Do not believe everything you see

- Present: the TIGERS
- Luka Turk
- Đorđe Kremenović
- Noy Sekal
- Tal Hershkovitz

Value proposition

Sometimes we see that a picture is completely different from reality.

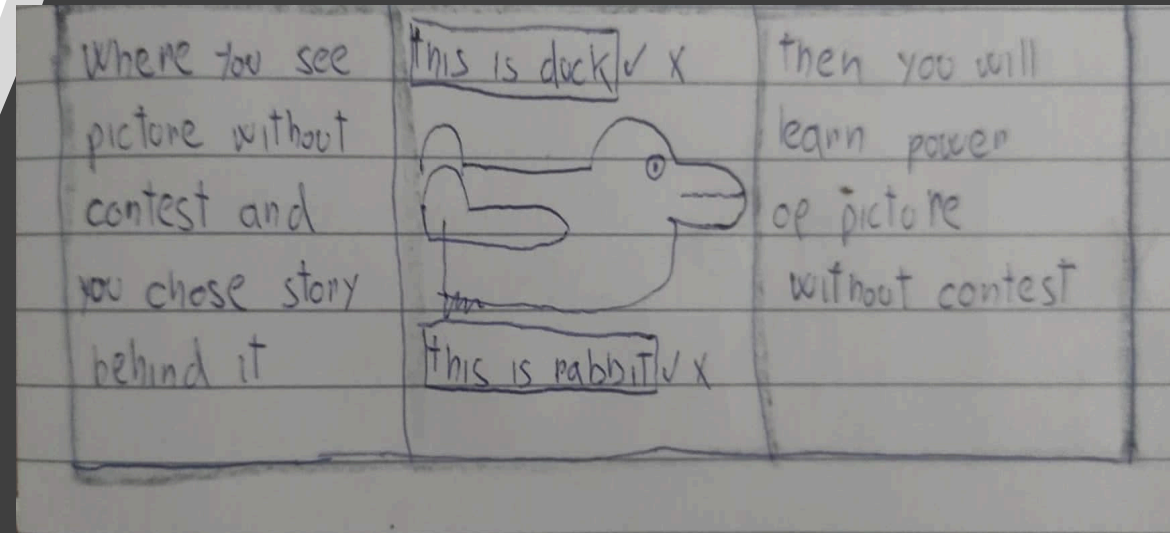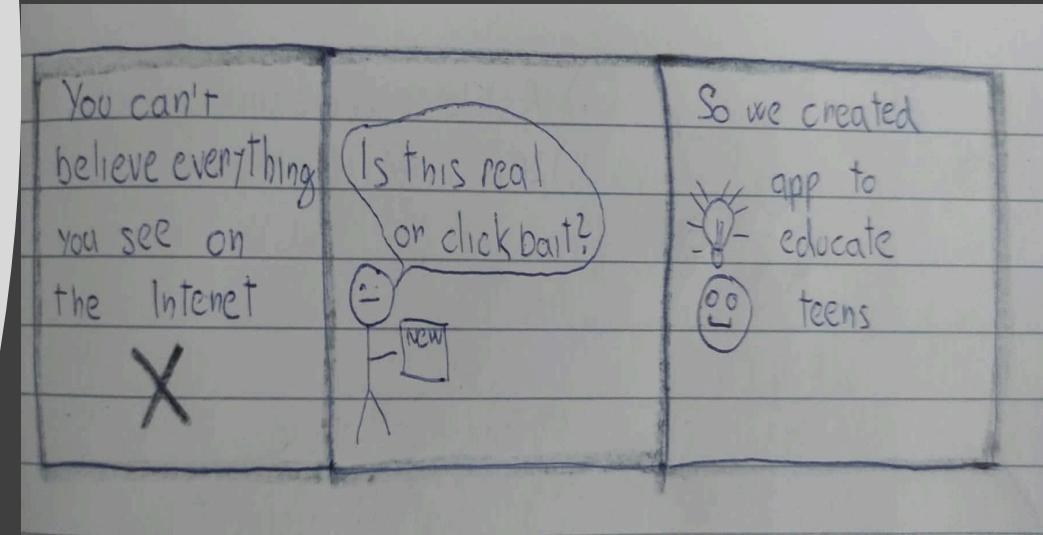The app teaches youth between 14-18 not to believe everything they see.

Media uses images to create a story even when the truth is completely different.

