

The news you want, in one place

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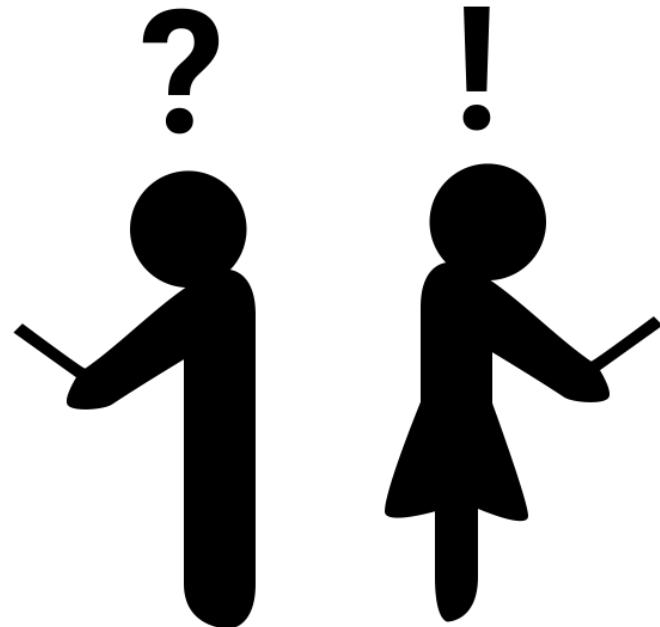
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Janet Gao: Front End Development, Designer, Writer

Ian Turner: Front End Development, Designer, Writer

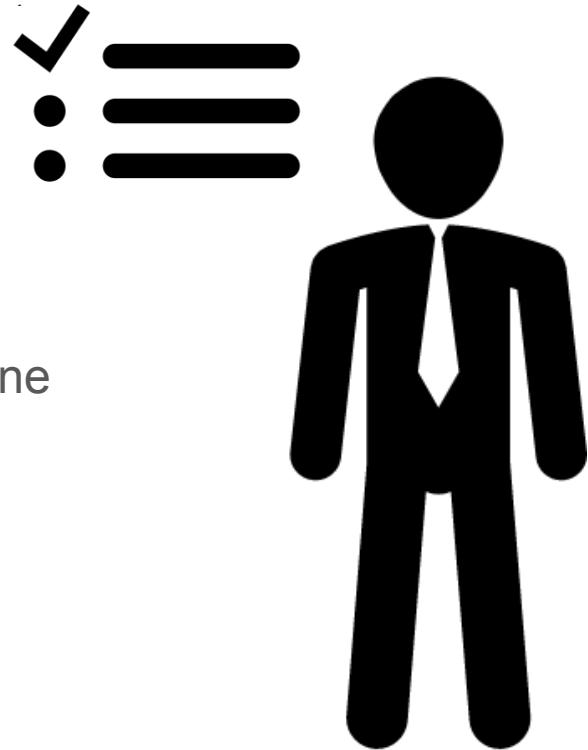
Overall Problem

- Very labor intensive to sift through multiple news sources
- Target audience wants easier access to relevant news



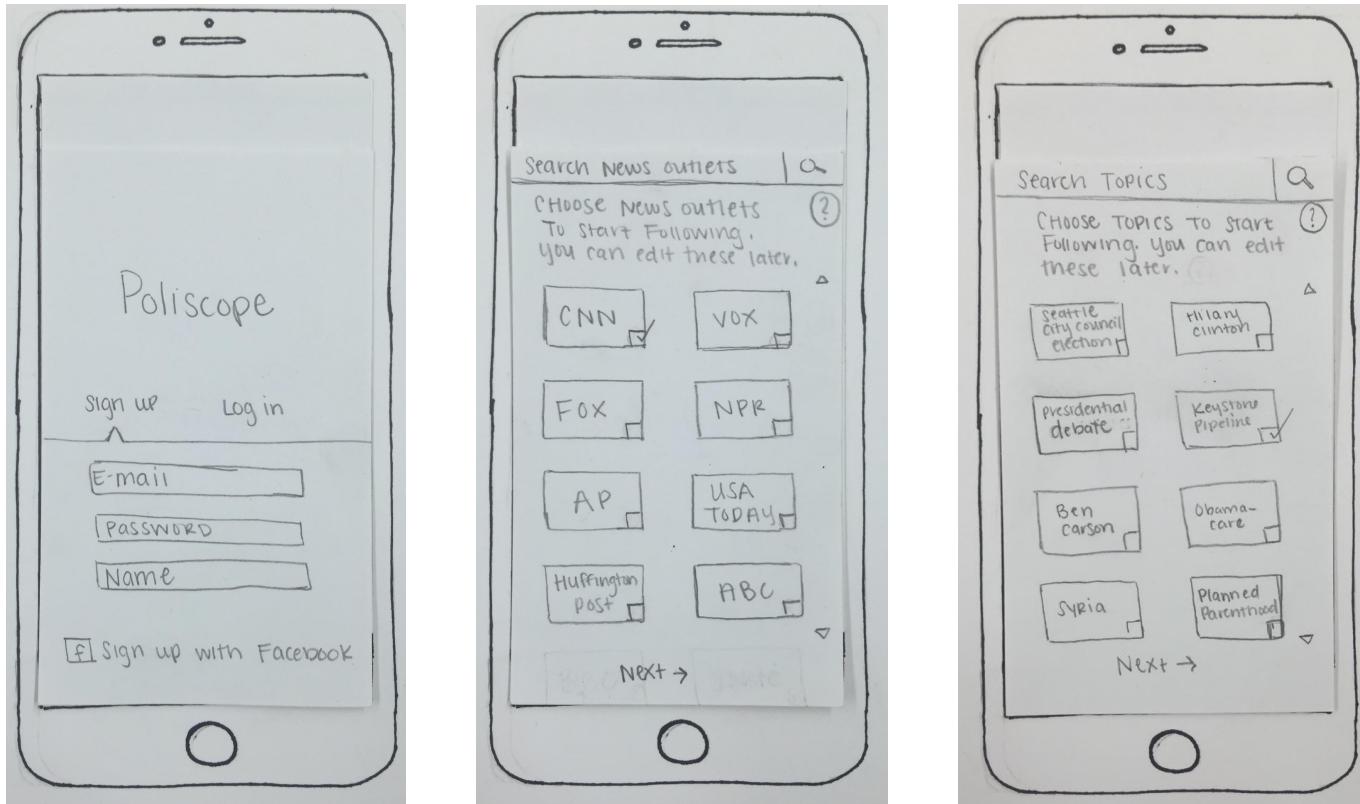
Primary Tasks

- Personalizing news consumption
- Socializing with friends, both online and offline

