

sky NEWS HD

BBC

WORLD
NEWS

NEWS NOW

Jacob Fielding

Formative

itvNEWS

theguardian



THE IDEA

My concept is to create a plug-in which allows the user to have the ability to pick through any news outlet for any story or topic they are viewing, for example if you were on the BBC looking at a story on Chelsea losing on the weekend then you could click the plug-in which would then drop down many news outlets which have reported on the same story allowing the user a variation of opinions and outlooks from the click of a button .

AUDIENCE

My Target Audience would not necessarily be restricted to any age group, due to there not really being an age limit on reading news but I would say 13+ would be suffice. So the Audience is basically any one who would like the option to get a different outlook or opinion on a specific story from the click of a button they can scan through every new outlet to get a different opinion on the story.

IO IDEAS

1) A website that brings up all your news in one place.

2) A bot that can fill your information in when signing up to a new website.

3) A browser plug in that brings all news stories in one place.

4) A plug-in that filters fake news.

5) A Plug-in that filters all explicit news stories.

6) A bot that follows people on social media.

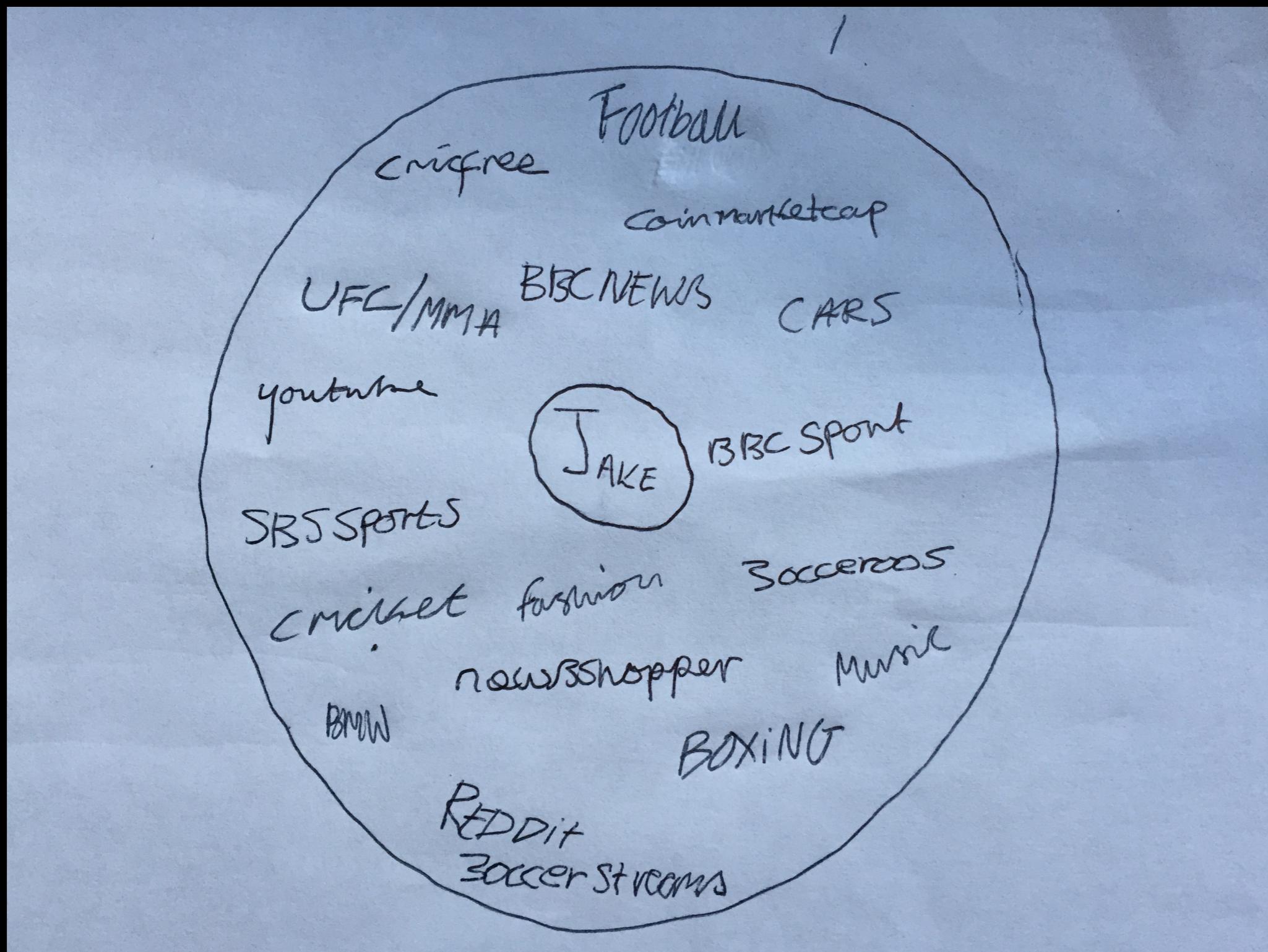
7) A plug-in that finds clothing sales.

