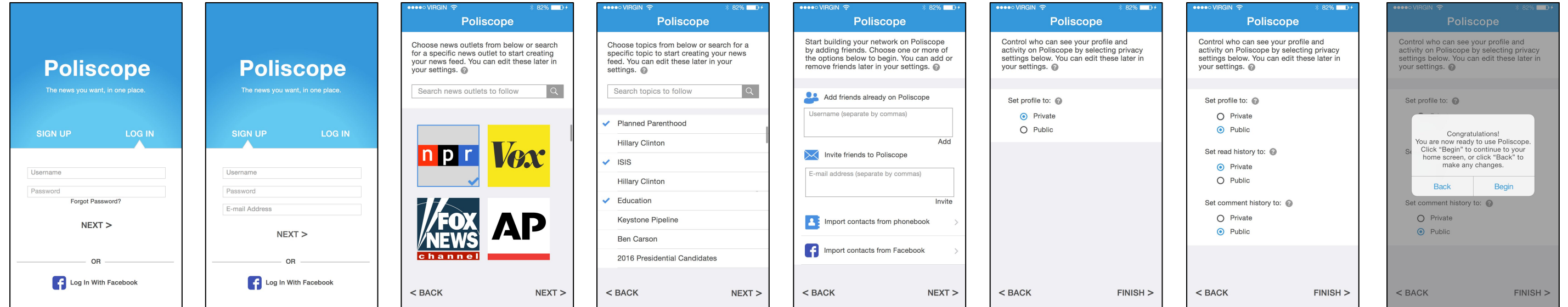# Poliscope

3E: Digital Mockup
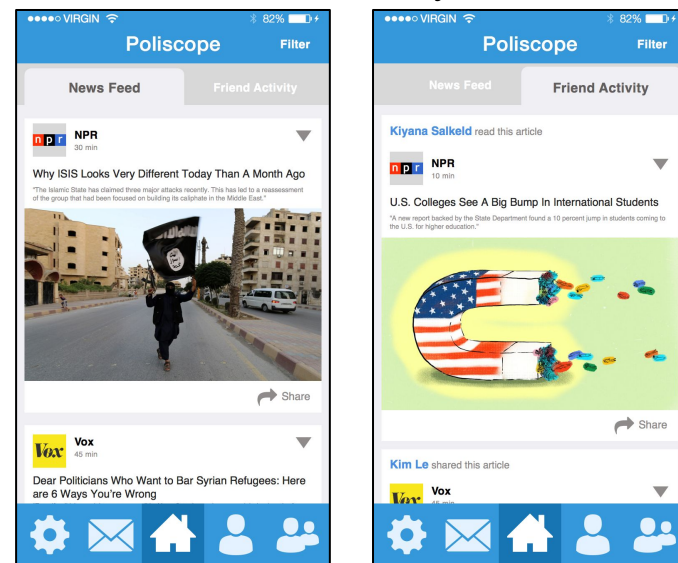
Janet Gao, Kim Le, Kiyana Salkeld, Ian Turner

Overview of Digital Mockup
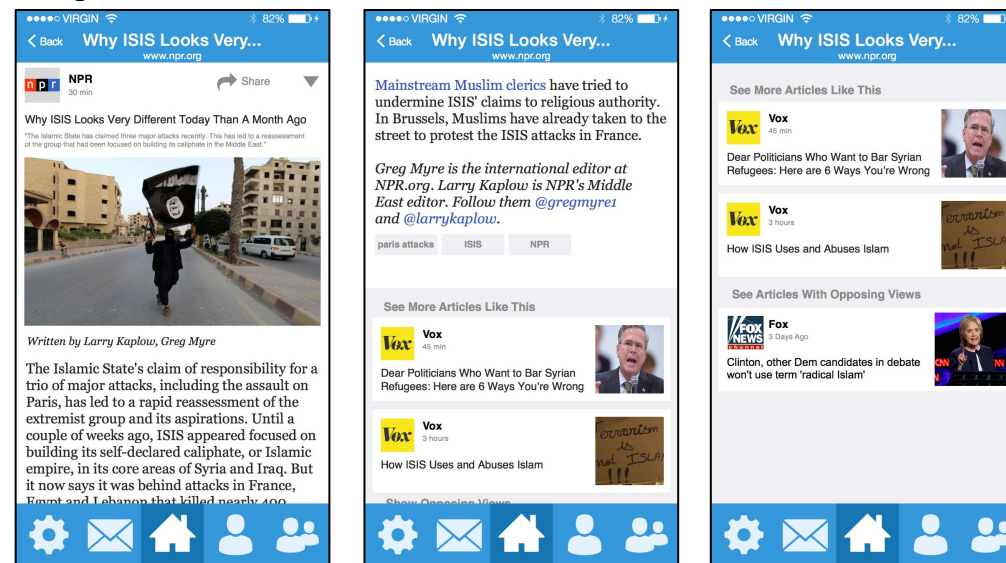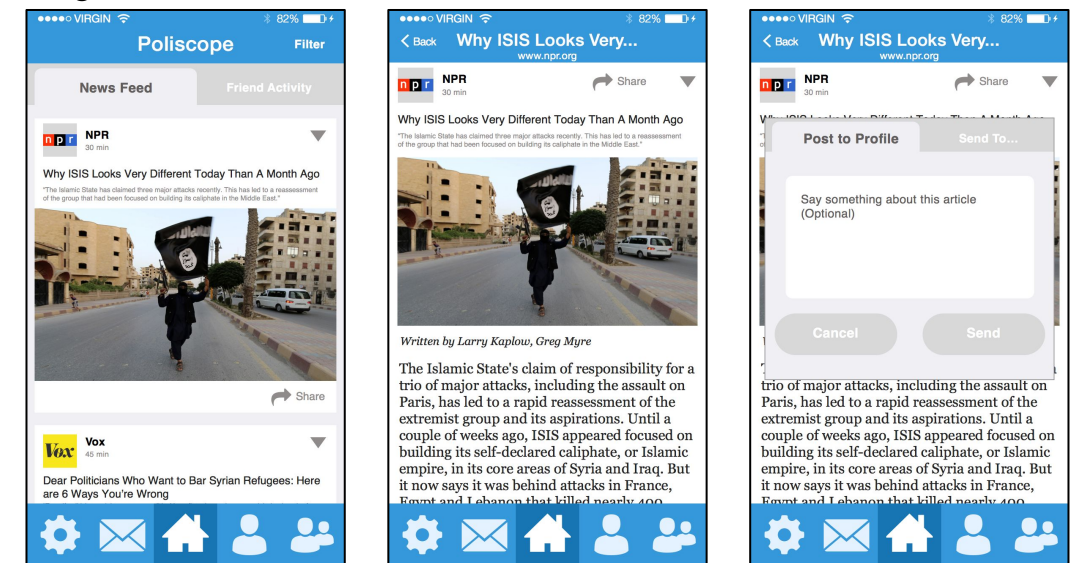
Onboarding Process

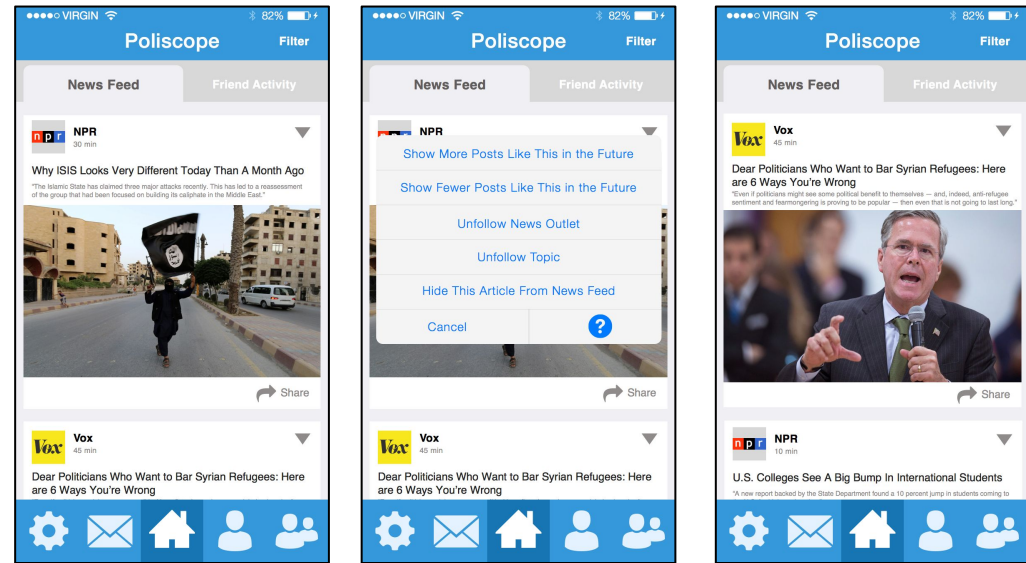## News Feed and Friend Activity

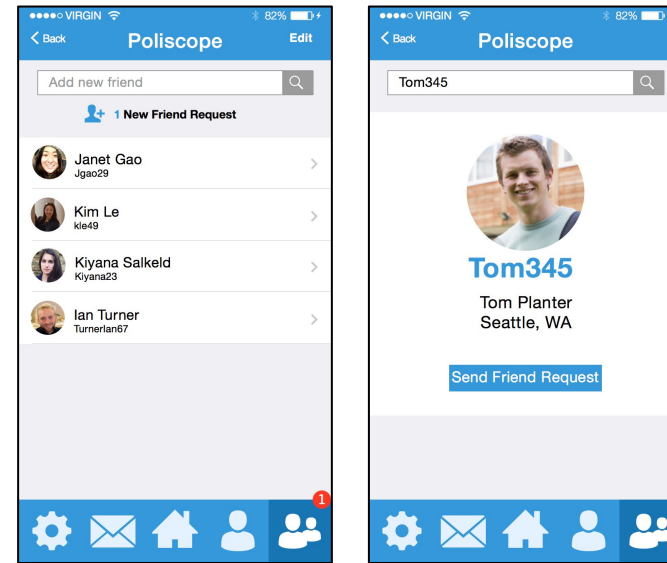## Reading an Article

Sharing an Article
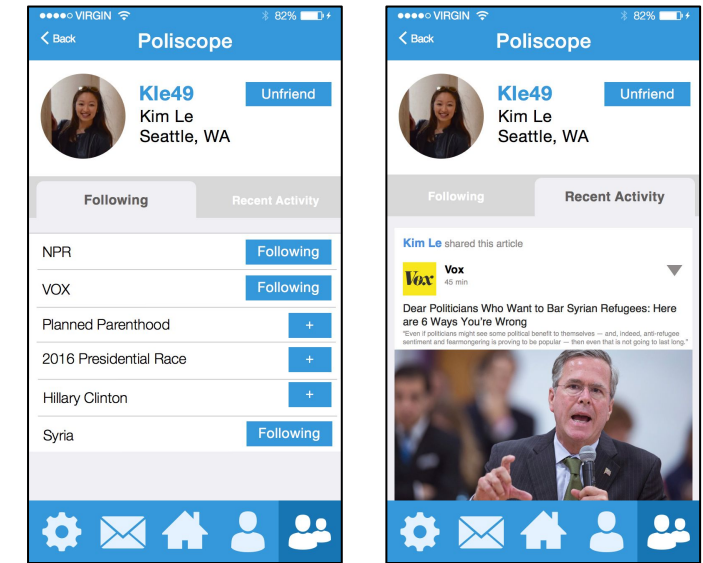
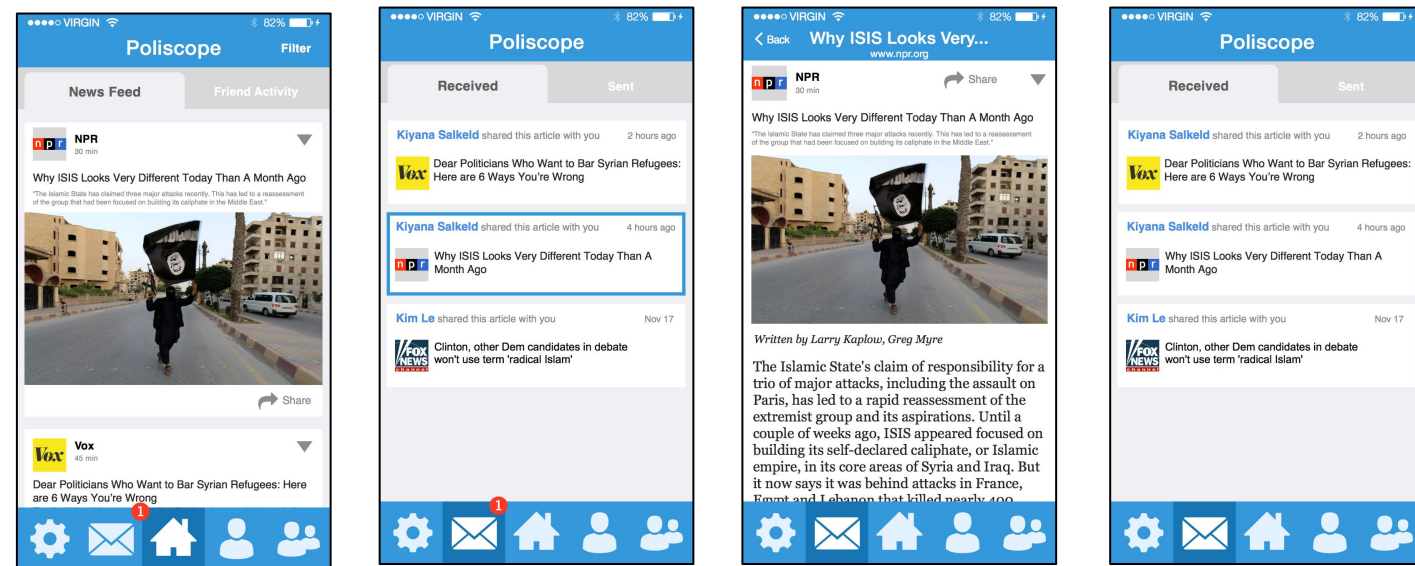# Overview of Digital Mockup

