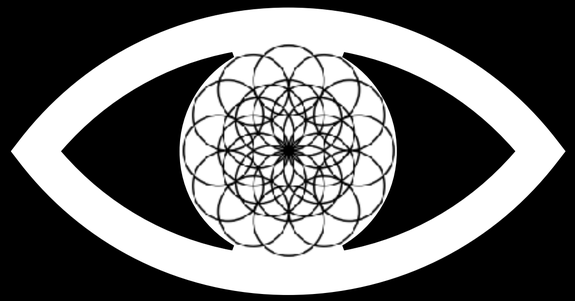


WOKE

Wide Open Knowledge and EMPATHY

InVision Prototype

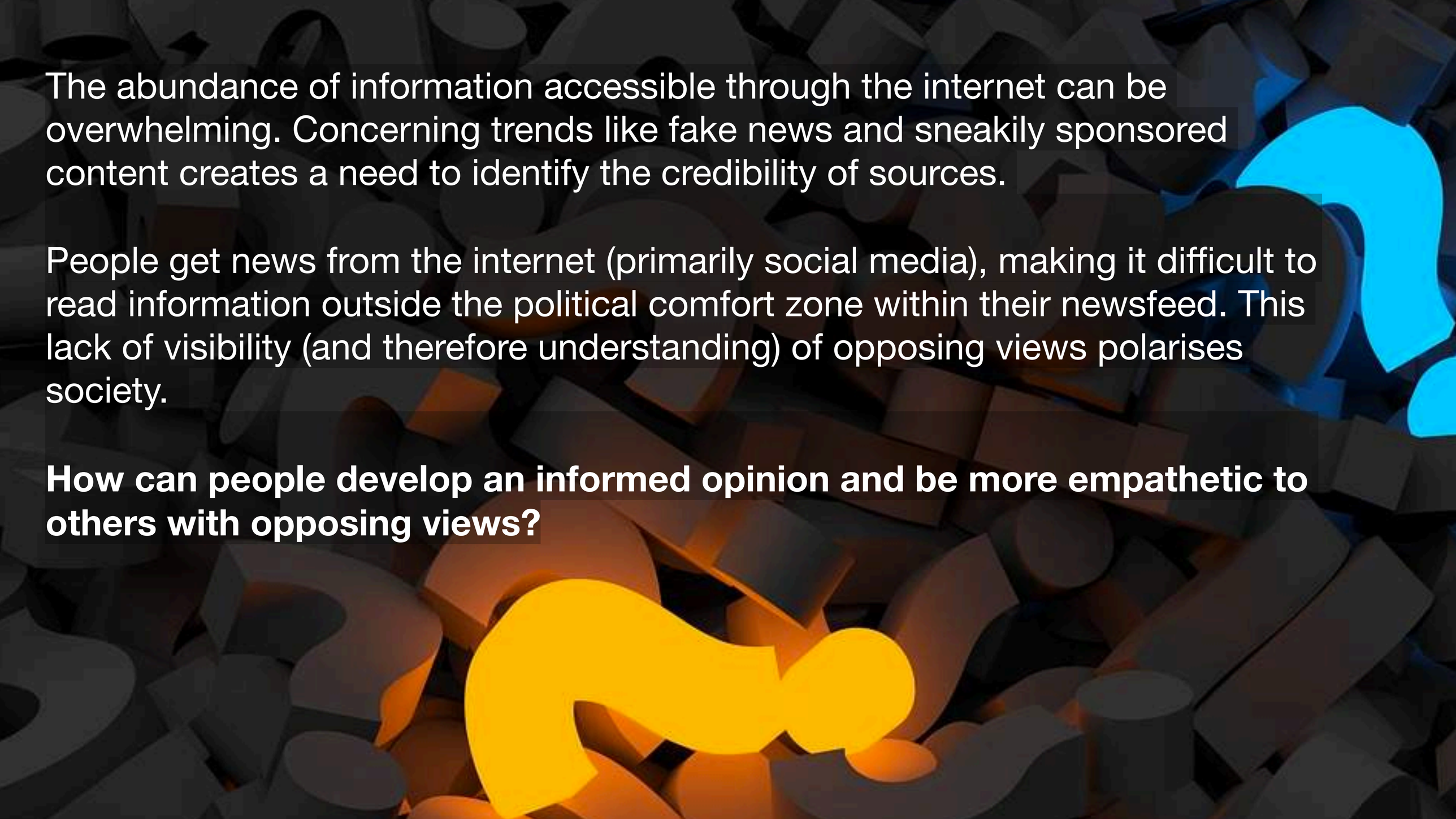
GA UXDA - Nov 2017

Brian Hendrick @bhndrck

The abundance of information accessible through the internet can be overwhelming. Concerning trends like fake news and sneakily sponsored content creates a need to identify the credibility of sources.

