

# Facebook for Widgeteers



*You say “widget”, we say “app”*

R. Tyler Ballance  
Slide, Inc.

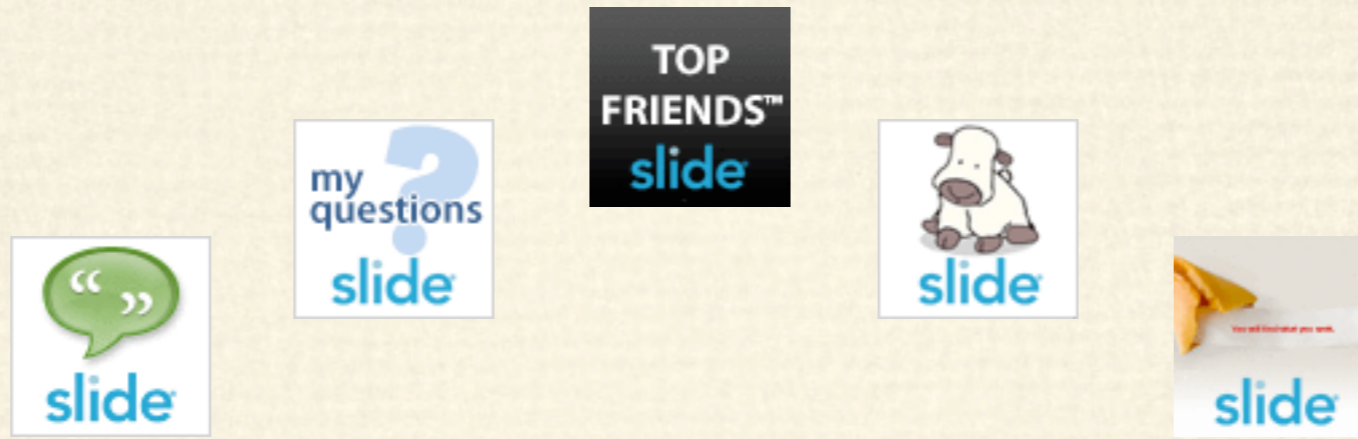
[tyler@slide.com](mailto:tyler@slide.com)

# Howdy

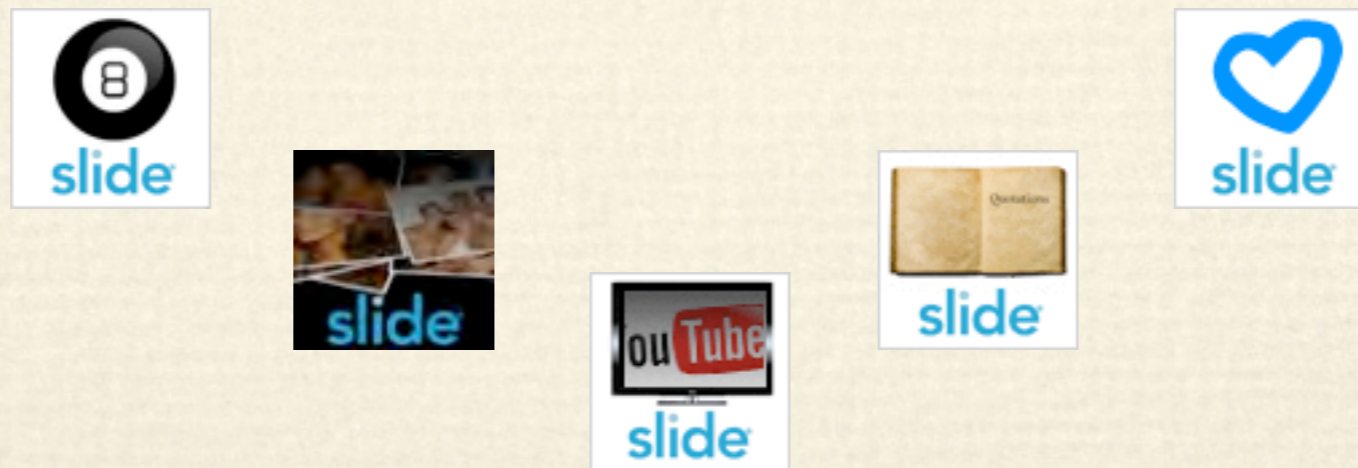
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I work at Slide, Inc.

# Howdy



We make some Facebook apps



# Howdy

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**Slide Shows**



**FunPix**

We also make some widgets



**Guestbook**



**SkinFlix**

# Welcome to Facebook

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Seriously, where've you been?

