

# Google Developer Day 2009





# Google Friend Connect应用开发: 最佳实践和交互设计

王超 (Jacky Wang)  
2009年6月5日

Google  
Developer  
Day 2009

**通知**

桂中... 2007年5月...

**倡议书**

亲爱的同学们！... 倡议书...

南宁市第四小学 2007年秋季作息时间表

星期	起止时间
星期一	6:30-7:30
星期二	7:00-7:55
星期三	6:00-6:45
星期四	6:30-7:15
星期五	6:00-6:45
星期六	6:30-7:15
星期日	6:30-7:15

南宁市第四小学 2007年秋季作息时间表

课次	科目	教师
1	语文	李娟
2	数学	王明
3	英语	张华
4	音乐	刘芳
5	体育	陈强
6	美术	赵红
7	科学	孙伟
8	品德	周敏

生政语图教英历信

地语语教英物信

<http://www.flickr.com/photos/15572431@N03/2091314252>

讲座内容

# 主要内容

- Google Friend Connect介绍
- 参与的角色与生态系统
- 如何设计和开发小应用
  - 界面设计和功能定位
  - 引入网站页面内容及示例
  - 颜色和字体
  - 支持多种语言
- 问答环节

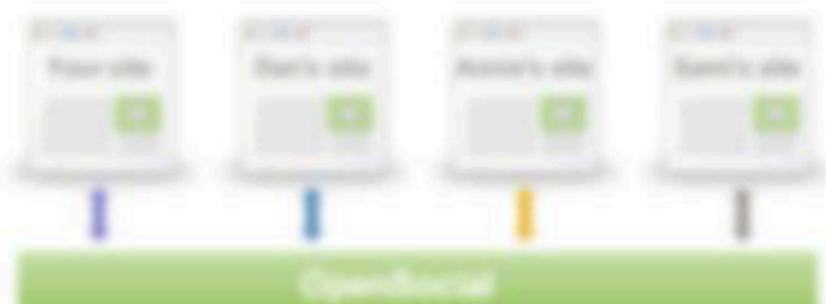
# Google Friend Connect: 每个网站的社交网络


2008年5月13日 星期三 [Google English](#)

为每个网站提供自己的 Google Friend Connect 会员社区。为每个网站提供自己的会员社区。




为每个网站提供自己的 Google Friend Connect 会员社区。为每个网站提供自己的会员社区。为每个网站提供自己的会员社区。



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# Google Friend Connect介绍

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# 引燃社会化的魅力！

- 互联网 + 社会化 = 更好的互联网！
- 借助Google Friend Connect工具，可以通过非常简单的操作，就在一个传统的内容性网站上部署社会化应用
  - 它是一个“元”社交网络
    - 它并不是一个独立的网站来支持登录、浏览、交友等操作
  - 读 / 写来自支持OpenSocial标准的社交网络数据
  - 读取来自支持Portable Contacts标准的网站数据
  - 为OpenSocial开发人员提供一组API，从而可以支持：
    - 基于JavaScript的应用
    - 基于RESTful服务器间通讯的应用



Google  
Friend Connect BETA

# Google Friend Connect的历史

- 2008年5月，试用版发布
  - 对可信站点开放，使内容网站迅速社会化
  - 针对长尾网站，技术门槛很低，直接拷贝粘贴
  - 可添加OpenSocial应用
- 2008年12月，正式发布
- 2009年2月，社交工具栏发布
  - 更好的页面表现
- 2009年3月，JavaScript和RESTful API
  - 深度定制和整合
  - 方便了服务器端、客户端编程开发
  - 对于拥有自己技术团队的大网站尤其有帮助



# Friend Connect的好处 – 网站站长

- 令访问过您网站的“游客”融合成一个社区，从而增强网站的交互性，并更具有用户黏性
  - **方便安装**：对于每个站长而言，无论您的技术背景如何，都能够很方便地将Friend Connect集成进网站
  - **基于开放标准**：游客可以自由地将自己的数据包括个人资料，朋友信息等从互联网服务中通过开放标准，如OpenID / OpenSocial / OAuth整合进您的网站。这些服务包括：
    - OpenID提供者，如Yahoo, Google
    - 社交网络提供者，如Twitter
    - 个人更新收集器，如Plaxo Pulse等
  - **快速传播**：游客可以向自己的朋友散发邀请或发布更新，从而增大您网站的曝光度并促进成长
- **展示**：如何在2分钟内使您的网站社会化！

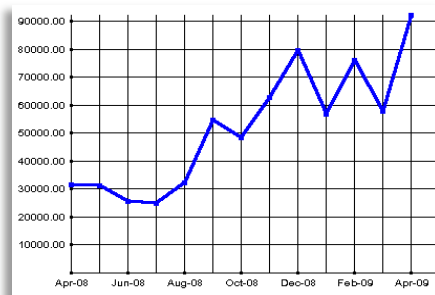




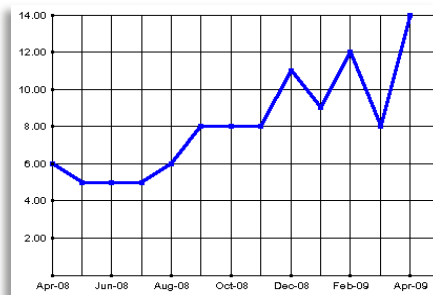
# 另一个例子 Time.com

- 全天候收集来自150+个资深记者的全球资讯
- 141.6M页面浏览数 (+195%)
- 17M独立用户 (历史最高 : 14 PV/P)

页面浏览数



每用户页面浏览数



f Connect with Facebook

Google  
Friend Connect BETA

JavaScript APIs

JSONP

TIME.com  
HTML + JavaScript  
jQuery  
write less. do more.



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# Friend Connect也支持更深程度的整合

The screenshot displays the 'The Chow Down' website interface. At the top, the user is identified as 'Hi ryan boyd' with links for 'Settings', 'Invite friends', 'Members', and 'Sign out'. A search bar is present with 'sushi' entered in the 'What kind of food do you want to search for?' field and 'Los Altos, CA, USA' in the 'Where do you want to search?' field. Below the search bar, there are three sections: 'Your bookmarked restaurants' listing 'Savor', 'Suppenkuche', and 'EOS Restaurant and Wine Bar' with their addresses, reviews, and 'Remove'/'Invite' options; 'You've been invited out!' showing two invitations from 'Vivian' to 'Sushitomi Restaurant' and 'Tsunami Sushi'; and 'Your friends' showing two friends, 'Lane LiaBraaten (Google)' and 'chanezon', with their respective restaurant preferences. A 'Next ->' link is also visible. At the bottom, a footer note states: 'This site uses Creative Commons licensed images from [grendekhan](#), [shiznotty](#), [gasetanee](#), [denusha](#), and [the Silk icon set](#).'

5,000,000

30天活跃 Friend Connect 网站

100,000

每天加入上述网站的用户

# Friend Connect的好处 – 开发者

- 网站开发者

- 将用户的社交类行为流程和数据直接集成入网页
- 避免重复开发：方便将已有的登录系统、注册用户和数据与新的社会化数据和活动集成起来

- 应用开发者



- OpenSocial: 从一个SNS到50+个SNS
- Friend Connect: 从50+个SNS到5,000,000个网站！

- **应用示例**

- 投票小应用
- 复杂一些的例子：大家一起来看时装Show

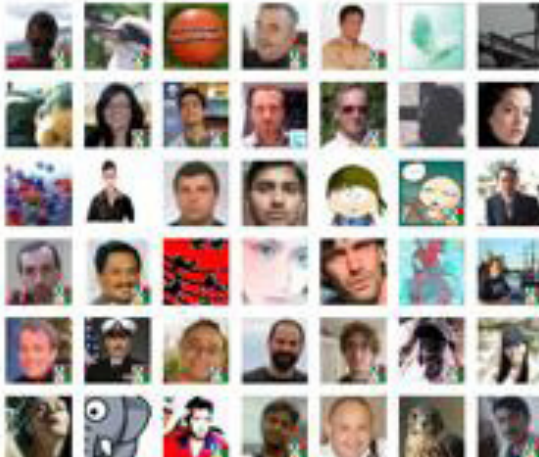






 **Join this site** 

with Google Friend Connect

**Members (6398)** [More >](#)




Already a member? [Sign in](#)