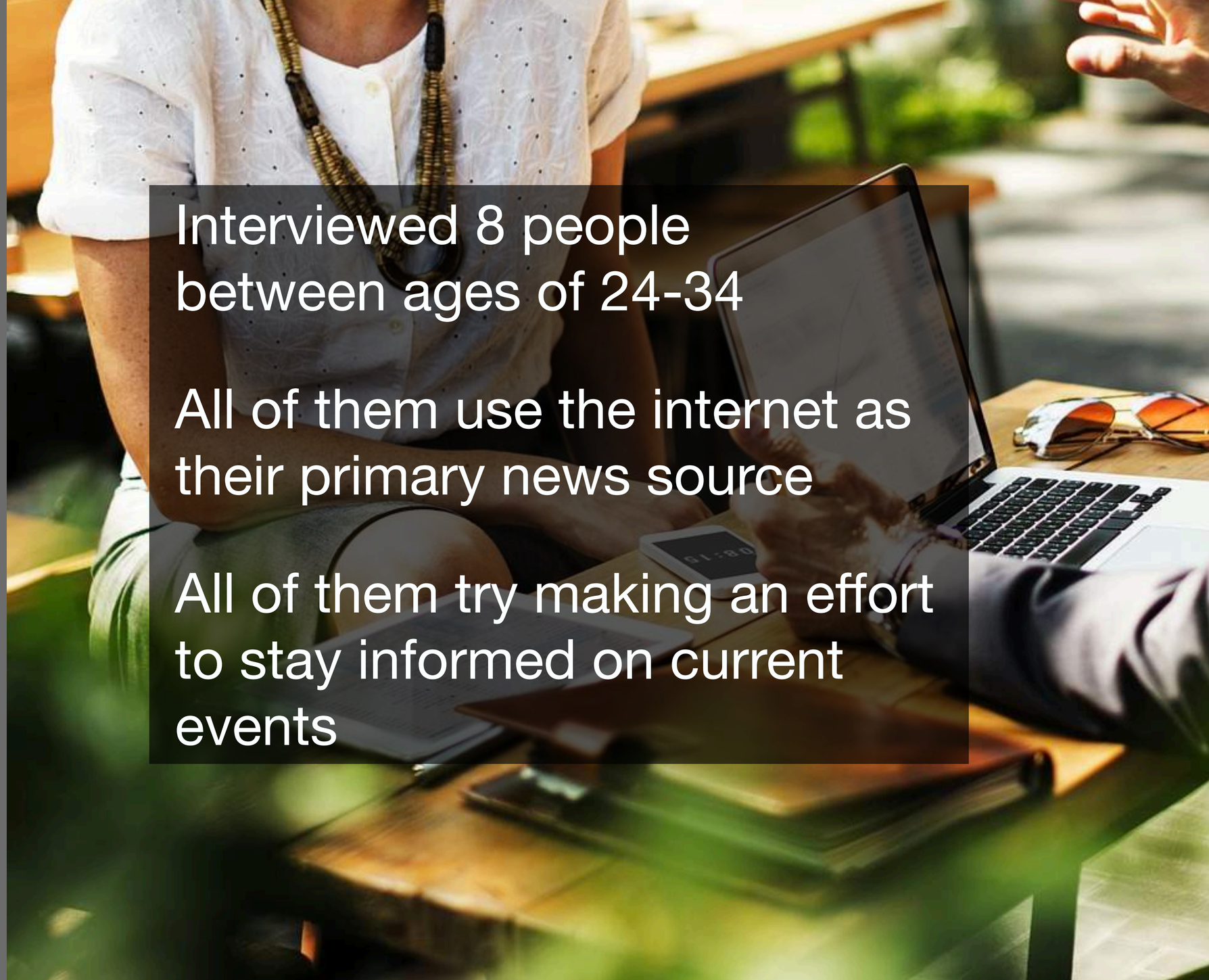
People get news from the internet (primarily social media), making it difficult to read information outside the political comfort zone within their newsfeed. This lack of visibility (and therefore understanding) of opposing views polarises society.

