

**Product Design Intern**

# BuzzFeed Design

## Site Experience

# Resurfacing BuzzFeed's Greatest Hits

Summer Intern Project (3 Weeks)



# Project Overview

BuzzFeed has made (and continues to make) a lot of incredible quizzes over the years. But it's tough for users to **find older quizzes**—the home quizzes page and the BPage feeds mostly show new quizzes. There's a missed opportunity here—we could make better use of our **expansive back catalogue** by surfacing **all-time best quizzes** to new users; or even the best quizzes within the current year/month) to users who may not have seen them yet.

# Final Design

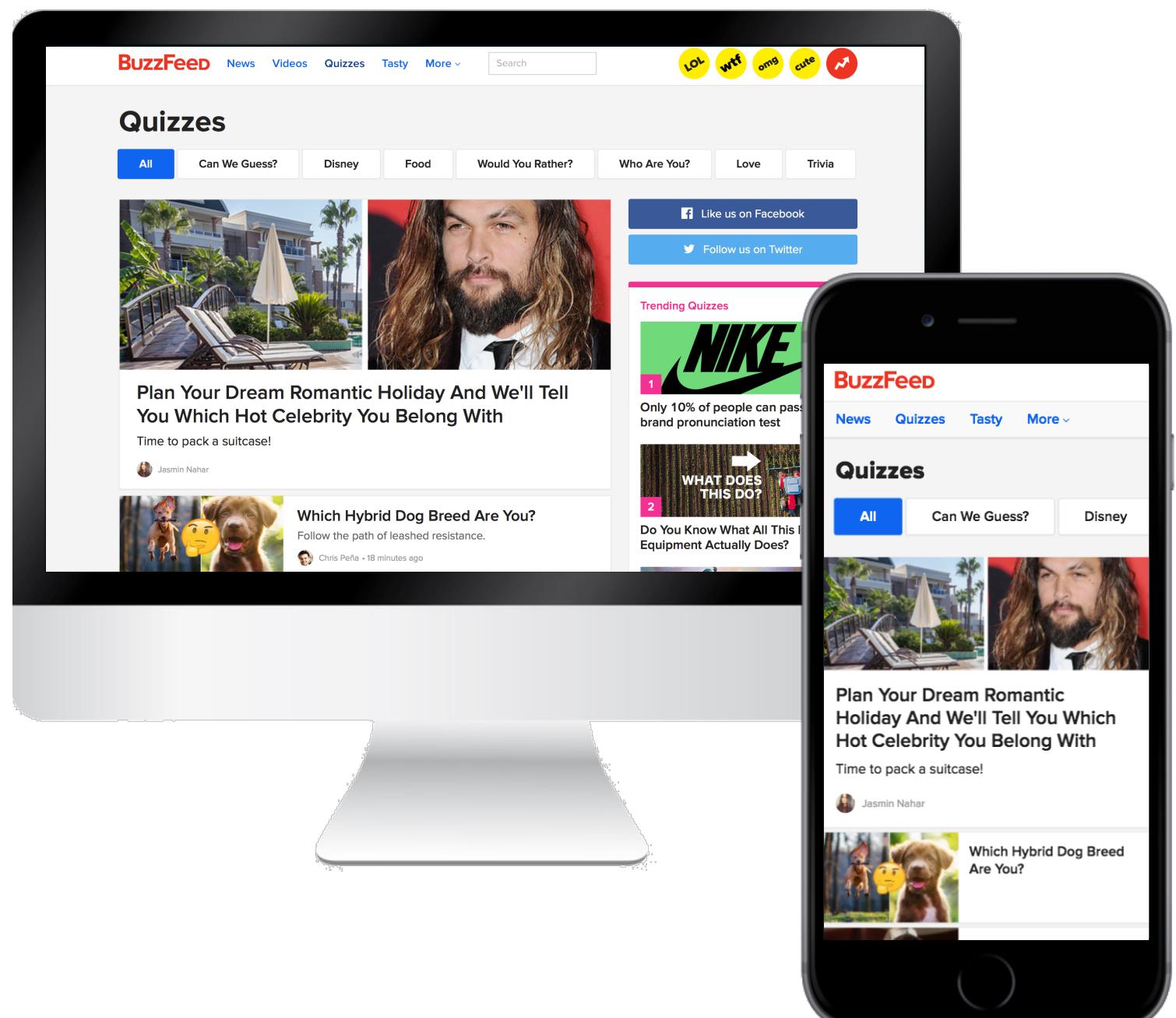
## Desktop

The screenshot shows the BuzzFeed desktop homepage. At the top, there's a navigation bar with links for News, Videos, Quizzes, Tasty, More, and a search bar. Below the navigation is a row of yellow circular buttons labeled 'LOL', 'wtf', 'omg', 'cute', and a red one with a speech bubble icon. The main content area features a news item about DIY winesicles with a thumbnail image of colorful frozen treats. Below this, there's a comments section with posts from users like Alissa Oliver, Marie-Eve Armand, and Sara Cameron. Further down is a 'Quizzes Hall Of Fame' section with various quiz thumbnails and titles.

## Mobile

The screenshot shows the BuzzFeed mobile website. It features a large, colorful promotional banner for 'An A-To-Z Guide To Secondhand-Shopping Like A Pro' by Letgo. Below the banner is another 'Quizzes Hall of Fame' section with a similar layout to the desktop version, displaying various quiz thumbnails and titles. The overall design is more compact and optimized for mobile devices.

# Project Overview



# Objective

Surface the best of older quizzes to users to facilitate more quiz binging.

## Measurements of Success

Increase repeat quiz consumption to **60% of users viewing more than one quiz/month** (currently ~40% of users view more than one quiz in a month)

## People Involved

Product Manager (Dilip Rajan)

Data (Nick Hardy)

Design (Derrick Ho)

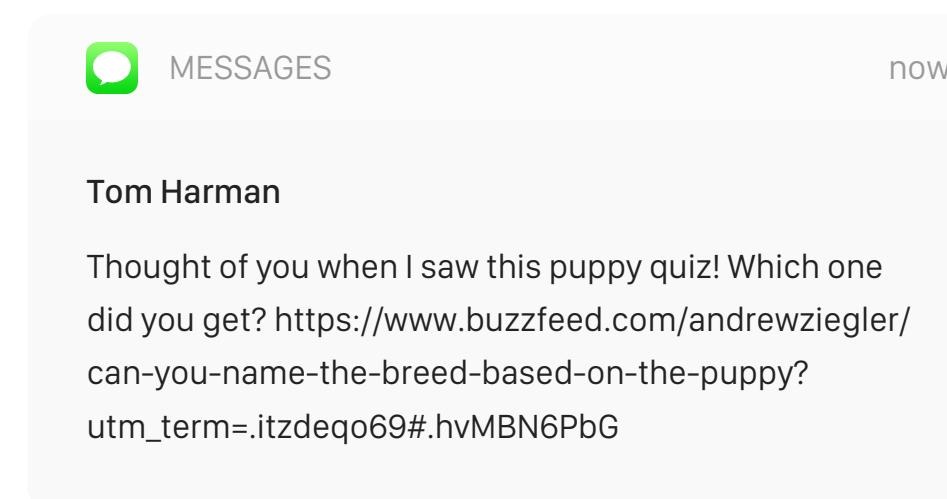
QA (Yeny, Melissa)

Engineering (Eamon Banta & Sam)

Support (Alp)

# Measurements of Success

Increase repeat quiz consumption to **60% of users viewing more than one quiz/month** (currently ~40% of users view more than one quiz in a month)



**We'll Give You A Puppy, You Tell Us The Dog Breed**

This isn't even my final form!

Posted on July 8, 2017, at 10:46 a.m.

 **Andrew Ziegler**  
BuzzFeed Staff

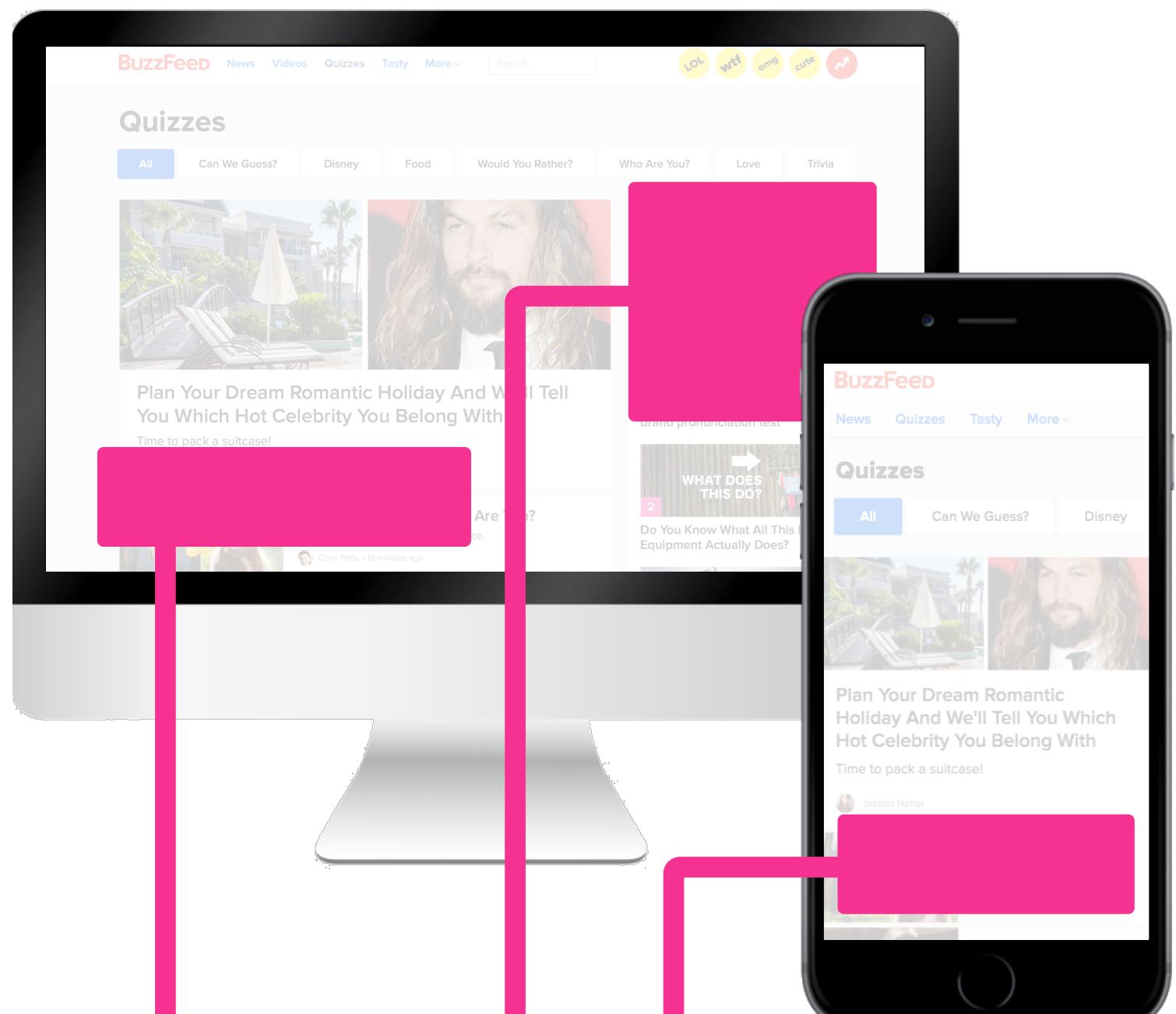


## Casual Users

Enters product directly through Quiz pages from shared links on social media/messages

Not entirely familiar with the BuzzFeed product or seeing the BuzzFeed product for the first time

# Placement Plan



**What are we trying to accomplish and  
where in the product can we make the  
biggest impact?**

# Placement Plan

Where does this solution fit in with the BuzzFeed product?

BuzzFeed News Videos Quizzes Tasty More > Search

macOS High Sierra

**Rotten Apple**  
Major Security Bug Lets Anyone Gain Access To Some Mac Computers

This Christian Woman Said Having An Abortion In A State Where The Procedure Is A Crime Was An "Eye-Opener"  
"Abortion is portrayed in Christianity as being this cold and callous money-making business."

Only A Legit Chef Can Identify All Of These Herbs And Spices

BuzzFeed News Videos Quizzes Tasty More > Search

**Quizzes**

All Can We Guess? Disney Food Would You Rather? Who Are You? Love Trivia

**Plan A Royal Wedding And We'll Reveal When You'll Get Married**  
Take a bow and say your vow.

**Brew Some Tea And We'll Reveal If You're More Socially Aggressive Or Reserved**  
Is it tea you're looking for?

**WHAT DOES THIS DO?**  
Do You Know What All This Farm Equipment Actually Does?

BuzzFeed News Videos Quizzes Tasty More > Search

**Which Hybrid Dog Breed Are You?**

Follow the path of leashed resistance.

Posted on November 28, 2017, at 4:16 p.m.

**Chris Perla** BuzzFeed Staff

**QUIZ**

**NIKE**

Only 10% of people can pass this brand pronunciation test

**WHAT DOES THIS DO?**

Do You Know What All This Farm Equipment Actually Does?

