

Facebook mobile platform

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Velocity China, Dec 7th, 2011, Beijing

“We are a platform company”

- >7 million websites / applications connected to Facebook
- >20 million new application installed every day
- Billion-dollar companies built success on top of the platform

“We are a platform company”

- >7 million websites / applications connected to Facebook
- >20 million new application installed every day
- Social distribution is the key
 - Request
 - Newsfeed stories

1 Request



Josh Constine

Here is a Bear In A Box for you! I hope you like it! Would you help me out by sending a free gift back?



from Pet Society

Block Pet Society · Ignore All Invites From Josh

New Wording

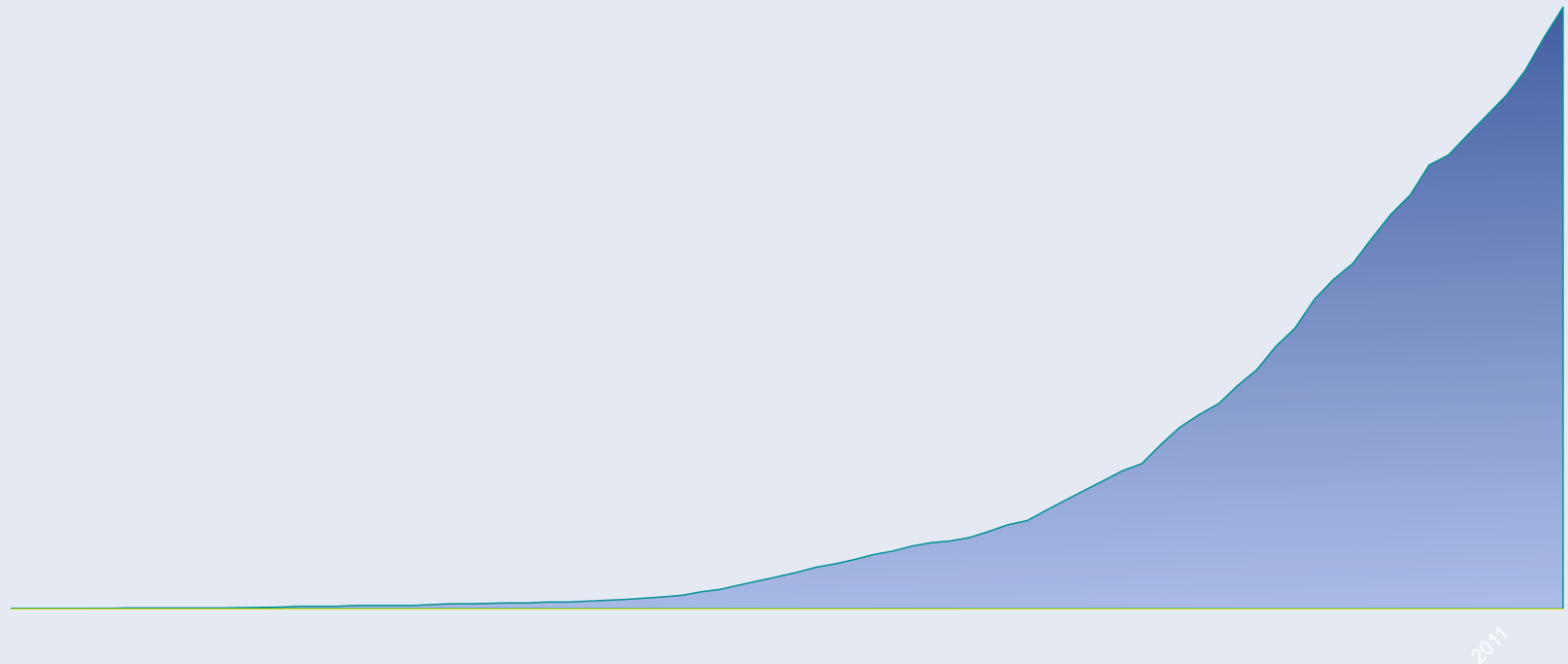


popwan.com

Accept and Play

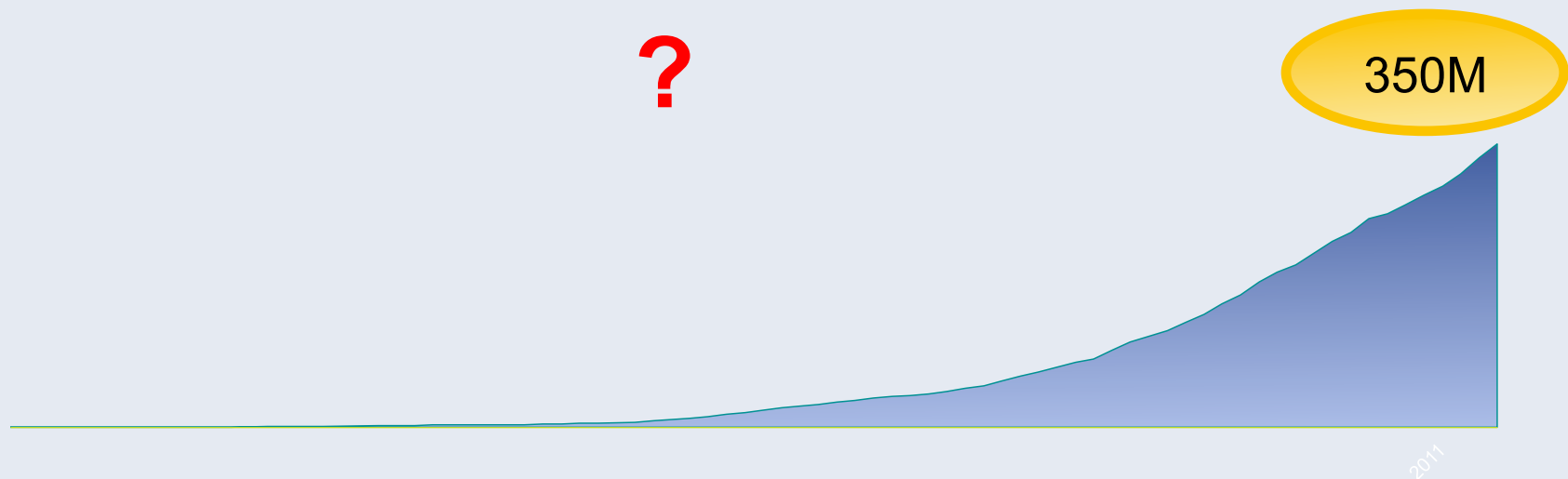
“We are a mobile company”

- Lots of growth
- Twice as engaged



Bring social distribution to mobile?

