

DocuScope

The Distinctive Language Project

Scott Davidoff

Jim Garretson

Evangeline Haughney

Jiajun Lim

Presentation Overview

1. Project Goals
2. Finding an Audience
3. User Study
4. Initial Design
5. Prototype Testing
6. Revised Design
7. Conclusions

Project Goals

- Announce that DocuScope exists
- Inform users what it does
- Explain how they might use it
- Create a relationship with them
- Promote client research and book

Do this all in a way that proves product value to a skeptical audience.

Initial Tasks

1. Understand Docuscope

“Docuscope is a new software application that lets you see through language, past words, into how people use them.”

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Initial Tasks

2. Identify Audience

- Docuscope had no preexisting audience
- Via brainstorming and collaboration with our client, we identified the following groups:
 1. Academic researchers
 2. Speech writers and analysts
 3. Civics and history teachers
 4. Language arts teachers
 5. Students
 6. Language hobbyists

User Group Selection

- Practical Issues
 - Proximity
 - Availability
- Matching users with DocuScope's place in the product development cycle
 - High school teachers are the most desired audience.
 - Supporting their needs requires a more evolved product than currently exists.

Final User Groups

- Academic Researchers
 - Particularly ones with rhetoric and communications backgrounds
- University-level Writing Instructors

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User Study Goals

Academic Researchers

- Identify how they analyze text
- Identify what things they find important when they evaluate text

Writing Instructors

- Identify tasks involved in teaching writing
- Identify how they bring out certain elements of texts during lessons

Participants

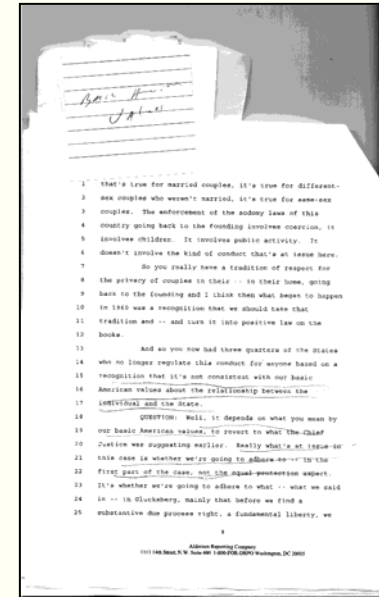
3 Participants

- User 1: Political Genre Researcher
 - Wants to identify signatures of a particular genre
- User 2: Prof. of Management Communications
 - Wants to enhance effectiveness of professional written communication
- User 3: Professor of Rhetoric
 - Was curious about tool because of preexisting knowledge of technology

User Study Methods

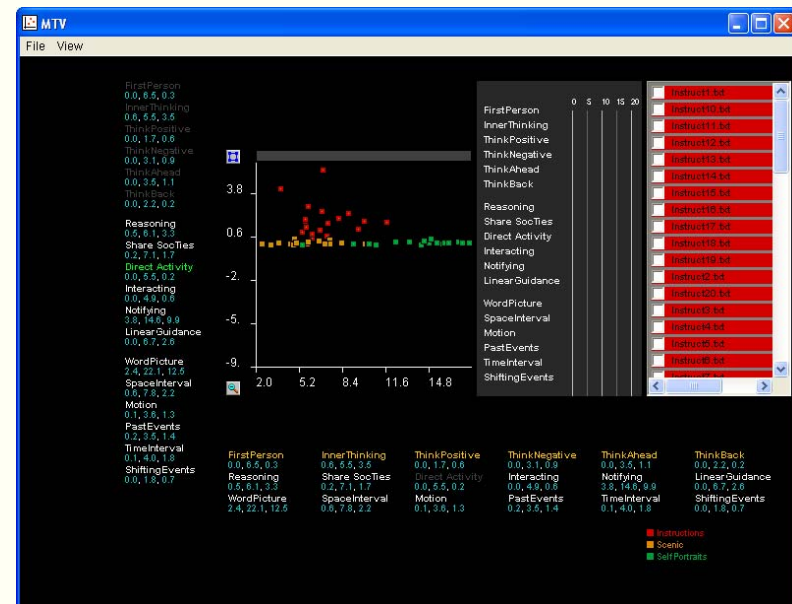
Artifact Walkthrough

- Used sample texts to elicit tangible data on how users relate to texts
- This method ties users to concrete experiences



Future Scenario

- Showed users screenshot of Docuscope prototype
- Asked users to hypothesize how it would be used



User Study Findings

Observation

- Teachers want to use Docuscope as a rapid-feedback tool to aid writing.
- Researchers want to see use Docuscope to analyze existing text.
- These groups speak vastly different languages

Recommendation

- Provide each audience with different tailored information and different demonstrations

User Study Findings

Observation

- All users have trouble understanding the value of Docuscope

Recommendation

- Prove Docuscope's value to both audiences through demonstration

“If it’s something that would add value to what I’m doing, I would certainly be interested in using it.”

User Study Findings

Observation

- Users resist the idea of using technology to teach writing

“[My colleagues] were much less willing to even want to know more about it.”

Recommendation

- Treat both audiences as skeptics

“...some skepticism regarding whether or not technology can replicate sufficiently well the human interaction process and human thinking process.”

