

USA TODAY

Abbey Lee & Ethelia Lung

Spring 2017

Project Definition	01	Research	07	Visuals	26	Conclusion	48
User Survey	05	Stories, Cases, & Flows	19	Base	30		

Project Definition

Leveraging the trust and journalistic integrity of USA TODAY, create a mobile-first culture and lifestyle content solution that resonates with a fresh, new audience.

a Problem

c Motivation

b Solution

d Goals

● problem

USA TODAY reaches an older demographic and sports fans, but misses out on an opportunity to expose a younger audience to relevant news. This audience is accustomed to a slanted tone, are skeptical of news, and are surrounded by an extensive amount of sources.

● solution

A cultural and lifestyle publication that ***promotes*** and ***maintains engagement*** through an entertaining, ***interactive media consumption experience***, leveraging USA TODAY's existing journalistic reputation.

● motivation

We want USA TODAY's culture and lifestyle publication to ***resonate*** with our target users, by offering a ***seamless*** way to browse, save, and share snackable content that is ***worth their time***.

● goals

Easily browse content

Structure content in a way that encourages *interaction*, easy *skimming*, and accessible *entry and exit* points.

Customized content sharing

Empower the user to *take control over their sharing* experience, from the content they share to how they share it.

Organized content saving

Enable users to *effortlessly save and access* their personal library of saved topics and articles.

Set style guidelines

For our developer friends and copywriters, create a set of rules that will *help dictate the flow* of the articles, how the *user interacts* within the content, and basic styling that supports our goals.

User Survey

We conducted a survey to better gauge how the target demographic consumes digital news.

[a](#) Takeaways

● user survey takeaways

After evaluating and interviewing 55 individuals on their news habits, preferences, and dislikes we discovered the following:

Why?

People find themselves reading the news when it's **relevant** to them, to stay **up to date**, or based on **friends recommendations/sharing**.

What is important?

Relevance, source, and **use of media** were found to be the most important factors of an article to our participants. Individuals were also influenced by if factual information was presented with evidence.

How & When?

Users primarily use their **mobile devices** to catch up on the news. In their **free time**, in passing, and from point A to point B is when the most news is consumed.

Sharing

There are three types of sharers: shares all the time, shares rarely, or never shares. Individuals who do share articles find themselves sharing **primarily through messaging**, and secondly to social media.

Research

We then began to evaluate digital news in it's natural habitat, and look at the five UI patterns most pertinent to our goals.

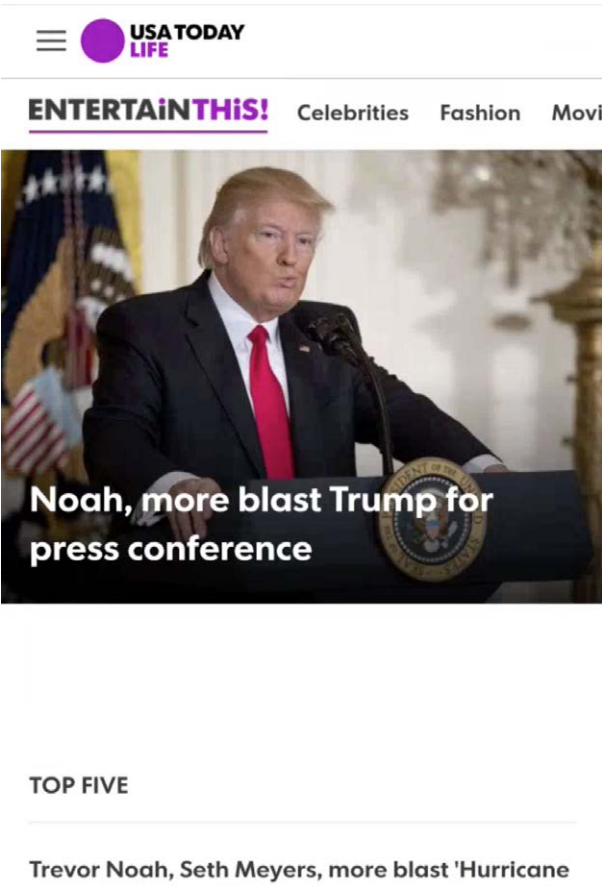
a Existing solution

c UI patterns

b Competitive analysis

● existing solution

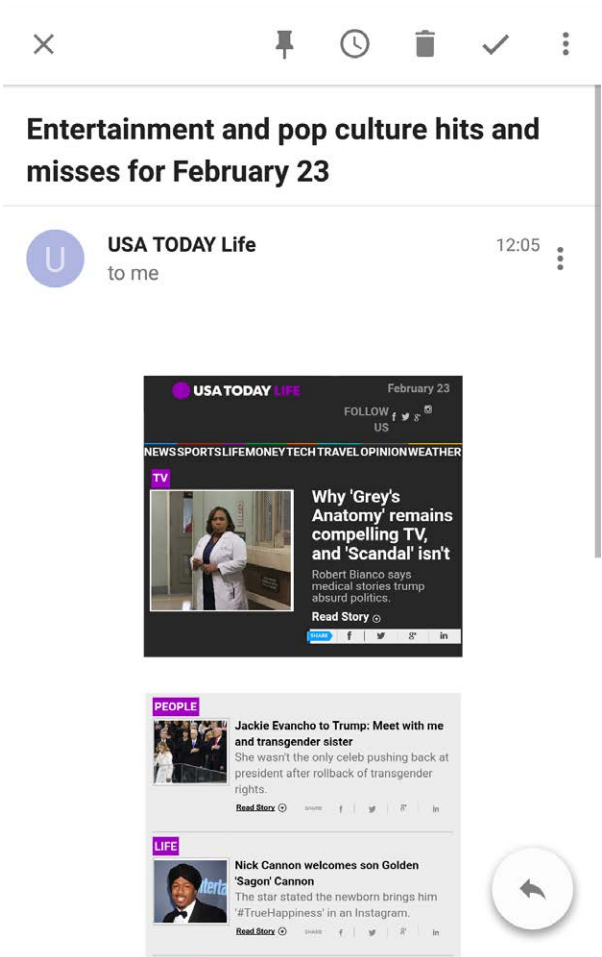
Life's sub-sections



Issue: Sections such as "Entertain This!" are listed as part of the navigation, but navigate the user outside of the life section, such as they are unable to navigate back via the top navigation.

Proposed solution: Restructure and re-identify "Entertain This" and "Happy Ever After" as starter collections for users to follow.

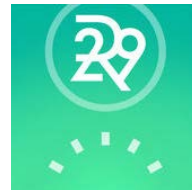
USA TODAY Email Newsletter



Issue: What looks like it's USA TODAY Life's website, but condensed (literally width-wise) into an email. It's cluttered, long, and prompts me to view the 'full email', suggesting that the email itself is overly long.

Proposed solution: A succinct email newsletter that comprises only of a user's designated top stories and content.

● competitive analysis



Refinery 29, This AM

A *bite sized news delivery system*, delivery the user the latest in news every morning.

Success: easily digestible, modern design

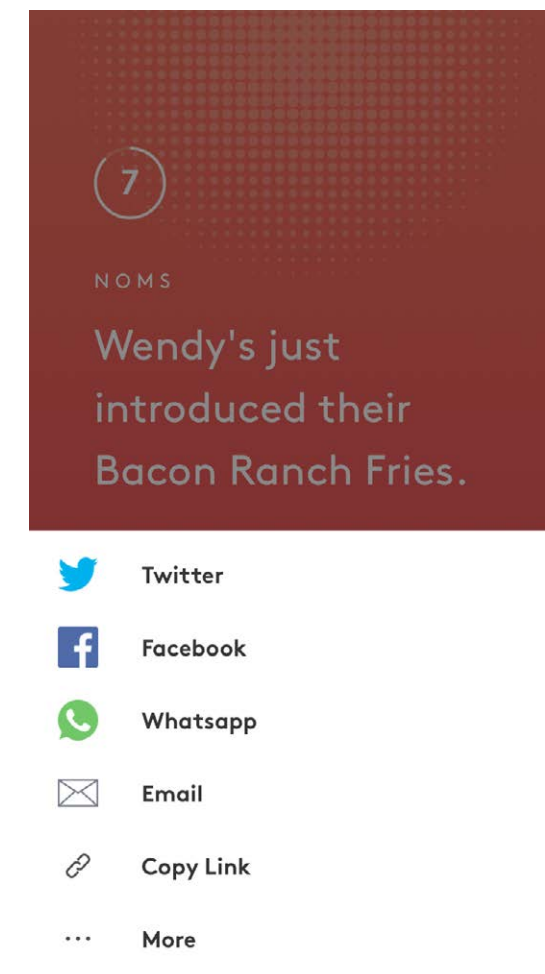
Opportunities: fosters trust between the app and user



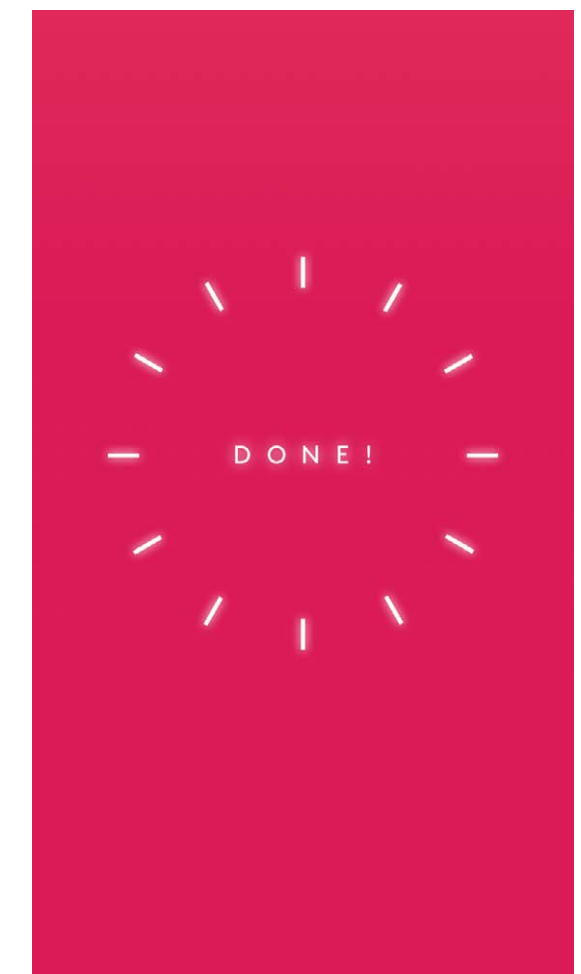
Landing screen



Article list



Share



List completion

● competitive analysis

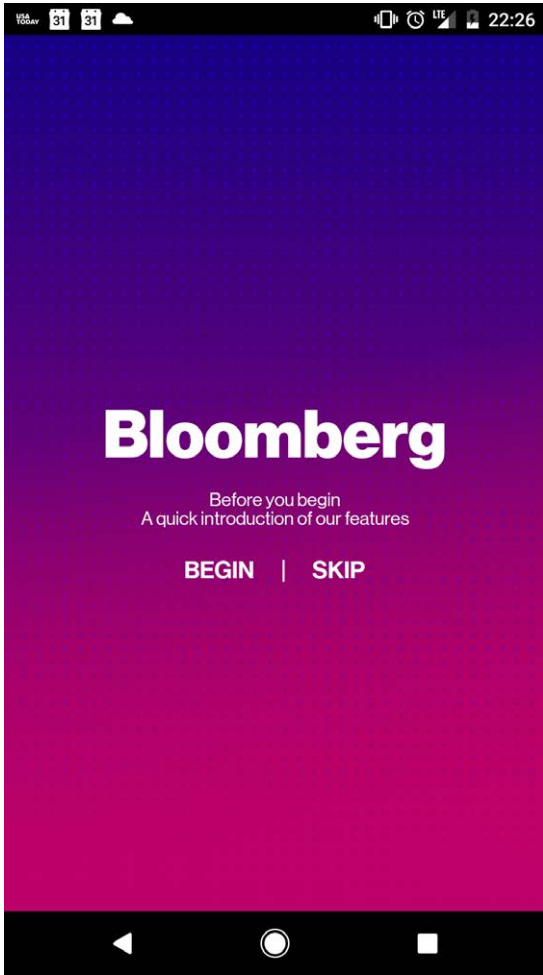


Bloomberg

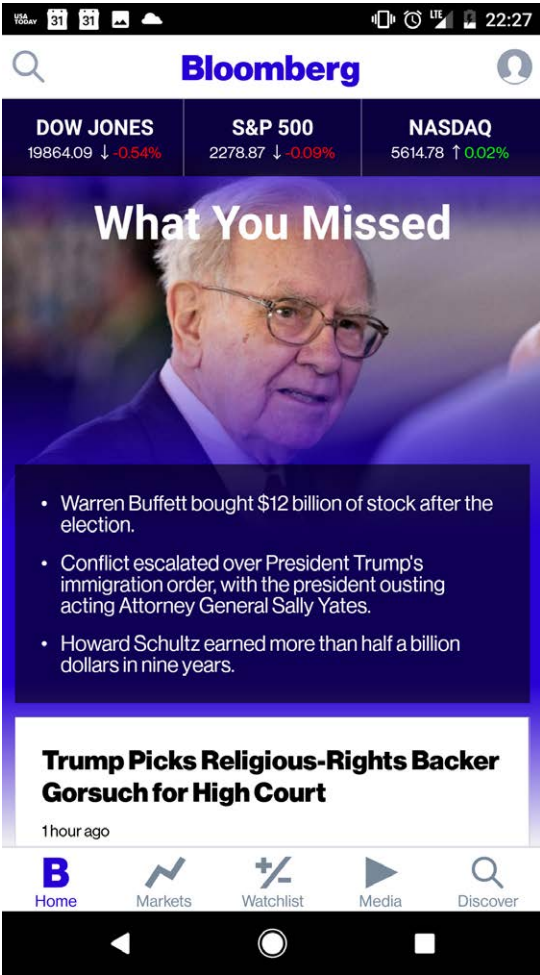
A *modern take on traditional news*, featuring *interactive experiences* and pulling the user into a content funnel.

Success: up-to-date design system and branding

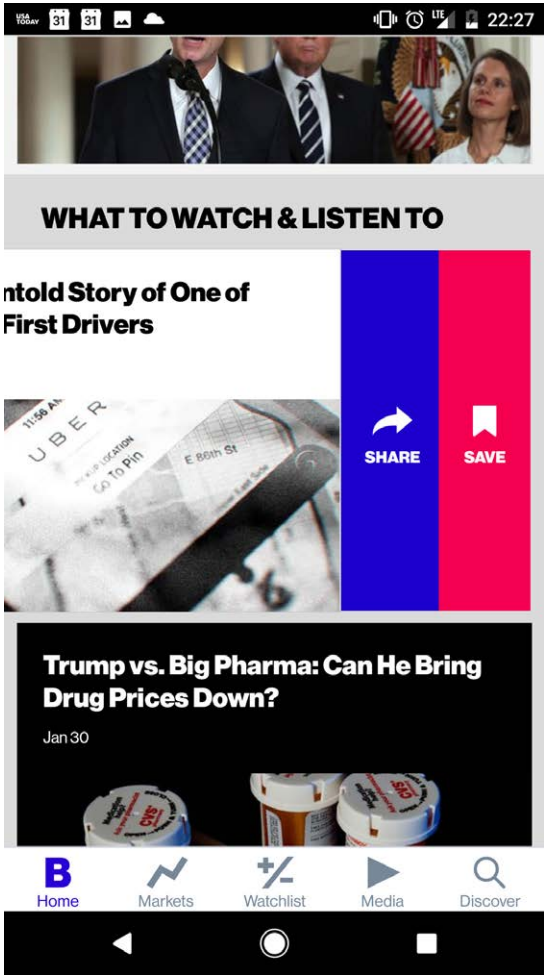
Opportunities: market their interactive experiences, clarify watchlist feature, more accessible sharing on both mobile and desktop



Onboarding



Home feed



Card options



Article

● competitive analysis

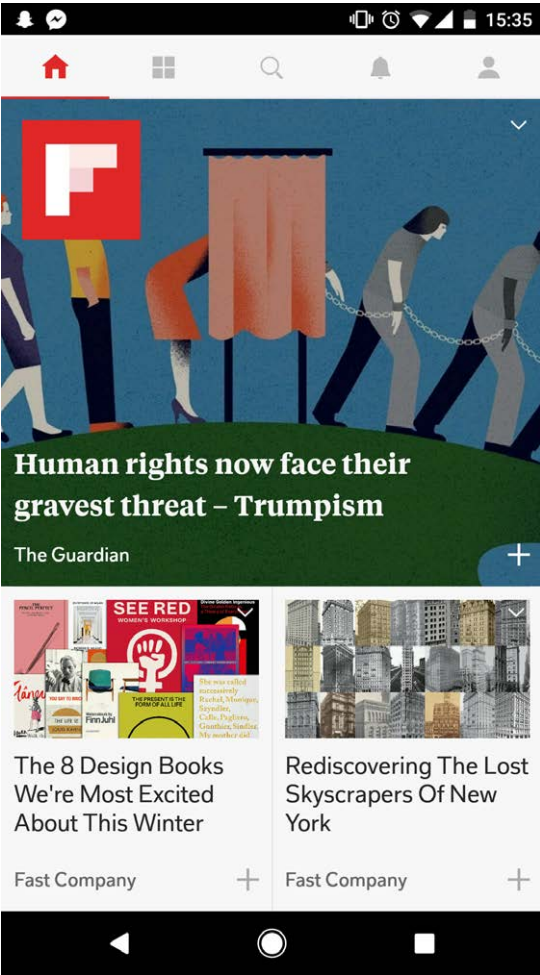


Flipboard

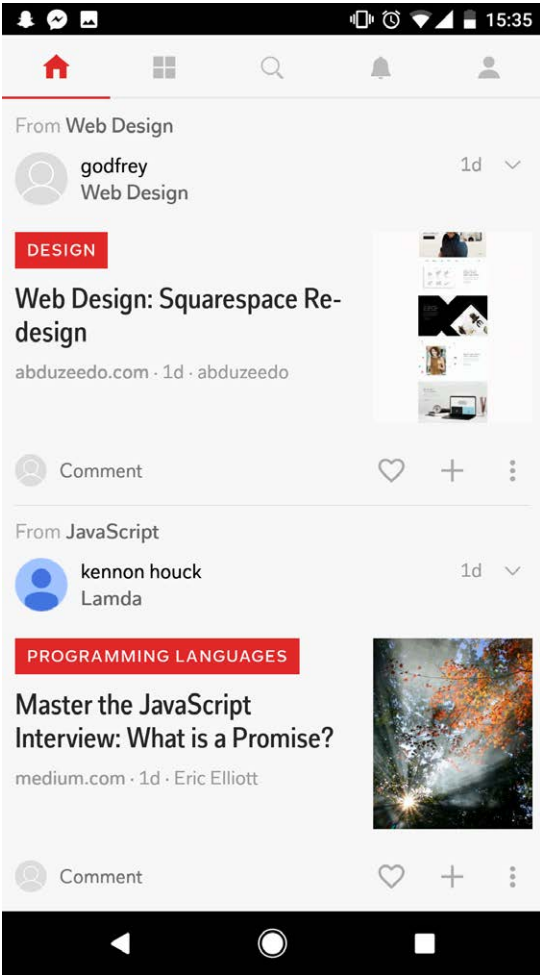
News aggregator offering complete customization and smooth, enticing interactions.

Success: consistent mobile and web philosophy - "slides of content", users customize their content

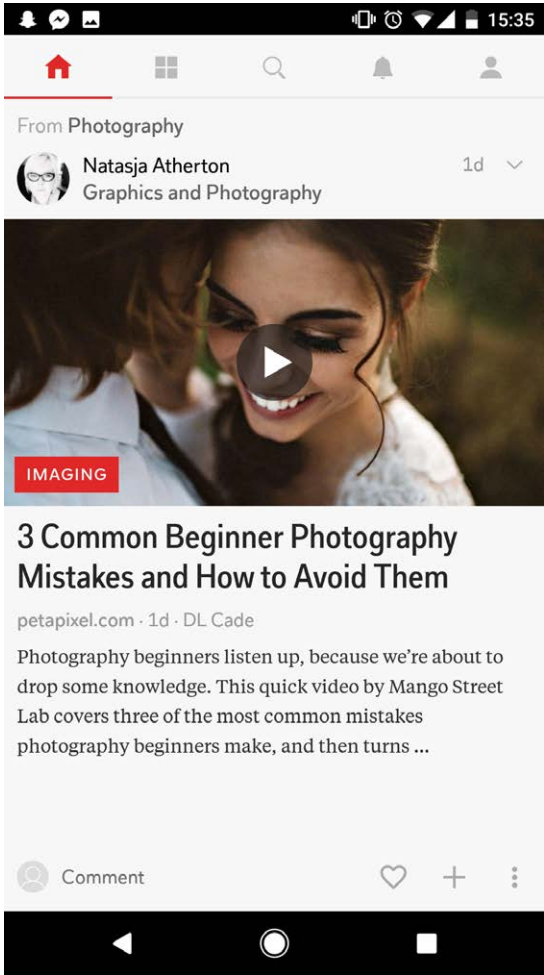
Opportunities: clean up web layout for a more seamless experience



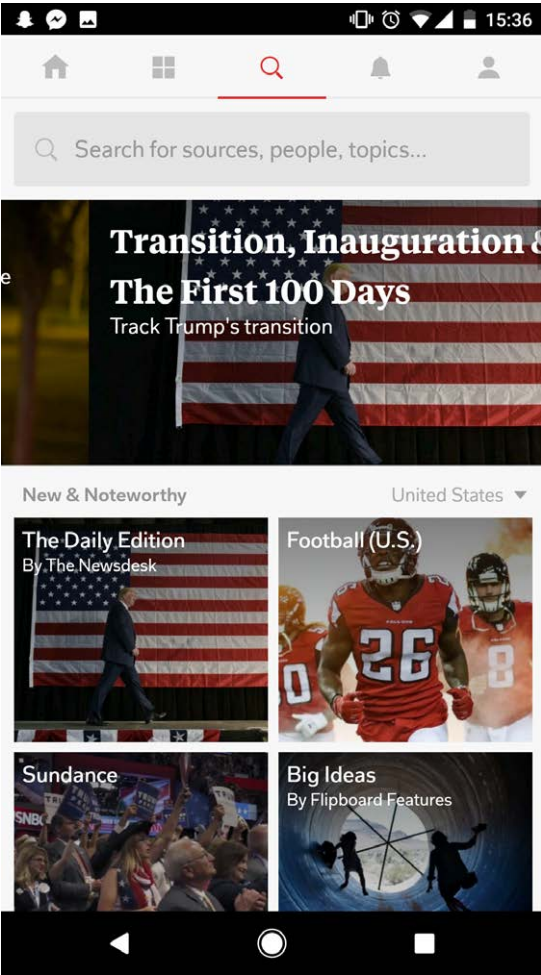
Home feed (main)



Home feed (secondary)



