

Yomu - One place worth your reading time!

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Yomu

A website where the user can find all the content from across the web based upon their interests, topics, authors or publishers.

Background

A friend approached me to design his pet project. He wanted to build a one-stop destination for people to read articles based on their interests, topics, sources or authors. He had already built a product and it was live <https://yomu.io/>

The project is in **progress**, but I thought it might be useful to share the process on how the user journey to view the feeds page was enhanced.

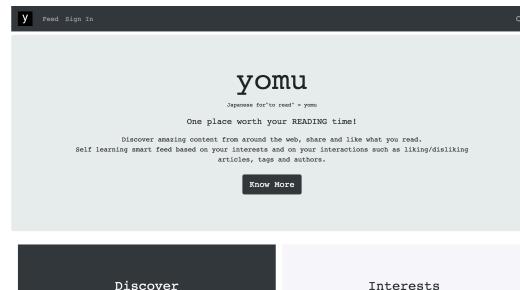
I've referred my friend as the "client" in this process document.

Solution

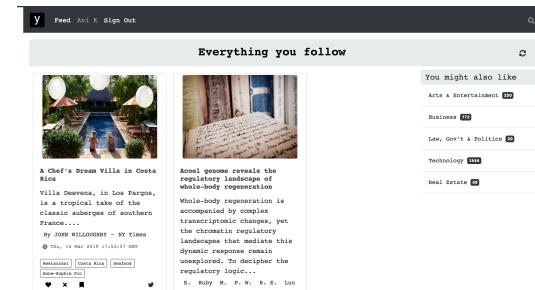
Since the project is **work in progress**, I'm going to share one design solution and the journey to build it. This design solution is still in the testing phase.

Transforming the way user accesses the feeds.

Previous solution

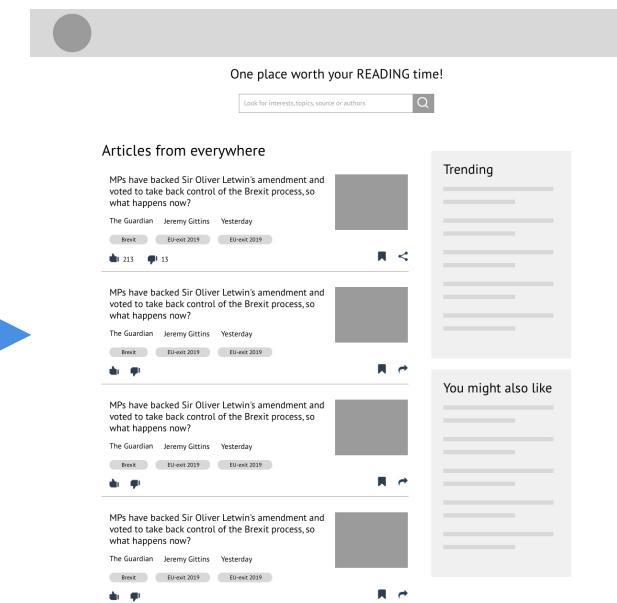


Landing page of the original product before redesign



Feeds page of the original product before redesign

Proposed solution



Feeds page after redesign

Process Summary

Since this product was already built keeping in mind some business goals and assumptions, I decided to carry out a customised approach to carry out the redesign of this product.

To enhance the user journey to access the feeds page, here's a summary of the activities:



- Early Meetings
- Early Analysis
- User Interviews
- Usability Testing
- Surveys
- Identify similar products

- Research Data Analysis
- Usability Testing
- Data Analysis
- Competitors Study
- Insights
- Prioritisation
- Identify Low-hanging fruits
- Create User Personas

- Ideate multiple solutions
- Redesign user flow to access feeds page
- User testing and feedback
- Dev collaboration

- Design the solution
- Work in progress...**

Redesign the experience to
access feeds content.

(Work in progress)

Pre-Discovery

Understanding the Aim and Product

I got a brief definition about the product and a link to the website which was already built. We scheduled a meeting to discuss the project. I prepared a few questions for the meeting which would help me to understand the project better.

I wanted to understand various things like what has been built already, what problems the client wants to solve, who he thinks would use his product, how is the product different from others in the market, etc.

I documented my learnings from the first meeting which helped me to understand:

- High level goal of the project
- Existing features
- Future features
- Potential users: The client aimed to build this product for IT professionals
- Similar products in the market
- Existing flows
- What success looks like for the project?

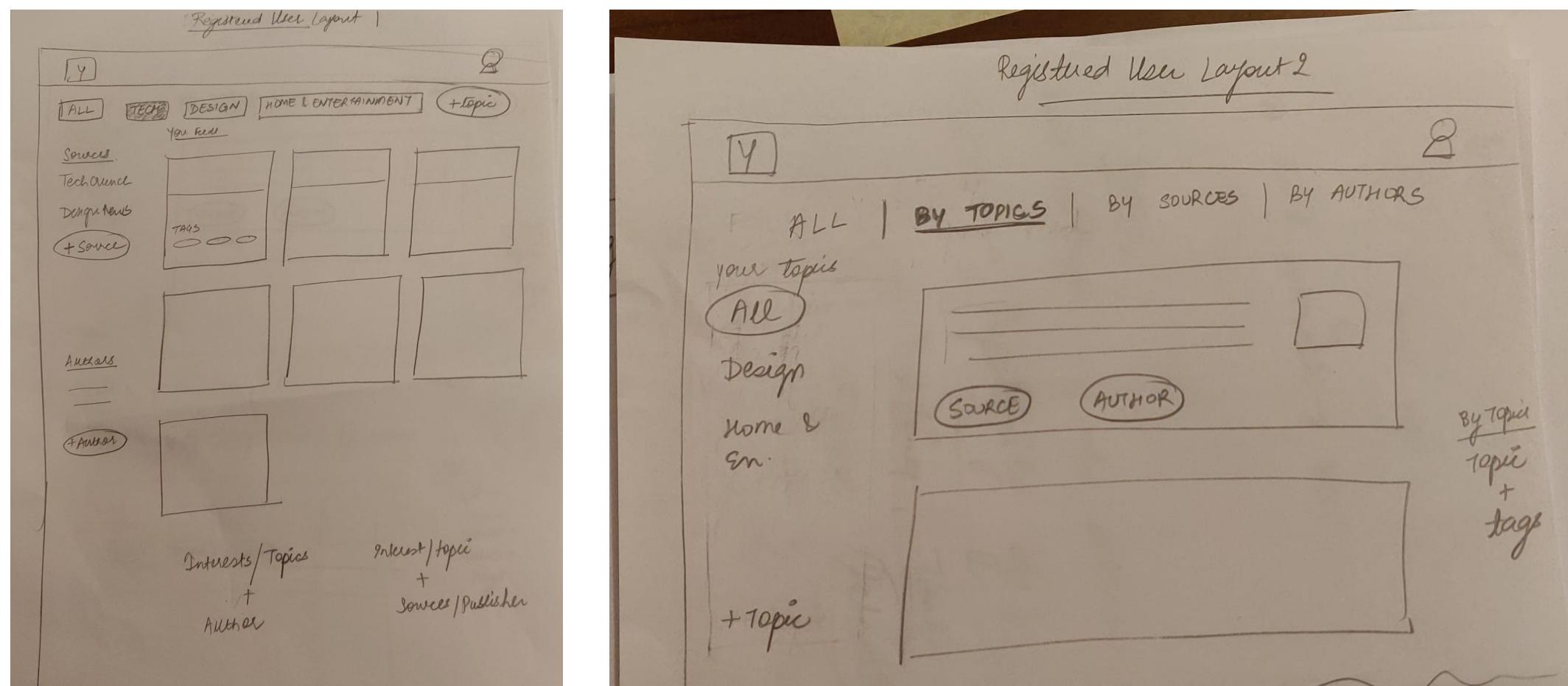
The aim was to enhance the overall user experience of the product so that people can find useful content according to their interests, preferred sources or authors.

Early Analysis

Concept Building

Since the product was already built, it was important to understand the existing user flows, features and interactions.

