Are you designing for engagement or interaction?

Lessons from online Communities

Patrizia Bertini

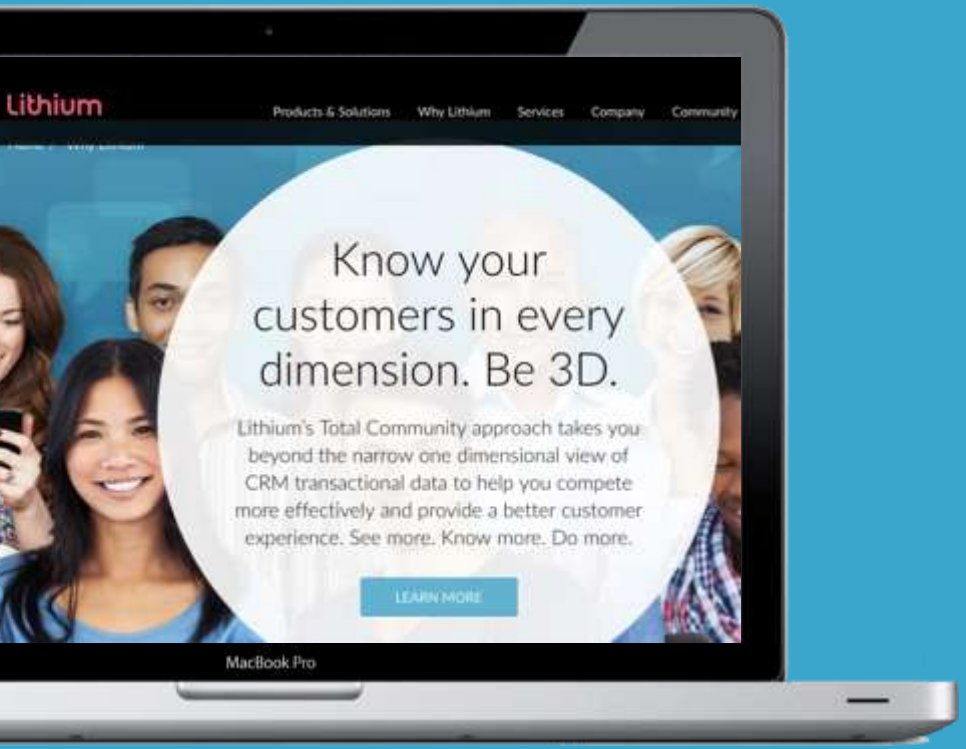
Senior Strategy Consultant at Lithium Technologies [@LithiumTech]

E-Mail: Patrizia.bertini@lithium.com

Twitter: @Legoviews

Lithium | KLOUT

1 MINUTE ABOUT ME



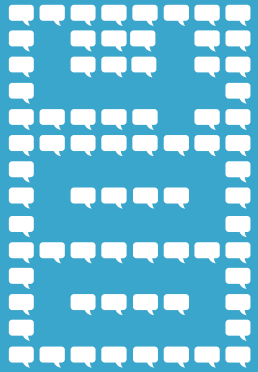
- Curiosity driven
- Social
- Intrigued by innovation
- CX Strategy consultant at Lithium Technologies (after experiences in research, UX, and all the digital stuff that happened in the past … 20 years!)

OUR PURPOSE AT LITHIUM TECHNOLOGIES

We simplify how people get answers and empower them to share their experience



LITHIUM BY THE NUMBERS



Communities

100M



active monthly community visits



30M

accepted solutions

750

Million

Klout profiles



37

Languages



Our software platform helps brands connect, engage and understand their total community.


Lithium
Total Community
Branded communities, social networks and third party websites
47
71
74
73
53
60
57
45
81
62
66
51

Total Community

connects brands and their customers through meaningful experiences



B2B TRENDS

social media has become an important part of the b2b customer journey

seeking peer recommendations



interacting with experts and influencers



engaging in online community conversations

connecting with and following thought leaders



75% of buyers have used social media to assist in purchasing decisions



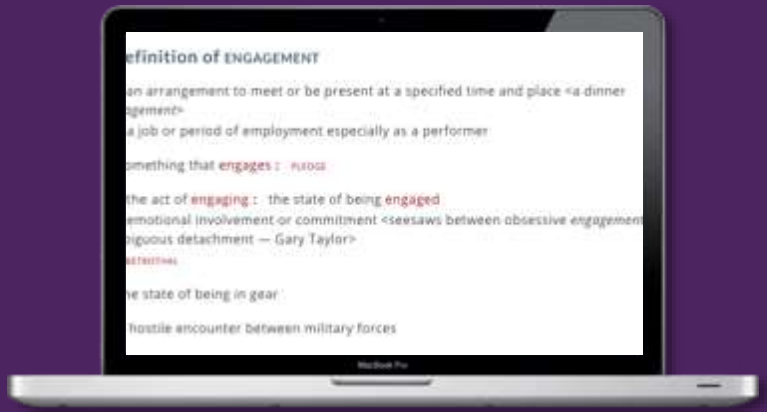
97% of b2b buyers rate user generated content higher than brand content



Do you design for interaction or engagement?

SOUNDS THE SAME. BUT IT'S NOT





Interaction

mutual or reciprocal **action** or *influence*

Engagement

emotional *involvement* or *commitment*

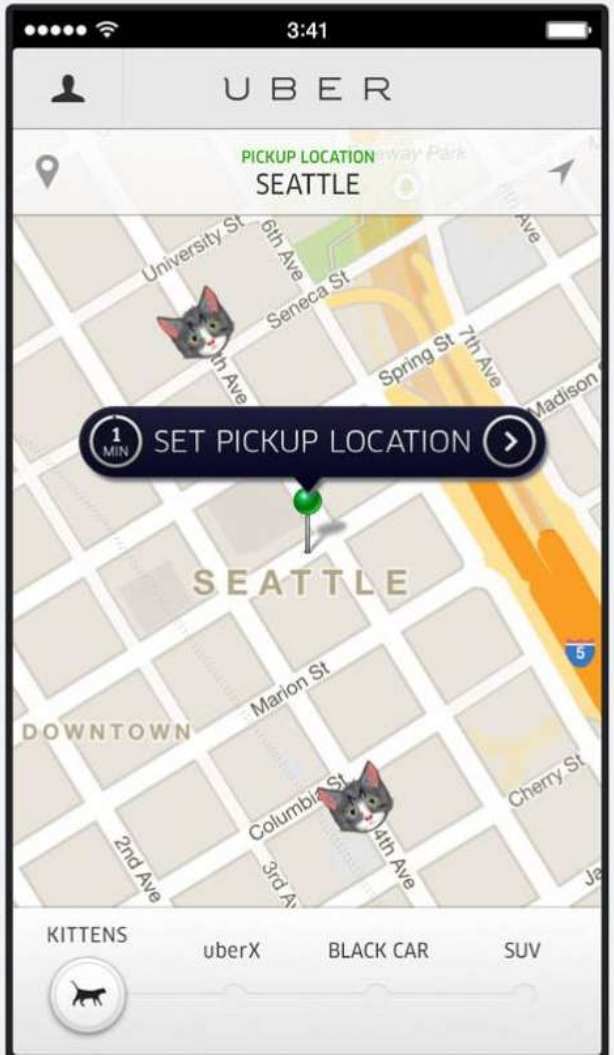


Are designing an App,
a WebPage,
or a community
the same?