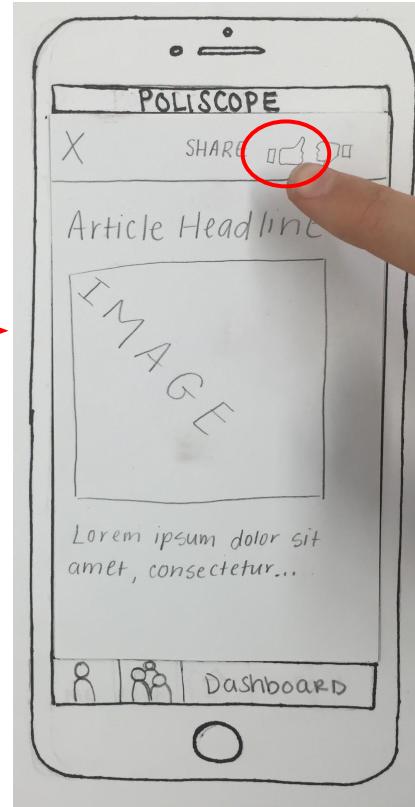
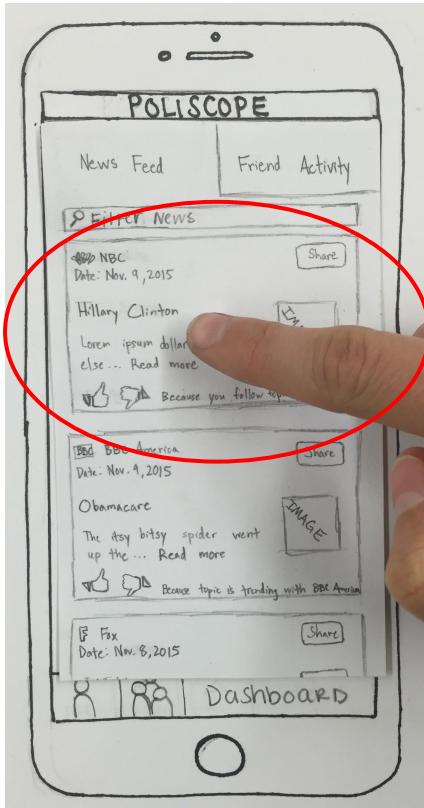