After our first meeting, I sketched out a few designs on paper and ran them with the client to understand the concept. Those designs helped to validate which concepts better define our product according to the client.



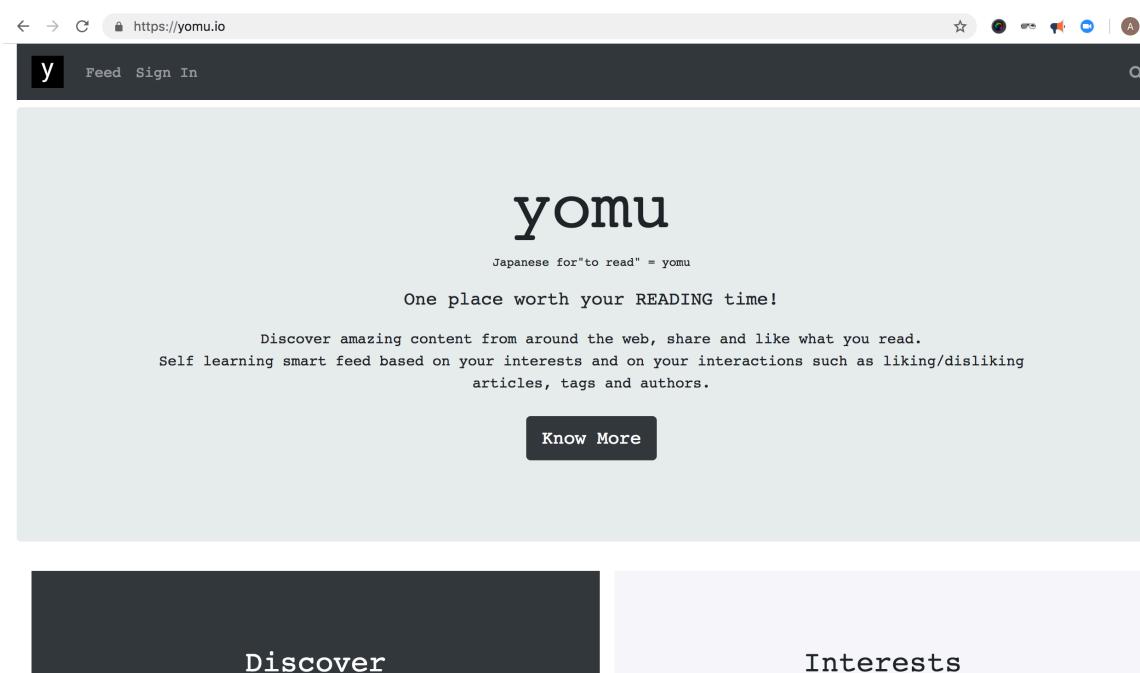
Early sketches to understand the concept of the product

After receiving the feedback, I got to know that the business goal is to provide a stream of articles - a personalised feed consisting of articles from over 100 sources and authors based on interests, topics, authors and sources selected by the user.

First-pass improvisations

I went through the major features and functions of the product and identified some potential areas of improvisations for my record:

- On adding interests, there was a lot of time taken to know whether the interest is added or not
- Delayed acknowledgment on adding authors, tags or sources from the feed
- Hidden functionality of adding interests for the first-time user
- Too much text on the home page
- Illegible typography



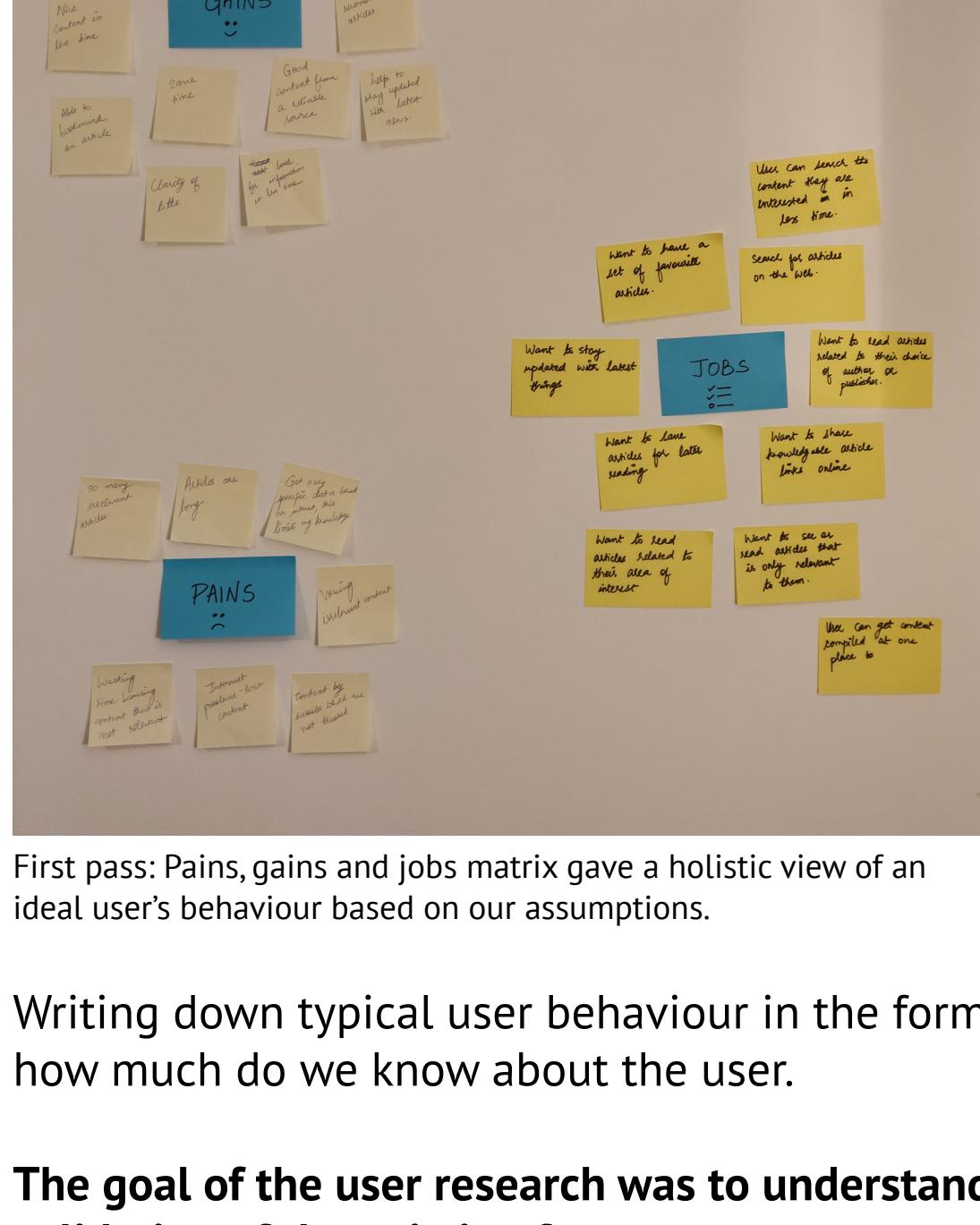
Home page or the landing page before the redesign

I chose not to share this with the client yet as I wanted to get qualitative or quantitative data on this by testing the product experience with some users.

User Research

Based on the insights received from the

A photograph of a brown paper surface, possibly a wall or a large sheet of paper. Two yellow sticky notes are pinned to the surface. The note on the left is handwritten and reads "Save effort". The note on the right is also handwritten and reads "Get out of the way & understand".



The user research method comprised of surveys and minutes usability testing

User Interviews

Since, it was a pet project, we wanted to keep the research cost to the minimum so the user research was carried out with my 5-6 friends (both working and non-working IT professionals).

