The Gadfly Project

Problem

Description

How do we test text comprehension? Using questions.

Currently, questions are created manually.

Opportunity

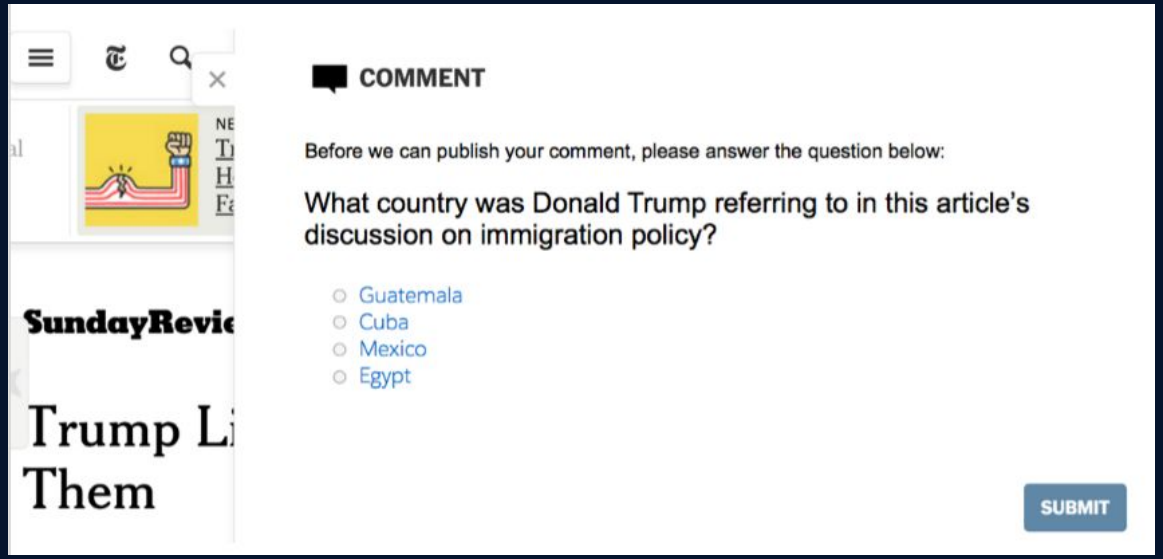
What if we could automatically generate questions from text?

Our Use Case

Comment CAPTCHA

Ask a question to distinguish those who read the article from those who did not.

Conceptual design:



Process

Understanding The Problem

Interviews to research the problem.

Outcome

Interested but..

“Substituting question for login is plausible but need to see it in action.”

“Higher quality engagement would be nice..”

Process

Understanding Readers

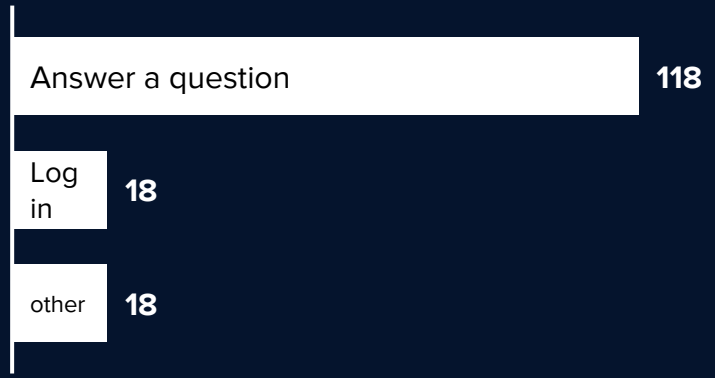
Surveys to understand people's online reading & commenting habits.

Outcome

181 responses, 82% completion.

Strong signal to follow.

Would you rather answer a question or login (to comment)?