8) A plug-in that gives you discount codes for the clothes you buy.

9) A Plug-in that brings up breaking news stories you read.

10) A website that brings up anything trending on the internet

MAP OF FILTER BUBBLES



INTERVIEWS

For Research we went around and asked other students questions relating to our concept to get a better idea if it will work or not.

Question 1 - Do you know what filter bubbles are?

Jess - 'Nope sorry'

Question 2 - Do you think your favourite news outlet is bias?

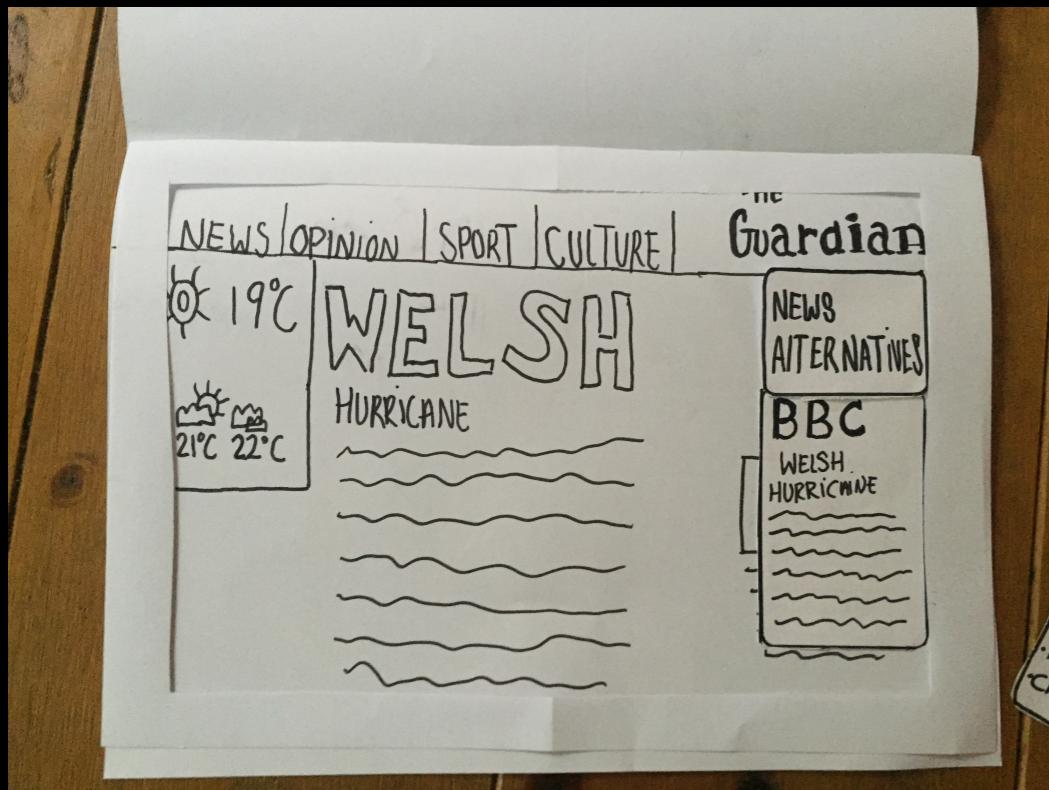
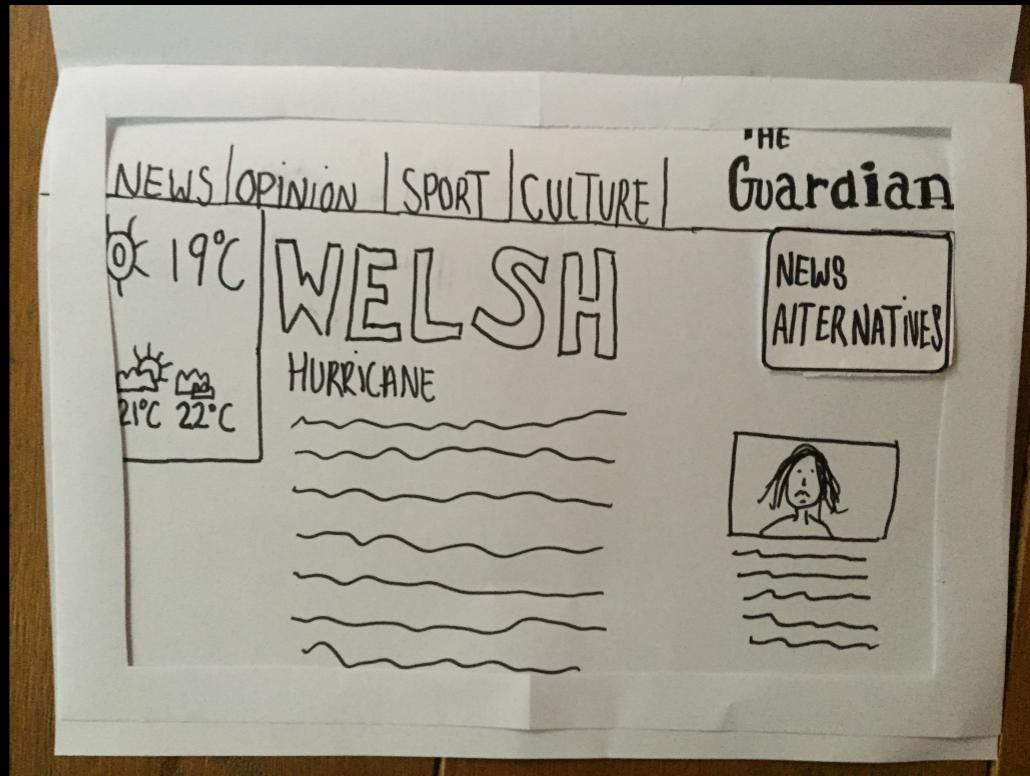
Reece- 'I would say towards being liberal'

