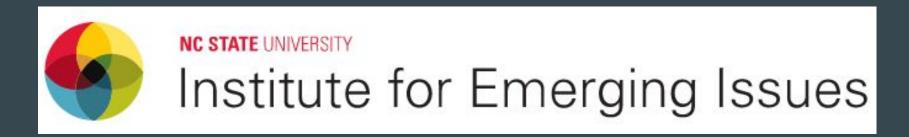
IEI final presentation

• • •

Chopra, Datla, Hsiao, Mishra, Satarkar, Yang, Yeh

What's IEI?

- Institute for Emerging Issues.
- Raises the consciousness of and seeks solutions for the emerging issues facing our state, North Carolina.



Current interface



Client requirements

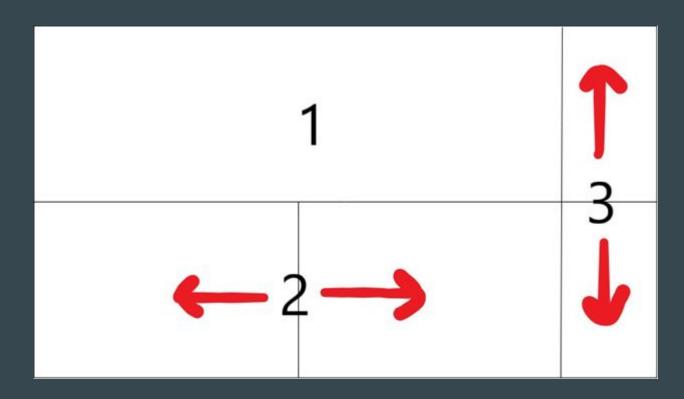
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Help IEI upgrade its Forum to an open, web-based platform by developing new, interactive content modules.

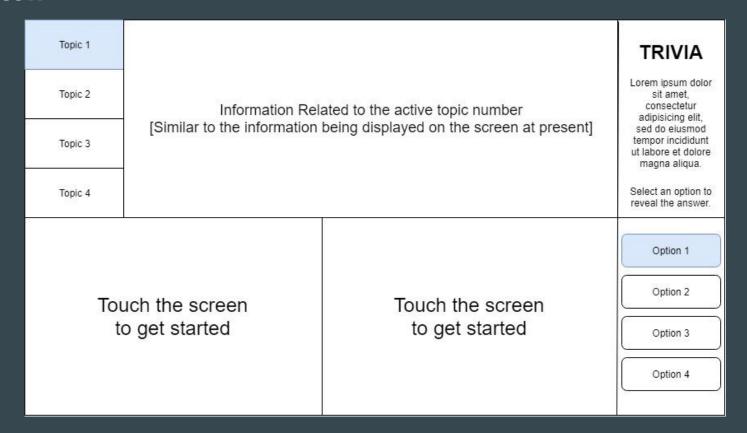
Challenges in accomplishing requirements

- Input interface
- Expanding targeted audience
- Flavor of social media
- Make it more "FUN" :)