Web pages are about *connecting*.

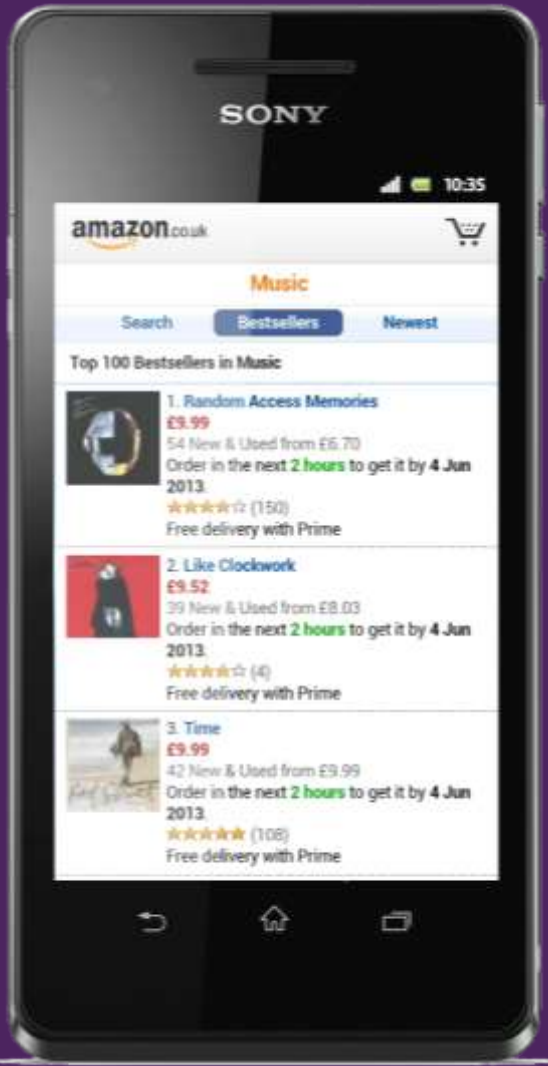
Apps are about *control*.

ClueTrain Manifesto 2.0



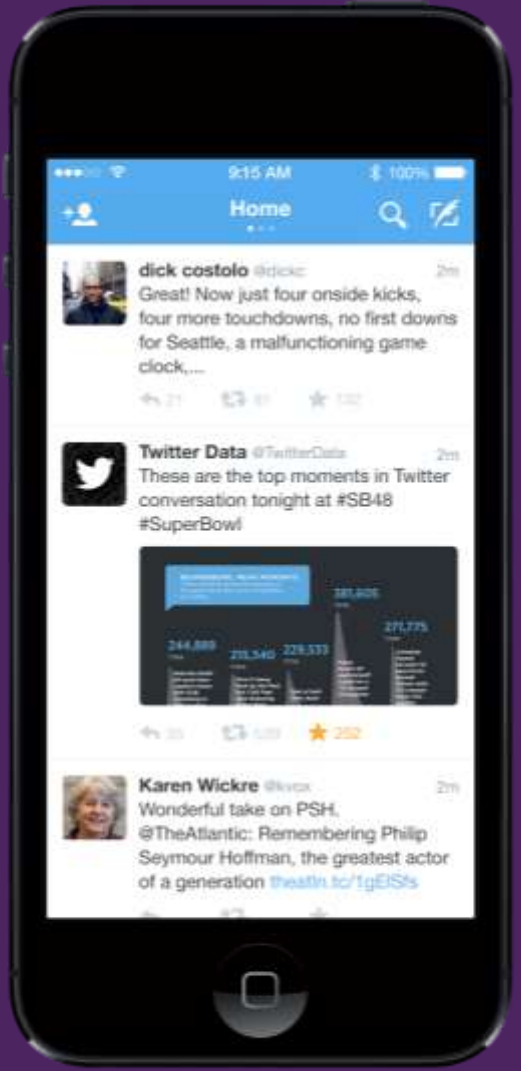
UBER

- It’s functional
- It’s straightforward
- It’s contextual
- It’s immediate
- It’s a service
- It’s transactional



AMAZON

- It’s functional
- It’s straightforward
- It’s NOT contextual
- It’s NOT immediate
- It’s a service
- It’s interactional
- It’s transactional



TWITTER

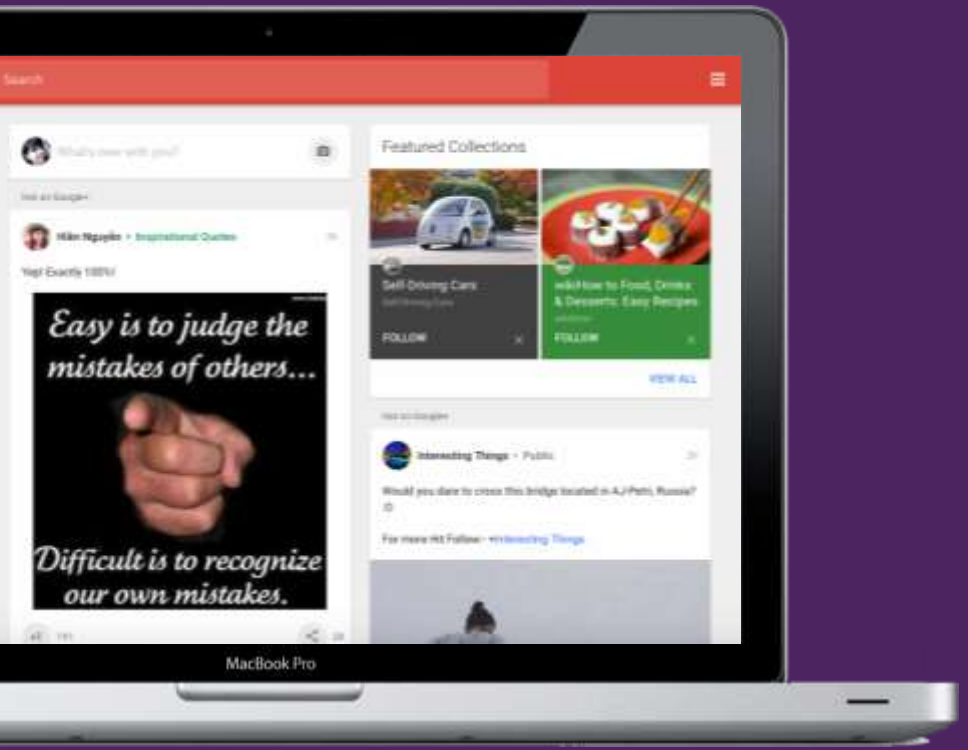
- It’s relational
- It’s conversational
- It can be functional
- It’s NOT transactional
- It can be contextual
- It’s personal
- It’s entertaining



