

Falastini

Falastini

SOCIAL ACTIVISM AND LEARNING PLATFORM

Rasha Abuhassan

Capstone Project





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Who?

Who are Palestinians?

There are approximately **7.2 million Palestinian refugees**, making them the **largest refugee group** in the world. 4.8 million Palestinians still live in **occupied Palestinian territory**. However, the 7.2 million refugees had to find homes in other countries all over the world, with **no option of returning** to their native land.

Source: Al-Awda



75 years

Being a **long-standing** and **ongoing conflict** since 1947, it is not as prominent in the news and, therefore, out of sight, out of mind. However, despite the lack of predominance in global reporting, Palestinians **continue to struggle** to this day.



04

Austrian Chancellor

"It's **different** in Ukraine than in countries like Afghanistan"

CBS foreign correspondent

"But this isn't a place, with all due respect, **like Iraq or Afghanistan**, that has seen conflict raging for decades. You know, this is a **relatively civilized**, relatively European [city]"

Poland Journalist

"Now the **unthinkable** has happened to them. And this is not a **developing, third-world nation**. This is Europe!"

Why should anyone care?

The **negative representation** of Middle Eastern people in popular media distorts the lived experiences of these communities. This makes it harder for the public to find **fair** and **accurate** information on Palestine.

This makes it harder for people to **relate** and form a **connection** with Middle Eastern people and their day-to-day struggles.

Algorithm censoring

Popular social media platforms such as Instagram which has approximately **1.21 billion active monthly users**, has been accused on multiple occasions of its algorithm **censoring pro-Palestinian content**, making them either receive fewer views than non-Palestine content or not viewable.

Sources: CEMS University of Chicago, ResearchGate



Our Mission

A woman with curly hair is holding a large cardboard sign. The sign has the words "TAKE A STAND" written on it in white, hand-painted letters. The woman is looking towards the camera with a slight smile.

TAKE
A
STAND

— To **educate** Palestinians and non-Palestinians on the culture and heritage of Palestine and **encourage advocacy** for Palestinians in their effort to secure their native homes and fundamental human rights.

Problem Statement

Falastini seeks to **improve accessibility** to **accurate** and **unbiased** information about Palestine, charitable organizations, and upcoming events and rallies supporting Palestinians. In doing so, the platform will **promote learning and awareness of the culture, heritage, history, and present-day experiences** of those directly affected by Palestine's current situation. The overall platform should be **digital and easily accessible globally and foster a sense of community** amongst Palestinians and non-Palestinians.



What

What is Falastini

Falastini will be an **all-in-one platform** for aspiring activists or those who just want to learn. Users can connect regardless of age, gender, ethnicity, and religion to **raise awareness** of Palestine and fight to **bring change**.

Project Timeline

	Week 1 7/7-7/14	Week 2 7/15-7/21	Week 3 7/22-7/28	Week 4 7/29-8/4	Week 5 8/5-8/11	Week 6 8/12-8/18	Week 7 8/19-8/25
discovery							
Define Problem Statement	█						
Create Project Proposal	█						
research							
Create Personas		█					
Create User Scenarios and storyboard		█					
design							
Design flow with opprotunities/ micro interactions		█					
Annotation types			█				
Wireframes (Low/Med-Fidelity)			█	█			
Wireframes (High Fidelity)				█	█		
protoype							
Create clickable prototype					█	█	
Usabilty test script					█		
usability test							
conduct usability testing						█	
Analyze data						█	
presentation + report							
Finalize Protoype						█	█
Create final case study- cite all documentation							█
Presentation + Prototype walk through							█

Maryam, 22

The Activist

"I believe everyone should have easy access to accurate information and teach themselves whenever they want."

Bio:

Maryam is a Political Science major at her local university in Virginia. She is very interested in social justice and change. She is studying to attend law school and, hopefully, one day, be able to advocate for justice and bring social changes for those who cannot achieve it themselves.

Being of middle eastern descent, Maryam is very interested in learning about Palestine and advocating for Palestinian rights. In her free time, she likes to keep up with current news, attend protests and rallies, and share information with her friends and family.

Goals:

- Wants to help friends and family understand accurate information
- Wants to educate others on Palestine without bias
- Wants to donate to charities that help assist Palestinians

Tasks:

- Searches for unbiased articles online to share with people
- Finds unbiased posts on social media and shares them on her story
- Looks for charity organizations through google

Frustrations:

- Too much information, can't tell what's true and what's not
- Tries to share information on social media, but most of the posts are hidden or become unnecessarily flagged.
- Is not sure which charities to trust





David, 29

The Learner

"I am always interested and open to learning, but I don't always know where to begin."

Bio:

David is a software engineer with a passion for learning. When presented with a new topic, he takes the time to learn and build an understanding before taking the next step.

While David does not actively keep up with current news, he has heard several people mention Palestine and noticed Palestine being mentioned on the news a few times, so he is curious about learning more.

Goals:

- Wants to learn enough about Palestine to be able to have a conversation
- Wants to attend a rally eventually

Tasks:

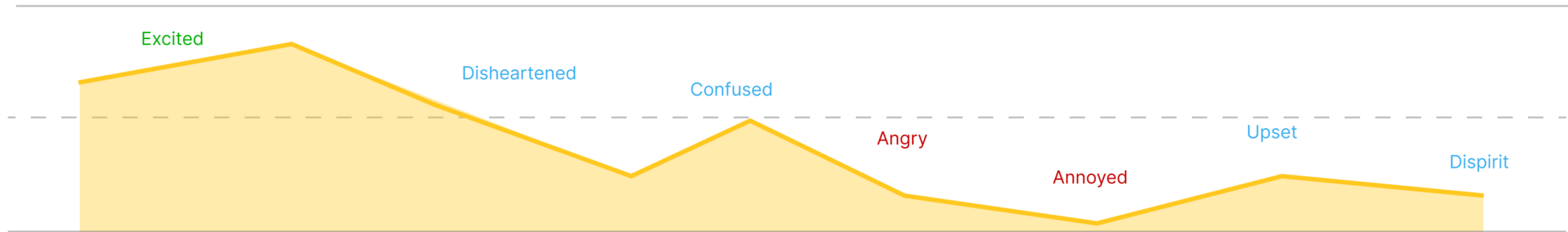
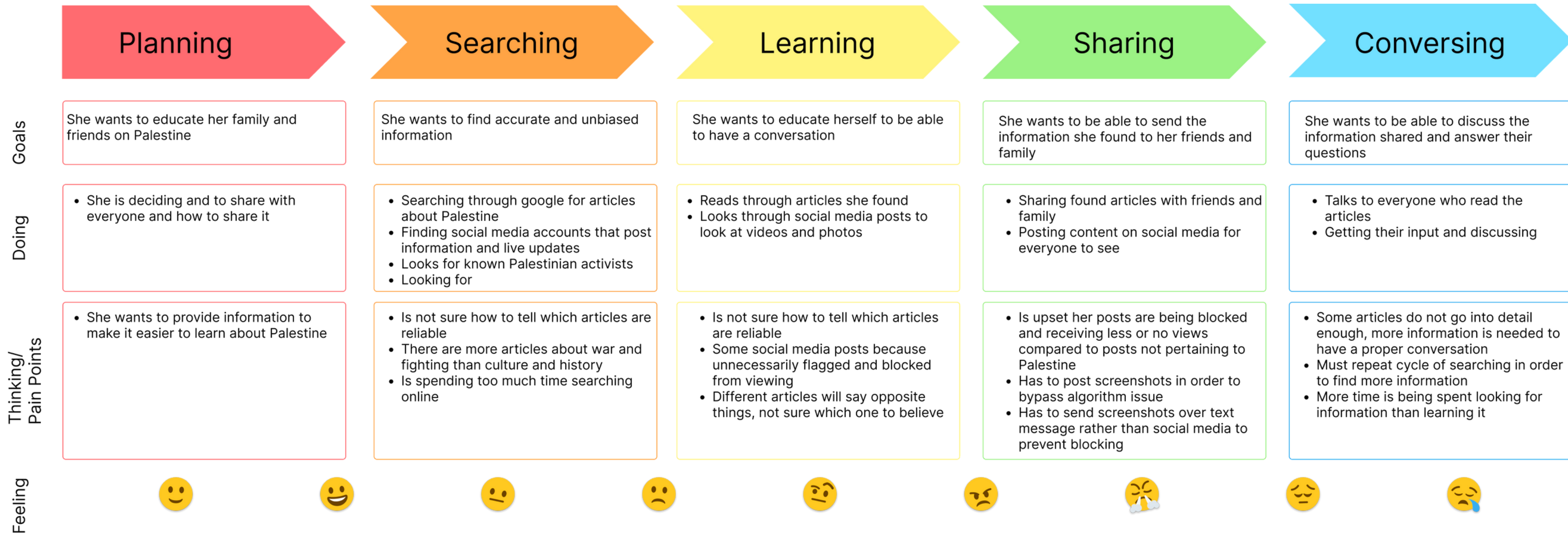
- Looks for articles by searching on google
- Looks at posts on social media accounts
- Follows activists on social media to keep up with their current postings

Frustrations:

- Does not know how to differentiate biased from unbiased news
- Does not know what news outlets to look into
- Is spending more time looking for information than the time taken to read it

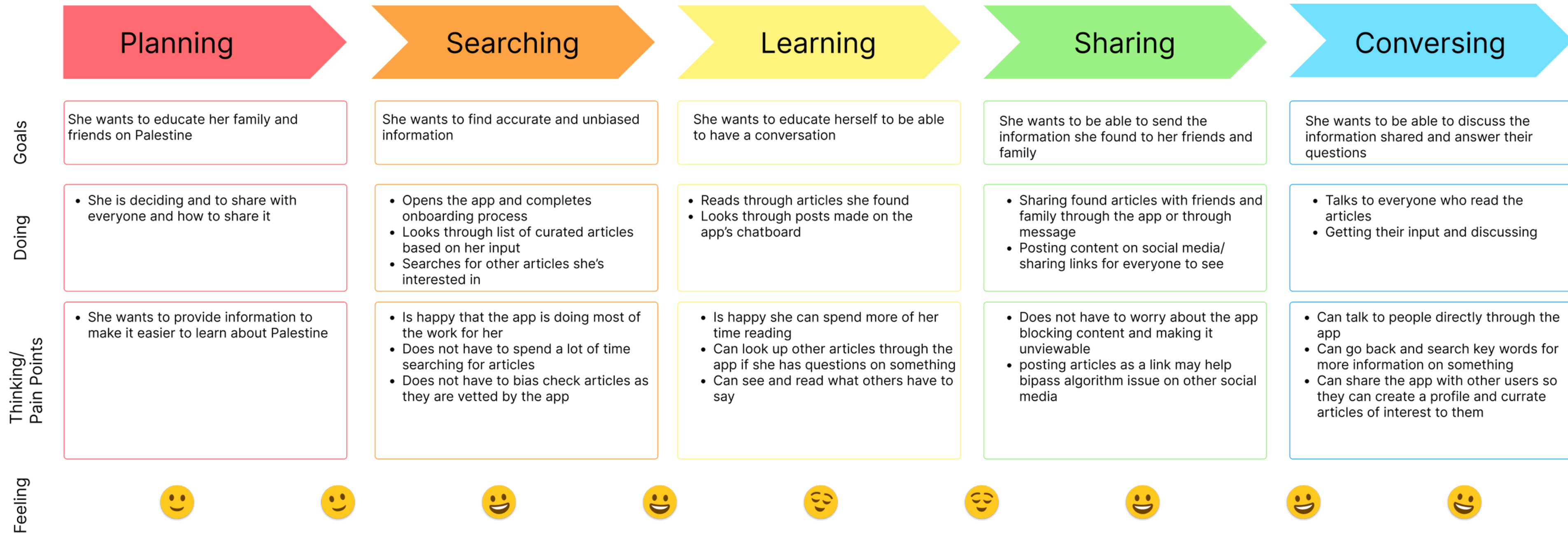
Maryam's Journey, Present

“As a user, I want access to accurate and unbiased information on Palestine so that I can educate myself and share that knowledge with friends and family.”



