

Krystal Final Presentation Outline

Total Time: 15 min

1. Intro/Background (2 m) - Person1

a. Intro:

- i. Everybody consumes news in some form as mass media has grown in the information age
- ii. Many have become skeptical of various organizations in the media industry
- iii. We want to offer a tool to the conscious consumer in the dissemination of news

b. Problem:

- i. Mass media organizations are huge and require funding to operate at scale.
- ii. They often have fiscal ties to other industries and organizations that would potentially represent a conflict of interests in their coverage of certain events
- iii. While the information to discern these ties is publicly available for the most part, there exists no tool to decipher the potential bias at the rate the modern person consumes media

c. Solution:

- i. To address this issue we developed a tool to package media with the relevant information empowering consumers to be informed about things they value
- ii. Krystal allows users to screen general news media for potential conflicts of interest by visualizing the professional connections of the media organizations behind its production

2. Wireframe(30 s) Person1

- a. Presenter looks through the initial screenshots from figma

3. Arch Diagram(1m 30s) Person3

- a. Presenter walks through the initial choices we made and why
- b. Presenter walks through the current diagram
- c. Presenter explains the differences and our reasoning

4. Situation Slides (3 m) - Person2

- a. Man unsure if an article is written in good faith
 - i. The man noticed an article about the recent Amazon Workers Union and is curious what it says
 - ii. He also knows it may be biased if the media organization is affiliated with Amazon
 - iii. He adds the Amazon filter term to see which articles may be biased
 - iv. He noticed the article he was looking at was produced by the Washington Post and that it is affiliated with Amazon, so he decides to read a different article
 - b. Woman is sent an article from a friend
 - i. After seeing the title she notices it contains a study on the opioid crisis
 - ii. Looking at the same article in Krystal allows her to screen for potential pharmaceutical bias
 - iii. Seeing the article did not raise any flags lets her engage with the media with more confidence
5. Live SW/HW Demo (5 m) - Person3
- a. Get Started with New User (45s)
 - i. * presenter already has an account setup *
 - ii. Presenter presses create account and explains only an email is needed to make an account, and MFA will validate users
 - iii. Presenter returns to login screen and uses an existing account
 - b. Home screen walk around(1m)
 - i. Presenter explains the suggested results are based of a recent search term
 - ii. Presenter taps on the three bars and explains users can access account information and settings, as well as logout in the side menu
 - c. Search and Filter(2m)
 - i. Presenter goes back to home and searches for a pre selected term that will allow us to highlight functionality
 - ii. Presented shows the articles that are displayed before adding filter terms

- iii. After the filters load, the presenter identifies a flag and shows how one may avoid some news and gravitate towards more neutral voices
 - d. User Settings(1m 15s)
 - i. Presenter explains if a user would like they can create preset filter combinations
 - ii. Navigate to user settings and preselect filters
 - iii. Return to search and search other selected term
 - iv. Show the results and which flags have been shown
 - e. Logout(n)
 - i. Logout of the user
- 6. Project Management Summary (1 m 15s) - Person4
 - a. Presenter gives a quick look at the burndown chart and how many hours we collectively worked as well as points estimated vs completed
 - b. Presenter moves to next slide showing how much it would have cost at different rates as well as how the work was split between different categories of task (next presenter will focus on what we took away from that)
- 7. Advice and Lessons Learned (1 m 45s) - Person5
 - a. Presenter moves quickly through remaining slides highlighting the most interesting points
 - b. First slide explains how we approved of the stack we used
 - c. Second slide explain the biggest drains on our team, including dependency issues
 - d. Third slide highlights something we learned and or like about our stack and think is good to pass on
 - e. Fourth slide highlights our communication preferences and what was good and bad about our communication strategies