



POLISCOPE

The news you want, in one place

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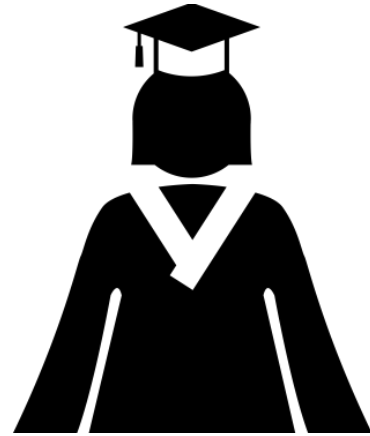
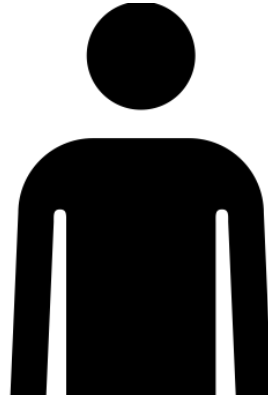
Overall Problem

- 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



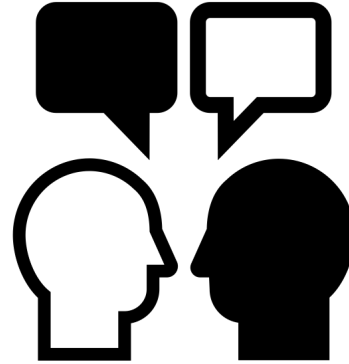
Contextual Inquiry Themes