Recommendations Summary

Site recommendation:

- Provide demonstrations that address the needs of two audiences
 - Researchers are already a curious audience
 - Writers are early-adopter high school teachers and students

Tool recommendations:

- Redefine Docuscope categories
- Create two versions of the product

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Site Content Goals

- **Explain Docuscope to researchers**
 - They want to classify and distinguish between genres
 - They want quantitative support for analytical arguments
- **Explain Docuscope to writers**
 - They want clearly defined support for iterative self-evaluation

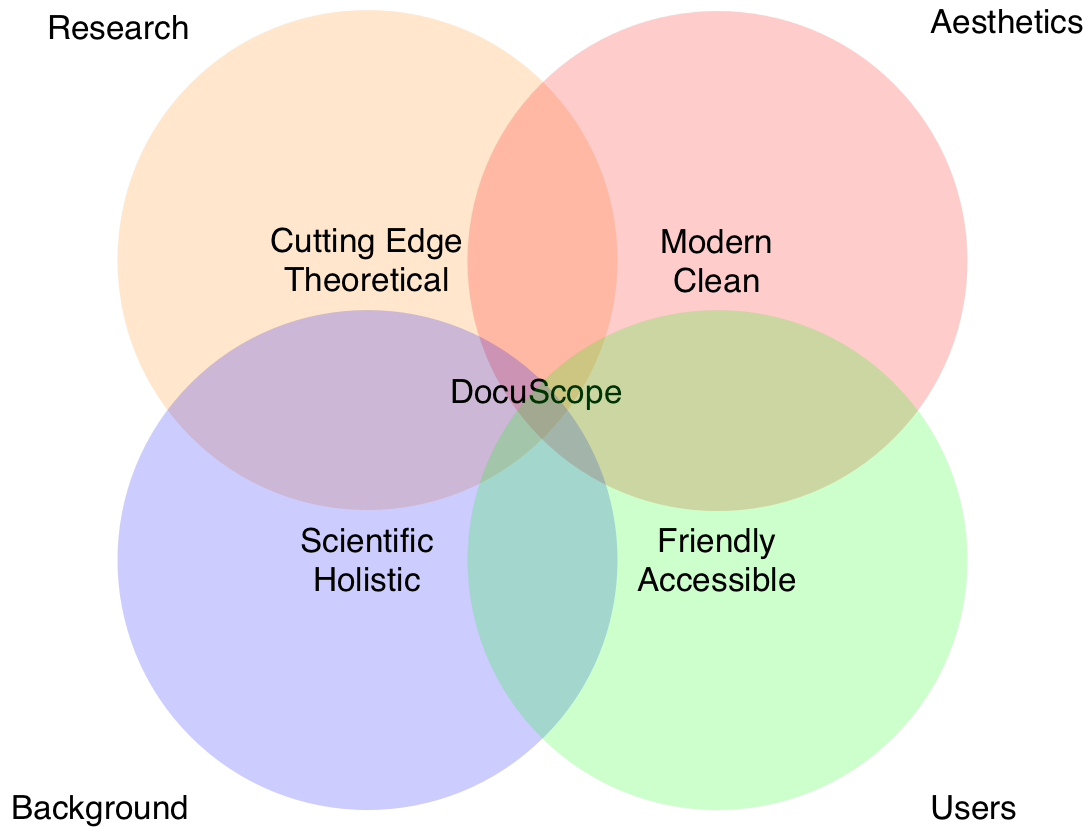
Site Content Goals

For both audiences:

- Explain and demonstrate the applicability of the product to the desired tasks
 - *What Does it Do?* tour
- Explain how the product can analyze text
 - *How Does it Work?* tour
- Explain at a high-level what the product does
 - Establish visual communications strategy

Site Visual Communication

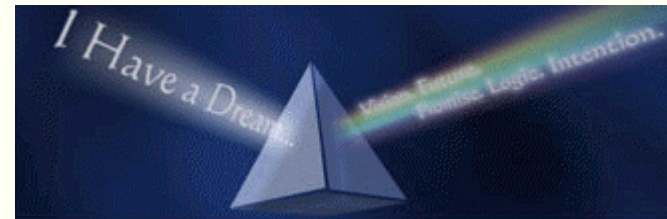
Brand qualities



Site Visual Communication

Candidate metaphors:

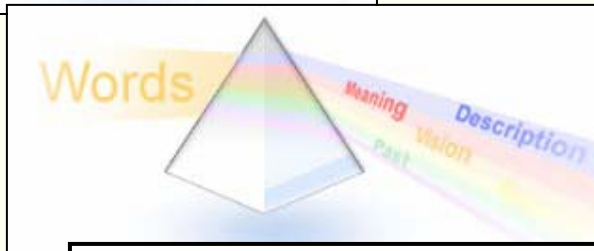
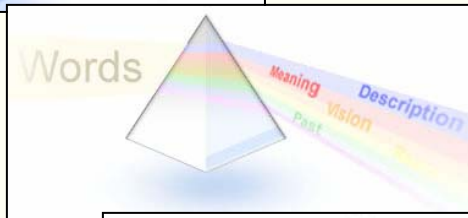
- Separation of language into meaning
 - Prism separating words into colored meaning.
- The meaning behind words
 - Terms for meaning lurking behind words themselves.
- Shared interpretation
 - A writer and reader looking into the same page.
- Exploration of language
 - Spyglass, loupe, telescope.



