Design Process

DECO3500

Team TrashFilter

Project Scope and Audience

- Speak2Me is an interactive news application where anyone can narrate and upload a news article for other ones to read
- Speak to me is directly targeted at three different audience groups:
  - Car commuters
  - Bus or train commuters
  - Pedestrians
- The main focus of the application is to provide a hands free option of receiving news articles for people unable or unwilling to look at a screen.

Design Focus

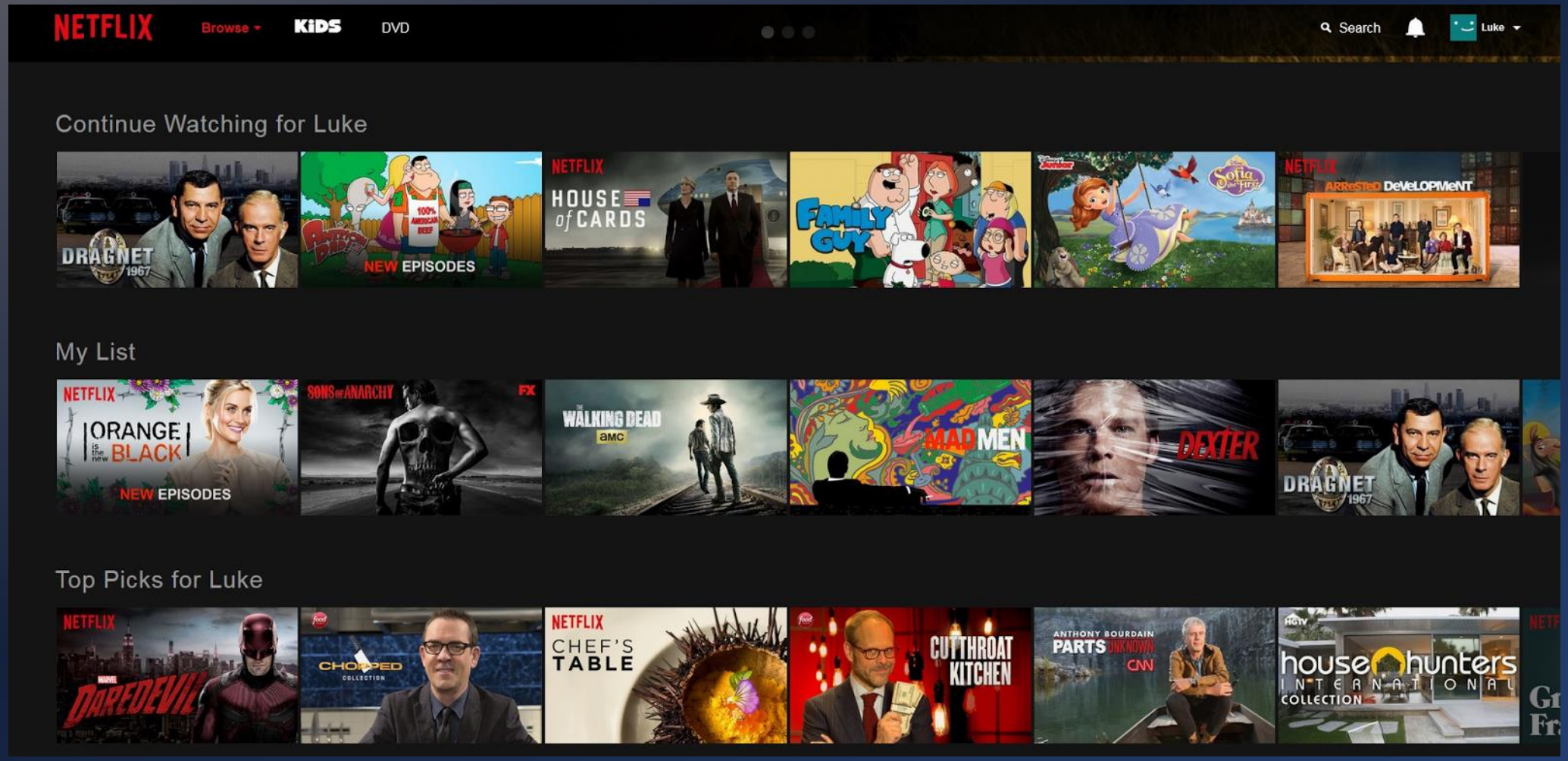
- The focus of speak2me was based on the deliverable of content and how a user receives and accesses a curated news article
- Based on this, the prototype will include:
  - Curated process for selection of article to show or play next for user
  - Web structure of the application interface
  - Account creation and tag selection
  - Listening functionality and interaction

First Prototype Structure

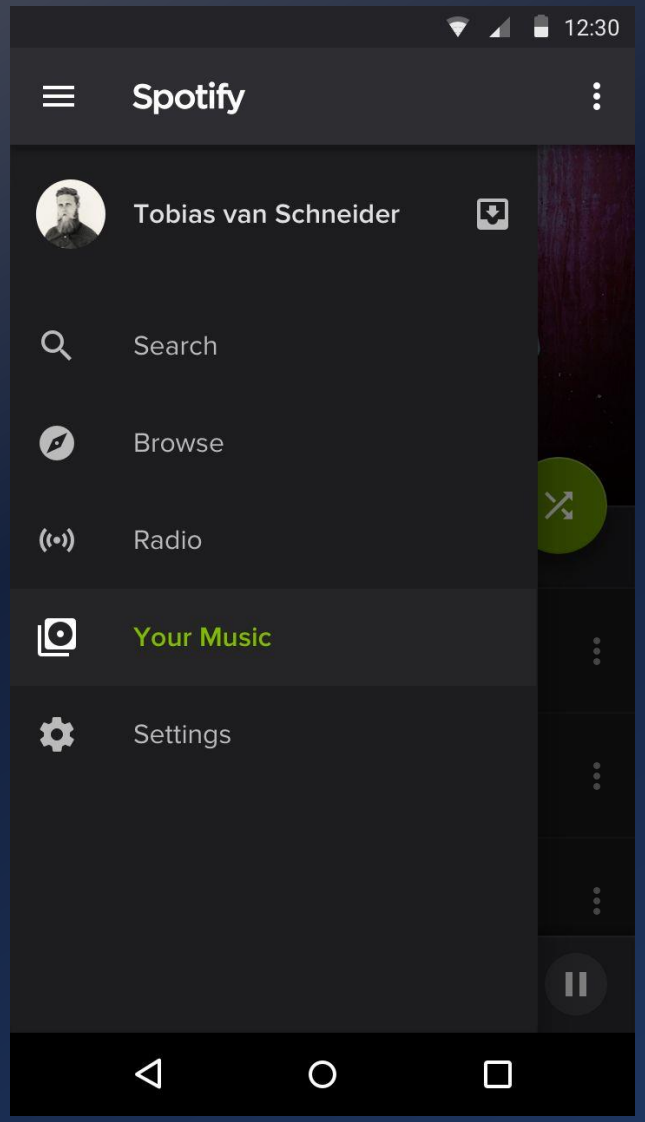
- The first design iteration included using effective web interfaces from recognizable websites*
  - Netflix stream and category division for the main page look
  - Spotify Submenu to divide subcategories
  - Pinterest account menu for tag selection
  - Spotify music stream for minimalistic design

- *refer to design structure prototype pdf for detailed explanation of each selection

