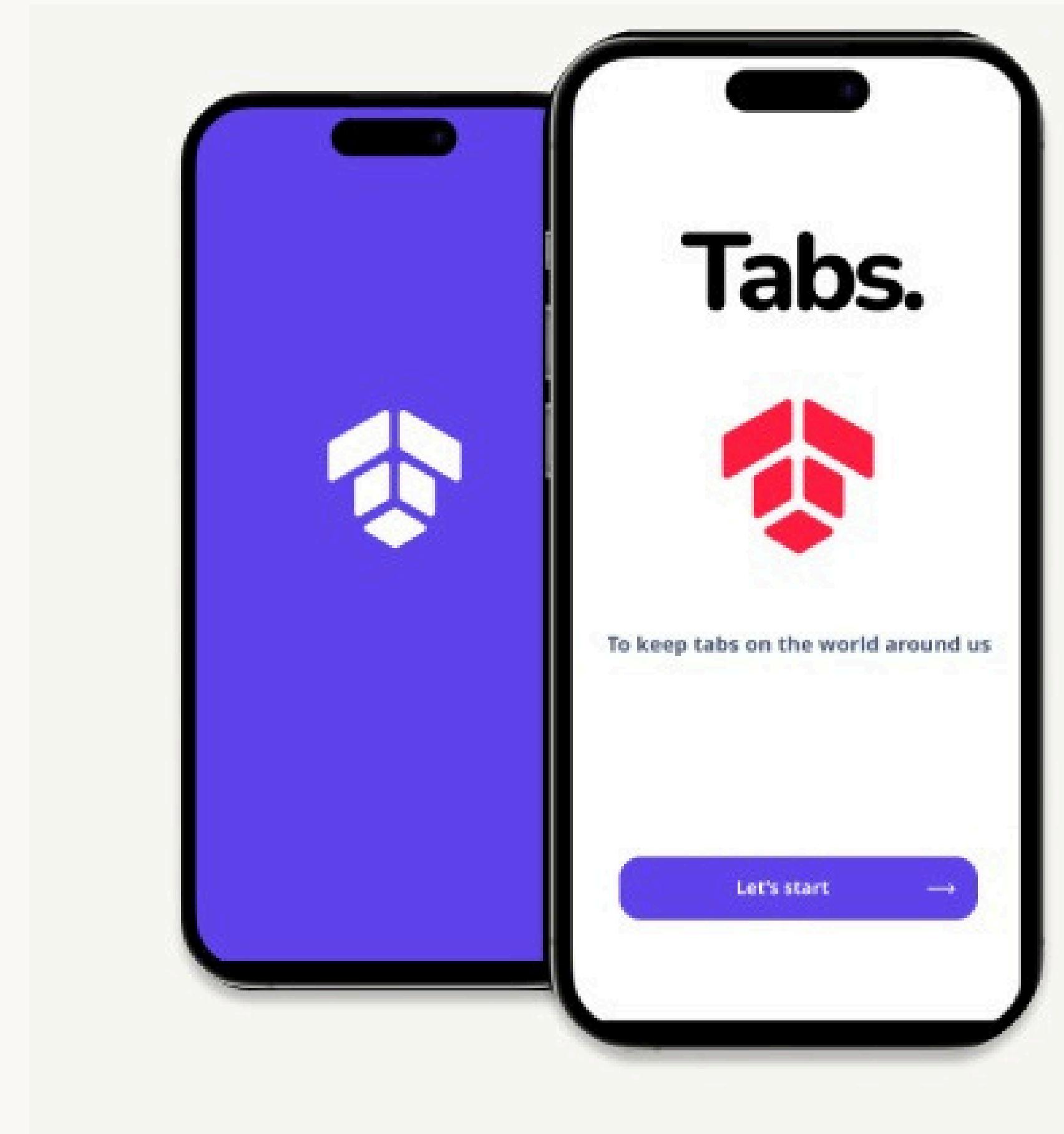


# Tabs.

**HCI Monsoon Project**  
**Group No: 12**

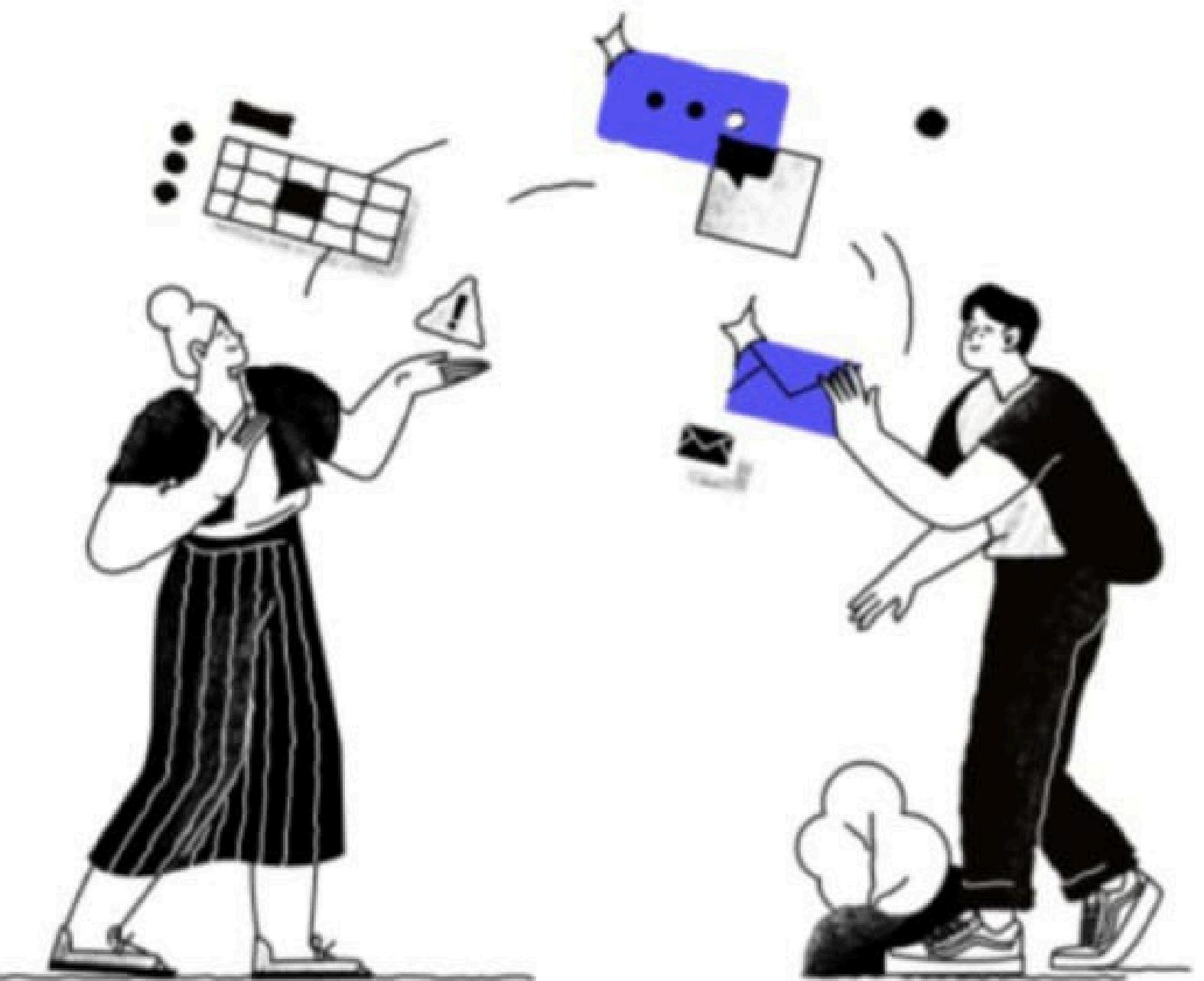
## **Names of Group Members:**

**Swapnil Verma**  
**Swara Ashwinkumar Parekh**  
**Swarnima Prasad**  
**Swayam Ghanghas**  
**Sweta Snigdha**



# Problem

News reading has always been coined as a tedious task/hobby. Newspapers are being abandoned, and even news apps are simply boring to use, thus making people lose interest soon. With social media taking over, most out there stay updated on whatever it delivers to them without any check on its quality and accuracy.



# Background

In this modern era, where people run in a constant loop of busy routines, it becomes difficult to read the newspaper or watch news channels. The concept of news reading is mainly discussed among older generations, assuming that the younger ones are just not interested enough to do so. It's actually that the younger generation is way more indulged in social media, and the interactions it gives us make it tempting to keep using it. What we thought is using this strategy for our app too.



