



### **Problem:**

The majority of us have underinformed opinions about the current events in the world.

Certain media outlets are partially to blame for this. They condense stories, stripping them of situational elements and thus underemphasize the humans involved in such events. As a result, readers have difficulty empathizing with those affected by these stories, leading to underinformed opinions.

Without our empathy, the victims in these stories are left alone in their struggles, while the global community accepts them as simply facts or statistics.

## **Our Solution:**

Create a platform to encourage content creators and readers to focus on the human elements of a story.

Nonlinear storytelling provides an effective and compelling medium to showcase humans' stories alongside a main narrative.

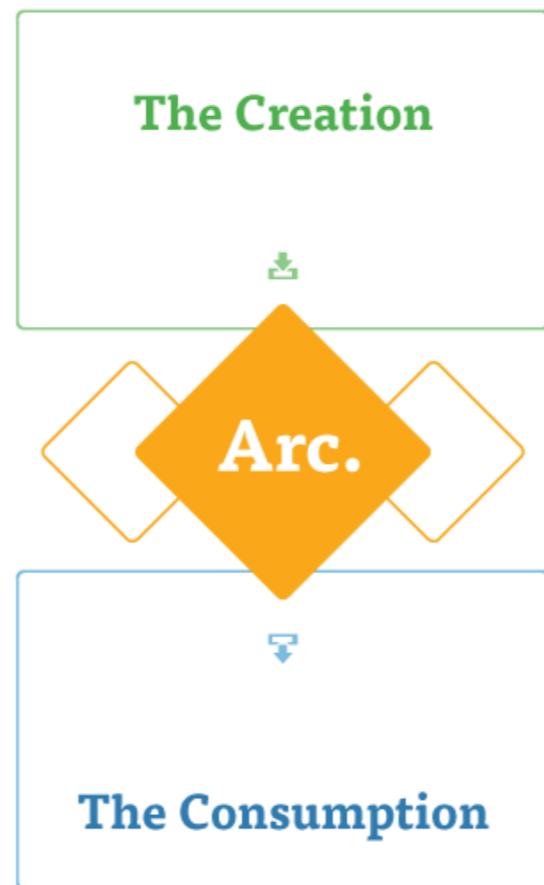
Providing the relative human stories surrounding an event creates a platform for the reader to empathize with those impacted and therefore construct an informed opinion.

And that's the idea behind:



A non-linear storytelling platform.

There are two main components to the infrastructure of Arc:



## The Creation

### ③ Purpose:

Create a digital platform for nonlinear storytelling that incorporates human elements into the main narrative

### ⌘ How:

A full-featured CMS that provides powerful writing and editing tools to construct compelling narratives

### 👤 Users:

Writers, journalists, thought leaders, subject matter experts, or anyone aspiring to tell a compelling story



### ④ Purpose:

Bring greater understanding to global topics through interweaving human stories — care, relate, and understand

### ⌘ How:

Mobile apps and responsive websites that utilize all forms of digital media to provide an optimal reading experience

