

The news you want, in one place

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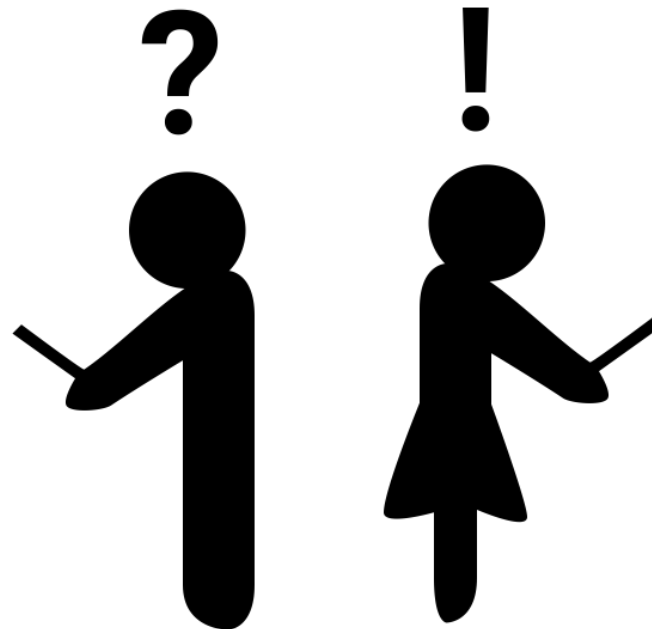
Kiyana Salkeld: Project Manager, Designer, Writer

Janet Gao: Front End Development, Designer, Writer

Ian Turner: Front End Development, Designer, Writer

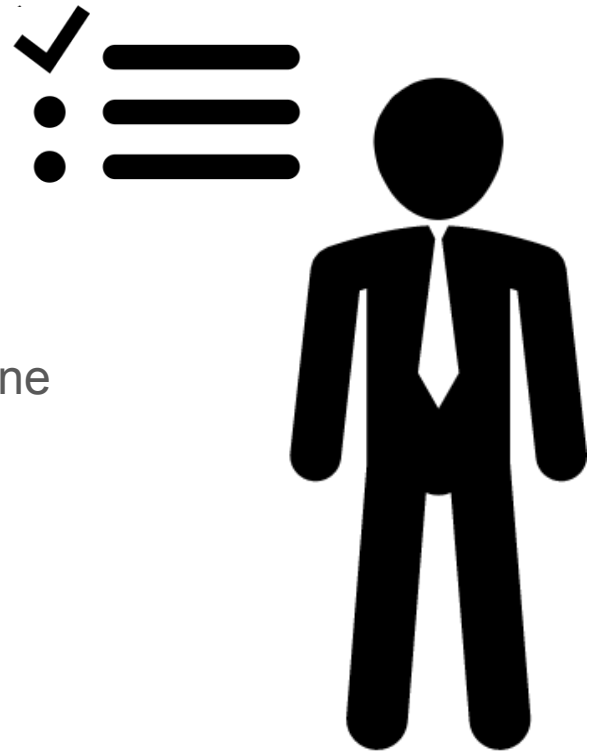
# Overall Problem

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



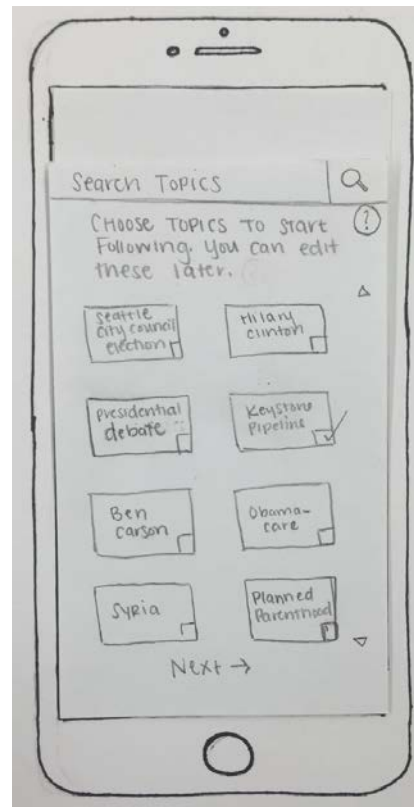
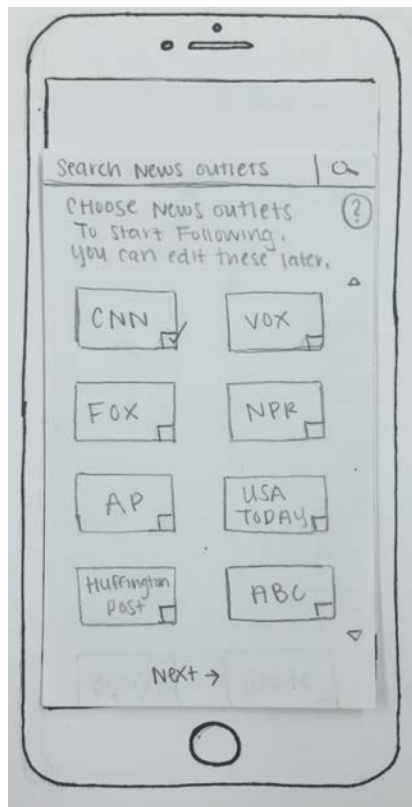
# Primary Tasks