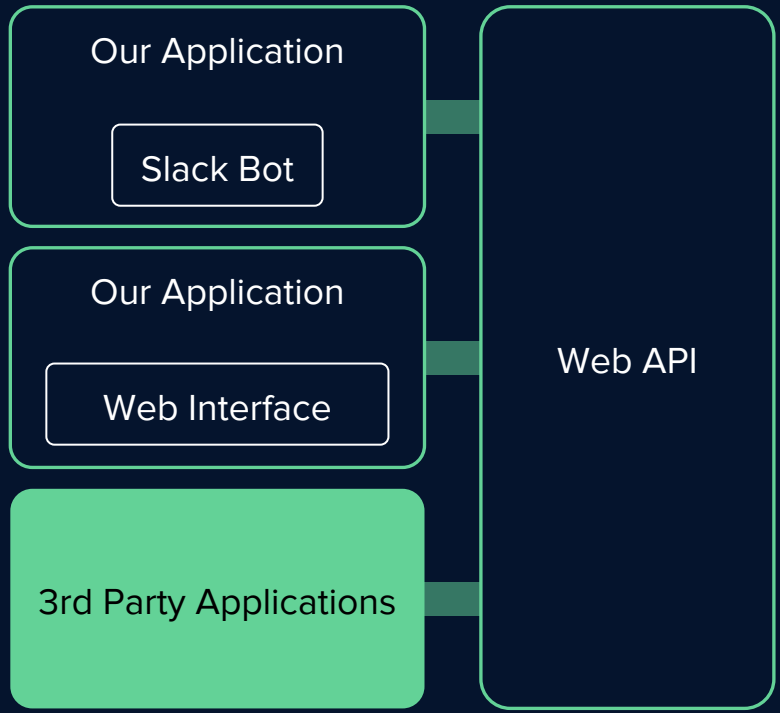
Vision

Product Vision

A simple API that instantly enables question generation from input text.

Impact

Team clarity & focus.



Why API?

Motivation

Reach more people.

Empower use cases.

Concrete deliverable.

Built A Slack TriviaBot

We Wanted To

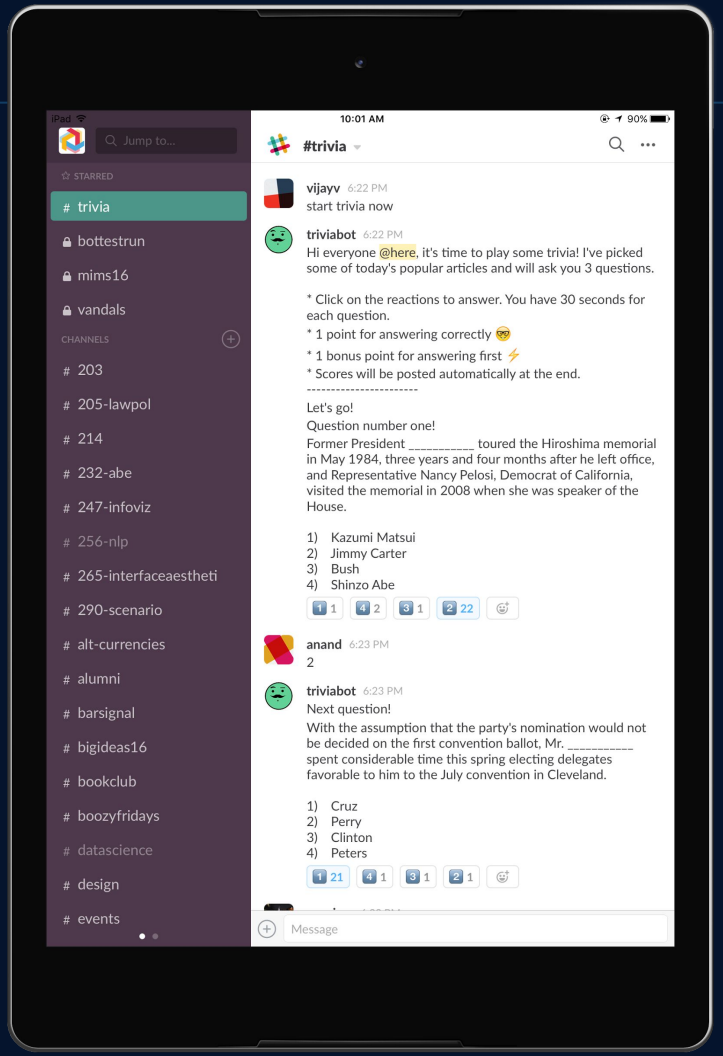
Highlight our work.

