

# Final Project

# Buzzfeed

**Ashley, Leah and Michael**

# Project Summary

The current layout is intense and scary; it's probably turning potential (and old) users away. Since the site contains so much information, it's hard to tell what's what and where to find specific things. We want to change the layout and create a much simpler design that is easy to follow and allows users to find the information they want and be able to move on. We changed the layout and only kept News, Quizzes and Buzz tasty. It is going to be more direct and straightforward. The Buzz-tasty recipes are categorized as well as the quizzes. We also shaved down the amount of news sections that are offered.

# Goals

- **Organization:**
  - less tabs
  - less redirecting links
- **Tone it down :**
  - fewer categories
  - show what is important
- **Color scheme:**
  - add flavor but keep with some of the old (red)
  - better use of whitespace

# Competition

- **Most online news outlets like the Huffington Post and E News directly compete with BuzzFeed. Also, social media sites like Facebook, Twitter, Snapchat and Tumblr provide competition. Since BuzzFeed primarily offers stories and videos, any sites that also provide that are in direct competition.**
  - **Examples: Mic Network, Mashable, Vox Media, Vice Media**
  - **All produce Media and Entertainment streams for users to enjoy**
  - **Not as much social media recognition as BuzzFeed but, all provide the same information shown through a different site**

# Differentiation Strategy

- BuzzFeed's content is geared towards a wider audience. Stories are generally **shorter** and are at a **lower reading level**. Videos are **professionally produced** with quick transitions and solid quality graphics. Most of all, BuzzFeed provides **content** that resonates with the target audience and teaches them something **new, novel, and fun**. BuzzFeed does not require a login, making it more of an informational experience rather than a personalized experience (social media competitors). One can still get their news, entertainment and cravings all in one without having to update or sign in to the website.

# User Research

1. People who are using BuzzFeed are using it as a source of **entertainment**.
2. BuzzFeed users are checking the site **almost as frequently as other social media users check their favorite sites** (Insta and Facebook).
3. Users of BuzzFeed **connect** the site with **Pinterest** and **Cosmo** over any other sites.
4. The site is usually being searched by a single user and the main entertainment grabber is the quizzes section.
5. It is not taken as a serious site, very **playful language** used when BuzzFeed is mentioned.

## IMPORTANT FINDINGS

- Prioritize Quizzes
- 4 apps down to 1
- More advertising for buzzfeed themselves
- Organization

# Sally Montgomery

## Persona 1

### Goals

- Have the most friends
- Get Good Grades
- Get her first kiss

### Frustrations

- Not making the varsity soccer team
- Not having the coolest clothes
- Not having anywhere to sit at lunch
- Not making honor roll

### Background

Middle school student who lives with her mom in New York City. Has an older sister and brother who are both in college.

### Narrative

wakes up, goes to school, has soccer practice, eats dinner with her family, does her homework, watches iCarly at pm for a half hoyr, goes on the Buzzfeed on the computer after watching lcarly, and then goes to bed.

## SALLY MONTGOMERY



"I am a hardworking student who also loves gossiping and baking with my friends on the weekend."

AGE: 13  
Occupation: Student  
Status: Single  
Location: New York City  
Tier: Queen Bee

Friendly  
Hard-working  
Loyal

### Scenario

Sally uses Buzzfeed to do quizzes at night and with her friends for fun. She also likes to look at Buzztasty for recipes to bake on the weekends. In addition, she likes looking at the celebrity gossip Buzzfeed when she has finally finished homework for the night and her mom lets her go on her computer.

# Ashton Court Persona 2

## Goals

- Get into a good college and major in Finance like his Dad
- Meet the girl of his dreams in college.

## Background

Ashton is the oldest of his siblings: 2 younger sisters. His mom stays at home while his dad works in Finance. In the summers, Ashton loves to sail around and hangout at his beach house or the country club. He plays lacrosse and works at a froyo store on the weekends to save money for college.

## Narrative

Goes to school, benchwarmer during lacrosse practice, rides his bike to work, goes on buzzfeed during breaks, applies to numerous colleges with his SAT tutor.

# ASHTON COURT



"I'm a high school senior trying to have as much fun as I can before leaving for college. I know everyone at school and I'm never single!"

**AGE:** 18

**Occupation:** Froyo Clerk

**Status:** In a Relationship

**Location:** Greenwich, CT

**Tier:** Class Clown

**Funny**

**Laid Back**

**Dreamer**

## Scenario

Ashton uses Buzzfeed on every break at work. He likes to check up on the business news and learn cool facts to impress his parents during dinner.



