Name: Hour:

Directions:

A lot of different ingredients can go into making a sticky site. The exact list of features depends on a person's interests. What's sticky to you might not be sticky to some of your classmates.

However, all the ingredients of sticky features can be grouped into the "Three C's":

> **C**ontent,

> > **C**ustomizing, and

> > > **C**ommunity.

For each site that you investigate, assign points for each of the "Three C's", as follows:

- 1 point for each piece of content that feels "sticky" to you,

- 1 point for each customized feature that you like and would use,

- 1 point for each feature that makes you feel like part of a community.

A. Investigate the following website:
http://dsc.discovery.com/

1. Name of this site is…

2. **Content**

Content is the stuff to see, do, or find at the site. Content may be factual information or news. It can also be games, music, pictures, or jokes. Tons of good content make a website sticky. Good content also changes often, so there's always something "sticky" on the site.

> a. What kinds of content are at this site?

b. Which content is the "stickiest" for you and why?

3. Customizing

Many sites use what they know about you to personalize what you see or do at the site. For example, a site might allow you to change the way its home page looks. Another site might ask you to register, so that when you return later, it can give you the content that especially interests you. This is called customizing, and it makes websites stickier.

a. How is this site customized to meet your needs?

4. Community

Sites that make visitors feel connected to one another create a feeling of belonging, or community. For example, a game site might post the screen names of high scorers for all to see. A homework site might let kids post messages about their school. Other sites might encourage kids to join a club, take part in an opinion poll, or enter a contest. When visitors connect often enough, they begin to care about one another. Making visitors care about one another helps makes a site sticky.

a. What features at this site make people feel like they are part of a community?

5. Why would you come back to this website?

6. Why would you not come back to this website?

7. On a scale of 0 to 10 with 0 being "terrible" and 10 being "marvelous", how would you rate this site?

0   1   2   3   4   5   6   7   8   9   10

B. Investigate the following website:

http://www.bigredhair.com/boilerplate/intro.html

1. Name of this site is…

2. **Content**

Content is the stuff to see, do, or find at the site. Content may be factual information or news. It can also be games, music, pictures, or jokes. Tons of good content make a website sticky. Good content also changes often, so there's always something "sticky" on the site.

    a. What kinds of content are at this site?

    b. Which content is the "stickiest" for you and why?

3. **Customizing**

Many sites use what they know about you to personalize what you see or do at the site. For example, a site might allow you to change the way its home page looks. Another site might ask you to register, so that when you return later, it can give you the content that especially interests you. This is called customizing, and it makes websites stickier.

    a. How is this site customized to meet your needs?

4. **Community**

Sites that make visitors feel connected to one another create a feeling of belonging, or community. For example, a game site might post the screen names of high scorers for all to see. A homework site might let kids post messages about their school. Other sites might encourage kids to join a club, take part in an opinion poll, or enter a contest. When visitors connect often enough, they begin to care about one another. Making visitors care about one another helps makes a site sticky.

    a. What features at this site make people feel like they are part of a community?

5. Why would you come back to this website?

6. Why would you not come back to this website?

7. On a scale of 0 to 10 with 0 being "terrible" and 10 being "marvelous", how would you rate this site?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

C. Investigate the following website:
http://www.biblegateway.com

1. Name of this site is…

2. Content

Content is the stuff to see, do, or find at the site. Content may be factual information or news. It can also be games, music, pictures, or jokes. Tons of good content make a website sticky. Good content also changes often, so there's always something "sticky" on the site.

    a. What kinds of content are at this site?

    b. Which content is the "stickiest" for you and why?

3. Customizing

Many sites use what they know about you to personalize what you see or do at the site. For example, a site might allow you to change the way its home page looks. Another site might ask you to register, so that when you return later, it can give you the content that especially interests you. This is called customizing, and it makes websites stickier.

    a. How is this site customized to meet your needs?

4. Community

Sites that make visitors feel connected to one another create a feeling of belonging, or community. For example, a game site might post the screen names of high scorers for all to see. A homework site might let kids post messages about their school. Other sites might encourage kids to join a club, take part in an opinion poll, or enter a contest. When visitors connect often enough, they begin to care about one another. Making visitors care about one another helps makes a site sticky.

a. What features at this site make people feel like they are part of a community?

b. How many points do you assign this site based on how it builds **"Community"**?

5. Why would you come back to this website?

6. Why would you not come back to this website?

7. On a scale of 0 to 10 with 0 being "terrible" and 10 being "marvelous", how would you rate this site?

0   1   2   3   4   5   6   7   8   9   10