**Want the best of BuzzFeed Animals in your inbox?**  
Sign up for a newsletter today!

**Dog A Day**  
The cutest pups, every day in your inbox

**This Week In Cats**  
All the most important cat stories of the week

BuzzFeed.com

BuzzFeed.com/Quizzes

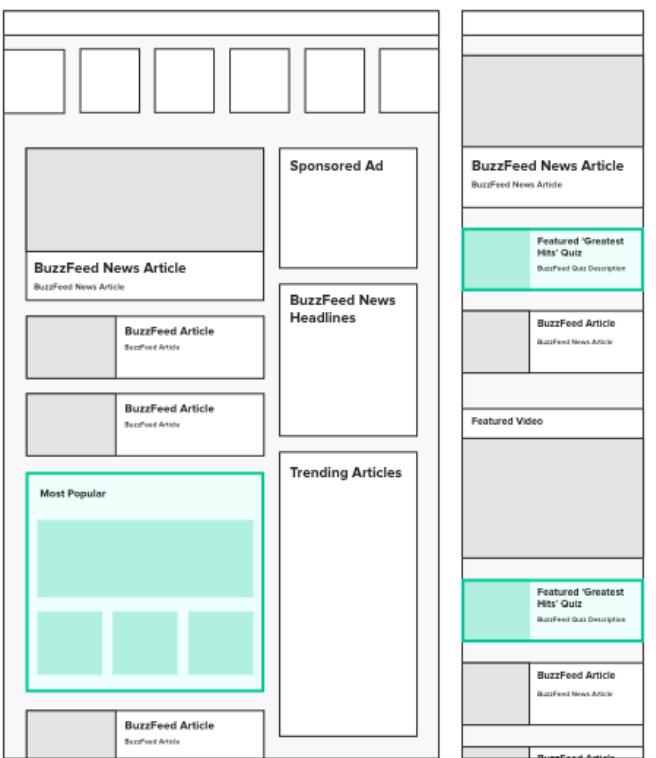
Quiz Page

# Placement Plan

## Explorations

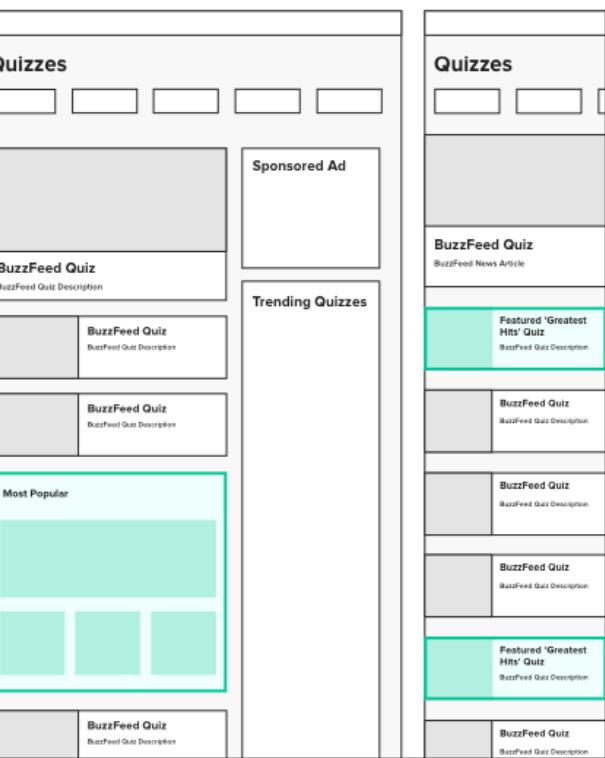
### Homepage

Package within homepage feed



### /Quizzes

Package within Quizzes feed



### /Quizzes

Replace Trending Quizzes



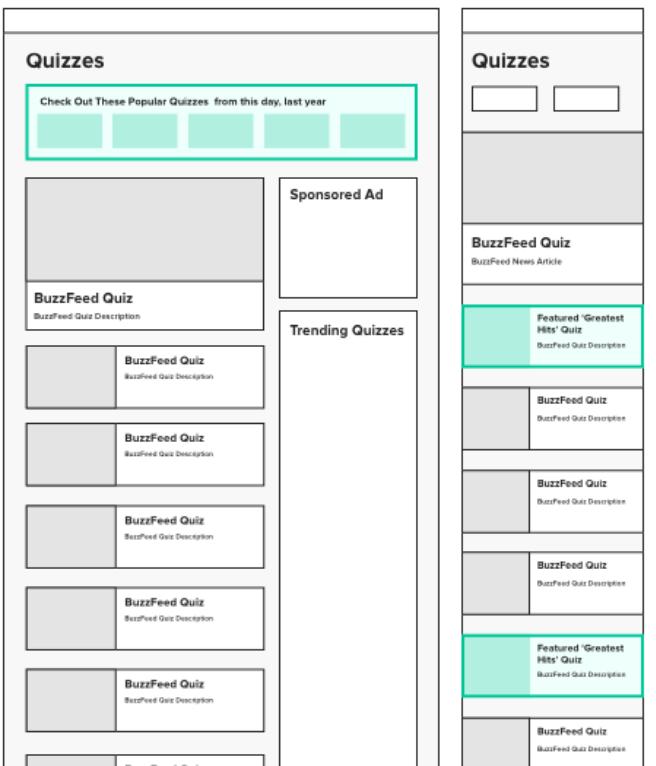
### /Quizzes

Filter Quiz Feed by Most Popular



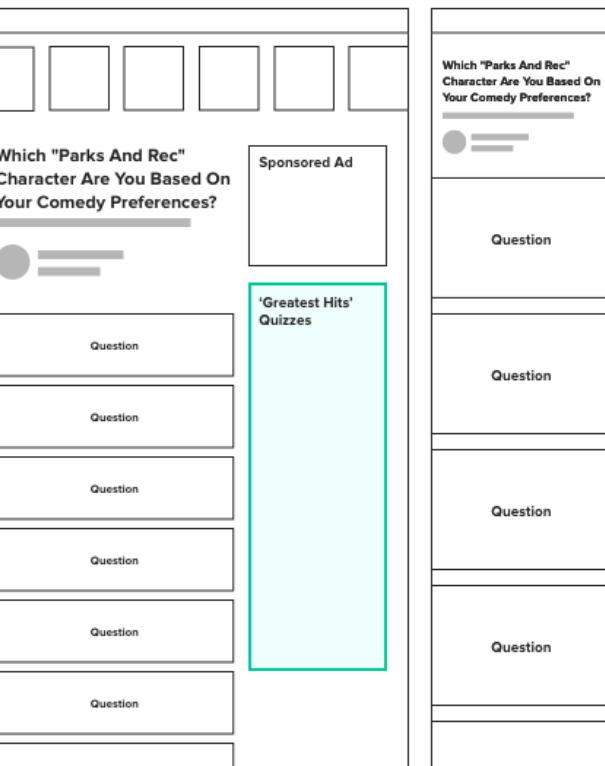
### /Quizzes

Package at the Top of Quiz Feed



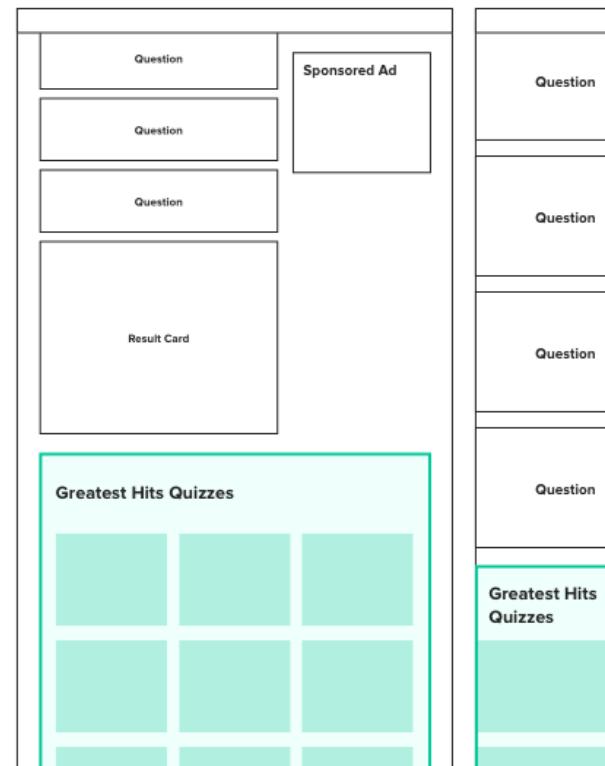
### BPage

Replace Trending Quizzes



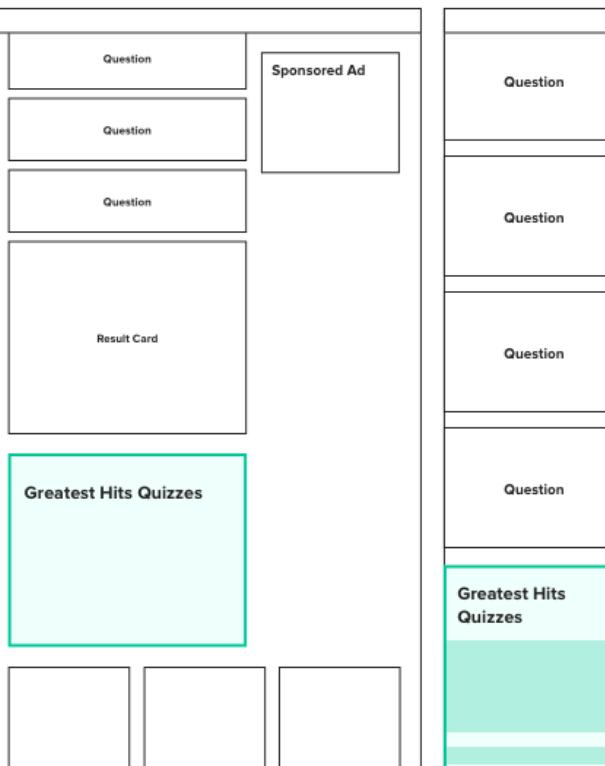
### BPage

Bottom of BPage. Replace/Above Recsys Grid



### BPage

Under Result Card at End of Quiz



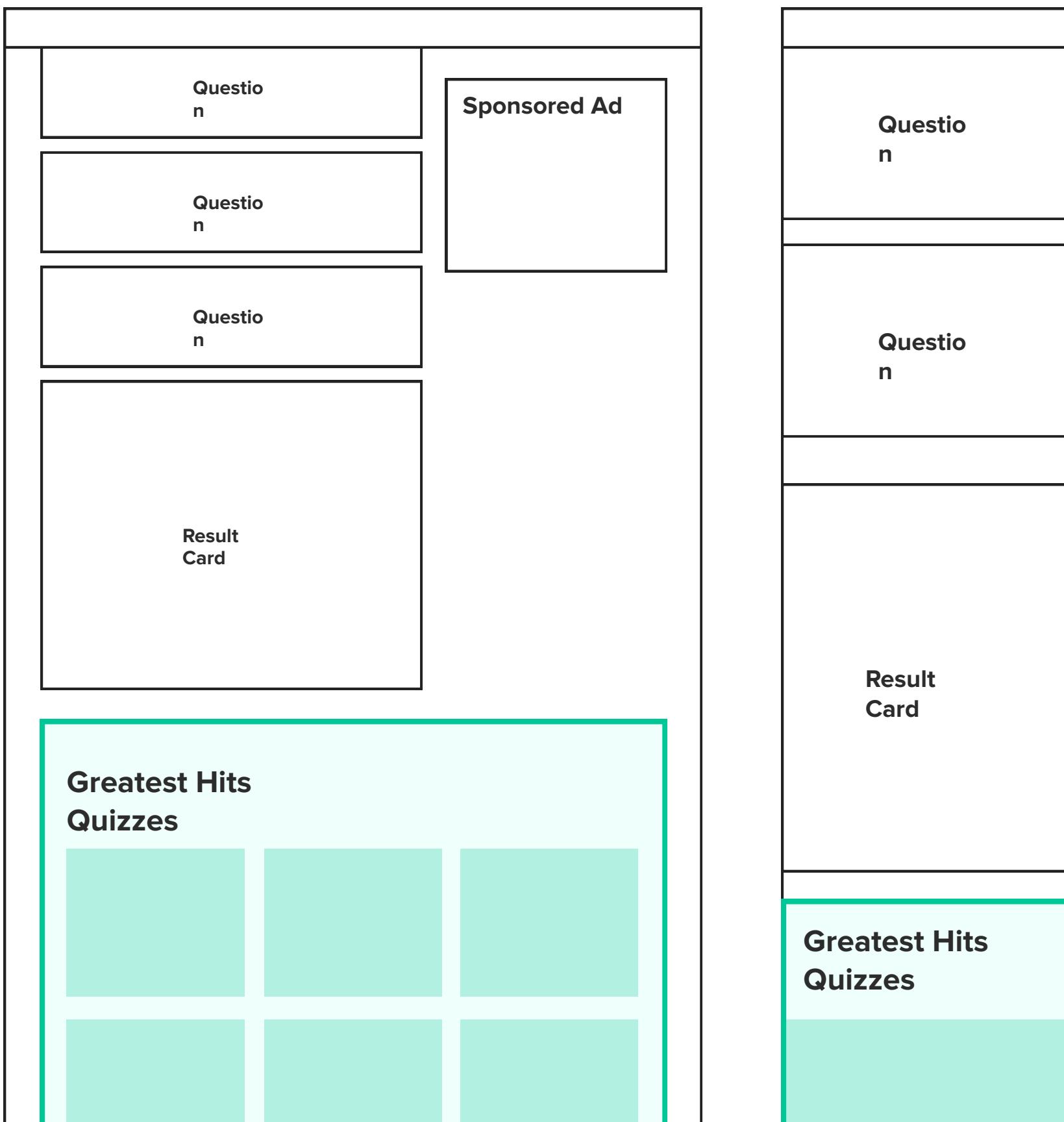
# Placement Plan

## Moving Forward

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### Quiz BPage

Under The Result Card at the End of a Quiz



### 1. Crowded Testing Areas

There were already a number of different tests being run on most of the other explorations and with the time frame for this project, we thought it best to focus on the bottom for now

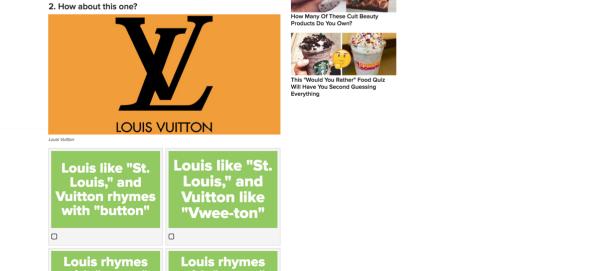
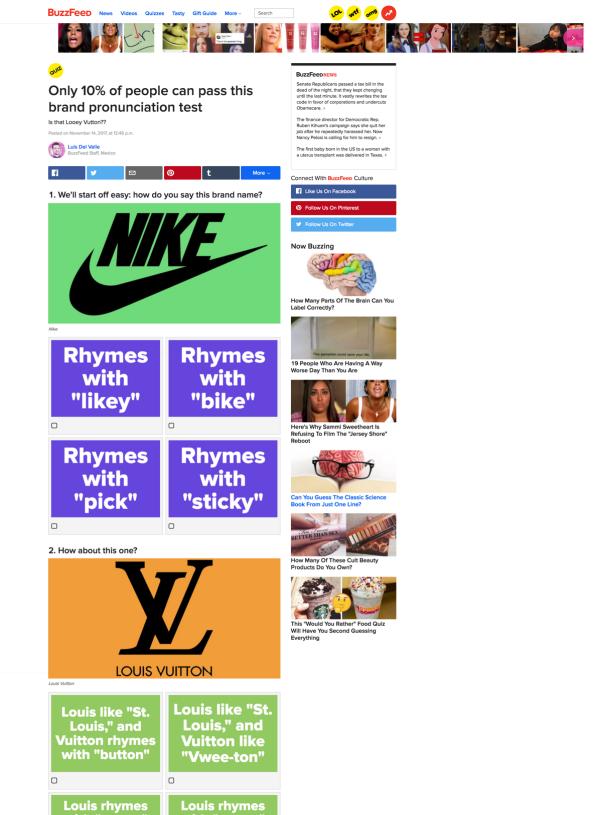
### 2. Mobile as the Primary Focus

Because so much traffic comes from our mobile experience where the bottom grid had comments that were collapsible (not possible on desktop), the experience could be better tailored to a mobile experience

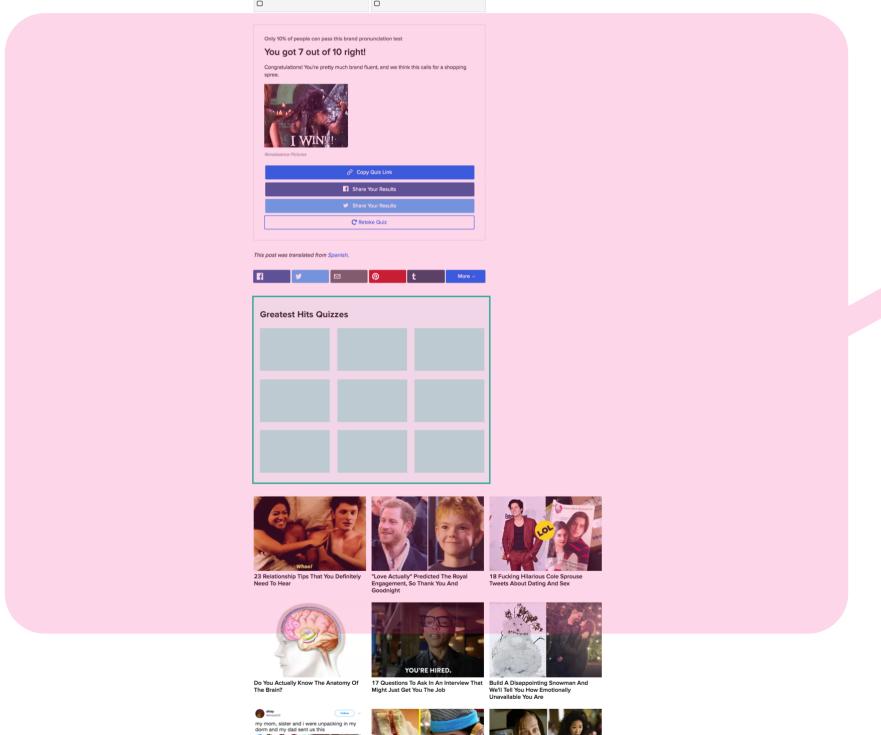
### 3. Designated Reference Point

A designated modal for these ‘higher quality’ quizzes would act as a reference point for users moving forward rather than content being mixed in with other recommendation systems

