

Captiva

Medium-Fi Prototype

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Value Proposition

Making Journalism Easier: From Pitch to Publication.

Problem & Solution

While writers and editors compile facts and quotes into stories, reporters are **out in the field**, building on active stories and finding new ones. Reporters want to give only the **most important details** to the newsroom. They can **capture details** with Captiva, **touch them up**, and then **forward them** on to key staff back at home base.

Task Definitions

Task 1 (Simple) - Collaboration: users can work together on inputting facts and quotes, and see what each other have done.

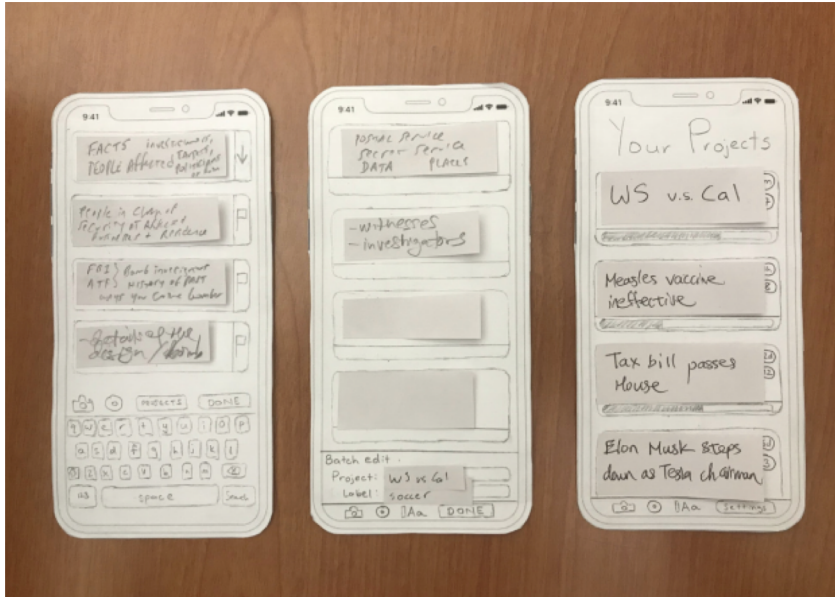
Task 2 (Moderate) - Discover Domain Experts: Determine who in the organization you work for would be able to help develop a story.

Task 3 (Complex) - Send to Newsroom: get the information you've collected to the writers and editors.

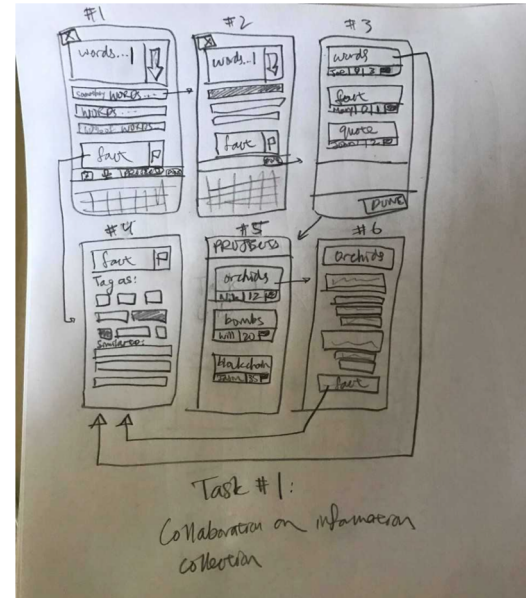
(See next slides for the taskflow changes we made to each task)

