

160 P2 Design and Lo-fi Prototyping

Refined HMW

How might we encourage users to explore content outside of one's personal sphere on social media in an engaging way such that they are both exposed to different perspectives and gain a more comprehensive understanding of a topic beyond what they can get from a headline alone?

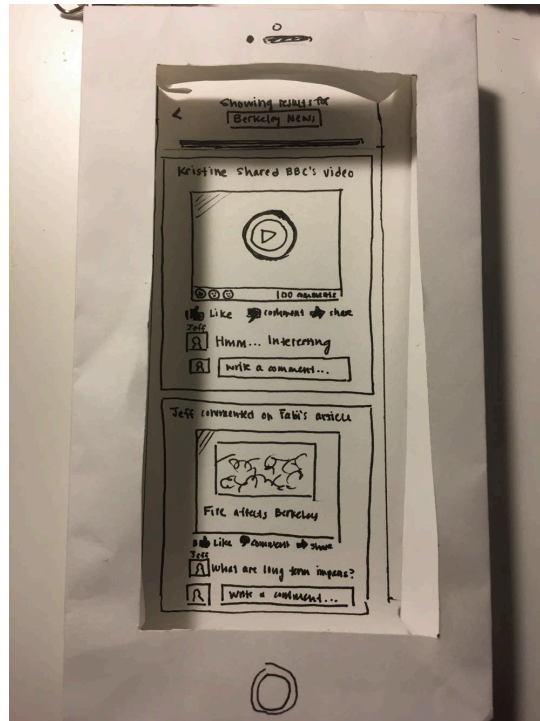
We refined our HMW statement by combining some of the main, most actionable concerns we tried to address with our previous HMW statements. During the two events we attended, we realized that it was easy for people to dismiss an article based off the headline or lack of exposure to outside views. Since the two events we attended had audiences that stood on very different political spectrums, the feedback we were given suggested that we try to find a way to reconcile an aspect that we noticed overlapped between the two. We felt like the two aforementioned problems were core themes applicable to a variety of audiences, so we combined these into a singular standing HMW.

Brainstorm Ideas

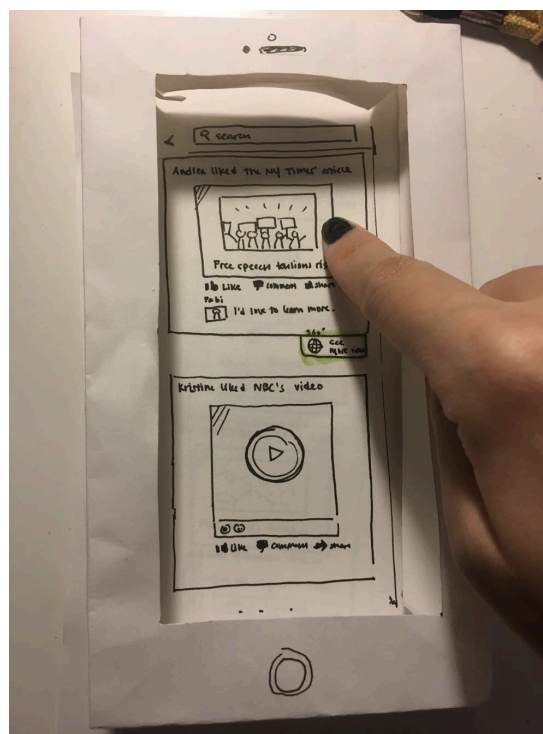
1. List read by so you can see what peers have viewed; balance out articles that many peers have read and articles that may oppose these peer-popular articles
2. Bubble pop-ups of other people's views on "Trending" topics
 - a. "So-and-so" commented on this
3. AI algorithm to "detect" posts related to certain current events, telling you what a friend's post leans towards
4. After reading an article have a popup/bubble for article of similar topic from other perspectives
5. 360 degree viewpoint
 - a. Use 360 idea for photos. Turn around for different perspective/images

