



Digital Democracy: Low-fi Prototype & Pilot Usability

Sharewaves

Garrick F. | Gen S. | Grace W.

→ Team Intro

Problem/Solution Overview

Selected Interface

Low-Fi Prototype

3 Task Flows

Experiment

Method

Results

UI Changes + Summary



Garrick

Coterm, CompSci
*no records,
doesn't plank*



Gen

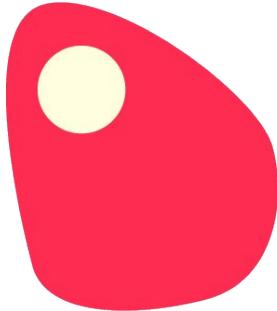
Senior, SymSys
*middle school
basketball MVP*



Grace

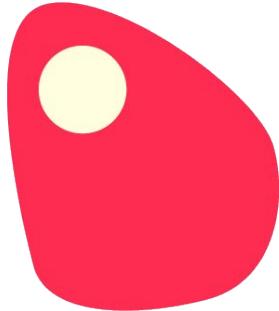
Senior, Econ
*guinness world record for
most people planking*

Our mission is to help people harness the activation energy from reading and sharing news into getting involved with political issues in their own communities.



The Problem

Online communities, discourse, and news divide and isolate people, leaving them feeling hopeless, unenergized, and without clear ways to participate in politics.



The Solution

We provide a platform for people to rally around stories they care about, see people like them, and *get offline*—sparking political conversation and action in their communities.