Site Visual Communication

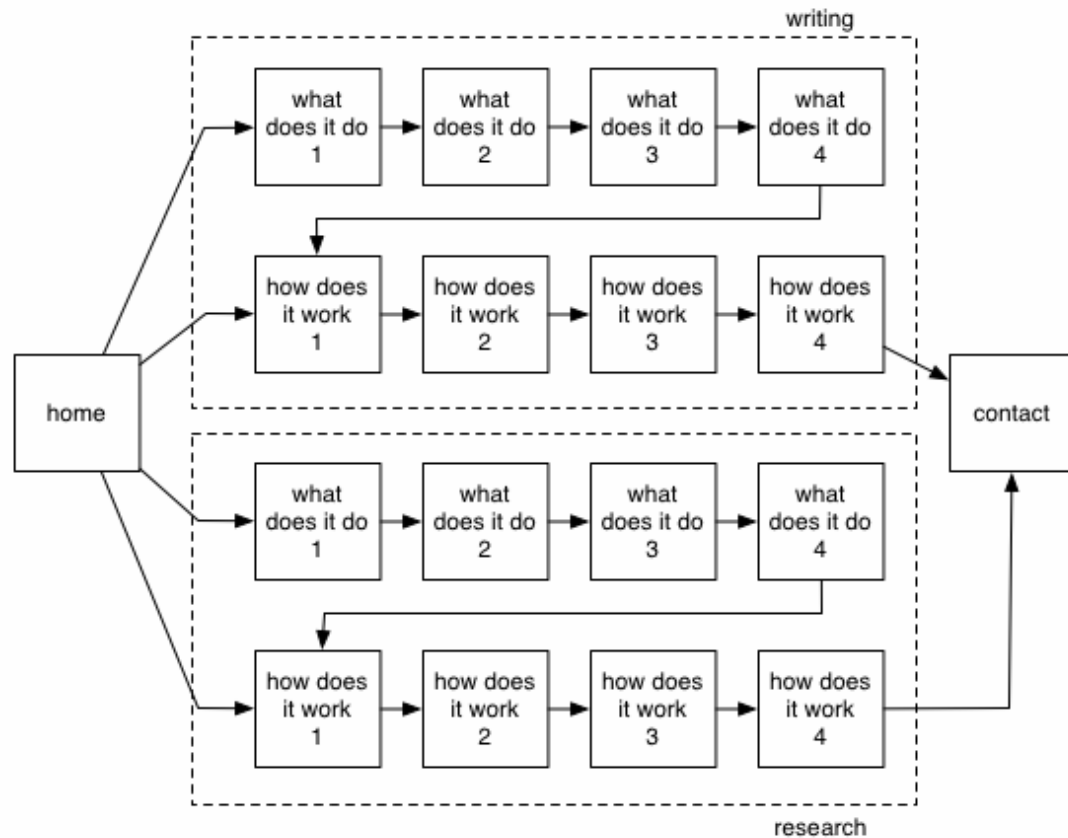


- Evolution of the prism.