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

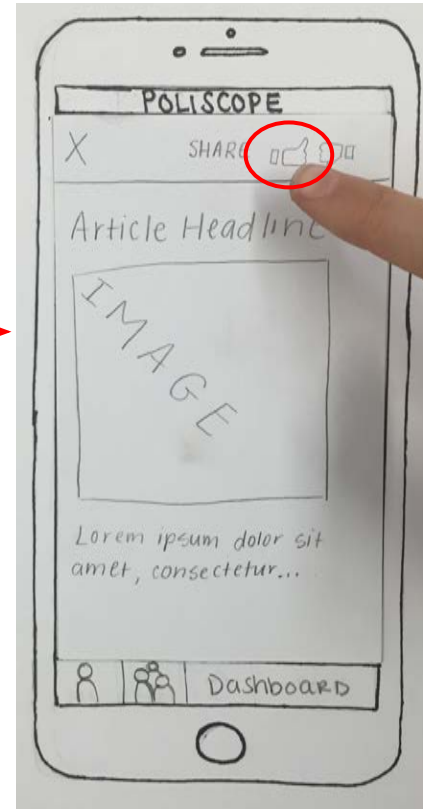
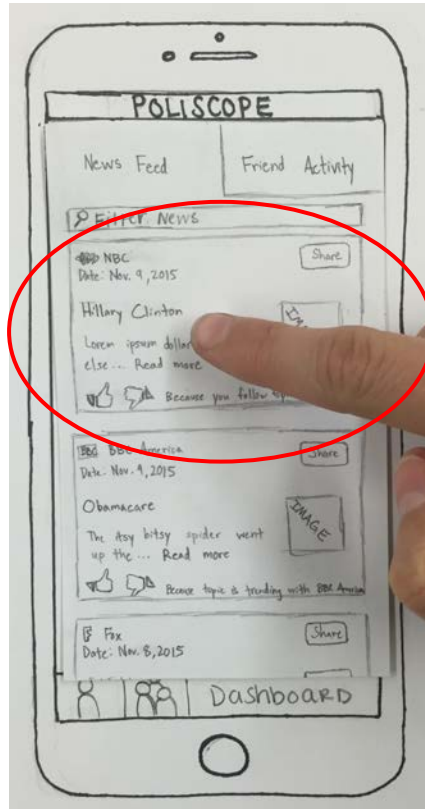


# Initial Paper Prototype: Personalizing News Consumption

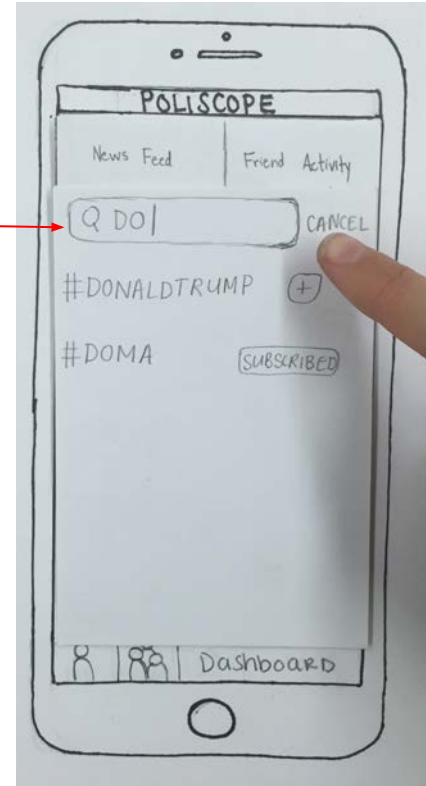
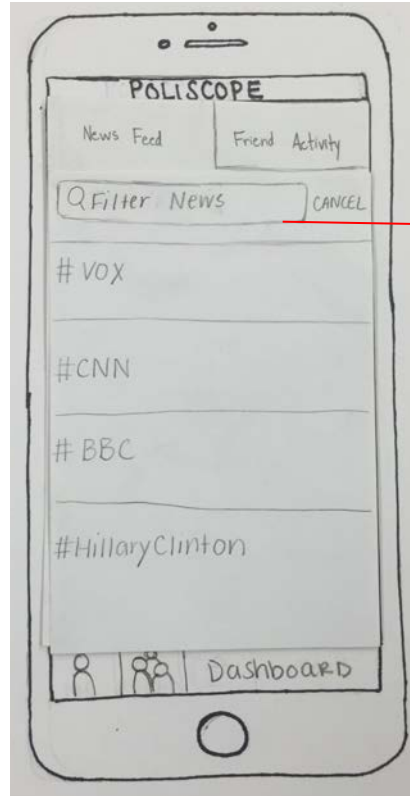
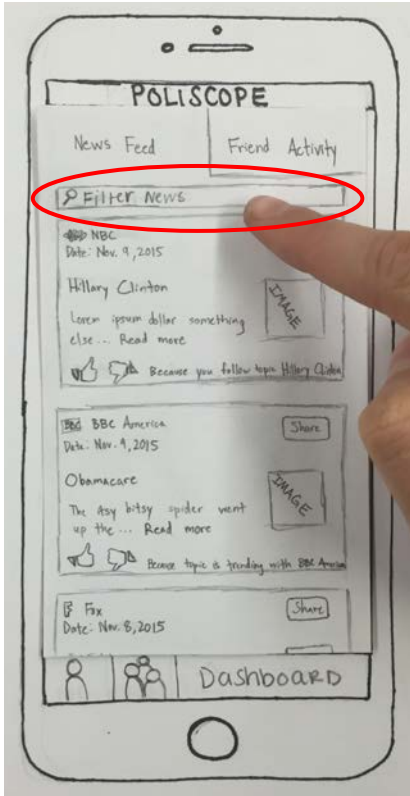
# Onboarding



# Managing Articles



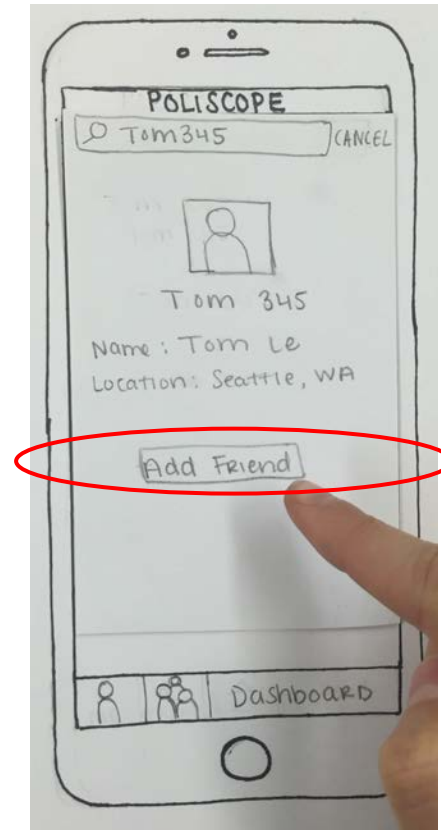
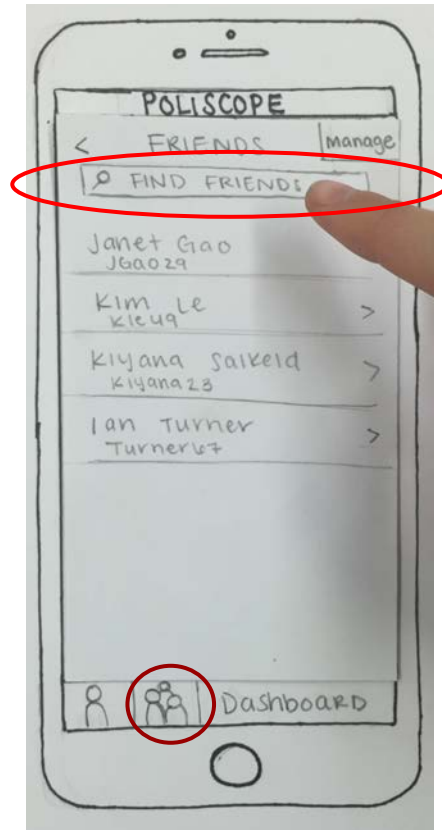
# Filtering News Feed