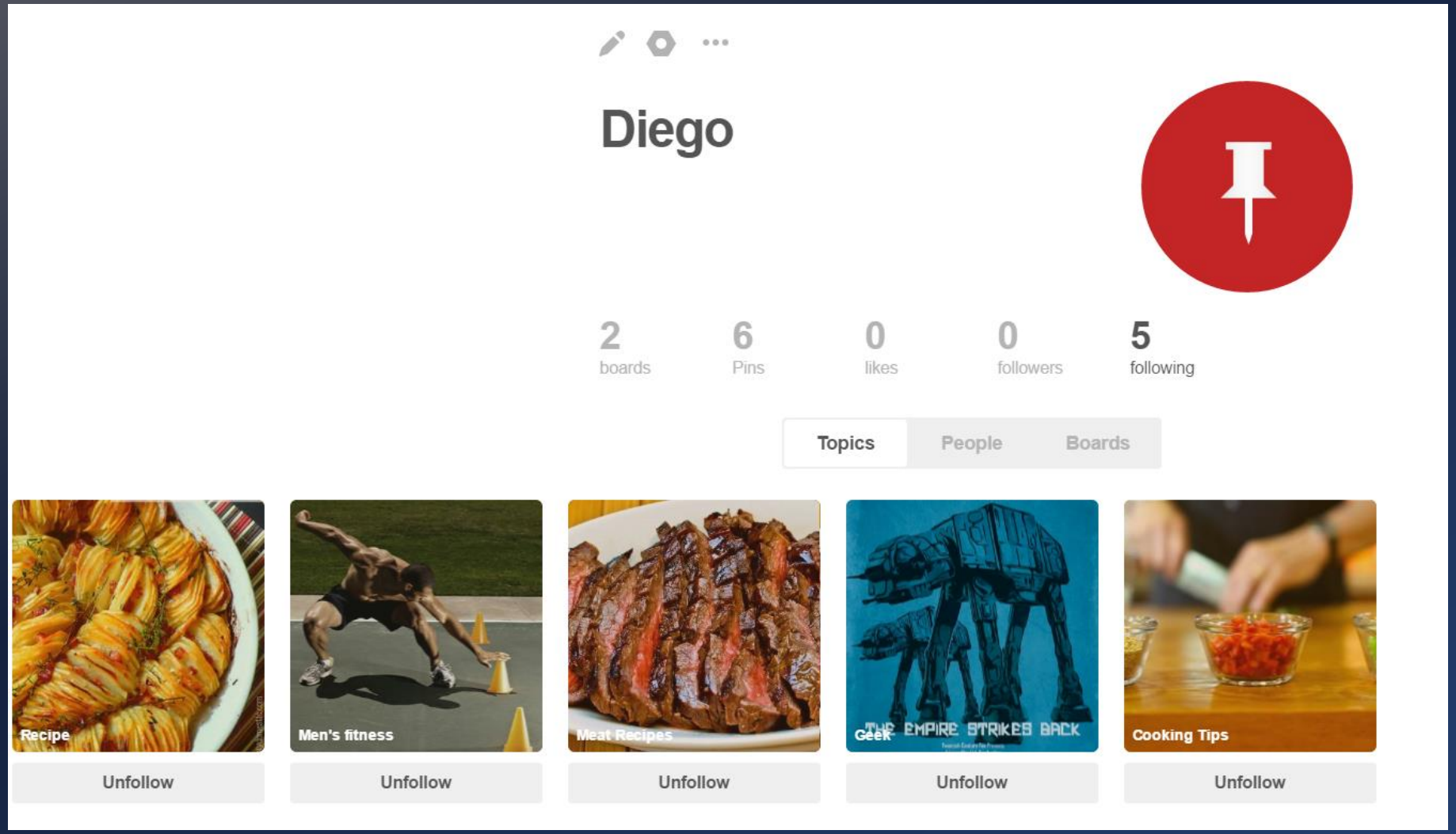
Home Page


NETFLIX
Browse
KiDS
DVD
Search
Luke
Continue Watching for Luke
DRAGNET 1967
NEW EPISODES
HOUSE of CARDS
FAMILY GUY
ARRESTED DEVELOPMENT
My List
ORANGE is the new BLACK
NEW EPISODES
SONS OF ANARCHY
FX
THE WALKING DEAD
AMC
MAD MEN
DEXTER
DRAGNET 1967
Top Picks for Luke
DAREDEVIL
CHOPPED
COLLECTION
CHEF'S TABLE
CUTTHROAT KITCHEN
ANTHONY BOURDAIN
PARTS UNKNOWN
CNN
house hunters
INTERNATIONAL
COLLECTION