Even with few resources and a small group of friends, the interviews helped to understand their behaviour - what do they do to keep up with the topics which matter to them, who do they look for topics, what problems they face while

User Interview

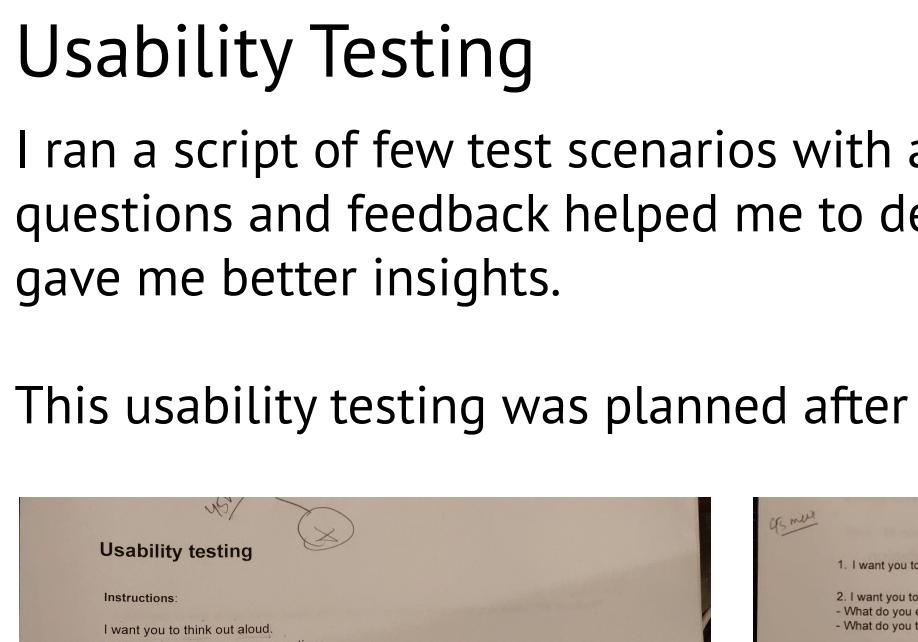
1. Age, profession
2. How do you keep up with the topics that matter to you? Why?
3. Which topics you generally look for? Why?
4. Which websites do you like to visit to get that information? Why?
5. When or where you generally get time to catchup on the topics you are interested in? (for example, in office, home, while travelling in train, etc.)
 - a. So how much time on an average are you able to spend on reading that content?

decide which article to read?

a. Why?

7. Do you face any challenges while looking for topics?

Technology, Health, Finance, Food, Travel, Gaming, Books, Music, Art, Sports, Hobbies



I would be right there.
I would be answer all your questions at the end.
Remember it's just a review/feedback of the design.

1. You landed on this website from google search, what is the first thing that comes into your mind after you this website?
2. What does this page tells you about the product?
3. feedback
4. What
- 5.

7. How would you add topics of your interest to your account?
8. So imagine you like an article, how would you save it for later reading?
9. You can see these blocks on text on every article post, what do they do?
you?
10. Imagine you like an article and would like to see more related articles.

First pass: User testing script

Second pass: User testing script

11. You spotted an interesting article, would you like to share it? If yes, how?

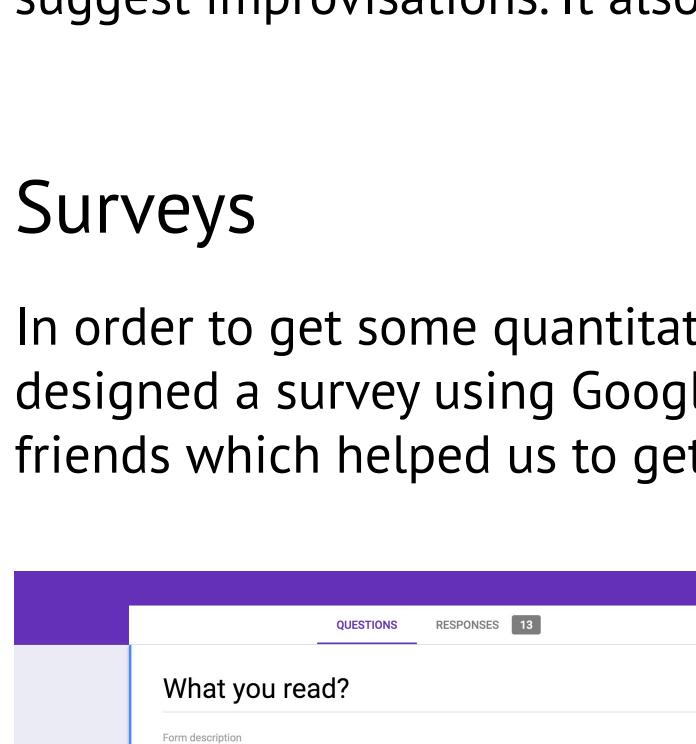
12. You are redundantly getting articles related to "Politics", what would you do so that there are no articles related to 'politics' ?

13. What does this section suggests you (section on the feed page with "You may also like"). Can you add something from this list?

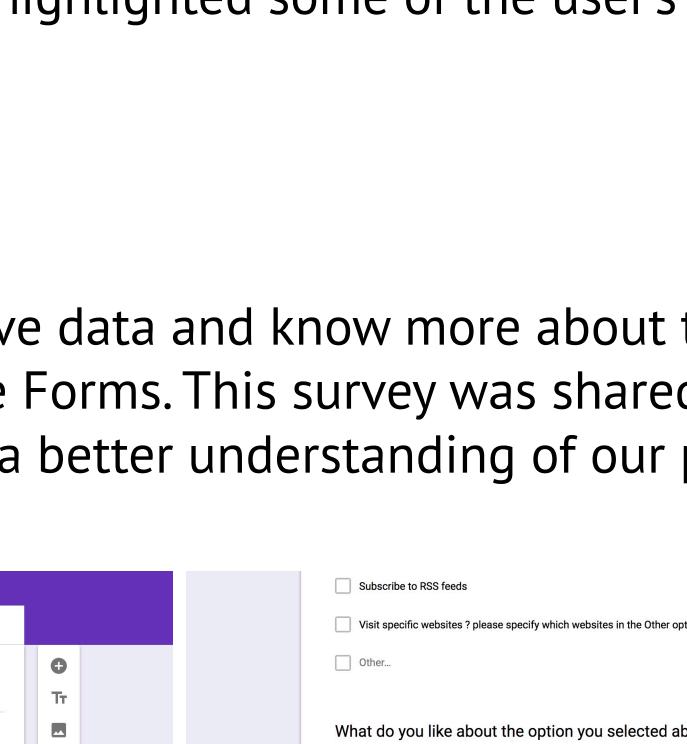
14. What does this section suggests you (section on the feed page with "You may also like")

How will you dislike the article?
Remove / dislike the article?
Interest, tag, author, publisher

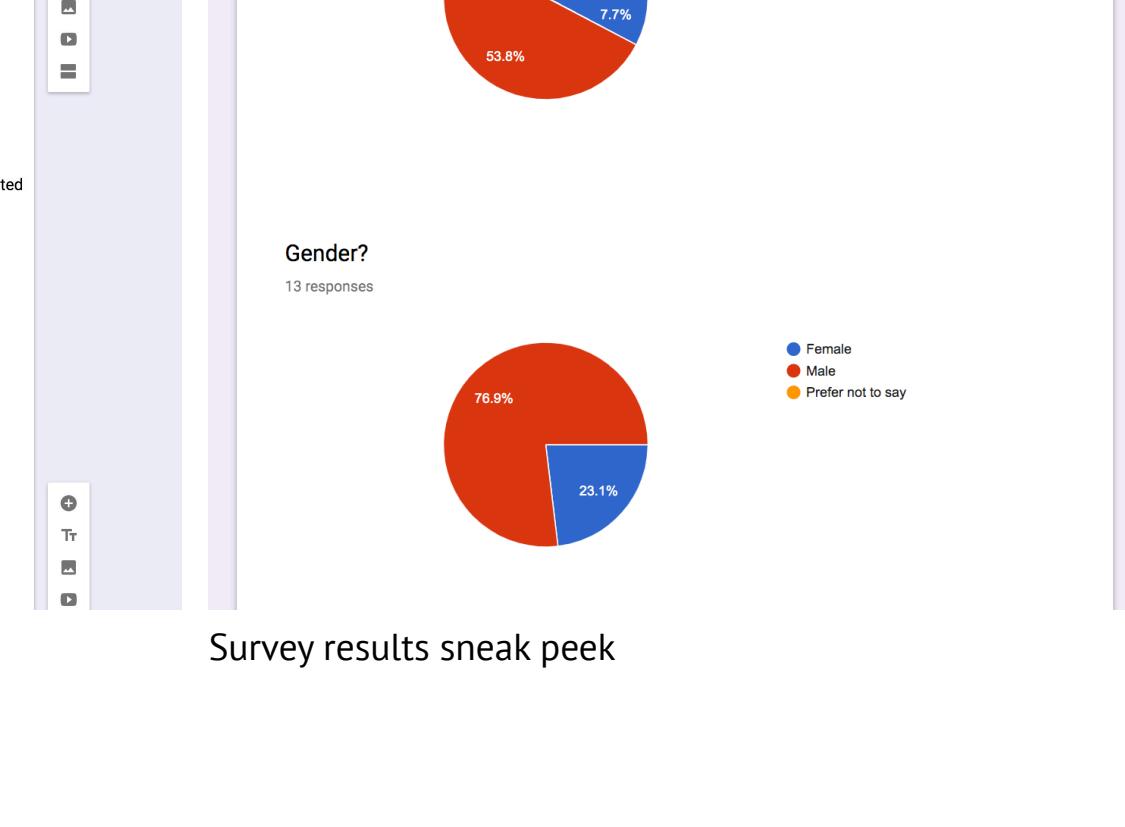
The usability tests helped to validate the existing features of the platform.



