

**USA
TODAY**
++

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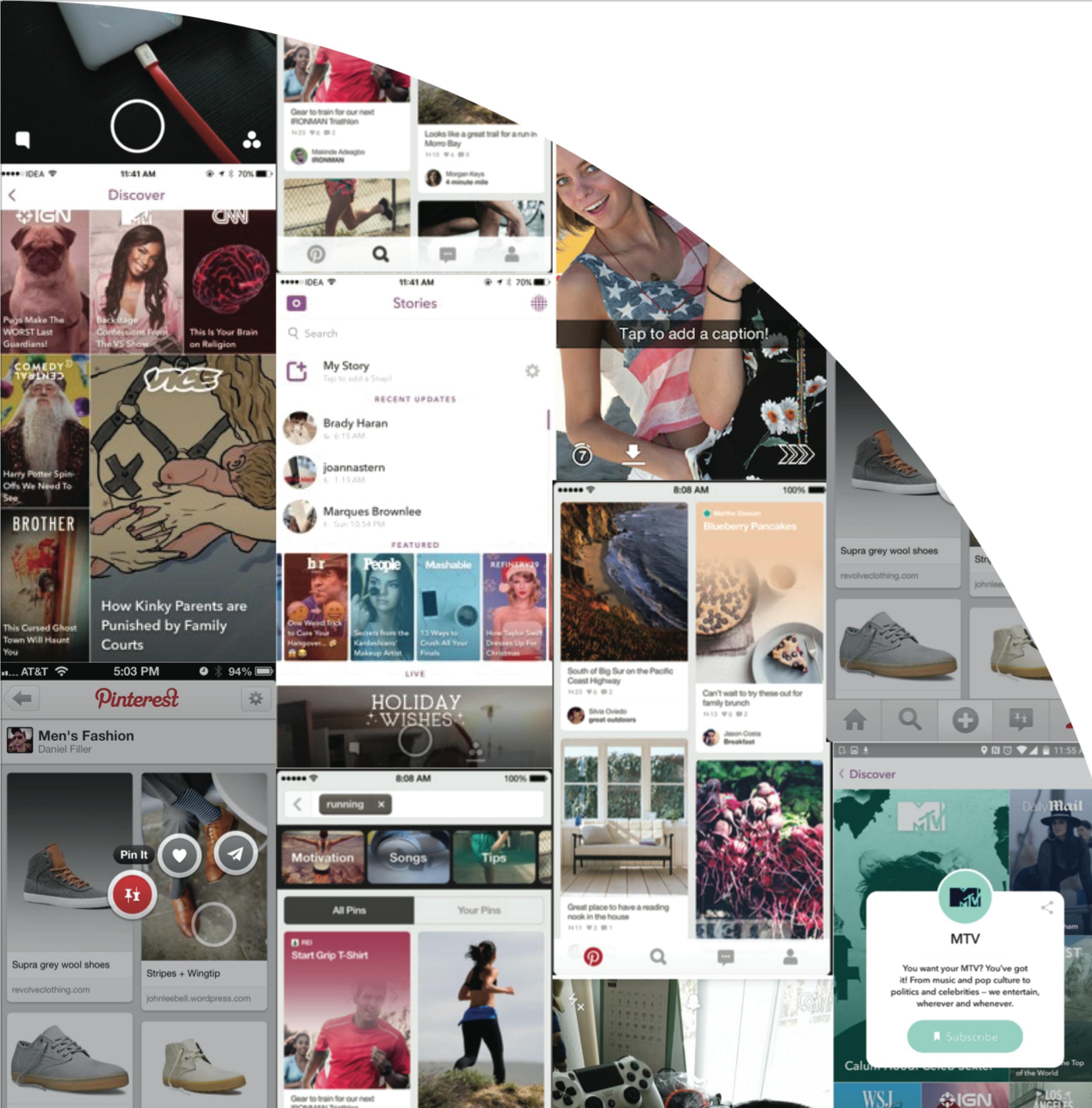
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PROBLEM SUMMARY

USA TODAY needs to make a connection with the 22-35 year old demographic and be able to **stay relevant** as well as **adapt to their wide ranging interests.**

MOTIVATION & GOALS

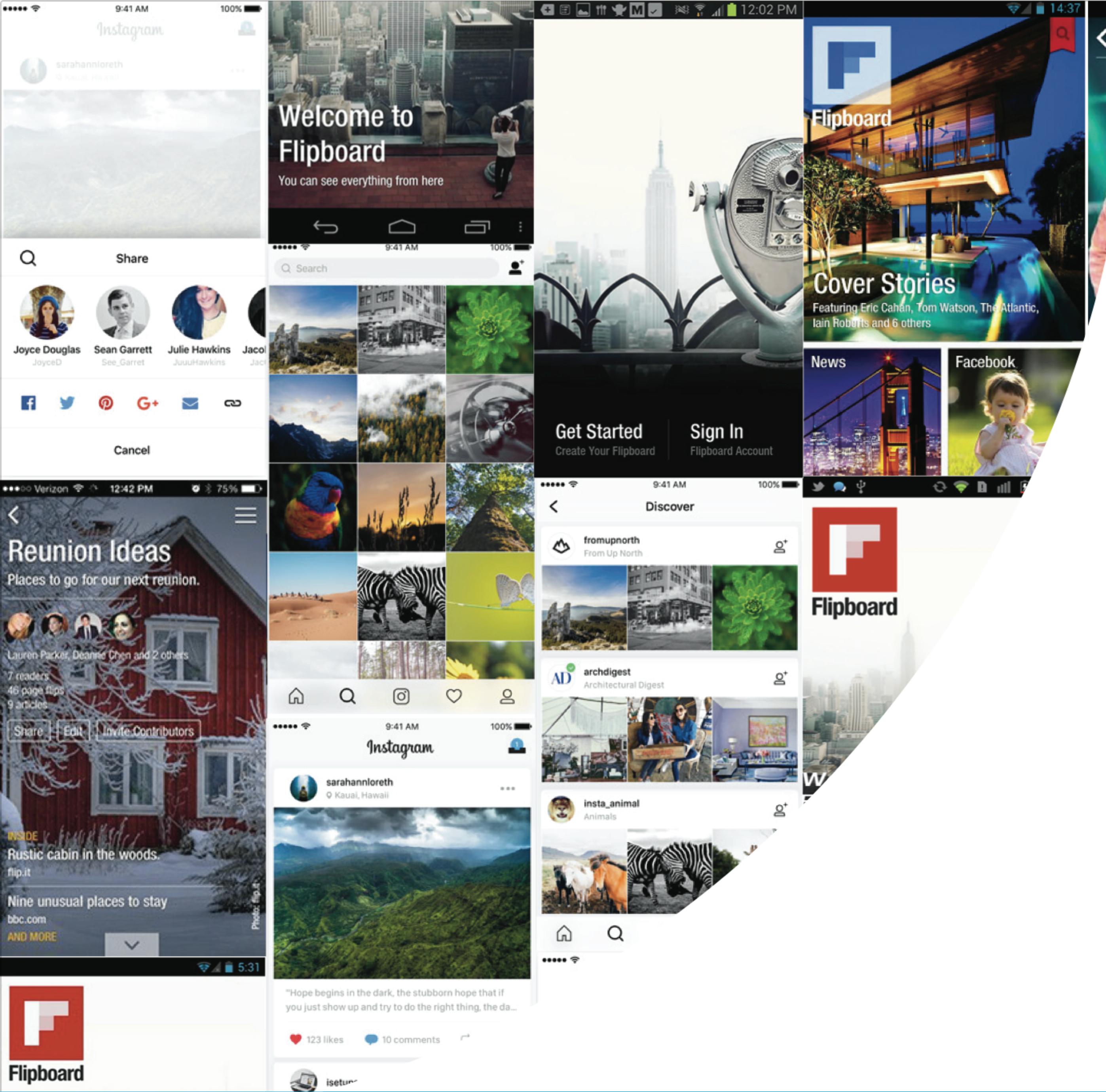
Our goal is to give users a reoccurring **reminder of the quality** information that USA TODAY offers by **leveraging their phone notifications**, as well as giving them the option to explore a **unique article feed** that can take their curiosity and interests to the next level.



RESEARCH - 8 TRACKS - PINTEREST

When a user is able to communicate with an app and **tell the app what they want to see**, they are more likely to find and engage with the content.

Successful solutions for this include 8tracks and Pinterest, where users can **narrow down content using filtering options**.



RESEARCH - INSTAGRAM

The Instagram feed and explore areas are very successful designs in being able to **keep users inside the app.**

Using **continuous and quick scrolling** keeps a user curious and constantly looking for 'one more'.

RESEARCH - SNAPCHAT

Direct Snapping (left)

User views photos sent directly to them by swiping right from main screen.