## Top

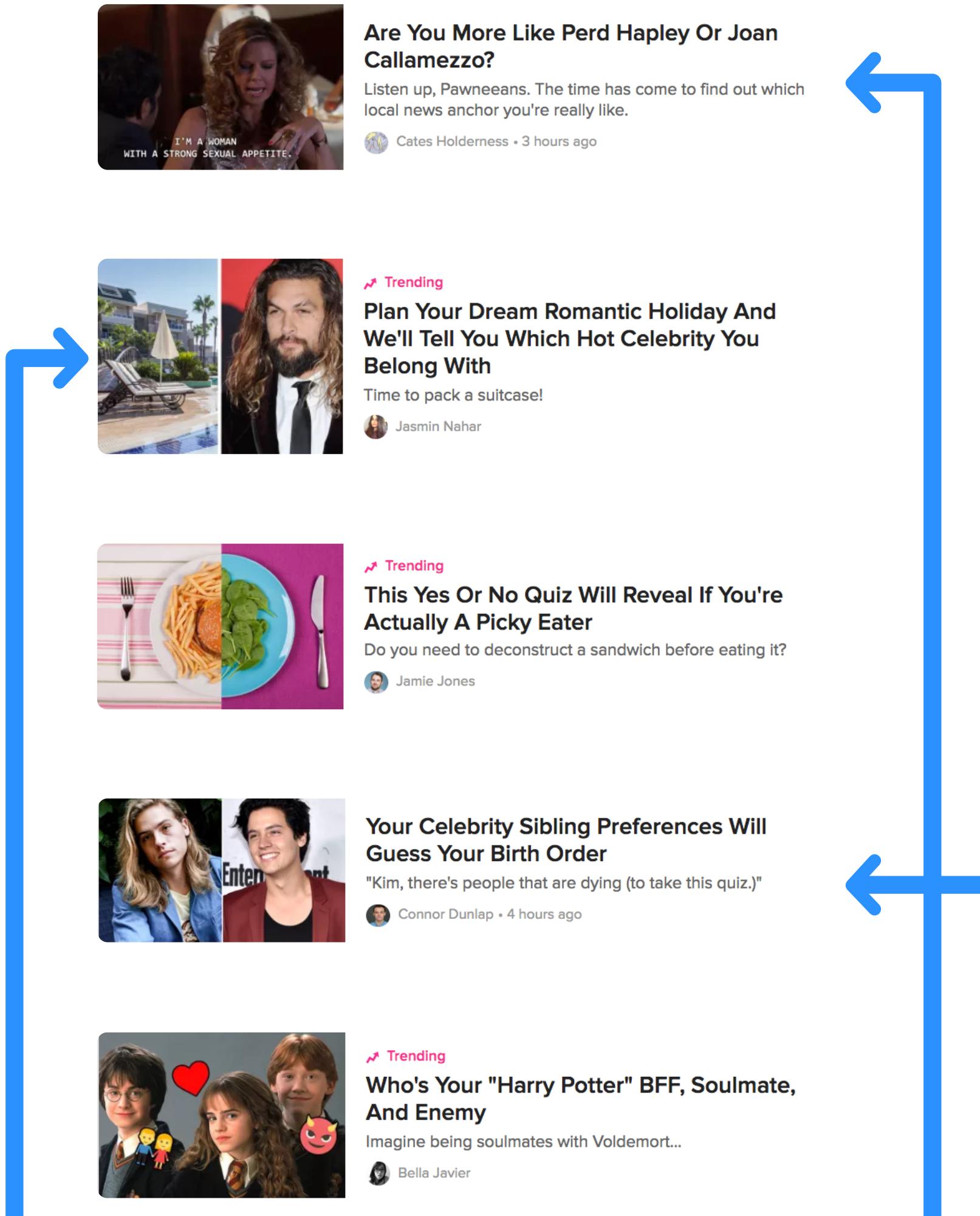


## Middle



## Bottom

# Content Population

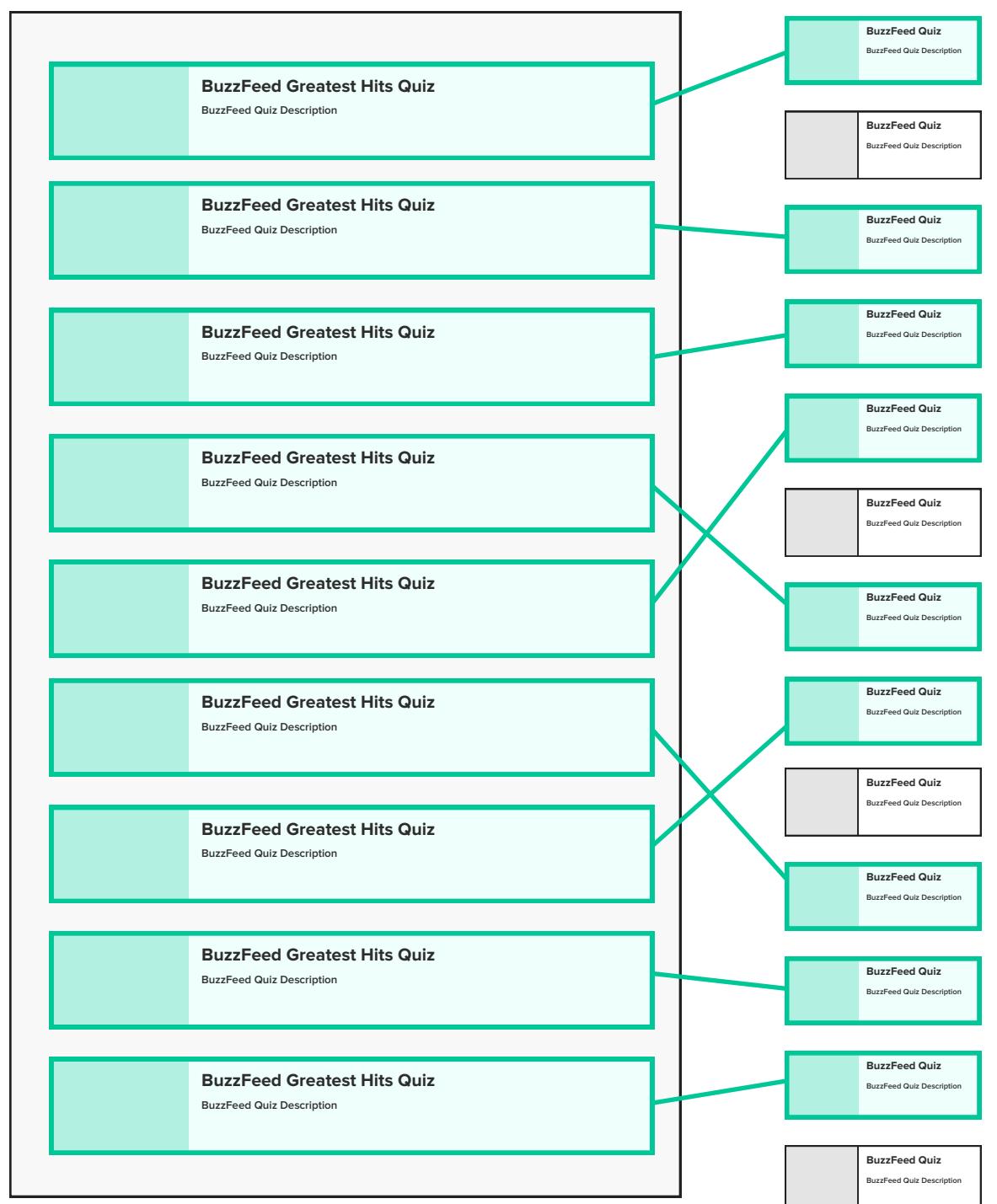


What are we presenting to the user? Do we just show a ranking of the ‘highest quality’ content or do we provide variability in what is shown?

# Content Population

What type of content is going in here?

## 1. Randomized



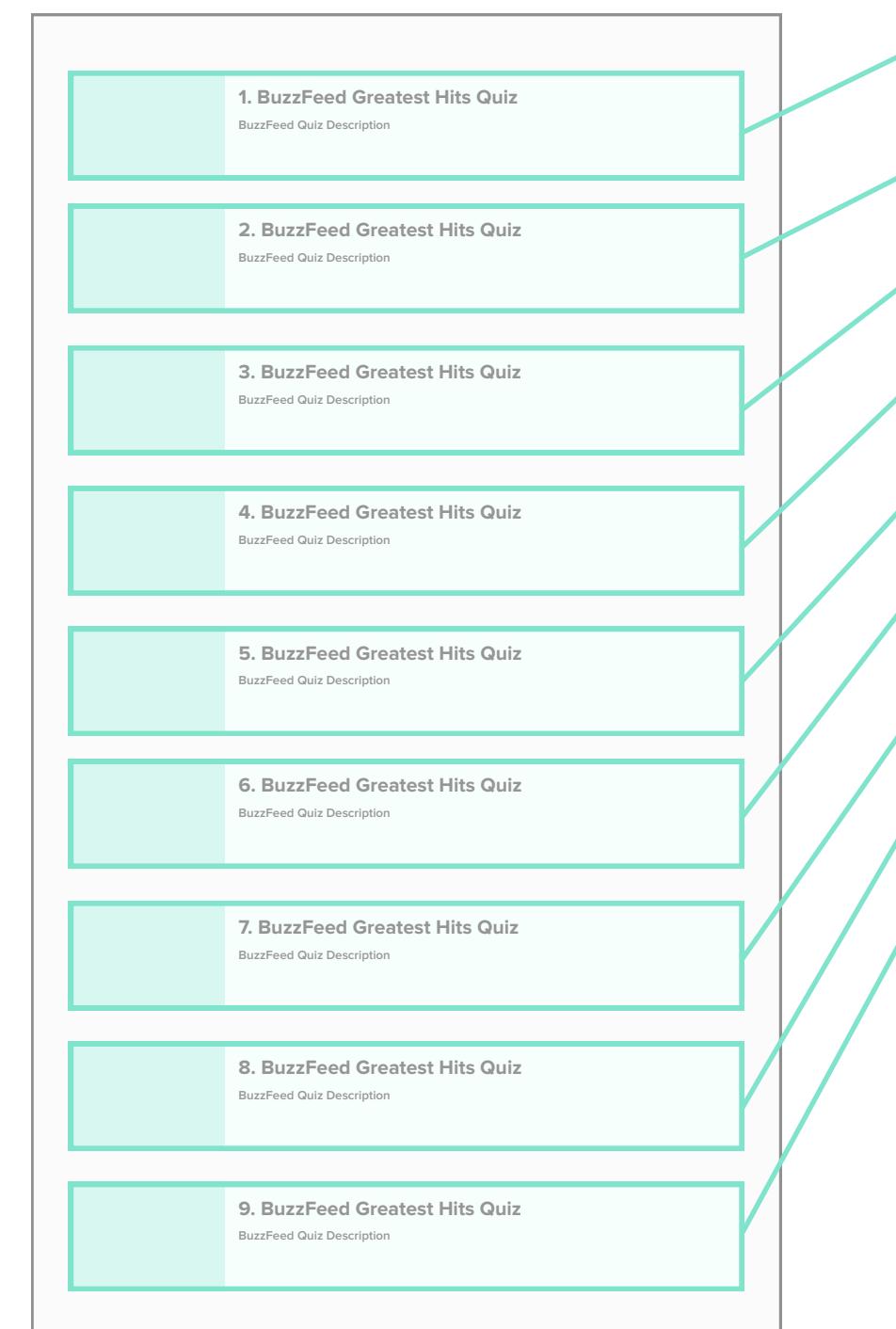
## Tradeoffs

Content is varied and users are not constantly shown the same thing over and over

Not a definitive ranking of our 'highest quality' content

More variability and risk of what we are presenting to our users

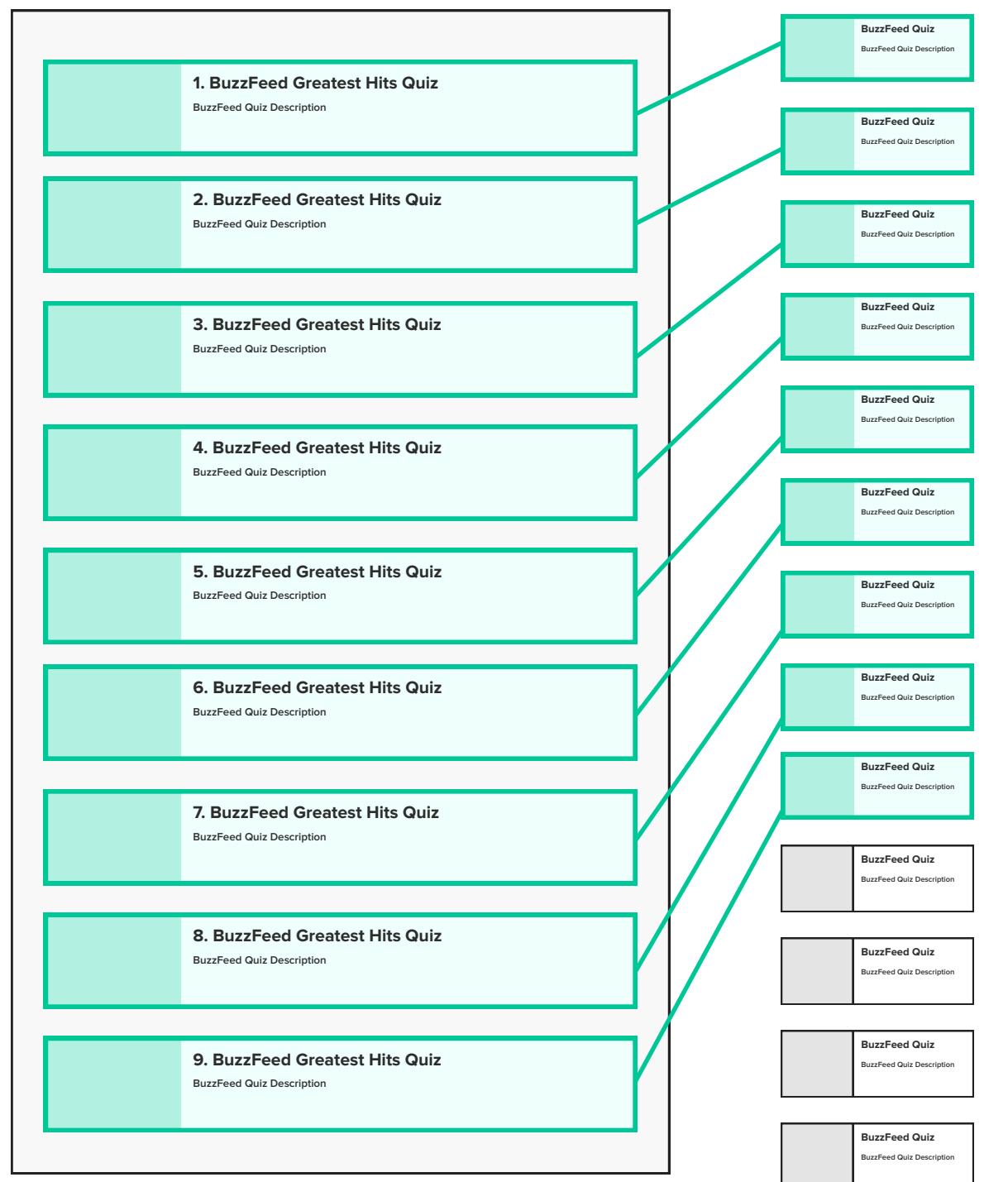
## 2. Ranked/Filter



# Content Population

What type of content is going in here?

## 2. Ranked/Filter

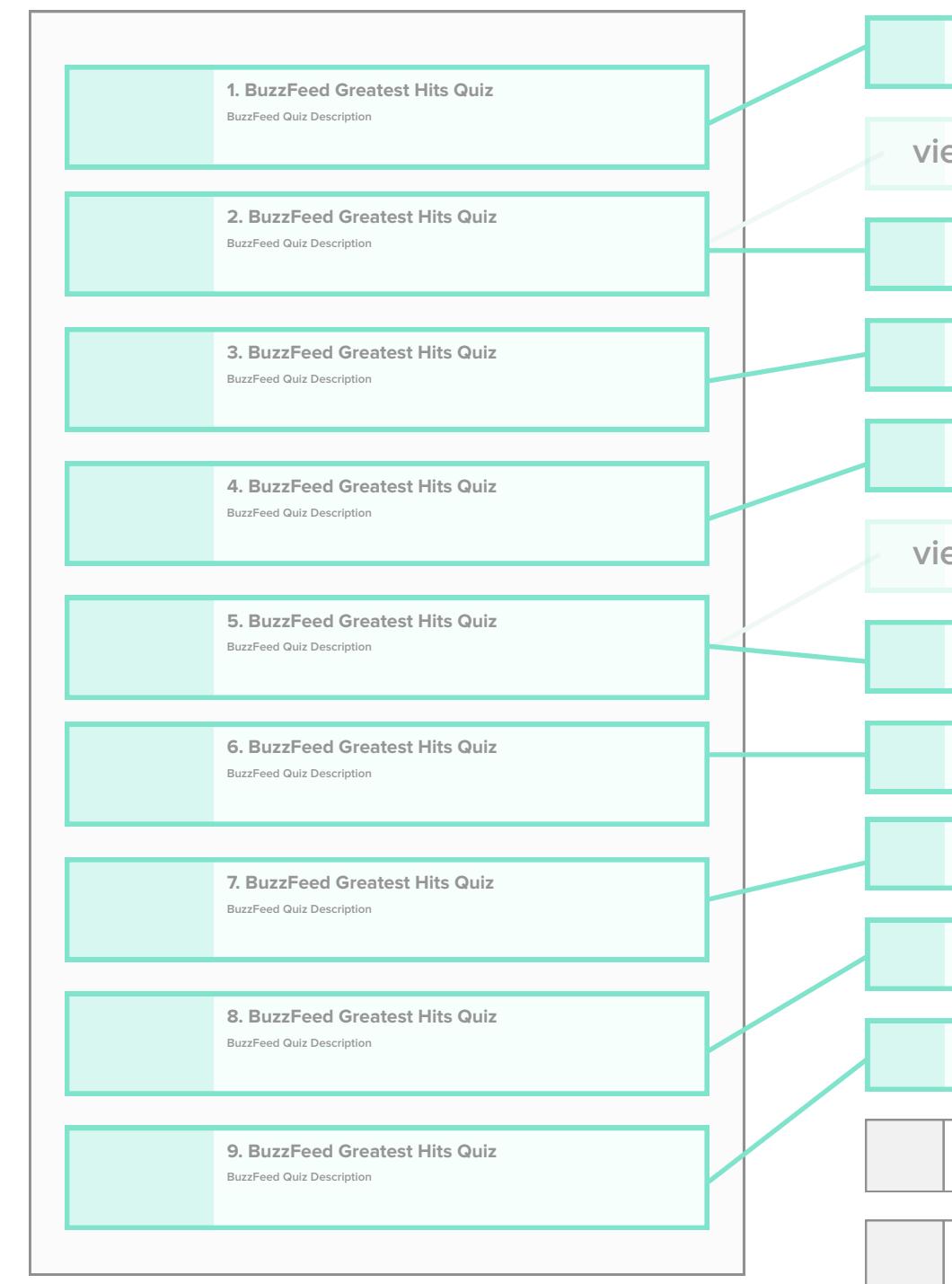


## Tradeoffs

Clearly ranked as our 'most popular' and engaging content

More frequented users will continue to see the same content over and over again

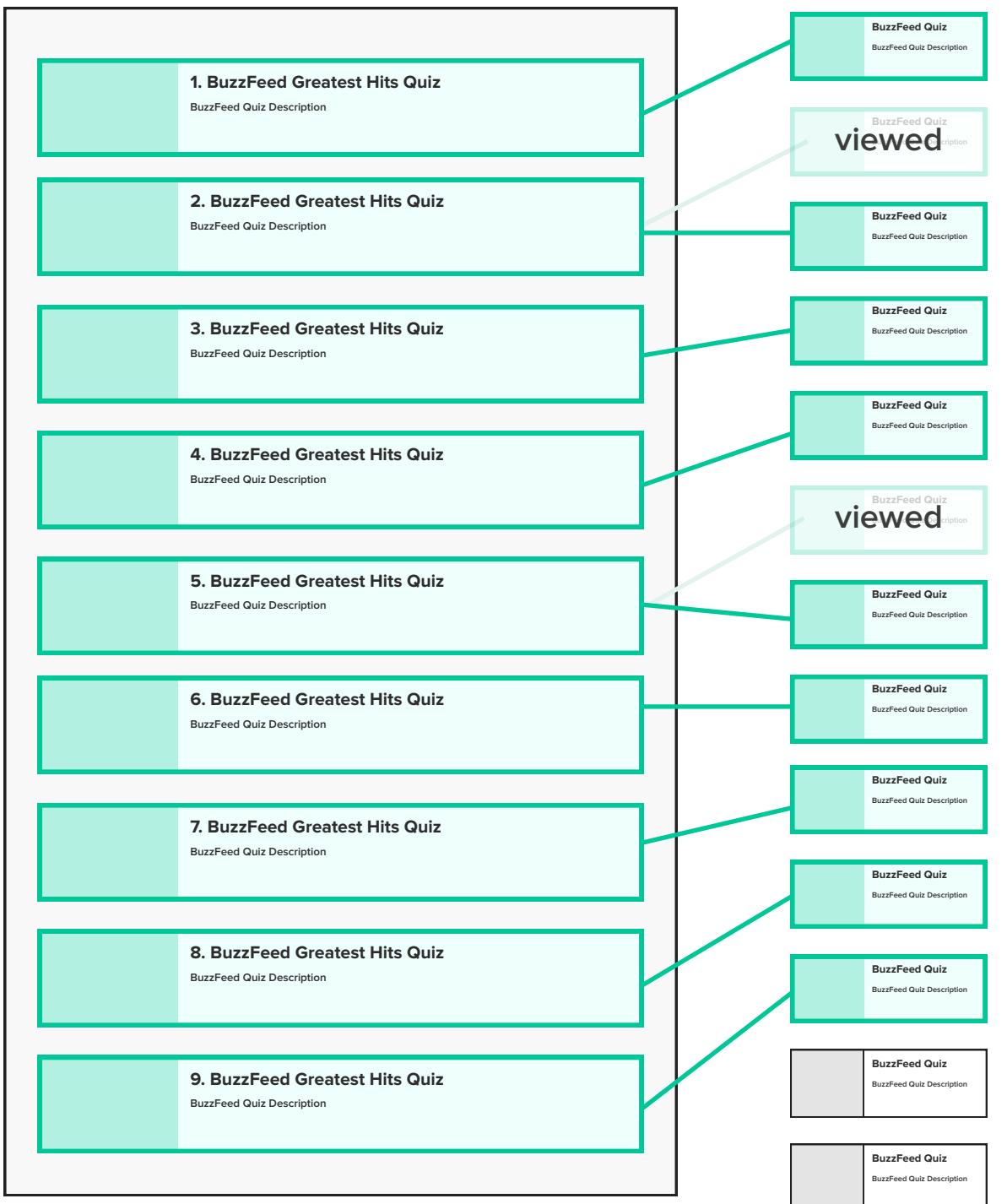
## 3. Ranked/Filter



# Content Population

What type of content is going in here?