Your Age? *



1



Analyse research data

Identifying Customer Segment

We got good insights of the user behaviour and a better understanding of our target user.

Based on the research, we identified that the customer segment comprised of IT professionals aged 25-44 years.

Prioritising Insights

The data we received was very overwhelming, so we prioritised and extracted out the most important insights based on the user assumptions.

Key Insights for a typical user were:

- They want to **save time**
- They wish to see **relevant info**
- They aim to see articles from a **reliable source**
- They look for **recommended articles**

Creating Personas

We identified a patterns of target users which emerged from the survey responses, interviews and testing.

Based on the research, two potential user groups were identified. We decided to concentrate on one group which we assumed would represent majority of users.



Jobs:

1. Search tech-related news
2. Look for content from reliable source
3. Look for topics quickly and easily
4. Search based on Interest
5. Look for latest news and current affairs

Pains:

1. Get irrelevant content, wastes a lot of time
2. Get info from untrustful sources
3. Lot of time and efforts spent in looking for the right article to read.
4. Internet issues during commute

Gains:

1. Know tech trends, grow professionally
2. Stay updated and informed
3. Get original and trustworthy content
4. Save time for family and hobbies

Persona of the potential user

Competitive Analysis

The research helped us to highlight websites and sources people love to visit and read articles.

Based on the users' votes, Google News, HackerNews, Twitter, Medium were the most popular.

I also analysed some similar products - PaperOak, Feedly, Google's Discover which helped me to understand what they offer and what is the rational behind them.

I analysed their features and chalked down answers for some questions like:

- What they do
- How info is aggregated and shown
- Signed in user and guest user flow
- Primary goal of the product, etc.

Target low-hanging fruits

While I was analysing the research data and other products, I also identified some bugs which were the low-hanging fruits which the client (or the developer) could work on in order to continue the progress.

These enhancements or bugs were identified in the beginning of the research and got validated in the user testing. The validation gave me confidence to share the recommendations with him. Recommendations were:

1. Delay in acknowledgement on user action:

On adding/removing interests, tags, authors or sources -there was a lot of time taken to view the output, so it was recommended to reduce the acknowledgement time of user interaction.

2. Layout changes: I suggested a horizontal tile structure as that would give me more real estate to show the content, author, source, etc. Also, it helped to reduce the clutter and user would focus on only one article at a time.

3. Fonts: Based on a research done on a previous project,, I recommended

A screenshot of a news feed titled "Everything you follow". The feed contains two main articles. The first article, "A Chef's Dream Villa in Costa Rica", features a photo of a poolside area and a short summary. The second article, "Acoel genome reveals the regulatory landscape of whole-body regeneration", includes a photo of a book and a detailed description. The overall layout is a vertical list of items.

Feeds page **before** the suggested changes

A screenshot of the same news feed after layout changes. The layout is now a horizontal grid of tiles, each containing a full-sized image and a summary of the article. This change allows for better readability and a cleaner look compared to the previous vertical list.

Feeds page **after** the suggested changes

Redefine flow to view feeds page

From the research and testing, a very potential opportunity was identified - redesigning user flow to view feeds page - there was a visible gap in the flow

Since this was the most important and prime aspect of our product, we wanted to enhance this flow first.

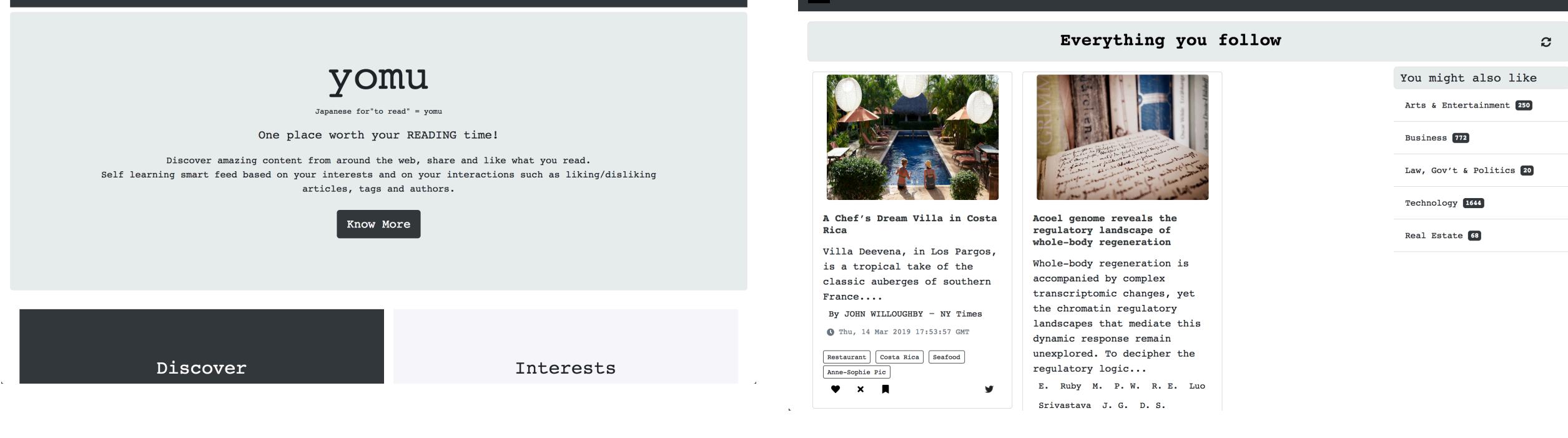
The Problem

During user testing, I noticed that the users took a lot of time and effort to look for the "Feed" in the header in order to go to the feeds page.

After landing on the page, they didn't know how to interact with the website.

The "Know more" call-to-action button wasn't intuitive enough to help the users to go to the feed page.

Even after viewing the feeds page, they got confused on what was being shown - the heading "Everything you follow" appeared not intuitive as the guest user still hasn't added anything to follow.