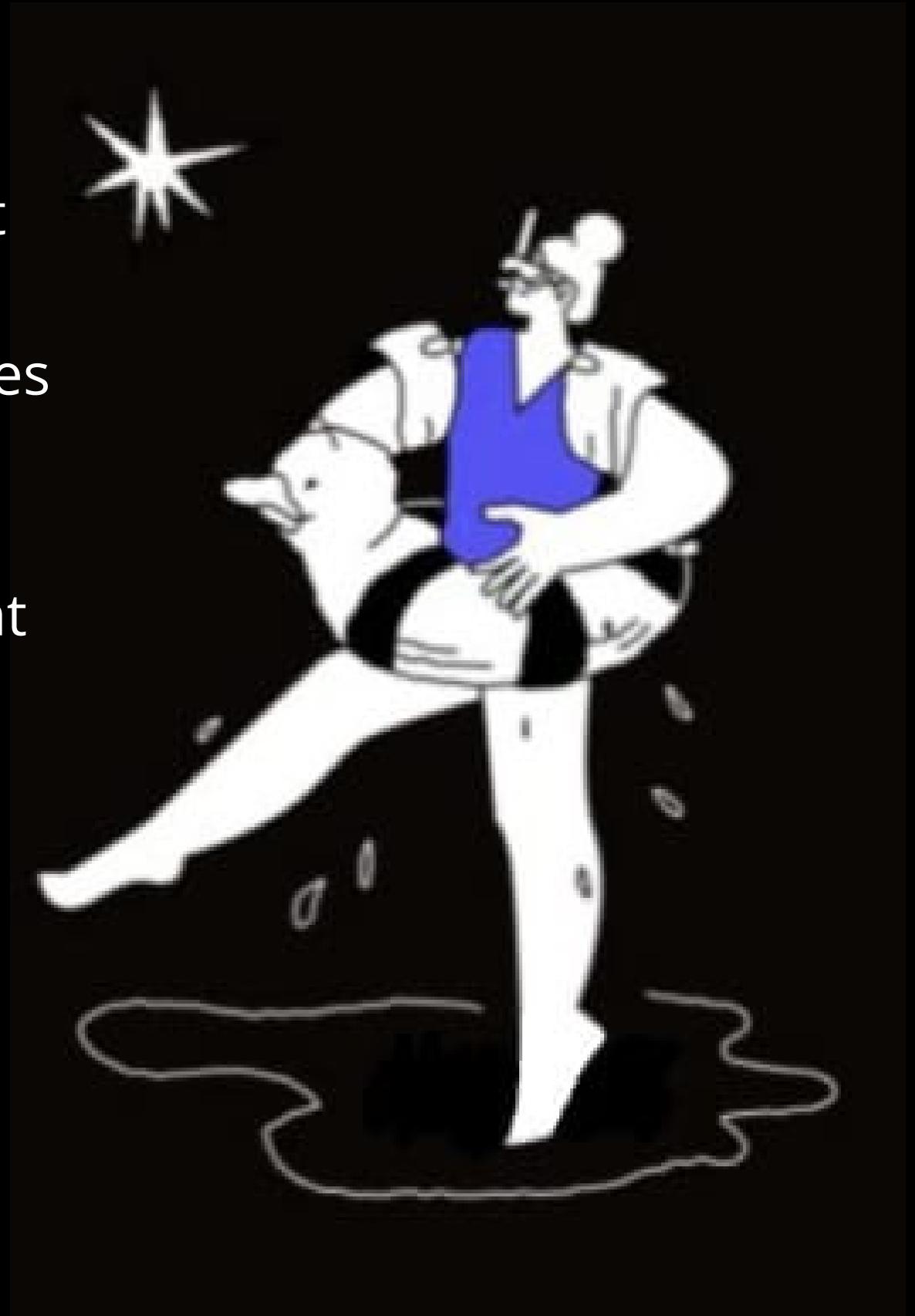
# Scope

Considering the genuineness of news apps and making it as interactive as any other social media platform is what we feel is required to get this current running gen to keep the practice of new reading alive. The fact that news reading is boring needs to be changed by delivering such a platform which would make it easier to get into it and continue to do so with the help of several fun features and social connections within the app.

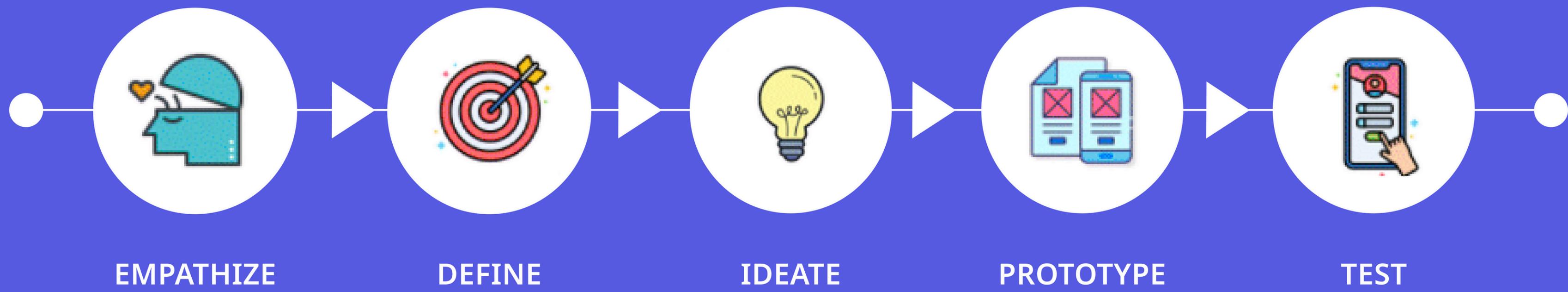


# Solution

Our proposed app aims to make it easy to form a habit of news reading with various fun interactive features while trying to make it interesting enough to overwrite the running notion of it being 'boring.' It's harder to go through newspapers and long news articles every day with our oh-so-busy schedules highly involved with technology. So having an app that shows you all the news items ideally briefed to fit well into your daily lifestyle is just what we want to present. We aspire to deliver news to everyone concerned with current affairs and have it accessible to all age groups with moral relevance, sound quality, and precise accuracy.



# Design Process



# Research

## Methods of Research

Primary  
Research

Online Surveys

Interviews

Secondary  
Research

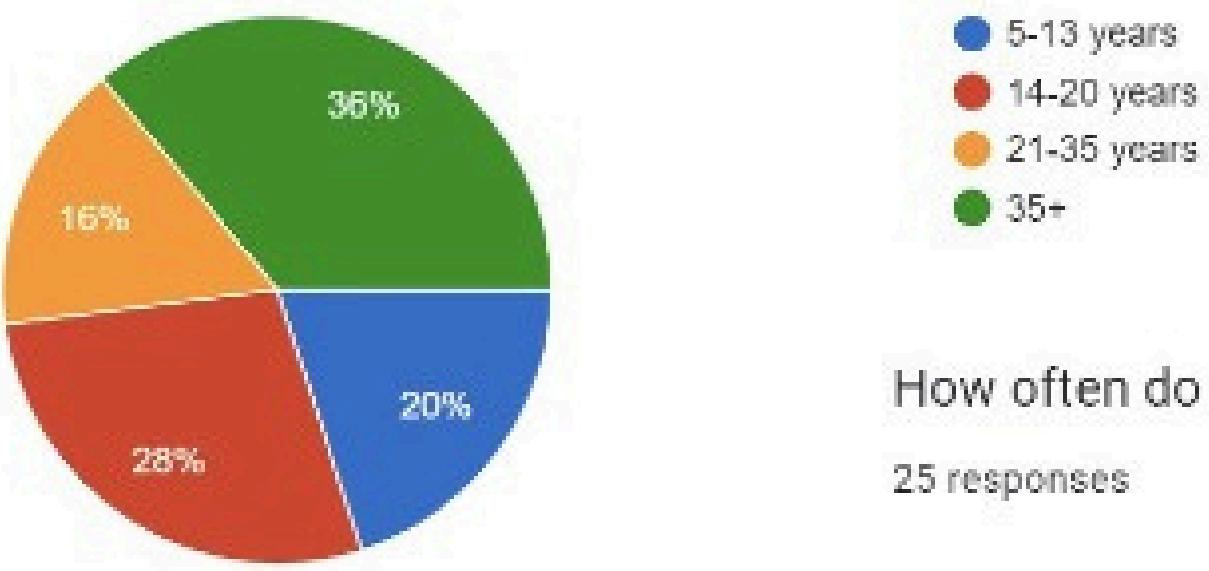
Public Articles

Pre-existing Apps'  
Reviews

# Surveys

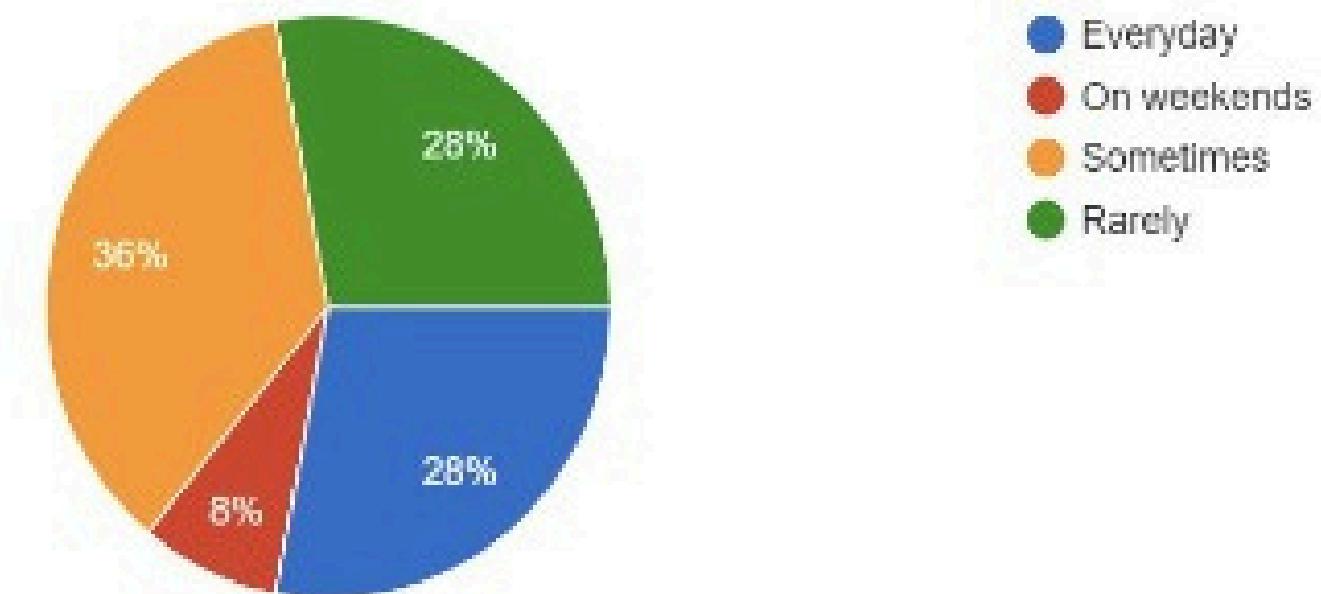
Age:

25 responses



How often do you read newspapers

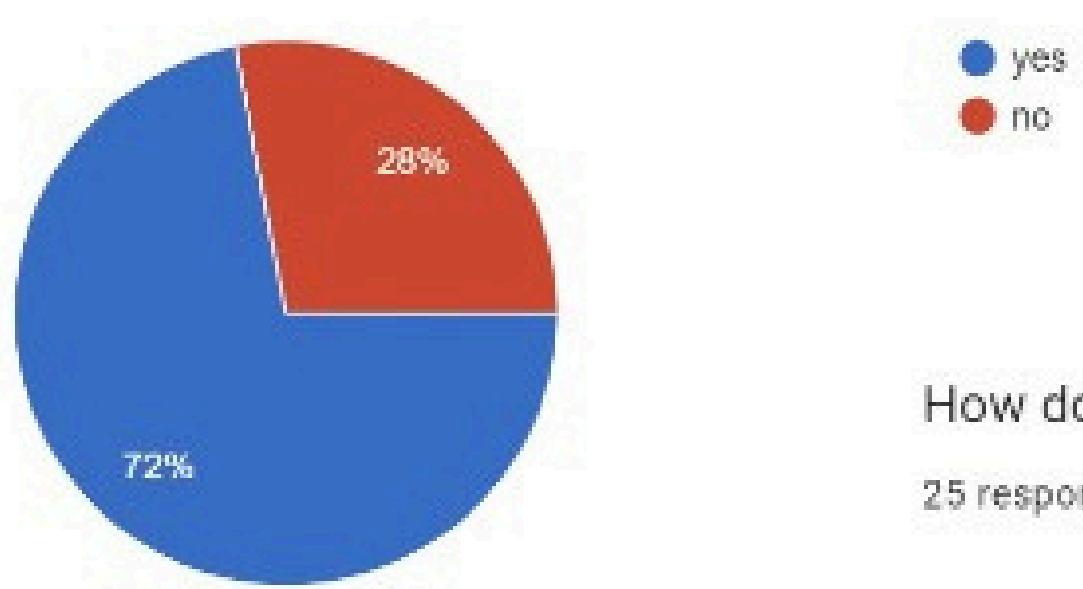
25 responses



# Surveys

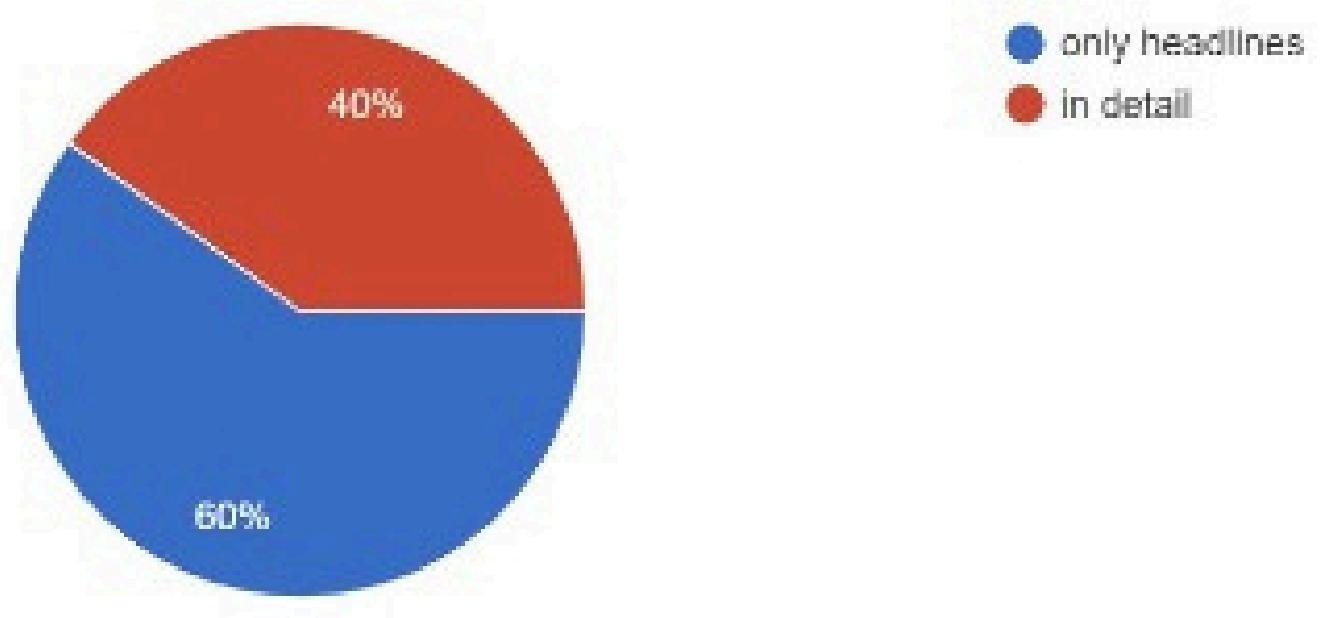
Do you find reading news to be a tedious task

25 responses



How do you read newspaper

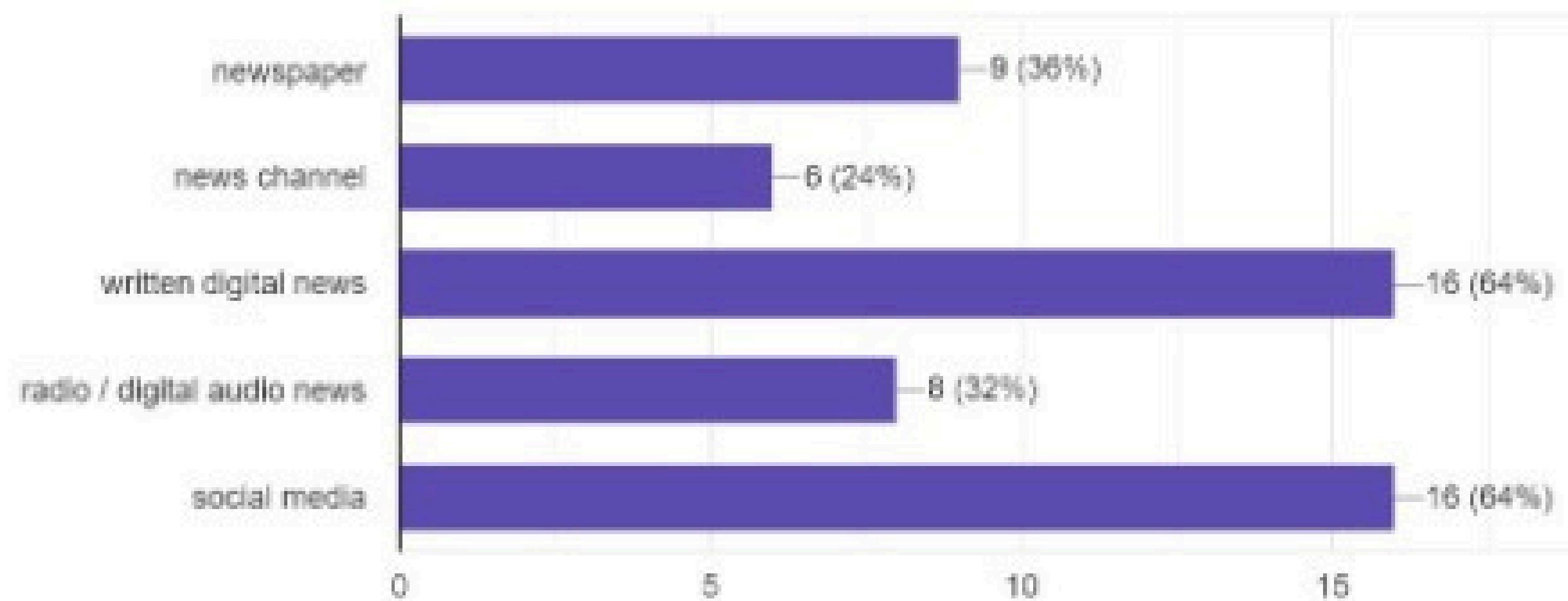
25 responses



# Surveys

How do you prefer to read news

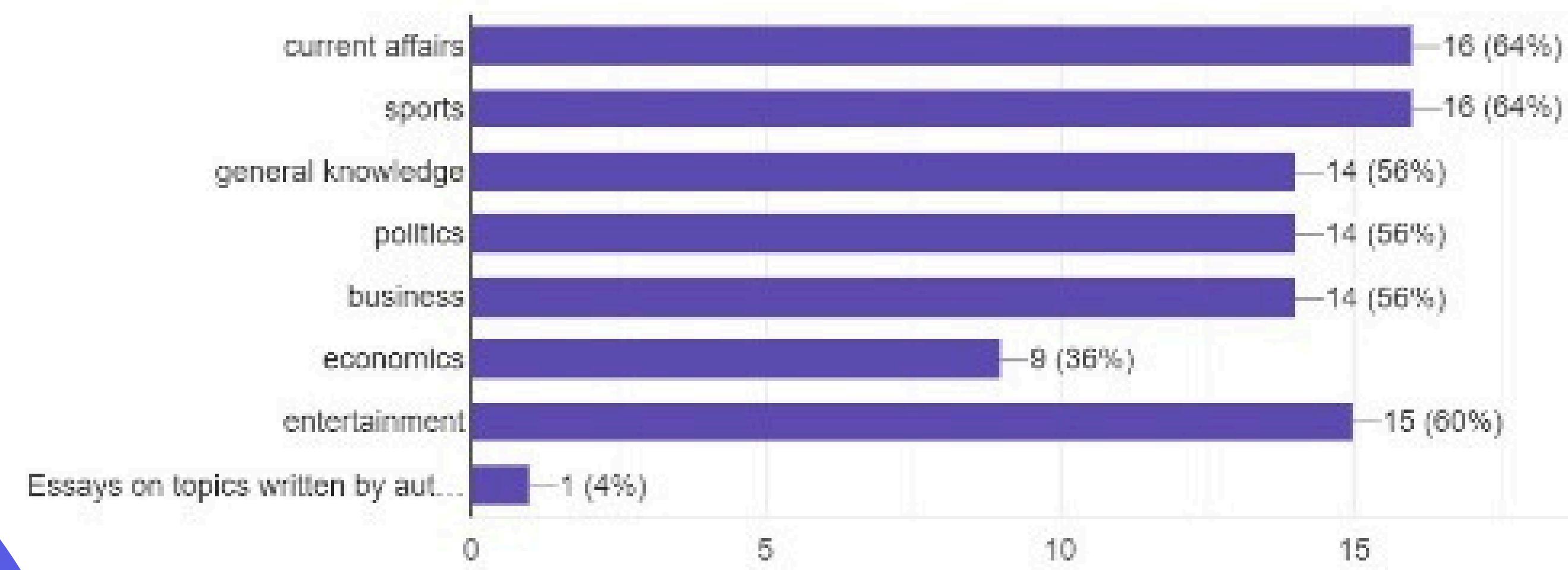
25 responses



# Surveys

What are the topics that interest you in news

25 responses



## **General public:**

- **role- user**
- **challenges- lesser usage of newspapers; unavailability of news in all regional lang.; digital world**
- **requirements & expectations- choice of translation of news lang.; digitalization of news provider**