 **Join this site** 



with Google Friend Connect

---

 **GeoffreyB2**




---

**Links**

-  [Google Reader](#)
-  [TrailRegistry](#)

---

**Sites I've joined** [More »](#)

-  [AJAX API Playground](#)
-  [API Sample](#)
-  [Beer Utopia](#)

---






[Home](#) [Back](#)



### Comments (41)

-- add your comment here --

**Post** [Add a video](#)





-  What did everyone think of the last post?  
[Chris](#) 5/20 [Reply](#)
-  Thanks!  
[Geoffrey Borggaard](#) 5/18 [Reply](#)
-  Welcome to the site, Geoff.  
[Mussie Shore](#) 5/5 [Reply](#)
-  Hey there, what brings you here?  
[Laura C.](#) 4/24 [Reply](#)
-  Hey everyone!  
[Geoffrey Borggaard](#) 4/24 [Reply](#)

[Translate »](#) [Next »](#)

### Post comments, questions & answers!

Got a question / answer?  
[Join or Sign In](#)

View: [Recent](#) | [Popular](#)

-  **How far is it to Earnest Hemmingway's birthplace from the main train terminal - is there a subway going out there?**  
Asked by: [PaulG and Frankie](#) - 27 days ago  
No replies yet  
 [See what Google says](#)
-  **If I have 3 hours to spend in Boston, what should I do?**  
Asked by: [Barry Welch](#) - 29 days ago  
[See Answers \(1\)](#)  
 [See what Google says](#)

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### Recommended Photos

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from 19 members
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from 15 members
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同与不同：从一个好点子开始

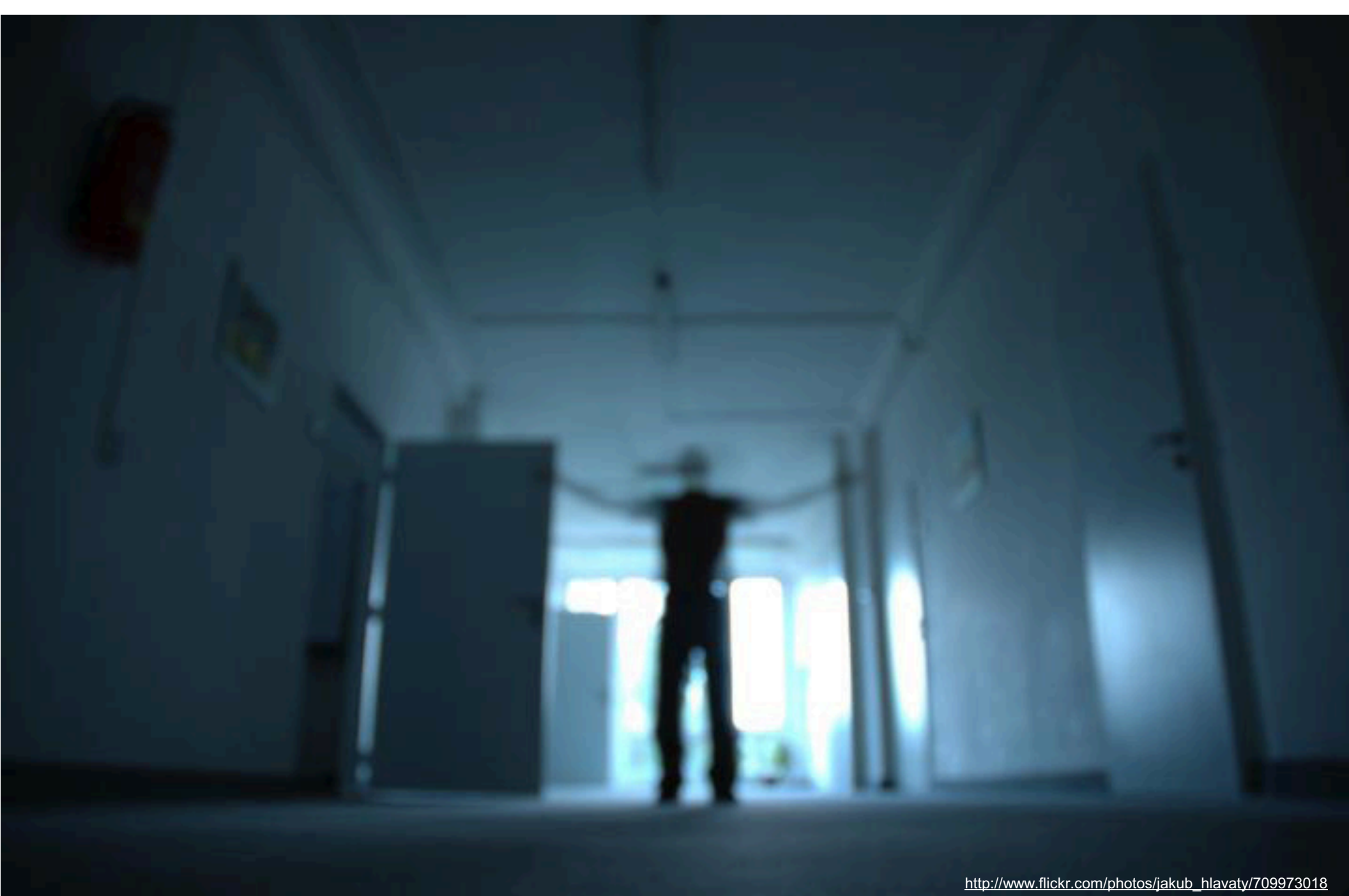
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<http://www.flickr.com/photos/twose/887903401>

# 了解你的受众：最终用户？

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[http://www.flickr.com/photos/jakub\\_hlavaty/709973018](http://www.flickr.com/photos/jakub_hlavaty/709973018)

关键词：站长

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# 目的的人群

- 归根到底，我们还是在为最终用户改善用户体验
- 但是，站长掌握着是否安装应用的权力
- 关注关联度
  - 开发和网站内容有关有帮助的应用
- 关注可靠性
  - 对于那些倚赖你的应用来实现网站交互性和用户黏性的站长而言，应用要像磐石般可靠



<http://www.flickr.com/photos/kubina/471164507>

迸发已有社区的力量！

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<http://www.flickr.com/photos/bluefootedbooby/370462145>

场景关联度，上下文信息

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# Social Web Blog

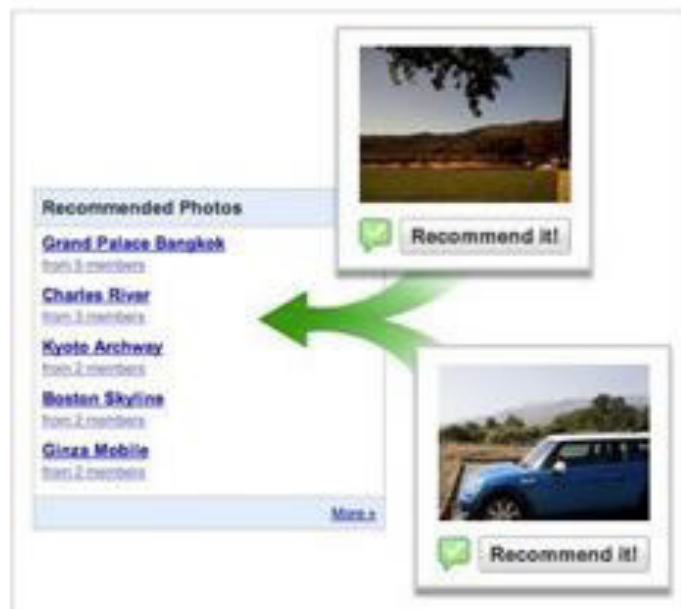
News about Google products helping to make the web more social

## Surface your best content

Thursday, May 14, 2009 | 3:10 PM

Labels: [Google Friend Connect](#), [new features](#)

You spend a lot of time creating great content for your site, but are you ever curious about which parts of your website your community likes best? Now you and your visitors can easily find out with the new Recommendation gadgets for [Google Friend Connect](#).