ONLINE COMMUNITY

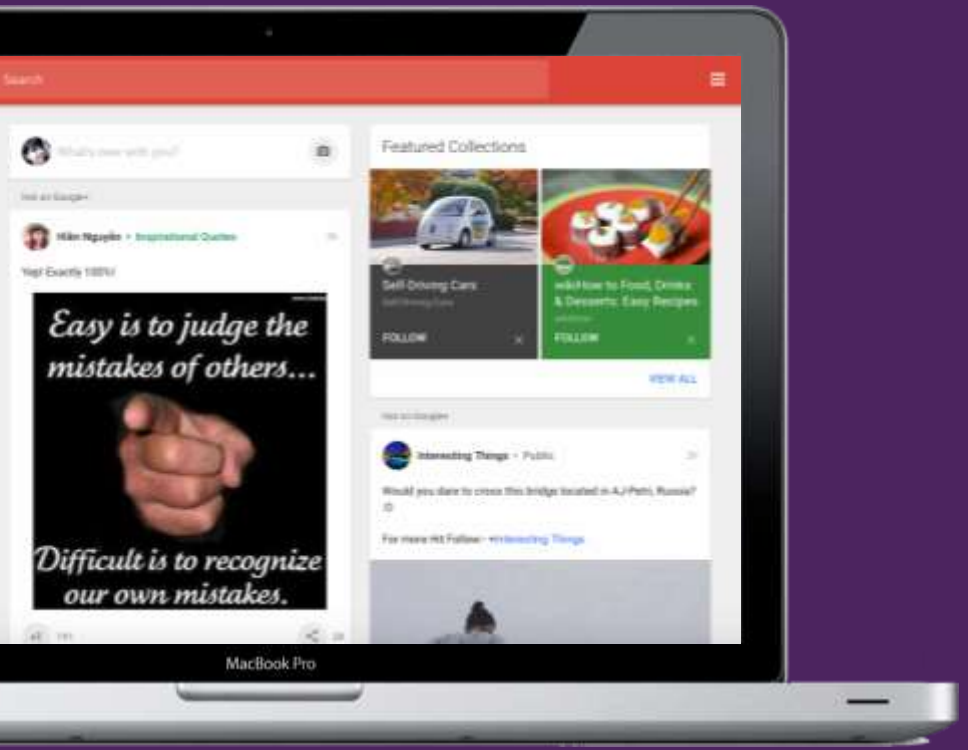
- It’s relational
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- It can be entertaining

G+ WHEN SOCIAL NETWORK GO WRONG



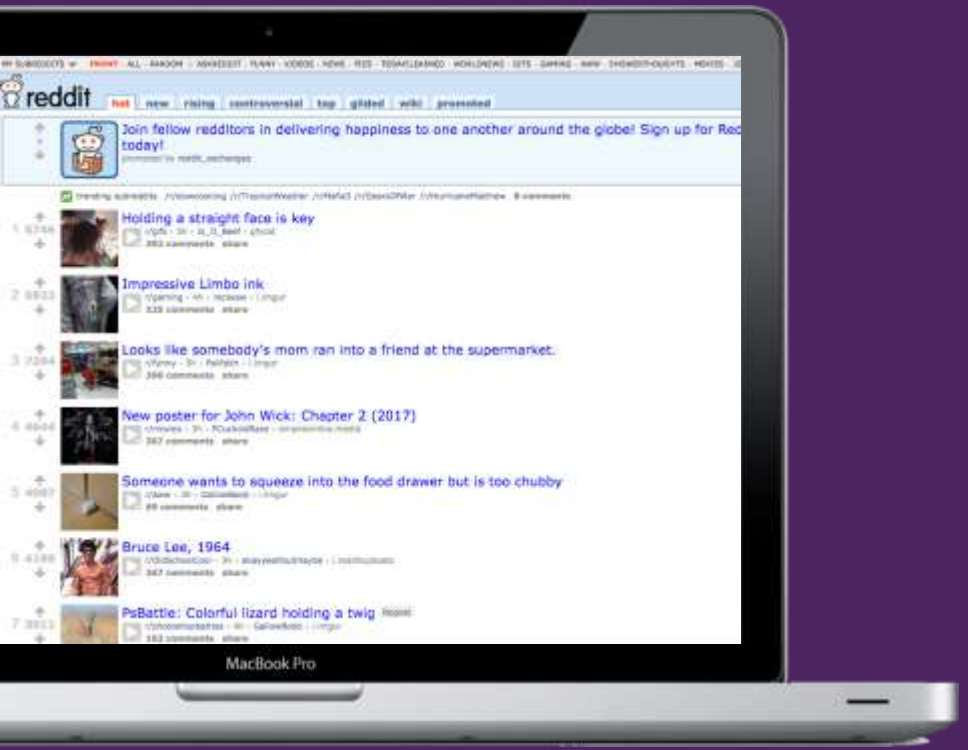
- signups were "often just an incidental byproduct of signing up for other Google services”
  - High number of subscribers but low engagement / time spent on platform (3.3 mins Vs. 7.5 hours for Facebook)
- From a social network ambition to a social layer across all of Google's services