## 3. Ranked/Filter



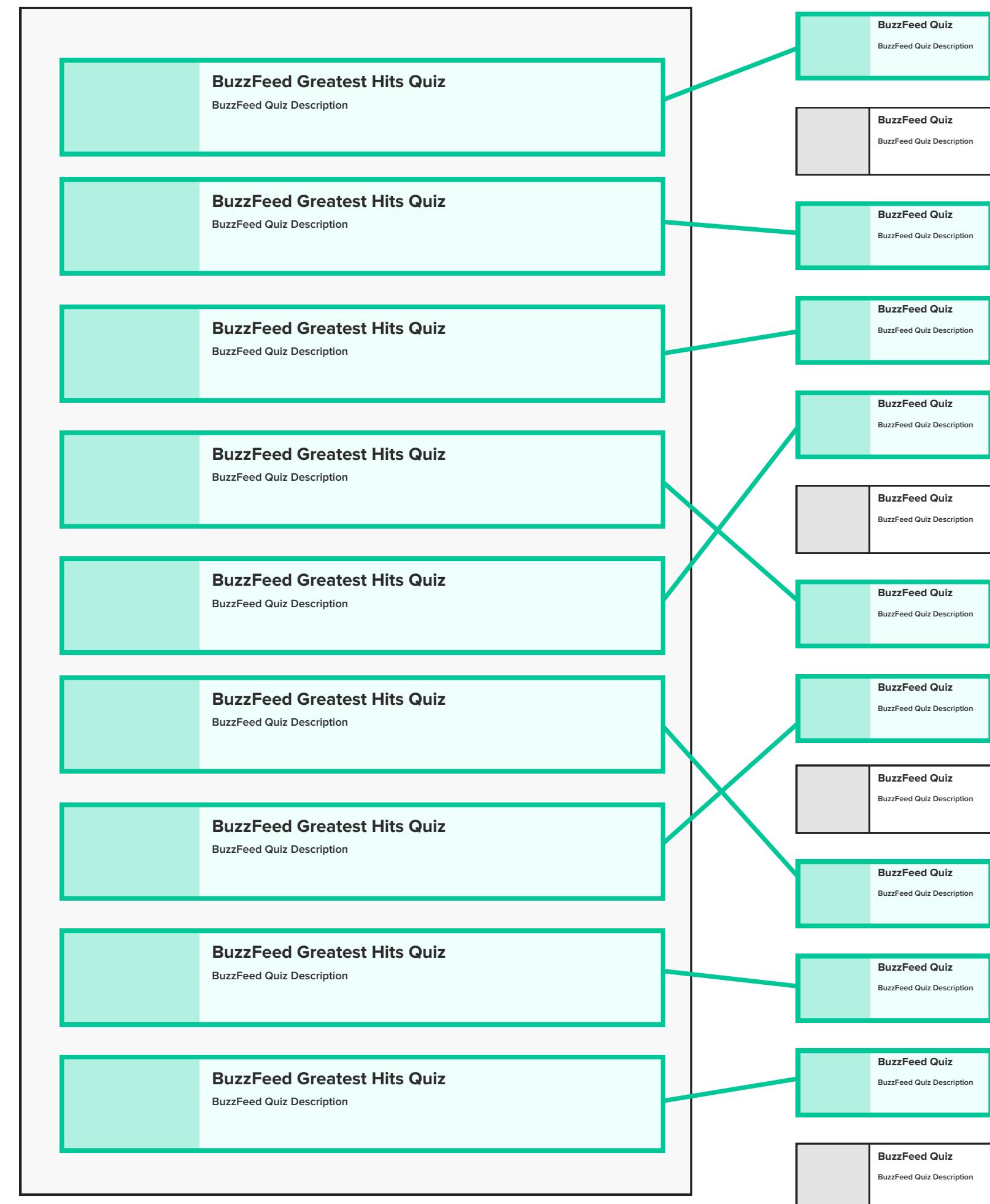
## Tradeoffs

Solves problem of showing users  
different content

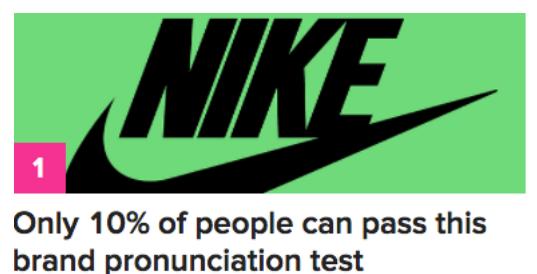
Still limits the type of content that  
users are seeing

If they don't view the content the first  
time, data showed that users would  
be less inclined to click in at all

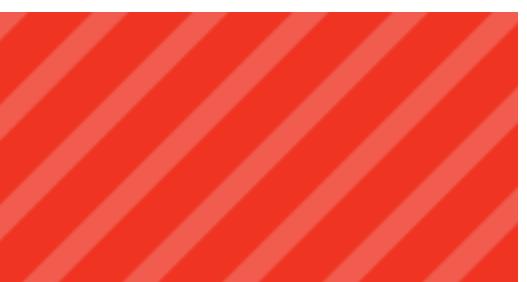
# 1. Randomized



# Layout Explorations



Only 10% of people can pass this brand pronunciation test



Are you more of a Selena Gomez or a Selena Quintanilla?



Which Hybrid Dog Breed Are You?

Follow the path of leashed resistance.

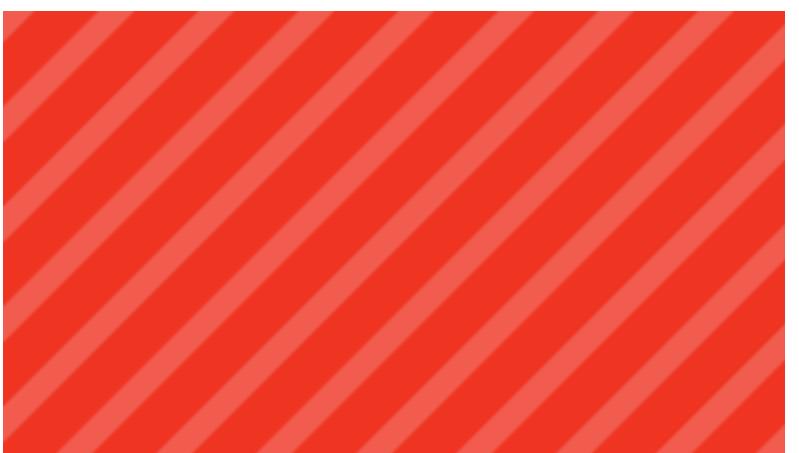
Chris Peña • 6 hours ago



Rate These 15 Disney Sidekicks And We'll Tell You What Disney Movie You'd Star In

Adventure is out there!

Nora Dominick



BuzzFeedNEWS

North Korea claims the long-range ballistic missile it just fired is powerful enough to reach the mainland US. >

A White House reporter for a pro-Trump news website was arrested for allegedly accosting a woman at a college speaking event.

Based on the content we are showing

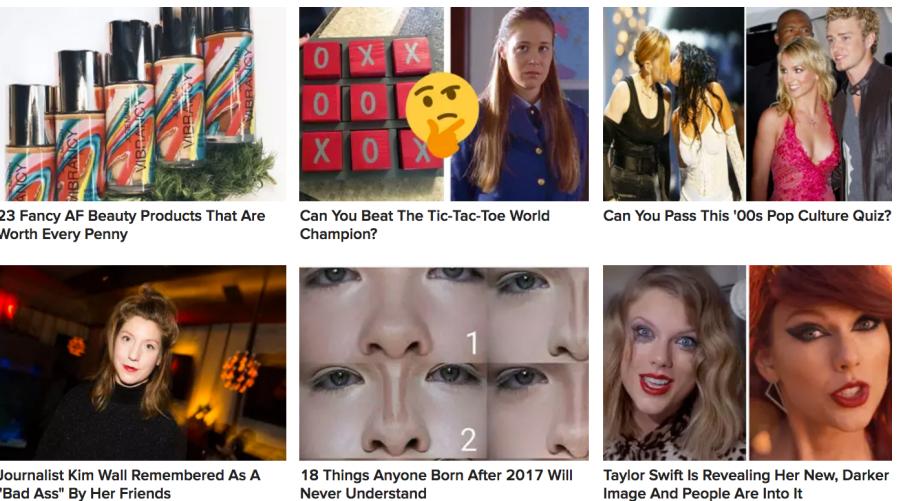
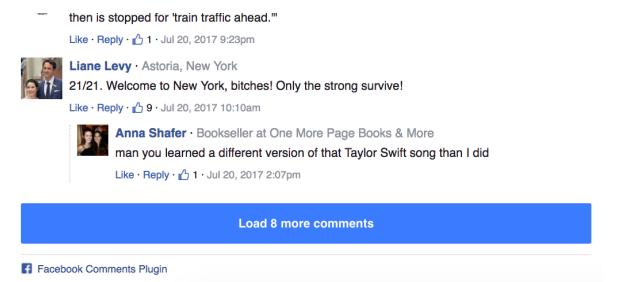
and the goals for this product, how

can we format the content so that this intention is achieved?

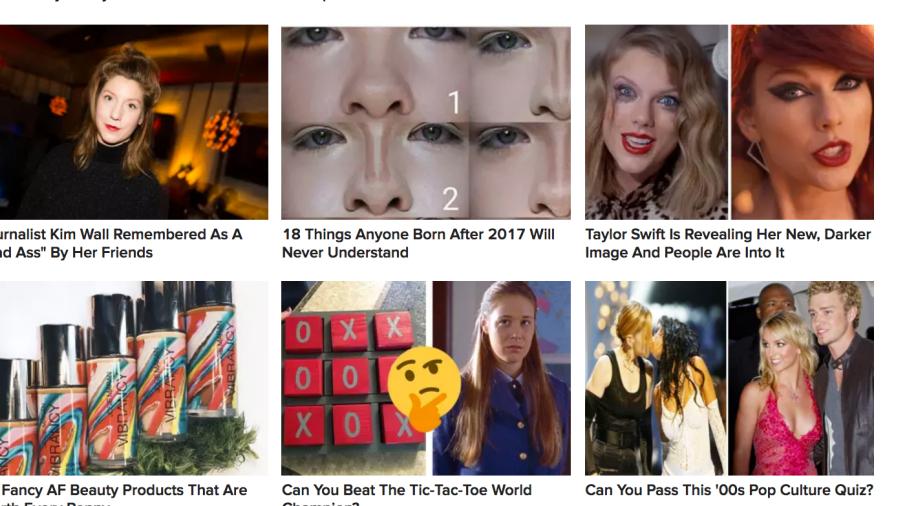
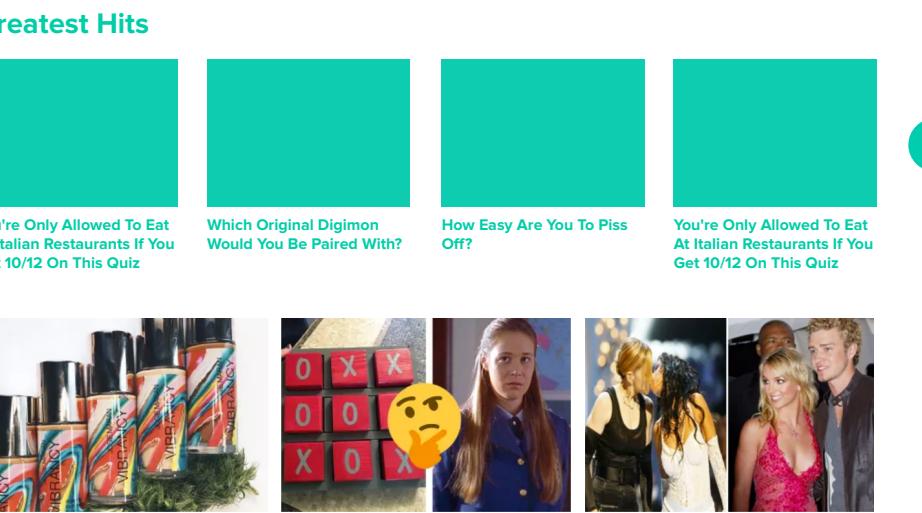
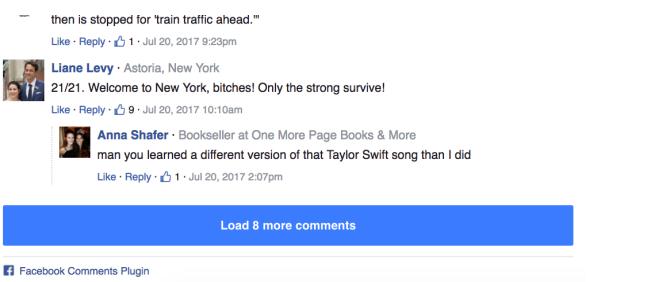
# Layout Explorations

## Desktop Layouts

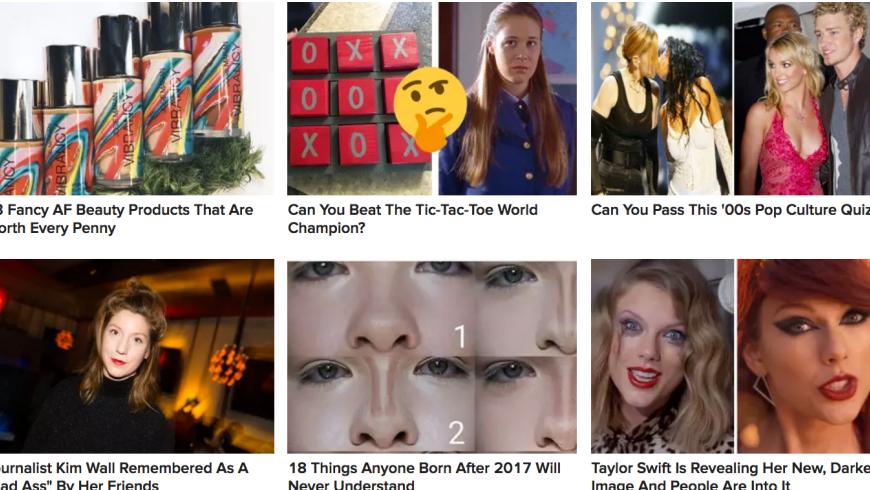
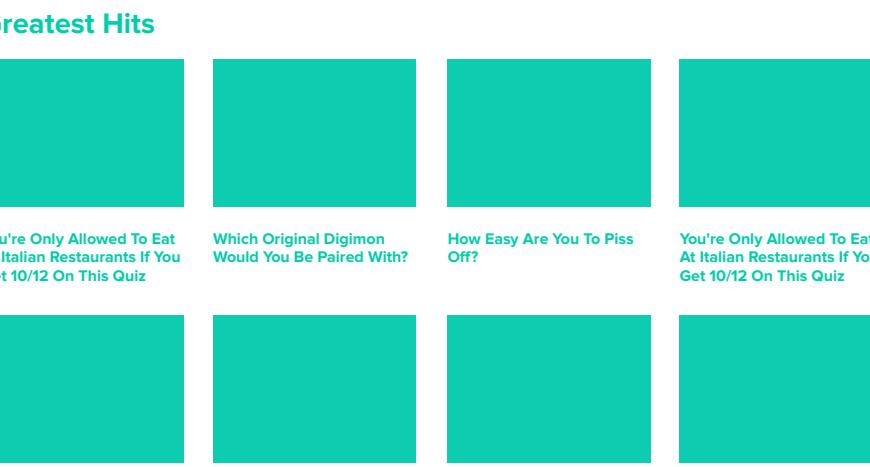
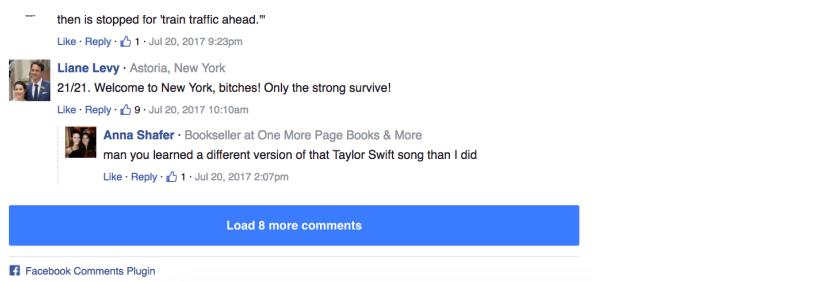
### 3x2 Grid, Side Text