Change #1: Focus on collaboration

Before: Just see you own input



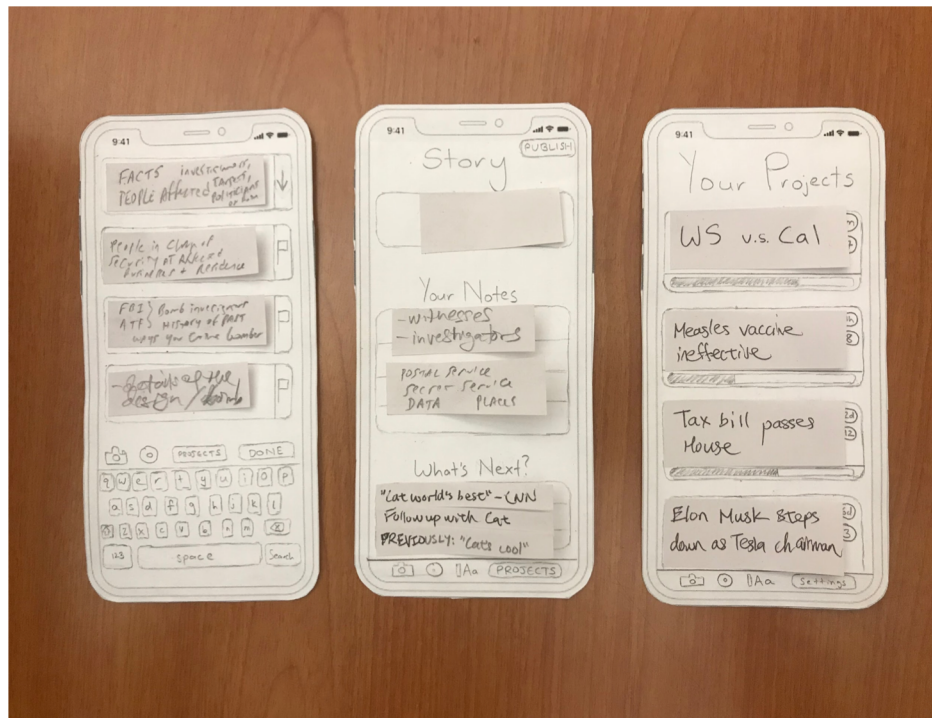
After: Observe/collaborate with everyone in your org.



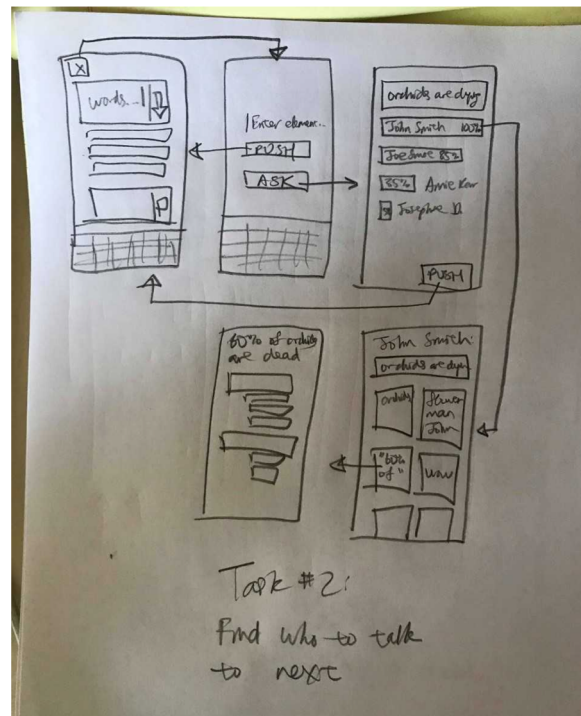
*See speaker notes for rationale

Change #2: Revamping "What's Next?"

Before: "What's Next?"