Question 3 -Would you rather find stories individually or have them all together in one place?

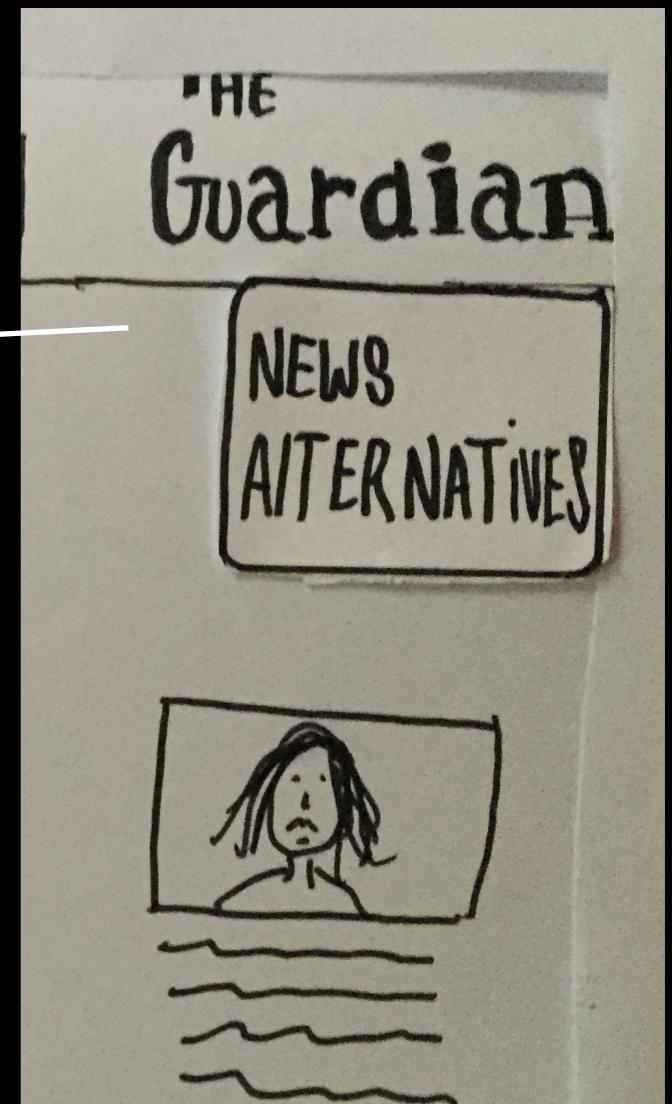
