. It can be a challenge to find movies, games & music that are age-appropriate for both of them. Because Gene & Marge are so busy, they don't always have time to preview everything first – they rely heavily on recommendations from their Inner Circle. Wednesday is movie night for the family. The kids want to watch the new <i>Harry Potter</i> movie, but mom & dad aren't sure they should. Because X8 provides easy access to their inner circle's opinions, Gene and Marge can quickly comb through impressions about any kind of media content and decide what the family should and shouldn't consume. After reading a few reviews by friends, Gene & Marge find that <i>Harry Potter</i> is not quite the right fit for their family (a little too dark). Instead, they decide to rent <i>Toy Story 3</i>, which their friends Mark & Josie recommended to them as a great family movie. The kids end up loving the film and beg to watch it over and over again.	X	X		X		X			
Key Takeaways • Focus on Family Timers • Users can view reviews/recommendations from their closest friends/preferred people • Where a simple search isn't enough, viewing select opinions can make things easier for busy users to find the content they want										

Scenarios

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6.	Katrina brings friends into the x8 fold (P0) Katrina just finished watching “The Illusionist” and she absolutely loved it—so much so that she immediately rates it and writes a review. She publishes her review to her social networks so that more of her friends can read her opinion on the film. Her friend Claudia sees the review on Facebook and comments that she didn’t know you could rent movies on X8. Her other friend Zach responds on Twitter that he didn’t know about X8 video either. Later that week, Jen and Zach both install and try out X8. Now Katrina, Claudia and Zach can share entertainment and social experiences across X8 and their social networks, continually helping each other discover new music and movies through recent activity, ratings, and recommendations.	X		X			X	X		
Key Takeaways										
7.	Katrina likes the gift of giving (P1) Katrina just finished watching the latest episodes of <i>Caprica</i>. Her sister has a birthday coming up and she knows this is a series she would love to own as well. Normally she would go to another site and buy the series, having it mailed to her house—but she doesn’t have time for that. In X8, Katrina simply purchases the series and has it sent to her sister as a digital birthday gift. Her sister wasn’t aware of X8 before receiving <i>Caprica</i> as a gift, but now she’s hooked!	X	X	X			X	X		X

Scenarios

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8.	Fabian earns rewards for his participation (P1) Fabian loves to share his opinions with others and receive accolades from the community, but he is most motivated by titles and other status symbols. His expertise in media is part of his identity, but has been inconsistent and fragmented due to a lack of continuity among media outlets. But with X8, Fabian is now able to accumulate accolades, titles and rewards which carry weight across all media types. He earns the new title of <i>Media Aficionado Extraordinaire x Infinity</i>, a feat completed less than 1% of the population. Fabian feels incredibly proud, and excited as this is sure to increase the number of people following him in the community.						X			X
Key Takeaways										
9.	Gene Control his Online Presence with X8 (P1) Gene really enjoys his time with his family. They watch movies, listen to music, play video games, etc. During the day it is all about Pixar, Kinect Adventures and The Beatles. At night, however, Gene enjoys time to himself and needs a way to unwind. After everyone is in bed it's all about Rambo, Halo and Hip-Hop. Being a Private person, Gene wants to interact with his closest friends & family, but generally avoids having a public presence on social networks. Gene especially enjoys playing games with his friends on Xbox, but hasn't had a good way to let them know when he's online without telling "the world." On Wednesday, after watching <i>Toy Story 3</i> with the family, Gene goes online to play Halo with the guys. They can see when he's available to join the game, along with his gamer score and other stats, but not the music or movies he consumes. This way he doesn't have to hear about Miley Cyrus on Halo night.					X	X			X

Scenarios

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10.	Marge is different things to different people (P1) Though Marge really loves spending time with her husband and kids, she keeps an active social life and maintains it through regular digital interactions and the occasional girls’ night. On her social networks, she has close friends who know everything about her, and other friends she only knows through the kids’ school. She wants her digital self to match whichever “hat” she’s wearing at a given time—when she’s playing Kinect with the kids, interacting with friends & family or when she’s playing online casual games with her friends. It’s Friday, and Marge is blasting the new Jay-Z album through X8 while she manages the family calendar. In X8, she recommends an album to her girlfriends, then helps her PTA friends pick out a movie for the next play date. With X8, Marge’s closest friends see that she’s listening to Jay-Z, and her avatar reflects the mode she’s in. But her PTA friends don’t know her current activity and see a different version of her avatar. Marge is super comfortable with X8 because it gives her the control she needs over how she presents herself to each facet of her community.					X	X			
11.	Fabian’s social game gifting (P1) Fabian plays Halo 2012 with his friends on his Xbox. He uses X8 to see when his friends are online so he can join a session when he has time. While at work, Fabian sees that a match is under way. He can’t participate fully because he doesn’t have an Xbox at work, but wants to help! Fabian finds that he can use the gaming credits he’s earned through X8 to help his friends in the game. His friends receive the gift in-game and are delighted to have the help. Fabian increases his community status because he helped others and is thrilled that he was able to contribute even though he couldn’t join the game directly.						X			X

