POLISCOPE

The news you want, in one place

Janet Gao: Designer, Writer
Ian Turner: Designer, Writer
Kim Le: User Researcher, Writer
Kiyana Salkeld: Project Manager, Storyboard, Writer
Overall Problem

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

- Graduate and undergraduate
- Political organizations
- Student leadership
- International
Contextual Inquiry Themes

- Too many news outlets to choose from
- Social media is a popular news source
- On-the-go news consumption is important
Current Tasks

- Socializing with friends, both online and offline
- Following the development of news stories
- Comparing different perspectives to synthesize an opinion
New Tasks

- Maintaining privacy
- Gauging public opinion
- Personalizing news consumption
Design 1: Facebook Plug-in
Design 1: Facebook Plug-in
Design 2: Smart House

1. Bedroom @ 9 AM
   - Smart TV
   - Poll
   - Good Morning!
   - 9 AM
   - Planned Parenthood
   - Own control
   - Jane Foster

2. Bathroom @ 9:30 AM
   - Smart mirror

3. On the go @ 10:00 AM
   - Sync to car's audio/LHD

- Hillary states
- News ticker
- The Bus
Design 2: Smart House
Design 3: Smartphone Application

Dashboard:
- James Styles posted story:
- Kyle Stacey recently liked:
- Carl Finnigan started following topic:
- Emma Rose commented on:
- Matilda Ram commented on:
- Campaign event on Oct 26 at:
- event symbol
- friends, certified news, journalists or anchors etc.

Customize/Your Experience:
- Topics you're following
- Followers
- Friends/Buddies
  - Certified Sources you're following
    - Authors, NBC, BBC, etc.
- See everyone you're following
  - (better view)
- Move down
- Your links to stories/pages
- Your likes
- Your devices
Design 3: Smartphone Application

- **Explore**
  - Search: [Image]
  - Trending: [Image]
  - See more: [Image]

- **Settings**
  - Toggle friends’ activity
  - Hide specific friends’ activity: [Image]
  - Toggle authors’ activity: [Image]
  - Hide specific authors’ activity: [Image]
  - Toggle nearby events: [Image]
  - Zip code: [Image]
  - Within X miles: [Image]
  - Push notifications: [Image]
    - Friend Likes
    - Friend Comments
    - Friend Dislikes
    - Author Posts
    - Author Comments

**Selected Design & Tasks**

- Socializing with friends, both online and offline
- Personalizing news consumption
Storyboards

Caitlin's best friend Kristen is an avid news reader, and she loves discussing what she's read.

...But Caitlin has no idea what Kristen is talking about half the time. It may go well with her interests...

Caitlin can use an app to see what Kristen is interested in...

...and she can read articles that Kristen has read.

The app even allows the girls to share news stories with each other...

So now Caitlin can make meaningful contributions when Kristen wants to talk about current events and politics.
Michael wants to learn about the 2020 presidential race candidates, but he has to switch back and forth between multiple sites and sift through a lot of news stories he doesn’t care about.

This process is so frustrating and time consuming. Michael just wants to scream!

But never fear, Michael! Palisone will let Michael follow specific news outlets and specific topics...

...and aggregates all the relevant news stories in a single dashboard. Now he only has to go to one place to get the news he’s interested in.
Design Process Lessons

- No need to worry about feasibility
- Avoid making assumptions about behaviors and attitudes
- Listen more than you talk during contextual inquiries