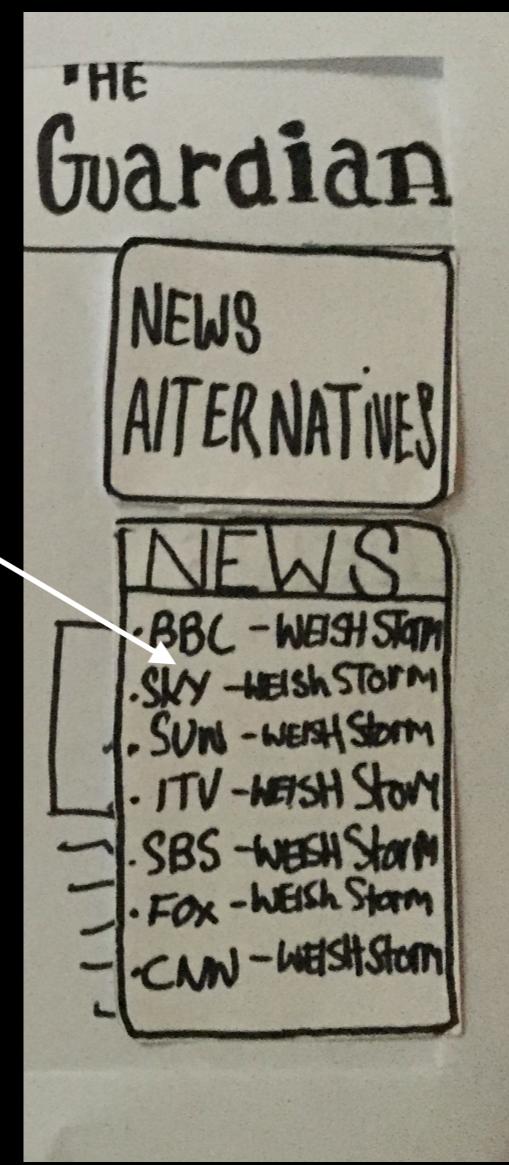
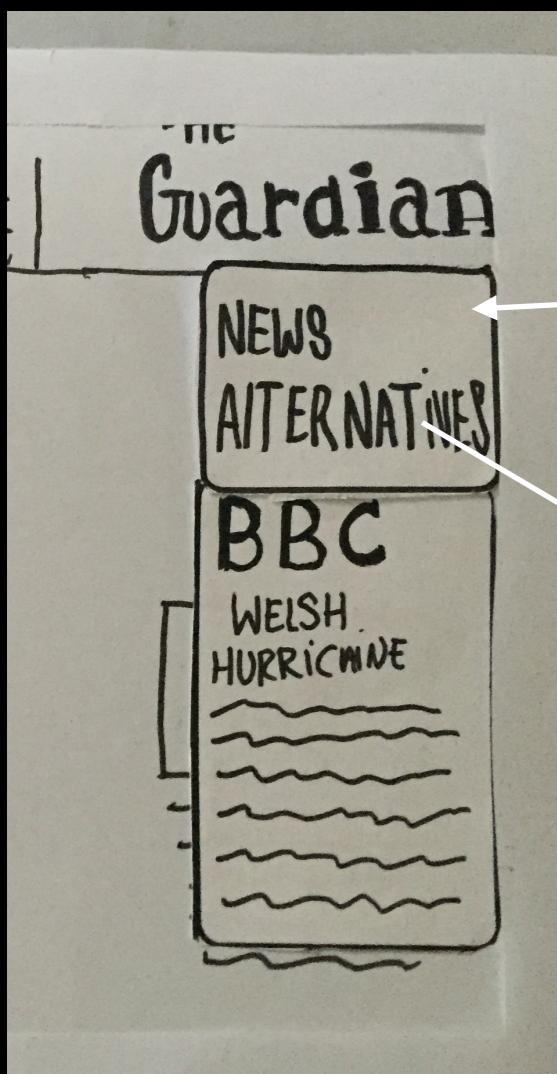
Reece- 'I would rather search them individually'