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



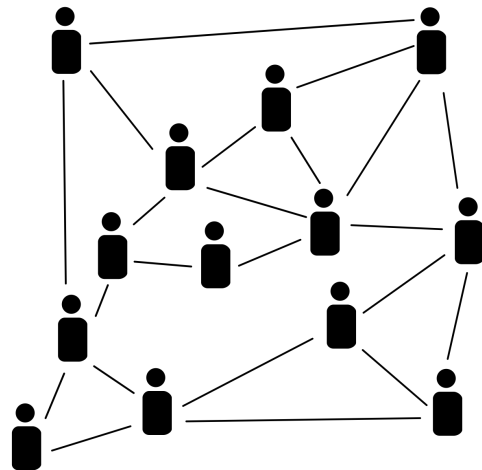
Current Tasks

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

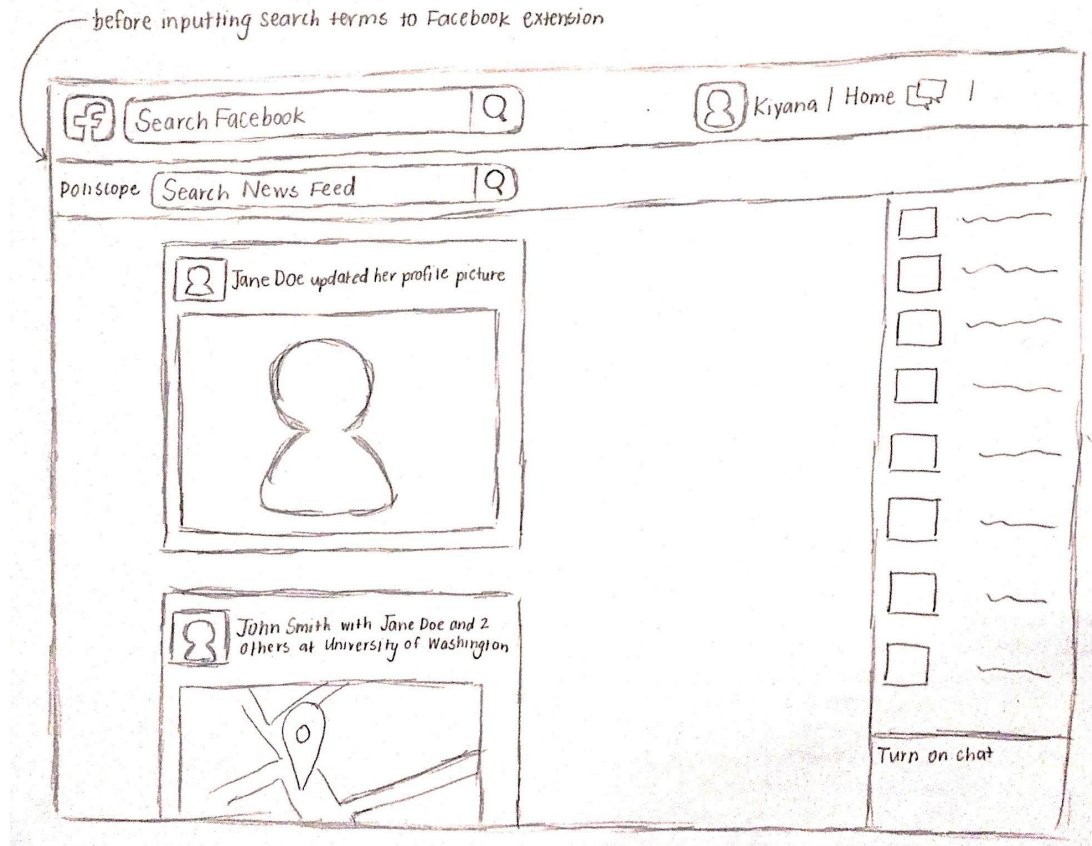


New Tasks

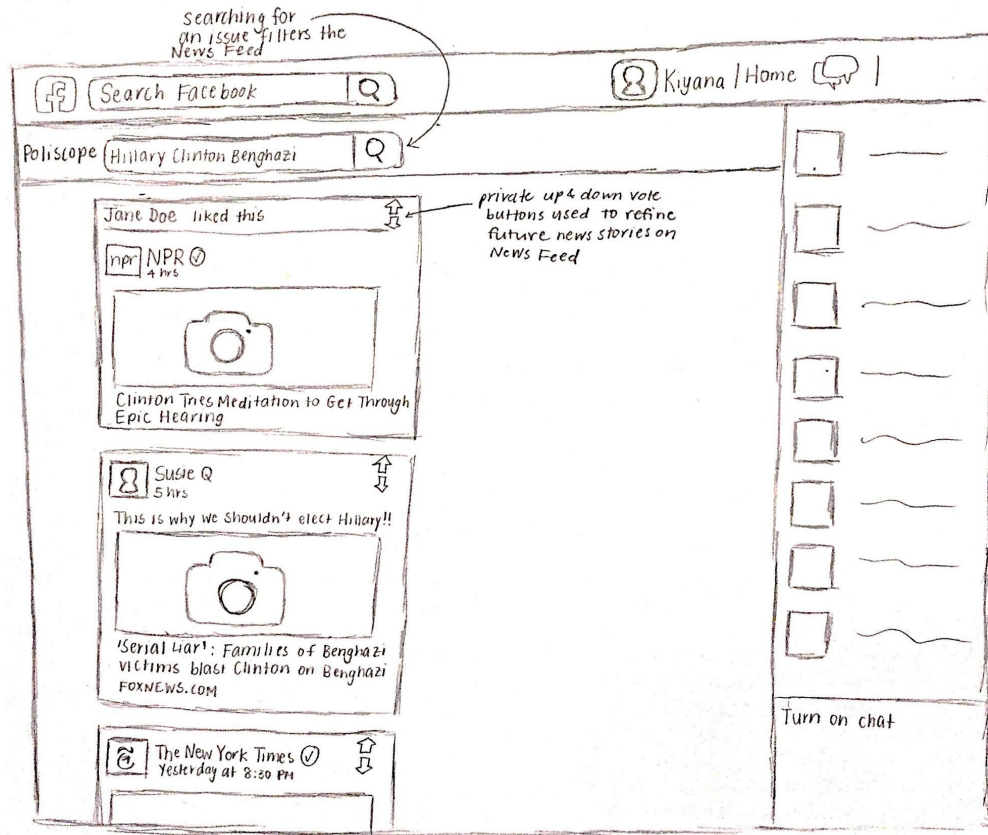
- Maintaining privacy
- Gauging public opinion
- Personalizing news consumption



