Learning to Create Engaging Apps for Facebook: What Works and What Does Not

Tuesday, December 11, 2007
7:00 to 9:30 p.m.
http://www.baychi.org/program/

PARC's George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304

7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI...

7:30 to 9:30:
Learning to Create Engaging Apps for Facebook: What Works and What Does Not

Dave McClure, BJ Fogg, and colleagues

In September 2007, psychologist BJ Fogg teamed up with startup advisor Dave McClure to teach a new Stanford course about using metrics to create engaging Facebook apps.

For the first time in public, Fogg and McClure will share the course outcomes—both good and bad. Stanford students will take the stage as they demo their new Facebook apps and share inside stories about what worked and what did not.

You will see:

• Why over four million Facebook users installed the student apps in six weeks
• Why over one million people engage with the student apps each day
• How some apps targeted user engagement while others were designed for wide distribution
• Why many first attempts at creating viral apps failed
• How metrics can be applied to product development and marketing
• Why Facebook is the number-one persuasive technology of 2007
• How class insights apply to many web experiences for consumers

Dave McClure has been geeking out in Silicon Valley for over fifteen years as a software developer, entrepreneur, startup advisor, angel investor, blogger, and internet marketing nerd. He is currently an advisor or investor for Mint Software, Spock Networks, Mashery, Simply Hired, TeachStreet, Oortle, CrazyEgg, Eventvue, AppFuel, HealthUnity, and Canopy Financial.

For more information on Dave, visit his blog: Master of 500 Hats.

BJ Fogg leads research and design at Stanford’s Persuasive Technology Lab, which he founded in 1998 to investigate how computing products can motivate and persuade people.

Dr. Fogg is a psychologist and the author of Persuasive Technology: Using Computers to Change What We Think and Do. With Dean Eckles he is the co-editor of Mobile Persuasion: 20 Perspectives on the Future of Behavior Change.