

# Pree

A game-oriented social media startup that believes it can use quizzes, polls and predictions to connect users and to show them how they relate.

Pree originally engaged with me through Now Labs to create a mobile trivia game. After one meeting I could see that it had the potential to be much more. Part of the potential of Pree is its simplicity. One question, A/B answers. The interaction is simple. The resulting data could be quite valuable.

I translated Pree's goals into cohesive interactions and aligned them with similar products on competitor platforms, like Twitter Polls and Brigade.

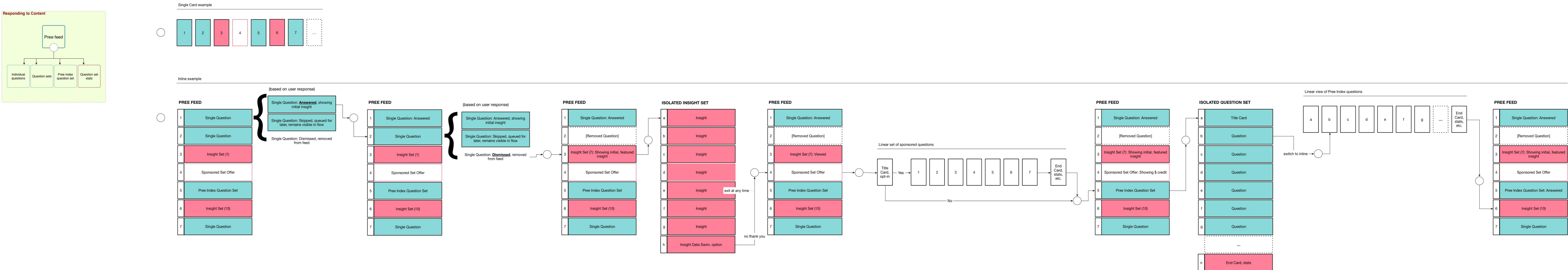
The key design challenge, once the client saw the value of the idea, was to develop compelling visualizations to show Pree users how they relate, and to compel them to dig deeper.

Pree is doing quite well in investor meetings to date. We are preparing to engage for the development of the minimum viable product.

# User Flow Diagram v1

02 Dec 2015

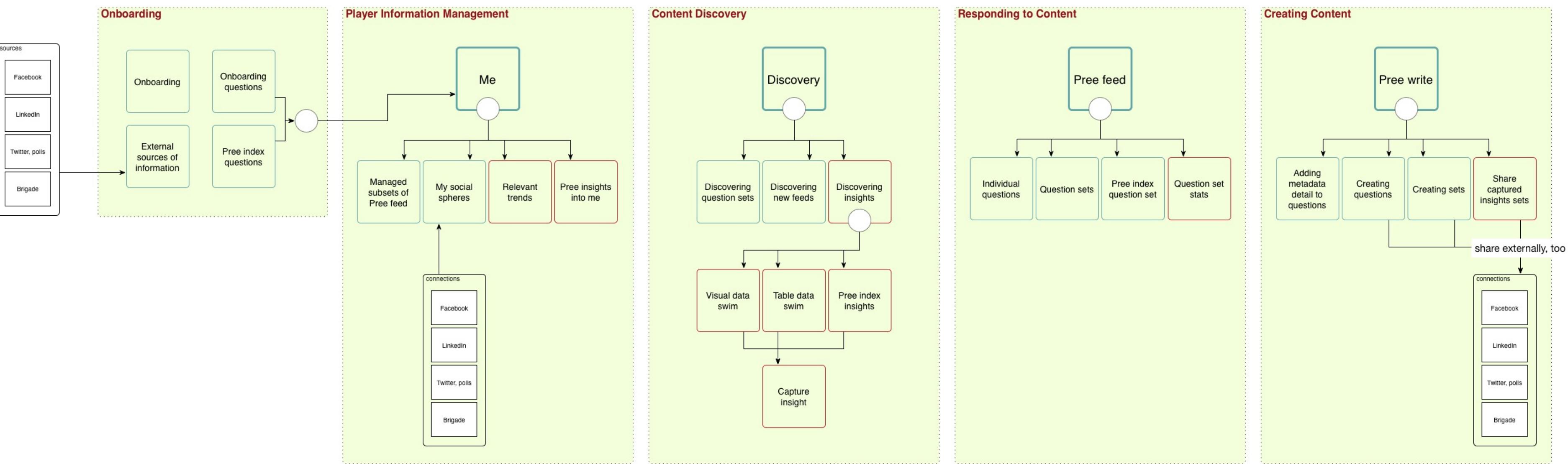
Now Labs



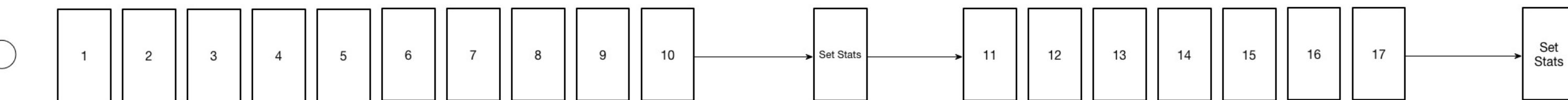
# User Flow Diagram v1

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Question Set example



A look into three types of investigations or data in Prez: tables, chords and maps.