Initial Paper Prototype: Personalizing News Consumption

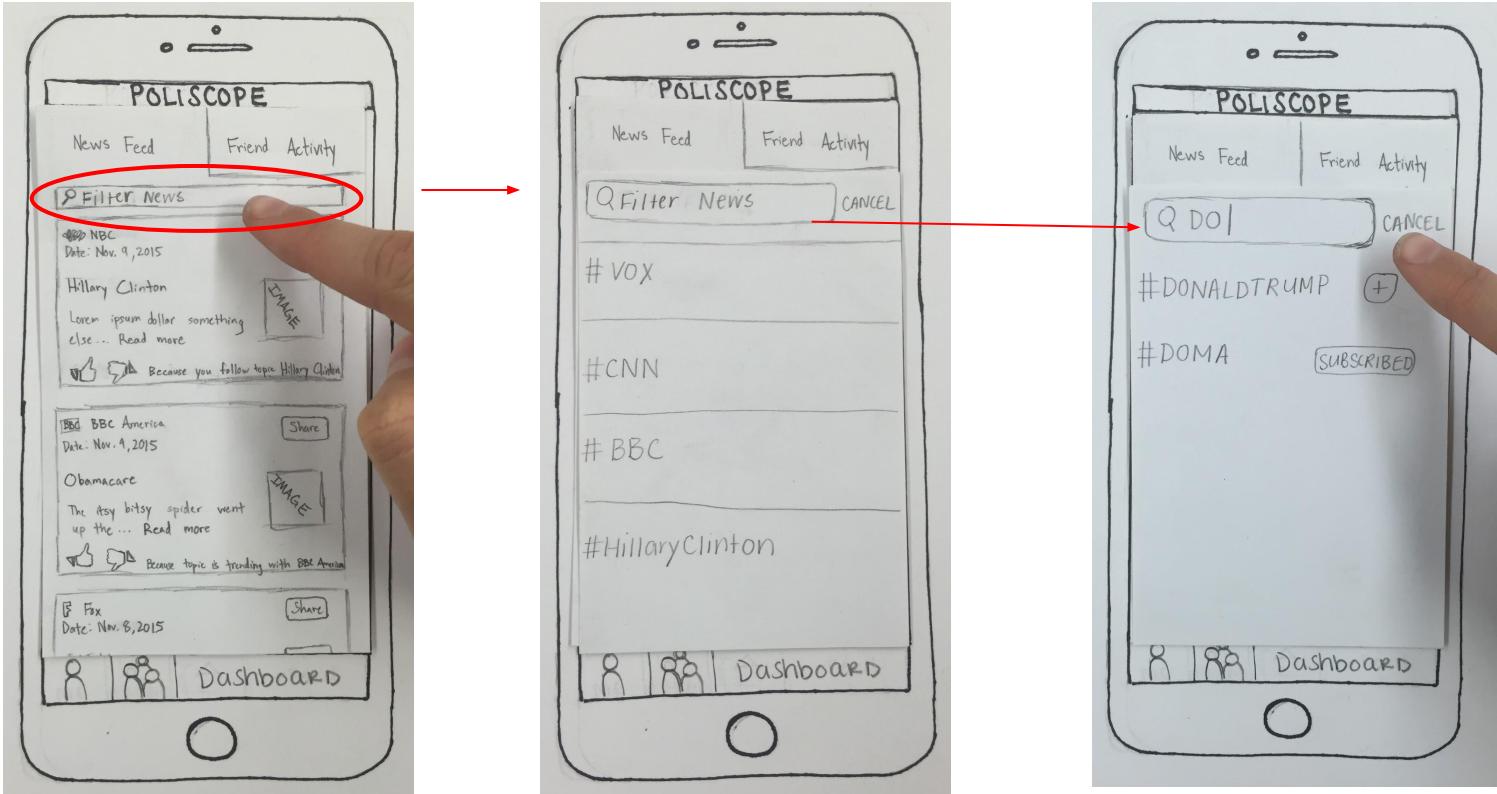
Onboarding



Managing Articles

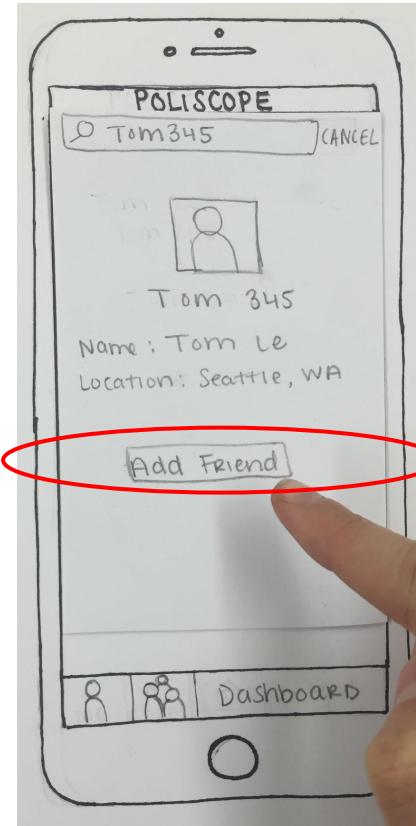
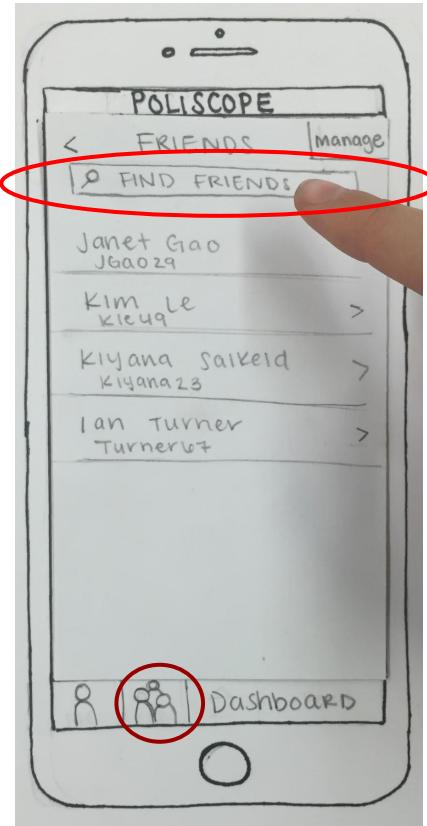


Filtering News Feed

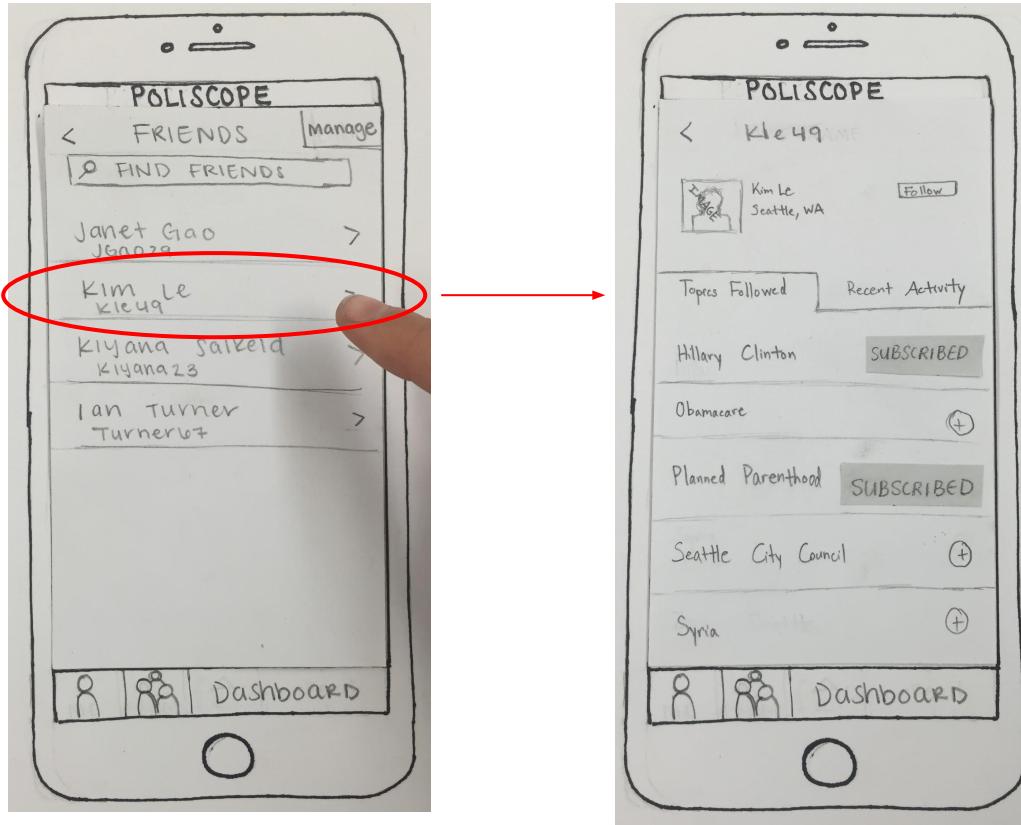


Initial Paper Prototype: Socializing with Friends, Both Online and Offline

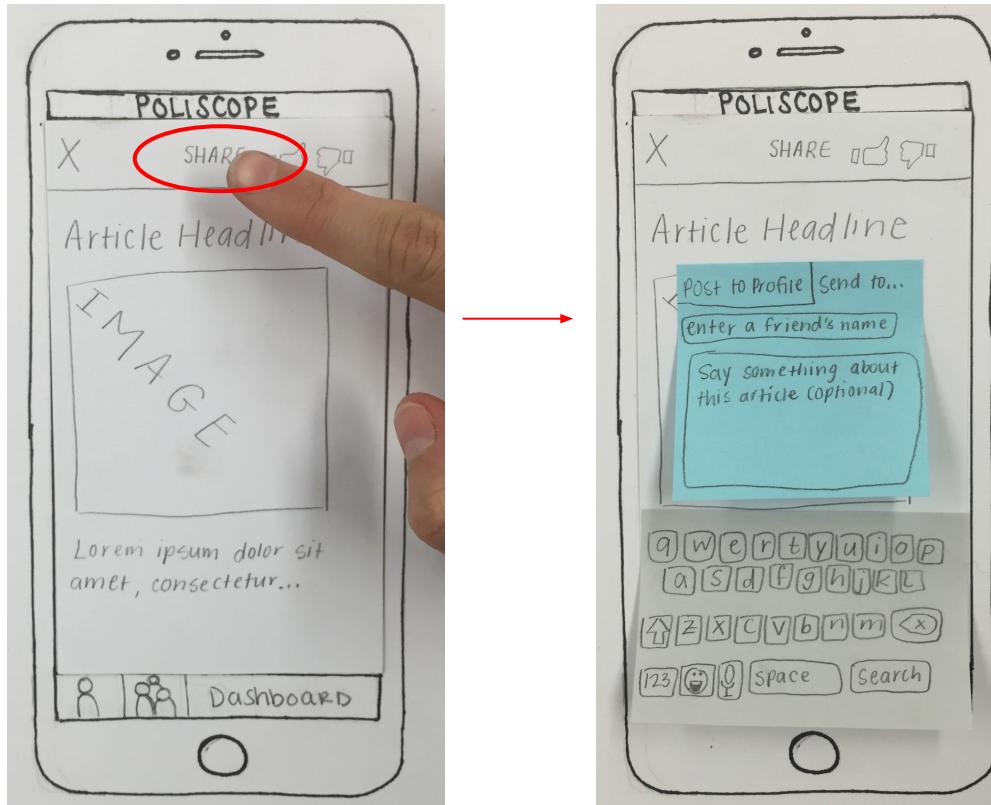
Adding Friends



Viewing Profiles



Direct Article Sharing



Testing Process and Results

Heuristic Evaluations

Main Violations:

- Match between system and the real world
- User control and freedom



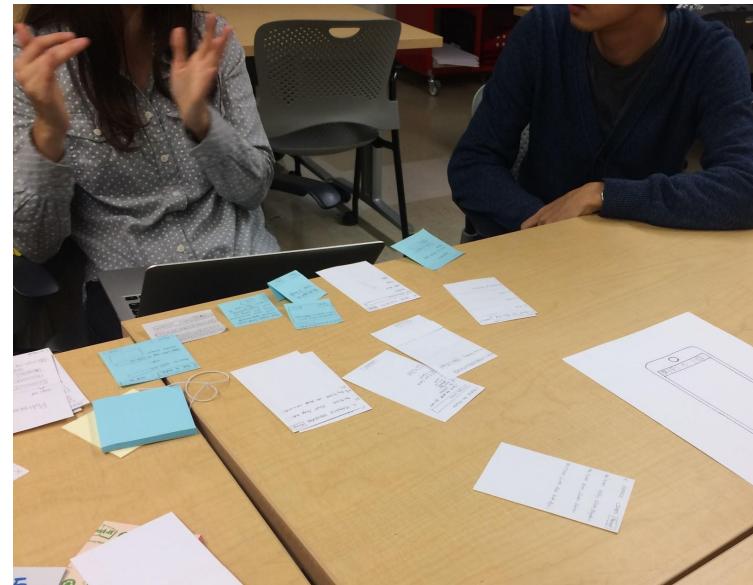
Usability Tests

Participants:

- Members of intended target audience (college students interested in an efficient system for reading the news)

Method:

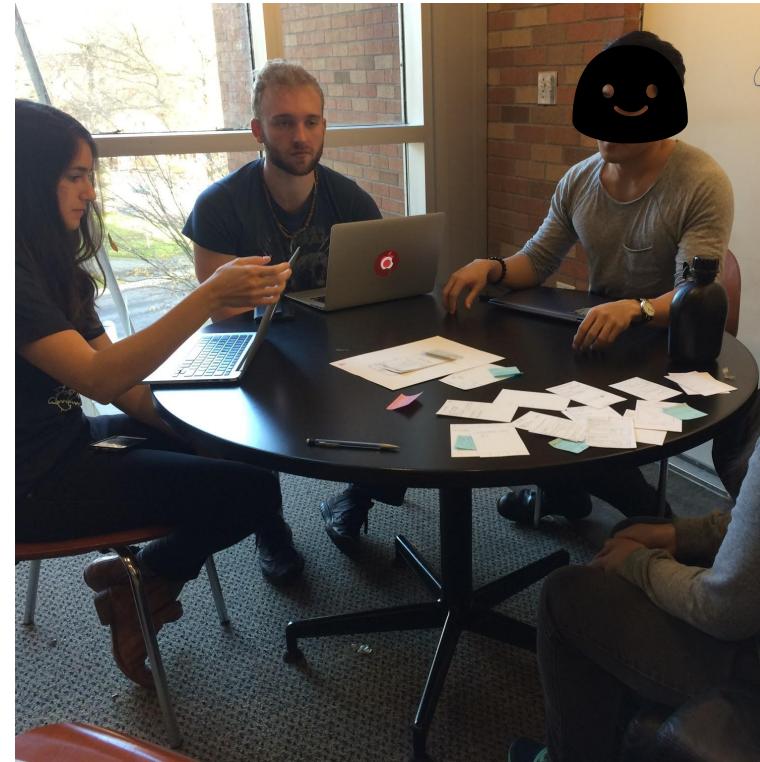
- “Think aloud” and “talking with users”
- Did not answer questions from users
- Asked participants what their expectations were



Usability Tests

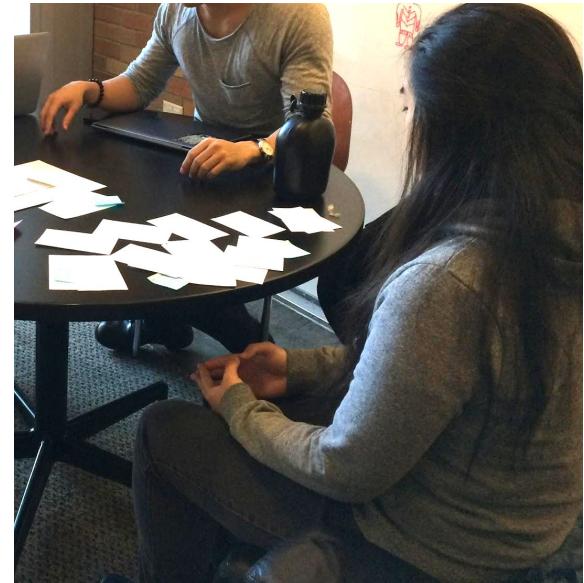
Tasks:

- Signing up for an account
- Adjusting account settings
- Reading news stories
- Sharing news stories with friends
- Viewing news stories friends have shared or read



