SEGUE /seg-wei/
**To make a transition from one thing to
another smoothly and without interruption**

Enter *Segue*, the early form of my thesis.
Segue started out as a browsing platform
for news media, where a database of articles
would be connected through hyperlink style
keyword connections, allowing users to (for
example) switch from one article about the
state of children's education to an article
about a discussion on vaccinations through
the keyword connection of children. I called it
Segue because I wanted the browsing function
to evoke a similar type of topical flow as in how
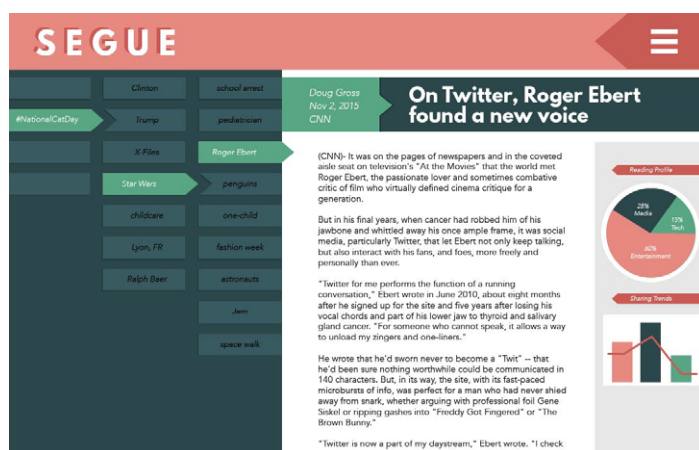conversations naturally segue between ideas.

Segue v01

Web app focused on alternative browsing
for content discovery, inspired by wikipedia
hyperlink game and "seven degrees to Kevin
Bacon" IMDB game.

The initial feature of my thesis focused on
getting you from topic A (trend) to topic B
(something meaningful) in a set amount of
article steps.
Segue was inspired by a desire to break out
of the news bubble on social media. The goal
was to discover content that is interesting
and meaningful in a way that felt natural.
By reading through a series of articles whose
topics took you in steps from one topic to
another you could arrive at an important
news feature in a way that was relevant and
connected to your interests.

Article A would start you at a trending topic,
probably something in pop-culture that was
going viral. By making steps through pop-
culture > social issues > political issues > Article
B, you could draw connections between the
issues and use your reading experience as a
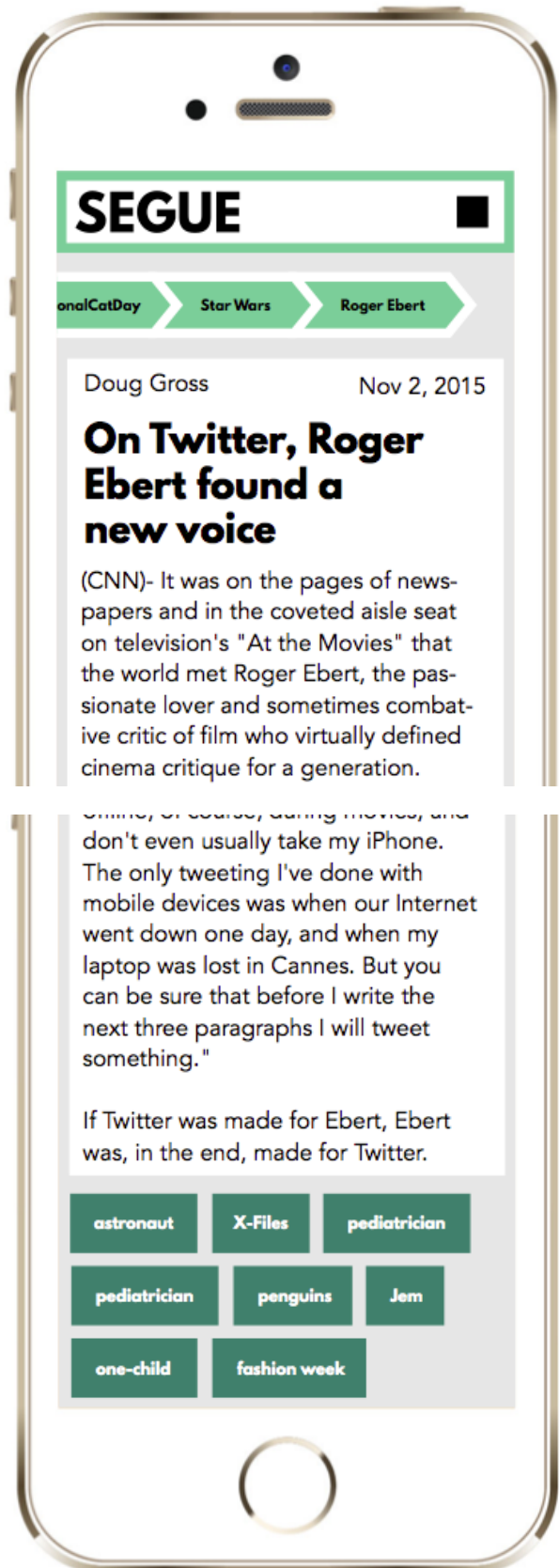basis for further conversation with friends.