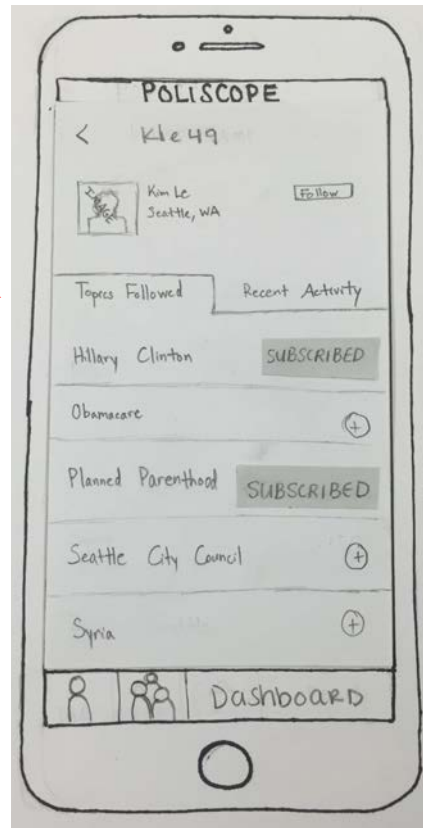
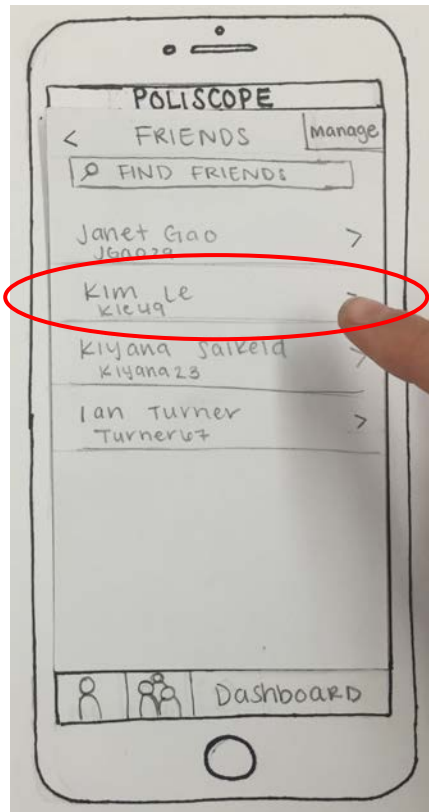
# Initial Paper Prototype: Socializing with Friends, Both Online and Offline