see the change, be the change

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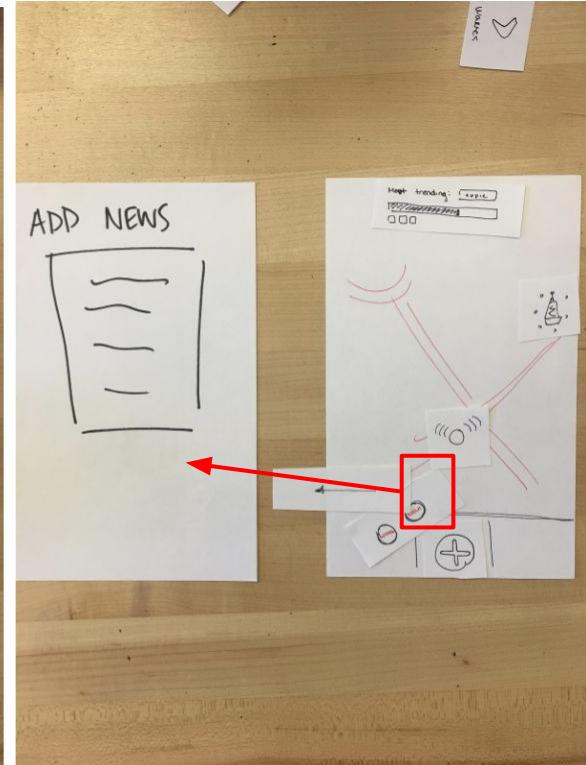
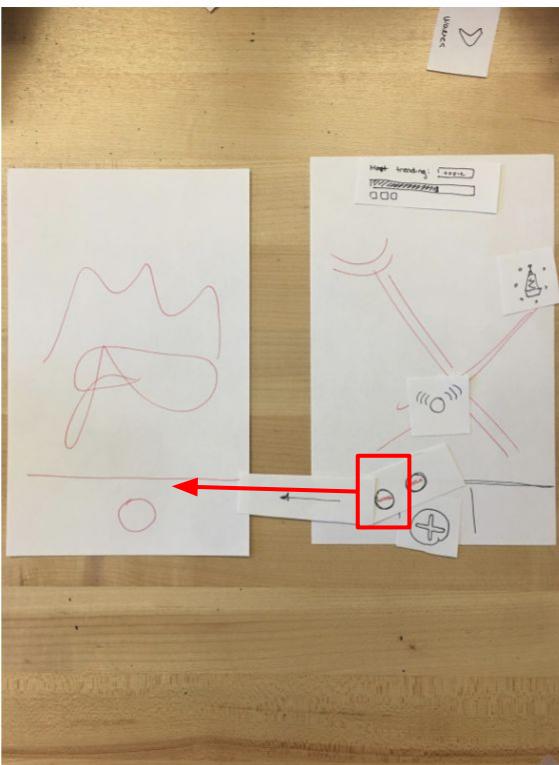
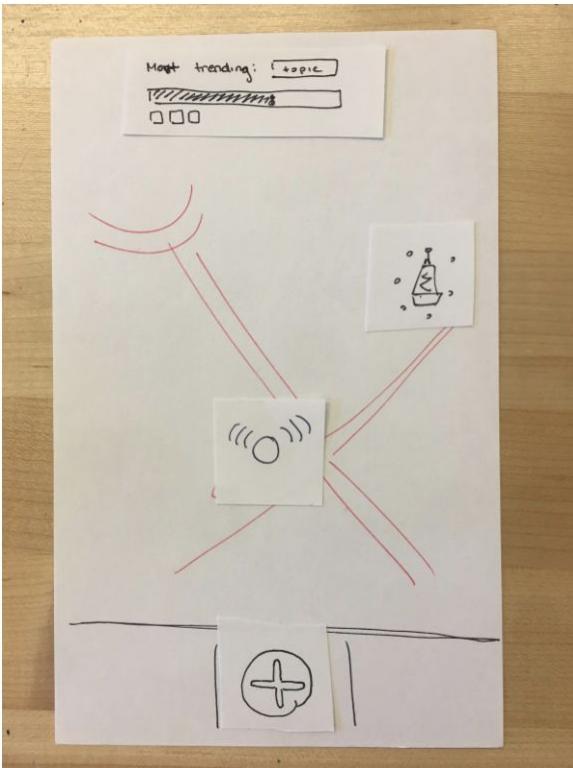
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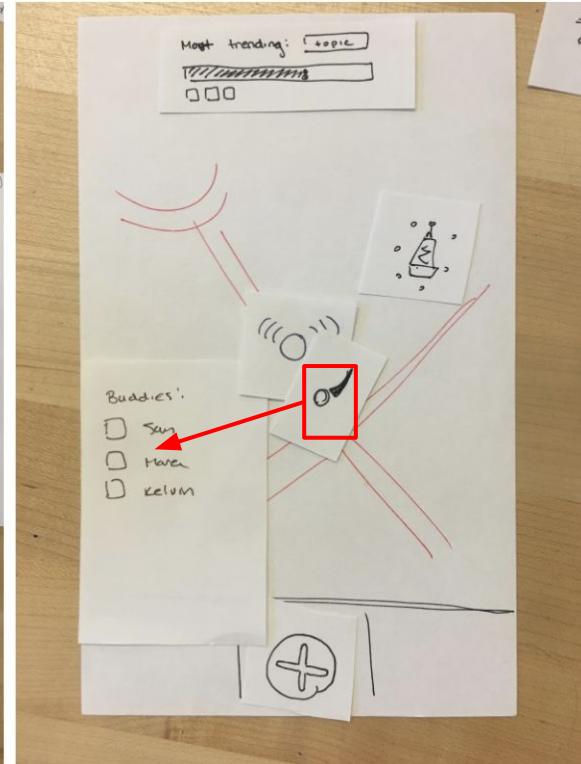
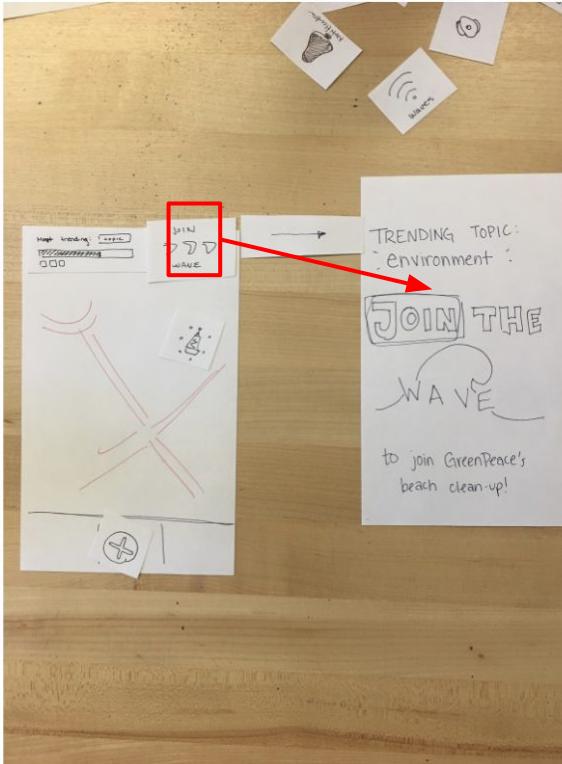
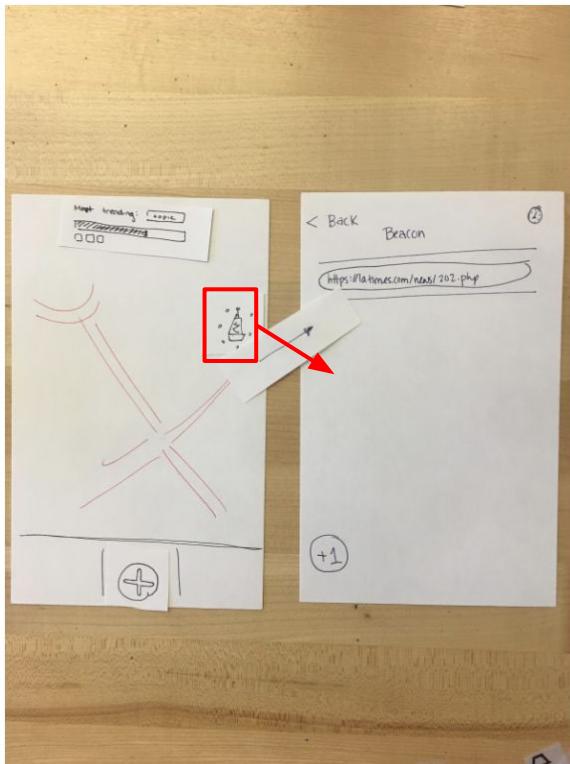
Results

UI Changes + Summary

Design Interface: Geographic Map Interface



Design Interface: Geographic Map Interface



Design Interface: Rationale

Pros

- + Human element is apparent
- + Lends itself to organization
- + Video element: could integrate other technologies with the Map
- + Broadcasting feature would allow for passive claims of politics without confrontation

Cons

- Complicated (overwhelmed by potential tasks): want to be as lightweight experience on top of news as possible
- Geographical closeness could reinforce echo chamber