Maryam's Journey, Future

“As a user, I want access to accurate and unbiased information on Palestine so that I can educate myself and share that knowledge with friends and family.”



Happy

Excited

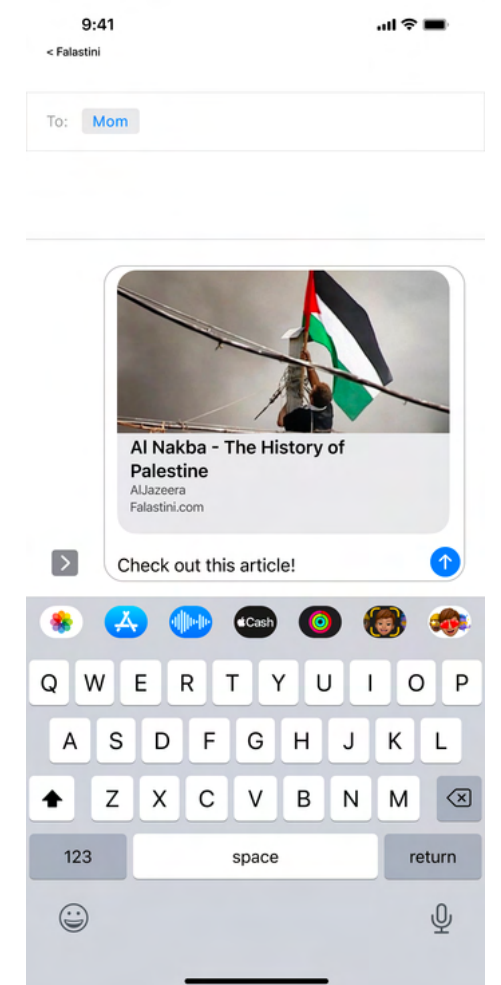
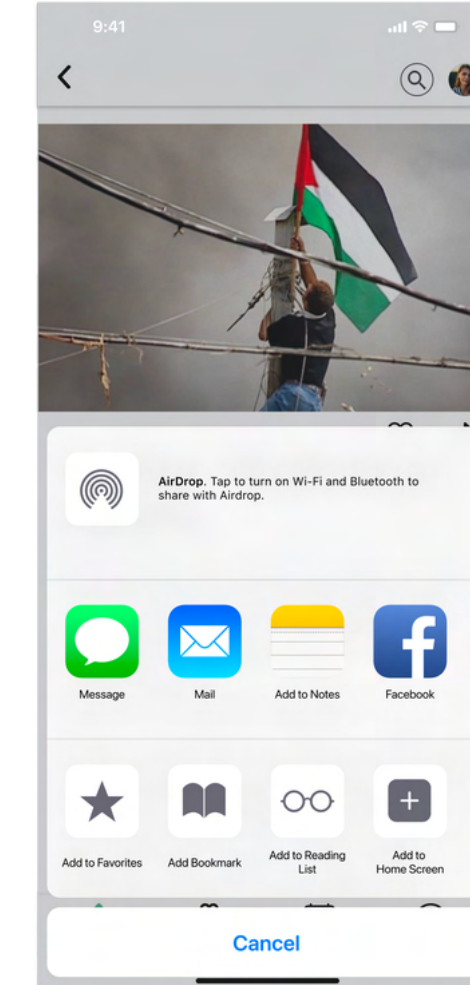
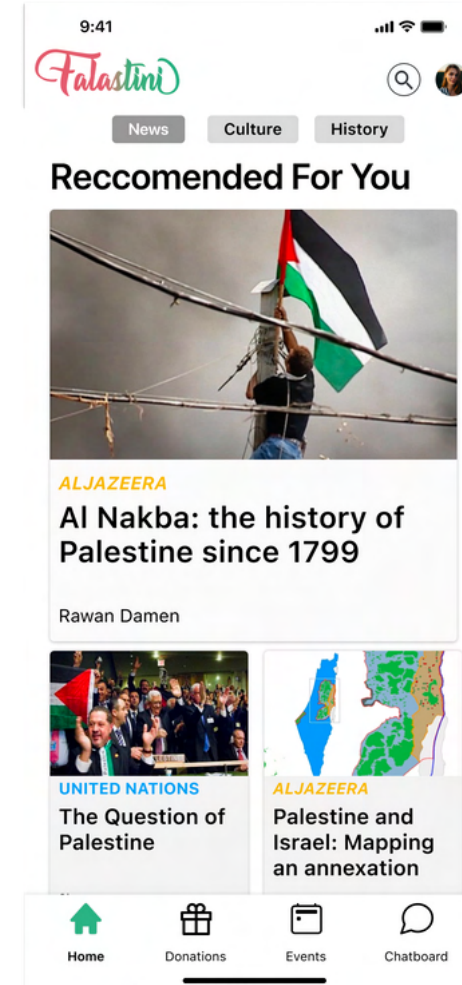
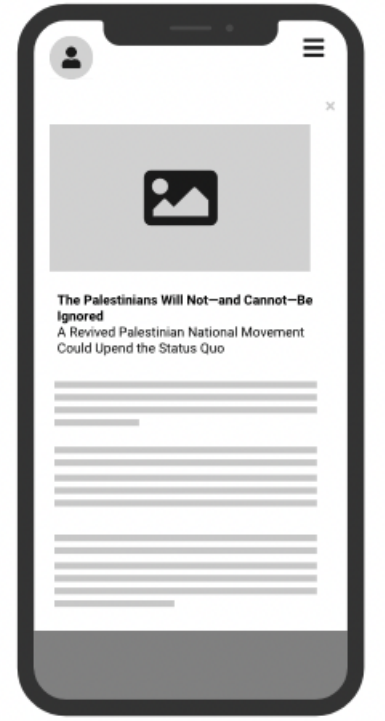
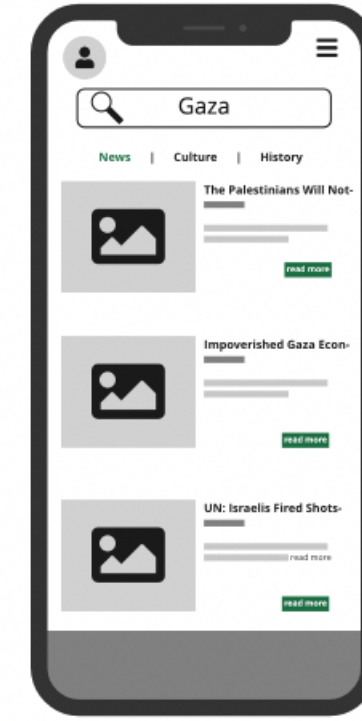
Relief

Relief

User Scenarios

Scenario 1 - Education

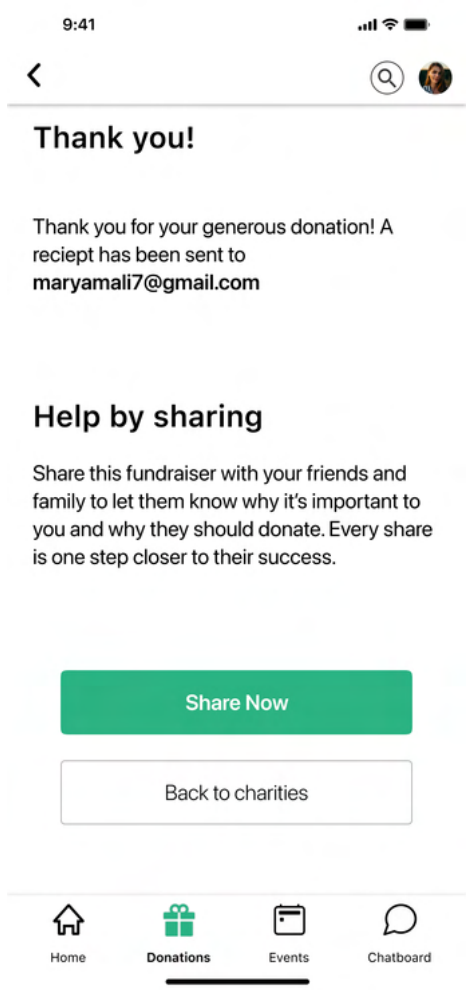
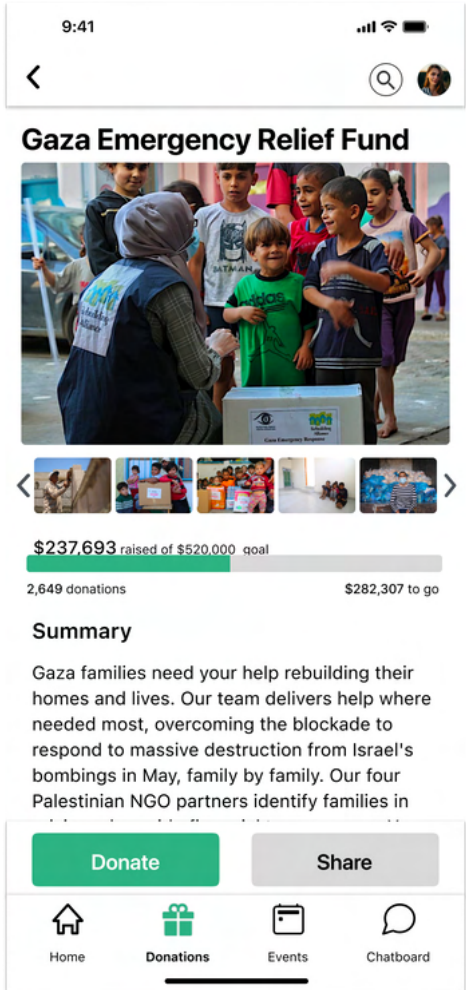
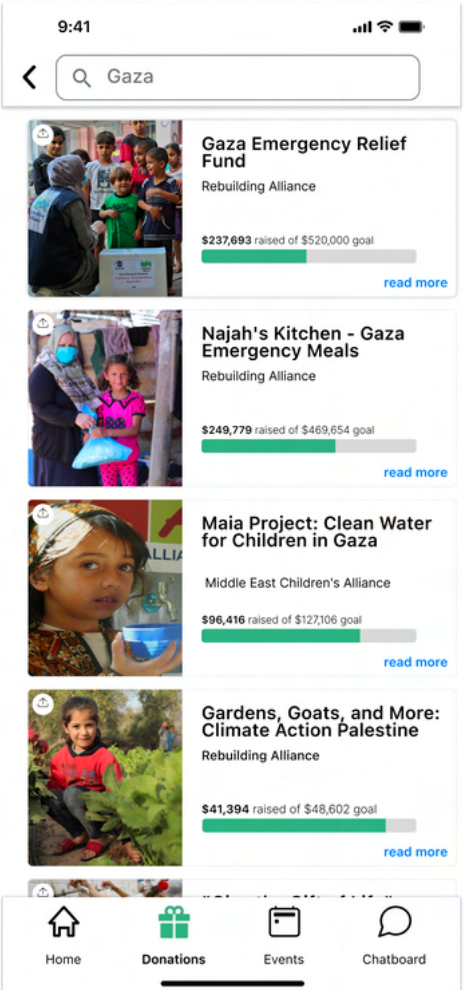
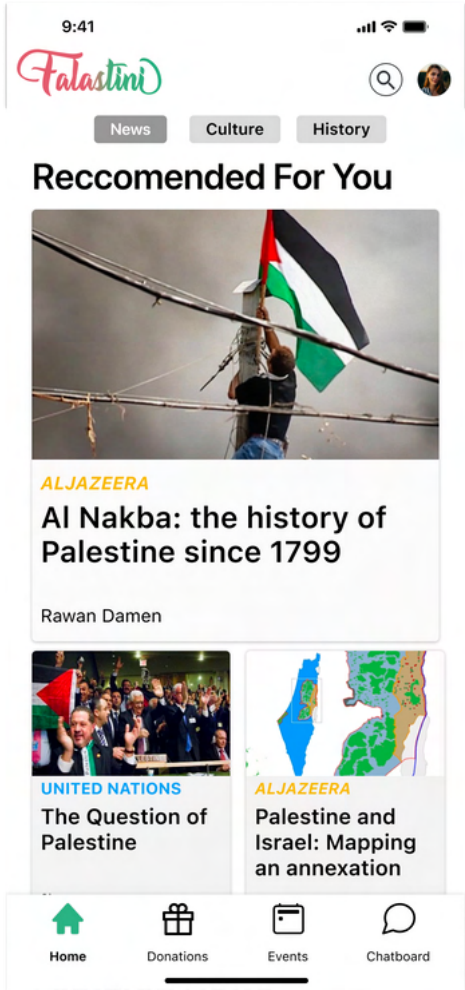
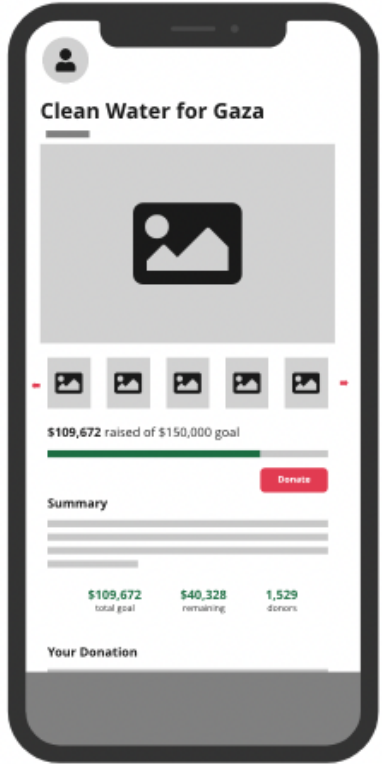
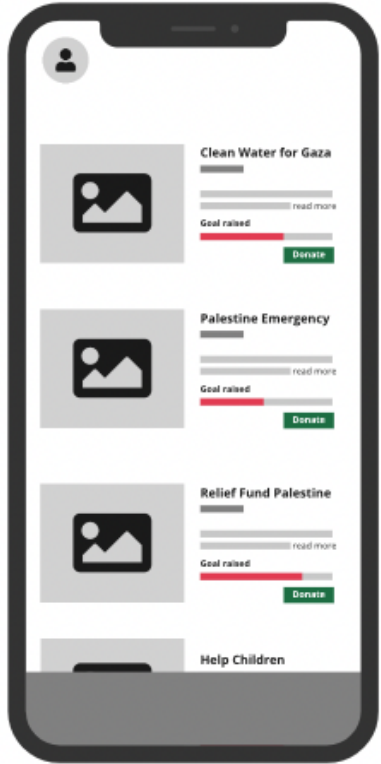
As a user, I want easy access to accurate information so I can educate myself and keep up with current information