How can people develop an informed opinion and be more empathetic to others with opposing views?



Research
User Interviews | Affinity Mapping | Personas | Competitor Analysis

User Interviews

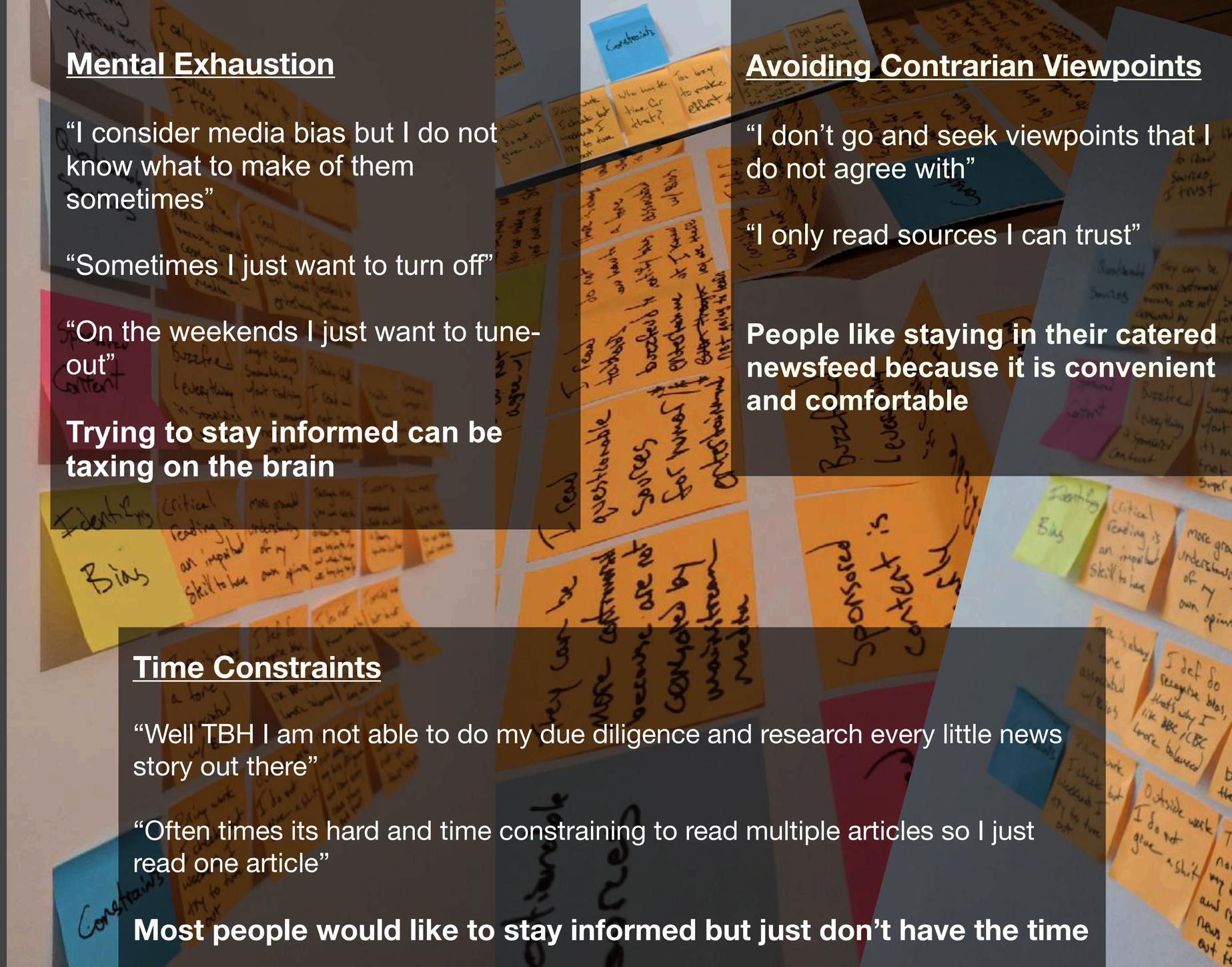


Interviewed 8 people between ages of 24-34

All of them use the internet as their primary news source

All of them try making an effort to stay informed on current events

Affinity Mapping



Mental Exhaustion

“I consider media bias but I do not know what to make of them sometimes”

“Sometimes I just want to turn off”

“On the weekends I just want to tune-out”

Trying to stay informed can be taxing on the brain

Avoiding Contrarian Viewpoints

“I don’t go and seek viewpoints that I do not agree with”

“I only read sources I can trust”

People like staying in their catered newsfeed because it is convenient and comfortable

Time Constraints

“Well TBH I am not able to do my due diligence and research every little news story out there”

“Often times its hard and time constraining to read multiple articles so I just read one article”

Most people would like to stay informed but just don’t have the time

Persona

Context:
Mark works for a marketing company in East London, he enjoys playing videos games and rock-climbing on his free time. He understands the importance of staying informed but sometimes just feels too lazy and overwhelmed.

Meet Mark

Age: 25

Location: London

Occupation: Account Executive

Behaviours:

Gets the majority of news and information on topics of interest over the internet, predominately on his phone through news alerts and his social media feed.

Frustrations:

Not being able to easily identify; bias, fake news, and sponsored content when scrolling through his newsfeed.

Goal:

Use the internet and his mobile as the primary means to inform his opinion and get a balanced view in a minimal amount of time.

Challenge:

On his newsfeed he needs to easily identify sponsored content, fake news, and credibility of sources - while being exposed to various viewpoints.

Competitor Analysis

	PROS	CONS
Fact Checkers	Does the due diligence for you to fact check articles Assesses whether statements are truth or lies, and measures the credibility	You have to be motivated to go on the website to check. They are region or topic specific.
Content-Blockers	Blocks specific content like advertisements, and fake news	Does not work in mobile or native apps. Sponsored content and low credibility news can slip through the cracks.
Media Bias Fact Check	Has the largest database of media biases. Fact checks articles Introducing a fake-news and content filtering/ blocker	The mobile app just links you to the website The web-extension only works on Facebook and not very user friendly

Why build something bespoke and brand new when you can reuse pre-existing data, tools and platforms?

Instead, build a plug-in that utilises existing data and tools to improve the newsfeed experience across various platforms

grammarly

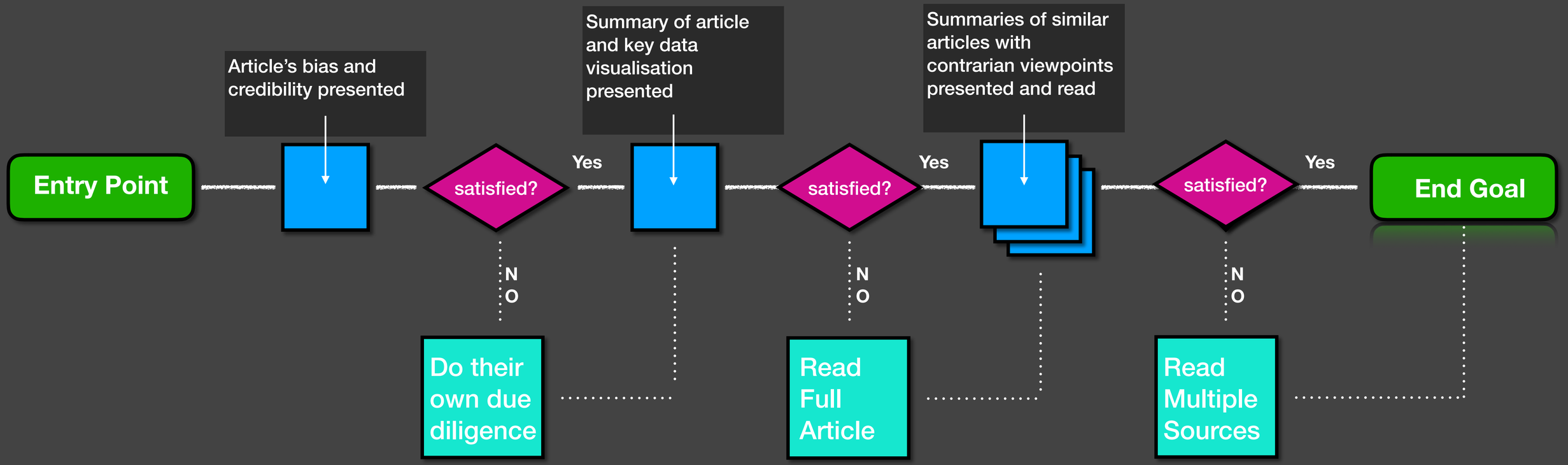
cross-platform plug-in that improves the UX of writing

