

FAKE NEWS RUINED MY LIFE

Keep your mind safe from fake news



PROFESSIONAL COFFEE



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Value proposition



Learn to
make the
right choice



Do not come to
conclusions easily



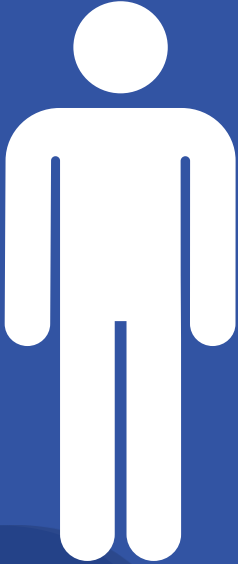
Avoid
clickbait titles
and ads



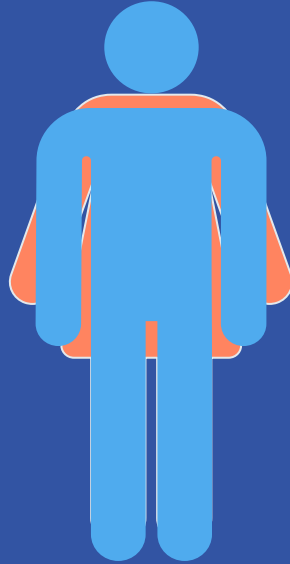
Do not believe
everything you see



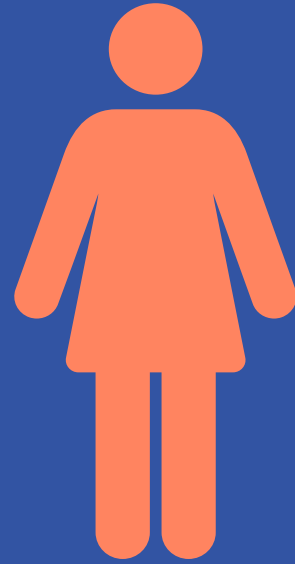
Personas



- Mid 40's male medium wage working class

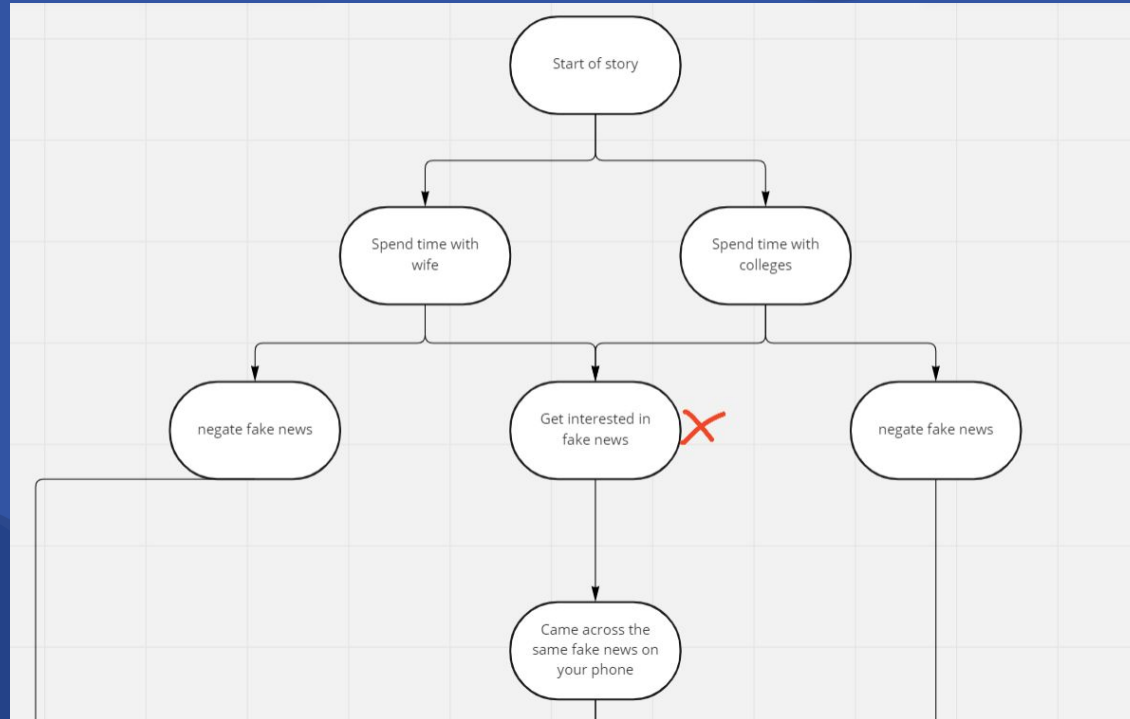


- High school student (UNISEX)

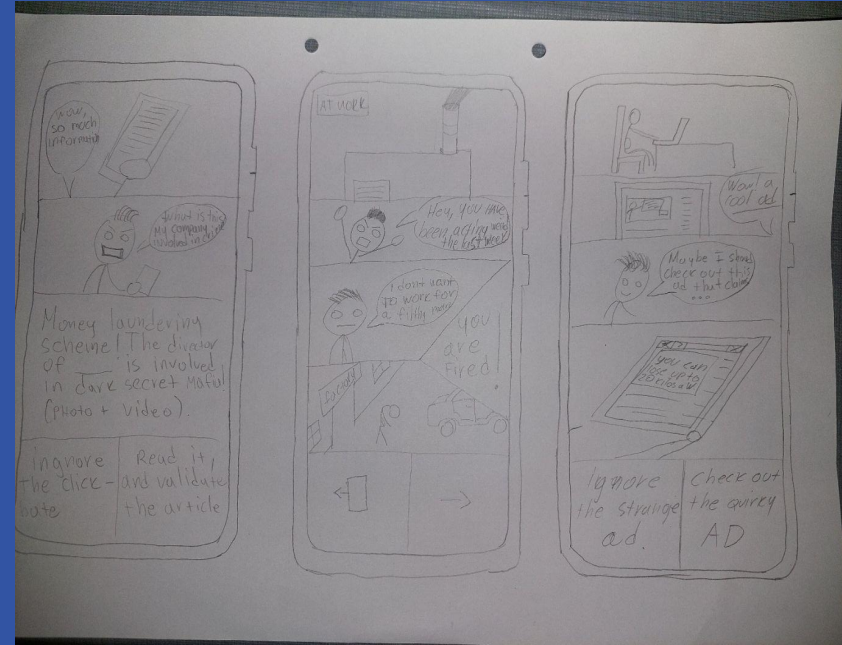
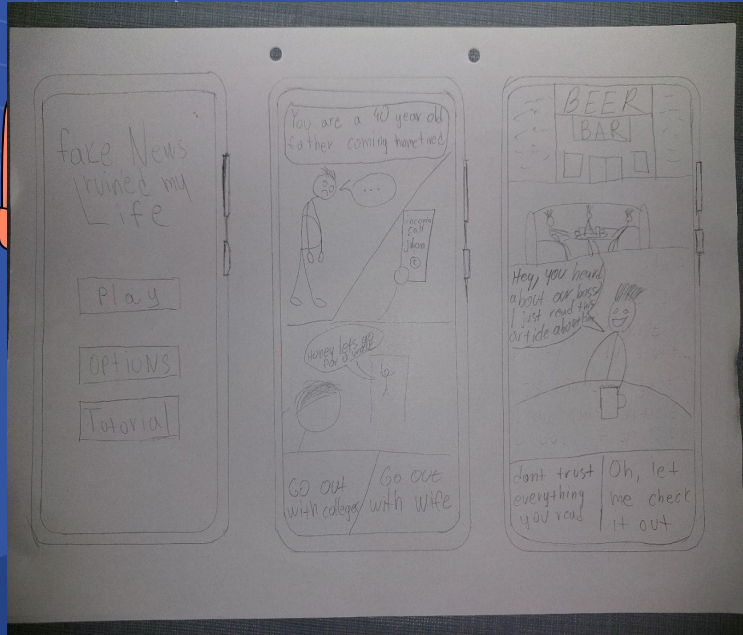


