

Project 4: Lego Mindstorms Case Study

Social networking refers to building relationships and interacting with people online. There are multiple apps to choose from that allow you to network with people from across the globe. Social media describes online platforms to create and consume content. Social media makes social networking much easier, but it is mainly for content creation and engagement. Apps like Facebook and LinkedIn are focused on networking with other people. These apps allow you to message people, comment on posts, and even join groups. Apps like Instagram, TikTok, and YouTube are mainly about posting, sharing, and consuming content. These apps also allow you to follow and interact with others.

Social networking highlights people and connections and social media highlights content and interaction. Social networking platforms can help people maintain long-term personal or professional relationships, which is very valuable for career growth and staying in touch with your friends and family. Social media can influence trends, spread news, and allow people to post creative content. Even though social media and social networking have different main purposes, they often overlap because many platforms like Facebook, Instagram, and YouTube combine features of both which allow people to share content while connecting with other people and building meaningful relationships.

Lego must always pay close attention to social networking trends. One important social networking feature is the community sharing system. People can upload and view robot designs made by other fans. Uploading your own robot designs allows children to share ideas, learn from others, and be a part of a community safely. Another feature Lego has is the connection to the Lego Life app. The Lego Life app is a platform that is moderated where kids can safely interact with each other and view content.

Current developments in social networking that Lego will need to understand as it decides whether to remove, modify, or continue the community sharing system and the Lego Life app are safety and moderation especially for the younger audiences. Parents rightfully expect these platforms to be safe and monitored, which means Lego must continue prioritizing moderation and privacy protection. Trends show that users prefer platforms with easy sharing, liking, and following, like popular social media apps. Lego may need to continuously update these features to keep their users engaged. While keeping up to date with these features, they have to consider whether or not these features are still relevant because some users can prefer simpler experiences with fewer application interactions.

A new owner of Lego Mindstorms products might learn how to build and program complex robots using social networking elements provided by Lego can be by using the Lego Life app and joining the Mindstorms group. In the Mindstorms group, you are able to look at content and creations uploaded by fellow Lego fans. They also have a Lego Mindstorms app that provides interactive in-app instructions. This app is more instructional, but it still supports social learning because the users can compare their progress and results with others online.

The mix of community sharing and guided instructions makes it much easier for beginners to develop their skills. They also provided two coding languages in the Mindstorms app that offer a simple drag-and-drop canvas for beginners. These types of communities give users the opportunity to learn from each other and feel more connected through interests that are similar to theirs. Users can also interact with others by liking posts, commenting on posts, and asking questions about specific builds or coding information. Interaction like this will give beginners a chance to get feedback and guidance. As a result of these social networking elements, learning is more engaging, welcoming, and easier to follow for new users.

The Lego Mindstorms community members create value for Lego in many different ways like through their participation and contributions. First, users who share their robot designs and projects inspire others and expand their ideas within the community. Second, community members can create tutorials and guides to help people who are new to the community learn how to build and program robots. Third, people can provide feedback and suggestions on products and features of the products which can help Lego better understand customer needs and improve their future updates. Fourth, members of the community answer questions and troubleshoot problems for others and can help Lego with reducing the need for official customer support. This also creates a helpful learning environment. Fifth, community members promote Lego products by sharing their creations on social media and within the Lego Life app, which can help attract new users.

These users contribute creative ideas that Lego can use for their future product development. The members being active and participating builds the community and encourages long-term engagement with the brand. By sharing their designs and projects, creating tutorials and guides, providing feedback and suggestions, answering questions and troubleshooting problems, and sharing their creations on social media and within the Lego Life app the community is very important in creating value for Lego.

Works Cited:

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