### Carousel



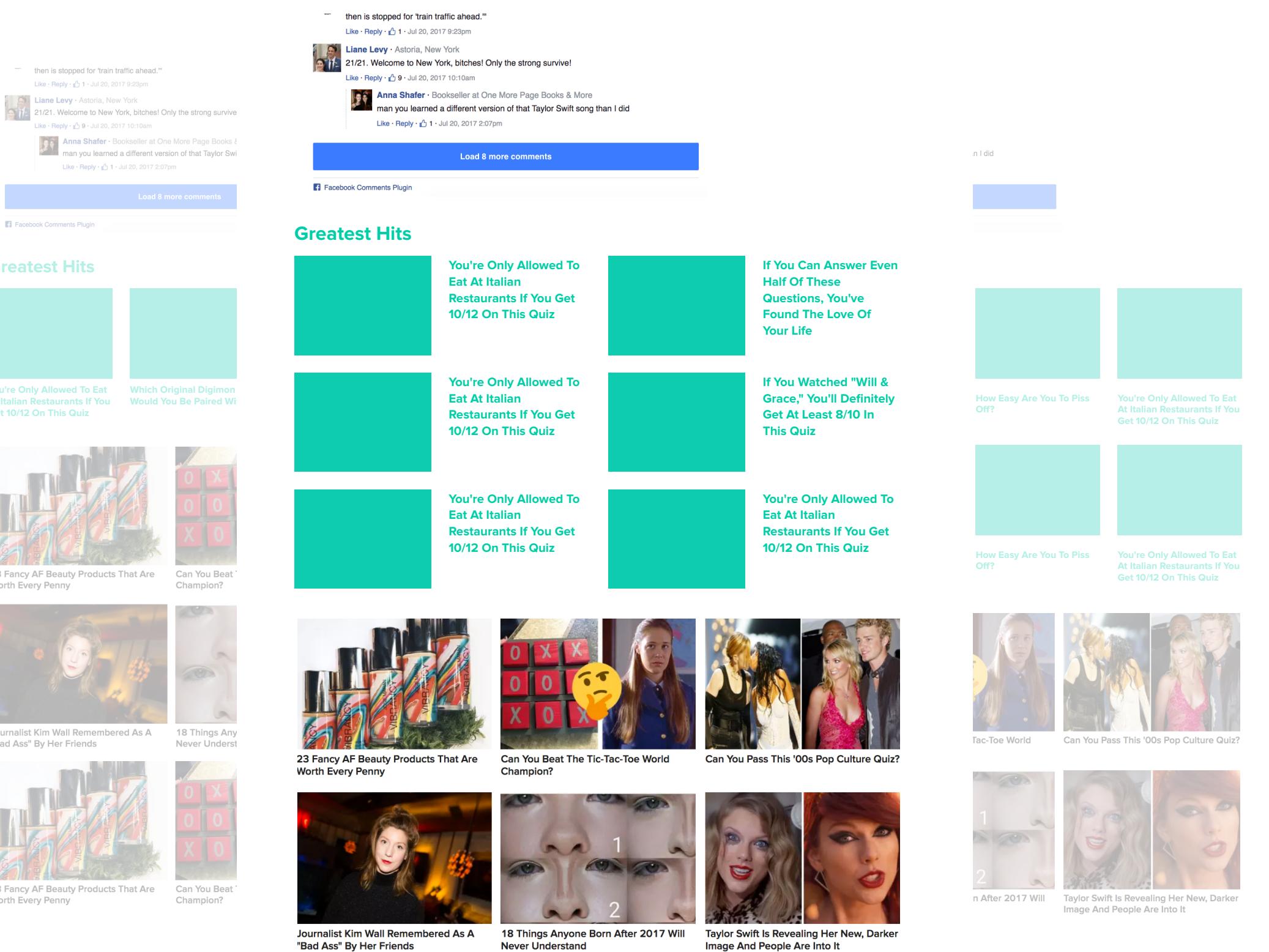
### 2x4 Grid, Bottom Text



# Layout Explorations

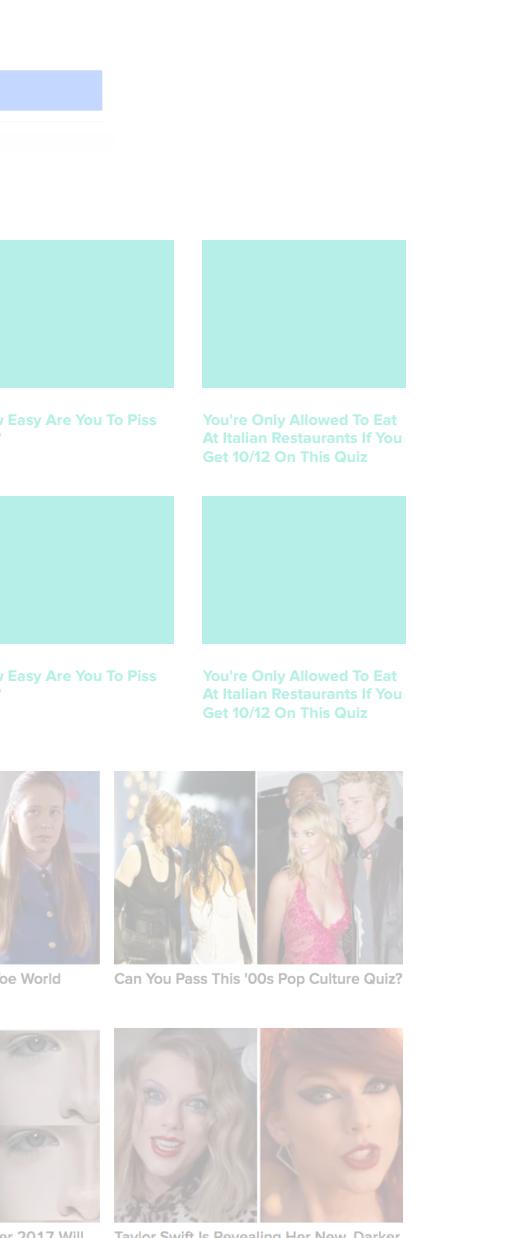
## Desktop Layouts

### 3x2 Grid, Side Text



### 1. Layout Differentiation

Did the best job differentiating from the surrounding modules and standing out



### 2. All Content, Created Equal

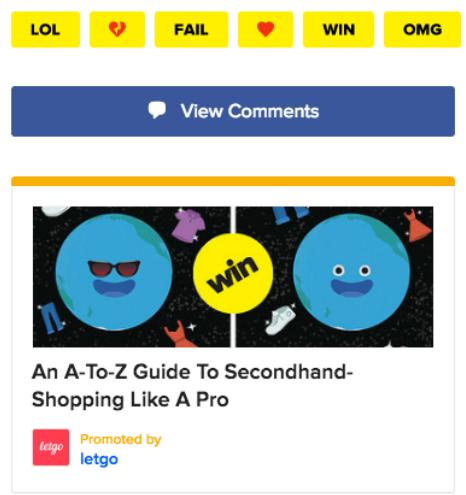
Does not put an emphasis on one specific piece of content. Rather treats them all equally which is important considering the randomized/varied nature of the content placed in this module

# Layout Explorations

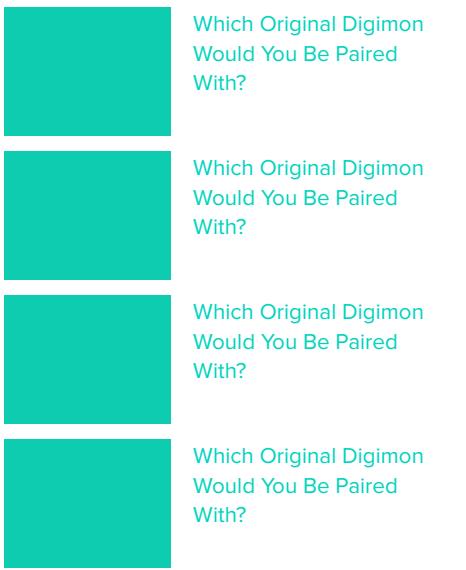
## Mobile Layouts



### Side Text



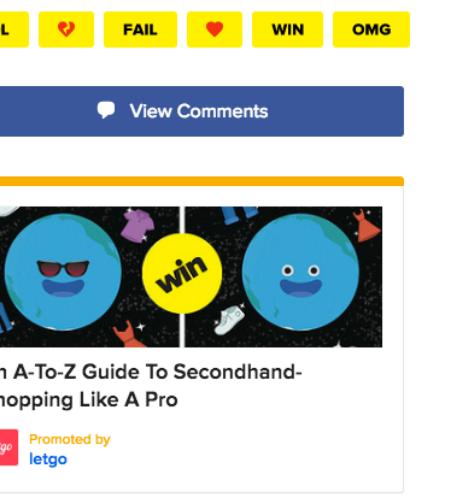
#### Greatest Hits



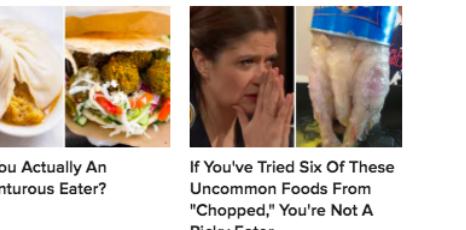
Are You Actually An Adventurous Eater?  
If You've Tried Six Of These Uncommon Foods From "Chopped," You're Not A Picky Eater



### Carousel



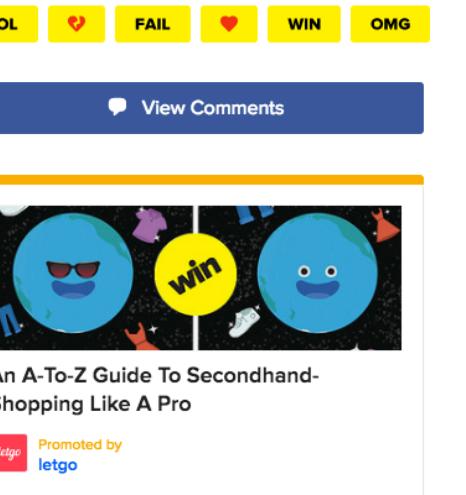
#### Greatest Hits



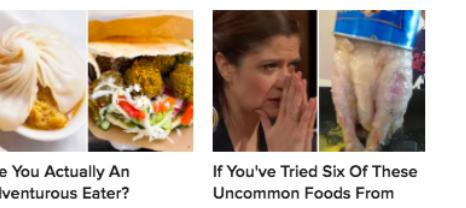
Are You Actually An Adventurous Eater?  
If You've Tried Six Of These Uncommon Foods From "Chopped," You're Not A Picky Eater



### Featured

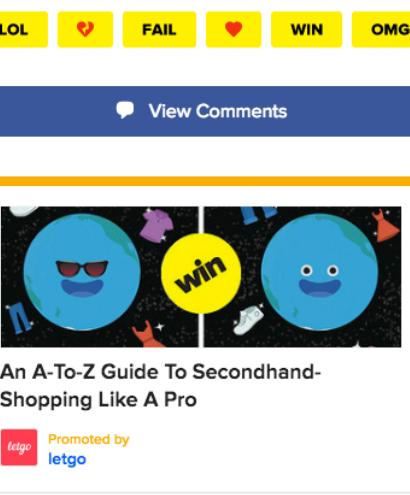


#### Greatest Hits

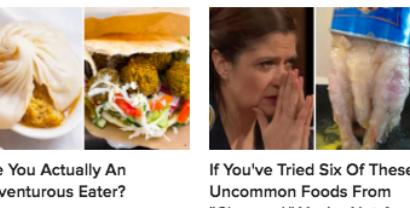
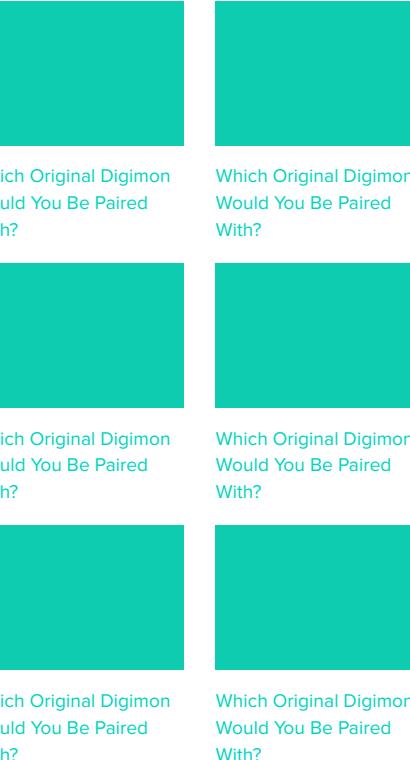


Are You Actually An Adventurous Eater?  
If You've Tried Six Of These Uncommon Foods From "Chopped," You're Not A Picky Eater

### Bottom Text



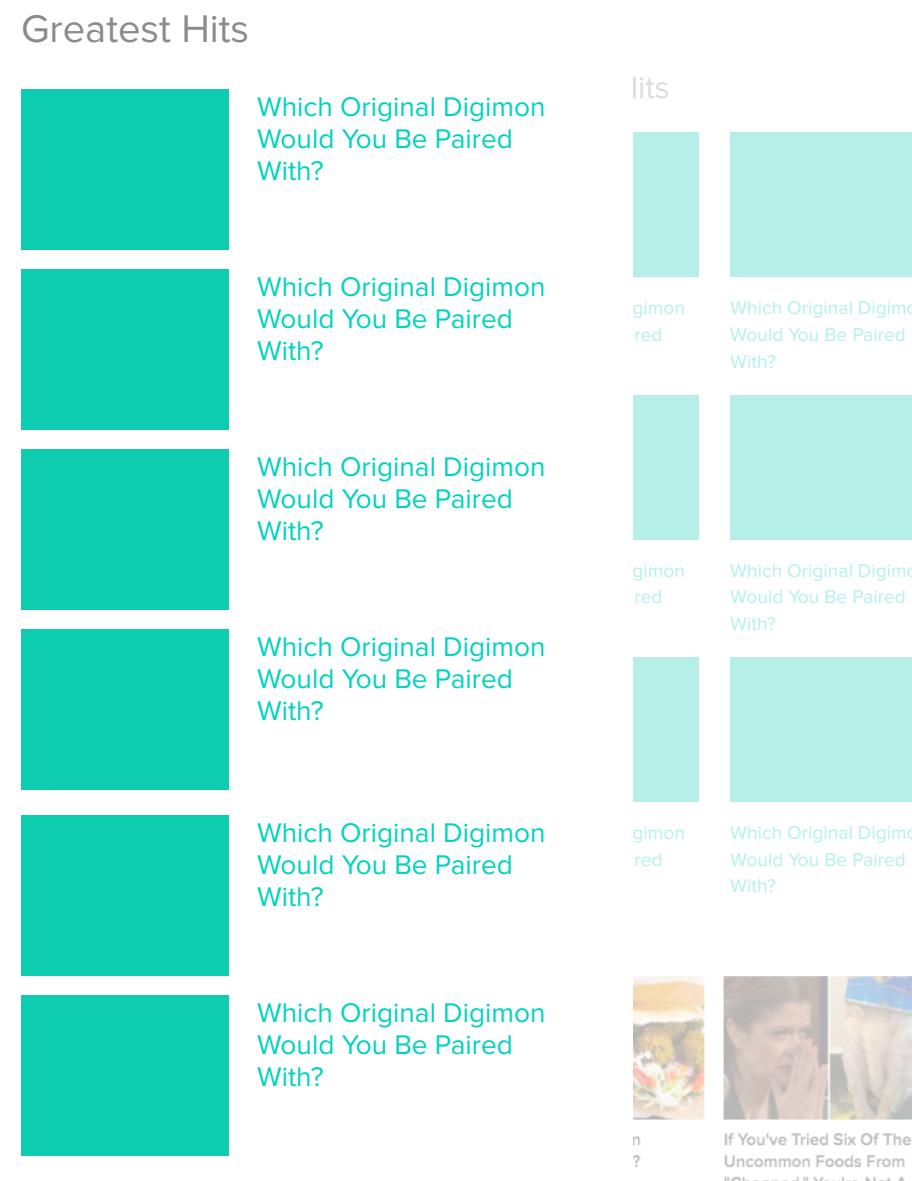
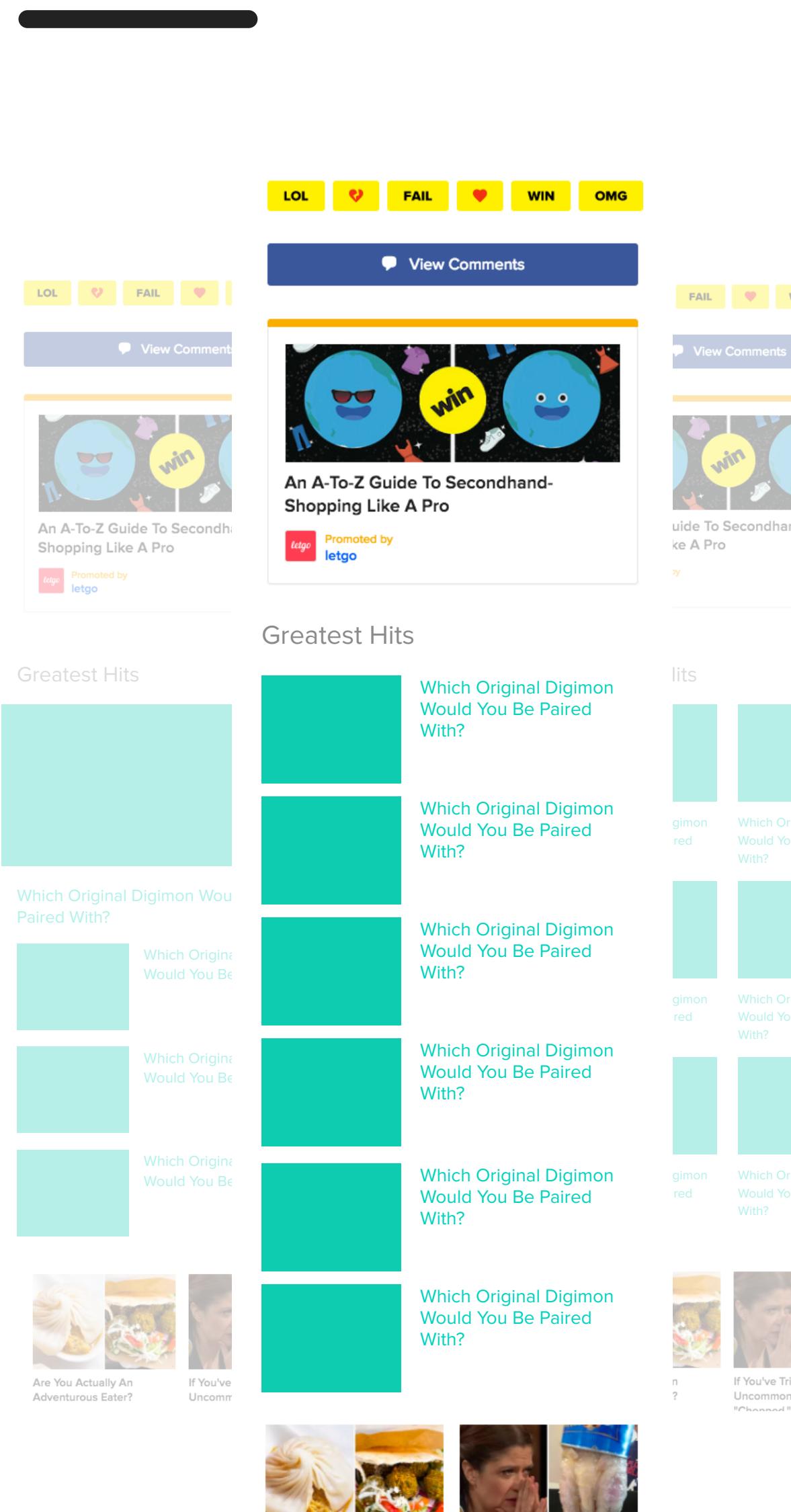
#### Greatest Hits



Are You Actually An Adventurous Eater?  
If You've Tried Six Of These Uncommon Foods From "Chopped," You're Not A Picky Eater

# Layout Explorations

## Mobile Layouts



### 1. Content Differentiation

Did the best job differentiating from the surrounding modules and standing out. Did tradeoff with the amount of content being shown, but differentiation was more important to us.