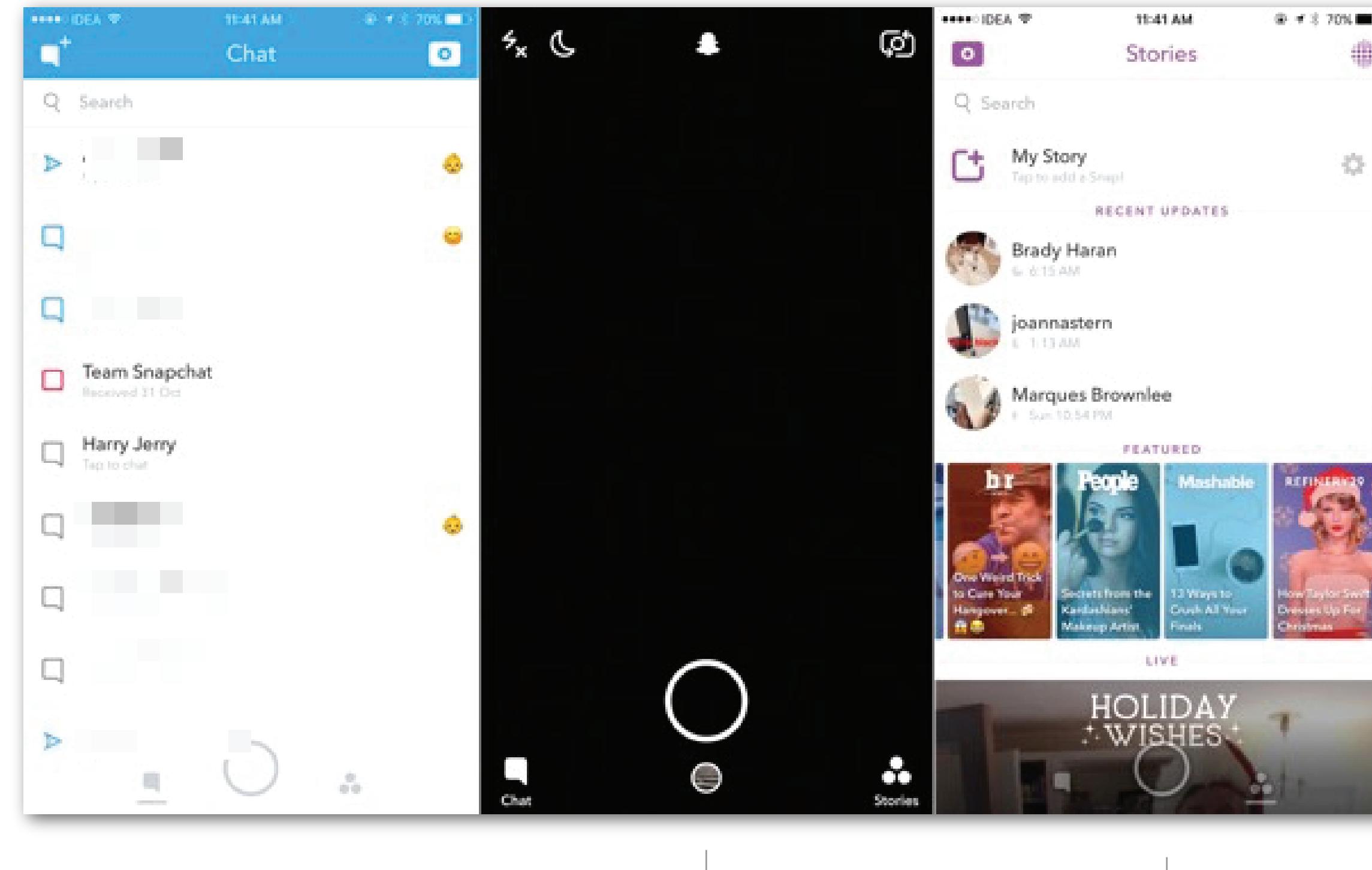
Camera (center)

The start screen when app is opened

Snap Story Feed (right)

User can view friend's stories by swiping left from main screen.

Closer look at the Snapchat app structure



Base structure is essentially 3 columns that are accessible through swiping left or right

MOODBOARD

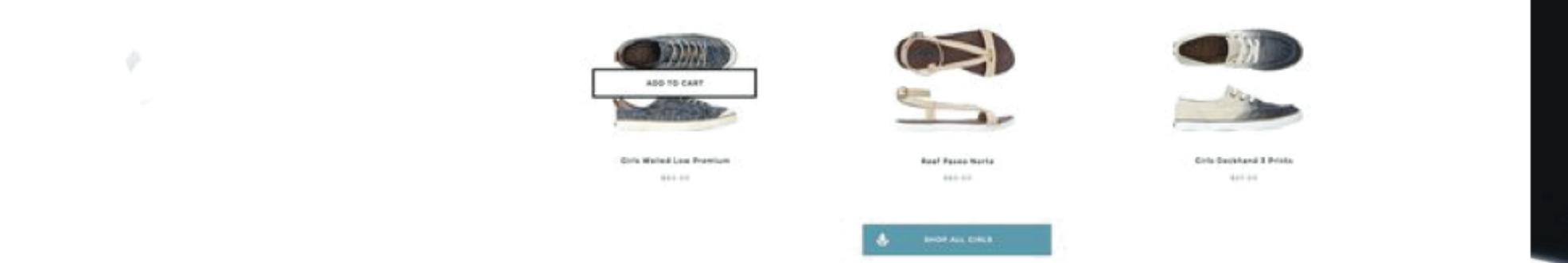
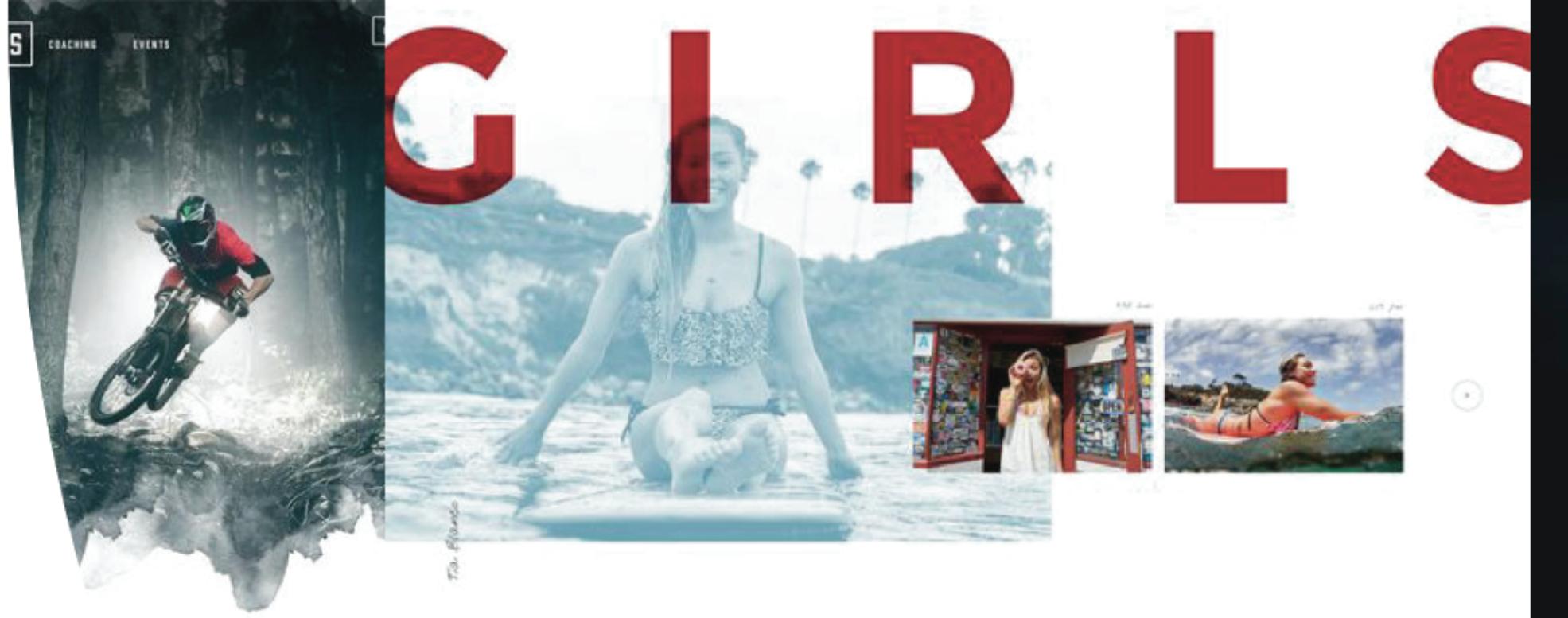
Concise
Timeless
Spicy
Convenient
Smart



