





## Design For Sustainability - Redemption of the apes



Submitting:  
Alon klayman - BGU  
Tomer kigel - BGU  
Luka matic - UP  
Blaz jerman -UP



# Value Prop

---

Educating about how fake news can affect our judgment by

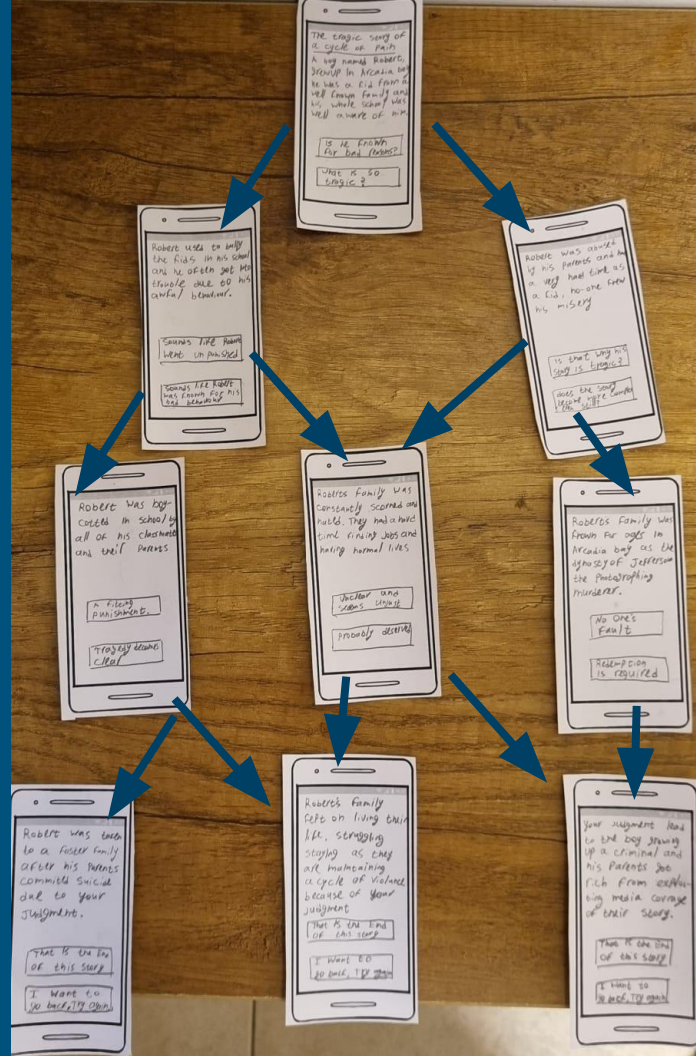
- False Connection
- Misleading Content
- Multiple sources

# Personas

---

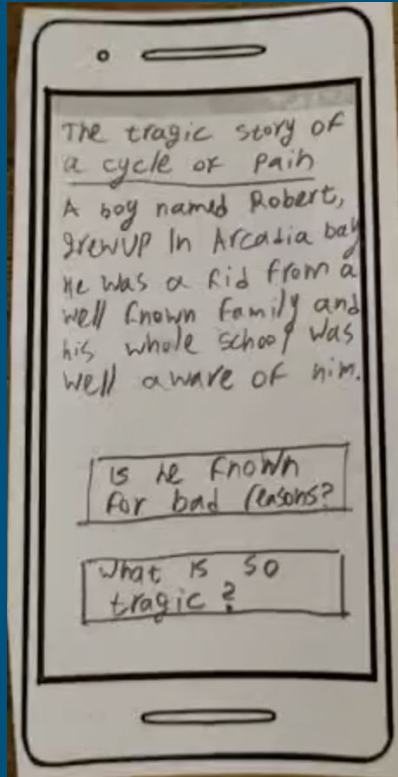
- Persona 1 - the youth  
our app is designed to educate young people to better understand news and fake news.
- persona 2 - news reporters  
the app hopes to inspire news reporters to do a more reliable job
- persona 3 - older generation  
our app is designed to be an easy and pleasurable activity for people that like reading stories

# Storyboard



# Paper Prototype - Video

---



# Paper Prototype Testing

---

## Methodology

Participants - 5 university students, 1 women, and 4 men.

questionnaire 1 -

- what is your opinion about fake news?
- rate 1-10 importance of media outlet choices
- do you notice difference between different news reports of the same story

answers

- most subjects claimed fake news are an issue for them and they don't know how to handle it
- average rating is 6
- all subjects said yes

# Paper Prototype Testing

---

questionnaire 1 -

- how do you feel about receiving partial information when reading news
- rate 1-10 your trust in news outlets
- did your perception of fake news changed after interacting with our app

answers

- most participants feel conflicted
- average rating is 3
- 4 out of 5 said their perception has changed

# Paper Prototype improvements

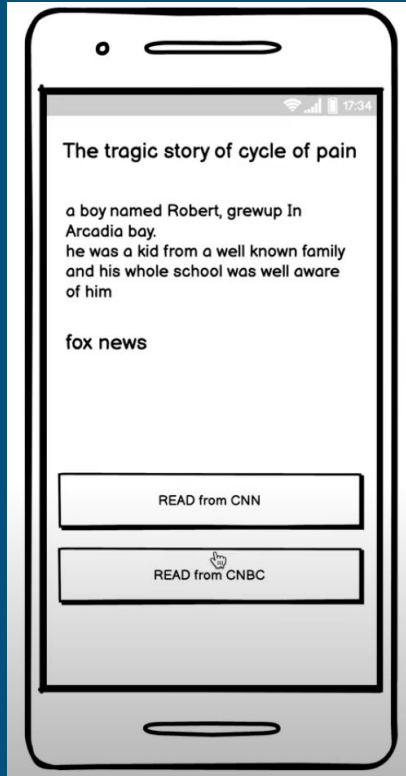
---

After questioning our participants we changed the choices displayed after each paragraph. Instead of an arbitrary statement we made the choices a different news outlets. showing the same story from different angles instead of elaborating on the same story. Showing different angles instead of elaborating made more sense and led to an improvement in understanding fake news.



# Full Prototype - Video

---



# Prototype overview - Limitations/tradeoffs

---

In our prototype many limitations exist such as:

- We couldn't make conditional linking in balsamiq
- No terms of use.
- Lack of a tutorial or guide.
- No branding (logo)

In a full scale prototype all of the limitations can be easily addressed. We have not implemented any of the limitations as they do not address the main functionality, Hard to implement them in a mid-fi or lo-fi prototypes.

# Prototype overview-Wizard of oz

---

- No wizard of oz technique was required as we had a fully functional mid-fi prototype working. All required functionalities were available to the users.
- In the paper prototype we had to manually switch screens for the users as they made choices that was driving the story.

# Prototype overview - Hard coded features

---

- All the text is hard coded.
- Links between different part of the story.
- The state of the user in the story flow.