# “Social Graph”

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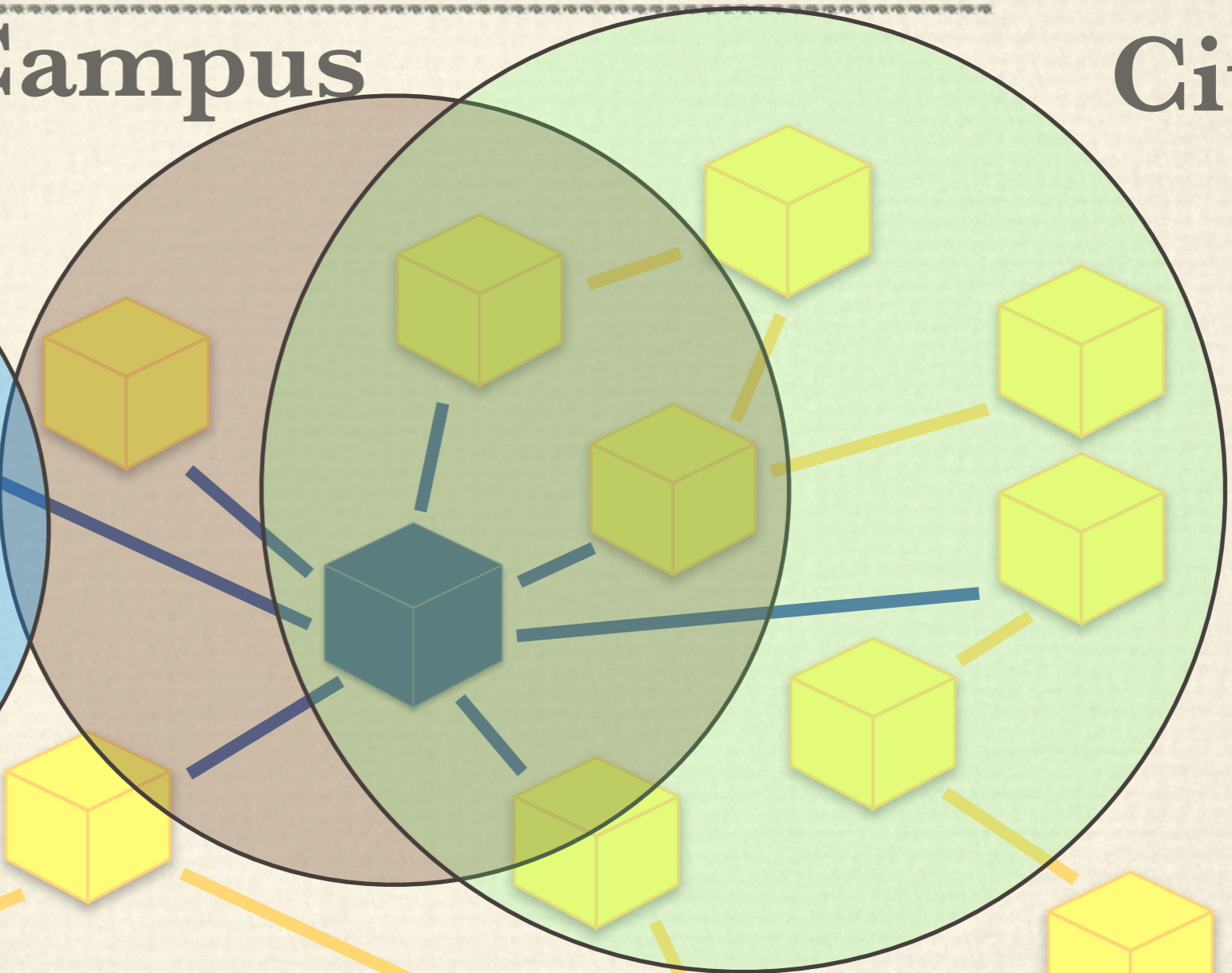
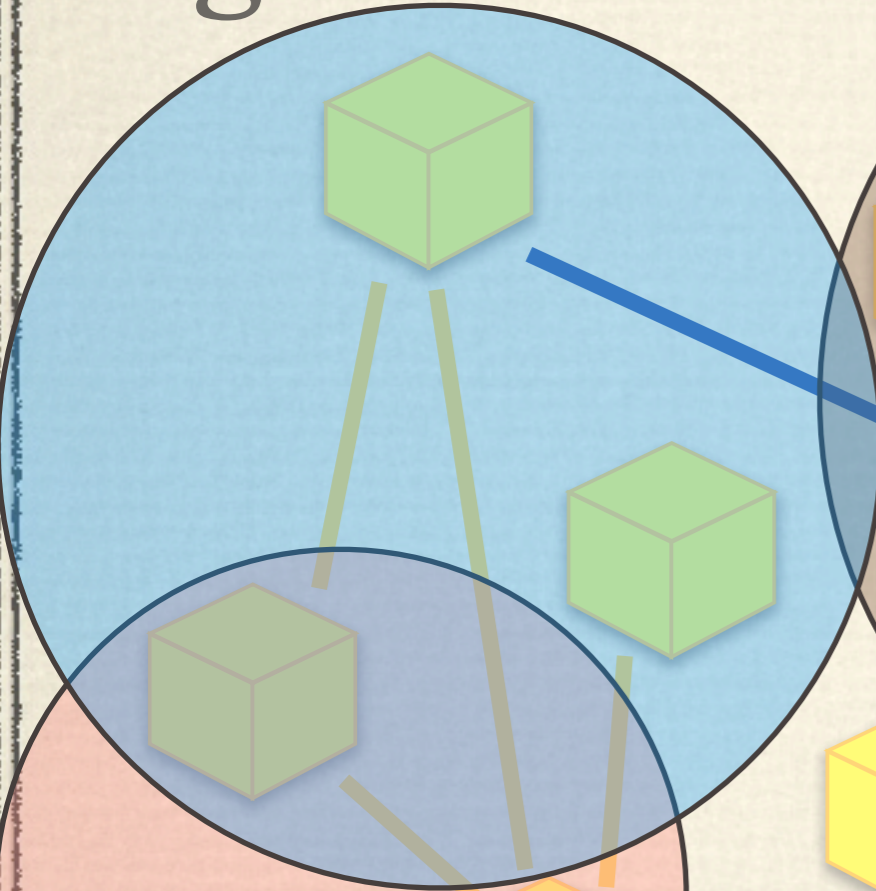
first name, last name, picture, networks, timezone,  
“religion”, birthday, sex, hometown, current location,  
sexual preference, relationship status, political leanings,  
activities, interests, taste in music, movies, books,  
television, work history, status, bio, education history,  
social connections, tagged photos, group memberships,  
events, albums