Article



Topic search

● competitive analysis

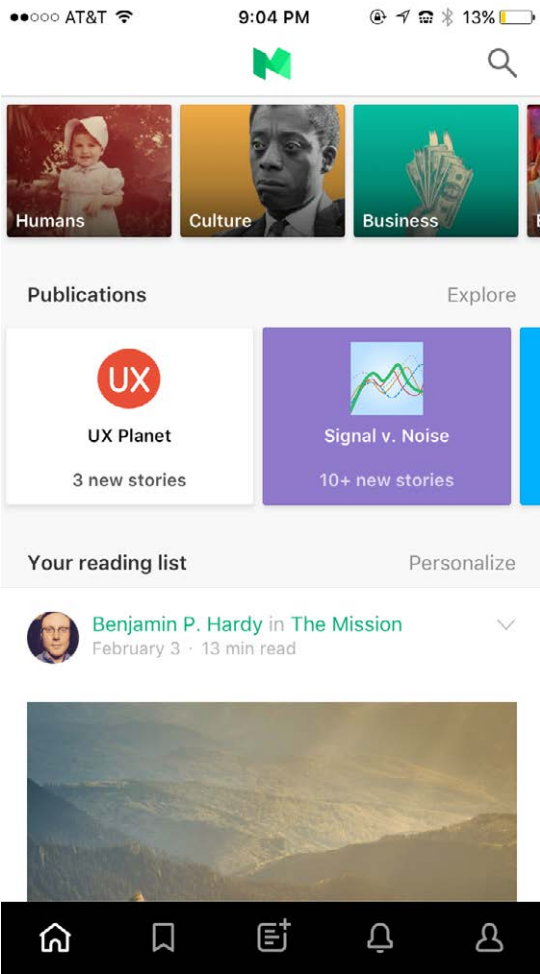


Medium

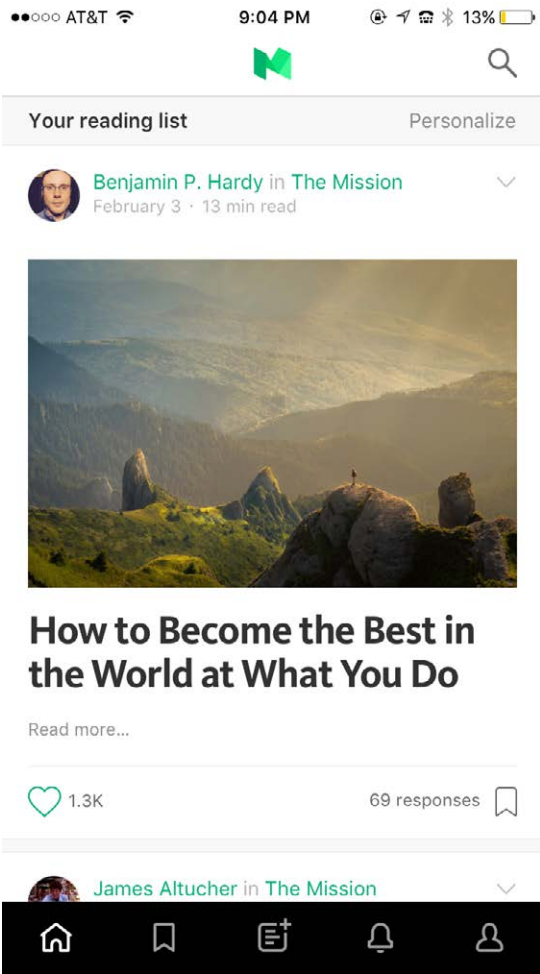
Personalized reading list, from sharing content to finding content
Medium gives users the *complete control over their experience*.

Success: users control the experience, content comes from user contributions, user-friendly to all levels of users

Opportunities: for what it does, it's pretty good



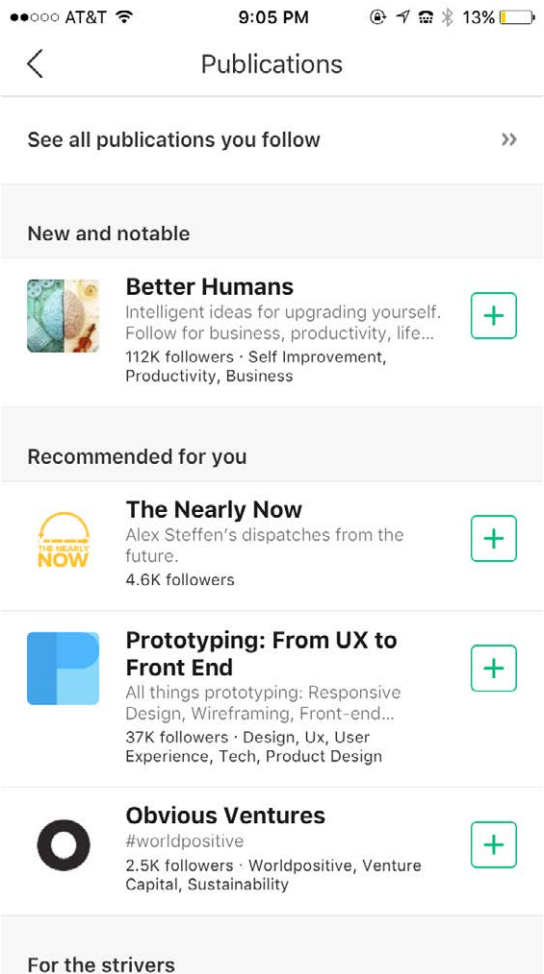
Home feed



Reading list



Article



Publications

● competitive analysis

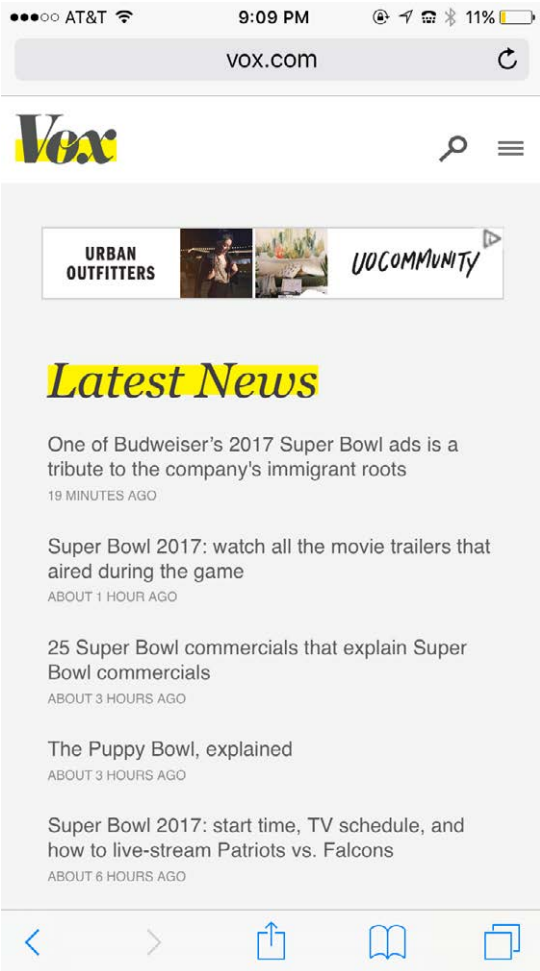


Vox

Taking traditional news and packaging it in a *digestible format* in terms of both text and visual media.

Success: up to date design and branding, reaches target audience

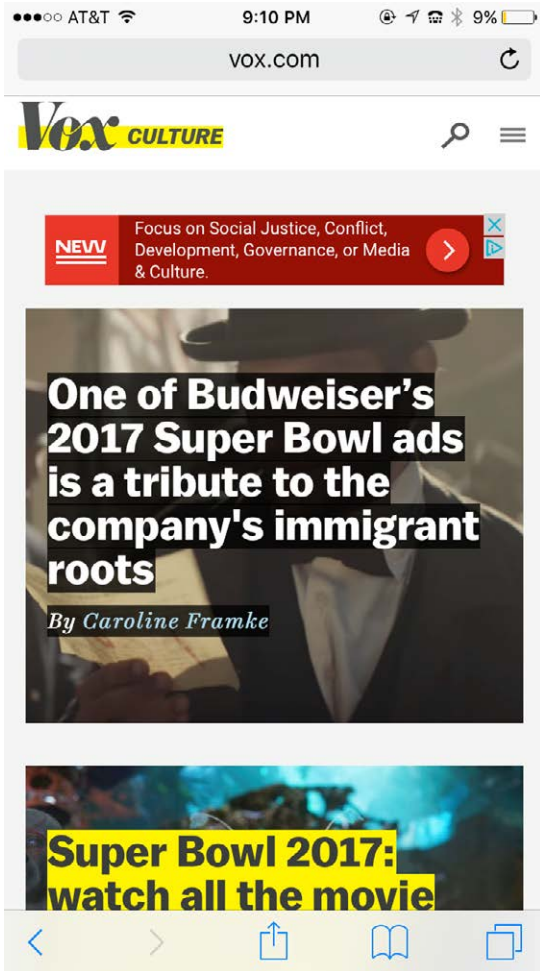
Opportunities: for what it is, it's good



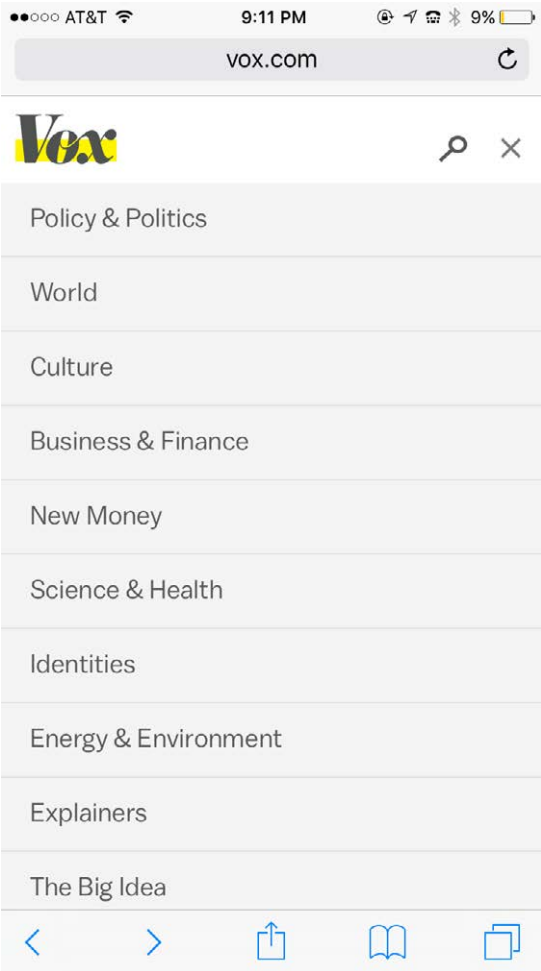
Home feed



Article



Topic feed

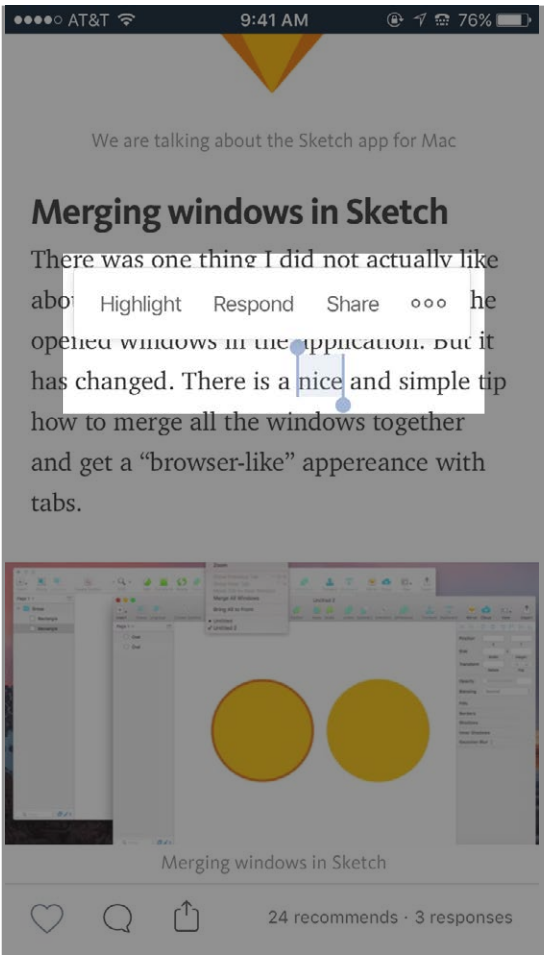


Topics menu

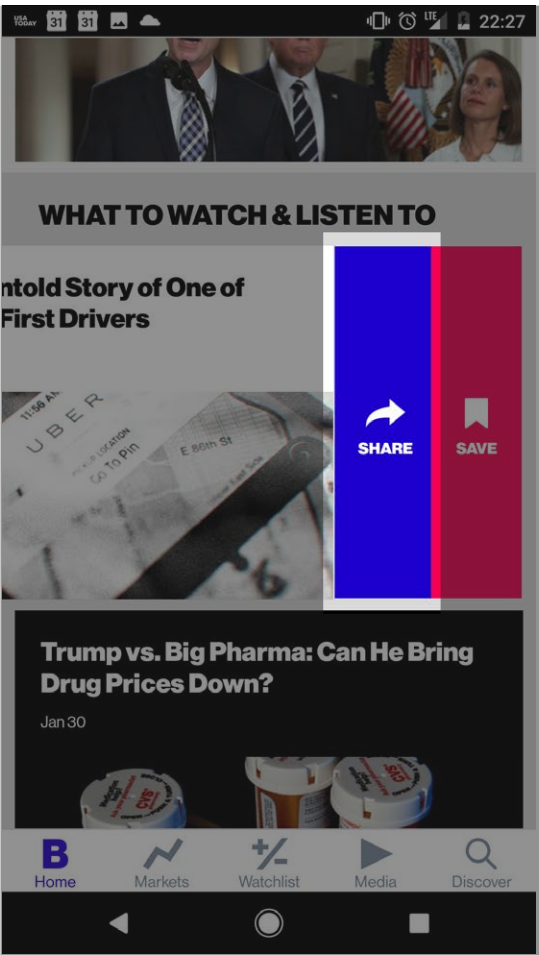
● ui patterns

Sharing

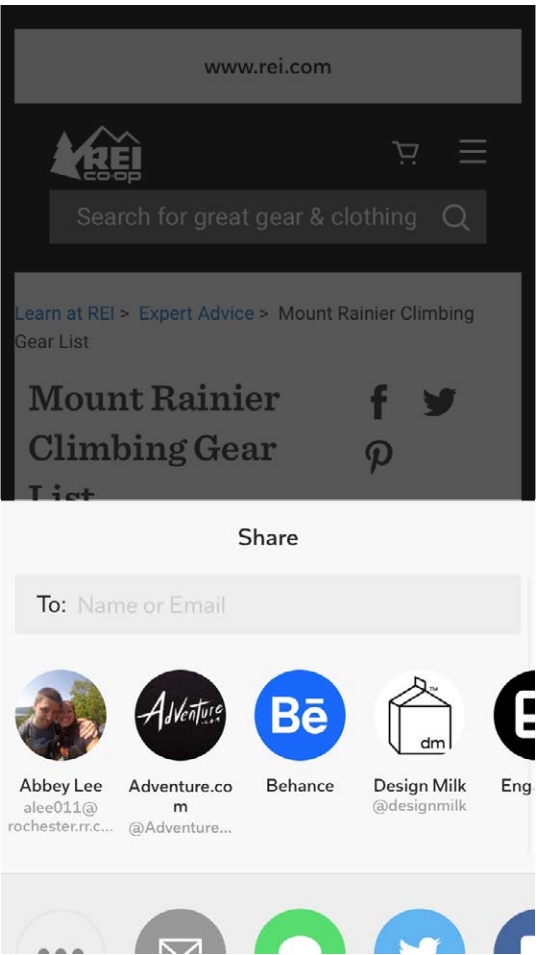
Allows users to easily share articles and customize how the article might be shared.



Medium



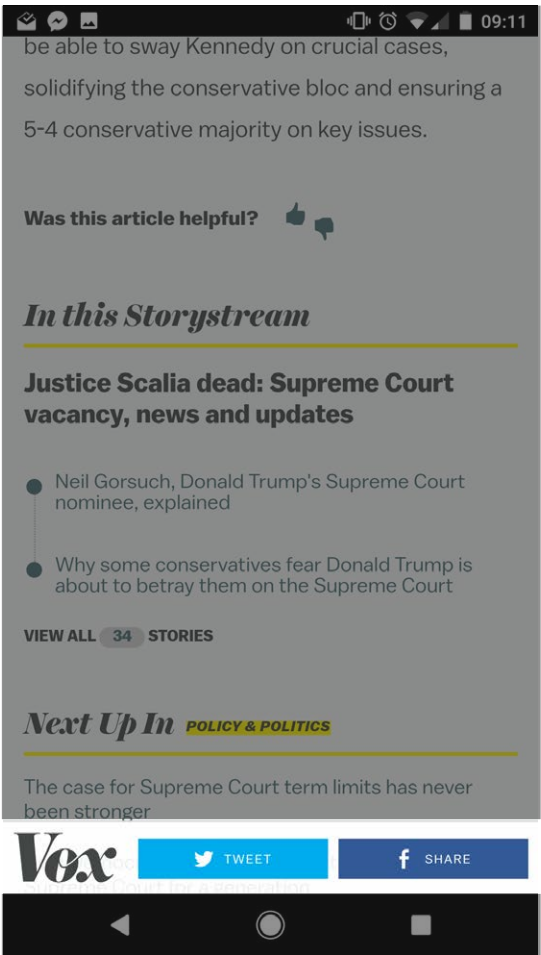
Bloomberg



Flipboard



Refinery29

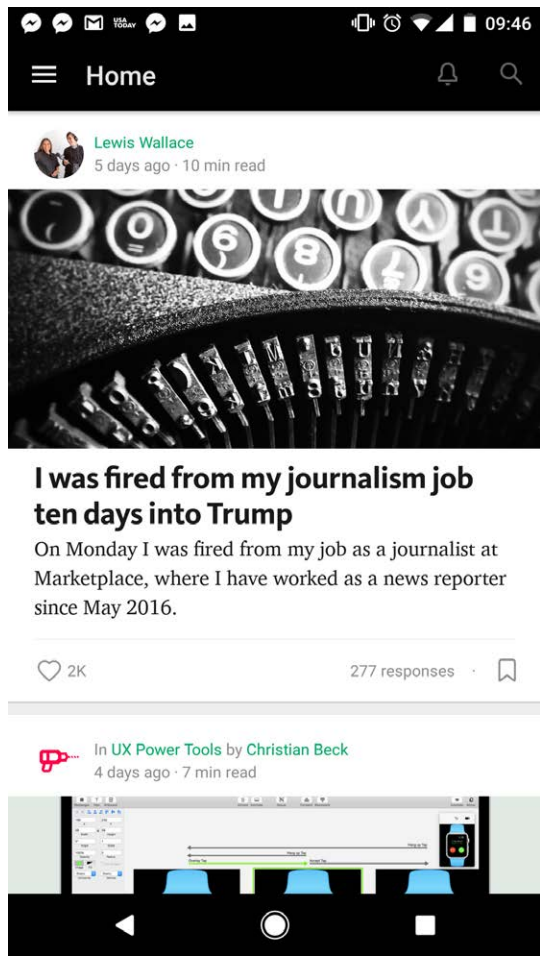


Vox

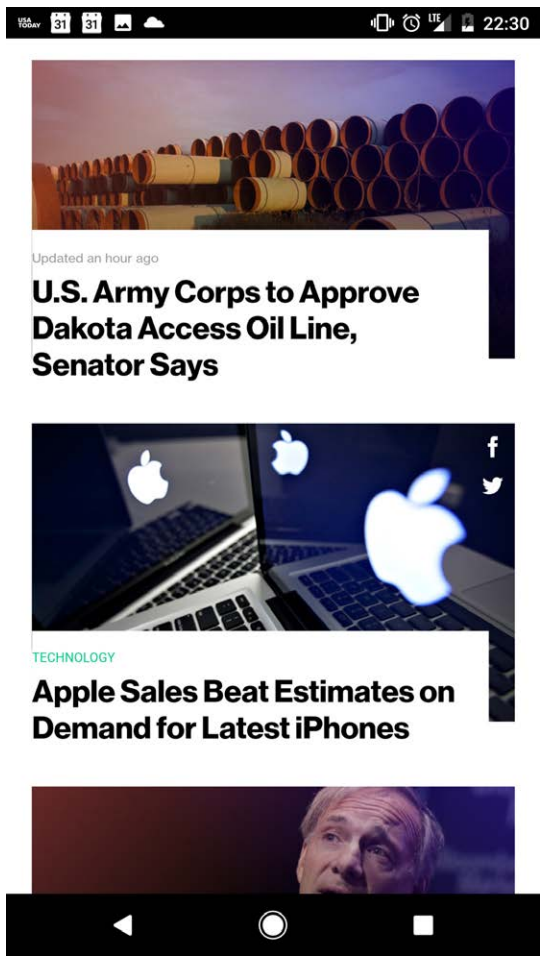
● ui patterns

Article List

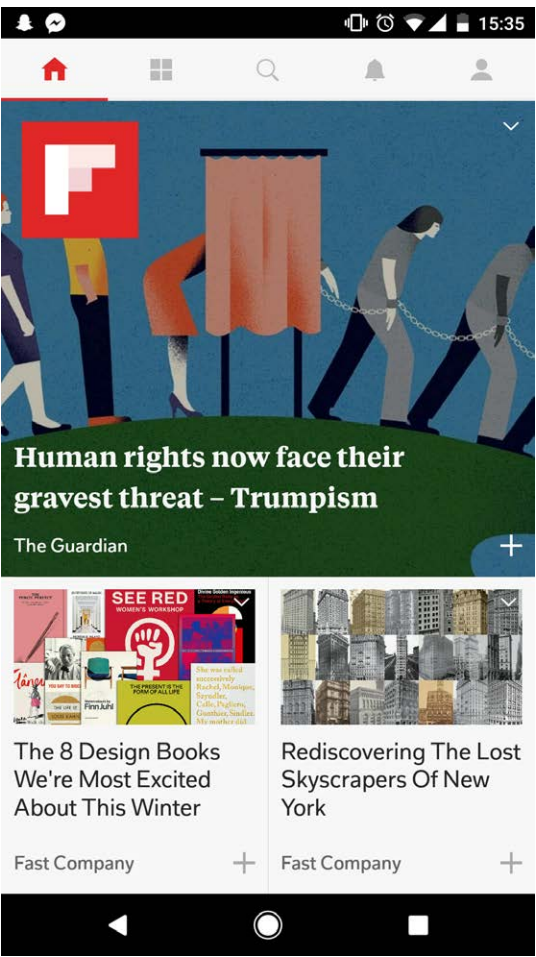
Guide user to content that is interesting to them and provide an infinite amount of articles for them to choose from.



