

# Low-Fi Prototype

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**Studio:** Digital Democracy

**Presenter:** Laura Brouckman



# Mission/Value Statement

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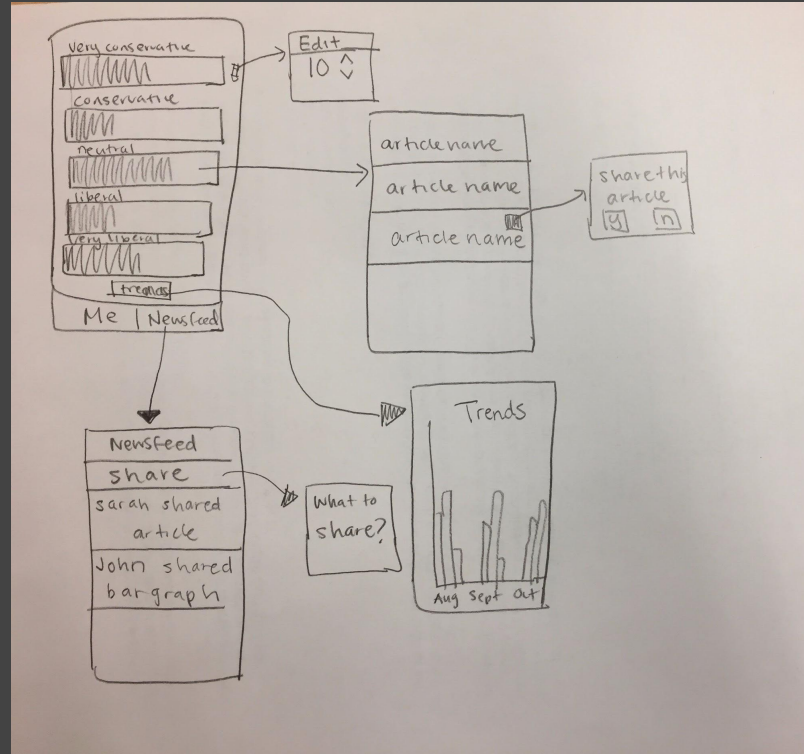
*“DeBias yourself with  
diverse news  
sources!”*

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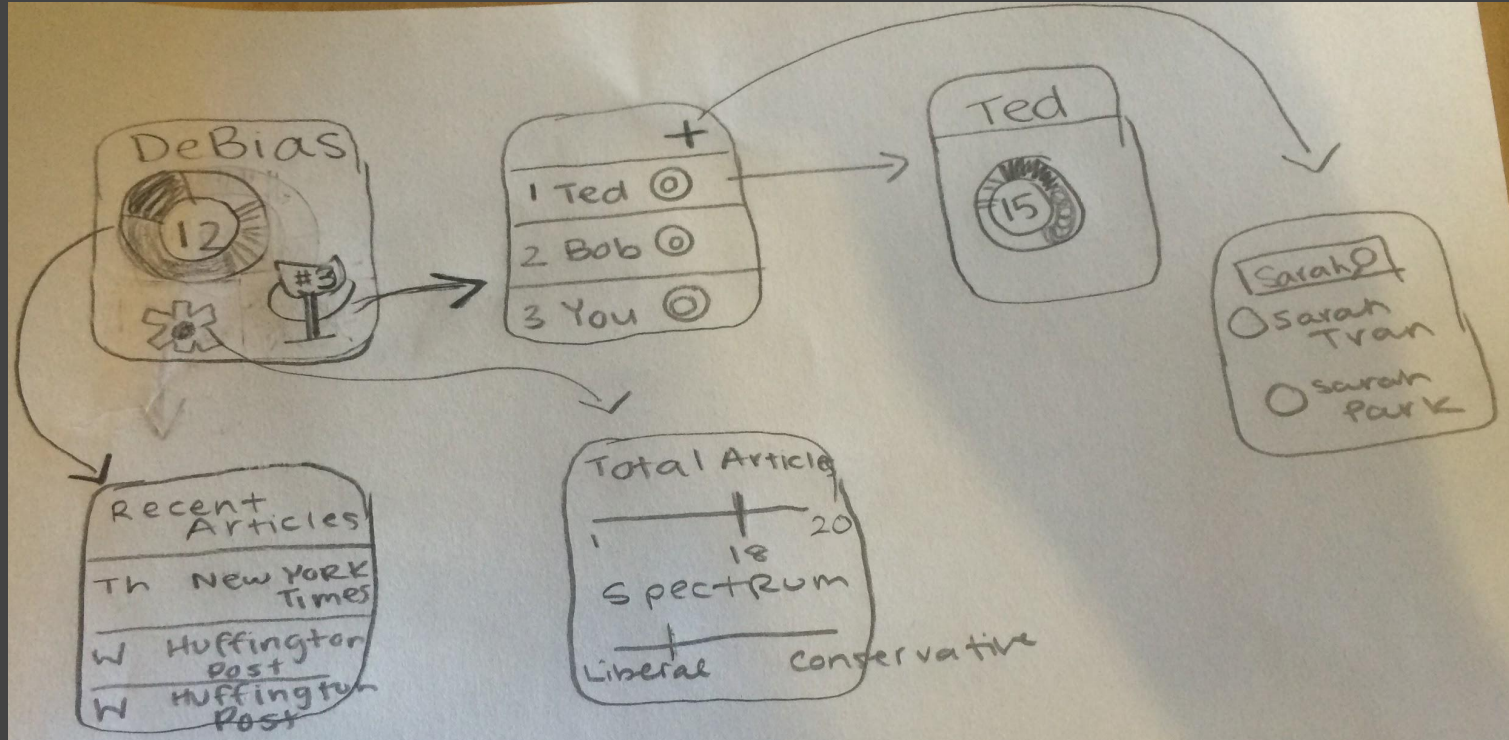
# UI Sketches

