

Group Members:

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Domain, Studio:

Information consumption, Crowd Power

O.G. POV:

We Met Andrew...

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

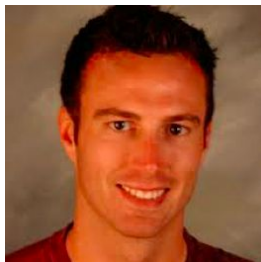
It Would Be Game Changing to:

Deliver him socially agreed upon and expert endorsed information all in one place.

Additional Need finding

Who?

- Jason



- A securities litigation researcher and expert
- Interesting because all of the reading he went through was relevant to his work and all for the purpose of staying up to date on the legal and political/business climate of America and the world
- Wife will occasionally share with him.

What did we learn?

- Jason was an extreme user who needed and consumed only large amounts of information relevant to securities litigation.
- From this we inferred that **it would be game changing** to connect him to other experts in the field and what they were reading.

Additional POV's

We Met Andrew Jr:

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 IF we could help him more easily tell which
content is socially endorsed and distill it.

Sample of HMW's:

- make social proof visible
- give only credible content
- weight endorsements based on person endorsing
- connect him to experts
- create easy endorsement of knowledge

We Met Jason:

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 IF we could introduce him to content that would
interest him that he wouldn't ordinarily come across.

Sample of HMW's:

- remove information he will know is bad
- make info relevant to his expertise
- broaden his interests
- use what he already knows to curate deeper info
- make his topic easy to find

We Met Priyanka:

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 IF we could feed her feed her credible information
in a beautiful that was free of crap.

Sample of HMW's:

- clean out the crap
- use her picture preferences to give her better content
- curate beauty

- make credibility visible
- make her read ugly information

We Met Andrew Sr:

WHO NEEDS to easily find a largely agreed upon answers to his questions
BECAUSE there are a lot of not necessarily credible answers that has to look through on the web

We Met Linda:

WHO NEEDS to be spoon fed from a variety of specific sources that
BECAUSE it is convenient

Experience Prototype 1: Expert Leaderboard

Assumptions

In interviewing Andrew Jr., we got to know a quick witted, no-nonsense design student who seeks streamlined information that he knows to be credible. As indicated in our original point of view his criteria for credibility is either knowledge disseminated from experts and or socially agreed upon answers. We thought about ways that we could help him access the information he wanted, and **assumed** he would appreciate a place he could easily find experts and the content they endorse.

Making the prototype

We made an 'Expert Leaderboard' prototype with pencil and paper, mapping out a simple ui that allows users to search for leaderboards of experts on various topics:



View leaderboards:

Leaders on... Squirrels

1	Jim Nantucket	+1,473 Feed
2	Squirrel Joe	+1,234 Feed
3	Jennifer Ardilla	+975 Feed
4	Susie Acorns	+738 Feed
5	Greg Furrytail	+655 Feed
6	Samantha Oaktree	+621 Feed
7	Taylor Seaton	+543 Feed
8	Sōngshū Dādōng	+299 Feed
9	Drew Sciattolo	+17 Feed
10	Ryan Greengrass	+8 Feed
	Sheppard	+1 Feed

Select individual experts within those boards:

Squirrel Joe

Squirrel!

AmMmMm!

AmMmMm!

AmMmMm!

AmMmMm!

AmMmMm!

Query:

Are Squirrels taking over the world?

Squirrels Global

AmMmMm!

AmMmMm!

AmMmMm!

AmMmMm!

AmMmMm!

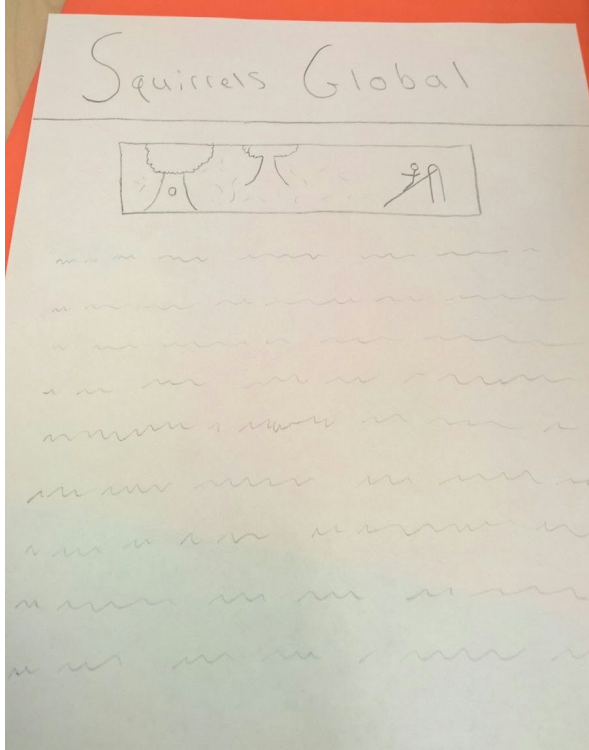
Query:

What kind of parks do Squirrels like best?

.....