G+ THE HYBRID SPACE



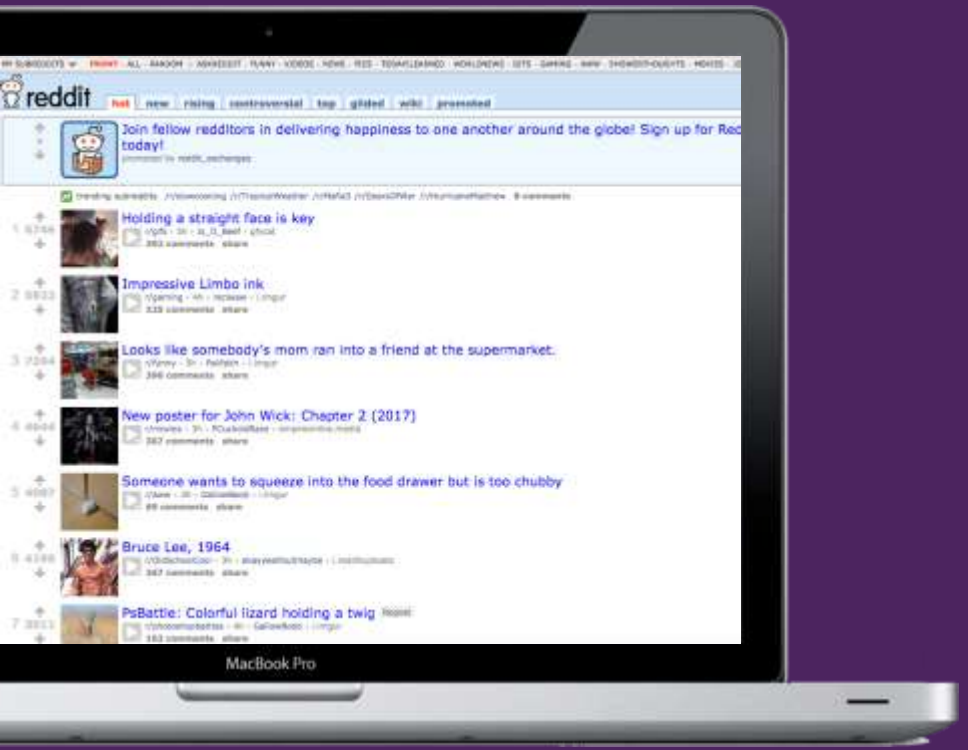
- It’s relational
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REDDIT: WHEN THE INTERACTION IS NOT ENOUGH



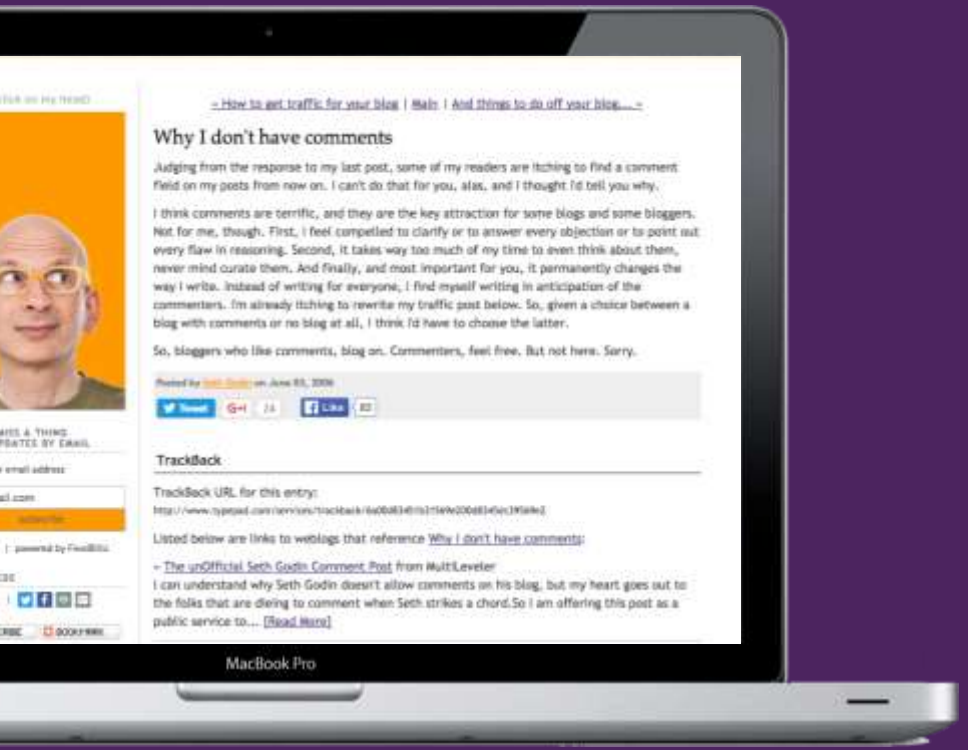
- Reddit was an interaction based initiative
- Users started to engage (commenting)
- The platform evolved from a board to a more *interactive* and *engaging* platform

REDDIT: IT'S ABOUT THE CONVERSATIONS



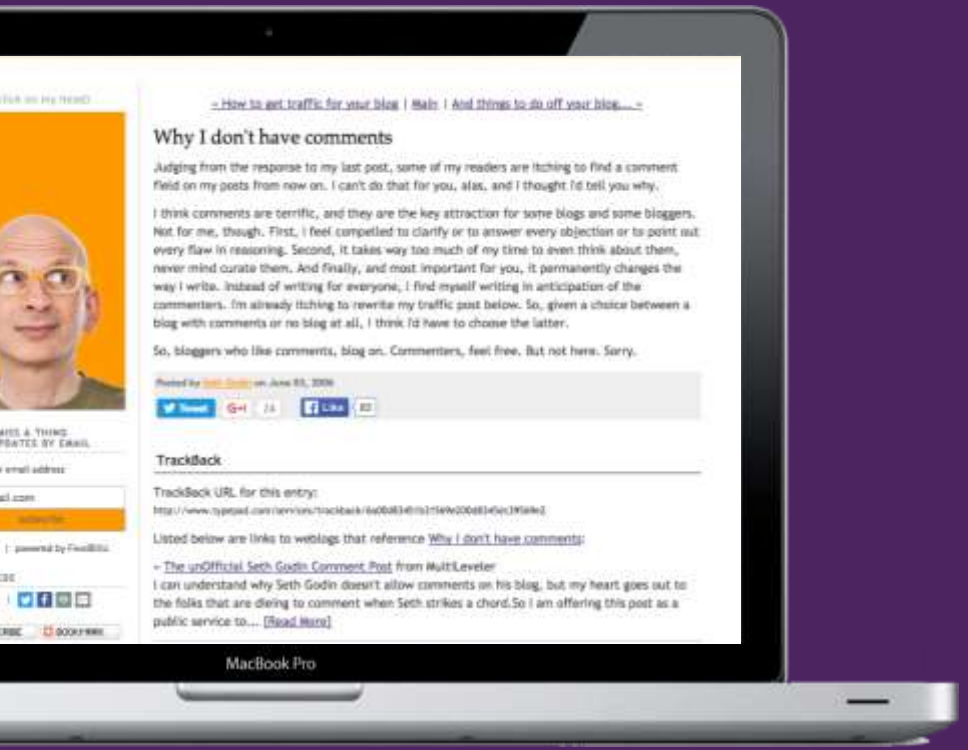
- It CAN be relational
- It's conversational
- It's functional
- It's NOT transactional
- It can be contextual
- It can be personal
- It's entertaining