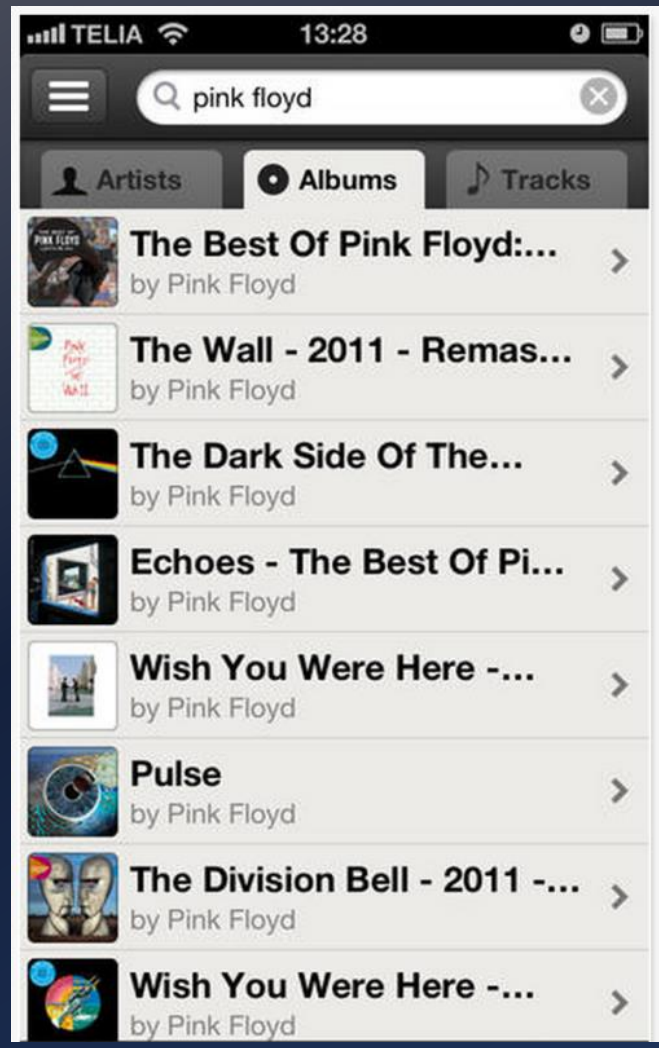
Submenu

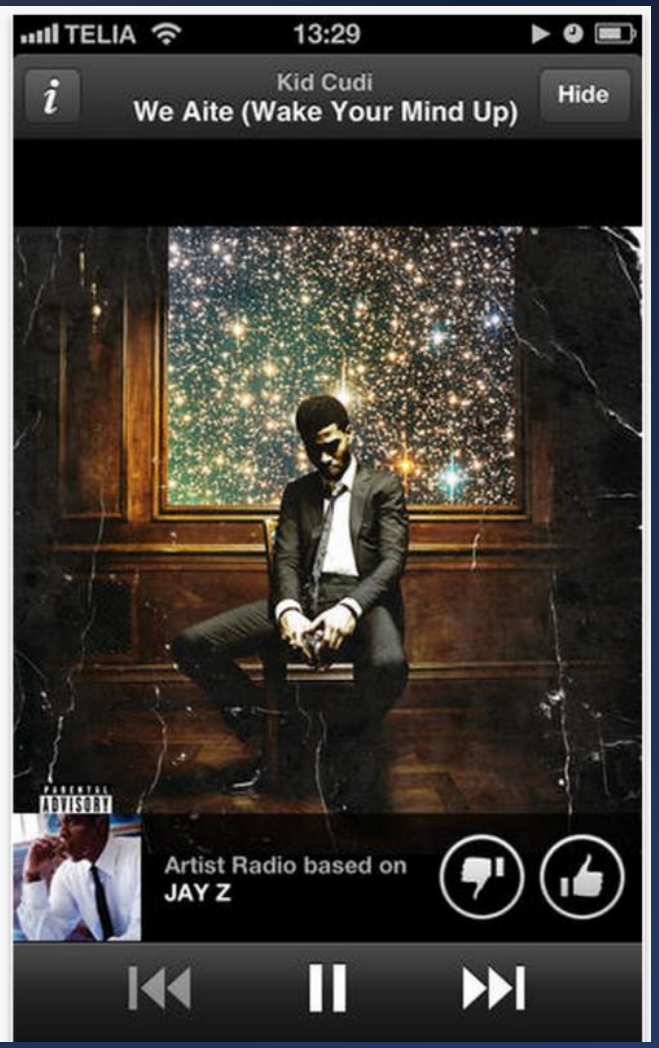

12:30
Spotify
Tobias van Schneider
Search
Browse
Radio
Your Music
Settings

Account Menu



Article Stream

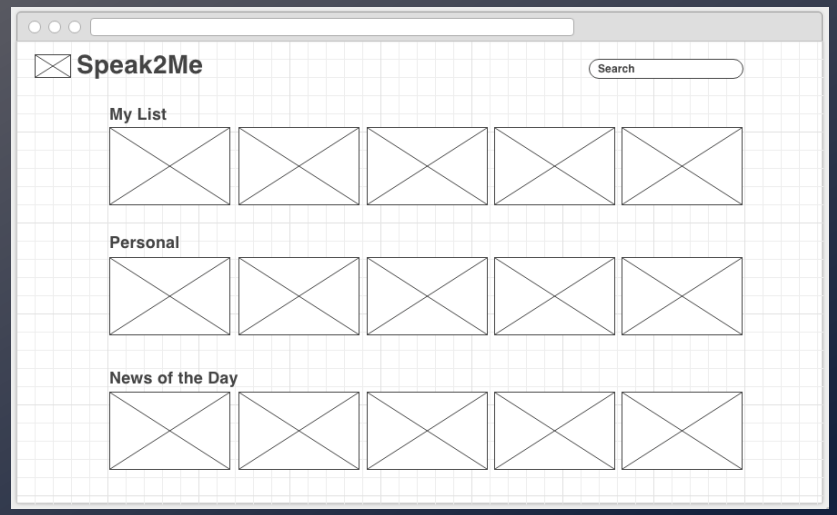


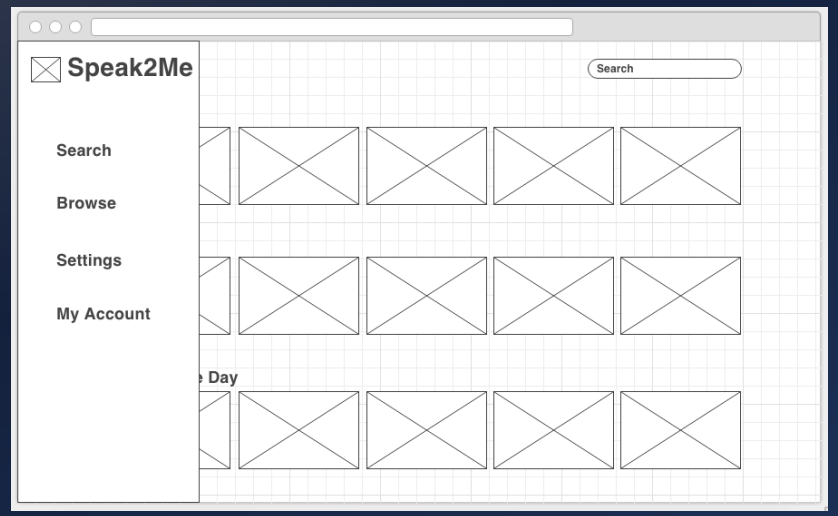


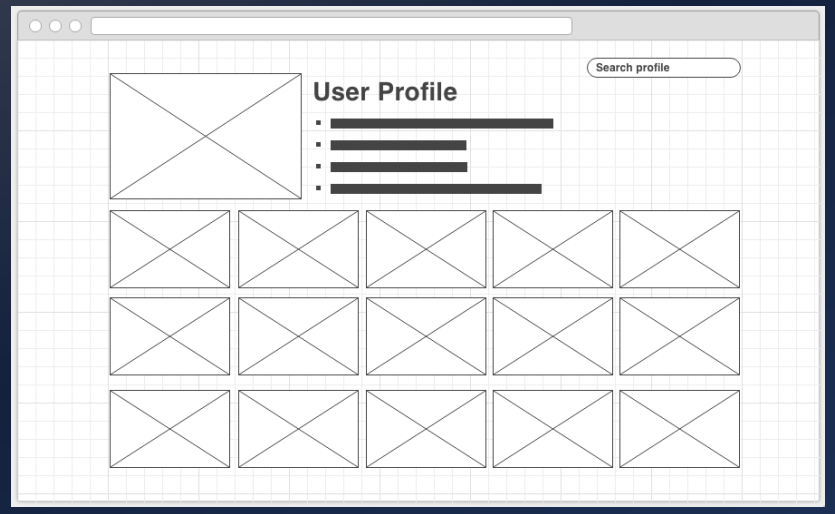
First Stage of Design Structure - Prototype

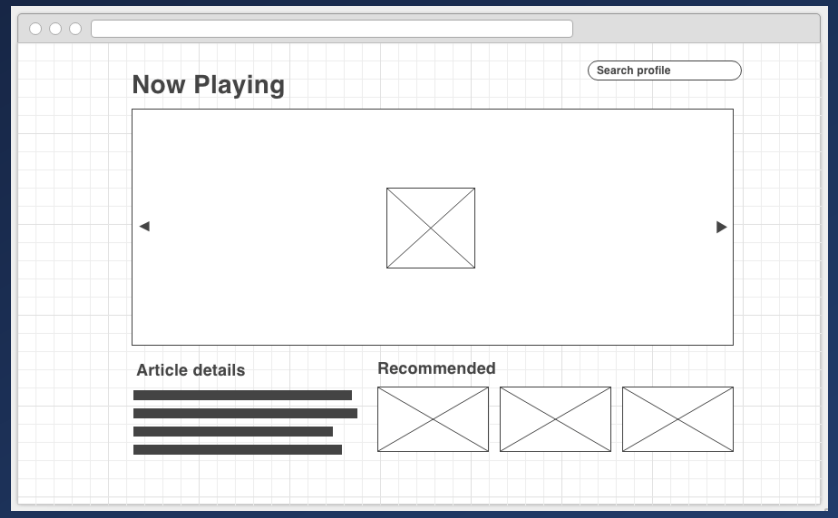
- In order to have a better impression of the site look we took two initial steps:
  - Wireframe and mockup creation
  - Color palette and logo creation