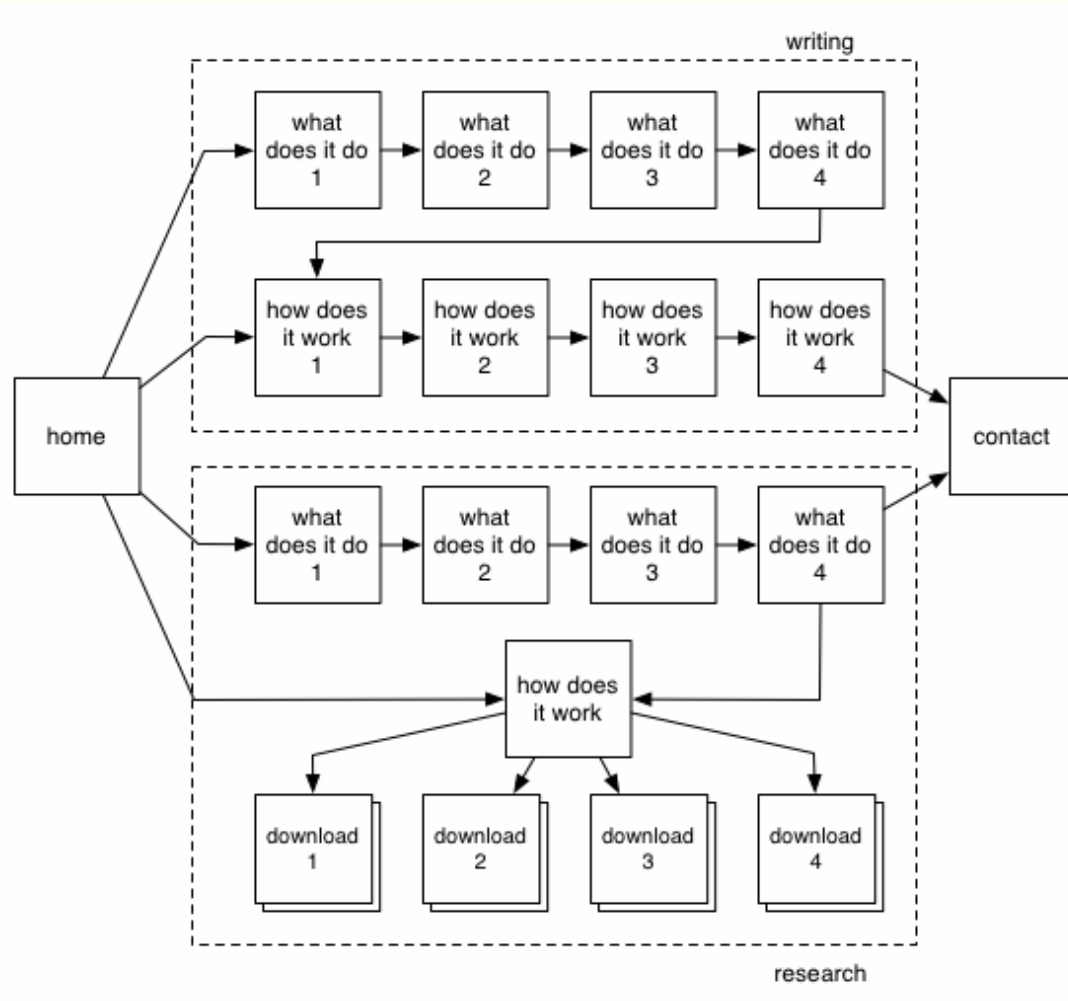
Site Structure

Original Concept



Site Structure

Initial Prototype



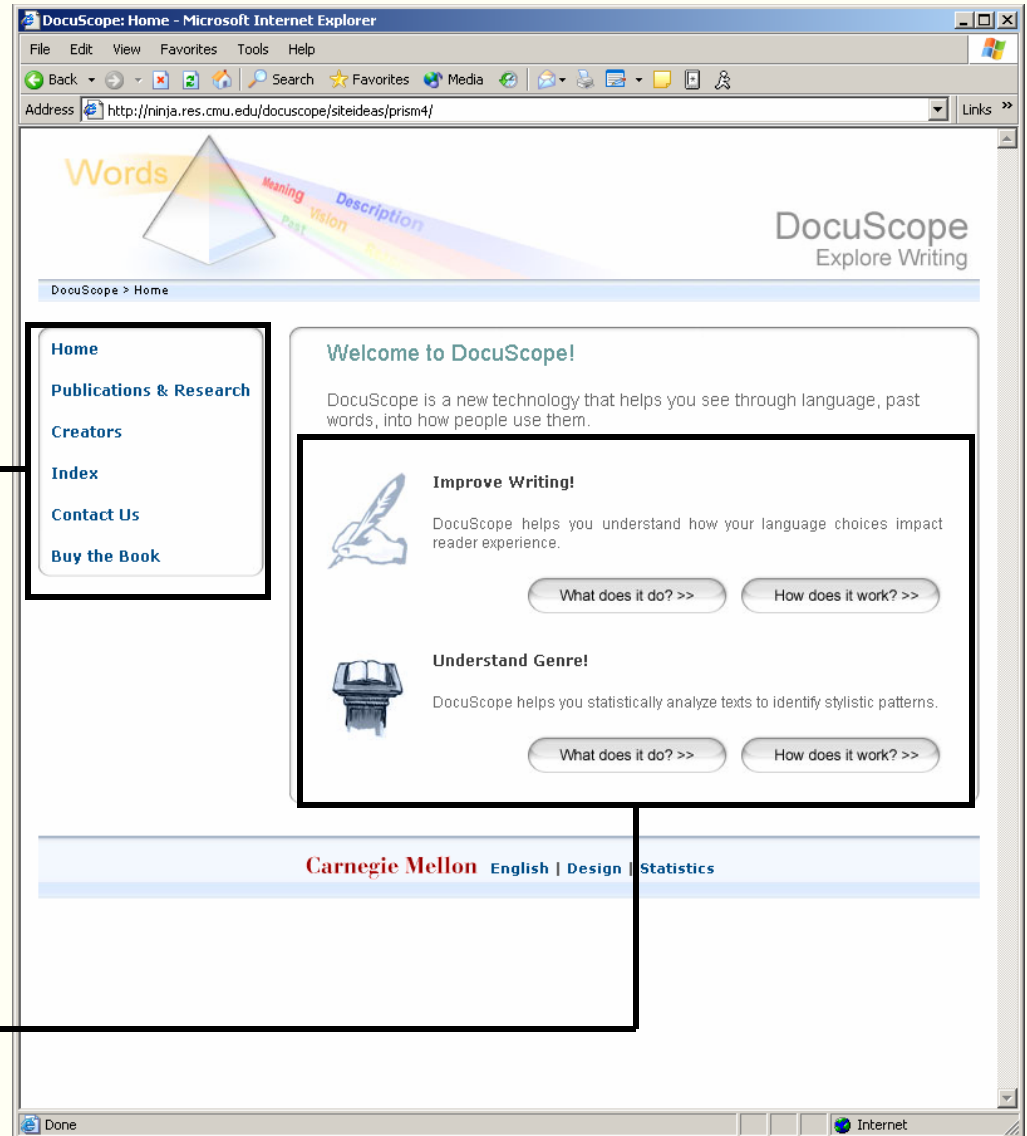
Initial Site Prototype

- **Navigation Pane**

- Publications
- Creators
- Index
- Contact
- Buy the Book

- **Content Pane**

- 2 tours per audience



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Prototype Testing

Test objectives:

1. *Comprehension:* Can users understand what Docuscope is and why they should find it interesting?
2. *Action:* If interested, can users find further information about Docuscope?
3. *Credibility:* Can the site convince users that Docuscope is based on a solid foundation of valid research?

Prototype Testing

6 test subjects

	U1	U2	U3	U4	U5	U6
Nature of Work	Professor of legal writing. Researching rhetorical analysis.	CPID graduate student. Self-identifies as writer.	Financial analysis professor. Interested in using text analysis to create financial reports.	Professor of business communications.	Creative writing undergrad.	Business communication professional.
Participated in user study	No	No	No	Yes	No	Yes
Prior computer experience	Daily	Daily	Daily	Daily	Daily	Daily
Prior Docuscope experience	Heard of it	None	None	Has prototype loaded on PC; has used prototype.	None	Has viewed non-interactive demonstration.

Prototype Testing

3 Tasks

1. *Comprehension*: Test DocuScope's usefulness for research or writing.
2. *Action*: How would subjects try the tool?
3. *Credibility*: Is DocuScope a valid research tool?

Prototype Testing

Methodology

- Screened for computer experience, Docuscope exposure
- Used Think Aloud protocol
 - *Subjects relate their thoughts and intentions as they perform a task*
- Recorded actions and thoughts on video

Prototype Testing Results

Observed Issue Categories

1. Tour content
2. Tour navigation
3. Creator content
4. Departments
5. Docuscope download

1. Tour Content

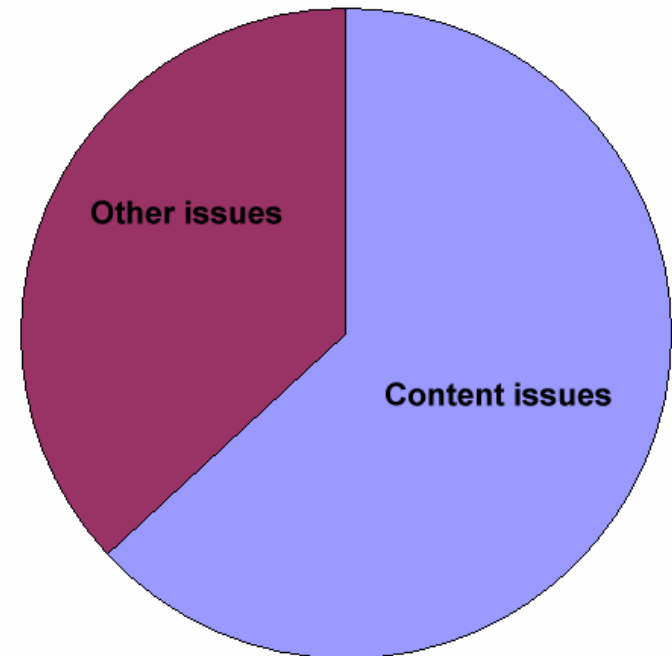
Observation

- Identified 65 problems with existing content
- Users confused by content separation between tours and by audience

Recommendation

- Combine *How Does it Work?* with *What Does it Do?*

Breakdown of Observed Issues



"I would want this more condensed, higher level, going on down to more specifics."