BLOG: FROM ENGAGEMENT TO INTERACTION



- Blogs' precursors were BBS and Usenet, based on interaction led engagement
- Ian Ring 'invents' the blog in 1997 *
- OpenDiary (1998)
- Merholz uses the term in 1999
- Common features were: post & comment
- Now the comment section is taken away

BLOG: FROM ENGAGEMENT TO INTERACTION



- It’s NOT relational
- It WAS conversational
- It can be functional
- It’s NOT transactional
- It can be contextual
- It can be personal
- It can be entertaining

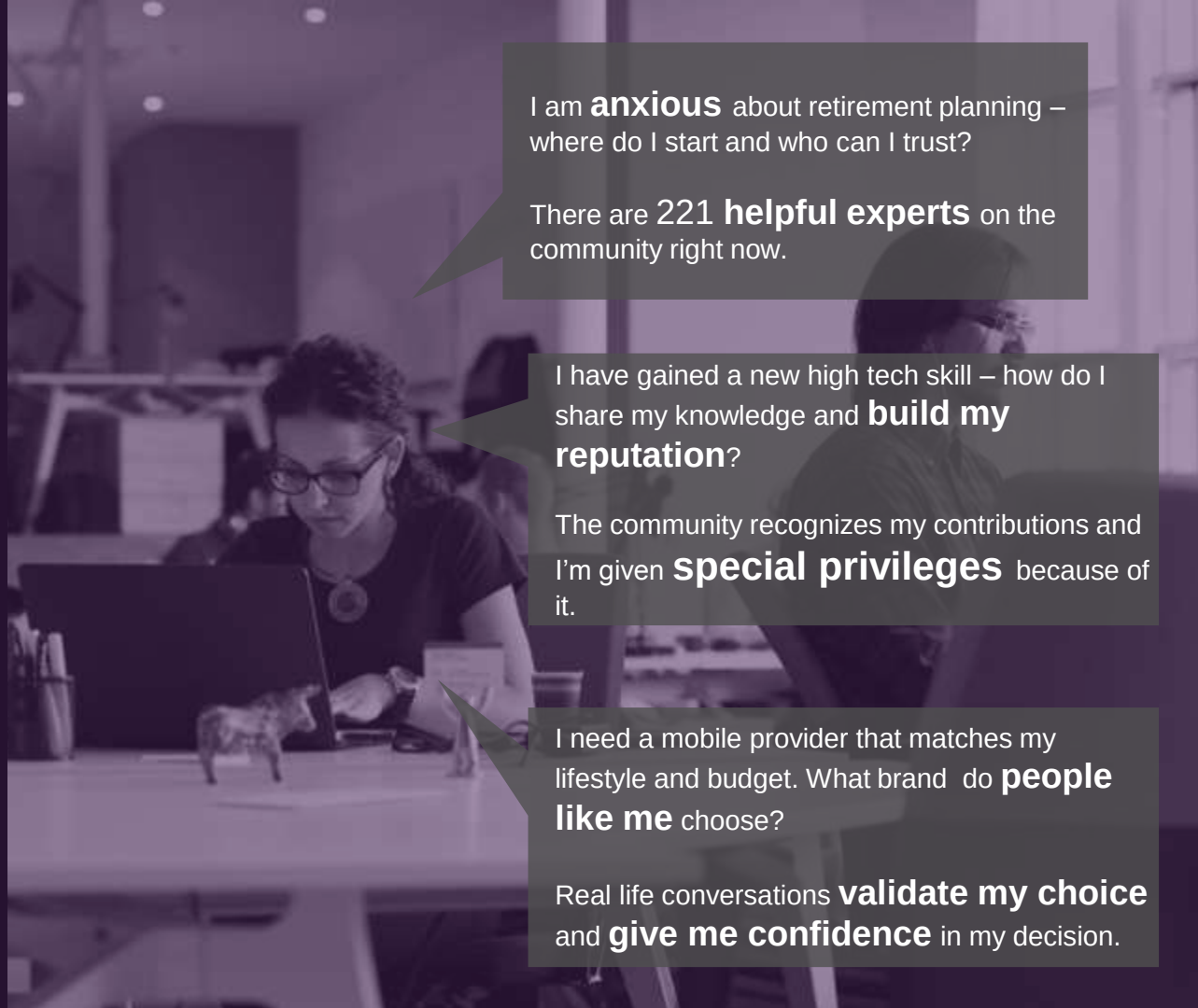
INTERACTIONAL OR ENGAGING?

Uber – APP	Amazon	community	G+	Reddit	blogs
• It's functional • It's straightforward • It's contextual • It's immediate • It's a service • It's transactional	• It's functional • It's straightforward • It's NOT contextual • It's NOT immediate • It's a service • It's interactional • It's transactional	• It's relational • It's conversational • It can be functional • It can be transactional • It can be contextual • It can be personal • It can be entertaining	• It's relational • It's conversational • It 's NOT functional • It can be contextual • It can be personal • It can be entertaining	• It CAN be relational • It's conversational • It's functional • It's NOT transactional • It can be contextual • It can be personal • It's entertaining	• It's NOT relational • It WAS conversational • It can be functional • It's NOT transactional • It can be contextual • It can be personal • It can be entertaining
Int	Int	Eng	Int / Eng	Eng	Int



How would you define a community?

Community is defined by the *experiences* of individuals *interacting* with peers, experts and content at their point of need.



I am **anxious** about retirement planning – where do I start and who can I trust?

There are 221 **helpful experts** on the community right now.

I have gained a new high tech skill – how do I share my knowledge and **build my reputation**?