- >7 million websites / applications connected to Facebook
- >20 million new application installed every day



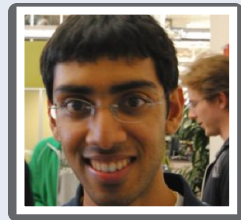
The social channels

Social channels in Facebook mobile

- Friend Requests
- News Feed
- Open Graph

Requests

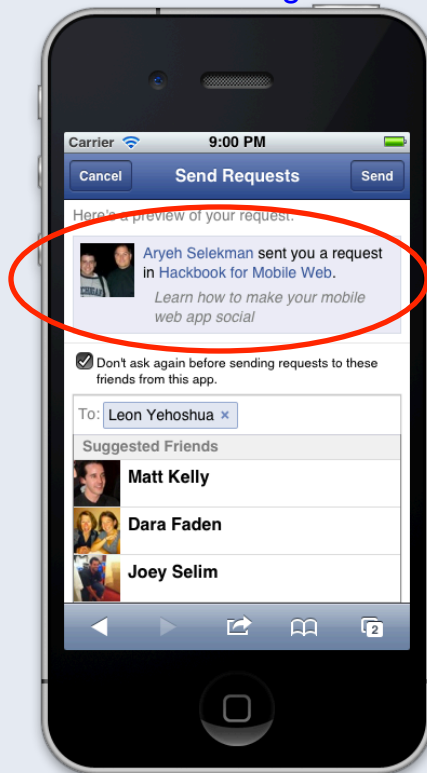
User to user direct messaging



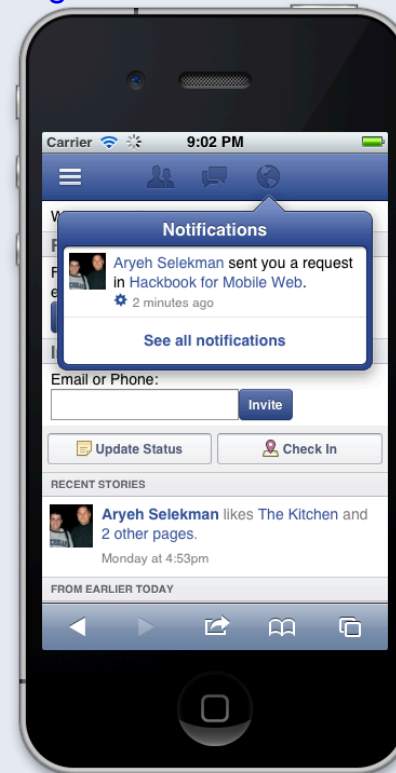
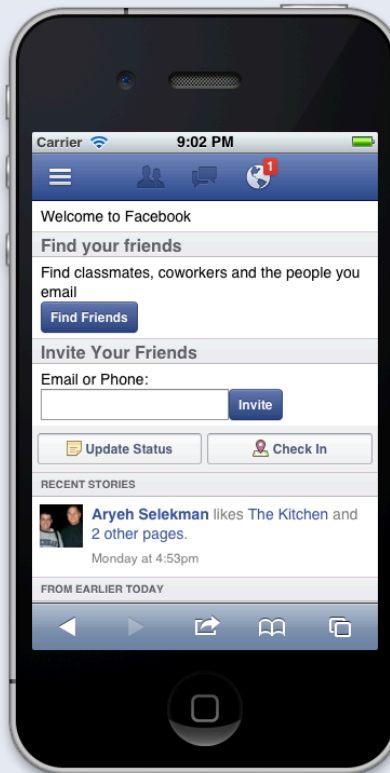
Requests

User experience

Sending



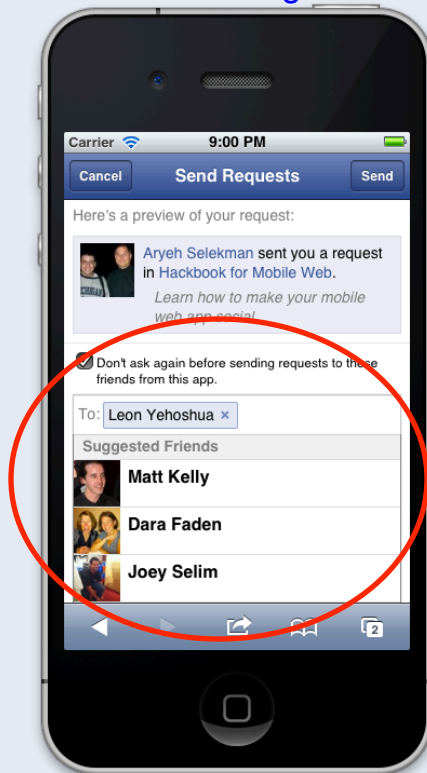
Receiving



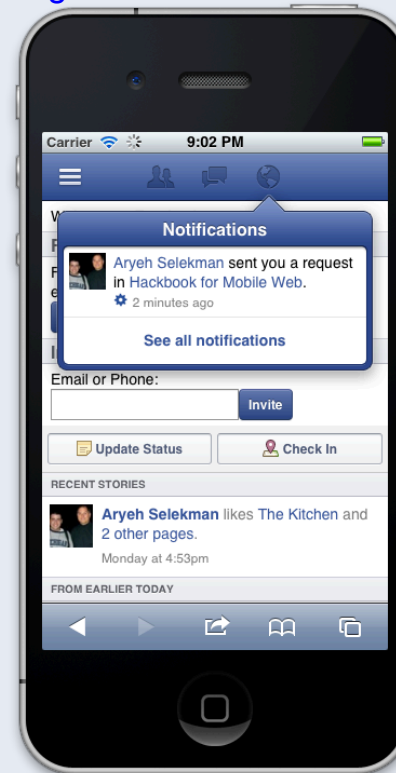
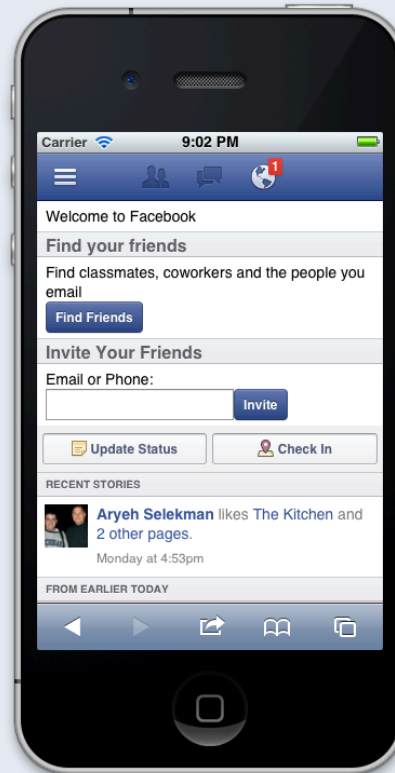
Requests

