Christian Jones

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Voyage

Creative Brief



Brand Essence Word

Explore: A sense of mystery and discovery.

Users can explore the stances held by others through a process of uncovering each point by analyzing their supports.

Target Audience

Students (those who seek a greater understanding of the world around them)

Problem Statement

Conversations about differing ideologies and stances are usually avoided by the average person. People avoid such conversations out of a desire to avoid conflict that could damage reputation and relationships. As a result many people lack an understanding of ideologies that differ from their own. Where such understanding is lacking it can be easy to paint other people with a wide and unrealistic brush. The above case results in us vs. them mentalities that foster deep divisions within a society and incubate the conflict people try to avoid.

Hypothetical What If

What if you could engage in constructive conversation with someone about differing ideologies?

Product Design Model

In order to foster constructive conversation about differing ideologies, our product will solve the ideologically expressive individual’s problem of people targeting one another rather than the topic at hand by giving them a platform that allows users to maintain an anonymous presence when promoting or critiquing an ideology. We will know our product works when we see users not resulting to hurling insults and evasive accusations.

MVP

Users can create an organized argument consisting of structured points and supports. In order for points to have weight their strength can be gauged by users liking, disliking, sharing, or rejecting them.

Goals

1. Create stance structures.
2. Explore other stance structures.
3. Like, dislike, share, or reject other stance structures

Features

* Anonymous user profiles
* Stance structure creator
* Stance structure exploration that promotes open-mindedness, and negates closed-mindedness
* Structure search by topic (categorized in a way that does not imply a stance so that the closed minded cannot pick and choose only stances they agree with)
* Point strength meter based upon likes, dislikes
* Quick navigation map

User Flow

* What user sees
  + What user Does

User is intending to build a new structure from scratch

* User sees an icon communicating that they can create a new structure and sees an icon that communicates that they can push it to begin creating the structure
  + User touches icon to build new structure
* User sees text saying “Type Structure Title Here” in what appears to be a text entry zone
  + User touches text
* User sees keyboard
  + User types in Title
* Below the Title the user sees the words “Select a category” in what appears to be a drop down menu
  + User touches drop down
* User sees list of categories
  + User chooses the category they feel best matches their structure
* Below the category sees finish and cancel options
  + User chooses finish
* User sees a small icon, like that of the new structure icon, appear beneath their newly created structure
  + User either touches the icon or swipes up
* User sees the same create new structure icon
  + User touches create icon
* User sees “Type Point Title Here”
  + User types point title there
* User sees “Briefly type point here”
  + User types point there
* User sees finish and cancel options
  + User chooses finish
* User sees typo and an edit option
  + User touches edit option
* User sees same creation options as they had before they touched finish
  + User fixes typo and touches finish

User is intending to explore the structures of other users

* User sees icon that communicates exploration
  + User touches icon
* User sees list of structure categories
  + User touches category that interests them
* User sees a root point (a point that is at the very base of someone’s stance structure and has no points supporting it or below it in any way) of a random structure belonging to the chosen category. If there are any points on the same level as this point, the user can swipe left or right to view them. If the player swipes up they will see a point that is greyed out and unable to be interacted with. On the root point the user sees options to like or dislike it and they see three dots communicating that there are more options.
  + The user likes the point and so choses the like option. The user also wants to use this same point in one of their own structures and so they touch the more options option.
* User sees an option to share the point
  + User touches the share option and an instance of the point is placed in the user’s share folder
* User sees the edge of another point clipping off of the right edge of the screen, communicating that there are more points on this level of the structure.
  + User swipes right bringing the other point into the center of the screen.
* User sees a point that they dislike and sees the dislike option and the more options option.
  + User touches the dislike option and then the more options option
* User sees the reject option
  + because they think no one should use this point they touch the reject option
* Once the user has liked, disliked, shared, or rejected each of the points on this level the above point becomes no longer grayed out and has the same format as the other points.
  + User continues to explore the rest of the structure like this.

User intends to apply a shared point and a pint they reject to their personal profile

* User goes to the “create new point” icon and sees the share folder.
  + User touches folder
* User sees point they want to share in their share folder and an option on the point that says “use”
  + User touches use and the point, along with all of its supporting points, is placed in the structure the user created it in.
* User sees a “Use to Reject” option on the point
  + Because the user think that this point makes a good case against a point they reject, they touch the “Use to Reject” option
* User’s rejection folder opens and they see the point they intend to reject and an option on the point saying “use”
  + User touches use and the rejected point is attached to the point the user thinks makes a case for rejecting the rejected point.

