Accommodate to read the news in one month started with Google News Mobile APP

When we are talking about news reading experience, there are two main user groups driven by their goal, browsing, and scanning. Browsing users are viewing and reading trending news and preferable content passively or actively. So that we could see the functions like top headlines, following topic and book stacks, another purpose is scanning content which its users had a specific topic they want to look at, so they may expect and use functions like a collection of the topic, a timeline, quotes and tweets, and related topics.

When I see myself as a typical user, basically I just browsing trending news in the world, the states and some topics I favor, like tech news and celebrities. So when I first open Google News app, it requires me to log in. I guess it’s for justify my news feed and in fact, if you don’t log in, you even couldn’t user three tabs function except headlines. Moreover, it seems doesn’t matter if your purpose is browsing news and don’t want to be influenced by any technical bias.

What I noticed in the headlines tab is I could easily see the latest and most important(I guess) news on the first screen. And Google has its unique news collection design which is more interactive and comprehensive. Although this card design contains the same information as the traditional news card design, no matter is vertical or horizontal, like news thumbnail, title, source, published time, and sometimes, snippets. But this dark scene design makes me feel more immersive with the magnifying animation of the thumbnail. Basically, it allows seven news piece run like a carousel automatically, which could skip to next by tapping both sides of the thumbnail. And if I stop by the card a while like 3~4 seconds, the favicon of the published turns slow which leaves me a stronger impression of the publisher. Then the snippets show up with a black transparent background color. There are two functions in this card. Tapping more button could give me some choices like save for later and share. The design of this collection is also consistent with the Google material design suite. Another function is View Full coverage. It is separated with the main area of the card, and inside the hot area, there is a google colorful icon and words to indicate me what I could get if I tap this area/button.

Thus, I read this collection, and am being interested in this topic and wonder the full coverage would bring me more information, I tap this view full coverage button and jump to the next page. In the full coverage page, what surprised me is I saw the same content on the first screen. And As a designer, I wonder if that possible to make the top coverage section smaller and lighter to expose more new and various info on the first screen.

What I tapped was an election topic, and the second section was video. However, I was thinking at this point. There were some articles have already mentioned the candidate’s view a lot. They're a big necessary to show the title of the video again. What I would like to see might be a real sentence said by the candidates in the video. And when I tap it, it jumps to a google standard video suite. Therefore, I wonder could I jump to the sentence I saw and tap on the last card, and jump to the point she said it in this video shot?

Moreover, I also notice that for different types of topic, the full coverage would provide different content section, like opinions, tweets, analysis, or local news. It’s good, but for some special content like analysis, I would like to digest the results or view some professional comments from analysts with a different perspective. So, I also wonder if google news could provide some interactive functions or options for that kind of customized needs while user using it. But I also think of comparing with the animation and interaction on the thumbnail, this level of interaction would be lower.

Another type of news card is designed for a single news piece. When I am scrolling down the headlines, I was quickly attracted by an information density difference of the news collection and single news. There is no card outline in the single news design. And the thumbnail of it is on the top half of the area, and then shows source favicon, title, published time, full coverage icon and more icon. When the single news shows up, the list of serval them is not very compact and more evident since the invisible division is a longer blank section with the next piece’s thumbnail.

The headline tab is basically a mix of these two types of card design. Like I mentioned, the goal of users viewing this tab is browsing more info and determining whether or not they need to tap and jump to the next page. And for the full coverage page, the purpose is also getting information but deeper. For a more comprehensive integration of news, it served as an endless reading list if you want to read. There is no way to filter the info now, but I think a nice and light filter or sorting would be helpful since if I couldn’t filter, I would just quickly scroll down and go back to the main headlines list.