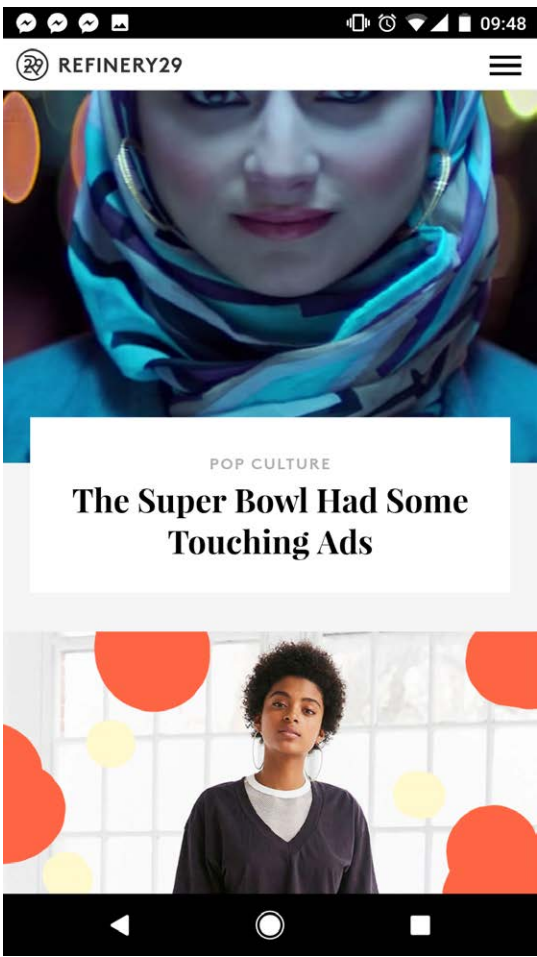
Medium



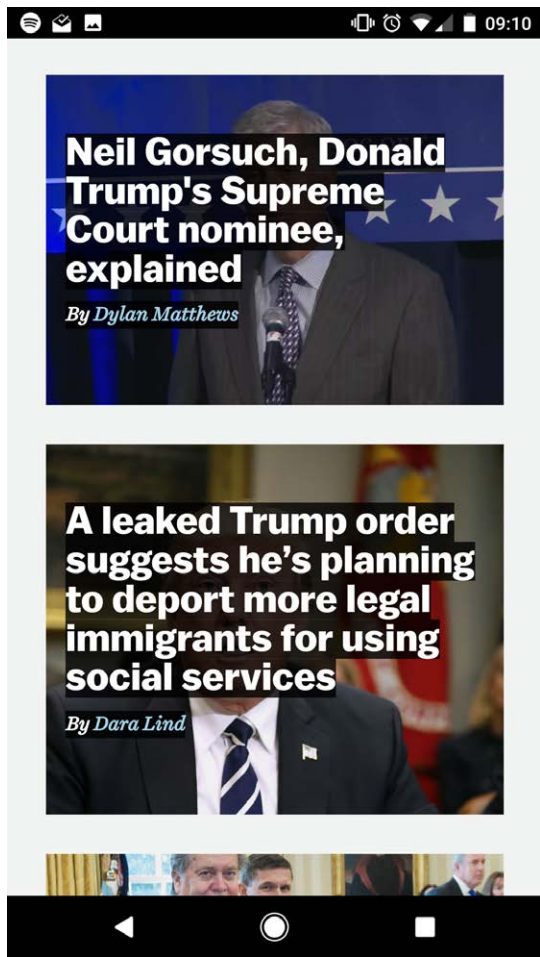
Bloomberg



Flipboard



Refinery29

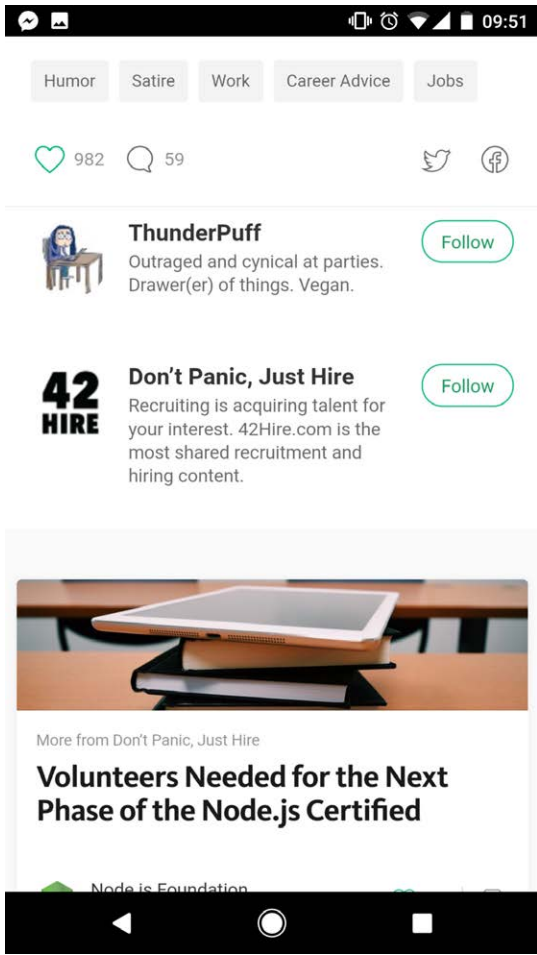


Vox

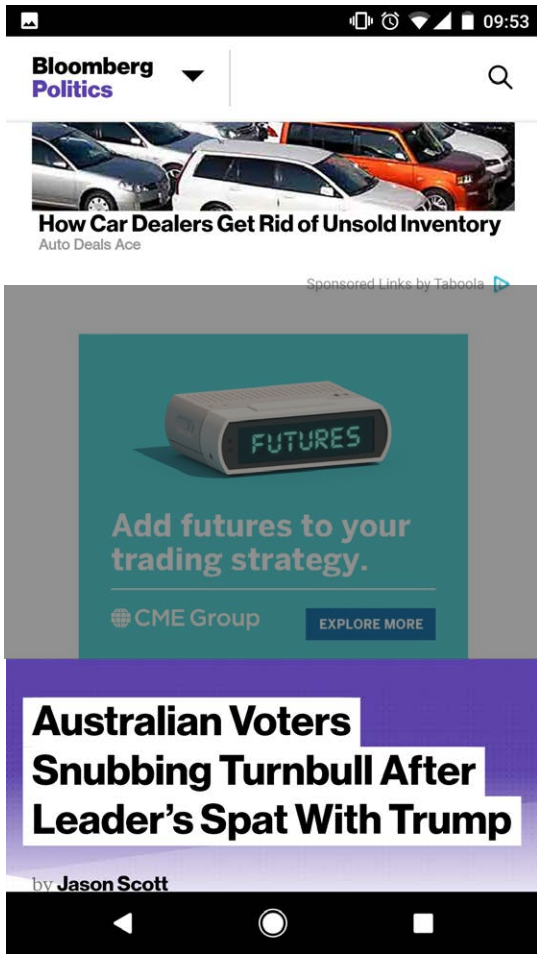
● ui patterns

Content Funnel

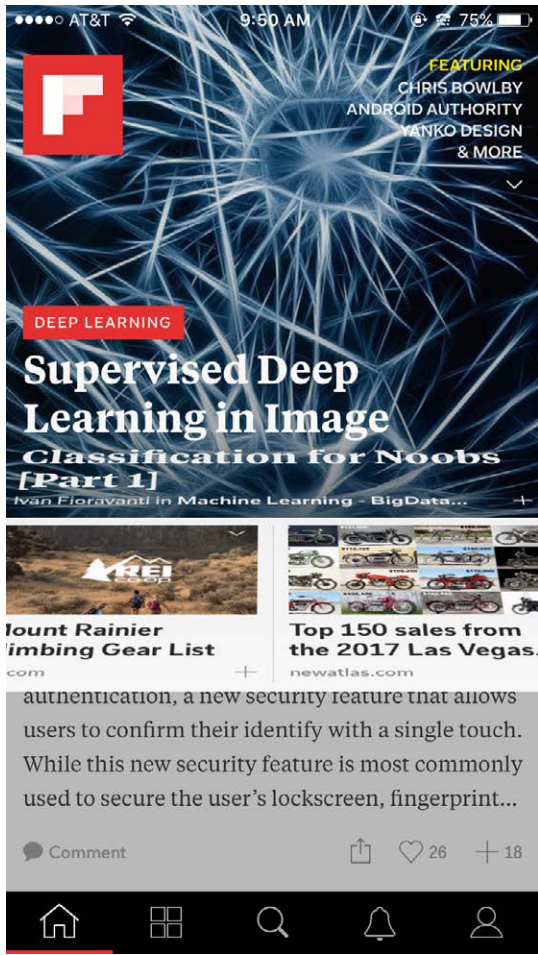
Phenomenon where users enter an app/site to read 1 article, then find themselves 4 hours later immersed in the matrix.



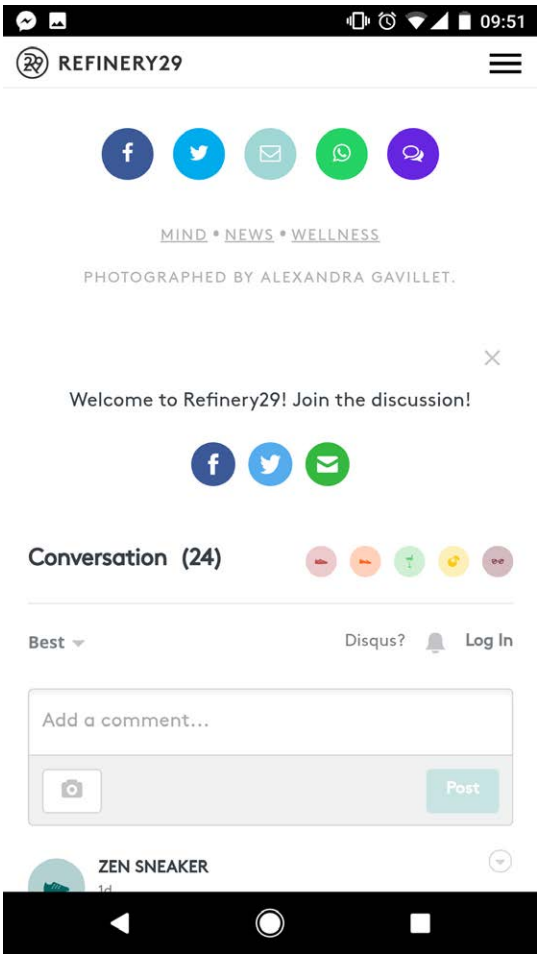
Medium



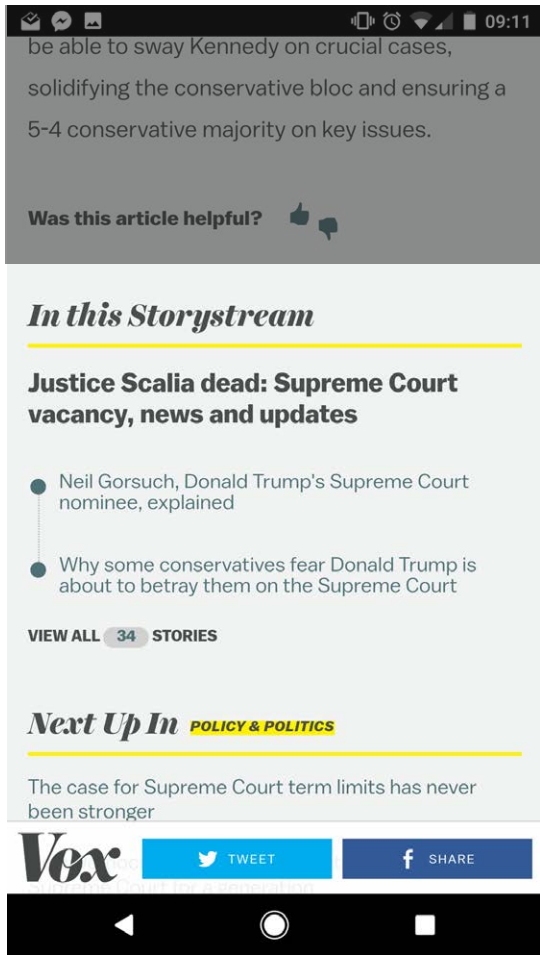
Bloomberg



Flipboard



Refinery29

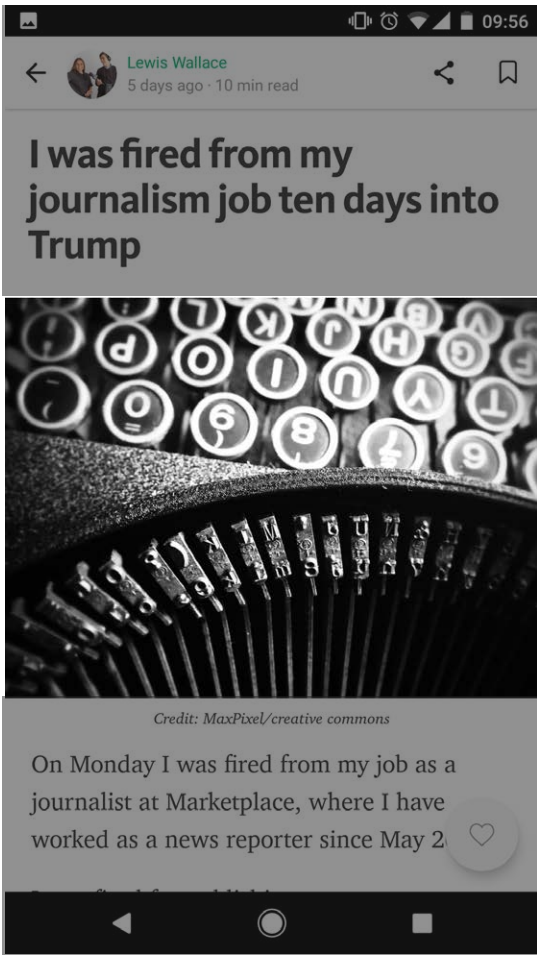


Vox

● ui patterns

Media

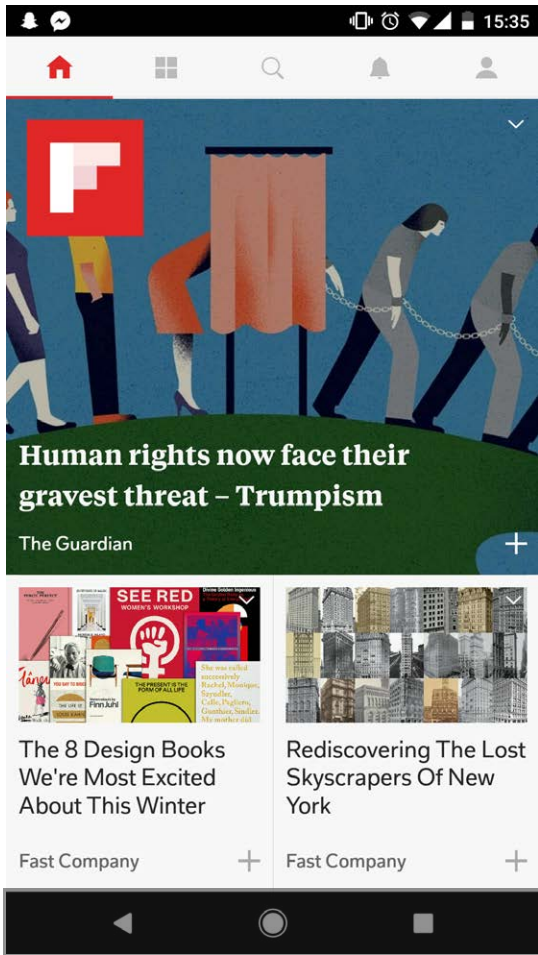
Photos or videos (that span the width of the article column) placed at the top of the article or close beneath the title.



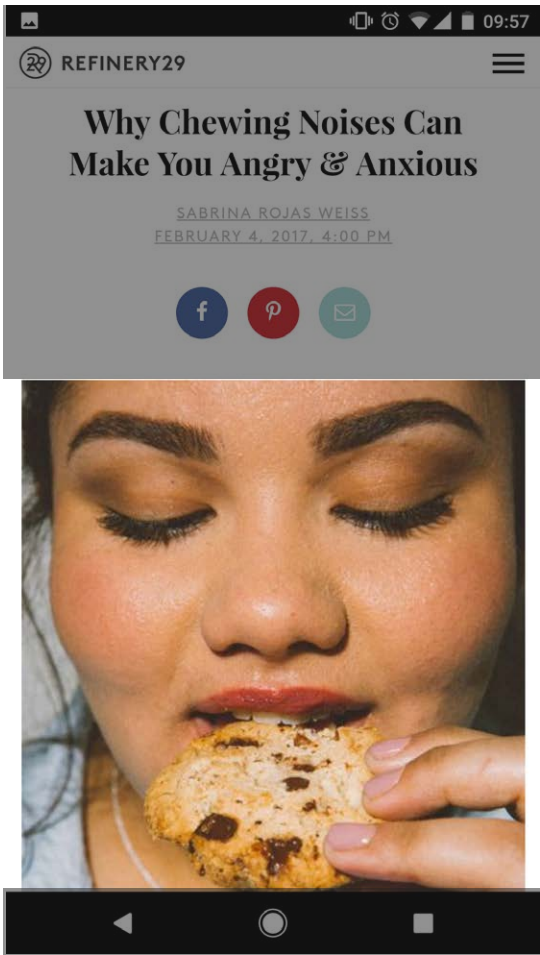
Medium



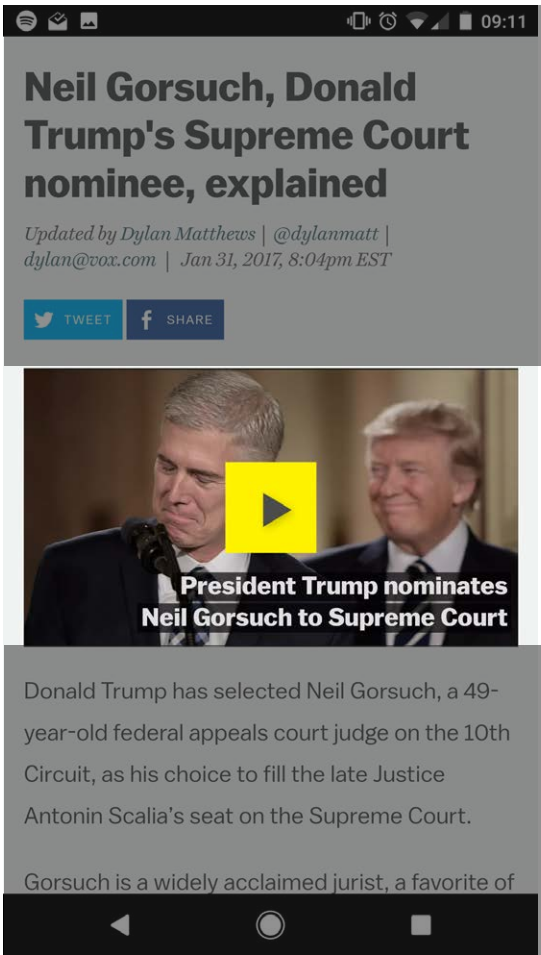
Bloomberg



Flipboard



Refinery29

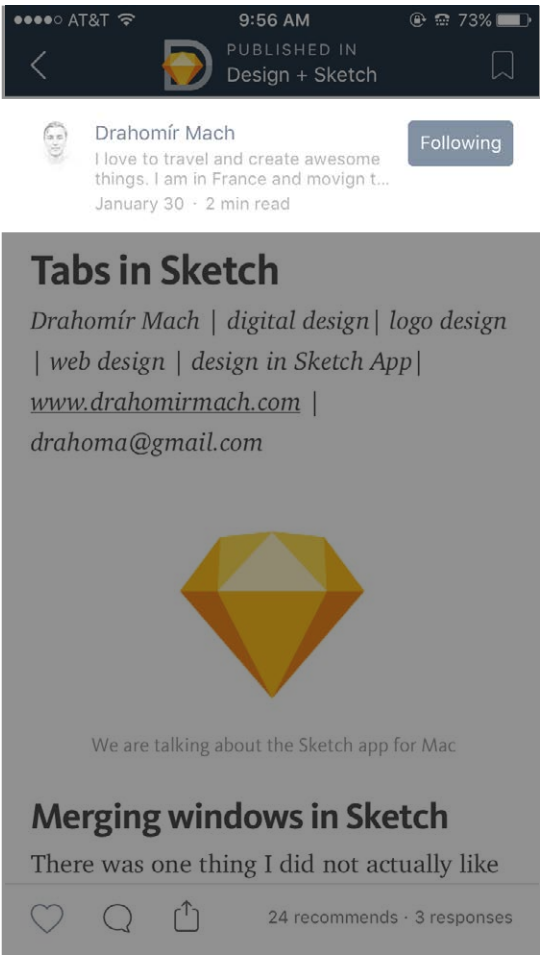


Vox

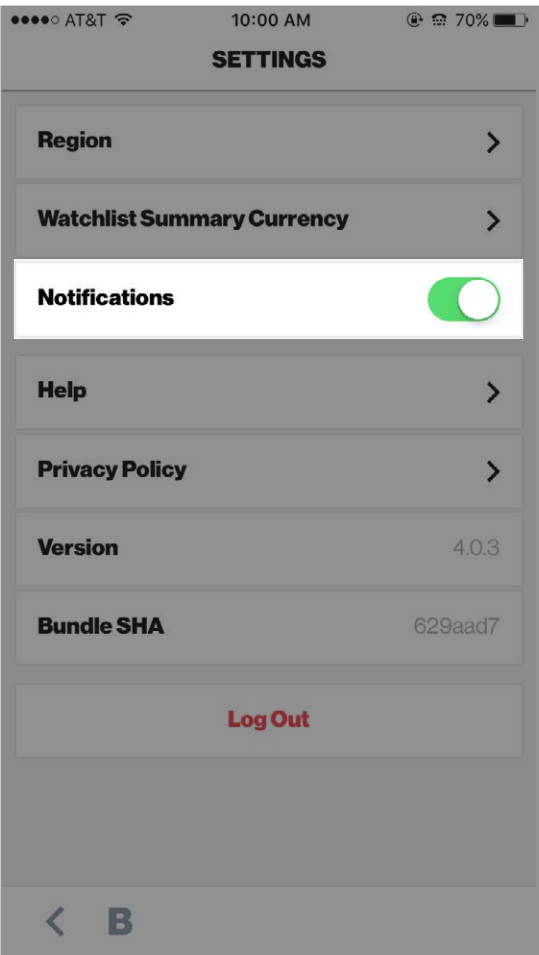
● ui patterns

Subscription

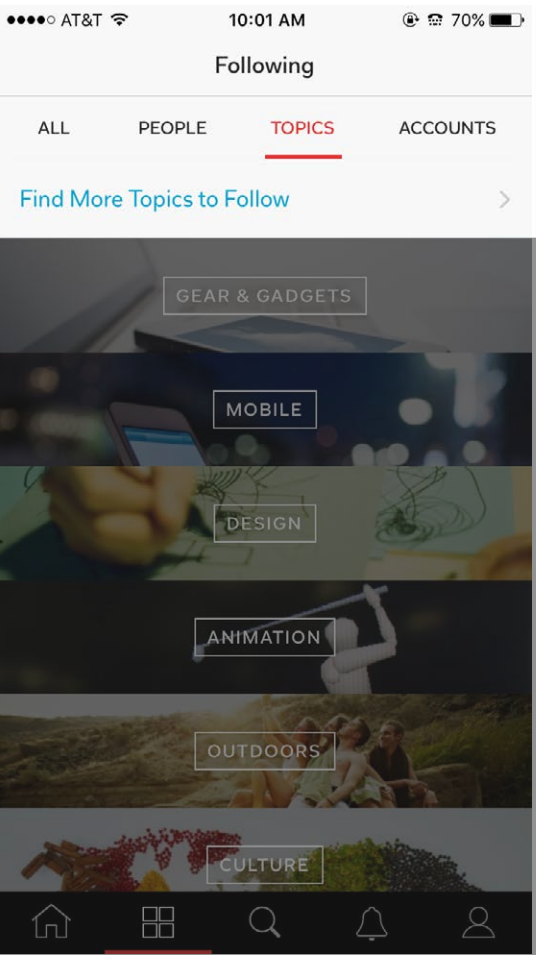
Track topics/content and it's updated activity. Provides a more personalized experience.