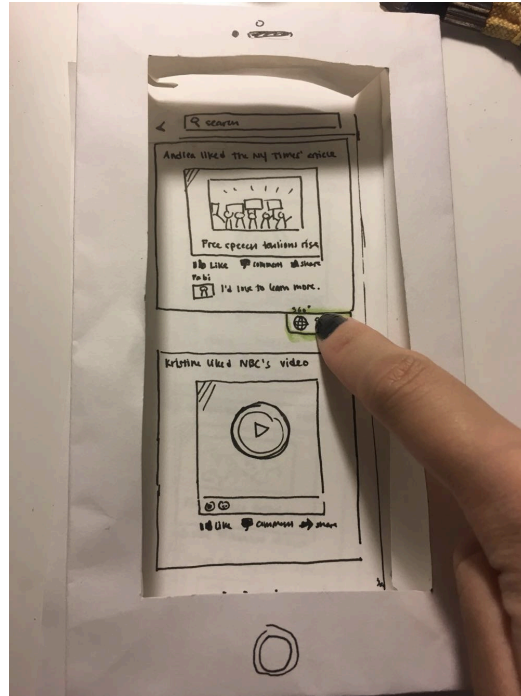
Storyboard (360 Viewpoint Idea)

Our storyboard consists of a task where, on a mobile app, the user can enter a 360 viewpoint on articles with divided opinions and interactively view articles with new perspectives.

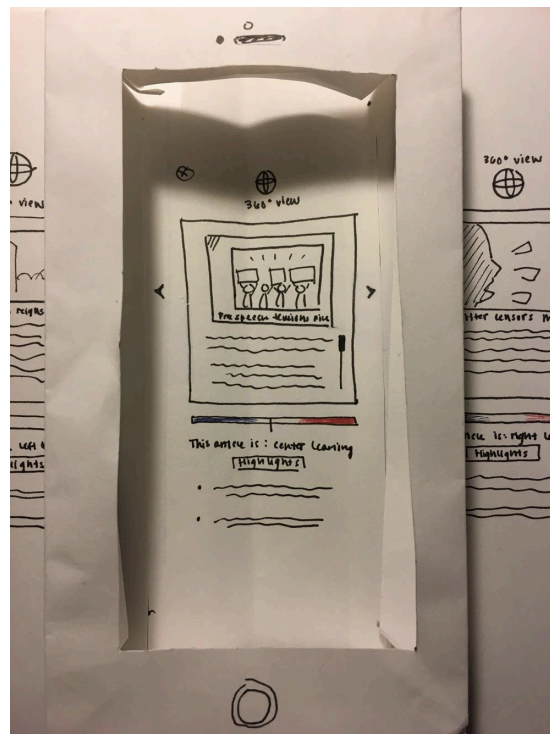


The first stage of the task involves a scrolling news feed of articles for a certain topic/category. On this feed, the user is able to see articles/videos/etc. that their friends or people they follow have shared.