### 2. All Content Created Equal

Does not put an emphasis on one specific piece of content. Rather treats them all equally which is important considering the randomized/varied nature of the content placed in this module

### 3. Content Count

Amount of content stays consistency with desktop view. Focuses on BuzzFeed Design's principle of consistency.

— then is stopped for "train traffic ahead."

Like · Reply · 1 · Jul 20, 2017 9:23pm

 **Liane Levy** · Astoria, New York  
21/21. Welcome to New York, bitches! Only the strong survive!

Like · Reply · 9 · Jul 20, 2017 10:10am

 **Anna Shafer** · Bookseller at One More Page Books & More  
man you learned a different version of that Taylor Swift song than I did

Like · Reply · 1 · Jul 20, 2017 2:07pm

[Load 8 more comments](#)

Facebook Comments Plugin

LOL FAIL WIN OMG

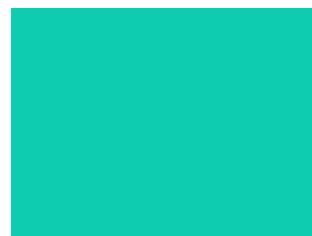
[View Comments](#)



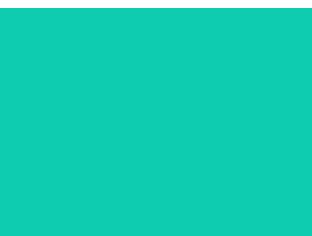
An A-To-Z Guide To Secondhand-Shopping Like A Pro

Promoted by letgo

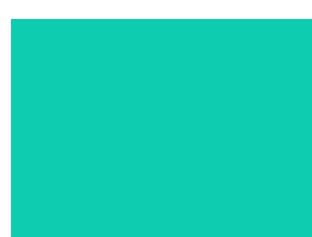
## Greatest Hits



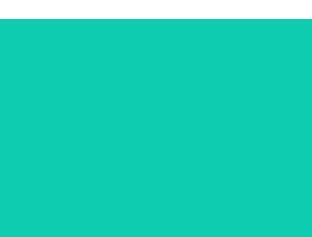
You're Only Allowed To Eat At Italian Restaurants If You Get 10/12 On This Quiz



If You Can Answer Even Half Of These Questions, You've Found The Love Of Your Life



You're Only Allowed To Eat At Italian Restaurants If You Get 10/12 On This Quiz



If You Watched "Will & Grace," You'll Definitely Get At Least 8/10 In This Quiz



You're Only Allowed To Eat At Italian Restaurants If You Get 10/12 On This Quiz



You're Only Allowed To Eat At Italian Restaurants If You Get 10/12 On This Quiz



23 Fancy AF Beauty Products That Are Worth Every Penny



Can You Beat The Tic-Tac-Toe World Champion?



Can You Pass This '00s Pop Culture Quiz?



Journalist Kim Wall Remembered As A "Bad Ass" By Her Friends

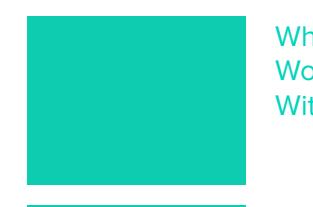


18 Things Anyone Born After 2017 Will Never Understand



Taylor Swift Is Revealing Her New, Darker Image And People Are Into It

## Greatest Hits



Which Original Digimon Would You Be Paired With?



Which Original Digimon Would You Be Paired With?



Which Original Digimon Would You Be Paired With?



Which Original Digimon Would You Be Paired With?



Which Original Digimon Would You Be Paired With?



Are You Actually An Adventure Eater? If You've Tried Six Of These Uncommon Foods From...

# Visual Stylings

Which Hybrid Dog Breed Are You?

Which Hybrid Dog Breed Are You?

*Which Hybrid Dog Breed Are You?*



Which Hybrid Dog Breed Are You?

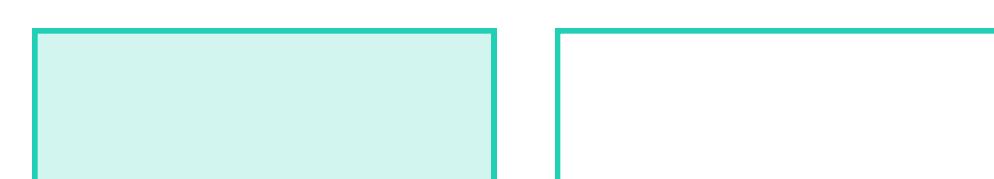
Which Hybrid Dog Breed Are You?

Which Hybrid Dog Breed Are You?

How can we best visually differentiate this produce from the surrounding modules?