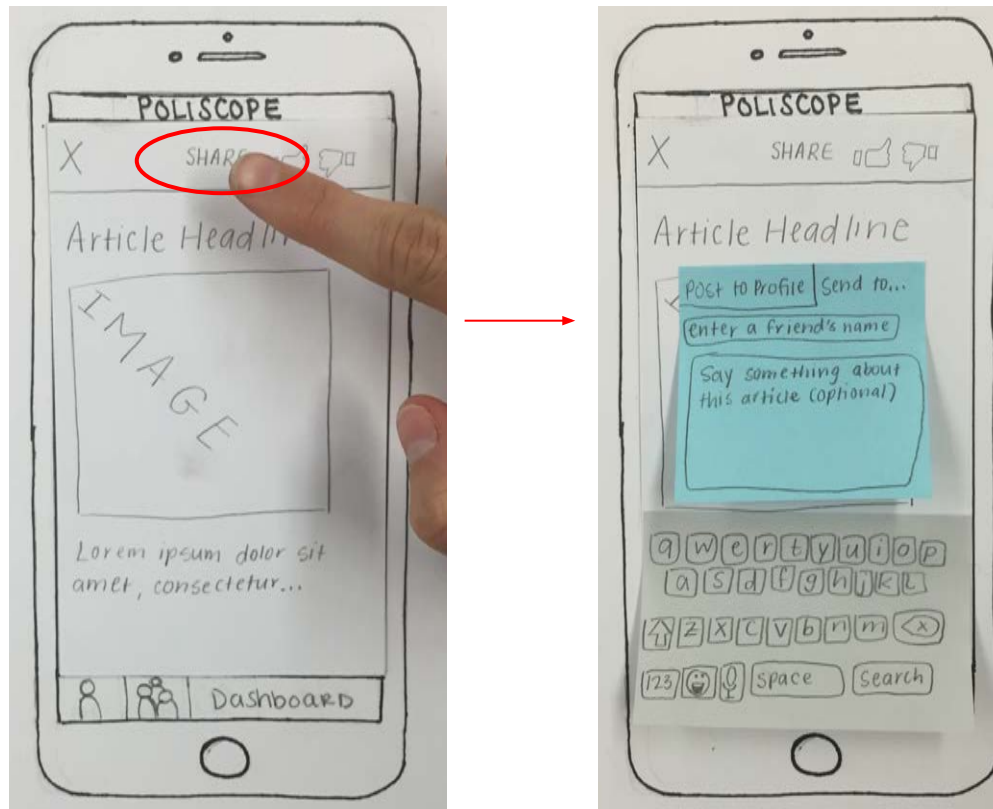
# Adding Friends



# Viewing Profiles



# Direct Article Sharing



# Testing Process and Results

# Heuristic Evaluations

## Main Violations:

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



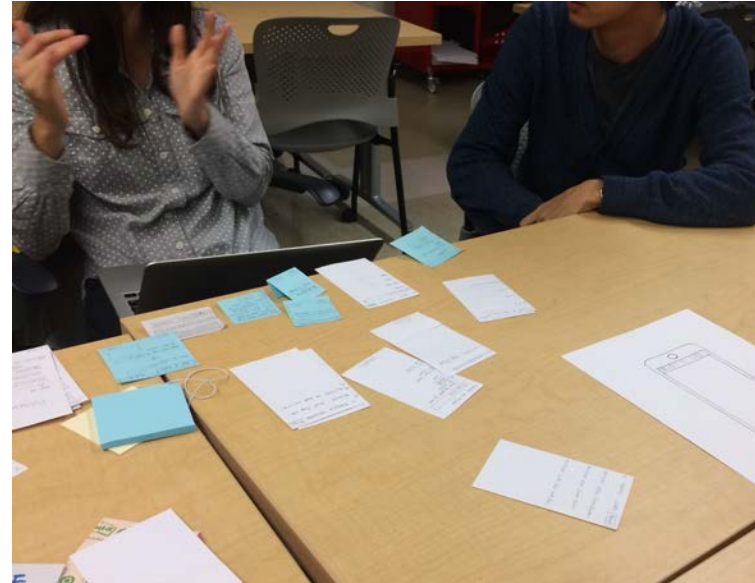
# Usability Tests

## Participants:

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

## Method:

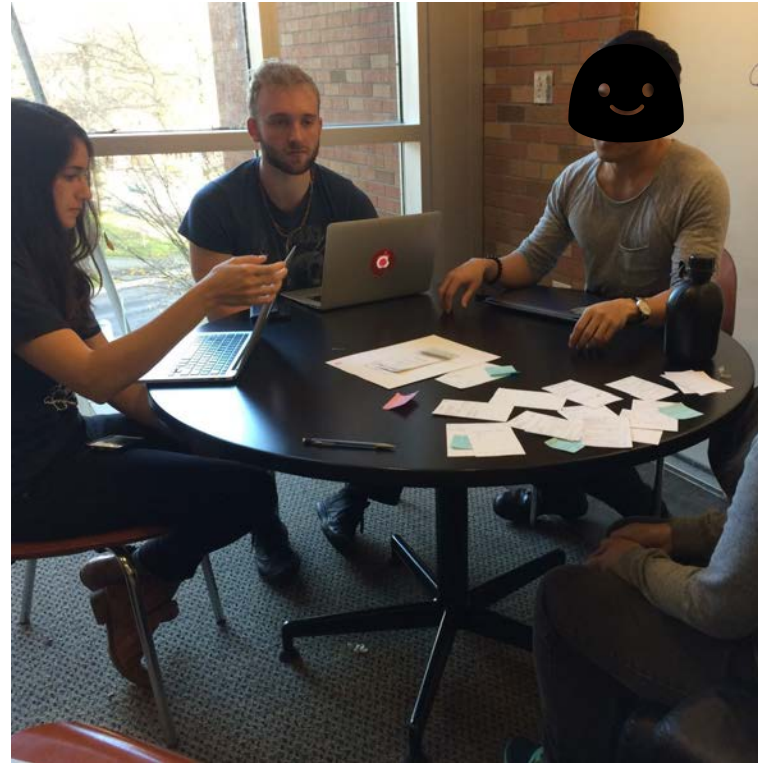
- “Think aloud” and “talking with users”
- Did not answer questions from users
- Asked participants what their expectations were



# 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

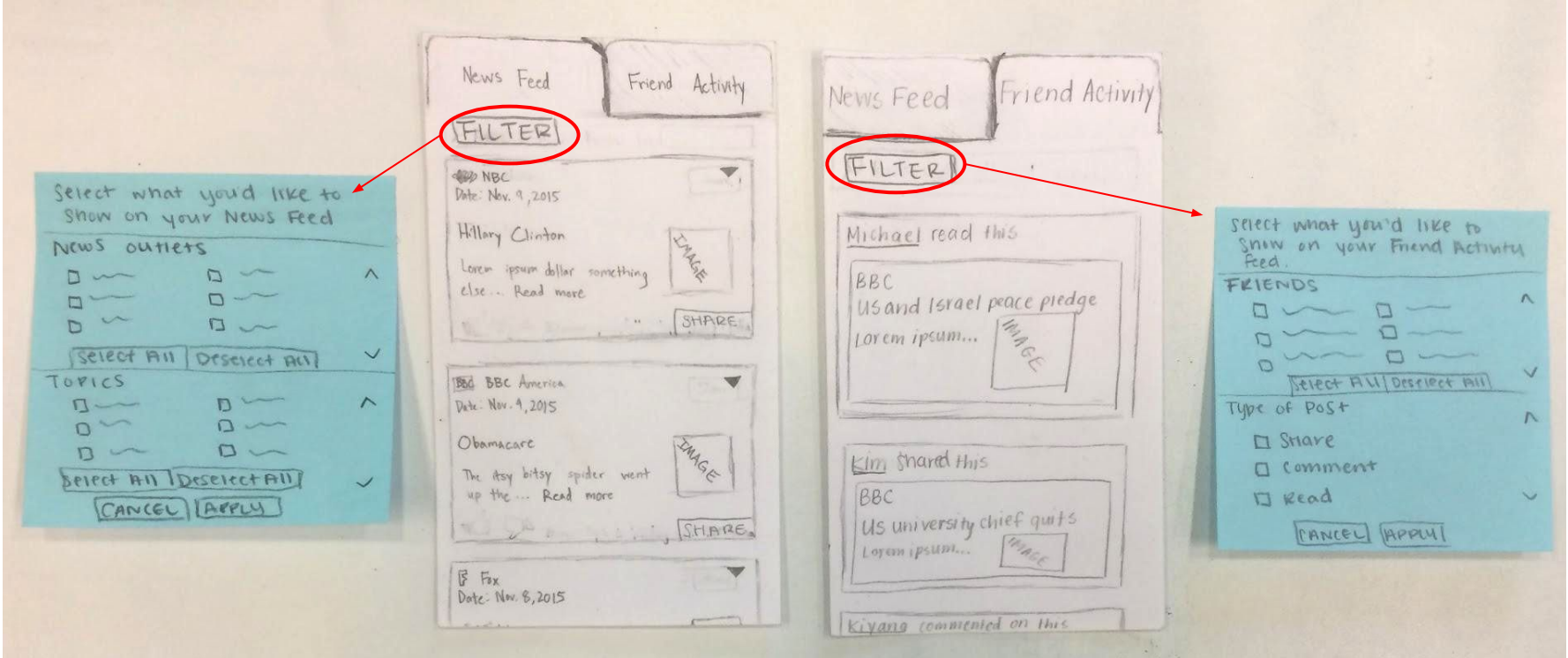
- Search bar replaced with filter checkboxes
- Message inbox for shared articles
- Eliminating binary “like” and “dislike” system