## **Students:**

- **role- user**
- **challenges- less time to spare for news; unimportant news stories; news reading is boring; news articles are too long; reliance on social media for news updates**
- **requirements & expectations- interactive user interface; briefed articles; personalization of topic choices; relevance and accuracy**

# **Stake holders**

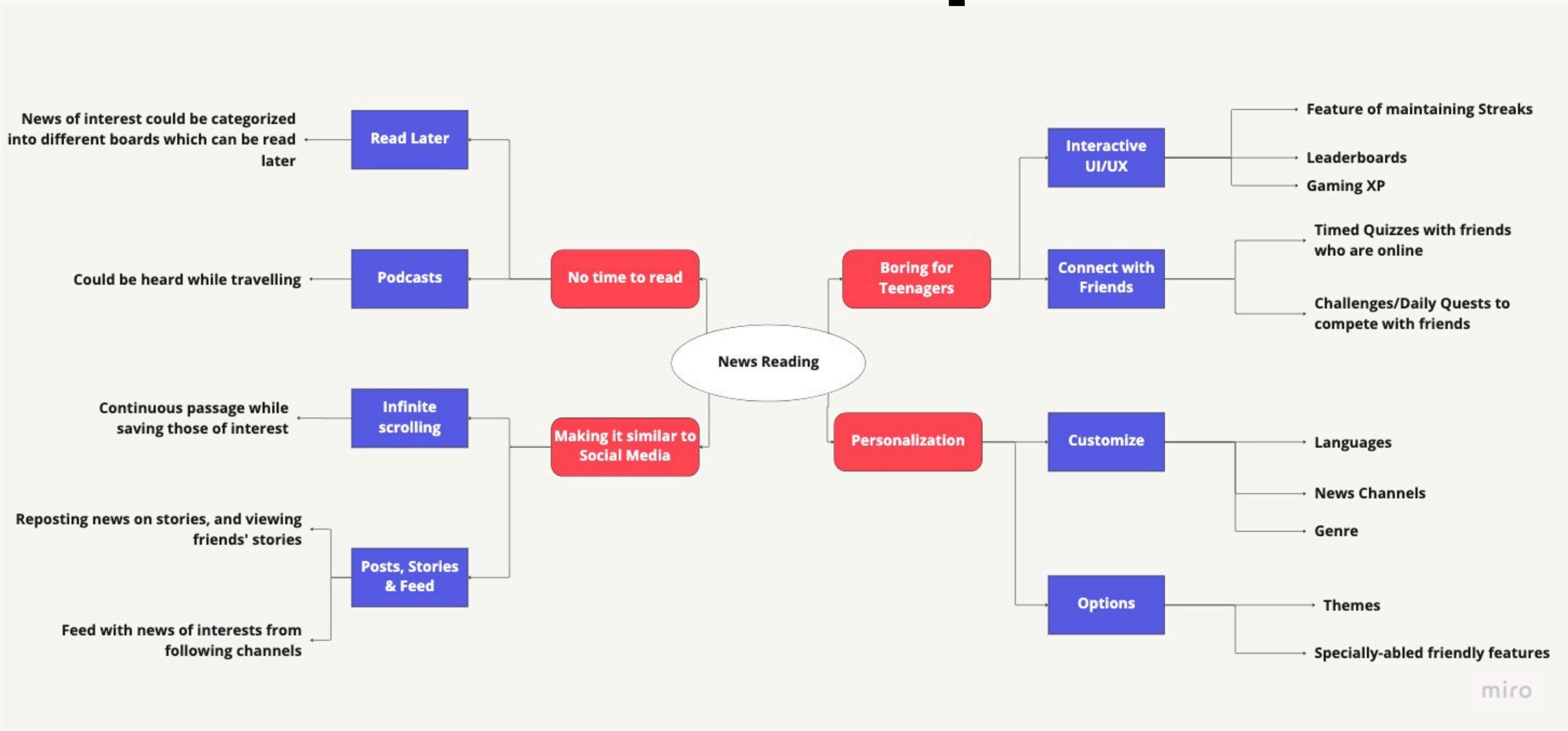
## **Working adults:**

- **role- user**
- **challenges- less time to spare for news; unimportant news stories; news articles are too long; newspapers are not available all the time**
- **requirements & expectations- briefed articles; personalization of topic choices; availability of news on hand**

## **Kids:**

- **role- user**
- **challenges- unimportant news stories; news reading is boring; news articles are too long; difficulty in understanding; digital world**
- **requirements & expectations- interactive user interface; briefed articles; personalization of topic choices; age-friendly vocabulary & content; digitalization of news provider**

# Mind Map



# Use-case Diagram



# Personas

Raghav Mishra



AGE

9 years

EDUCATION

In school

OCCUPATION

Student

LOCATION

India

## Bio

School going boy who is smart and energetic. He loves playing outdoor games with his friends as well as plays video games on his mobile .His parents are concerned as he spends a lot of time playing online games and doesn't have interest in reading books.

## Core needs

- He has to perform well in school.
- He has to involve himself in reading news articles to keep him updated about current affairs.
- He would probably prefer reading the news if it is presented in a digital mode instead of the newspaper.

## Frustrations

- Raghav spends a lot of time playing online games which distracts him from his studies.
- He also lacks general knowledge and current affairs since he doesn't like reading.

# Personas

Rishika Bansal



AGE

25 years

EDUCATION

Bachelors in  
Journalism

OCCUPATION

Content Writing

LOCATION

India

## Bio

She is a freelancer in content writing.  
She wants to grow her career in this field.  
She wants to write articles and content that would affect a large mass of people in a positive way.

## Core needs

- To become senior president of my firm and become an even bigger hedge fund.
- An app that helps him keep track of all the day-to-day news and titles that a person should be up to date with.
- The app should help him gain enough knowledge to be able to hold a conversation about it with someone.

## Frustrations

- Unable to spend enough time with to be able to be more up to date with things happening around the world.
- Trying to blend in with all the other co-workers who aren't that compatible. The economic ups and downs cause heavy losses daily.

# Personas

Dhruv Yadav



AGE

19 years

EDUCATION

High School

OCCUPATION

Student

LOCATION

India

## Bio

He is a brilliant high school student.  
He works part-time to pay his own expenses.  
He wishes to fulfill his goals and aspirations and create a better future for himself.

## Core needs

- He wants to excel in his studies and cover his expenses to make a good career.
- He needs an app or website which would give him all the news in short so that he can save some time.

## Frustrations

- He has to manage both his studies and work. He also has to ensure that she scores well in her exams and assignments.
- He also has to ensure that she scores well in her exams and assignments.

# Personas

Arjun Khatri



AGE

35 years

EDUCATION

Bachelors in Finance  
and Accounting

OCCUPATION

Working Professional

LOCATION

India

## Bio

Senior vice president at Vice Trust and co. He has the highest percentage in bank accounting.  
His day goes about being berserk by work and at night with his family.

## Core needs

- To become senior president of my firm and become an even bigger hedge fund.
- An app that helps him keep track of all the day-to-day news and titles that a person should be up to date with.
- The app should help him gain enough knowledge to be able to hold a conversation about it with someone.

## Frustrations

- Unable to spend enough time with to be able to be more up to date with things happening around the world.
- Trying to blend in with all the other co-workers who aren't that compatible. The economic ups and downs cause heavy losses daily.

# Empathy Mapping

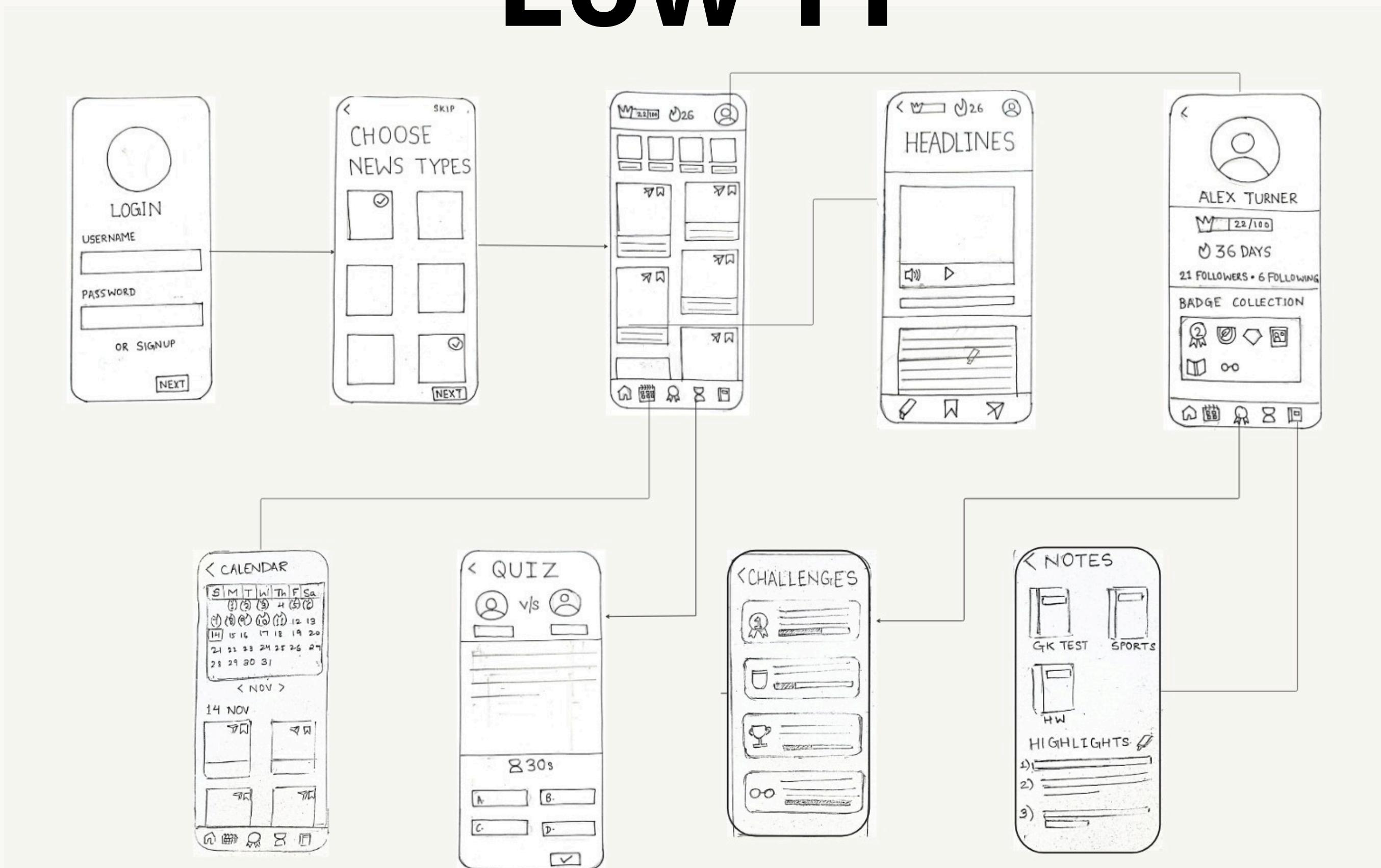
THINKS	FEELS
<p>How would reading news help in my development.</p> <p>I think there should be an app to gain general knowledge from so as to help me with having a conversation with someone.</p> <p>People want hot content which sometimes might be factually incorrect.</p> <p>Studies are getting harder and managing work along with it is hectic now.</p>	<p>I lack general knowlegde but i find reading news boring.</p> <p>I don't have much time to go through the news everyday, and thus I find it difficult to blend with other co workers.</p> <p>I want to grow my career and reach new heights.</p> <p>I can't do what i like as studies and work take up all my time.</p>
DOES	SAYS
<p>I play online games along with spending time on my studies.</p> <p>I invest my clients money in various financial instruments.</p> <p>i take up content writing as a freelancer.</p> <p>I study in high school and i do part time job to cover my expenses.</p>	<p>I dont find reading news or any other books interesting.</p> <p>i want to grow my career along with the firm and make it a big hedge fund, seeing myself as the senior president.</p> <p>I prefer all the news to be curated on a digital platform as it is difficult to filter out from newspapers and channels.</p> <p>I wish to fulfil my goals by scoring well in my exams.</p>