### 👤 Users:

Readers

## The Consumption

## The Creation



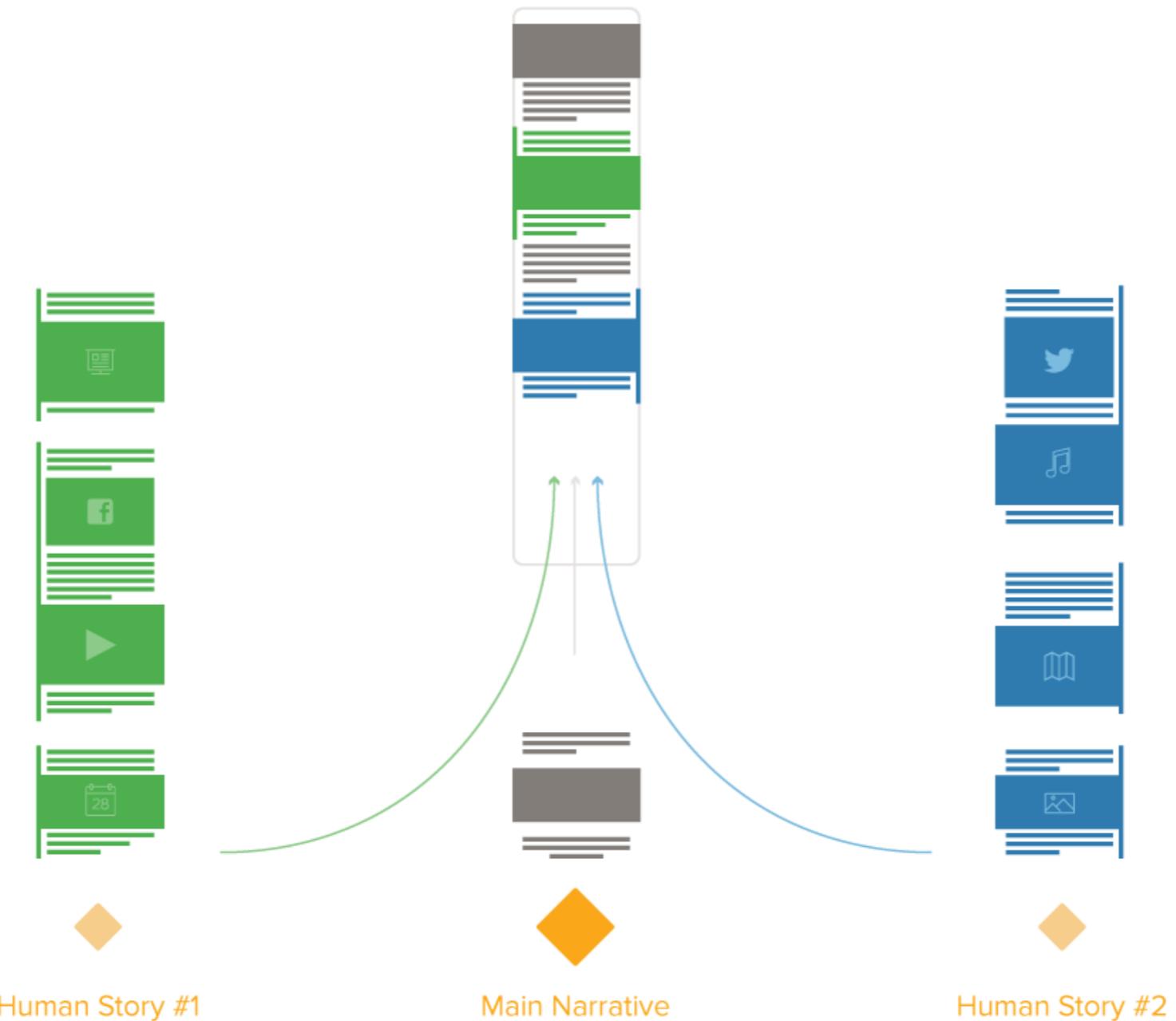
Arc.



For this challenge, we decided to prototype only one touch point: consumption of Arc on an iOS device.

## The Consumption

Arc's modular approach stitches different types of media from all three parallels into one cohesive narrative.



Arc's iOS app will enable the best possible user experience for reading on a mobile device

### ◆ Readability

Typography and key content designed for optimal mobile consumption. — Switch or resize fonts — Pick a different color theme (e.g. Night Mode Reading) — Navigator, a custom scroll bar to easily move around the story — Tilt to scroll

### ◆ Embeddable Mediat

We find interesting digital content everywhere, and support nearly all embeddable formats - from Flickr photos to Tweets to YouTube videos to Soundcloud clips to Google Maps.

### ◆ Compass

Compass provides contextual, non-intrusive annotations within a story to give readers the option to gain a deeper understanding of specific items or events. — It learns from the reader's behavior and becomes more and more contextually accurate.

### ◆ Following/Bookmarking

Users can follow certain stories, so that when updates to a story are available, the user is presented with those updates in the context to which the user is familiar.



### ◆ Discussions

All stories contain supplementary discussion sections, where readers can share thoughts and engage in thoughtful conversation with others about the story. — Moderators ensure that all comments follow a certain etiquette and provide meaningful contribution to the discussion.