User Scenarios

Scenario 2 - Support

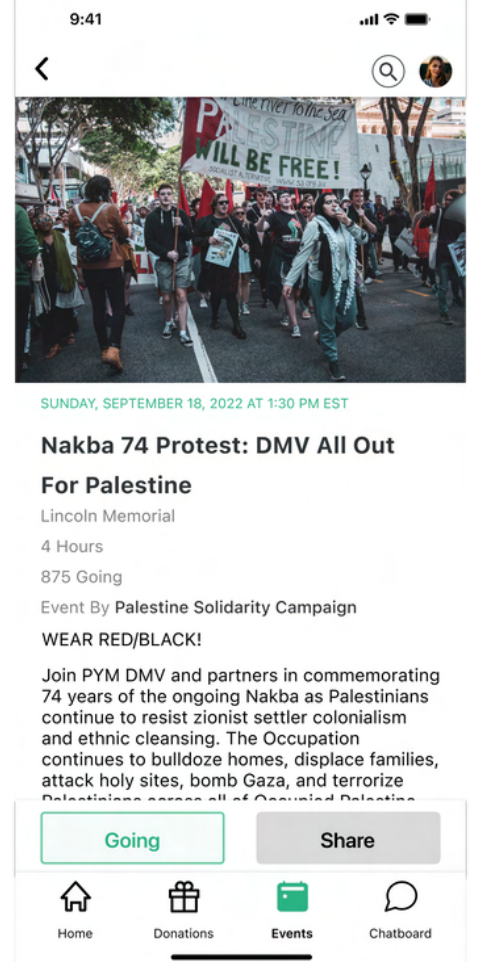
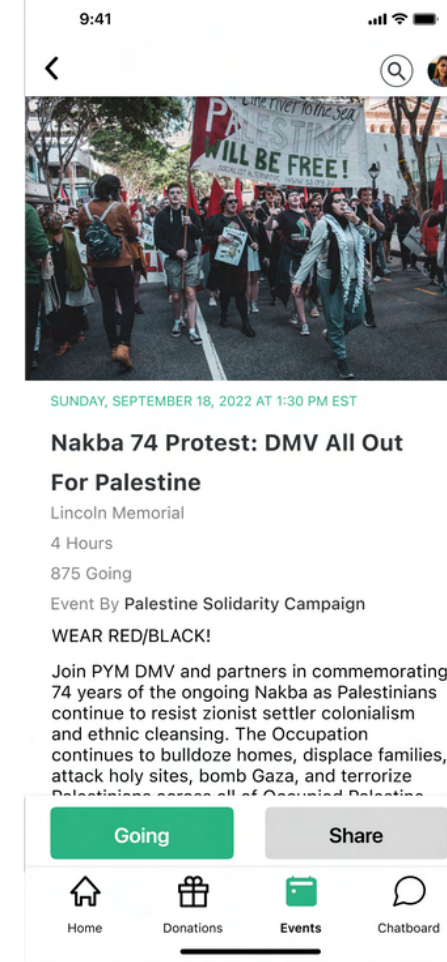
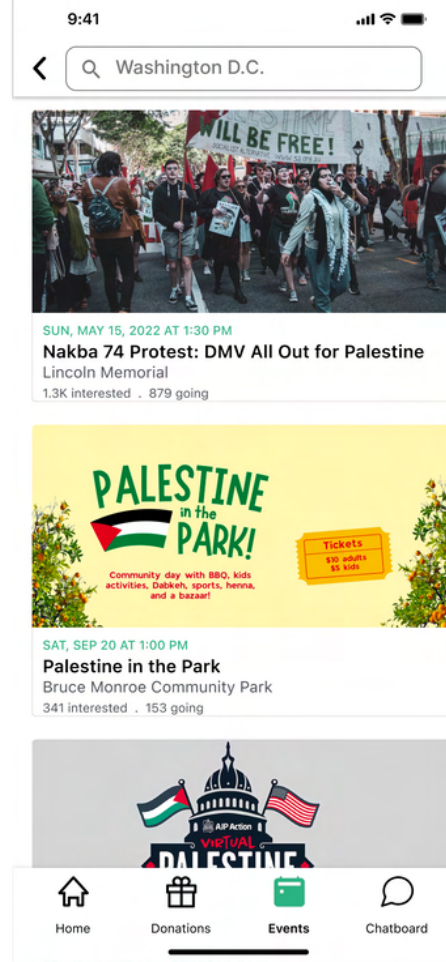
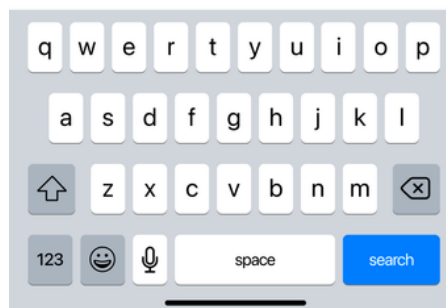
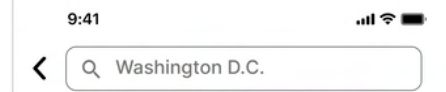
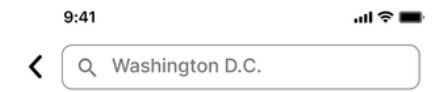
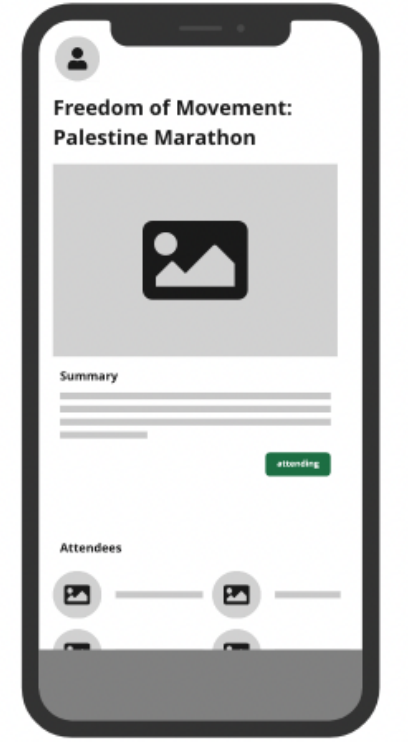
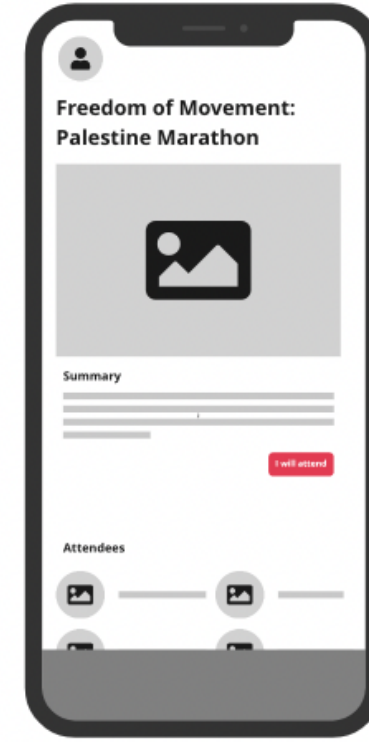
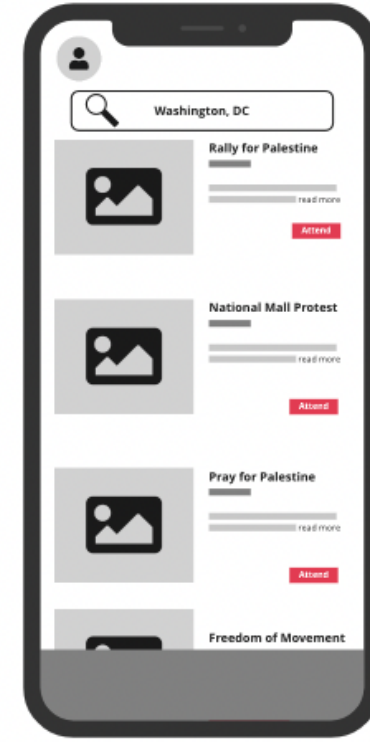
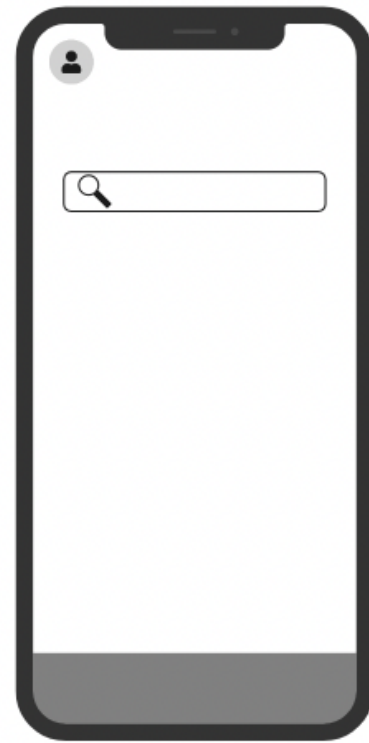
As a user, I want to donate to vetted charity organizations so I know that my contributions are being used properly