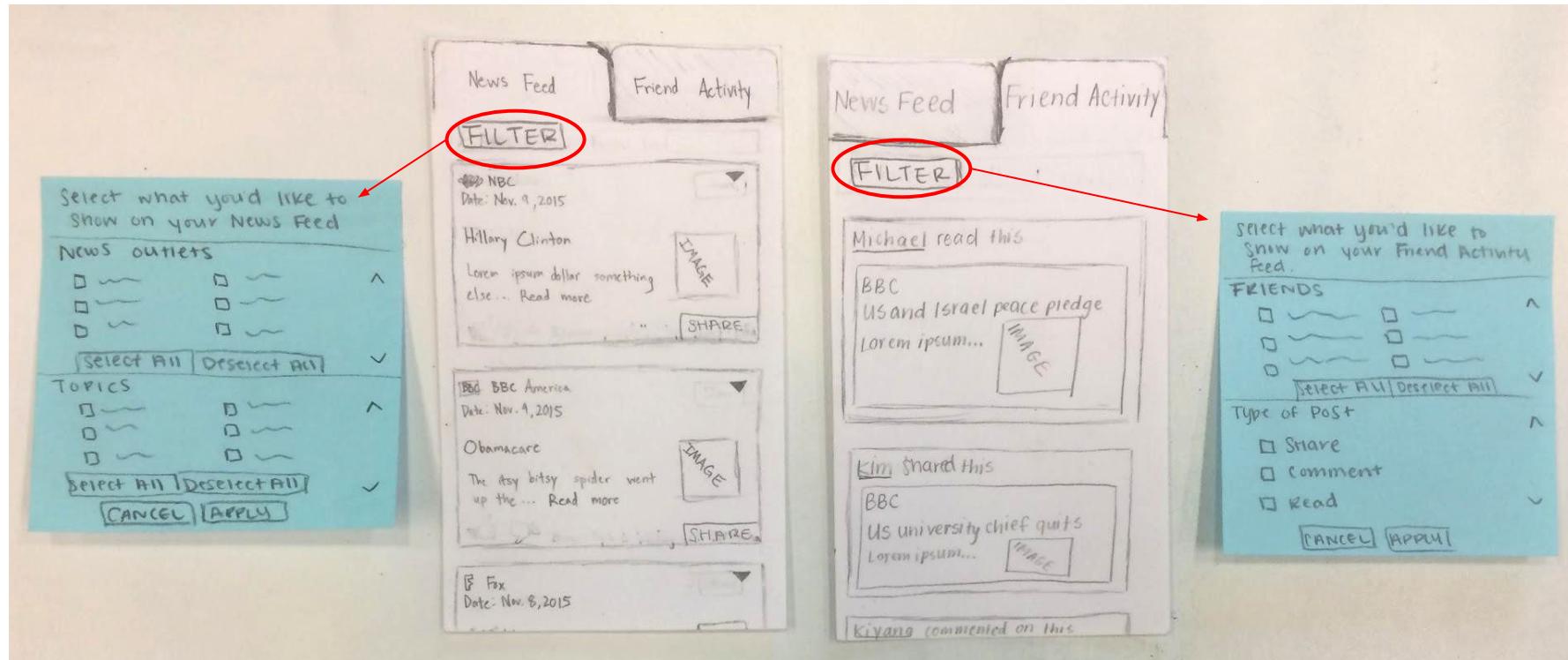
Usability Test Results

- Search bar replaced with filter checkboxes
- Message inbox for shared articles
- Eliminating binary “like” and “dislike” system