### ◆ User Profile

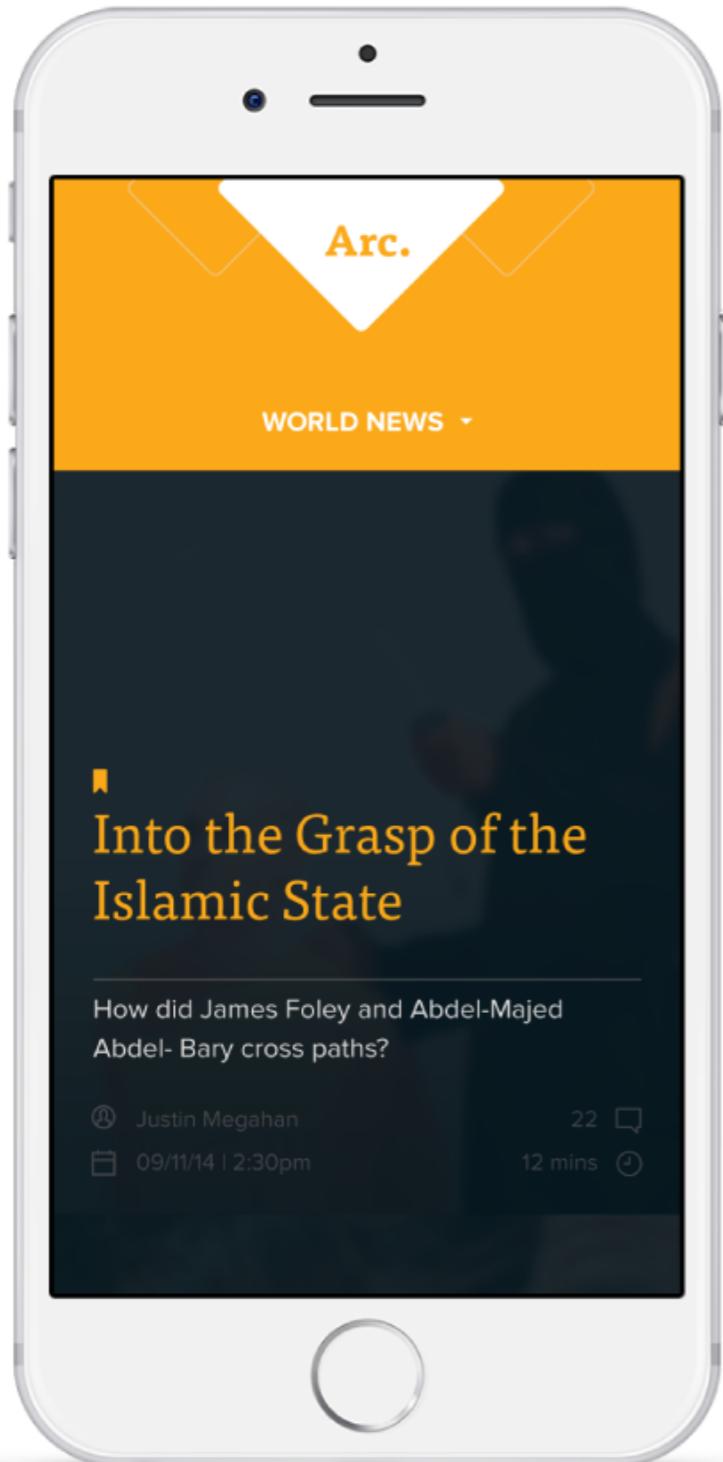
Rich profiles help readers easily discover what's most interesting to them, based on their previous Arc. activity, location, social profile or activity and networks. — Users can also see their reading history and edit their interests to help Arc. present the best content for them.

### ◆ Search

Users can easily navigate to any story from anywhere in the app via an intuitive navigation menu.

### ◆ Social

Arc. makes sharing stories to Facebook and Twitter as easy as it should be.