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→ **Low-Fi Prototype**

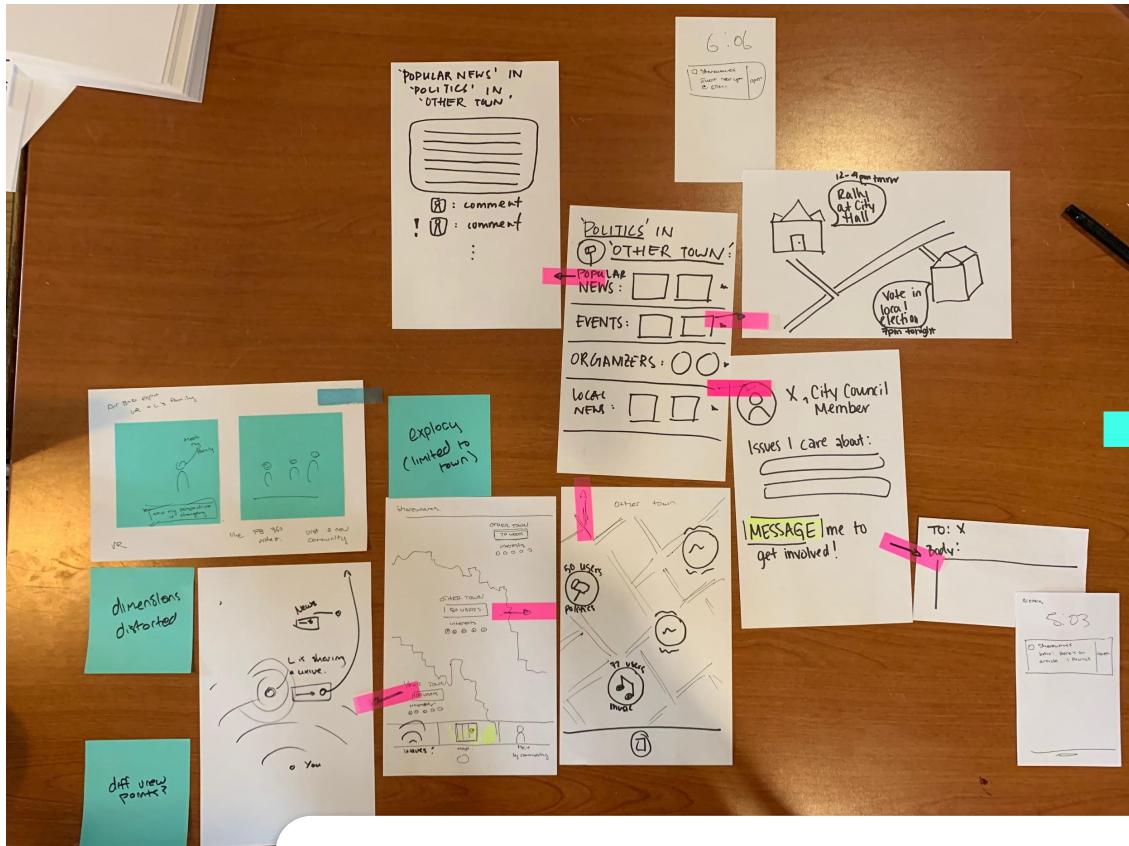
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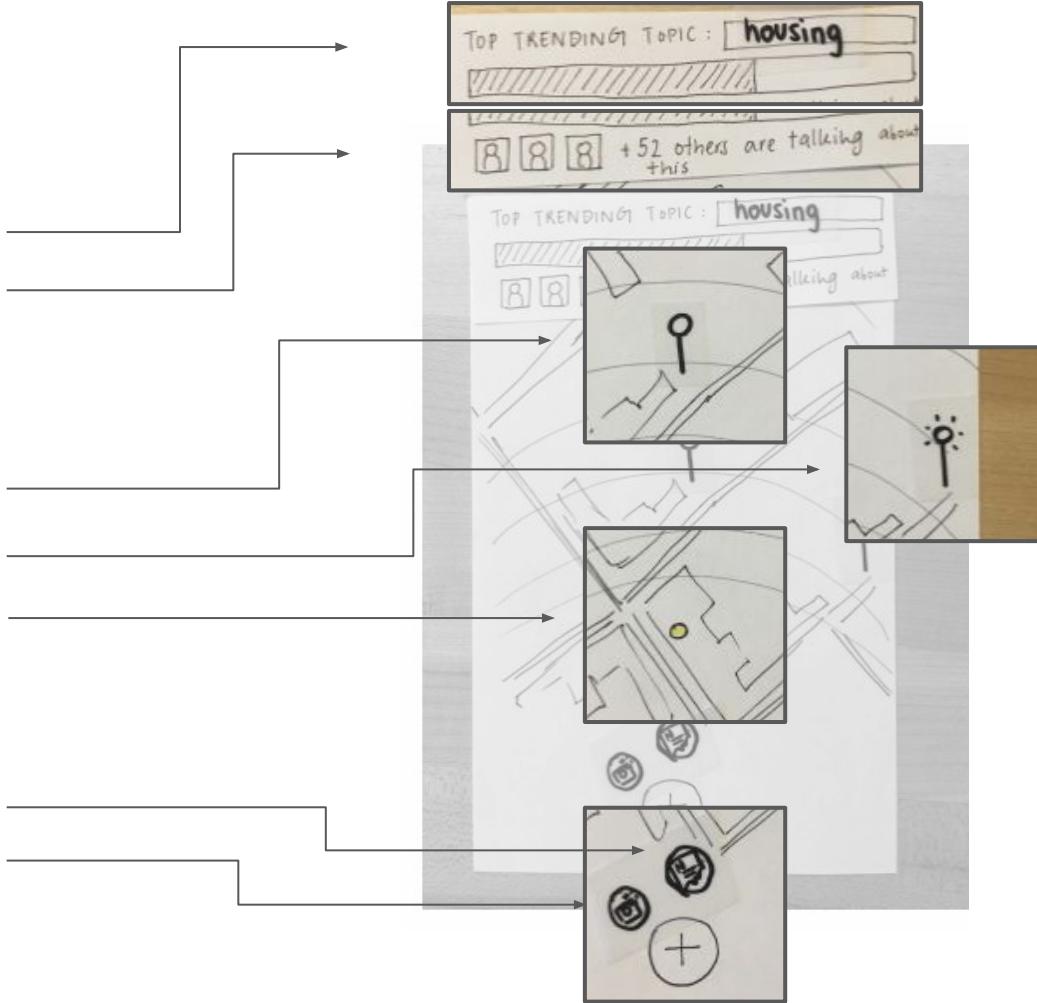