Early prototypes for the desktop version of Segue

Segue v02

A mobile app focused on article browsing via related keywords : Letting users discover content related to current article by connecting content through relevant keywords.

The goal of this prototype was to create a natural browsing experience through topics that felt like having a conversation with the news. This version was similar to v01 but used a mobile app instead of web app in order to be more useful to users reading on the go.
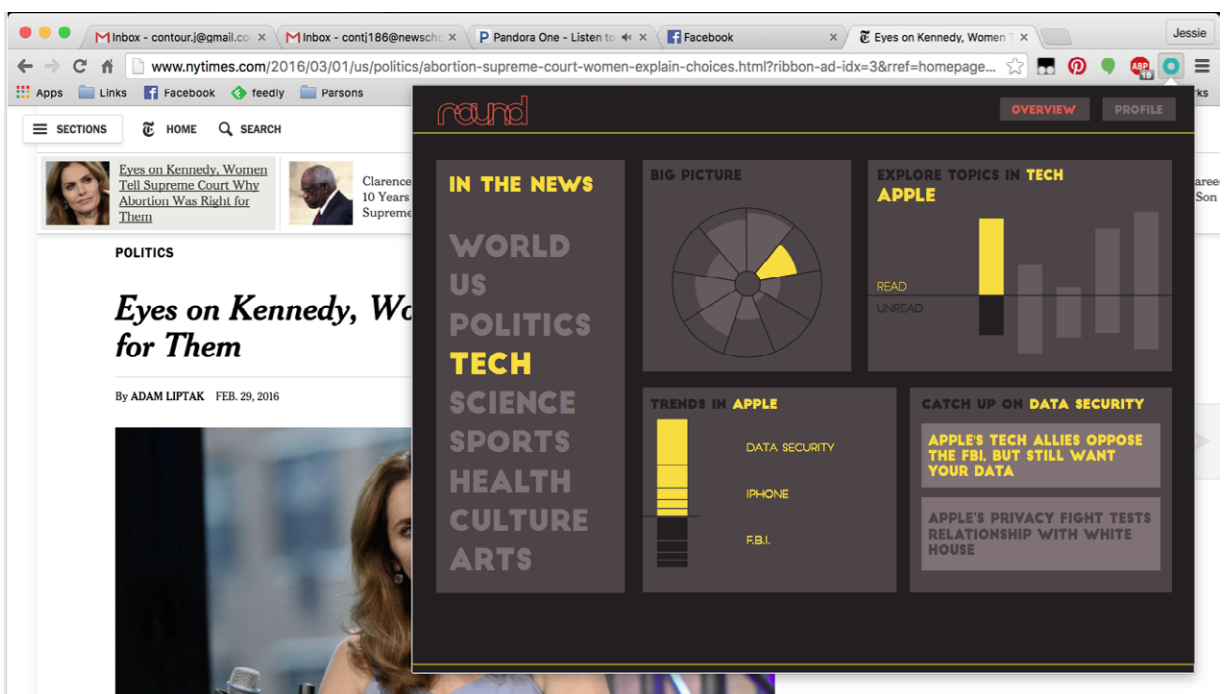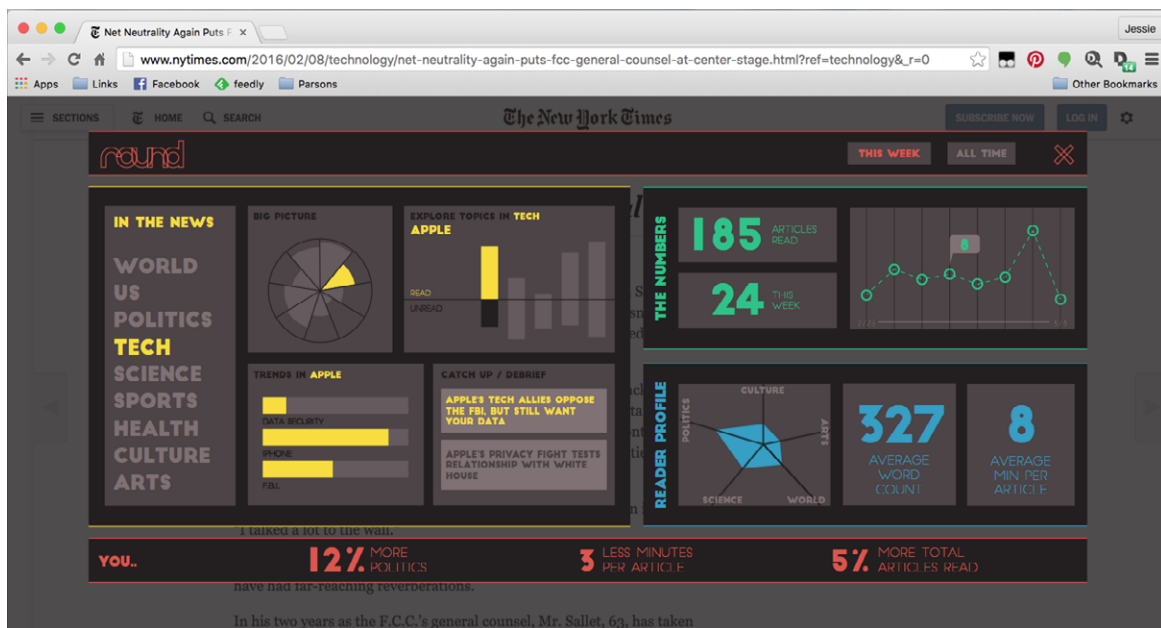
SEGUE

onalCatDay > Star Wars > Roger Ebert

Doug Gross   Nov 2, 2015

On Twitter, Roger Ebert found a new voice

(CNN)- It was on the pages of news-papers and in the coveted aisle seat on television's "At the Movies" that the world met Roger Ebert, the pas-sionate lover and sometimes combat-ive critic of film who virtually defined cinema critique for a generation.

don't even usually take my iPhone. The only tweeting I've done with mobile devices was when our Internet went down one day, and when my laptop was lost in Cannes. But you can be sure that before I write the next three paragraphs I will tweet something."

If Twitter was made for Ebert, Ebert was, in the end, made for Twitter.