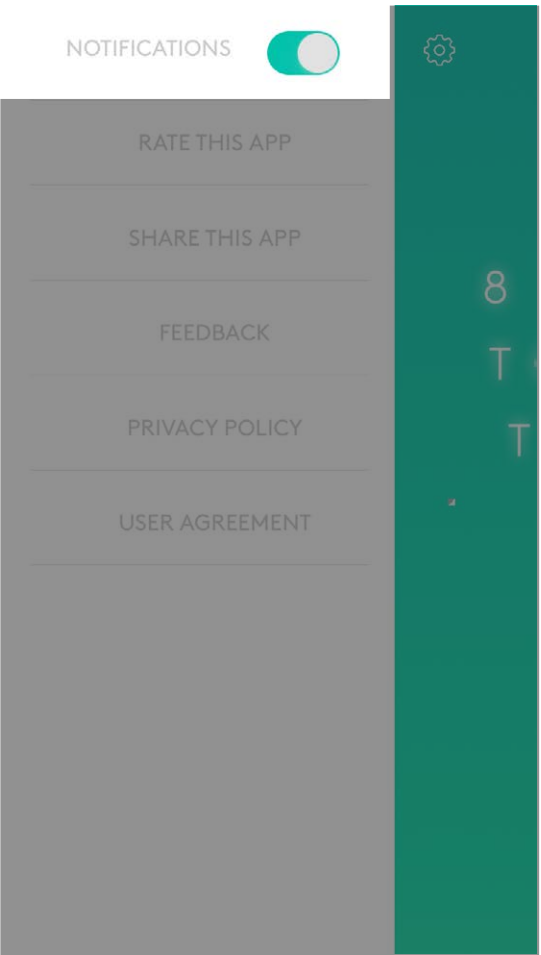
Medium



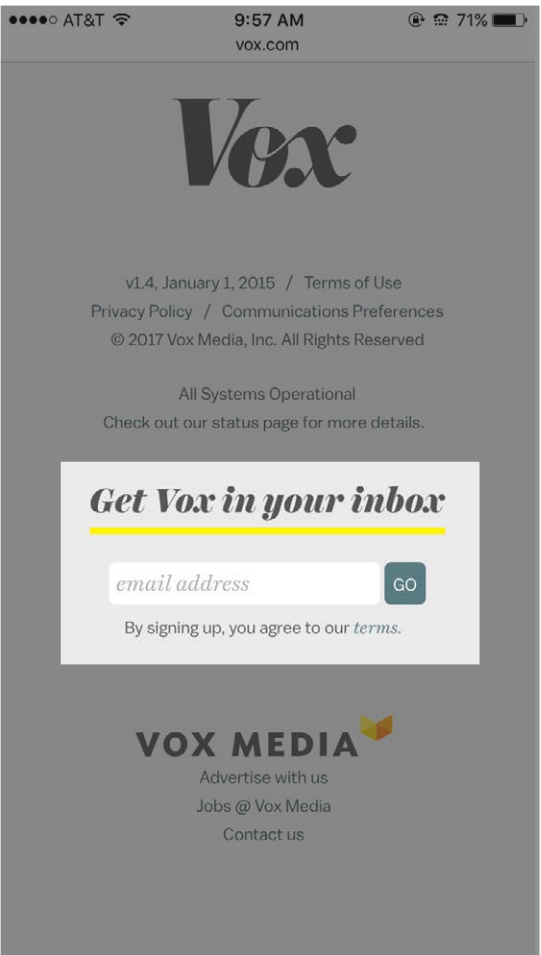
Bloomberg



Flipboard



Refinery29



Vox

Stories, Cases, & Flows

From our research, we constructed personas and explored their motivations, how they would use a lifestyle application, and determined our use cases and flows.

a Josephine

c Pete

b Ashley

● user stories: josephine



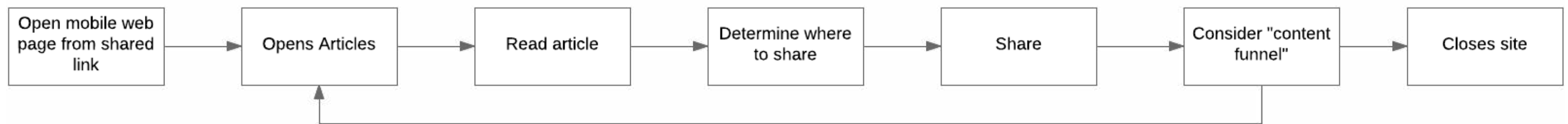
Josephine, 20

Josephine is fashion blogger who is always on the lookout for the latest fashion and makeup trends. While **commuting** to her job on the busy subway, she makes it a point to scroll through her Instagram (on her phone), where she follows a bunch of fellow fashion bloggers, and scans through her favourite lifestyle websites for topics of interest. She's an avid user of her social media platforms to advertise and/or broadcast her thoughts and the latest trends.

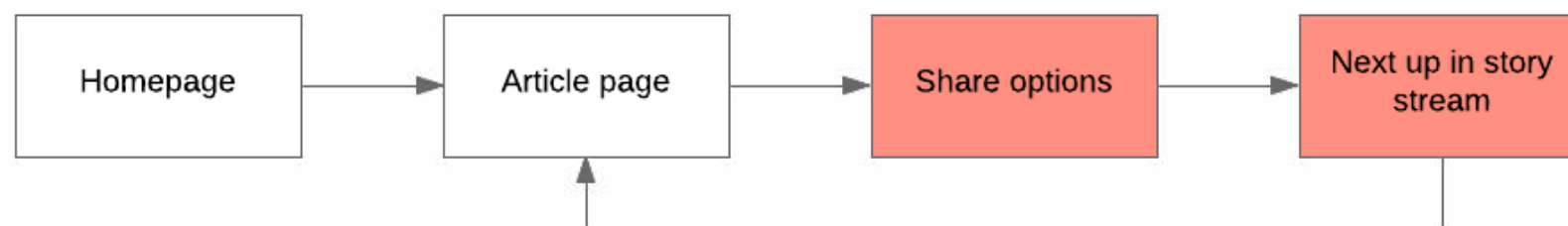
“As a blogger and trendsetter, I like to stay informed and keep my followers informed on upcoming beauty trends and sometimes news topics, so that I can stay ahead of the fashion and makeup game.”

● use case & user flow: josephine

Use Case



User Flow



● user stories: ashley



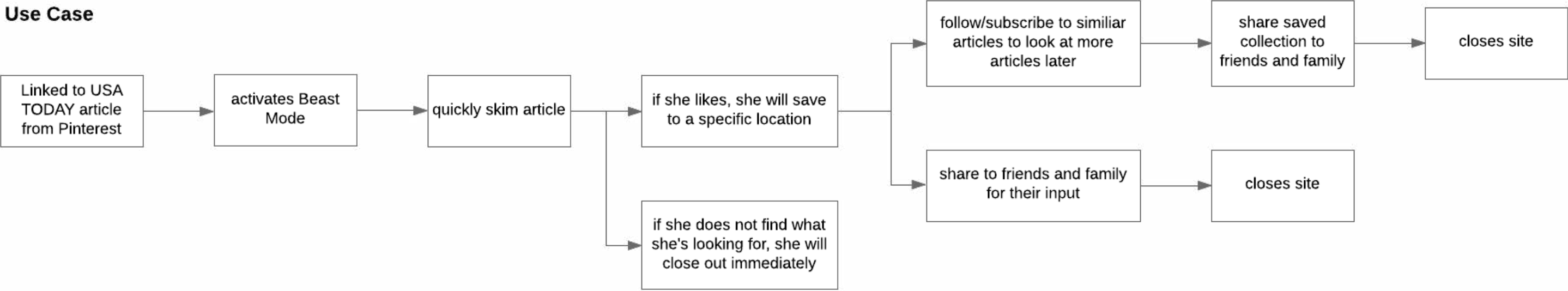
Ashley, 27

Ashley has taken on planning her own wedding. She wants to stay up to date with current trends and anything relevant to her wedding planning needs. As a nurse she is very busy and has extremely long shifts. Her lunch and her commute to work are her only free times during the day, aside from coming home to her two dogs. She is trying to collect content that will inspire her for her wedding.

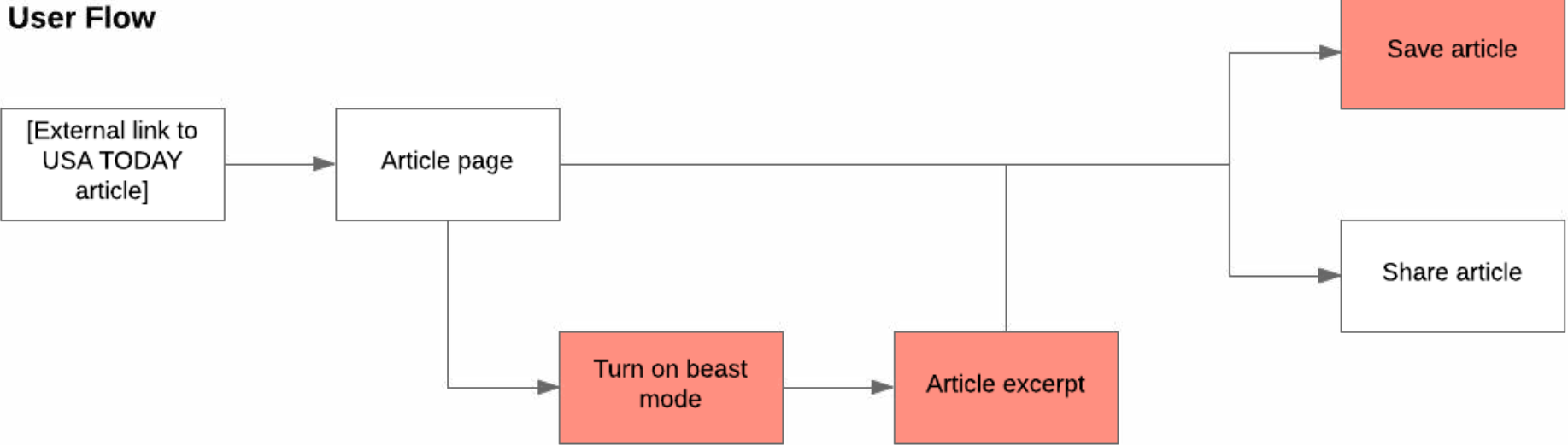
“With my busy work schedule I barely have time to plan my wedding, but I want it to be done right. I need quick ways to get updated on the latest trends that pertain to my wedding, I don’t have time to look at other bullshit.”

● use case & user flow: ashley

Use Case



User Flow



● user stories: pete



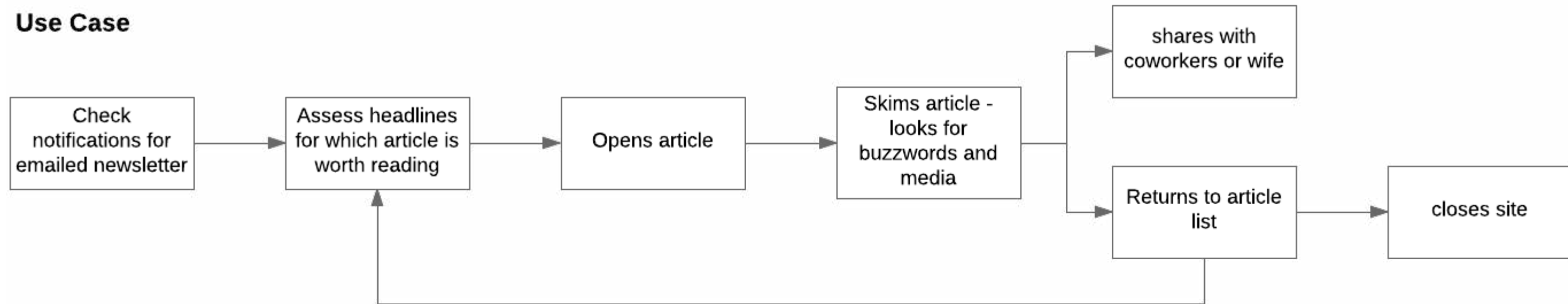
Pete, 35

Pete is a creative in the tech world. He likes to stay up to date and be inspired by the latest and greatest. As an obsessive email checker, he never misses a beat. He is extremely organized and thoroughly enjoys expanding his knowledge on any and all subjects.

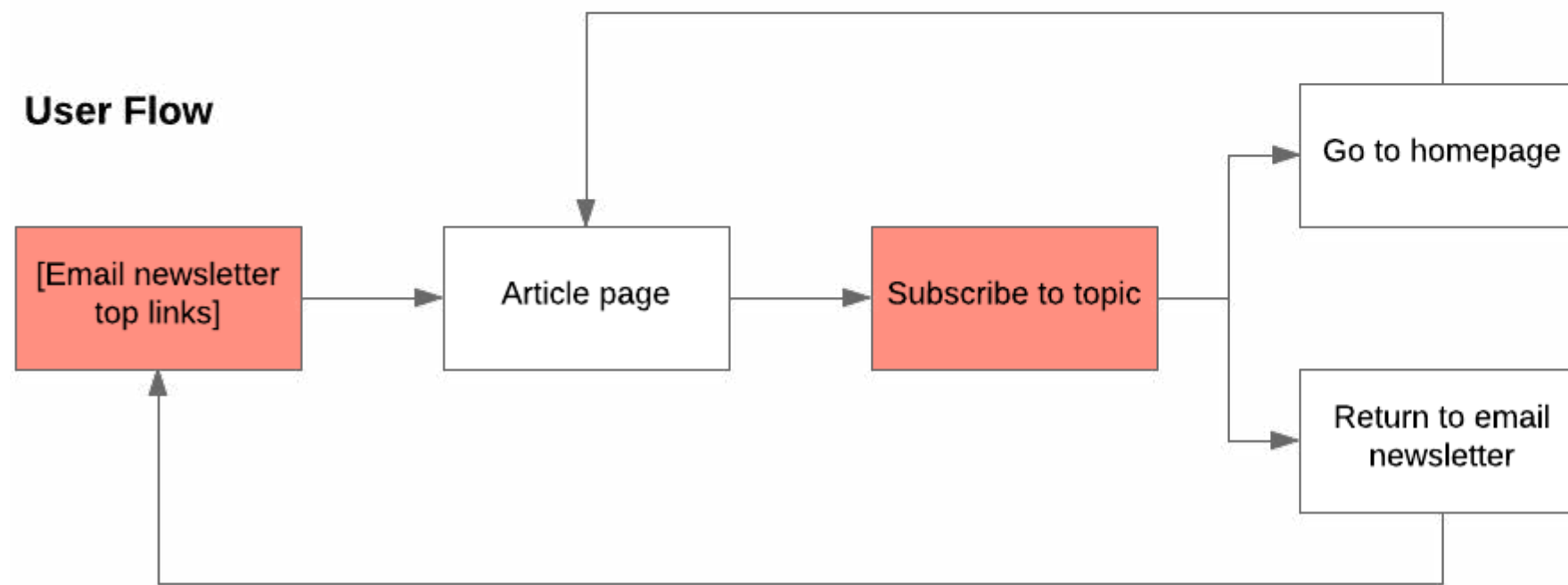
“I think we should learn as much as possible. In such a fast-paced industry, it's important that my company has a competitive edge. I pride myself in finding up and coming solutions my company could implement in the future.”

● use case & user flow: pete

Use Case



User Flow



Visuals

We aimed to establish a visual style while maintaining the integrity of the existing branding.

a Mood

c Inspiration

b Style

● mood

Keywords

Edgy

Bright

Sharp

Dynamic

Chill

Energetic

Bold



● style

fonts

Big article title

FUTURA TODAY DEMIBOLD, SENTENCE CASE, 36PX

Small article title

FUTURA TODAY DEMIBOLD, SENTENCE CASE, 20PX

ARTICLE SECTION & ORDERED LISTS

FUTURA TODAY DEMIBOLD, UPPERCASE, 16PX

Author name

AKKURAT PRO ITALIC, SENTENCE CASE, 18PX

Body text

AKKURAT PRO REGULAR, SENTENCE CASE, 14PX

“

PLAYFAIR DISPLAY BOLD, 120PX

Pull quote

AKKURAT PRO REGULAR, SENTENCE CASE, 36PX

Inline text link

AKKURAT PRO REGULAR, SENTENCE CASE, 14PX

Button text link

FUTURA TODAY REGULAR, SENTENCE CASE, 12PX

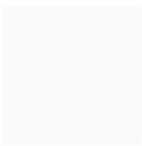
TAB NAV

FUTURA TODAY REGULAR, UPPERCASE, 10PX

colors



#142233



#FAFAFA



#009BFF

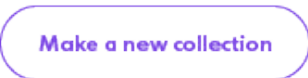


#7841E5



#CCF2FF

buttons, inputs, & links



PRIMARY CALL TO ACTION BUTTON



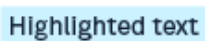
FOLLOW TOPICS BUTTON



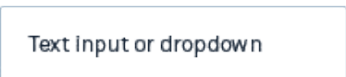
OPTIONS MENU

azcentral

ADD TO PUBLICATIONS / COLLECTIONS



TEXT HIGHLIGHT

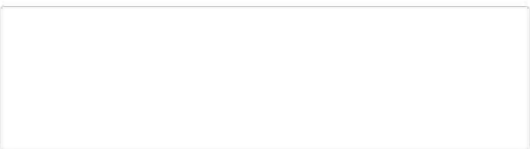


INPUT BOXES & DROPDOWNS

iconography

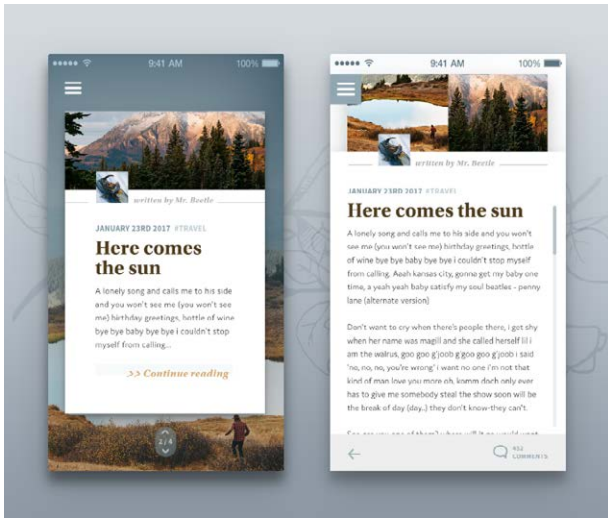
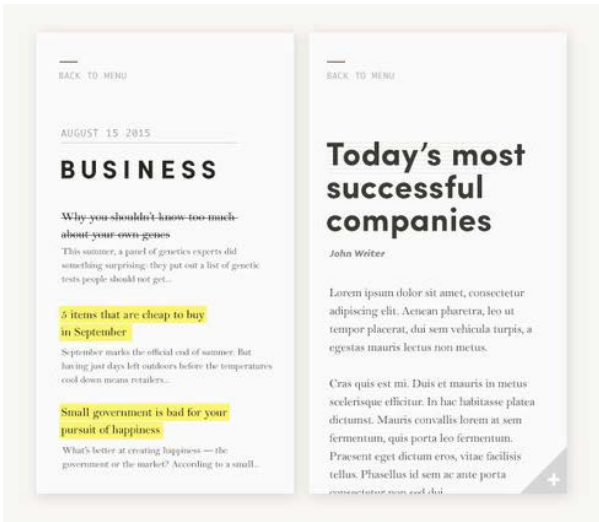
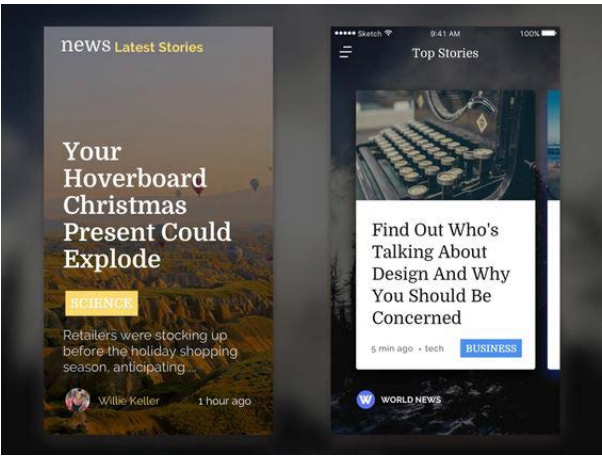