cross-platform plug-in that improves the UX of writing

cross-platform plug-in that improves the UX of newsfeeds

(idealistic) **User Flow**

Entry Point:
when the user encounters an article on their newsfeed with the WOKE plug-in activated



End Goal:
User develops an informed opinion and empathy to opposing views

How do you rapidly prototype a plug-in?

By mapping the onboarding journey

Start Sketching

Loading

Home

accurate

in-site

Benefit 1

Intuitively identify fake news, sponsored content, satire and credibility of sources

Start Tutorial

skip tutorial

Benefit 2

Be able to know the bias and background of the sources you come across

Start Tutorial

skip tutorial

Benefit 3

Inform your opinion and become more empathetic to opposing views. t

Start Tutorial

skip tutorial

Tutorial 1

Credibility Label

FAKE NEWS

SATIRE

SPONSORED

Low Credibility

Medium Credibility

High Credibility

Next

Tutorial 2

Bias Identifier Bar

Far left | Centre Left | Centre Right | Far right

Left | Centre | Right

Next

skip tutorial

Put it on Sketch

Mapping 1

cred label

Headline of Article

Subtitle

First bit of text in the article

bias bar

Mapping 2

Headline of Article

Subtitle

Summary of text which is automated by robots

Go to Preferences

Prefer...cking)

Select which content you want to block from your newsfeed

- Fake News
- Low Credibility Sources
- Satire
- Sponsored Content

Confirm

Prefer...tering)

- Don't show selected bias(es)
- Don't show selected bias(es)

Far left | Centre Left | Centre Right

Left | Centre | Right

Confirm

Prefer...cking)

Select which applications you give permission to

- Web Browser
- Social Media

By ticking these boxes you consent to accurate in-site enhancing your newsfeed

Confirm

Permissions

Select which applications you give permission to

- Web Browser
- Social Media

By ticking these boxes you consent to accurate in-site enhancing your newsfeed

Confirm

Congr...lations

Congratulations

By ticking these boxes you consent to accurate in-site enhancing your newsfeed

Test it out

Loading

Home

accurate

in-site

Benefit 1

Intuitively identify fake news, sponsored content, satire and credibility of sources

Start Tutorial

skip tutorial

Benefit 2

Be able to know the bias and background of the sources you come across

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Low Credibility

Medium Credibility

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Next

Tutorial 2

Bias Identifier Bar

Far left | Centre Left | Centre Right | Far right

Left | Centre | Right

Next

skip tutorial

Make it clickable

Mapping 1

cred label

Headline of Article

Subtitle

First bit of text in the article

bias bar

Mapping 2

Headline of Article

Subtitle

Summary of text which is automated by robots

Go to Preferences

Prefer...cking)

Select which content you want to block from your newsfeed

- Fake News
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Prefer...tering)

- Don't show selected bias(es)
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Permissions