# Welcome to Tabs.

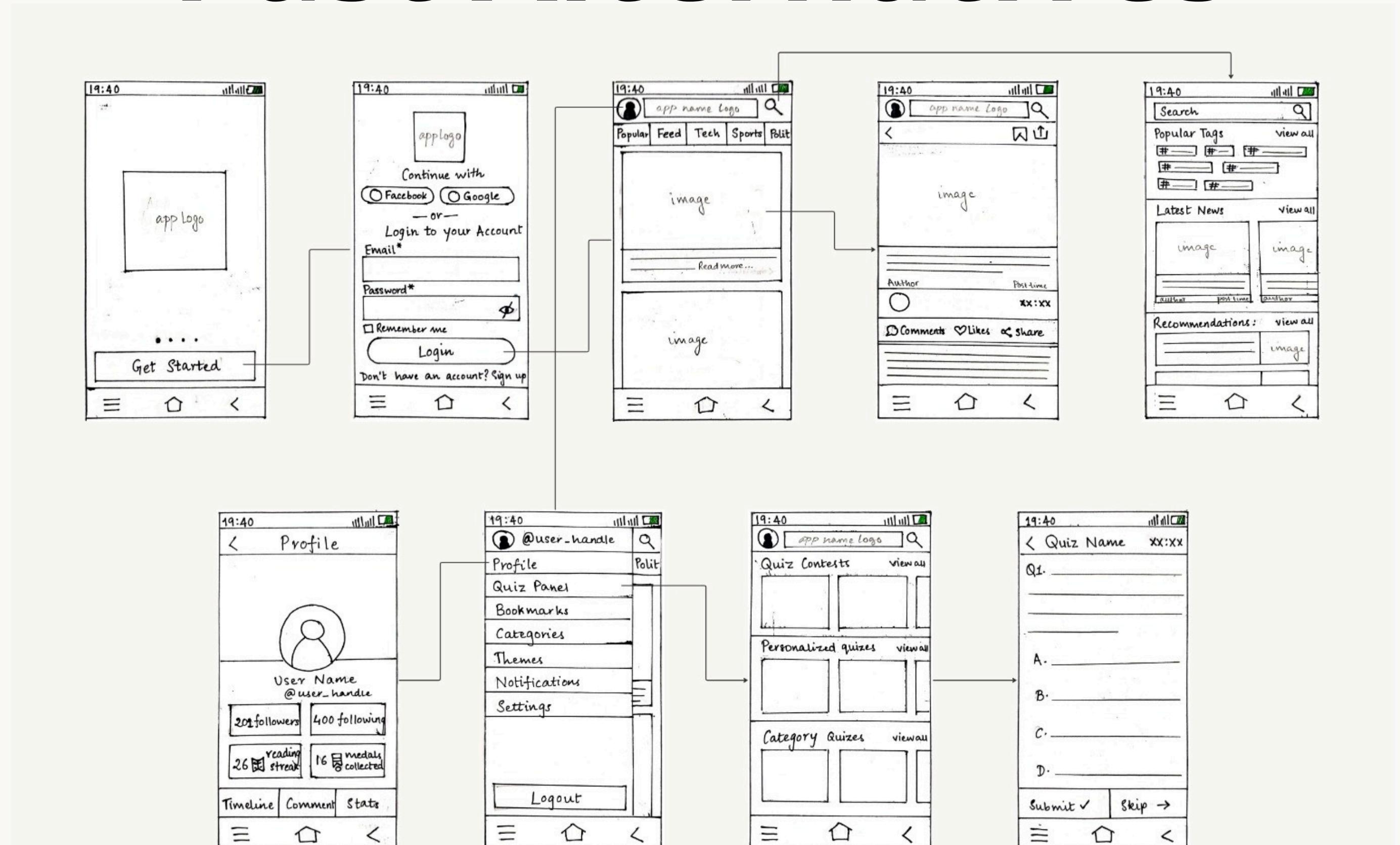
Our app, **Tabs.**, strives to encourage the practice of news reading. It helps keep up with the world by providing short brief news stories. With a user interface highly inspired by social networking platforms and gaming apps, it makes a tedious task like news reading much more exciting, and the interactive features would not let users get bored with it. It supports even more personalized customization of your feed, which makes it much easier to read what you desire instead of scrolling through irrelevant articles. Also, through **Tabs.**, all age groups can access news articles with age-specific curation of articles with appropriate vocabulary, content, and trigger warnings. Thus, it effectively distributes news to everyone without any user restriction.

**Tabs.** is the ideal solution to fix all modern problems revolving around news-reading.

# Low-Fi



# Past Alternatives



# Mid-Fi

This mid-fi wireframe illustrates the initial user flow. It begins with a 'Get Started' button on a landing page, which leads to a sign-in screen. The sign-in screen offers three options: 'Continue with Facebook' or 'Google', or 'Login to your Account' via email and password. Below these fields is a 'Remember me' checkbox and a 'Login' button. A 'Sign up' link is also present. This sequence concludes with a 'Choose Categories' screen, which displays a grid of news categories: Sports, Politics, Entertainment, Technology, Lifestyle, Environment, Science, and Economy. Each category has a progress bar indicating completion (e.g., 22/100 for Sports, 36 for Politics). A 'Next' button is located at the bottom right of this screen.

This mid-fi wireframe shows the main dashboard after account creation. The top navigation bar includes 'Profile', 'Dashboard', 'Logout', and a search bar. The dashboard features five main cards: 1) 'Profile' showing 'ALEX TURNER' (represented by a placeholder profile picture), '36 Days', '6 followers', '21 following', and a 'Badges Collected' section. 2) 'Quiz' showing two placeholder profile pictures 'v/s', a question 'Q.', and four answer options 'A.', 'B.', 'C.', and 'D.' with a '30s' timer. 3) 'Notes' showing three placeholder note cards. 4) 'Challenges' showing three placeholder challenge cards. 5) 'Calendar' showing a placeholder calendar card with the date '04 May' and 'Saved Articles' section. A 'Logout' button is located in the bottom right corner of the dashboard area.