User experience

Sending



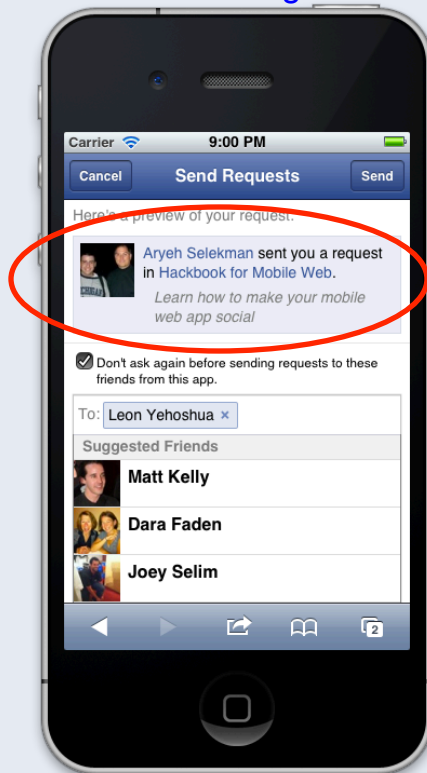
Receiving



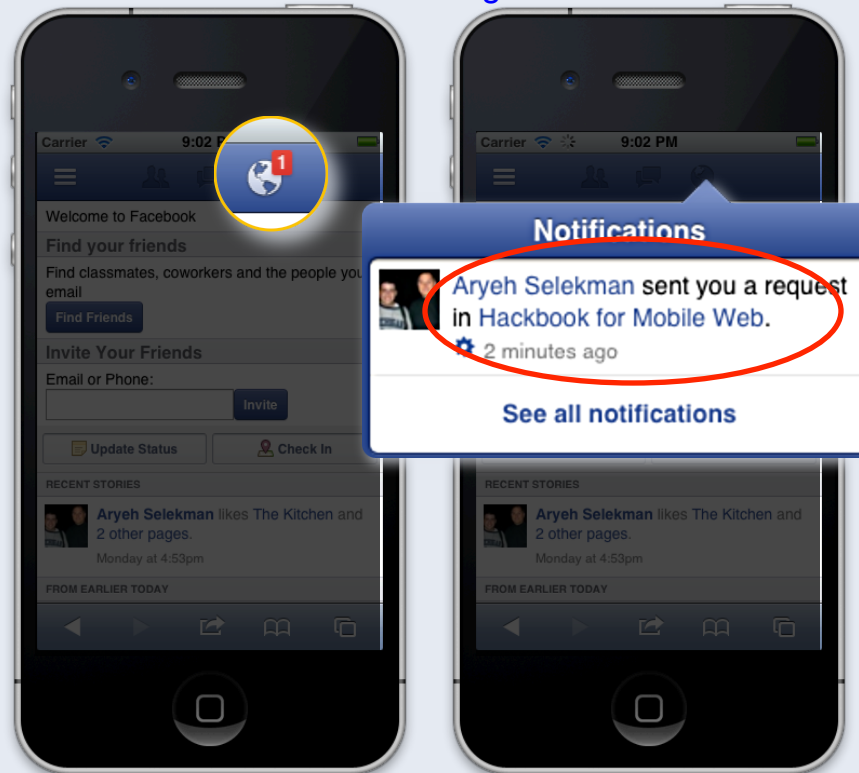
Requests

User experience

Sending



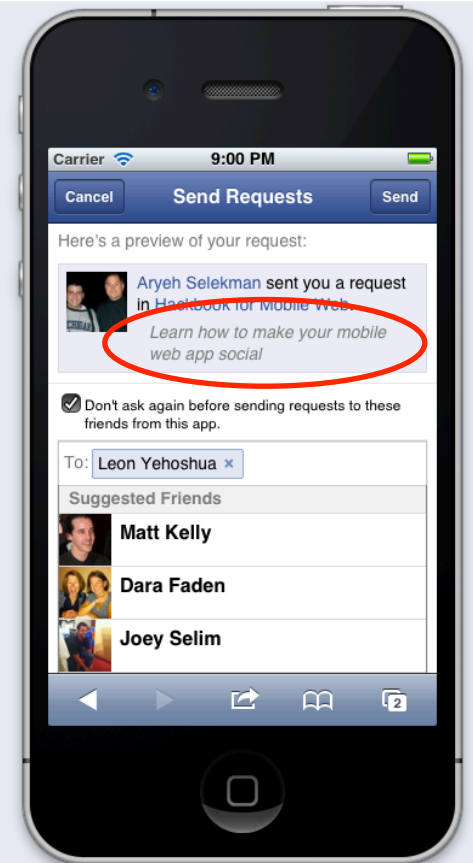
Receiving



Requests

Interface

```
FB.ui({  
  method: 'apprequests',  
  message: 'Learn how to make your mobile web app social'  
}, function(response) {  
  console.log('sendRequest UI response: ', response);  
});
```