Provide a valuable and usable product.

Why Slack? Why Bot?

Access to over 200 users.

Controlled testing.

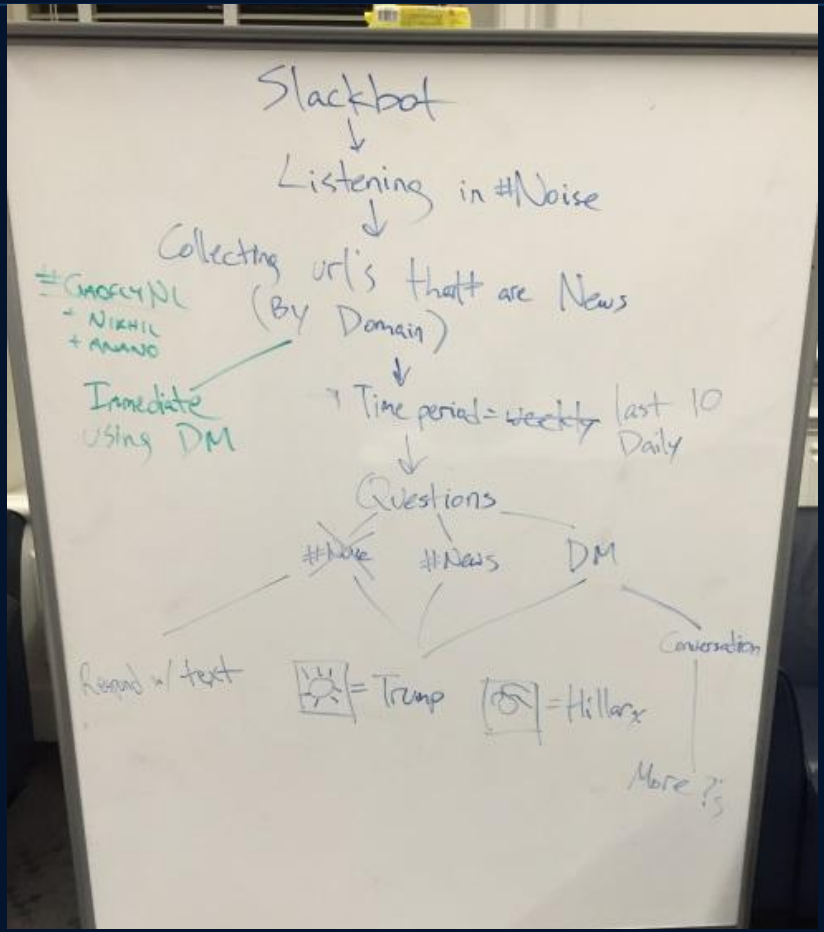


Designing Conversations

Where Do You Begin?

Represent mental models.

Using flowcharts.

