https://dribbble.com/shots/15418047-Blog-Resoures-Reading-Page-Felix/attachments/7185218?mode=media

**xLoop Website: Newsroom UI and Categories –**

Design will be simple and relevant to Website theme. However, we will not create a one page where all news is completed readable that will. We will create a home page for the newsroom and once accessed, will showcase, Categories (main Topics)> Insider, Community engagement, Case studies, Technology & Innovations, Independent Research. Once we access respective Categories, we will have access to Sub-categories, thumbnails, leading to each published article.

**Categories:**

1 – **Insider:** Includes stories about the internal development/Company related.

2 – **Community Engagement:** Hosting, Guest interactions, Carbon Footprint, CSR, Collaborations.

3 – **Case Studies:** will talk about our clients, through leaders, Impactful stories of our Service partners, Collaborates, Hosts and Guests.

4 –**Technology & Innovations:** Latest moves by Tech giants, Public and Private sectors, New Age innovations Development in AI.

5 – **Independent Research:** This will include special topic-based research that will be carried out by xLoop and will also have interactive poll based feedback panel for traffic to vote according to research surveys.

Newsroom connectivity to all internal pages and external links.

**Sub-categories:**

1. Insider
   1. Product Launches
   2. Partnerships and Collaborations
   3. Company Announcements
   4. Awards and Recognitions
   5. Corporate Events and Milestones
2. **Community Engagement:** 
   1. Hosting
   2. Guest Interactions
   3. Carbon footprint
   4. CSR
   5. Collaborations
3. **Customer Success stories (Case Studies): Breakdown by Industries and Corporation**
   1. Entertainment Sector
   2. Travel and Tourism
   3. Technology & Innovations
   4. Commercial Breakthroughs
   5. Financial Sector
   6. Logistics & Transportation
   7. Healthcare and Fitness
   8. Consumer impact
   9. Business Operations
4. **Technology & Innovations:**
   1. Research and Development
   2. New Technologies
   3. Innovation Initiatives
   4. Thought Leadership
5. **Independent Research:**
   1. Blogs
   2. Observations
   3. Predictions
   4. Surveys

**\*\*Implement a search engine:**

Search key words for better reading.