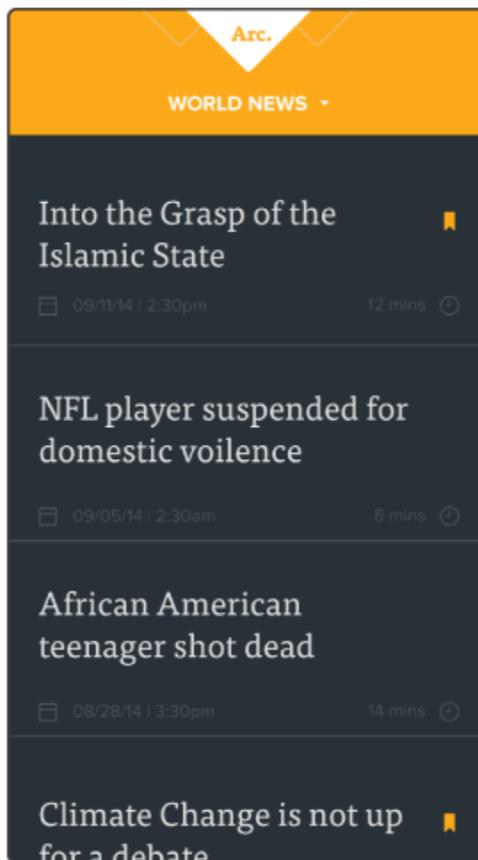


## Main Story Feed

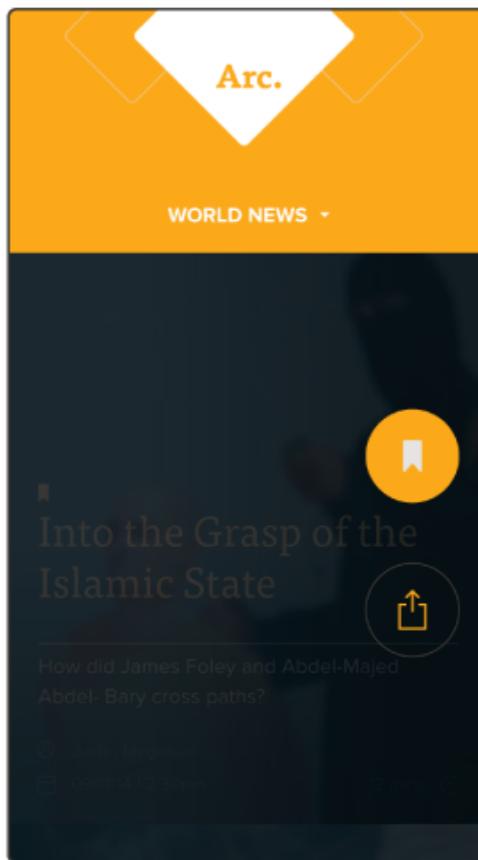
A feed all the current topics. The ability to pick categories.

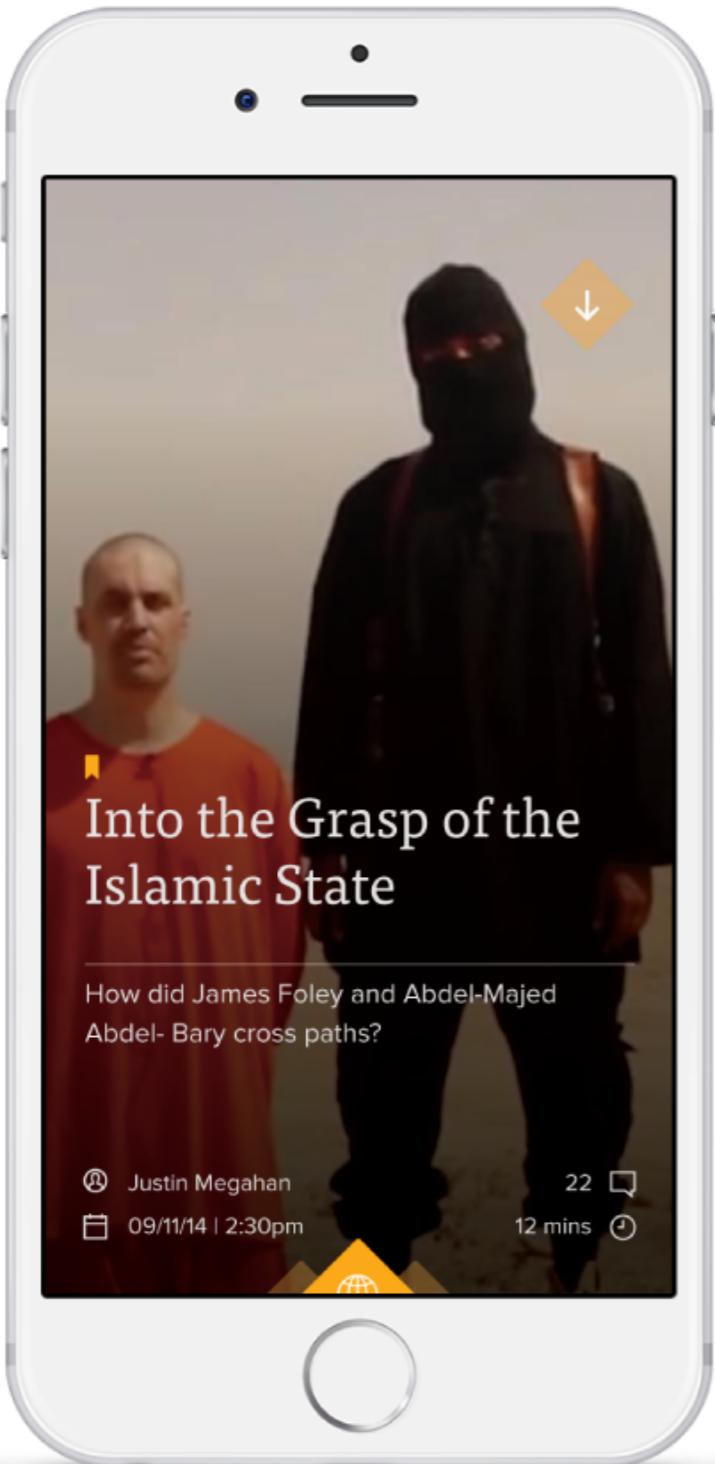


Pinch anywhere on the homescreen for a more condensed view of the story feed.