Search our Blog

Archive

2009 (18)

[Site Feed](#)

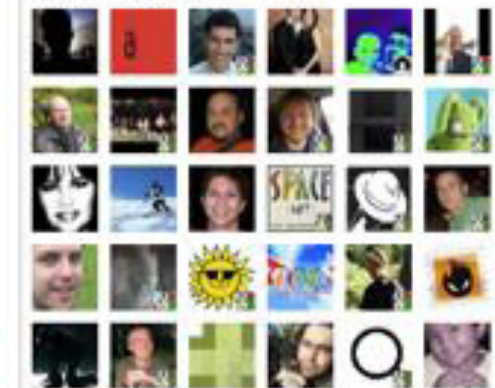
Google

5210 readers

BY FEEDBURNER

**Join this site**  
with Google Friend Connect

Members (3017) [More »](#)



Already a member? [Sign in](#)



# Social Web Blog

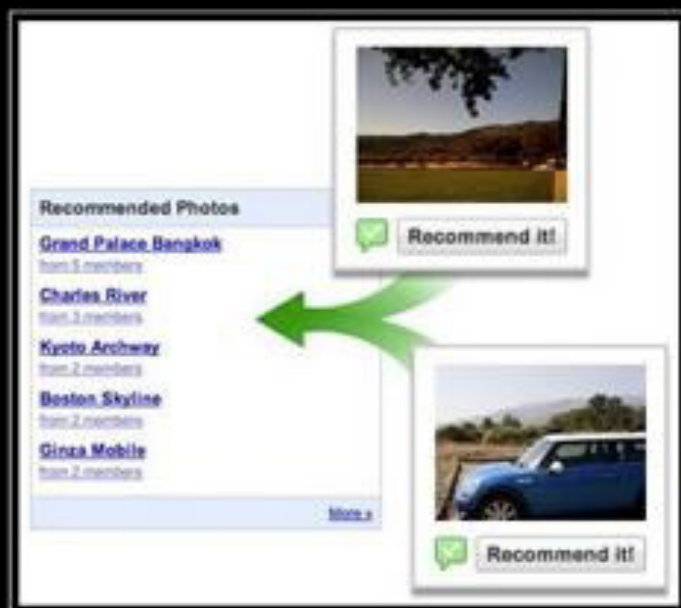
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Google

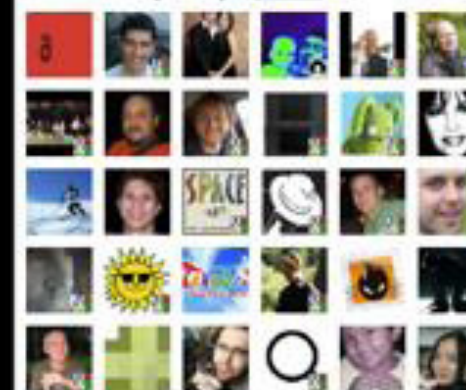
5210 readers

BY FREDDYMER

Join this site

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Members (3016) [More »](#)



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# Social Web Blog

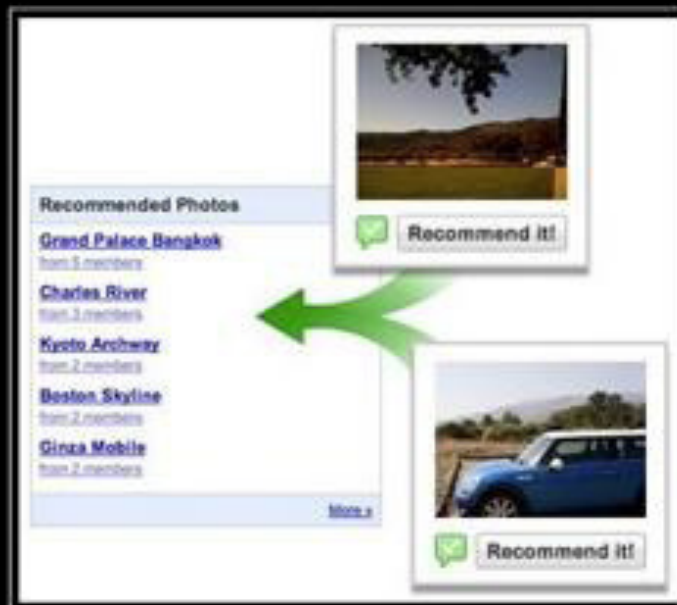
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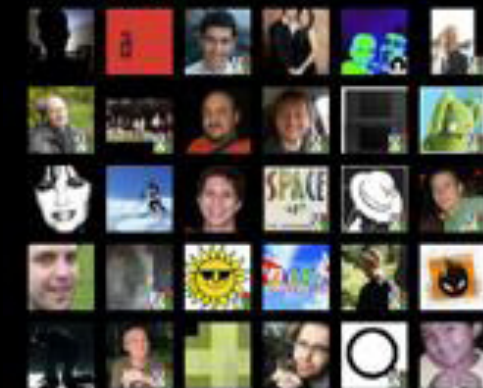
Google

5210 readers

BY FREDDYMER

Join this site  
with Google Friend Connect

Members (3017) [More »](#)



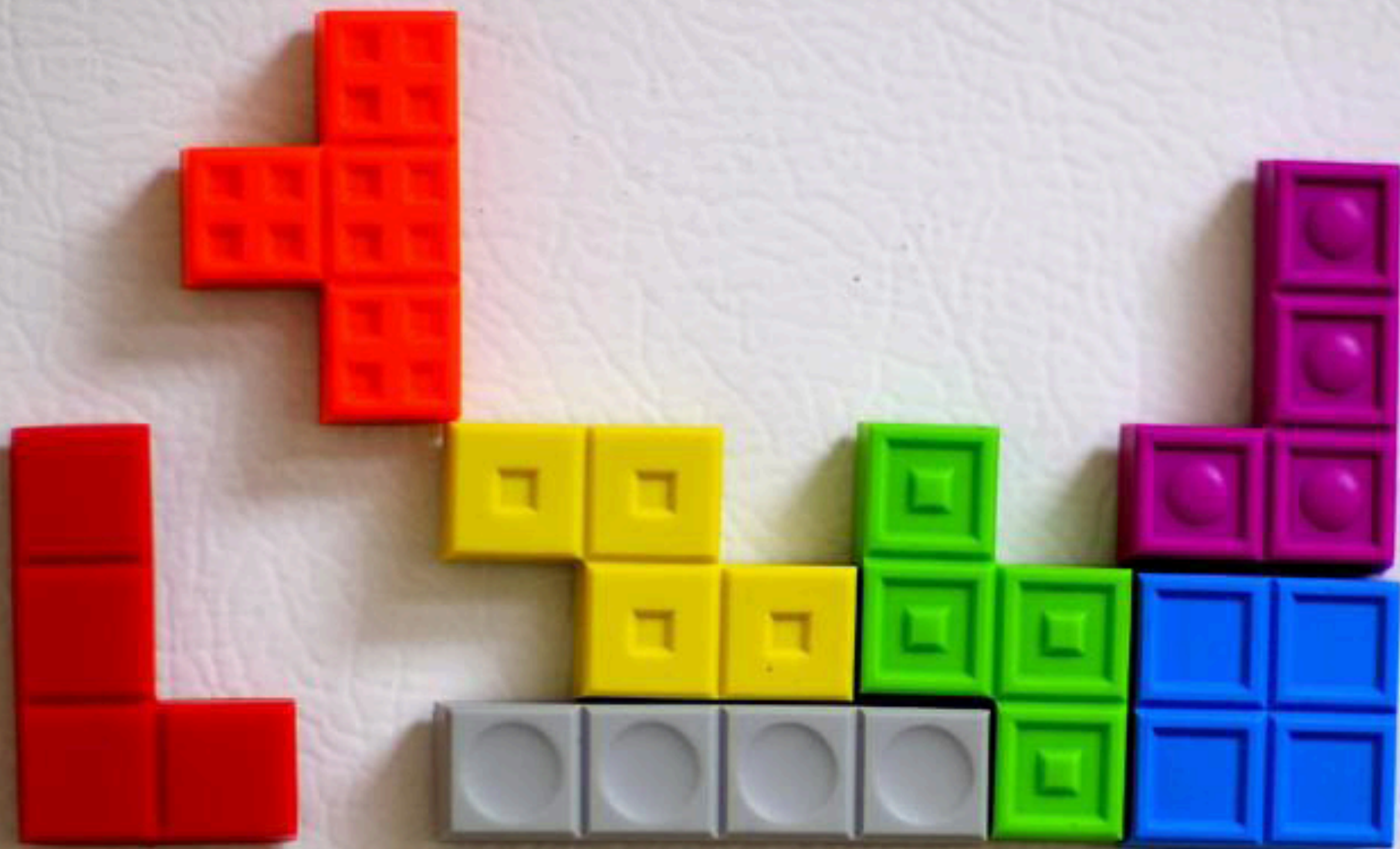
Already a member? [Sign In](#)