First Initial Wireframes

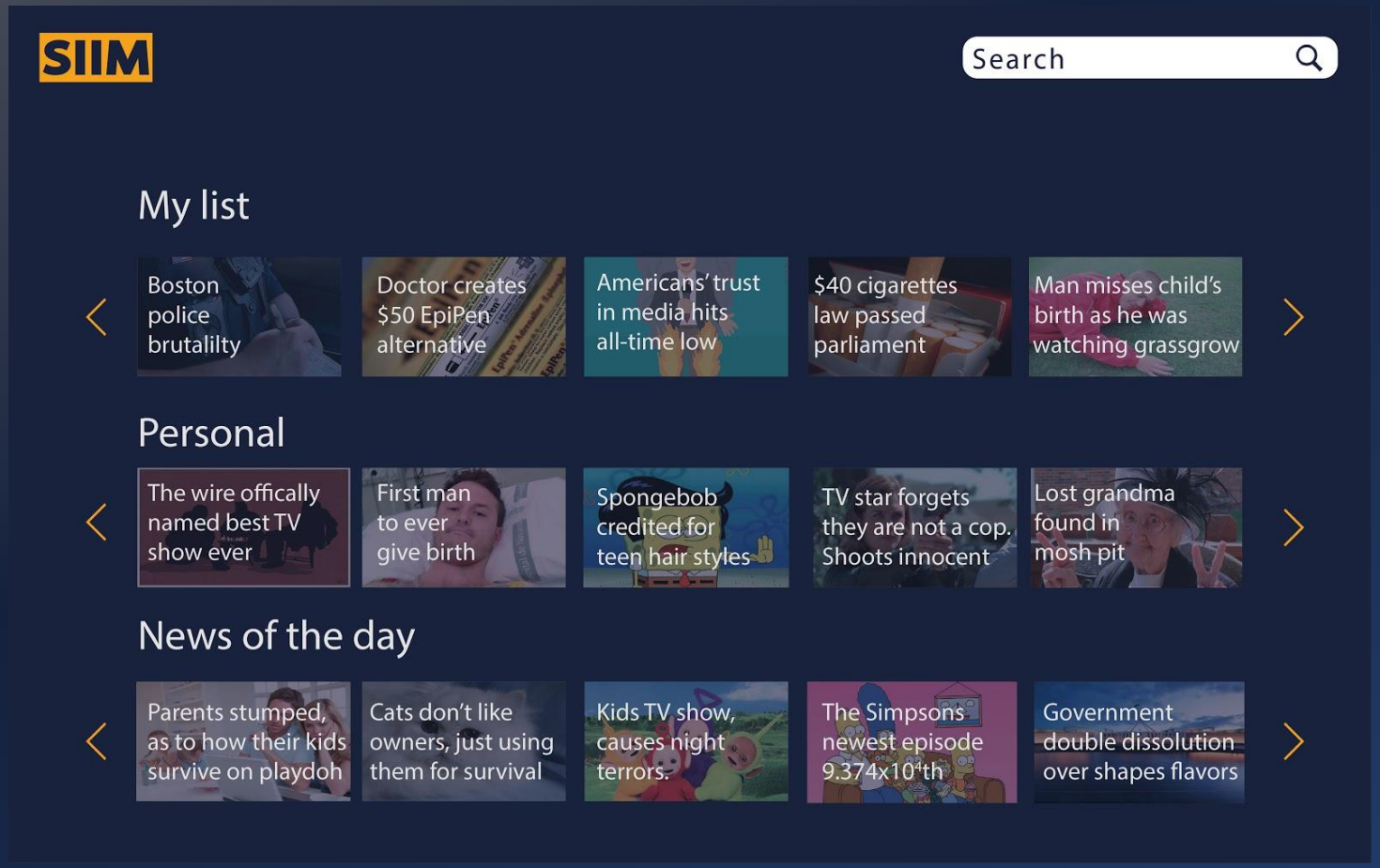




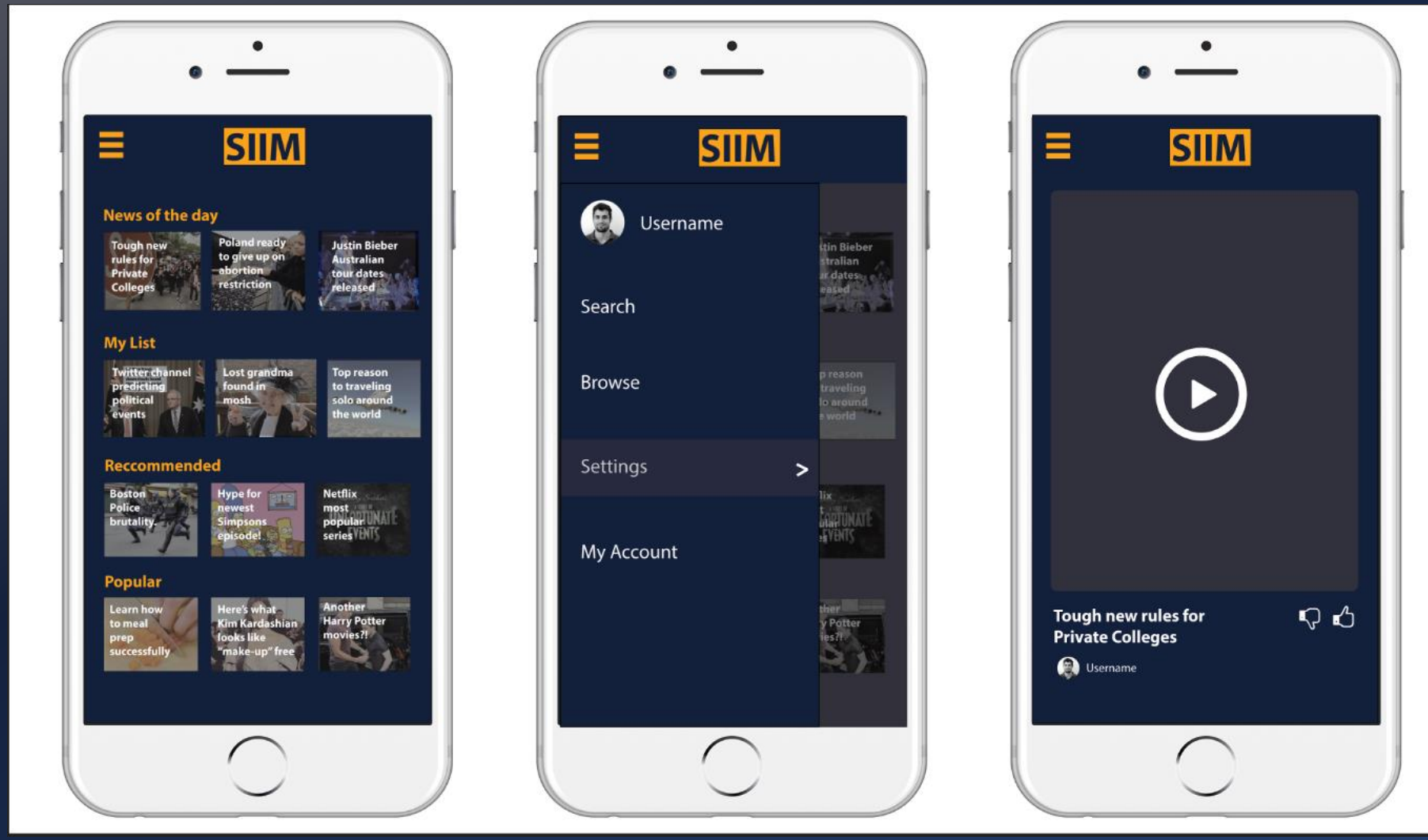




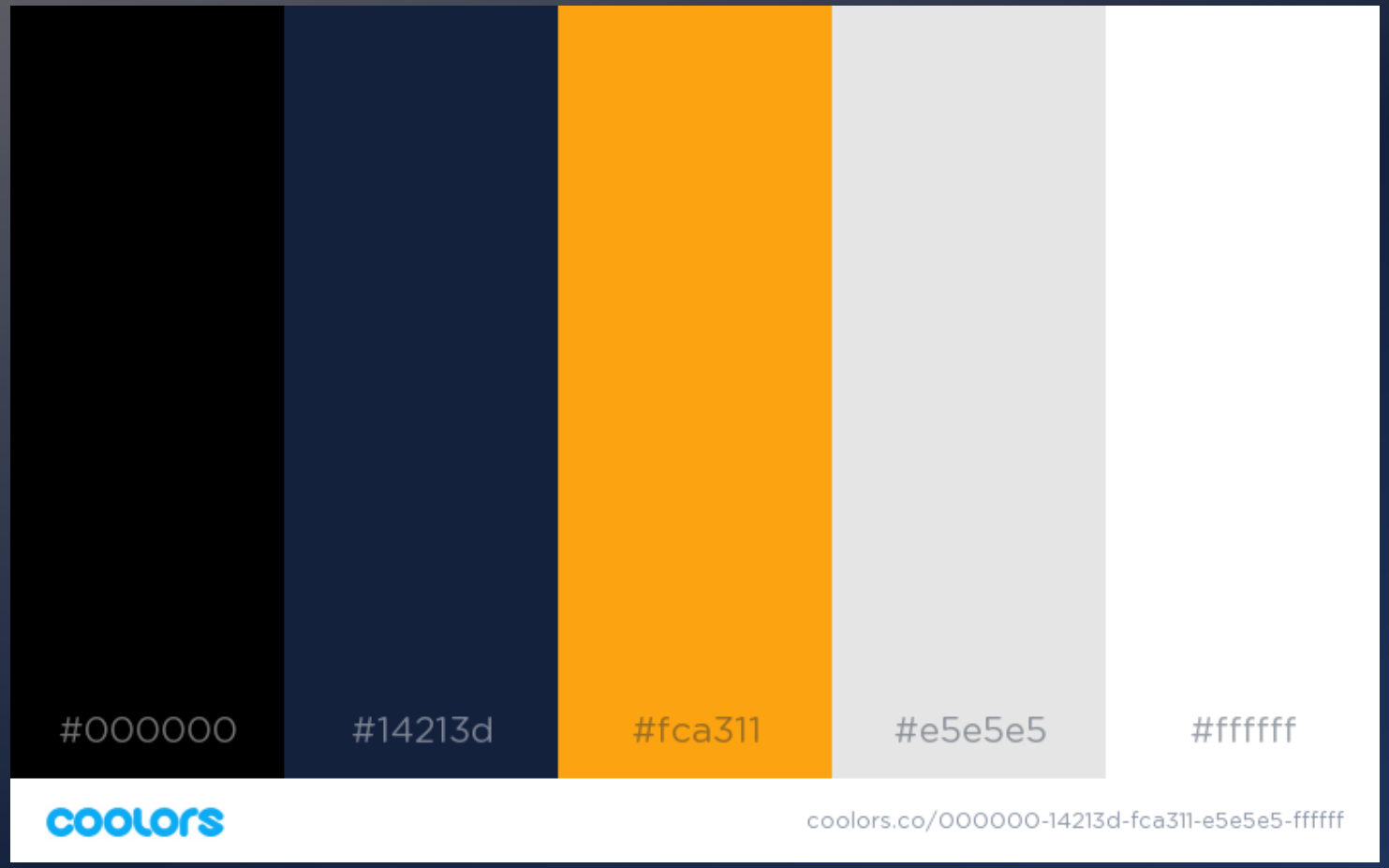
Page Mockup


SIIM
Search
My list
Boston police brutalilty
Doctor creates $50 EpiPen alternative
Americans' trust in media hits all-time low
$40 cigarettes law passed parliament
Man misses child's birth as he was watching grassgrow
Personal
The wire offically named best TV show ever
First man to ever give birth
Spongebob credited for teen hair styles
TV star forgets they are not a cop. Shoots innocent
Lost grandma found in mosh pit
News of the day
Parents stumped, as to how their kids survive on playdoh
