POLISCOPE

The news you want, in one place

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Overall Problem

- Very labor intensive to sift through multiple news sources
- Target audience wants easier access to relevant news
Primary Tasks

- Personalizing news consumption
- Socializing with friends, both online and offline
Initial Paper Prototype:
Personalizing News Consumption
Onboarding
Managing Articles
Filtering News Feed
Initial Paper Prototype:
Socializing with Friends, Both Online and Offline
Adding Friends
Viewing Profiles
Direct Article Sharing
Testing Process and Results
Heuristic Evaluations

Main Violations:

- Match between system and the real world
- User control and freedom
Usability Tests

Participants:

- Members of intended target audience (college students interested in an efficient system for reading the news)

Method:

- “Think aloud” and “talking with users”
- Did not answer questions from users
- Asked participants what their expectations were
Usability Tests

Tasks:

- Signing up for an account
- Adjusting account settings
- Reading news stories
- Sharing news stories with friends
- Viewing news stories friends have shared or read
Usability Test Results

- Search bar replaced with filter checkboxes
- Message inbox for shared articles
- Eliminating binary “like” and “dislike” system
Final Paper Prototype: Personalizing News Consumption
Filtering Newsfeed
Managing Articles
See more articles like this
- Article Headline 1
- Article Headline 2

Opposing Views:
- Article Headline 1
Final Paper Prototype:
Socializing with Friends, Both Online and Offline
Direct Article Inbox
Digital Mockup: Personalizing News Consumption
Onboarding

Poliscope
The news you want, in one place.

SIGN UP

LOG IN

Username
Password
E-mail Address

NEXT >

OR

Log In With Facebook

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.

Search news outlets to follow

Search topics to follow

Planned Parenthood
Hillary Clinton
ISIS
Hillary Clinton
Education
Keystone Pipeline
Ben Carson
2016 Presidential Candidates
Filtering Newsfeed
Managing Articles
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 100.
Digital Mockup:
Socializing with Friends, Both Online and Offline
Adding Friends

![Image of a mobile app interface showing friend requests and a user profile.]

- Janet Gao
- Kim Le
- Kiyana Salkeld
- Ian Turner
- Tom345
  Tom Planter
  Seattle, WA
  Send Friend Request
Viewing Profiles
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Written by Larry Kaplan, Greg Myre
Direct Article Inbox
Design Process Lessons

- Only show screens that are vital to the task at hand
- Low fidelity prototypes allow for focusing on task completion
- Do not try to reinvent the wheel