# 场景信息

- Friend Connect的目的是使整个互联网更加社会化
- 因此每个Friend Connect的应用都应该能被植入到各种不同的网站当中去，他们有不同的设计风格和色彩
- 现有的社会化应用能直接转换成Friend Connect应用么？
  - 视觉设计的改变
  - 内容！
- 考虑开发一些更加通用的应用，如投票、实时聊天等

# 从一个好点子开始

- 受众
  - 以用户为中心，一切纷至沓来
  - 站在站长的角度想问题
    - 提供有用且相关的功能
    - 可靠性
- 场景
  - 应用是目的网页的一部分
  - 通用的应用会被部署在大量网站上



<http://www.flickr.com/photos/totalaldo/2399469680/>

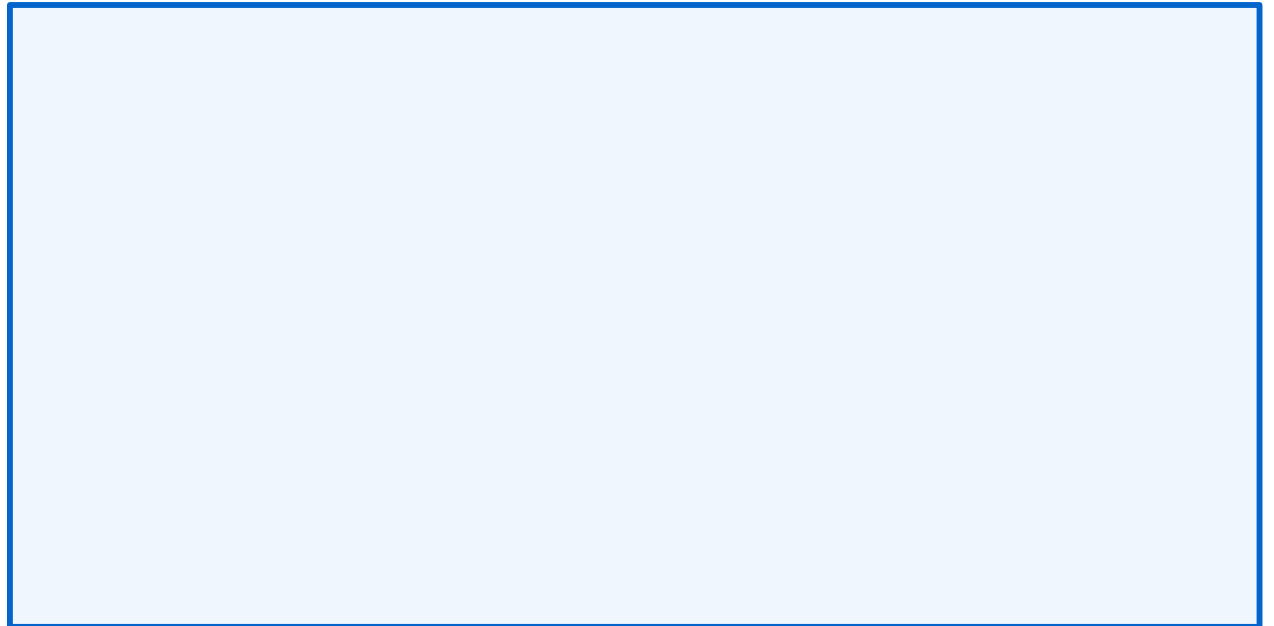
设计开始！

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# 应用结构 - 尺寸



# 应用结构 - 尺寸







# 应用结构 - 尺寸



### Comments (4)



- Post a comment! -

[Post](#) [Add a video](#)

 This is pretty neat!  
[Jonathan T.](#) 5/7  [Reply](#)

 Hello, everyone!  
[Jonathan T.](#) 5/7  [Reply](#)

 Hey, does anyone know where this cool gadget came from?  
[Jonathan T.](#) 5/7  [Reply](#)

 Great site ... I really like that I can leave a comment!  
[Jonathan T.](#) 5/7  [All 1 replies](#)

[Translate »](#)

### Comments (4)

- Post a comment! -

[Post](#) [Add a video](#)

 This is pretty neat!  
[Jonathan T.](#) 5/7  [Reply](#)

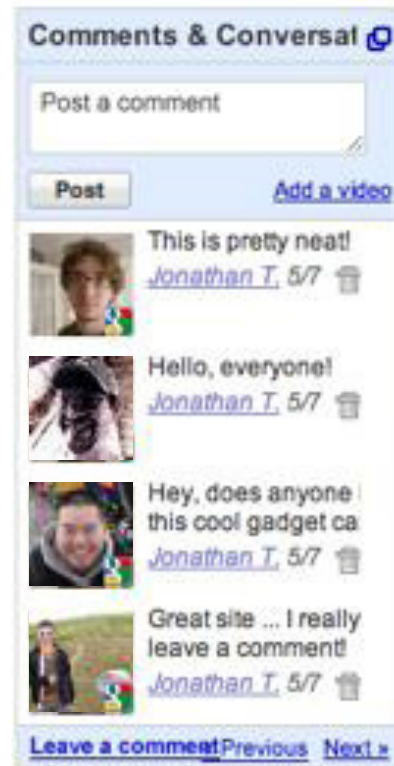
 Hello, everyone!  
[Jonathan T.](#) 5/7  [Reply](#)

 Hey, does anyone know where this cool gadget came from?  
[Jonathan T.](#) 5/7  [Reply](#)

[Translate »](#) [Next »](#)



# 应用结构 - 尺寸



# 应用结构 - 尺寸

最小尺寸:

**160px - 180px**

# 应用结构 – 页眉与页脚



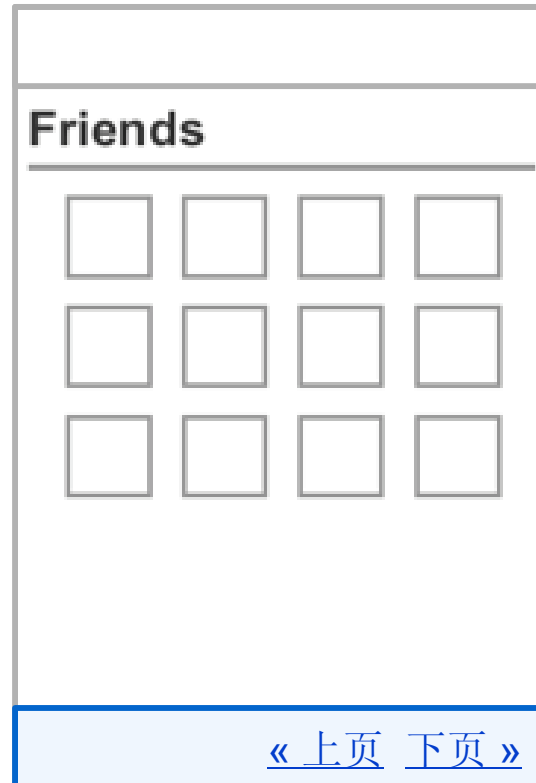
**Comments**



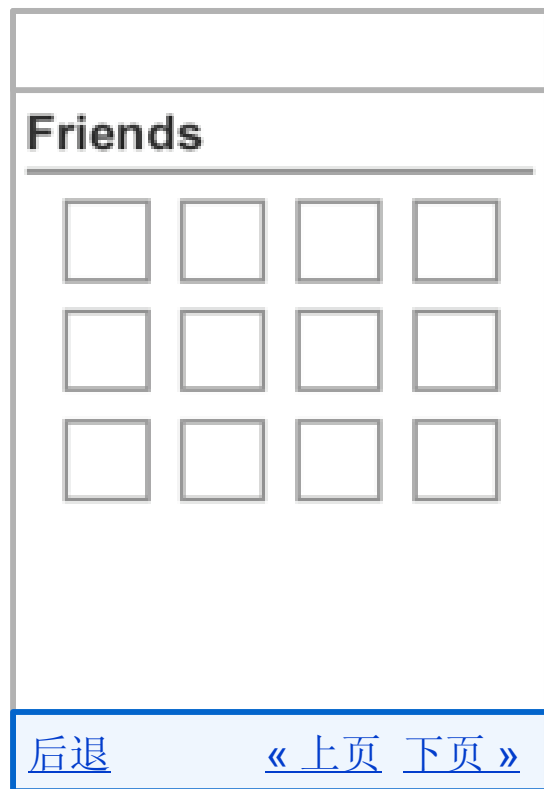
# 应用结构 – 页眉与页脚



# 应用结构 – 页眉与页脚

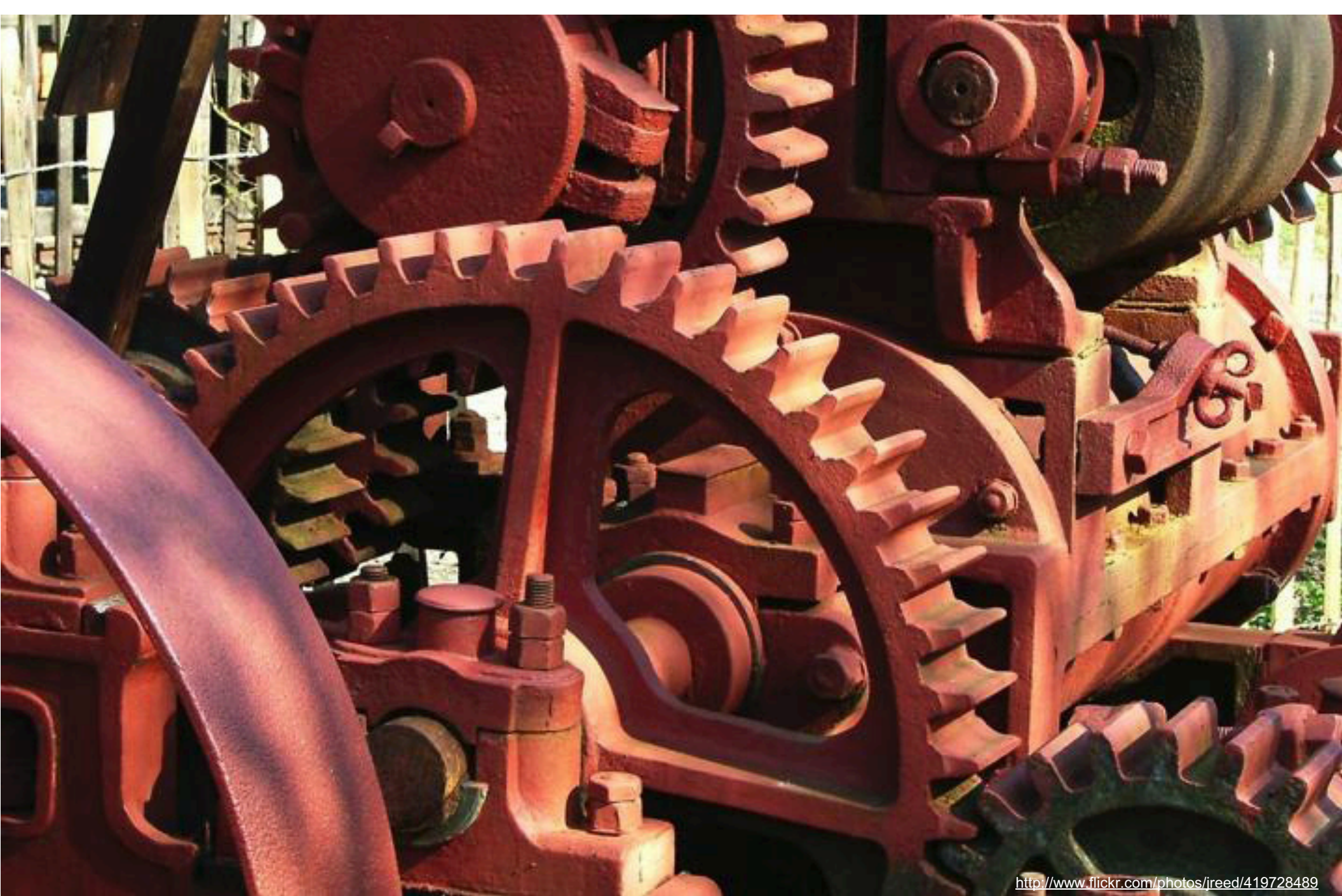


# 应用结构 – 页眉与页脚



# 应用结构 – 完整视图

完整视图

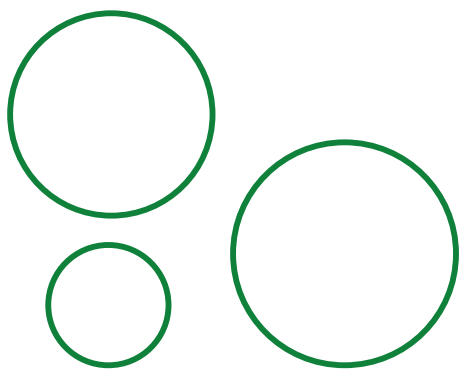


<http://www.flickr.com/photos/jreed/419728489>

协同运作 – 面向对象的思考

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对象



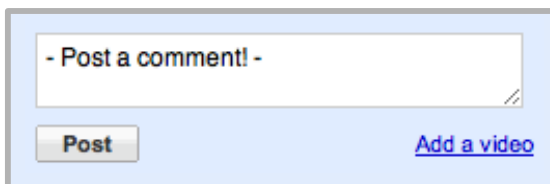
用户贡献



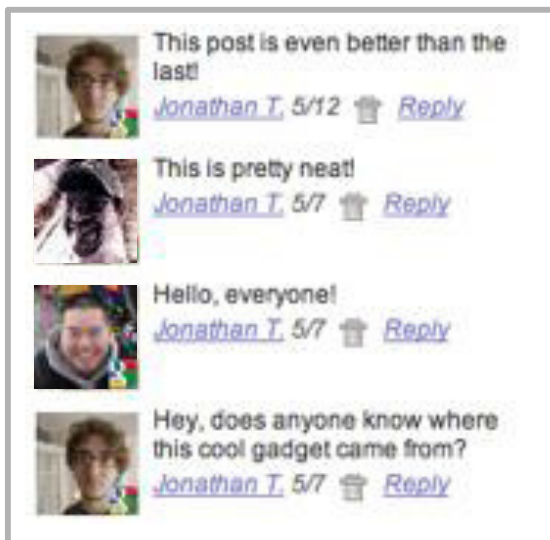
用户消费



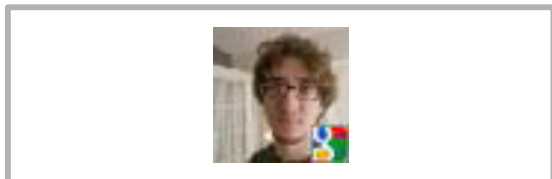
# 对象



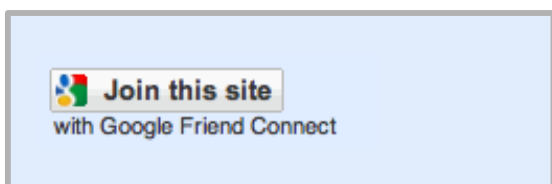
# 用户贡献



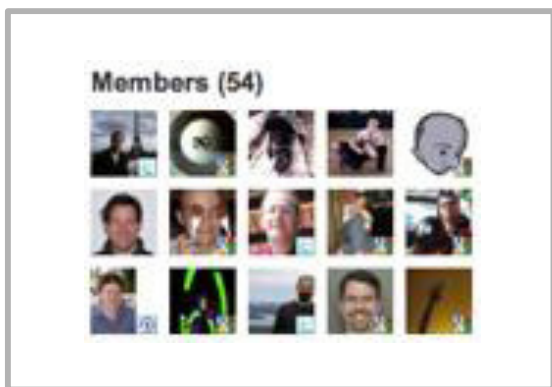
# 用户消费



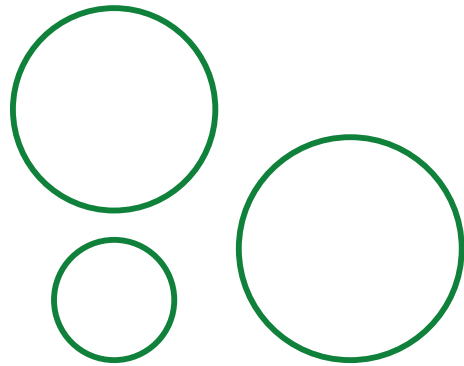
# 对象



# 用户贡献



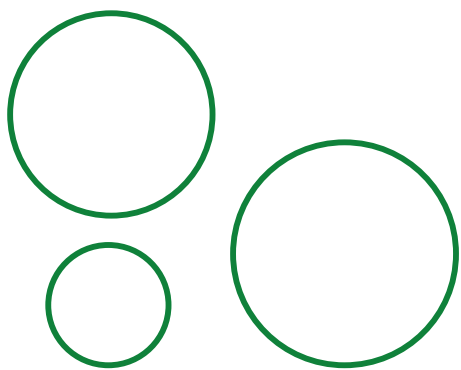
# 用户消费



=

8517  
8305  
0906

?



对象



用户贡献



用户消费 + 分享！



<http://www.flickr.com/photos/79557817@N00/122664322/in/set-72057594052967676/>

```
require 'src/social/spi/RestfulCollection.php';  
require 'src/social/spi/DataCollection.php';  
require 'src/social/service/ResponseItem.php';  
require 'src/social/oauth/OAuth.php';
```

```
/**  
 * Common base class for API servlets.  
 */  
abstract class ApiServiceServlet extends HttpServlet {  
    protected $handlers = array();  
  
    protected static $DEFAULT_ENCODING = "UTF-8";  
  
    public static $PEOPLE_ROUTE = "people";  
    public static $ACTIVITY_ROUTE = "activities";  
    public static $APPDATA_ROUTE = "appdata";  
    public static $MESSAGE_ROUTE = "messages";  
    public static $INVALIDATE_ROUTE = "cache";  
  
    public function __construct() {  
