Domain: Information Consumption

HOW DO YOU CONSUME?

POVs And Experience prototypes

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Something we said last Friday…?

Our Initial POV

WE MET Andrew..

and we were surprised to realize that...
he needed socially agreed upon, expert endorsed information from a variety of constant sources.

It would be game changing to...
Deliver him socially agreed upon and expert endorsed information all in one place.

Additional Needfinding

New recruit: Jason

- Jason is an ***expert*** in securities litigation **(an extreme user)**
- He ***only*** reads content relevant to his work
- He almost ***exclusively*** googles his questions
- When google fails he turns to ***experts*** he finds in forums or in person

What we got from Jason

- Experts find it difficult to find new information
- Experts (aka busy people) don’t have time to find new interests
- Busy people don’t spend a lot of time reading the news
- Experts consume a large amount of info on a focused topic

New recruit: Apoorv

- Apoorv is a ***visually impaired*** student at the GSB
- He ***listens*** to all of his content
- He finds himself ***frequently googling*** tangential questions ***after reading an article***
- He also finds this to take ***a lot of effort and time***

What we got from Apoorv

- people want ***quick, holistic*** views of news
- After reading article's it is common to do ***further research*** into a topic with google
- This can be time consuming.

Discovering POVs

WE MET Jason (securities litigation expert)

Who Needs
a large source of information regarding a very narrow topic

Because
he has a singular interest in a topic he is an expert in

It would be game changing to
expand his horizons - introduce him to content that he wouldn't normally come across ***but still interests him***

WE MET Apoorv (deep diver)

Who Needs
to the point summaries of big pictures

Because
piecing together all the details and background is time consuming.

It would be game changing to
put all the details ***right in front of him***

WE MET Andrew jr. (revised)

Who Needs
information that is short, concise, and endorsed as credible

Because
he's picky, knowledgeable, and "social proof is BIG"

It would be game changing to
help him more easily ***see*** what content is ***socially endorsed*** and take out the ***fluff***

WE MET Priyanka (beauty obsessed pinterest user)

Who Needs
curated beautiful information that is easy to obtain and credible

Because
there's a lot of crap on the internet

It would be game changing to
feed her credible information in ***a beautiful way*** that was ***free of crap***

Top HMWs

Jason

How might we...

Use what he already knows to curate deeper content

Make all info relevant to his expertise

Broaden his interests

Apoorv

How might we...

Give relevant context around what he is reading

Do away with search

Make the big picture smaller

Andrew Jr.

How might we...

Weight endorsements by person

Connect him to experts

Make social proof visible

Priyanka

How might we...