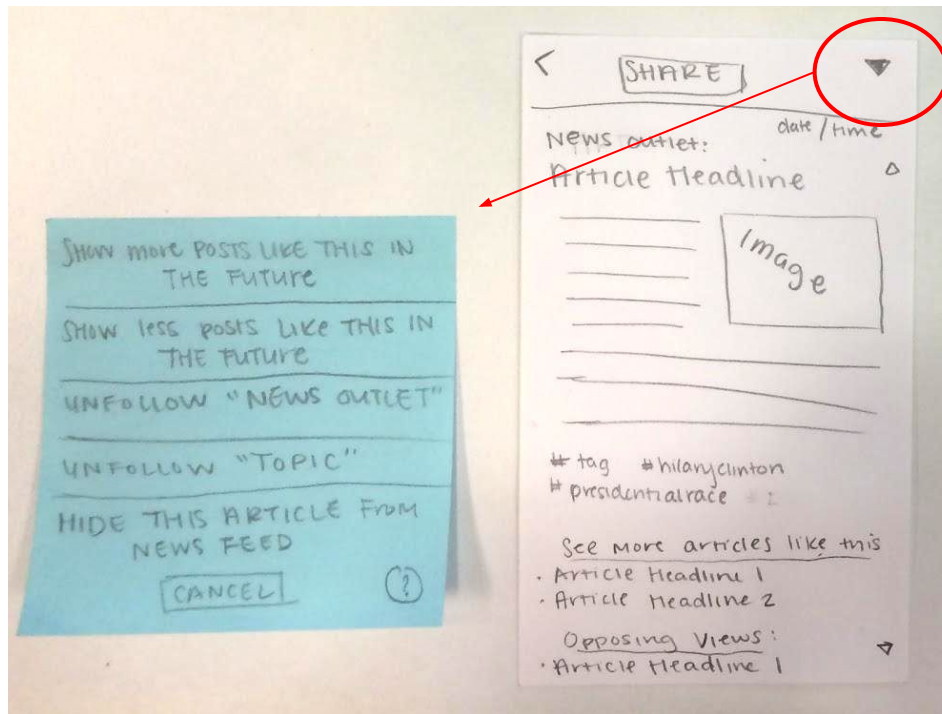


# Final Paper Prototype: Personalizing News Consumption

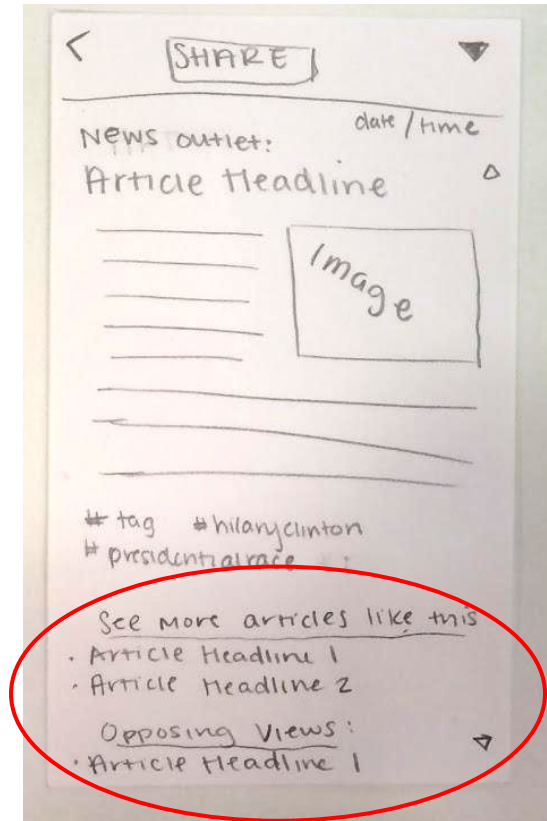
# Filtering Newsfeed



# Managing Articles

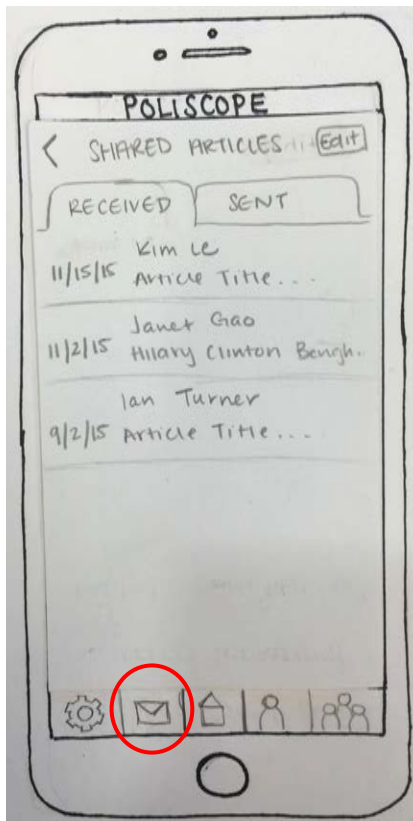


# Opposing Viewpoints



# 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

**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

**< BACK** **NEXT >**

**Poliscope**

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

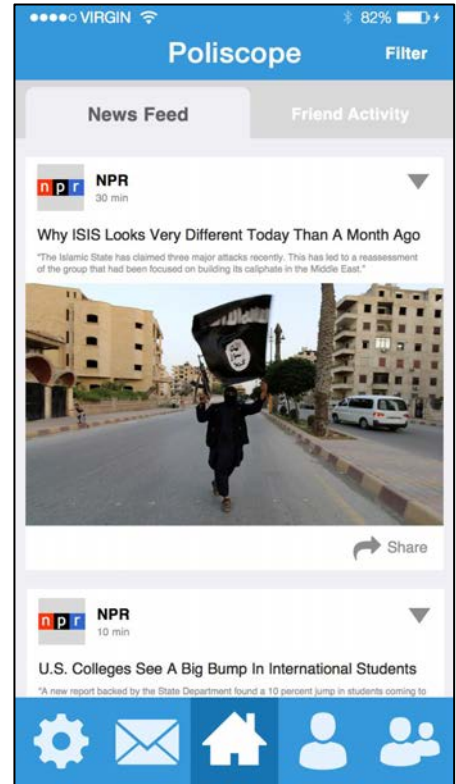