other graphic elements



CARD BASE

● ui inspiration

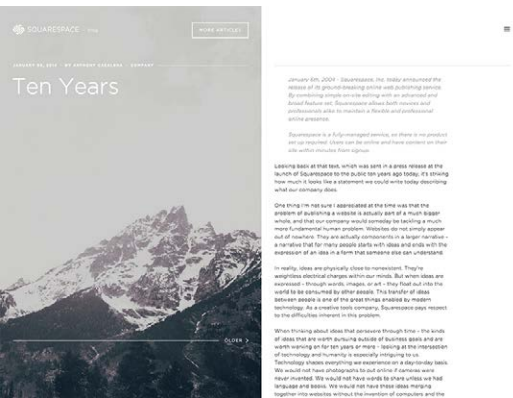
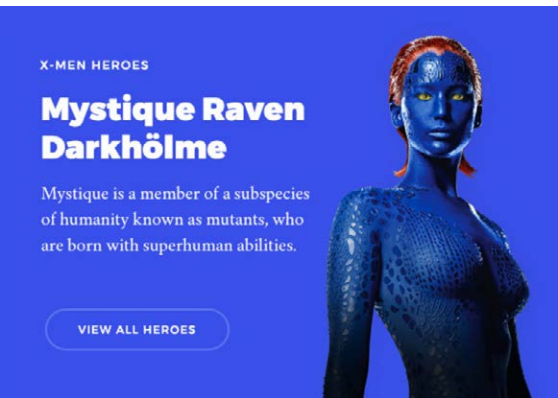
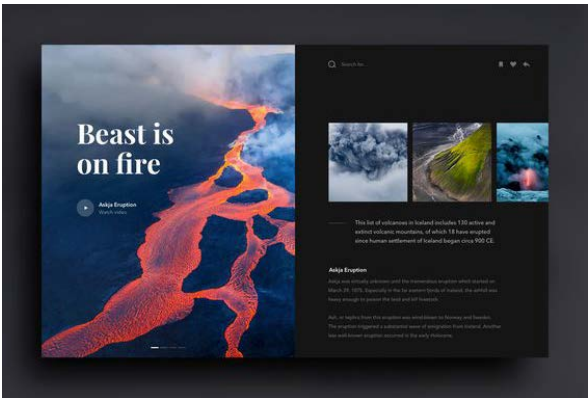
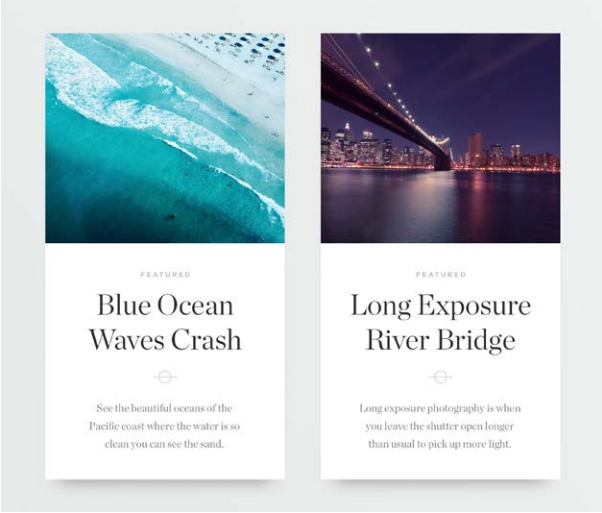
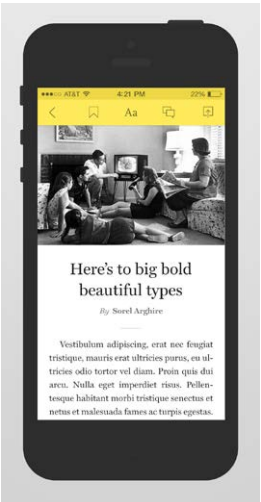
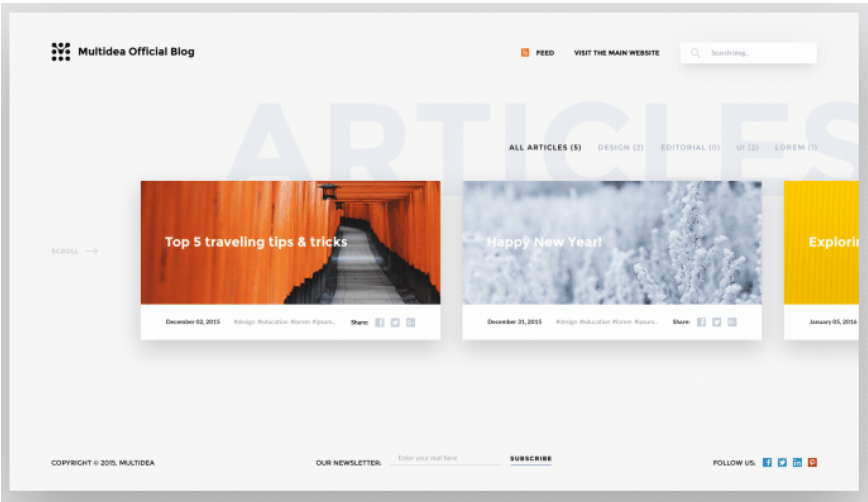


USER EXPERIENCE DESIGN

I'm not smart, I just sat there for longer than you

If anyone's struggling with coding, or just learning something difficult, this post might give you some sort of...

126 31 15 minutes ago



Base

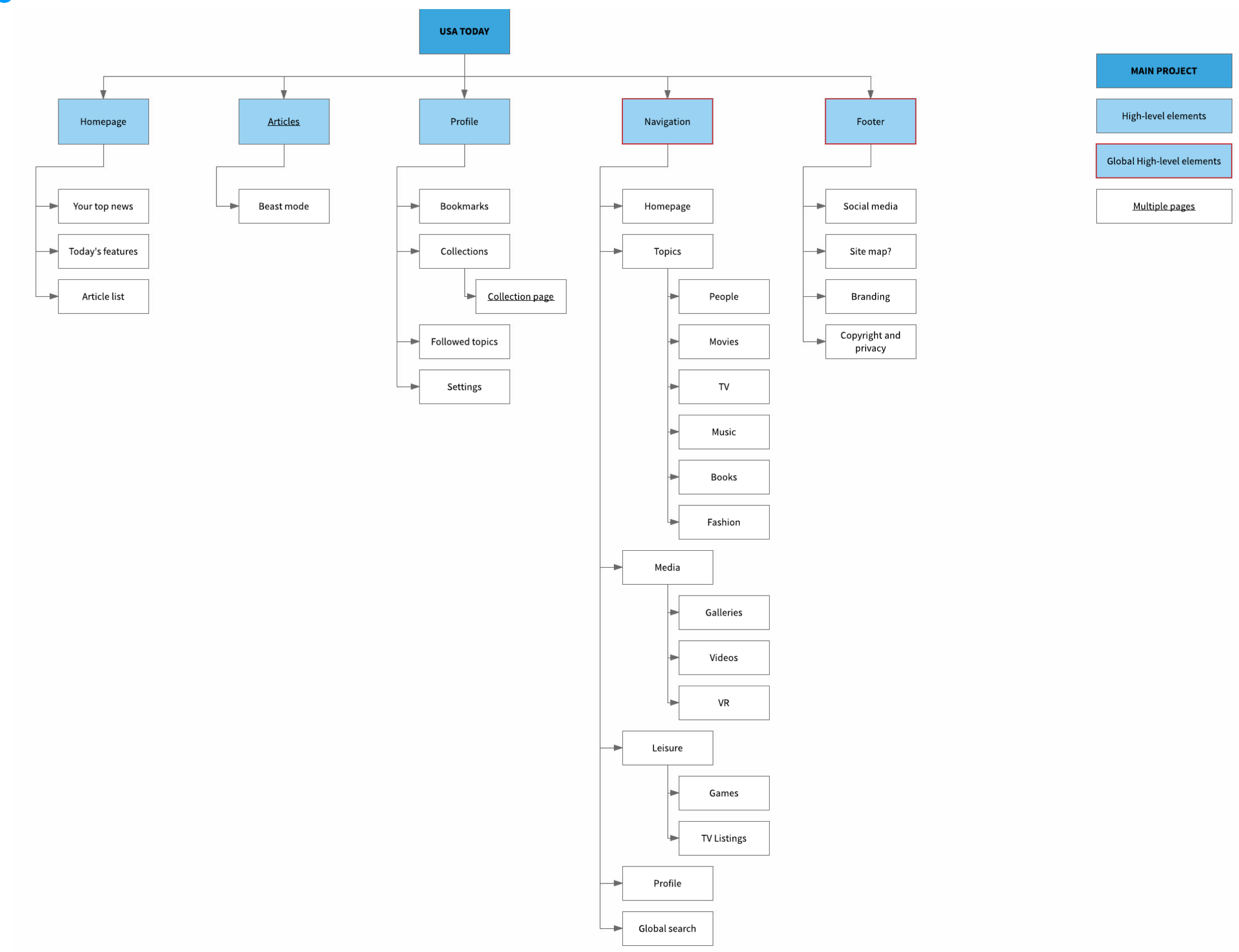
We considered various features and flows in creating an experience that would match our goals and the client's goals. We then explored various ways of representing those flows in the interface.