12 px



16 px

24 px

32 px



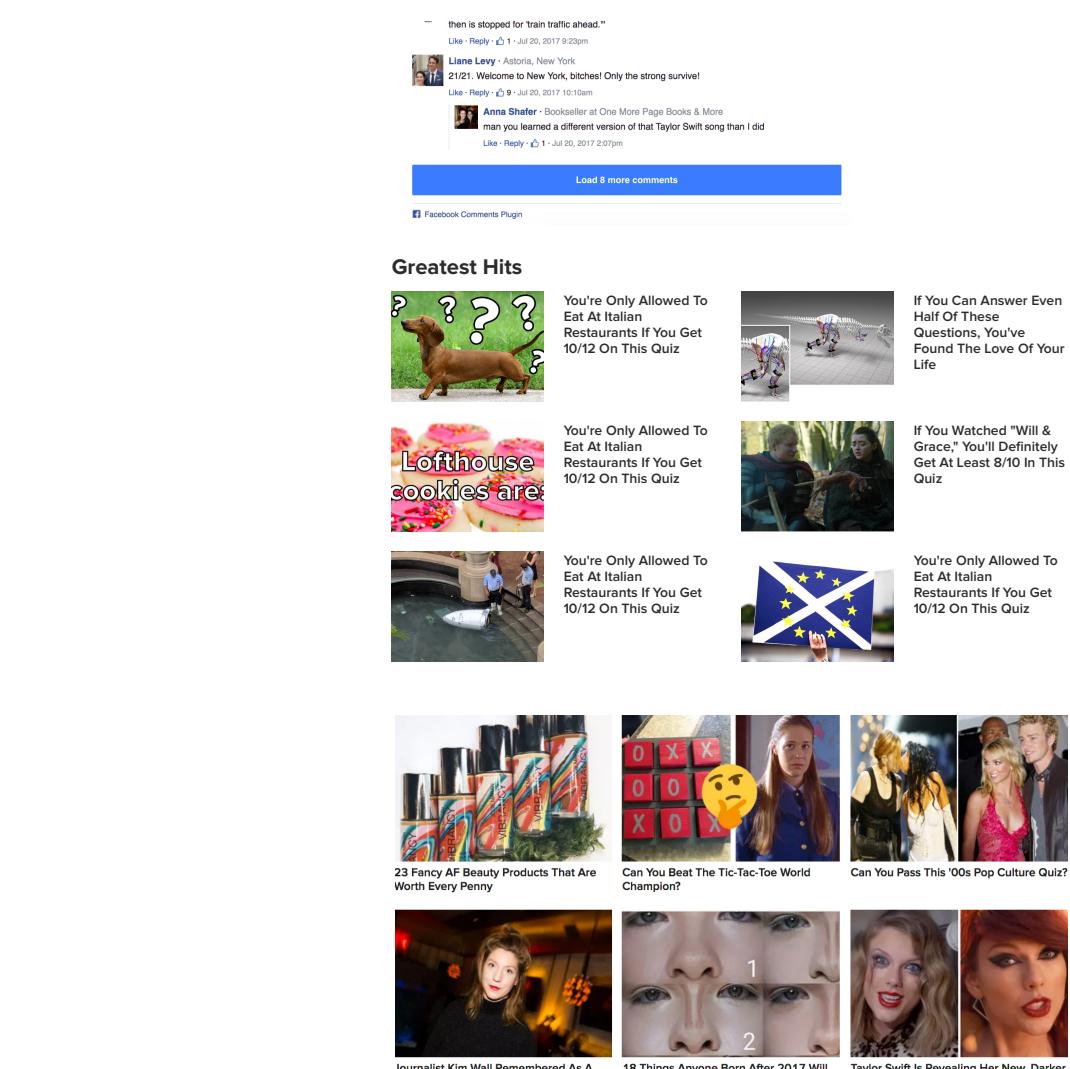
40 px

# Visual Stylings

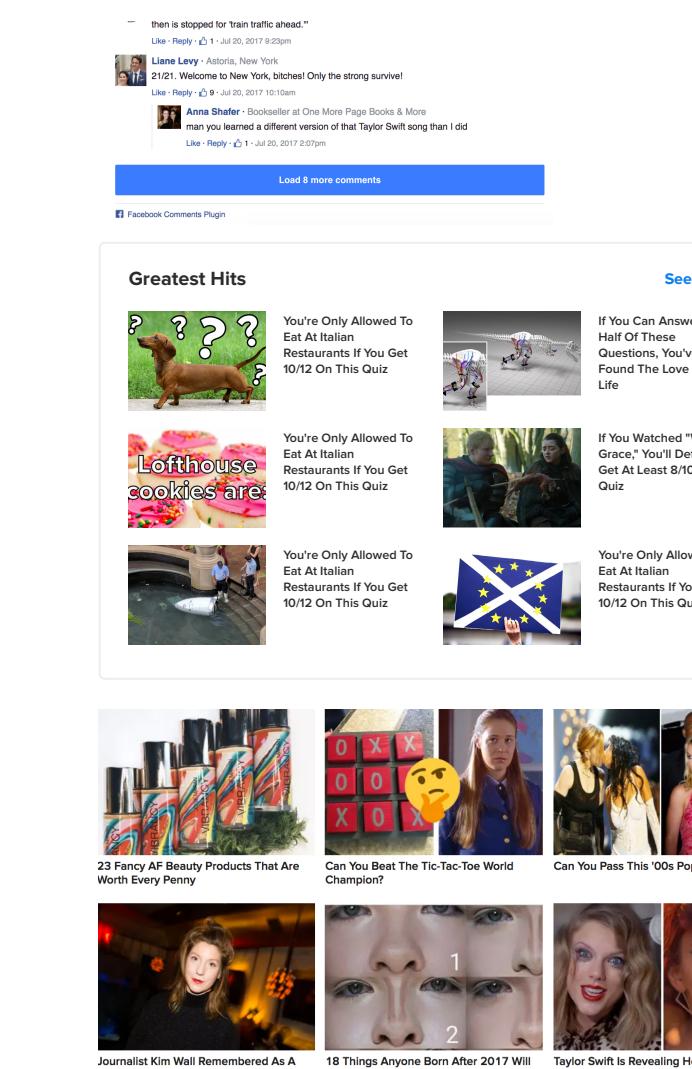
## Desktop Explorations

Version 1

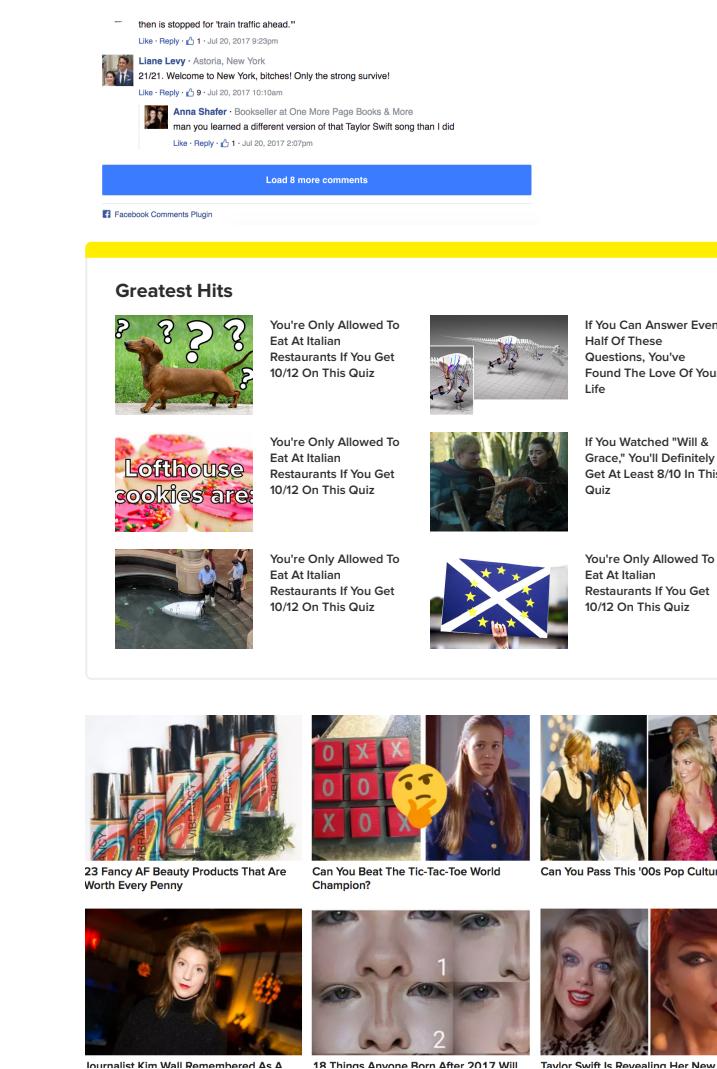
### No Border/Container



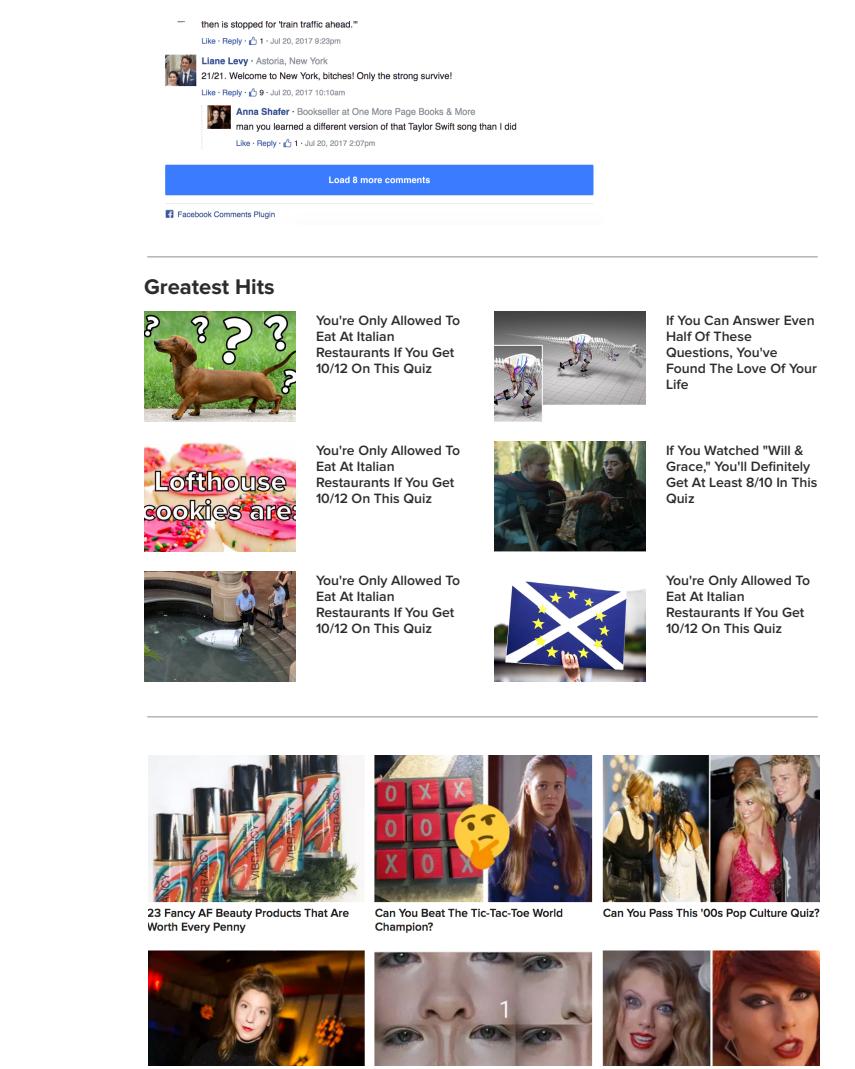
### Single Boader



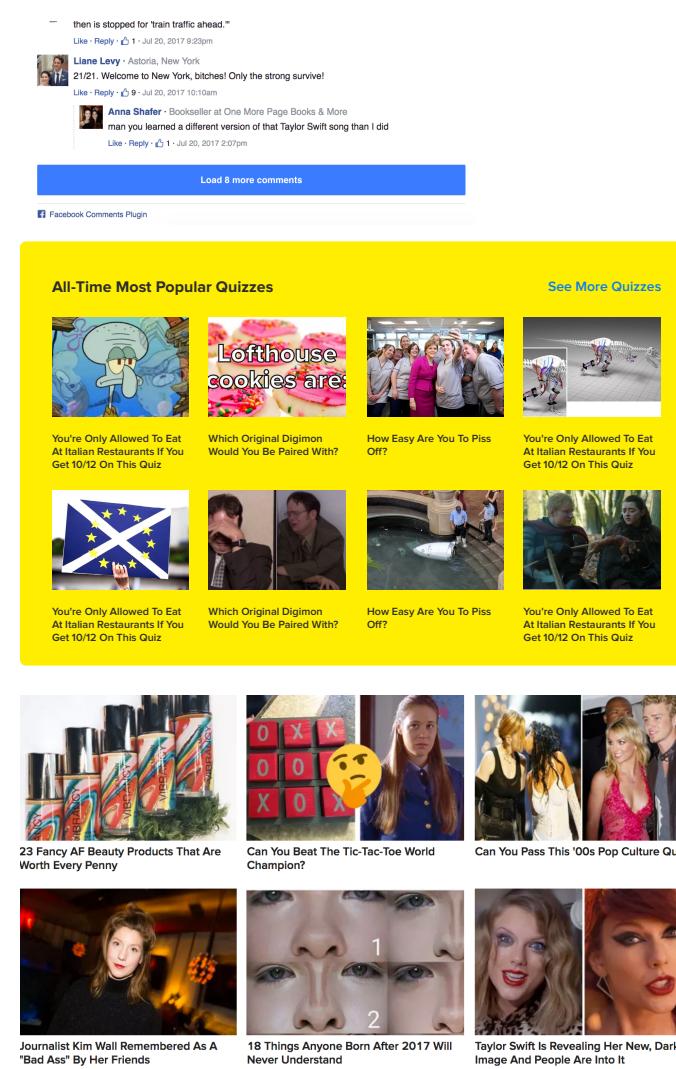
### Highlight Banner



### Single Line Separator



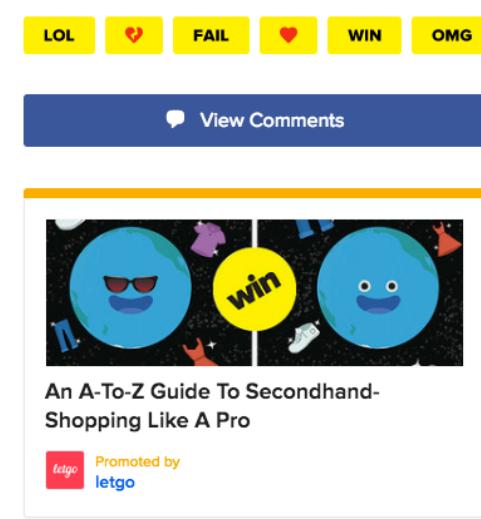
### Color Background



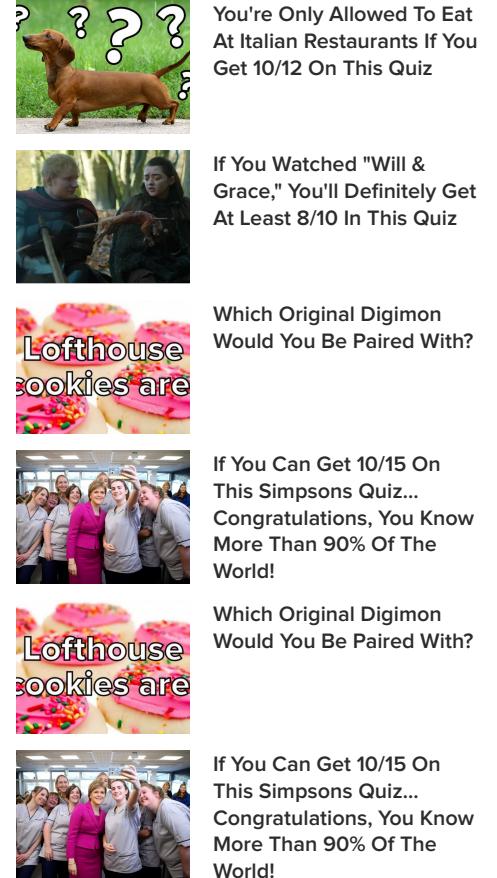
# Visual Stylings

## Mobile Explorations

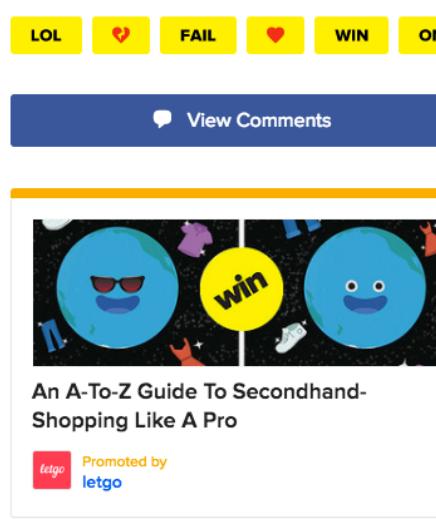
Full Width Banner



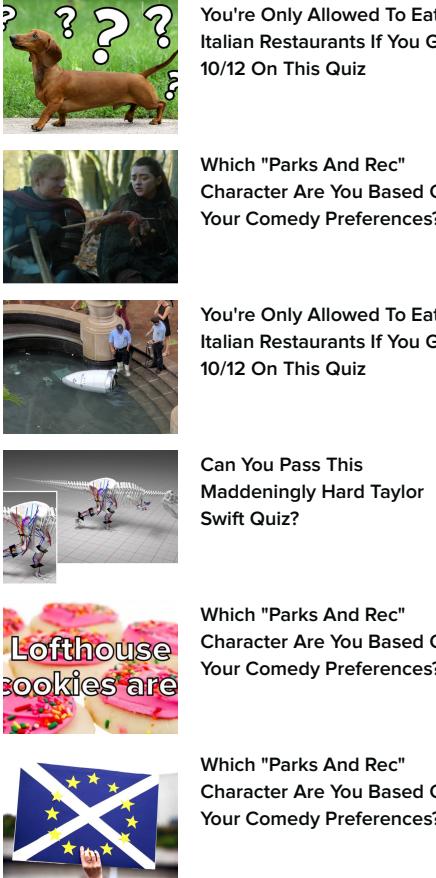
### Greatest Hits



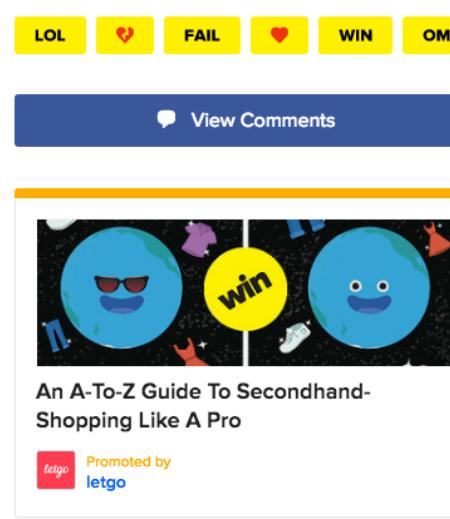
### Line Separators



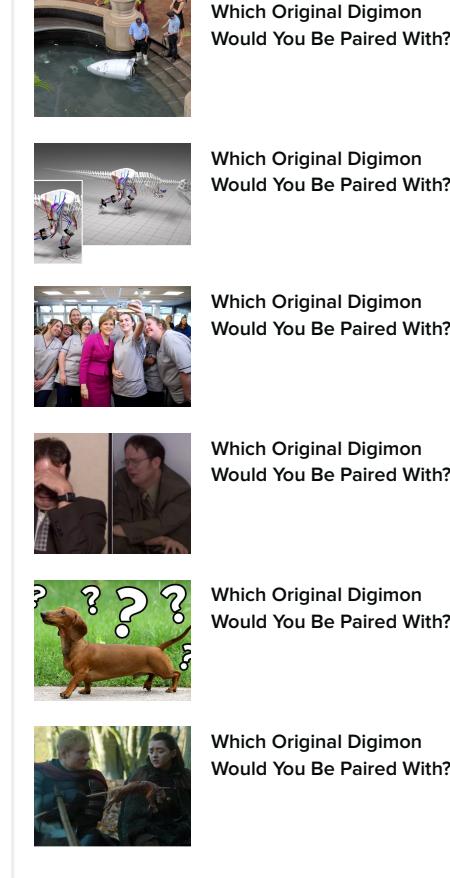
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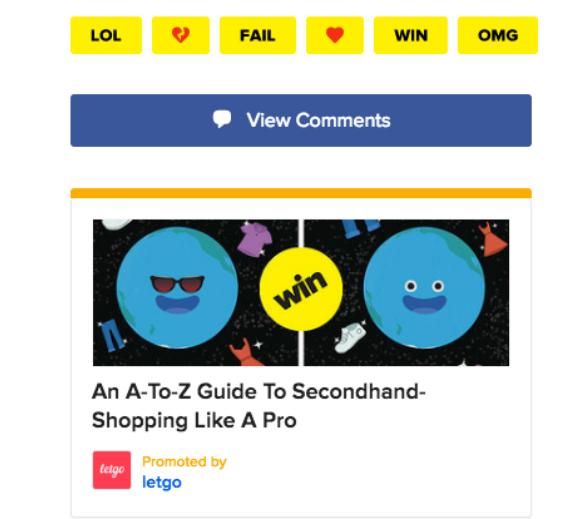
### Single Boarder



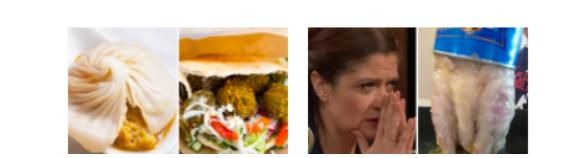
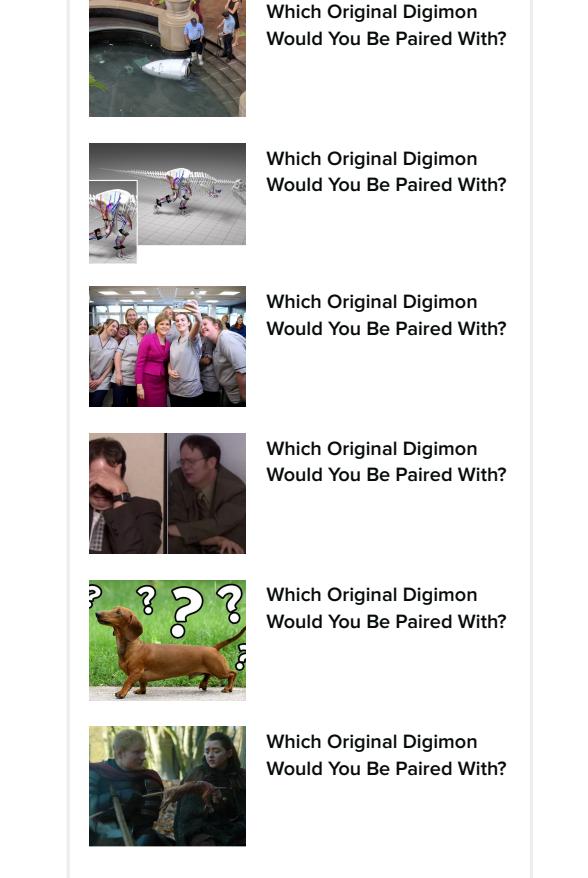
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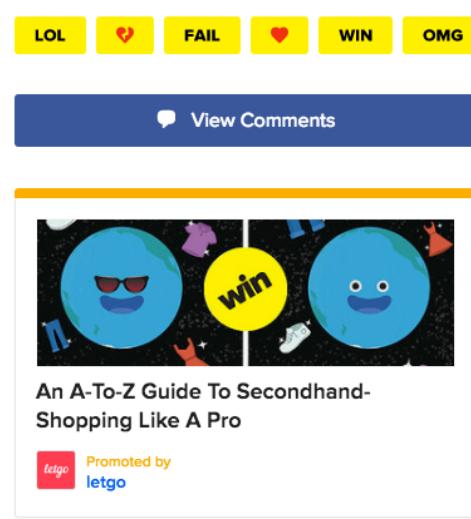
### Module Width Banner



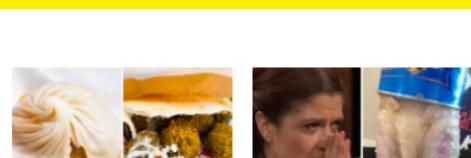
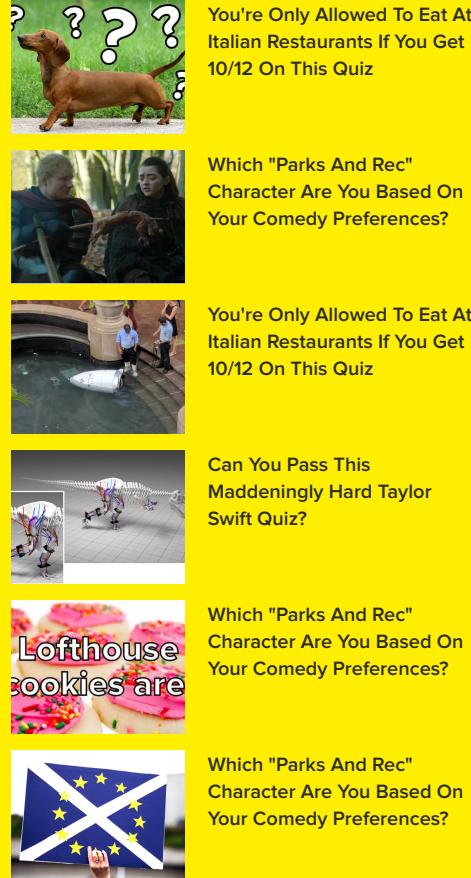
### Greatest Hits



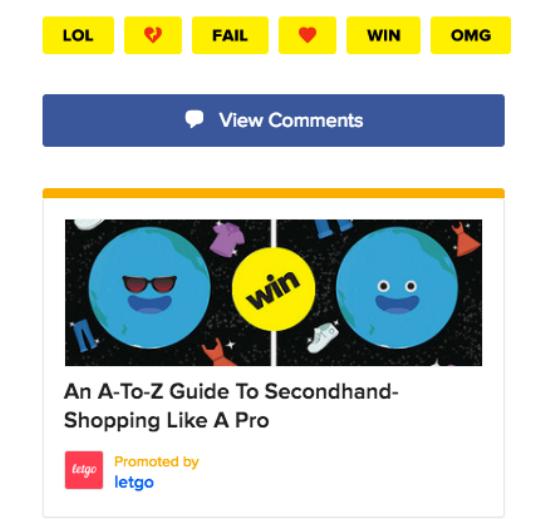
### Full Width Color



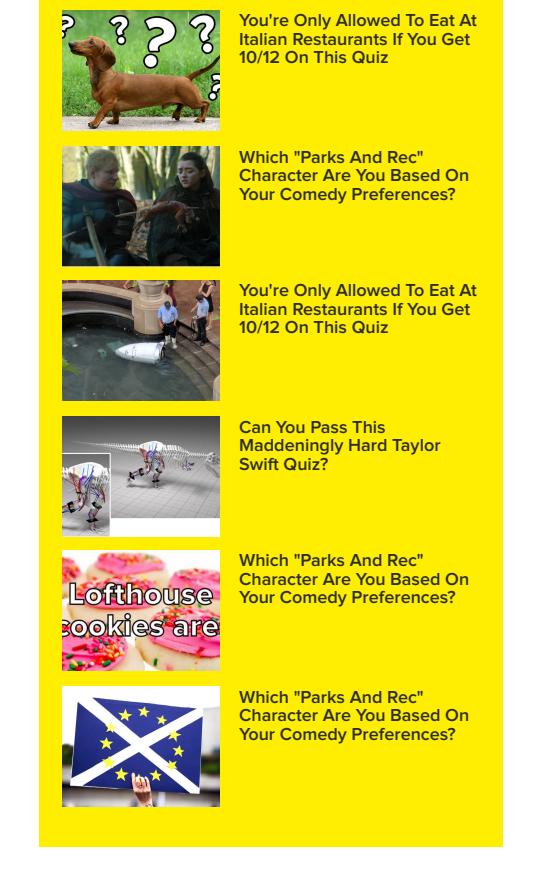
### Greatest Hits



### Module Width Color



### Greatest Hits



— then is stopped for 'train traffic ahead.'

[Like](#) · [Reply](#) · [1](#) · Jul 20, 2017 9:23pm

 **Liane Levy** · Astoria, New York  
21/21. Welcome to New York, bitches! Only the strong survive!

[Like](#) · [Reply](#) · [9](#) · Jul 20, 2017 10:10am

 **Anna Shafer** · Bookseller at One More Page Books & More  
man you learned a different version of that Taylor Swift song than I did

[Like](#) · [Reply](#) · [1](#) · Jul 20, 2017 2:07pm

[Load 8 more comments](#)

Facebook Comments Plugin



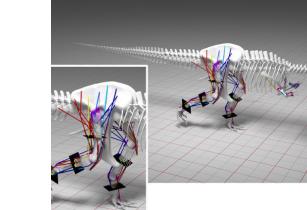
An A-To-Z Guide To Secondhand-Shopping Like A Pro

 Promoted by  
**letgo**

### Greatest Hits



You're Only Allowed To Eat At Italian Restaurants If You Get 10/12 On This Quiz



If You Can Answer Even Half Of These Questions, You've Found The Love Of Your Life



If You Watched "Will & Grace," You'll Definitely Get At Least 8/10 In This Quiz



You're Only Allowed To Eat At Italian Restaurants If You Get 10/12 On This Quiz



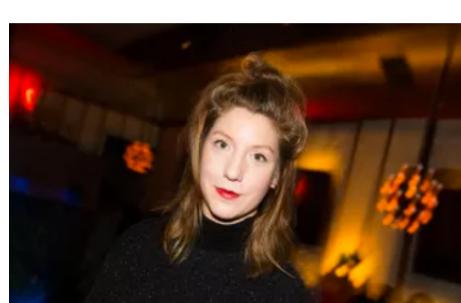
23 Fancy AF Beauty Products That Are Worth Every Penny

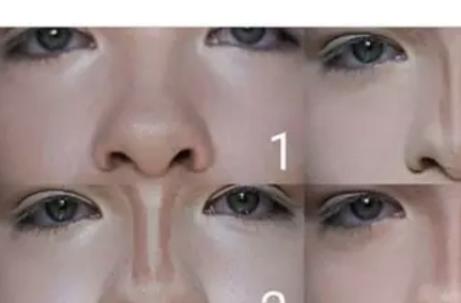


Can You Beat The Tic-Tac-Toe World Champion?



Can You Pass This '00s Pop Culture Quiz?







### Greatest Hits



You're Only Allowed To Eat At Italian Restaurants If You Get 10/12 On This Quiz



If You Watched "Will & Grace," You'll Definitely Get At Least 8/10 In This Quiz



Which Original Digimon Would You Be Paired With?



If You Can Get 10/15 On This Simpsons Quiz... Congratulations, You Know More Than 90% Of The World!



Which Original Digimon Would You Be Paired With?