<https://app.usabilityhub.com/do/5b31a4a80b87/9f9>

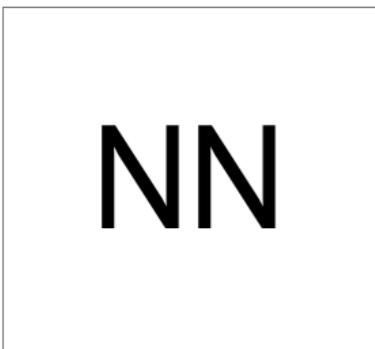
PAPER PROTOTYPE



PAPER PROTOTYPE



ONE PAGER



The Plug-In allows you to access news articles, which are about the same topic you are reading, so if you're on BBC looking at the war in Syria, you can scroll through every news outlet to get a different outlook and opinion and coverage on the story.

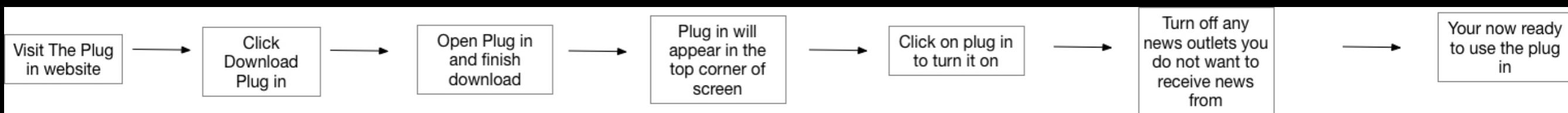
Plug-In Concept, Pick through the list till you find one you like, you will then be transferred to the other news outlet.

