

The news you want, in one place

Kim Le: User Researcher, Designer, Writer

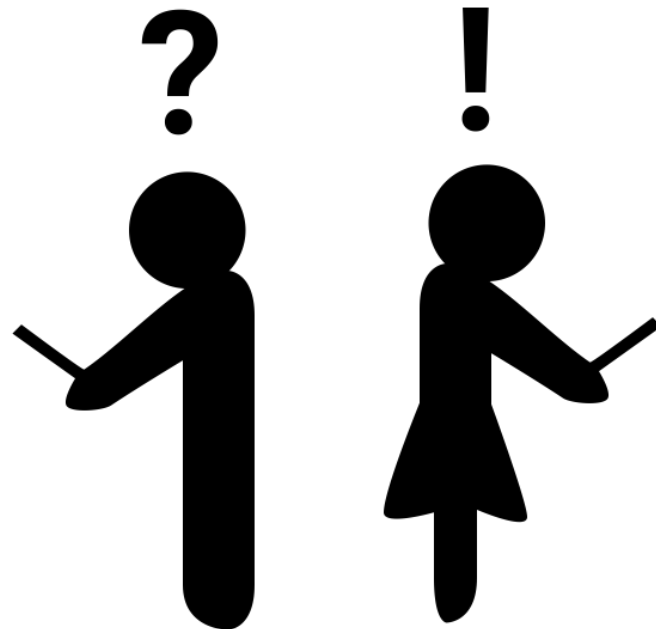
Kiyana Salkeld: Project Manager, Designer, Writer

Janet Gao: Front End Development, Designer, Writer

Ian Turner: Front End Development, Designer, Writer

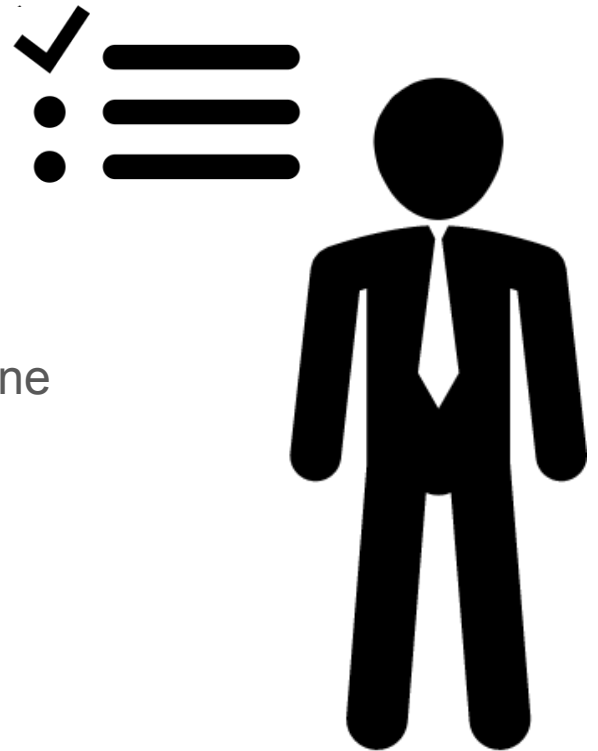
Overall Problem

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



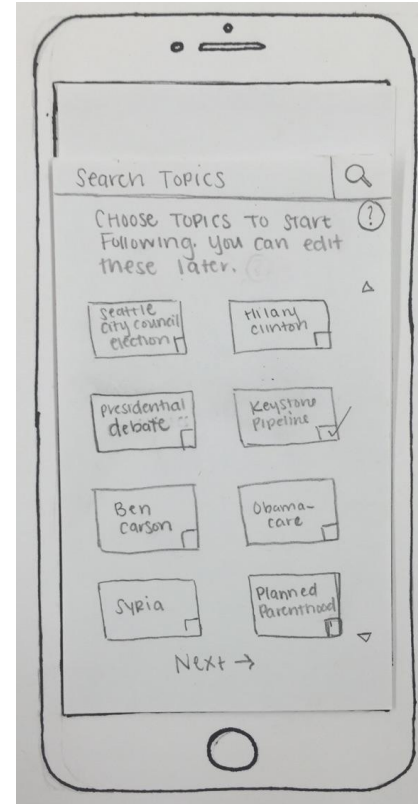
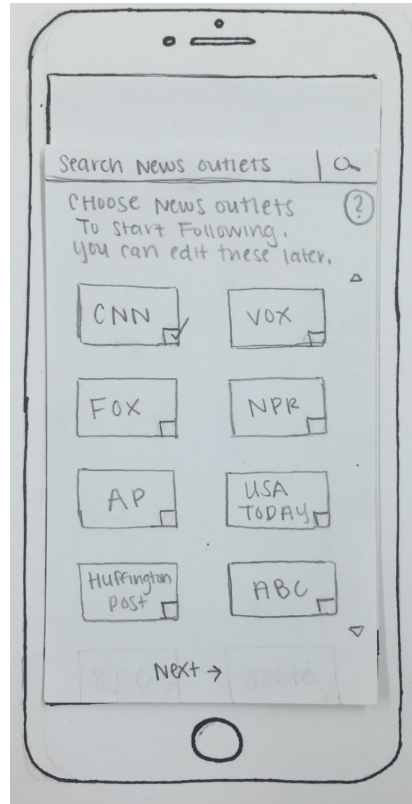
Primary Tasks