Managing News Feed Content

Managing Friends

Viewing a Friend's Profile

Shared Articles Inbox

Filtering Results

Onboarding
Logging in / Signing Up

Fig. 1

Fig. 2

Fig. 3

Onboarding
Logging in / Signing Up

●●●●○ VIRGIN 🛜   **⚹ 82% 🔋⚡**

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 >**

Fig. 4

●●●●○ VIRGIN 🛜   **⚹ 82% 🔋⚡**

Poliscope

Start building your network on Poliscope by adding friends. Choose one or more of the options below to begin. You can add or remove friends later in your settings. ❓

👥 Add friends already on Poliscope

Username (separate by commas)

Add

✉️ Invite friends to Poliscope

E-mail address (separate by commas)

Invite

📇 Import contacts from phonebook ›

📘 Import contacts from Facebook ›

< BACK   **NEXT >**

Fig. 5

●●●●○ VIRGIN 🛜   **⚹ 82% 🔋⚡**

Poliscope

Control who can see your profile and activity on Poliscope by selecting privacy settings below. You can edit these later in your settings. ❓

Set profile to: ❓

◉ Private

○ Public

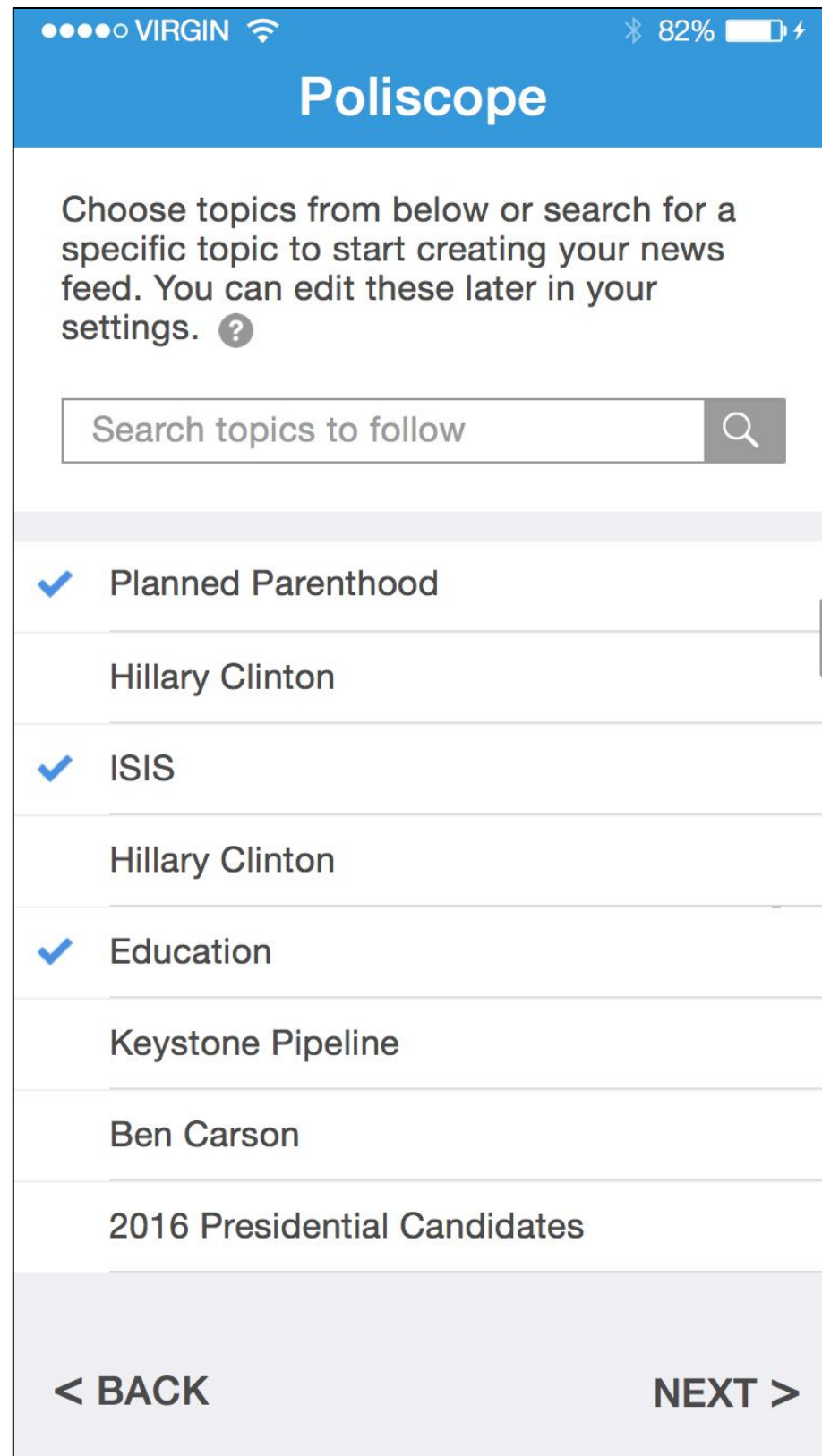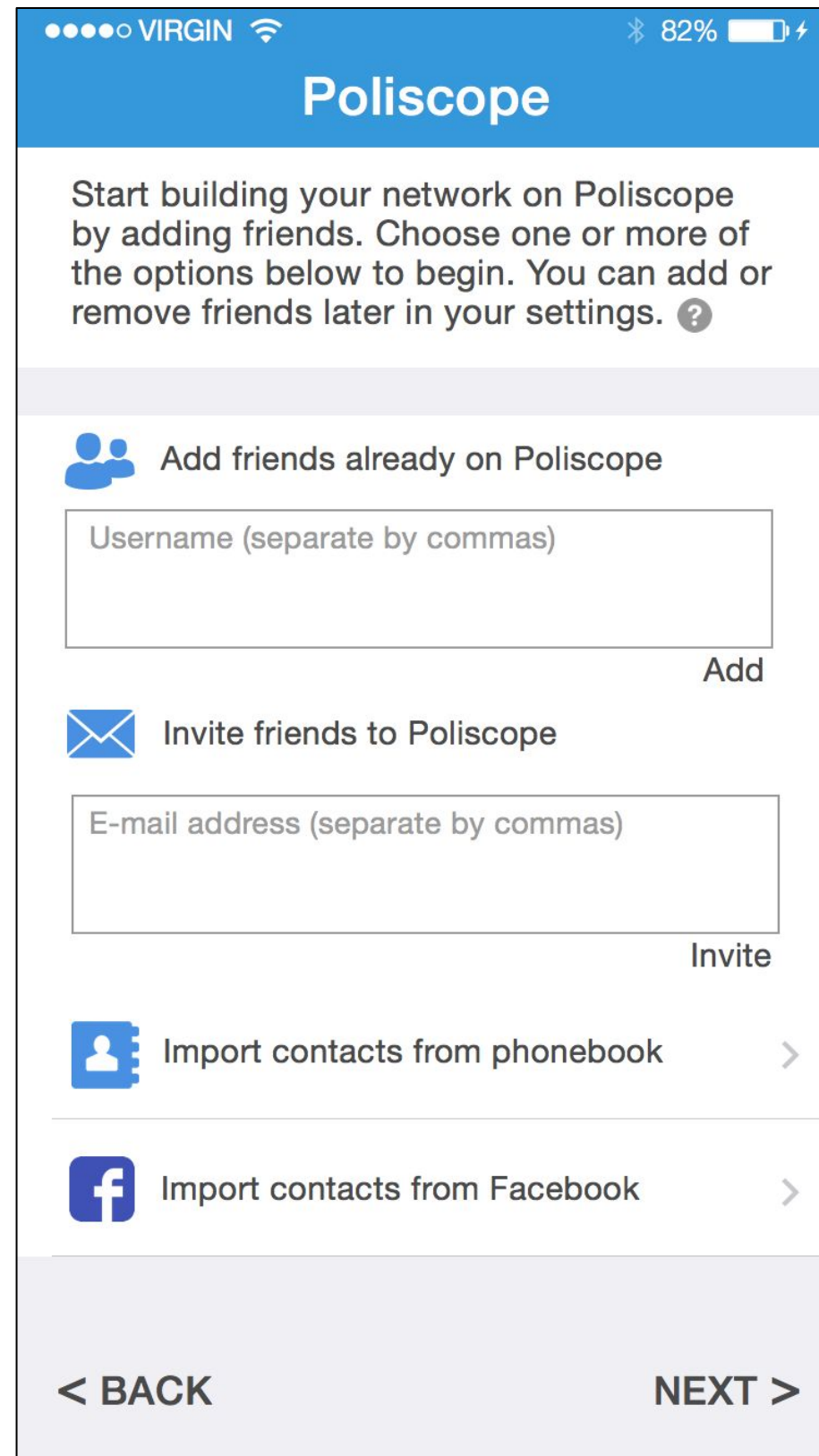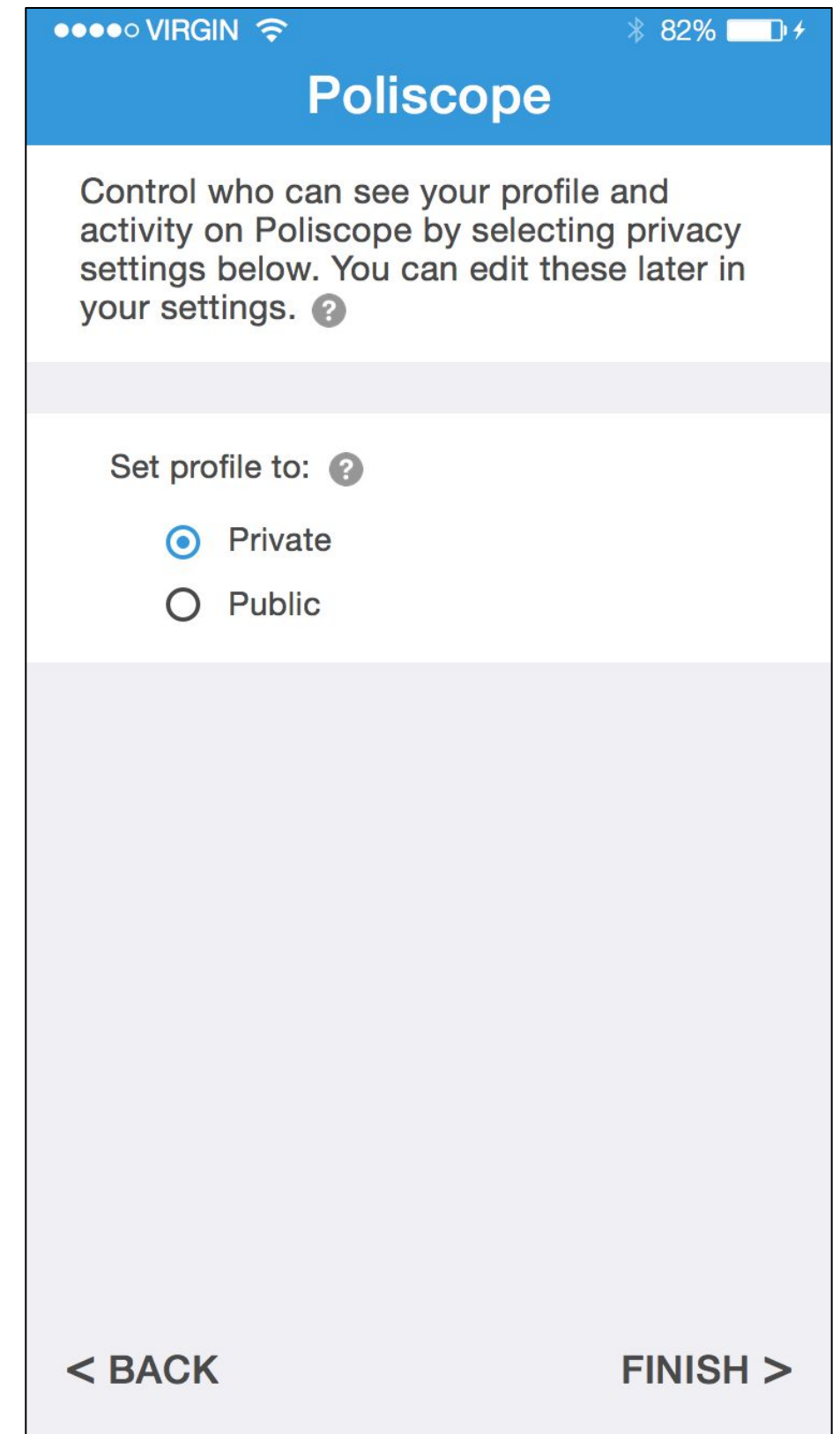**< BACK**   **FINISH >**
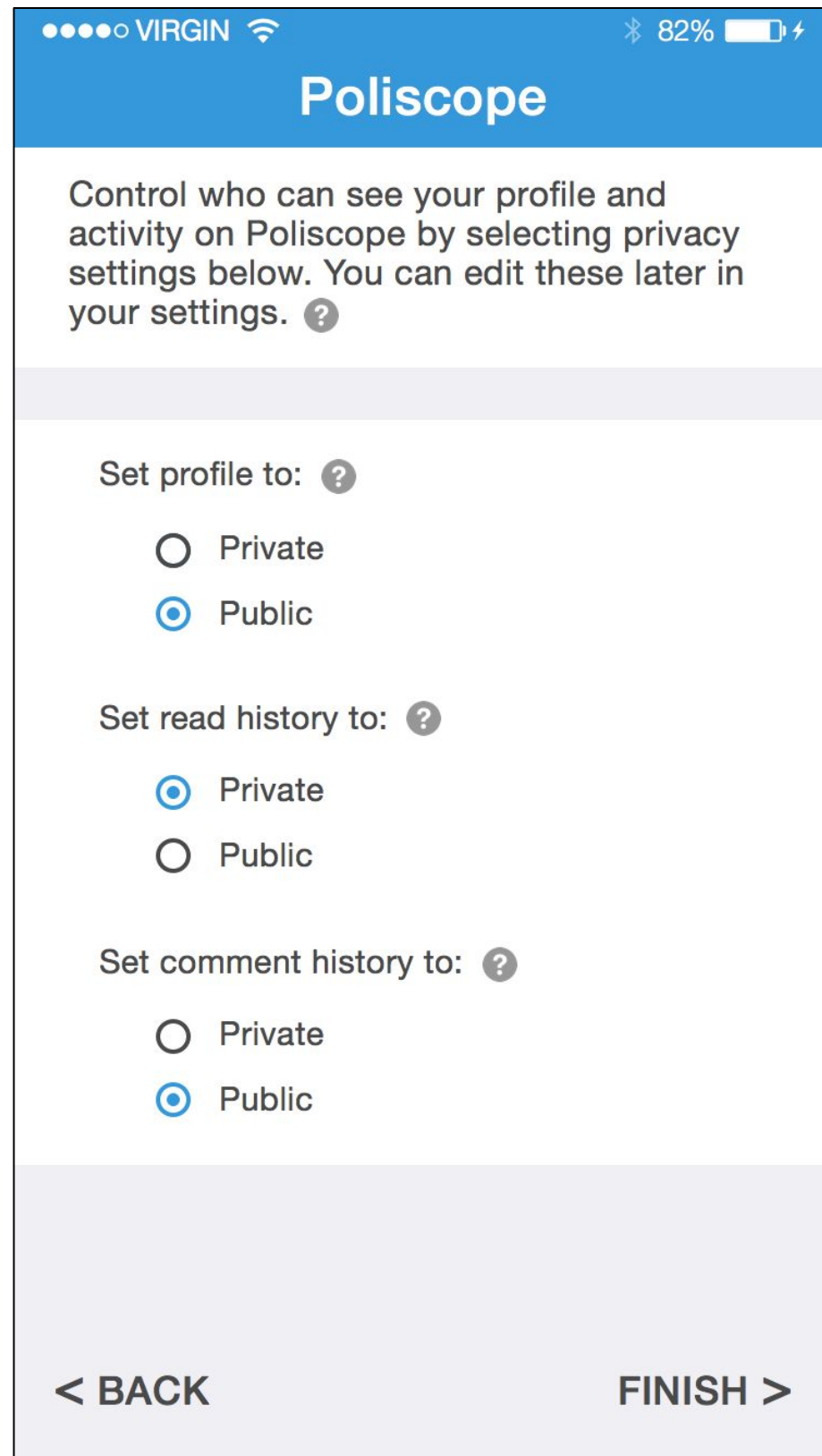
Fig. 6
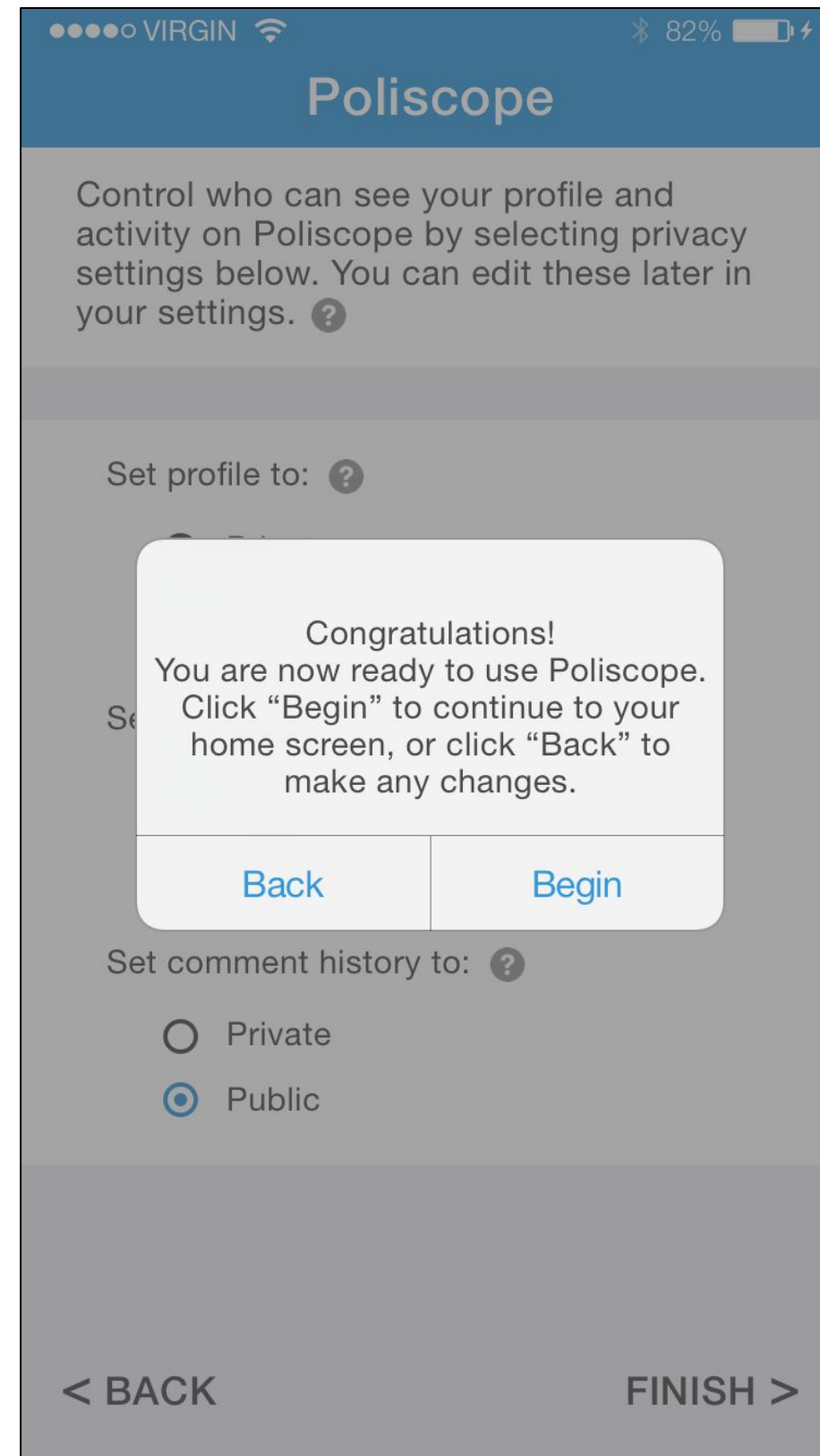
Onboarding
Logging in / Signing Up

