

thethreeWords
thethreeWords

.com

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About this site

thethreeWords is a social networking website for creative writing created and owned by a university student who is doing Bachelor of Multimedia Studies. The purpose of this site is to offer a whole new experience and concept of interactivity, while also provide an online community for people who share the same interest; short story writing and reading. thethreeWords is unique; the feature offered is nothing like any other online blogs previously invented for writers. In here, writers are expected to post a short story once in a month, given three words each month picked randomly or based on current issues as the key words for writers to write about or simply just include those words in their story. This is to encourage writers to challenge their potential so they can reach the next level of creativity in writing – to think outside the box.

Readers are also encouraged to take part by rating the stories and leaving comments on the story page. thethreeWords readers' role in rating the story is essential to determine the rank of the writers and their popularity status among this online community. Writers' popularity will be vary based on the result of the rating whether it be New user, Blogger, Amateur, Freelancer, Author or Most Awarded. The rank is determined by the score each writer earns each month for their story, while the popularity status is determined by the amount of times they make it into the top 15 ranks. The more they make it to the top 15, the higher their popularity status becomes. The writer who comes first will be awarded as The Story of the Month.

Rating system

ThethreeWords uses five stars rating system. Each star has an allocated score. A three stars rating means the story is average (OK) and receives 0 point, while five stars is worth +2 and one star is worth -2. The score will then be added up and divided by the number of votes which will determine the quality of the story. The story that scores the most will be ranked higher than the other stories.

This is how the five stars rating system looks like:



thethreeWords audience

To achieve the intended outcomes of this website it is important to define the audience. It is the target audience that will determine the concept, look and feel of the website. thethreeWords is targeting young writers and reader aged 16 – 25 to be a part of this online community, their fresh and original ideas will be the heart of this online social community.

thethreeWords design and interface

thethreeWords website concept design is defined as simple and minimalist. It contains plain white background and was kept to two main colours – black and blue. The purpose of this particular design is to make the website easy to read and navigate, and because this is a creative writing website, people are not meant to be distracted by unnecessary materials such as pattern, graphic or illustration. The overall look and feel of the website is design to be funky and youthful, conveyed by



the design elements such as logo, chosen font type and colours, profile icon design and colours, stars colours and material placement on the page.

The interface is created to be easy to use, assuming users might not be familiar with this kind of online activity. The rank table is designed to provide as much information as possible without overwhelming the users with too much information. On the table, story title, writer's icon and name, story genre, writer's popularity status and rating appear in one single line. The first five lines of the story appear as an expandable table when the title is clicked while the full story comes up as a separate page if the link to the full story that is provided on the expandable table is clicked.\

Below is the look of the main page of the website:



**#1's
of the Month**

Mar [this could be you!](#)

Feb [Pieces of my Mind](#)

Jan [Man and Moon](#)

thethreeWords

the three words

This Month

Vodka Soup Veterinary

writer's login

Username

Password

[sign up](#)

Read me first

#1	The Letter 'S'	Nia H (Most Awarded)	Comedy	'i like'	★★★★★
#2	As the Clouds Marched on	Arctor117 (Author)	Horror	'ok'	★★★★★
#3	Tale of the Steel City	WoodenOx (Amateur)	Romance	'brilliant'	★★★★★
#4	Paris	Peter F (Author)	Comedy	'so so'	★★★★★
<p>Paris, August, 12th 2005. "Le Montmartre Hotel" room thirty-six, third floor of this astonishing pale-white Romanesque building. The sun had just risen and so had I. The French life got me first in the morning; some strong nice odour woke me up. It was the fragrance of fresh baquettes from the bakery opposite the road. The room was so lifeless but this scent filled my space from corner to corner. The light blue colour of the walls was making a continuous pattern with the sky.</p>					
#5	Tale of the Steel City	WoodenOx (Amateur)	Romance	'brilliant'	★★★★★
#6	As the Clouds Marched on	Arctor117 (Amateur)	Horror	'ok'	★★★★★
#7	The Letter 'S'	Nia H (Most Awarded)	Comedy	'i like'	★★★★★
#8	As the Clouds Marched on	Arctor117 (Freelance)	Horror	'ok'	★★★★★
#9	Tale of the Steel City	WoodenOx (Blogger)	Romance	'brilliant'	★★★★★
#10	The Letter 'S'	Peter F (Author)	Comedy	'bad'	★☆☆☆☆
#11	Tale of the Steel City	WoodenOx (New User)	Romance	'brilliant'	★★★★★
#12	As the Clouds Marched on	Arctor117 (Freelance)	Horror	'ok'	★★★★★
#13	Tale of the Steel City	WoodenOx (Amateur)	Romance	'brilliant'	★★★★★
#14	The Letter 'S'	Nia H (Most Awarded)	Comedy	'i like'	★★★★★



To check the prototype visit www.thethreewords.com

Other features

Writers and readers are required to register, create a user name and password. The reason why readers have to register is to easily make sure that a person will not rate a story more than once although people do not have to register just to read stories.