Swipe left on an individual story to reveal bookmarking and the ability to share the story.





## Story

All the components of the story housed in one cohesive narrative.



Video & Quotes Component

“

*"The United States of America will continue to do what we must do to protect our people. We will be vigilant and we will be relentless. When people harm Americans, anywhere, we do what's necessary to see that justice is done."*

Barack Obama  
President, United States of America



API Component (Soundcloud)

Ragaa, were granted political asylum in Britain in 1993. He was later arrested for the 1998 bombings and extradited to the United States in 2012 after a protracted legal battle.

Rinse FM Pod... SOUNDCLLOUD

## Story cont. I

All the components of the story housed in one cohesive narrative.



Individual bio component

### James Wright Foley



Curiosity about the reality of places like Iraq, where his brother was serving as an officer in the US air force, first led James Foley to embed himself with US troops in such places of extreme conflict.

Before deciding to pursue journalism in the mid-2000's, Foley was a



API component (Twitter)

Western journalists were ambushed by Gaddafi's forces in Libya, resulting in the death of one and the rest taken prisoner.

 @CBSThisMorning  
@ClarissaWard says "everyone is extremely concerned" about kidnapped journalist James Foley, & it's "hard to get a sense of who has James"

09/11/14 | 2:30pm 

"A soldier's pressing your face into the bed of a truck, bleeding from the scalp — it's the worst kind of shock," Foley said afterwards.



Image gallery component

broke out, Bary announced his loyalty to Islam and those fighting against the Assad regime.



In July 2013, he posted on Facebook, "The Unknown mixtape with my bro Tabanacle will be the last music I'm ever releasing. I have left everything for the sake of Allah."

Bary left his family's \$1-million-plus home west of London soon after to



Interactive map

Beginning in the spring of 2011, uprisings spread across Syria in opposition to President Bashar al-Assad's regime, whose forces would respond with violent crackdowns.



The conflict gradually shifted from popular protests to an armed rebellion consisting of several different groups. One of these groups was

## Story cont. II

All the components of the story housed in one cohesive narrative.



Discussion board

**Discussions (22):**

What would be a good substitute for military actions in this scenario?

Share your thoughts

Hari Kapoor  
Analyst @ Jobr

There is "no realistic prospect" of defeating ISIS without military action, and the UK has unique assets that no other coalition partner can offer, including precision missiles and surveillance capabilities.



Swipe left for the navigator

Tube on August 15th. Despite its immediate removal, copies and screenshots of the video spread across the web. Twitter actively removed all photos. LiveLeak, known for violent and disturbing content, wiped the video from its site.

The following day, the United States National Security Council confirmed the authenticity of the video.

From a podium at the Edgartown School in Martha's Vineyard, President Obama condemned the act and vowed justice.



Tap on highlighted text to bring up the informative Compass cards



The uprising against Col Muammar Gaddafi

The Libyan Civil War, also referred to as the Libyan Revolution, was a 2011 armed conflict in the North African country of Libya, fought between forces loyal to Colonel



