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
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

Images from Noun Project
Design 1: Facebook Plug-in
Design 1: Facebook Plug-in
Design 2: Smart House
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:

Customize / Your Experience

- Topics you're following
- Followers
- Friends / Buddies
- (Certified Sources) You're following (authors, NBC, BBC, etc)
- See everyone you're following (bigger view)
- Move down

Your links to stories/pages
- Likes
- Your dislikes
Design 3: Smartphone Application

Explore

- Search
- Trending
- You may be interested

Settings

- Toggle friends' activity
  - Hide specific friends' activity:
    - Mark(Smismi)
  - Hide specific author's activity:
    -
- Toggle nearby events
  - Zip code
  - Within X miles:
- Push notifications
  - Friend Likes
  - 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 learned.

Have you heard about the latest Benghazi hearing?

But Caitlin has no idea what Kristen is talking about half the time. It may as well be gibberish.

Caitlin can use her phone 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.

The latest hearing started at 10am and went until 9pm! Hillary was very composed and authoritative...

...so Caitlin can make meaningful contributions when Kristen wants to talk about current events and politics.
Storyboards

Michael wants to learn about the 2016 presidential race candidates, but he has to switch back and forth between multiple sites and sift through a ton 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! Folioscope 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