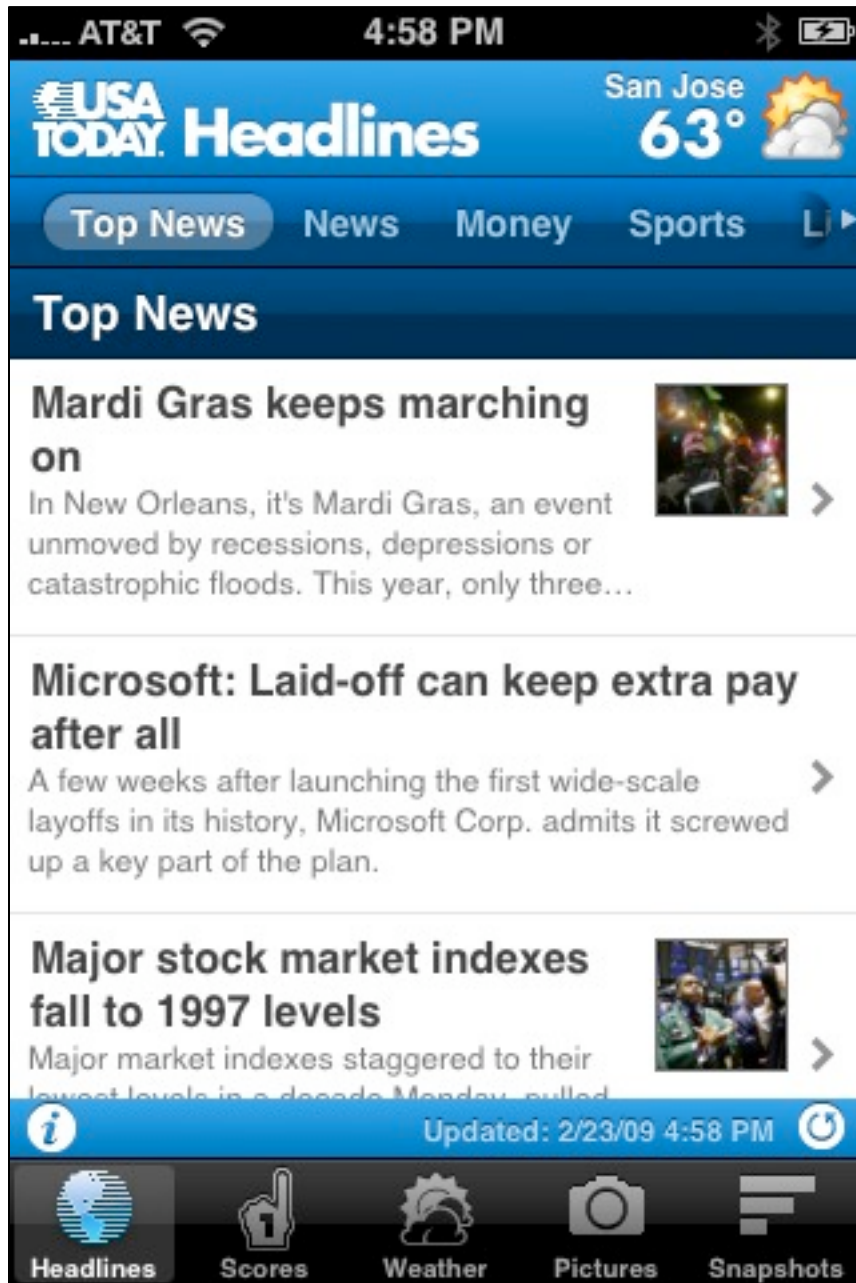# Case Study: USA Today

Almost Immersive

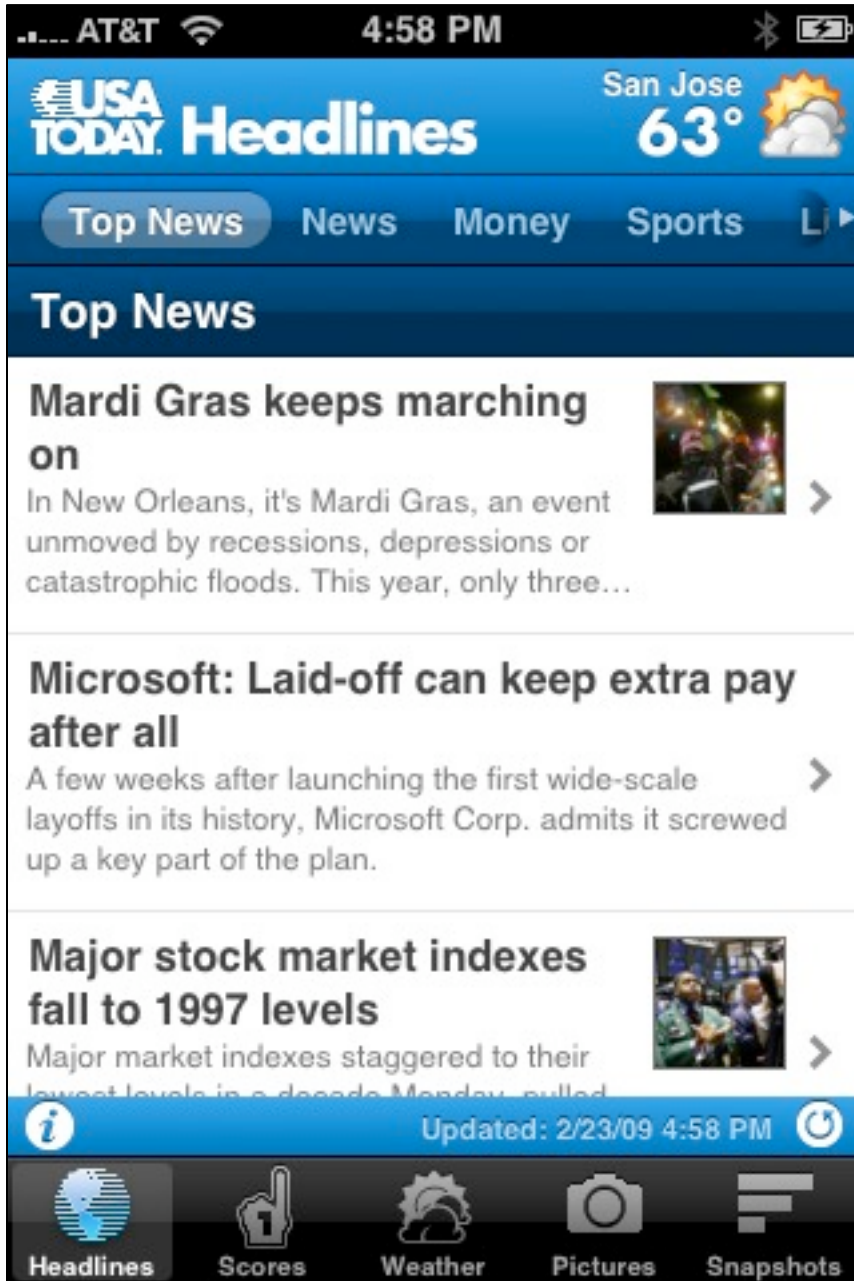# GUI Components

- Tables with custom cells
- Custom navigation bars