The community recognizes my contributions and I'm given **special privileges** because of it.

I need a mobile provider that matches my lifestyle and budget. What brand do **people like me** choose?

Real life conversations **validate my choice** and **give me confidence** in my decision.

FROM BBS TO DIGITAL COMMUNITIES





BBS

Help & Support

Discovery

Started from Users for Users

Function drove the interaction (no alternatives)

Communities

Help & Support

Discovery

Started from Brands for Customers

Engagement drives interaction (more alternatives)



Are Social Networks different from communities?

COMMUNITY

from Old French comunité "community, commonness, everybody",
from Latin communitatem "community, society, fellowship, friendly intercourse; courtesy, condescension, affability,"
from communis "common, public, general, shared by all or many," (see common (adj.)).

Latin communitatem "was merely a noun of quality ... meaning 'fellowship, community of relations or feelings

Source: etymonline.com

(SOCIAL) NETWORK

"net-like arrangement of threads, wires, etc.," 1550s, from net (n.) + work (n.).

Extended sense of "any complex, interlocking system" is from 1839 (originally in reference to transport by rivers, canals, and railways).

Meaning "broadcasting system of multiple transmitters" is from 1914; sense of "interconnected group of people" is from 1947.

Source: etymonline.com

TWITTER, FACEBOOK, LINKEDIN…



A Social network is different from a community

Dr Wu.

Social Network are held together by *pre-established* interpersonal relationships between individuals.

Each person has one social network. But a person can have different social graphs

They have a network structure.

A COMMUNITY INSTEAD…



It’s held together by some **common** interests of a large group of people.

Any one person may be part of many communities.

They have overlapping and nested structure

NETWORKS VS COMMUNITIES

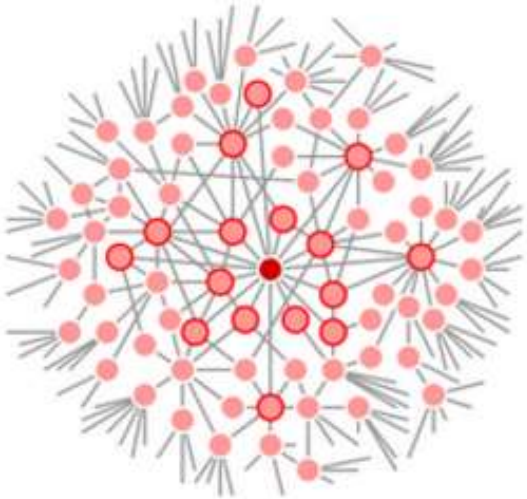


Figure 1. Sturucture of social network. The network extends indefinitely and wraps around the globe. And it connects everyone on Earth. ● = me, ◯ = people I know (direct connections), and —— = there is a relationship between 2 person.

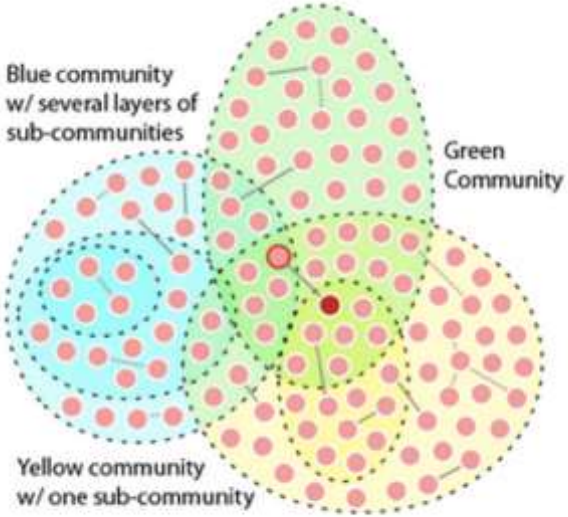


Figure 2. Sturucture of communities are usually hierarchical, nested and overlapping. And each person is usually part of many communities at any given time. e.g. I (●) am part of the Green and Yellow community, in fact a sub-community of the Yellow community. I know 1 person (◯), who is part of all 3 communities.

INTERACTION AND ENGAGEMENT ALSO HAVE DIFFERENT FUNCTIONS

Innovation comes from Interaction (actions)

But experience comes from engagement (emotions)



Do you want to influence actions
or
do you want to involve emotionally?

Function over emotion?



WE ARE IN THE CX ERA.

LET’S TALK CX



Customer experience is the sum of all engagements.

It’s not about customer experience,

but all experience.