2. Tour Navigation

Observation

- Expected self-selection did not materialize
- Many users became lost within and between the four tours

Recommendation

- Make audience choice more obvious. Prioritize selection
- Enhance navigation within tours



The screenshot displays the DocuScope website interface. At the top left, there is a logo featuring a 3D pyramid with the word "Words" in yellow. To the right of the pyramid, the words "writing", "vision", and "Description" are written in a rainbow gradient. The top right corner features the text "DocuScope Explore Writing". Below the header, a breadcrumb trail reads "DocuScope > For Writers: What does it do? > Page 1". On the left side, there is a vertical navigation menu with the following items: "Home", "Publications & Research", "Creators", "Index", "Contact Us", and "Buy the Book". The main content area on the right contains a section titled "What does DocuScope do?" with a pagination indicator "[1] 2 3 »". Below this, there is a paragraph of text: "Writers make hundreds of language-based choices to bring even a short text into existence. Most of these choices are not visible to the writer and even when they are visible, most writers forget them as soon as they make them. Among the least visible language choices are the choices writers make that shape the reader's experience." This is followed by another paragraph: "How can word choices shape a reader's experience?" with a second pagination indicator "[1] 2 3 »". At the bottom of the page, there is a footer with the text "Carnegie Mellon English | Design | Statistics".

Other observations

3. Creator content

- **Observation:** Not sufficient information in bios to judge credibility
- **Recommendation:** Display publications, CVs, lectures, etc.

4. Departments

- **Observation:** Unclear that labels referred to academic departments
- **Recommendation:** Make labels more clear

Other observations

5. Docuscope download

- **Observation:** Site does not provide follow through
- **Options:**
 1. Delay launching site until tool is ready
 2. Inform users that tool is currently unavailable (and site is promotional)
 3. Make clear that tool is available by request only

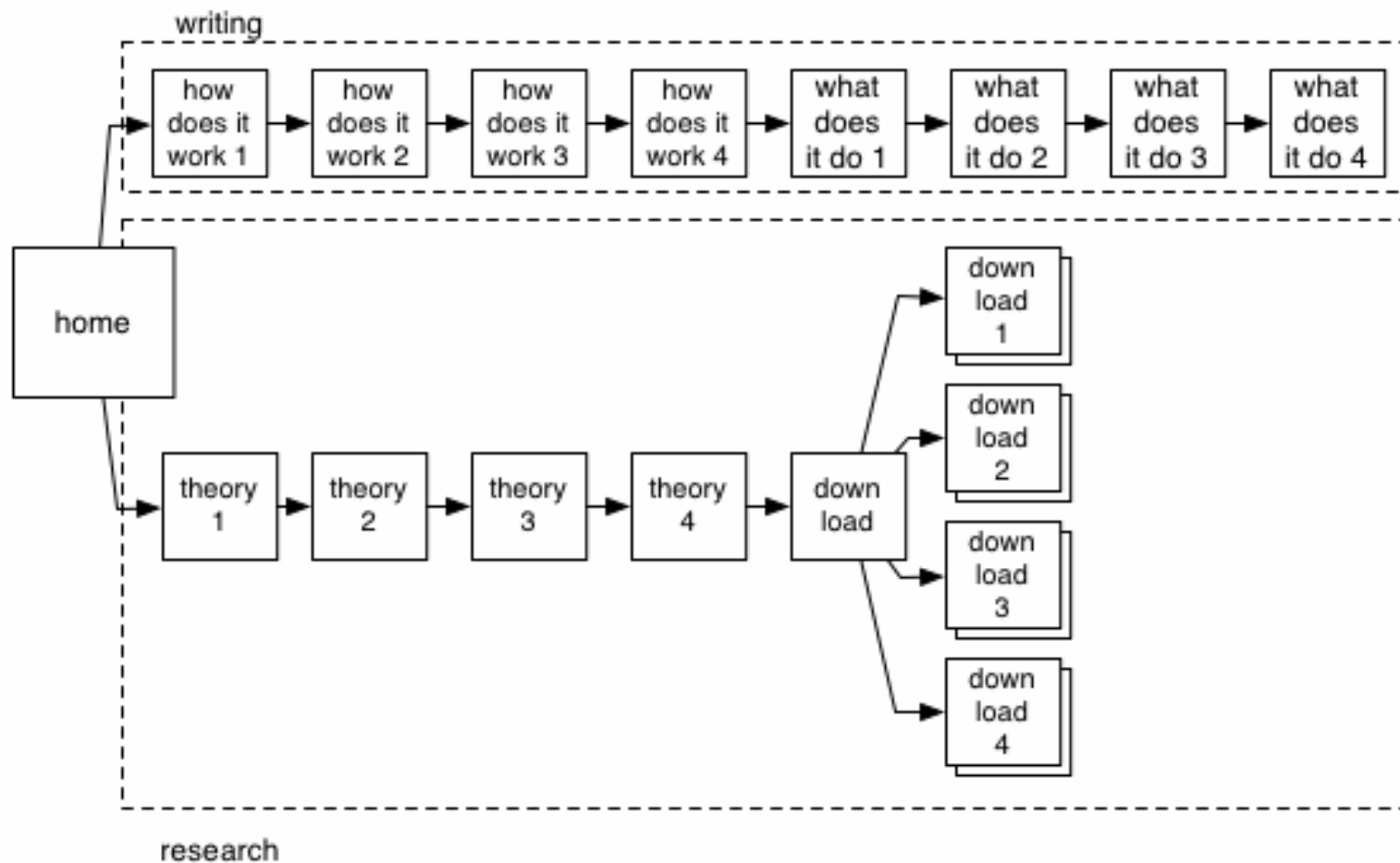
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Revised Design

Tour Content Recommendation

Combine *How Does it Work?* with *What Does it Do?*





- [Home](#)
- [Publications & Research](#)
- [Creators](#)
- [Index](#)
- [Contact Us](#)
- [Buy the Book](#)

Curious
to try
DocuScope?
👉 Get More Information!