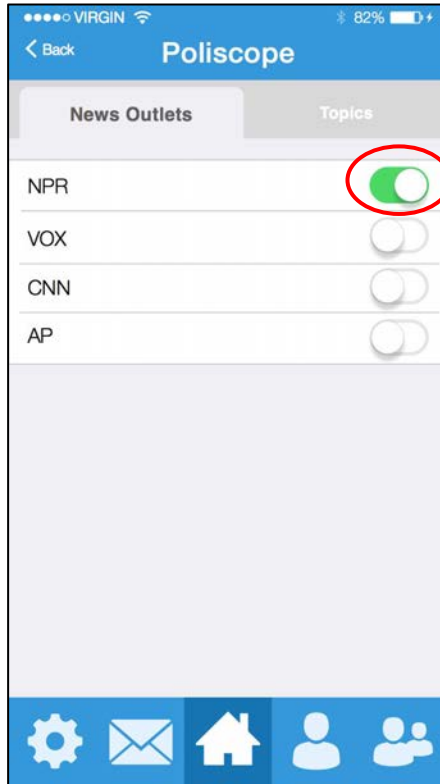
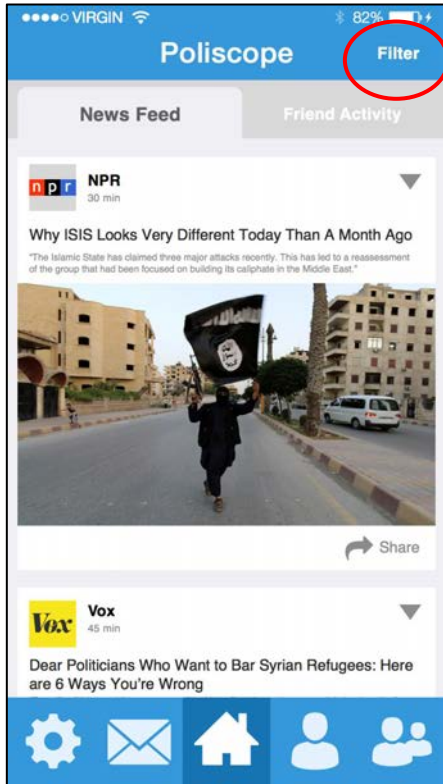
Search topics to follow

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

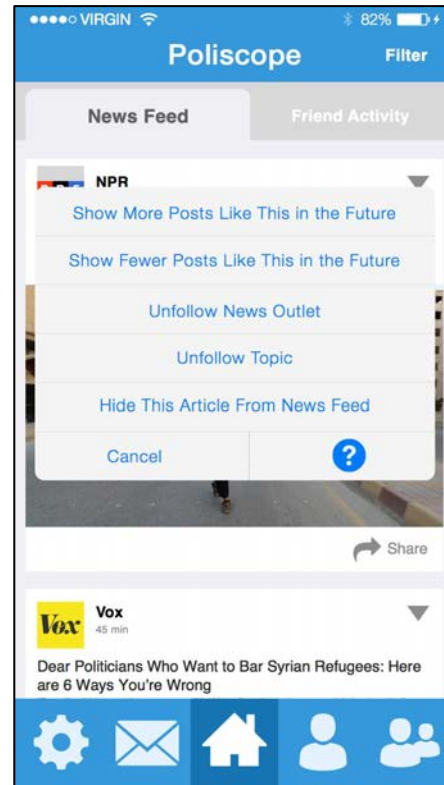
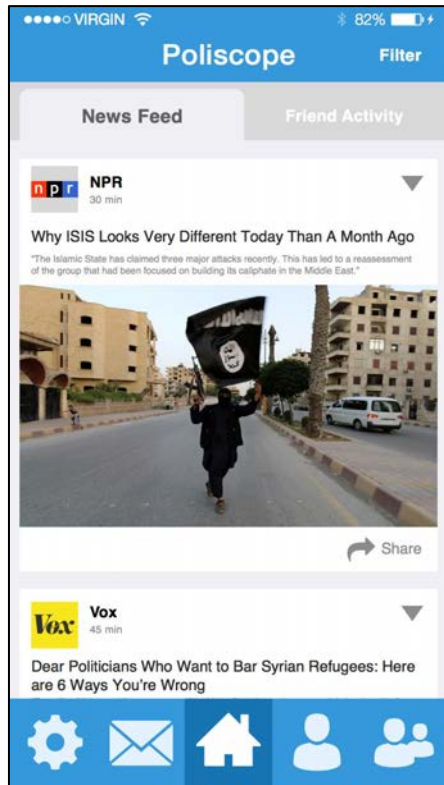
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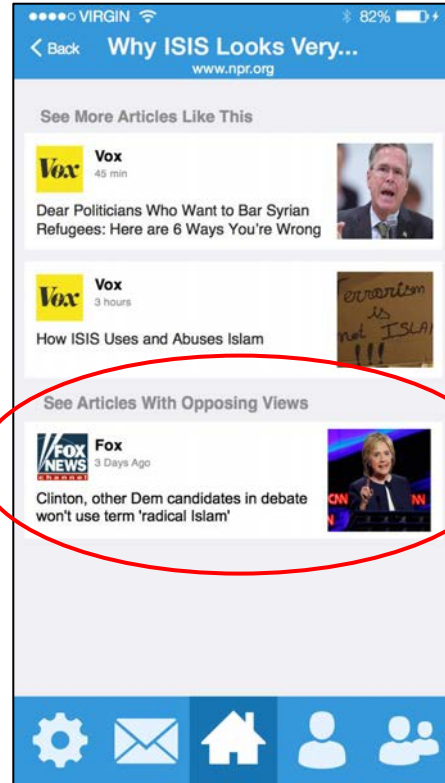
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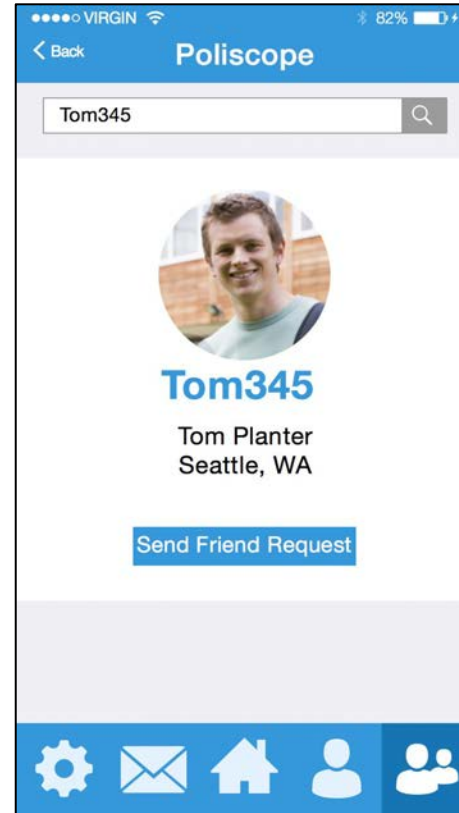
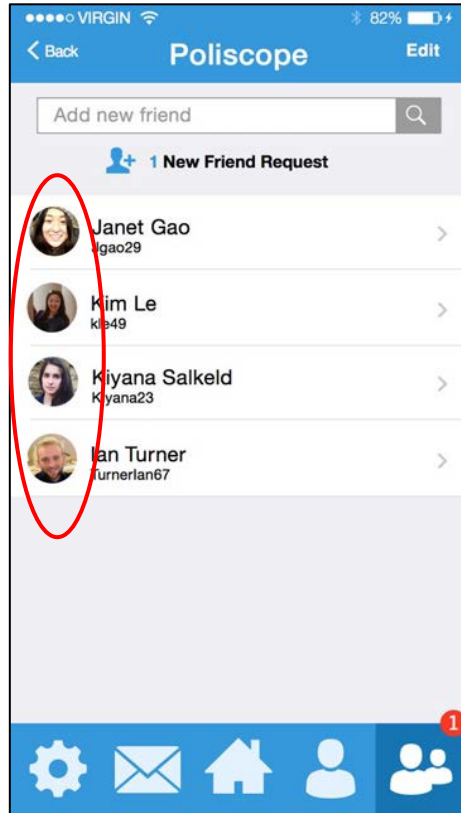


