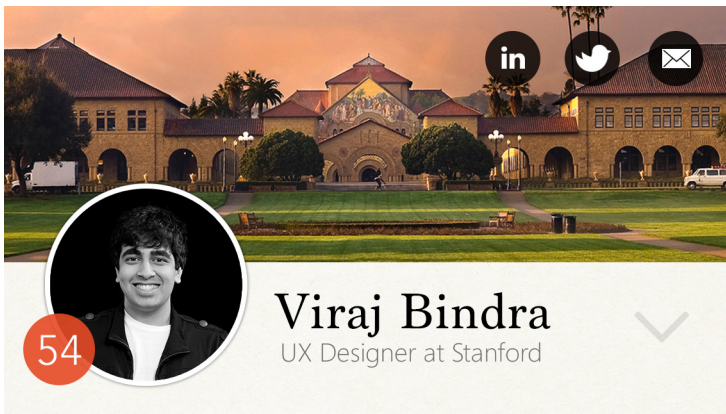# Klout Redesign: Kards

Viraj Bindra

I haven't gone to klout.com or checked my Klout app more than two or three times since I first signed up. And that's a problem. Other than rewards, there is very little to keep users engaged with the product, shy of the occasional desire to look up someone's quantified social repute.

What I attempted to create in this redesign was not a revamp of Klout's existing product but a mobile application geared towards expanding the Klout ecosystem, which I've dubbed "Kards." You'll notice I'm not the most innovative when it comes to naming, but hopefully that's not a determining factor while you judge my design abilities.

The app centers around interactive business cards that prominently feature an individual's name and job title, along with their Klout score and their three primary modes of contact.
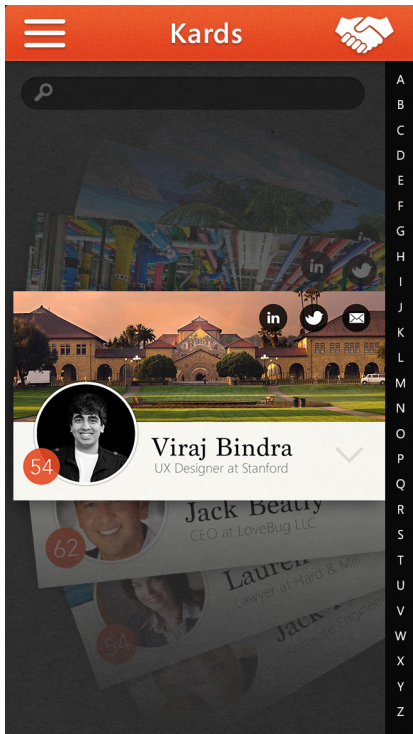
The background image, profile photo, and three modes of contact are all customizable by the creator of the card (in the case to the right, that would be me).

Clicking the arrow to the right of the name on the card shifts the view downward, revealing more information. There is a settings button to the top right (which can, among other things, allow one to delete a given card from their collection/pile). There are also links to all the modes of contact the card's creator has chosen to provide, along with a button to add these contact details to the main user's address book.

At the bottom of the card are all of the topics about which the card's creator is determined to be influential. This also gives the main user an opportunity to +K any of these topics.

These screens are visible when the device is held horizontally after being focused on a particular card, giving the main user a full screen view of the information. Note: although this version of the card was my personal favorite, I've included two alternatives in the zipped file. While **Card-3** is less focused on the background image and more on the person at hand, it appeared too bland when multiple cards were viewed together. While **Card-2** features more of the background image, it also retained little visual association with real-life business cards, and I preferred including the texture.
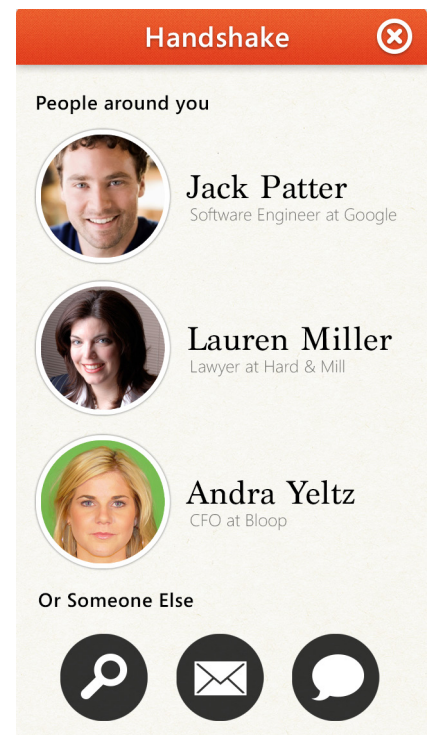
The pile, pictured to the left, is the main screen in the app. It is a collection of all the cards which the main user receives after meeting other people. There is a search feature at the top, by which the user may search for the card of an individual he/she has in mind. Additionally, the letters on the right offer elegant scrolling through the alphabetized stack of cards by the last name of the individuals represented on the cards.

In the title bar is the app name (again, naming abilities are not my strong suit) - Kards - along with an icon on the left to open up a secondary navigation and the handshake icon on the right to begin the mechanism for sharing cards.

On the left is the navigation, which allows the user to log out, view their preset cards (which are the cards representing themselves they may give to others), settings, and an option to explore (which allows the user to view klout profiles of other individuals by name, company, or industry).

On the right is the mechanism for sharing business cards. You may see the people close to you who have the app active, which allows for a quick swap of cards. Additionally, there are the options to search for another user (should you not be physically close to him/her), or to email or message the card to him/her

I really hope you enjoyed what I've come up with. I think it's a strong pivot that would enable Klout to have a much more tangible value-add to users when they are networking, which may be a perfect use case for a Klout score - forming first impressions of people you meet.

I also acknowledge there are a lot of steps missing from a full user flow here, but I believe the screens I've attached are a sufficient proof of concept. I thank y'all for considering me as a potential KPCB fellow, and even if I'm not selected, I'd love some professional feedback on my work (this project in particular). Thank you for reading this and have a great day.