Requests

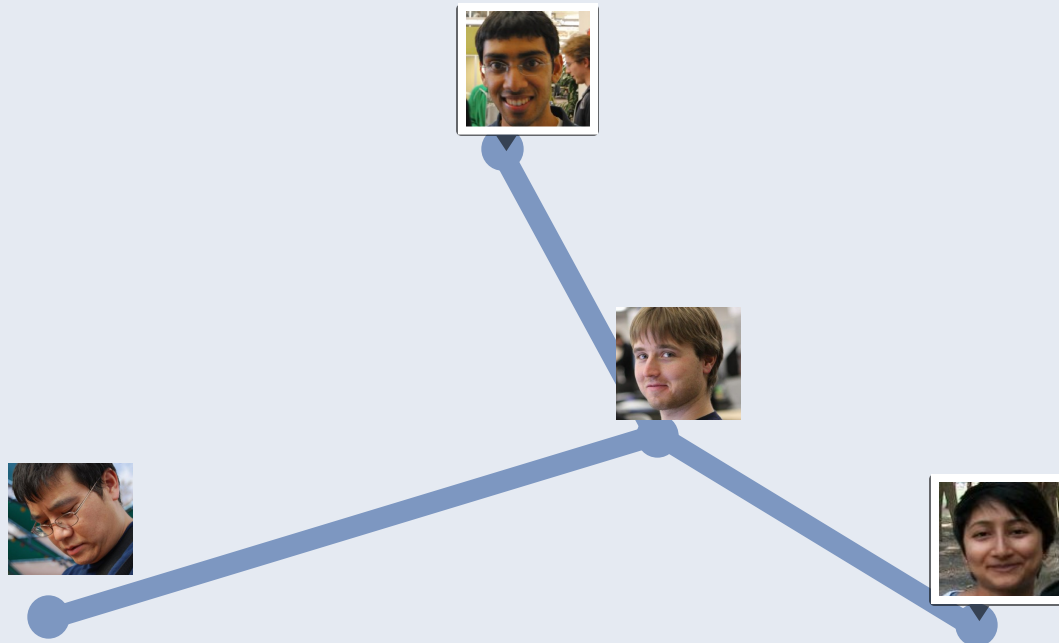
Interface options

suggestions: array of friend IDs

to: a single UID

News Feed

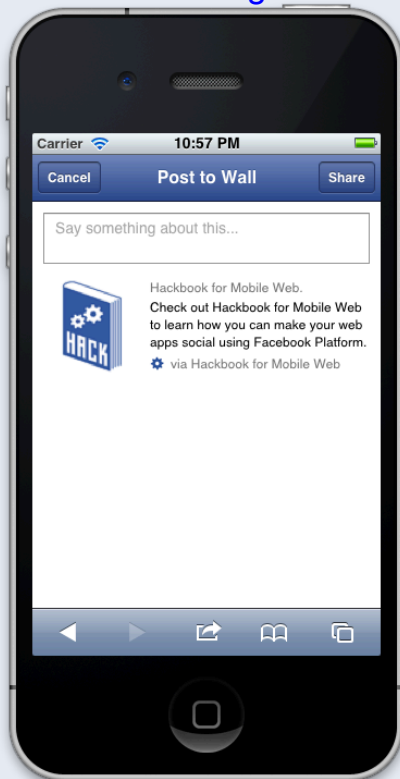
One to many sharing with friends



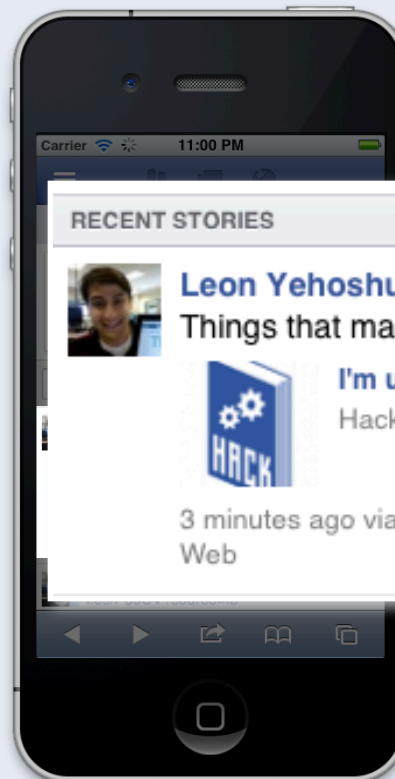
News Feed

User experience

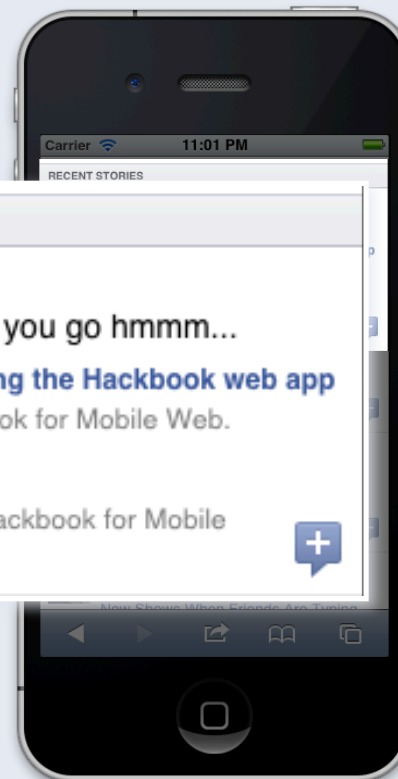
Posting



View on Wall



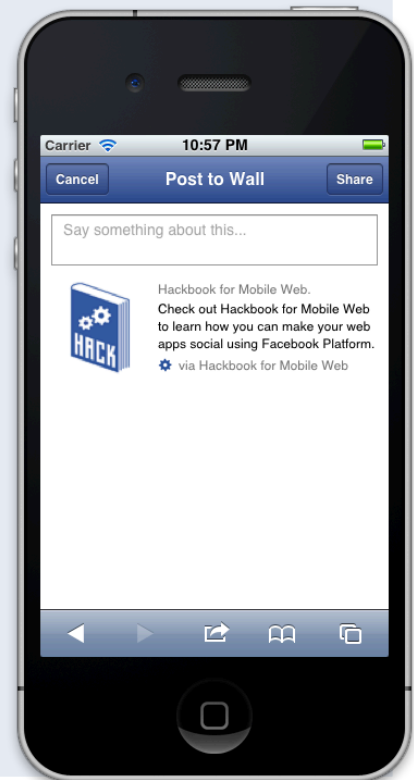
View on News Feed



News Feed

Interface

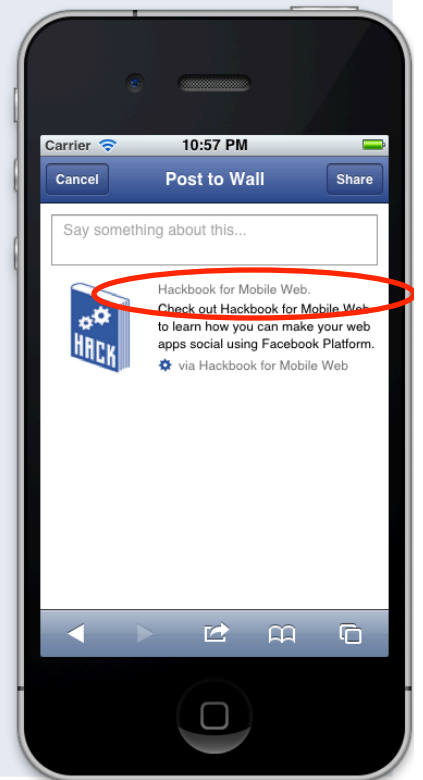
```
FB.ui({  
  method: 'feed',  
  name: 'I\'m using the Hackbook web app',  
  caption: 'Hackbook for Mobile Web.',  
  description: 'Check out Hackbook for Mobile Web to learn how you can  
make your web apps social using Facebook Platform.',  
  link: 'http://apps.facebook.com/mobile-start/',  
  picture: 'http://www.facebookmobileweb.com/hackbook/img/  
facebook_icon_large.png',  
  actions: [{ name: 'Get Started',  
              link: 'http://apps.facebook.com/mobile-start/' }],  
},  
function(response) {  
  console.log('publishStory UI response: ', response);  
});
```



News Feed

Interface

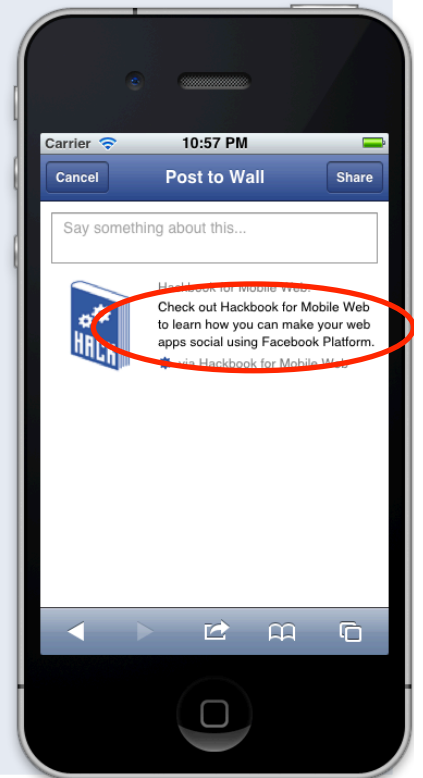
```
FB.ui({
  method: 'feed',
  name: 'I\'m using the Hackbook web app',
  caption: 'Hackbook for Mobile Web.',
  description: 'Check out Hackbook for Mobile Web to learn how you can
make your web apps social using Facebook Platform.',
  link: 'http://apps.facebook.com/mobile-start/',
  picture: 'http://www.facebookmobileweb.com/hackbook/img/
facebook_icon_large.png',
  actions: [{ name: 'Get Started',
               link: 'http://apps.facebook.com/mobile-start/' }],
},
function(response) {
  console.log('publishStory UI response: ', response);
});
```



News Feed

Interface

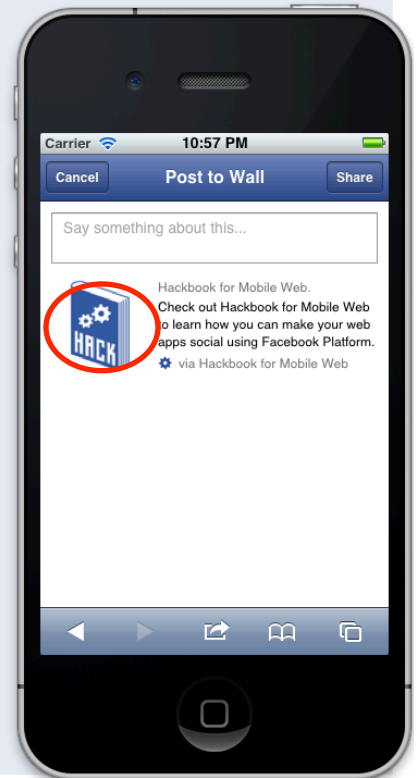
```
FB.ui({
  method: 'feed',
  name: 'I\'m using the Hackbook web app',
  caption: 'Hackbook for Mobile Web.',
  description: 'Check out Hackbook for Mobile Web to learn how you
can make your web apps social using Facebook Platform.',
  link: 'http://apps.facebook.com/mobile-start/',
  picture: 'http://www.facebookmobileweb.com/hackbook/img/
facebook_icon_large.png',
  actions: [{ name: 'Get Started',
               link: 'http://apps.facebook.com/mobile-start/' }],
},
function(response) {
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});
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News Feed

Interface