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

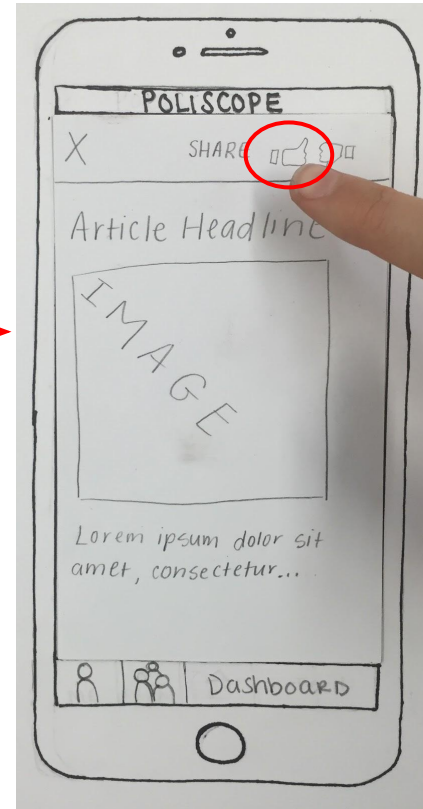
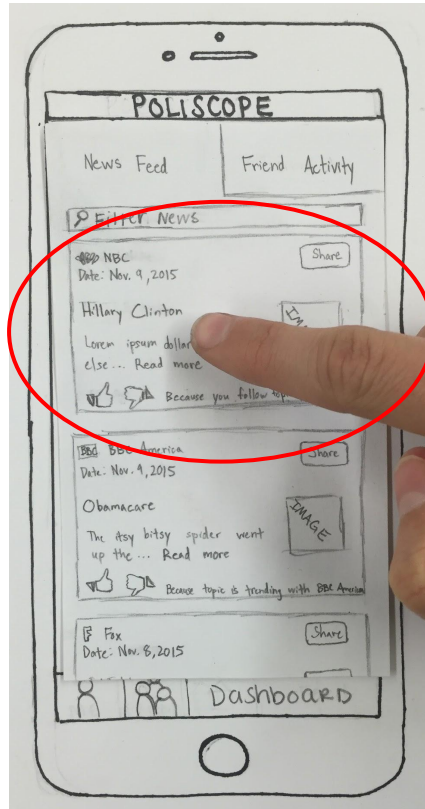


Initial Paper Prototype: Personalizing News Consumption

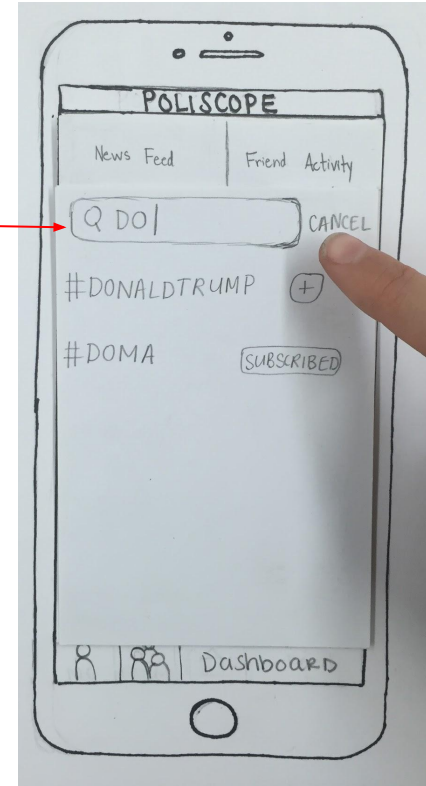
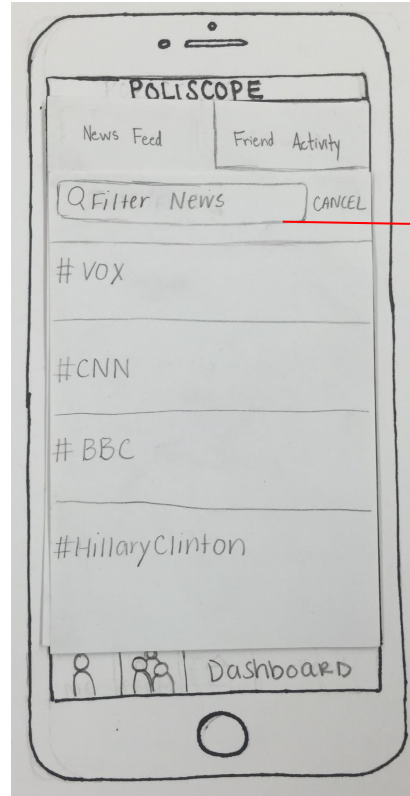
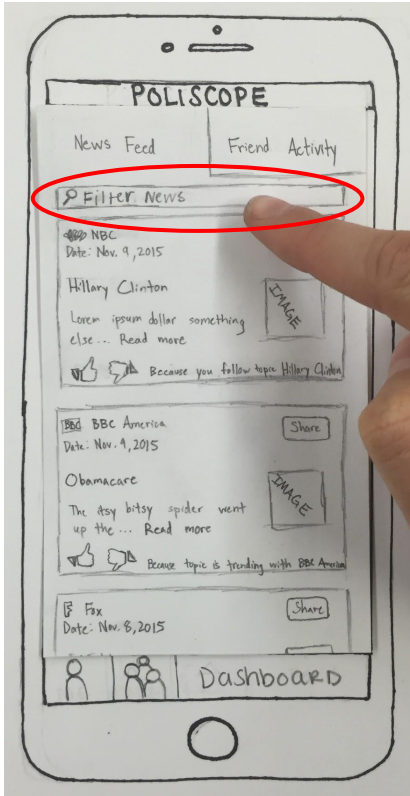
Onboarding



Managing Articles

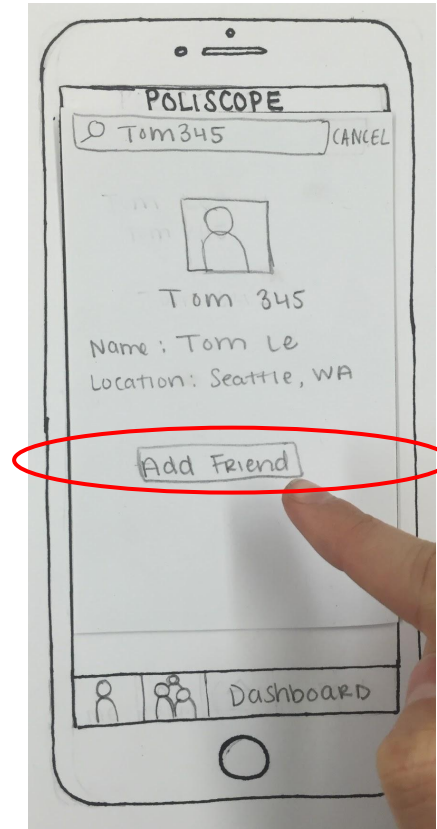
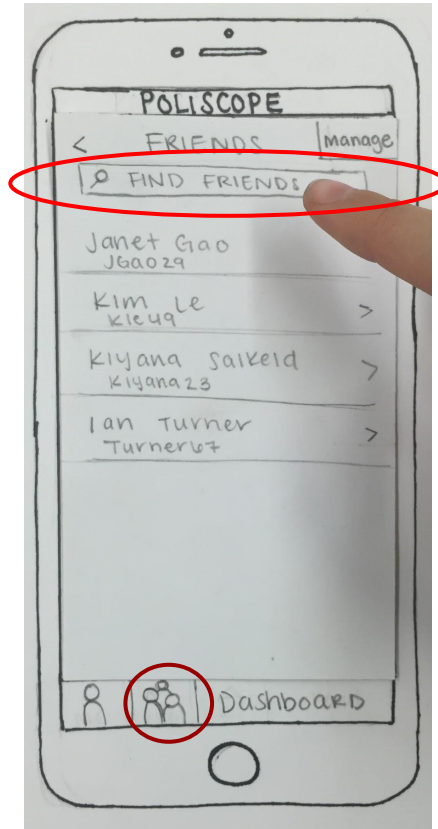