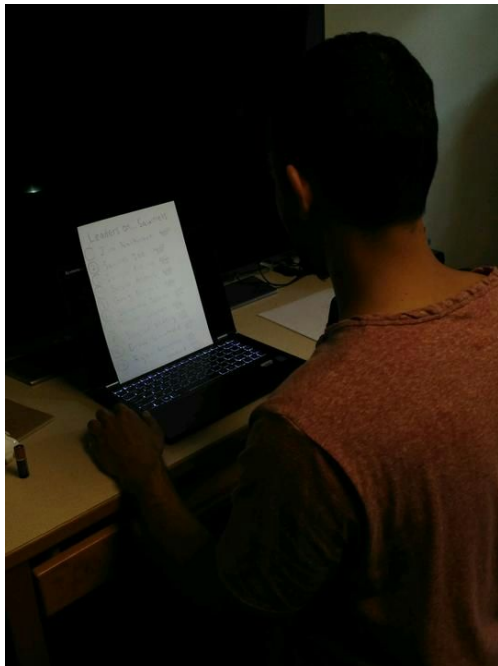
Load more queries

View articles listed on experts pages:



Testing the prototype

To test this prototype, we selected a friend and placed him in a natural environment that someone would be in when looking into a specific subject: a dorm room. We then had one group member 'operate' the prototype via placing the sheets of paper in front of the user's laptop screen as he interacted with them while another group member took notes.



What we learned

Over the course of the test, we made a few key findings:

1. The user never used the ‘feed’ button on the leaderboard.
 - a. This is a useful UI tip going forward. The user preferred directly clicking on the name of the expert rather than using a separate button.
2. The user questioned the authority of the ‘experts’
 - a. Despite being lauded as Leaders by our application and being presented with a number representing the amount of upvotes they have received for their expertise, at the end of the day the user didn’t recognize the names right off the bat, which made the number not particularly meaningful.
3. The user liked how it was similar to Google search
 - a. This positive reaction was supported well by our interview findings, where every interviewee displayed a high reverence and trust for google.
4. The user liked how the articles were displayed by query rather than title, because it often describes the content of the article better than a title would.
 - a. In hearing many responses on the topic of answering users questions, we learned the importance for users to be able to find the exact answer to a question, and we figured cutting out the middle man of digging through article titles and cutting straight to the Q and A would be best.

Was the assumption correct

We found our assumption to be correct that users are interested in what experts are reading and what questions they are asking. However, we still have the issue of proving that those on the leaderboards are truly experts in the subject. From this we can extract a new assumption: people are very hesitant to fully trust standalone sources of information online.

Experience Prototype 2: Curio

Assumptions

We made this prototype on the assumption that users will be interested in content that their friends think they would like, but that they themselves might not come across via their own searches. We derived this assumption from our interview with Jason who was an expert in securities litigation and only read content about securities litigation because he did not want to invest the time to find things outside of this interest that he would enjoy reading. We inferred that it would be game changing to bring content to Jason that he would be interested to broaden his interests.

How was it made?

We made our prototype by creating our ‘homepage’ in Microsoft Paint and printing it out. We used our knowledge of a mutual friend to ‘depersonalize’ the homepage and show friends we

knew our user would know. We then created 'screens' for our user might click to and printed those out as well.

We had a homepage, which would show up each time a user opened a new tab:



A social page, which allowed users to see what else their friends have been reading:



If a user clicked on one of the article pictures, they would be redirected to the article on its original news website:



How was it tested?

We tested our prototype on a mutual friend. We had him close his eyes and when he opened them, one of us was holding the home page on his computer screen. We then asked him to interact with it as he normally would any homepage.

What worked?

Our user really liked the article we presented to him and admitted that he wouldn't have come across it via his normal searching so we think that having friends recommend articles worked very well. However, our interface was very confusing for Taylor and we realized that having too much information on one homepage can be very confusing to a user. Taylor felt he didn't know what to click. Moreover, Taylor often didn't know whether text was a button or not. We learned that we should simplify our UI, emphasize only a few options very clearly.

Assumptions Valid?

Our assumption turned out to be valid. Our user liked the content friends recommended to him and admitted he wouldn't have found it via his normal searches. Thus, we broadened his scope of interests and showed that users can be interested in things that they might not come across in their usual searches. We've come away with new assumptions that users value information more if it's shared by a closer friend.

Prototype 3: Time Machine Button

To test this prototype, we asked the receptionist of Tech Lounge to play with it. We took his interview in the Tech Lounge itself as it is his natural working environment. We then had one group member 'operate' the prototype via placing the sheets of paper in front of the user as a mobile screen as he interacted with them while another group member took notes.

What worked? What didn't? What did you learn?

Our user really liked the simplistic design of the button. He was really amazed to see that clicking the button gives such a holistic news timeline of the information he was reading. He found the idea of the time machine button very powerful.

Was the assumption valid? Why or why not? Any new assumptions that emerged?

Our assumption turned out to be valid. Our user liked the idea so much that as it saved him the time to search more information about it.

Which prototype was most successful?

Out of all the prototypes we tried and tested we got the strongest response for the Time Machine button. Users generally said that on average they find 6 interesting articles out of the 10 articles they reads. They generally follows up these 6 articles with quick google search to read more information about them. They said that they would love to use such a button if it exists