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# Concept #1: iPhone App



# Concept #2: Apple Watch



# Selected Interface: #1

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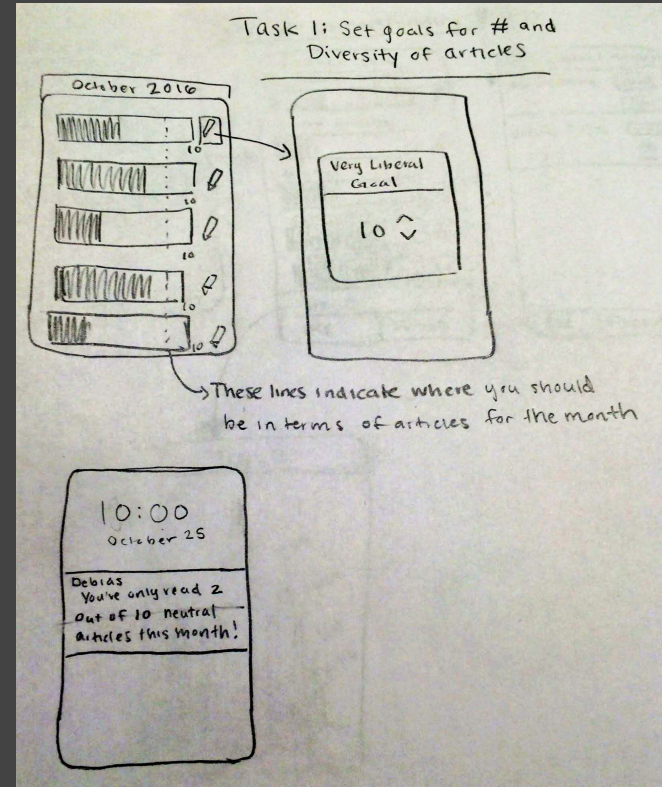
- + Clear layout
- + Multiple ways to visualize data
- + Divide between personal side of app and social side of app
- + Better platform
  
- Data is spread throughout multiple screens
- Newsfeed is somewhat boring and does not inspire competition