# “Social Graph”

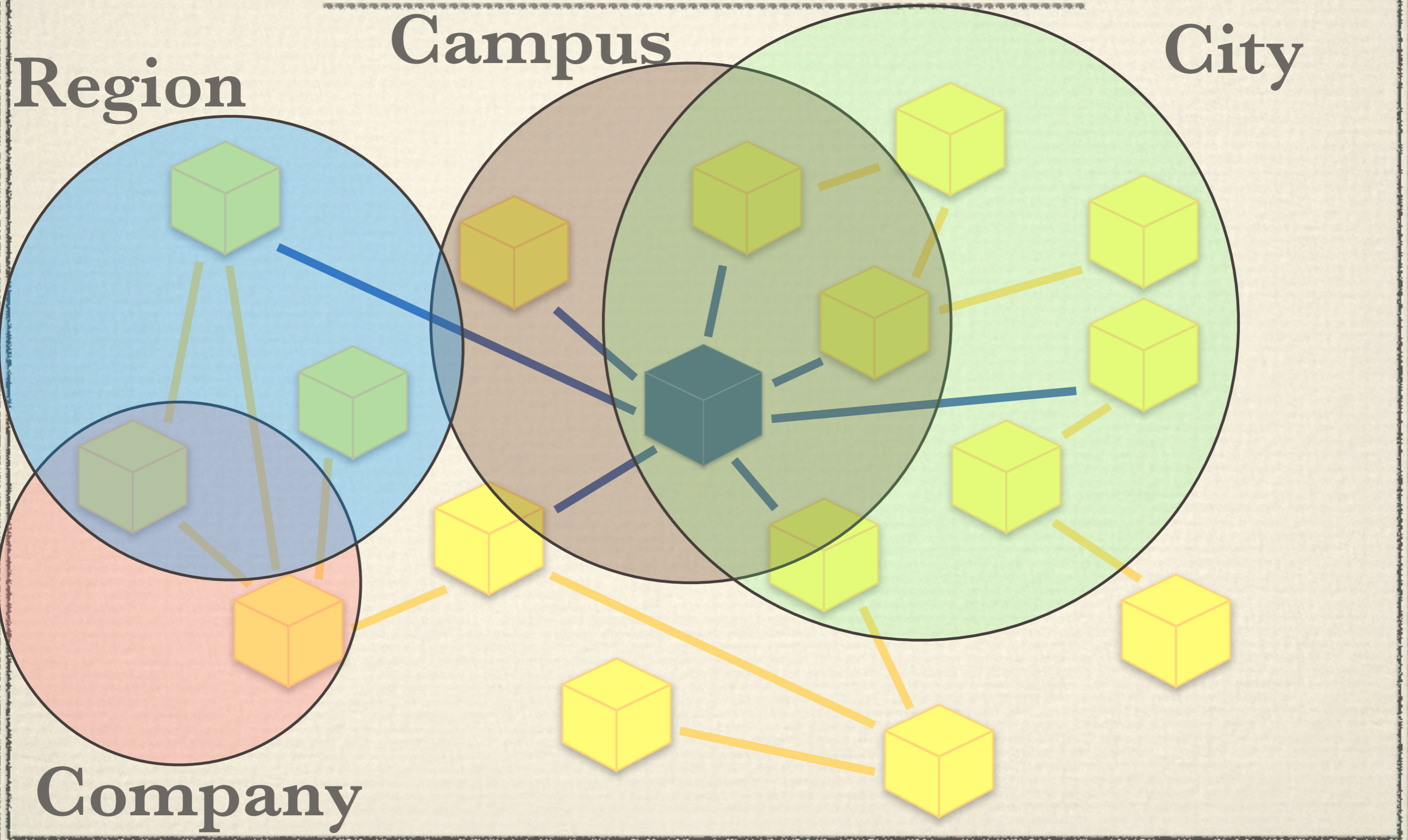
Region

Campus

City



Company



# Social Utility

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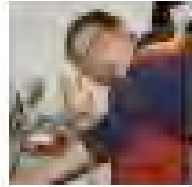
The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

**facebook**

Facebook is a **social utility** that **connects you** with the people around you.

(they really mean it)

# Real Social Interactions



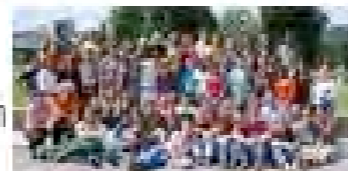
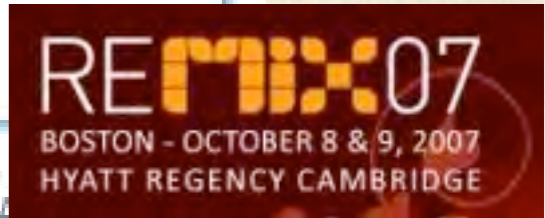
David Young asks:  
**Who should I invite to my wedding?**

October 12th 2007

- Jen Burton: jersey. he looks so good in a suit.
- Adora Cheung: the world wide web -- stream it live
- Tony Hsieh: facebook-dev
- Daniel C. Silverstein: Nobody. Elope!
- Gustavo Gallegos: If you invite James, don't let h a toast.

Answer

(255 characters)



Congress - Bundestag 2002-2003

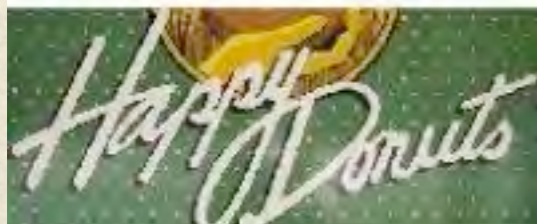
Size: 41 members  
Type: Student Groups - Abroad/Overseas Groups  
Network: Global



Facebook Developers Dallas  
Internet & Technology - Cyberculture  
Size: 38 members  
New: 3 More Members  
Profile updated on Friday