- Toolbars
- Tab Bars
- Full-screen image views
- Custom graphics views

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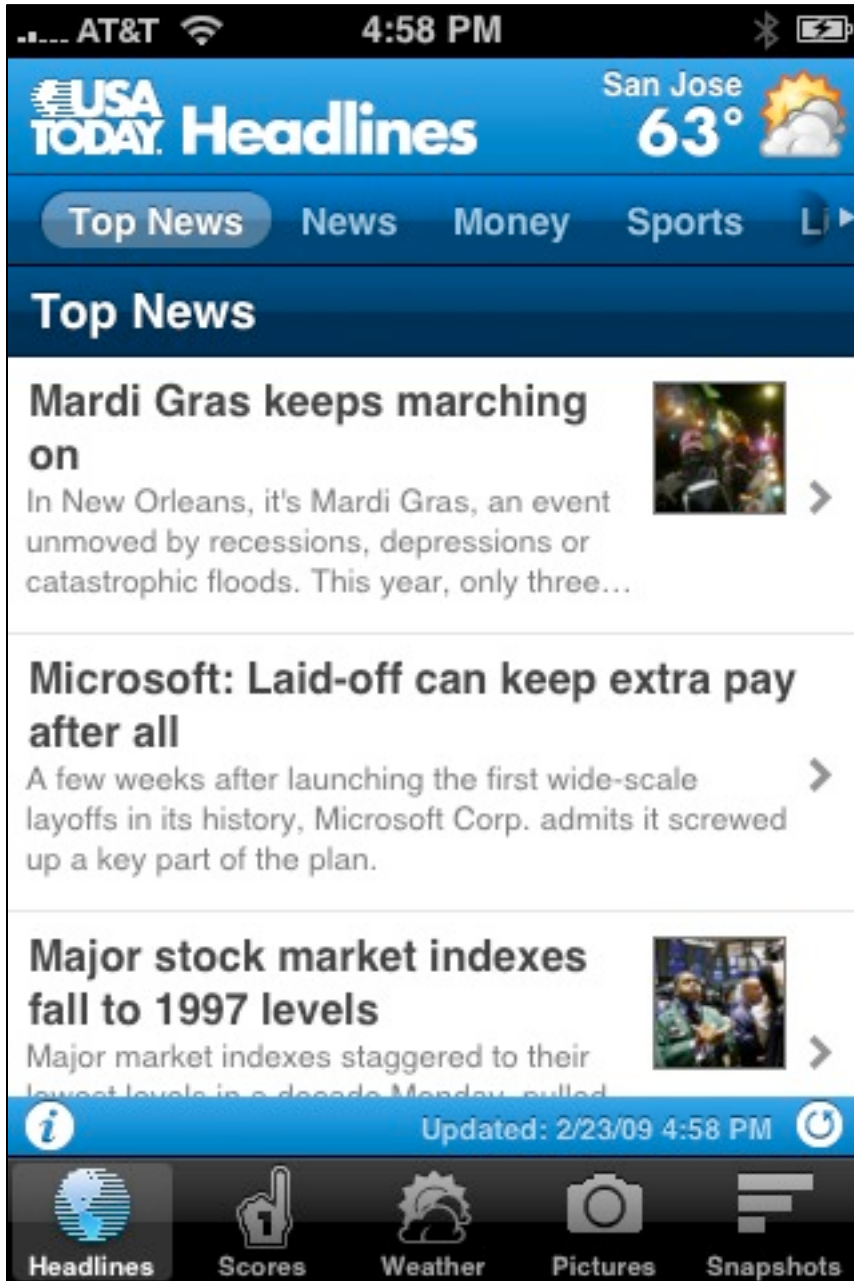# Table-Based w/Custom Cells