STYLEBOARD

Futura Today Screen

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # % \$ & () ? / + =

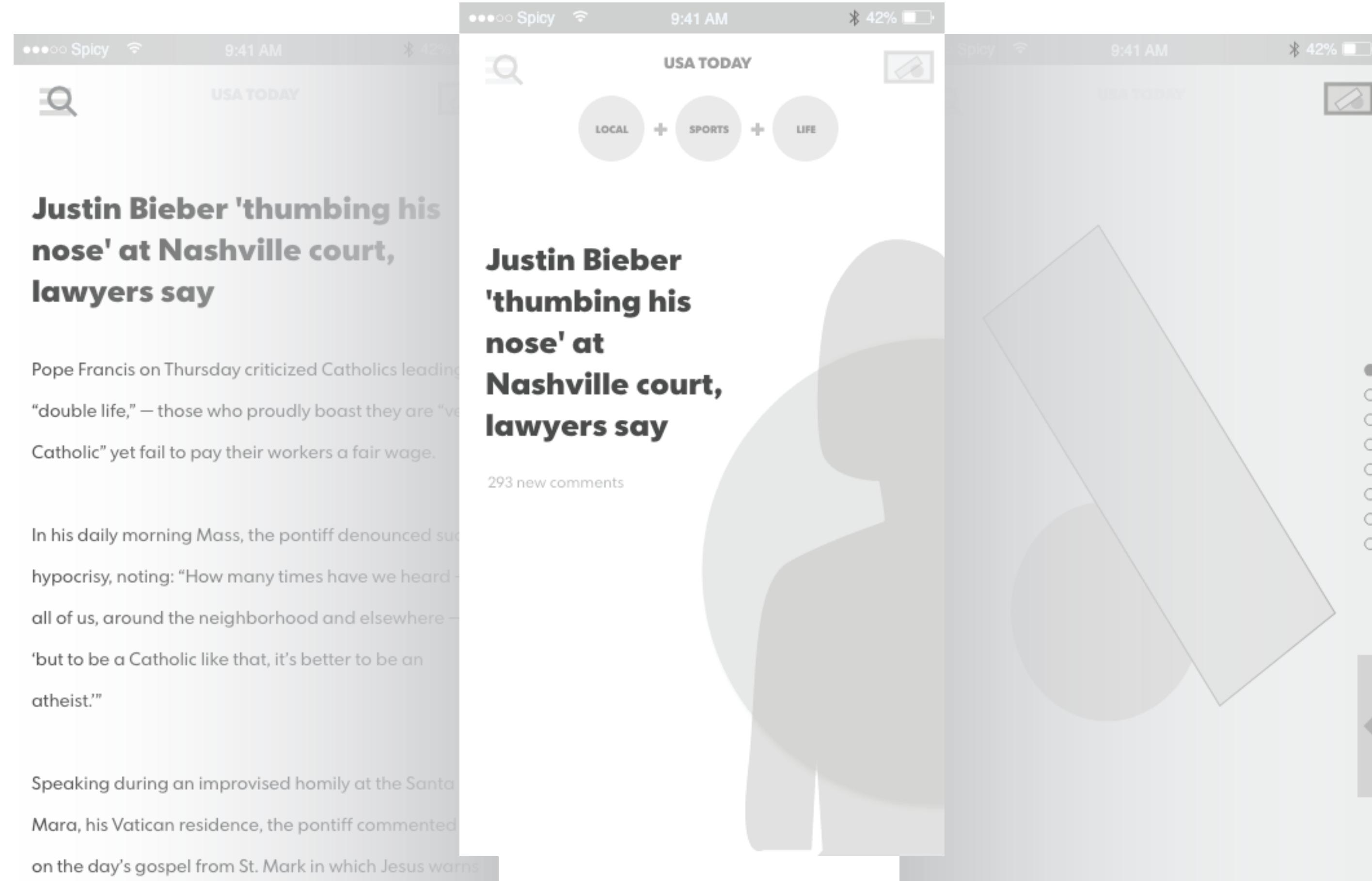


1ST ROUND WIREFRAMES

3 Column App Structure

We began by exploring ways to make the experience as simple as possible by limiting the amount of screens the user would navigate through.

This 3 column layout offered easy use and the ability for users to use remembered swiping interactions to quickly navigate between content.



FULL ARTICLE

ARTICLE FEED

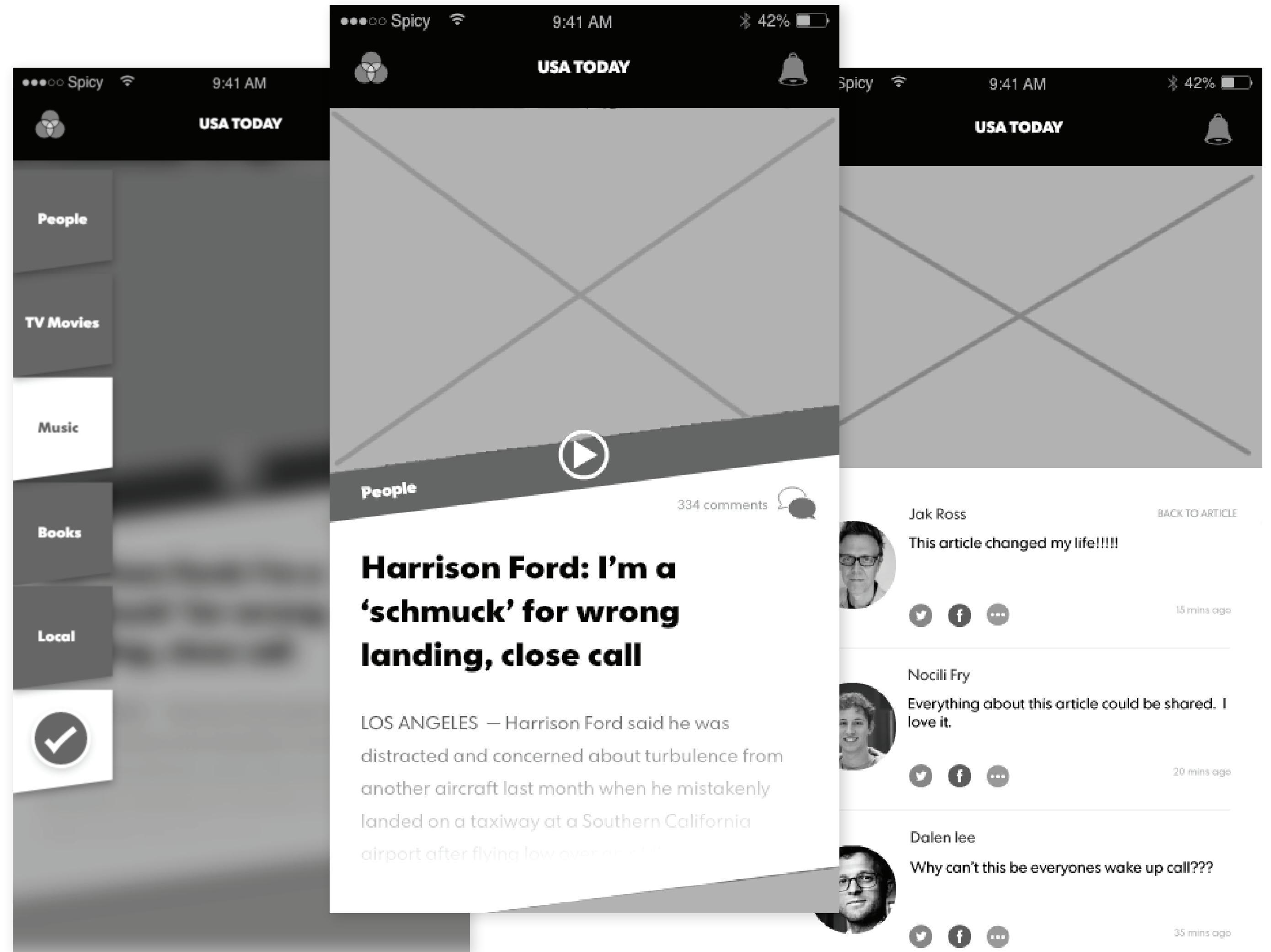
MEDIA GALLERY

NEW WIREFRAMES

Combined Feed, Filtering, and Notifications

From the original wireframes, we decided to combine the article and gallery into the main feed, allowing the user to stay on the same page the whole time.

This allowed us to move the filtering up to the top bar and also added room for a new notification system.