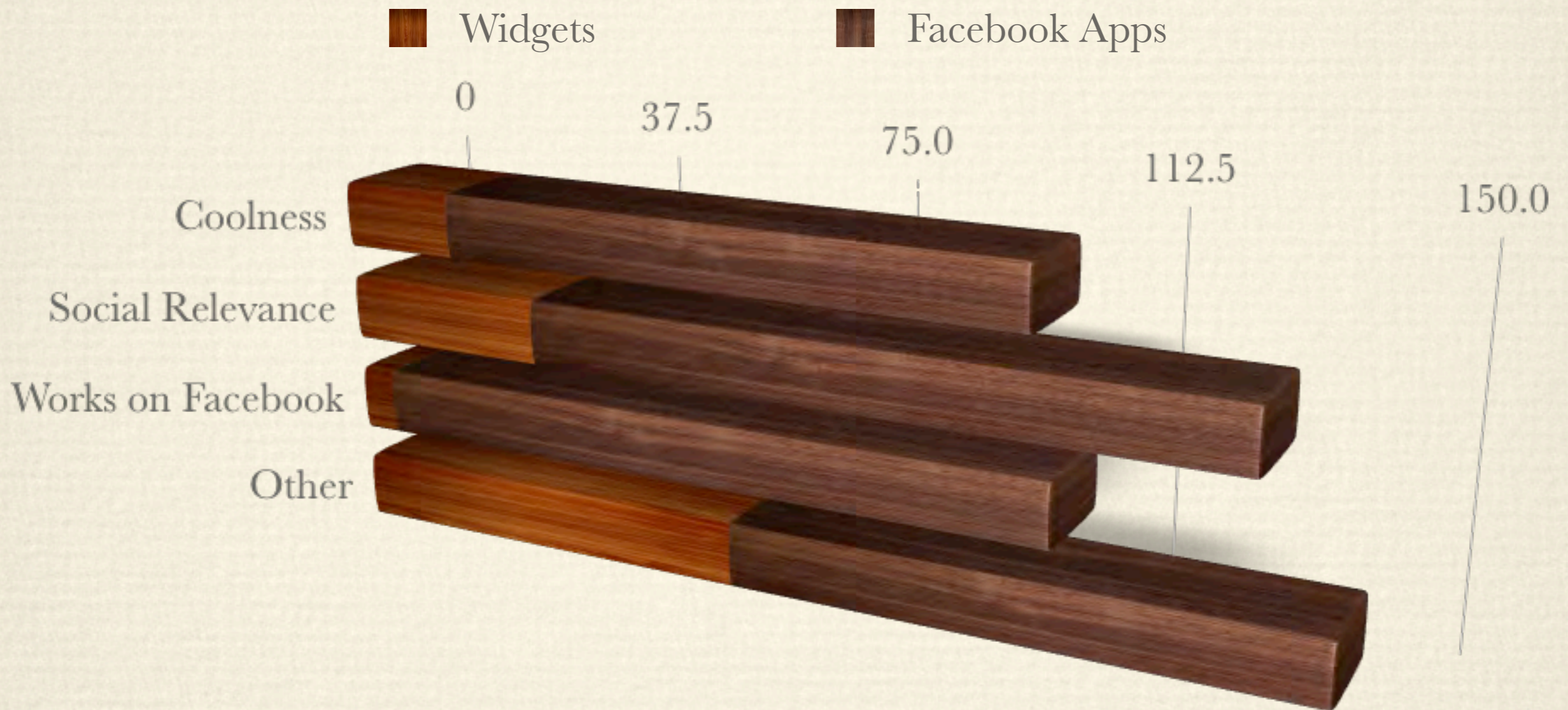


iPhoneDevCamp  
Internet & Technology - Mobile  
Size: 29 members



# Facebook and Widgets

# Unnecessary Chart



# So you have some widgets.

User customizes a widget

1. CREATE SLIDE SHOW    2. SAVE SLIDE SHOW    3. SHARE SLIDE SHOW

**Preset Designs:**

- Hearts
- Newspaper
- Night
- Flowers
- Steam
- HALLOWEEN
- PlasmaTV
- ROCK STAR
- DRIVE IN
- Swirl