astronaut	X-Files	pediatrician
pediatrician	penguins	Jem
one-child	fashion week	

Prototype for the mobile version of Segue

Round v01

A Chrome extension for increasing content discovery by enhancing existing browsing habits. Users would browse as usual and upon finding content that they were interested in pursuing they could use the chrome extension to find article recommendations that were related to the current topic. This was an iteration on the mobile app but instead of providing a set browsing experience I would allow the user to jump in or out at the points that they wanted.
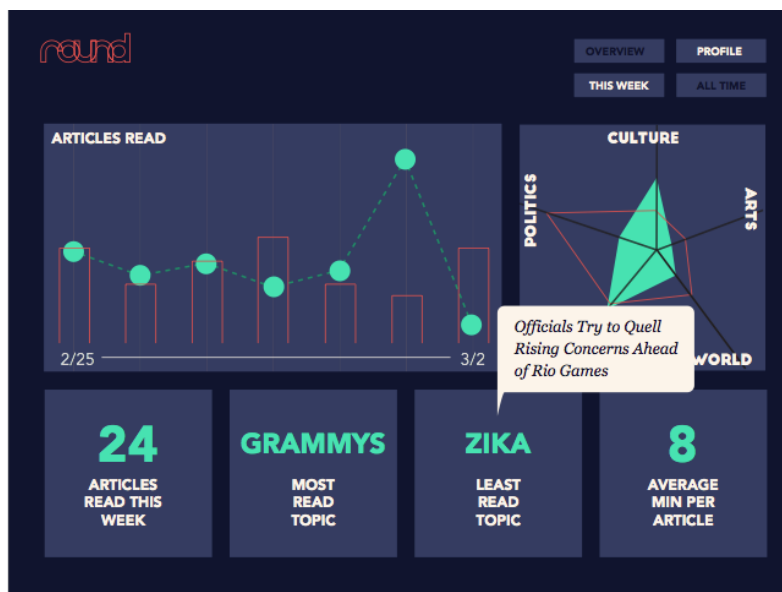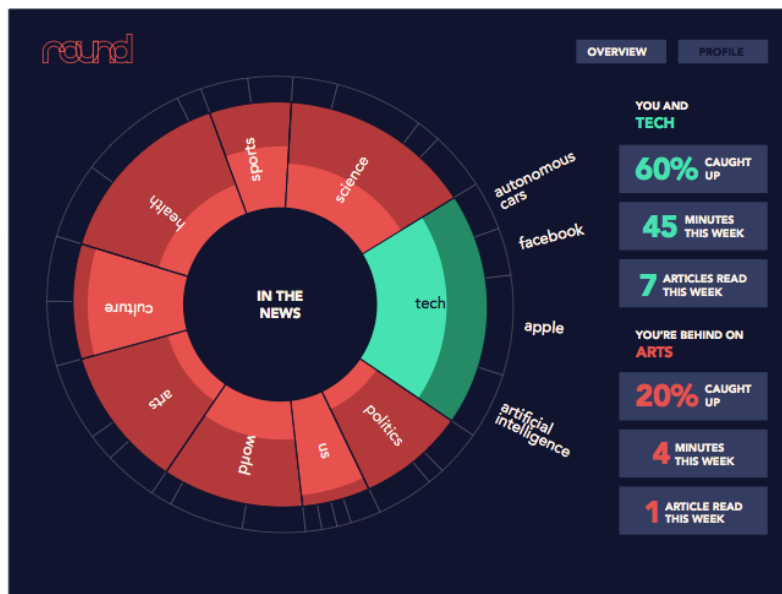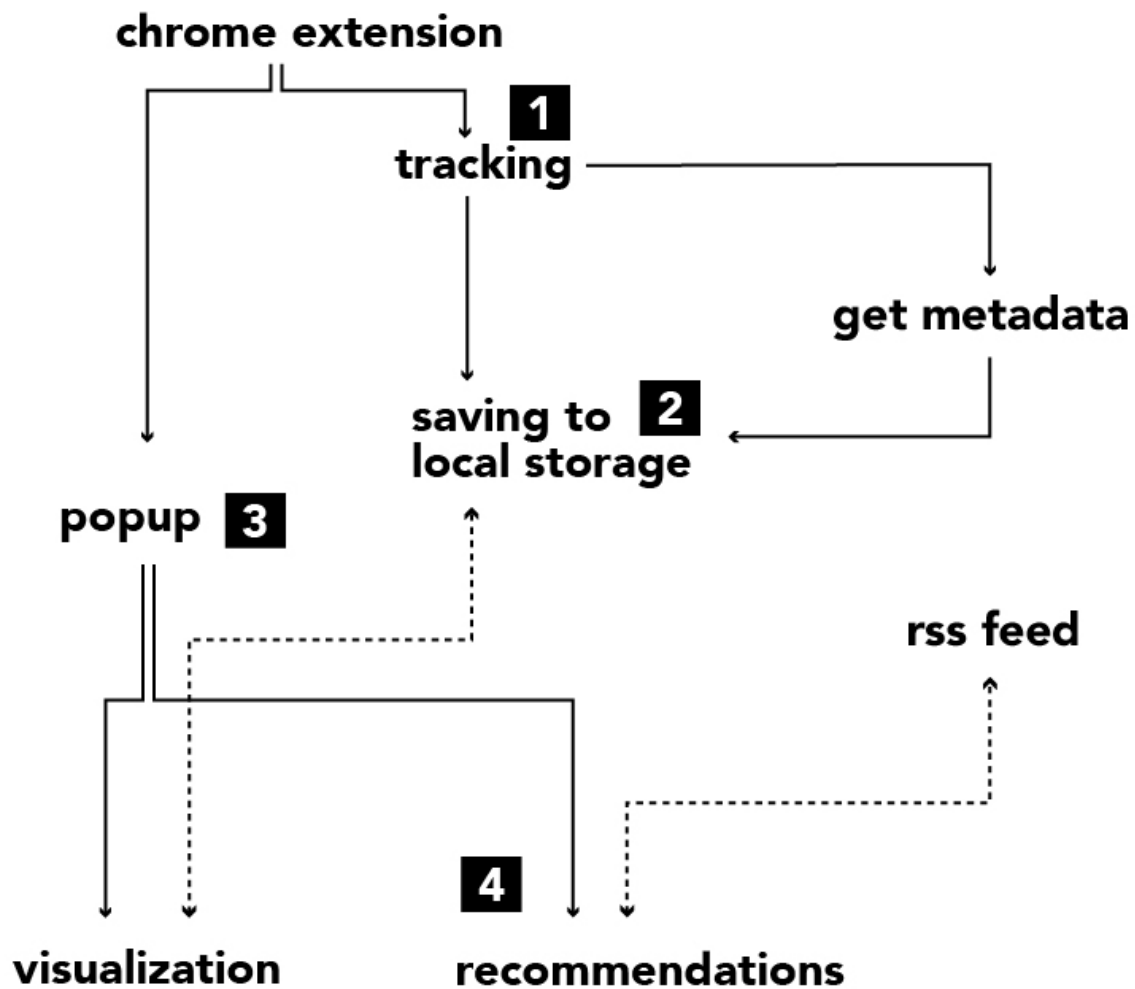
Early prototypes of Round