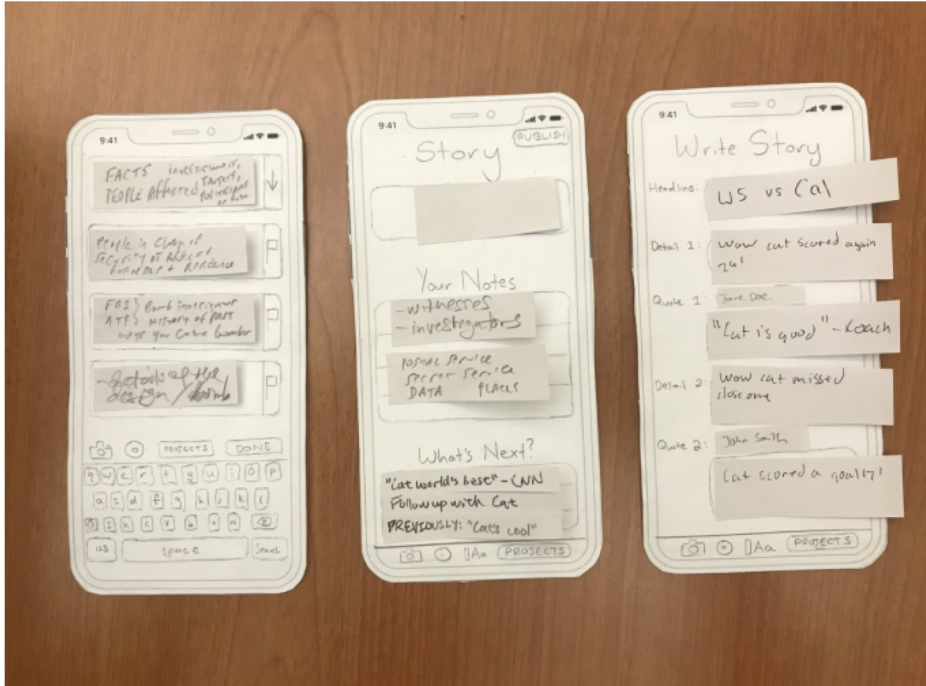


After: Discovering experts

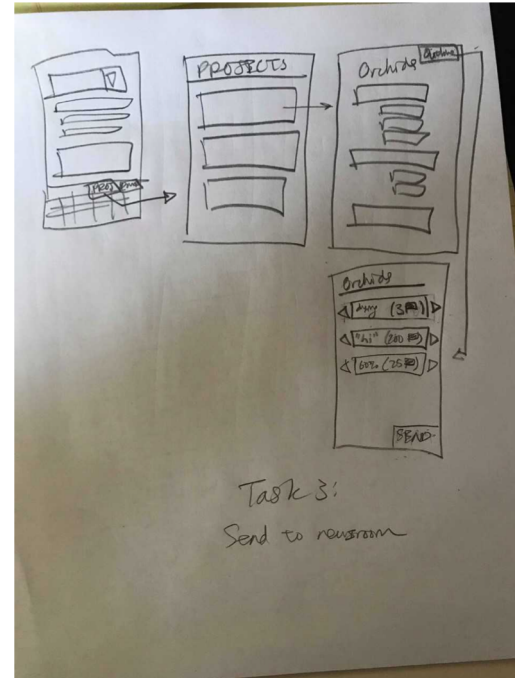


Change #3: Sending info to the newsroom

Before: Individual select/export

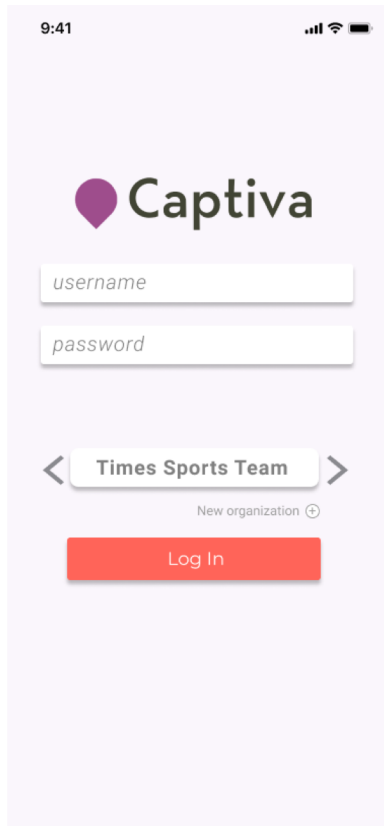