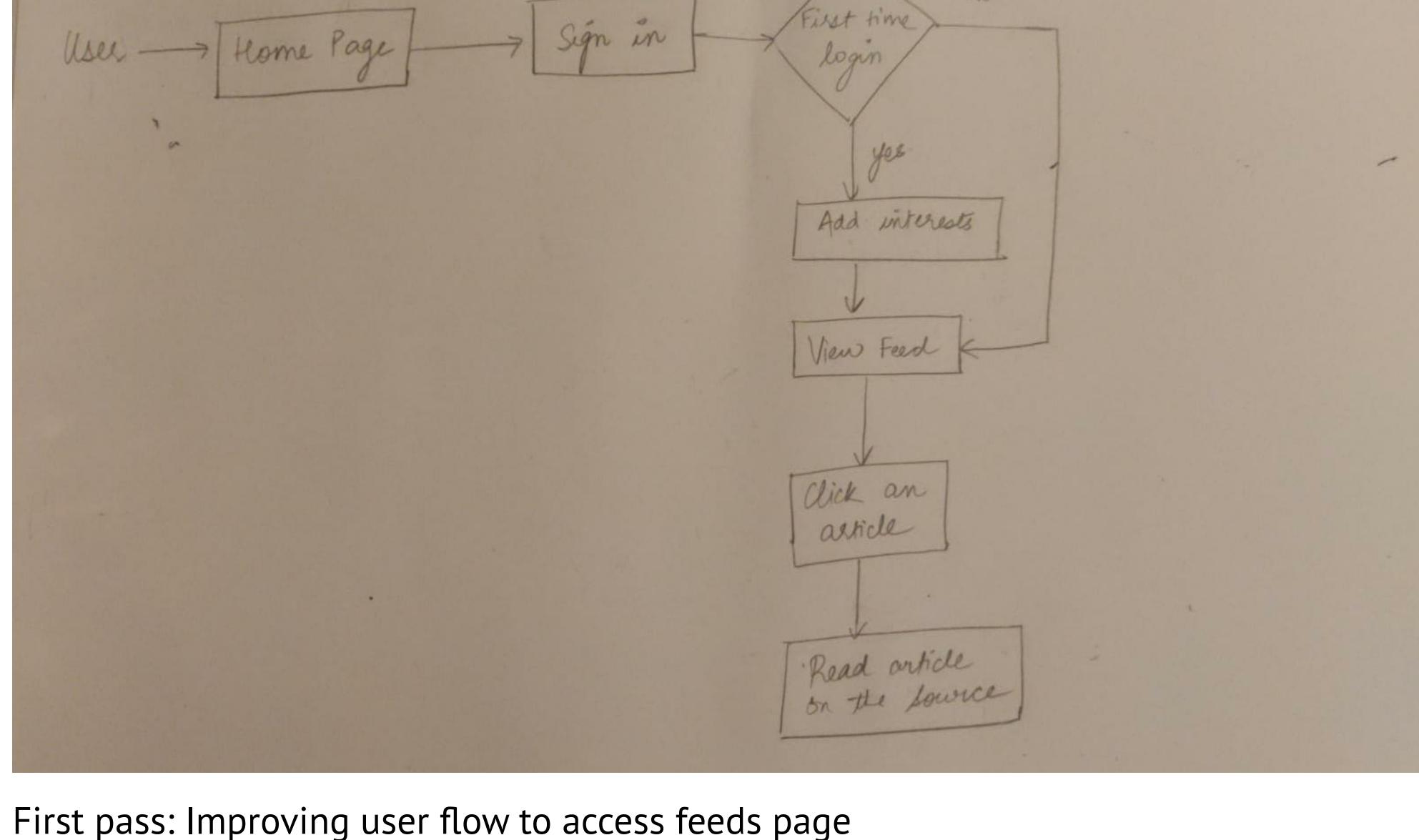
Improving user flow

My aim was to fill the gap by which user accesses the feeds page.

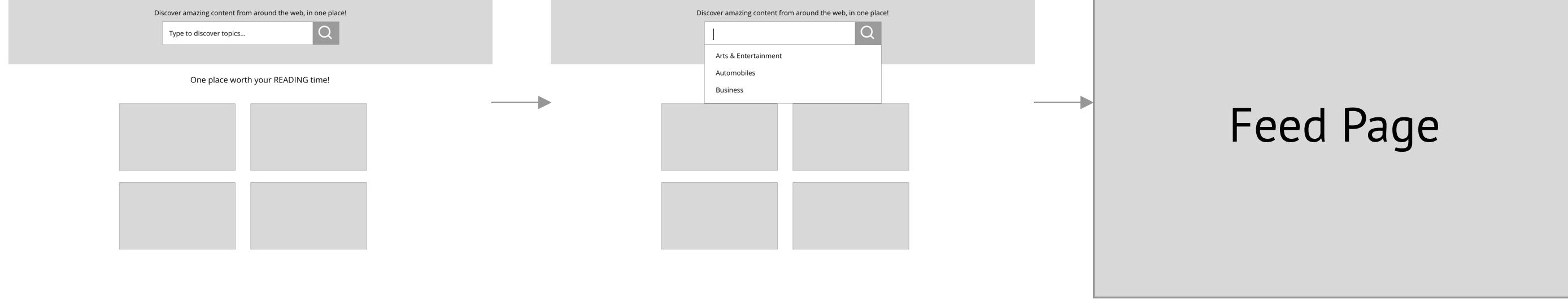
Proposed flow:

If the user has logged in for the first time or has not yet added any data to personalise the feed - they could add interests and then view the feed.

If the user is already registered and has personalised data, they would be directly taken to the feed page.



First pass: Improving user flow to access feeds page



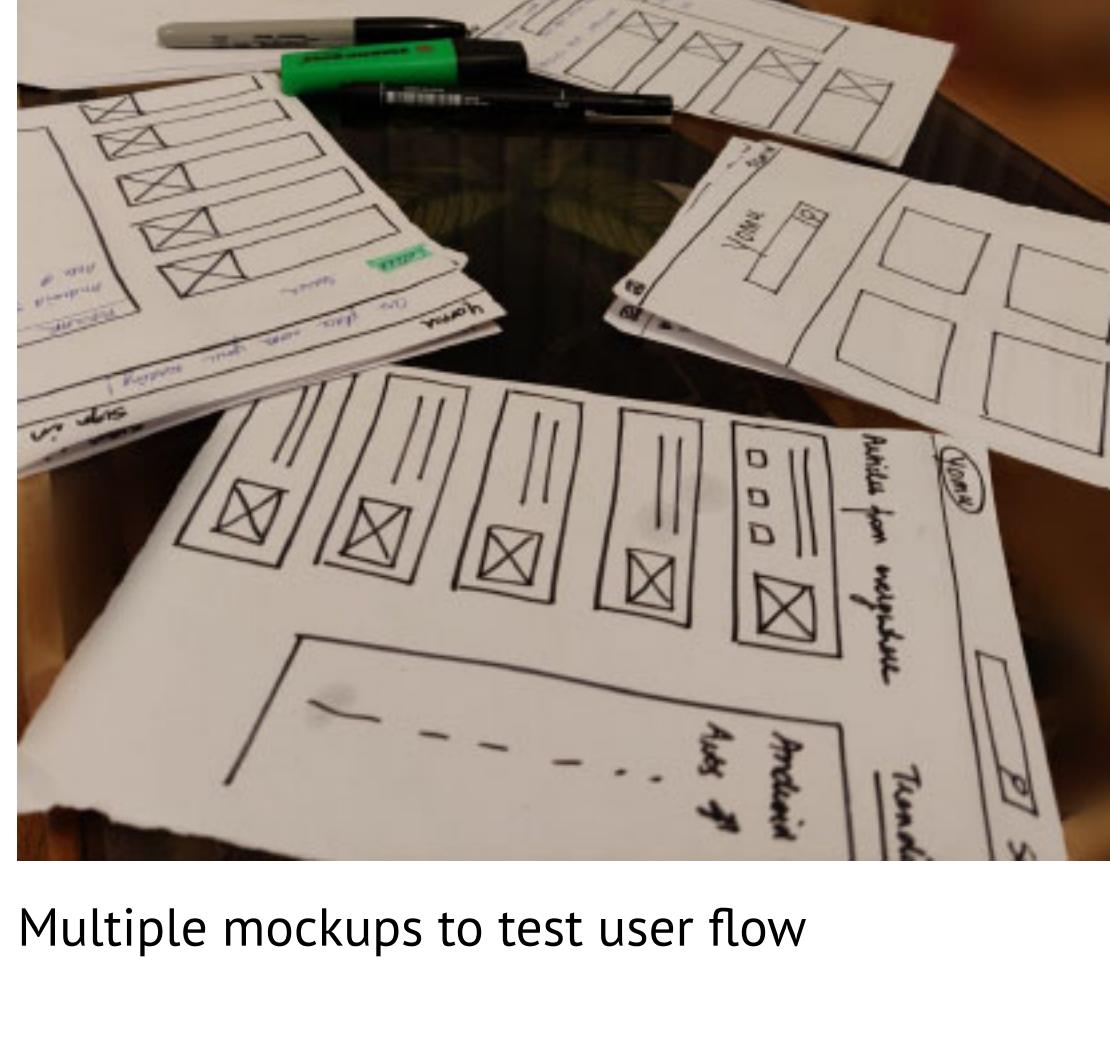
Flow to access the feeds page for a guest user

Go to feeds page - Ideation

In this phase, I created a number of solutions to test with a couple of users on how they would go to the feeds page.