Round v02

Chrome extension that gives feedback on existing news reading habits in order to expose areas that you might be missing out on. Moving away from a focus on browsing for discovery to a focus on self-quantification.

The goal of Round became to help you learn more about your personal browsing tendencies in order to prompt change in areas that you find deficient. Notice that you only read tech articles and aren't informed on the current political situation? Round will help you realize that through data visualization and can give recommendations on articles in that area.

At this point, the project had completely stepped away from the idea of alternative browsing and new content discovery and focused instead on helping users become well rounded news consumers through reflection on habits. It's more about tracking what and how the user reads and giving feedback through data visualization. This focus on the quantified self as a means for change stems from a desire to prompt change from within instead of forcing it. By letting users recognize their deficiencies on their own they can become their own means for change as desired.

chrome extension

1 **tracking**

get metadata

saving to local storage **2**

popup **3**

rss feed

visualization **4** **recommendations**

1 User browses the news, chrome extension activates when an article page is opened

2 Using an injected content script the extension retrieves the article metadata and saves it to local storage

3 Users can open the popup to see a personalized visualization about their reading habits

4 To get recommendations, the popup makes a call to the topic-specific RSS feeds and returns the most recently published articles.

Round user interface, final design of pie chart with subcategories and article recommendations.

Round user interface, final design of habit graph