Competition

* Debate.org
  + The Voyage app has a greater visual appeal and easier functionality.
  + The voyage app provides a platform for users to structure an argument and interact with other user’s argument structures.
  + User generated content is required to be brief to cut down on density.
* Edeb8.com
  + The voyage app is not intended to pit people against each other.
  + The voyage app makes an effort to eliminate or at least hinder bias and closed mindedness.
  + The voyage app is not technically a debate platform.
* Mind Mapping software’s
  + The voyage app provides a community within which people can interact.
  + The voyage app requires people to this about and explore a structure holistically.
  + The voyage app’s organization is clean and uncluttered.

Proto-persona

* The Professor
  + Need/wants
    - An effective way to get her students to engage and learn about different ideologies.
    - A way for her students better understand themselves and the other students.
  + Story
    - Dr. Susan needed a way to have her students engage with and explore philosophies and form an opinion about them. She learned about the voyage app via word of mouth and decided to purchase the group edition of the application.
* The Student
  + Need/Want
    - An application that he can use to organize an argumentative paper.
    - An interesting way to engage philosophical concepts.
    - A way to prepare for a debate.
  + Story
    - Dilan noticed that some of his friends from debate class were using the Voyage app to structure, present, and test their arguments. The app seemed to benefit their performance and is easy to use so Dilan began to use the app as well.
* The Explorer
  + Need/want
    - A way to better understand their own stances.
    - A way to better understand other people’s stances.
    - A way to get out of her own head.
    - A way to explore differing ideologies without experiencing unproductive hate wars.
  + Story
    - The world is a big place full of many people. Sarah desires to understand the world around her and even better understand herself. She discovers the Voyage app via an advertisement and uses the app to both explore other people’s stances and flesh out her own.