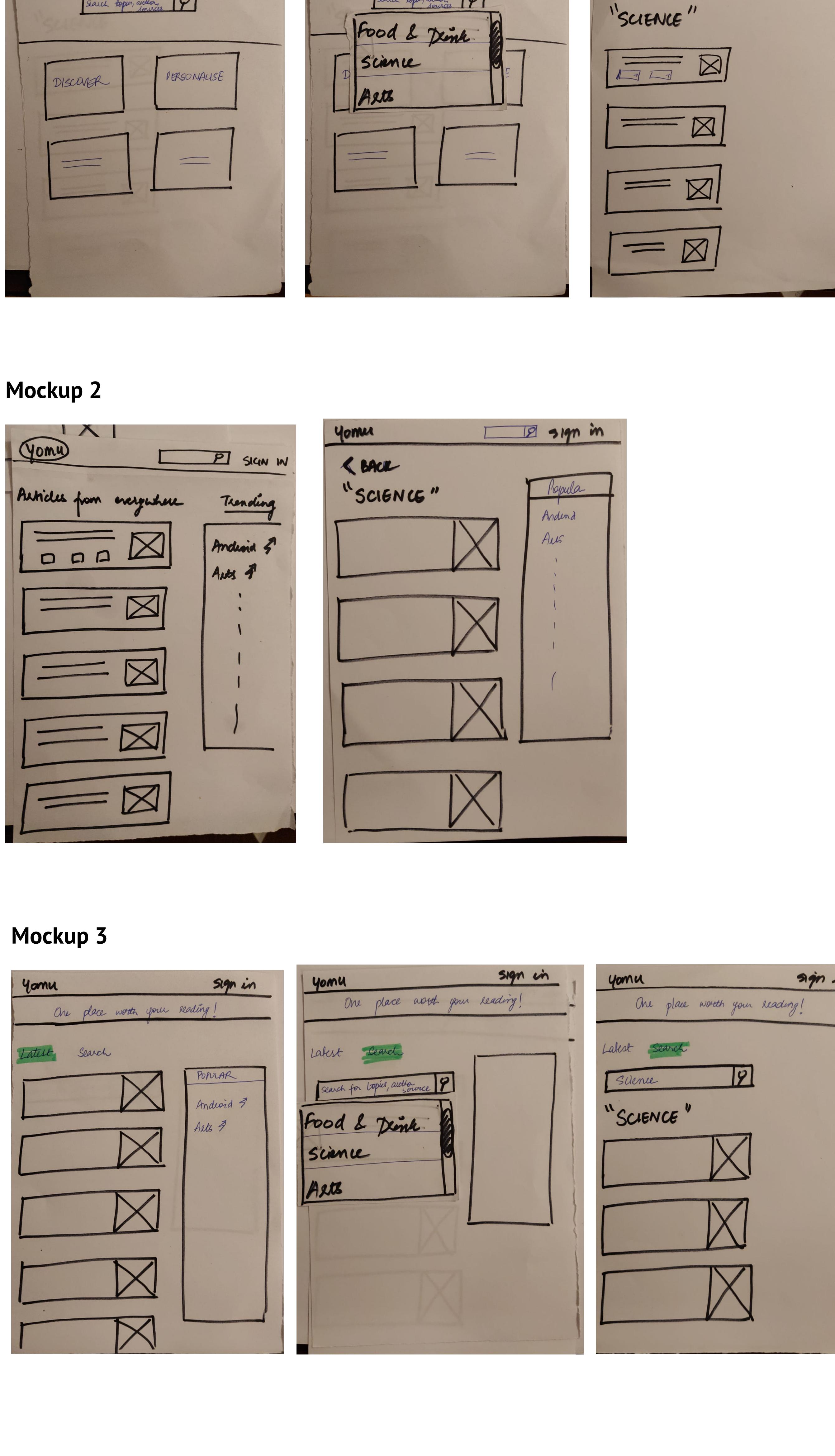
Early analysis helped me to understand what the client aims from building a product. Therefore, I created layouts that were based on one stream of articles without any segregation on interests, topics, authors or sources.

Ran the following paper prototypes with 2 users to get their feedback. My aim was to understand how will they interact with the website to access feeds page.