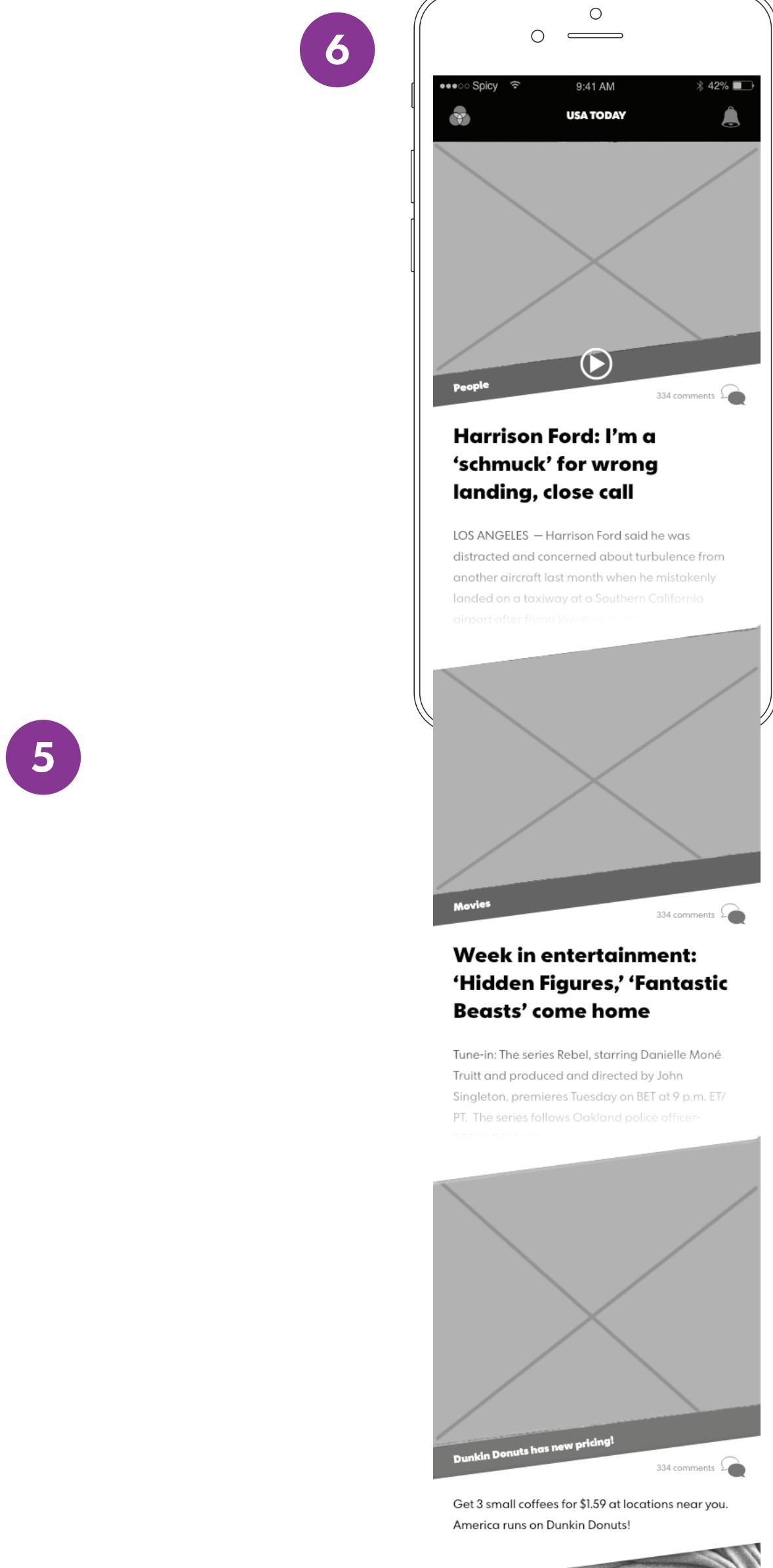
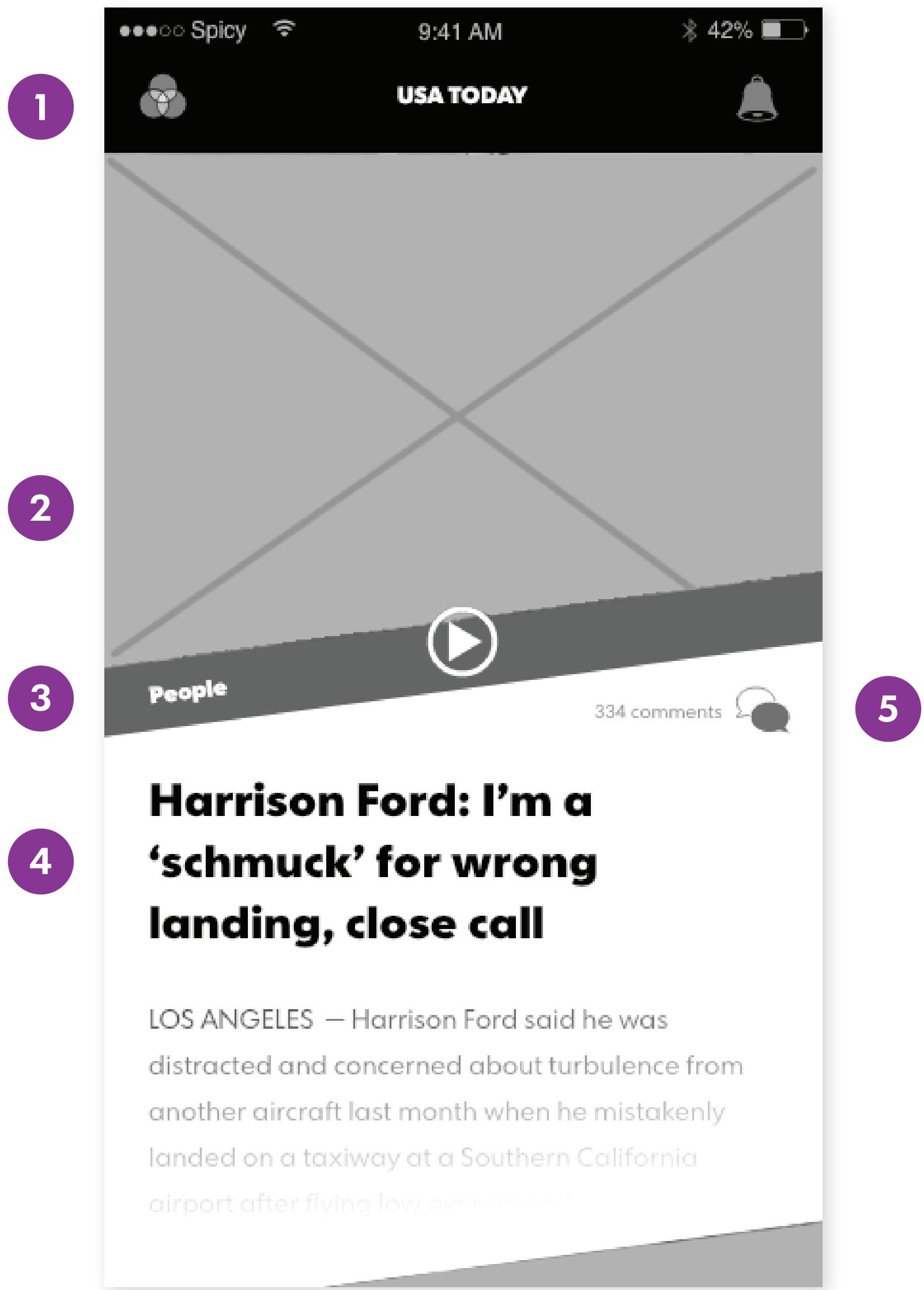


NEW DESIGN WIREFRAMES

Article Feed

- 1) Navigation - Filters and Notifications
- 2) Picture / Media
- 3) Content category and media type
- 4) Article text
- 5) View Comments
- 6) Collapsed + stacked articles

This new layout adds a little slant to the design to tell the user there is more content below. We've also moved the article text to be able to expand or collapse right on the same page.

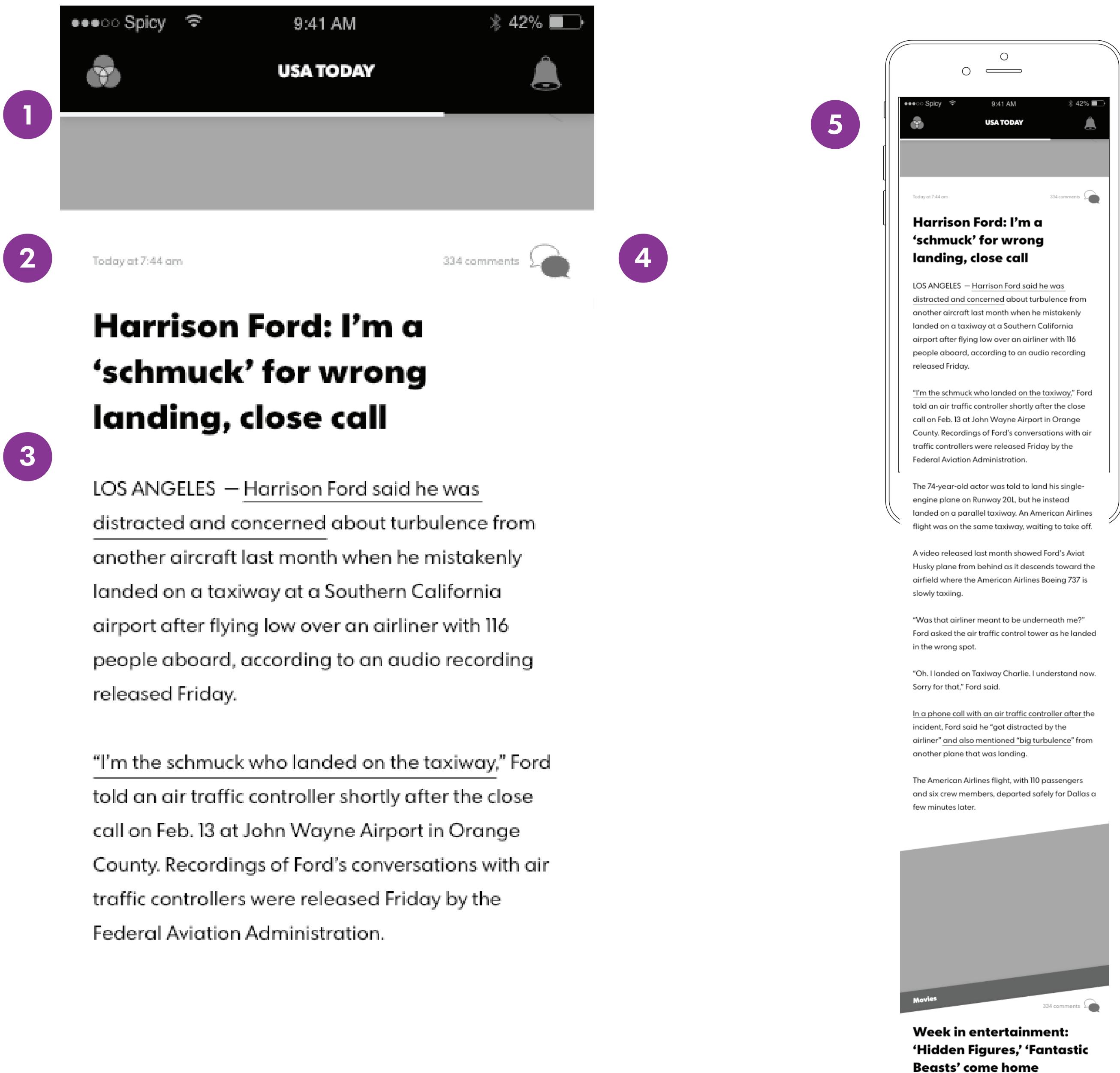


NEW DESIGN WIREFRAMES

Full Article

- 1) Article progress indicator
- 2) Timestamp
- 3) Full Article
- 4) Comments
- 5) Expanded Article