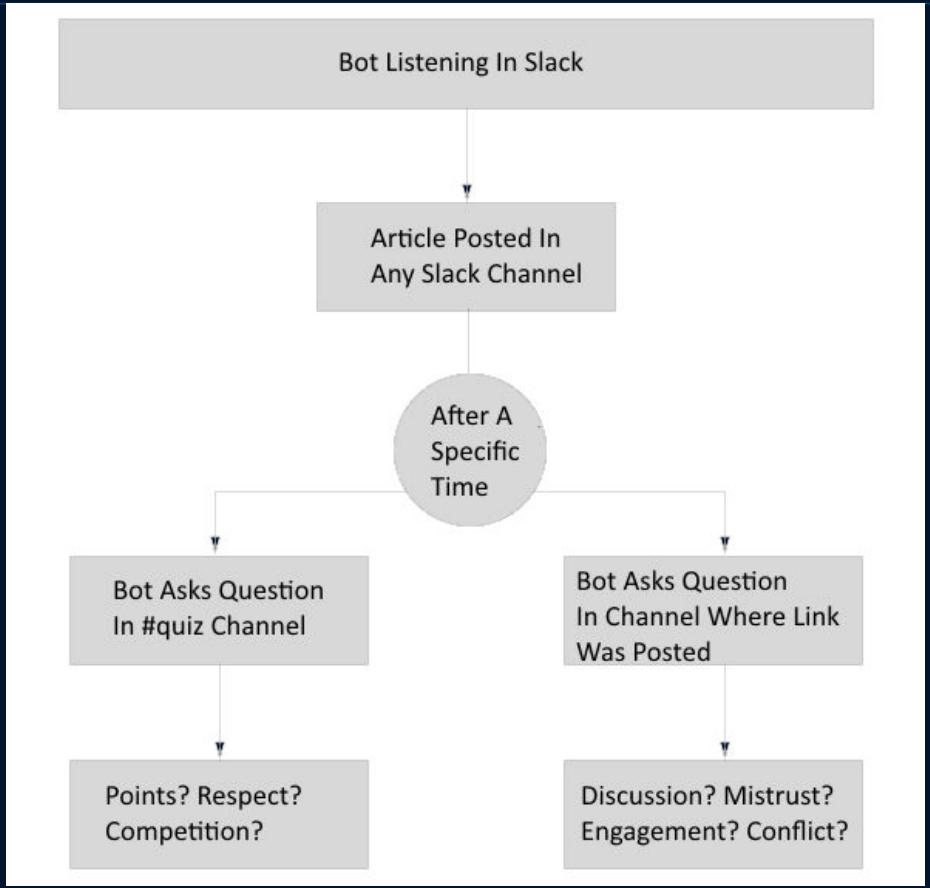


Designing Conversations

Trivia?

Fun and engaging demonstration.

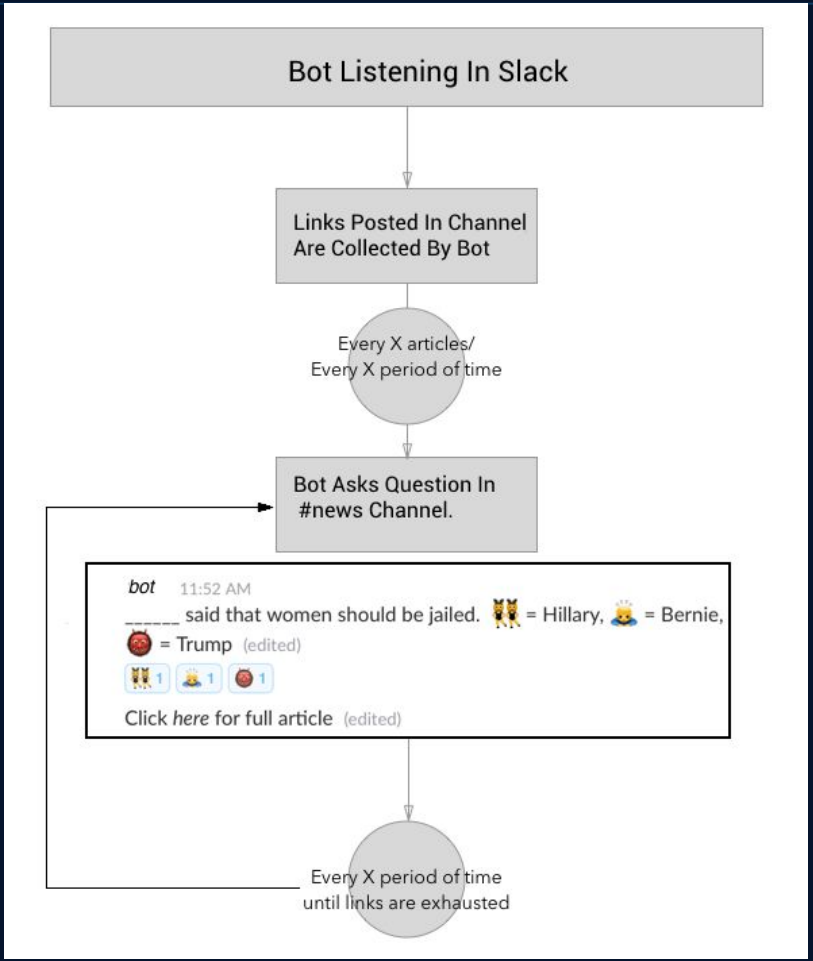
Natural feedback on question quality.



