

Chat Row



Bursting echo chambers in your social network with your
social network

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Define Users Need

- Interviews
- POV
- How might we?

Events & Interviews



Point of View

We met a Berkeley faculty teaching public speaking who held constructive discussions in class on political matters.

We were surprised to realize that a lot of people are willing and able to see the other side, as long as that side is presented objectively and calmly.

It would be game changing to offer these people a way to communicate with one another in non-inflammatory language.

How Might We?

How might we **incentivize** people to find out more information about different viewpoints on controversial subjects in order to **prevent** them from making hasty, **ill-informed** judgments, and generalizations in a **less hostile** manner?

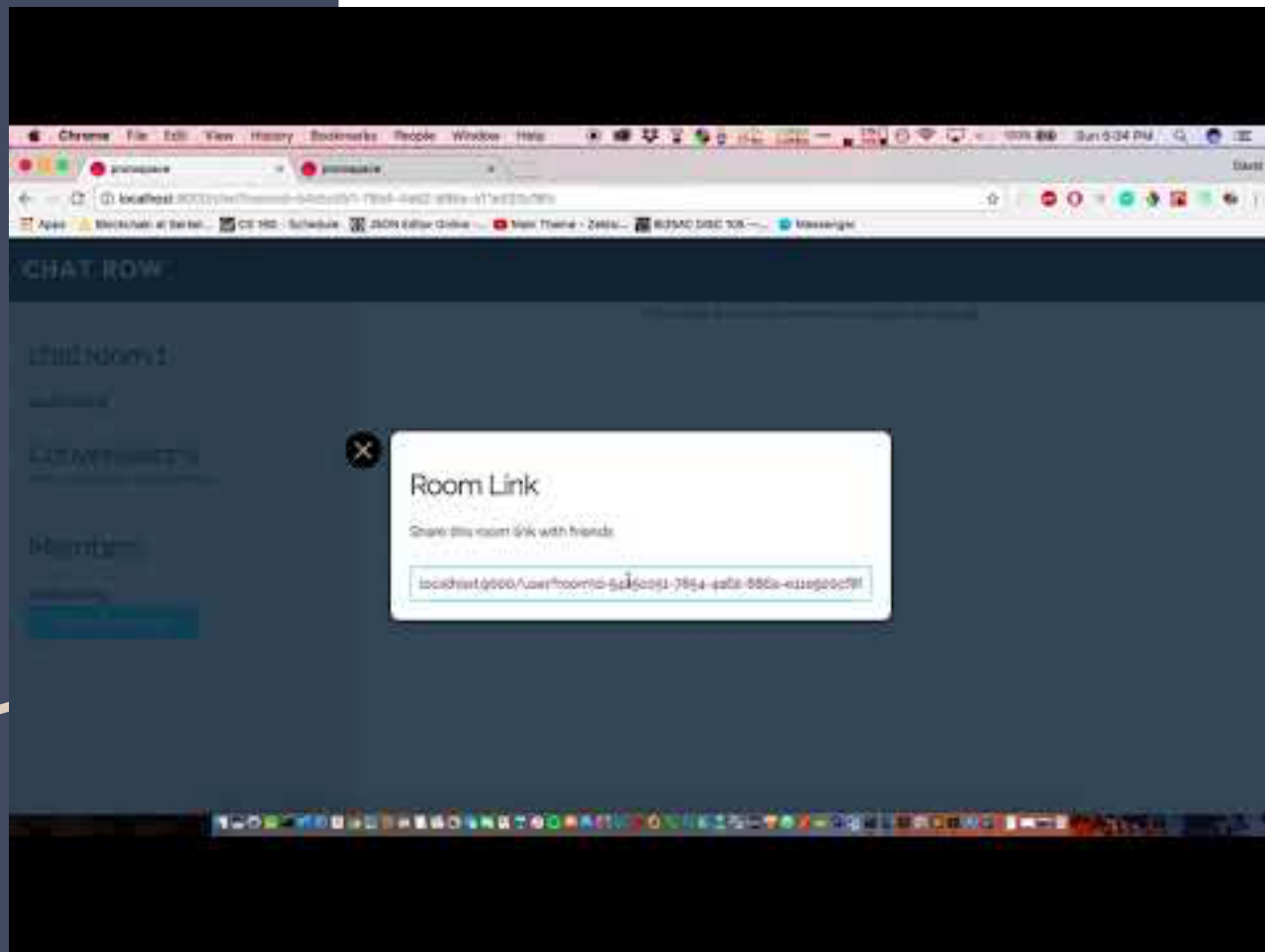
Core User Tasks

Key words:

- ❑ Chat room
- ❑ Invite friends
- ❑ Poll
- ❑ Comments of insightful statement

- Sign-up and create room
- Select/Add controversial topics to discuss
- Users would select other users with differing opinions and start conversations

Demo



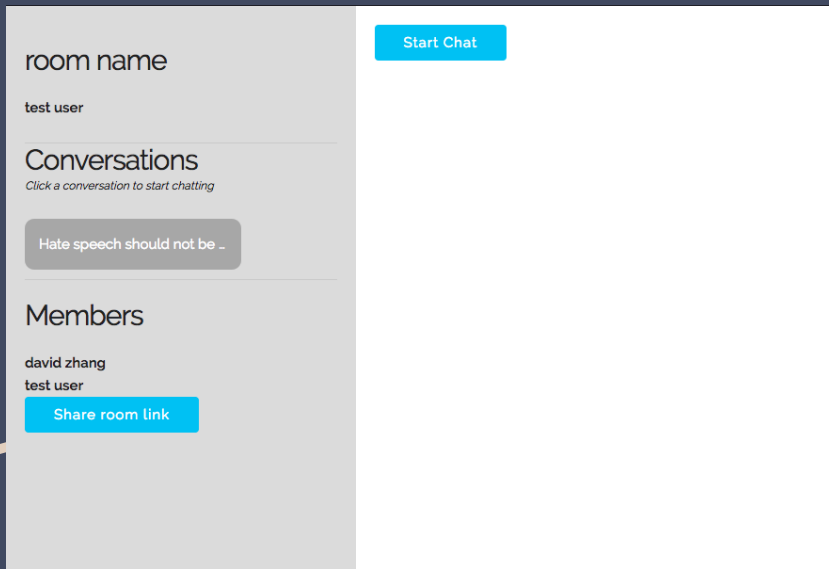
User Study Highlights

- Users were able to easily understand the applications purpose and how it sought to connect people (i.e. the Tinder of politics).
- Simple and minimalistic design of application appealed to all users
- Minimalism made navigating application difficult and not intuitive.
- Understanding the application's goal did not help provide users a better understanding of how to use the application

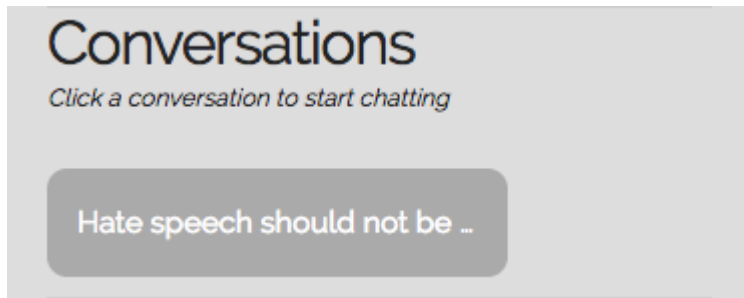
Design Implications

- Make the UI for entering and interacting with the chat room more intuitive
- Add more information at each step about what the purpose of that step is

Making the chatroom more intuitive



- Need to launch the user into a chat right when they click on the people they disagree with
- Get rid of 'start chat'
- Make it more clear that they have to click on the conversation



Add more information at each step

- Step by step process should add a little information about what the step is doing in relation to the **bigger overall user task**

CHAT ROW

Enter a name for the room

[Next](#)

Add a Few Topics

These topics will be posed to the group to discover what people's ideas are Try to add controversial topics, and try to be concise (140 characters or less)

We've generated a few of these for you already

[See Topics](#)