# Kelsey Blake Persona 3

## Goals

- Wants to be the president of the debate team
- Be a reporter in the White House

## Frustrations

- Keeping everyone in the dorm under control
- Not doing well on her tests

## Background

RA who lives in the dorms, grew up in New Jersey with her mom, an only child, a sophomore at NYU.

## Narrative

wakes up, goes to the dining hall, gets to classes ahead of time, works the front desk in the afternoons, and has debate practice in the evenings when she's not working the night shift.

# KELSEY BLAKE



"I am a hardworking student who tries to have a social life, I was also Valedictorian in high school and now I attend NYU."

**AGE:** 20

**Occupation:** Dorm RA

**Status:** Single

**Location:** NYU

**Tier:** Hardworker

**Determined**

**Smart**

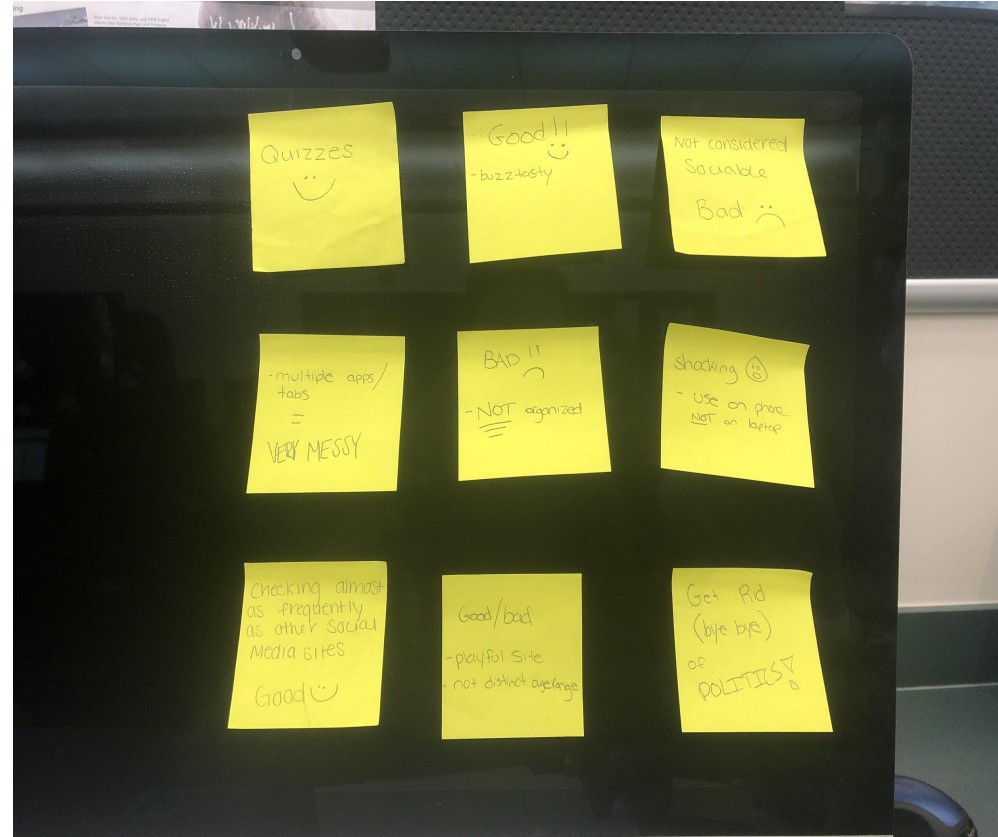
**Dedicated**

## Scenario

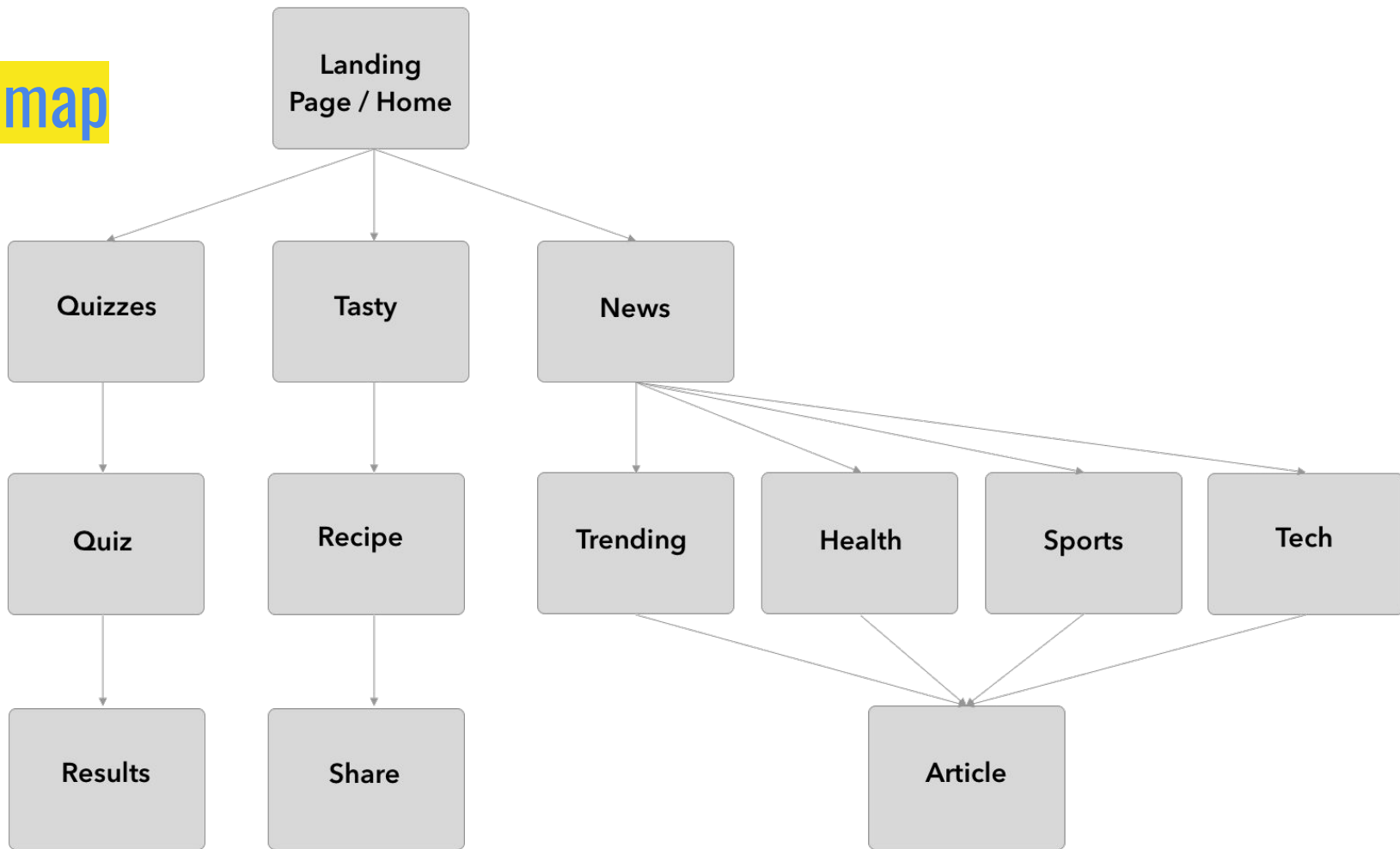
Kelsey uses BuzzFeed to think of fun events for the dorms. She also likes to look at the political news on BuzzFeed. Likes to do quizzes when she pulls the night shift as an RA.

# Brainstorming

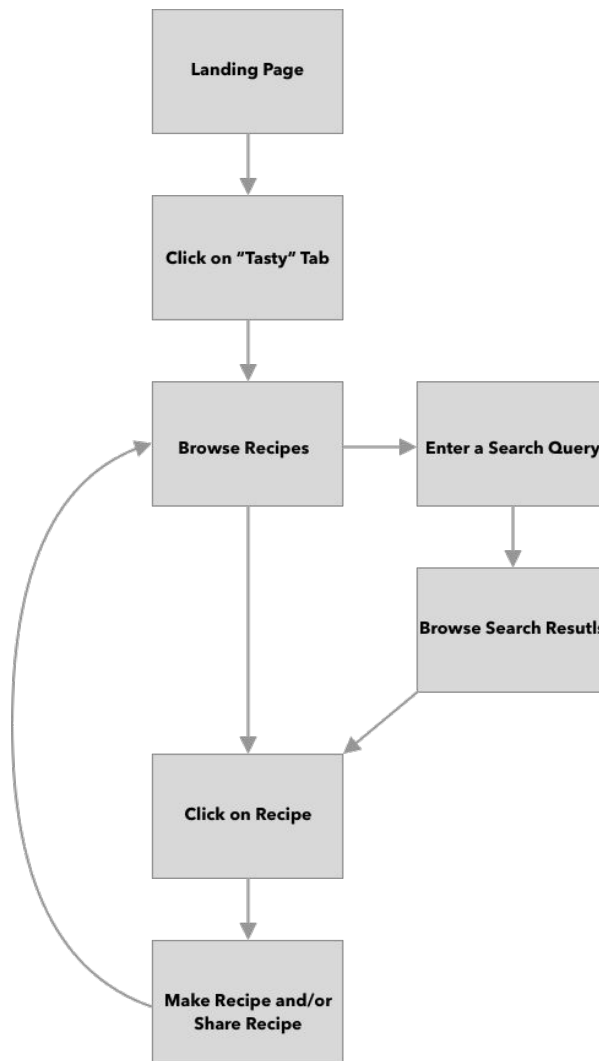
- Quizzes (good)
- Buzz tasty (good)
- Not considered sociable :(
- MESSY :(
- Used on phone more than web
  - Shocking
- Checked frequently
  - Shocking
- Playful, not specific target
  - Expected
- Bye bye to politics (needed)