Filtering News Feed

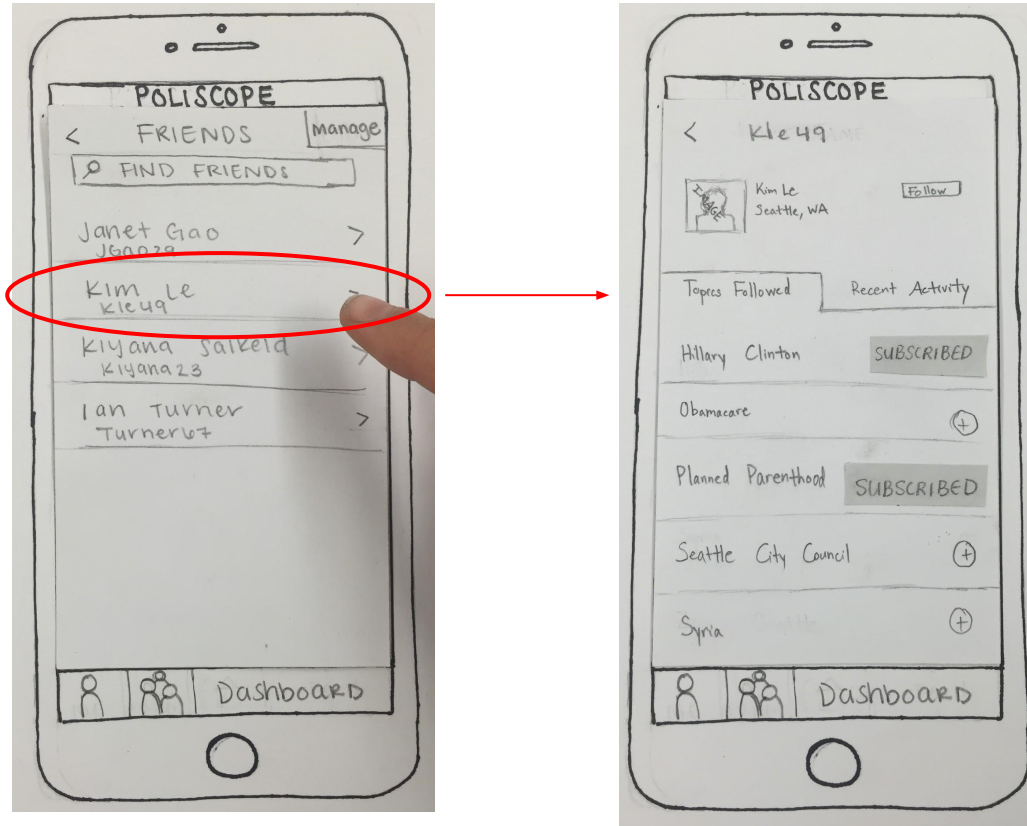


Initial Paper Prototype: Socializing with Friends, Both Online and Offline

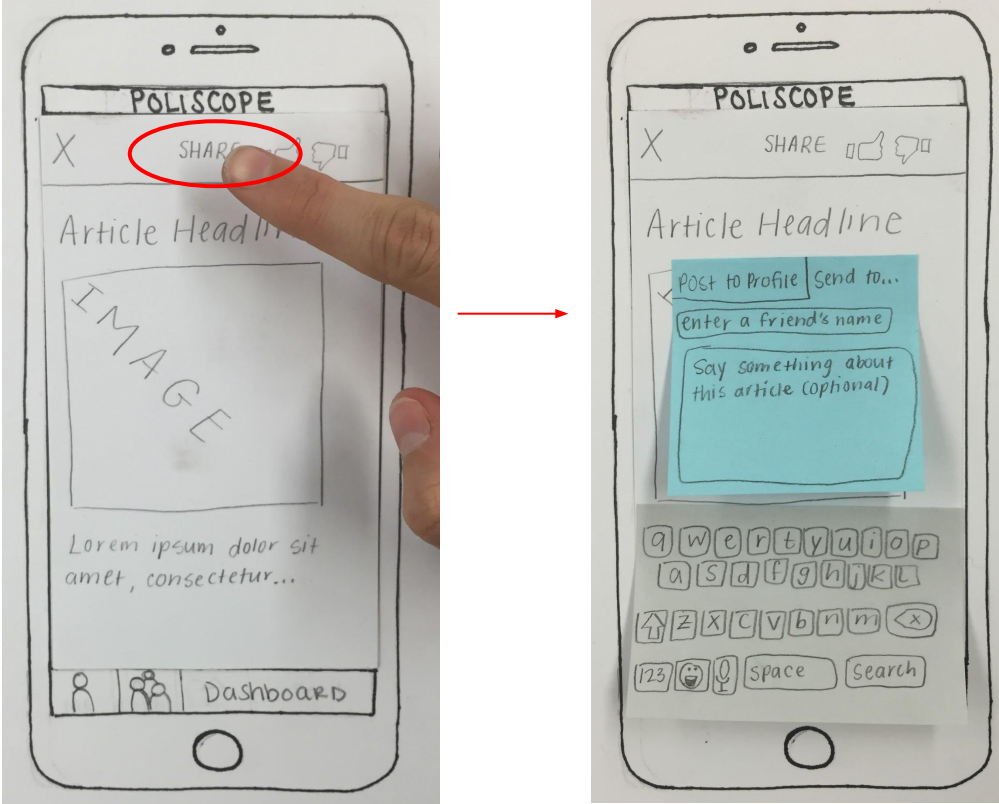
Adding Friends



Viewing Profiles



Direct Article Sharing



Testing Process and Results

Heuristic Evaluations

Main Violations:

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



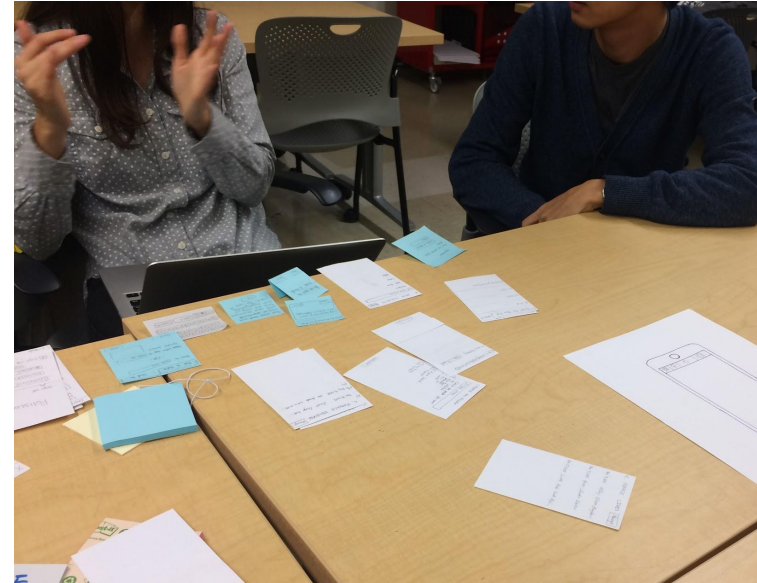
Usability Tests

Participants:

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

Method:

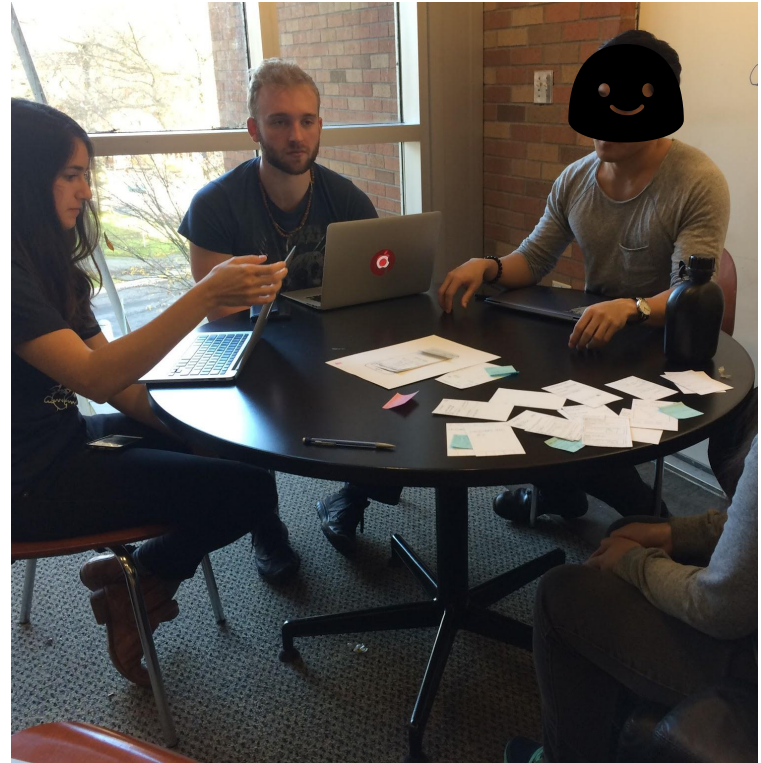
- “Think aloud” and “talking with users”
- Did not answer questions from users
- Asked participants what their expectations were



Usability Tests

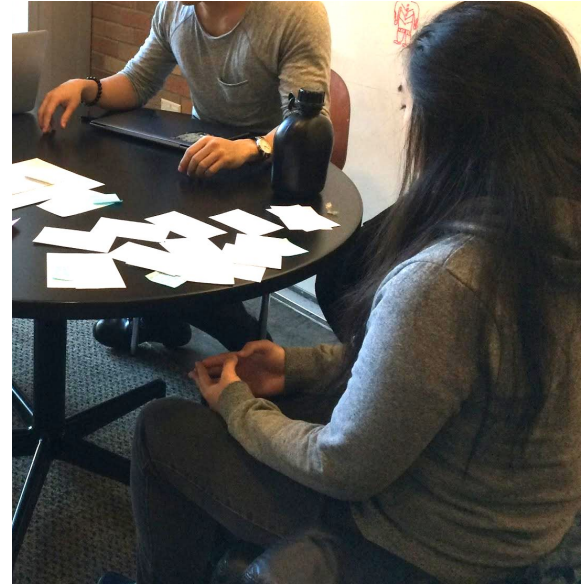
Tasks:

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



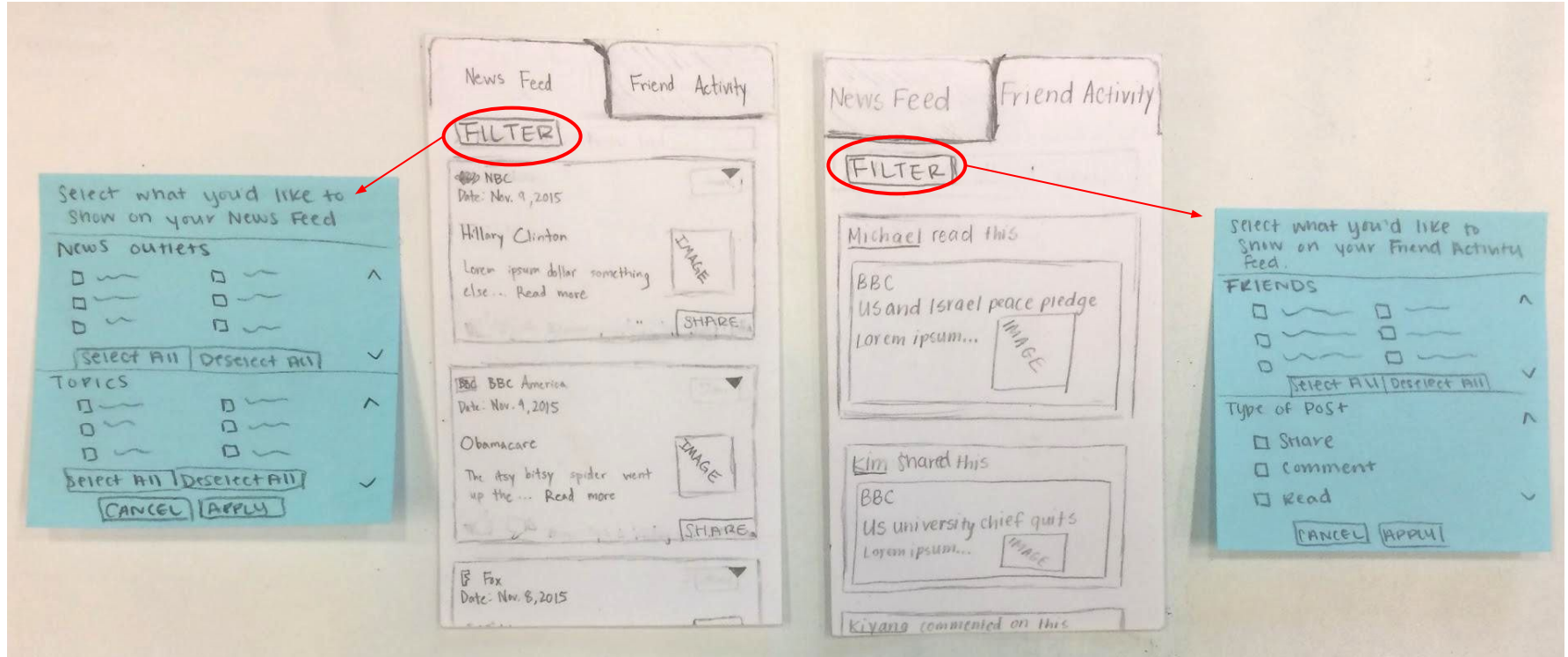
Usability Test Results

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

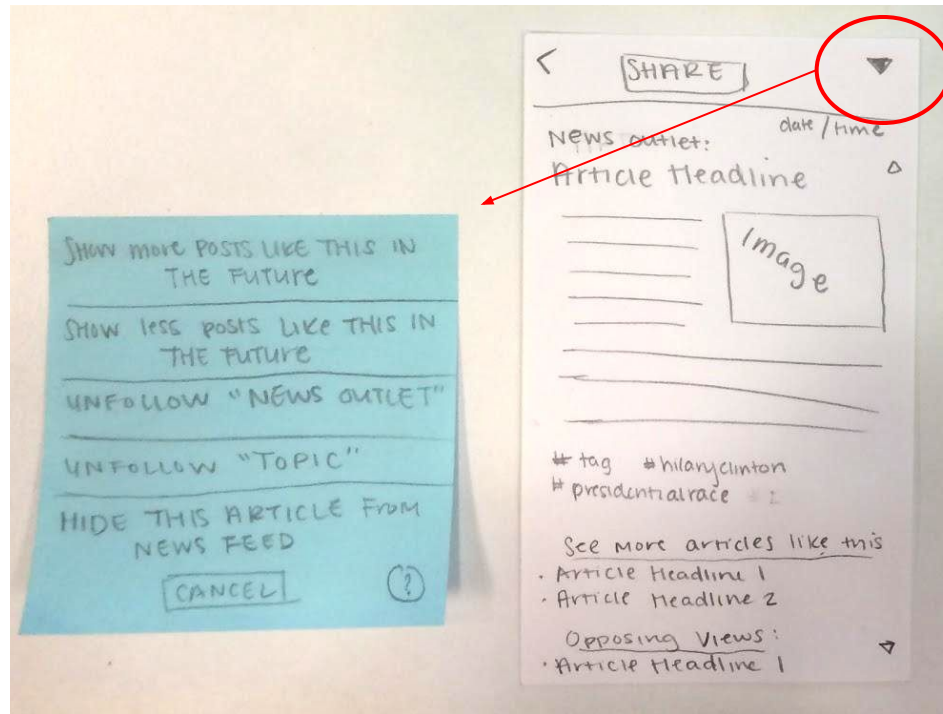


Final Paper Prototype: Personalizing News Consumption

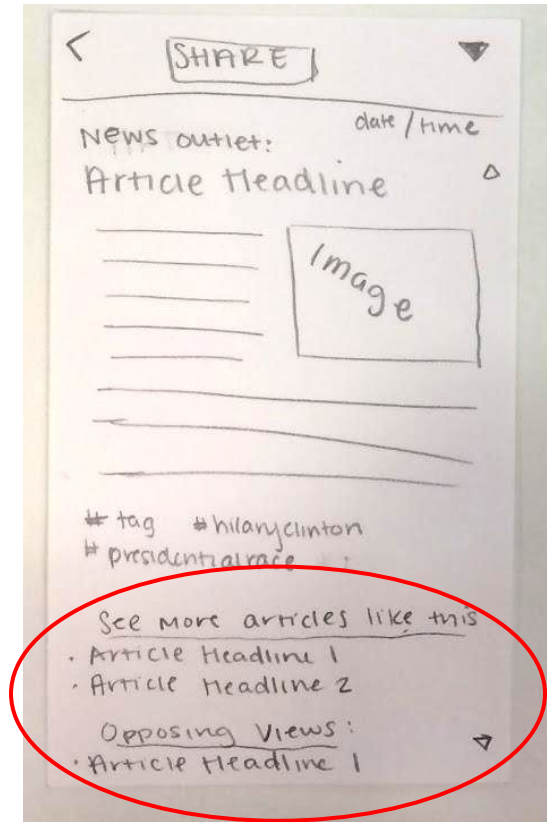
Filtering Newsfeed



Managing Articles

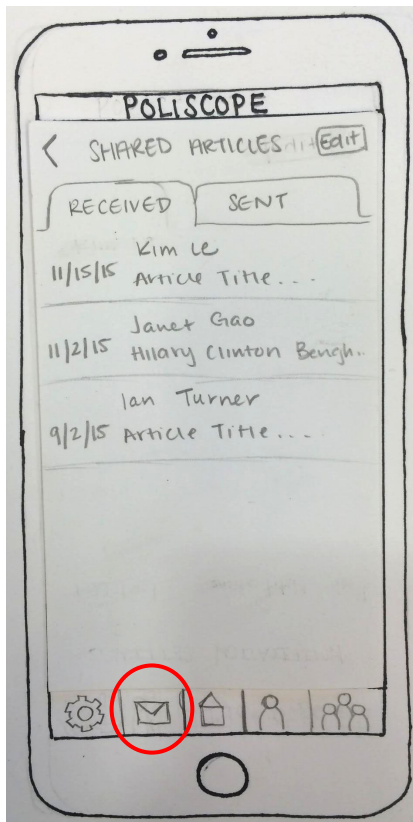


Opposing Viewpoints



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