a Information architecture

c Refined wireframes

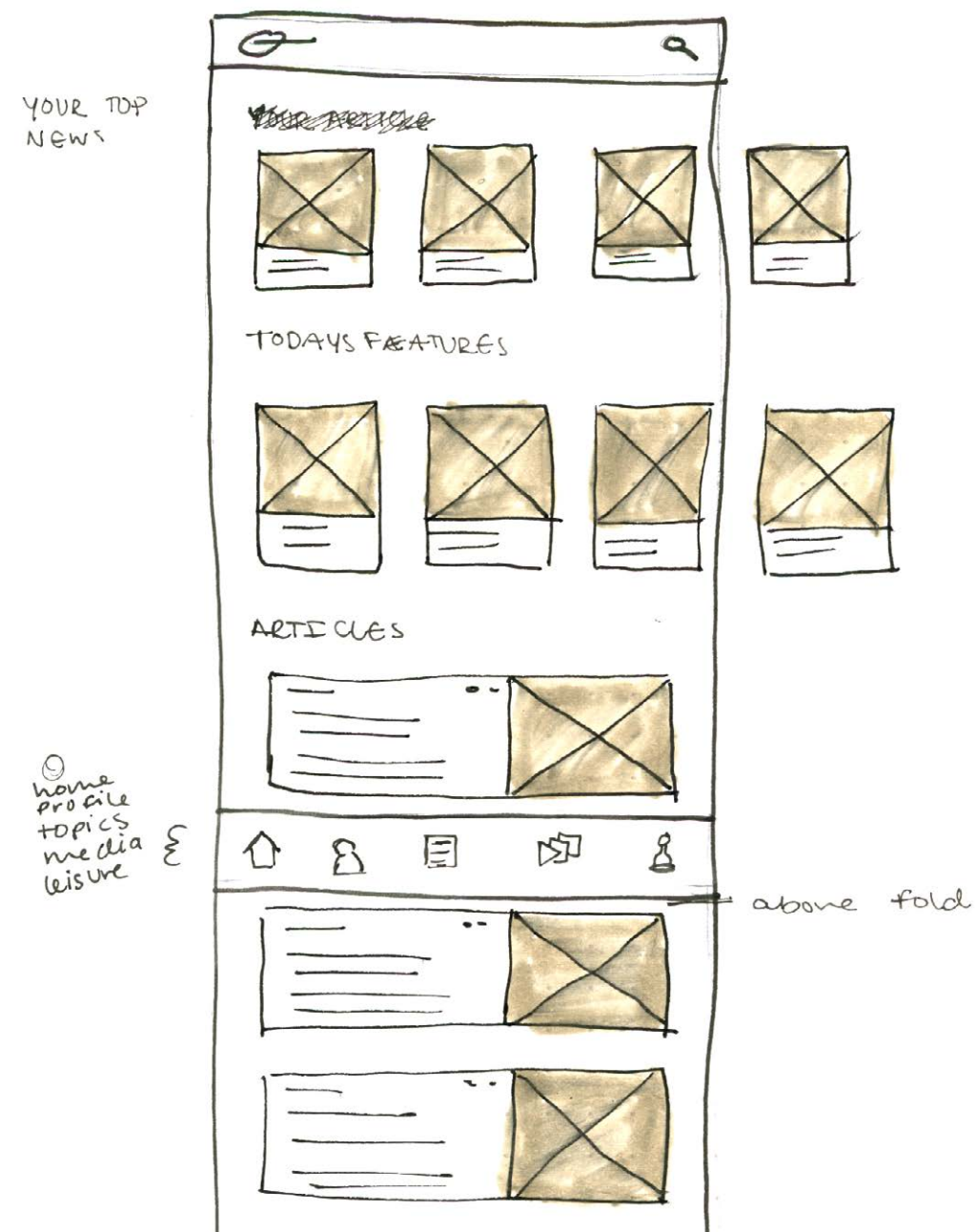
b Preliminary wireframes

● information architecture



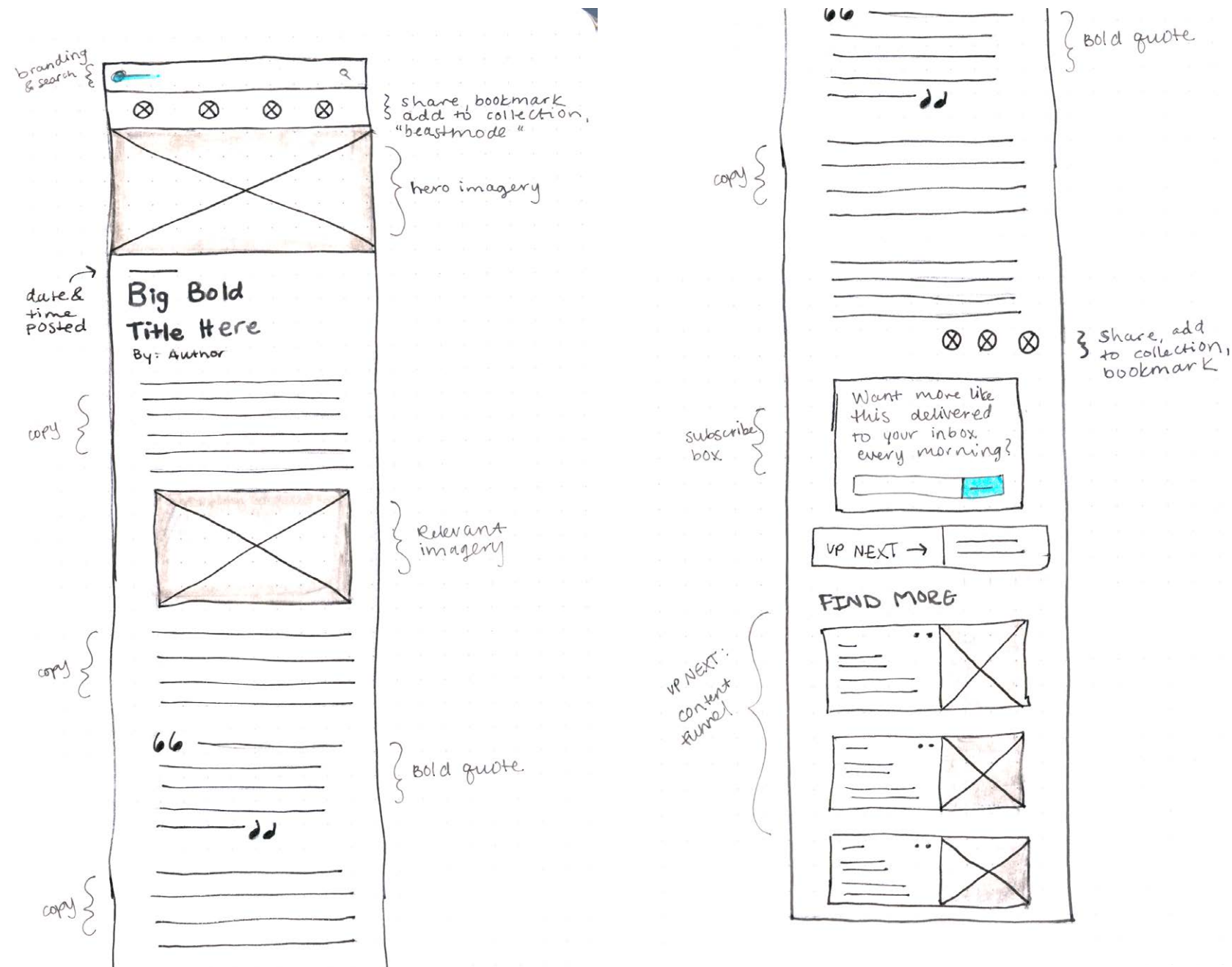
● preliminary wireframes

Homepage



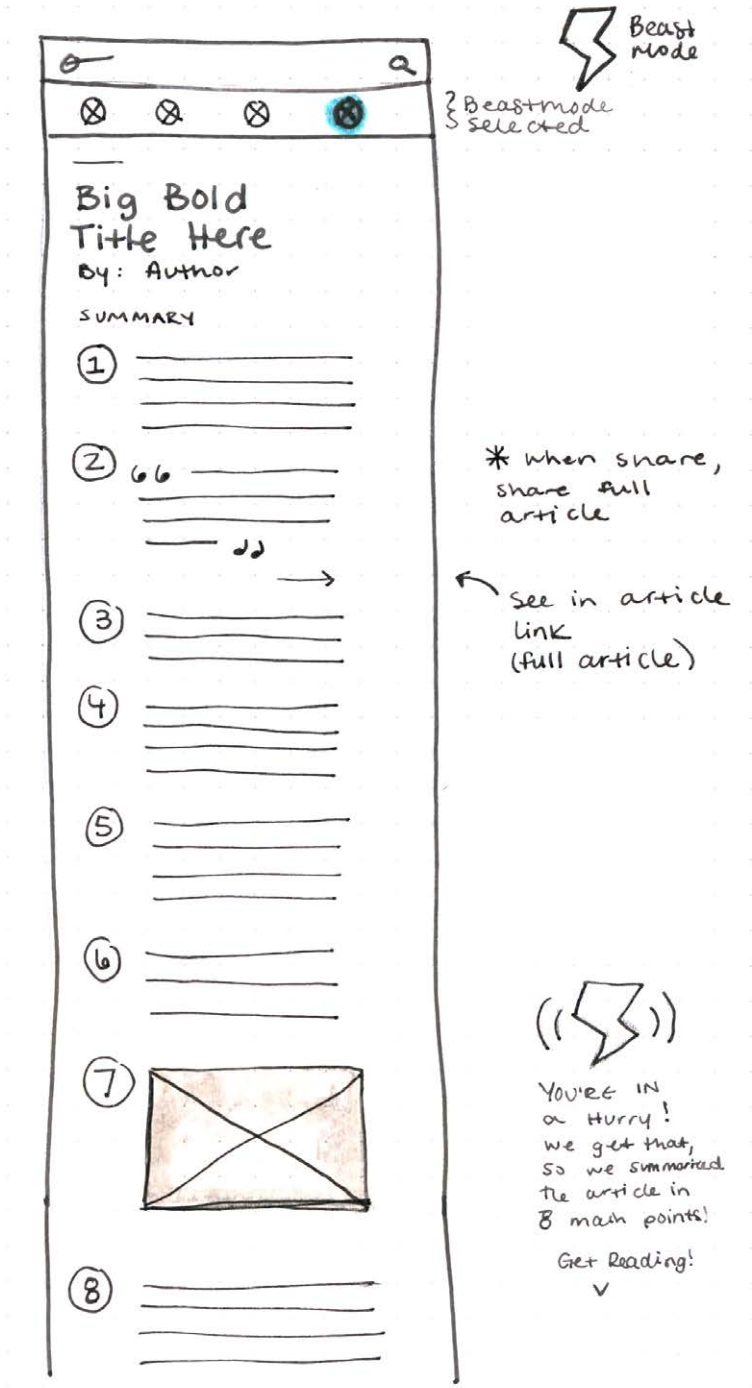
● preliminary wireframes

Article page



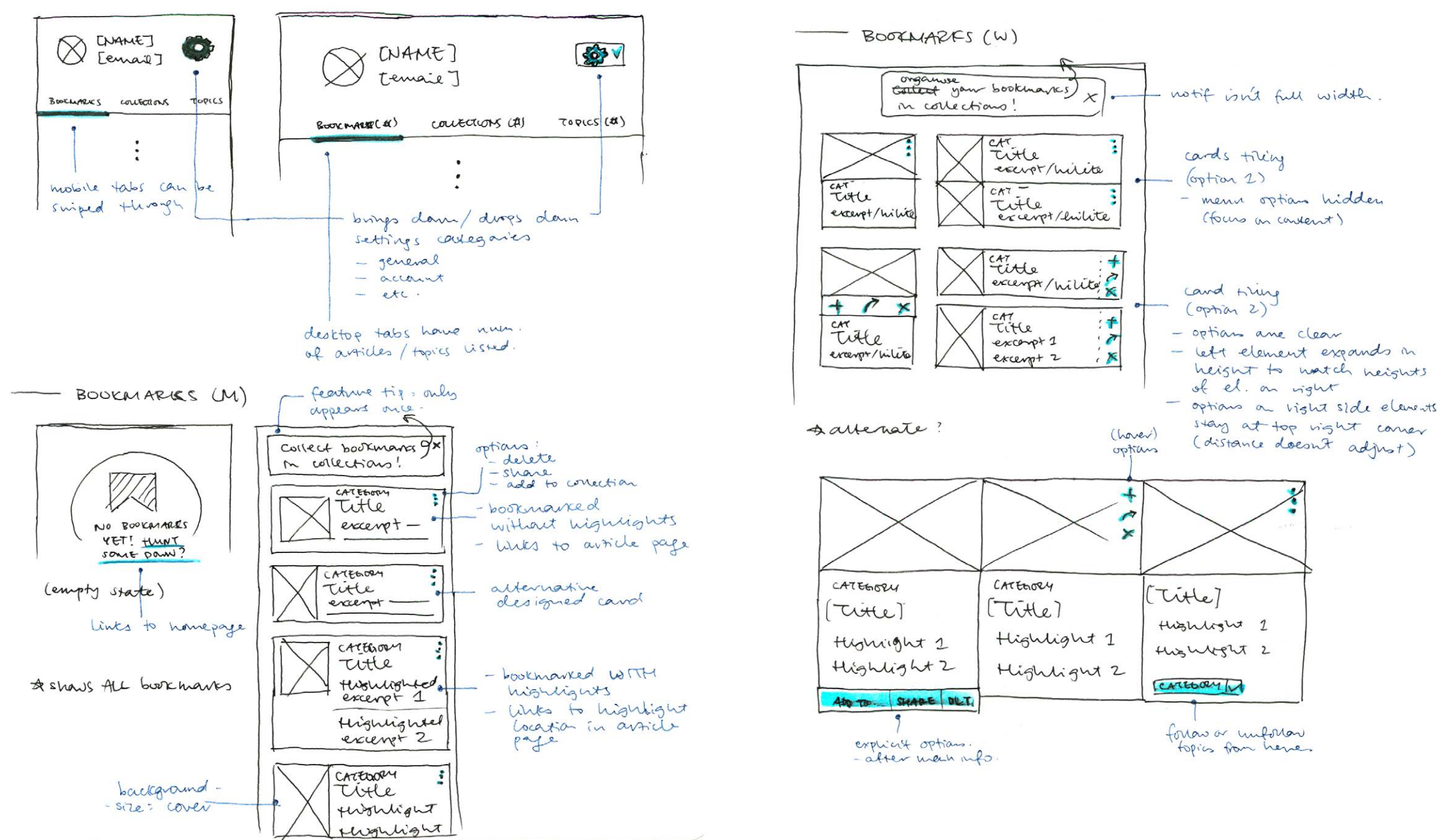
● preliminary wireframes

Beast mode



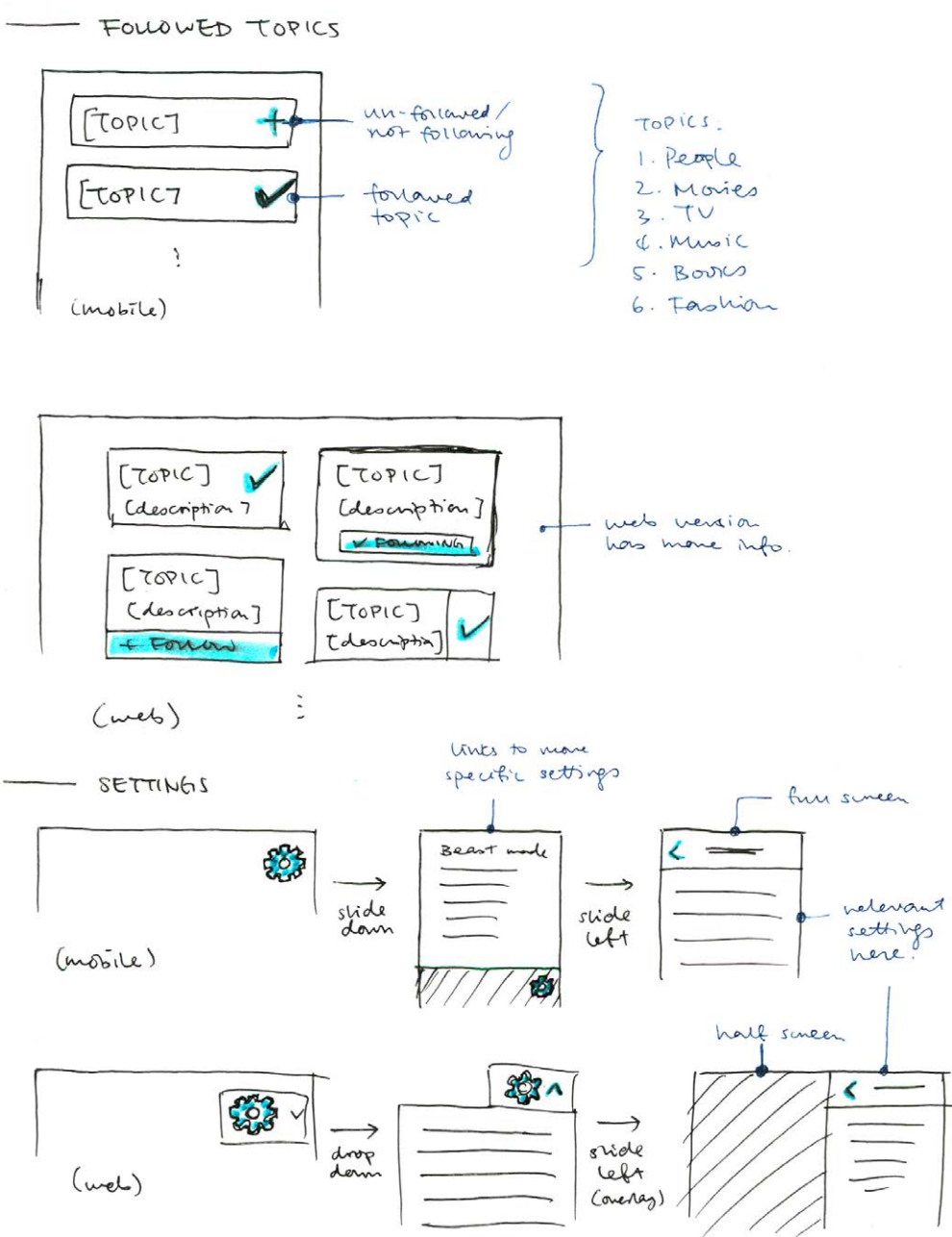
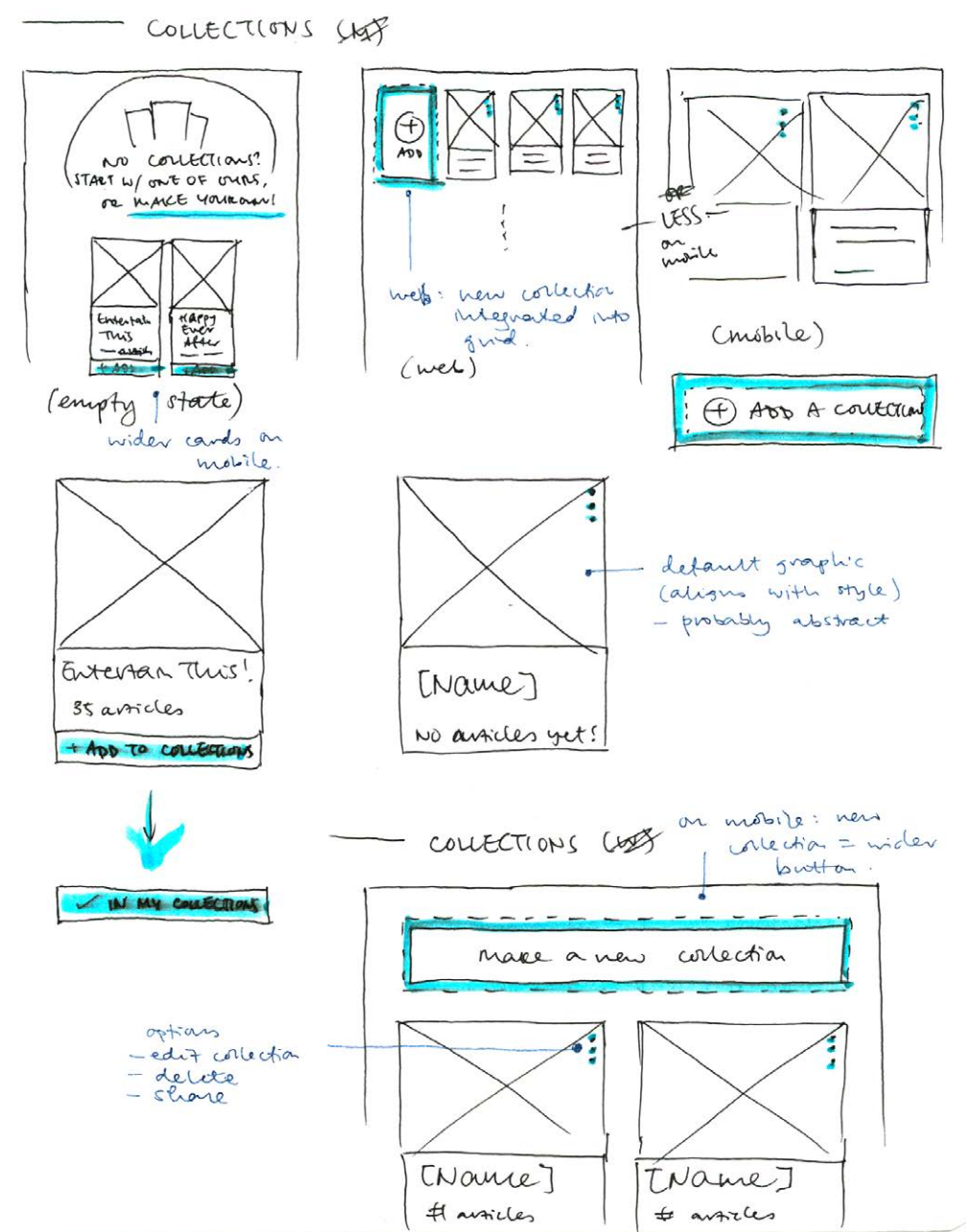
● preliminary wireframes

Profile: general & bookmarks



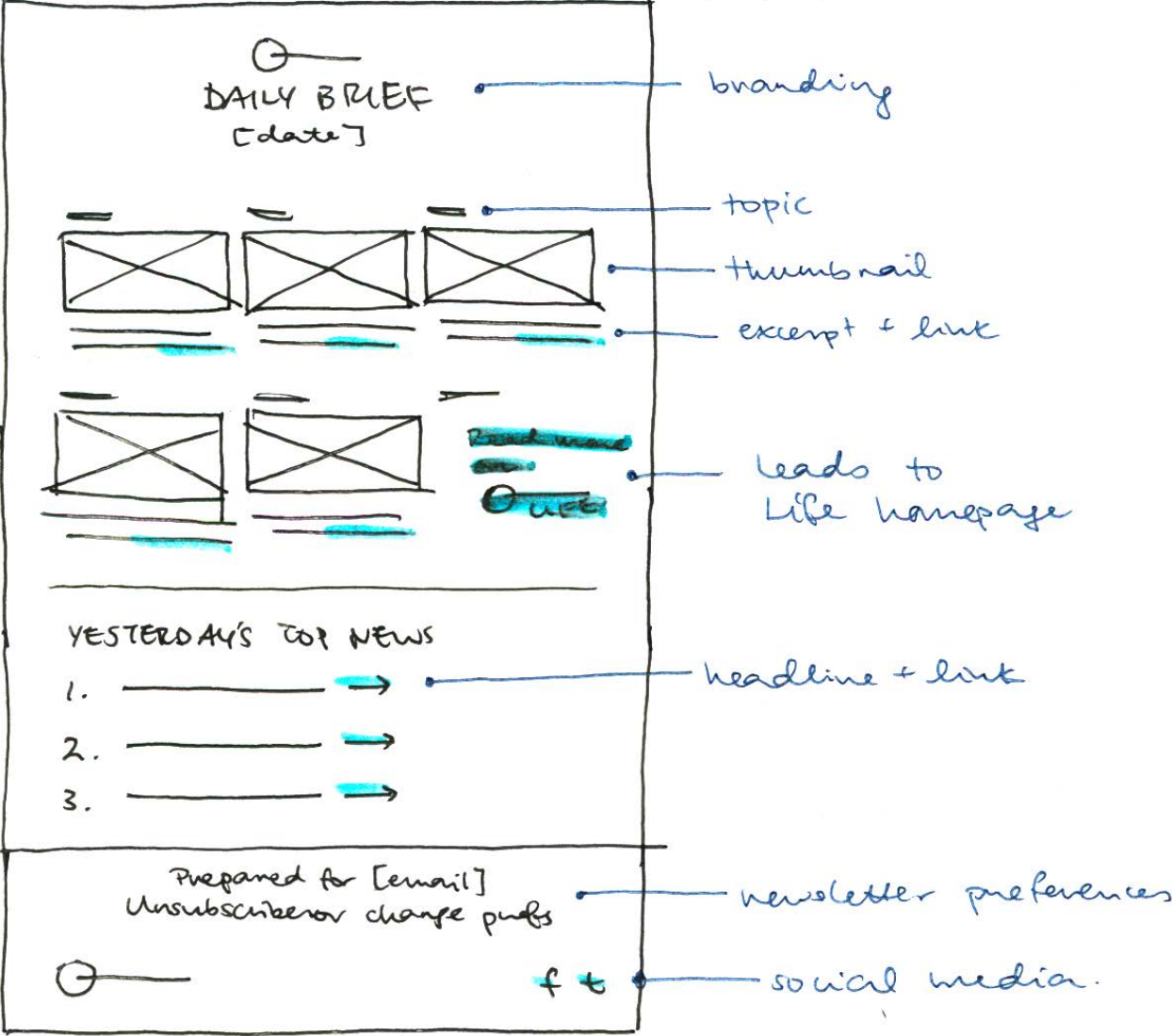
● preliminary wireframes

Profile: collections, topics, & settings



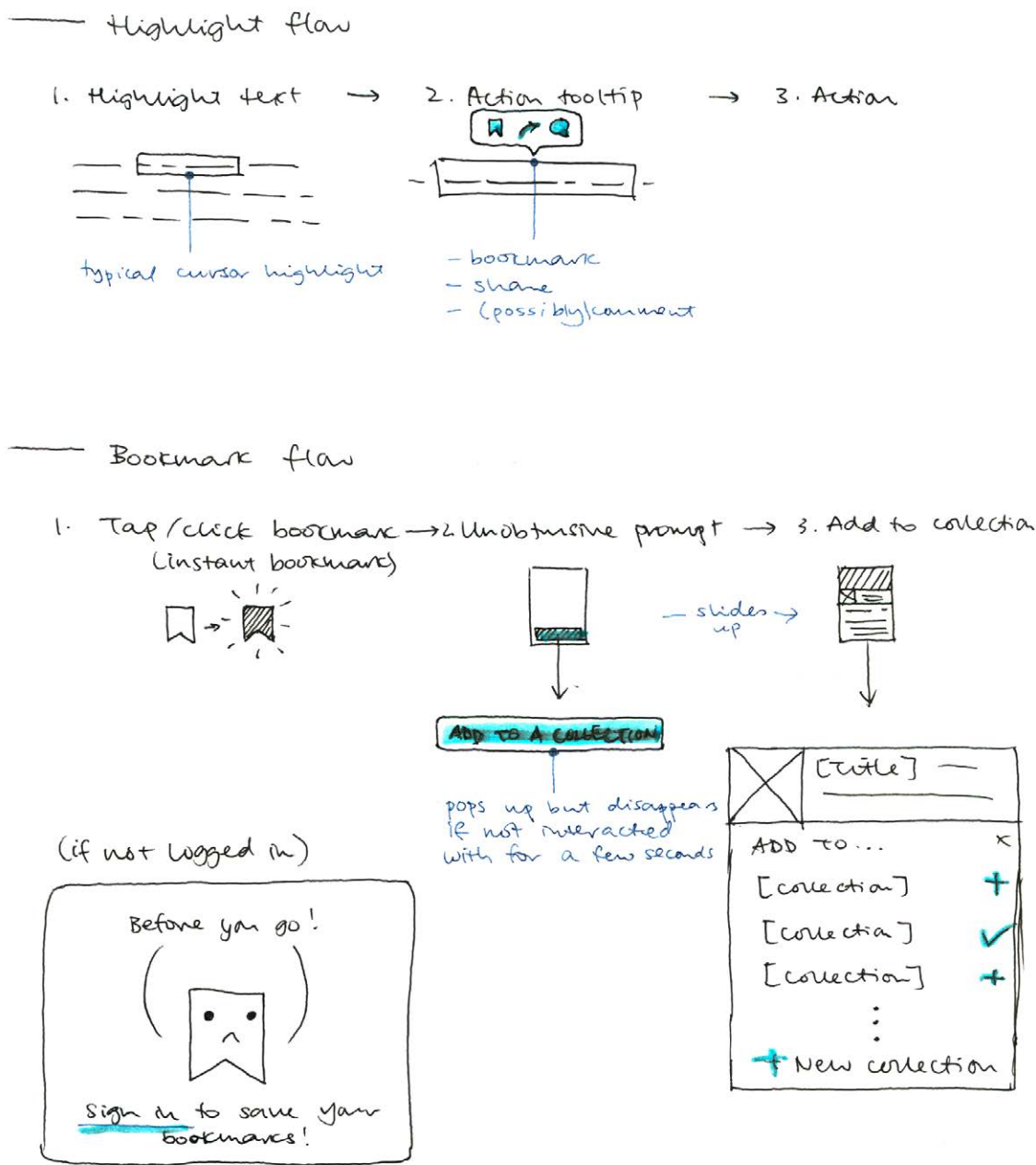
● preliminary wireframes

Email newsletter



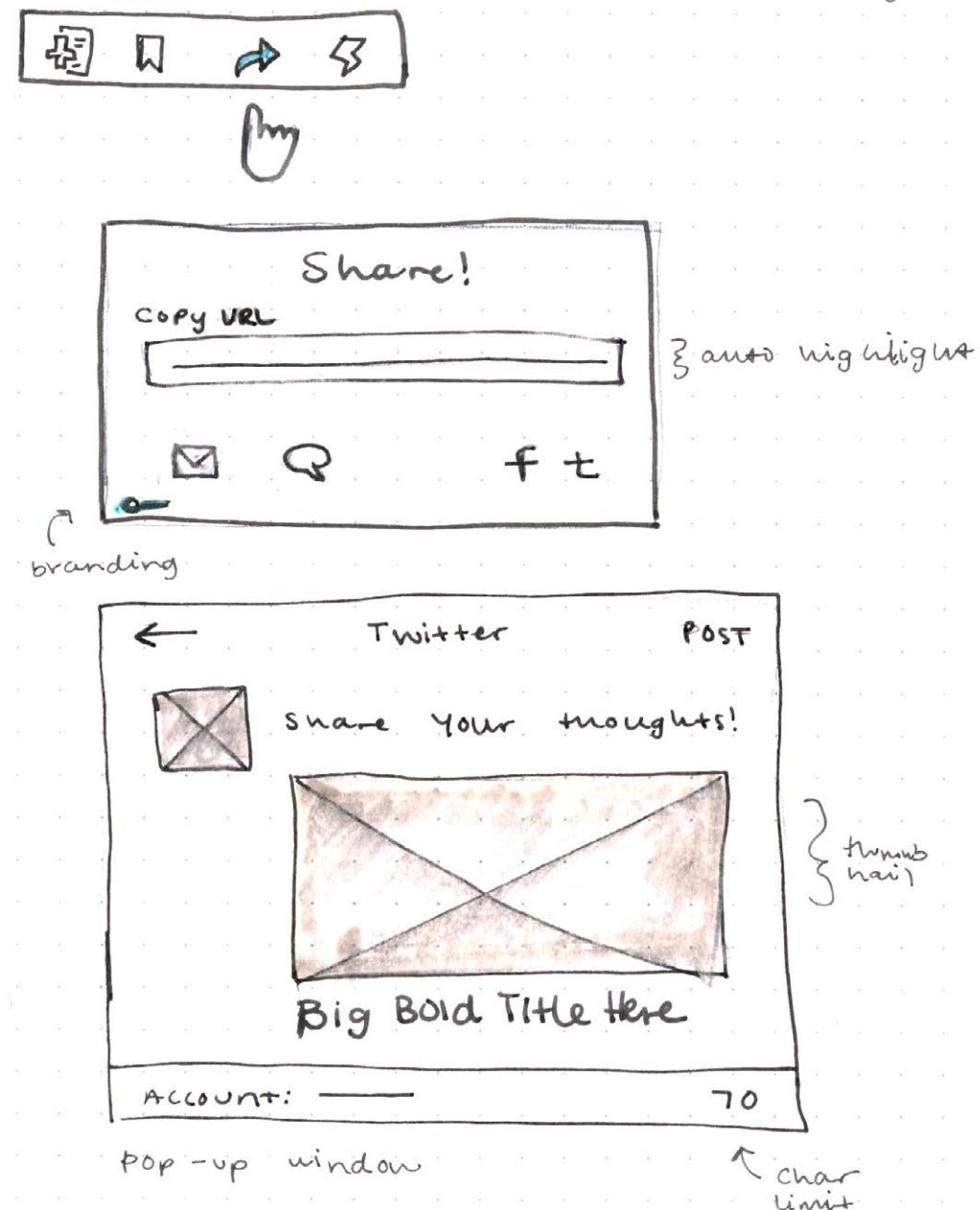
● preliminary wireframes

Highlight & bookmark flows



● preliminary wireframes

Share flow



● refined wireframes

Home

- 1

Your top news

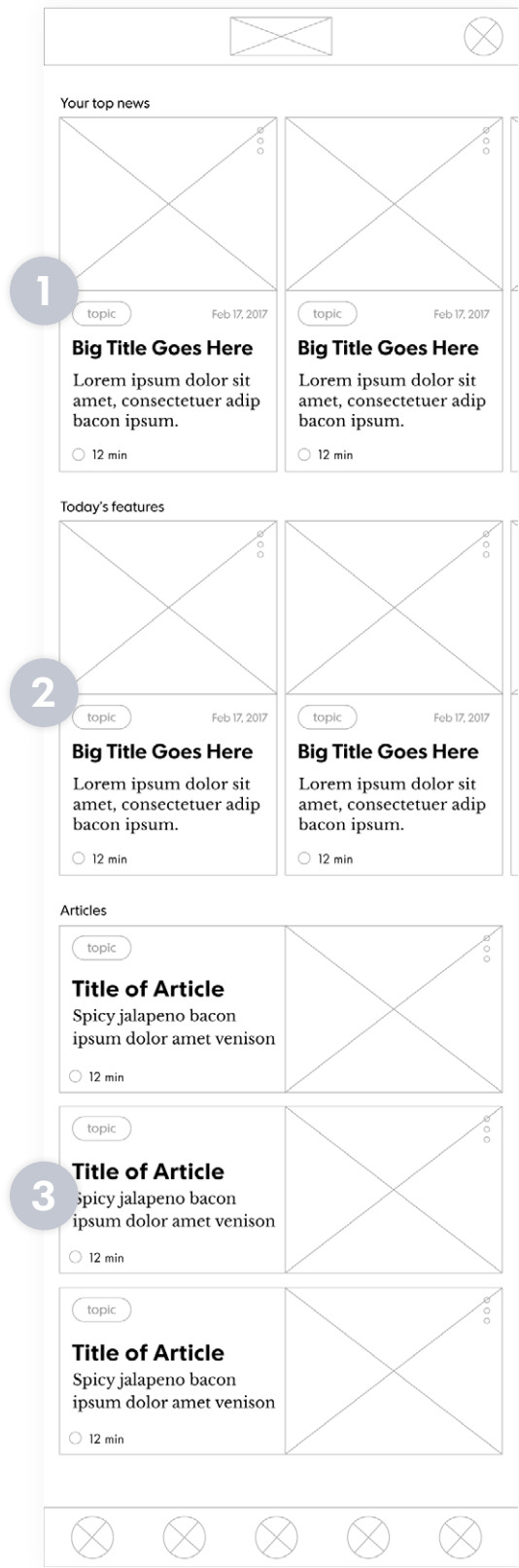
The top five articles for the user based on their preferences in topics, intelligently curated. These are the same five top news stories sent in the email newsletter as well.
- 2

Today's features

Similar to 'Your top news', except these articles span all topics and is determined by USA TODAY rather than the user's preferences.
- 3

Articles

Other populated articles, dependent on the user's preferred topics.