# Tasks

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# Task #1

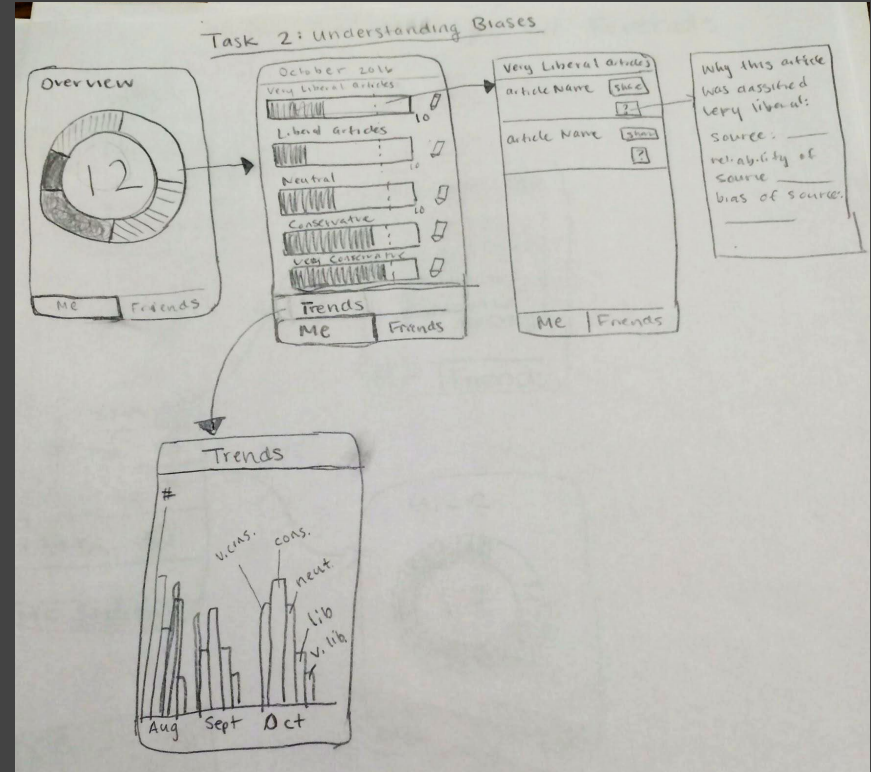
Set goals for the  
**number** and **diversity**  
of articles to read in a  
week





