Poliscope

3E: Digital Mockup
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Overview of Digital Mockup

Onboarding Process

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News Feed and Friend Activity

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Reading an Article

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Sharing an Article

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Overview of Digital Mockup

Managing News Feed Content

Managing Friends

Viewing a Friend’s Profile

Shared Articles Inbox

Filtering Results
Onboarding
Logging in / Signing Up

Fig. 1

Fig. 2

Fig. 3

Poliscope
The news you want, in one place.

SIGN UP

LOG IN

Username

Password

Forgot Password?

NEXT >

OR

Log In With Facebook

Poliscope
The news you want, in one place.

SIGN UP

LOG IN

Username

Password

E-mail Address

NEXT >

OR

Log In With Facebook

Poliscope

Search news outlets to follow

< BACK

NEXT >

Poliscope

Choose news outlets from below or search for a specific news outlet to start creating your news feed. You can edit these later in your settings.

npr
Vox
FOX News channel
AP
Onboarding
Logging in / Signing Up

Fig. 4
Choose topics from below or search for a specific topic to start creating your news feed. You can edit these later in your settings.

- Planned Parenthood
- Hillary Clinton
- ISIS
- Hillary Clinton
- Education
- Keystone Pipeline
- Ben Carson
- 2016 Presidential Candidates

Search topics to follow

< BACK NEXT >

Fig. 5
Start building your network on Poliscope by adding friends. Choose one or more of the options below to begin. You can add or remove friends later in your settings.

- Add friends already on Poliscope
  - Username (separate by commas)
- Invite friends to Poliscope
  - E-mail address (separate by commas)
- Import contacts from phonebook
- Import contacts from Facebook

Add Invite

< BACK NEXT >

Fig. 6
Control who can see your profile and activity on Poliscope by selecting privacy settings below. You can edit these later in your settings.

Set profile to:
- Private
- Public

< BACK FINISH >
Onboarding
Logging in / Signing Up

Fig. 7

Fig. 8
Onboarding
Logging in / Signing Up

This series of screens describes the onboarding process of Poliscope. The user can choose to use their Facebook account to log in to Poliscope (Fig 1 and Fig 2). After the initial sign-up, the user is presented with screens to choose news outlets and topics to follow (Fig 3 and Fig 4). After these screens, the user can choose from an array of options to start building their friends list within the app (Fig 5). Following this is a screen that addresses privacy (Fig 6 and Fig 7). If the user selects “Private” for their profile, they will not be presented with options for their read history or comments, because it is no longer relevant (Fig 6). To end the process, a pop up congratulates the user and notifies them that they are done with the onboarding process (Fig 8).

We originally only had news outlets and topic selection pages as part of the onboarding process, but added in friends and privacy pages. We felt that the addition of these two pages helped prime the user for functions within the app and made the transition into using the app much easier.
Home Screen
News Feed & Friend Activity

Fig. 9

Fig. 10
The Home Screen consists of two tabs: News Feed (Fig. 9) and Friend Activity (Fig. 10).
Mainstream Muslim clerics have tried to undermine ISIS’ claims to religious authority. In Brussels, Muslims have already taken to the street to protest the ISIS attacks in France.

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Written by Larry Kaplow, Greg Myre

The Islamic State’s claim of responsibility for a trio of major attacks, including the assault on Paris, has led to a rapid reassessment of the extremist group and its aspirations. Until a couple of weeks ago, ISIS appeared focused on building its self-declared caliphate, or Islamic empire, in its core areas of Syria and Iraq. But it now says it was behind attacks in France, Egypt and Lebanon that killed nearly 400.
Articles
Reading an Article

Clicking on an article (located in either the News Feed tab or the Friend Activity tab) directs the user to a new page (Fig. 11) where the article can be read in its entirety. The bottom of the article includes tags that are intended to help the user understand which of the topics and news outlets they follow led to a specific article appearing in his or her feed; the addition of tags was motivated by findings from our usability testing sessions. In Fig. 12, the user is following “paris attacks,” “ISIS,” and “NPR.” At the bottom of an article, the user is presented with links to similar articles (Fig. 12, “See More Articles Like This”) as well as articles with opposing ideologies (Fig. 13, “See Articles With Opposing Views”). Our paper prototype consisted of simple text links to these articles, but we have updated our digital mockup to include links that provide more information (the name of the news outlet, an article image, and so on).
Articles

Reading & Sharing an Article
Clicking the “Share” button (the arrow icon paired with text) causes a pop-up to appear (Fig. 16). This pop-up enables the user to either post an article to her profile (making the article visible to all of her friends) or send an article to specific friends (making the article visible only to specific individuals). This pop-up can accessed from any place in the app where the “Share” button is present; the previous series of images (Figures 14, 15, & 16) are illustrating the situation in which a user has chosen to open an article, and then proceed to share the article. In our original paper prototype, we had forgotten to include a “Cancel” button (thereby violating Nielson’s “User Control and Freedom” heuristic). We have since remedied this issue in our digital mockup.
Home Screen
Managing News Feed Content

Fig. 17
Poliscope
News Feed
Friend Activity
NPR
30 min
Why ISIS Looks Very Different Today Than A Month Ago
"The Islamic State has claimed three major attacks recently. This has led to a reassessment of the group that had been focused on building its caliphate in the Middle East."