Cats don't like owners, just using them for survival
Kids TV show, causes night terrors.
The Simpsons newest episode 9.374x10⁴th
Government double dissolution over shapes flavors

Application Mockup



Color Palette and Logo Creation



SIIM

SIIM

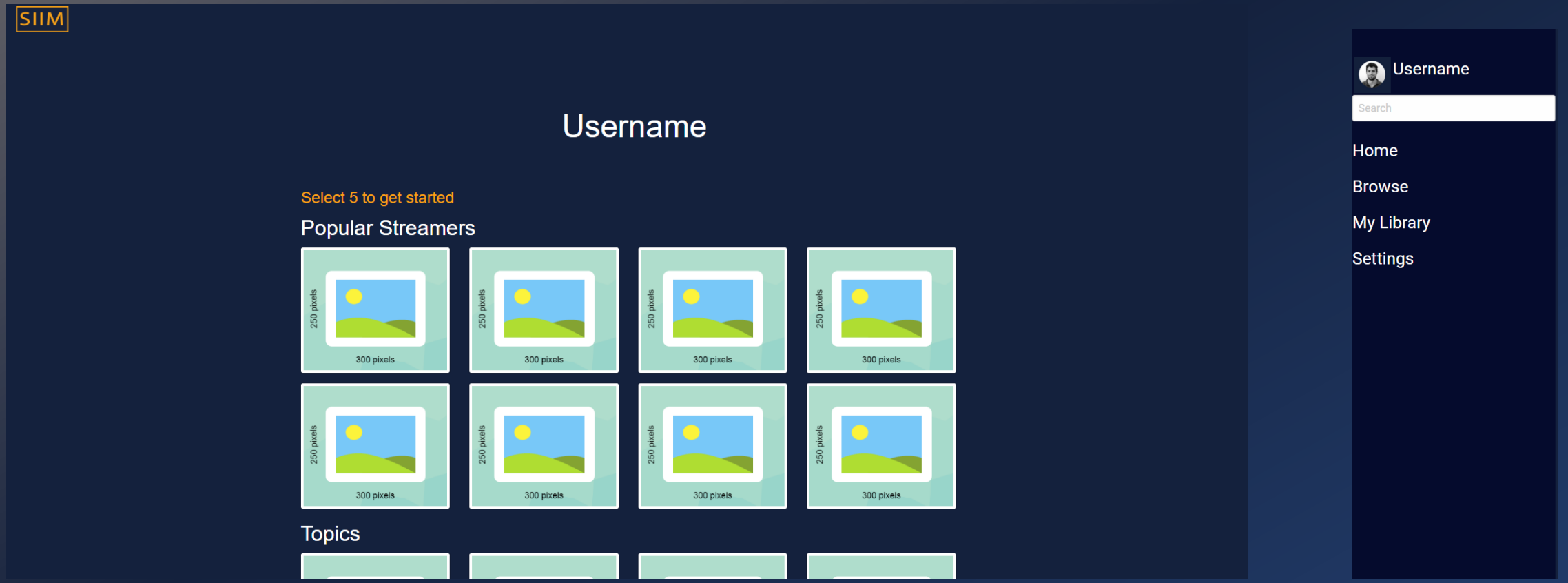
SIIM

Second Stage – Page Creation

- At this stage, the design was decided to be executed as a website since it provided us with a lot more control and interactivity development over shorter periods of time
- Decided on a Reddit-like algorithm for analyzing and curating of user created articles
- Included the foundation of the main page structure
- Use of place holder images
- Submenu creation with static links