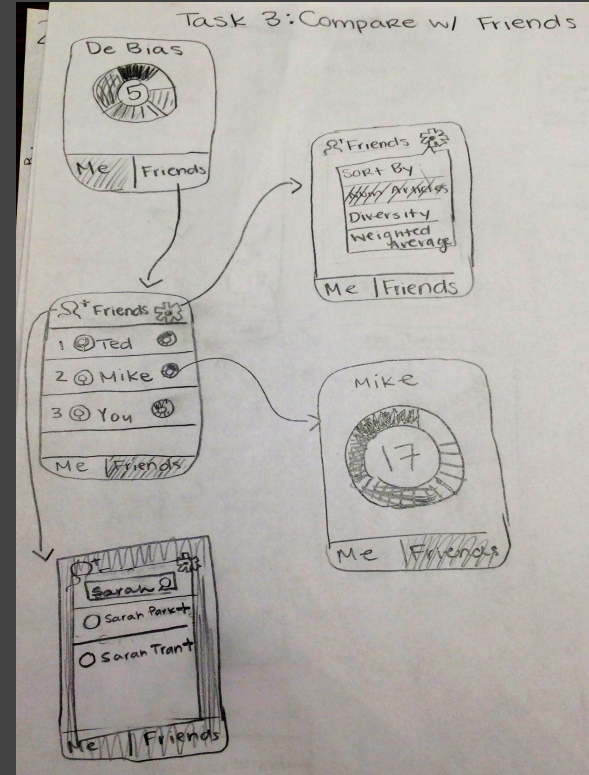
# Task #2

Ensure that the user is aware of their **own biases**



# Task #3

Compare and compete with other users

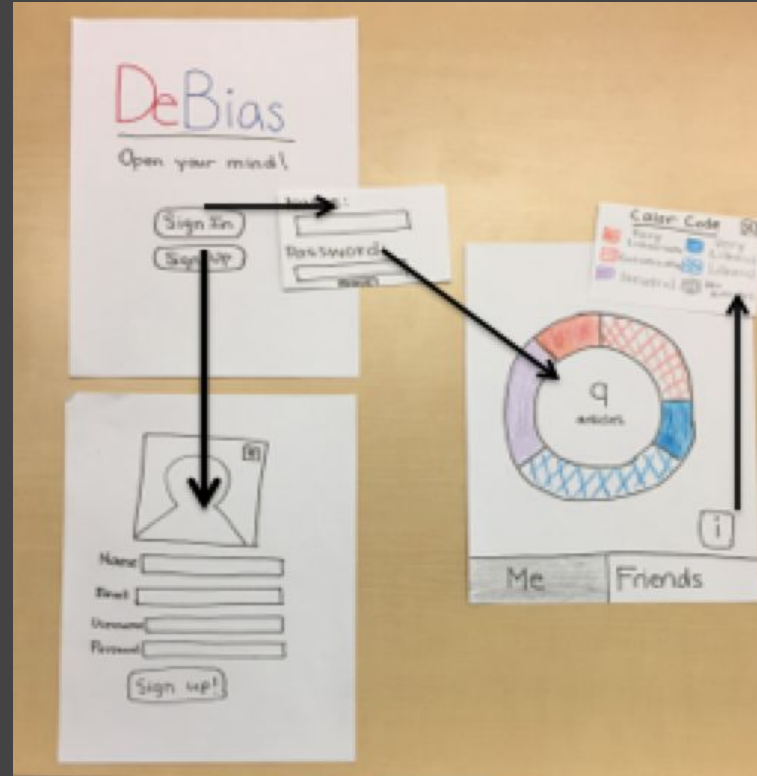


# Prototype Structure

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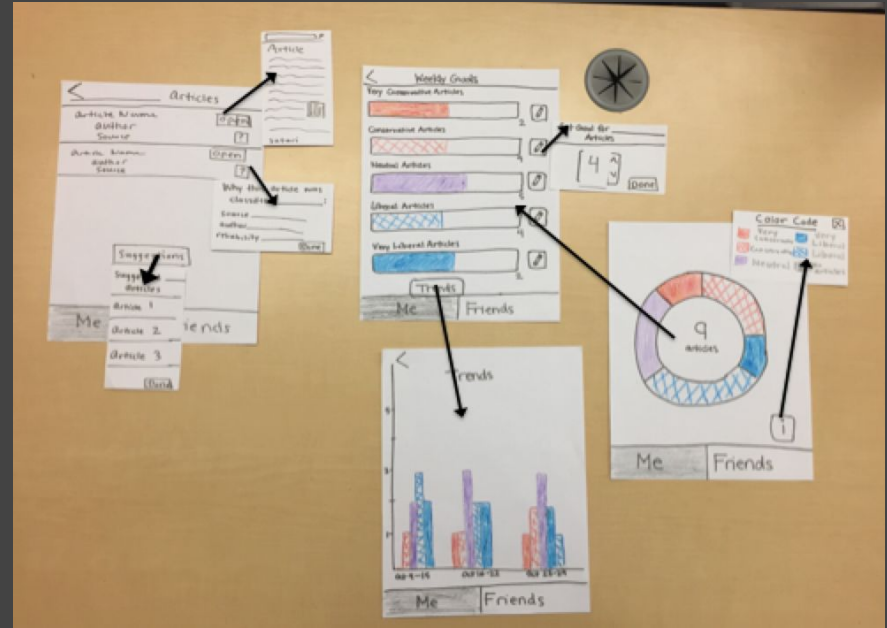
Register/ Log-in  
Interface



# Prototype Structure

## View breakdown of news sources

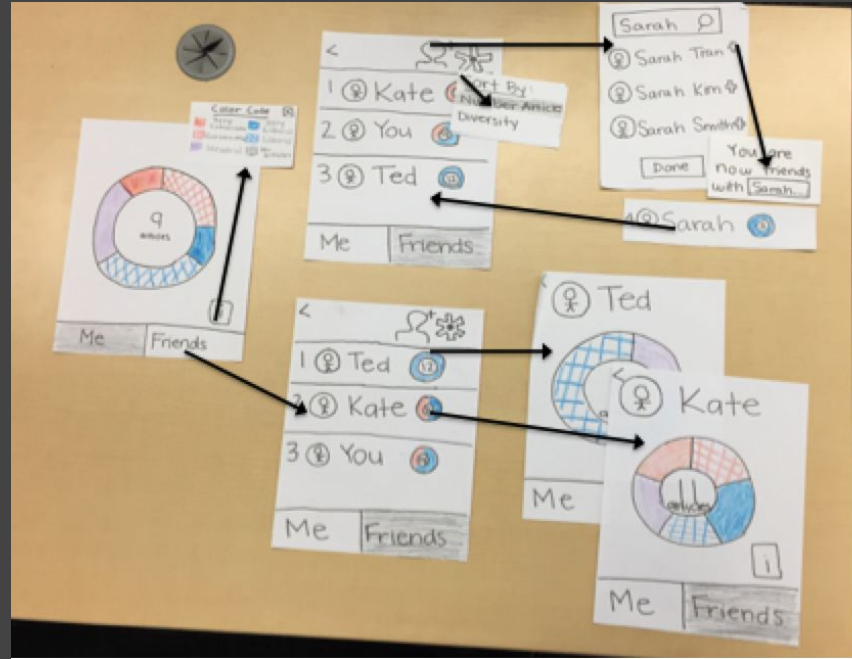
- View/ update weekly goals
- See specific articles
- View your progress over time