Challenges

Feasibility.

Testing Real-time Data.

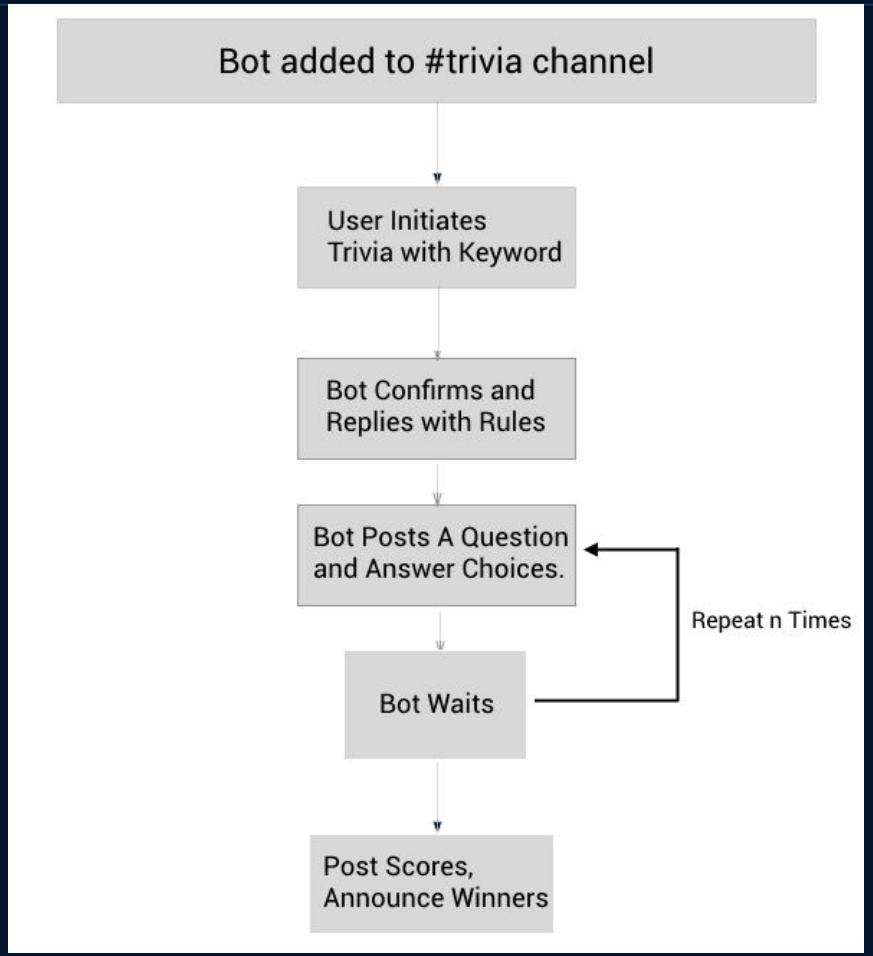


Design Decisions

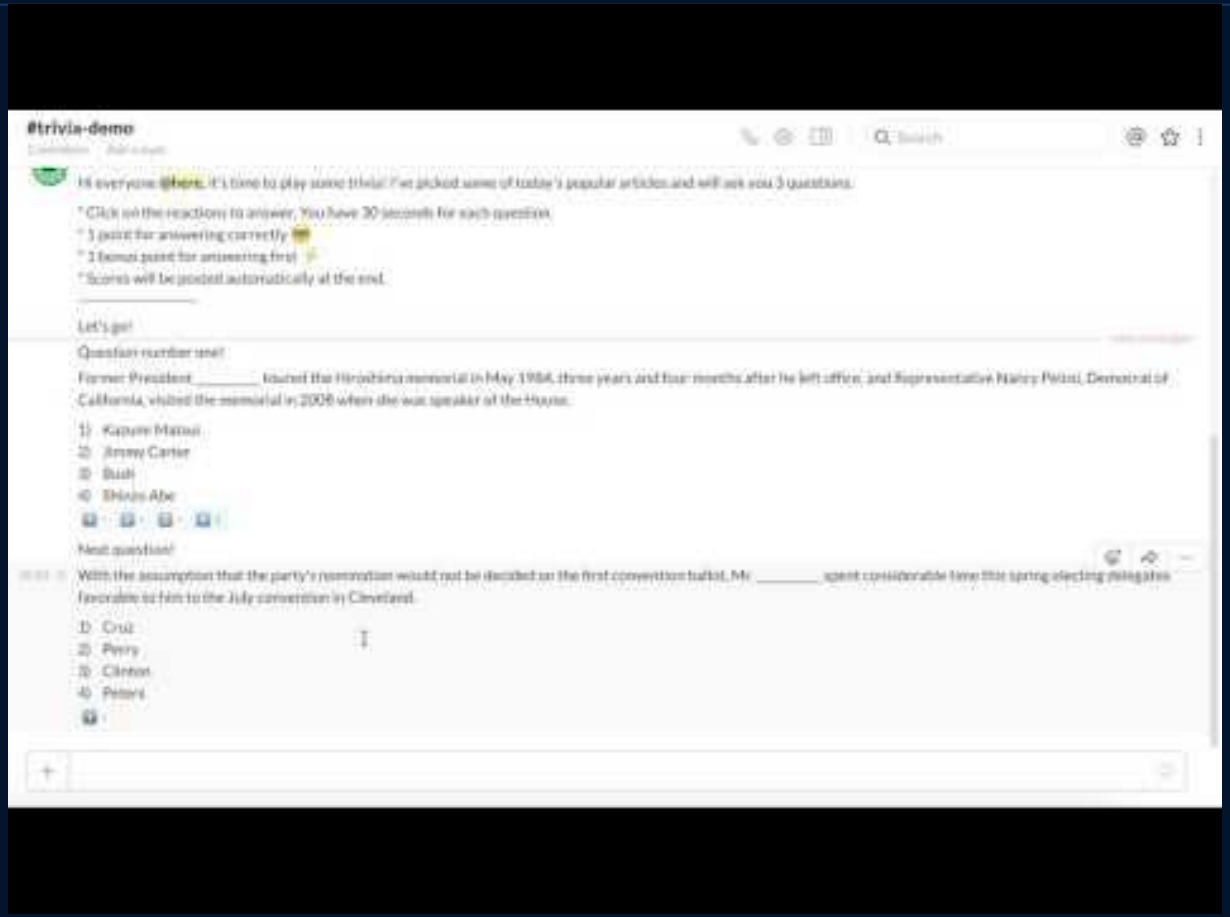
Impact

Improved user understanding.

Active participation.



Demo


#trivia-demo
Hi everyone @here, it's time to play some trivia! I've picked some of today's popular articles and will ask you 3 questions.
* Click on the reactions to answer. You have 30 seconds for each question.
* 1 point for answering correctly
* 1 bonus point for answering first
* Scores will be posted automatically at the end.
Let's go!
Question number one!
Former President _____ toured the Hiroshima memorial in May 1984, three years and four months after he left office, and Representative Nancy Pelosi, Democrat of California, visited the memorial in 2008 when she was speaker of the House.
1) Kazuo Matsui
2) Jimmy Carter
3) Bush
4) Shinzo Abe
Next question!
With the assumption that the party's nomination would not be decided on the first convention ballot, Mr _____ spent considerable time this spring electing delegates favorable to him to the July convention in Cleveland.
1) Cruz
2) Perry
3) Clinton
4) Peters