Welcome to DocuScope!

DocuScope is a new computer software that helps you see through language, past words, into how people use them.



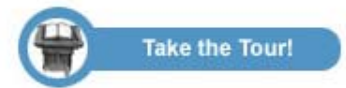
For Writers

Improve your writing. DocuScope helps you understand how your language choices impact reader experience.



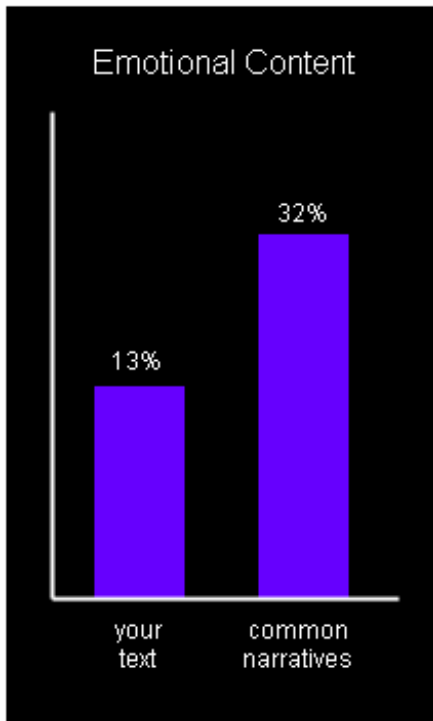
For Researchers

Understand genre. DocuScope helps you statistically analyze texts to identify stylistic patterns.

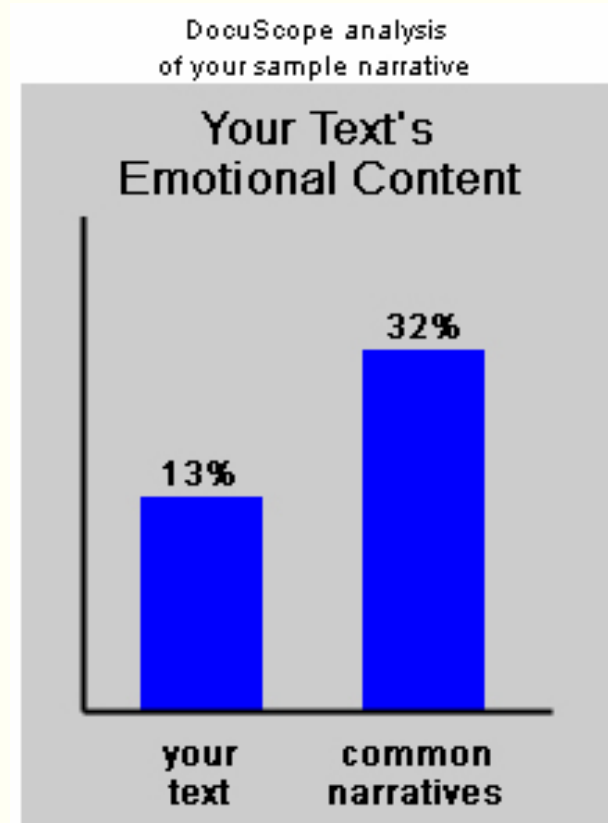


Revised Design

Tour Content Recommendation



"I'm trying to figure out exactly what this means. I like that there's a visual there, but I'm not sure I quite get it."



Revised Design

Tour Navigation Recommendation

Make audience choice more obvious. Prioritize selection. Enhance navigation within tours.

How does it work?

Imagine you are writing a short narrative piece, like this example to the right.

You create your work, and then what? How can you get feedback?

Without another pair of eyes you can't. That's where DocuScope comes in.

DocuScope identifies and categorizes the invisible qualities of the words in your text -- ideas like emotion, description, reasoning, positive and negative ideas -- and shows them to you.

Once you can see these qualities, ideas that normally hide below the surface of the language become visible.

So, what do you do?

Next

Your sample narrative

My Afternoon with Michael Vick

I stared with great interest at the game but I devoted all of my attention to the screen when the number 7 reappeared behind a rather large man. The way he played, the way he ran, the way he passed, everything that Michael Vick did, I wanted to do better.

Revised Design

Departments Recommendation

Make labels more clear.

Information!



For Researchers

Understand genre. DocuScope helps you statistically analyze and identify stylistic patterns.