Design 1: Facebook Plug-in

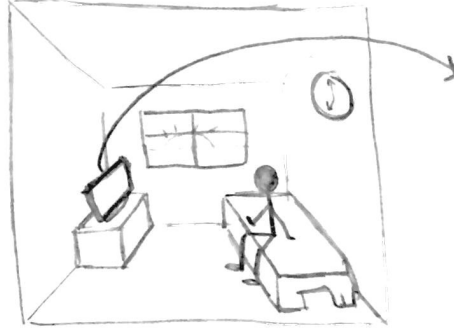


Design 1: Facebook Plug-in



Design 2: Smart House

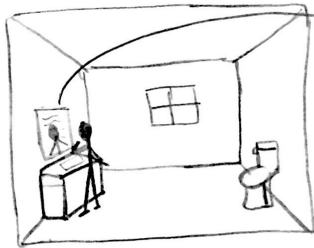
① Bedroom @ 9am



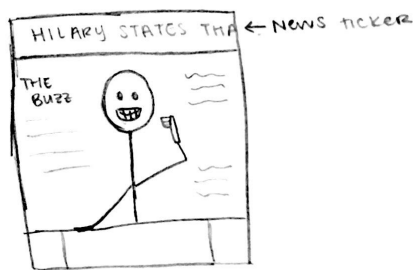
Smart TV

POLL	GOOD MORNING! 9:00AM
	Planned Parenthood ▲