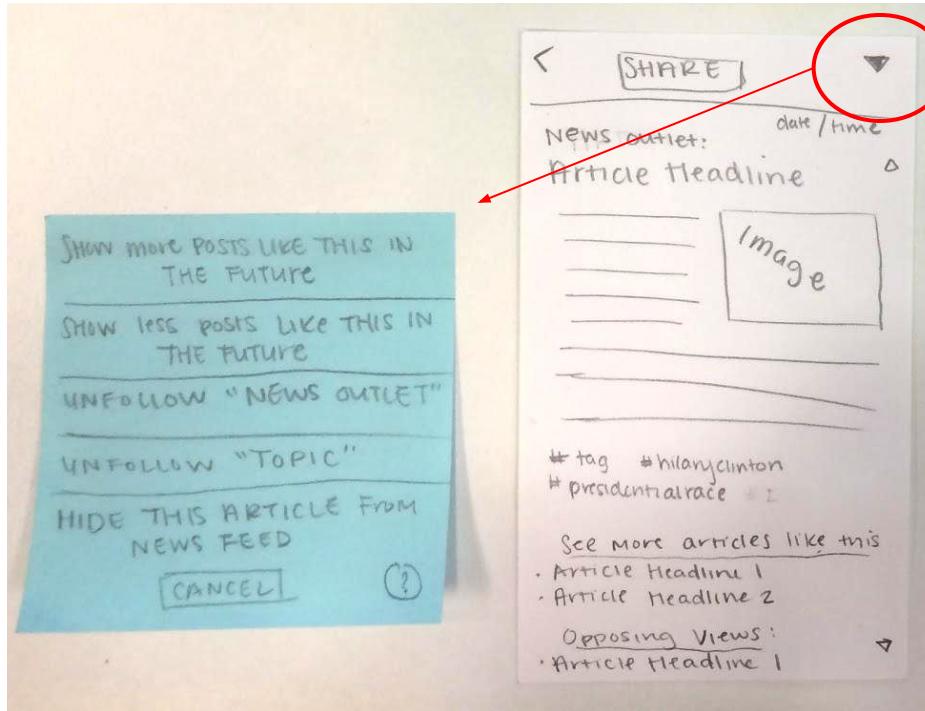


Final Paper Prototype: Personalizing News Consumption

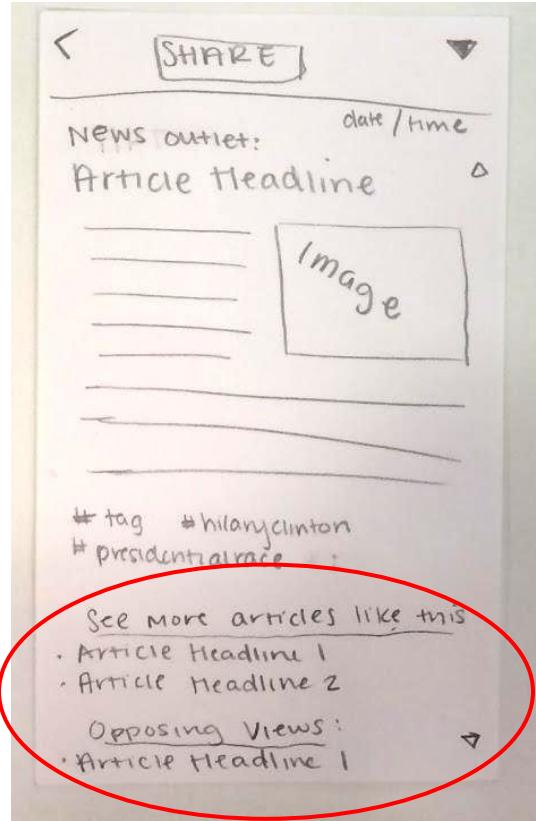
Filtering Newsfeed



Managing Articles

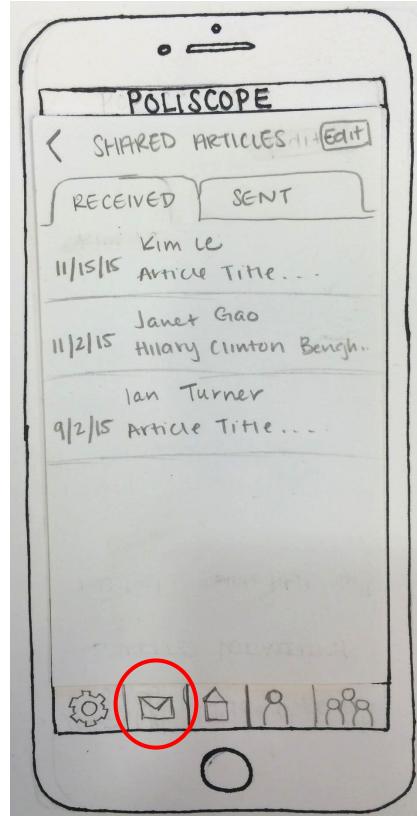


Opposing Viewpoints



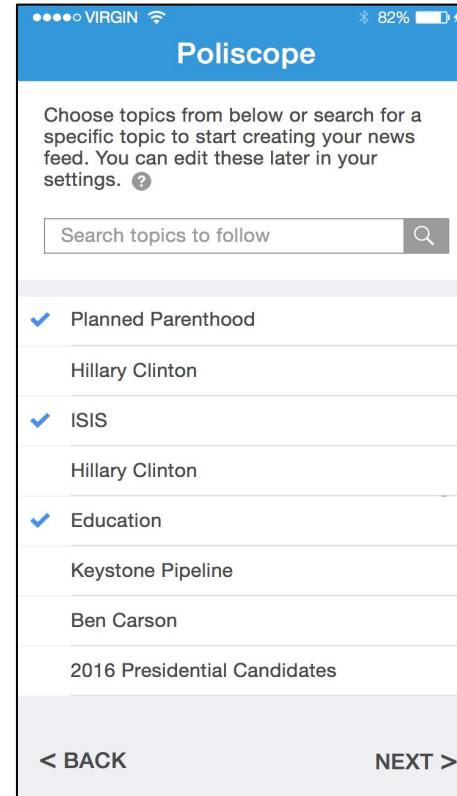
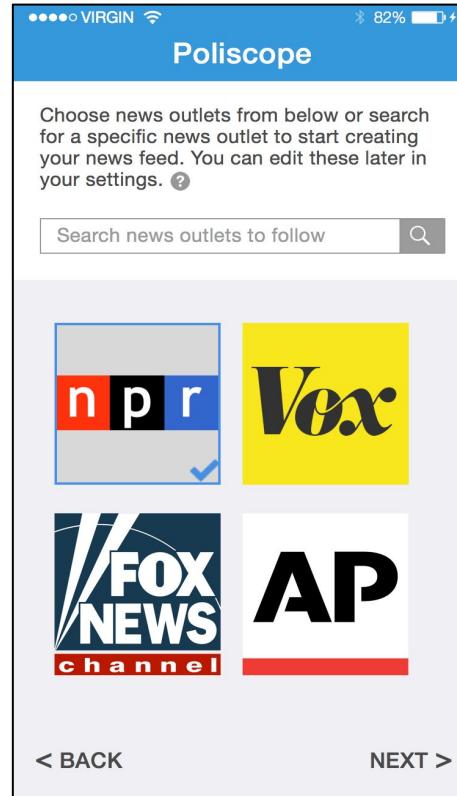
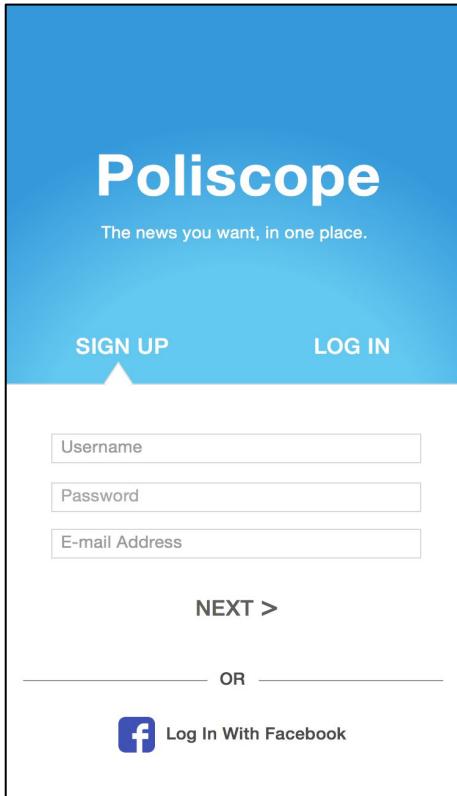
Final Paper Prototype: Socializing with Friends, Both Online and Offline

Direct Article Inbox

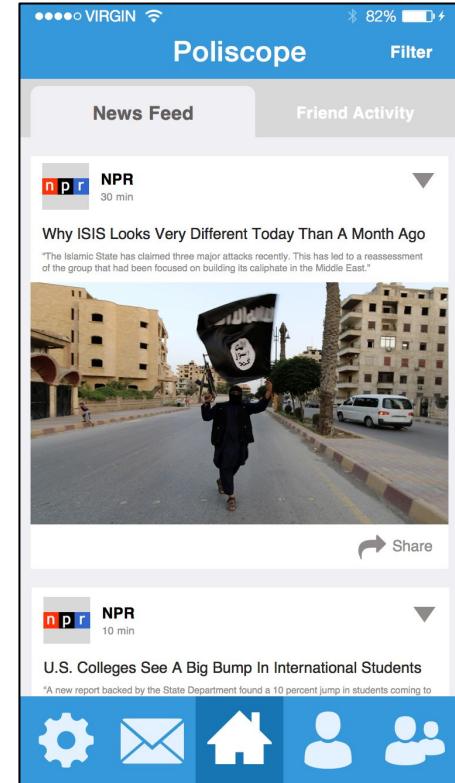
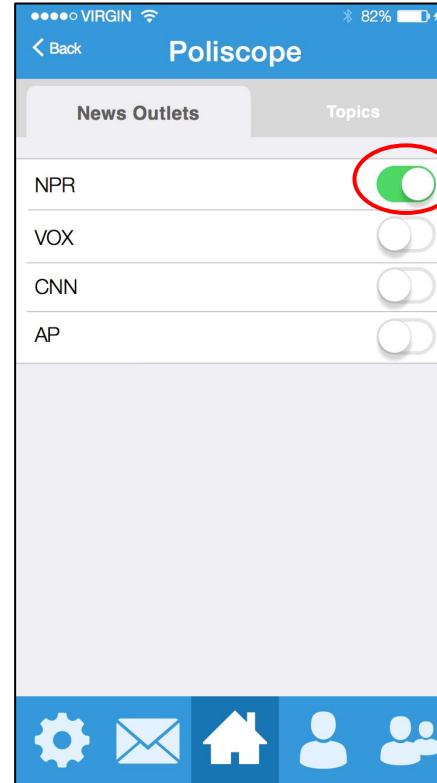
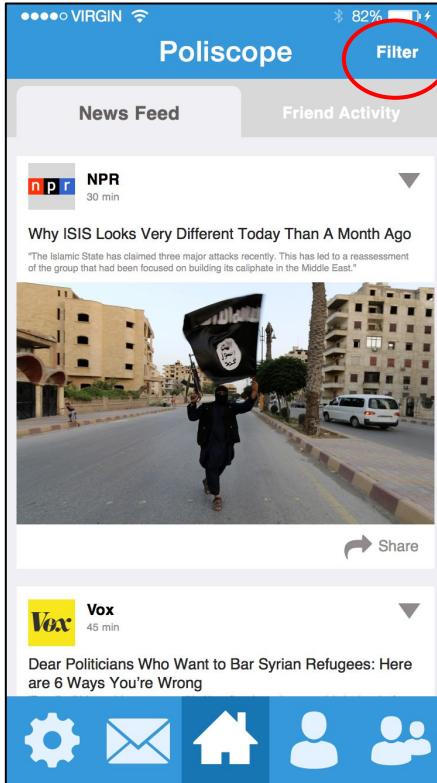