If You Can Get 10/15 On This Simpsons Quiz... Congratulations, You Know More Than 90% Of The World!







[Are You Actually An Adventurous Eater?](#)

[If You've Tried Six Of These Uncommon Foods From](#)

# Copy

BuzzFeed Quizzes Ha|

## DESCRIPTIVE TITLE

Our Most Popular Quizzes  
Our Top Quizzes  
Our Greatest Hits  
Our Best Quizzes  
Our All-Time Best Quizzes  
Popular Quizzes  
Top Quizzes  
Greatest Hits  
Best Quizzes  
All-Time Best

## METAPHOR

Quiz Hall of Fame  
BuzzFeed Quiz's Greatest Hits  
Quiz MVPs

## ACTION PHRASE

Check these out  
Want more Quizzes?  
Take these Quizzes too

## W/ EMOJI

⭐ Our Top Quizzes  
🏆 Our Top Quizzes  
💯 Our Top Quizzes  
🙌 Our Top Quizzes  
💖 Our Top Quizzes  
🔝 Our Top Quizzes

What do we call this solution and what

copy best conveys what is being  
shown?

# Copy

What type of content is going in here?

---

Descriptive Titles	Action Phrases	Related Emojis	Metaphors
Popular Quizzes	Check out these Quizzes	⭐ *	BuzzFeed Quiz Hall of Fame*
Top Quizzes	Feeling quizzical?	💯 *	Quiz MVPs
Best Quizzes	Quiz us this!	🏆	BuzzFeed Quiz's Greatest Hits
All-Time Best Quizzes	Quizzes are our biz! *	🙌	G.O.A.T Quizzes
All-Time Most Popular Quizzes	These quizzes are lit fam	❤️	
Our Most Popular Quizzes *		💪	
Some of Our Best Quizzes *		🔥	
So You Think You Are a Quizmaster? *		👀	
These Quizzes Will Make You Say "I Should Have Taken Them Sooner!"		🔮	
🔥🔥 FIRE QUIZZES 🔥🔥		🔥	
Lit AF Quizzes		🐐 *	
Legendary Quizzes		🏅 *	
Our Best of the Best Quizzes *		📀	
G.O.A.T Quizzes *		↗	
Quiz Showcase			
If you particularly like any of these, please add an * next to it			

# Copy

What type of content is going in here?

---



Quizzes

Hall of Fame



## 1. Proper Content Description

Describes the content as a collection rather than a hierarchical ranking. We avoided words such as Top, Best, All-Time, Most... because it made it seem as if the top listed content was the highest quality

## 2. Emojis!

Added an emoji to the copy in order to draw more attention as some of our other package headlines included one (Shopping, Trending News topics...etc)

# Final Design

## Desktop

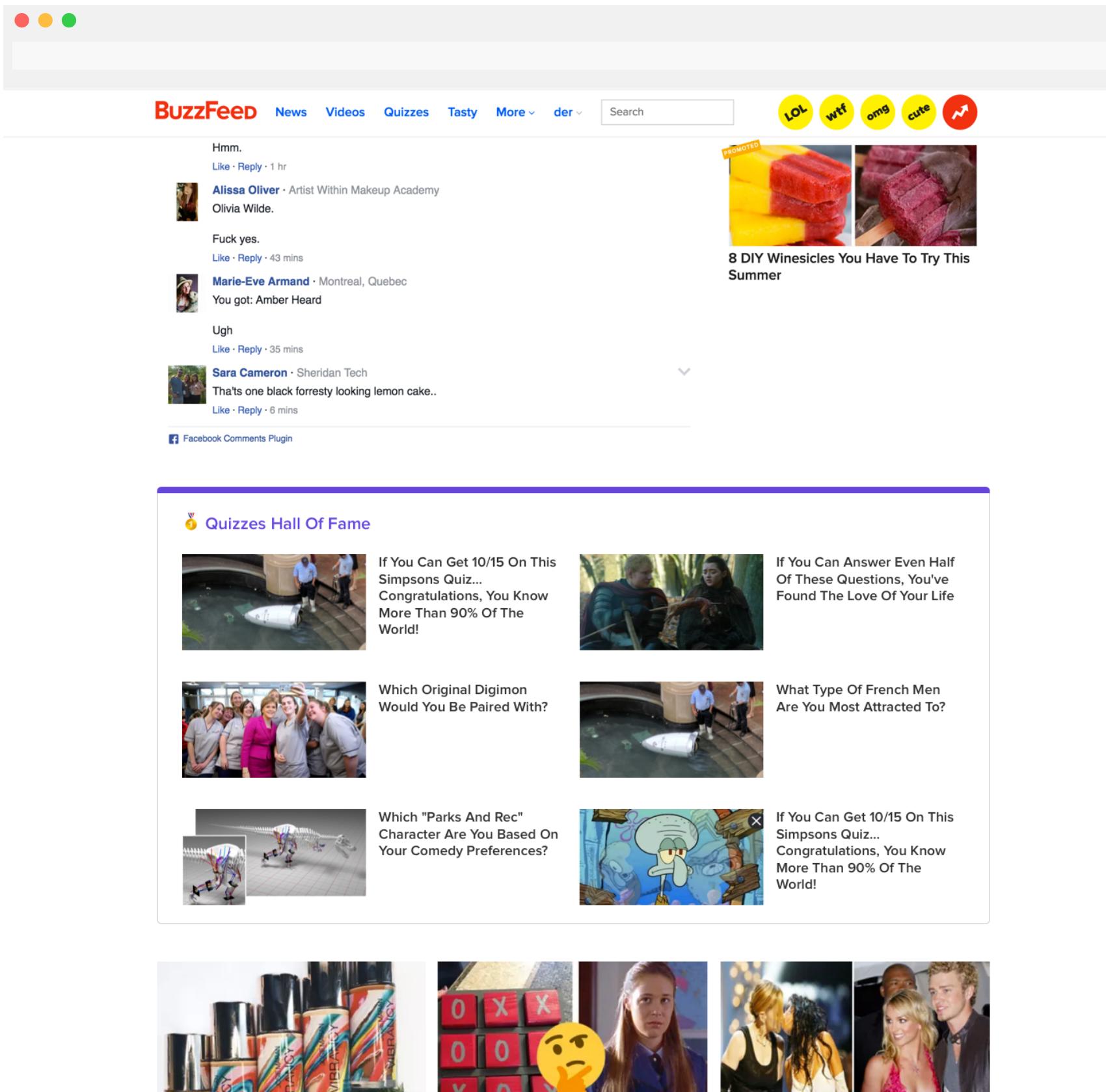
The screenshot shows the BuzzFeed desktop homepage. At the top, there's a navigation bar with links for News, Videos, Quizzes, Tasty, More, and a search bar. Below the navigation is a row of colorful mood buttons: LOL, wtf, omg, cute, and a red one. A main article about "8 DIY Winesicles You Have To Try This Summer" is displayed with a thumbnail of colorful frozen treats. Below this, there's a comments section with posts from users like Alissa Oliver, Marie-Eve Armand, and Sara Cameron. Further down is a "Quizzes Hall Of Fame" section featuring various quiz thumbnails and descriptions.

## Mobile

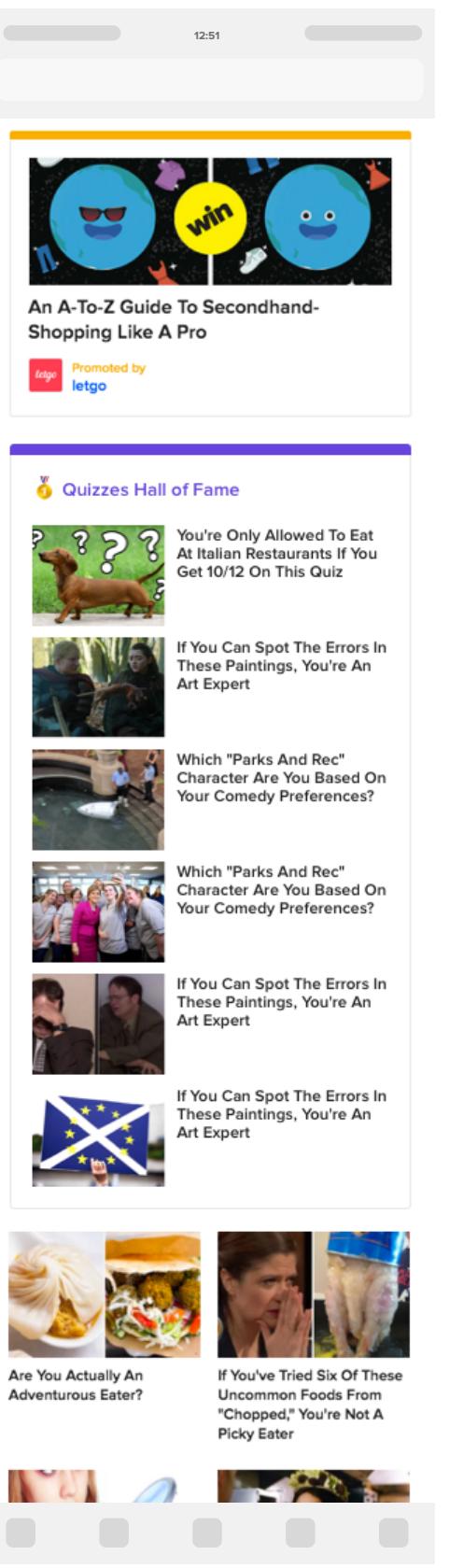
The screenshot shows the BuzzFeed mobile website. It features a large, colorful header with the word "win" in the center. Below the header is a promoted article titled "An A-To-Z Guide To Secondhand-Shopping Like A Pro" by letgo. Underneath this are several quiz cards from the "Quizzes Hall of Fame". Each card includes a thumbnail image, a question, and a brief description. The cards are: "If You're Only Allowed To Eat At Italian Restaurants If You Get 10/12 On This Quiz", "If You Can Spot The Errors In These Paintings, You're An Art Expert", "Which 'Parks And Rec' Character Are You Based On Your Comedy Preferences?", "If You Can Spot The Errors In These Paintings, You're An Art Expert", and "If You've Tried Six Of These Uncommon Foods From 'Chopped,' You're Not A Picky Eater".

# Final Design

## Desktop



## Mobile



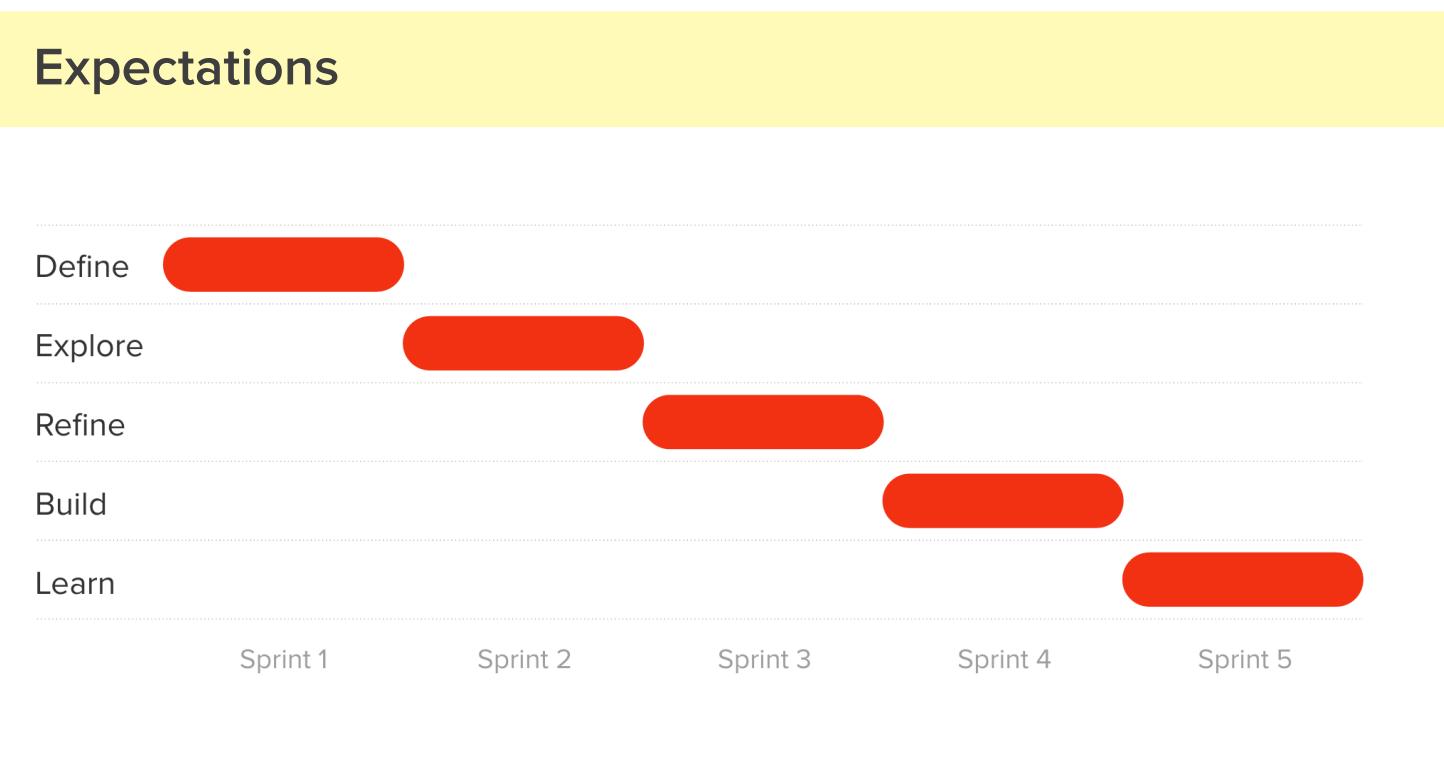
## A/B Test Results

40% → 48%

Increase in users viewing more than  
one quiz per month

# Post Mortem

## Project Takaways/Lessons Learned



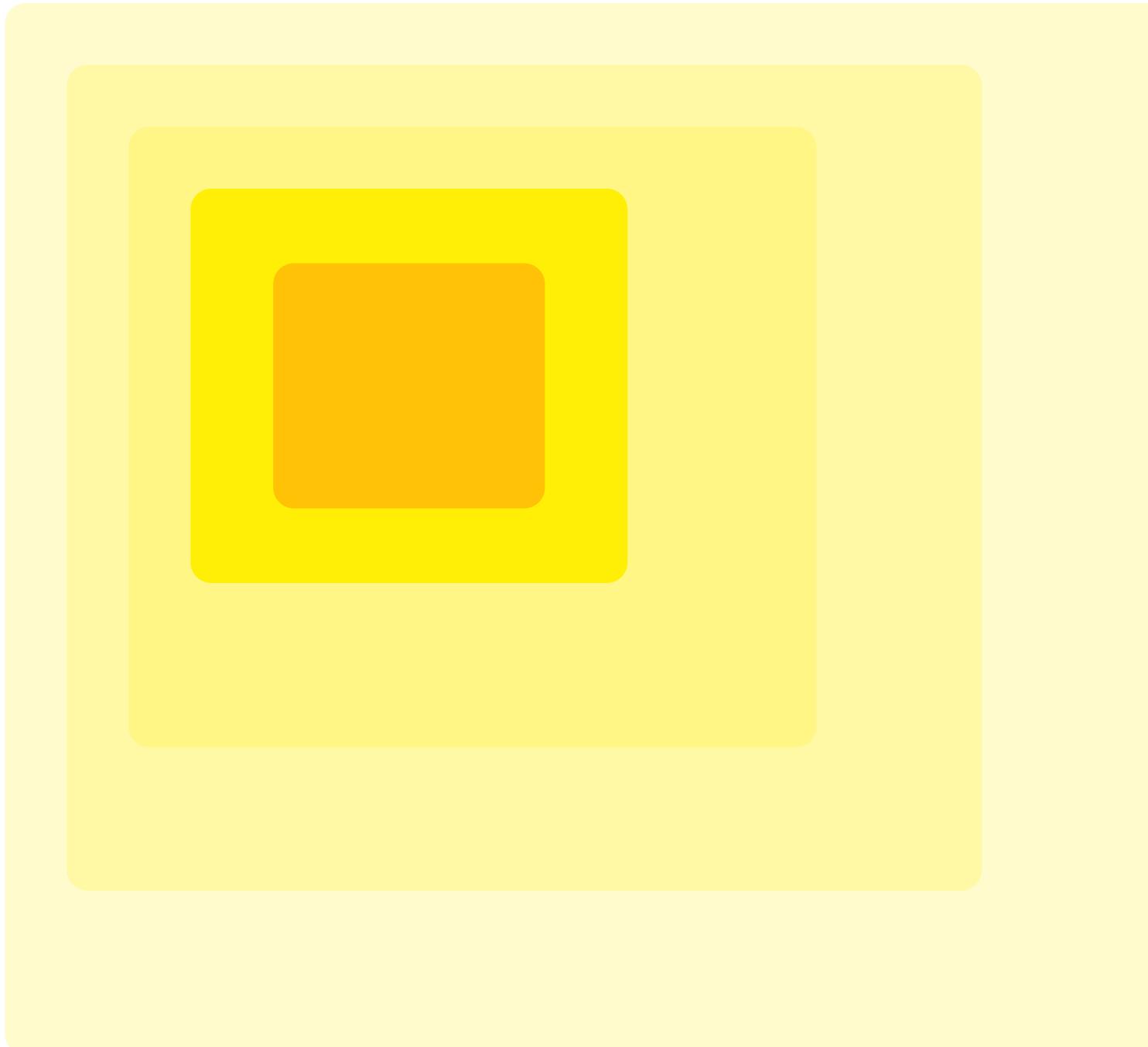
## Understand the Product and Process Problem

This project taught me a lot about working in a team with other non-designers and how to best communicate my ideas. In soliciting feedback from other people, I learned to frame feedback in a different way than I did in design critiques and focus more on the role of the person I was talking to.

# Post Mortem

## Project Takaways/Lessons Learned

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### Small Details are a Big Deal

In designing this module, I learned a lot about focusing on the small details and how much they matter. Even with BuzzFeed's styling guide, I found there were so many different ways to explore solutions visually. Whether it be how a container looks, the copy of a design, or the feedback from clicking on links, I learned to design with a high level of attention and detail.