User Scenarios

Scenario 3 - Information

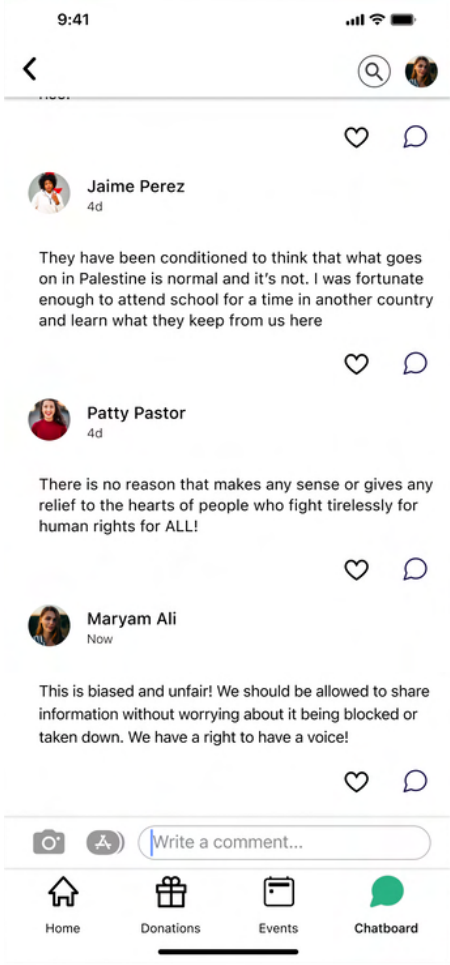
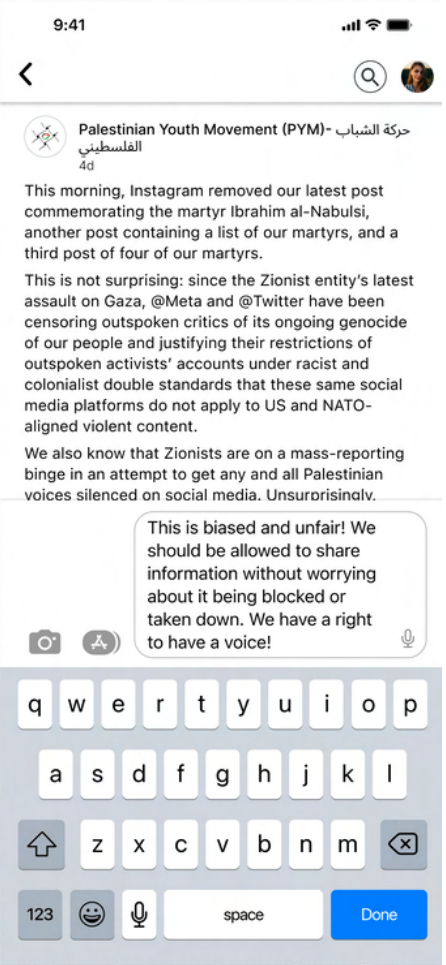
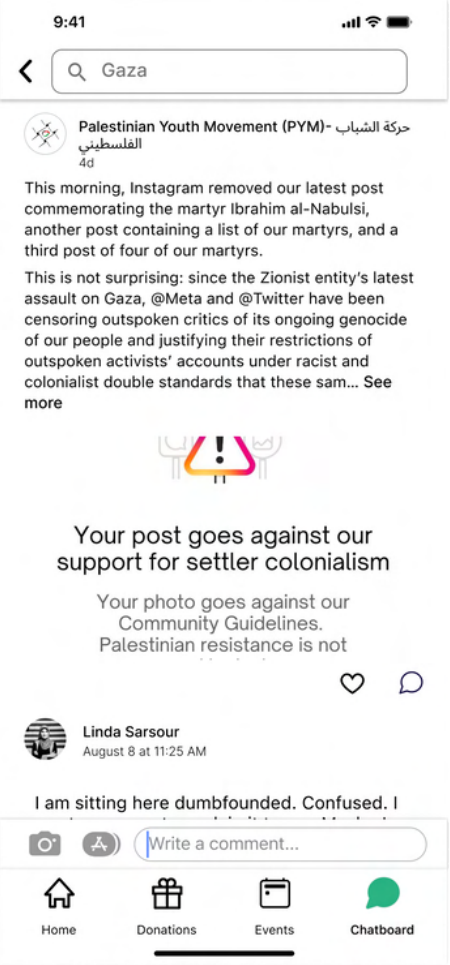
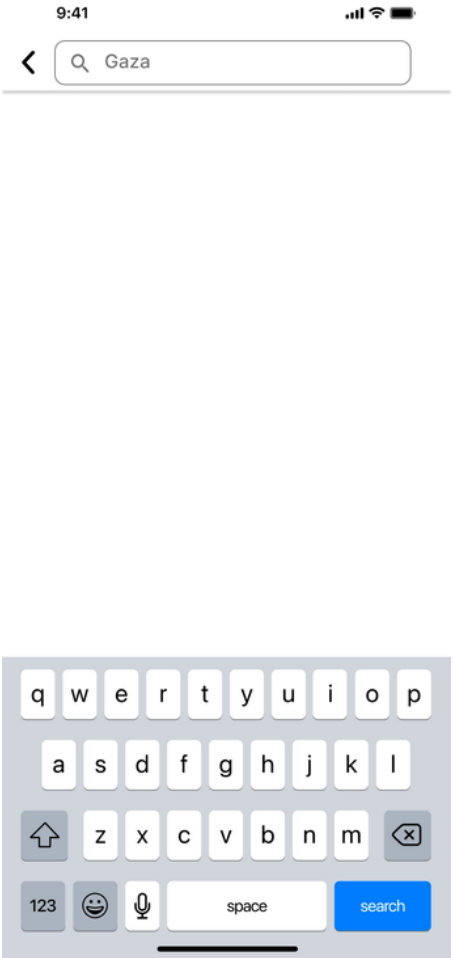
As a user, I want to know when and where upcoming events in my area will be so I can plan ahead and attend



User Scenarios

Scenario 4 - Community

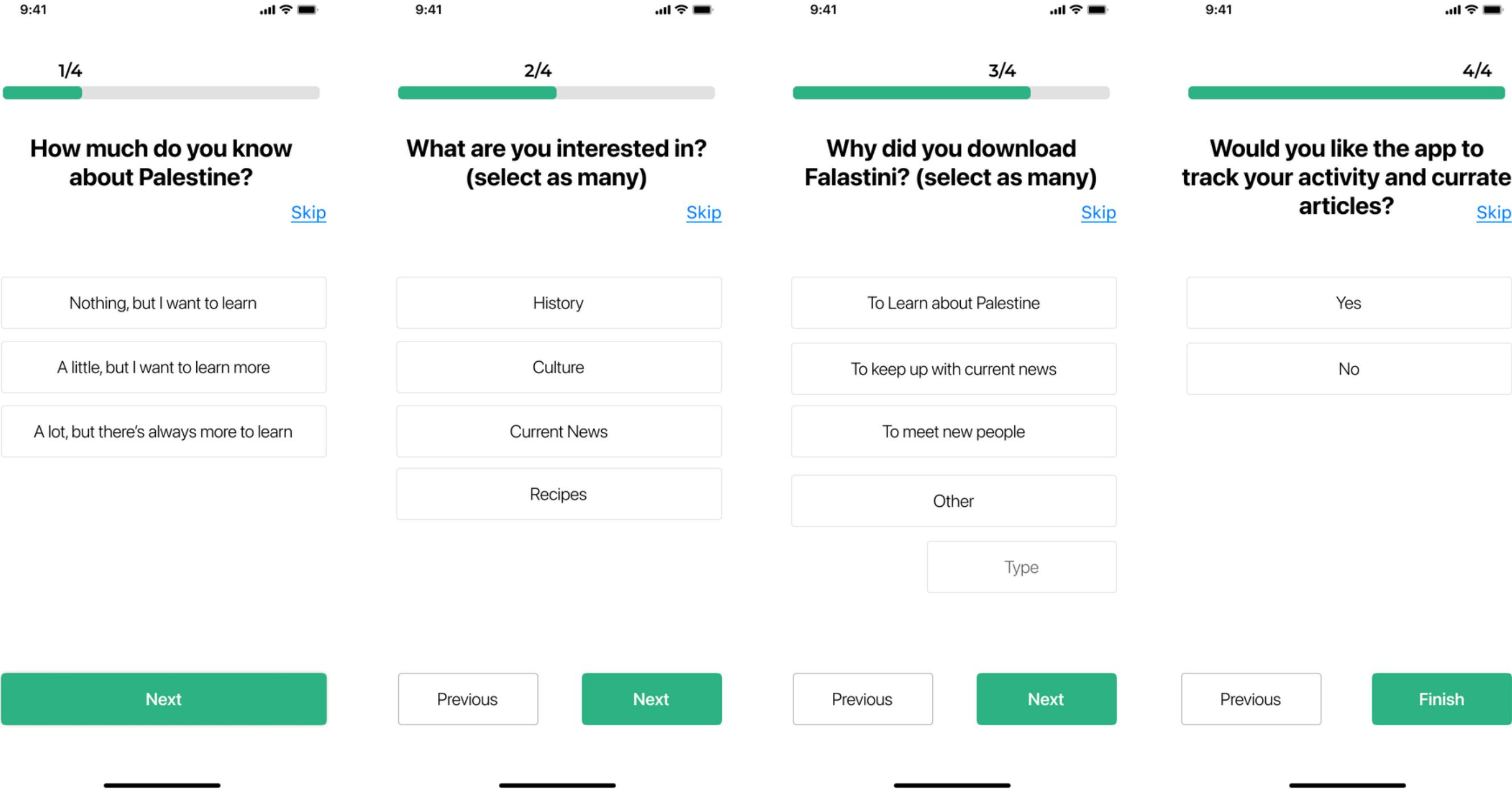
As a user, I want be able to connect with other users so I can feel like part of a community



Added Feature

Onboarding

Series of questions to help curate article recommendations



Usability Testing

Test Takers

I created a usability test using Maze and had 21 testers. The test consisted of 5 tasks to complete along with questions to gauge their experience

User Tasks

Each tester: made an account and added a profile pic, shared an article, donated to a fundraiser, clicked to attend an event, and liked and left a comment under a post.