        parent::__construct();  
        $this->setNoCache(true);  
        $this->handlers[self::$PEOPLE_ROUTE] = new PersonHandler();  
        $this->handlers[self::$ACTIVITY_ROUTE] = new ActivityHandler();  
        $this->handlers[self::$APPDATA_ROUTE] = new AppDataHandler();  
        $this->handlers[self::$MESSAGE_ROUTE] = new MessagesHandler();  
        $this->handlers[self::$INVALIDATE_ROUTE] = new InvalidateHandler();  
        if (isset($_SERVER['CONTENT_TYPE']) && (strtolower($_SERVER['CONTE  
            // make sure the content type is in all lower case since that's  
            $_SERVER['CONTENT_TYPE'] = strtolower($_SERVER['CONTENT_TYPE']);  
        }  
        $acceptedContentTypes = array('application/atom+xml', 'application  
        if (isset($_SERVER['CONTENT_TYPE'])) {  
            // normalize things like "application/json; charset=utf-8" to ap  
            foreach ($acceptedContentTypes as $contentType) {  
                if (strpos($_SERVER['CONTENT_TYPE'], $contentType) !== false)  
                    $_SERVER['CONTENT_TYPE'] = $contentType;  
                $this->setContentType($contentType);  
                break;  
            }  
        }  
        if (isset($_GLOBALS['HTTP_RAW_POST_DATA'])) {  
            if (!isset($_SERVER['CONTENT_TYPE']) || !in_array($_SERVER['CO  
                throw new Exception("When posting to the social end-point you
```

# opensocial



## OpenSocial API 介绍





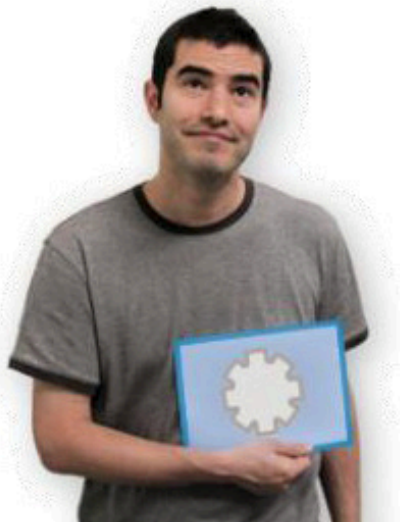


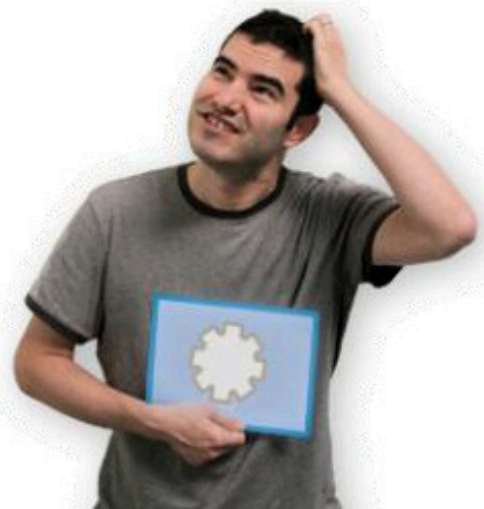
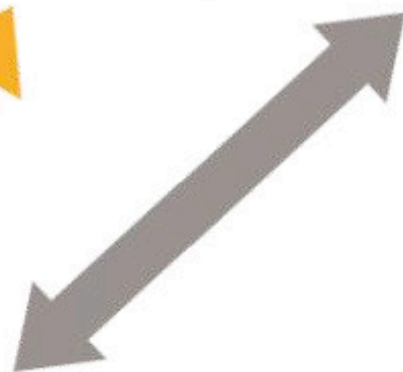
API



