



# UI/UX Prototype

Team 03 // CS577a // F2018

A tool for helping content creators,

- **discover** trending **topics**
- **explore** specific **articles** within a trending topic
- **manage ideas** for their own content

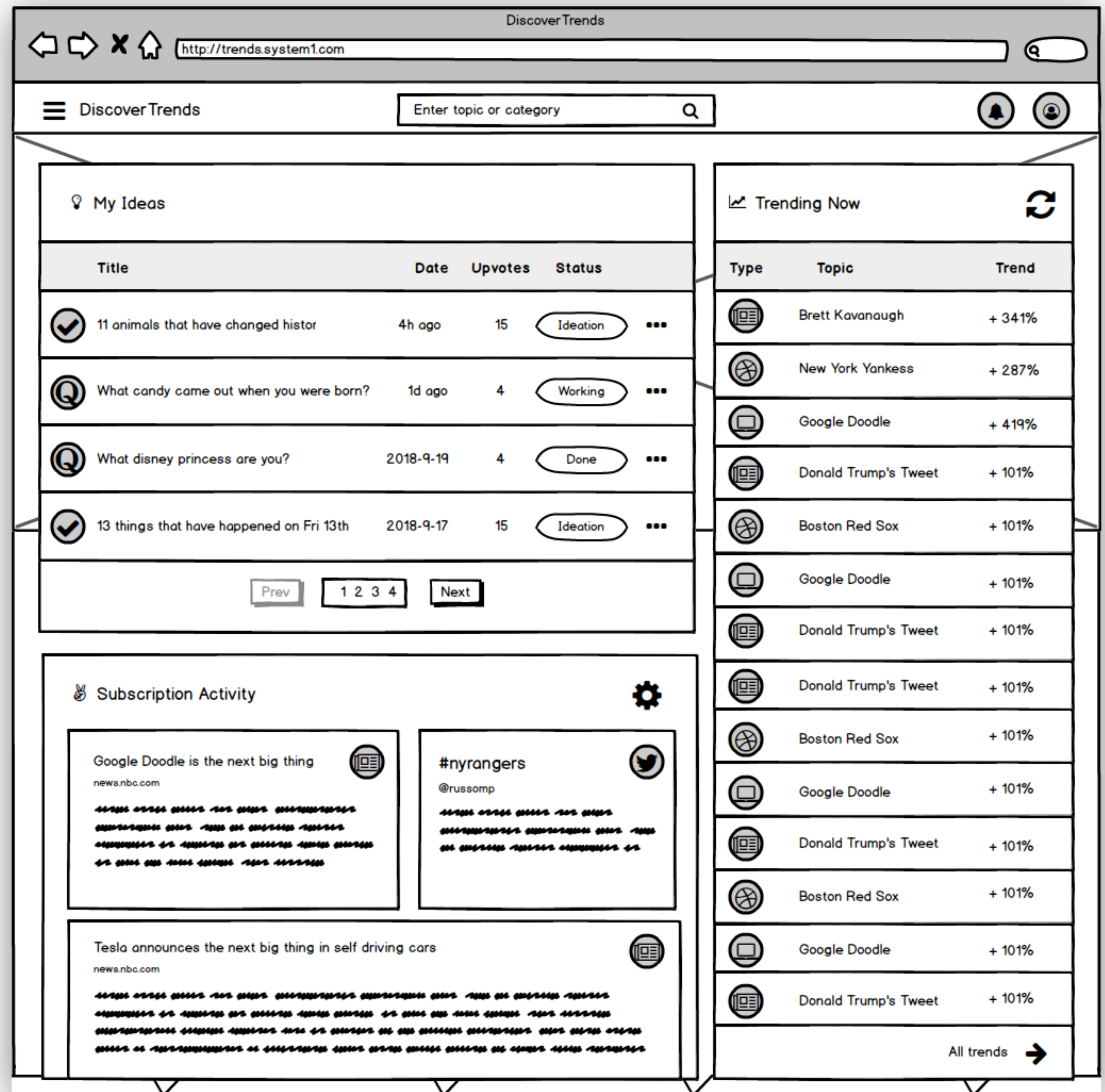
# Home Page

The homepage serves as a hub for all content creators to manage their working ideas and get a high level overview of general trends.

The ideas board was placed on the top left corner of the home page since it tailors to the main use case — developing ideas for content based on trends. It allows creators to further develop and explore working ideas, or source new ones based on the current trends in the display on the top right of the screen.

The trending now section provides a quick overview of popular topics on the web. Creators can scan the board for interesting trends, and select to dive deeper into a topic with one-click if interested. They can also search trends by keyword using the search bar at the top.

Finally, the hub also provides a personalized trending content section where creators are shown a list of posts and articles based on their own selection of sources, categories or keywords. They can update preferences at any time using the settings button, and even control notification methods and frequencies.