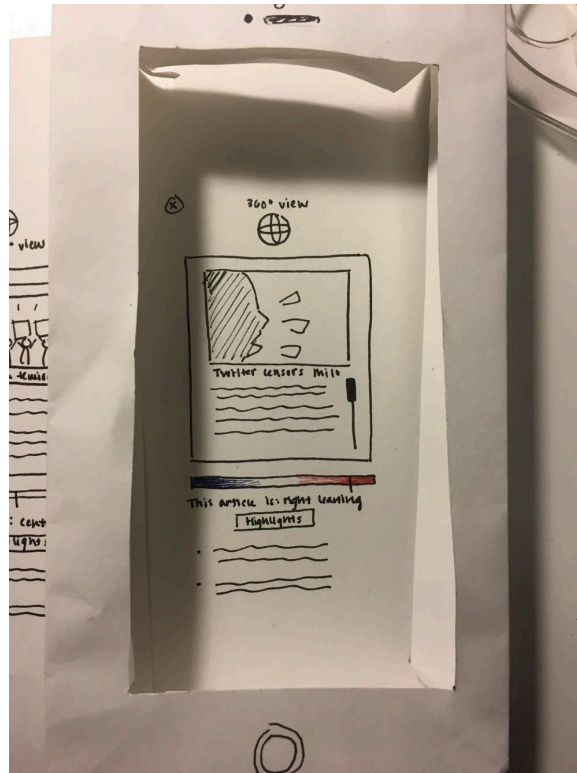




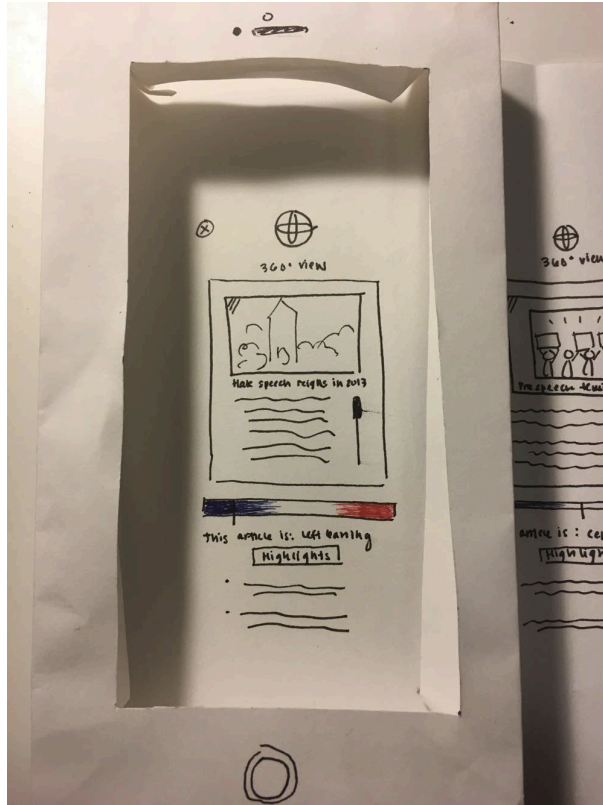
The user scrolls through and may come across an article that features a variety of divided opinions. These articles will feature a glowing 360 degree viewpoint tab that prompts the user to tap to see more views on the article.



Clicking on the tab brings the user to the actual 360 view, where the article they clicked on shows up in the center of the page. The contents of the article are displayed for the user to read, along with an indicator of its viewpoint (left, center, right). Below this are certain highlighted quotes from the article so that the user can easily see key points at first glance.



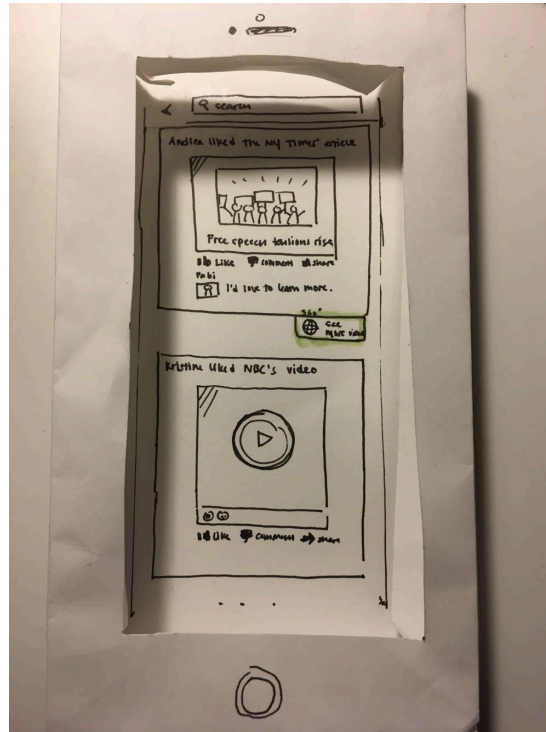
By panning the phone to the right (or swiping) the user can see a more right-leaning article, with a similar layout showing the contents of the article, a viewpoint indicator, and highlights.



The left leaning article can be reached by continuing to pan right (as it circles around in 360 views) or by panning further past the previous article to the left.



If the user has accidentally clicked on the 360 tab or is done browsing, they can exit the view by pressing the “X” in the upper left corner which will show for each of the articles to bring them back to the previous view.



The user can now continue scrolling and browsing more articles/views.