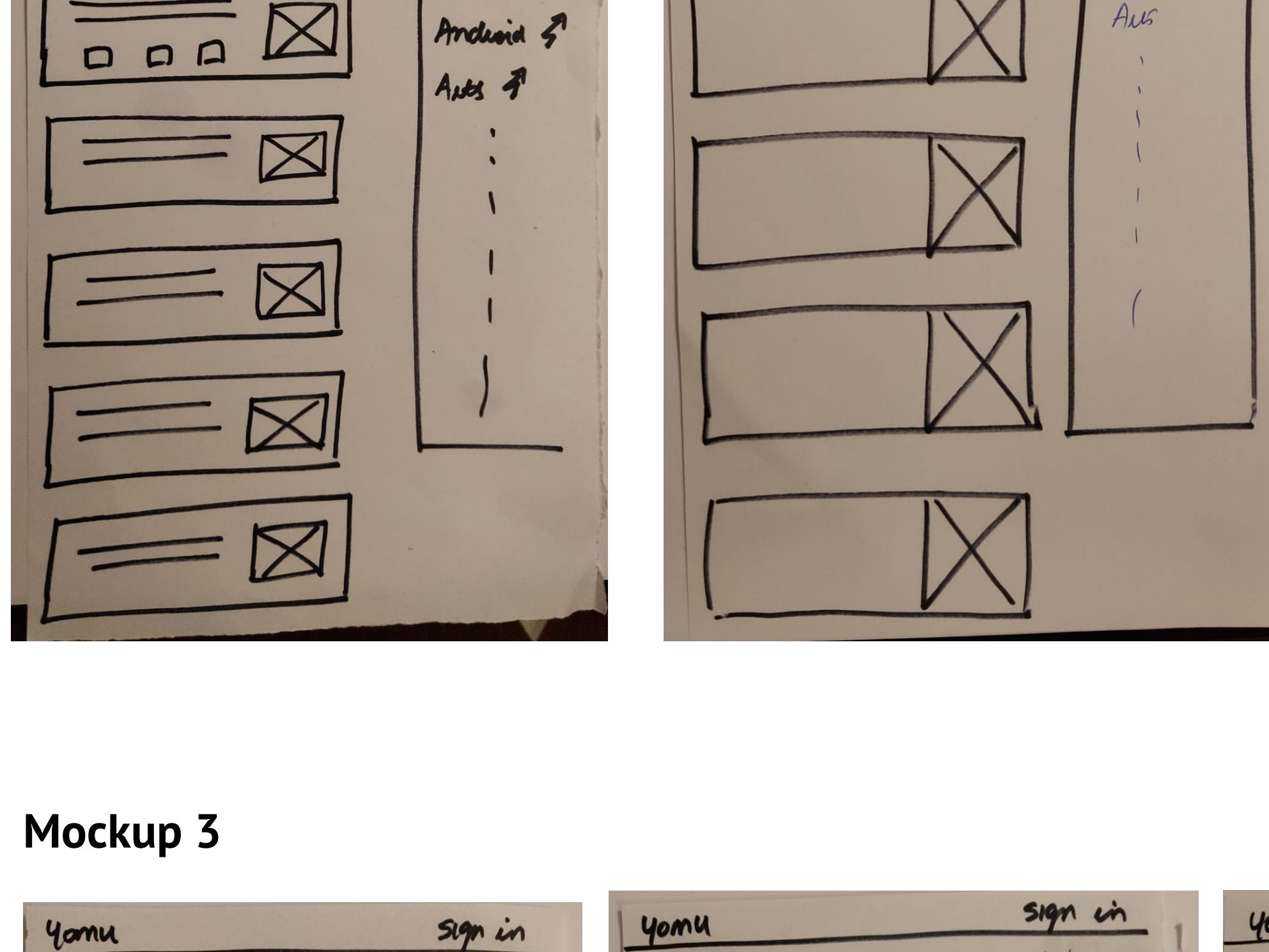


Multiple mockups to test user flow

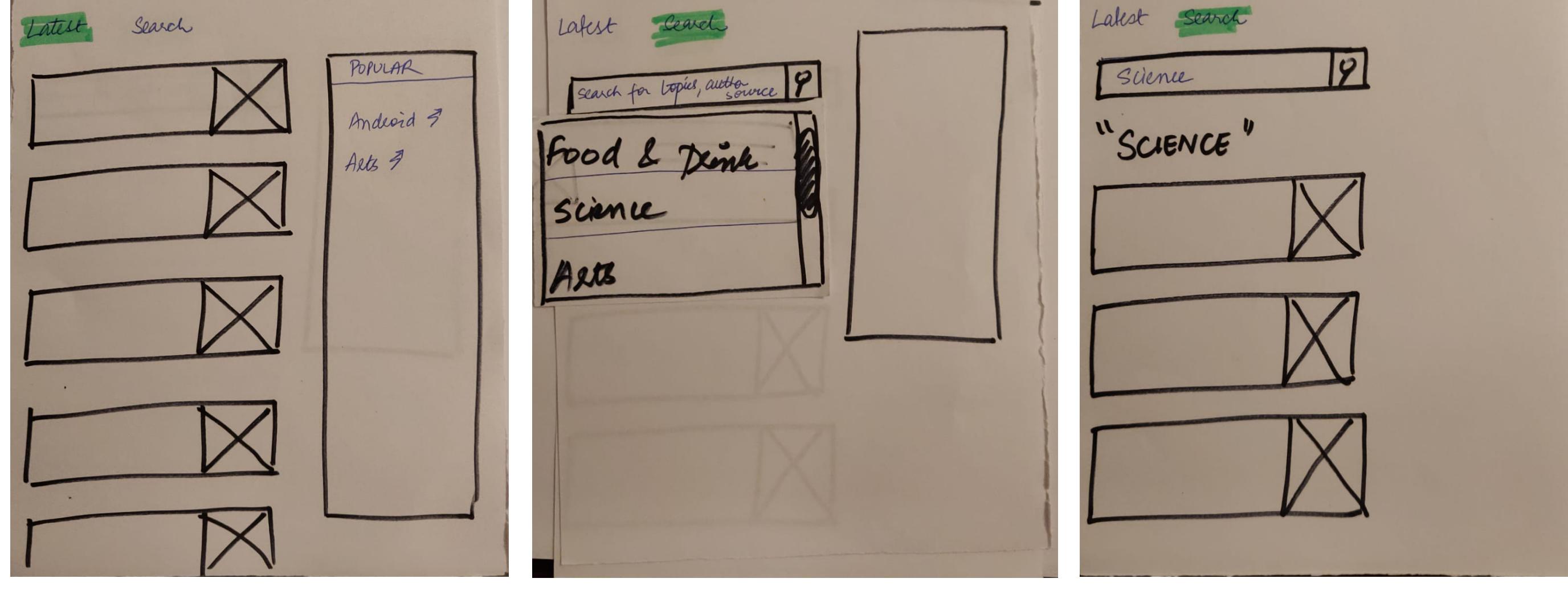
Mockup 1



Mockup 2



Mockup 3

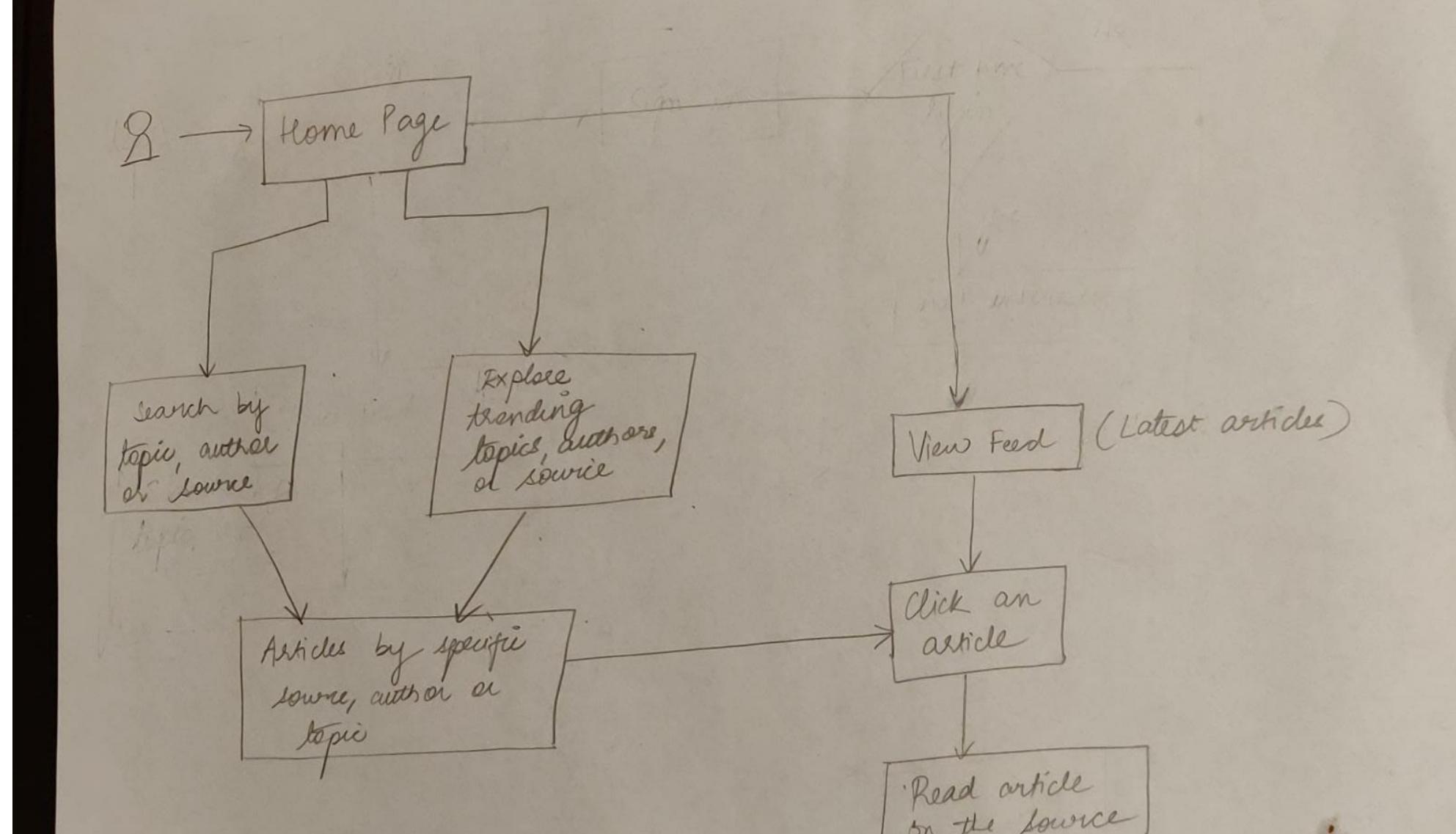


Proposed Solution

After testing these mockups with the users and getting their feedback, I decided to build a solution that would allow both registered and guest user to land on feeds page.