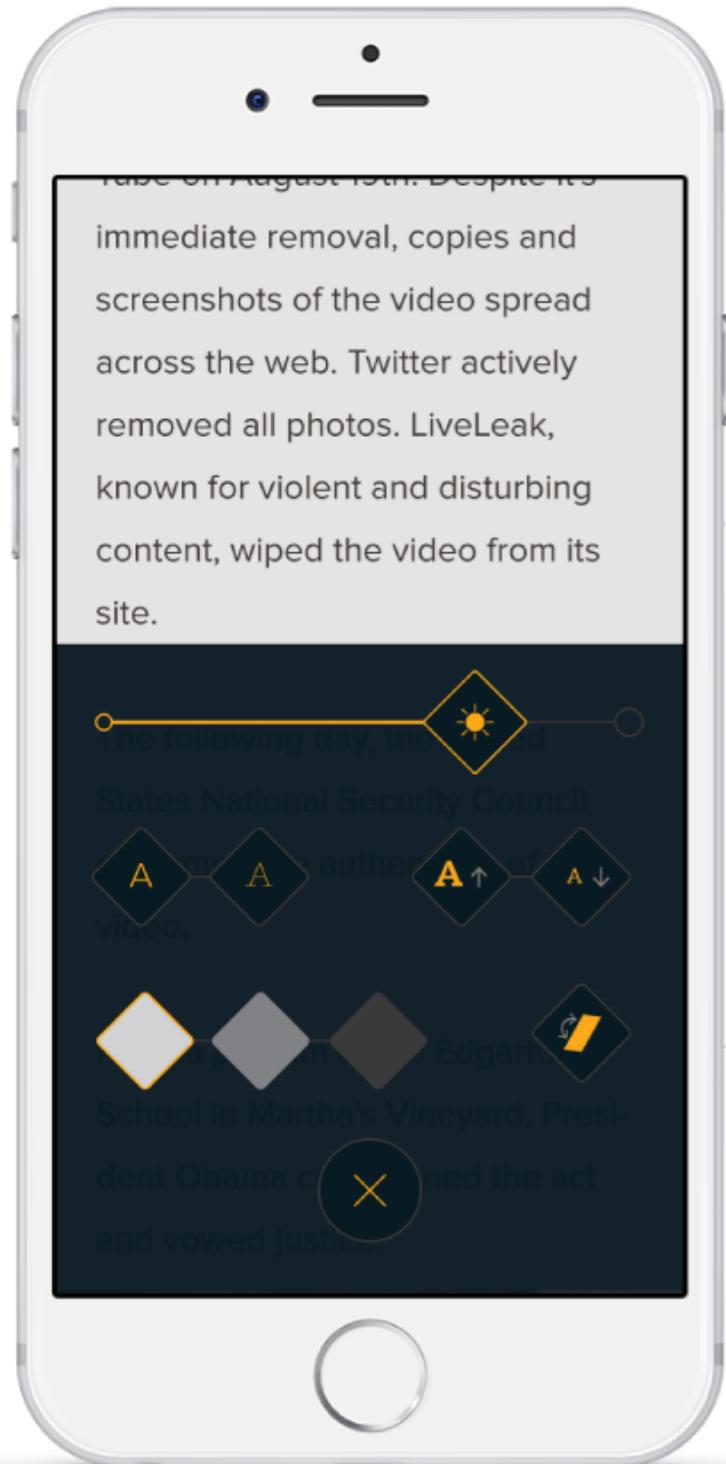
From the Nav, access Reading Control Center

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## Reading Control Center

Lets the user customize the reading experience to their preference.

The user can only access it from a Story view.