### Table Visualization

Geographic 25.4K  
Gender 15K  
Age/Generation 10K  
Economics 2.5K  
Ethnicity 500  
Politics 120

friends and followers Choose a Node

Geo: States (default for US)

	A	B
AL Alabama	44	55
AK Alaska	45	50
AZ Arizona	41	55
CA California	77	20
CO Colorado	61	33
CT Connecticut	55	31
AL Hoover	23	76

AL Cities  
Geo Cities

	A	B
AL Birmingham	44	21
AL Montgomery	55	22
AL Mobile	65	11
AL Huntsville	24	67
AL Tuscaloosa	34	44
AL Hoover	23	76

USA/AL  
Gender 250  
Age/Generation 243  
Economics 110  
Ethnicity 29  
Politics 11

Choose a Sub node

Alabama Geo:Gender

	A	B
Male	45	55
Female	61	21
Trans-MTF	85	01
Trans-FTM	89	09
Other	12	71

Share this row...  
Save this row to...  
Recent Data (5)  
Demographic  
Harper's Index 2016-01 (22)  
Anomia-Poos/Republicans (11)  
New Collection

USA/AL/Male  
Age/Generation 112  
Economics 98  
Ethnicity 19  
Politics 9

Choose a Sub node

### Map Visualization

USA by State Males  
USA by County Males  
USA by Florida by County Males

### Chord Visualization

VISUALIZATION QUESTION 1: Were Ferguson police justified in killing Michael Brown?

Obviously there is more to the chord UI than just the chords. It is critical to maintain access to the primary data set, while allowing users to explore other dimensions, but keeping them onscreen the whole time would diminish the user's experience of the chord interface.

If the user themselves scroll down to the chord diagram, there should be a satisfying snapping into place of the chords.

QUESTION SET: Race-oriented violence and the economy.

Q1: YES  
Q1: NO  
[Yes] to Q1 by top 15 states

Tap: show information about this question or entry  
Press: show context menu for this chord

USA/Indiana  
Access subnodes for this entity  
View this entity's relationship to all questions in this set  
Make this entry primary  
Show X Remove this element

How to work with chords  
How to refine params  
Base Prez Help

QUESTION 15  
Should the US government pay compensation to the descendants of people brought to the US as slaves?  
Your current parameters  
US respondents (all 256,943)  
Yes: 47%  
No: 44%

Tap: show information about this question or entry  
Press: select "make this entry primary" from contextual menu.

# HARPER'S INDEX

Figures cited are the latest available as of June 2011. Sources are listed on page 72.

"Harper's Index" is a registered trademark.

# Inline Interactions Concepts

Early thinking: applying Twitter UI concepts and considerations for supporting the three primary types of questions in Pree.

QUIZ

inline prompt

Ms. Reichert @rockingreichert8thGr	#USHistory 20
LEVEL	
US History 20	SAVE

inline question

Ms. Reichert @rockingreichert8thGr	#USHistory 20	
What was the largest naval battle ever fought?		
Battle of Leyte Gulf		Battle of Midway
YOUR COHORT		
US residents	EMOTE	SAVE

inline feedback  
(immediate)

Ms. Reichert @rockingreichert8thGr	#USHistory 20	
What was the largest naval battle ever fought?		
Correct		Your Answer
Battle of Leyte Gulf	242.1 ms	Battle of Midway
YOUR COHORT		
↳ 28% US residents 72% ↳	EMOTE	SAVE

SURVEY

(unnecessary since not timed)

PREDICTION

(unnecessary since not timed)

James Garvey @garveysQuest	#presidential race	
Will the willful breach of Hillary Clinton's campaign data have an impact on the Sanders campaign?		
Yes	No	
YOUR COHORT		
Facebook friends	EMOTE	SAVE

ESPN Hammer @ESPNJesseHammer	#NYKvCHA	
Knicks in Charlotte against a streaking Hornets squad. Who takes it in North Carolina?		
Knicks	Hornets	
YOUR COHORT		
ESPN 21992	EMOTE	SAVE

ESPN Hammer @ESPNJesseHammer	#NYKvCHA	
Knicks in Charlotte against a streaking Hornets squad. Who takes it in North Carolina?		
Knicks	Your Answer Hornets	
YOUR COHORT		
ESPN 21992	EMOTE	SAVE

- { Bucket this for later
- { This was good
- { This sucks

Harper's Index @harpersindex	#defense spending	
Amount the Pentagon spent training and arming Syrian rebels before "pausing" its efforts in October.		
Correct		
\$4.5 billion	242.1 ms	\$384 million
YOUR COHORT		
↳ 28% US residents 72% ↳	EMOTE	SAVE

- { Heads up
- { Fave

- { Answer this later
- { Share
- { Broadcast