	OWN CONTROL
	Jane posted ▼

② Bathroom @ 9:30am



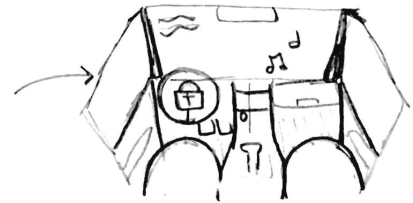
Smart mirror



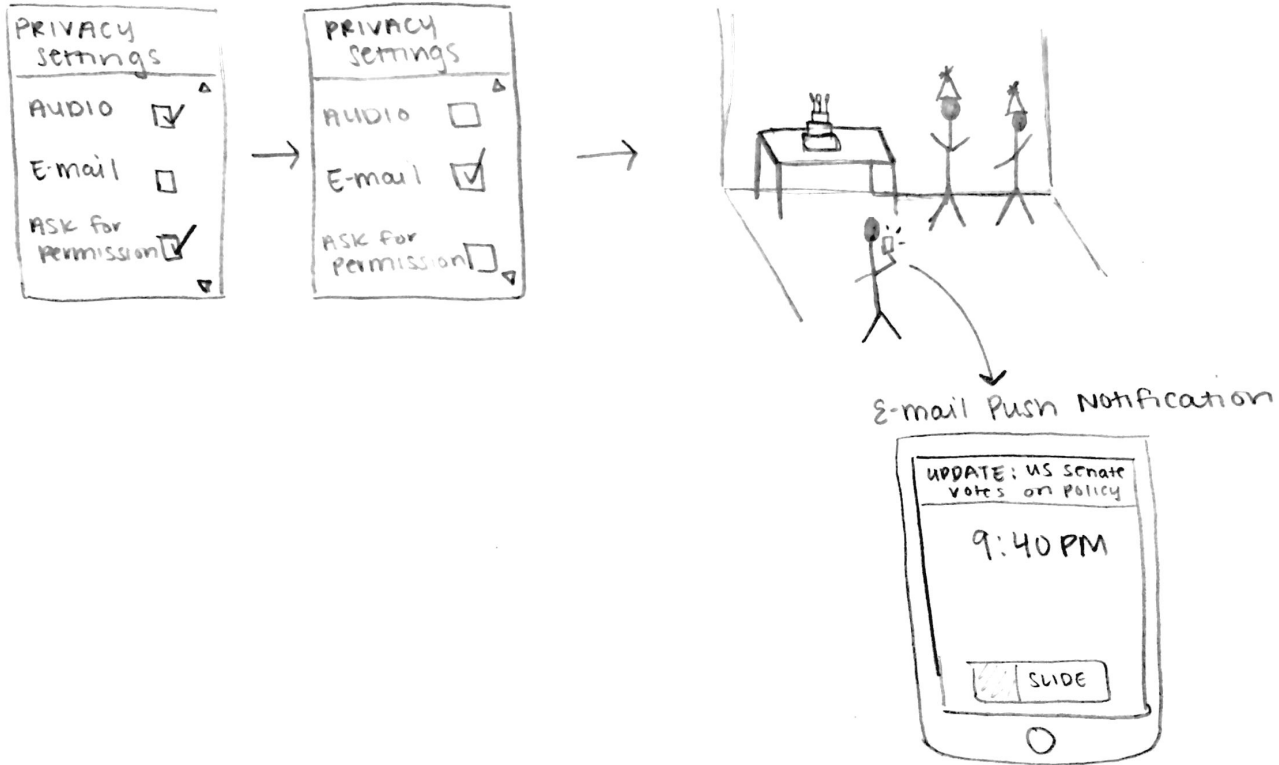
③ on the go 10:00 AM



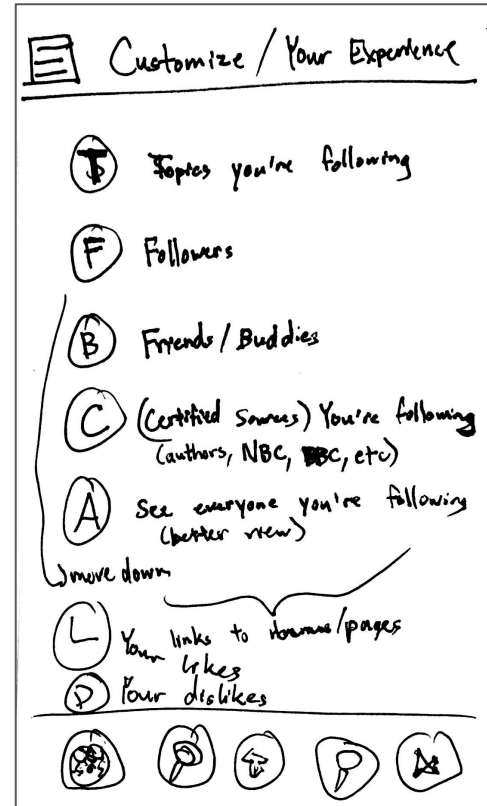
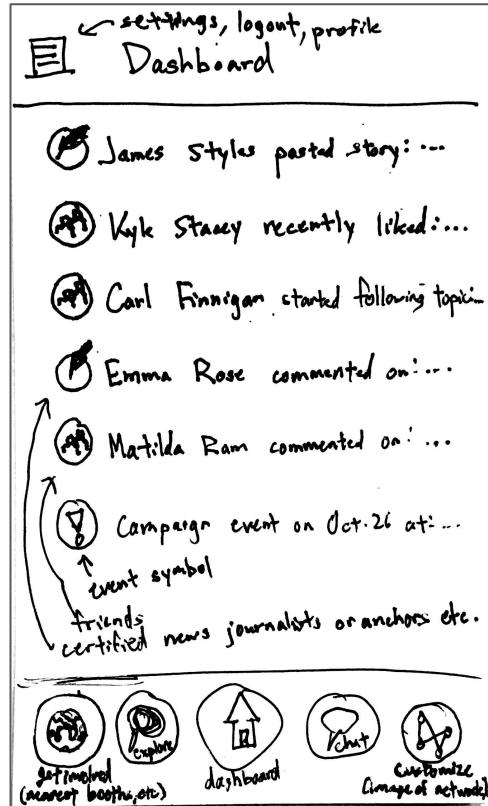
Sync to car's audio/HUD