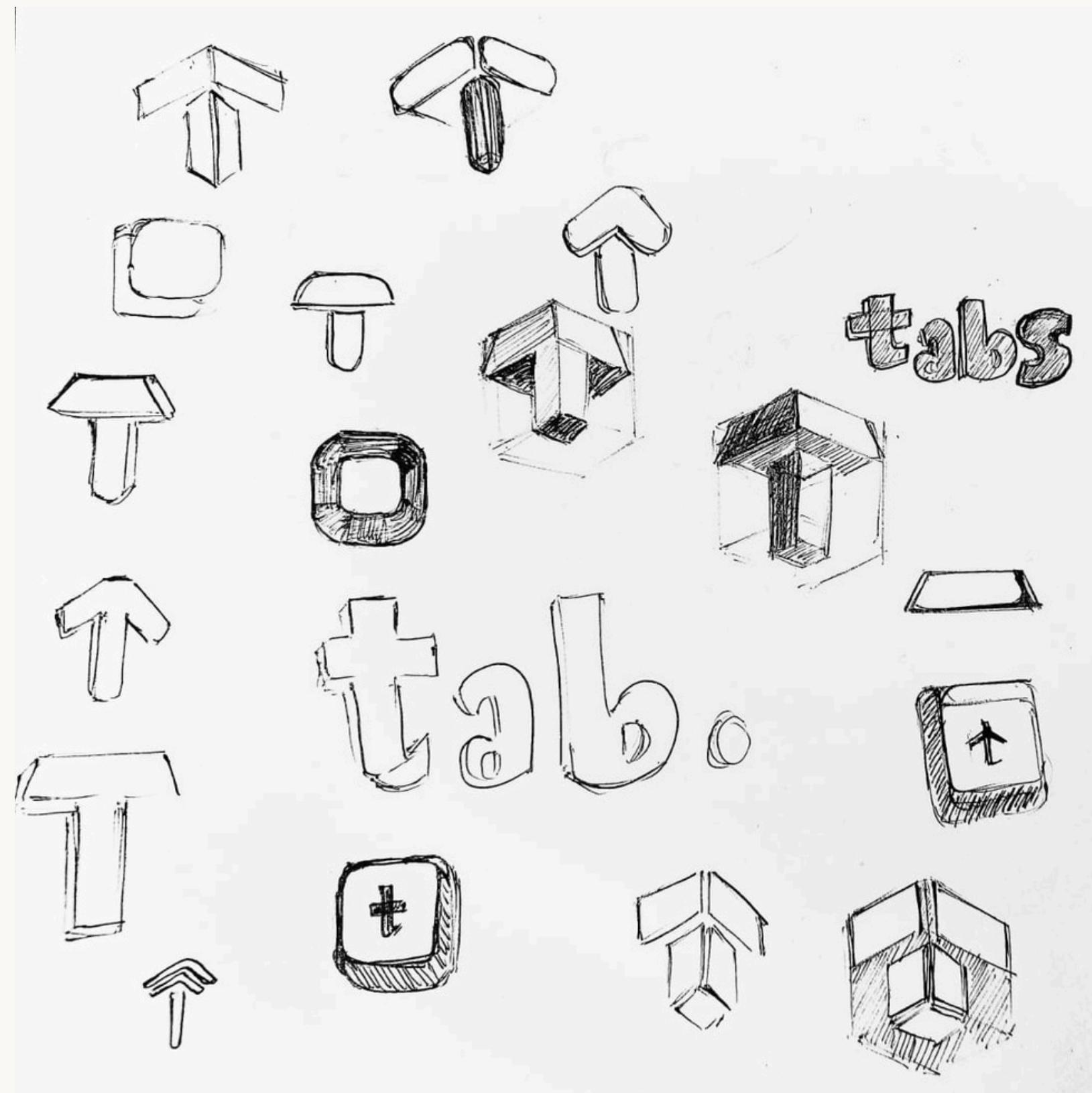
# Tabs.: Name & Logo

We went with the phrase 'keeping tabs' as our main idea while deciding on our app's name. Our key notion is to encourage people to read news and make it as easy as we can for them to keep tabs on the happenings around the world. So we decided to finalize the name '**Tabs.**', as we wanted to express our motive and aspiration clearly.



For the logo, we took inspiration from the ideas popping up when we think about the word 'tabs'. Combining things like 'tab key in keyboard', 'window tabs', etc. we went with a block type logo representing the letter 'T'. The upward arrow shows how the app helps you stay updated.

# Past Alternatives



# Typography & Color Scheme

Aa

Noto Sans

Aa

Open Sans

#585CE5

Majorelle Blue

#FF4654

Red Saisa

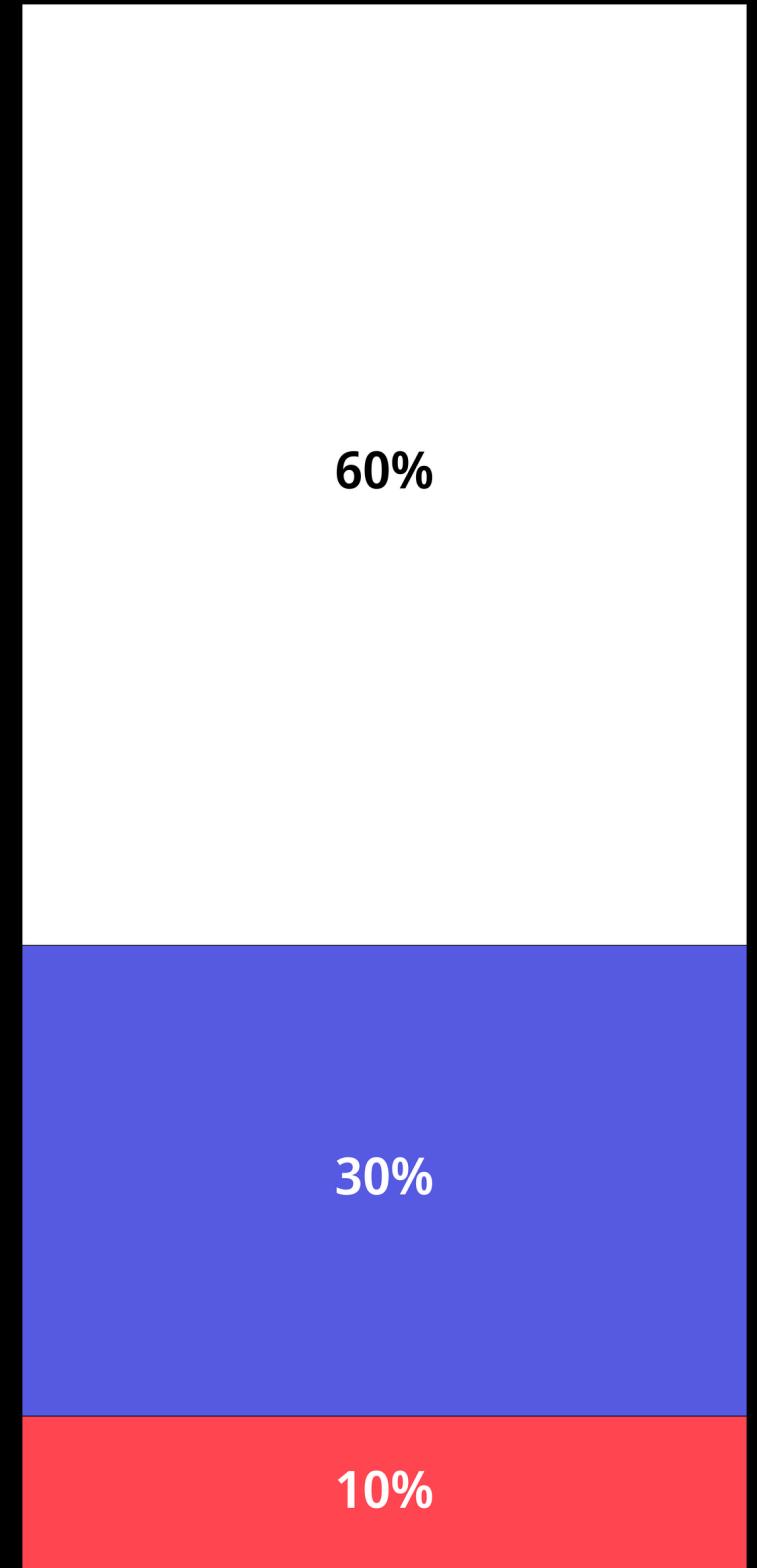
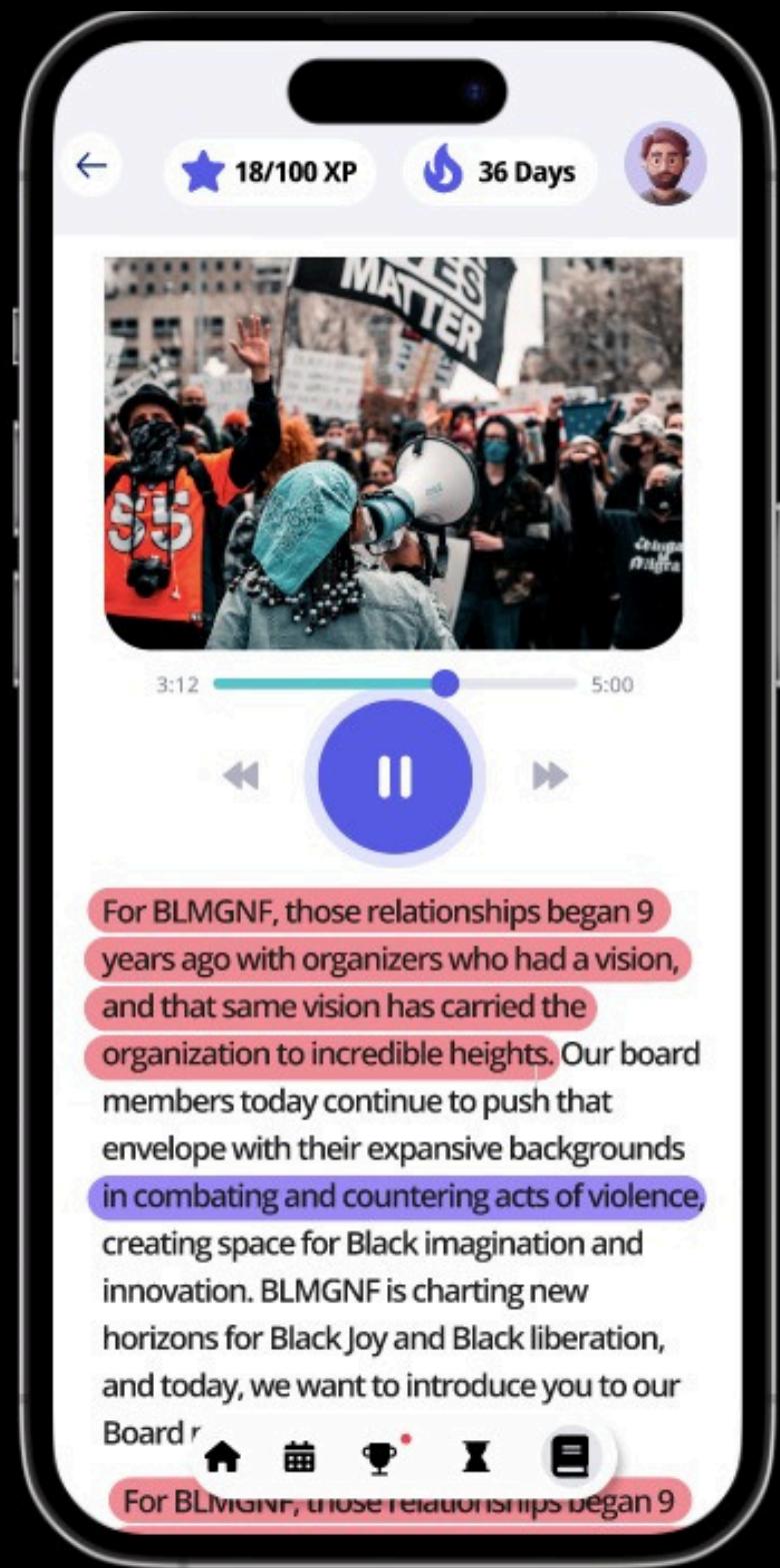
#FFFFFF