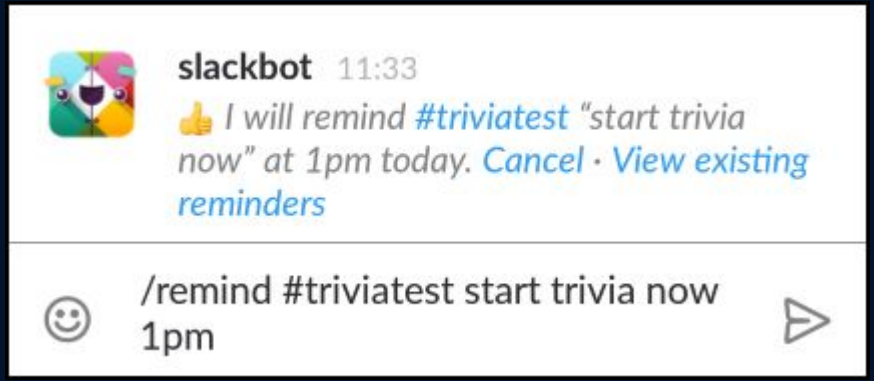
Design Decisions

Motivation

User friction.

Impact

Increased engagement.



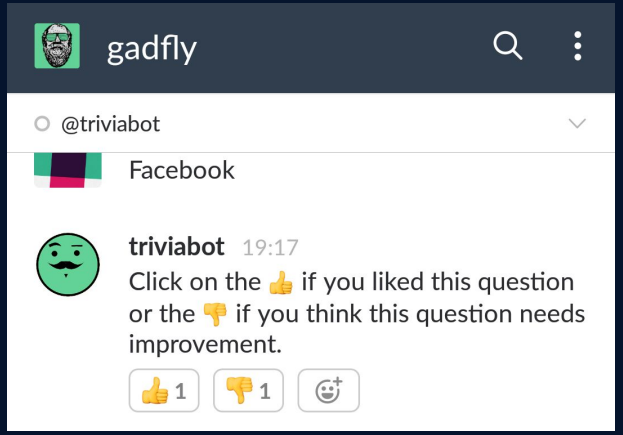
Process

Rapid Iteration

Usability testing.

Outcome

Multiple Choice Questions added.