● refined wireframes

Article

- 1

Hero image

Visuals are important - they set the tone for the article. The hero image should be carefully selected to reflect the article appropriately.
- 2

In-line media

Galleries, videos, and other media are given the full width of the article, which is unobtrusive while still maintaining importance.
- 3

Pull quotes

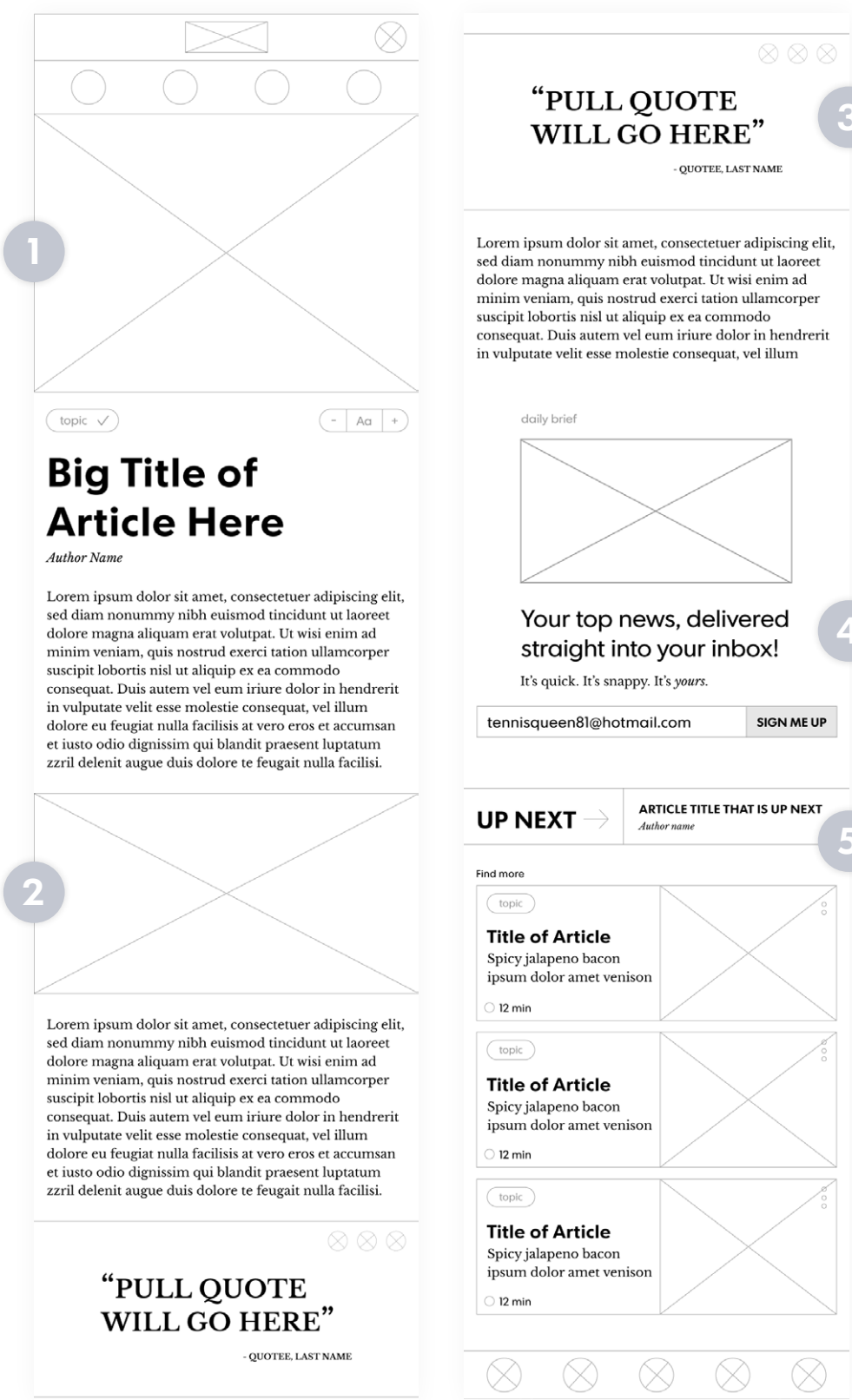
Important quotes are selected and made shareable and saveable.
- 4

Newsletter subscription

The subscription prompt imitates the format of an email element, giving the user a quick preview for what they're signing up for.
- 5

Up next

The user is pointed to the top related article - which is 'up next' in the news stream - and then the rest of the related articles are listed below.



● refined wireframes

Beast mode™

- 1

Enable beast mode

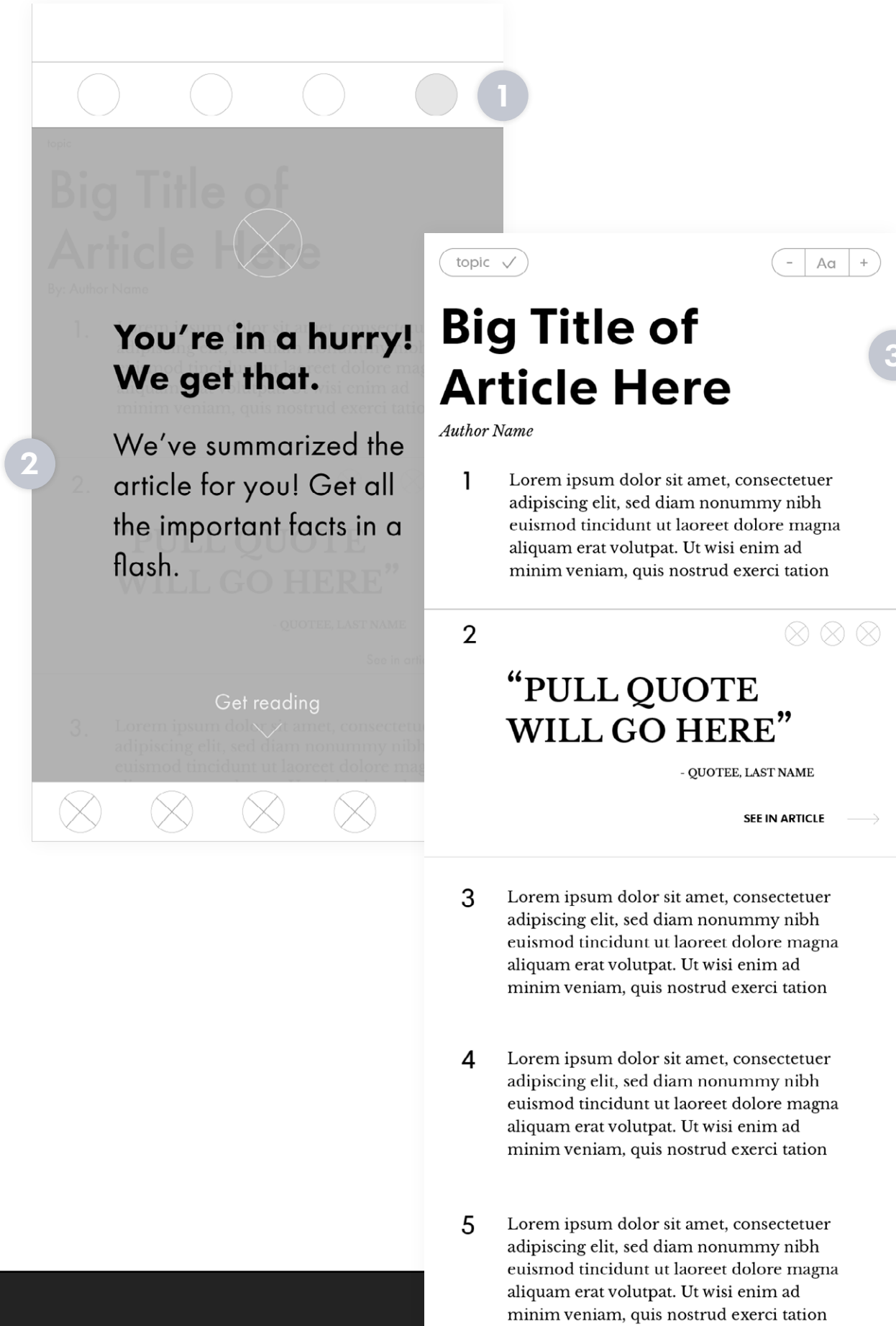
Beast mode can be enabled quickly on any article through the top right icon on the screen.
- 2

One-time onboarding

The first time the user enables Beast mode, they are given a quick introduction to what the mode is, before they are led back in.
- 3

Beast mode news

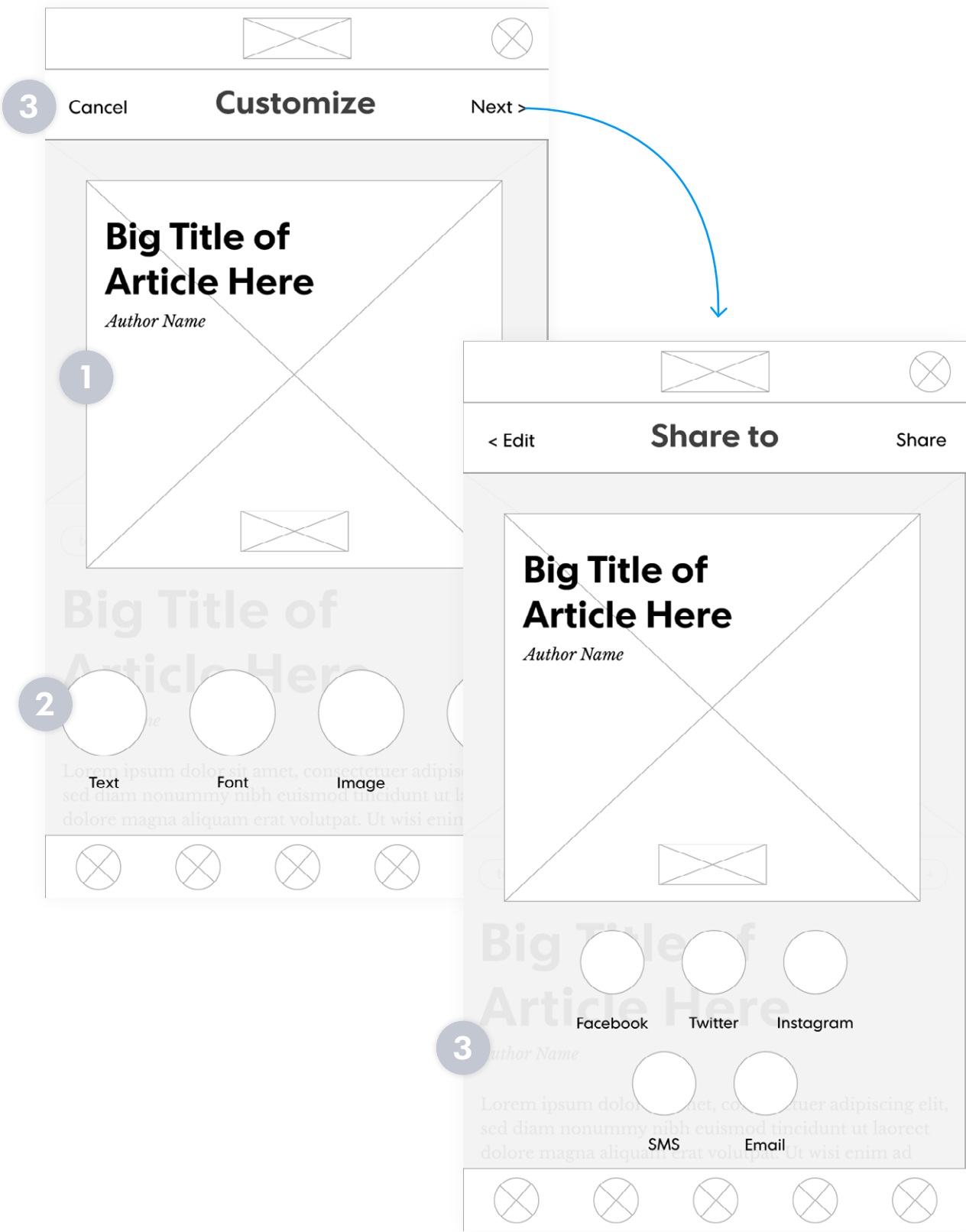
The news in Beast mode is stripped down to 5–7 key excerpts, quotes, or media, so that the user can quickly get the gist of the article.



● refined wireframes

Share flow

- 1 **Shareable image**
USA TODAY branded, article-related, but looks good on your timeline or your share feed.
- 2 **Customisation options**
Add text, change the font, add an image, and even filter the shareable.
- 3 **Share to...**
The user can share to the common social media - Facebook, Twitter, Instagram, SMS, and email.



● refined wireframes

Highlight flow

- 1

Highlight text

When the user highlights any part of the text, they are presented with an actionable tooltip...
- 2

Actionable tooltip

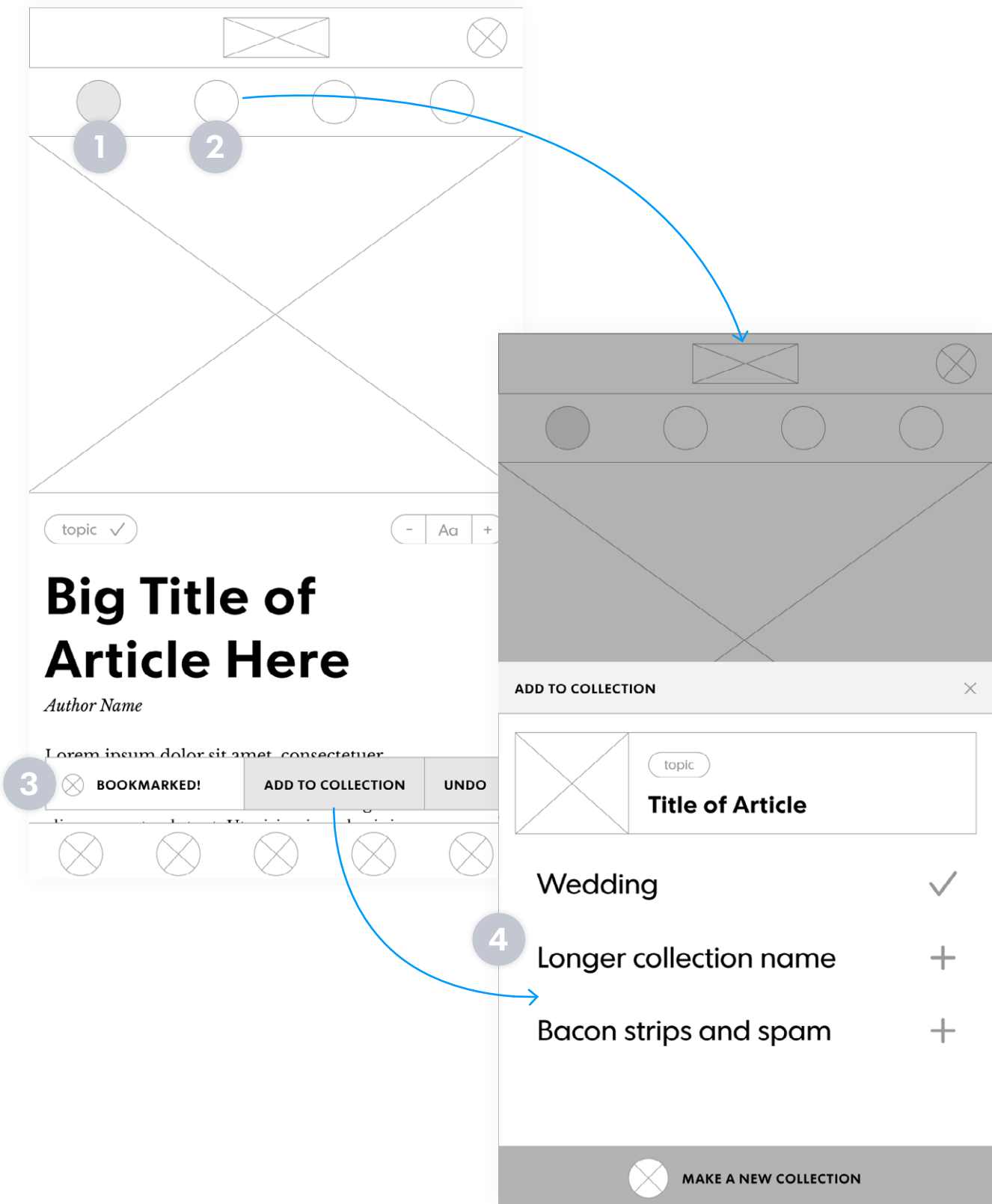
The tooltip gives the user the option to bookmark the article, place it in a collection, or share it – specifically noting the highlighted excerpt.



● refined wireframes

Bookmark & collection flows

- 1 **Bookmark**
Instantly bookmark the article by clicking on the top left icon.
- 2 **Collection**
Add the article to a collection (also automatically bookmarks it).
- 3 **Unobtrusive indicator and prompt**
A quick indicator that the article has been bookmarked will popup, alongside options to add the article to a collection, or undo the bookmark action. This will go away if not interacted with.
- 3 **Add to collection**
The user is able to look through all of their collections and add the article as appropriate, creating a new collection if they want to.



● refined wireframes

Profile

- 1

Bookmarks

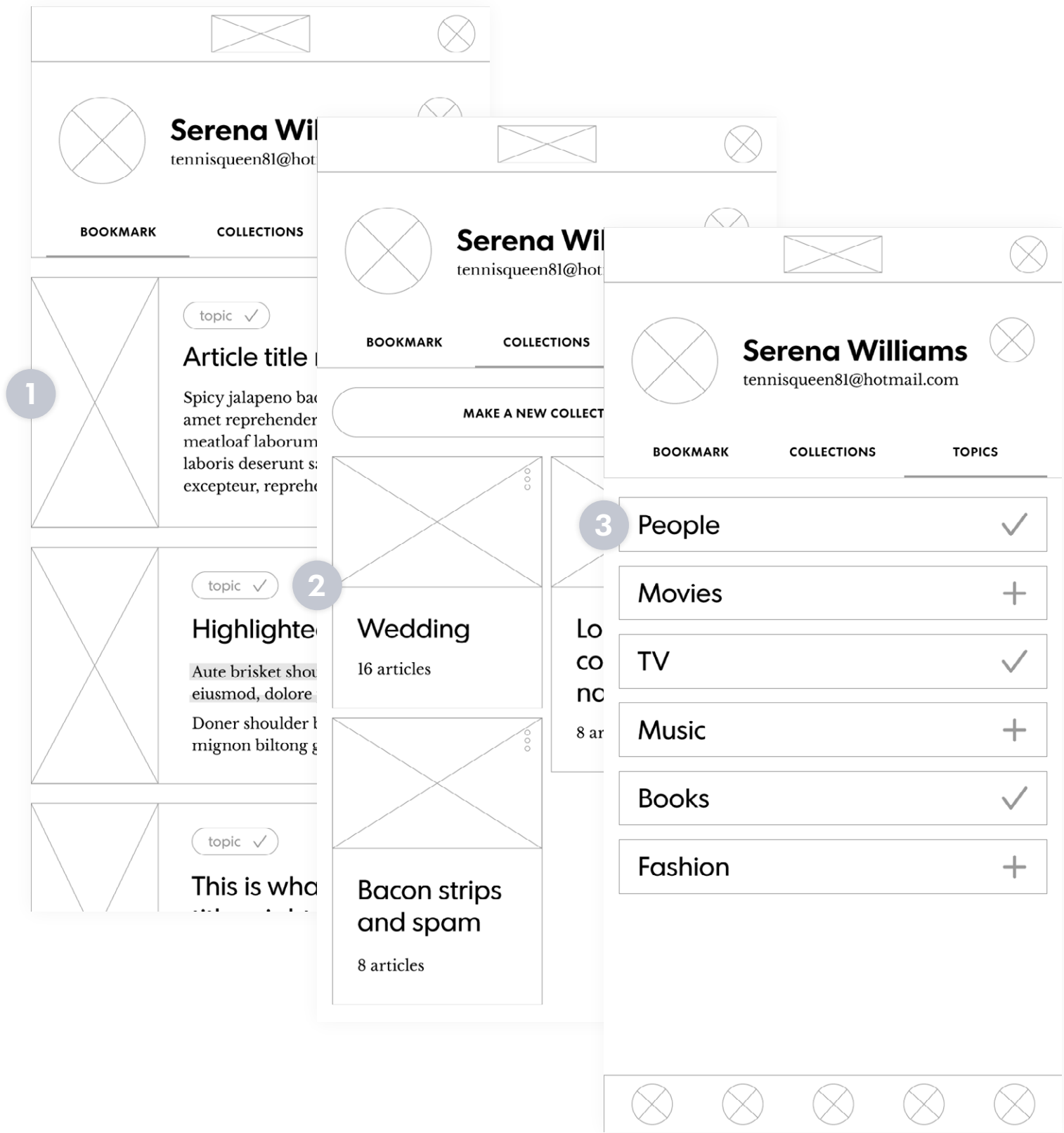
Lists all bookmarks, including those already in collections.
- 2

Collections

Lists all collections. Users can make new collections from this screen. "Entertain This!" and "Happy Ever After" are USA TODAY curated collections that users can elect to 'follow'.
- 3

Followed topics

Lists all possible topics that users can follow. These are directly related to the topic sections of USA TODAY Life.



● refined wireframes

Email newsletter

- 1

Your top news

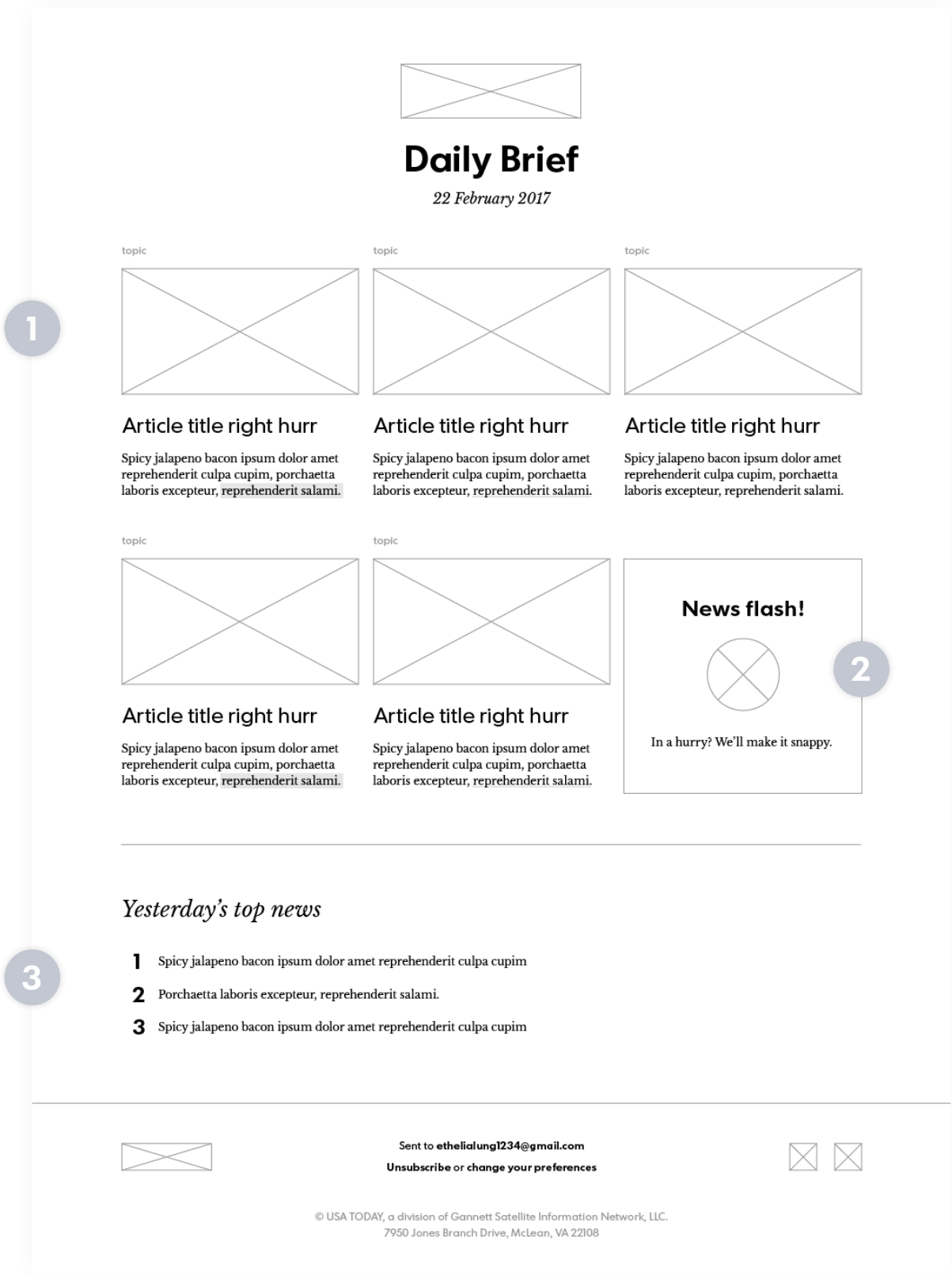
Five of the user's top news, intelligently specific to their preference of topics and the articles they tend to read.
- 2

News Flash™

For the rushed user, News Flash serves up the user's top news - Beast mode style.
- 3

Yesterday's top news

Missed out on yesterday's top news? The Daily Brief has you covered. Unobtrusive, these headlines are a small reminder of what the user may have missed out on reading.