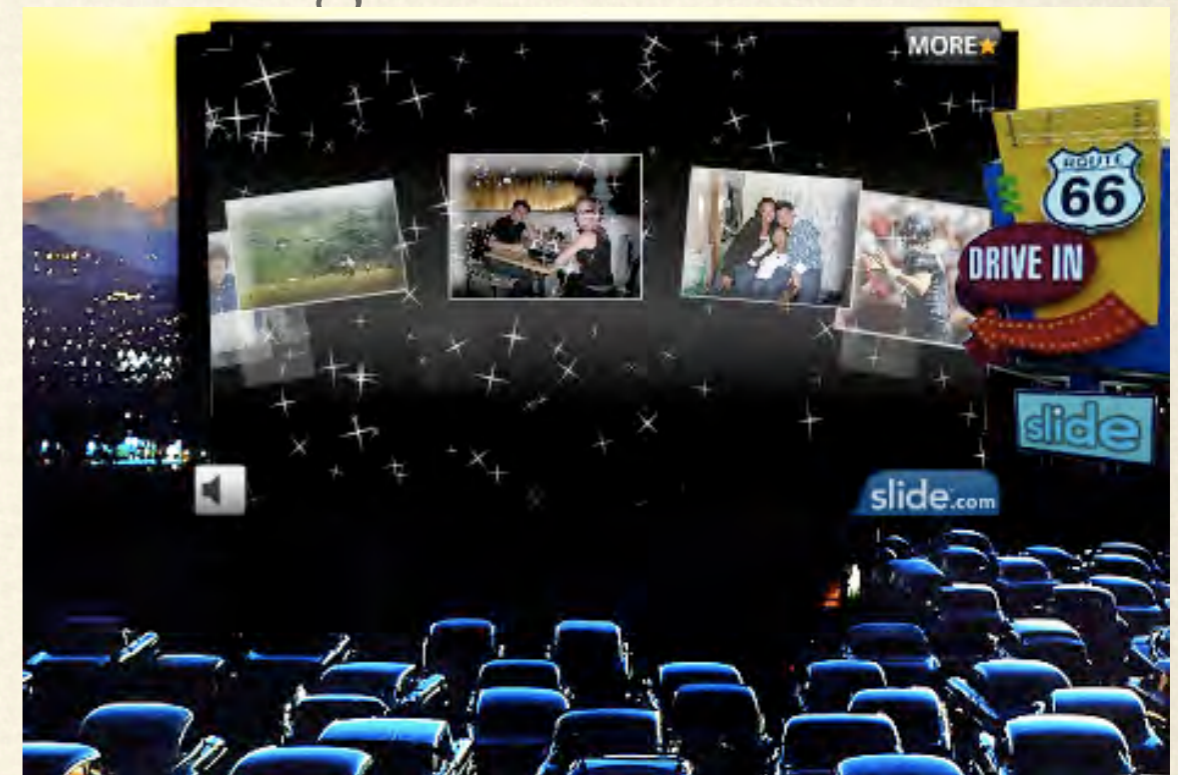
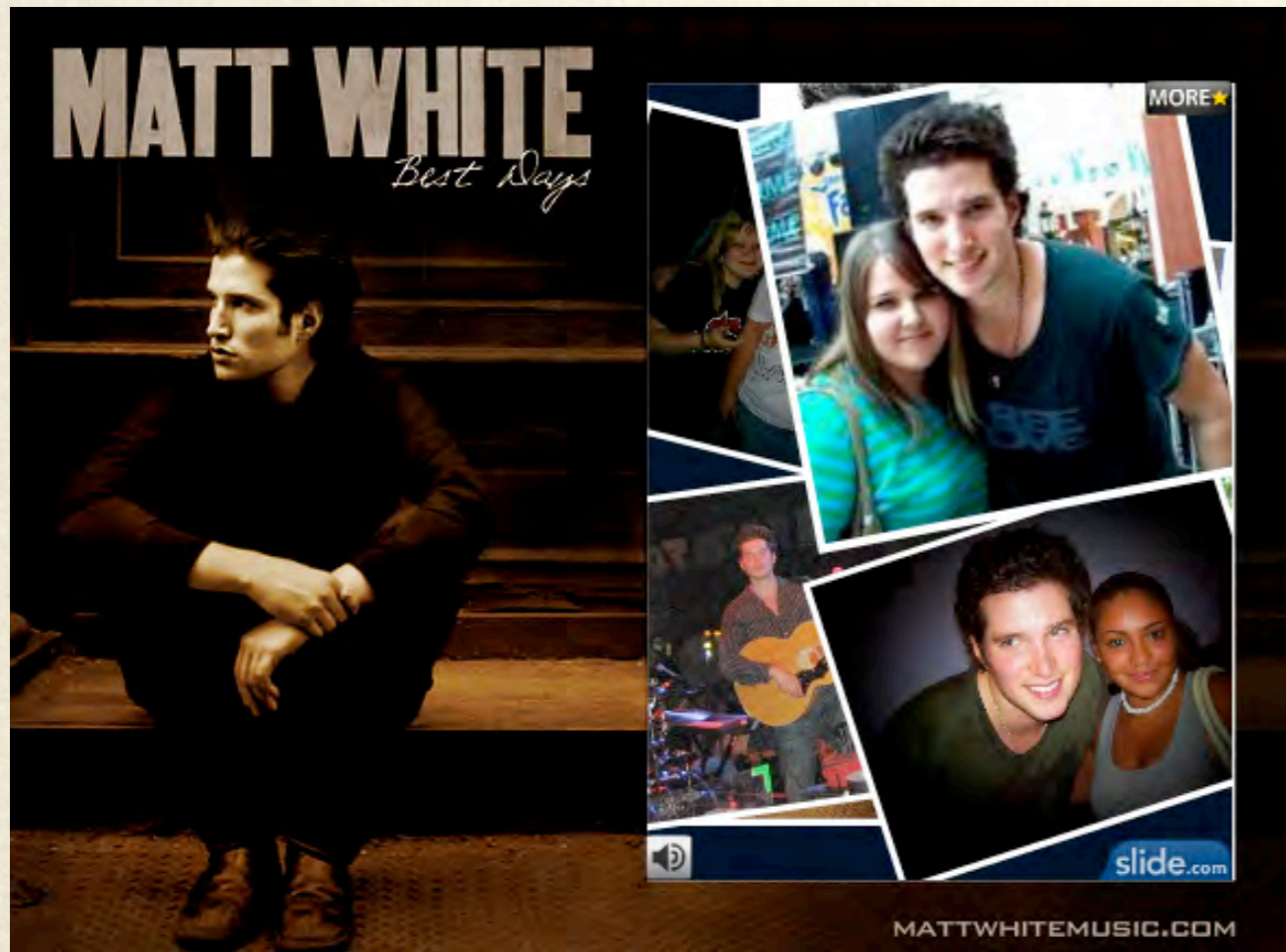
[view more](#)    [clear](#)

**SAVE**

Click 'SAVE' to get CODE

# So you have some widgets.

User embeds the widget



So you have some widgets.

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That's about it.

# “Let’s put a widget in Facebook!”

(brilliant!)


The screenshot displays the Slide.com website interface. At the top left, there is a profile picture of a person with a beard and the text "Add a Video" with "Add | Cancel" below it. To the right is the "slide" logo. The main content area features a video player showing three mobile phones: a black smartphone, a blue flip phone, and a silver flip phone. A large play button is overlaid on the video. Below the video is a blue "ADD" button. At the bottom, there are sections for "Add a Video" with a search bar and "Customize your Design" with three skin options labeled "Skins".

# “Let’s put a widget in Facebook!”

(brilliant!)

▼ Slide Shows ✕

Showing 1 of 3 See All



A slide show widget displaying a black and white photograph of a group of people sitting around a table in a restaurant or cafe. The photo is framed by a white border. In the top right corner of the photo, there is a 'MORE ★' link. In the bottom left corner, there is a speaker icon. Below the photo, there is a 'View and Comment | Share +' button.

View and Comment | Share +

▼ YouTube Skins ✕

Showing 1 of 5 See All



A YouTube skin widget displaying a video player with a custom skin. The video shows a woman in a blue dress standing in a room with a colorful, abstract background. The video player has a progress bar at the bottom, showing 03:00. There are also volume and menu icons. Below the video player, there is a 'Share +' button.

Share +

“Let’s put a widget in Facebook!”

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Not brilliant.

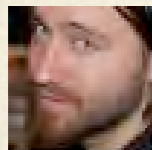
# Evolution of an idea

(and on the 6th day, Max created FunWall)

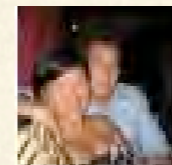
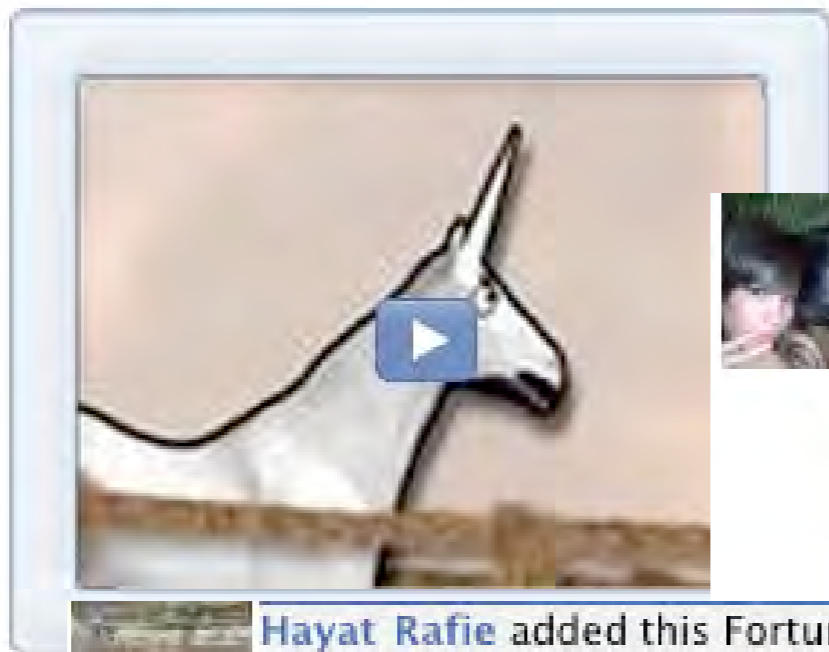