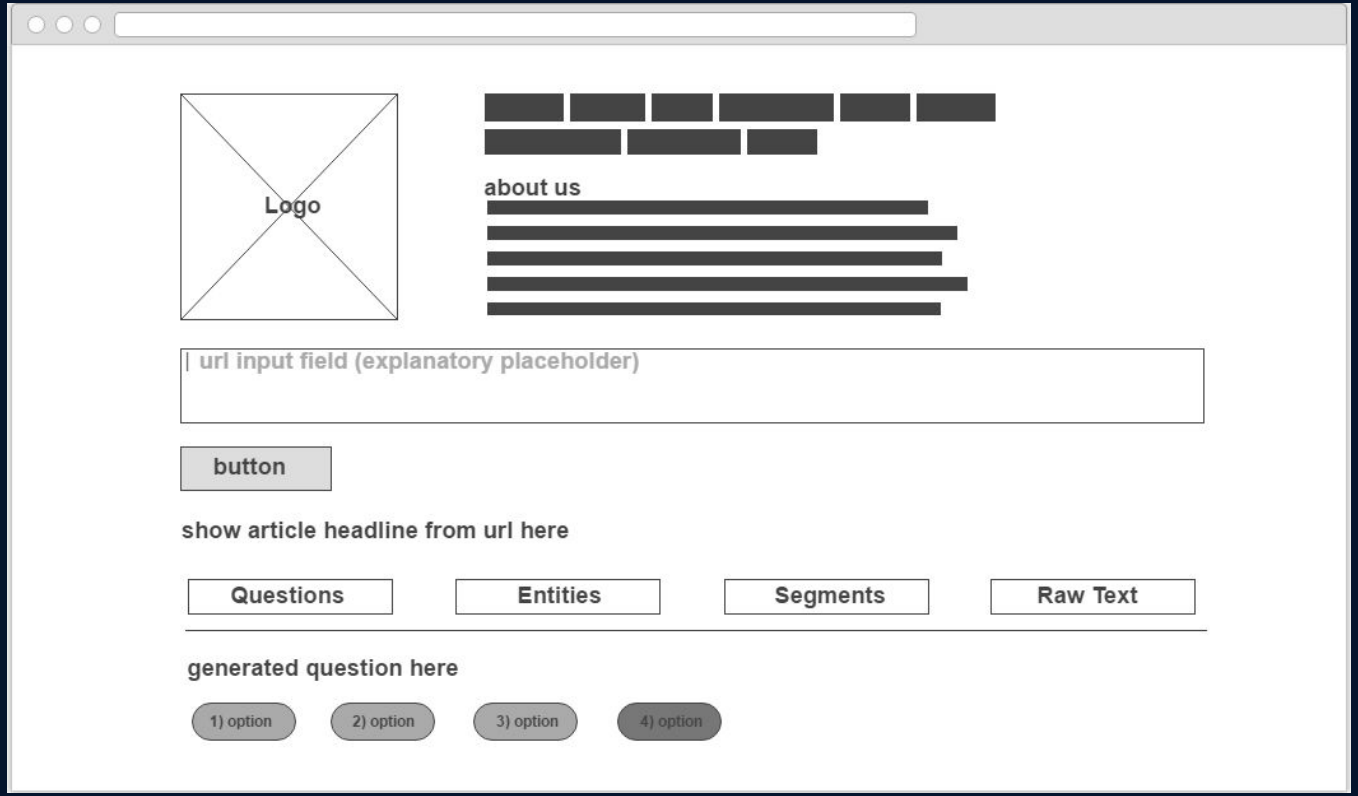


Website

Motivation

Explain our NLP process.

Accessible to a general audience.

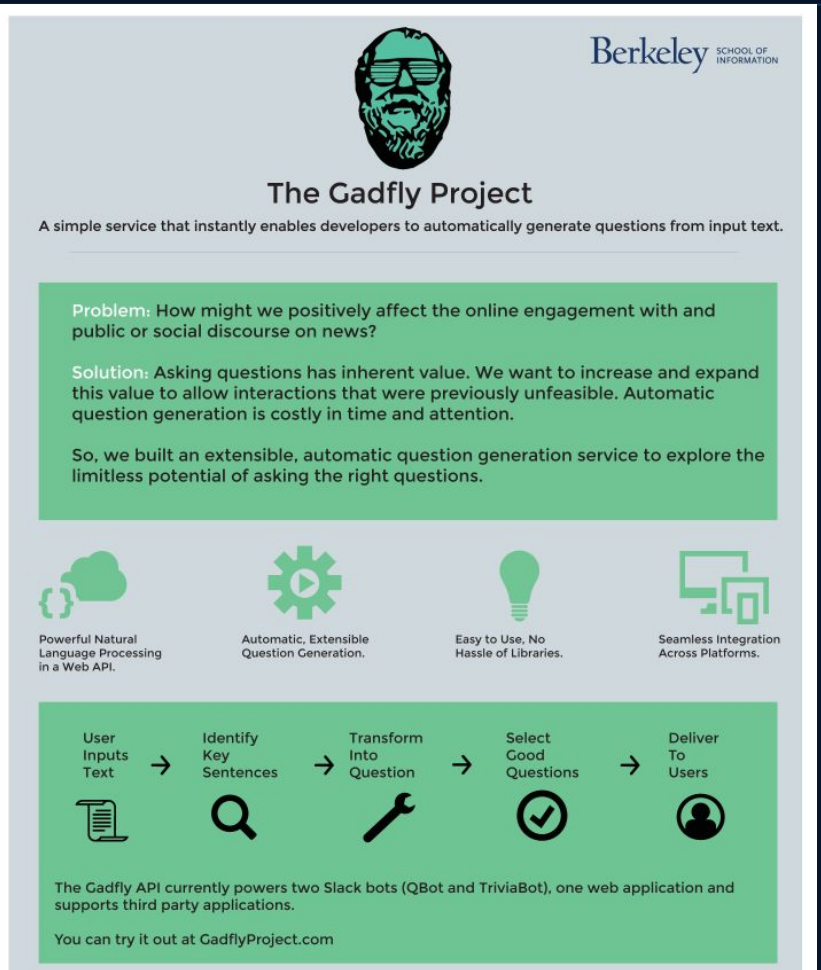


Poster

Motivation

Information about the API.

Final presentation.



Summary

Took a systematic, data-informed approach.

Solved problems through design and communication.

Defined product vision.

Designed and developed a Conversational UI.