NEWSNOW

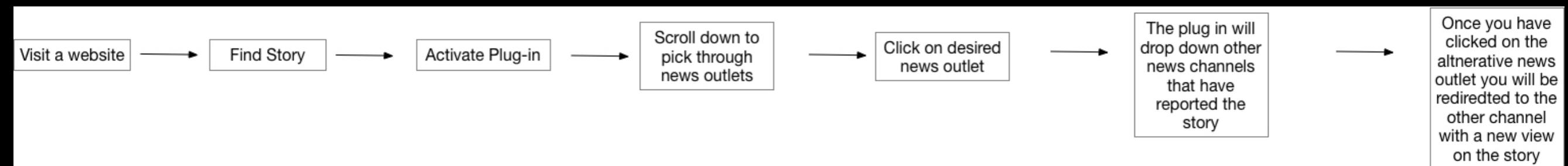


USER FLOW

User flow to download plug-in



User Flow for Plug-in use



LANDING PAGE

5 Second Test

<https://app.usabilityhub.com/do/5b31a4a80b87/9f9>

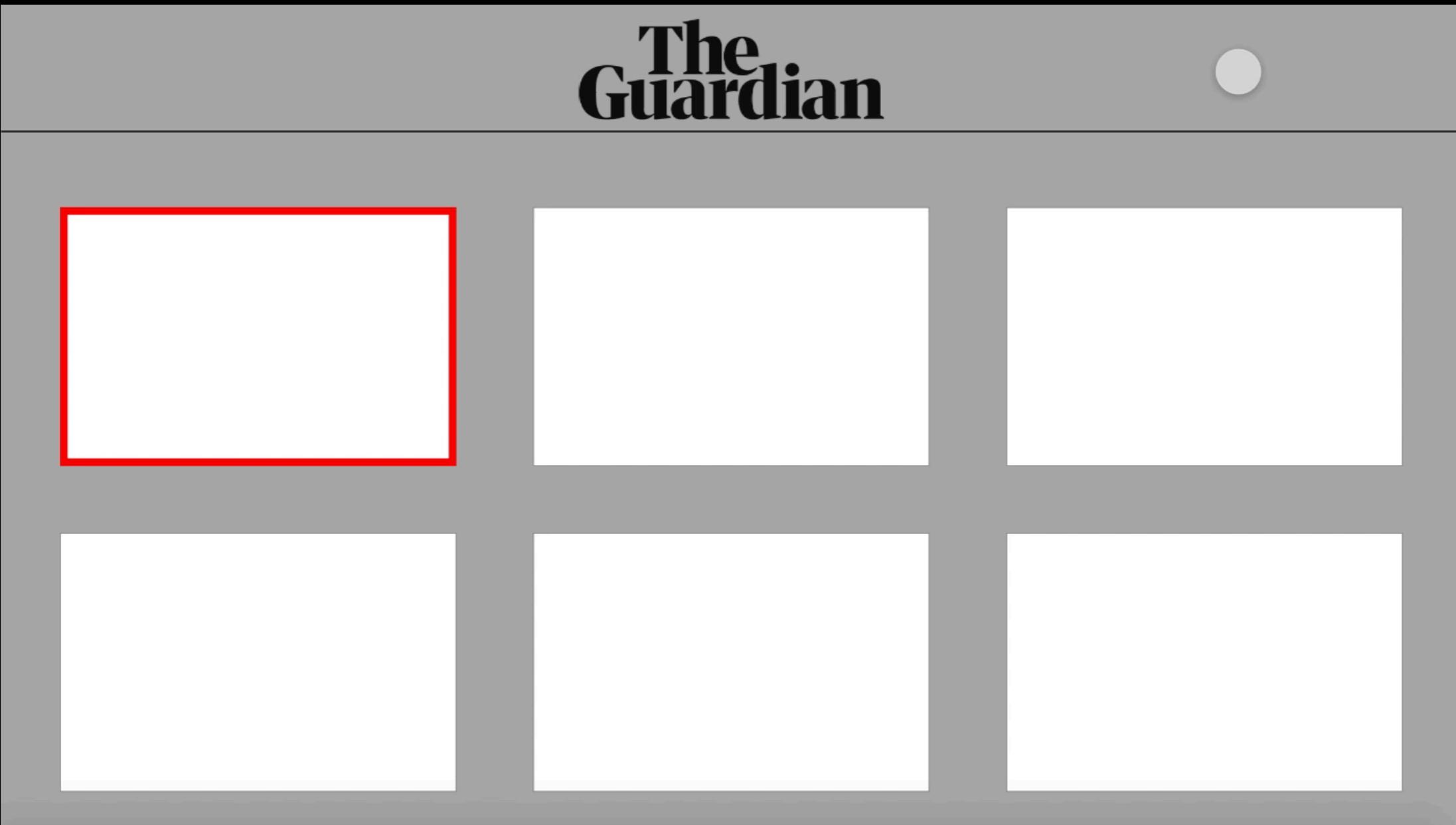
News Now

Download our Plug In, to allow you to access any news outlet from the click of a button, which will give
you a alternative view on an individual story.