# Evolution of an idea

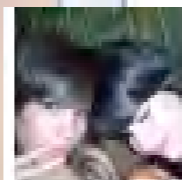
(on the 7th day, Max posted on my FunWall)



**Scott Banister** added this Video  
October 05 12:46pm  
Strangely funny.



**Kevin Freedman** added this Video  
October 08 7:23pm



**Karina Stephanie Garcia Tueme** added this Photo  
October 15 7:37pm



**Hayat Rafie** added this Fortune  
October 11 7:58am



gc

[Write on Hayat's FunWall](#) - [Wall-to-Wall](#) - [Delete](#)

[inWall](#) - [Wall-to-Wall](#) - [Delete](#)

[Forward](#) - [Write on Tony's FunWall](#) - [Wall-to-Wall](#) - [Delete](#)

# FunWall

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They're widgets.

In Facebook.

That Work.

(omg)

“Porting” doesn’t work

(your mileage may vary)

# Sometimes widgets work

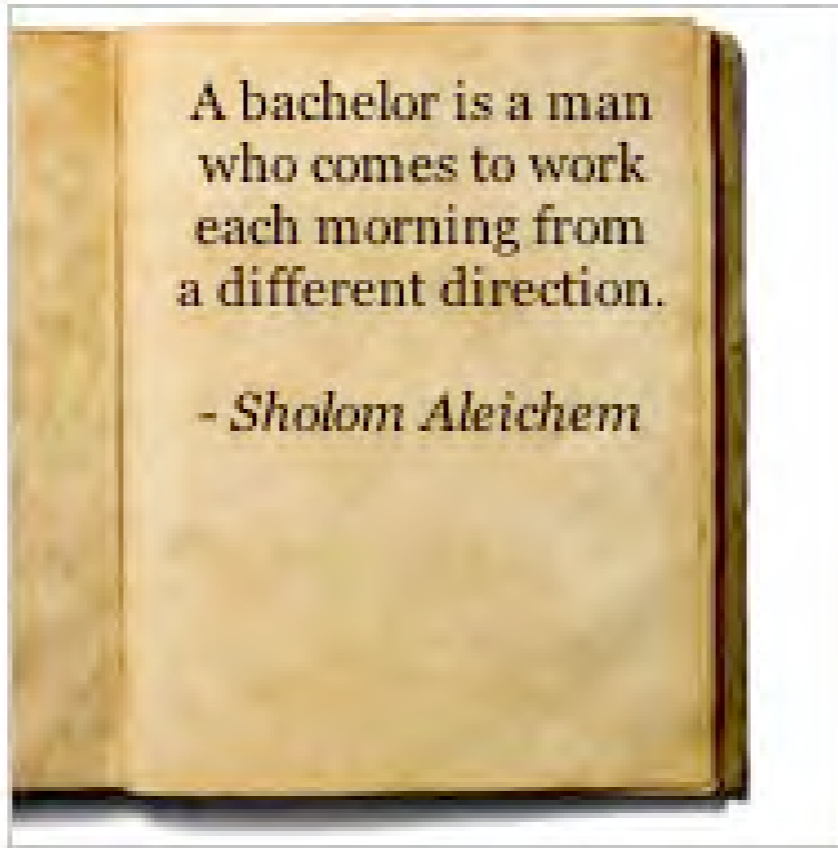
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# Sometimes widgets work

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▼ Famous Quotes X



A bachelor is a man  
who comes to work  
each morning from  
a different direction.

- *Sholom Aleichem*

Get a new quote!

(but not really)

# Widgets on Facebook

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Facebook users use Facebook differently