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Confirm

Congr...latio

Congratulations

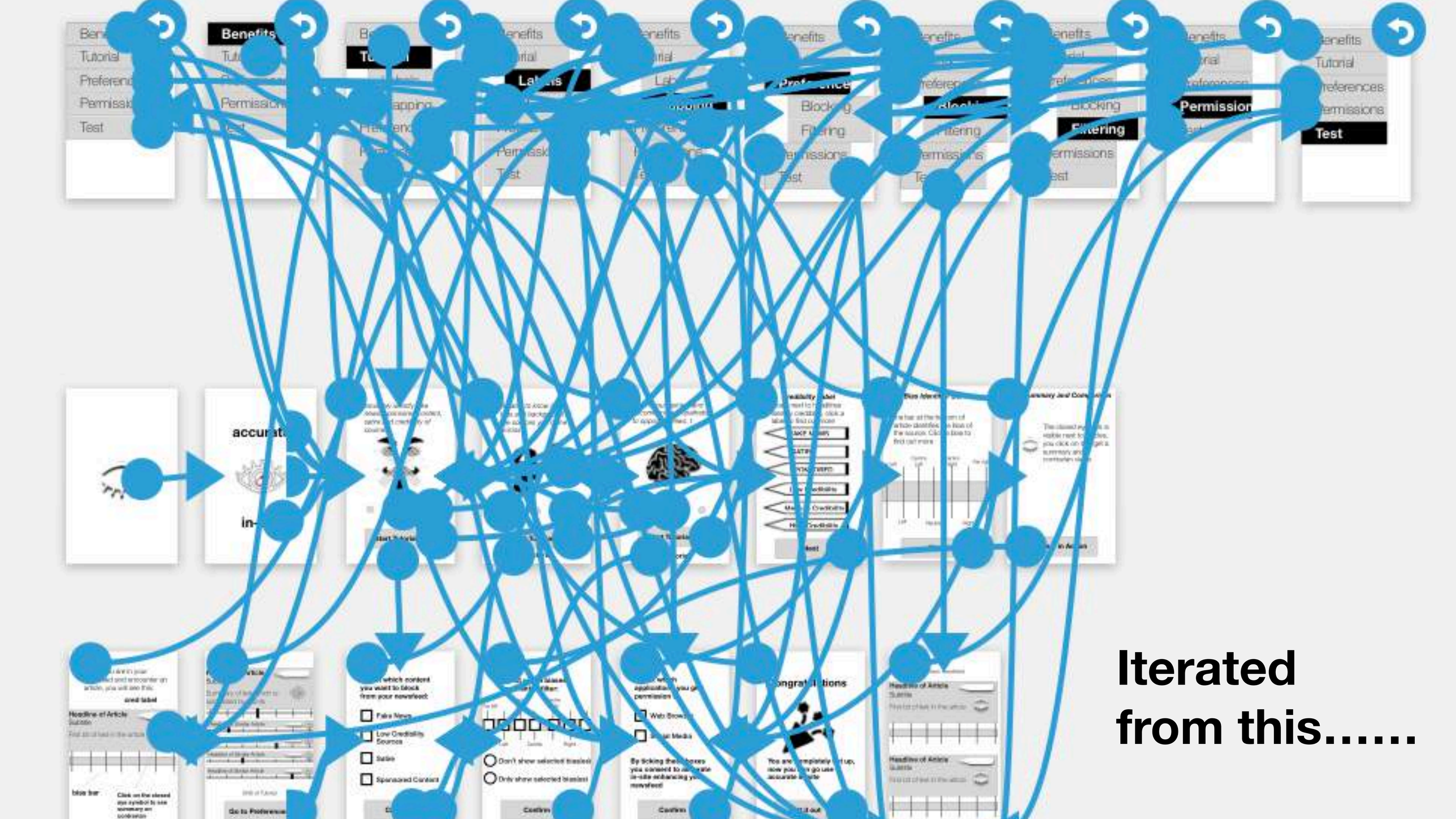
By ticking these boxes you consent to accurate in-site enhancing your newsfeed