Friends  
Profiles  
Activities











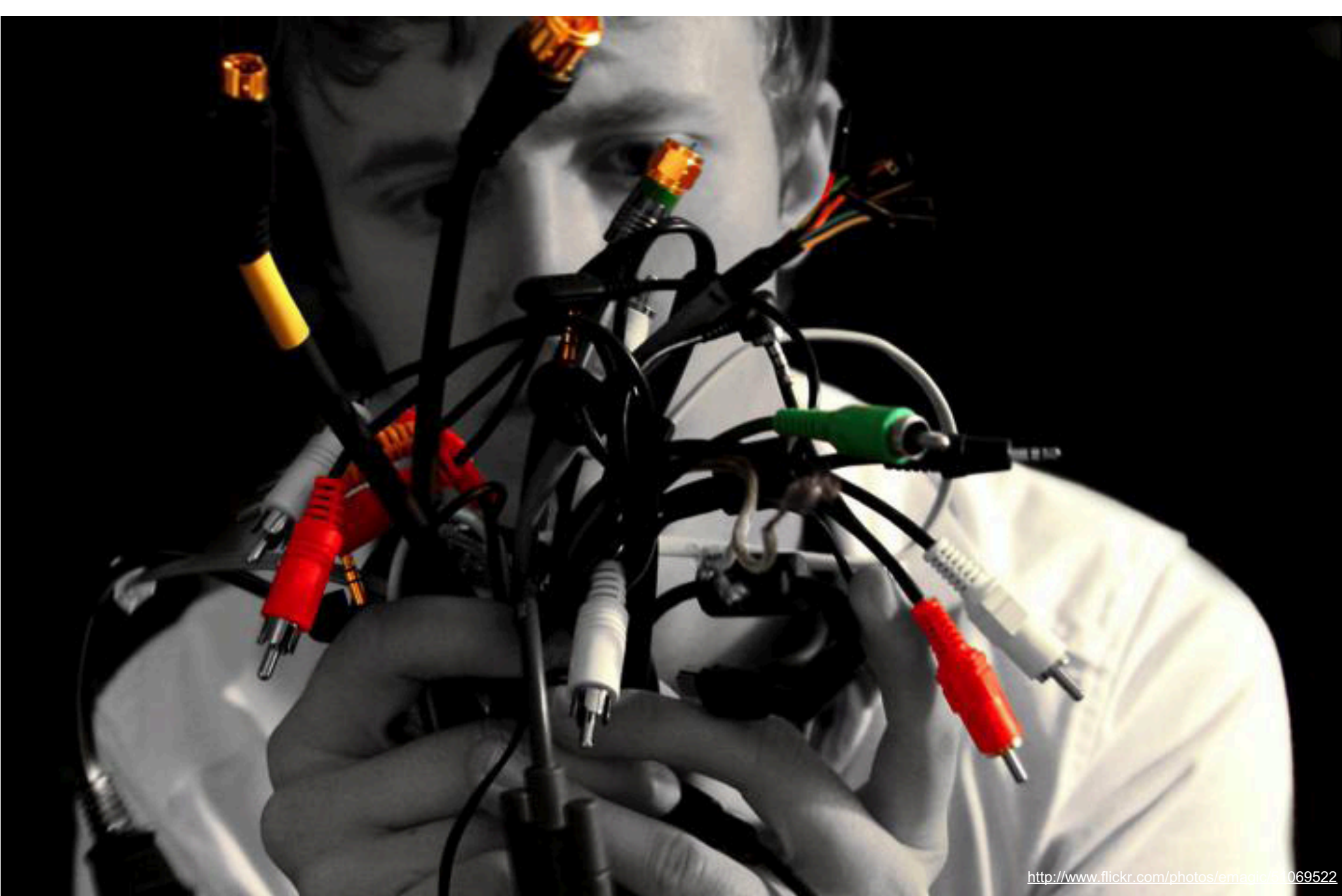
# 20+

支持OpenSocial的SNS网站



700,000,000

OpenSocial的全球覆盖用户



<http://www.flickr.com/photos/emagic/51069522>

技术差异: Google Friend Connect与传统SNS

Google  
Developer  
Day2009

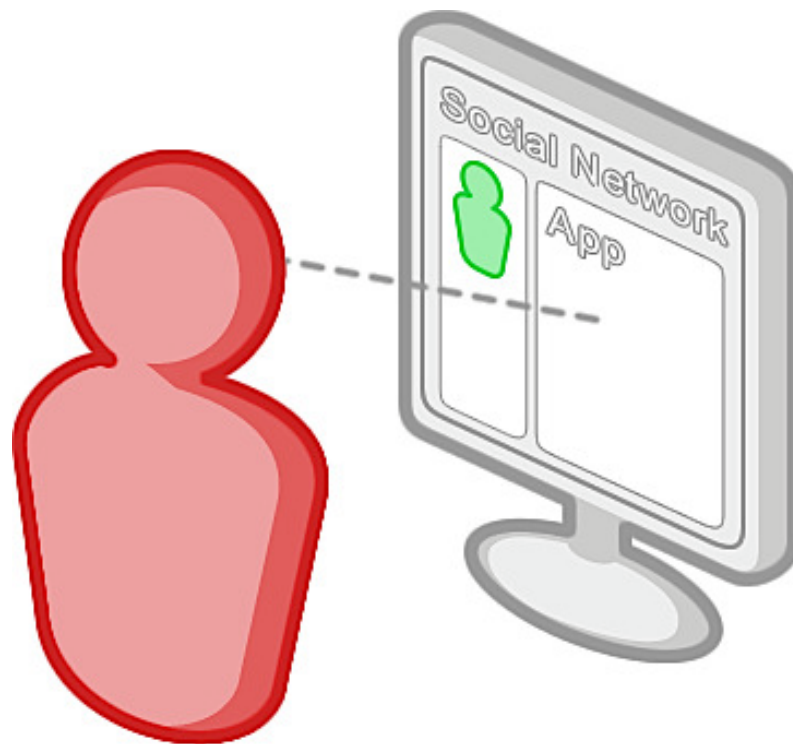


# OpenSocial编程接口

- 数据类型
  - 个人资料和朋友信息
    - ID, 姓名, 头像及其他相关网址
  - 最新动态和消息
  - AppData
- 访问
  - 客户 ( 浏览器 ) 端 : JavaScript, OSML标签, Templates
  - 服务器端 : RESTful, RPC

# 用户身份

- VIEWER (浏览者)
- OWNER (所有者)



# 谁是VIEWER？

- 传统SNS
  - 经过登录认证的，正在浏览这个应用的用户
- Google Friend Connect
  - 经过登录认证的，正在浏览这个应用的用户（一样！但是...）
  - 还有未登录的，匿名用户或访客
- 关于VIEWER，通过Google Friend Connect能知道哪些信息？
  - `OpenSocialPerson.Field.ID`
  - `OpenSocialPerson.Field.ABOUT_ME`
  - `OpenSocialPerson.Field.PROFILE_URL`
  - `OpenSocialPerson.Field.THUMBNAIL_URL`

# 谁是VIEWER？

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  - `OpenSocialPerson.Field.THUMBNAIL_URL`
  - `OpenSocialPerson.Field.GENDER`
  - `OpenSocialPerson.Field.LANGUAGES_SPOKEN`
  - `OpenSocialPerson.Field.LIVING_ARRANGEMENT`
  - `OpenSocialPerson.Field.RELATIONSHIP_STATUS`
  - `OpenSocialPerson.Field.SMOKER`
  - `OpenSocialPerson.Field.DRINKER`



# 谁是OWNER？

- 传统SNS
  - 一个用户，他安装了正在被浏览的这个应用
- Google Friend Connect
  - 就是嵌入了这个应用的**网站**！
    - ID = 15708967882889536966
    - GIVEN\_NAME = chabotc.com
    - PROFILE\_URL = <http://www.chabotc.com/>



<http://www.flickr.com/photos/bluefootedbooby/370460130>

# 使用页面内容上下文

## 在小应用中使用页面上下文

- `google.Blog.prototype.getPostsFeedUrl`
- `google.Blog.prototype.getPostsJson`
- `google.Blog.prototype.getCommentsFeedUrl`
- `google.Blog.prototype.getCommentsJson`
- `google.Blog.prototype.getCurrentPostFeedUrl`
- `google.Blog.prototype.getCurrentPostJson`
- `google.Blog.prototype.getCurrentCommentsFeedUrl`
- `google.Blog.prototype.getCurrentCommentsJson`

# 使用场景

## Comments on this page:

Jane said: "digit is so cute!"

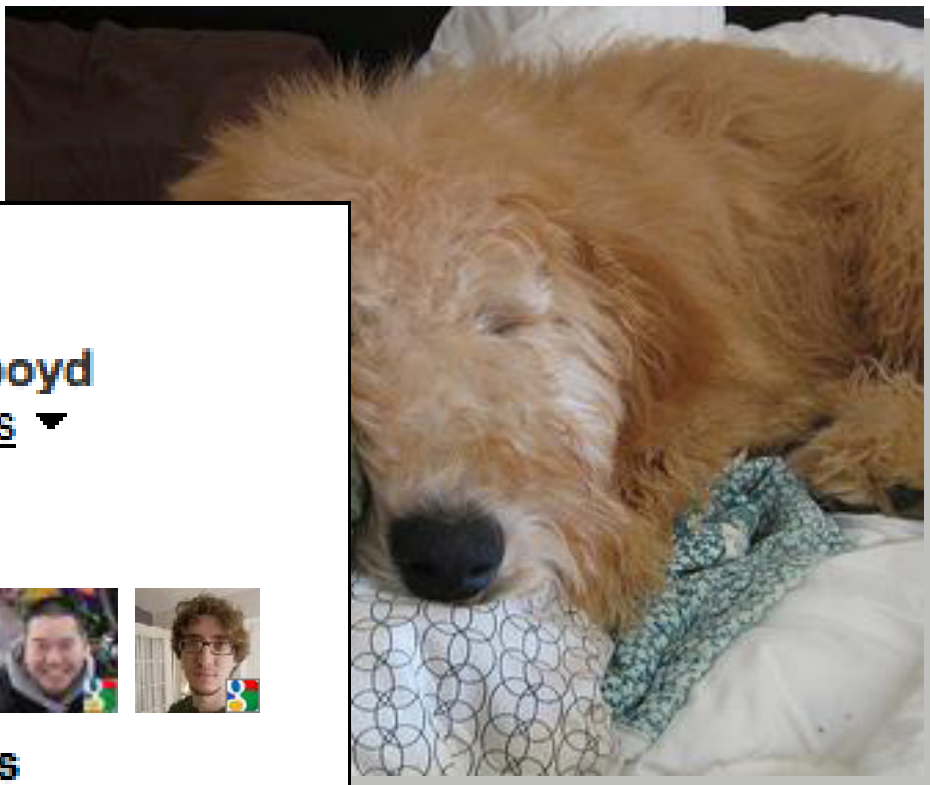
John said: "too girly, I want a

Jane said: "awww, John is


Tom said: "what breed is she

Kim said: "a goldendoodle!"