First Stage – Home Page

First Stage – Account Page and Submenu



Reddit algorithm

- In order to curate the news appropriately we used a Reddit like algorithm
- Algorithm gives scores based on upvotes/downvotes and time of publishing
- Newer articles will have a higher impact than old one, old articles rank will not fall after a certain point but newer articles will have priority

How it Works

Given the time the entry was posted A and the time of 7:46:43 a.m. December 8, 2005 B, we have t_s as their difference in seconds

$$t_s = A - B$$

and x as the difference between the number of up votes U and the number of down votes D

$$x = U - D$$

where $y \in \{-1, 0, 1\}$

$$y = \begin{cases} 1 & \text{if } x > 0 \\ 0 & \text{if } x = 0 \\ -1 & \text{if } x < 0 \end{cases}$$

and z as the maximal value, of the absolute value of x and 1

$$z = \begin{cases} |x| & \text{if } |x| \geq 1 \\ 1 & \text{if } |x| < 1 \end{cases}$$

we have the rating as a function $f(t_s, y, z)$

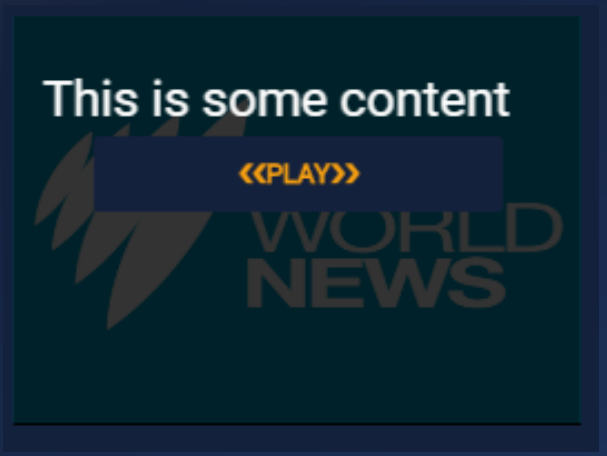
$$f(t_s, y, z) = \log_{10} z + \frac{yt_s}{45000}$$

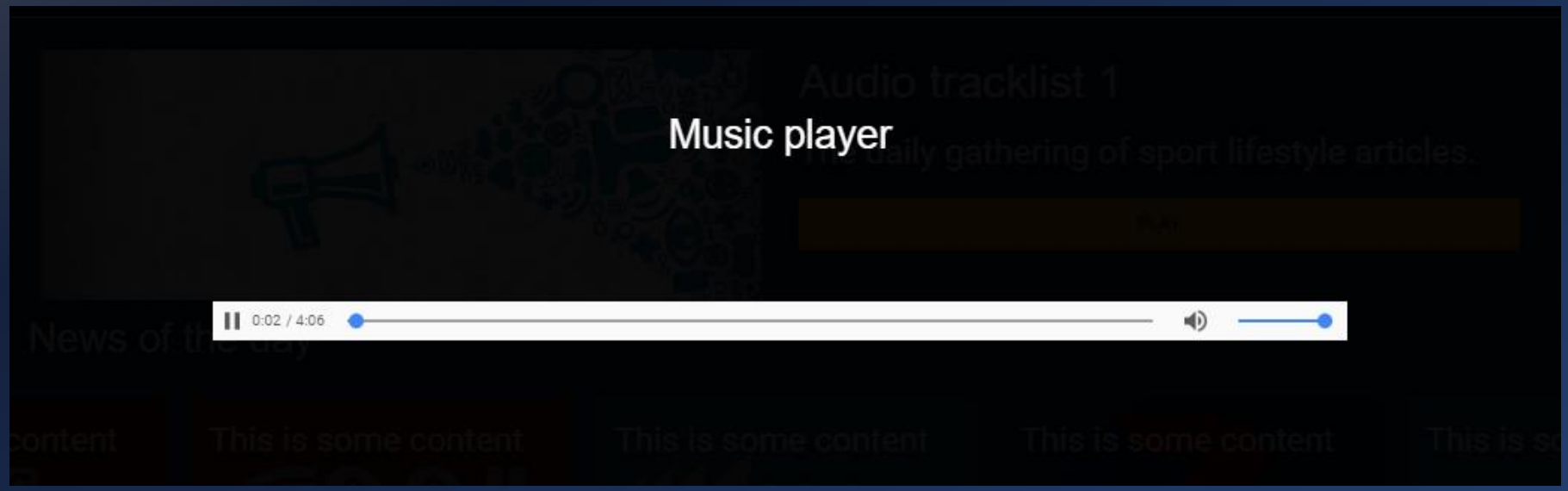
Third Stage – User Testing

- The second stage of the design process included the introduction of audio listening as the main functionality feature
- Account menu creation as an overlay
- Polished design of the web application for aesthetic feedback