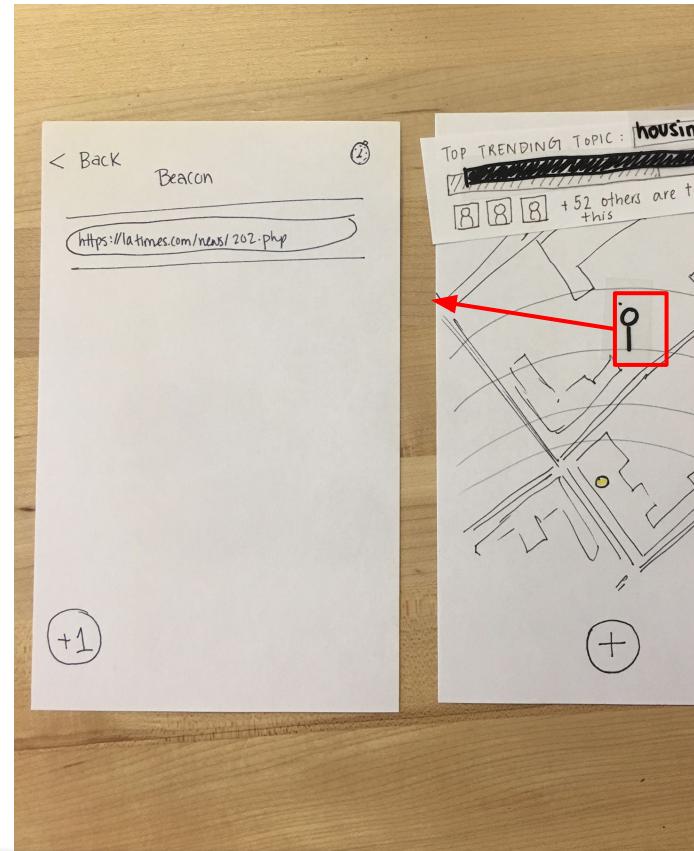
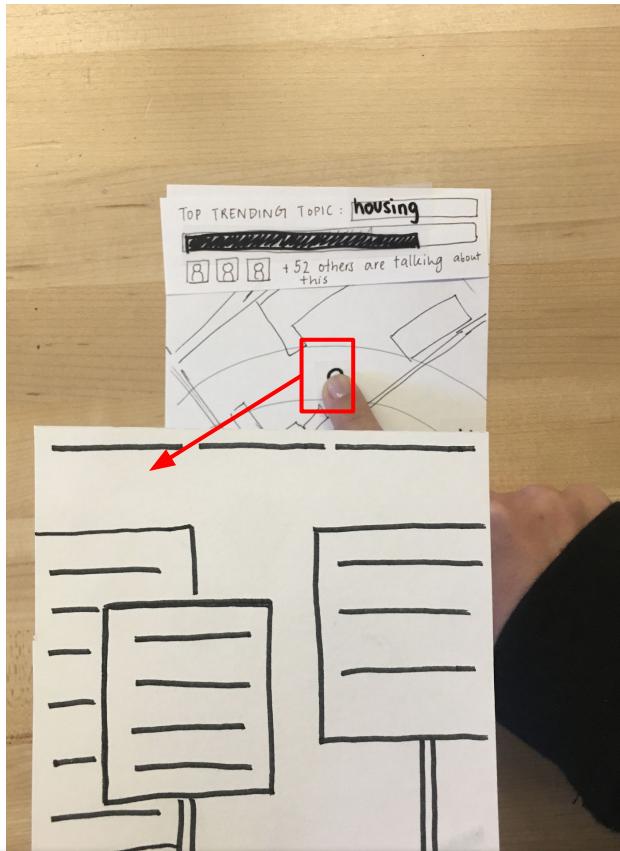
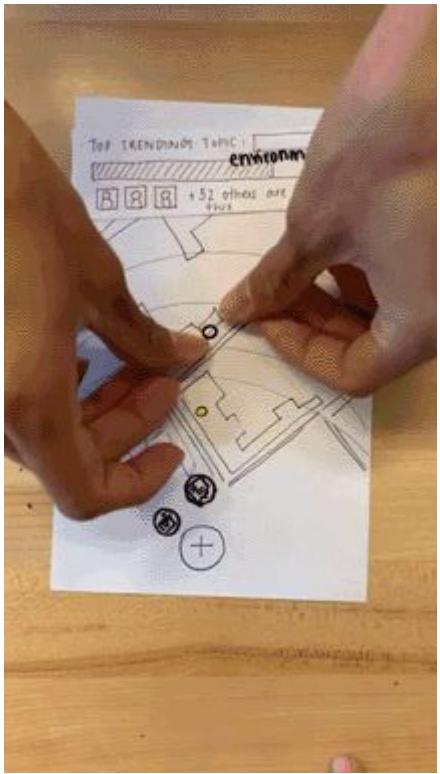
Reduce to core functionality