Test it out

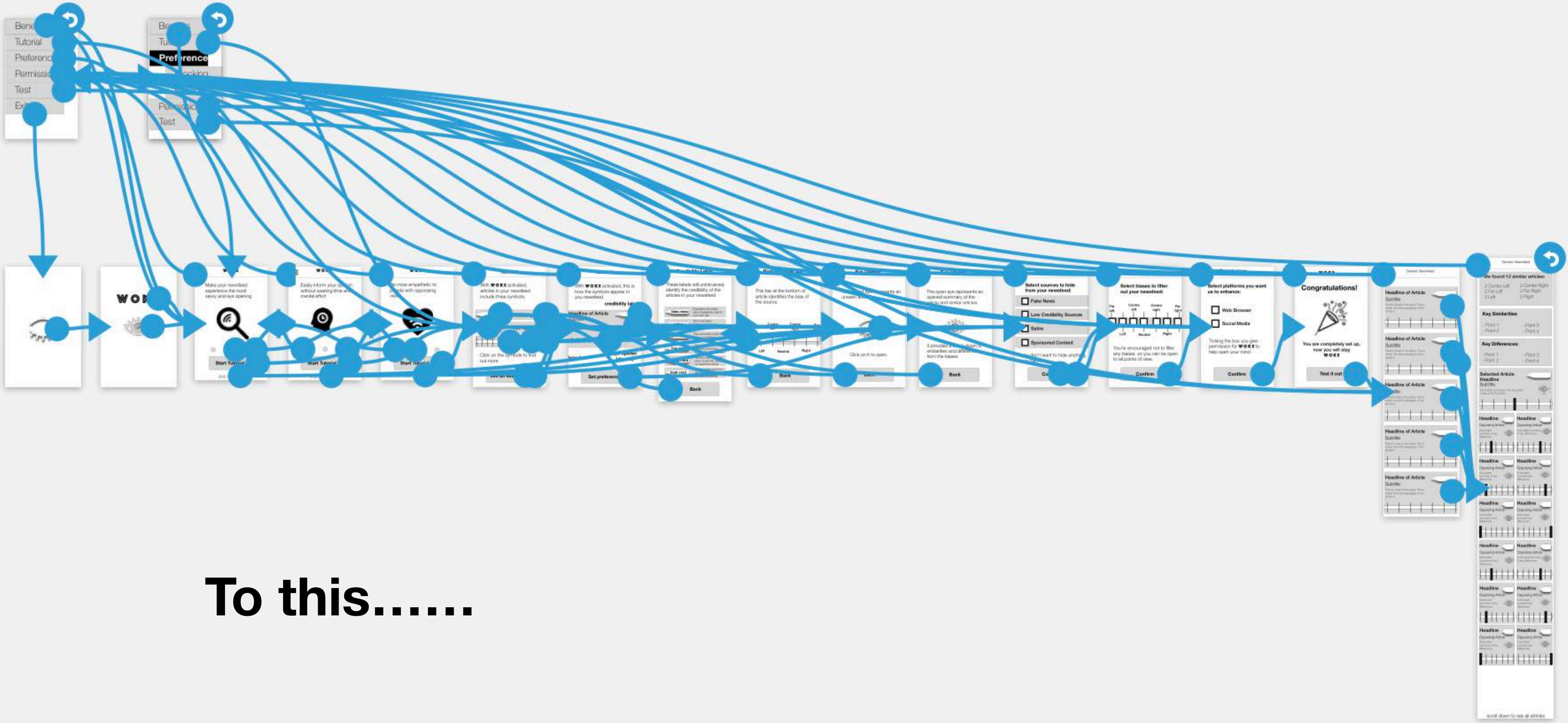
Get users to
click through it

Key Finding

Keep It Simple, Stupid!