Adjust Screen Brightness



Serif or Sans Serif



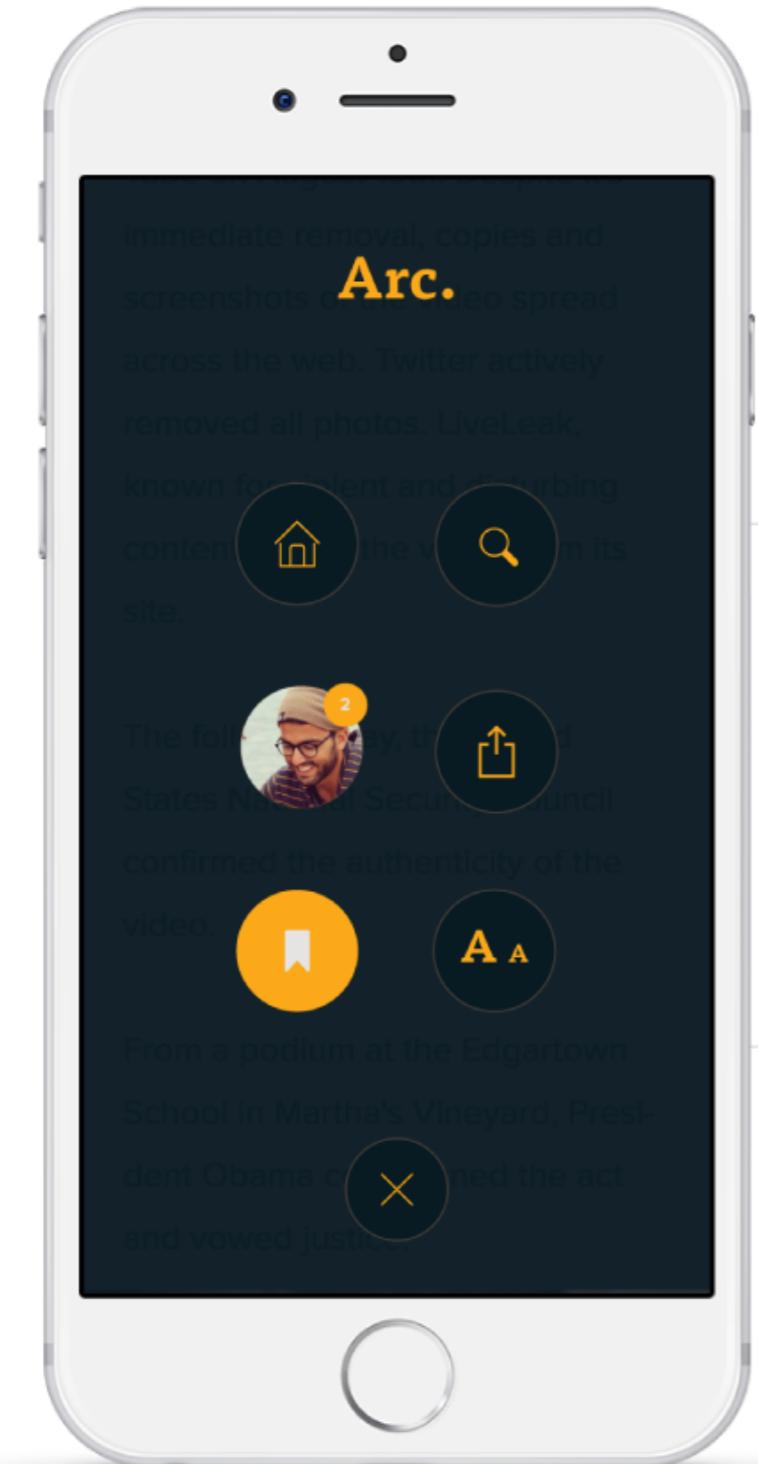
Font Resizer



Color themes

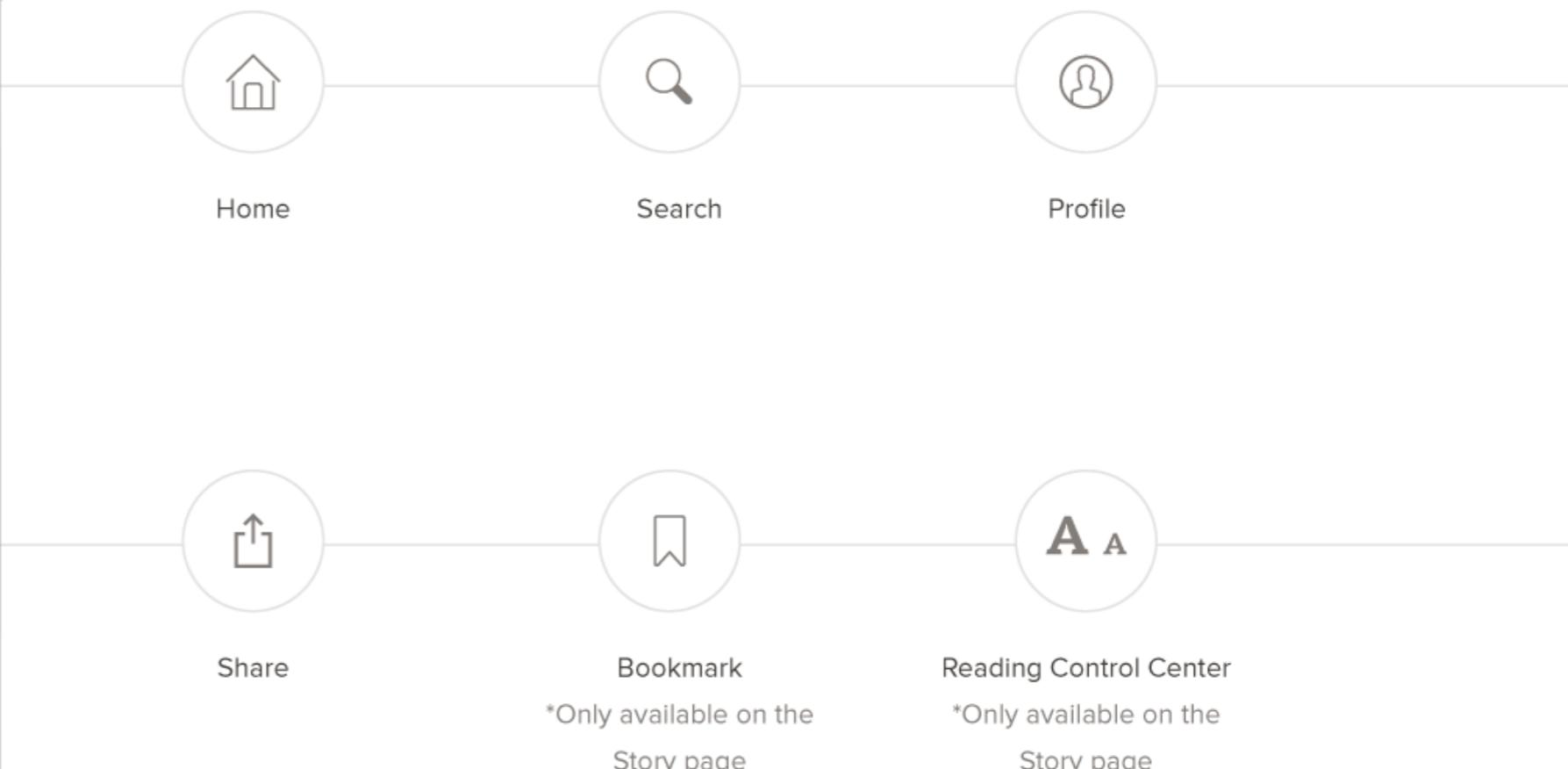


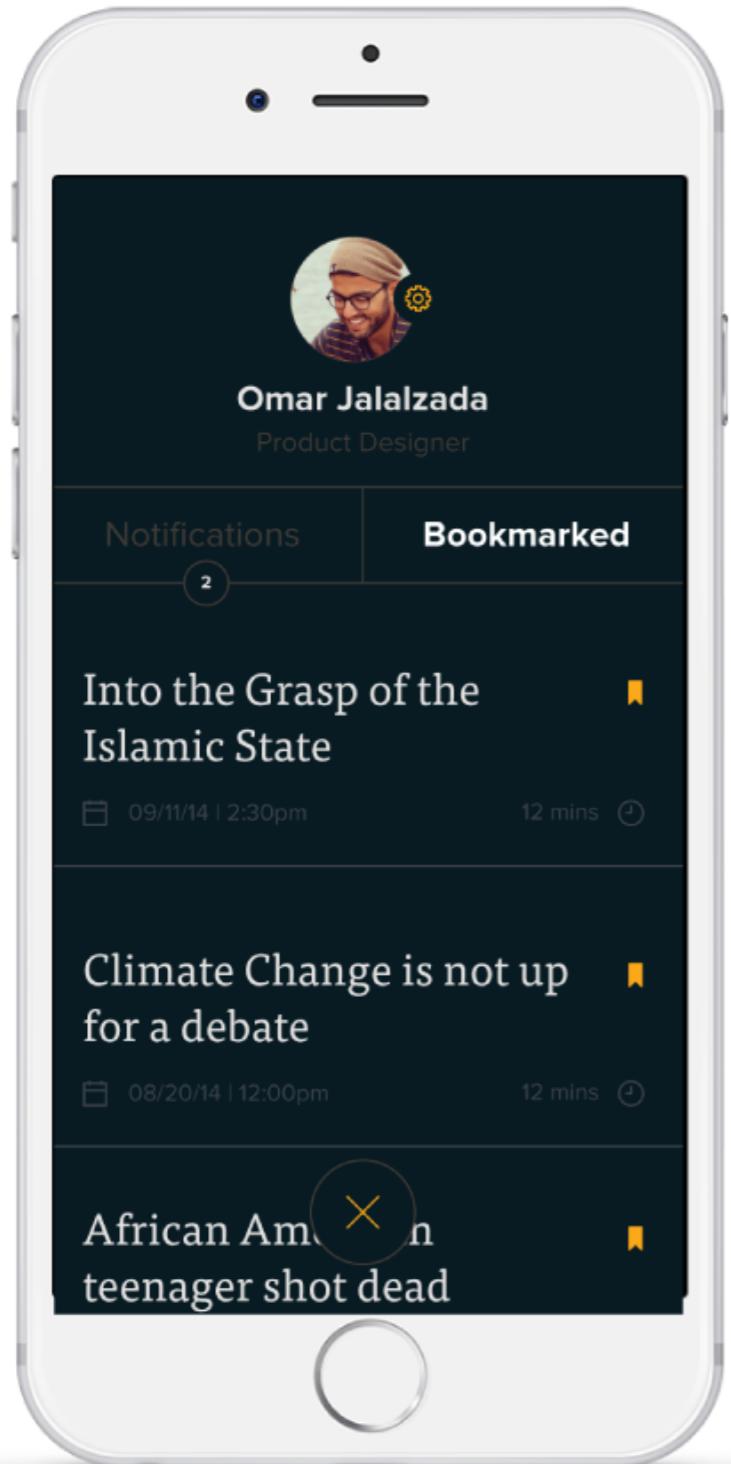
Tilt to Scroll  
Switch to On/ff



## Navigation

Press and hold anywhere in the app to access the navigation panel





## Profile Page

This will keep track of the user's reading history and lets them access any bookmarked stories or notifications.

When a user creates a profile, their reading history can be tracked to enhance the logic of Compass cards. The more data we get, the smarter the suggestions will be.



End.