DOWNLOAD

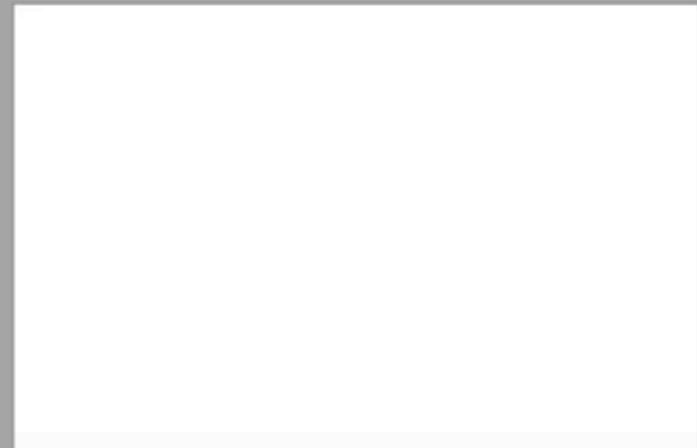
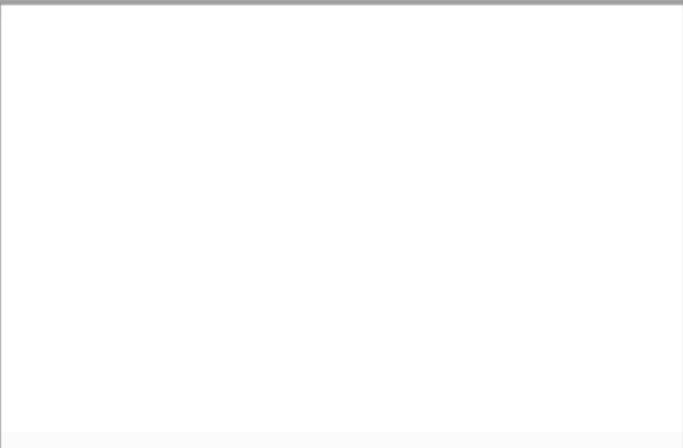
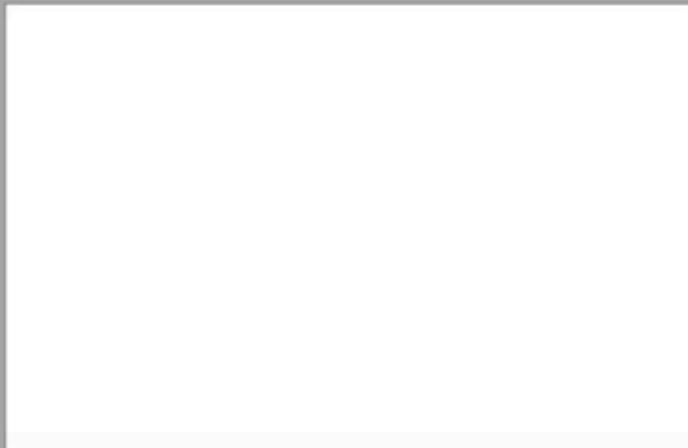
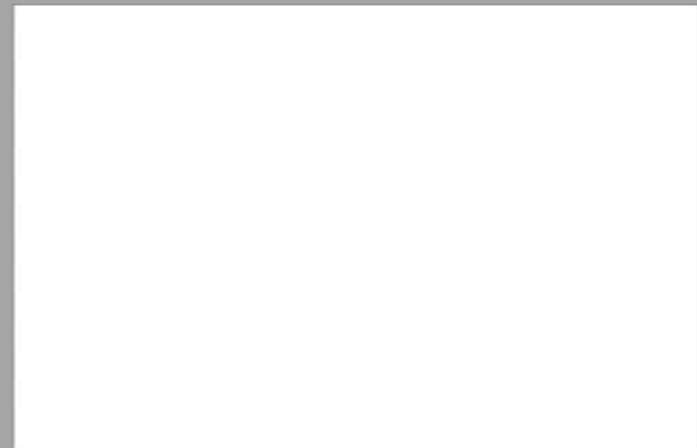
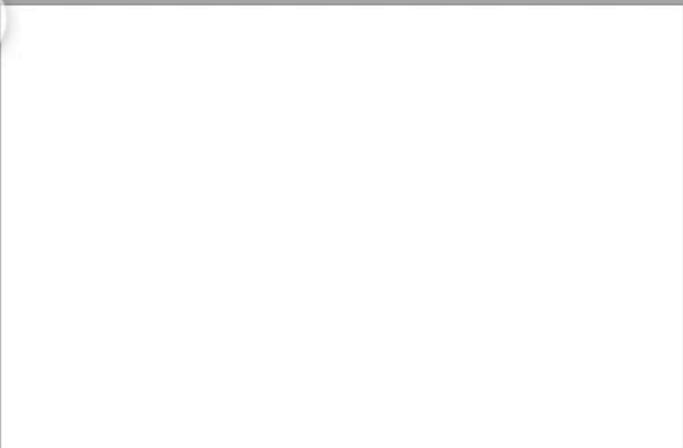
(Made with Carrd)

CONCEPT VIDEO



CONCEPT VIDEO WITH IMAGE

The
Guardian



PROTOTYPE IN USE

(MARVEL)

<https://marvelapp.com/3f7h19j>

USER TESTING

My User testing report

[https://docs.google.com/document/d/
1PEm4UQW02Y1v3fH_j8GwHHmE6PfnHtTpaSqehD6RVVQ/
edit?usp=sharing](https://docs.google.com/document/d/1PEm4UQW02Y1v3fH_j8GwHHmE6PfnHtTpaSqehD6RVVQ/edit?usp=sharing)

THANKS FOR LISTENING