Incentivise her to read ugly information

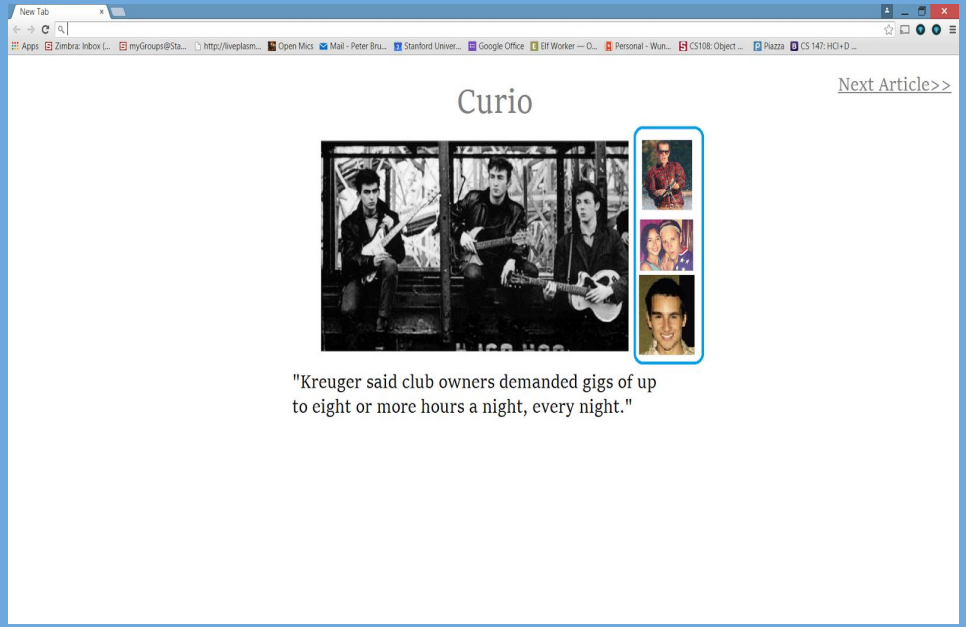
Make credibility visible

Use her picture preferences to give her “better” content

Experience Prototypes

Anti-Personalized Homepage

Assumption: that users would be interested in discovering novel content



(APH) Breakdown

Tested:
By holding pages over a computer screen

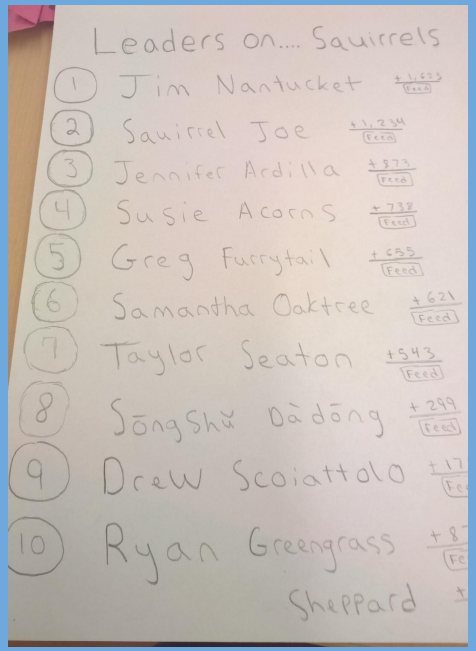
Results:
- Taylor found the article interesting, liked that it was different
- But was confused by what text and pictures did if clicked

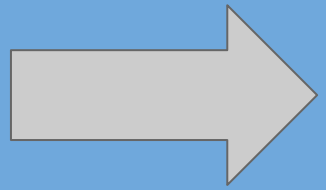
Valid Assumption?
We think so.
- Taylor appreciated the novelty of the content
- He also liked that he didn't have to put time into discovering it.

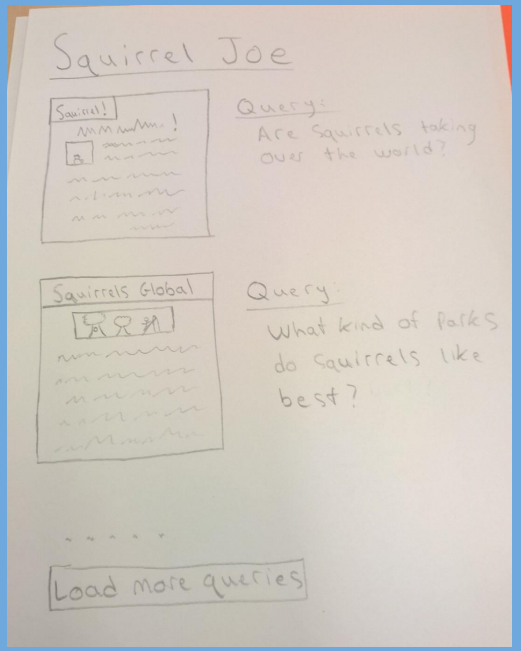
New assumption:
Users value information more if it's shared by a close friend

Expert Leaderboard

Assumption: People would like a way to “see” credibility







Leader-board Breakdown

Tested:
By holding pages over a computer screen

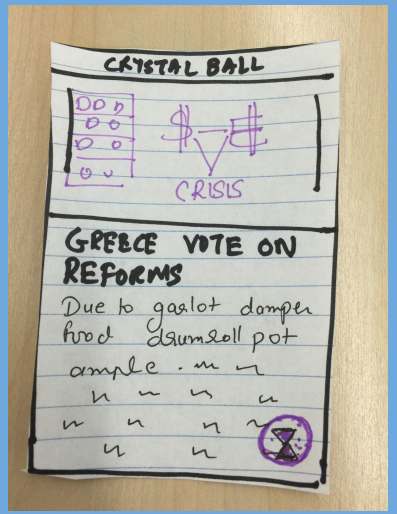
Results:
- Anthony questioned the authority of our “experts”
- he liked it’s similarity to google search
- He liked articles displayed by queries

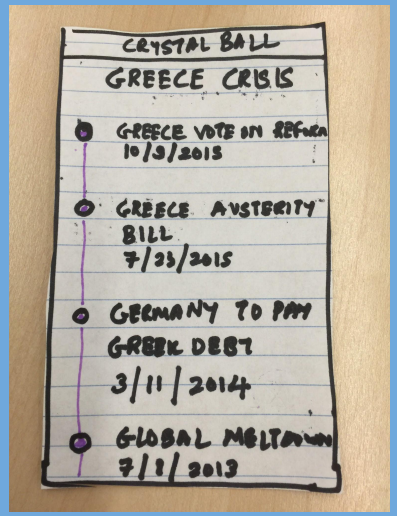
Valid assumption?
We think so.
- Users ***do*** seem interested in seeing what experts are reading
- however, proving people are experts is tricky

New assumption:
Social proof alone may not be enough to validate people as *experts*

Time machine button

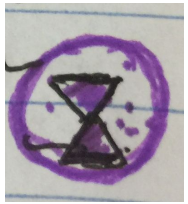
Assumption: people generally want more information on a topic after reading an article





Time Machine Breakdown

Tested:
By holding cutouts like a mobile screen



Results:

- The user liked the simplistic design of the button
- was amazed to see a whole timeline of news
- found the idea powerful, useful

Valid assumption?
We think so.

- the user claimed to frequently do further research after reading an article
- he said such a service would save him a lot of time.

New assumption:
Users value information more if it’s shared by a close friend

Best prototype?

:Time Machine
Button

THANKS!

Any questions?

Our Initial POV

- Here you have a list of items
- And some text
- But remember not to overload your slides with content

You audience will listen to you or read the content, but won’t do both.

THANKS!

Any questions?