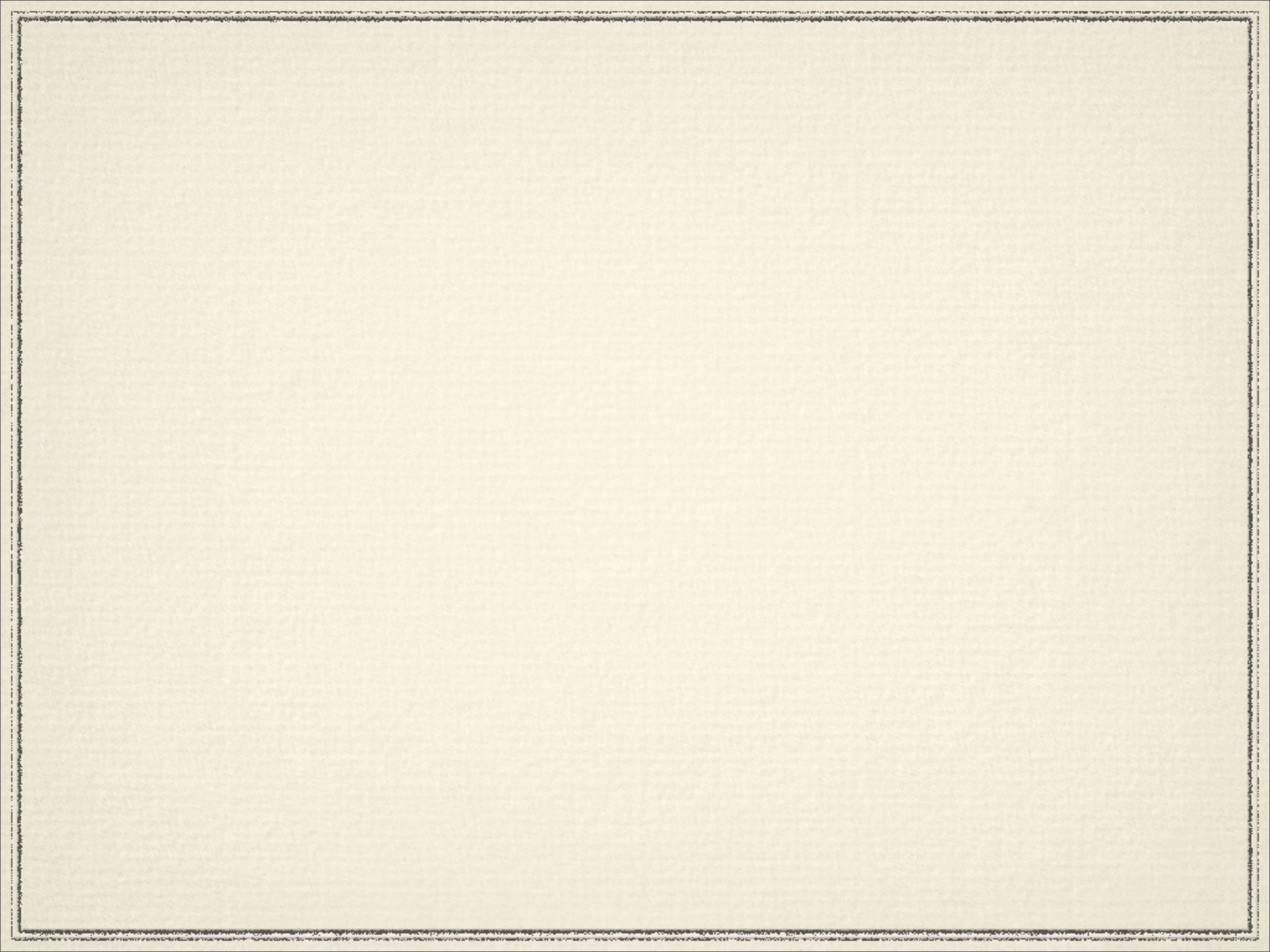
Many “views” available to a Facebook app

# Widgets on Facebook

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# Integrating into Facebook



# Why are you awesome?



## Why are you awesome?

by R. Tyler Ballance

Share +



"Why are you awesome?" is a quick and easy way to tell all your friends why you think you're awesome! Approve and disapprove of your friends' reasons for their awesomeness too!

Owl == AWESOME

# Post-Install

Owl



Home | About | Invite your friends!

Call to action



 Why are you awesome?

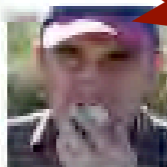
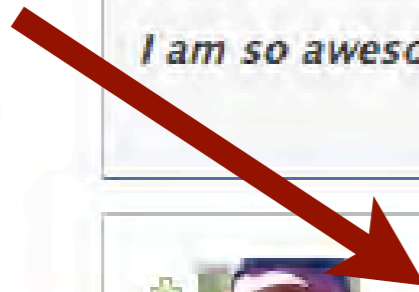
Hey R. Tyler, why are you so awesome?

I'm in Sunnyvale, and not vomiting yet.

*I am so awesome because:*

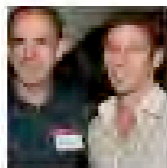
Update my awesome status

Social context



**Zachary Allia is awesome because:** I am a facebook legend

(1 people agree, 0 people disagree)



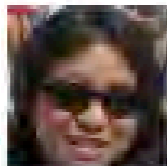
**Keith Rabois is awesome because:** Because I know Tyler :)

(1 people agree, 0 people disagree)



**David Young is awesome because:** I write mad code and I can make duck a l'orange.

(1 people agree, 0 people disagree)



**Adora Cheung is awesome because:** ur momma baked me some cookies

(0 people agree, 0 people disagree)



# Changin' State

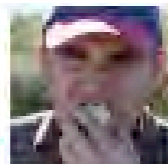
[Home](#) | [About](#) | [Invite your friends!](#)

 **Why are you awesome?**

**Hoorah! You've updated your awesome status!**

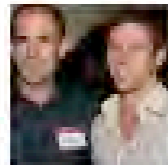
Hey R. Tyler, why are you so awesome?

*I am so awesome because:* I can create mega-awesome presentations. [\[update\]](#)  
(0 people agree, 0 people disagree)



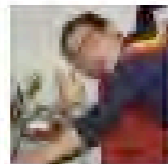
**Zachary Allia is awesome because:** I am a facebook legend

(1 people agree, 0 people disagree)



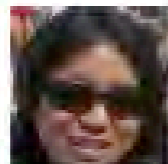
**Keith Rabois is awesome because:** Because I know Tyler :)

(1 people agree, 0 people disagree)



**David Young is awesome because:** I write mad code and I can make duck a l'orange.

(1 people agree, 0 people disagree)



**Adora Cheung is awesome because:** ur momma baked me some cookies

(0 people agree, 0 people disagree)



# Notify. Rinse. Repeat.

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Keith Rabois just updated his awesomeness! Why do you think you're awesome? 11:51pm



David Young just updated his awesomeness! Why do you think you're awesome? 11:17pm



Adora Cheung just updated his awesomeness! Why do you think you're awesome? 8:12pm



# IN UR PROFILE

## ▼ Mini-Feed

Displaying 10 stories.

[See All](#)

Today

 R. Tyler thinks that he is pretty awesome! 4:25am 

[Why do you think you're awesome?](#)

 R. Tyler wrote on the wall for the event REMIX 07 Boston. 3:55am 

 R. Tyler plans to attend REMIX 07 Boston. 3:54am 

 R. Tyler has updated his mood in Top Friends! 2:26am 

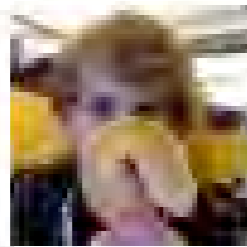


R. Tyler feels Dizzy. How are you feeling?

# IN UR PROFILE

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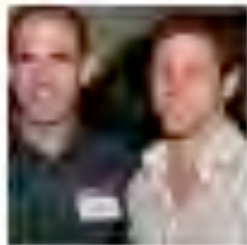
▼ Why are you awesome? ✕



R. Tyler Ballance is awesome because: **I can create mega-awesome presentations.**

# IN UR PROFILE

## ▼ Why are you awesome?



Keith Rabois is awesome because: **I get paid for playing with FB apps all day.**

**Yeah Keith is pretty awesome, thanks for voting!**

Now tell your friends why YOU are awesome!