After: Send collated details directly to newsroom

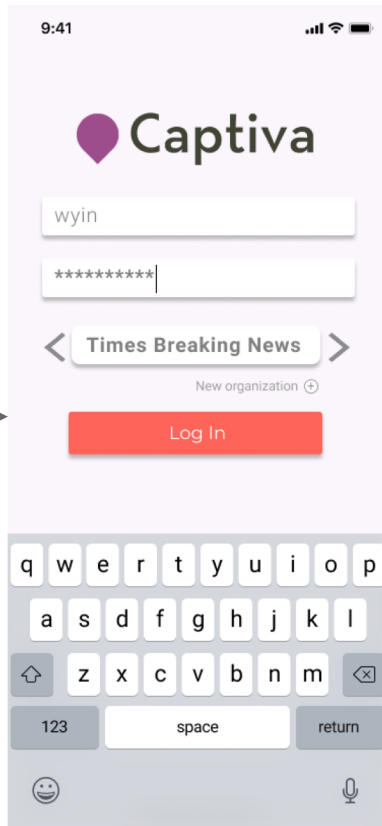


Task 0: Login Screen

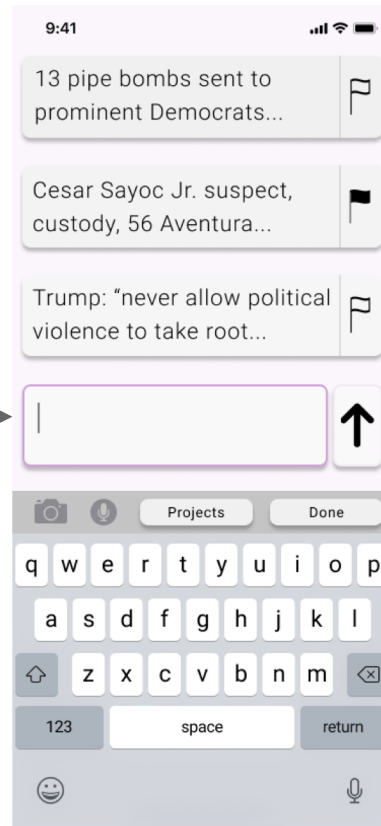
Screen on first open



Select org.