"I think it's a great way for someone like me who knows nothing to learn more. I would definitely use this app"

- Tester #109391141

94.03%

Metrics

Average success rate of tasks 2-5 (Task 1 could not be measured)

32

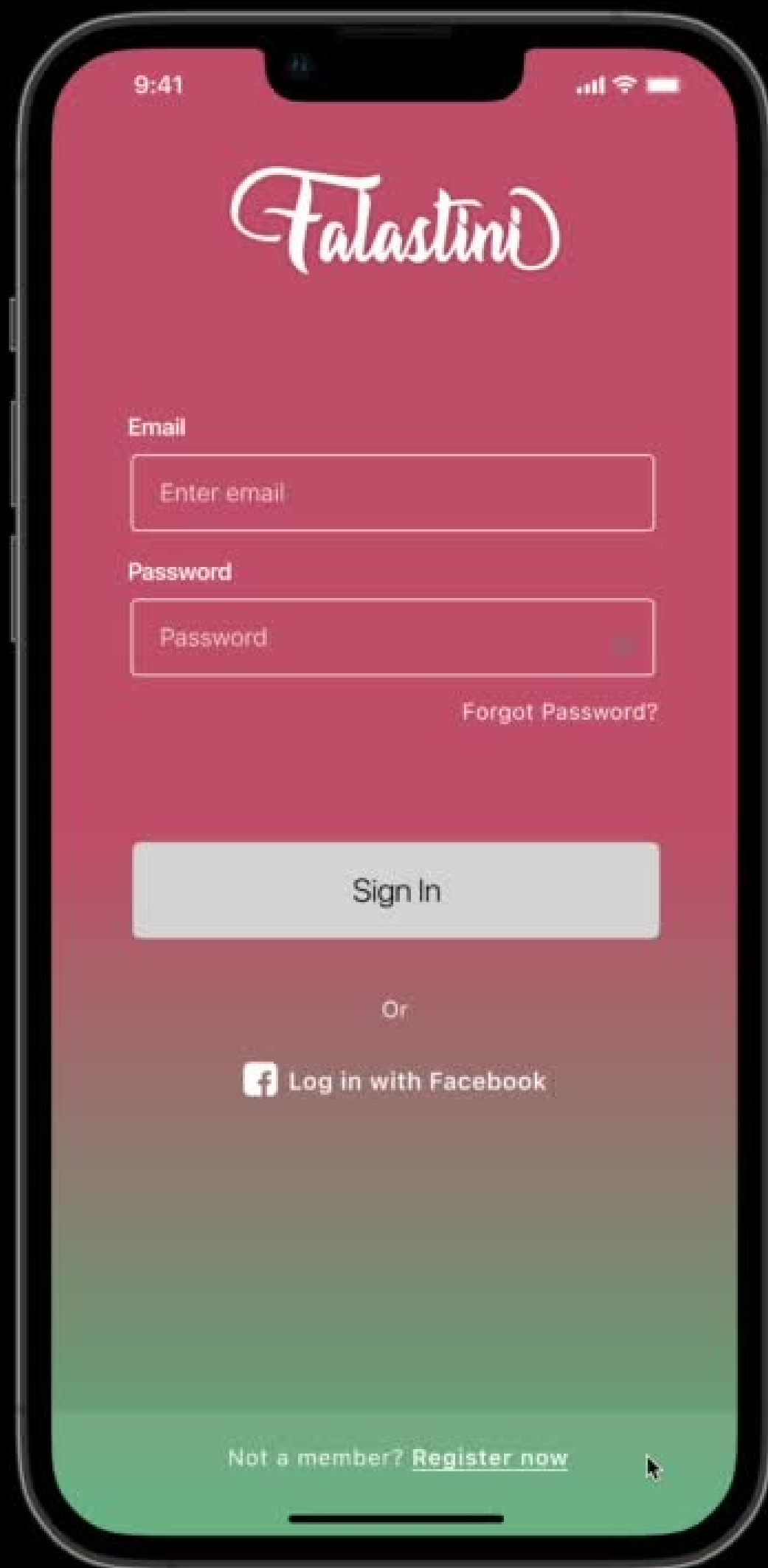
Easy

Number of times "easy" was used in tester answers

100%

Yes

All users reported that they would use the app in real life



Prototype Walkthrough

Reflection

Overall I believe the app concept was very well received both through interviews as well as through testing

Learnings

People are interested and willing to learn about Palestine and not just Arabs. A common misconception is that only Arabs care about what is happening in the Middle East, and the results of my research proved that wrong and showed that the app idea is popular, which was very encouraging.

Challenges

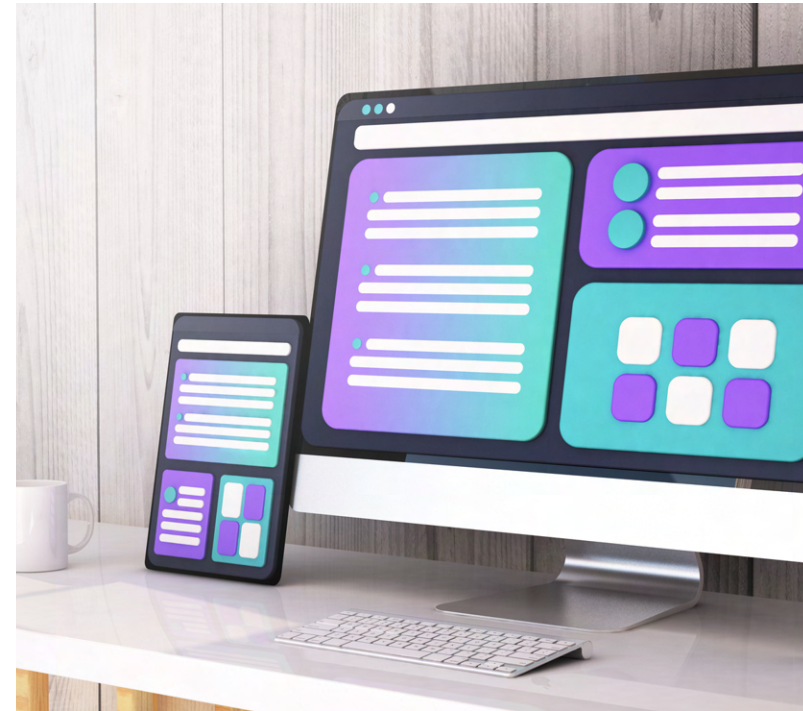
While I feel very passionately about each section of the app, it was very hard not to get carried away, and want to include too many extra features. I had so many ideas and narrowing them down to what is feasible in the allotted time was challenging



What are the next steps?

Web App

Come up with a web app version for non users



Direct Messaging

Add direct messaging so users can connect one on one



Saved Section

Create a section where people can find their saved articles if they want to revisit at any time

