

Facebook *Viral*

Operational Concepts

- ⦿ Facebook apps, for the Facebook masses
- ⦿ Live apps on the 'Net
- ⦿ Large number of potential users
- ⦿ Track usage statistics
- ⦿ Think Viral!

Software Architecture (ex. KissMe)



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- Husky Pride: Beat the Stanford Course Autumn '07 (CS377W)
- Fame: KissMe has over 2.5 million users in three months
- Money: Make “a few thousand \$ a month in ad revenue” (Instructor Dave McClure)

Challenges and Risks:

- ⦿ Complications of making a program work as a Facebook app
 - Must gain familiarity with Facebook apps
 - Some exploratory work done; basic mechanism understood
- ⦿ Programs created might fail to catch on
 - It would be a bummer, but wouldn't inhibit creation of the programs...

Example Facebook app

- ⦿ Emotion rater
 - users post text messages
 - other users rate how the messages make them feel
 - provide feedback to the posting user
 - allow users to search for messages that create a given mood