Spark offline
activity:
*pressure meter
buddies*

Explore stories:
*beacons
activity
you*

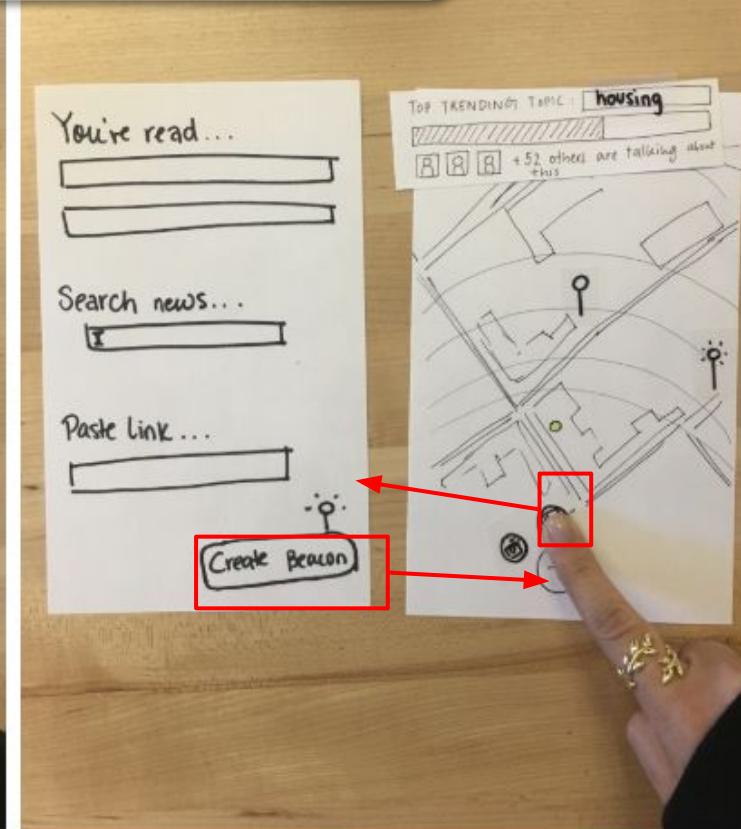
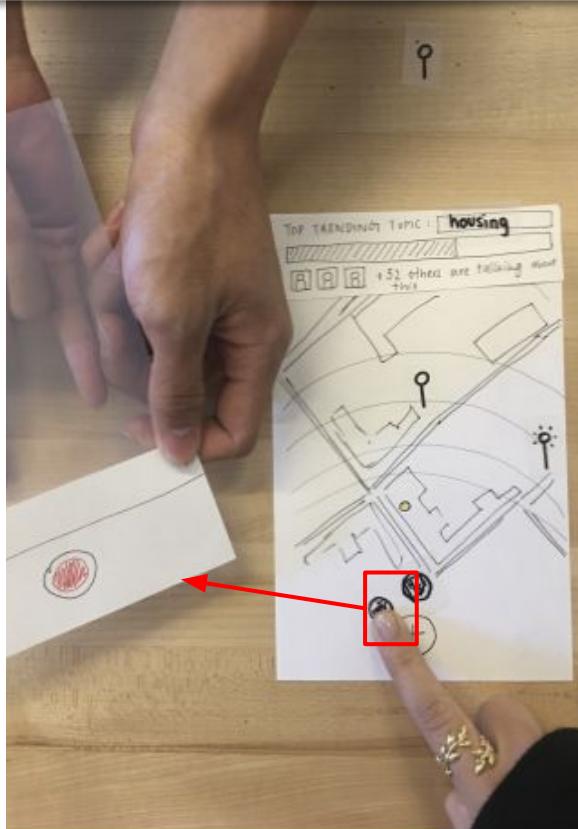
Share stories:
*news
video*