Brian Solis

CUSTOMER EXPERIENCE FRAMEWORK

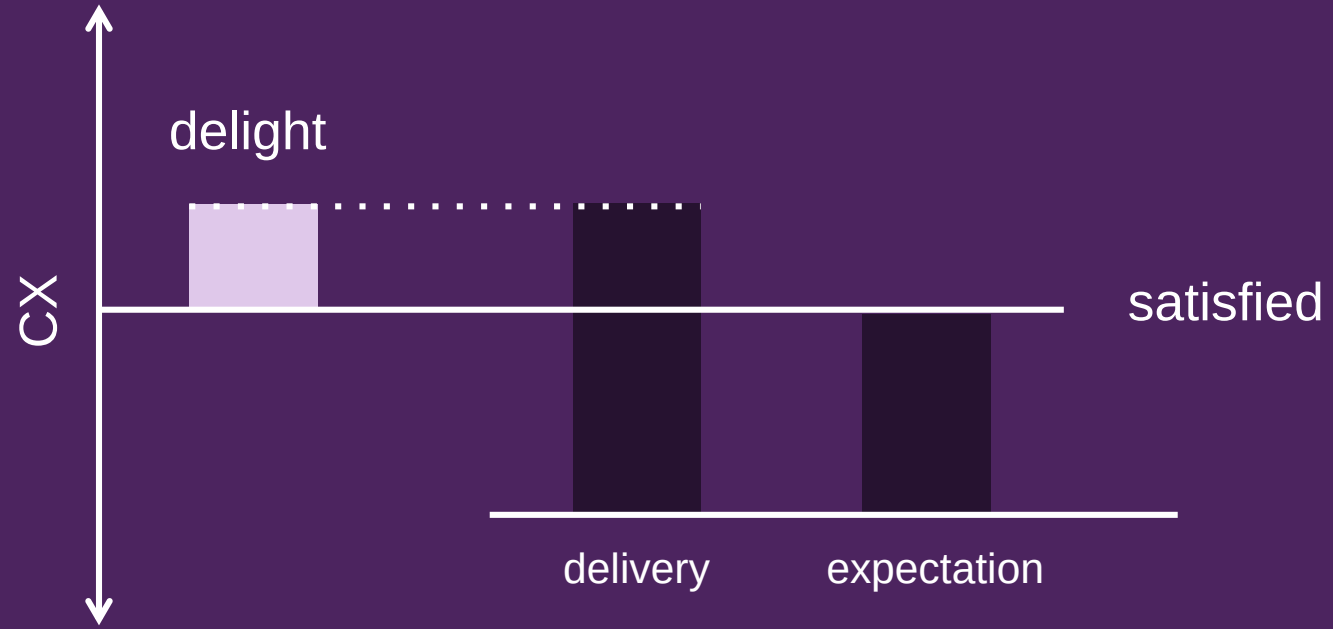
CX = Delivery - Expectation



CX Relativity framework by Dr. Michael Wu

CUSTOMER EXPERIENCE FRAMEWORK

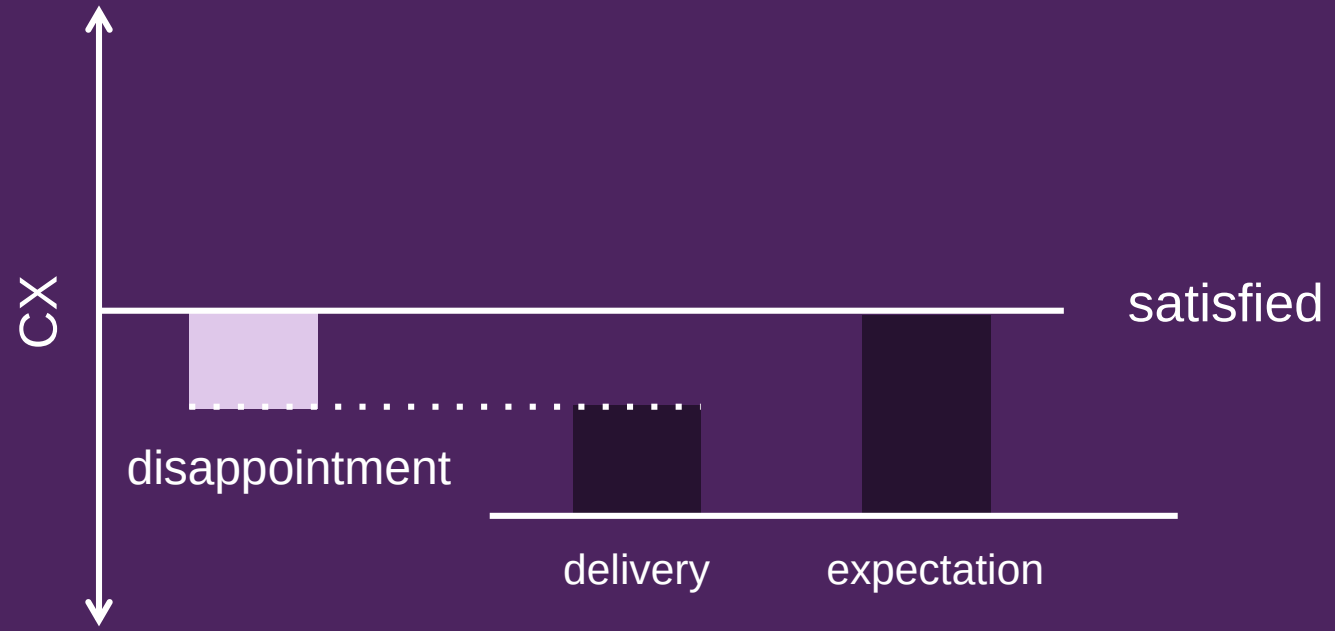
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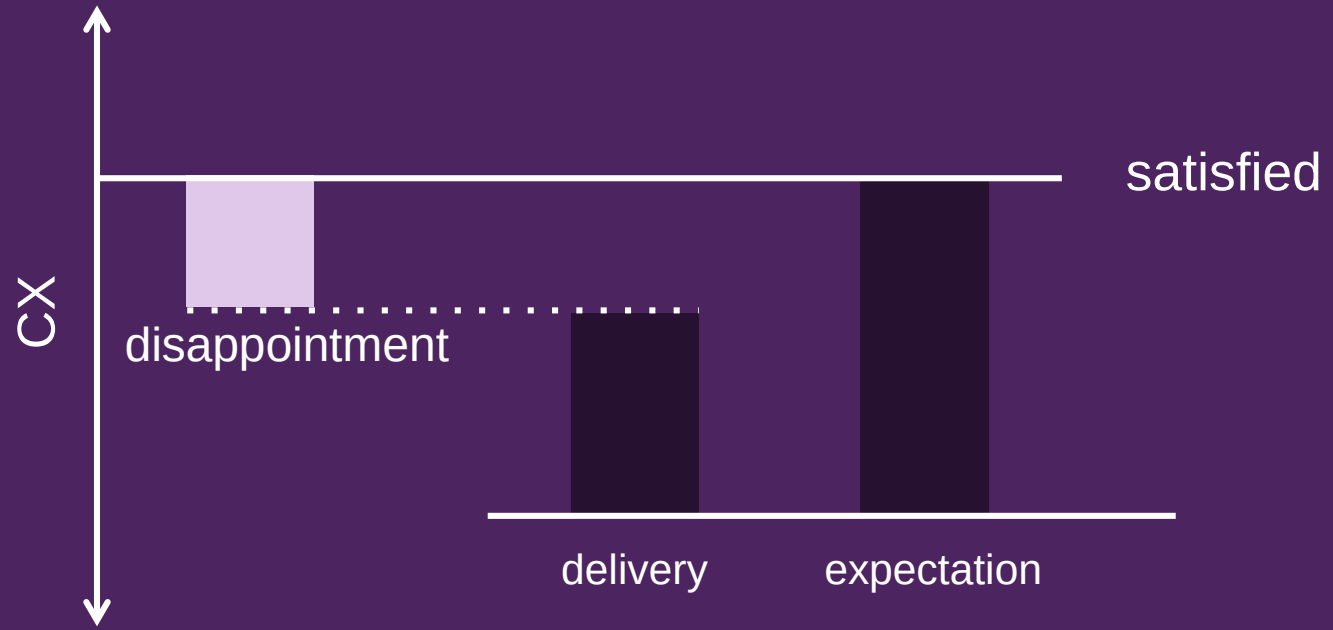
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CUSTOMER EXPERIENCE FRAMEWORK