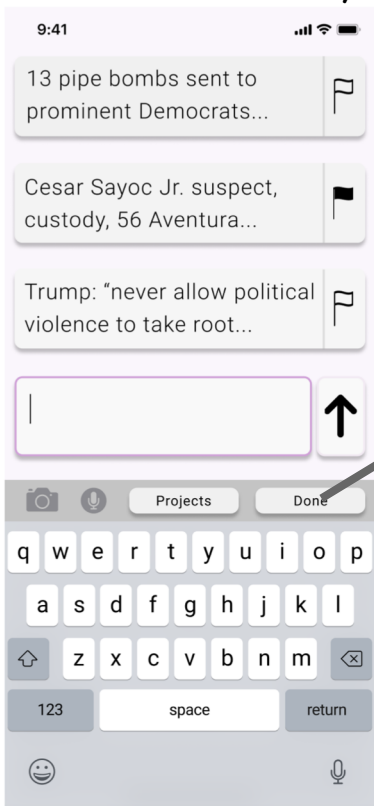


Open to input

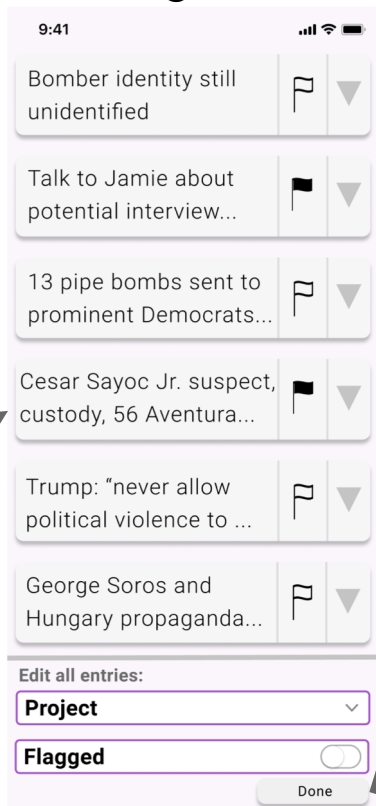


Task 1: input and collaboration

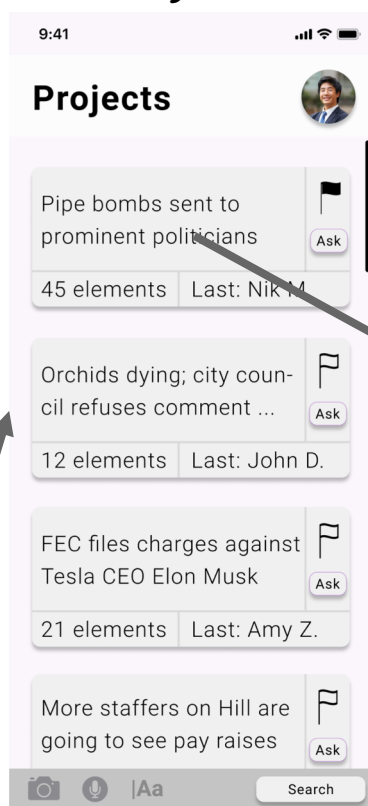
Element entry



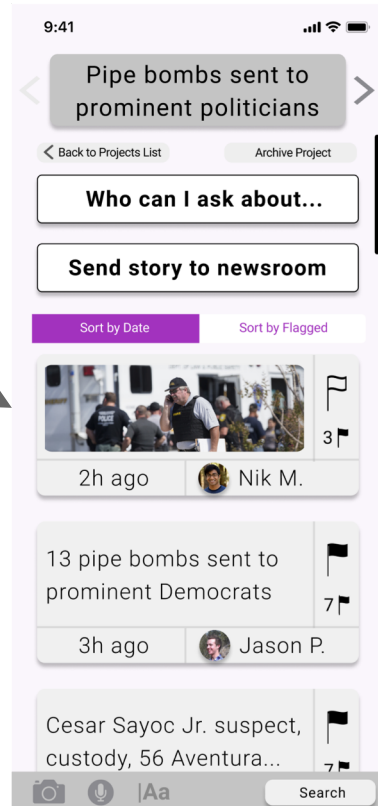
Elem. organization



Projects

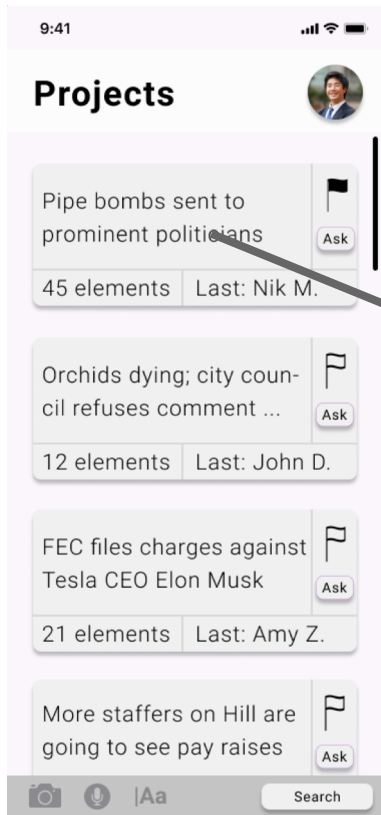