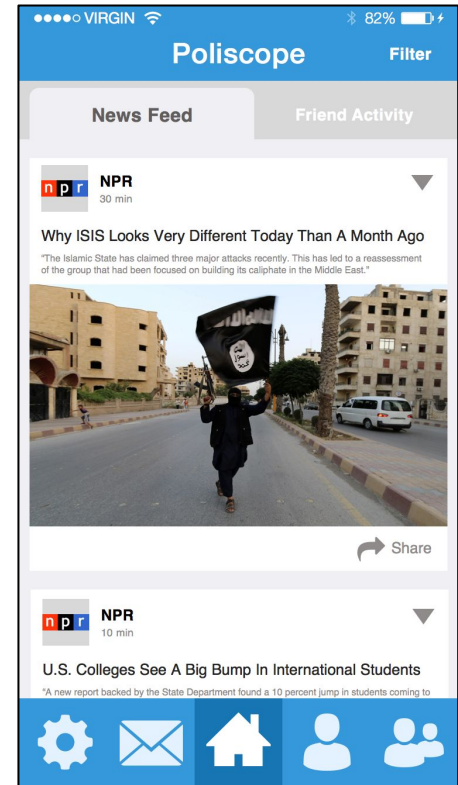
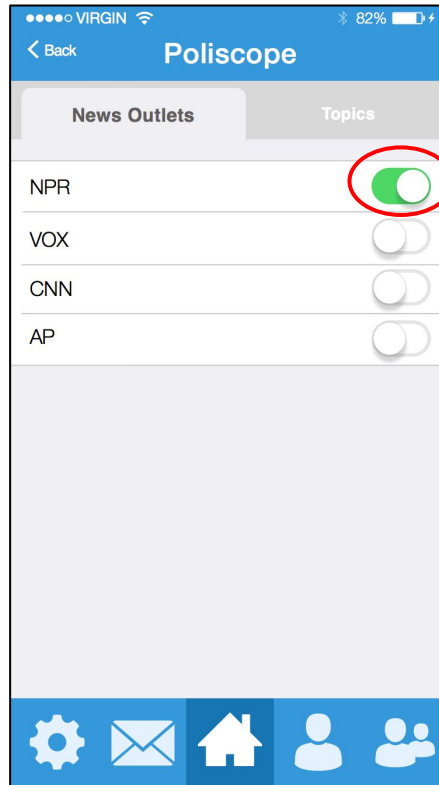
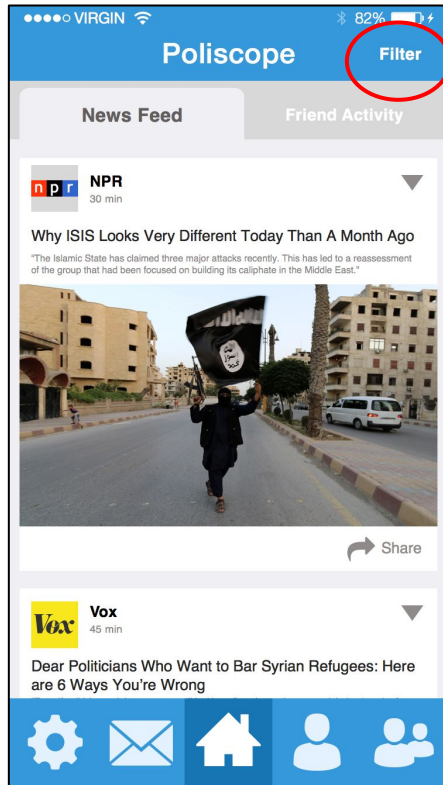
Choose topics from below or search for a specific topic to start creating your news feed. You can edit these later in your settings. ?

Search topics to follow

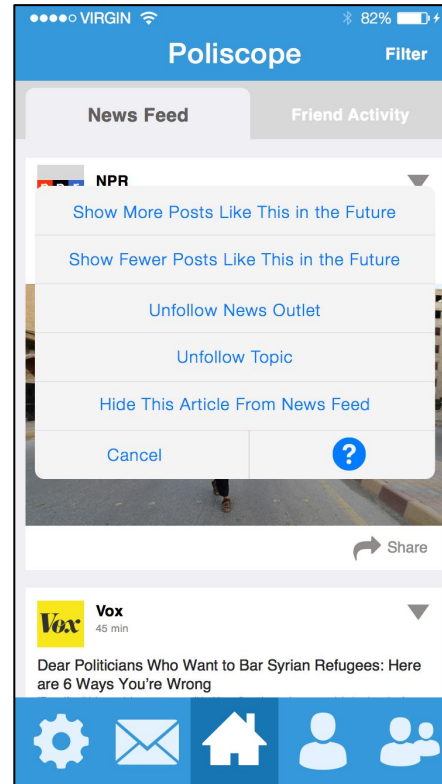
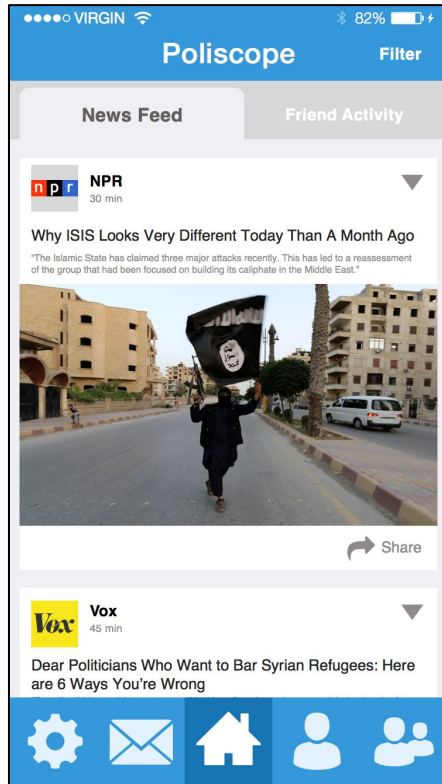
- Planned Parenthood
- Hillary Clinton
- ISIS
- Hillary Clinton
- Education
- Keystone Pipeline
- Ben Carson
- 2016 Presidential Candidates

