ooniprobe Mobile UI Redesign (Final)

Friday, December 20, 2016
Prepared for The Tor Project
Presented by Adarsh Ramakrishnan
The primary goals of this redesign were to make ooniprobe’s UI accessible to non-technical users, streamline the overall platform, and show users how they were adding value.

I worked to achieve this by using copy as a cue, making the onboarding language more accessible, establishing a clear design hierarchy, and hiding all non-essential information.
The mobile copy is subject to change. On each screen, the word count should be NO MORE than 150 words. 70-80 words will fit on a given screen using the format suggested in the style guide, and more than 2 screens would make scrolling too long on mobile.
Style Guide

H1: Major Headers (ONE PER PAGE)
Fira Sans Bold, 48 px

H2: Buttons and Minor Headers (USE SPARINGLY)
Fira Sans Bold, 24 px

.copy: Copy and Hyperlinks (MODERATE USE)
Fira Sans Bold, 18 px

body: Content (PRIMARY)
Fira Sans Bold, 18 px


.lowvis, footer: Low visibility text (USE SPARINGLY)
Fira Sans Light, 18px

code-block: Code or URLs (RARE USE)
Source Code Pro, 18px

OONI Blue (#0588CB) - PRIMARY

Off Black (#777777)

Off White (#F2F2F2) - BACKGROUND

Status OK Green (#4FD156)

Status BAD Red (#CC0000)

Status WARNING Orange (#FFA500)
Onboarding
Welcome to ooniprobe!

The OONI icon should also serve as the preloader, and fade in the rest of this screen.
What is ooniprobe?

(150 words or less) OONI’s software is an investigatory tool used to test networks for censorship events.

To our knowledge, no ooniprobe user has ever faced consequences from the use of our platform.

However, many countries have a lengthy history of targeting and abusing digital rights activists, which could leave ooniprobe users subject to severe civil, criminal, or extra-judicial penalties.

We encourage you to consult with a lawyer in your area on the legality of anonymity software (such as Tor, a VPN or a proxy) prior to installing ooniprobe.

I understand the risk.
Pop Quiz!

Question 1: Anyone monitoring my internet activity (e.g. ISP, government or employer) might be able to see that I am running ooniprobe, even though OONI takes precautions to make this hard

☐ True
☐ False

Question 2: My measurements will by default get published on OONI Explorer and might include personally-identifiable information.

☐ True
☐ False

How did I do?
Set Up Sharing

All measurements are sent by default to OONI's measurement collector and automatically published through the OONI Explorer and OONI's list of measurements.

Upload using...

Include network info?

Include country name?

Share results publicly?

Include your IP?

I'm all “set” - let's run a test!
Menu
Run Tests ("Home")
“Run” should turn into the spinning indicator icon when clicked.
Progress bar should update in real time, with continuous loading (as opposed to discrete)
Identifies the reason for blocking of a given URL by performing DNS resolution of the hostname, doing a TCP connect to the resolved IPs and then fetching the page and comparing all these results with those of a control.

Run
Past Tests
<table>
<thead>
<tr>
<th>Test</th>
<th>Date/Time</th>
<th>View</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Connectivity</td>
<td>11-29-2016 17:35:09</td>
<td>View</td>
</tr>
<tr>
<td>HTTP Invalid Request Line</td>
<td>11-28-2016 09:52:19</td>
<td>View</td>
</tr>
<tr>
<td>NDT Test</td>
<td>03-30-2016 10:00:09</td>
<td>View</td>
</tr>
<tr>
<td>Web Connectivity</td>
<td>11-29-2016 17:35:09</td>
<td></td>
</tr>
<tr>
<td>HTTP Invalid Request Line</td>
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</tr>
<tr>
<td>NDT Test</td>
<td>03-30-2016 10:00:09</td>
<td></td>
</tr>
</tbody>
</table>

Tests which have detected incidents of censorship should be highlighted as red.
Upload Speed
5.88 MB/s

Download Speed
28.38 MB/s

Latency: 111 msec
Jitter: 161 msec
Web Connectivity Tests
01-07-2016 at 07:42:06

http://anonym.to
http://btguard.com
http://randomsite.to
http://pr0n.com

Problematic URLs should be highlighted as red
http://btguard.com

Runtime: 1.66 seconds
Country: IS
ASN: AS47172

NOT ACCESSIBLE
UNCENSORED

```json
{
"test_keys": {
"accessible": true,
"control": {
"tcp_connect": {
"66.254.117.154:80": {
"status": true,
"failure": null
}
},
"http_request": {
"body_length": 16167,
"failure": null,
"status_code": 200,
"headers": {
"X-Varnish": "897946656 896981080",
"X-Cache": "HIT",
"content-encoding": "",
"Set-Cookie": "Id=nd5008; expires=Wed, 21-Dec-2016 22:35:14 GMT; Max-Age=86400; path=/; domain=8thstreetlatinos.com",
"Age": "1292",
"Charset": "UTF-8",
"Vary": "Accept-Encoding",
"asiscache": "1",
"Via": "1.1 varnish-v4"
}
}
}
}```
Settings
<table>
<thead>
<tr>
<th>Settings Item</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upload using...</td>
<td>Tor Hidden</td>
</tr>
<tr>
<td>Include network info?</td>
<td>On</td>
</tr>
<tr>
<td>Include country name?</td>
<td>Off</td>
</tr>
<tr>
<td>Share results publicly?</td>
<td>On</td>
</tr>
<tr>
<td>Include your IP?</td>
<td>Off</td>
</tr>
</tbody>
</table>
About
(150 words or less) OONI's software is an investigatory tool used to test networks for censorship events.

To our knowledge, no oonprobe user has ever faced consequences from the use of our platform.

However, many countries have a lengthy history of targeting and abusing digital rights activists, which could leave oonprobe users subject to severe civil, criminal, or extra-judicial penalties.

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VPN or a proxy) prior to oonprobe.
“Green Dot” Completed Test Cue
Run Tests

Past Tests

Settings

About

Run Tests

Past Tests

Settings

About
Run Tests

Past Tests

Settings

About

Green dot appears here as soon as a test finishes running.

Green dot appears next to “Past Tests” once user opens menu.

Finally the user is led to the report, with the green dot above view for the new reports.