```
FB.ui({
  method: 'feed',
  name: 'I\'m using the Hackbook web app',
  caption: 'Hackbook for Mobile Web.',
  description: 'Check out Hackbook for Mobile Web to learn how you can
make your web apps social using Facebook Platform.',
  link: 'http://apps.facebook.com/mobile-start/',
  picture: 'http://www.facebookmobileweb.com/hackbook/img/
facebook_icon_large.png',
  actions: [{ name: 'Get Started',
               link: 'http://apps.facebook.com/mobile-start/' }],
},
function(response) {
  console.log('publishStory UI response: ', response);
});
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News Feed

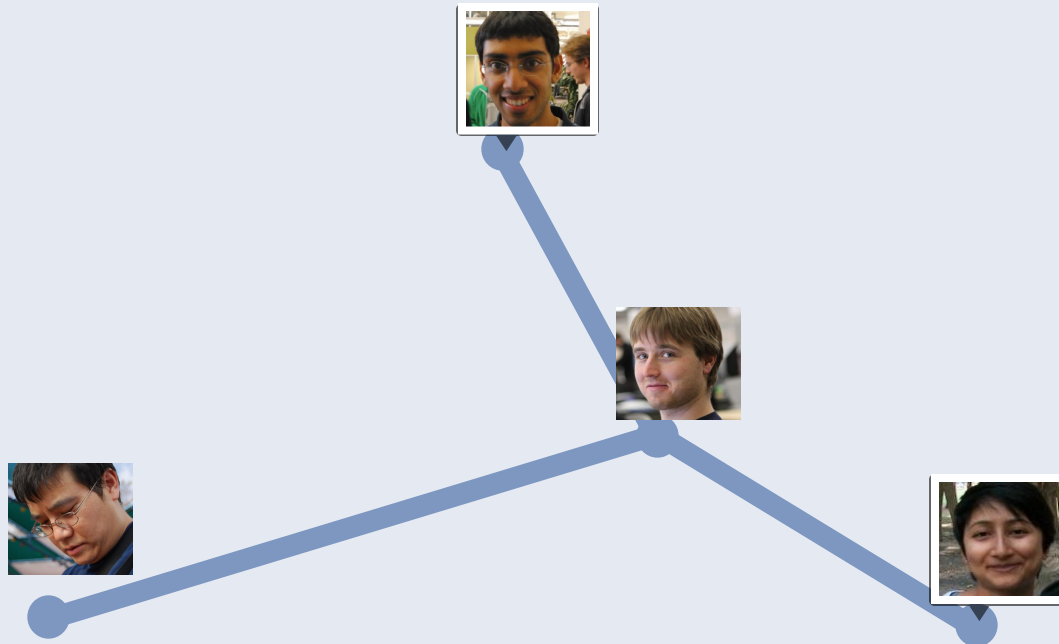
Interface options

to: a UID whose wall you want to post on

user_message_prompt: a string such as 'Tell your friends about building social web apps.'

Open graph

Lightweight, frictionless sharing



Open graph

Support

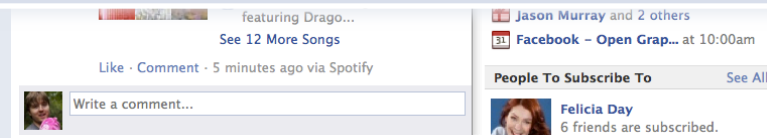
<Who> <does> <what>

Open graph

User experience

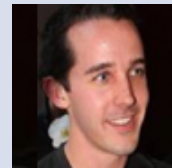


Matt Kelly listened to High And Dry by Radiohead on Spotify.

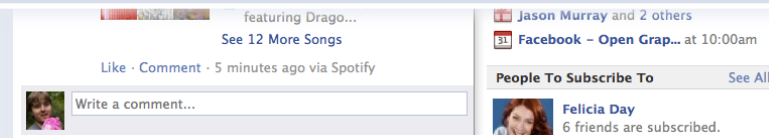


Open graph

User experience

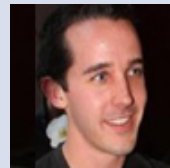


Matt Kelly listened to High And Dry by Radiohead on Spotify.

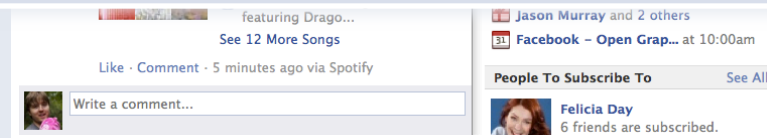


Open graph

User experience

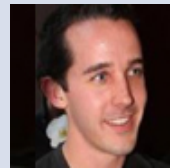


Matt Kelly listened to High And Dry by Radiohead on Spotify.

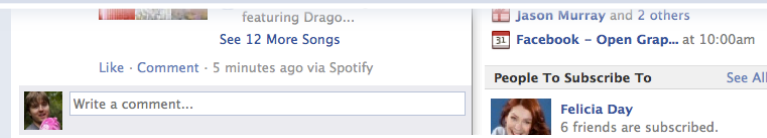


Open graph

User experience

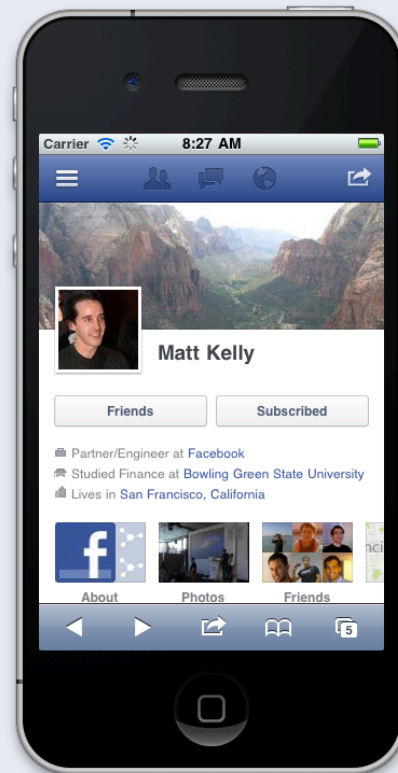


Matt Kelly listened to **High And Dry** by Radiohead on Spotify.