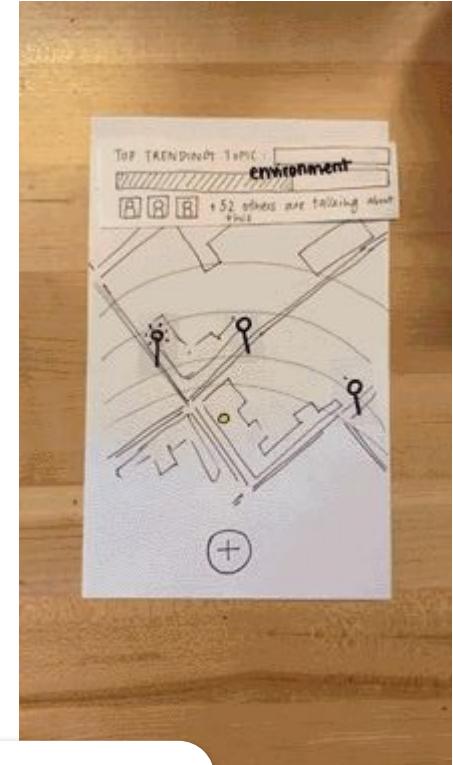
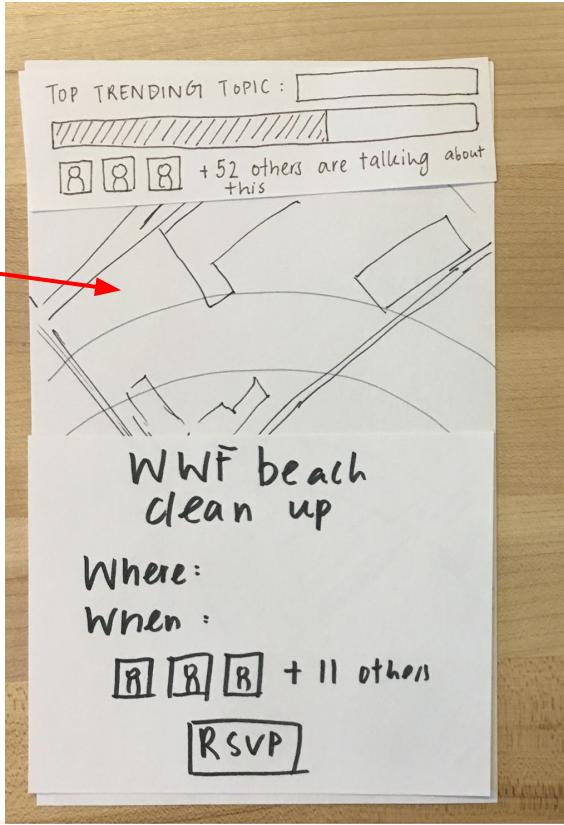
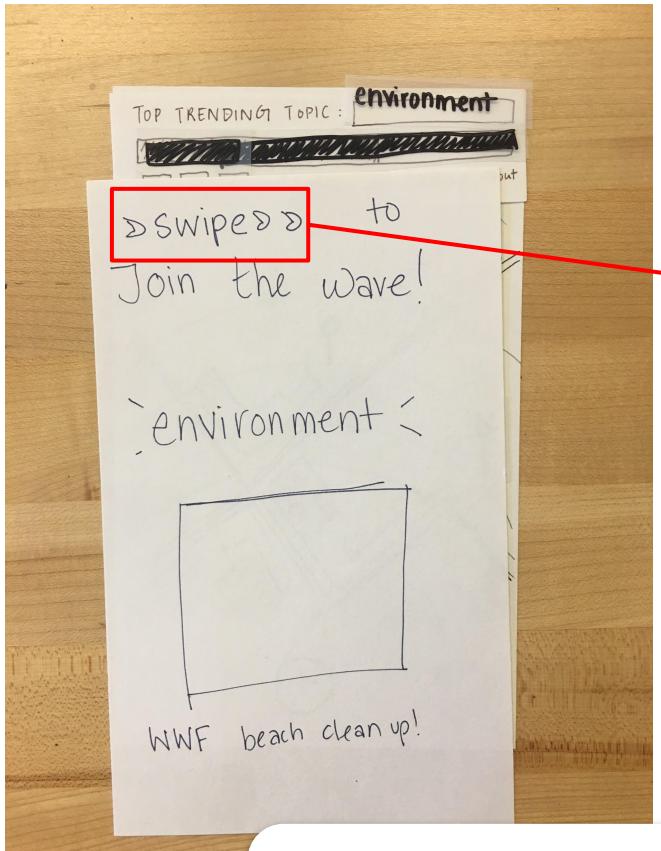




Task #1: discover nearby stories

Task #2: share your stories





Task #3: spark offline political activity

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Experimental Methodology



Who?

2 M | 2 F
20-23 yr. old



Why?

Target demographic
(young,
college-educated)



How?

Solicited
interviews on
low-fi
prototype



Where?

Forbes Cafe,
Coho, on
campus
student
residence

Experimental Results: Discovery

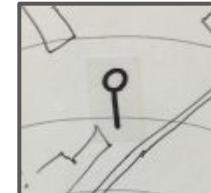
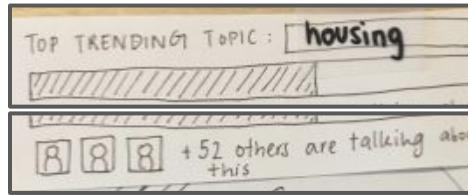
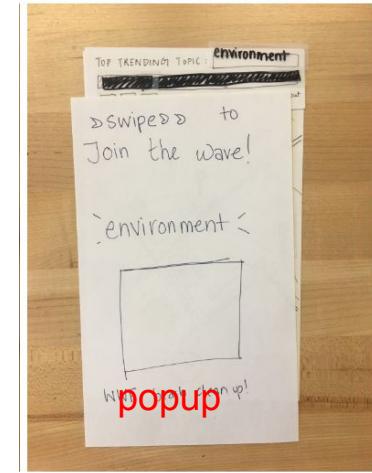
All three tasks worked

- Experiments with discovering tasks, describing components:
5–6 components correctly described, all tasks discovered