Layout

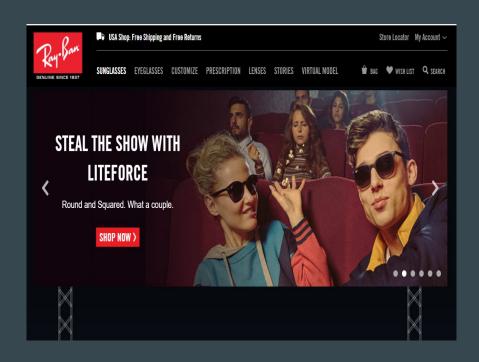


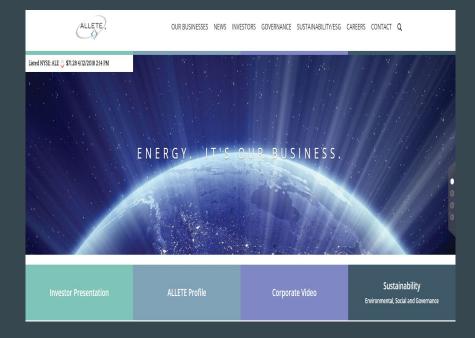
Sketch



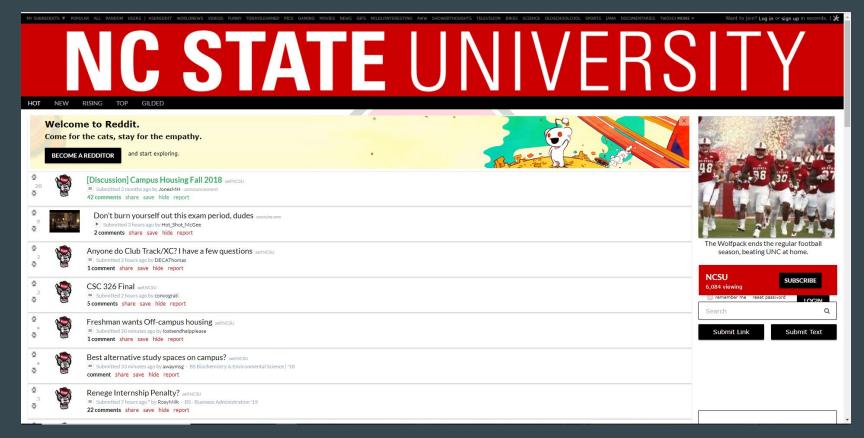
Behind the scenes

Region 1 - top screen - catch people's eyes



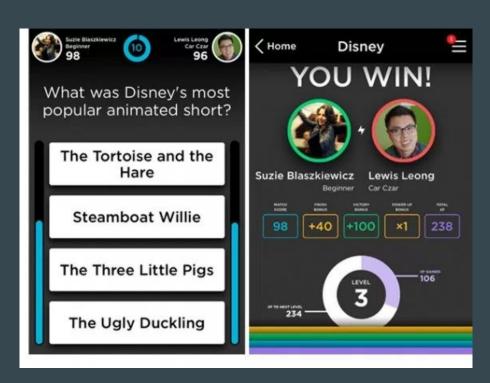


Region 2 - bottom screen - interaction



Region 3 - Gamifying the user experience

Reward user interaction



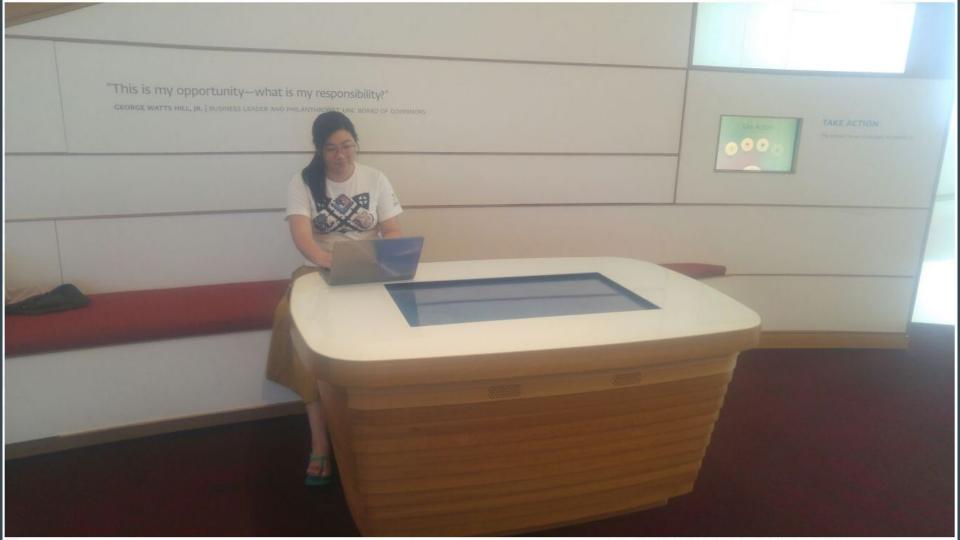
Final Result - http://tiny.cc/ieipreview

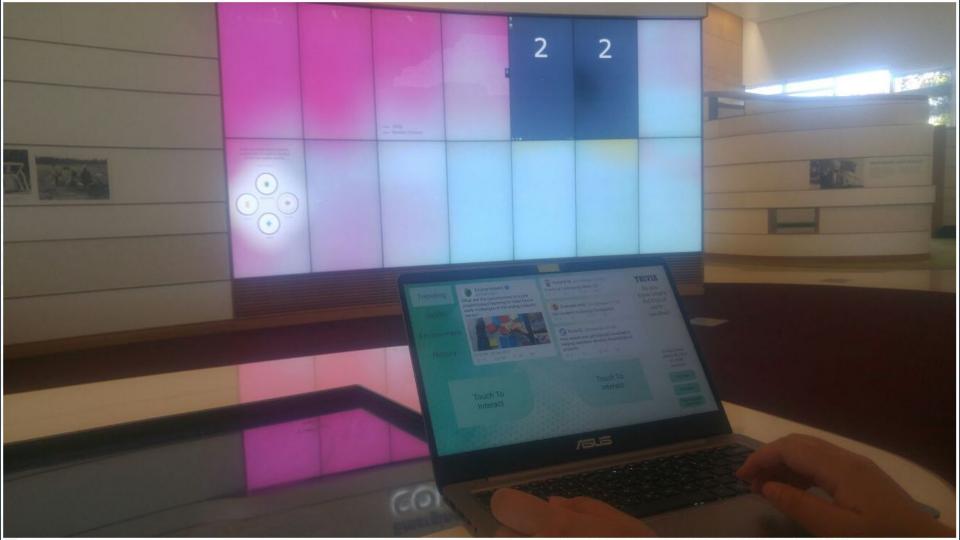


Evaluation

Interview Result - Feedback

- Trivia question linked to the content
- The button in the nestest forum structure should be designed to pop out so that they can be noticed







Thank You