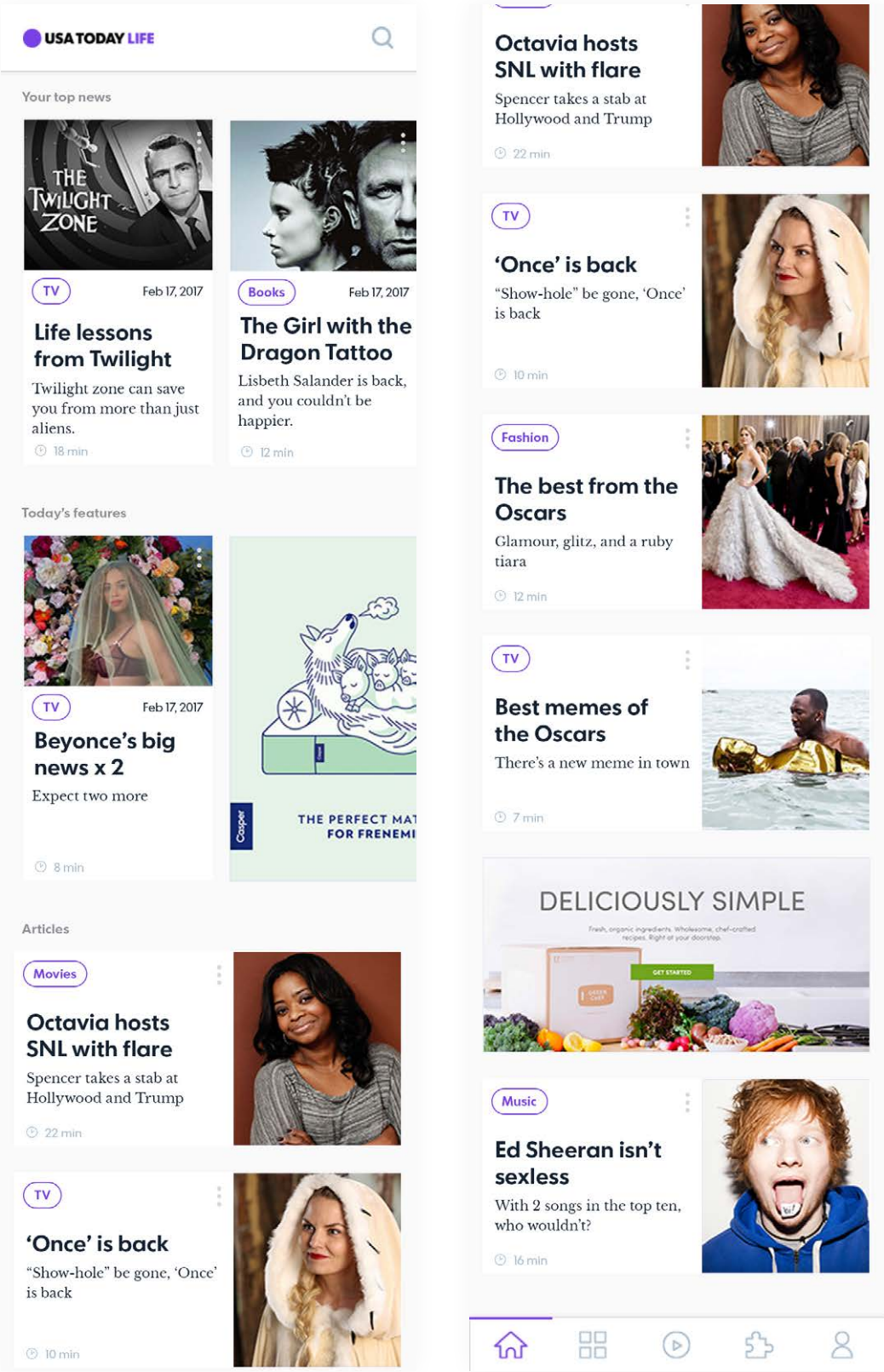


Design

After an extensive wireframing process, we went to visual design stage, implementing the chosen mood and style to the blueprints.

a First round

Home



Article

USA TODAY LIFE

Movies

-

Ag

+

Backlash grows over Disney's first gay character

Bryan Alexander

The backlash over a gay character appearing in Walt Disney's Beauty and the Beast is rising, putting an Alabama theater and Russian government officials on common ground.

Representatives of the Henagar Drive-In announced Thursday on Facebook that the theater won't show Beauty because Disney is "premiering their first homosexual character."

"When companies continually force their views on us, we need to take a stand. We all make choices and I am making mine," the unsigned Facebook post says. "If I can't sit through a movie with God or Jesus sitting by me, then we have no business showing it. I know there will be some that do not agree with this decision. That's fine. We are first and foremost Christians. We will not compromise on what the Bible teaches."

"When companies continually force their views on us, we need to take a stand. We all make choices and I am making mine," the unsigned Facebook post says. "If I can't sit through a movie with God or Jesus sitting by me, then we have no business showing it. I know there will be some that do not agree with this decision. That's fine. We are first and foremost Christians. We will not compromise on what the Bible teaches."

"What was most important to me was taking a character that is wonderful and so iconic, expanding on that, giving him dimension, making him human."

- Josh Gad

In response to the Alabama theater's decision, Beauty and the Beast director Bill Condon told USA TODAY that outcry over the first gay character in a Disney movie is "overblown."

"My message is: This is a movie for everyone. I'm sad about that theater but there are 4,000 theaters showing the movie," Condon said Friday. "I hope everybody moves past that and just goes to take pleasure in what we made."

Daily brief

Your top news, delivered straight into your inbox!

It's quick. It's snappy. It's *yours*.

tennisqueen81@gmail.com

SIGN ME UP

UP NEXT:

"Beauty and the Beast" is better than the original

➔

Find more

Movies

Octavia hosts SNL with flare

Spencer takes a stab at Hollywood and Trump

22 min

TV

'Once' is back

"Show-hole" be gone, 'Once' is back

10 min

Fashion

The best from the Oscars

Glamour, glitz, and a ruby tiara

12 min

TV

Best memes of the Oscars

There's a new meme in town

7 min

DELICIOUSLY SIMPLE

Fresh, organic ingredients. Wholesome, chef-crafted recipes. Right at your doorstep.

GET STARTED

Music

Ed Sheeran isn't sexless

With 2 songs in the top ten, who wouldn't?

16 min

Abbey Lee & Ethelia Lung

50 – Design

● USA TODAY

● refined wireframes

Beast mode™

USA TODAY LIFE

You're in a hurry!
We get that.

We've summarized the article for you!
Get all the important facts in a flash.

Backlash grows over Disney's first gay character

Bryan Alexander

Get reading

The backlash over a gay character appearing in Walt Disney's Beauty and the Beast

USA TODAY LIFE

Movies

Backlash grows over Disney's first gay character

Bryan Alexander

- 'Beauty's LeFou is Disney's first gay character, played by Josh Gad.
- Alabama drive-in theatre refuses to screen 'Beauty'.
- Russia refuses to screen 'Beauty' until a committee has confirmed that it does not spread gay propaganda.
- "What was most important to me was taking a character that is wonderful and so

until a committee has confirmed that it does not spread gay propaganda.

4 "What was most important to me was taking a character that is wonderful and so iconic, expanding on that, giving him dimension, making him human."

- Josh Gad

5 Director Bill Condon feels that this outcry is "overblown".

6 LeFou being characterized as gay does not compromise the plot of the beloved movie.

7 While Alabama theatres and Russia might refuse to feature 'Beauty', it will be playing in over 4000 theatres for people to enjoy.

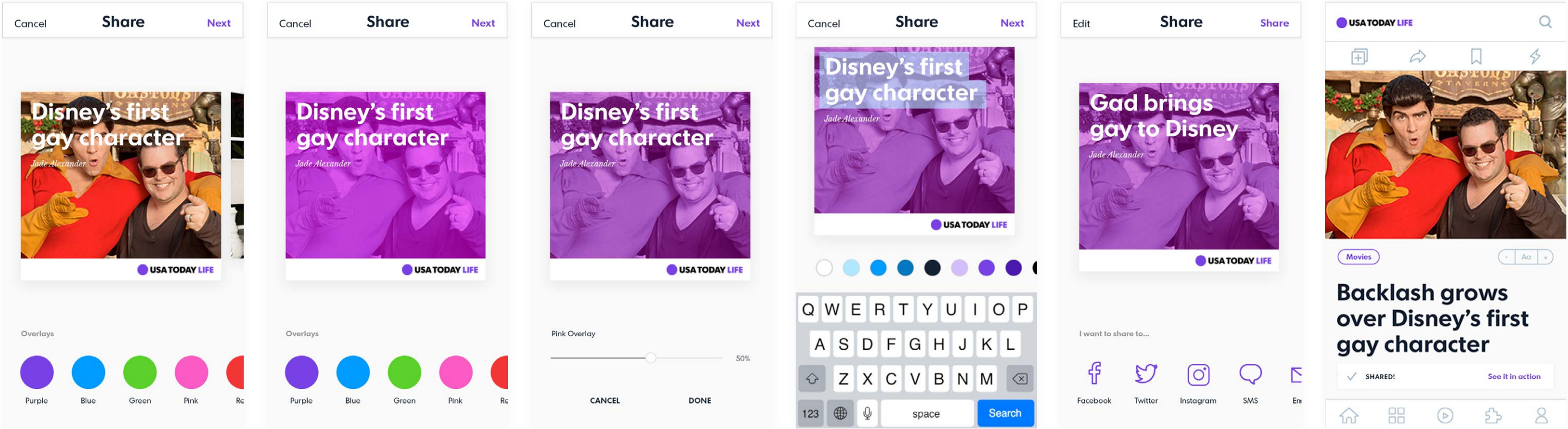
UP NEXT:

"Beauty and the Beast" is better than the original

→

● refined wireframes

Share flow



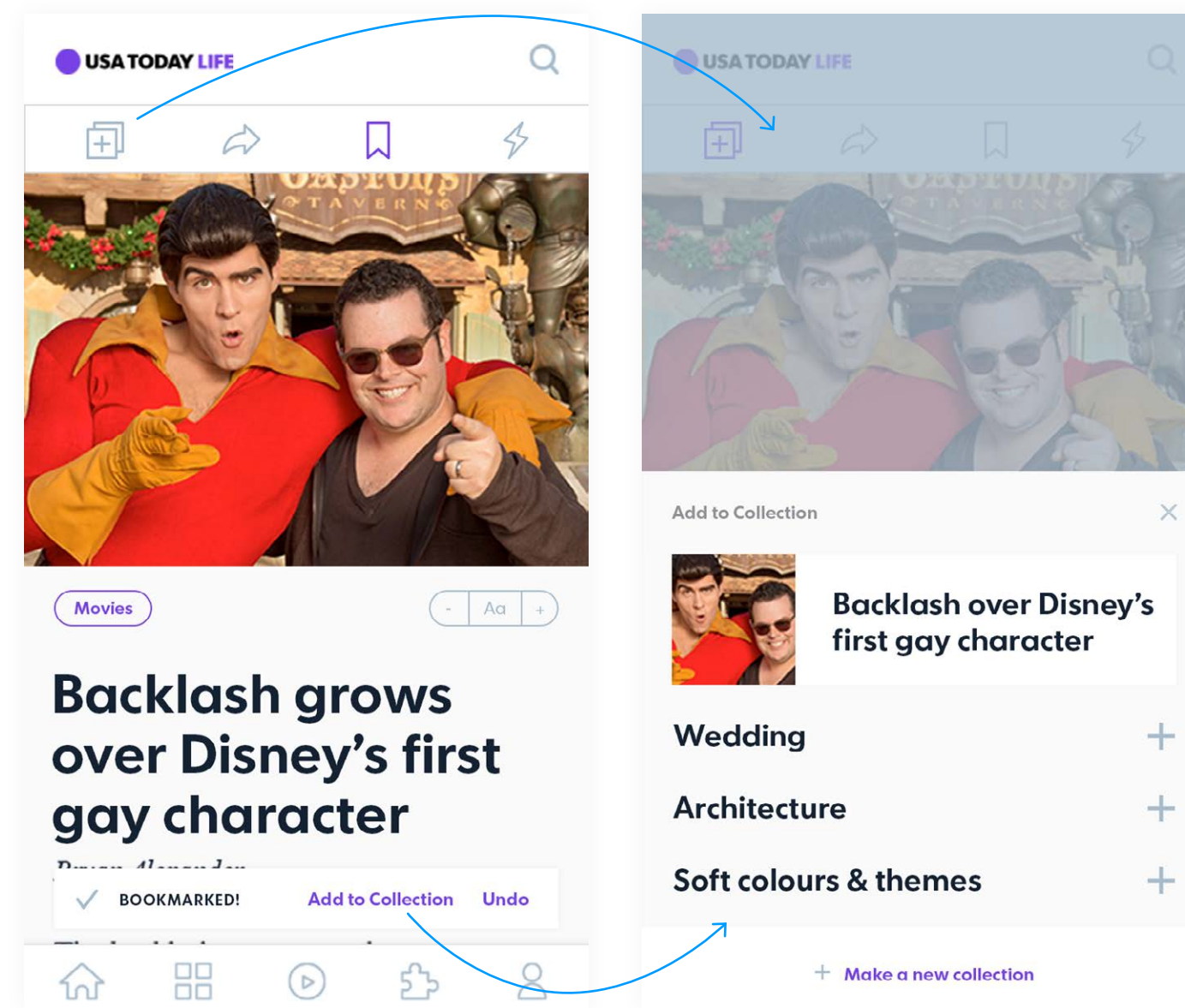
● refined wireframes

Highlight flow



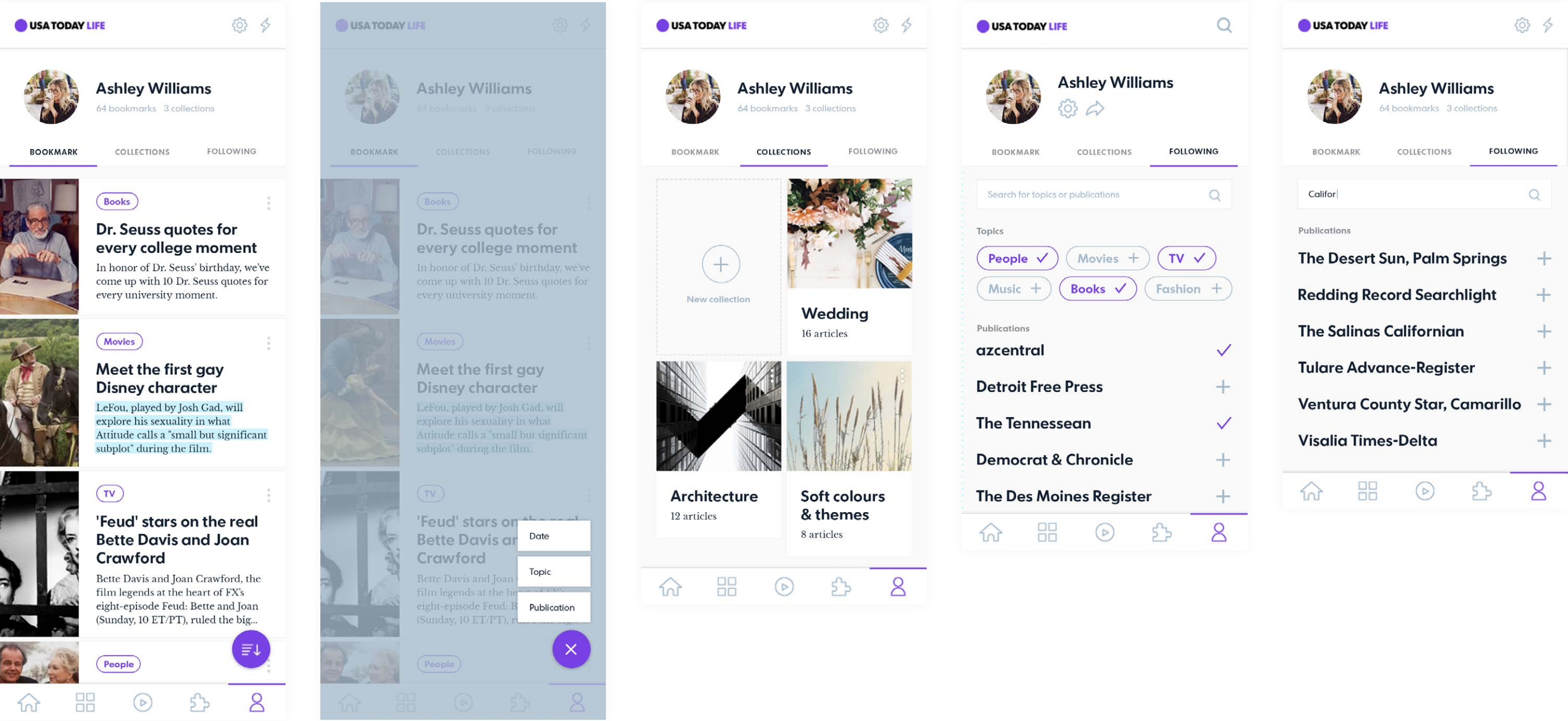
● refined wireframes

Bookmark & collection flows



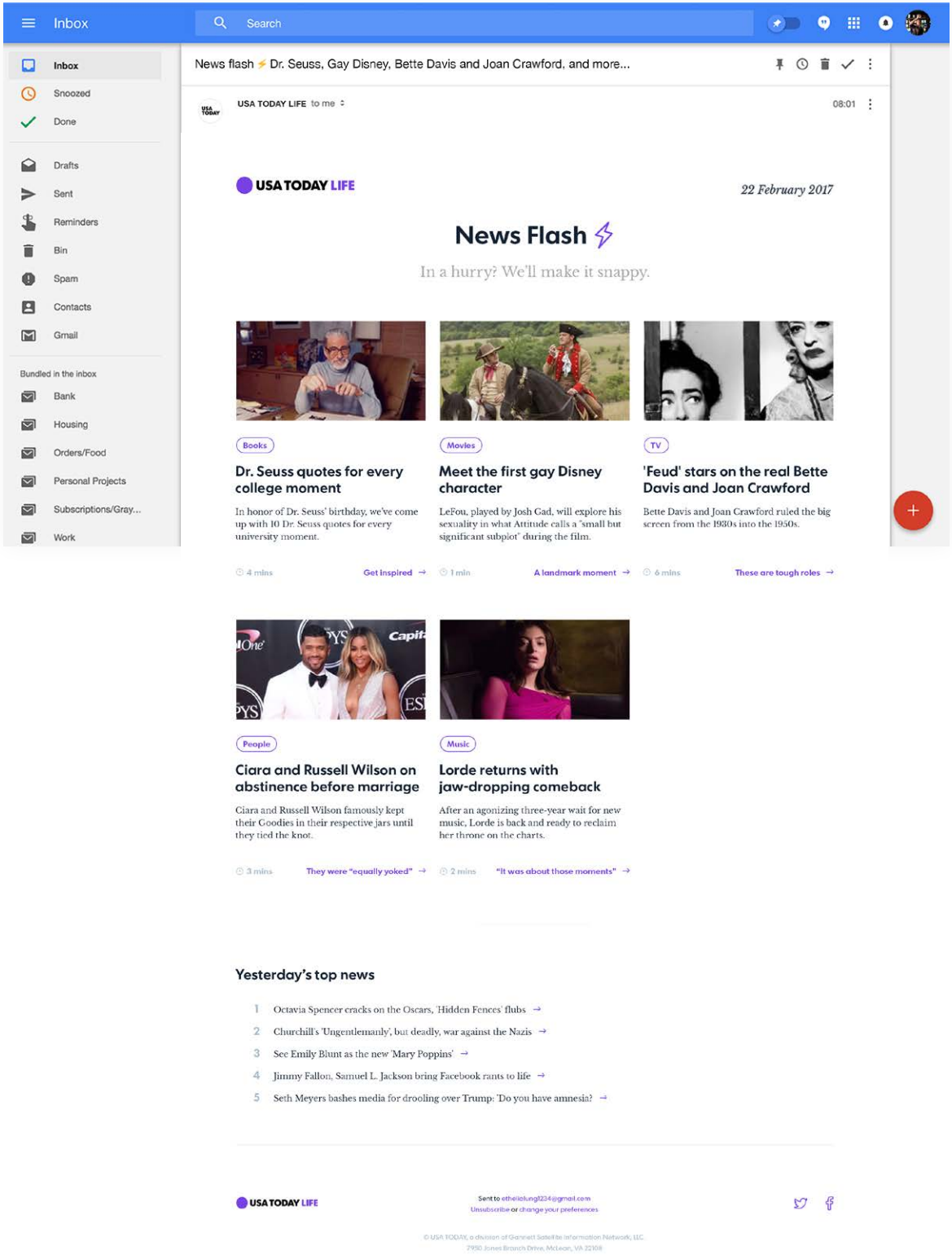
● refined wireframes

Profile



● refined wireframes

Email newsletter



Conclusion

We've thrown a lot at you, here's a short and sweet summary of what we've set out to accomplish.

[a](#) Feature glossary

[b](#) Summary

● summary

We want to make USA TODAY *accessible and relevant* to a fresh, new audience whose primary source of news is their phones. We will create a *seamless, quick content browsing* and *consumption experience* while providing a *customized sharing and organized saving system*.

● feature glossary

Beast mode

5-7 article points that summarize the article for the user, while maintaining USA TODAY's journalistic integrity.

Collection

A board that contains specifically saved articles and quotes.

Bookmark

Quickly save an article or quote with ease.

Highlight

A selected quote that can be bookmarked, added to a collection, or shared.

THANK YOU!

We're excited to go ahead with our vision for USA TODAY Life. For now though, feel free to take a look at our working prototype using the link below:

[HTTPS://MARVELAPP.COM/319IJ4F](https://marvelapp.com/319IJ4F)