Each user will have a profile page contains their profile photo, personal details, popularity status, and a list of stories they posted including the rating for each story if any. A forum is also provided on the website for users to hold a discussion between users about short story writing techniques and latest book releases, or any other writing and reading related topics. The main objective for the implementation of the forum is to maintain a high return rate to the website, this will in-turn create a higher user involvement.

Innovative and interactive

thethreeWords is innovative refers to the fact that it offers some unique features such as three key words, monthly award for the story of the month and ranking system that includes top 15 and popularity status. Moreover, this site is interactive for both writers. Writers get to create and submit their stories to be viewed online, commented and rated. Readers get to rank and comment on the stories and to vote which then will determine the rank. Both writers and readers can also communicate through the forum.

Who we are

thethreeWords is a social networking website solely owned and run by Rizdania Herlendita. Rizdania is a university student doing Bachelor of Multimedia Studies who is using this project to further develop skills in designing, developing and running a social networking website. Her interest in reading and writing is what has brought the whole idea of developing and running this website together. She personally finds the



lack of community between current blogging websites that mostly offer similar features where the activities only consist of posting and commenting. Hence she created this website, intended to create a unique and innovative online community for young people who share the same interest by also providing a fun and communicative online social environment at the same time.



Evaluation

Based on a research previously conducted, it appears that thethreeWords has a unique concept that has never been seen or invented before for creative writing networking. Apart from online blogs, there are many other websites for creative writing, some have the same style with thethreeWords. Although each of them has different theme, look and feel of the website, almost all of them offer the same features. There is Redbubble, a social networking website offering an online community for art, clothing and creative writing. The writing section consists of a main page that contains a list of featured stories, featured – recent – most popular sections, and author's profile page that contains a list of their stories, groups they joined, their favourite (stories and authors), watchlist, and comments on the story pages. All the features mentioned earlier are so common in the world of networking or online creative writing. An author interacts with other authors as well as readers through the provided application – groups, favourites, and comments, and that is pretty much all about its interactivity.

That is what makes thethreeWords is unique and innovative as a new social networking website. It requires writers to post their short story every month and readers to rate stories also every month as to being in a writing competition, where readers play as judges and best story will be awarded every month as the story of the month. This means, the interaction of this online community does not stop after writer posts their story and reader rates and comments on stories, however it will



keep running as one interactive activity leads to another, conducted regularly every month for a year period.

Readability

As thethreeWords is a creative writing website, it is critical to make the website easy to read so it will effectively meet its purposes, thus after doing some research, Verdana 10pts was believed to be the most appropriate as it is the most preferred type face (Bernard, 2003). Besides, it also matches the style, look and feel of the website. Limiting the text colour is another factor that makes it readable. The colour is black for the body font on every pages which will be so easy to read, and blue for the heading, this to match the logo and theme of the website, and the overall design.

Usability

In terms of the usability, thethreeWords are also designed to be easy to use even for those who are new in online networking. There will be no menu on the main page however any needed information is provided and easy to find. For example, the information on how to play will pop up if the user hover on the red "Read Me First" text in which they certainly will because the text stands out as it comes in red, different font type and bigger size, thus user will and try to click it. The expandable table will also be easy to find as the story title is underlined so it looks like a link to lead to the full story and people will click it. Although the expandable table only contains the first five lines of the story, there will be a link that can be found at the



bottom of the expandable table, leads to the story page where then people can read the full story and rate it.

In conclusion, providing all the features and a unique concept I believe thethreeWords will successfully meet its purposes and intended outcomes as well as its audiences' social needs once it is launched. It definitely will become more alive when people sign up, have their profile page with their profile photo uploaded and stories posted.

Marking criteria

***Design** – What do you think about the overall design of the website and the logo*

5. Excellent. Very original, appealing, and suitable for the target audience.

4. Good. I like it.

3. Average. It could be improved.

2. Bad. It needs a lot of improvements.

1. I hate it.

***Innovation** – Do you find this website innovative?*

5. Very innovative. Never seen other creative writing website offers the same features.

4. Yes. It is innovative.

3. It is innovative however I have seen other creative writing website offers some similar features

2. Not really. The overall idea is pretty common.

1. Not at all.

***Interactivity** – Do you find this website interactive?*

5. Definitely. It enables its users to hold many interactive activities.

4. Yes. I find it quite interactive.

3. Some of the features are interactive while others do not meet the criteria.

2. Not really. The features are lacking interactivity.

1. Not at all. This is not an interactive website.

Usability – Do you find it easy to find the information and follow the navigation?

5. Very easy. The information and navigation is very clear.

4. Yes. it is easy to find the information and follow the navigation.

3. The information is easy to find, the navigation is not easy to follow.

2. Mostly, both of them are not clear enough.

1. I got lost and confused.

Concept – Do you find the concept of this website meets the concept of the course (Innovative and interactive social networking)?

5. It definitely does.

4. Yes, it meets most of it.

3. Some part does, some part does not.

2. It would if some amendments applied.

1. It fails to meet the criteria.



References

Redbubble.com, 2008, *RedBubble*, viewed by 11 February 2008,

<http://www.redbubble.com>

Bernard, ML 2008, 'Criteria for Optimal Web Design', *Software Usability Research Laboratory*, viewed by 11 February 2008,

<http://www.psychology.wichita.edu/optimalweb/text.htm>