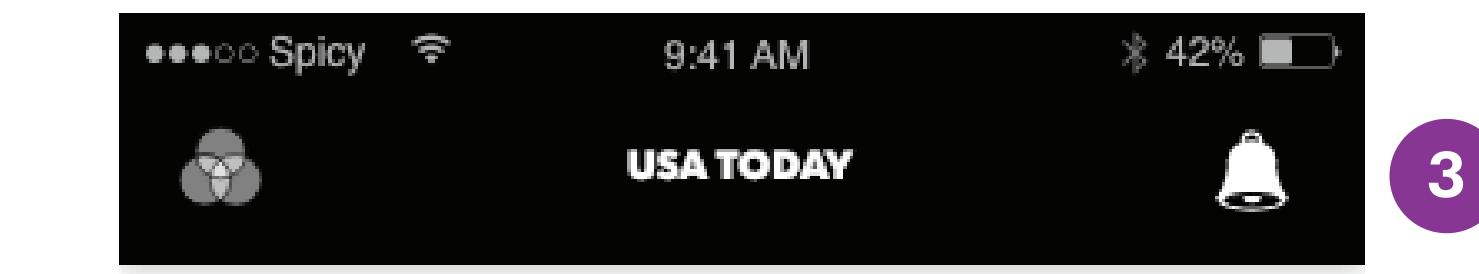
Users can now quickly swipe through articles and tap to expand one's that interest them without having to navigate to a whole new page.



NEW DESIGN WIREFRAMES

Notifications

- 1) Text info about the page
- 2) Lots of toggle options
- 3) Indicator of the current screen



1 ← Notifications

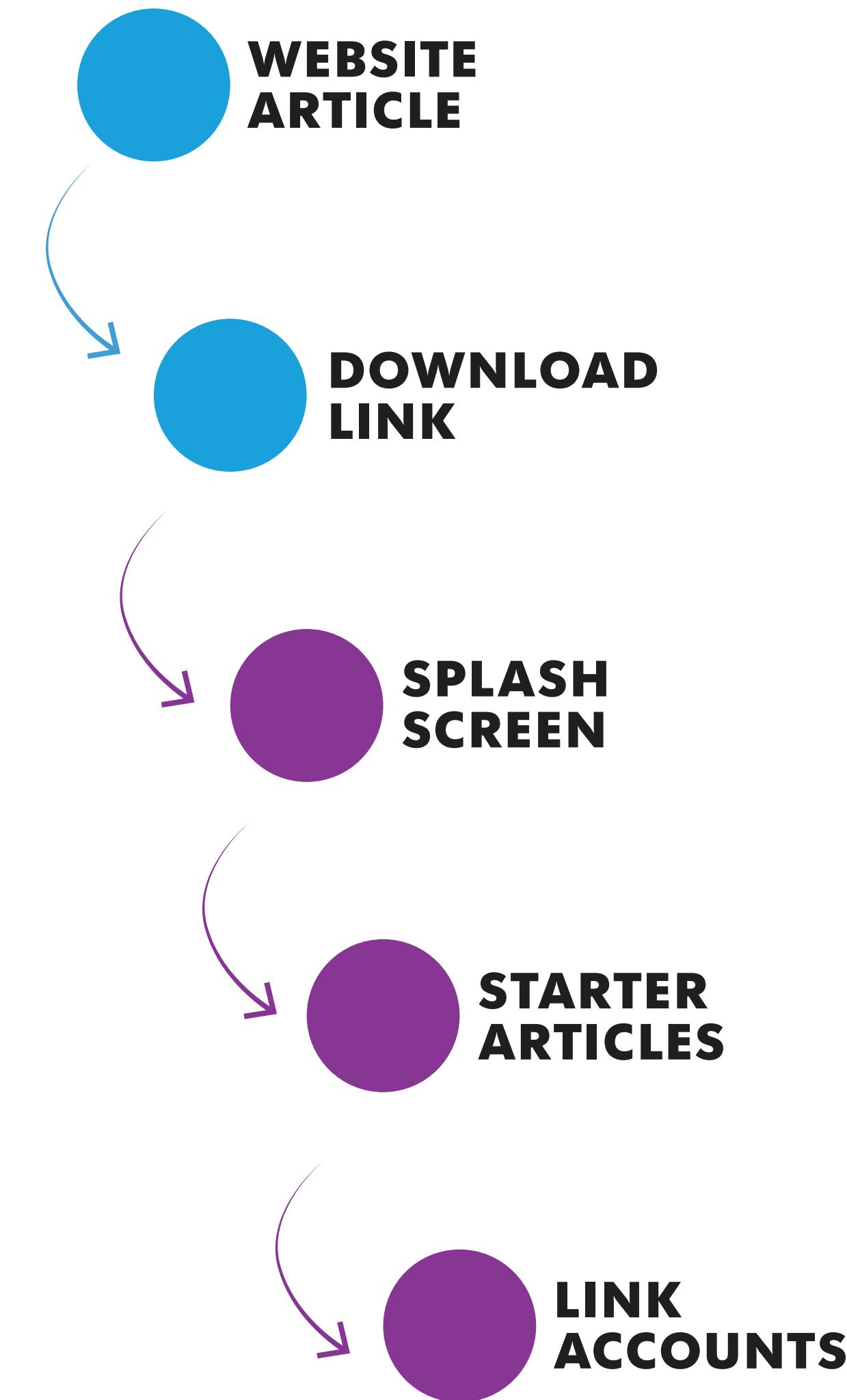
What would you like to be notified about?

- 2 Books
- Movies
- Life
- Celebs
- Gossip
- Food
- TV Shows

USER FLOWS - ONBOARDING

The First-timer

John was browsing Facebook when he saw a link to a USA TODAY article. Halfway through the article, he saw an engaging ad for the new USA TODAY app. John downloads the app and jumps right into exploring all the features of the app, eventually coming to a page requesting that he links his social media accounts for easy sharing and local news.





USER FLOWS - ONBOARDING

Link Accounts

When the user first enters the app, they are asked to connect their accounts to access the sharing and commenting features.