# Opposing Viewpoints

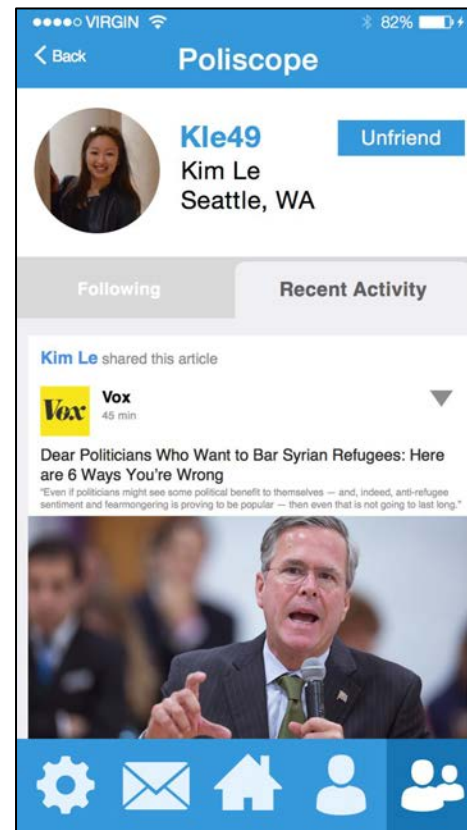
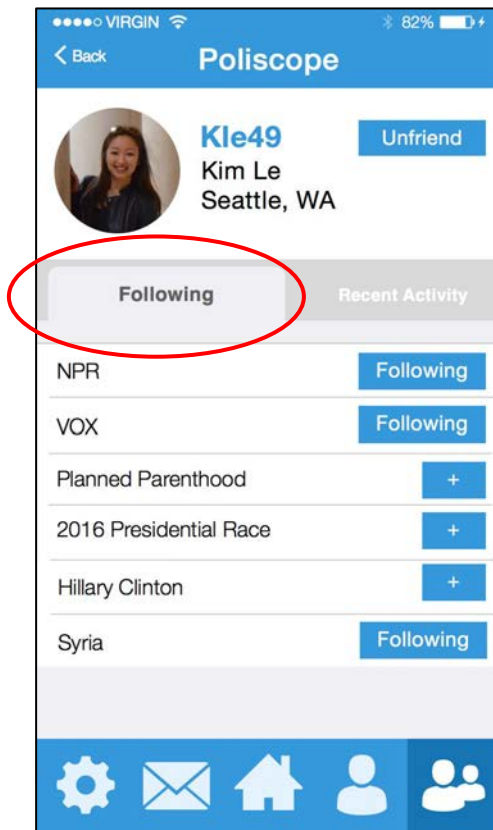
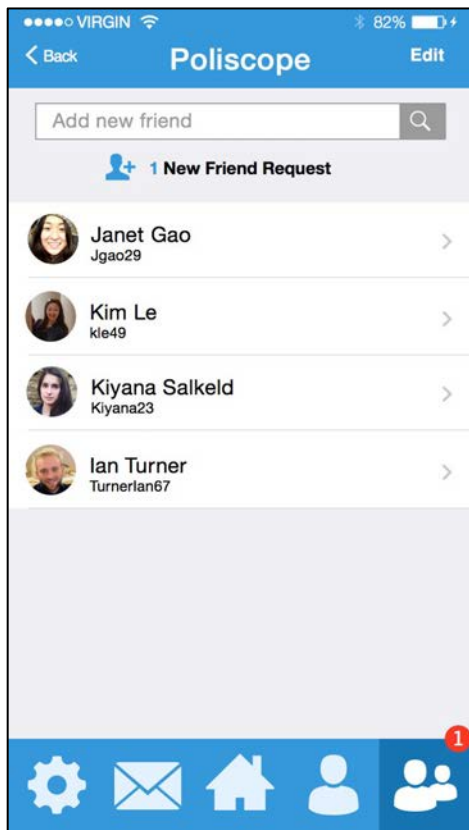