Testing

1. Canaan Passwater
   1. Chemistry major
   2. She thinks the app would be useful.
   3. She feels she may over think things when using the app.
   4. She would use the app.
   5. She would pay a maximum of $2 for the app.
2. Megan Dennis
   1. Elementary Education Major
   2. Thinks the service the app provides is neat.
   3. Feels the app is easy and simple to use.
   4. Would pay $2 for the app.
3. Bree Paumer
   1. English Education Major
   2. Thinks the product is a good idea.
   3. Feels the app would be useful for a debate class.
   4. Likes the way users explore other’s arguments.
   5. She would use the app.
   6. Would pay between 2-3 dollars.
4. Lilly Pratico
   1. Computer Science Major
   2. Thinks the app is a good idea.
   3. Desires a feedback system.
   4. Would use the app.
   5. Would pay up to $2.99
5. Jamie Gezon
   1. Elementary Education Major
   2. She is not sure if she would use it unless she had to.
   3. Feels navigation and functionality could be made more clear
   4. Would only use if it were free.
6. Drew Mogg
   1. Accounting Major
   2. Desires a feedback system
   3. Likes the app because he likes to argue
   4. Feels as though a feedback system is necessary for the product to feel complete
   5. Likes the way users explore other arguments
   6. Would use a desktop version
   7. Probably would not use the app until it established a community
   8. Would only use the app if it were free
7. Kevin Mantgomery
   1. Surgical Technology Major
   2. Finds app interesting
   3. Would use the app for argument planning
   4. Would only use the app if it were free
8. Matthew Jackson
   1. Graphic design major
   2. Would use the app to entertain himself
   3. Likes the idea
   4. Wonders how the app would be protected from spam arguments
   5. Would like to be able to see a whole argument without having to vote, perhaps at the cost of not being able to vote.
   6. Would only use the app if it were free.
9. Sophia Hawkins
   1. Graphic design major
   2. She thinks every point should be required to have some sort of source
   3. If the app were not free the user base would be more reliable
   4. Would use after the app built more of a community
   5. Would probably use for exploring other arguments more so than creating her own
   6. Would only use if it were free
10. Bow Mullett
    1. Business Administration and Marketing major
    2. Make use the app to organize a paper
    3. Thinks it would do well being marketed to students for above function
    4. Would only use it if it were free
11. Hannah Guerin
    1. Illustration Major
    2. Feels there needs to be a way to provide feedback
    3. Looks good and directs focus where it is needed
    4. Could be very applicable in an academic environment
    5. Would like a way to find and interact with friends
    6. Likes the opportunity it provides for users to get out of their own heads
    7. She would probably only use the app to read arguments rather than to make them.
12. Moriah McReynolds
    1. Illustration Major
    2. Feels it would be useful for people who debate
    3. Might use to read arguments more so than to create them
    4. Would prefer if the app were free
13. Ethan Smith
    1. Photography and Psychology major
    2. Does well to cut down on the confrontational nature of debates
    3. Likes the way users explore other arguments
    4. Desires the ability to search for specific arguments
    5. Desires a friend system
       1. Ability to explore a friend’s argument
       2. Wishes for a way to know who holds certain arguments
    6. Would use the app
    7. Would pay 1-3 dollars but would prefer it to be free
14. Jacob Blackburn
    1. Illustration major
    2. Likes the concept
    3. Likes the color scheme
    4. Likes the potential to use the app to structure a paper and would use it to do so
    5. Would pay 20-30 dollars
15. David Dyer
    1. Media Design major
    2. Looks useful
    3. Looks resistant to trolling
    4. Accomplishes goal
    5. He would use the app
    6. He would be willing to pay $10
16. Ben Jennings
    1. Media Design
    2. Feels Overwhelmed
    3. Would like to be able to see an exact number of agrees vs disagrees
    4. Would like to be able to zoom in and out of an argument tree
    5. Would use the app to write a paper
    6. Would be willing to pay $1
17. Tim Hatton
    1. House Keeping
    2. Believes the app could help change people
    3. Believes the app accomplishes the goal
    4. Would use the app
    5. Feels the app is very valuable
    6. Would be willing to pay a dollar for the app
18. Dallas Walters
    1. Photography Professor
    2. Would like demographic information
    3. **Would like to be able to see the number of agrees vs disagrees**
    4. Probably would not use the app
    5. Believes a bibliography function would increase the value of the app
19. Amanda Dyer
    1. Office manager
    2. She would use the app
    3. Feels the app is simple in a good way
    4. Would only use the app if it were free
20. Henrik Soderstorm
    1. Design Professor
    2. Feels the app is very timely
    3. Likes the way users can explore an argument and how it helps to keep people from dismissing an argument out right
    4. Would use the app especially in a classroom
    5. Feels the idea is solid
    6. Would pay $5 for the app
21. Micah Hamsher
    1. Graphic Design
    2. Says the app is strong
    3. Likes the way users explore other arguments
    4. Likes the anonymous aspect
    5. Likes the ability to link a source
    6. Likes the color scheme
    7. Would use the app both to write papers and for personal growth
    8. Would pay 1-2 dollars
22. Brittany Phillips
    1. Education major
    2. Loves the name of the app
    3. Loves the way user explore arguments
    4. Likes the navigation
    5. Great app for a classroom setting
    6. Definitely would use the app
    7. Would only use if it were free
23. Marty Phillips
    1. Helps professors and learners engage in online learning
    2. Likes the look; color, scheme
    3. Thinks that when a user finds a new structure they should start out in the navigation menu
    4. **Needs a way to build from the bottom up**
    5. **Show exploration progress via numbers such as something showing the user that they are viewing point 1/5 or something**
    6. **The app should carry the voyage theme more in its visuals and language**
    7. This might not be an app for the average person
    8. The app would do well in academics
    9. **Would like to see an option to tag a point with a certain logical fallacy**
    10. could see the app being sold in a classroom bundle with features tailored to a classroom setting for $500
24. Heather Haines
    1. Program representative (Student Recruiter)
    2. Would like the option to customize the color scheme
    3. Would use the app to get her thoughts in writing
    4. Would like to have another bar at the end of exploring an argument that shows how many points in the argument that the user agreed with vs how many they disagreed with. This bar would be alongside the standard community accumulation of agrees vs disagrees
    5. Would only use if it were free
25. Harison Haines
    1. Would not use just because he does not use apps
    2. Thinks the app is good and helpful though
    3. Would be useful for international relations
    4. Would be useful in a class
    5. Would be useful to find things you agree with
26. Mike Jones
    1. Media director and story writer
    2. Could see the app used in bible study groups
    3. Could see it used in classrooms
    4. Feels like the two bar idea would be good (he is actually the one who helped flesh it out)
    5. Would use the app
    6. Would like the ability to make rebuttals
    7. Would like the color scheme option
    8. Would like it to be free with purchasable upgrades
    9. Allow user to have a number of argument trees free and have the ability to purchase more if they want
    10. Pay by user
    11. Make a function that allows people to create a temporary LAN
27. Lara Jones
    1. Baby Sitter
    2. Agrees with everything the last 5 people said
    3. Would love to be able to share results and view side by side results
    4. It would be a good app for prisons as a healthy way to occupy prisoners
    5. Likes the look
    6. Could see generational editions; like a middle school edition or an elementary school edition
    7. would use because she feels the app would be fascinating
    8. would pay 99 cense but would prefer it to be free
    9. could see it being sold in group packages for 15-20 dollars
28. Kelli Weaver
    1. Music Major with intentions to go into speech therapy
    2. Could see it used across many fields
    3. Likes that it can sort of function like a mind map
    4. Would use the app for papers
    5. Would pay up to $5 but would like a free mode for reading purposes