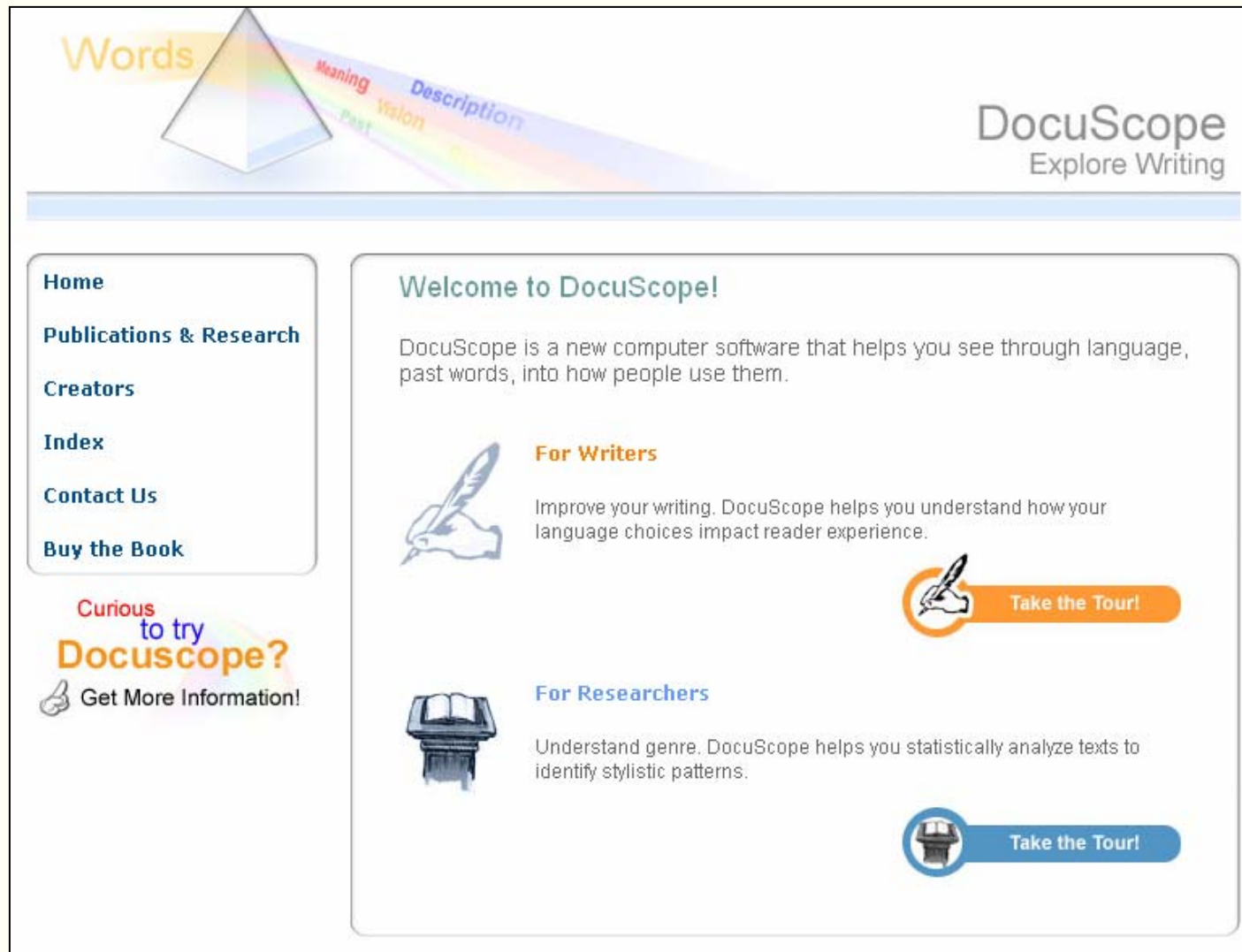
 Take

Carnegie Mellon

Contributing Departments:
English | Design | Statistics

Revised Design

DocuScope Download Recommendation



The image shows a website mockup for DocuScope. At the top left, there is a 3D pyramid with a rainbow spectrum on its side. The word "Words" is written in yellow above the pyramid. From the top of the pyramid, several colored rays extend outwards, labeled with the words "Meaning", "Description", "Past", and "Vision". In the top right corner, the text "DocuScope" is displayed in a large, grey font, with "Explore Writing" underneath it in a smaller font. Below the header is a light blue horizontal bar. On the left side, there is a vertical navigation menu with rounded corners, containing the following links: "Home", "Publications & Research", "Creators", "Index", "Contact Us", and "Buy the Book". Below the navigation menu is a promotional graphic that says "Curious to try DocuScope?" in orange and blue text, with a thumbs-up icon and the text "Get More Information!". The main content area on the right is titled "Welcome to DocuScope!" and contains a paragraph: "DocuScope is a new computer software that helps you see through language, past words, into how people use them." Below this paragraph are two sections. The first is "For Writers", featuring a blue icon of a hand holding a quill pen. The text says: "Improve your writing. DocuScope helps you understand how your language choices impact reader experience." To the right of this text is an orange button with a white quill icon and the text "Take the Tour!". The second section is "For Researchers", featuring a blue icon of an open book. The text says: "Understand genre. DocuScope helps you statistically analyze texts to identify stylistic patterns." To the right of this text is a blue button with a white book icon and the text "Take the Tour!".

Revised Design

DocuScope Download Recommendation

Request DocuScope

The DocuScope prototype will be released shortly. If you'd like us to notify you, complete the form below.

Personal Information

Name:

E-mail:

Occupation:

Tell us about your interest in DocuScope

Overview

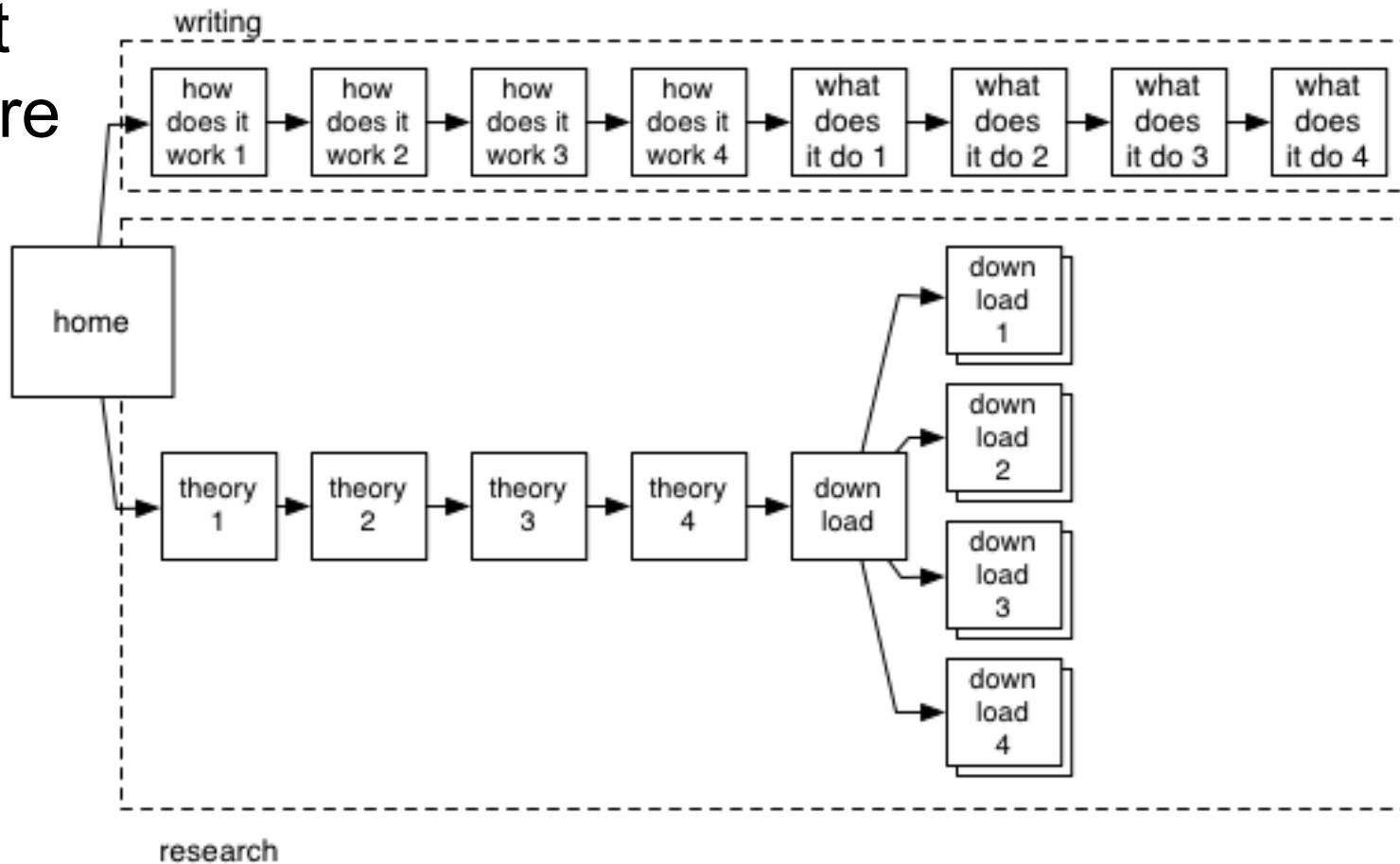
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Conclusions