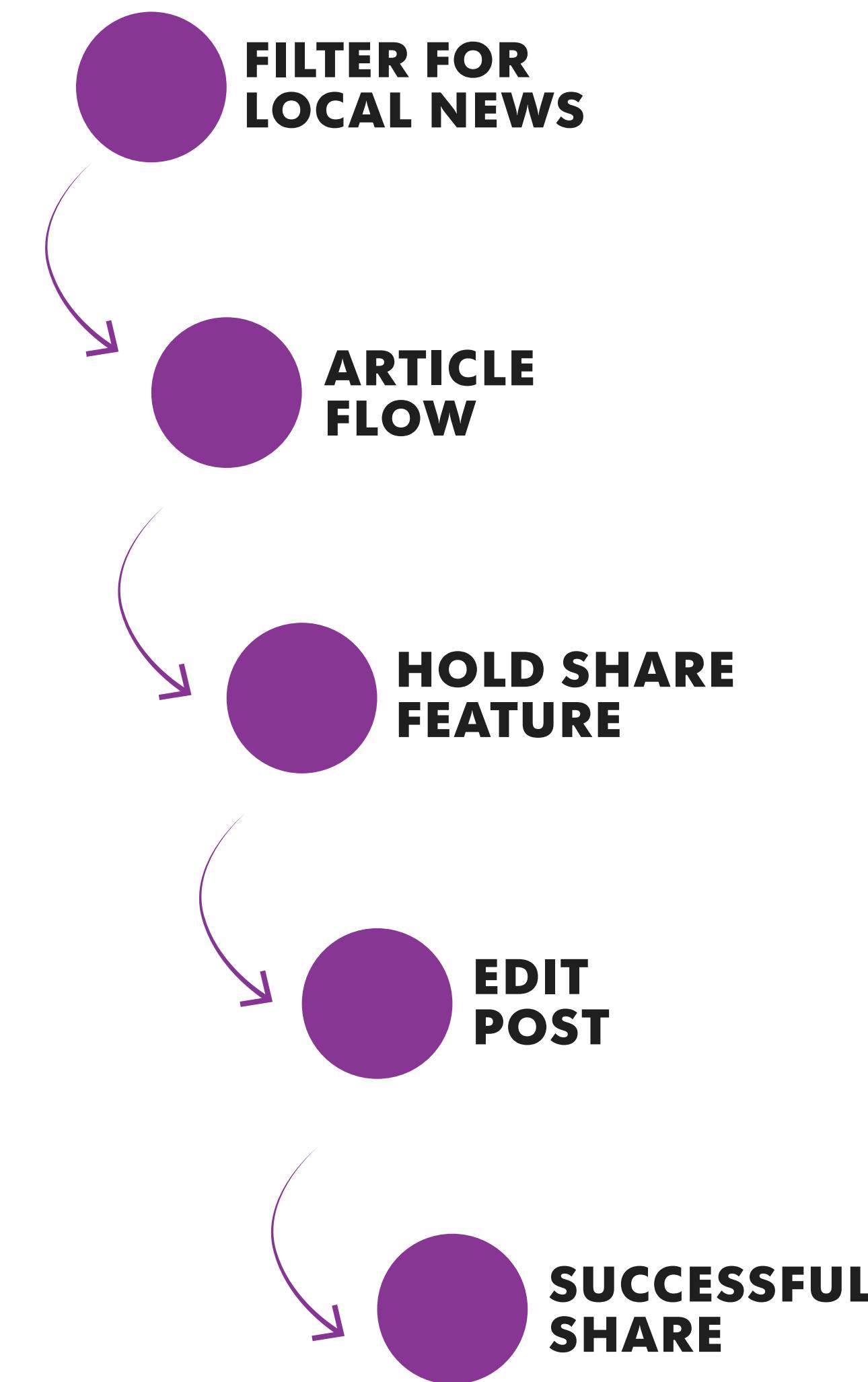
Connect



USER FLOWS - SHARING

The Share-er

Joe is interning at a company in Michigan. He's from NY and he wants to share things about his new location with his friends back home. Joe opens his USA TODAY app and filters his feed to see if anything cool ever happens in Michigan. He sees an article that interests him and decides to share it on his Facebook to show his friends in NY that Michigan is indeed a spicy place.



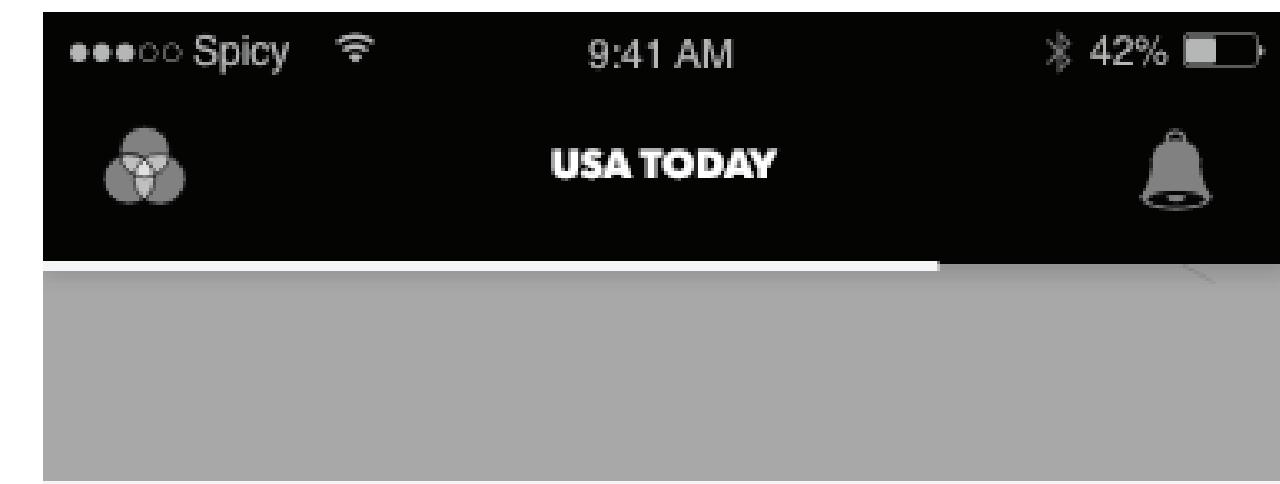
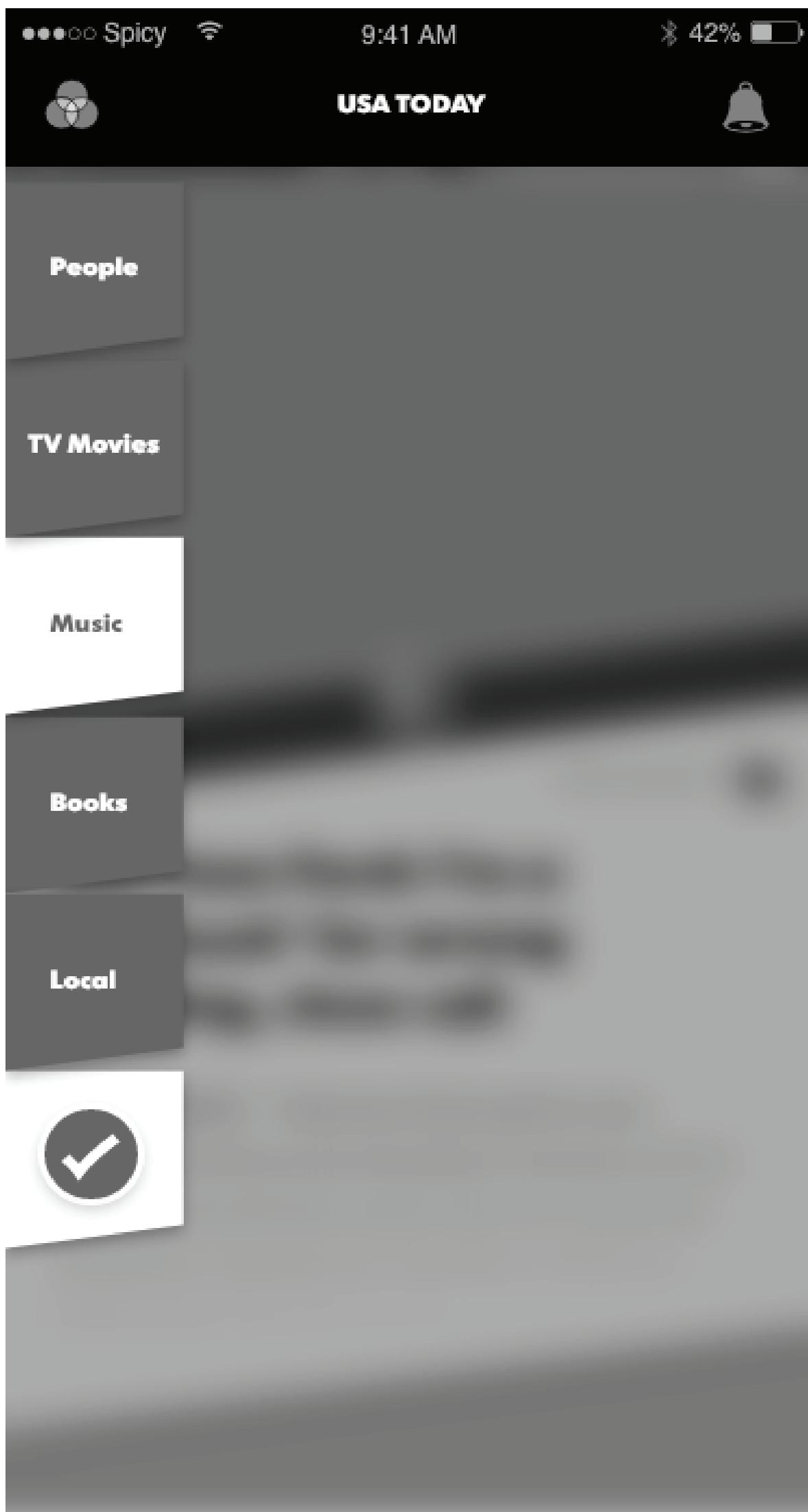
USER FLOWS - SHARING

Filtering (left)

Filtering options are always accessible to the user and work like checkboxes so they can click the content that they want to see.

Hold Share (right)

Holding down on the screen anywhere in the app will allow you to easily share whatever article you are on.



Harrison Ford: I'm a 'schmuck' for wrong landing, close call

LOS ANGELES — Harrison Ford said he was distracted and concerned about turbulence from another aircraft last month when he mistakenly landed on a taxiway at a Southern California airport after flying low over an airliner with 116 people aboard, according to an audio recording released Friday.