# Building on Facebook

FBML

# FBML Pros

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More “native” look and feel for Facebook

Loads about as fast as Facebook

# FBML Cons

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## **FBBYB**

(Facebook's bugs become your bugs)

(and users will always blame you)

`<fb:name/>`

`<fb:iframe/>`

`<fb:ref/>`

For example

Position: Angry Young Man

Slideshows



Showing 2 of 3

[See All](#)



# Slide Shows

## News Feed

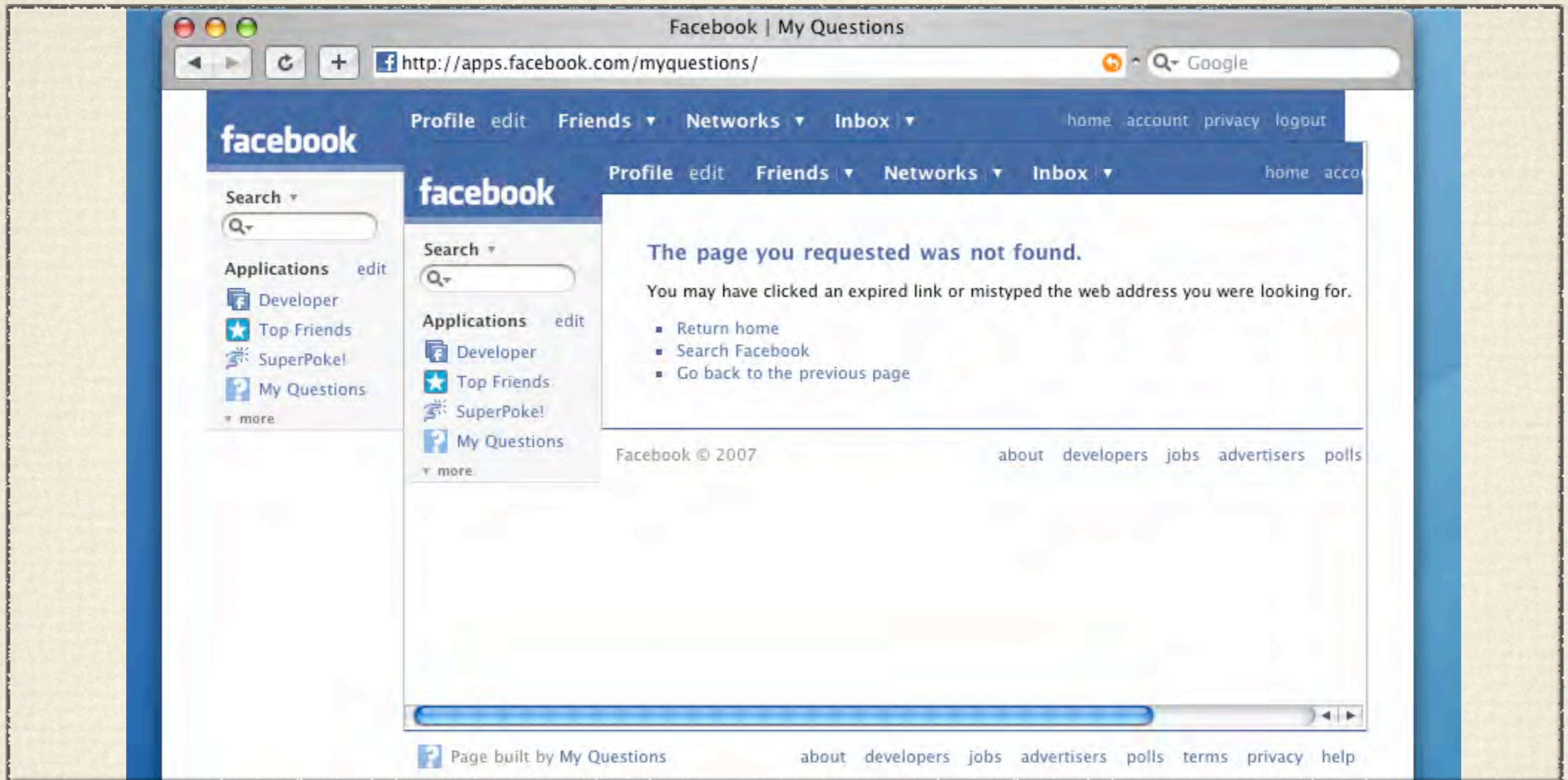
Preferences

★ Hans Anderson has sent Michel CouqsÃ© a drink in Top Friends!



Hans sent Michel CouqsÃ© a Green Tea

# Top Friends



# My Questions

# IFrame/HTML

# IFrame Pros

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You have near absolute control

Easier to port existing web applications

(Javascript, Flash, or ActiveX (ew) )

You are only constrained by space,  
and the Terms of Service.

# IFrame Cons

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You **must** call the Facebook API  
(lots)

You don't have access to FBML controls

If done wrong, user experience can suffer

For example



# My Questions



### My Top Friends

I'm awkward



Setting

- Edit
- My Stuff
- Top Friends Network
- FunWall
- Cool Apps

Start typing your friend's name:  
or click on a friend's photo!

- Dav|
- Dave McClure
- David Moyer
- Dave Morin
- David Young
- Davinder Singh
- Dave Steinberg
- David Kelso

If you can't find so  
it could be because  
changed their defa

1 2



Jared Mo Professo Keng Dav Dennis R Huey Kwi Allan Hs Will Liu Jonathan Gustavo N

# Top Friends

# General Tips

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Pick what you're comfortable with.  
What you can ship with the fastest.

# General Tips

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Figure out how your users interact with each other through your application.

# General Tips

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Don't take things so seriously.

Questions?