# Ideas Page

The ideas page serves as public board for the entire team of content creators to easily manage ideas in the cloud. The current idea management solution uses several excel spreadsheets for idea aggregation, slack for communication, and bookmarking tools for logging reference material (to be verified).

The public ideas board allows content creators and managers to move the existing workflow into the cloud. Creators simply spawn ideas for content which are automatically related to an underlying trending topic and added to the public board.

Content creators can also explore and upvote ideas. This allows for crowdsourcing of content and takes advantage of industry experience for helping management select ideas to approve.

Management can also filter ideas by date/status/etc, examine trending topics for an idea when making approval decisions and easily assign work to creators by updating the status.

DiscoverTrends

DiscoverTrends

Enter topic or category

⚡ Ideas Board

/ /

/ /

Filter

Idea	Date ▾	Upvotes	Creator	Status	Trend	
✓ 10 crazy things drawn with AI	2m ago	0		Ideation	+ 419%	View details
✓ 11 animals that have changed hist	4h ago	42		Working	+ 113%	View details
Q What candy came out when you were born?	1d ago	4		Ideation	- 2%	View details
Q What disney prince are you?	2018-9-19	4		Ideation	- 32%	View details
✓ 13 things that have happened on Fri 13th	2018-9-17	15		Working	+ 257%	View details
✓ 11 animals that have changed hist	2018-9-17	42		Working	+ 113%	View details
Q What candy came out when you were born?	2018-9-17	4		Ideation	- 2%	View details
Q What disney prince are you?	2018-9-16	4		Ideation	- 32%	View details
✓ 13 things that have happened on Fri 13th	2018-9-15	15		Working	+ 257%	View details
✓ 11 animals that have changed hist	2018-9-15	42		Working	+ 113%	View details
Q What candy came out when you were born?	2018-9-15	4		Ideation	- 2%	View details
Q What disney prince are you?	2018-9-15	4		Ideation	- 32%	View details
✓ 13 things that have happened on Fri 13th	2018-9-14	15		Working	+ 257%	View details

Prev

1 2 3 4 5

Next



# Trending Topics Page















The trending topics page offers a complete breakdown of high level topics by social engagement. The list view allows content creators to quickly asses trends from most popular to least popular.

Creators can refresh trends periodically using the button in the top left of the board or sort trends by a specific source using the sortable headers.

They are able to filter topics by category or select a date range for controlling the engagement totals and sort order.

They can also quickly gauge how many ideas have already been associated with a given topic. This would allow them to focus on content that coworkers have not already explored, thus potentially saving time and allowing for a diversification of content.

After refreshing, filtering, and sorting trends during exploration, a content creator can select a topic to further investigate with one-click.

DiscoverTrends						
http://trends.system1.com						
DiscoverTrends						
Enter topic or category						
Trending Topics						
1h 1d 1w 2w 1m 6m 1y 2y Filter						
Type	Topic	Total Engagements	Facebook Engagements	Twitter Engagements	Reddit Engagements	# Ideas Created
	Brett Kavanaugh	10k	8k	1k	1k	21
	New York Yankees	8.1k	5.1k	2k	1k	18
	Google Doodle	1.2k	1k	.2k	0	2
	Donald Trump's Tweet	1k	1k	0	0	82
	Boston Red Sox	1k	1k	0	0	1
	Google Doodle	1k	1k	0	0	1
	Donald Trump's Tweet	1k	1k	0	0	1
	Boston Red Sox	1k	1k	0	0	1
	Google Doodle	1k	1k	0	0	1
	Donald Trump's Tweet	1k	1k	0	0	1
	Boston Red Sox	1k	1k	0	0	0
	Google Doodle	1k	1k	0	0	0
	Donald Trump's Tweet	1k	1k	0	0	0
	Boston Red Sox	1k	1k	0	0	0