Vox
45 min
Dear Politicians Who Want to Bar Syrian Refugees: Here are 6 Ways You’re Wrong
"Even if politicians might see some political benefit to themselves — and, indeed, anti-refugee sentiment and target-mongering is proving to be popular — then even that is not going to last long."

Fig. 18
Poliscope
News Feed
Friend Activity
NPR
Show More Posts Like This in the Future
Show Fewer Posts Like This in the Future
Unfollow News Outlet
Unfollow Topic
Hide This Article From News Feed
Cancel

Fig. 19
Poliscope
News Feed
Friend Activity
Vox
45 min
Dear Politicians Who Want to Bar Syrian Refugees: Here are 6 Ways You’re Wrong

Vox
45 min
Dear Politicians Who Want to Bar Syrian Refugees: Here are 6 Ways You’re Wrong

NPR
10 min
U.S. Colleges See A Big Bump In International Students
"A new report backed by the State Department found a 10 percent jump in students coming to
Home Screen
Managing News Feed Content

We had originally intended to provide users with the option to simply “like” or “dislike” an article (through the use of “thumbs up” and “thumbs down” iconography). However, this proved to be confusing because users did not understand that selecting the “like” or “dislike” button would alter what kind of posts the “News Feed” would be aggregated with. We decided that a pop-up with more explicit terminology would help users understand our intended functionality.

Clicking the drop-down icon (the inverted triangle) on an article surfaces a pop-up that enables the user to manage the content that appears in her News Feed. Selecting the “Show More Posts Like This In the Future” option alerts the app to the fact that the user would like articles of this nature to appear more frequently in her News Feed in the future; selecting this option does not immediately redirect the user to similar articles. “Show Fewer Posts Like This In the Future” alerts the app to the fact that the user would does not want articles of this nature to appear frequently in her News Feed in the future; selecting this option does not result in these articles disappearing immediately. “Unfollow News Outlet” and “Unfollow Topic” enable the user to quickly manage what news outlets and topics she is following. Clicking “Hide This Article From News Feed” results in the immediate removal of the article from the user’s News Feed; Figures 17, 18, & 19 illustrate a scenario in which the user does not want to see the NPR article regarding ISIS).
Friends
Managing Friends

Fig. 20

Fig. 21
Friends
Managing Friends

Fig 20 demonstrates what a “Friends List” looks like after clicking the Friends icon in the nav bar. Fig 21 shows the screen of adding a new friend after searching their name in the search bar.

We added the link to manage “Friend Requests” inside the friends list page because we had not previously addressed how friends would accept other friend requests, if their profile was private.
Friends
Viewing a Friend’s Profile

Fig. 22

Fig. 23
Friends

Viewing a Friend’s Profile

These two screens show Kim’s profile on Poliscope. The user is able to see topics and news outlets that Kim is following (Fig 22), as well as recent activity by switching tabs (Fig 23).

We decided that rather than only showing topics that Kim follows, we would show both topics and news outlets under the “Following” tab.
Shared Articles Inbox
Viewing Articles Shared By You & With You

Fig. 24

Fig. 25

Fig. 26

Fig. 27
In order to support the task of “Socializing with Friends, Both Online and Offline,” our app allows users to share articles with one another (as demonstrated by Figures 14, 15, & 16). Our usability test participants did not understand how we intended notification management to function; in other words, our participants did not understand how to access an article that a friend shared with them after our participants had already read said articles. We are abandoning our idea of surfacing shared articles within the Friend Activity feed, as well as rearranging the Friend Activity feed to reflect that an article has been read.

The Shared Articles Inbox allows a user to view articles that her friends have shared with her, as well as articles she has shared with her friends. Figures 24, 25, 26, & 27 illustrate a scenario in which a user reads an article that has been shared with her ( Figures 24 & 25 demonstrate what the app looks like before a shared article has been read, while Figures 26 & 27 demonstrate what the app looks like after said article has been read).
Filtering Results
Reducing the Number of Articles Within the News Feed

Fig. 28

Fig. 29

Fig. 30

Fig. 31
Filtering Results
Reducing the Number of Articles Within the News Feed

Our usability tests uncovered the fact that our participants did not understand the intended use of the search bars we included on the “News Feed” and “Friend Activity” pages. Our participants incorrectly believed that this search bar expanded beyond the app, rather than being specific to their news feeds; in other words, they believed that the search bar would allow them to find articles beyond the scope of the articles specifically aggregated for them in their “News Feed” or shared by their friends in the “Friend Activity” feed. Our participants believed that the search bar would allow them to search the entirety of the web, when in reality, the search bar only permits users to condense the number of articles that appear in their “News Feed.” In order to alleviate confusion, we removed the search bar and replaced it with a “Filter” button in the top-right corner of the app screen (Fig. 28). In the “News Feed” tab, clicking this button leads to a screen comprised of a “Topics” list and a “News Outlets” list (separated by tabs) that the user is currently following (Fig. 29, Fig. 30). The user toggles different “Topics” or “News Outlets” on or off to refine the results that appear in her “News Feed.”