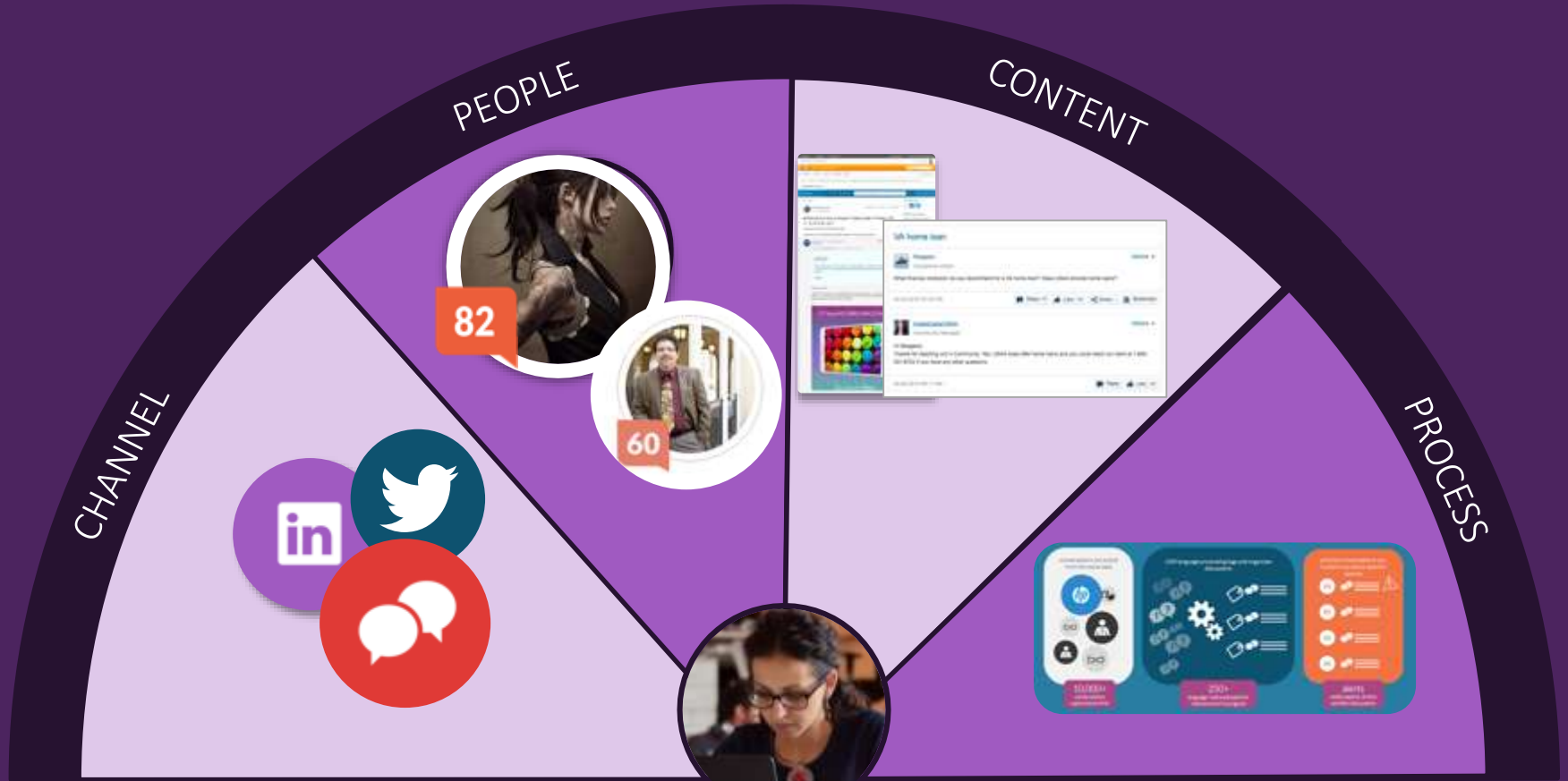
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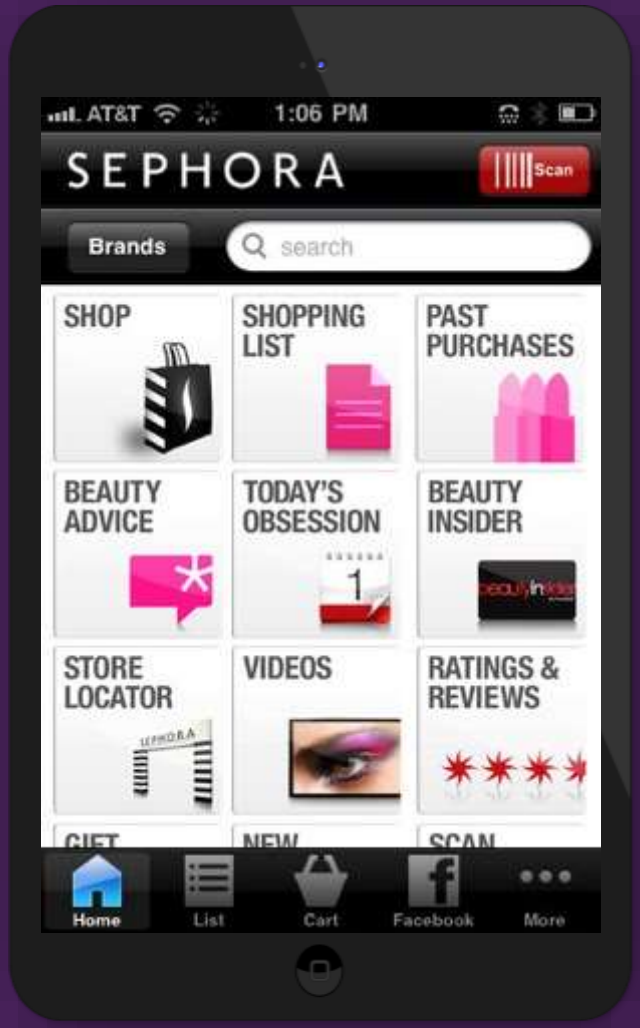
CX Relativity framework by Dr. Michael Wu

Total Community

connects brands and their customers through meaningful experiences



People are willing to pay more if they know they're going to get a good experience …



> With good experiences come greater margins and also greater customer retention. …





Customers / users don’t need brands

to create their experience


So the question stands:
Do you design for *interaction* or *engagement*?
And Why?
KLOUT | Lithium