# Sitemap



# User task



1: user will search buzzfeed.com

2: user will click on tasty tab in top left to discover recipes

3: user will then browse recipes of their choice

4: user then gets specific and searches "dark chocolate"

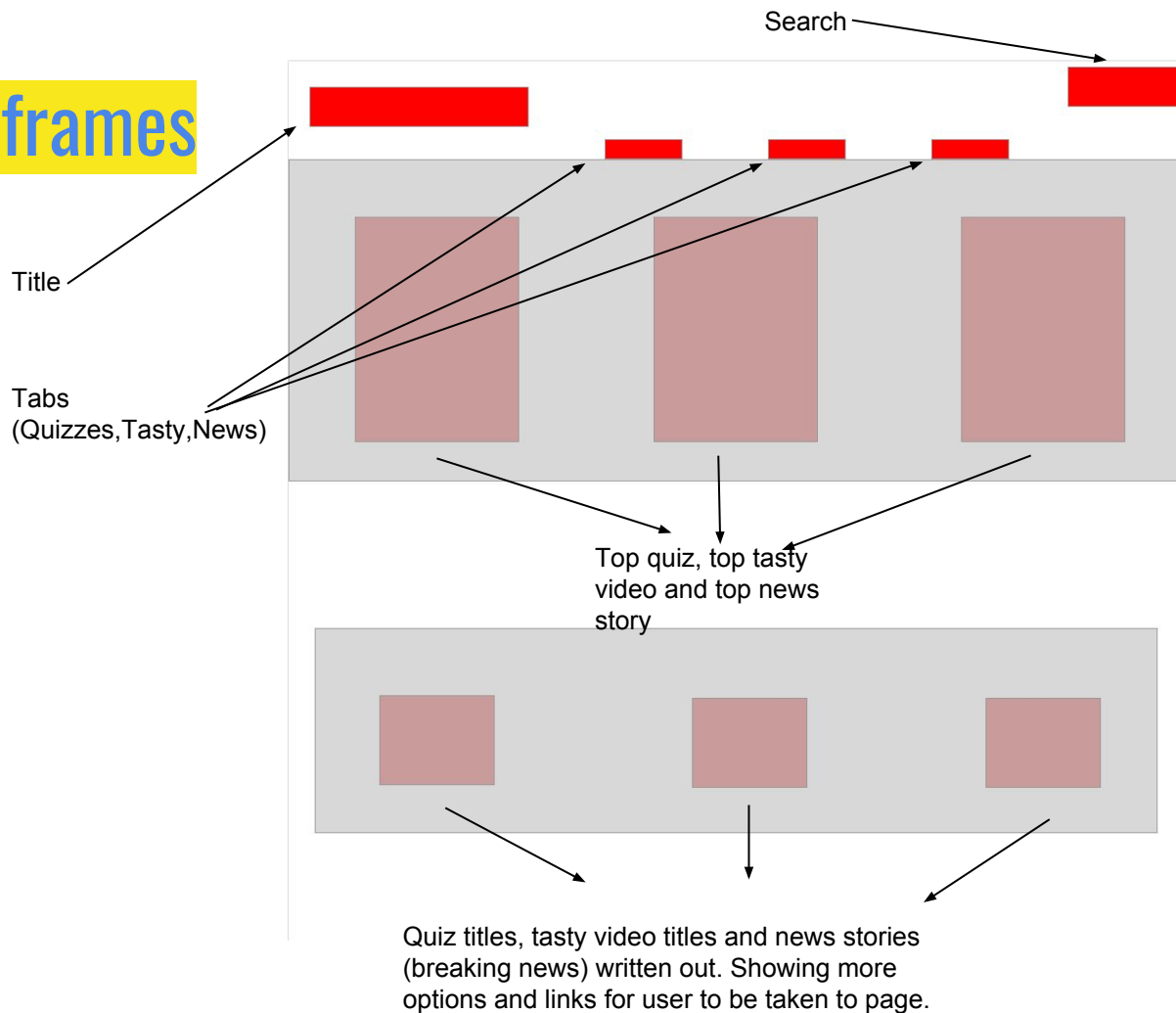
5: user clicks on recipe "dark chocolate peanut butter pancakes"