TWEET ARTICLE

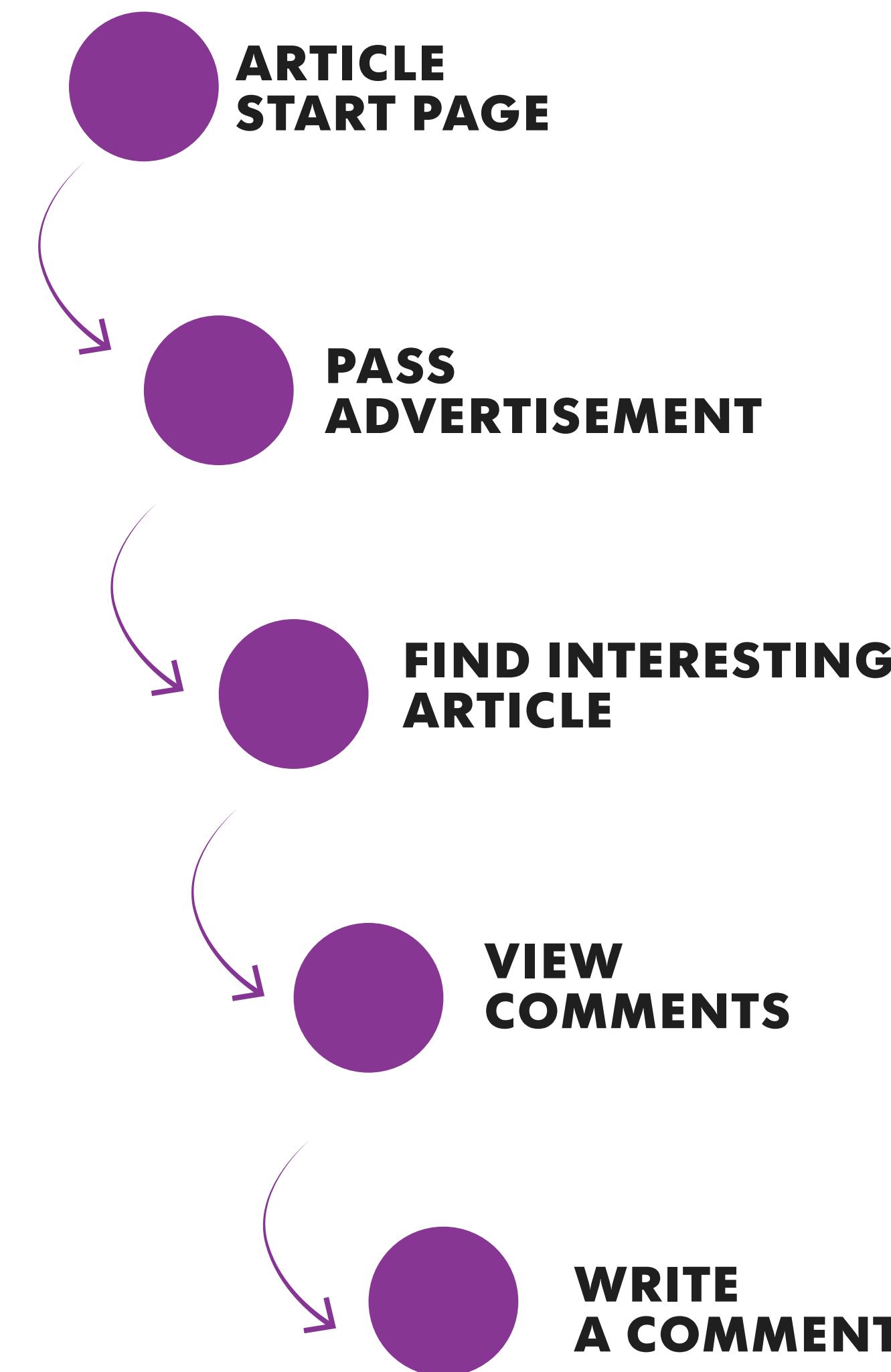
"I'm the schmuck who let told an air traffic control call on Feb. 13 at John Wi County. Recordings of Fo traffic controllers were re Federal Aviation Administration.



USER FLOWS - CASUAL USE

The Casual Navigator

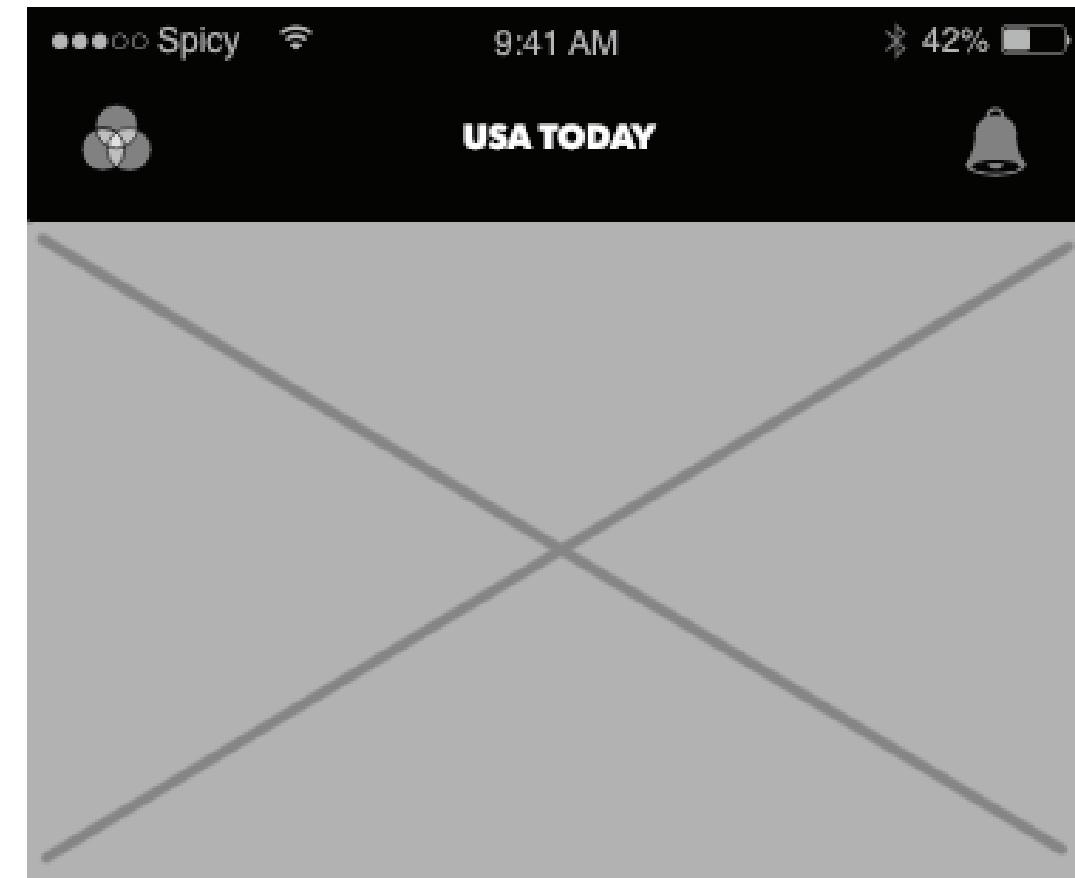
Linda has a couple minutes to spare on her bus ride to work. She immediately pulls out her phone and opens the USA TODAY app. Automatically she is scrolling through new content with her own personalized filters. After seeing an intriguing article, Linda swipes over to the gallery view to see any images that are included with the article. Interested, she pulls the info tab to see the image caption and find out who the photographer was.



USER FLOWS - CASUAL USE

Comments

Clicking on the comments button will allow you to see and share what other people think about the article.



Jak Ross
This article changed my life!!!!
15 mins ago

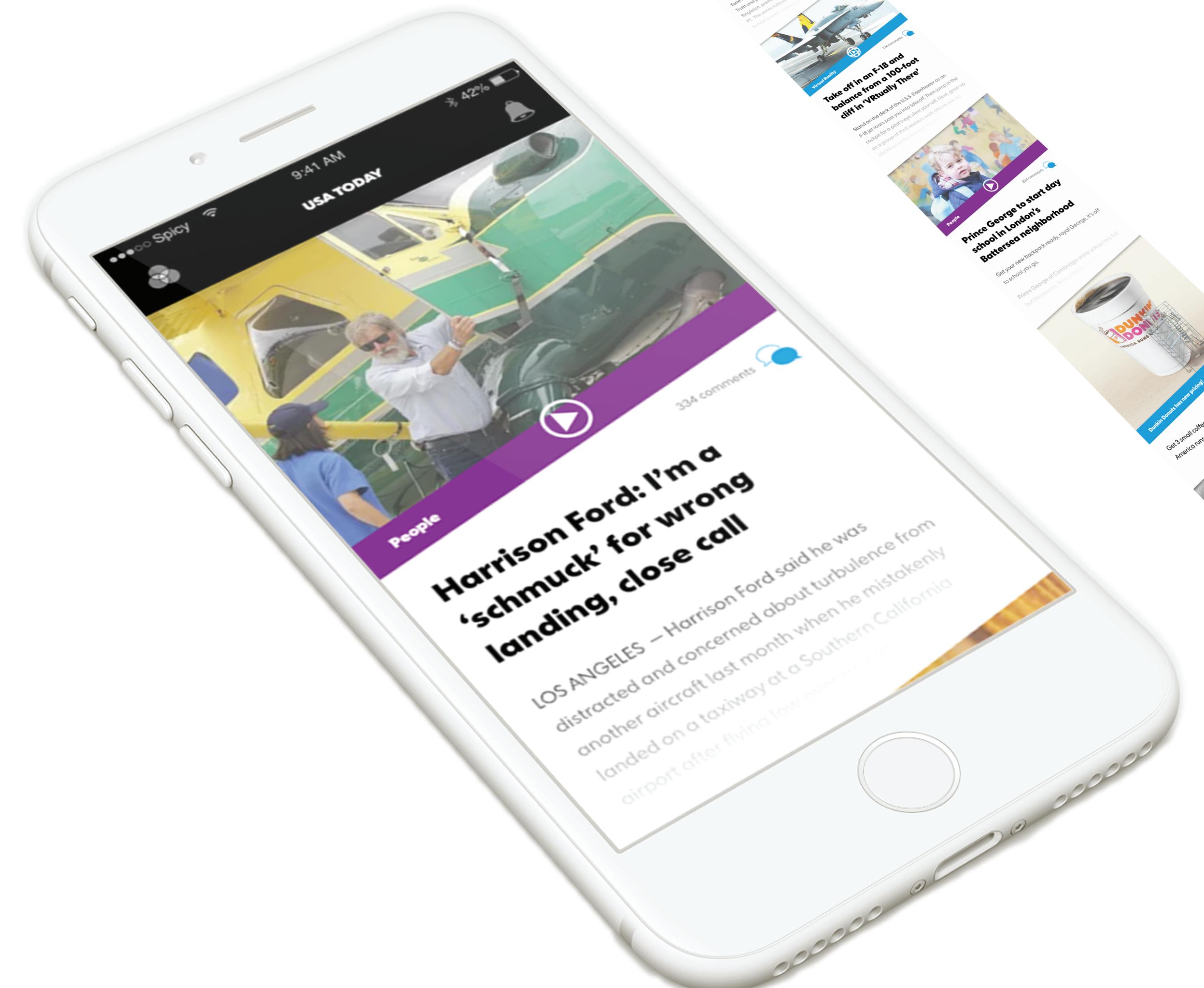
Nocili Fry
Everything about this article could be shared. I love it.
20 mins ago