< BACK **NEXT >**

Filtering Newsfeed



Managing Articles



Opposing Viewpoints

Why ISIS Looks Very Different Today Than A Month Ago

The Islamic State has claimed three major attacks recently. This has led to a reassessment of the group that had been focused on building its caliphate in the Middle East.

Written by Larry Kaplow, Greg Myre

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 400

See More Articles Like This

Vox 45 min
Dear Politicians Who Want to Bar Syrian Refugees: Here are 6 Ways You're Wrong

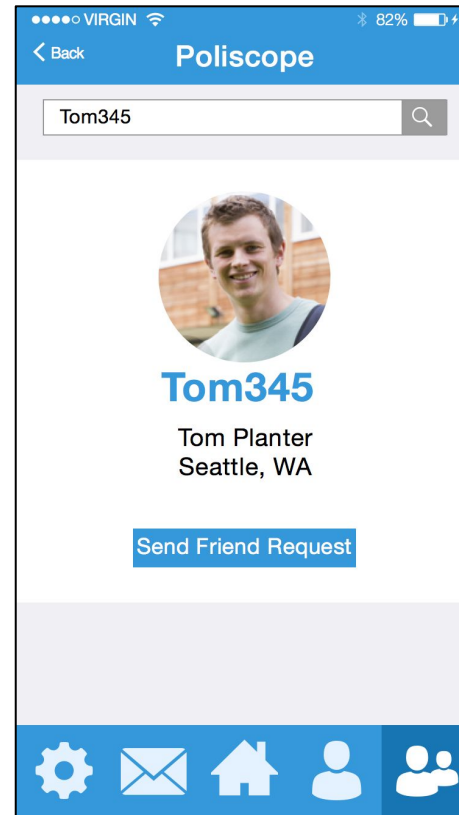
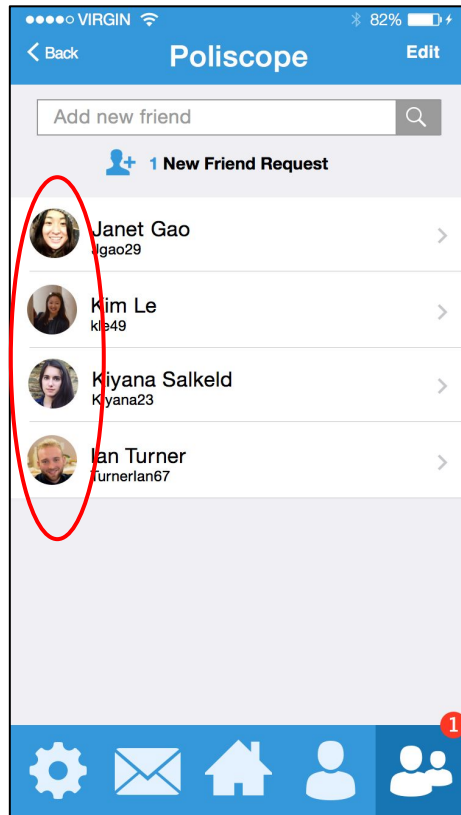
Vox 3 hours
How ISIS Uses and Abuses Islam

See Articles With Opposing Views

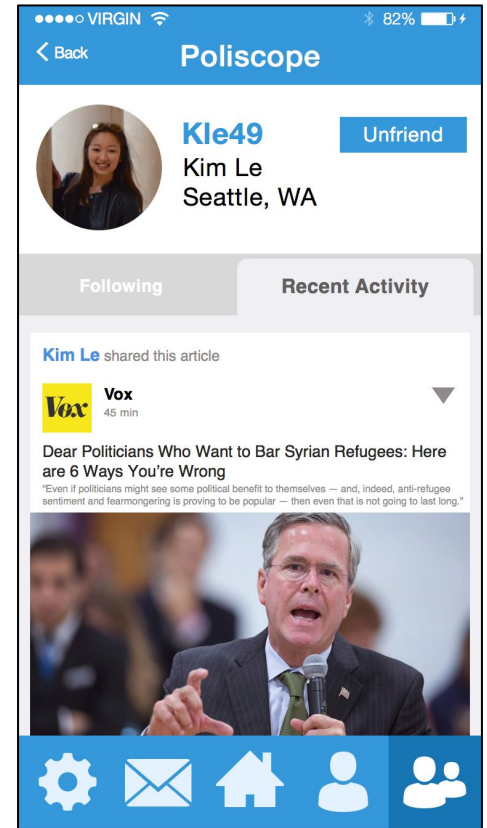
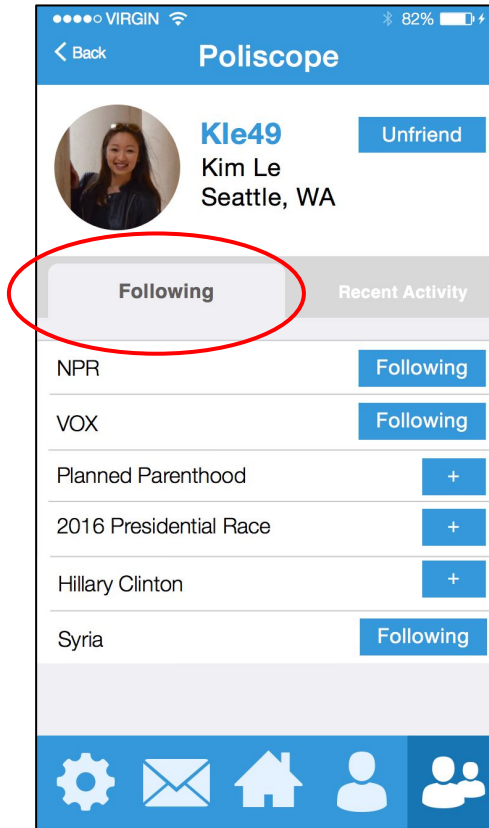
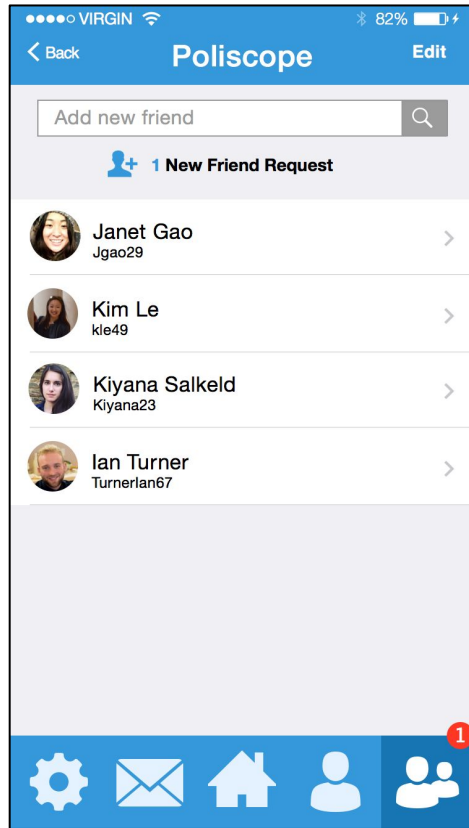
FOX NEWS CHANNEL 3 Days Ago
Clinton, other Dem candidates in debate won't use term 'radical Islam'