6: user watches video and makes recipe

7: then has option to share their results on the page

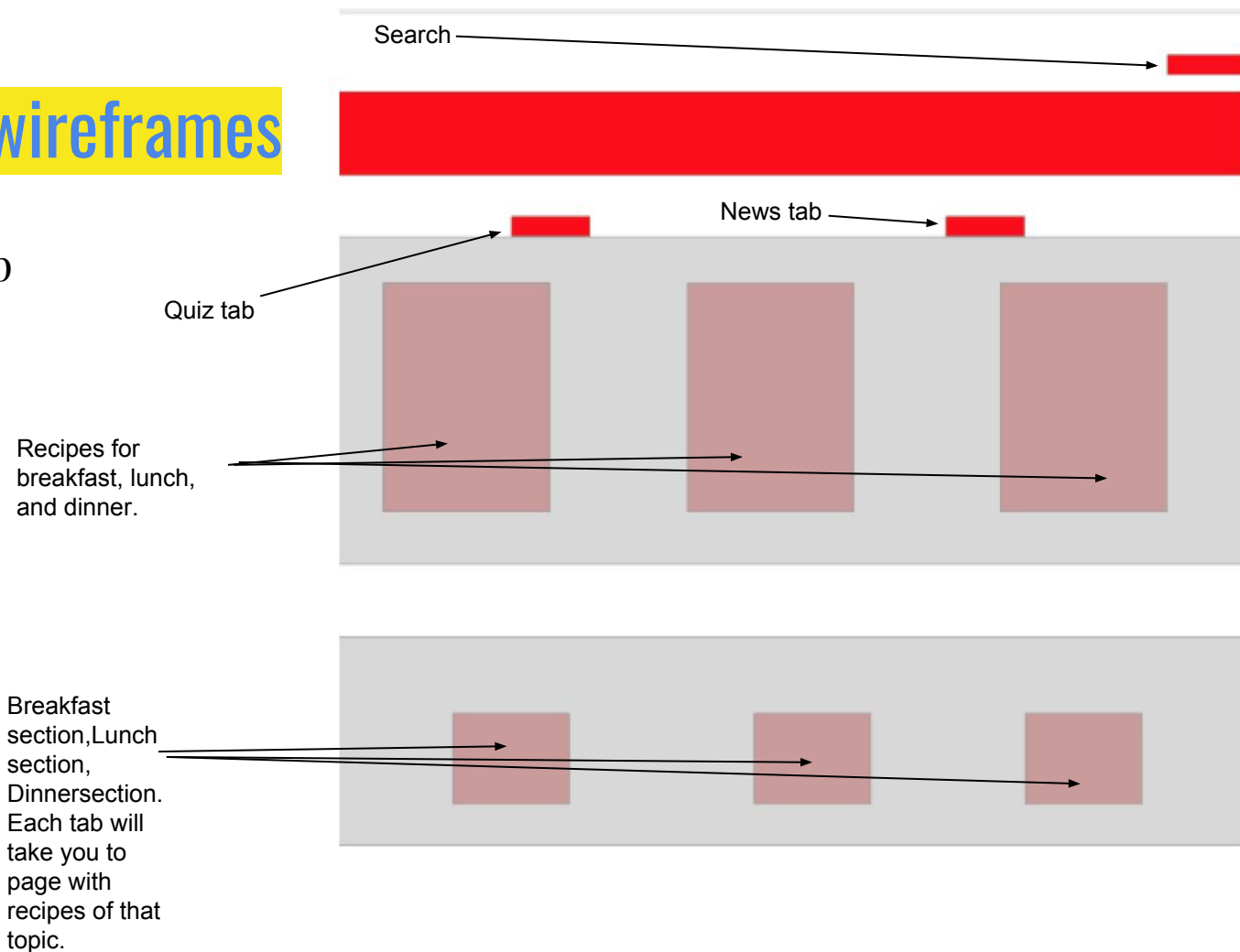
# Digital, low-fi wireframes

## Landing Page Desktop



# Digital, low-fi wireframes

## Tasty home Desktop

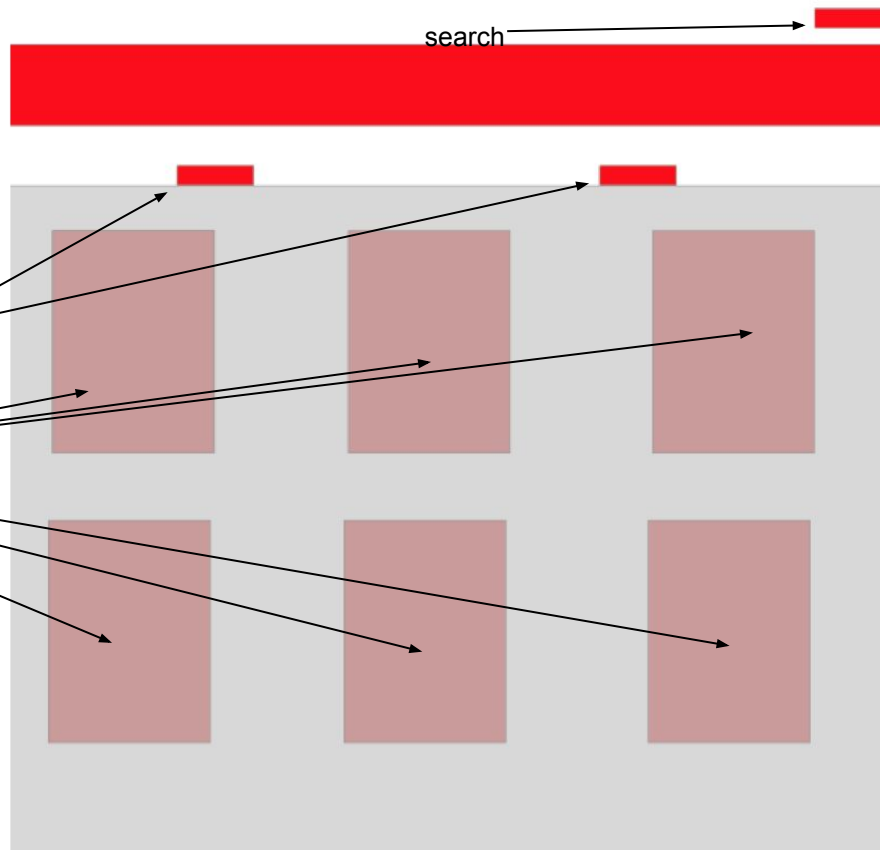


# Digital, low-fi wireframes

## Recipe page after search (desktop)

User searches "dark chocolate".  