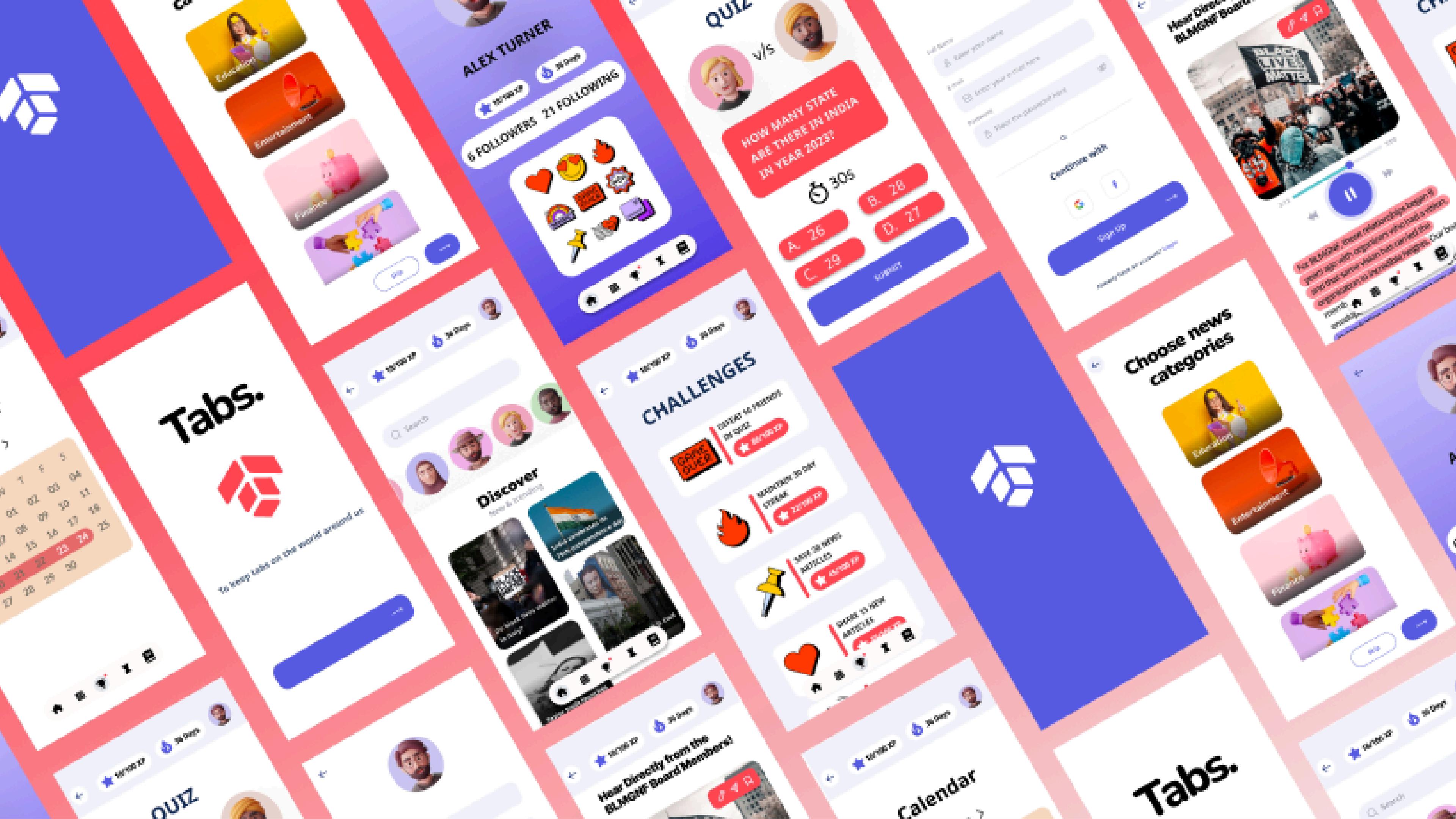
White

#000000

Black

# Color Ratio





# App Features

**Personalized Feed**

**Infinite Scroll**

**Like, Comment, Share**

**Re-posts and Stories**

**Reading Streaks**

**Tracking Stats**

**Challenges and Badges**

**Quizzes**

**Bookmarks  
and Note-making**

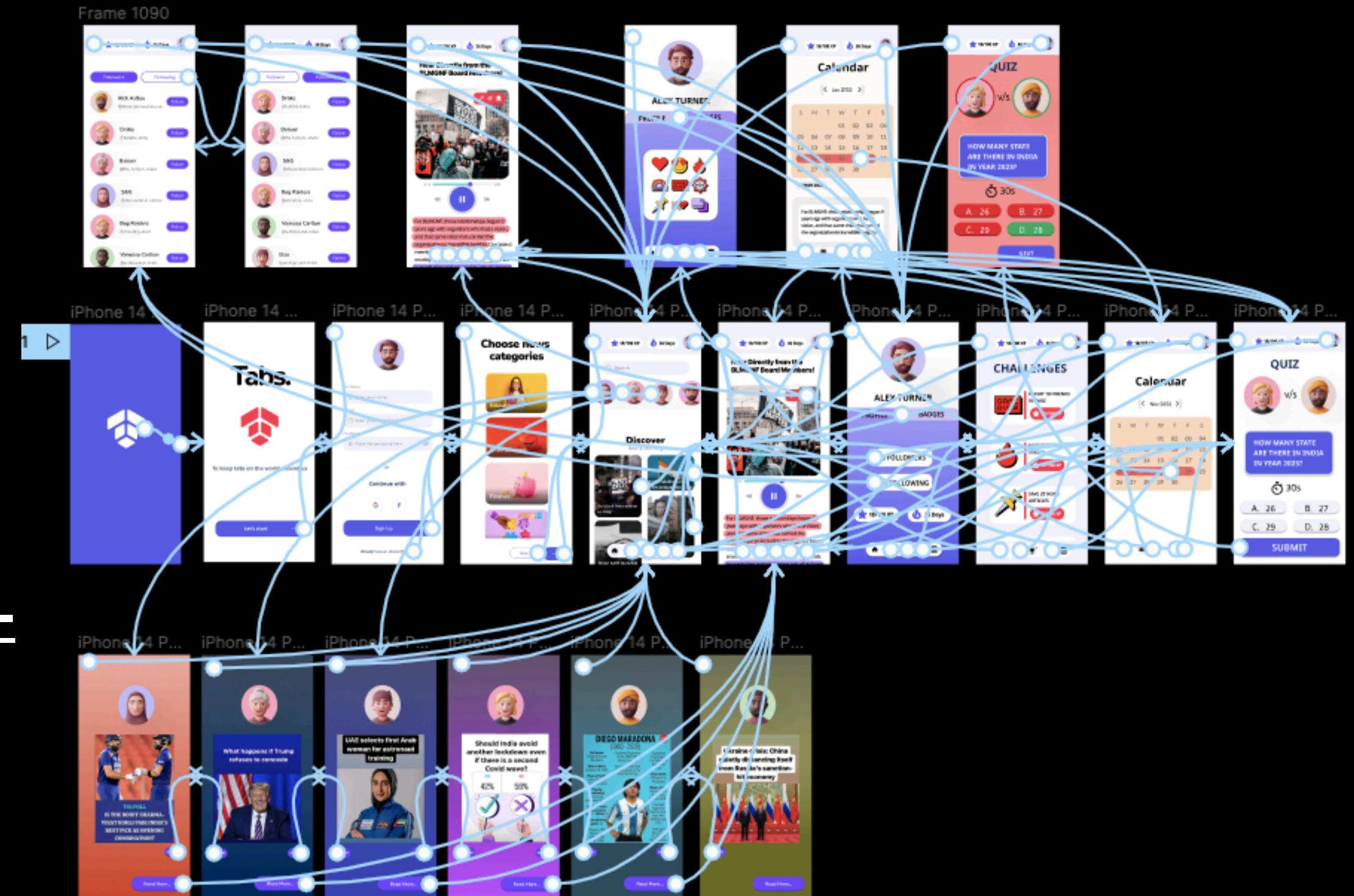
**Age-friendly  
Customizations**

**Sensitive Content  
and Trigger Warnings**

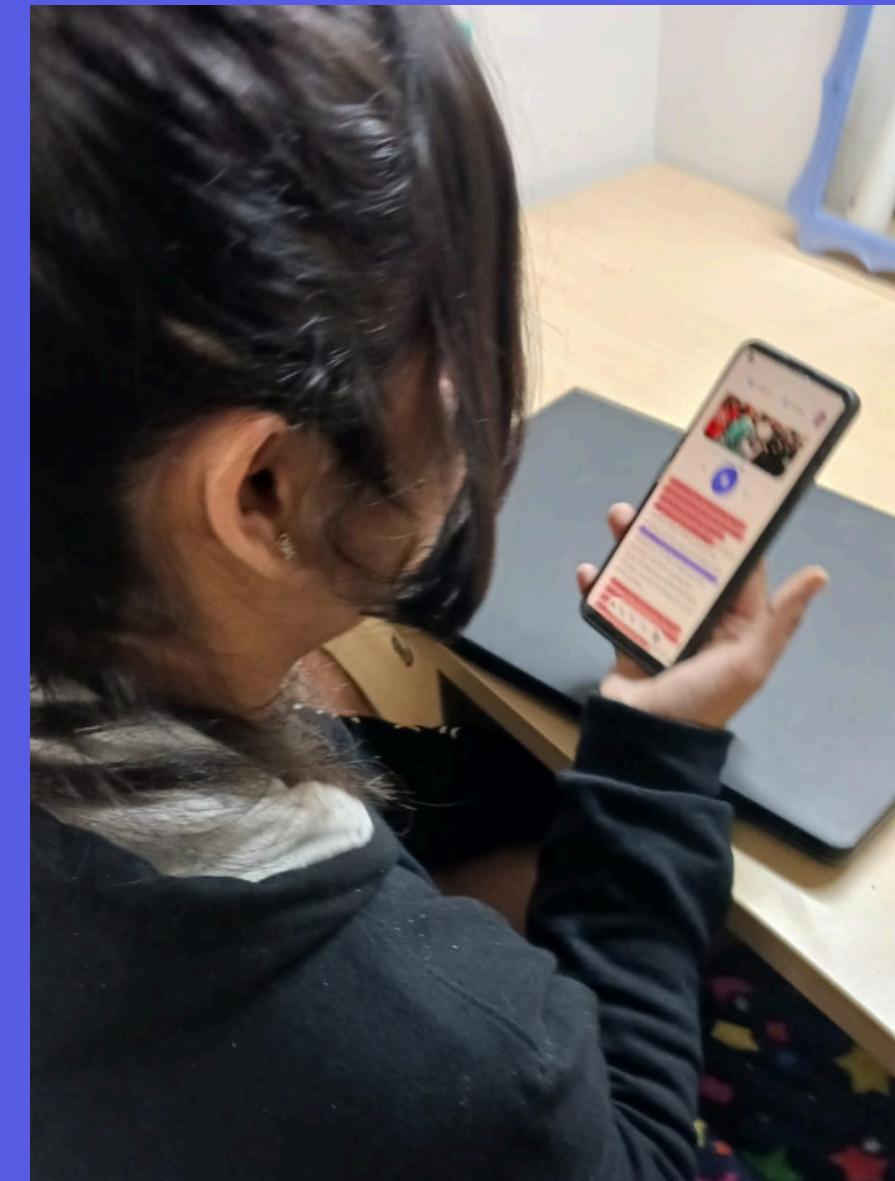
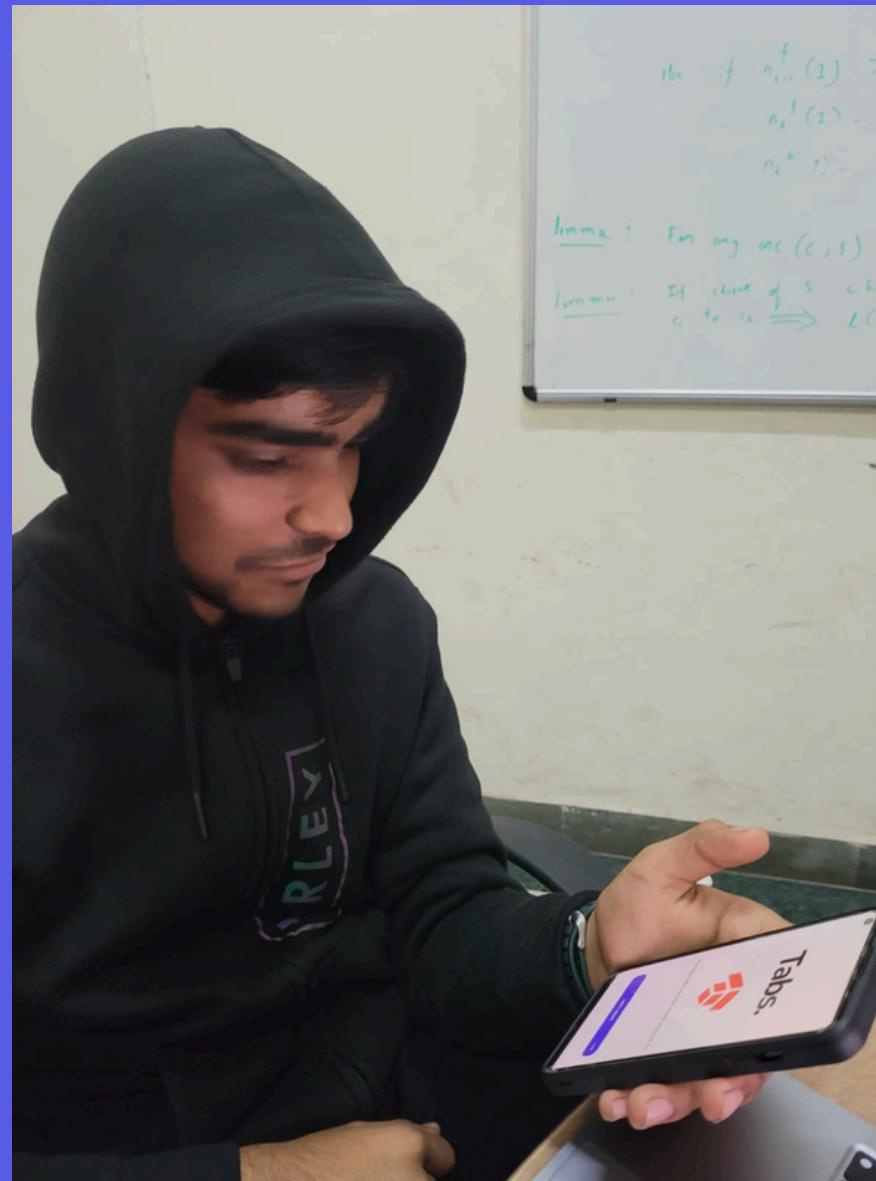
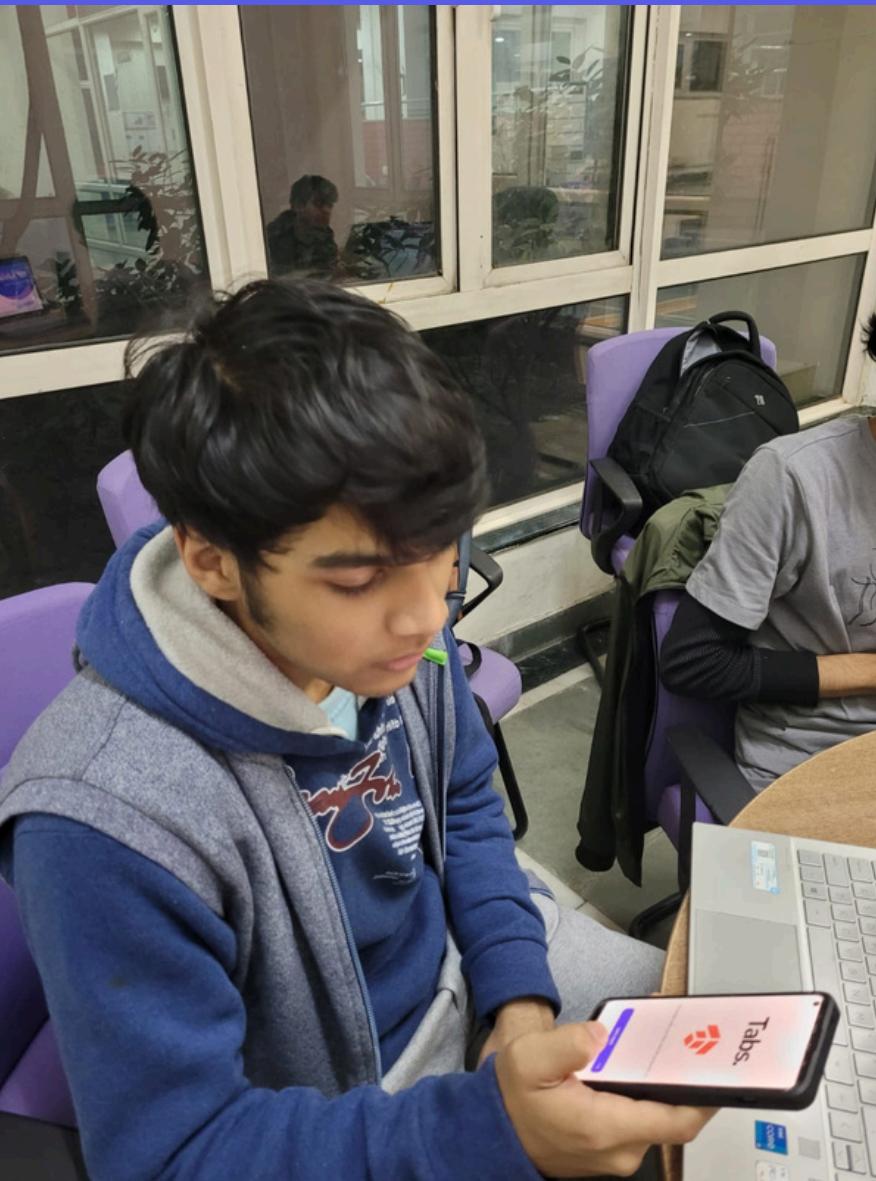
**Stylish, Modern & Fun**

# Hi-Fi & Prototyping

Figma Prototype Link:  
[https://www.figma.com/proto/PTc3GKtln22UMIvq9ZRIN7/final-\(Copy\)?node-id=356%3A901&scaling=scale-down&page-id=0%3A1&starting-point-node-id=365%3A262](https://www.figma.com/proto/PTc3GKtln22UMIvq9ZRIN7/final-(Copy)?node-id=356%3A901&scaling=scale-down&page-id=0%3A1&starting-point-node-id=365%3A262)



# User Testing & Evaluation



# User Testing & Evaluation

After the prototype was created, we tested it on various users. We had already done interviews and surveys on every significant step in our design process, where we outlined research goals, questions we wanted to know the answer of, public opinions, methodology, information about the users, and a script with tasks to complete. Mainly we wanted to be sure that the users are having an easier and smoother access to the news we present in our app and are having fun exploring its interesting features that we gave extra care to. This was tested and carried on in-person using Figma's prototype mirror share app.



# Learnings and Reflections

Problems faced by Users:

1. Some users found the interface to be hard to understand.