Appendix

Mind Map

Competitive Analysis - 1

Competitive Analysis -2

Competitive Analysis -3

Competitive Analysis -4

Affinity Map

Customer Discovery

Wireflows with Annotations

Usability Testing - 1

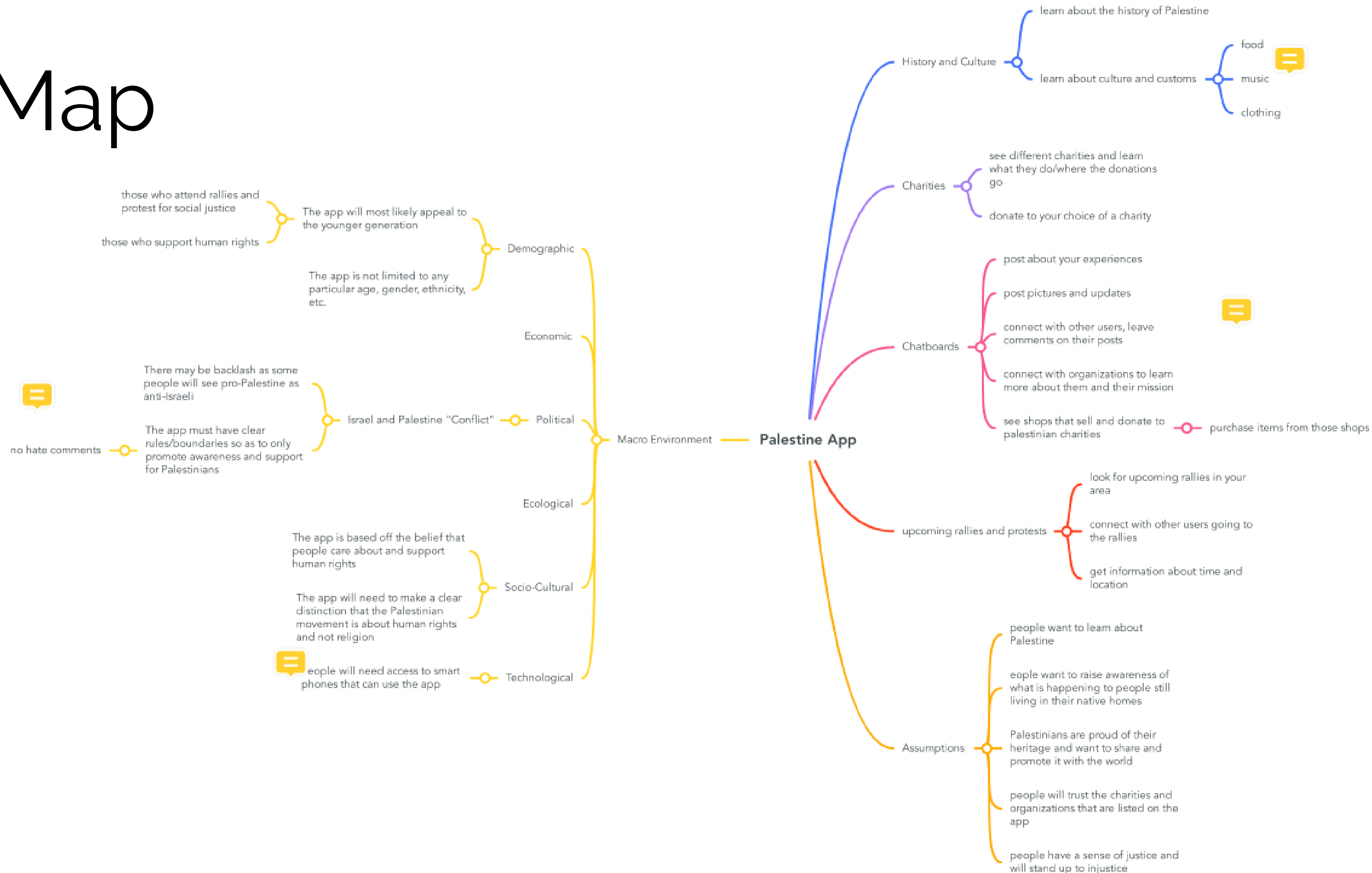
Usability Testing -2

Usability Testing -3

Usability Testing -4



Mind Map



Competitive Analysis -1

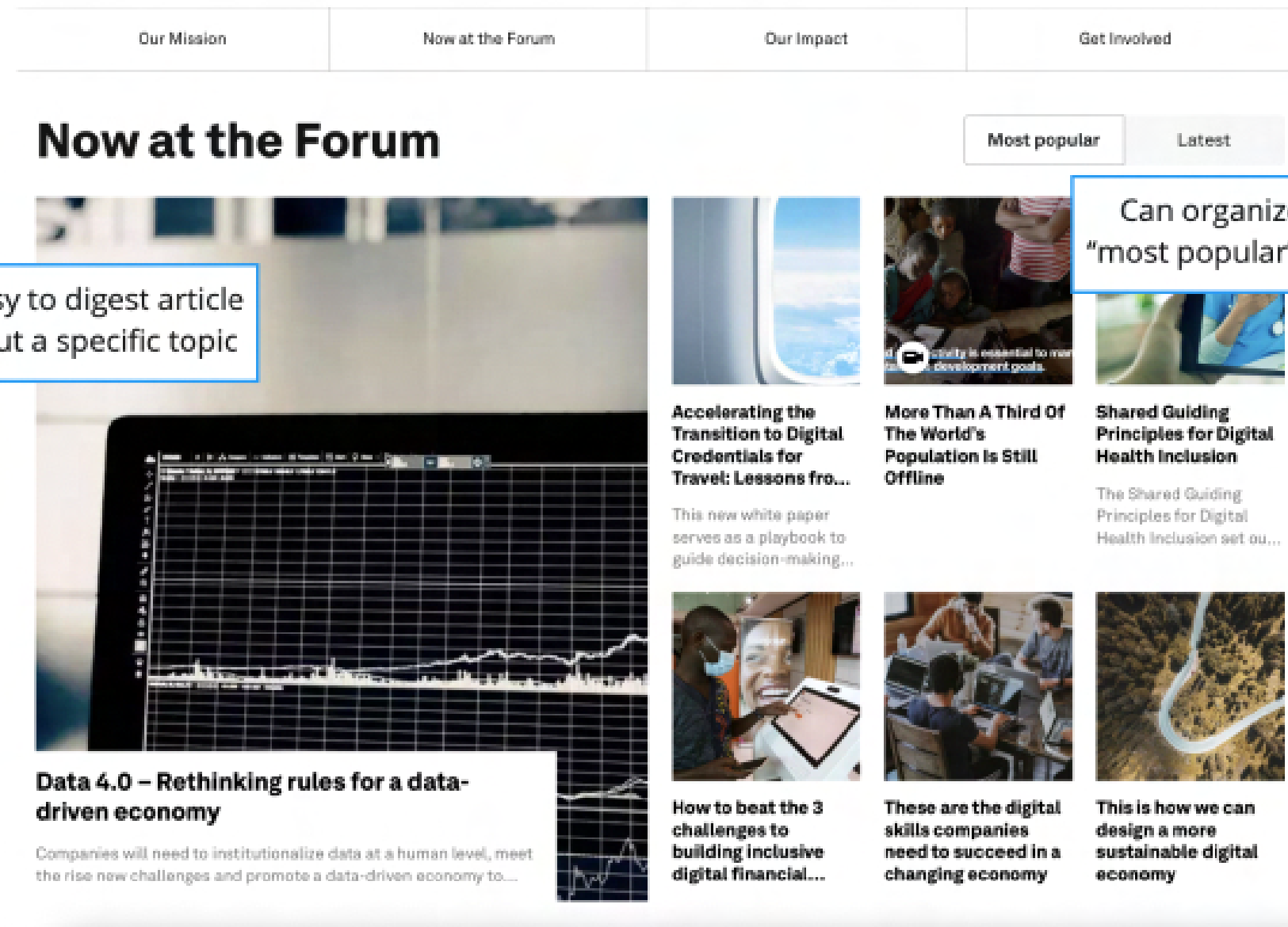
World Economic Forum

About

- International non-government organization
- Mission: "improving the state of the world by engaging business, political, academic, and other leaders of society to shape global, regional, and industry agendas"

Features

- Lists discussion topics and upcoming forums to attend
- A lot of information but not intimidating to go through



Issues

- No option to connect with other users through the website
 - the website provides a link to another platform to connect with others

The UN Refugee Agency (UNHCR)

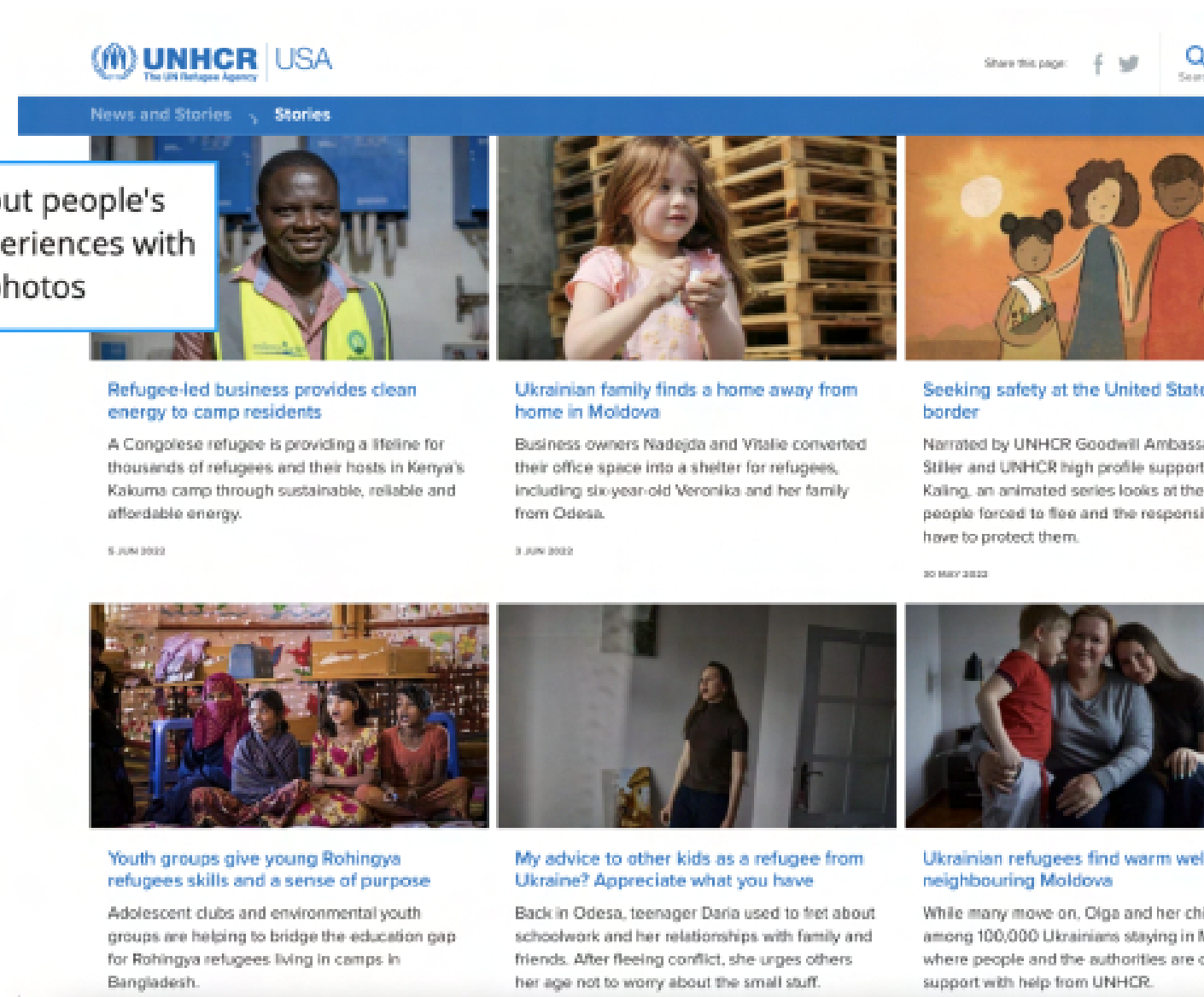
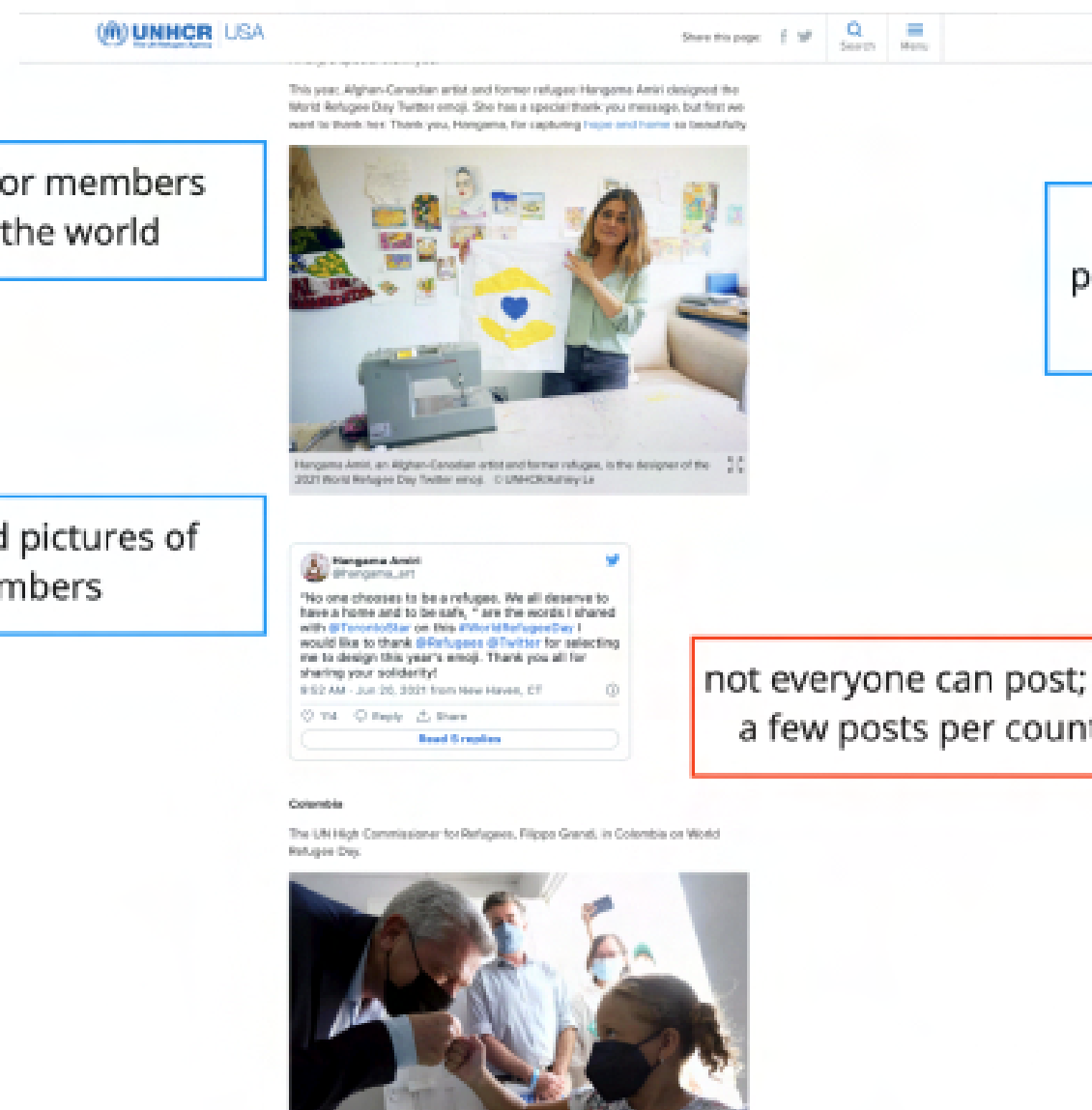
About

- Global refugee agency that raises awareness and money for forcibly displaced communities
- Includes sections with news articles and information about different topics

Features

- Has donation links
- Has personal user stories

Competitive Analysis - 2



Issues

- No option to connect with other users through the website

Global Giving

About

- Non-profit organization that helps donors connect to vetted charities and organizations

Features

- Includes summaries of each charity organization
- Informs donors of what their contributions will be used for