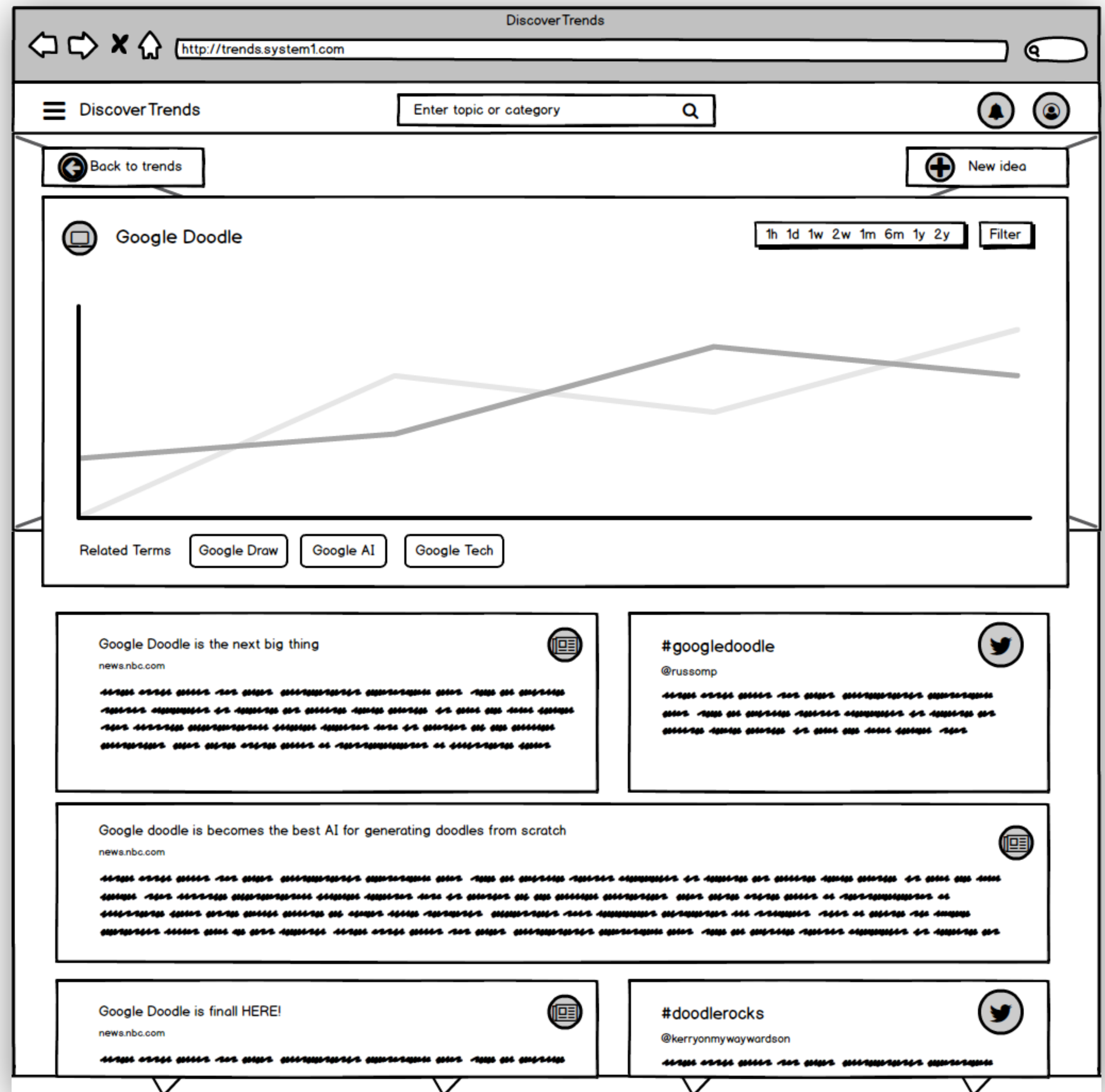
# Topic Details Page

The trend details page allows content creators to analyze a trend and further explore specific articles grouped under the topic.

The large trend line allows anyone to quickly gauge whether a trend is gaining momentum or dying down. It also allows for more granular exploration via time and source. For example, if a topic is mainly trending on twitter but not on Facebook (where the article will be published), the content writer may not wish to explore the trend further. In this case, they can select the back button on the top left of the screen to immediately start exploring the trending topics list again in one-click.

If a content creator is interested in a topic, they can explore actual articles accounting for the topic's trendiness, and examine the trend weight of that article.

If the content writer develops any ideas based on the articles or topic, they can create an idea using the new idea button at the top right of the screen. This automatically links the trend, adds it to the hub/public board, and allows for notes or specific article references.