Open graph

User experience



Social channels in Facebook mobile

- Friend Requests: one-to-one, strong signal
- News Feed: one-to-many, heavy content
- Open Graph: one-to-many, light content, frictionless

Additional features

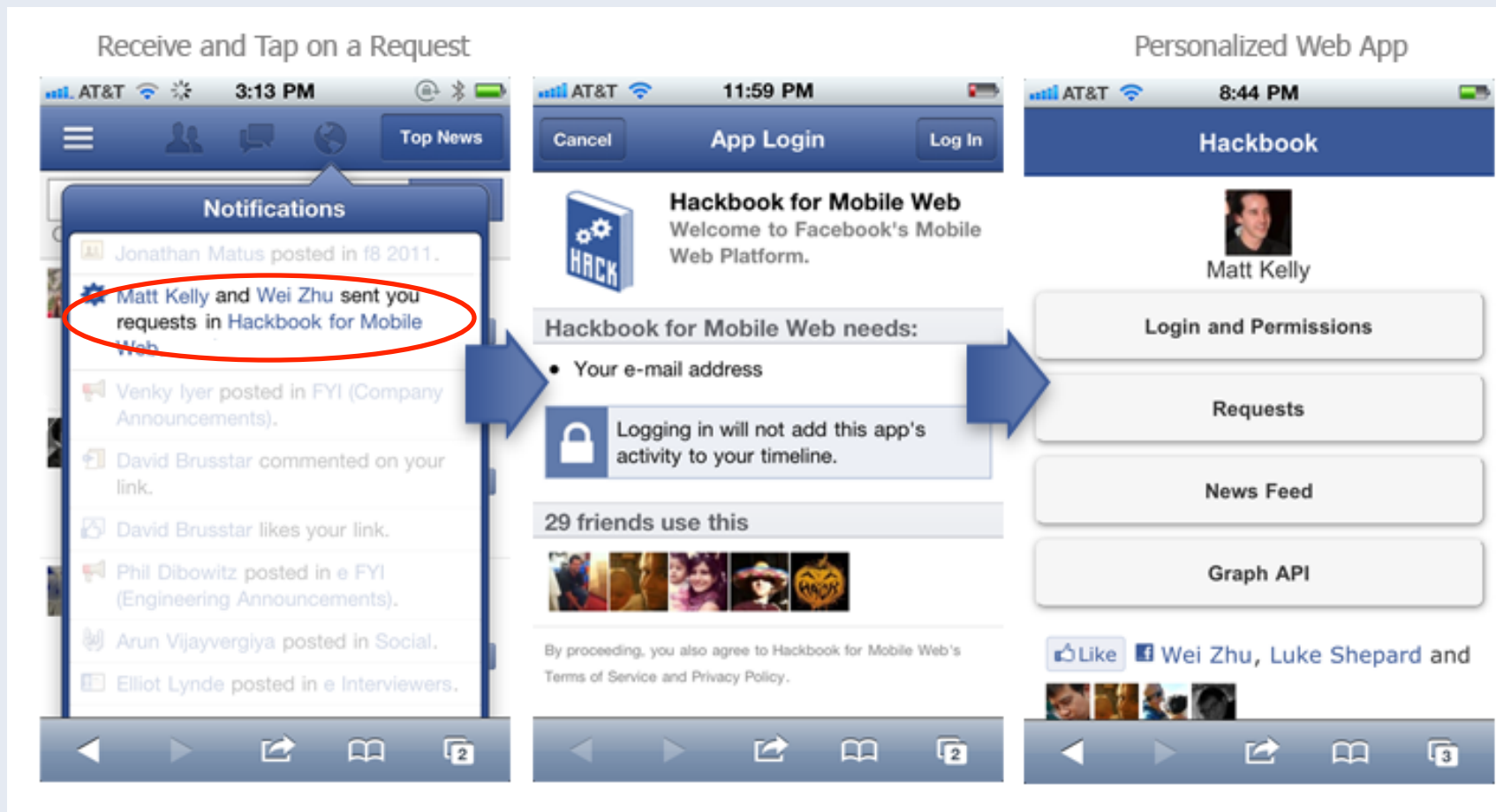
Login

User experience



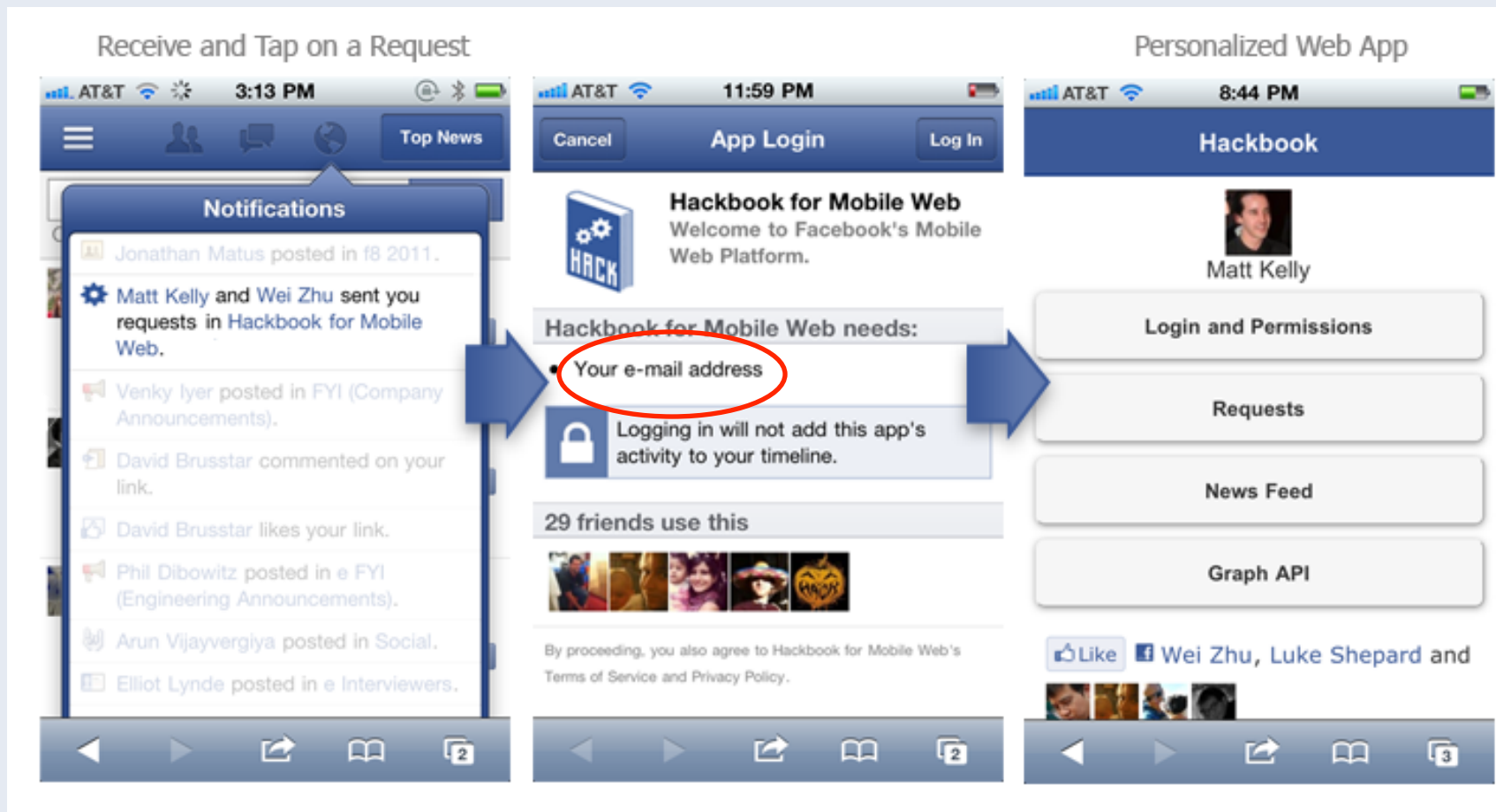
Login

User experience



Login

User experience



Login

User experience



Login

User experience



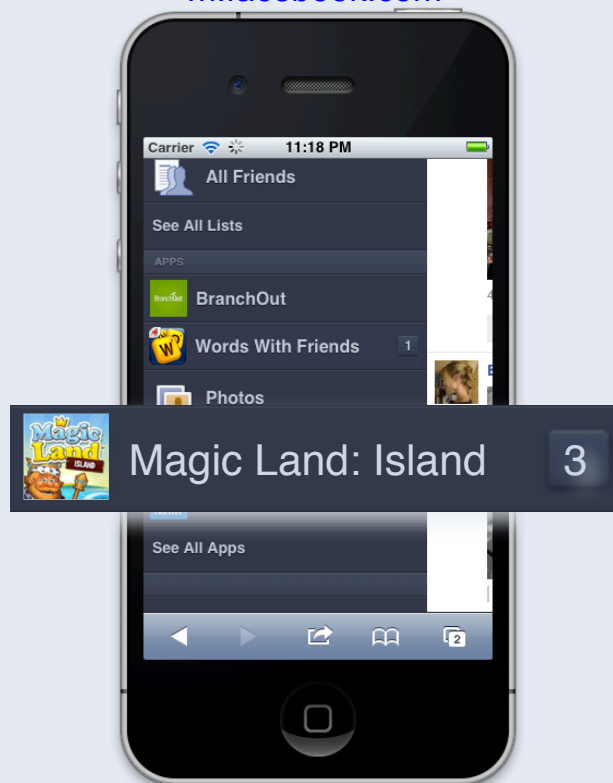
Login Interface

```
FB.login(function() {  
    console.log('logged in');  
}, {scope: 'email'});
```