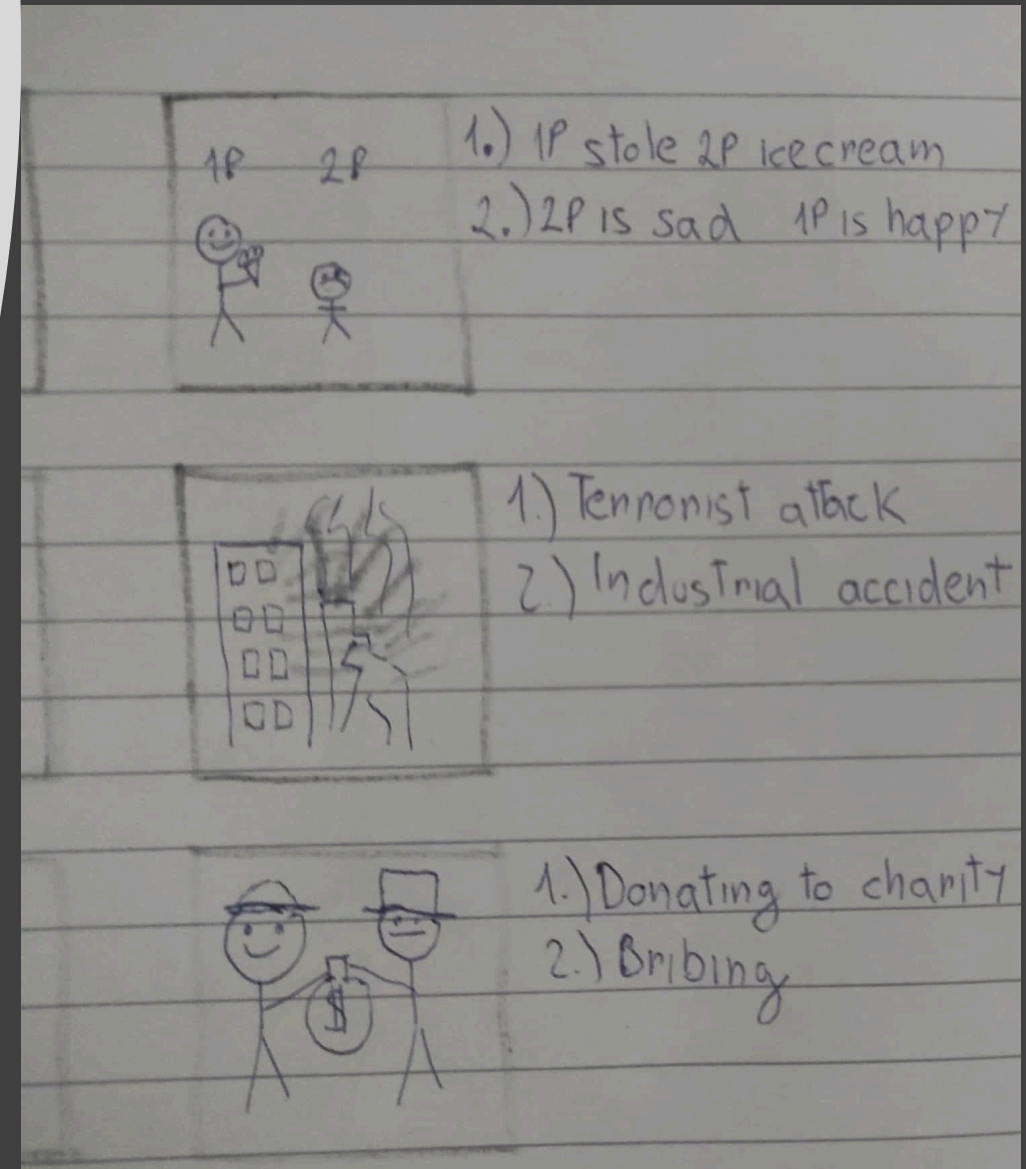**The app help you recognize the truth and understand that not everything that is visible is the truth.**

The images should be seemed as media of an image and not of a story.