Competitive Analysis - 3

project view shows pictures and possibly videos for each project

The screenshot shows a detailed view of a project. At the top, it says 'Maia Project: Clean Water for Children in Gaza' by Middle East Children's Alliance. A progress bar indicates that \$109,672 has been raised out of a \$150,000 goal, with 2,338 donations and \$40,328 remaining. Below this, there are several project goals listed with icons and amounts: 'Cleans the filter unit that provides water to 1,800 school children' (\$150), 'Purchases a drinking fountain for children to access clean water' (\$125), 'Materials for a youth-led interactive workshop on dangers of Gaza's water and water as a human right' (\$165), 'Purchases a high pressure pump for a kindergarten with 150-400 students' (\$100), 'Provides a new "membrane" filter for a purification unit that provides clean water to 1500 children' (\$200), 'Covers the maintenance for a unit at a kindergarten for a full year so 100-400 children continue to access safe, clean water' (\$100), and 'Covers the maintenance for a unit at an elementary school for a full year so 1,800 children continue to access safe, clean water' (\$1,800). A 'DONATE NOW' button is visible. On the left, there is a 'Summary' section with a photo of children at a water tap, and a 'Challenge' section with text about water scarcity in Gaza. A 'Solution' section describes the project's impact. At the bottom, there are statistics: Total goal \$150,000, Remaining \$40,328, 1,529 donors, 13 monthly donors, 9 fundraisers, and 8 years.

raised vs goal amount and how much is left to reach the goal

list of projects to donate to

The screenshot shows a list of projects under the 'Palestine' category. The list is sorted by 'Relevance' and shows 41 projects. The first three projects are visible: 1. 'Maia Project: Clean Water for Children in Gaza' by Middle East Children's Alliance, with \$109,672 raised of a \$150,000 goal. 2. 'Gaza Emergency Relief Fund' by Rebuilding Alliance, with \$227,482 raised of a \$520,000 goal. 3. 'Help 100 traumatized Palestinian children succeed' by American Friends of the Spafford Children's Center, with \$108,074 raised of a \$100,000 goal. Each project card includes a photo, a title, a brief description, and a 'DONATE' button.

donation goal and raised amount with a quick donate button

Issues

- Short summaries are provided for each project, but no links or longer text that explain to users why these projects exist/the backstory behind them

Competitive Analysis - 4

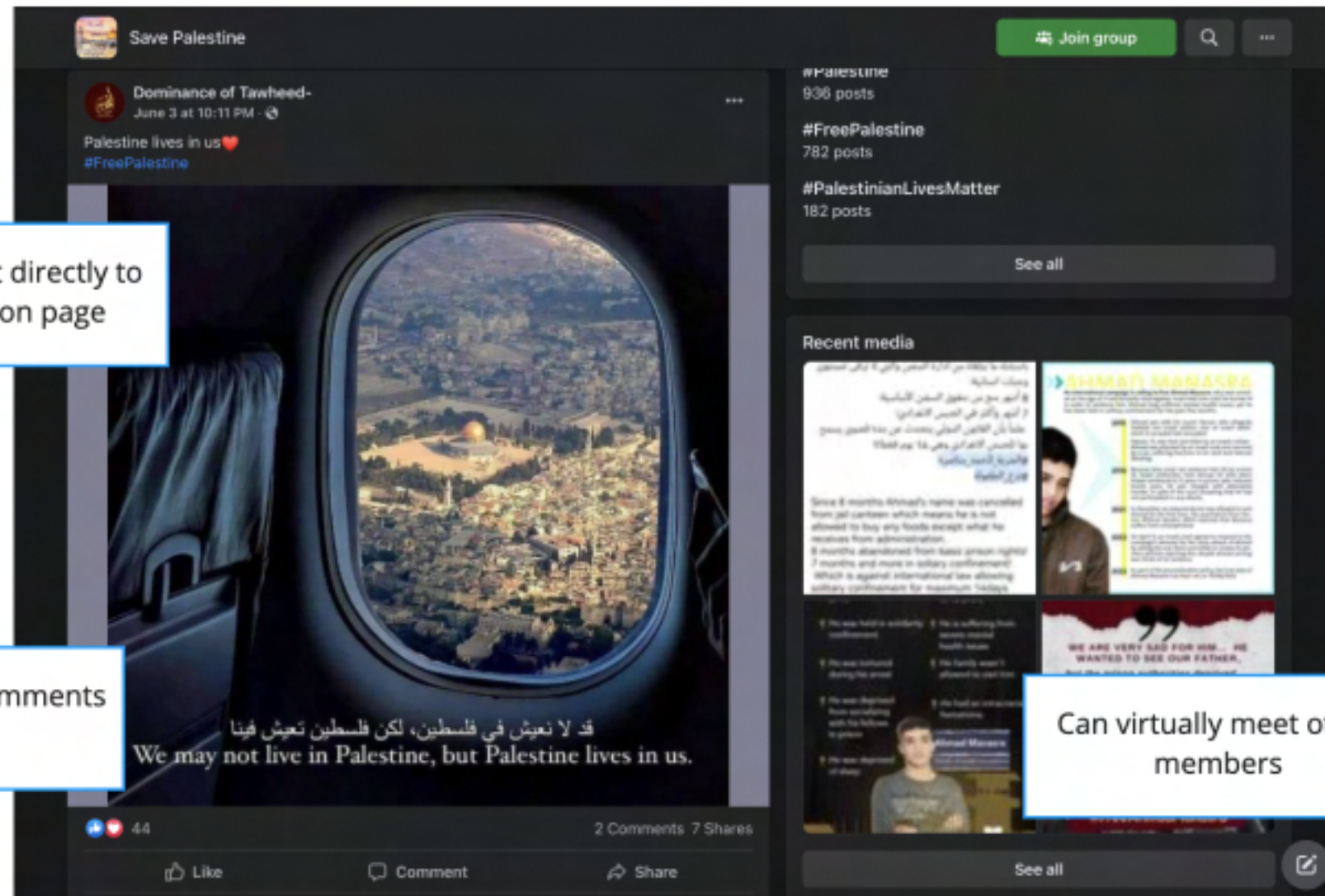
Facebook

About

- Social Networking Platform

Features

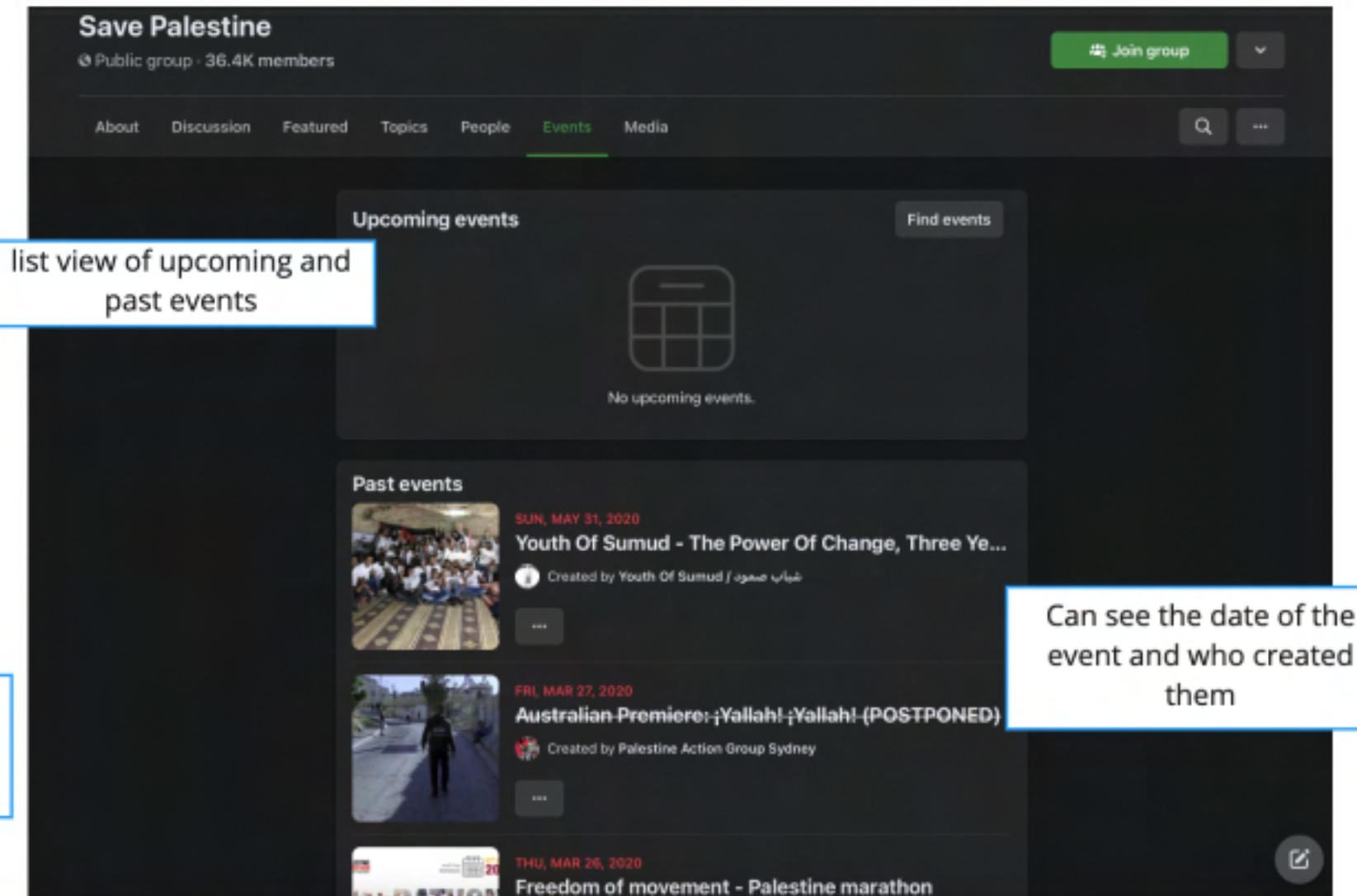
- Can follow groups with discussion boards where users can post and interact with other users
-



Users can post directly to the discussion page

Can like and/or comments on posts

Can virtually meet other members



list view of upcoming and past events

Can see the date of the event and who created them

Issues

- All information is posted by other users, so users must rely on other users for information

Affinity Map

Amanda Ali (25)
Female
Egyptian
Consultant

General
Always trying to get what is happening around the world

Feeling Information
How and what are we doing

Related Post
Reading 7 The Information is accurate or not

Found Information
In a social media and what's in what is happening

Suggesting Content
Discussion and sharing with others

Location Information
Location based

Information Difficulty
Not sure how to follow the background

Previous Knowledge
None at all

Helping Tip
You should read media and thought through the article before trying to get the idea

Learn More
Learn more

Alia Abdelkader (24)
Female
Egyptian
Business Analyst

General
Always trying to get what is happening around the world

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How and what are we doing

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Previous Knowledge
None at all

Helping Tip
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Lana Shahine (21)
Female
Lebanese
Student

General
Always trying to get what is happening around the world

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Previous Knowledge
None at all

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Mo Rezk (28)
Male
Egyptian
Engineer

General
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Farah Jawhar (27)
Female
Jordanian
Teacher

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Learn more

Yazan Alasadi (19)
Male
Palestinian
Student

General
Always trying to get what is happening around the world

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Learn More
Learn more

Klaudia Labuda (24)
Female
White
Business Analyst

General
Always trying to get what is happening around the world

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Rachel Kim (23)
Female
Korean
Consultant

General
Always trying to get what is happening around the world

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Kristin Pak (25)
Female
Korean
Student

General
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Tulha Malik (29)
Male
Pakistani
Student

General
Always trying to get what is happening around the world

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Learn More
Learn more

Miguel Fuentes (25)
Male
Hispanic
Artist

General
Always trying to get what is happening around the world

Feeling Information
How and what are we doing

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Reading 7 The Information is accurate or not