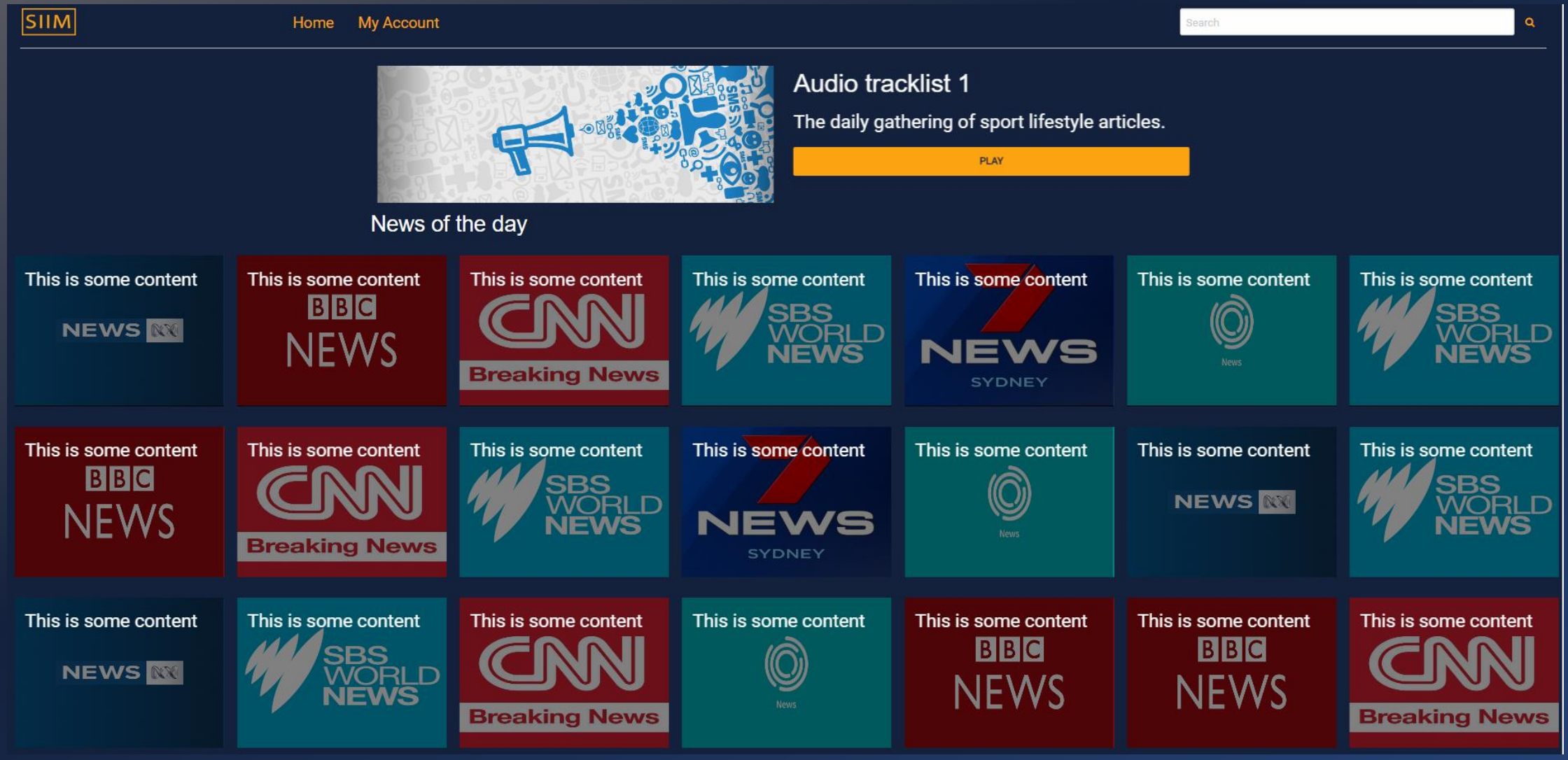
Introduced Audio Functionality

- User Has the ability to click on image with play button in order to bring up the media player
- Media player used with dummy audio files of random songs.
- Media overlay able to be minimized or removed



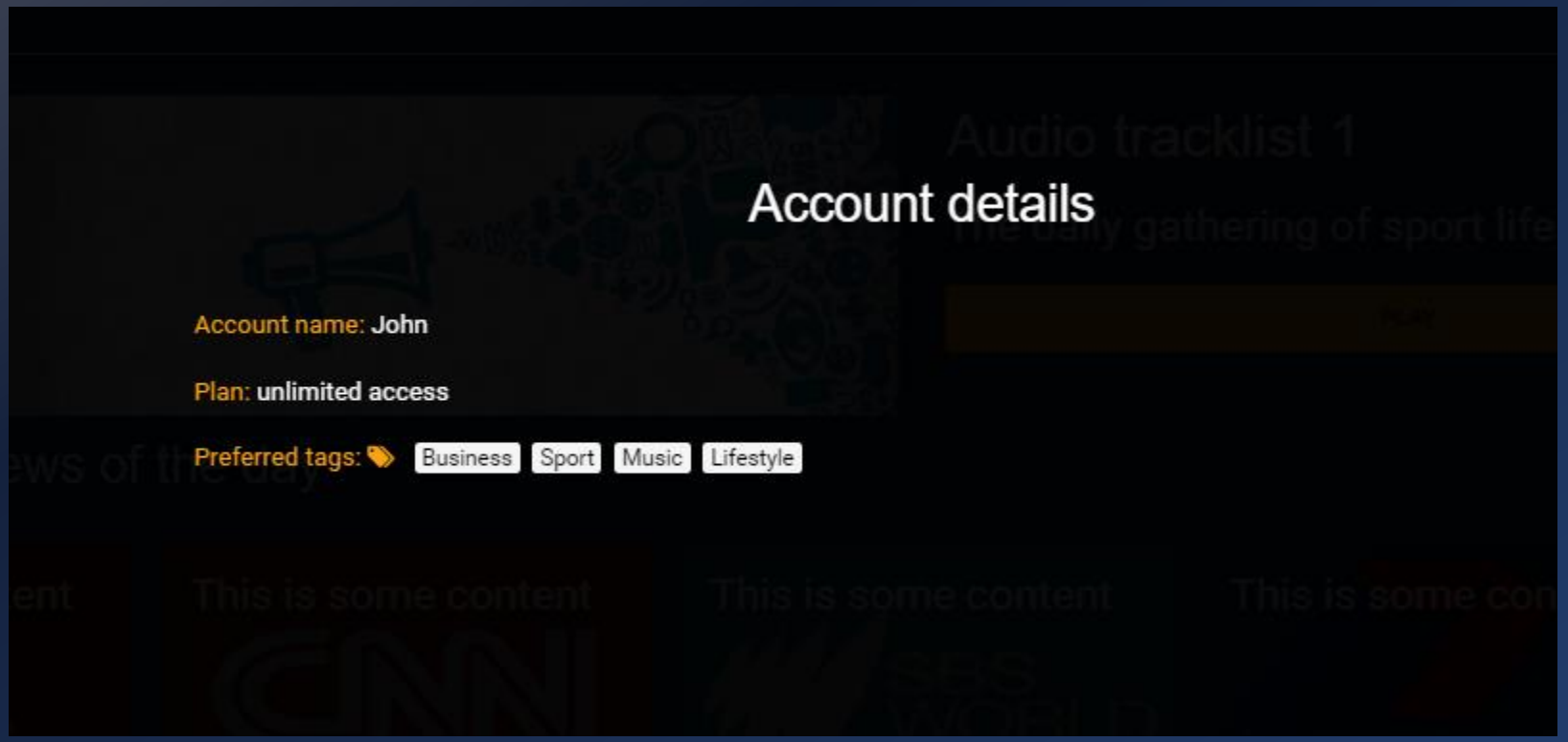


Polished Aesthetic Design



Account Menu

- Account menu shown as an overlay with minimal detail
- Show of used for curating