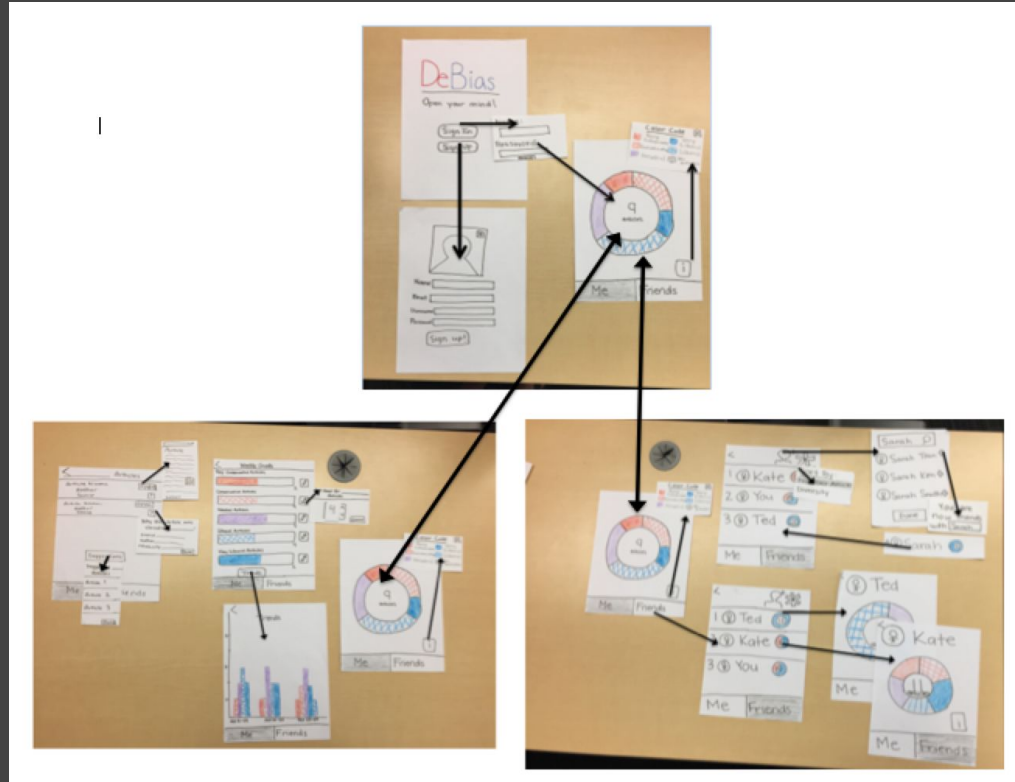
# Prototype Structure

## Compare with friends

- View your rankings
- Add friends
- View more information on your friends



# Prototype Structure

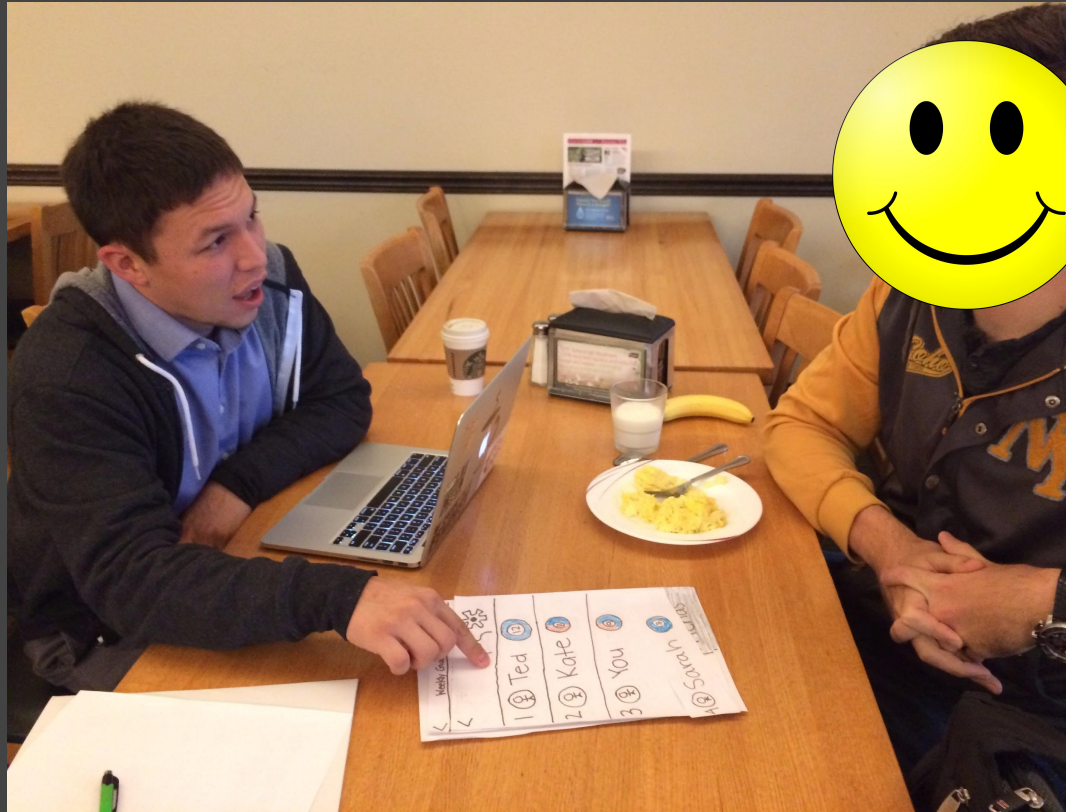


# Method and Results

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# Experimental Methods