- Create high-level research tour
 - Even experienced researchers had trouble understanding Docuscope.
 - The current research tour uses content designed for another purpose.
 - The current research tour is far more detailed than we can expect visitors to explore and understand.

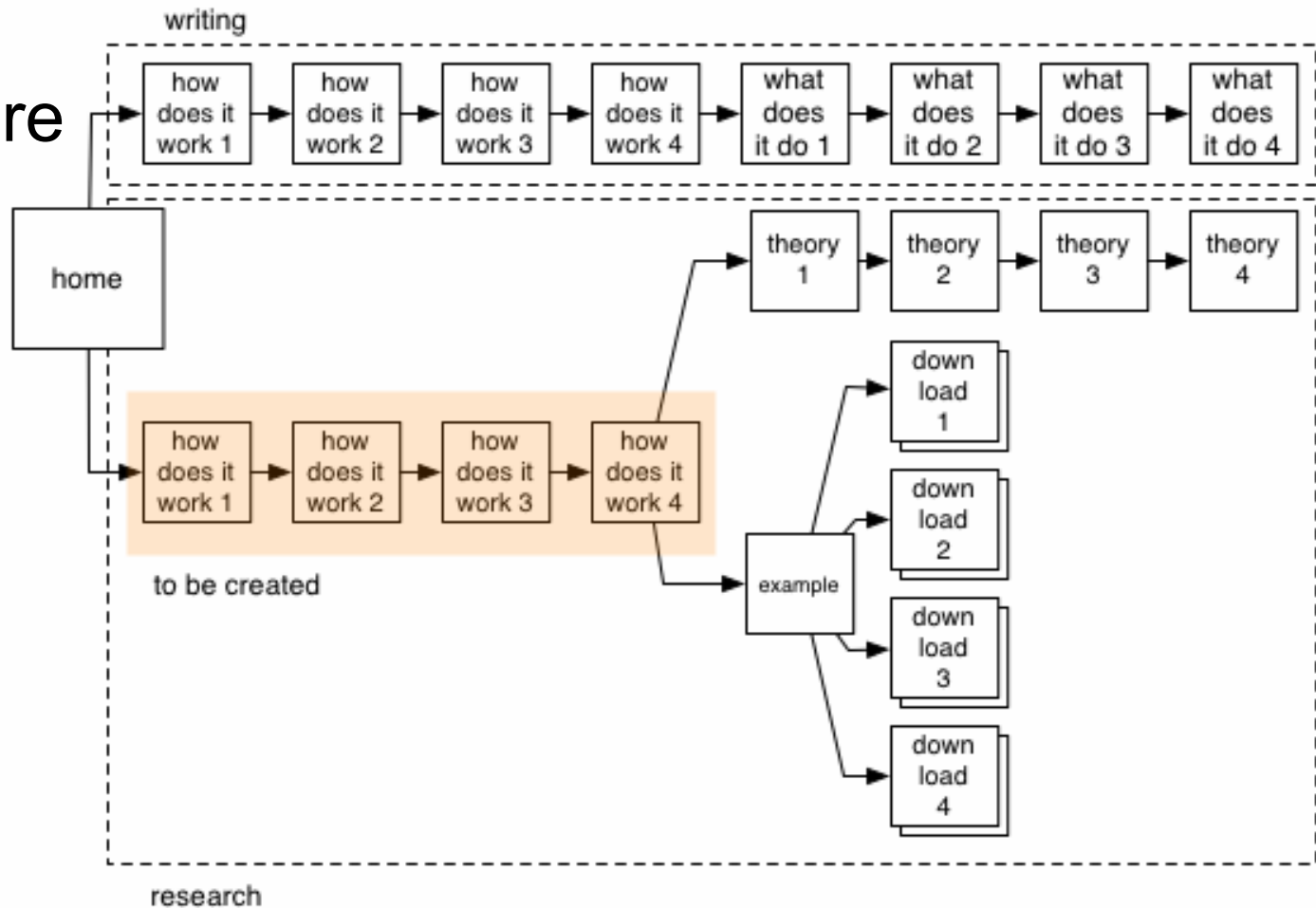
Conclusion

Current Structure



Conclusion

Ideal Structure



Conclusions

- Add content to Creators section to bolster credibility