Digital Mockup: Personalizing News Consumption

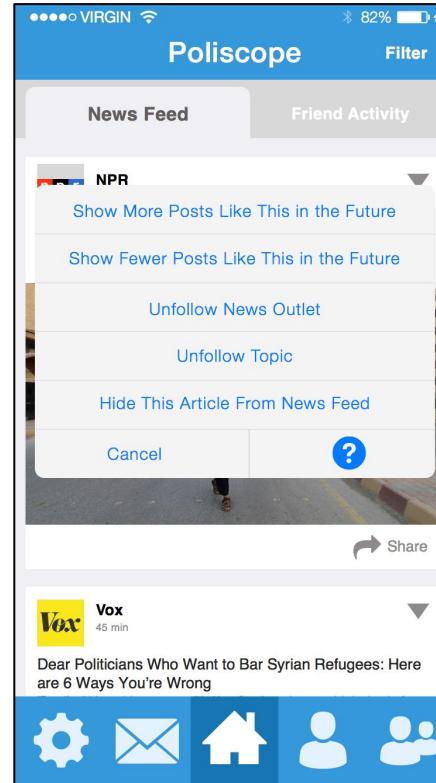
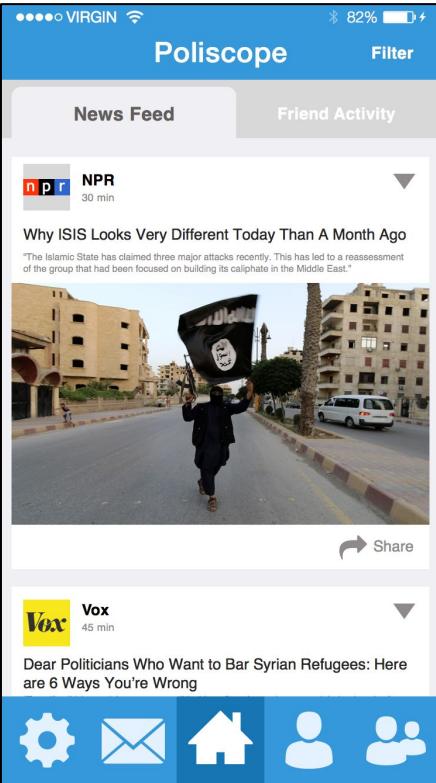
Onboarding



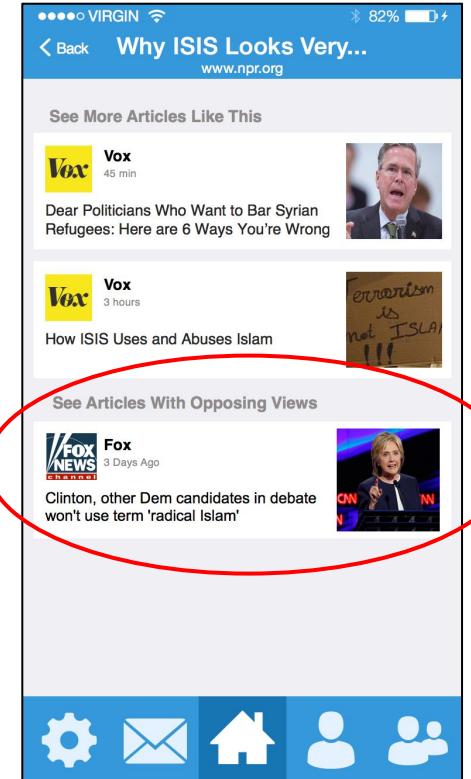
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Managing Articles

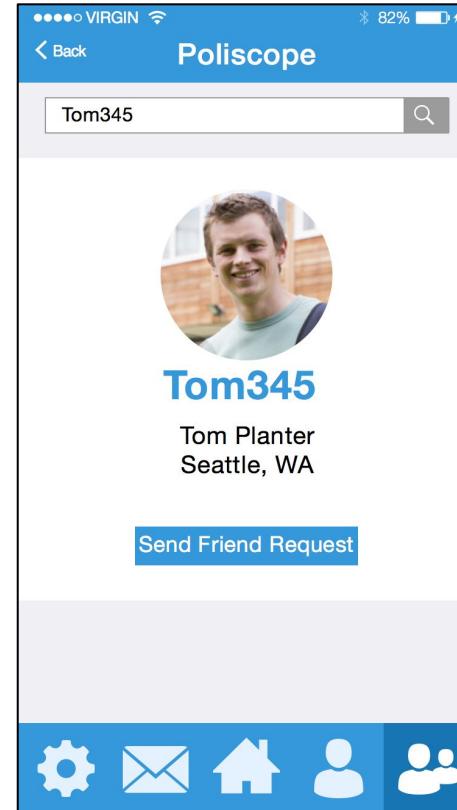
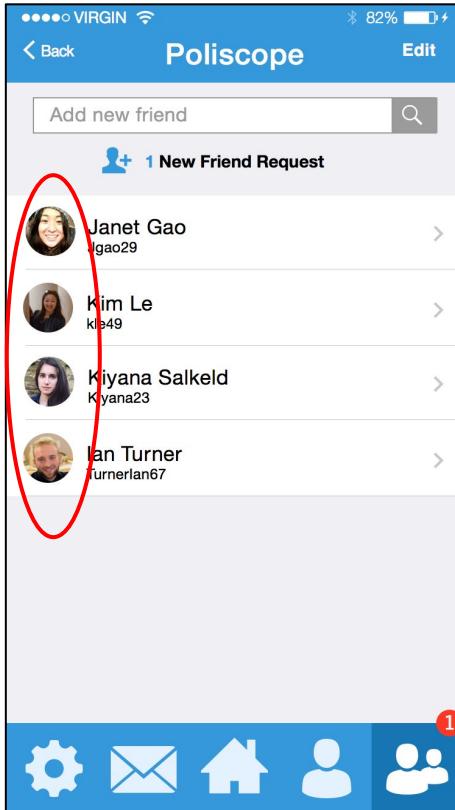