Fig. 7

Fig. 8

Onboarding
Logging in / Signing Up

This series of screens describes the onboarding process of Poliscope. The user can choose to use their Facebook account to log in to Poliscope (Fig 1 and Fig 2). After the initial sign-up, the user is presented with screens to choose news outlets and topics to follow (Fig 3 and Fig 4). After these screens, the user can choose from an array of options to start building their friends list within the app (Fig 5). Following this is a screen that addresses privacy (Fig 6 and Fig 7). If the user selects "Private" for their profile, they will not be presented with options for their read history or comments, because it is no longer relevant (Fig 6). To end the process, a pop up congratulates the user and notifies them that they are done with the onboarding process (Fig 8).

We originally only had news outlets and topic selection pages as part of the onboarding process, but added in friends and privacy pages. We felt that the addition of these two pages helped prime the user for functions within the app and made the transition into using the app much easier.

Home Screen
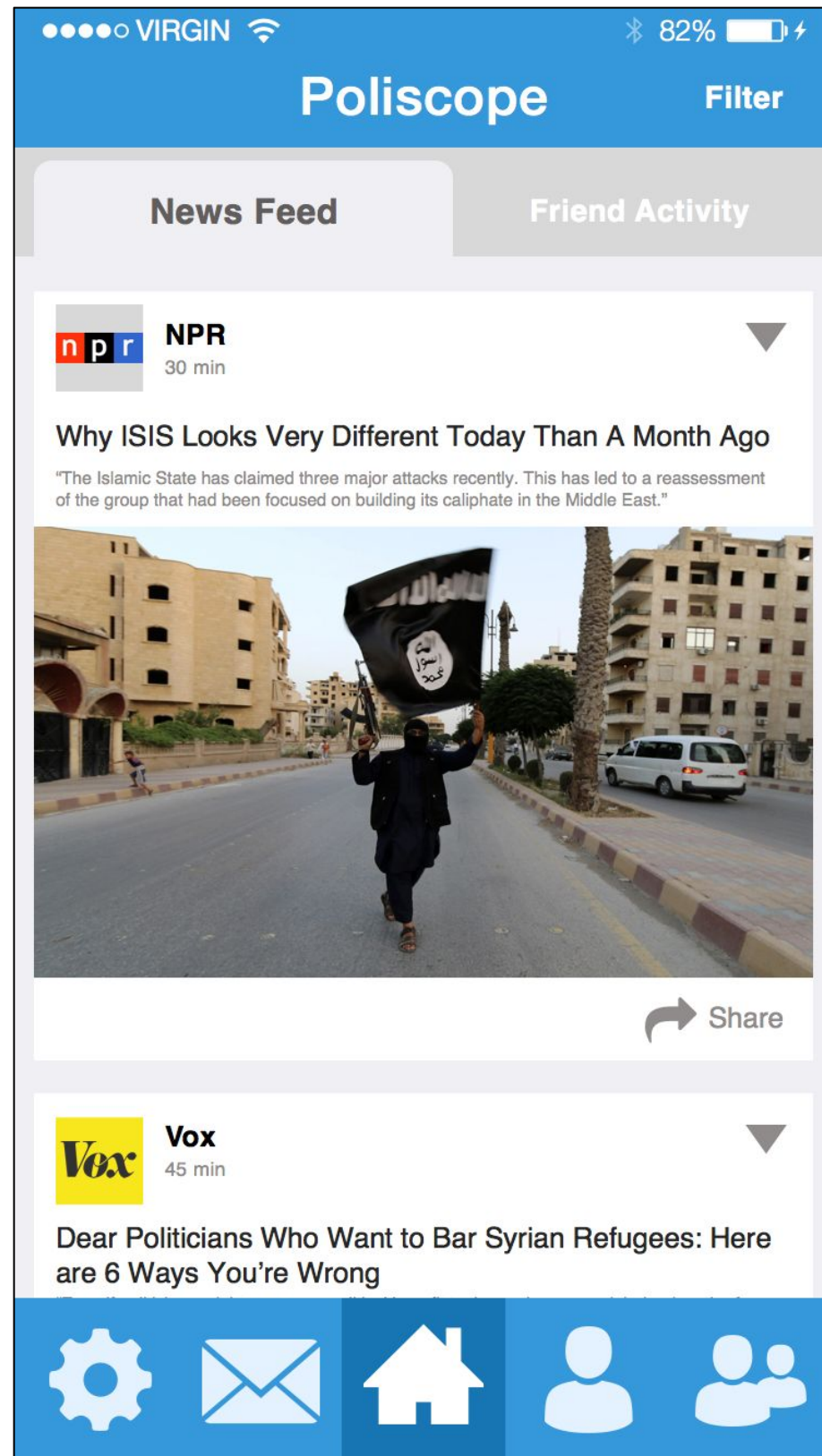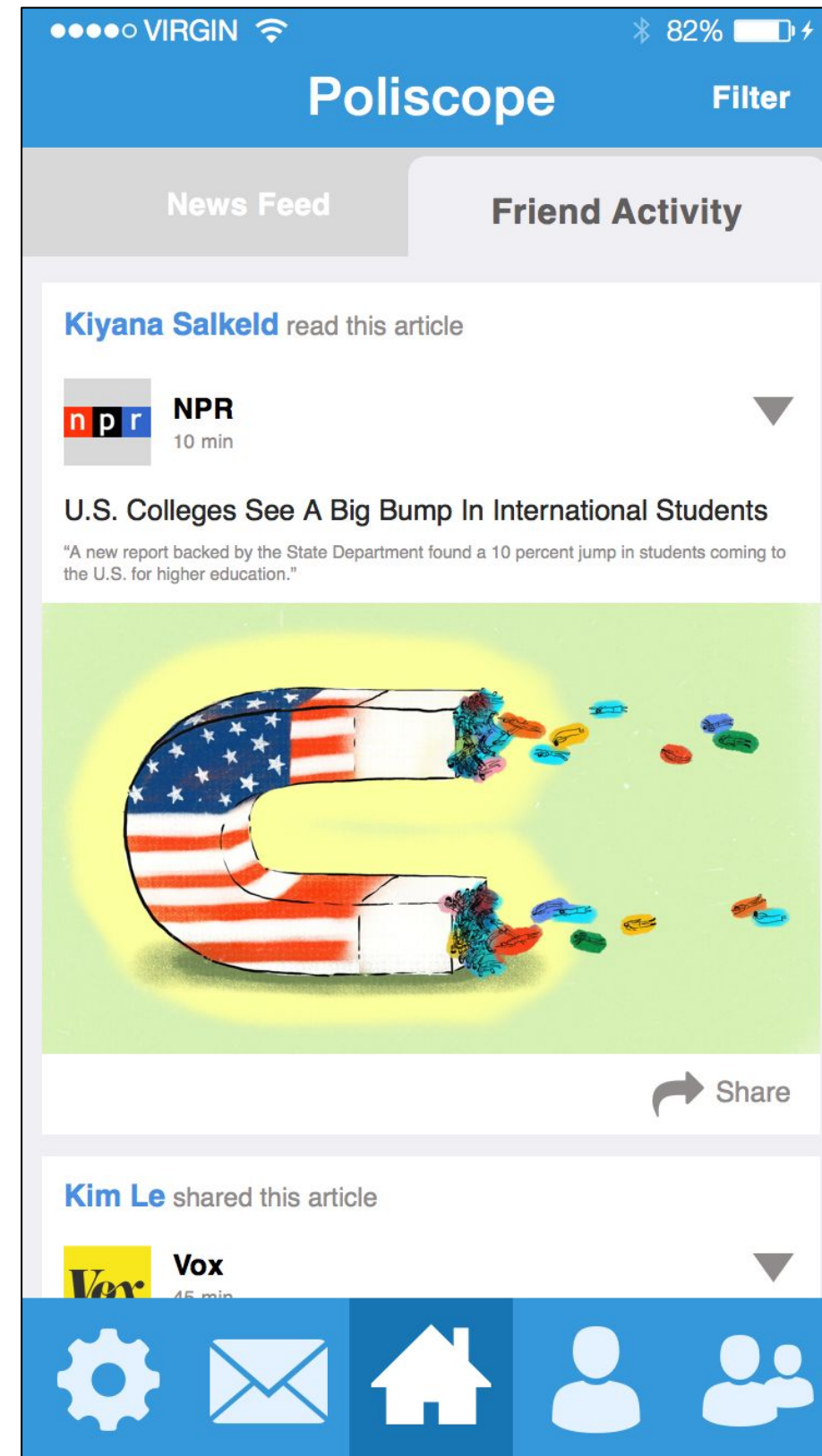## News Feed & Friend Activity