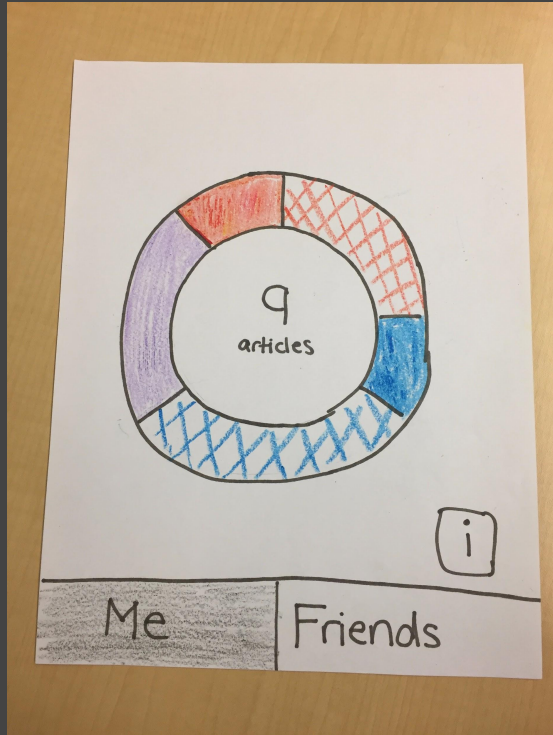


# Experimental Results

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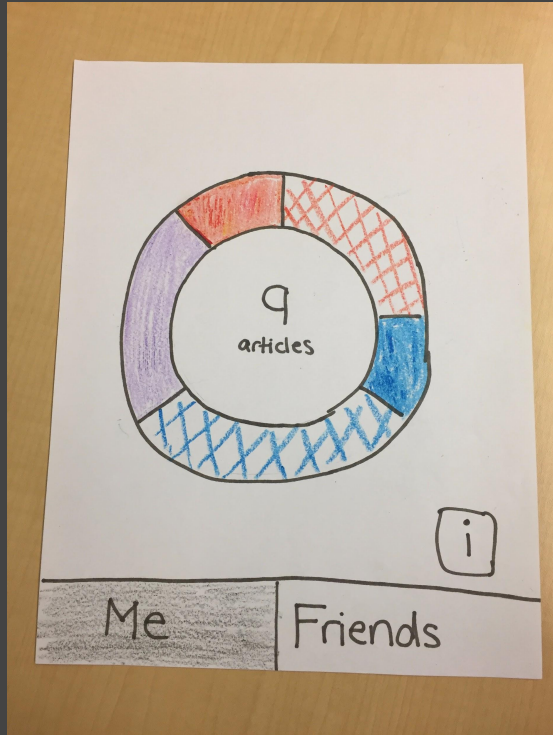
- + Visual and intuitive interface
- + Inspired competition between users
- + Users understood their biases
- + Users “read” suggested articles
  