Opposing Viewpoints

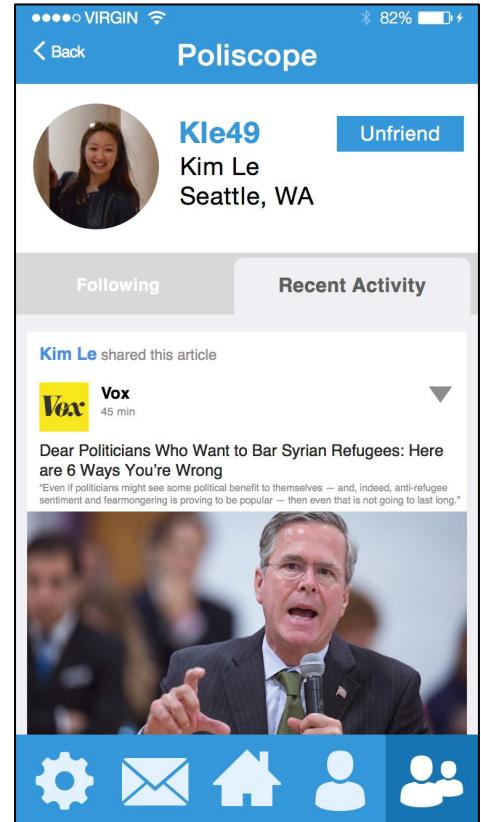
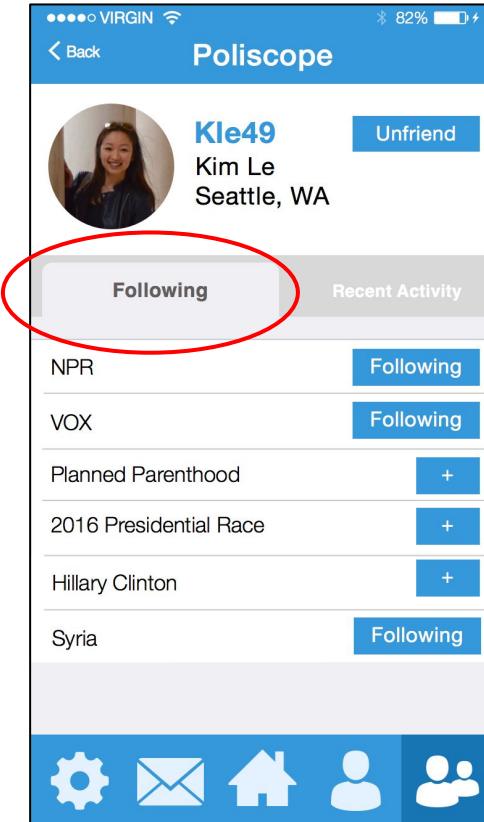
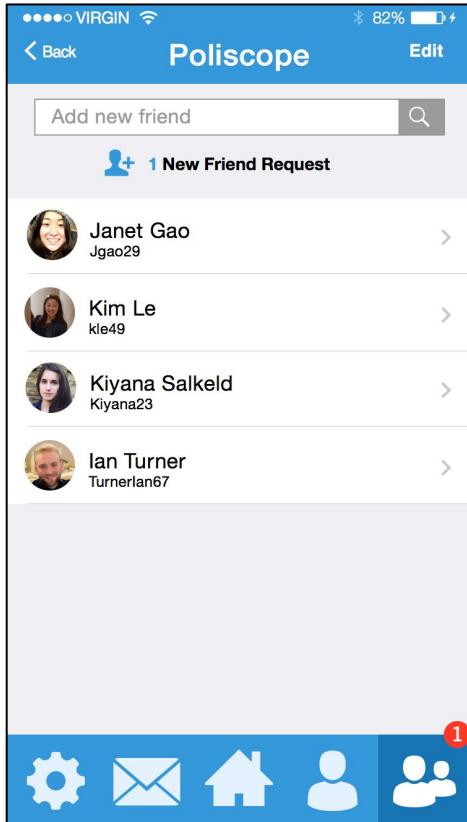


Digital Mockup: Socializing with Friends, Both Online and Offline

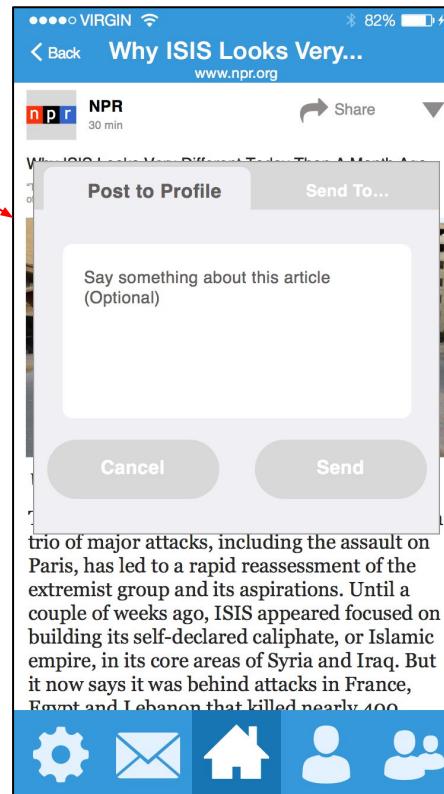
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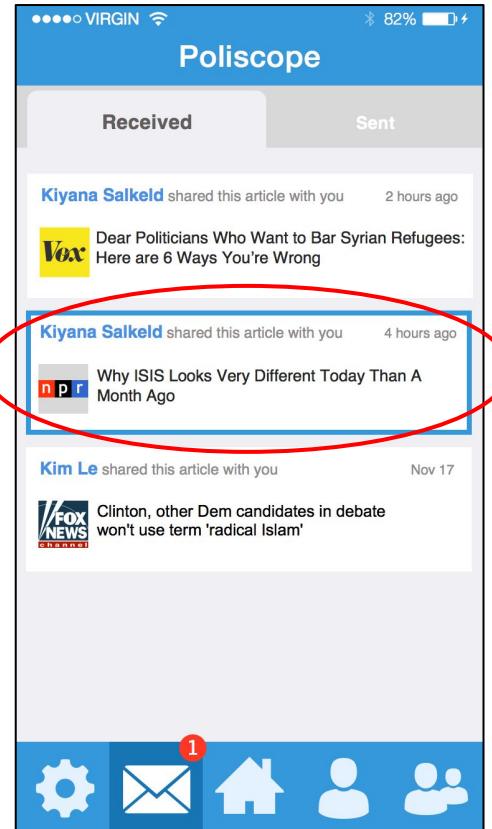
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Direct Article Inbox



Design Process Lessons

- Only show screens that are vital to the task at hand
- Low fidelity prototypes allow for focusing on task completion
- Do not try to reinvent the wheel