Top six recipes are shown that  
use dark chocolate in recipe.  
(Video preview of recipe in box)

News,  
Quiz tab



# Digital, low-fi wireframes

## Single recipe page (desktop)

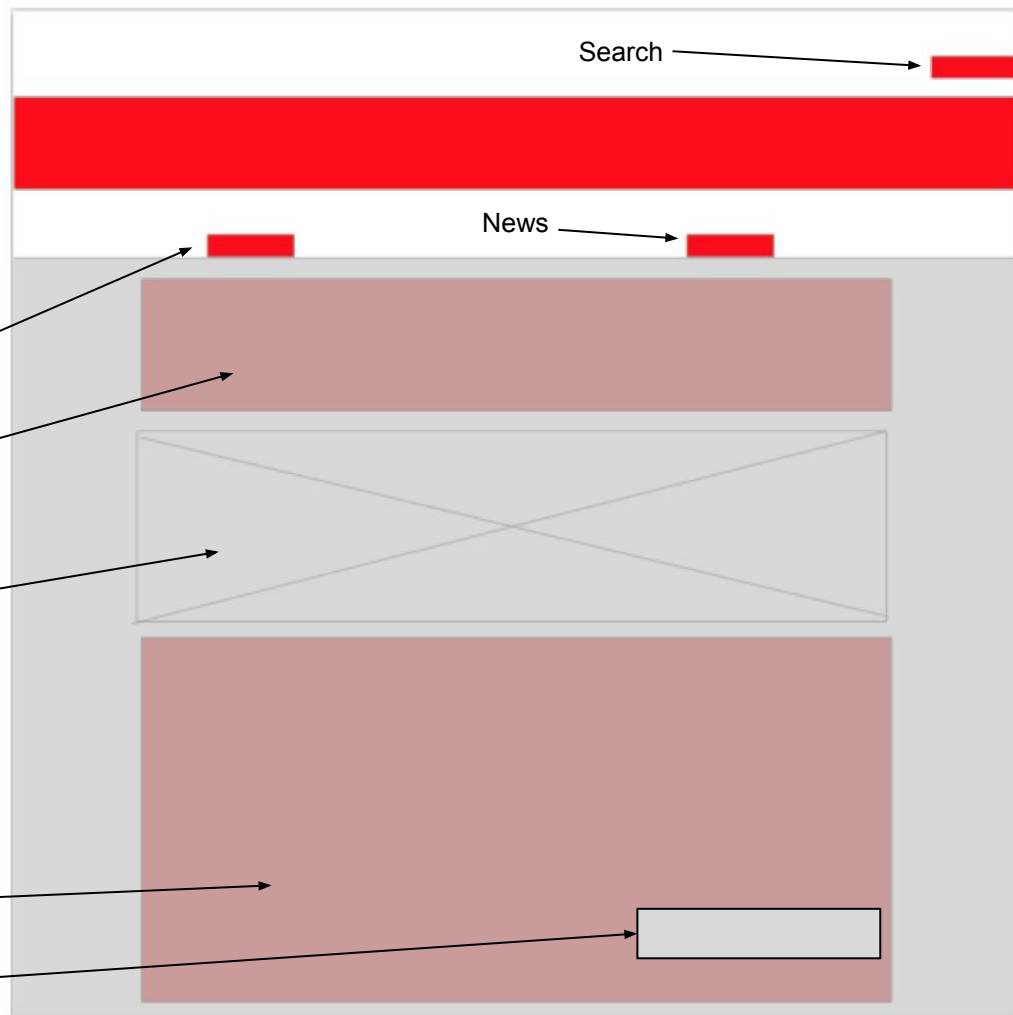
Share button  
for users who  
choose to post  
their video of  
them making  
recipe.