Iterated from this……



To this……

Another **Key Finding**

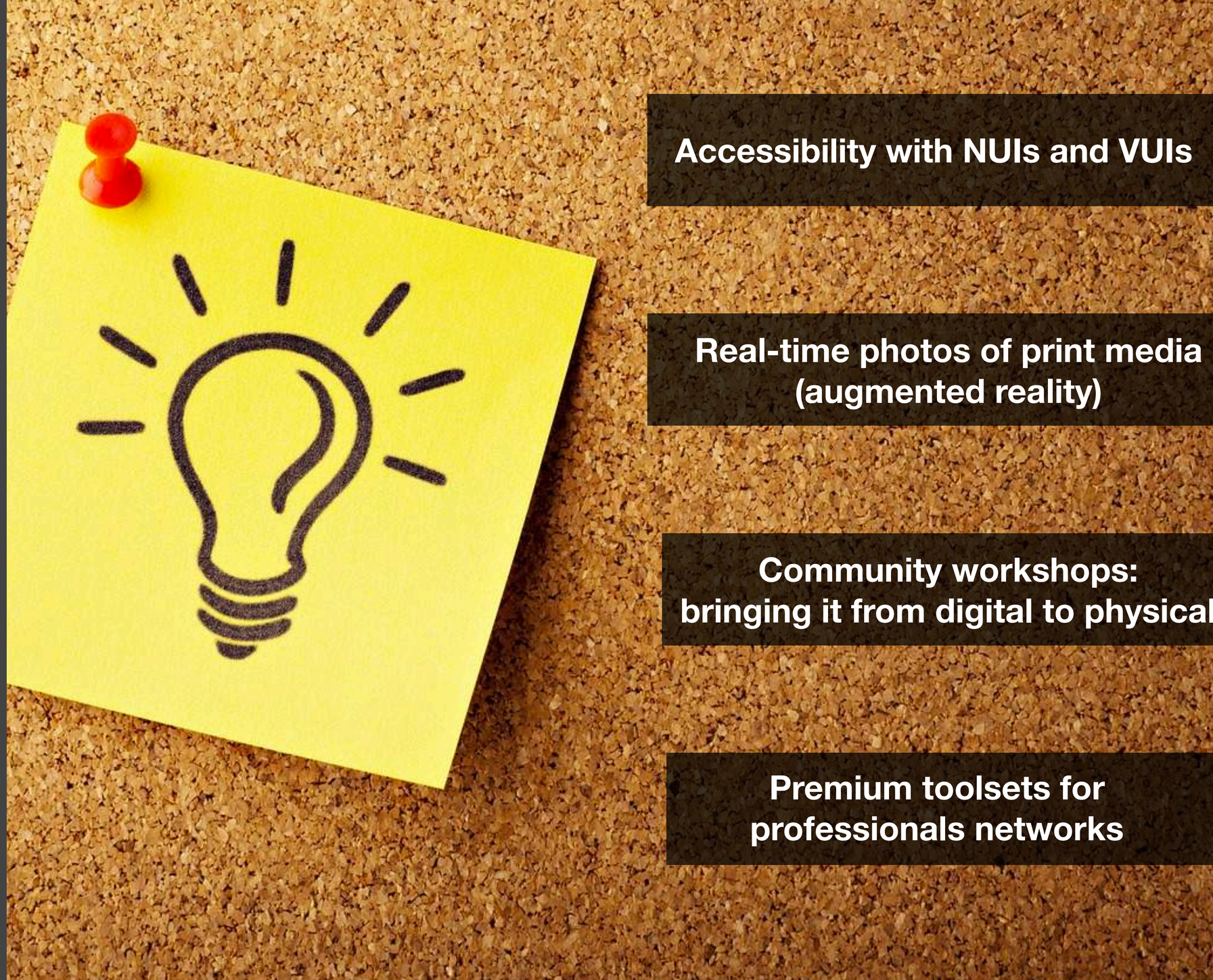
User friendly means friendly language.

Complex problems and challenging issues don’t have to be hard for the user.

Next steps

Bring it to a higher fidelity
Aesthetic visualisations of data
Designing cross-platforms
Partnerships and APIs

Future Dreams



Accessibility with NUIs and VUIs

Real-time photos of print media (augmented reality)

Community workshops: bringing it from digital to physical

Premium toolsets for professionals networks

"That's all Folks!"

Please keep in touch

Network with me on LinkedIn

/in/hendrickbrian

Follow me on Twitter

@bhndrck

Check out a website I’m creating:

https://rwz.io

InVision Prototype:
https://invis.io/TG512539421XBU