KEY QUESTIONS

(EXISTING)



Key Questions for Social & Identity

	Key Question	Answer or Point of View
1.	What are the things we need to do on the PC to be part of the new IEB identity?	There needs to be consistency across the board in our products. We will work across all X8 teams, IEB teams and device teams to ensure experiences and business rules are followed when applicable. We will then incorporate these into our specs and designs.
2.	Need to understand how we rationalize across Live and with Windows sign in	Consistency is king; we will engage with the Live and Windows teams to ensure profile alignment, privacy restrictions and experiences are met.
3.	How deeply do we integrate with Windows (user profile)	We will do a deep dive into the Windows profile and see where overlap makes sense and ensure that design and experience reflect this.
4.	What is our use of Avatars?	We feel that the Avatar is a great representation of the user and how they want to be projected. The Avatar will maintain parody and consistency with what currently exists on the Xbox and WM7 Phone. We will also look into way of customizing the Avatar based on grouping of friends/media types etc.
5.	How aggressive will we be about getting users to sign in?	We will approach new users in a friendly and inviting way, but implement several experiences to accomplish this. (recommendations, gifting, bragging/posting etc.)

Key Questions (cont'd.)

	Key Question	Answer or Point of View
6.	Is there a concept of creating content for the community or the community creating content for you? Live stations, playlists, recommendations?	The expectation is that Services will implement ways to support community & algorithmic recommendations, along with crowdsourced content. Will require guidance/input from above to understand prioritization across IEB to come up with appropriate plan.
7.	How do we find a balance when it comes to inferring identity from a particular sign-in? (We, MSFT, reuse identity in multiple places. For example, my phone requires a LIVE ID, from which it bootstraps gamertag, Zune, Email, Calendar, Social, etc. Some customers use separate identities for these things.)	We will work with UR to understand what the 80% case expectation is re: the sing-in:identity relationship.

KEY QUESTIONS

(NEW FROM TEAM)



Key Questions for Social & Identity

	Key Question	Answer or Point of View
1.	Can users post to multiple sites?	They should be able to post to whichever networks are most relevant (in that region).
2.	How do we provide the right level of customization?	We need to work with Design to create an experience that is not full of knobs and doesn't force a lot of "management" scenarios.
3.	How do we avoid confusion over branding? (our own brand(s) & those of SNs	We need a clear, consistent brand story across screens. We need to work with Design to arrive at the best .
4.	How do we handle different viewing conditions? • At home • Public place	We should allow profile switching and privacy customization.
5.	How do we handle blocking/muting annoying people?	Settings need to include control over interaction levels.
6.	How do we control visibility to Friends of Friends?	Settings need to include control over who can view/interact and who can't.
7.	How do we handle security • Stolen accounts identity	Will work with MSFT experts to ensure proper level of security.

Key Questions (cont'd.)

	Key Question	Answer or Point of View
8.	How does the experience differ from region to region? • Which SNs are most relevant in each region? • Are there different laws we have to adhere to? • Do different cultures want/need different features?	Need to work with GlobLoc team to determine which features are/aren't available in each region, and to develop a clear story for when features are absent.
9.	What aspects are really necessary for a good social experience? • Networks • Blogs • Microblogs • Podcasts • Image sharing • Video Sharing • Video sharing • Content rating • Content usage data • Bookmark sharing • Cloud lists • Virtual items • RSS feeds • Reviews/Recommendations • Email	Will work with UR and BizDev to arrive at proper inclusion list.

QUESTIONS?



APPENDIX



PROBLEM STATEMENTS

- **My identity is all over the place.** We, MSFT, have to figure out a way to bring it all together so users can have a holistic view of everything that makes them "who they are"
- **My Social Networks are all over the place.** We need to figure out how to integrate the most relevant social graphs to present a cohesive story for sharing/posting, viewing, etc. to multiple networks
- **I want control over who knows what about me.** We need to enable users to establish a trusted circle and distinguish them from everyone else. Also, my privacy is important. How much personal info is out there, can I have an alias and still do what I want.
- **Why would I come back?** Even if integrated, what do I get out of the experience, how is it better than what I already know and like
- **Finding people is hard.** I don't know someone's Gamertag/Zune tag/email address, but I know their name. How do I easily find and add them?
- **My Family has a cohesive/shared identity.** We need to reconcile the overarching family unit with the individual .