

CS 465 HW1

January 2019

1 Observation

How Does Facebook Works?

Facebook has been widely evolved social network ever since it expanded from Harvard to other colleges then everybody older than 13 with a valid email address could sign up.

How Do You Use Them? How Do Other People Use Them?

Personally, I don't spend much time on Facebook except connecting with friends via Messenger and objectively observe other people's behaviors on social media. As for others, Facebook's functionalities vary from posting garage sells information to finding support groups from all over the world.

Type of News, Order, Presentations?

From my personal usage of Facebook on the mobile devices, there is not much of control of seeing all the advertisements in between friends' posts and pages I've followed in a not-so-chronic order, that all the news feeds are not presented according to the time being posted.

How Do People React to Them, and Influence the Presentation?

In the Facebook settings, "News Feed Preferences" Options enable users to prioritize who to see first, unfollow and reconnect, and hide apps. However, my personal reactions are still irritating towards such a not-so-intuitive design.

2 Ideation

What are the problems to Solve?

According to Chapter 6 in *the Design of Everything*, the first step is to identify the real problem. As Mark Zuckerberg, CEO of Facebook pointed out that the misinformation is the problem Facebook was facing.

Based on the observations above, the current news order is unclear, so does the news sources. A lot of advertisements with repeated information from searching engines (and I know companies make most of the money from this), a lot of irrelevant app ads and suggested posts or pages are packed altogether, which could be a lot for users to process and extract the exact information they need in the limited time on Facebook.

What is my design goal? And Why?

The design goal is to help users to form the habit of distinguishing fake and real news by giving the user more options to curate what they'd like to see. It could potentially

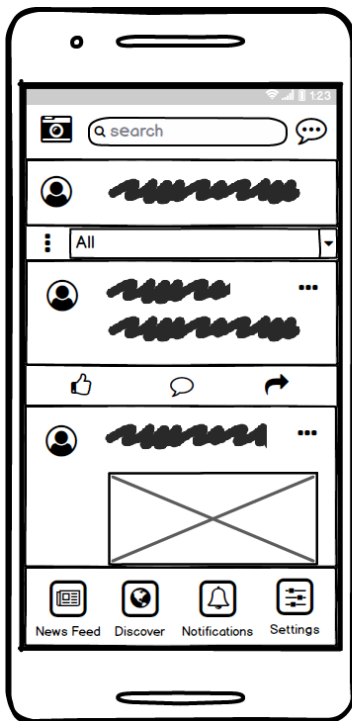
solve the problem mentioned above regarding the unorganized posts. The inspiration is generated from Zuckerberg's strategy on letting the user decide what to trust in terms of fighting against fake news. Ideas including adding an additional button to report the authenticity of news occurred to me yet on the second thought this kind of function could be widely misused by people with certain agendas. So it is quite important for designers to come up with the design that could actually help users to form a habit that distinguishes the fake and the real news themselves. We don't have that much of power to control everything that could be possibly posted online, but with a well-organized news feed presentation, users can gain a certain level of control and see what they chose to see, solving the problem from its core instead of being overwhelmed by all kinds of information.

3 Prototyping

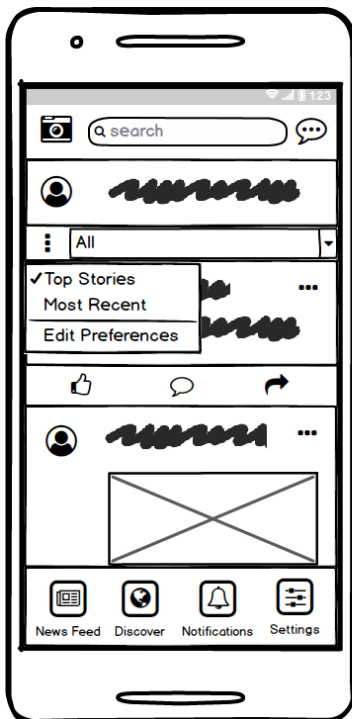
There are three changes made in this prototyping based on the current Facebook user interface design:

1. Sorting Order. Give the user the ability to sort the news feed presentation order in "Top Stories", what Facebook thinks is important to you sorted by different factors and "Most Recent", based entirely on what has happened most recently.
2. Groups. With detailed groups dividing, users can easily find the information they are looking for.
3. "Discover" page. Different from the Facebook original design of showing "People You May Know", this design also integrated suggestions including potential posts or pages the user might like and advertisements which are from the main news feed.

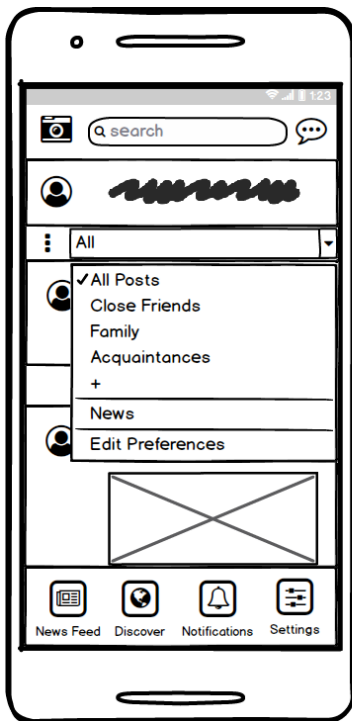
This prototyping was completed using Balsamiq Mockups 3 showing below on the next page:



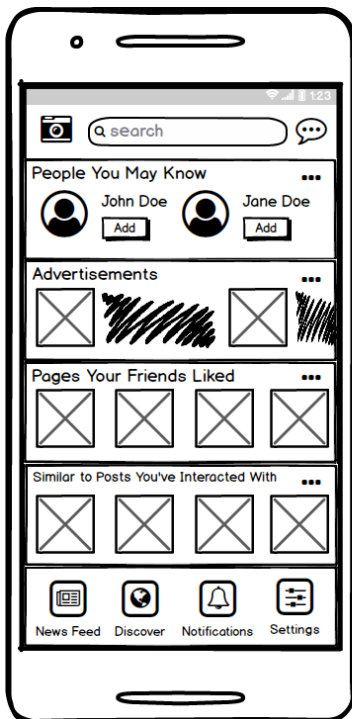
- The index screen shows up once you open Facebook with "All" posts in default order (Top Stories.)
- Top bar with camera, search and Messenger remain unchanged.
- Notifications and Settings remain unchanged as well.



- Change the News Feed Order by clicking the vertical ellipsis right next to "All".
- Inspired by Facebook webpage, the presenting order can either be based on "Top Stories" or "Most Recent".
- "Edit Preferences" can prioritize who to see, hide, unfollow and reconnect.



- By clicking the tab saying "All", user are able to filter all the posts and only see those being made by people in a certain group.
- "+" allows users to set up a new customized group.
- "News" only shows posts made by official media pages you have followed.
- "Edit Preferences" rearranges the order of the groups.



- The "Discover" page are composed of everything that Facebook has suggested: "People You May Know", "Advertisements", "Pages your friends liked" and "Similar to Posts You've Interacted With".
- Horizontal Ellipsis enables user to explore more in that specific section.