

Dark Horse Brainstorm Ideas

- Political Uber Pool
 - Get matched in a pool with people with your same political perspective and have a political discussion over video call with another Uber Pool on the same topic from the opposing political side
- Political Glasses
 - A watch that tracks your political discussions including articles you read, things you watch, and people you speak to
 - Determines which political perspective you side with and provide you recommendations on articles you should read (which will most likely be from an opposite perspective) and people who you can discuss with (on the app)
- Political Website Discussion
 - Posting a text discussion or video discussion between you and someone with a different political background
 - Can be set up with someone random on the site based on your profile
 - Users are able to earn rewards based on the quality and depth of the discussion for discounts and coupons to restaurants and stores
 - Top discussions are posted on the daily feed for other users to watch and read
- Political Pen Pals
 - Each user fills out a brief but comprehensive survey that will determine their political stance on social, economic, political issues in the nation (sort of like a Myers-Briggs personality test)
 - Based on their leanings, the app pairs them with someone whose political ideals best complement them and would produce the most constructive and eye-opening discussion between the two strangers.
 - The political pen pals will correspond in a topic-focused letter like format instead of chat (for fear of it becoming some where for creepy guys to meet girls). The two will correspond over a course of 5 exchanges and can decide if they want to continue sharing their opinions to each other.
 - There should be some sort of oversight on the users that sign up for the app - a Facebook integration might be useful to ensure the app onboards real people.
- Political Tinder
 - Mobile-based platform where users will post Tweet-like comments on certain topics that other users in explore mode will swipe through until they find a stimulating card that they want to challenge on the topic.
 - On the other end, the OP will have a deck of cards with some that are actually random comments from other people, but some cards will be challenge statements to his own original card from users that have "swiped right" on his commentary statement.
 - Users that match will start a chat-like discussion where they will talk about each other opinions and have the option to bring in a third or fourth person by releasing a group card onto the explore deck.

- There should be some oversight on what comments can be posted on the explore page, as all comments will be anonymous. The app should actively flag posts that are inflammatory and uncharacteristically derogatory towards a specific group of people.

Political Glasses Description

Out of our five brainstormed ideas, we felt that the political glasses was the most interesting and different product but still fit our How Might We statement. Political glasses involves both a hardware and software component. The hardware component is a special pair of glasses that is optimized to hear political discussions the user is having and capture details about political news stories the user is reading. It is similar to health focused bracelets such as fitbit but the sole purpose is surrounded around capturing the user's experience with political discussions and not how many steps they have walked. The software component will be focused on managing and interpreting the data received throughout the day. It will have a daily and weekly tab that gives metrics on what type of political discussions they are having as well as what type of political articles they tend to read. For example, the app will let the user know how many left/right leaning articles/discussions they have had and use that data to calculate what political perspective they are learning towards based off this information. This metric will pressure them in order to be more center leaning to show the rest of the political glass community how open they are to diverse perspectives. Knowing what type of perspectives the user initially interacts with will allow the product to suggest opposing articles that the user will be motivated to read in order to center their political leaning meter. In addition, the user will also be suggested to people who are also in the political glasses community but of different political leanings to video chat/message with and have an insightful online discussions. This suggestion tab will be the most helpful for users to diversify their political experiences.

Political glasses is definitely a dark horse prototype for a variety of reasons. First, it is a very different idea compared to current solutions out there that is solely based on offering all perspectives and not just perspectives that will diversify their experience. Also, the hardware component of the product is very different and will most likely be very difficult to create, since it involves gathering and filtering out data the user both sees and hears but allows us to see if people would enjoy wearing a

piece of hardware to solve this problem. Lastly, it is very different from our last prototype idea and we are hoping to see what users like/dislike from both products. For example, in our first prototype we had no metric to measure how far left/right a user leans. So by having this in the dark horse prototype we will be able to see if this is something users actually value and motivates them to read diverse political perspectives or not.