You can't believe everything you see on the Internet ✗

Is this real or clickbait? NEW

So we created app to educate teens

Where you see picture without contest and you chose story behind it

this is duck ✓ ✗

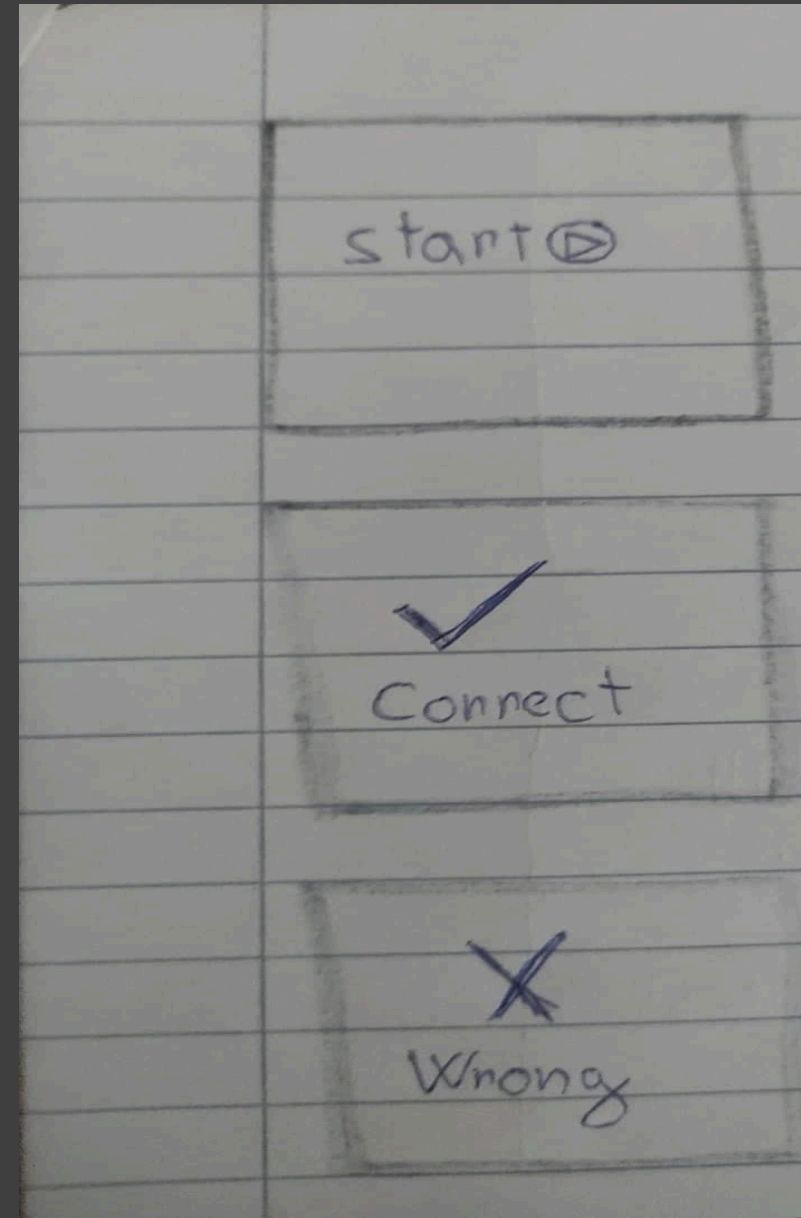this is rabbit ✓ ✗

then you will learn power op picture without contest

Paper prototype

Paper prototype

Prototype Demo:

Enjoy the watching!

User Testing

No. of participants: 3

Age: 20 – 22

Gender: Male/Female

Procedure:

-we asked participants a few questions

-we lead them trought story

-they were asked the same questions again

User Testing

Questions:

1. Do you think fake news is a big problem?

2. Do you get fooled by fake news?

3. How much news out there is fake?

User Testing

Q1:

Before

    tester 1: It is a problem but not that big.

    tester 2: People should definetely be more concurened

    tester 3: No

After

    tester 1:   Its much bigger propblem than i thought

    tester 2: same answer

    tester 3: yes definetely

https://youtu.be/qQYRWRSrRdE

Q3

Before

    tester 1: About 30%.

    tester 2: half of them

    tester 3: Not that many

After

    tester 1: maybe little more than 30%

    tester 2: i would agree with my last answer

    tester 3: there are some but still not that many

Q2

Before

    tester 1: No it all to fake.

    tester 2: sometimes yes

    tester 3: probably

After

    tester 1: i definitely changed my mind so yes

    tester 2: more than i taught

    tester 3: same answer

Prototype Overview

Limitations:

The text font options and possible animations are limited.

for example: we wanted that will be claps sound or confetti on the screen when the user answers correctly.

Wizard of oz techniques :

Not used.

Hard coded:

We planed that the return button will be by sliding a hand on the screen, but in order to display the prototype, we needed the return button

Thank you for your attention