- Confusion over initial screen
- Icon buttons sometimes surprised users

# UI Changes



**Issue:** Users were initially confused by what information this screen showed

# UI Changes



**Issue:** Users were initially confused by what information this screen showed

**Solution:** Add in labels to pie chart sections, add walkthrough for first-time users, add in button to take user to detail screens

# UI Changes



**Issue:** Some icons were misleading

# UI Changes

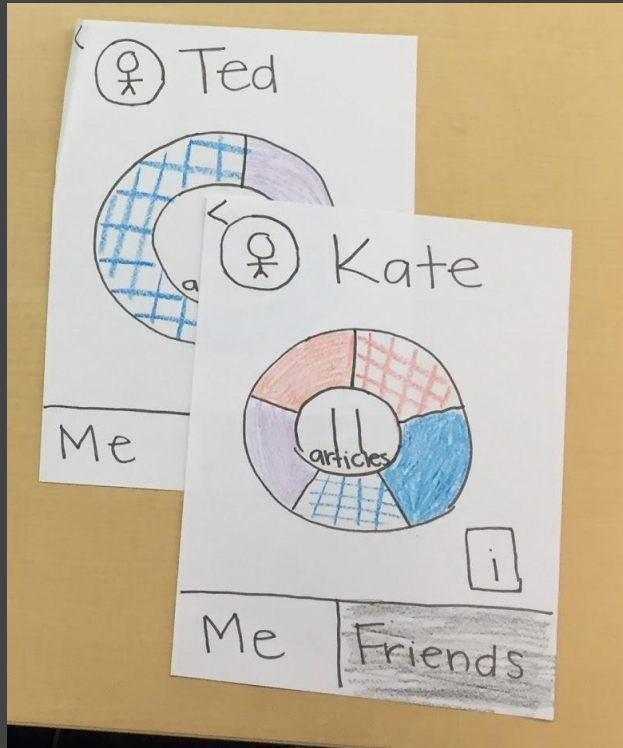


**Issue:** Some icons were misleading

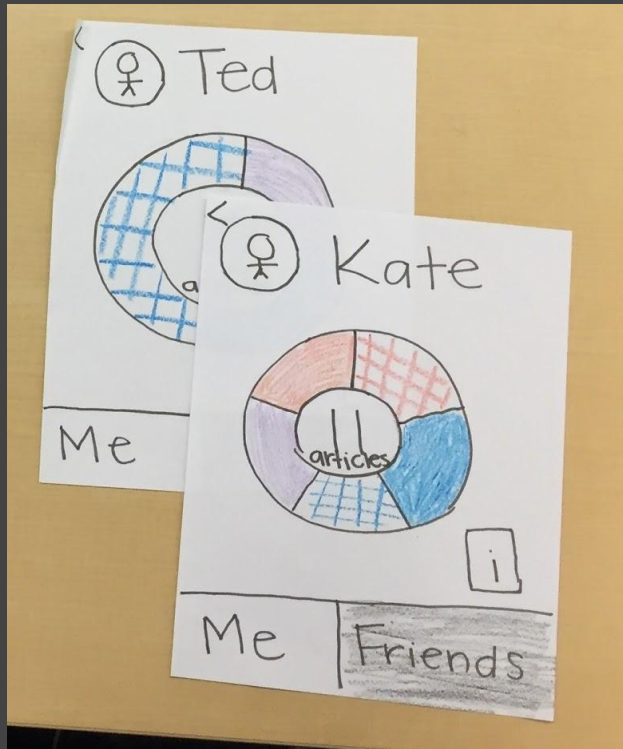
**Solution:** Rework icons to be more intuitive

# UI Changes

**Issue:** Users wanted more information about their friends



# UI Changes



**Issue:** Users wanted more information about their friends

**Solution:** Add in a way for users to know what their friends have read, add privacy features so to control who sees user's article information



# Key Takeaways

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- People understood and liked the flow of information
- Important to be deliberate with icon images and making clear what is actually clickable
- Prototype could not capture the long term aggregation of news

# Appendix

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# Notes

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