# Digital Mockup: Socializing with Friends, Both Online and Offline

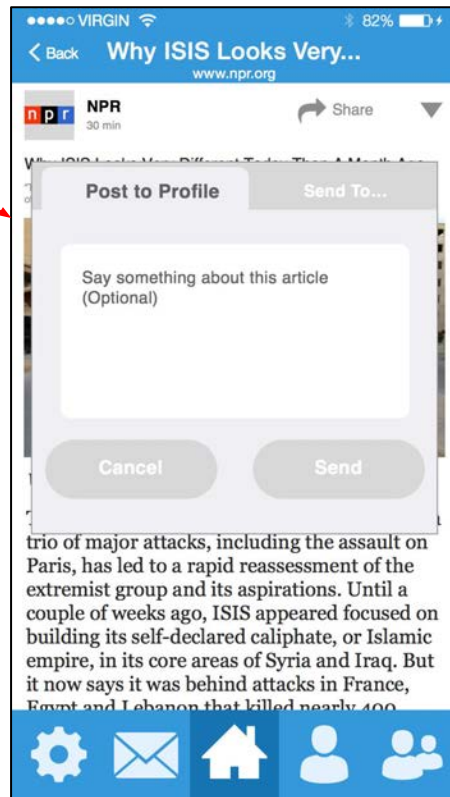
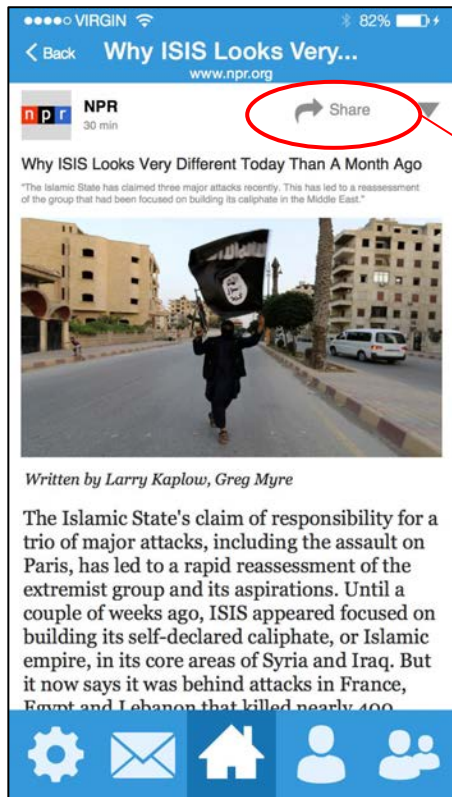
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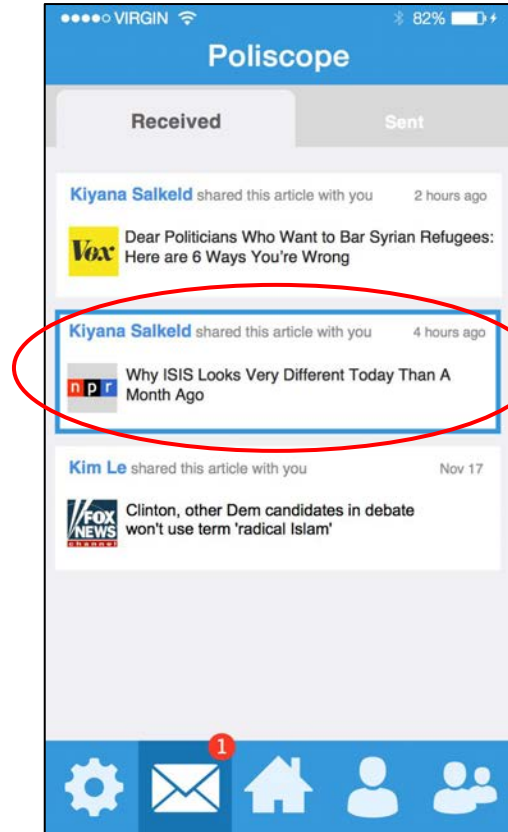
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# Direct Article Sharing



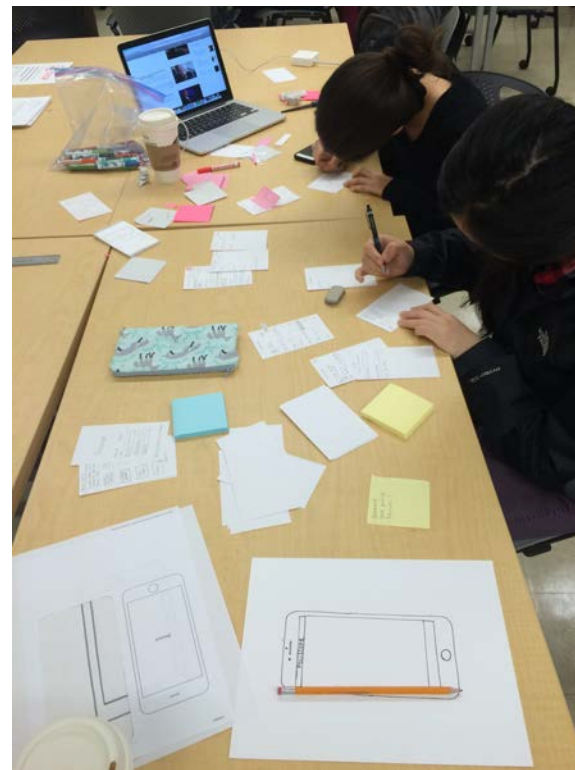
# Direct Article Inbox





# 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





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