Recipe  
instructions

Video of  
recipe being  
made.

Recipe title

Quizzes





# User Testing: Recommendations for Improvement

- Be able to swipe from recipe to recipe (quiz to quiz, news article to article..) (CW)
- Fill empty space with featured content from quizzes and news articles (CW)
- Give more clues about how to return to the home page (CW)
- Decided to keep the color red as the main color because it goes with BuzzFeed (HE)

# Prototype

<https://xd.adobe.com/view/f7b7432e-e21f-4a0d-4ff7-b15a4153f108-8186/>

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## Quizzes



12 hours ago

Ellie Bate

**We Know How Old You Are From Your Netflix Opinions**

Hanifah Rahman 4 hours ago

**Can We Guess Your Favorite Christmas Movie?**

Isabel Costian 6 hours ago

**How Dramatic Are You?**

Hanifah Rahman 14 hours ago

**Which Christmas Movie Should You Watch Based On You Fave TV ...**

Itsmejaniez13 8 hours ago

**Pick 5 Puppies And We'll Reveal Your Favorite Pizza Topping**

Kat Angus 3 hours ago

**You Want This Quiz to Guess Your Age? Go Ahead and Take It.**

Joanna Borns 3 days ago

## Tasty



12 hours ago

Matthew Johnson

**Apple Pie (Macerated)**

Pierce Abernathy, 4 hours ago

**Korean-style BBQ Beef**

Alvin Zhou, 12 hours ago

**Chicken Meatball Soup**

Rie McClenny, 6 days ago

**Banana Bread Ice Cream Cake**

Alix Traeger, 4 days ago

**Stuffed Fried Pickles**

Pierce Abernathy, 12 days ago

**Leftover Sweet Potato Waffles**

Crystal Hatch, 4 hours ago

## News



6 hours ago

Brianna Sacks

**The World Is On Track For "Catastrophic" Climate Change, ...**

Zahra Hirji 1 hour ago

**Doctors Poked Through Their Own Poo To Prove It's Not A Big Deal If...**

Laura Silver 1 hour ago

**NASA Landed A Spacecraft On Mars To Explore The Planet's Interior...**

Ellie Hall 1 day ago

**Melania Trump Decorated The White House With "Blood Trees"...**

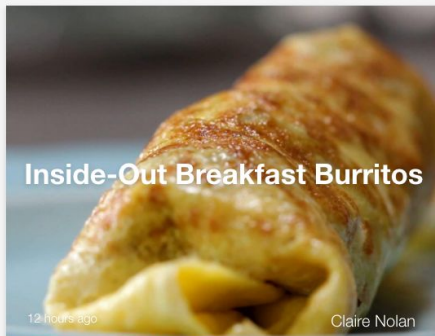
Lauren Strapagiel 3 days ago

**These Hugely Popular Android Apps Have Been Committing Ad Fraud...**

Craig Silverman 2 hours ago