Fig. 9

Fig. 10

Home Screen

News Feed & Friend Activity

The Home Screen consists of two tabs: News Feed (Fig. 9) and Friend Activity (Fig. 10).
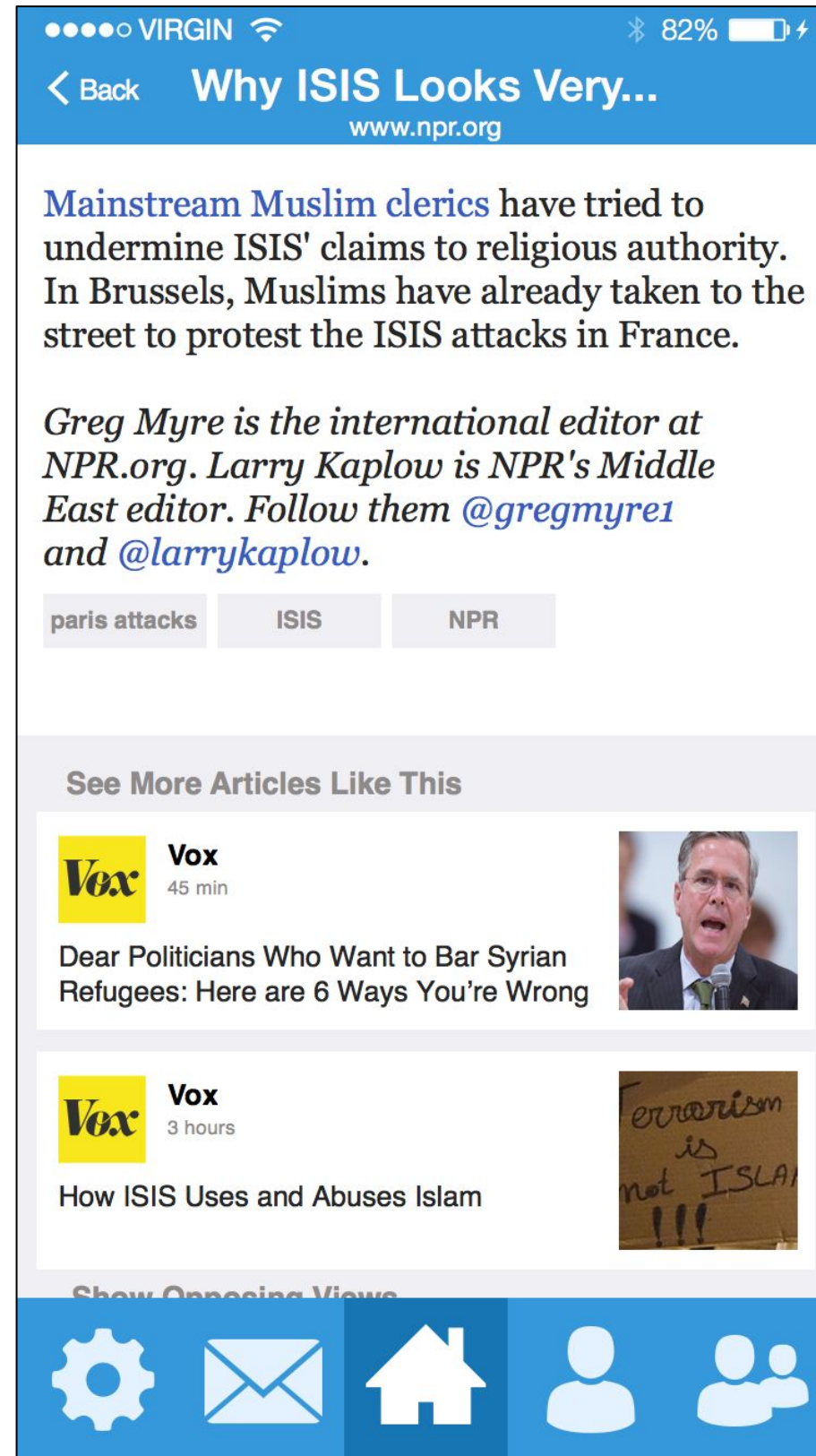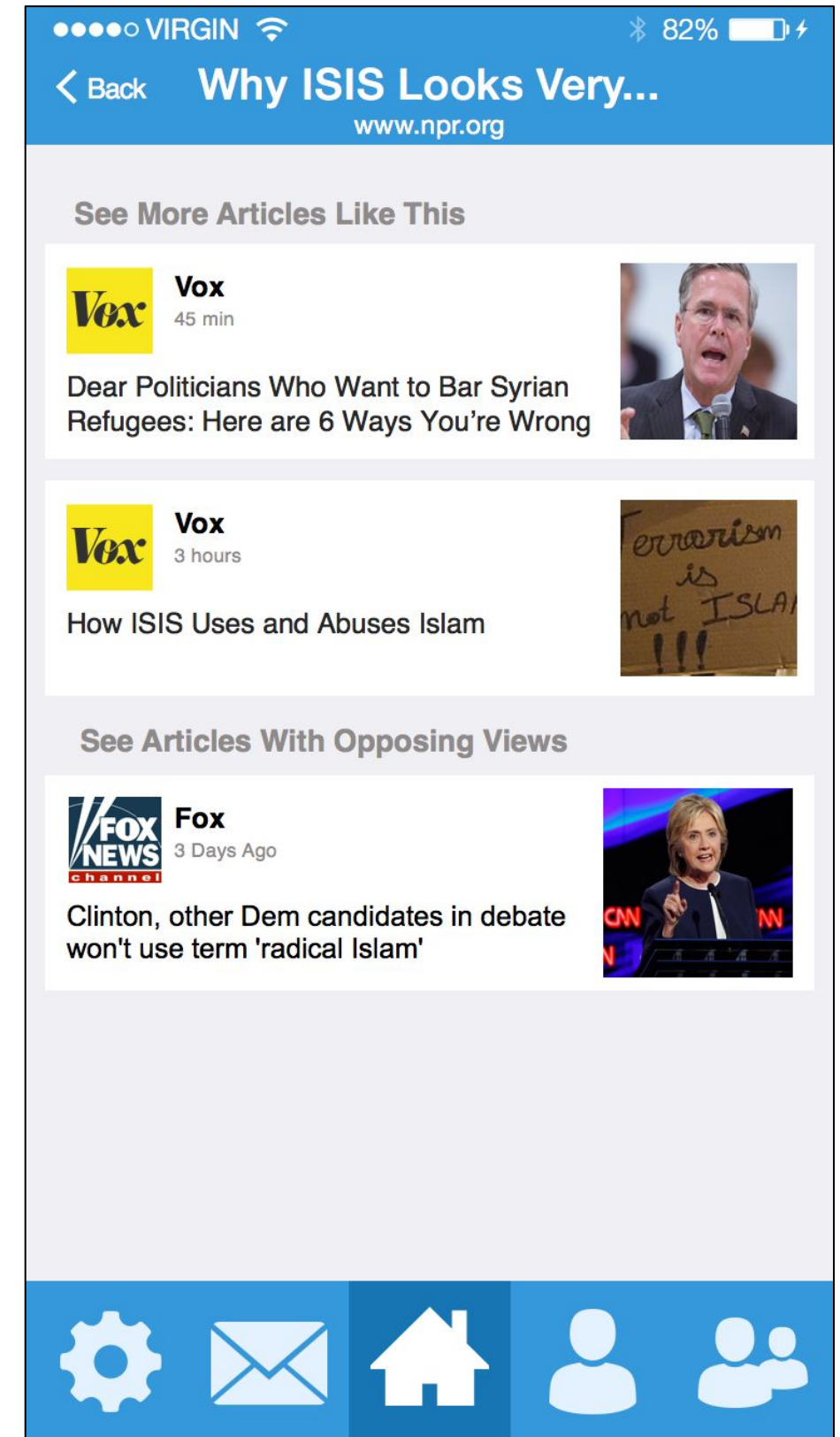
Articles