Digital Mockup: Socializing with Friends, Both Online and Offline

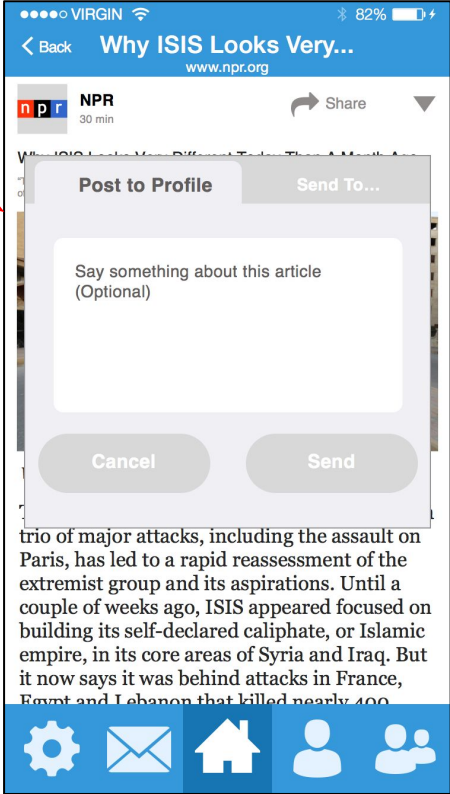
Adding Friends



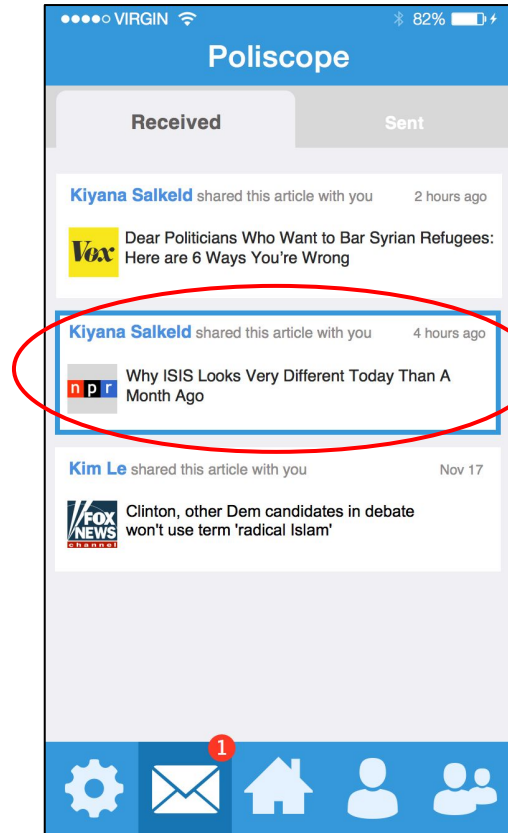
Viewing Profiles



Direct Article Sharing

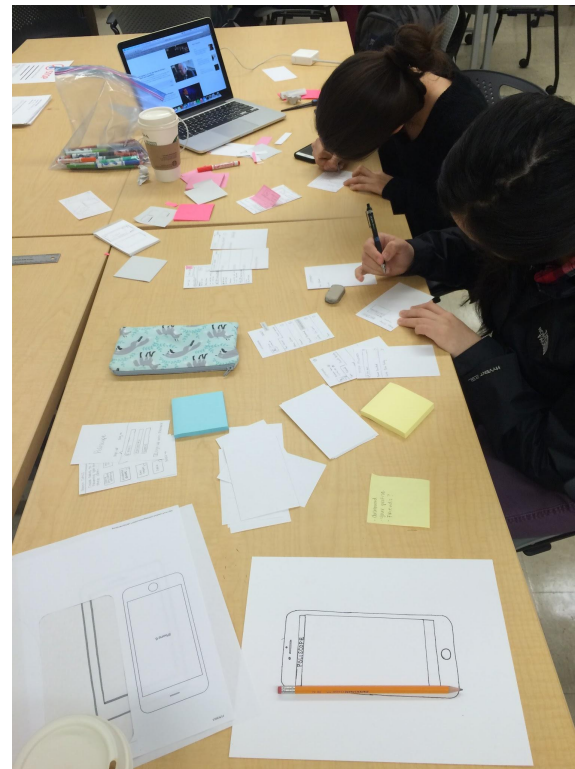


Direct Article Inbox



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





POLISCOPE