**These Novels Prove That Women Make Fascinating Fictional Killers, ...**

Kristen Evans 5 hours ago



## Fluffy Chocolate Lava Pancakes

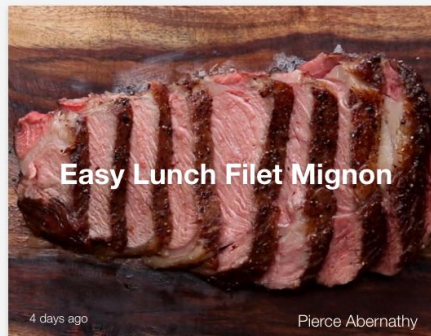
Matthew Johnson

## Spinach And Feta Baked Egg Cups

Tara Botwinick



## Banana Almond Oatmeal



## Easy Lunch Filet Mignon

4 days ago

Pierce Abernathy



## Onigirazu

Rie McClenny

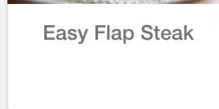
## Hot Cheeto Burrito

Spencer Kombol



## Broccoli Soup

Merle O'Neal



## Easy Flap Steak



## Bacon-Wrapped Prime Rib Dinner

12 hours ago

Matthew Johnson



## Ratatouille Lasagne

Brice Murphy

## Easy Juicy Chicken Marsala

Kevin Fredericks



## Penne Alla Vodka

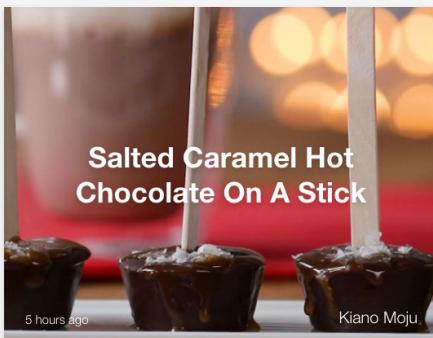
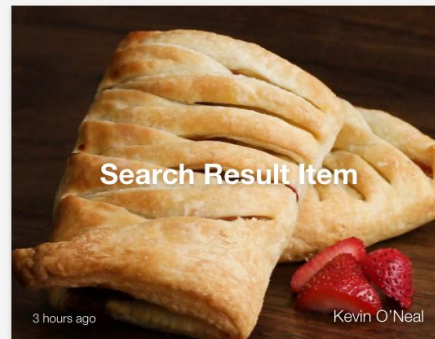
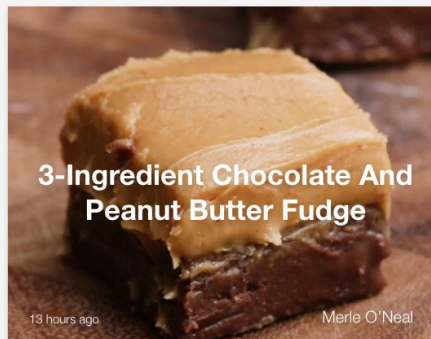
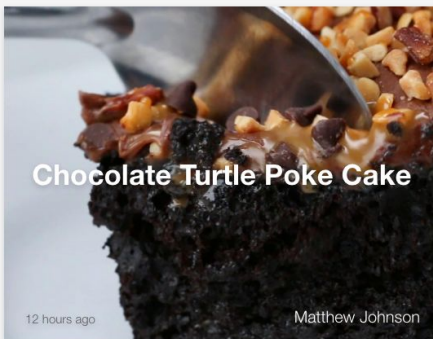


## Show-Stopping Beef Wellington

Christine Abernathy







12 hours ago

## Chocolate Turtle Poke-Cake

Matthew Johnson



### Ingredients

- A whole cake
- Some caramel
- Assorted crushed nuts

### Recipe

- Preheat the oven to 400°F
- Something with eggs
- ...
- Eat

Matthew Johnson

I'm an author and I make recipes.  
Follow me, just not in real life.

Did you like this recipe?  
Share it with your friends.



# Style guide

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Brand guidelines



# Buzzfeed

With the new and improved BuzzFeed, the user has the same amount of entertainment to browse through in a much cleaner fashion.

We listened to the users and decided to keep the three most important categories highlighted as the main ones. Buzz Tasty, Buzz Quizzes and Buzz News.

[Buzzfeed.com](https://www.buzzfeed.com)



## Brand guidelines

### Typography



## Helvetica

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&\*()

### Color palette

#### Primary



R0 G0 B0

C30 M30 Y30 K100



R229 G20 B30

C4 M100 Y100 K0



R80 G183 B230

C60 M10 Y1 K0

Regular

The dog jumped across the mailman.

Italic

*The dog jumped across the mailman.*

Bold

**The dog jumped across the mailman.**