Reading an Article

Fig. 11

Fig. 12

Fig. 13

Articles

Reading an Article

Clicking on an article (located in either the News Feed tab or the Friend Activity tab) directs the user to a new page (Fig. 11) where the article can be read in its entirety. The bottom of the article includes tags that are intended to help the user understand which of the topics and news outlets they follow led to a specific article appearing in his or her feed; the addition of tags was motivated by findings from our usability testing sessions. In Fig. 12, the user is following "paris attacks," "ISIS," and "NPR." At the bottom of an article, the user is presented with links to similar articles (Fig. 12, "See More Articles Like This") as well as articles with opposing ideologies (Fig. 13, "See Articles With Opposing Views"). Our paper prototype consisted of simple text links to these articles, but we have updated our digital mockup to include links that provide more information (the name of the news outlet, an article image, and so on).
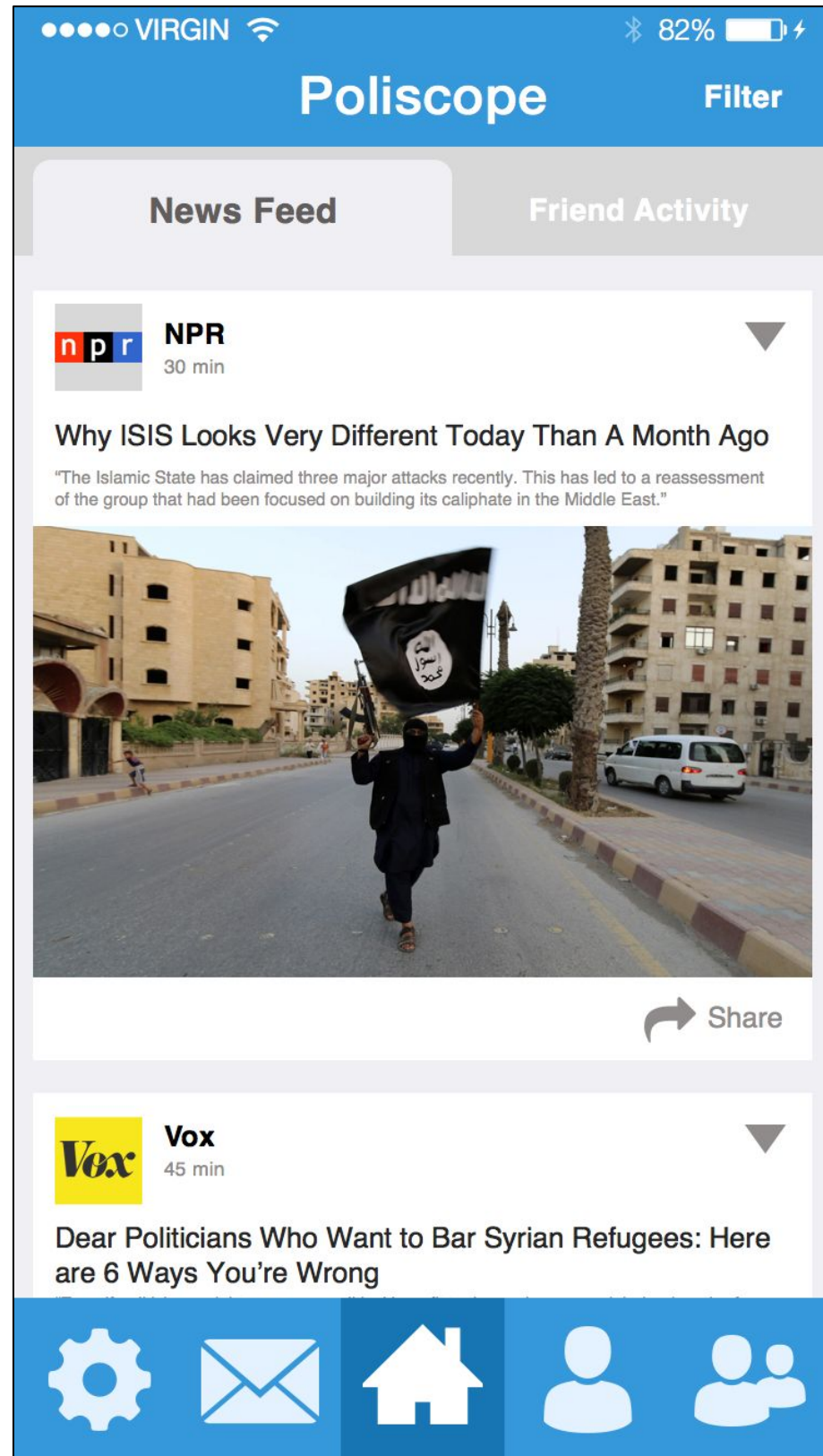
Articles
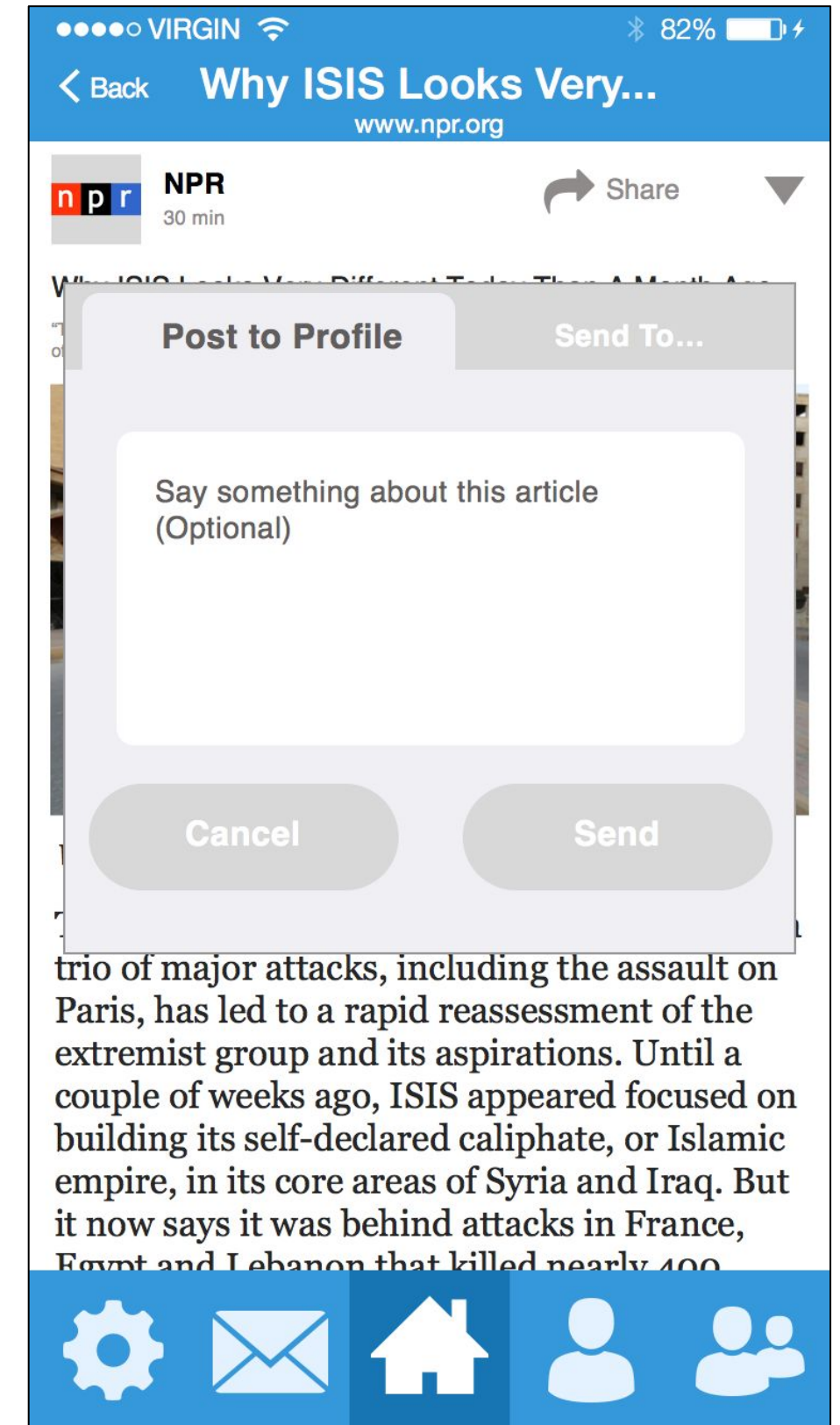
Reading & Sharing an Article

Fig. 14

Fig. 15

Fig. 16

Articles
Reading & Sharing an Article

Clicking the "Share" button (the arrow icon paired with text) causes a pop-up to appear (Fig. 16). This pop-up enables the user to either post an article to her profile (making the article visible to all of her friends) or send an article to specific friends (making the article visible only to specific individuals). This pop-up can accessed from any place in the app where the "Share" button is present; the previous series of images (Figures 14, 15, & 16) are illustrating the situation in which a user has chosen to open an article, and then proceed to share the article. In our original paper prototype, we had forgotten to include a "Cancel" button (thereby violating Nielson's "User Control and Freedom" heuristic). We have since remedied this issue in our digital mockup.

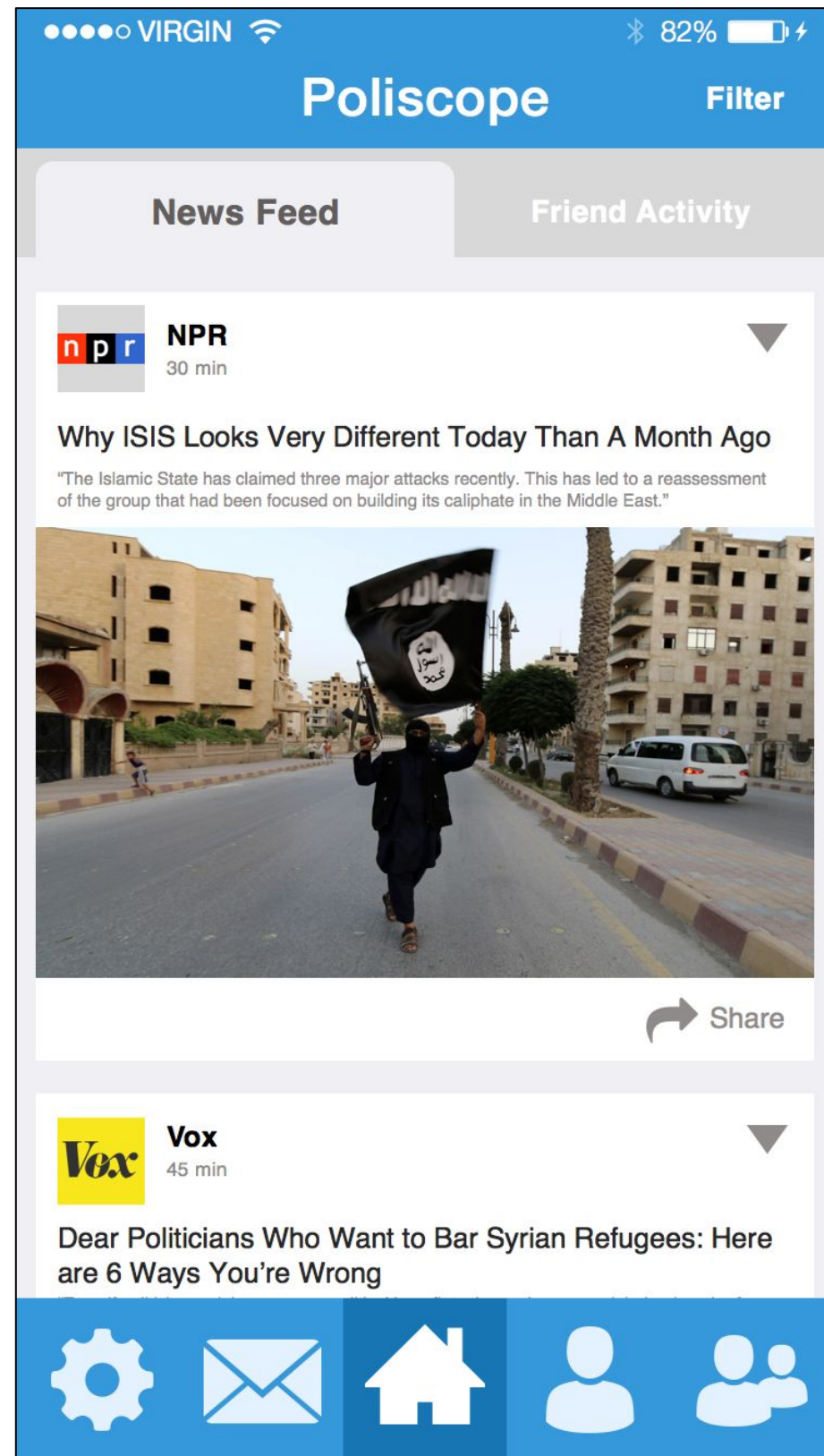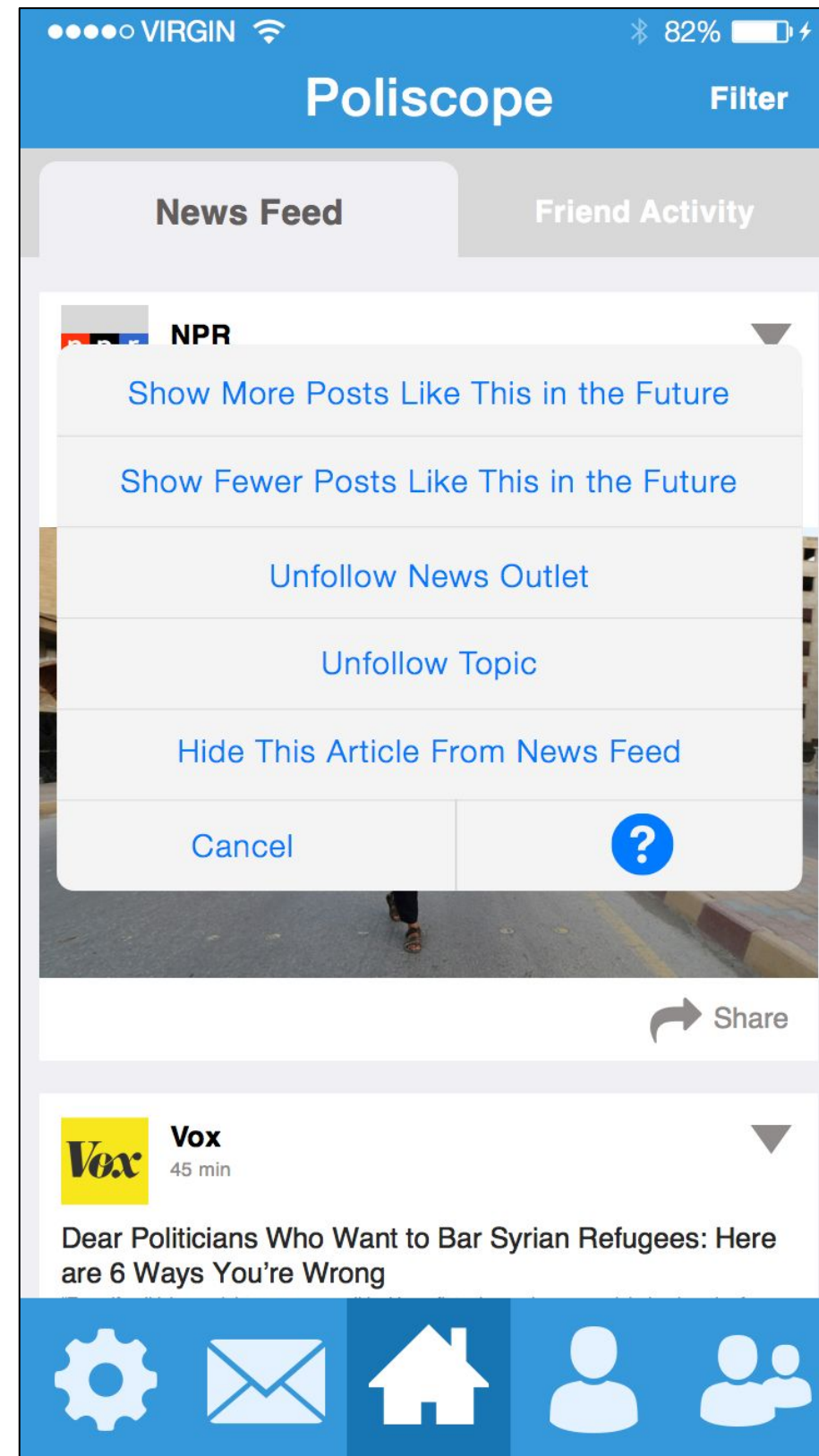# Home Screen
Managing News Feed Content

Fig. 17

Fig. 18

Fig. 19

Home Screen
Managing News Feed Content

We had originally intended to provide users with the option to simply "like" or "dislike" an article (through the use of "thumbs up" and "thumbs down" iconography). However, this proved to be confusing because users did not understand that selecting the "like" or "dislike" button would alter what kind of posts the "News Feed" would be aggregated with. We decided that a pop-up with more explicit terminology would help users understand our intended functionality.