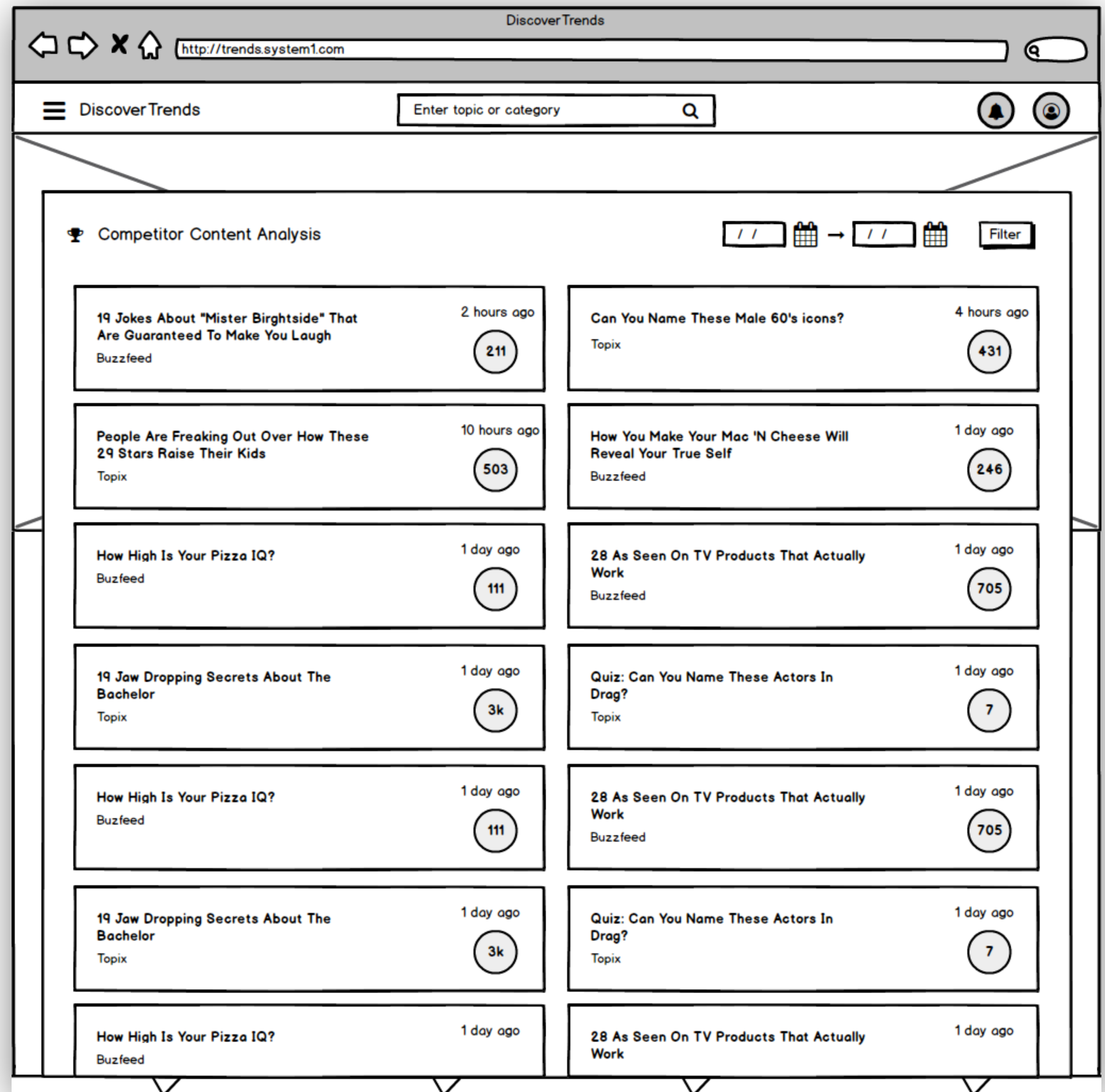
# Competitors Page

The competitor page allows creators to browse articles being published on competitive websites in near real time.

It allows creators to quickly assess the subject matter an article via headline capturing, view freshness and source, and gauge trendiness via the engagement total. They can view a larger preview and get a breakdown of the engagement by source with one-click as well.

Creators can use this section to stay ahead of the competition while sourcing ideas based on topics that are proven to work in a similar space.

Content creators can filter by competitor, engagements, category, or date to hone in on specific articles of interest. They can similarly spawn ideas based on an article from the details view using one-click.



# UI/UX Prototype

[Link to Live Prototype](#)

navigation

DiscoveryTool

keyword search

account management

topic filters

Type	Topic	Total Engagements	Facebook Engagements	Twitter Engagements	Reddit Engagements	#Ideas
	Brett Kavanaugh trial	10k	8k	1k	1k	21
	New York Yankees clinch wildcard	10k	8k	1k	1k	21
	Google Doodle	10k	8k	1k	1k	21
	Donal Trump's newest tweet is ridiculous	10k	8k	1k	1k	21
	Boston Red Sox vs New York Yankees	10k	8k	1k	1k	21
	Brett Kavanaugh trial	10k	8k	1k	1k	21
	Brett Kavanaugh trial	10k	8k	1k	1k	21
	Brett Kavanaugh trial	10k	8k	1k	1k	21
	Brett Kavanaugh trial	10k	8k	1k	1k	21

content engagement estimations by source

topic categorization

high level topic grouping

# of ideas based on a particular topic



# References

<https://system1.com/>

<https://trends.google.com/trends/?geo=US>

<https://buzzsumo.com/>

<https://www.adbeat.com/>

<http://www.topix.com/>

<https://feedly.com/i/welcome>