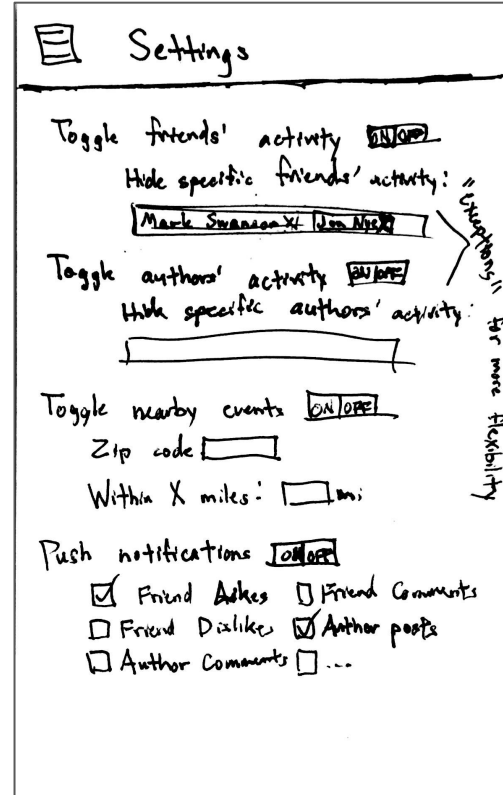
Design 2: Smart House



Design 3: Smartphone Application

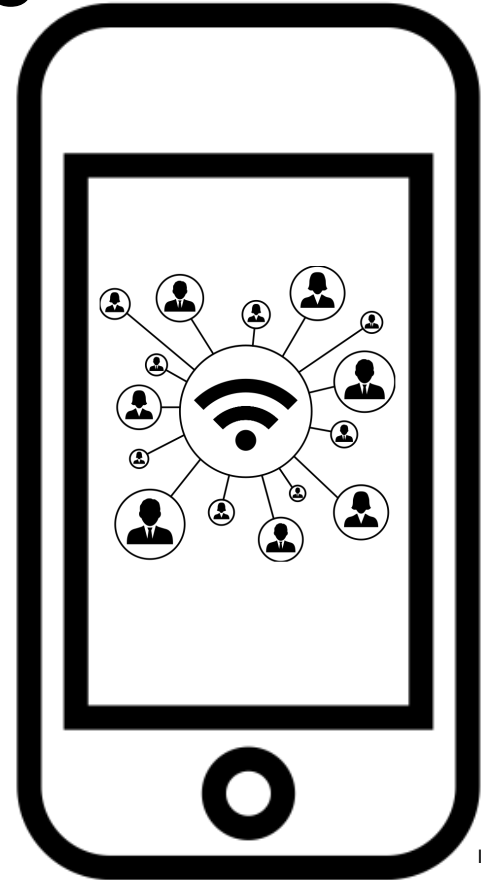


Design 3: Smartphone Application

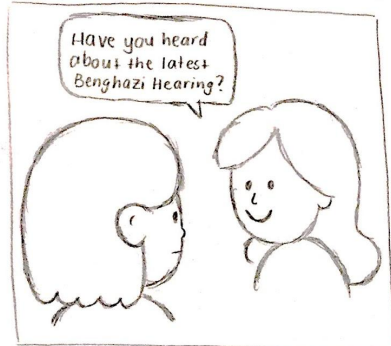


Selected Design & Tasks

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



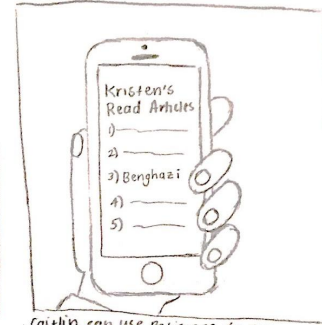
Storyboards



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



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



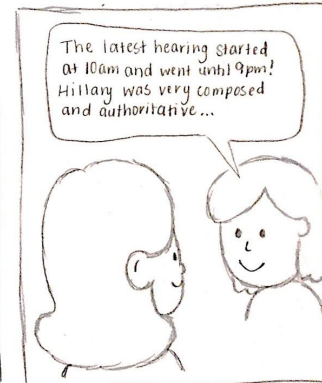
Caitlin can use Polyslope to see what Kristen is interested in...



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

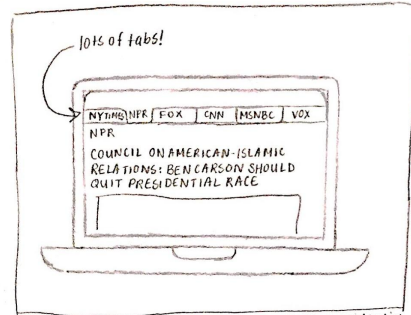


The app even allows the girls to share news stories with each other...



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

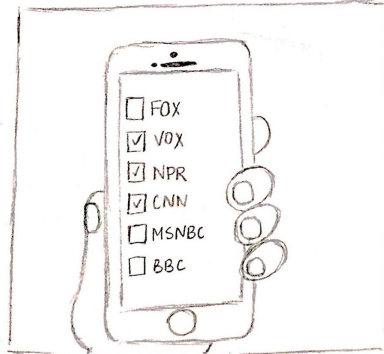
Storyboards



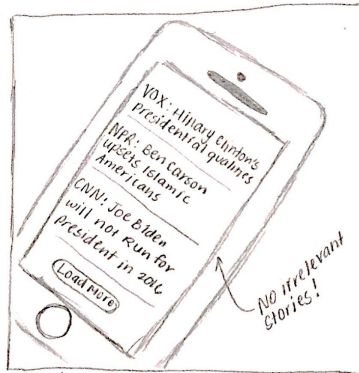
Michael wants to learn about the 2016 presidential race candidates, but he has to switch back and forth between multiple sites and sift through a ton of news stories he doesn't care about



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



But never fear, Michael! Poliscope 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