Clicking the drop-down icon (the inverted triangle) on an article surfaces a pop-up that enables the user to manage the content that appears in her News Feed. Selecting the "Show More Posts Like This In the Future" option alerts the app to the fact that the user would like articles of this nature to appear more frequently in her News Feed in the future; selecting this option does *not* immediately redirect the user to similar articles. "Show Fewer Posts Like This In the Future" alerts the app to the fact that the user would does not want articles of this nature to appear frequently in her News Feed in the future; selecting this option does *not* result in these articles disappearing immediately. "Unfollow News Outlet" and "Unfollow Topic" enable the user to quickly manage what news outlets and topics she is following. Clicking "Hide This Article From News Feed" results in the immediate removal of the article from the user's News Feed; Figures 17, 18, & 19 illustrate a scenario in which the user does not want to see the NPR article regarding ISIS).
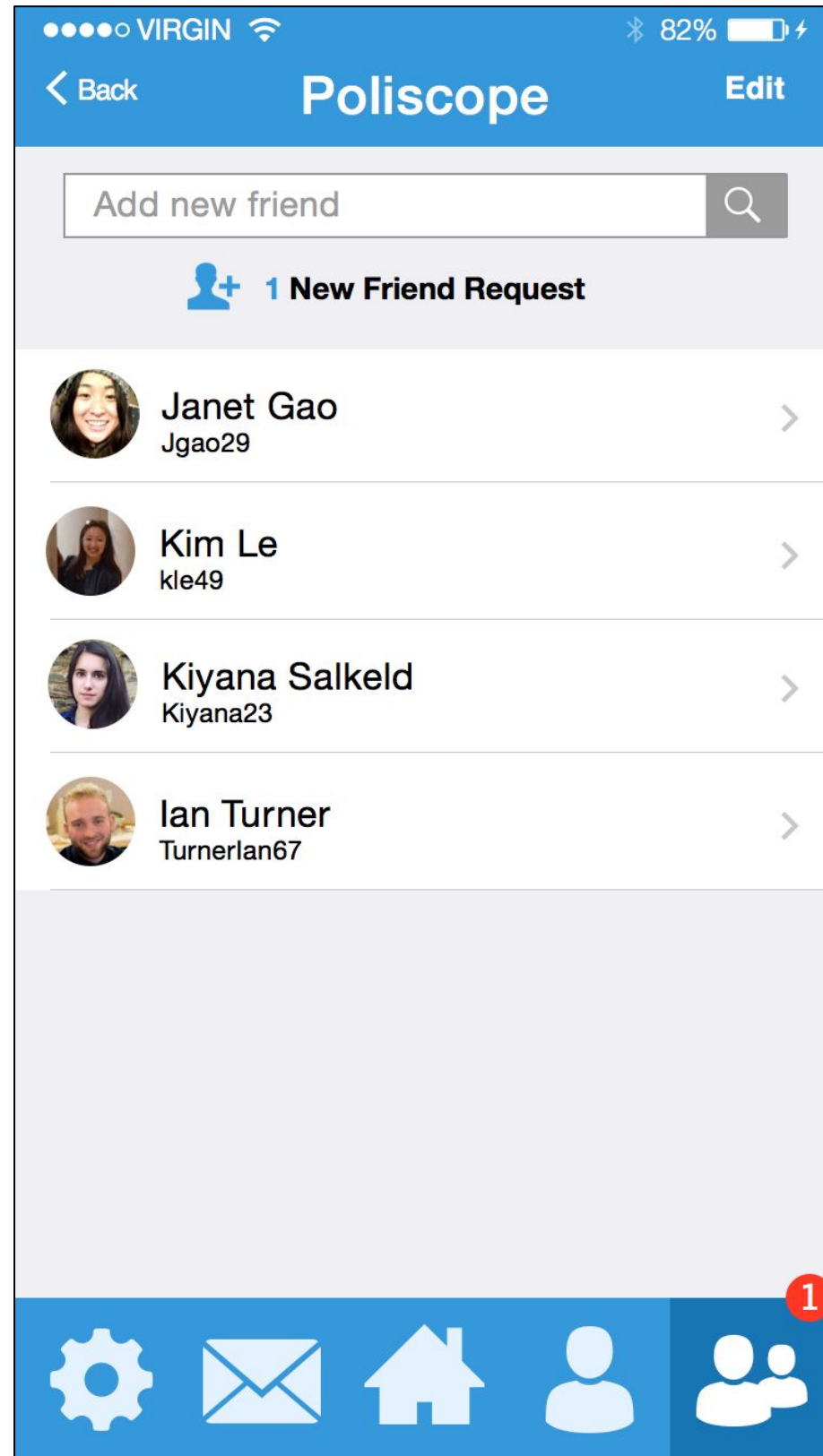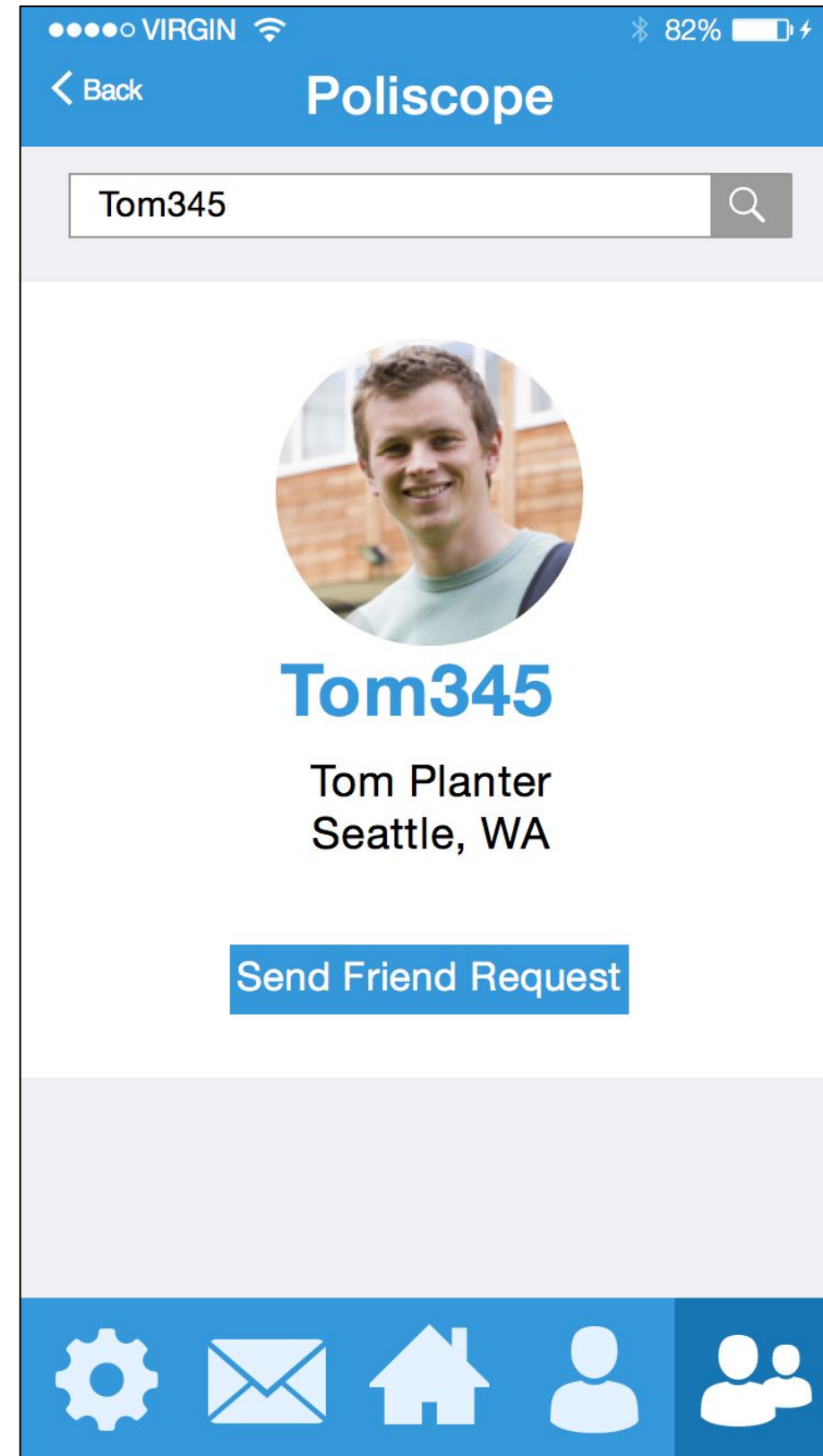
Friends
Managing Friends

Fig. 20

Fig. 21

Friends
Managing Friends

Fig 20 demonstrates what a "Friends List" looks like after clicking the Friends icon in the nav bar. Fig 21 shows the screen of adding a new friend after searching their name in the search bar.

We added the link to manage "Friend Requests" inside the friends list page because we had not previously addressed how friends would accept other friend requests, if their profile was private.
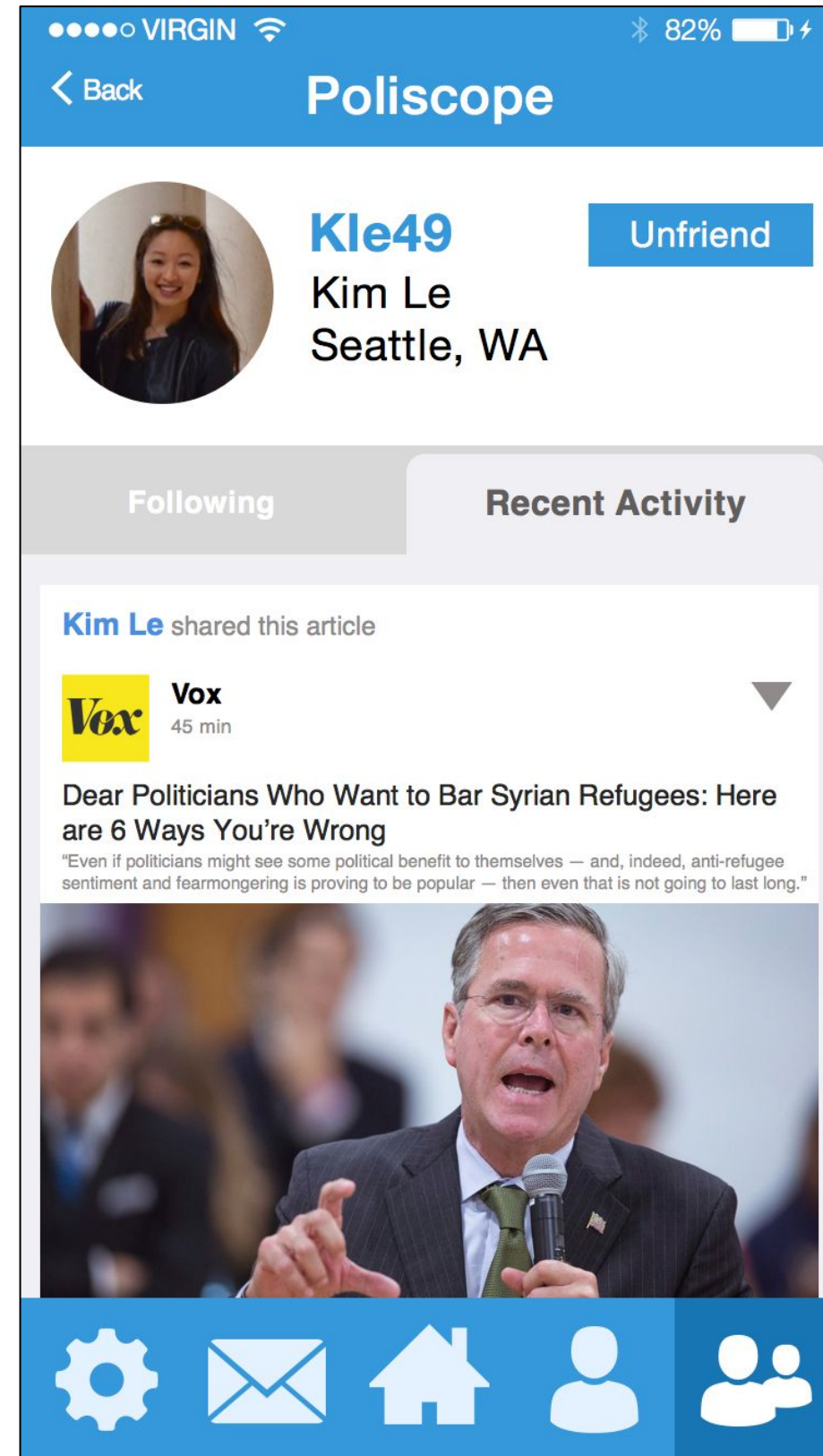
Friends

Viewing a Friend's Profile

Fig. 22

Fig. 23

Friends

Viewing a Friend's Profile

These two screens show Kim's profile on Poliscope. The user is able to see topics and news outlets that Kim is following (Fig 22), as well as recent activity by switching tabs (Fig 23).

We decided that rather than only showing topics that Kim follows, we would show both topics and news outlets under the "Following" tab.