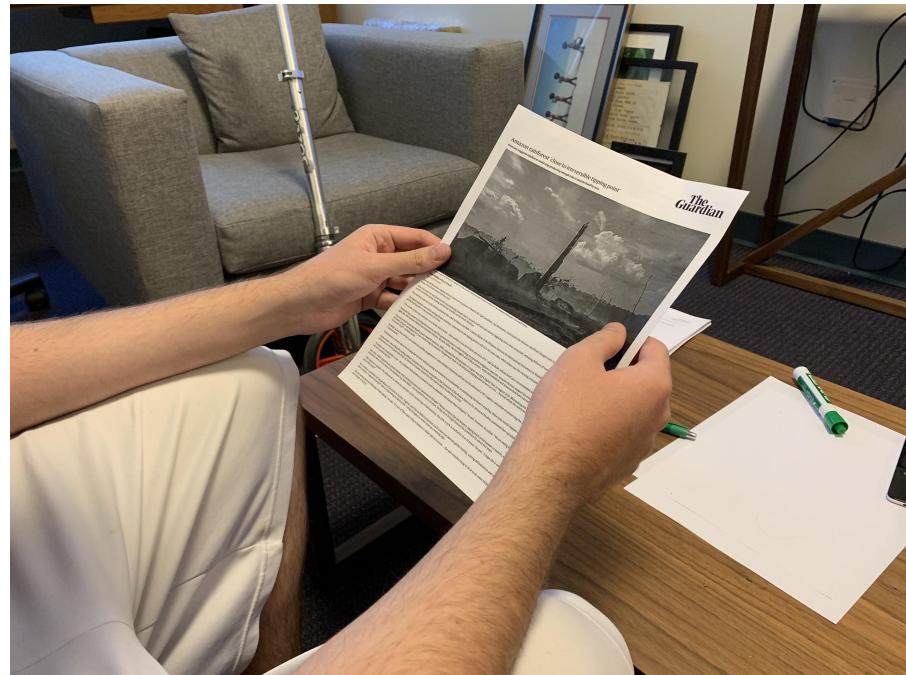
Experimental Results: Errors

- People thought the “Join the wave” screen was a pop up ad (take 2 turned out better)
- Confusion over the top bar
- Clicking on self
- Confusion over beacons



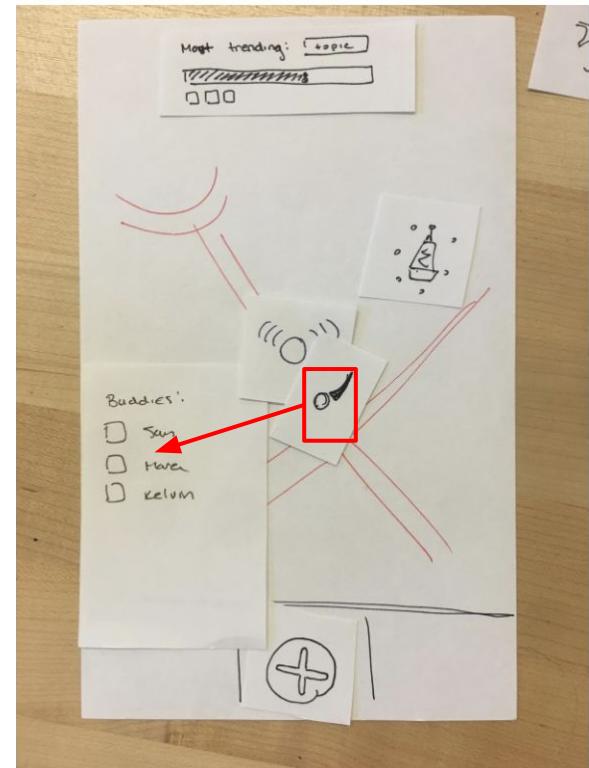
Experimental Results: Successes

- Participants seemed to like the app
- People wanted to get involved in the events
- People understood how the map emphasized community



Experimental Results: Further Questions

- What rewards can you get from participating in events?
 - "What can I get off the platform that I wouldn't get normally"
- Everyone can use the platform; what happens if it's for something we don't like?
- Adding in a buddy system?



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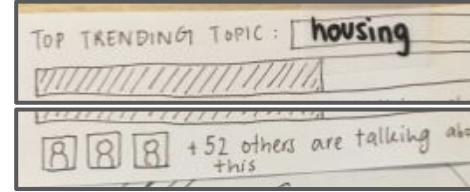
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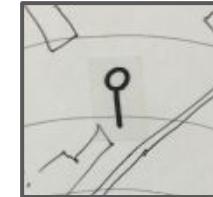
→ **UI Changes + Summary**

Potential UI Changes

Top bar



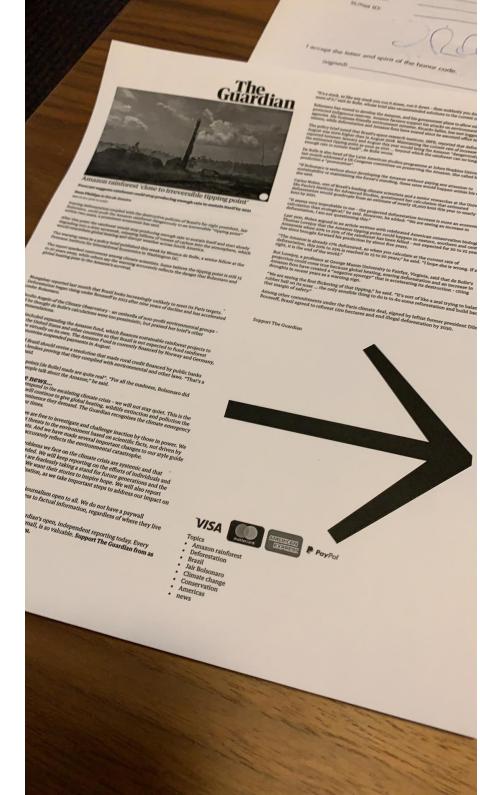
Beacon icons



Self-marker



Including actual news



Summary

Where are we now?

- Refined problem statement
- Refined tasks
- Low-fi prototype of core experience
- Testing

Where are we going next?

- Med-fi: experiment with icons, style, presentation
 - Solidify theme
- Hammer out experience of going to events
- Hammer out social/buddy aspect, if any

Thank you!
Any questions?