Toolbars & Tab Bars

Tab Bar lets user choose mode

Toolbar buttons lets user choose Headline topics – almost like another Tab Bar.

Toolbar Problem

- "Lifestyle" button on right
  - Too small
  - Hard to see
  - Hard to select

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Weather: Custom Graphics

Immersive Photo Viewer

Full-screen modes

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User Participation

Core Animation
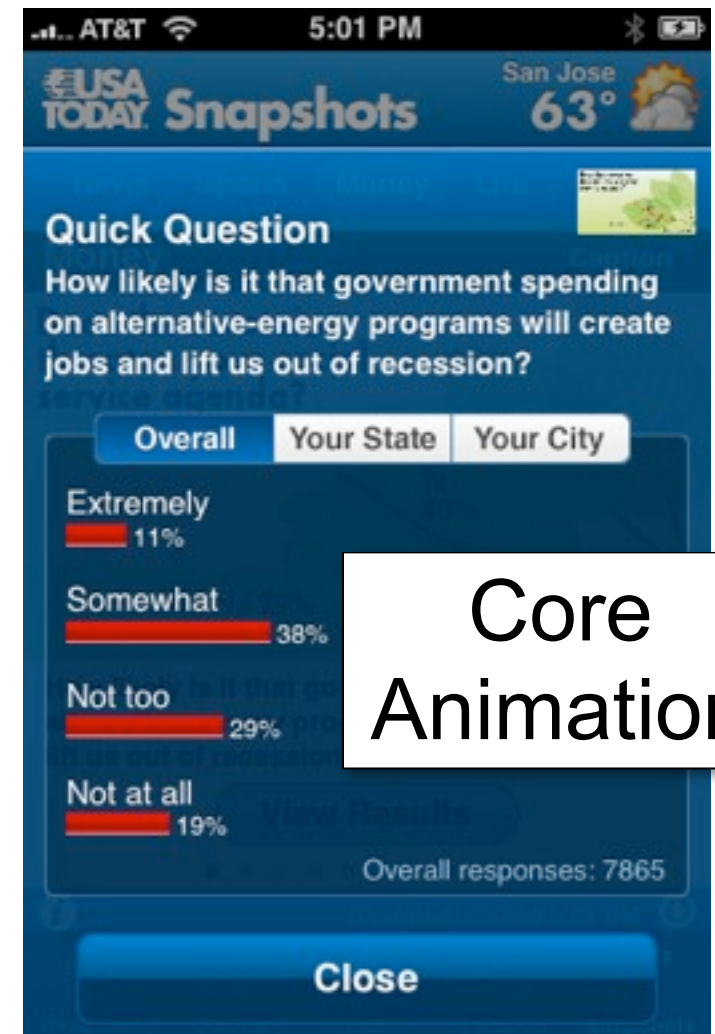
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Lessons Learned

- Native app caches content
  - Much better experience than web app
- Allow user customization
  - Weather locations
- Stickiness
  - Great photos keep users in the app
- Allow user participation
  - User can vote on meaningless topics
  - Excellent results display