Shared Articles Inbox
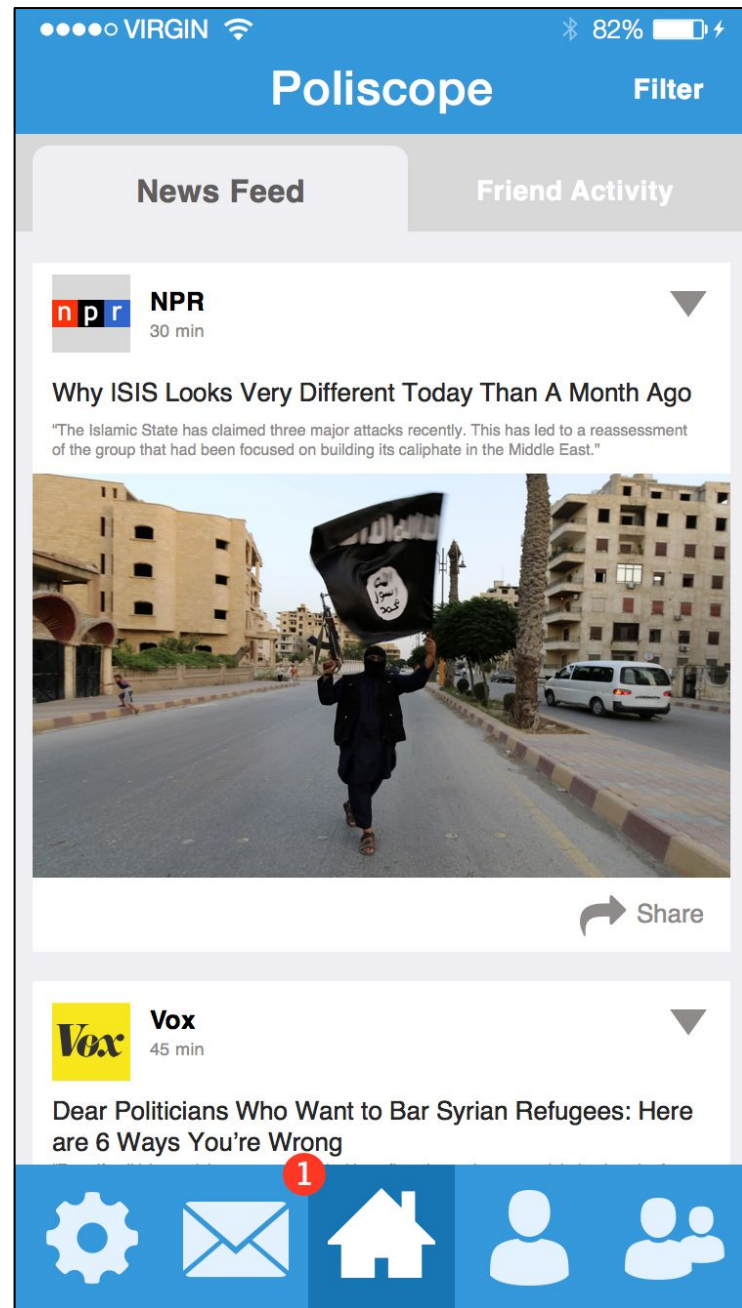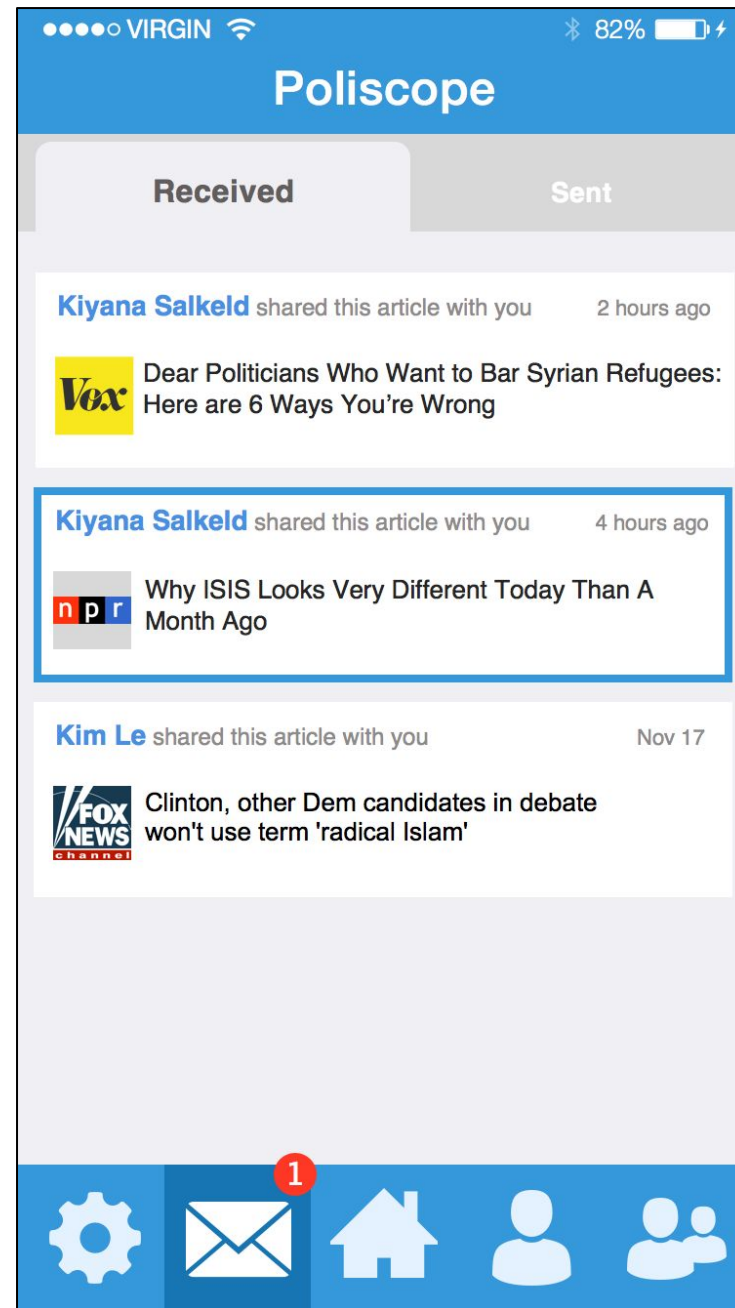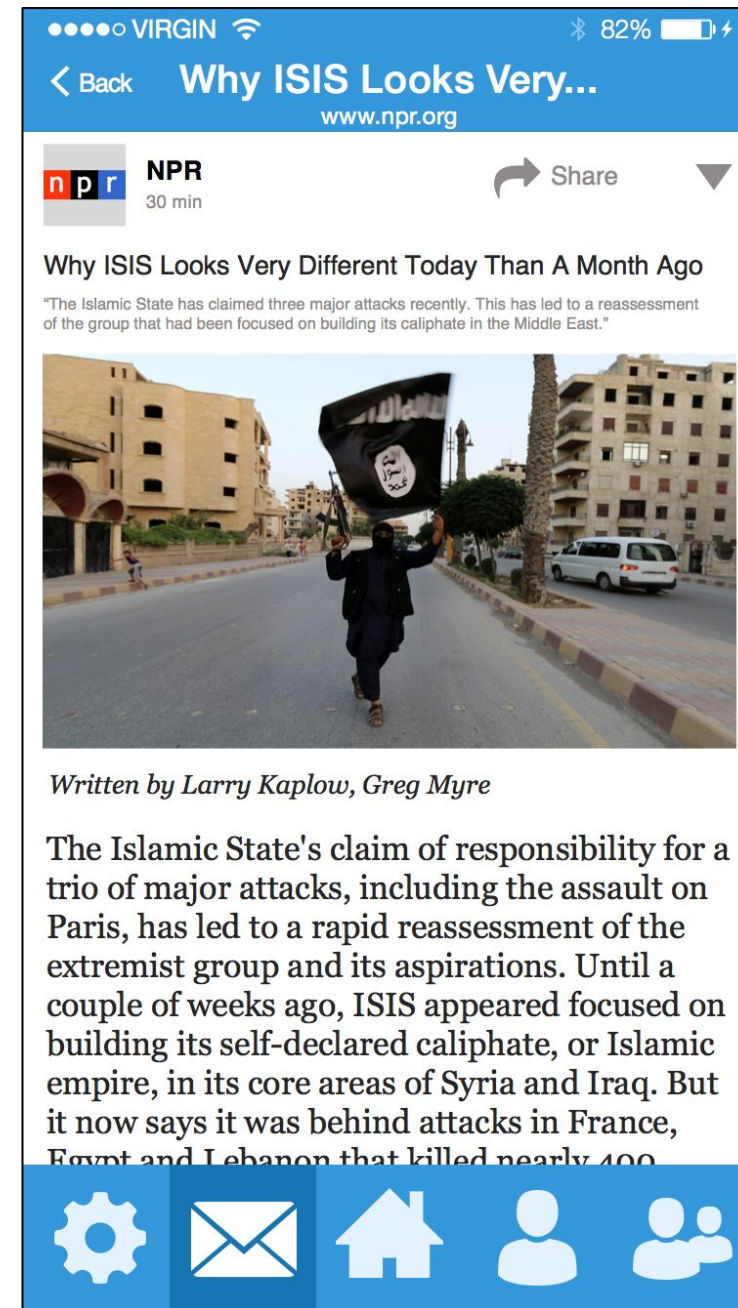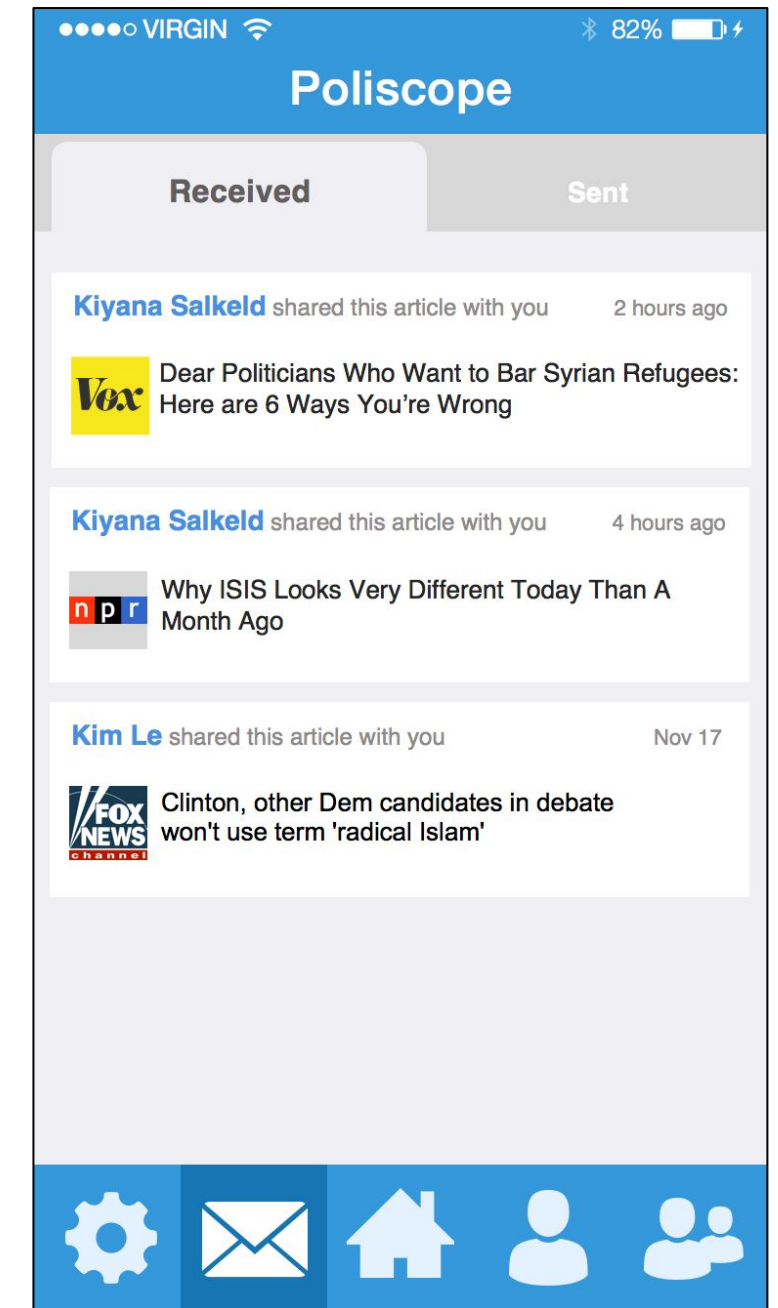## Viewing Articles Shared By You & With You

Fig. 24

Fig. 25

Fig. 26

Fig. 27

Shared Articles Inbox
Viewing Articles Shared By You & With You

In order to support the task of "Socializing with Friends, Both Online and Offline," our app allows users to share articles with one another (as demonstrated by Figures 14, 15, & 16). Our usability test participants did not understand how we intended notification management to function; in other words, our participants did not understand how to access an article that a friend shared with them after our participants had already read said articles. We are abandoning our idea of surfacing shared articles within the Friend Activity feed, as well as rearranging the Friend Activity feed to reflect that an article has been read.

The Shared Articles Inbox allows a user to view articles that her friends have shared with her, as well as articles she has shared with her friends. Figures 24, 25, 26, & 27 illustrate a scenario in which a user reads an article that has been shared with her (Figures 24 & 25 demonstrate what the app looks like before a shared article has been read, while Figures 26 & 27 demonstrate what the app looks like after said article has been read).