John said: "that's not a bree





**Followers**

 **ryan boyd**  
[Options](#) ▼

**Followers**

**Your Friends**



# 在小应用中使用页面上下文 - 代码

```
blog.getCommentsJson(onLoadFeed);

function onLoadFeed(data) {
    // Iterate over the array items
    for (var i = 0; i < data.length; i++) {
        var author = data[i].author;
        a.appendChild(document.createTextNode(
            author.name + "wrote..."));
        dt.appendChild(a);
        dd.appendChild(document.createTextNode(
            data[i].content));
        var openSocialId = author.openSocialId;
        // if author is public follower and one of friends
        if (openSocialId && friendProfiles[openSocialId]) {
            dt.style.backgroundColor = "yellow";
            dd.style.backgroundColor = "yellow";
        }
    }
}
```



<http://www.flickr.com/photos/madaise/3213868369>


调整应用的式样(skin)

Google  
Developer  
Day2009

# 为什么要调整？

TUESDAY, MAY 12, 2009


## Fetchin' Fetchin' Fetchin'



Digit played fetch for a good 30 minutes at Fort Funston... running up a cliff and chasing after a stick. Wore her out, got her dirty and gave her great joy.

POSTED BY RYCURYG AT 11:42 PM 0 COMMENTS


## Digit loves getting filthy at the beach!



FOLLOWERS

[Follow](#)  
with Google Friend Connect

Followers (1)



Already a member? [Sign in](#)

BLOG ARCHIVE

▼ 2009 (4)

▼ May (4)

- Fetchin' Fetchin' Fetchin'
- Digit loves getting filthy at the beach!
- Digit loves the car!
- Digit walks around town!

Poll

loading data...



# 在安装界面指定式样

Google  
Friend Connect BETA

[Set up a new site](#)

Sites


- Digit the Dog
  - [Overview](#)
  - [Social bar](#)
  - [Members gadgets](#)
  - [Social gadgets](#)
  - [Moderate posts](#)
  - [For developers](#)
  - [Plugins](#)
- [test](#)

[About Friend Connect](#)

## Set up the Ratings and reviews gadget

Author: Google

Allows viewers to rate a page, or a section of a page. Viewers can use this to rate videos, articles, books, photos, songs, or anything else you can imagine. You can put multiple Review/Rate gadgets on one page, one for each item you want viewers to review.



### 1 Options

**Scope:**

What is the visitor reviewing -- the whole site, the content on a single page, or a specific item (a product, song, video clip, etc.)? The "ID" simply identifies the comments and ratings associated with a specific item. We don't assume that the ID has any meaning elsewhere in your HTML.

**Start with this text in the review area:**

**Ratings header:**

Allow anonymous posts

# 式样参数

- `BORDER_COLOR`: 应用的边缘颜色, 或者定义为透明
- `CONTENT_BG_COLOR` (OS 0.8: `BG_COLOR`): 背景颜色
- `CONTENT_LINK_COLOR` (OS 0.8: `ANCHOR_COLOR`): 未访问的链接颜色
- `CONTENT_TEXT_COLOR` (OS 0.8: `FONT_COLOR`): 文本颜色
- 更多参数:
  - `FONT_FACE`
  - `CONTENT_HEADLINE_COLOR`
  - `CONTENT_SECONDARY_TEXT_COLOR`
  - `CONTENT_SECONDARY_LINK_COLOR`
  - `ENDCAP_BG_COLOR`
  - `ENDCAP_LINK_COLOR`
  - `ENDCAP_TEXT_COLOR`
  - `ALTERNATE_BG_COLOR`
  - `CONTENT_VISITED_LINK_COLOR`

# 在应用中指定式样

- 在XML Spec中声明需要使用skin这个功能:

```
<Optional feature="skins"/>
```


- 使用式样:

```
$("someElement").style.borderColor =  
    gadgets.skins.getProperty('BORDER_COLOR');
```

# 调整结果

TUESDAY, MAY 12, 2009


## Fetchin' Fetchin' Fetchin'



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**Followers (1)**



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**BLOG ARCHIVE**

▼ 2009 (4)

▼ May (4)

- Fetchin' Fetchin' Fetchin'
- Digit loves getting filthy at the beach!
- Digit loves the car!
- Digit walks around town!



**Ratings (1)**

Average rating: ★★★★★

-- add your review here --

Your rating: ★★★★★

**Post**

 Testing  
rycuryg 5/20  [Reply](#)

[Translate »](#)





<http://www.flickr.com/photos/munksynz/1350801503>

本地化

Google  
Developer  
Day2009



# Google Friend Connect应用本地化

- 定义消息包(message bundle)
  - 以下分别是中文和英文的例子

*中文: [http://e.com/zh\\_ALL.xml](http://e.com/zh_ALL.xml)*

```
<messagebundle>
```

```
  <msg name="greeting">你好</msg>
```

```
</messagebundle>
```

*English: [http://e.com/en\\_ALL.xml](http://e.com/en_ALL.xml)*

```
<msg name="greeting">Hello</msg>
```

- 使用消息包中的消息

```
<Locale lang="zh-cn" messages="http://e.com/zh_ALL.xml"/>
```

```
<Locale lang="en" messages="http://e.com/en_ALL.xml"/>
```

```
.....
```

```
<h1>__MSG_greeting__</h1>
```



<http://www.flickr.com/photos/24072855@N08/2909789213>

总结

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# 如何设计应用

目标受众、场景关联、尺寸样式、面向对象

# 如何开发代码

OpenSocial、差异、Blog上下文、式样指定、本地化

5,000,000

30天活跃 Friend Connect 网站

100,000

每天加入上述网站的用户

但是，  
如何找到  
这些用户？



<http://www.flickr.com/photos/criminalintent/94440474>

提交你的应用

Google  
Developer  
Day2009



# Google Friend Connect应用目录

The screenshot shows the Google Friend Connect Gadget Gallery. On the left is a navigation menu with options like 'Set up a new site', 'Sites', 'Digit the Dog', 'Overview', 'Social bar', 'Members gadgets', 'Social gadgets', 'Moderate posts', 'For developers', 'Plugins', 'test', and 'About Friend Connect'. The main content area is titled 'Gadget Gallery' and has a search bar. Below the search bar are tabs for 'Featured gadgets' and 'All gadgets'. Three featured gadgets are displayed: 'Members' (by Google), 'Social bar' (by Google), and 'Comments' (by Google). Each gadget has a thumbnail image, a title, a description, and links for 'Watch video', 'Sample site', and 'Get this gadget'.

The screenshot shows the 'Submit a Friend Connect gadget' page. It includes a search bar at the top. The main heading is 'Submit a Friend Connect gadget'. Below it is a section titled 'Preparing for Publication' with a congratulatory message. The page lists requirements for gadget submissions, including browser compatibility (IE 6 and greater, Firefox 3 and greater, Safari 3 and greater), size (200x600 pixels), model (OpenSocial), and functionality. It also lists required XML fields: title, description (less than 350 characters), author, author\_email, screenshot (150x160 pixels), thumbnail (120x60 pixels), and directory\_title. At the bottom, there is a section for 'Google Gadgets and Themes API Terms of Service' with a 'Submit gadget' button.

<http://www.google.com/friendconnect/submitgadget>

<http://www.google.com/friendconnect>

欢迎您的加入。

# 感谢您参加本场讲座！

## 提问 / 回答

Google Friend Connect应用开发: 最佳实践和交互设计

更多信息，请访问[code.google.com](http://code.google.com)

Google  
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Day 2009

# Google Developer Day 2009