Dalen lee
Why can't this be everyone's wake up call???
35 mins ago

COMPS

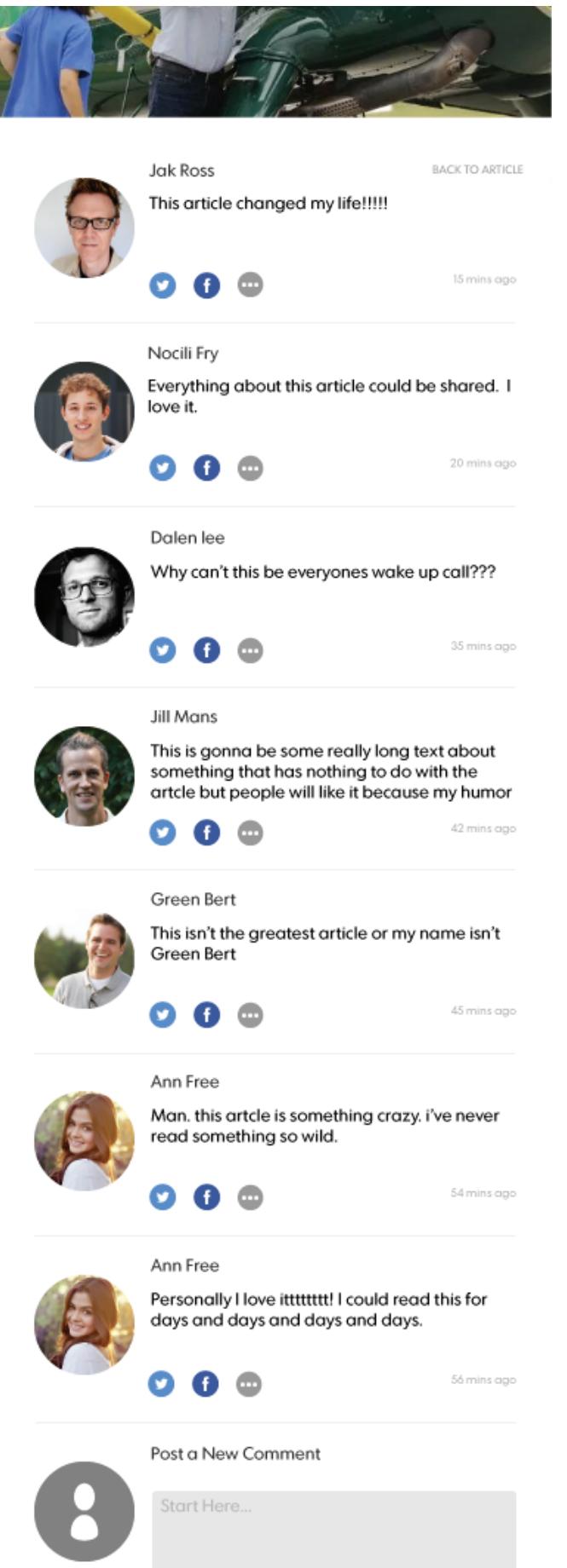
Main Feed

The simple layout allows for the user to be able to quickly swipe through articles that may not interest them, while also allowing advertisements to sneak their way into the feed.



Comments

COMPS



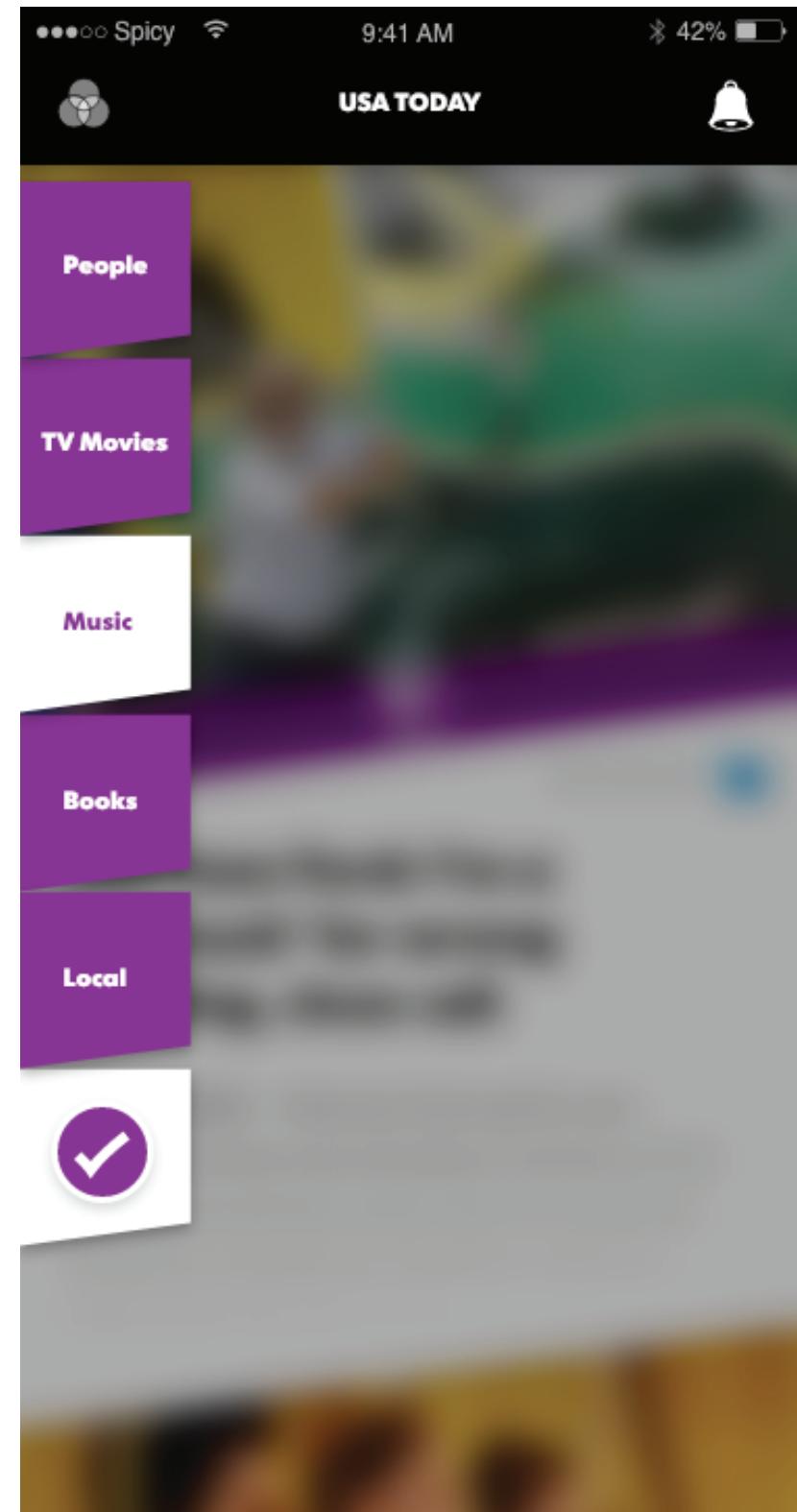
Notifications



Notifications

What would you like to be notified about?

- | | |
|----------|--------------------------|
| Books | <input type="checkbox"/> |
| Movies | <input type="checkbox"/> |
| Life | <input type="checkbox"/> |
| Celebs | <input type="checkbox"/> |
| Gossip | <input type="checkbox"/> |
| Food | <input type="checkbox"/> |
| TV Shows | <input type="checkbox"/> |
| Tech | <input type="checkbox"/> |



Filtering

RECAP

Problem

22-35 year olds have quickly changing attentions and they want to look smart on a wide range of topics.

USA TODAY needs to gain their trust, stay relevant amongst all their other apps, and keep their curiosities.

Solution

Levaraging the users phone notifications will remind them of the quality content that USA TODAY offers as well as keep them updated on topics even when they didn't know they should be updated!

A continuous vertical article feed will offer users the ability to swipe quickly and efficiently through massive amounts of content until they find what they like.

An attractive and simple layout will also aide in efficiency to save the user time.

THANKS!

SPICY TEAM 6

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