Individual project screen

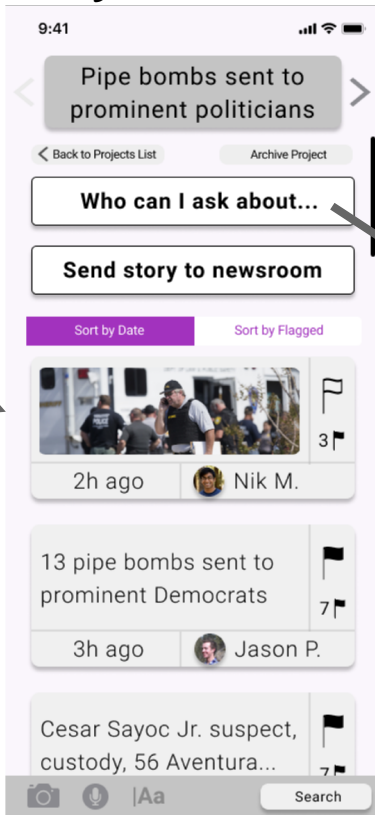


Task 2: Discovering domain experts

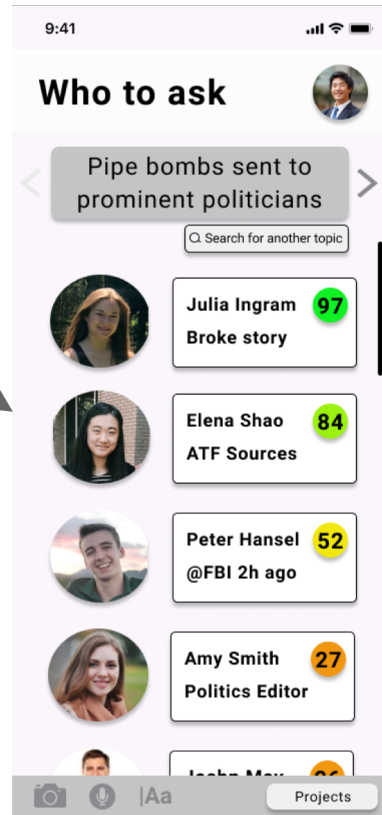
Projects



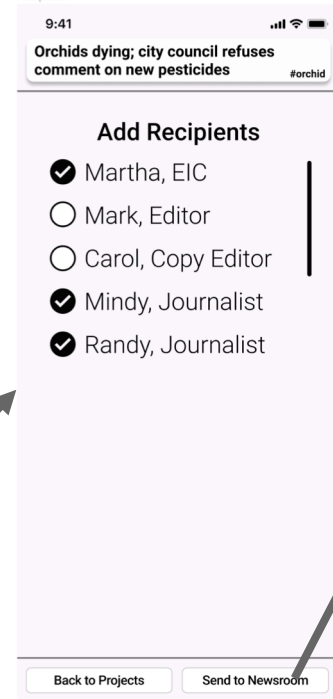
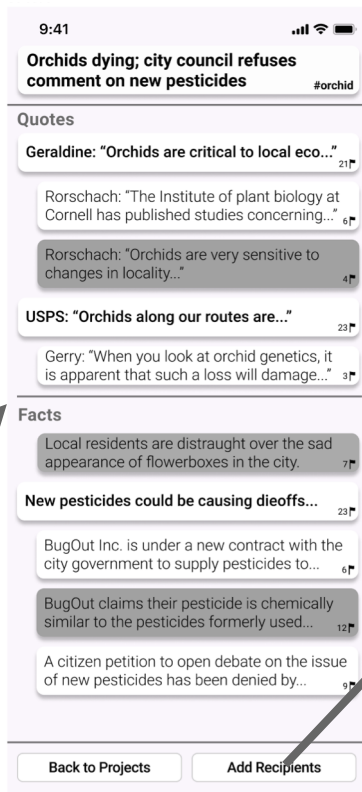
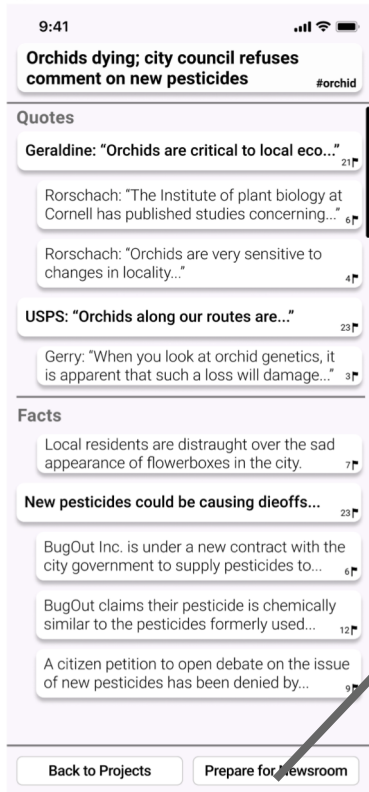
Project screen