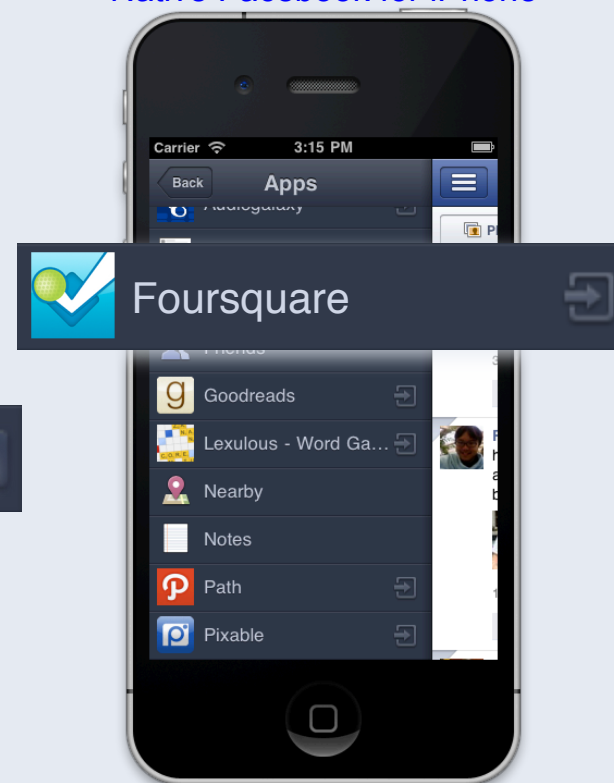


Bookmarks

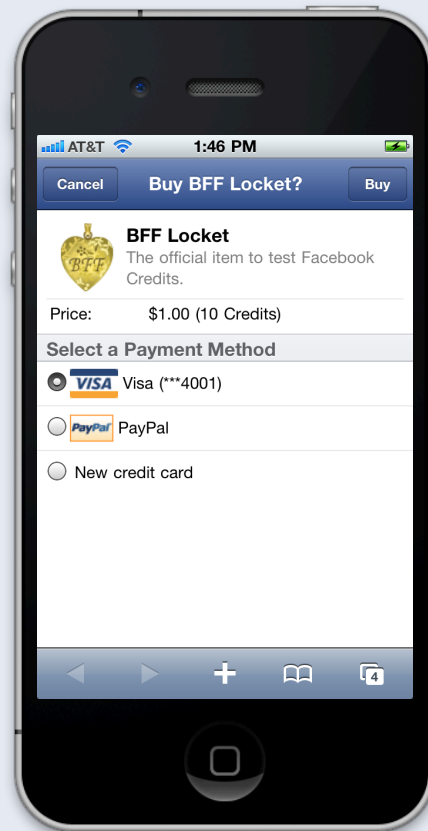
m.facebook.com



Native Facebook for iPhone



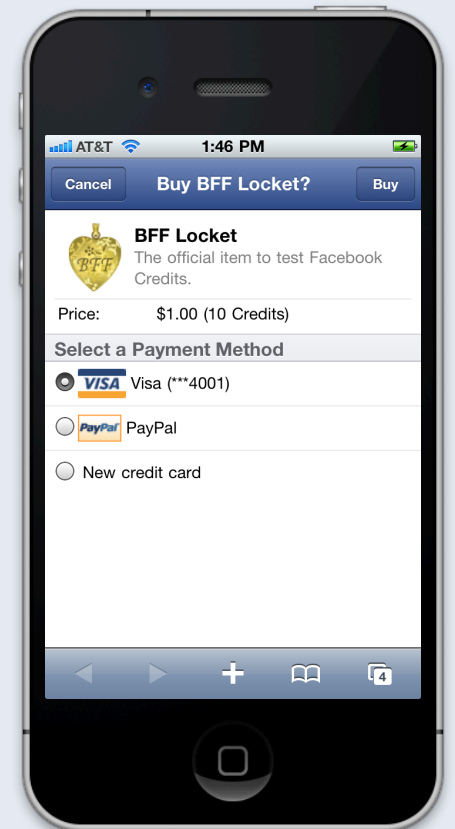
Payment



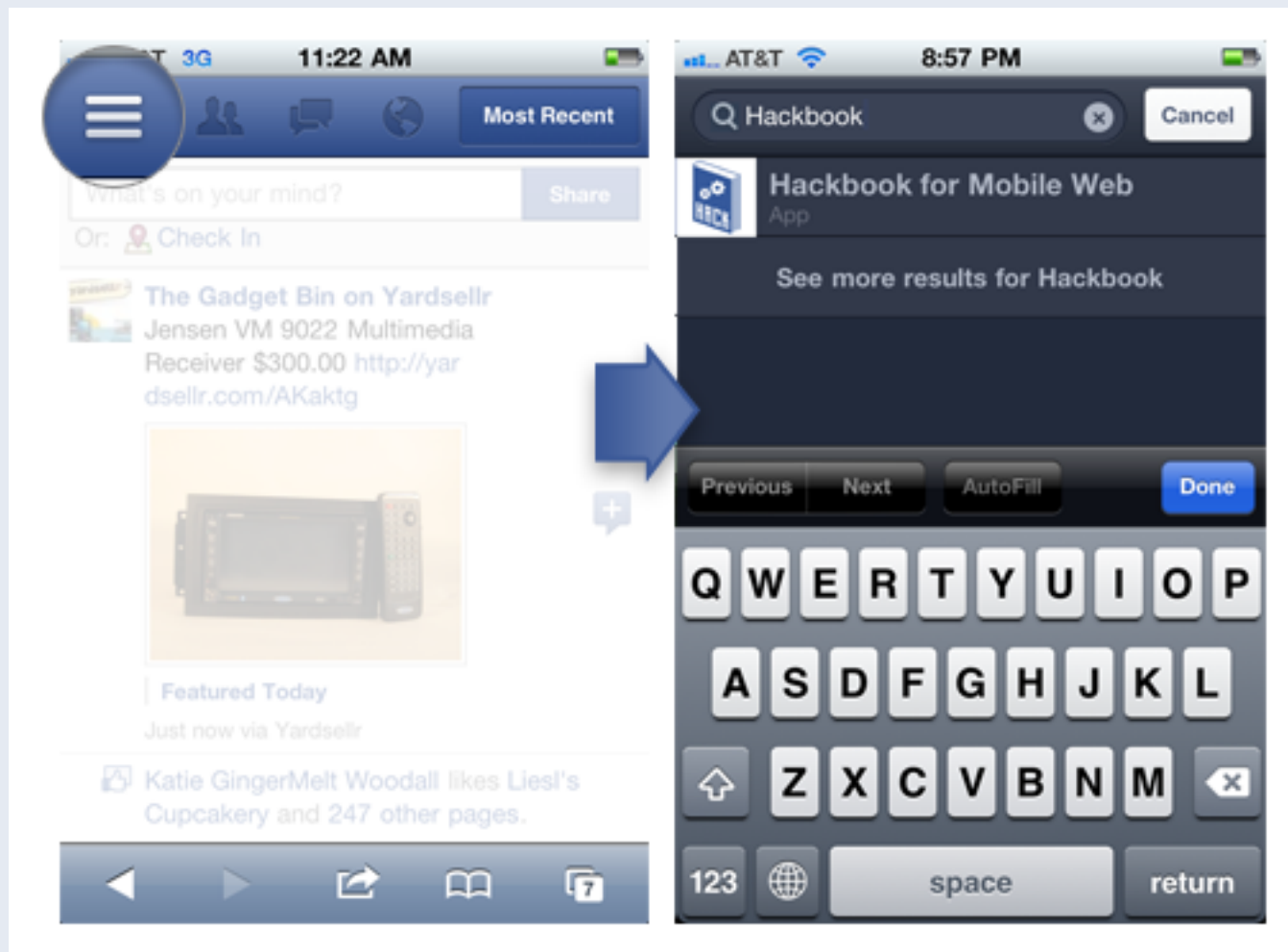
Payment

Interface

```
FB.ui({  
  method: 'pay',  
  credits_purchase: false,  
  // This is the item ID defined in your game or app  
  order_info: 'loket'  
},  
function(response) {  
  console.log('sendPay response: ', response);  
});
```



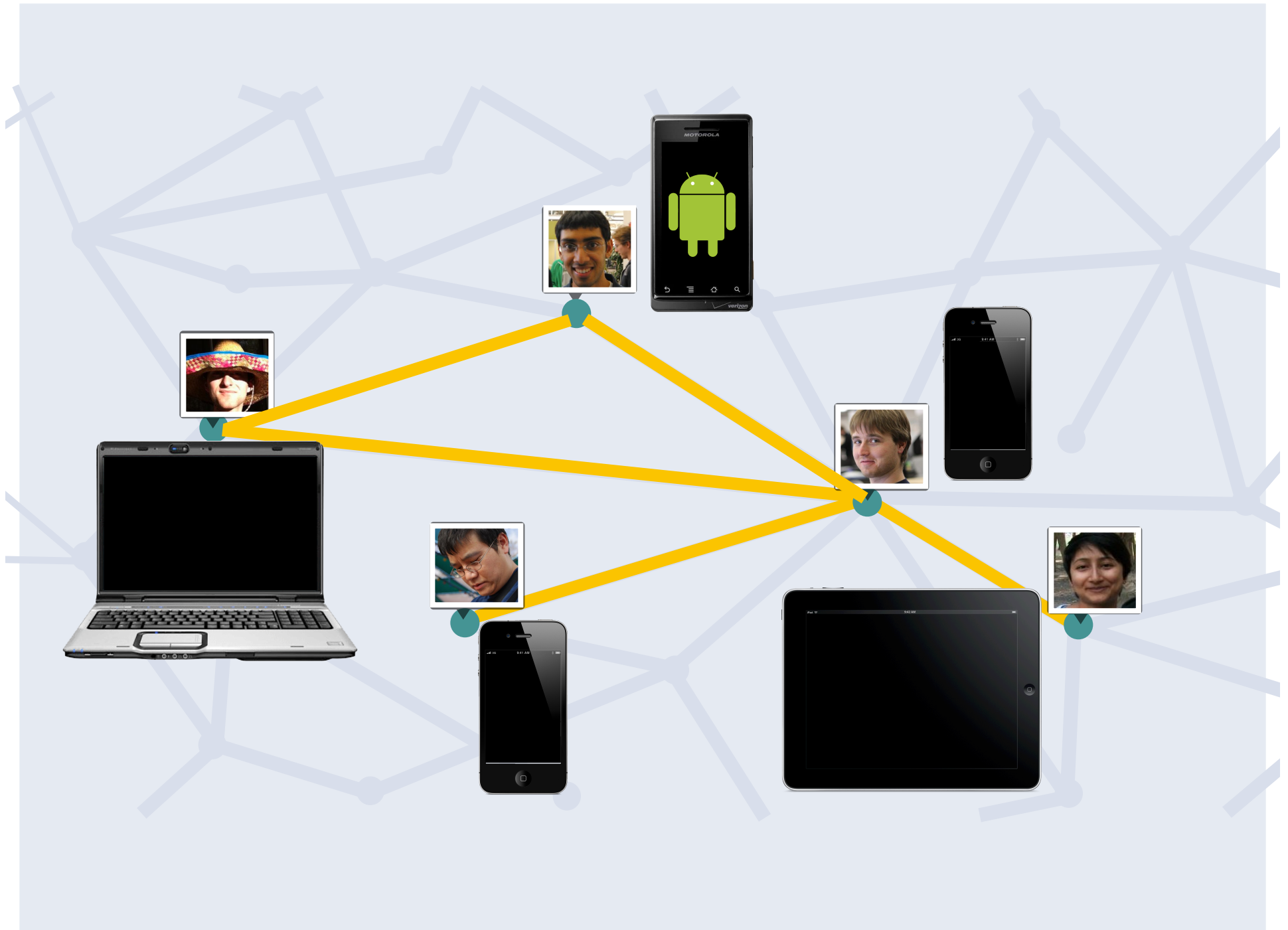
Search



Search: usage flows



Applications on multiple devices



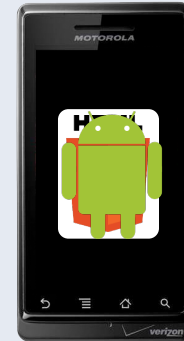
Social apps work everywhere



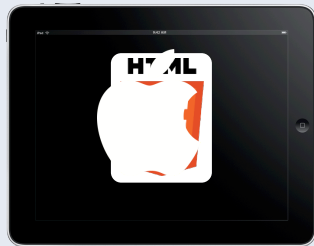
iphone



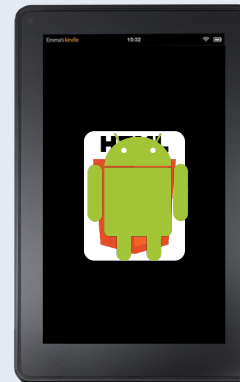
laptop



android



ipad



android

Performance

Building fast apps

Data

- Batching FQL (`fql.multi_query`)
- Consider prefetching data (tradeoff)
- Using local storages to cache data (careful with privacy policy)

Building fast apps

Static resources

- Asynchronous loading of connect JS library
- Cache image URL from Open Graph
- Consider using AppCache

Documents

Hackbook (Sample App)

fb.me/hackbook

Showcase

fb.me/mobileappshowcase

Documentation

developers.facebook.com/mobile

HTML5 Resource Center

developers.facebook.com/html5

Thank you!

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