Appendix: Unused Slides



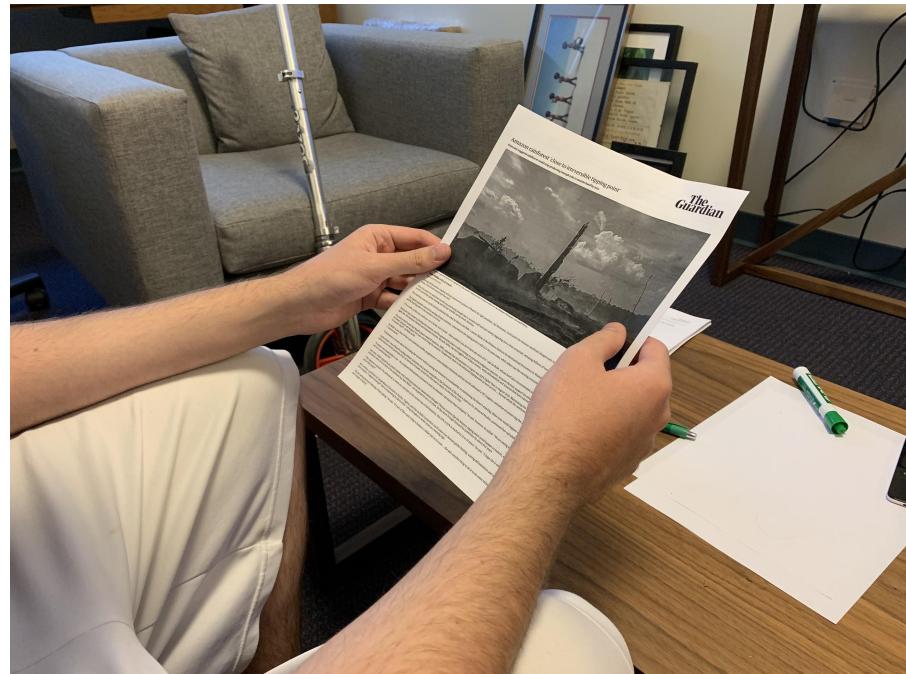
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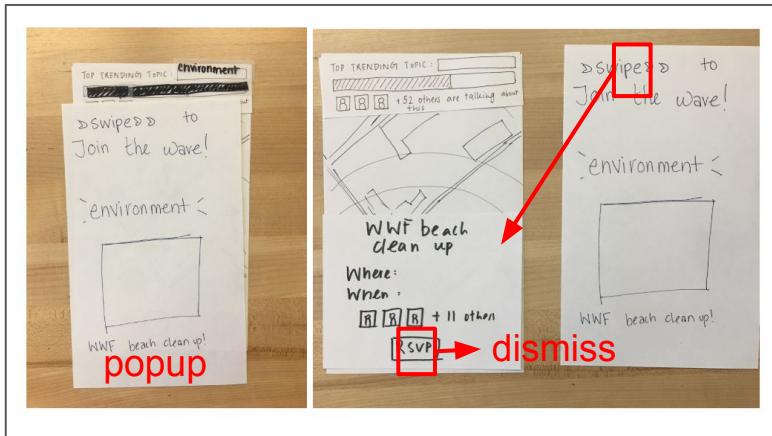
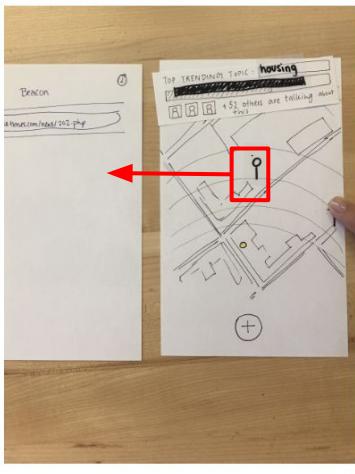
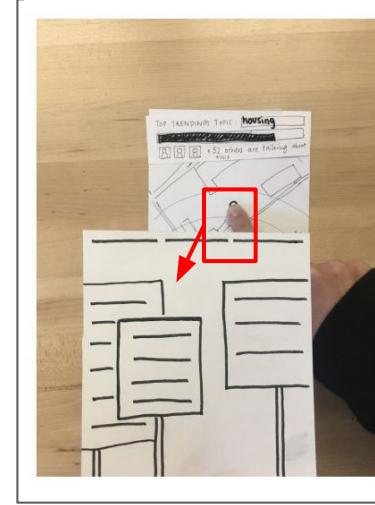
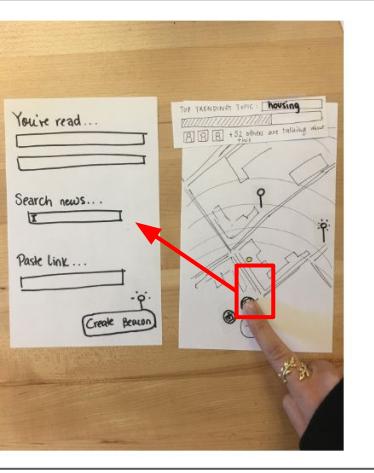
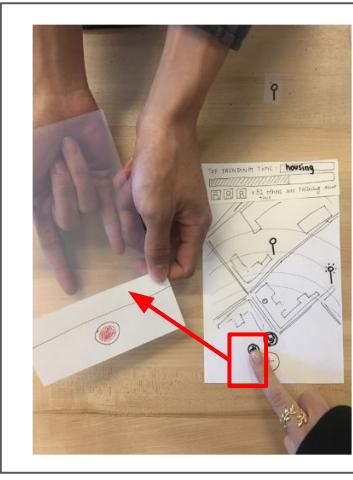
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Experimental Results

(Experiment prototype): Do people want to get involved in events after reading the news and seeing activity?

- Proximity to placed beacons instead of people: safety feedback
- What sorts of events are good for small communities?





Low-fi Prototype Structure