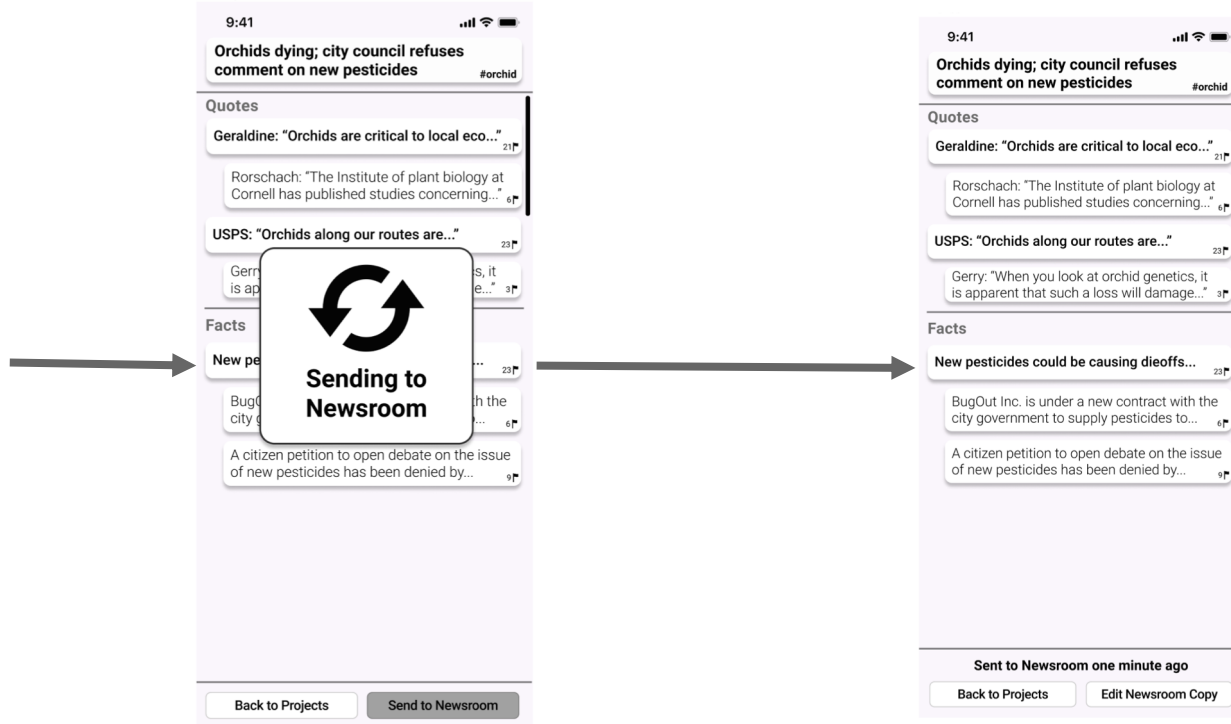
Ranked similarity



Task 3: Select & Send to Newsroom



Task 3 cont: Select & Send to Newsroom



Prototyping Tools

Screen mockups in Figma, animation/response simulation in Marvel

How it helped:

- Realistic graphics
- Could get feedback on overall navigation structure and aesthetics
- Easy to collaborate on

What was difficult:

- Text entries are static (central to Captiva)
- Animations difficult to demonstrate
- To use marvel, we had to make several copies of very similar screens in Figma
- Only certain elements are interactable. Making everything interactable would allowed for a more robust prototype.

Features to be Added

1. **Search Pages** including a general search page (to find specific stories and facts) and the ability to find contacts for more specific things
2. **Profile Page** that allows the user to change their information or organization and log out.
3. **Picture or Audio Input** that the user can do on the fact-entry screen

Hardcoded Features

1. **Text entry** - Text entry happens via tapping the keyboard when interactable and filling with predefined text.
2. **Elements of collaboration** - Elements/profiles of other users and simulated and hardcoded.
3. **Previously-inputted elements, profile information, projects, and organizations** - Prior elements in Element/Project Entry screens, for example, were hardcoded.
4. **Collated information and newsroom transmission** - Selecting elements to send was hardcoded. The user simply clicked any interactable element and all would be selected and then sent.

Wizard-of-Oz Techniques

1. **The list of people to talk to will be generated by artificial intelligence.** In our prototype, the list is hard coded in.
2. **The preselected facts to be sent to the newsroom will also be AI-generated.** Using a combination of things about the facts--such as number of flags, who input it, and when/where it was input--the app will automatically select what it thinks the most important story elements are.