Filtering Results
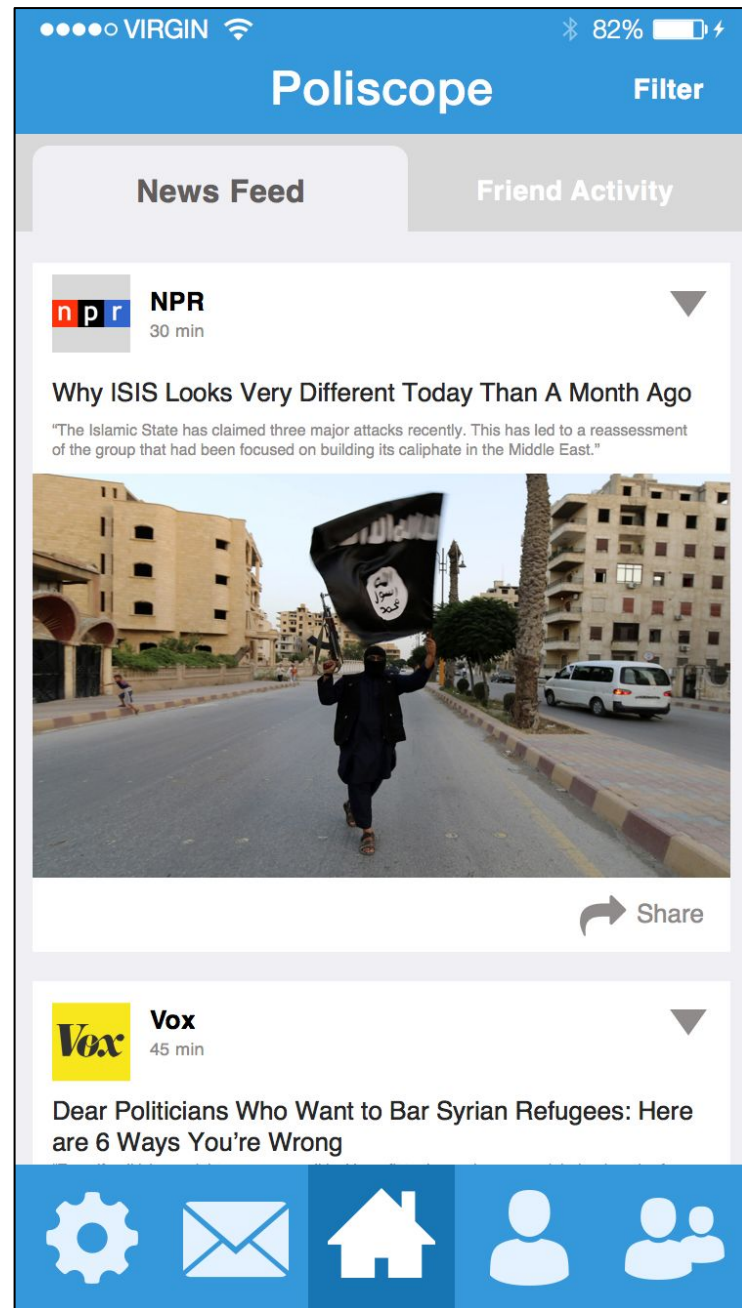## Reducing the Number of Articles Within the News Feed
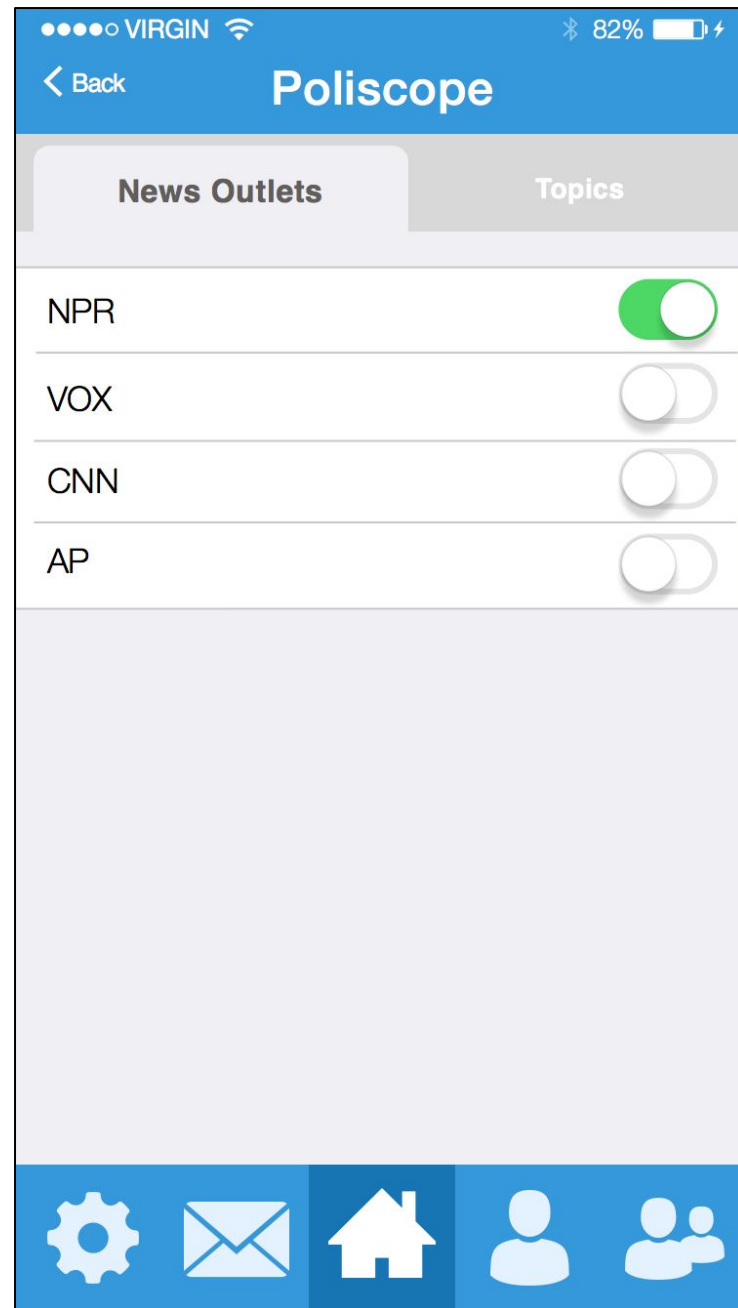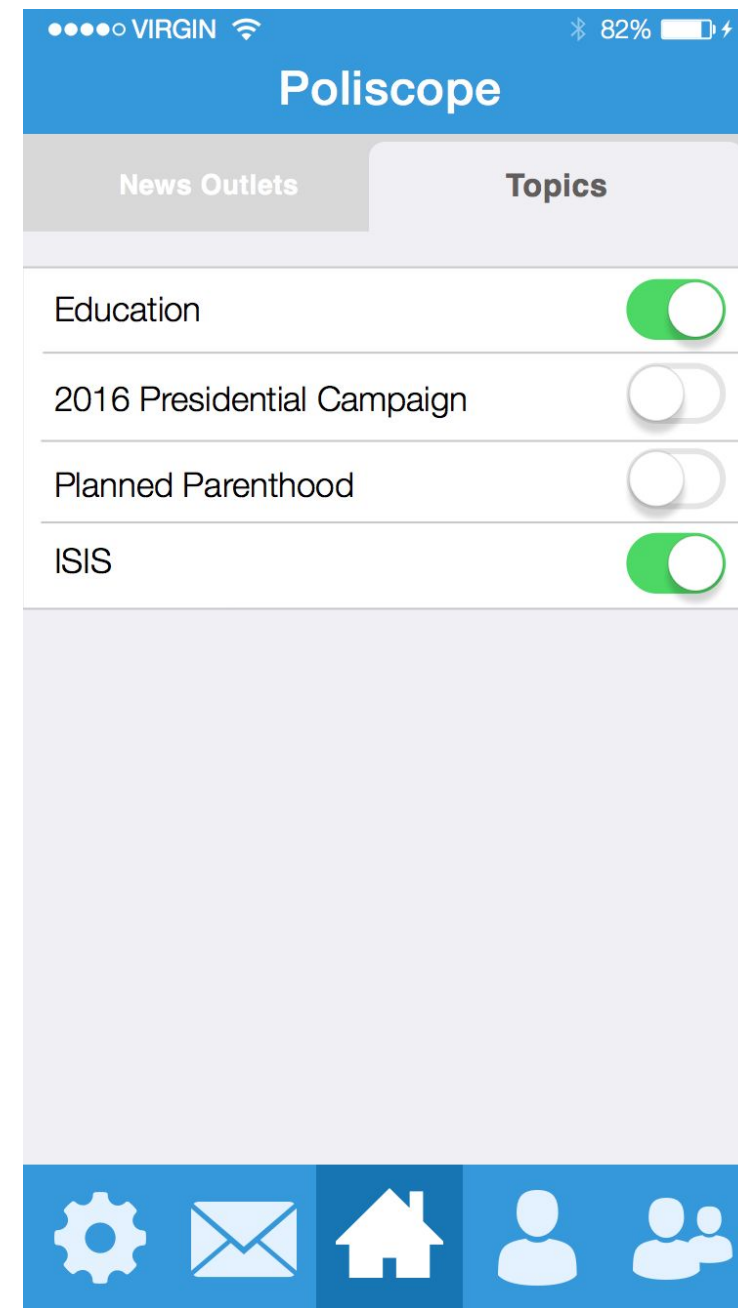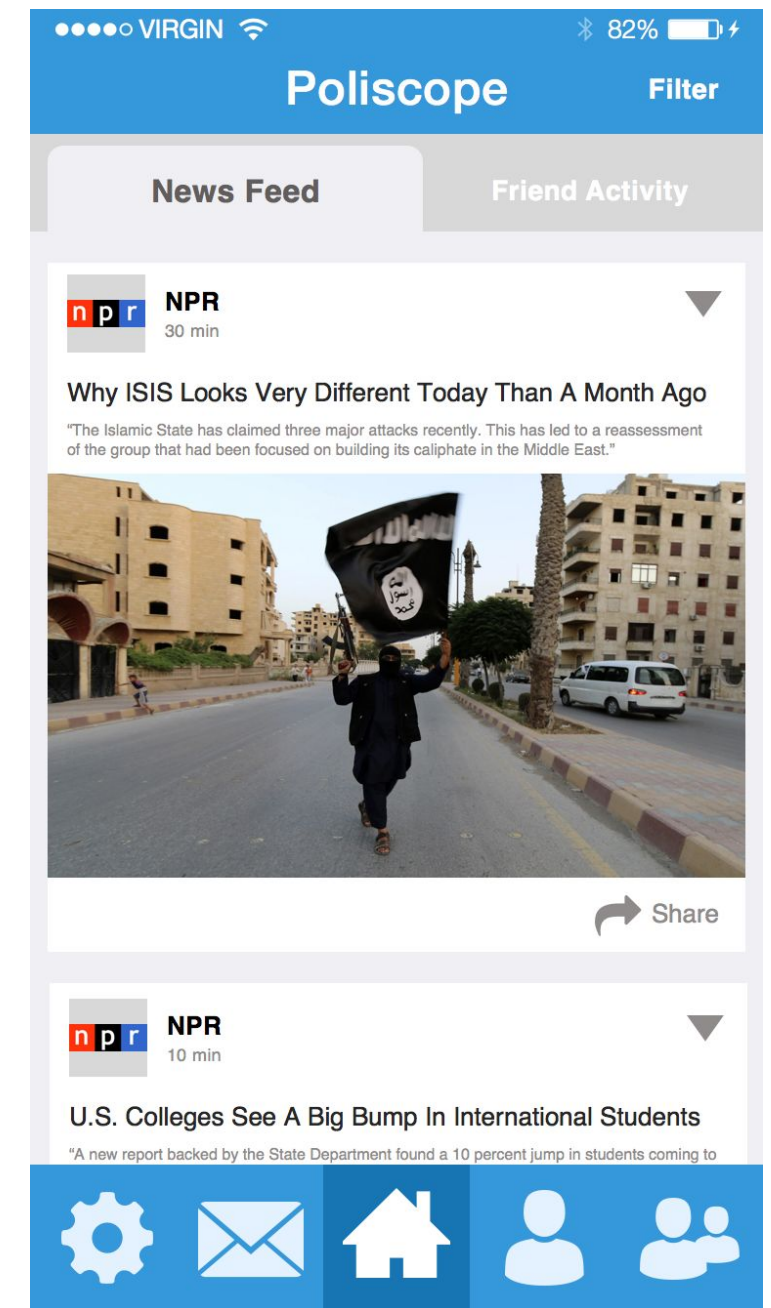

Fig. 28

Fig. 29

Fig. 30

Fig. 31

Filtering Results

Reducing the Number of Articles Within the News Feed

Our usability tests uncovered the fact that our participants did not understand the intended use of the search bars we included on the "News Feed" and "Friend Activity" pages. Our participants incorrectly believed that this search bar expanded beyond the app, rather than being specific to their news feeds; in other words, they believed that the search bar would allow them to find articles beyond the scope of the articles specifically aggregated for them in their "News Feed" or shared by their friends in the "Friend Activity" feed. Our participants believed that the search bar would allow them to search the entirety of the web, when in reality, the search bar only permits users to condense the number of articles that appear in their "News Feed." In order to alleviate confusion, we removed the search bar and replaced it with a "Filter" button in the top-right corner of the app screen (Fig. 28). In the "News Feed" tab, clicking this button leads to a screen comprised of a "Topics" list and a "News Outlets" list (separated by tabs) that the user is currently following (Fig. 29, Fig. 30). The user toggles different "Topics" or "News Outlets" on or off to refine the results that appear in her "News Feed."