Fourth Stage - Iteration

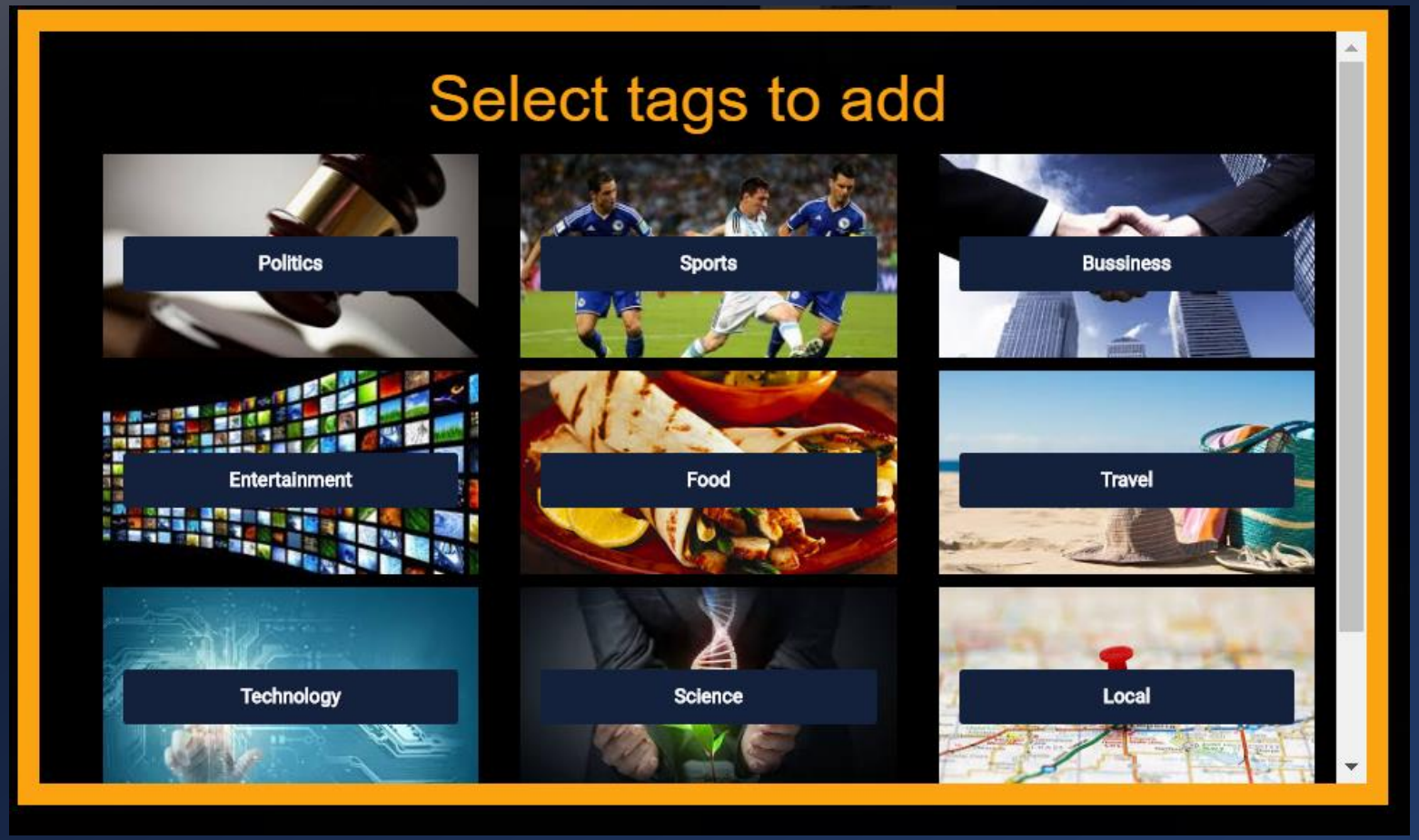
- The fourth stage was based on iteration based on user feedback
- Account Menu stylized to account for a more in depth profile of user and
- Tag selection menu created
- Improvements over main page
- Narrating functionality enabled
- Main articles based of user tags

Account Menu - Iteration

Account Menu

- Users feedback believed reputation system was not encouraging enough
- Users believed in the potential of Speak2Me as a link to employers.
- Account imitates account similar to Task Overflow website in order to both encourage users to participate with milestones and rewards as well as provide companies with profiles of outstanding users.
- Reputation system now based on points awarded on every action, positive or negative.

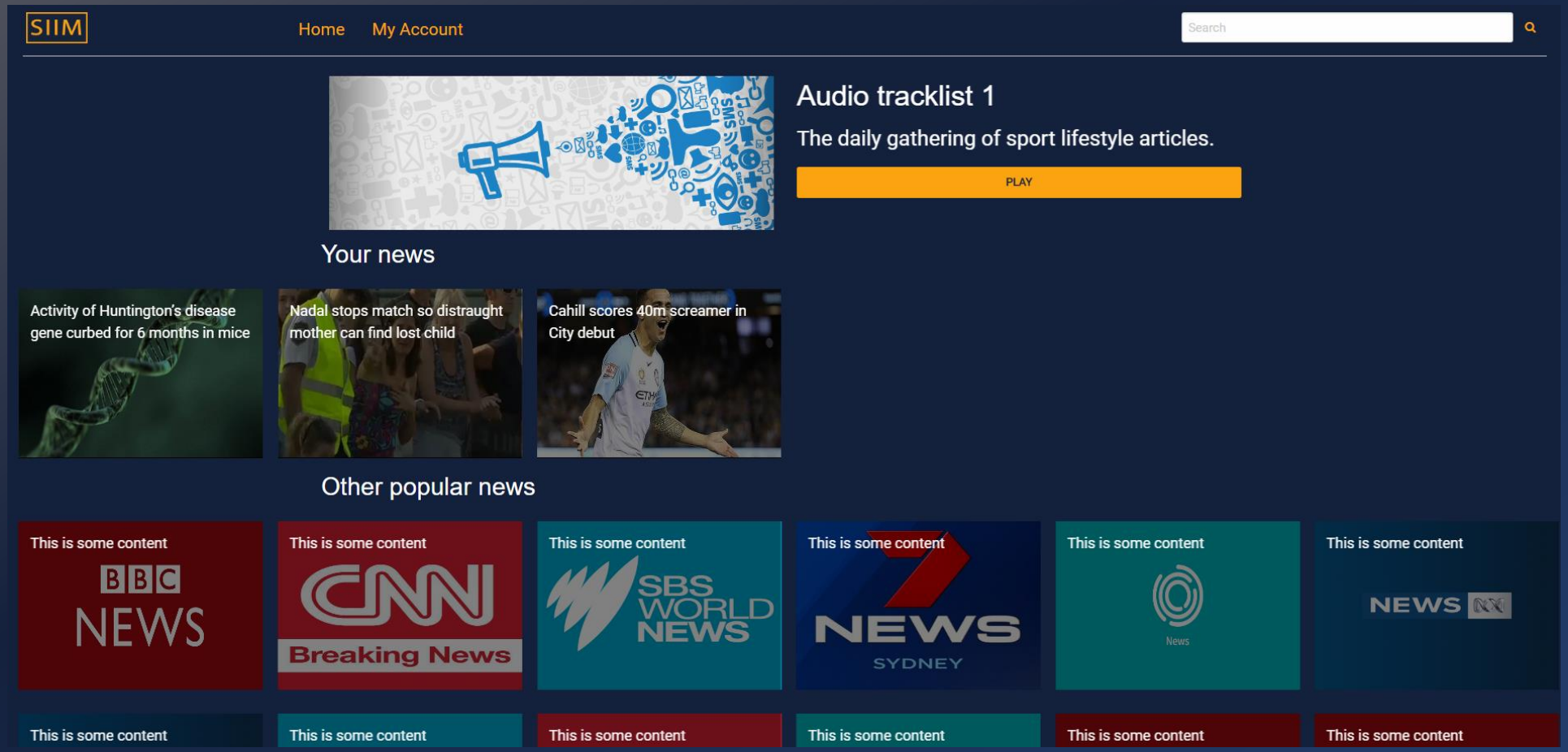
Tag selection menu - Iteration



Tag selection menu

- Tag menu created to provide users with a dynamic selection of their tags
- Tags selected here will be immediately implemented in the user profile and will dynamically change the shown in the home page.

Main Page - Iteration



Main Page - feedback

- The main feedback on the main page was that users wanted to see the information stylized in a less clutter way.
- Users wanted to see their personalized stream first above all.
- Users wanted to see where the articles were coming from in terms of the tags they have selected.
- Audio files were dummy songs

Main Page - changes

- Personalized stream takes over the main page as the first category shown
- The stream shows a dynamic representation of the tags selected
- Narrating functionality enabled with audio files playing actual narrations of selected articles