- Female with finished education that wants to travel the world

Story-Flow



Storyboard



Paper prototype testing

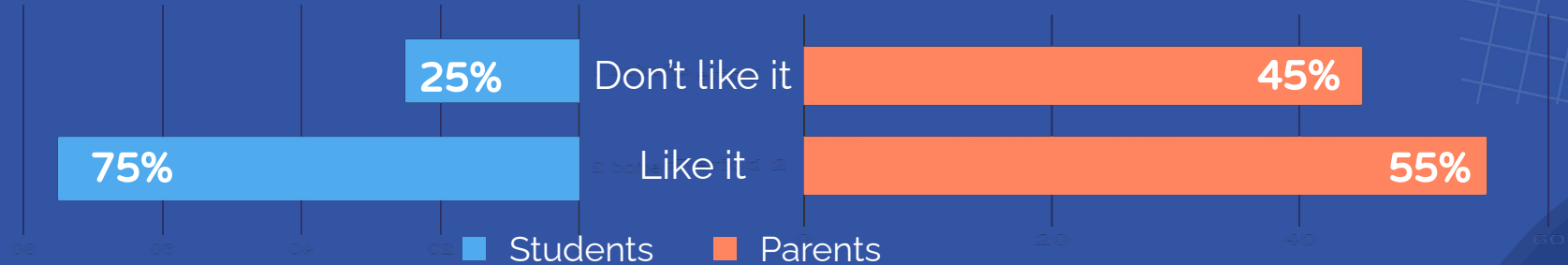
Students

From 19 to 23
years old



Parents

From 40 to 50
years old



Explained our story, showed our sketches, asked questions about our interface

Changes due to testing

1

Less comic book
like

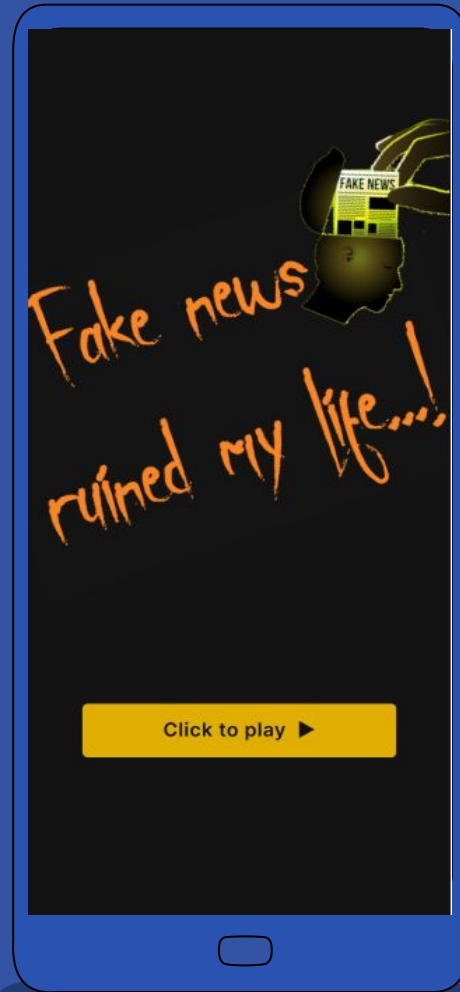
2

Smaller buttons

3

More focused
story

Our Mid-Fi Prototype



Limitations/Tradeoffs



- No way to go back through the story panels
- No way to choose a different persona
- No more than 2 choices per panel



Wizard of Oz technique

One from the group was the player,
the other member changed the
storyboards depending on the
choices





Thanks!

Do you have any questions? <3

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**

Also for the mid-fi prototypes, we used images from the hit TV show Family Guy.