Found Information
In a social media and what's in what is happening

Suggesting Content
Discussion and sharing with others

Location Information
Location based

Information Difficulty
Not sure how to follow the background

Previous Knowledge
None at all

Helping Tip
You should read media and thought through the article before trying to get the idea

Learn More
Learn more

Navreet Bajwa (21)
Female
South Asian
Consultant

General
Always trying to get what is happening around the world

Feeling Information
How and what are we doing

Related Post
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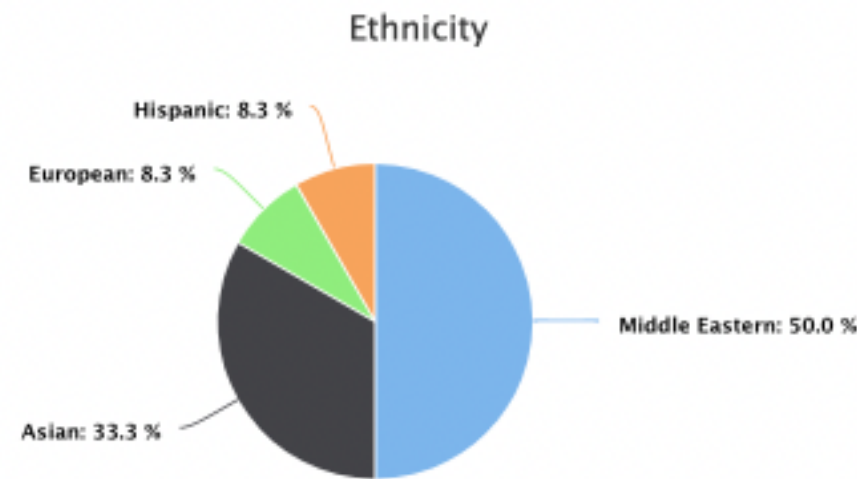
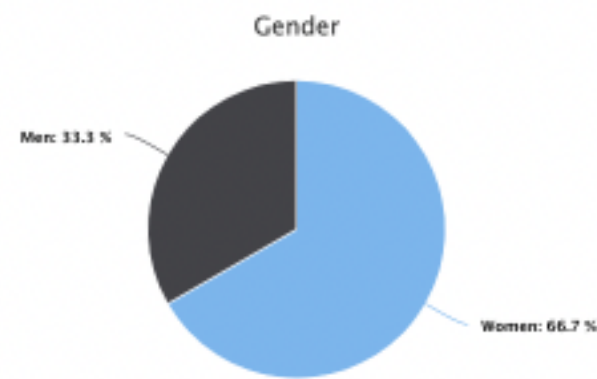
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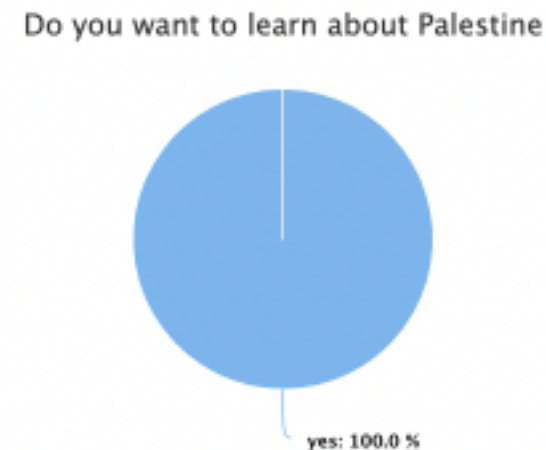
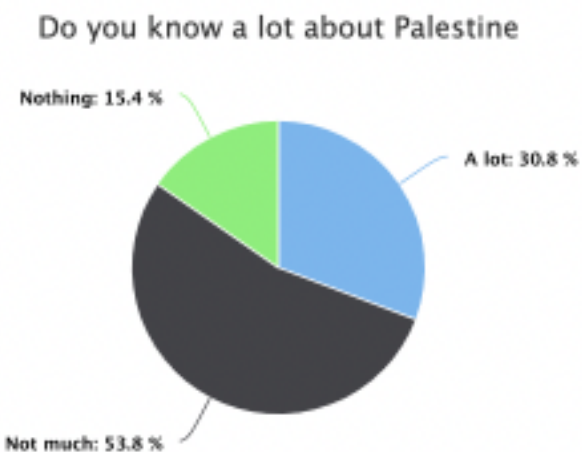
Customer Discovery

The interviewees were split, with half being from the Middle East, Arabic-speaking countries and where Palestine is located, and half non-Arab countries. Most interviewees had little to no knowledge of Palestine or what is currently happening in Palestine, and not everyone actively kept up with what is happening around the world. However, everyone shared that they were interested in learning. These results show that the interest in learning about Palestine is not solely from those of Middle Eastern origin. On the contrary, it has piqued the curiosity of people from various ethnicities.



The group of interviewees ranged from ages 19-28, with origins from all over the world:

- Egypt (3)
- Korean (2)
- Lebanon (1)
- Jordanian (1)
- Hispanic (1)
- White (1)
- Palestinian (1)
- Pakistani (1)
- Punjabi (1)

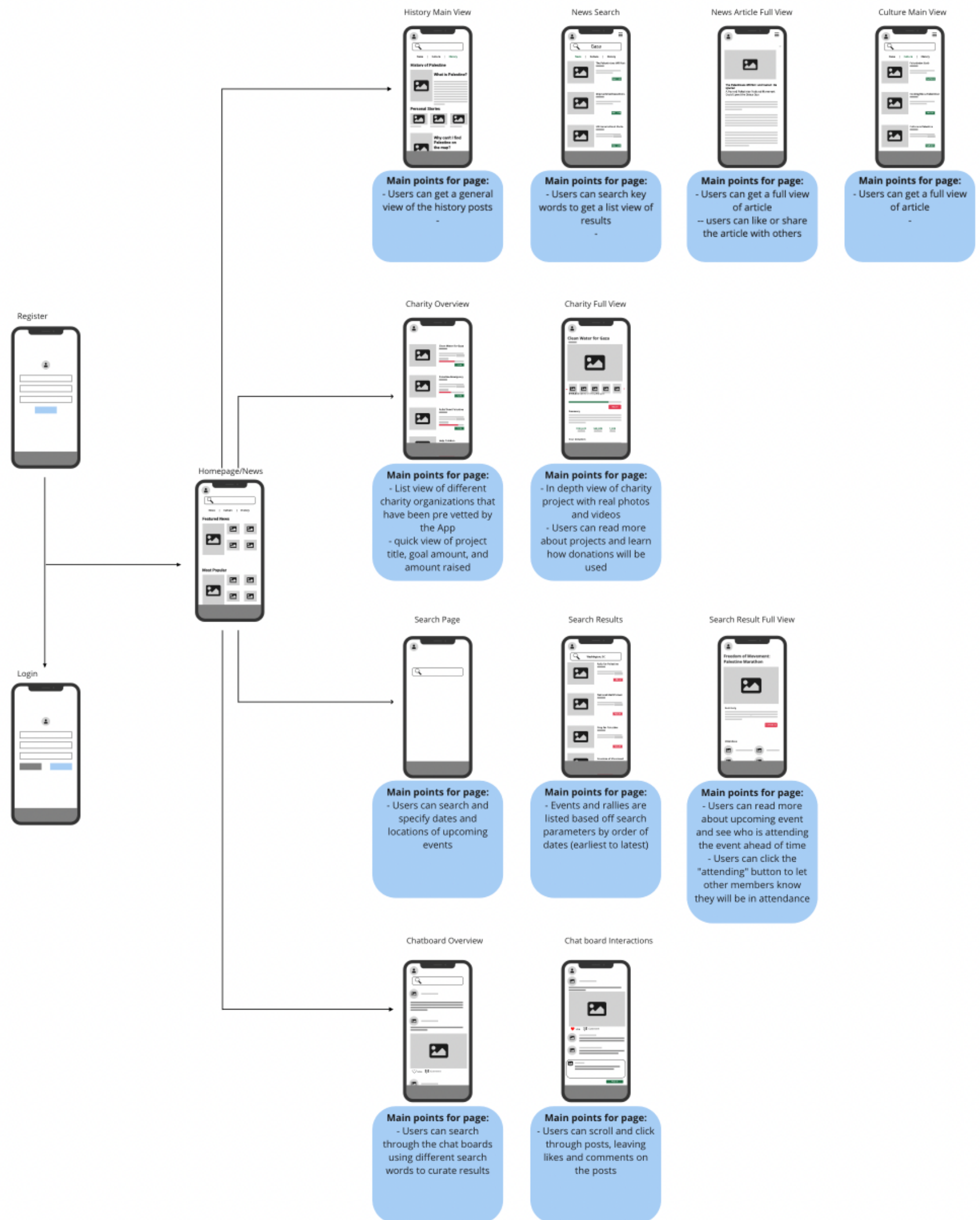


Every user stated that the hardest part about finding information on what is happening in the world is determining what information is accurate and which sources are reliable

"There is so much bias and partial stories out there. It's hard to figure out how factual the information is."

"It's hard to find sources that provide complete information and try to refrain from bias."

Wireflow with Annotations



Usability Testing - 1

Sharing an article

MISSION

Pick a recommended article and share it through text message



21

TOTAL TESTERS



1.4%

MISCLICK RATE



28.3s

AVG DURATION



95.2%

AVG SUCCESS



4.8%

AVG BOUNCE

Usability Breakdown

ANALYZE THE PERFORMANCE OF EVERY SCREEN WITH THESE USABILITY STATS.



2s

The average time spent on screens in this mission is just **perfect**. What's your secret?



1.3%

The mission's average misclick rate is excellent. **Good job!**

Usability Testing -2

Donate to a Gaza Fundraiser

MISSION

Go to the donations tab and search for Gaza. Pick a charity from the list and donate \$50 using Apple Pay



21

TOTAL TESTERS



5.2%

MISCLICK RATE



69.7s

AVG DURATION



90.5%

AVG SUCCESS



4.8%

AVG BOUNCE

Usability Breakdown

ANALYZE THE PERFORMANCE OF EVERY SCREEN WITH THESE USABILITY STATS.



2.4s

The average time spent on screens in this mission is just **perfect**. What's your secret?



5.1%

The mission's average misclick rate is good. Examine each screen's misclick rate to ensure users are finding what they need.

Usability Testing -3

Events in DC

MISSION

Go to the events page and search for an upcoming event in Washington D.C.. Pick an event from the list and click "going"



21

TOTAL TESTERS



5.0%

MISCLICK RATE



22.0s

AVG DURATION



95.2%

AVG SUCCESS



0.0%

AVG BOUNCE

Usability Breakdown

ANALYZE THE PERFORMANCE OF EVERY SCREEN WITH THESE USABILITY STATS.



2.4s

The average time spent on screens in this mission is just **perfect**. What's your secret?



4.9%

The mission's average misclick rate is excellent. **Good job!**

Usability Testing -4

92

Leave a Comment under a post

MISSION

Go to the chat board and search for posts about Gaza. Find a post about algorithm censoring, open it to see more information, then like it and leave a comment



21

TOTAL TESTERS



7.1%

MISCLICK RATE



23.7s

AVG DURATION



95.2%

AVG SUCCESS



4.8%

AVG BOUNCE

Usability Breakdown

ANALYZE THE PERFORMANCE OF EVERY SCREEN WITH THESE USABILITY STATS.



2.4s

The average time spent on screens in this mission is just **perfect**. What's your secret?



6.4%

The mission's average misclick rate is good. Examine each screen's misclick rate to ensure users are finding what they need.