2. Users pointed out that videos can get paused while travelling and are of unnecessary if they want to listen it.
3. They also pointed out that all the highlighted notes being clammed up in a single board can be confusing. Thus would like customizing option to group notes in different boards.

Our ideated solutions:

1. We understood that we had inculcated a lot of useful features in the app that might had been confusing for some of our users to follow up. We plan on giving a thorough guide to the whole interface when a user signs up and also having the complicated features grouped up under a separate setting that can be accessed when needed.
2. We plan on introducing podcasts for an only-audio experience.
3. We plan to introduce board customization for categorizing note-making.

# Learnings and Reflections

During the project I managed to evaluate the market research to do a quick user service create a set of low five wireframes build them on HiFi designs connect them into prototype and perform many usability study this was demanding and time consuming but very insightful journey I have learned a lot through the whole process but I'm not resting on my Laurels there is a lot of room improved for improvement and many things to learn.

Throughout the process, we carefully analyzed our initial problem statement and have been working to reach a better solution that solves most of the challenges we encountered while getting evaluations from different users. Our goals had always been to make an interactive interface that would make news reading more fun and exciting. And we improvised a lot from our original idea by adding various entertaining elements like quizzes, challenges, etc., and considering user feedback which finally led us to our final solution, our app, '**Tabs.**'.

# Thank You.