WELL…. THAT DIDN'T REALLY WORK.

▸ Usability problems in embed version

▸ Total fail in News App version

▸ Attempt #2: we *could* try building three completely separate versions…

SURE, THAT WOULD WORK…

▸ …if only we had unlimited resources!

▸ We would build a standalone version from scratch, and

▸ …an embeddable version from scratch, and

▸ …an app version from scratch, and

▸ …an AMP version from scratch, and…