The landing page now offers the user to carry out three different ways to view content:

1. Articles from everywhere
2. Popular section
3. Search ability to look for specific topics, authors or sources.

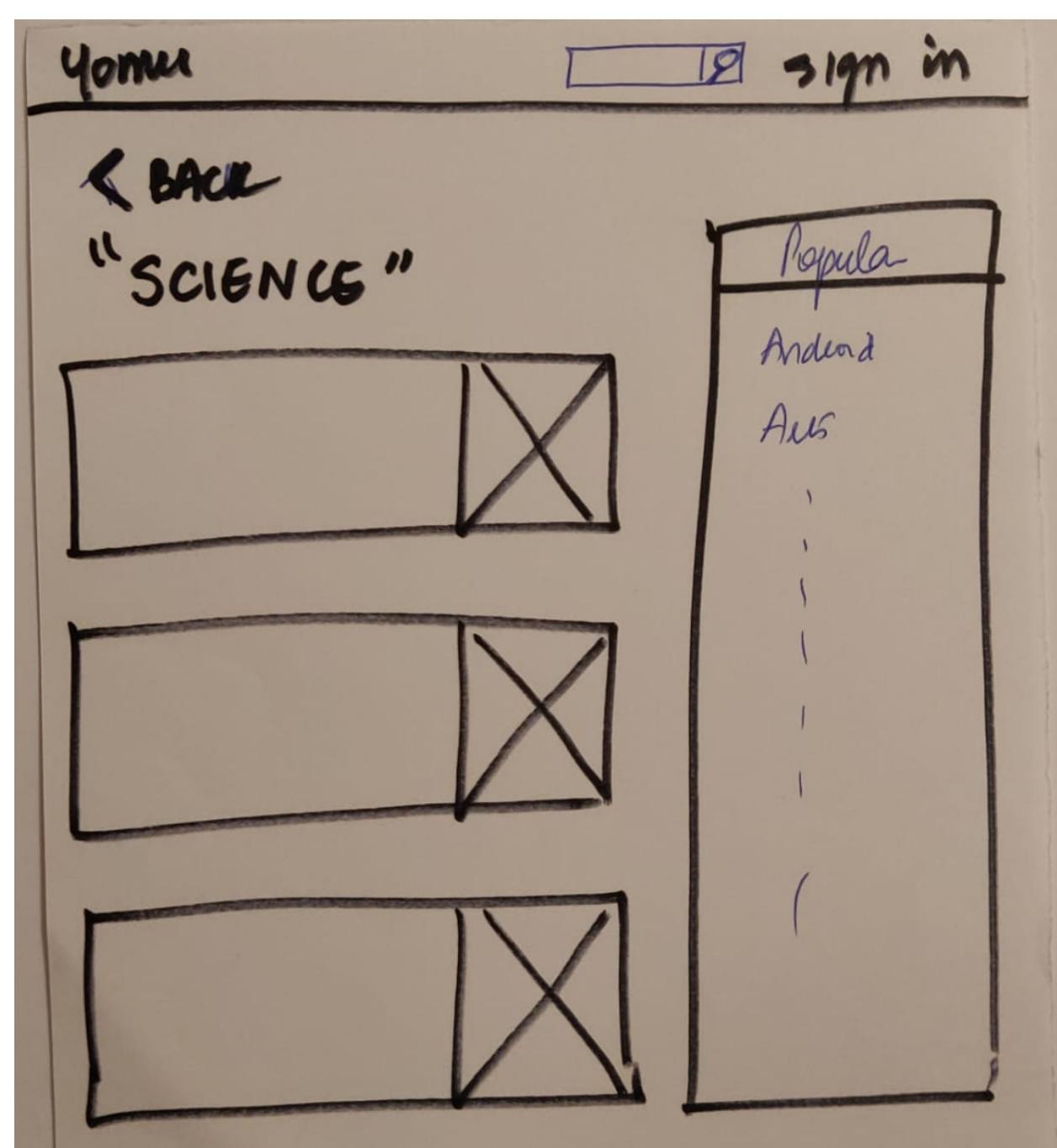
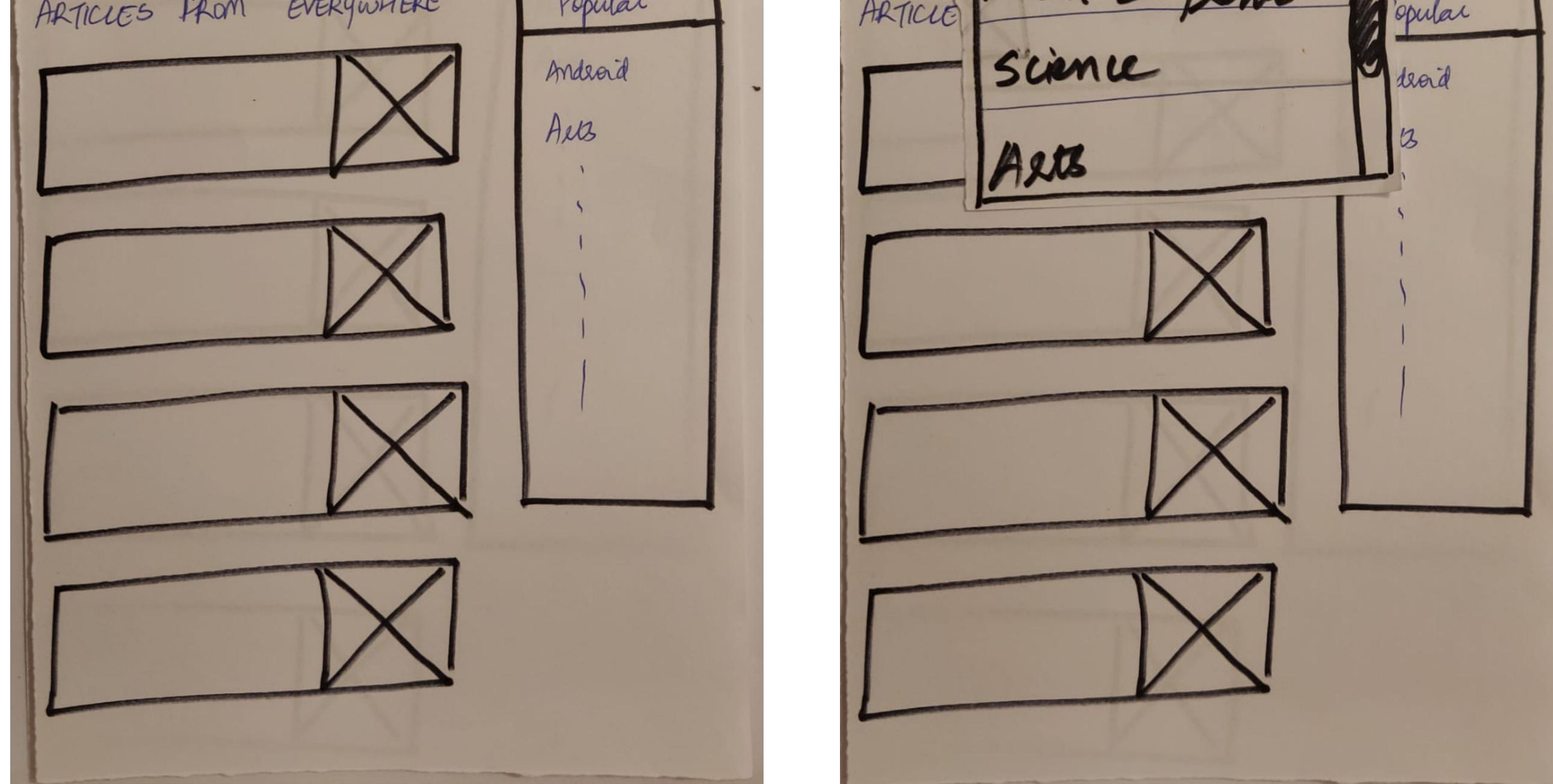


Improvised flow after user feedback

Improvised layouts and flow

The registered and the guest user would land on the feeds page.

The registered user would have more features/functions than a guest user but both have the ability to view the articles in the feed.



Feeds page design

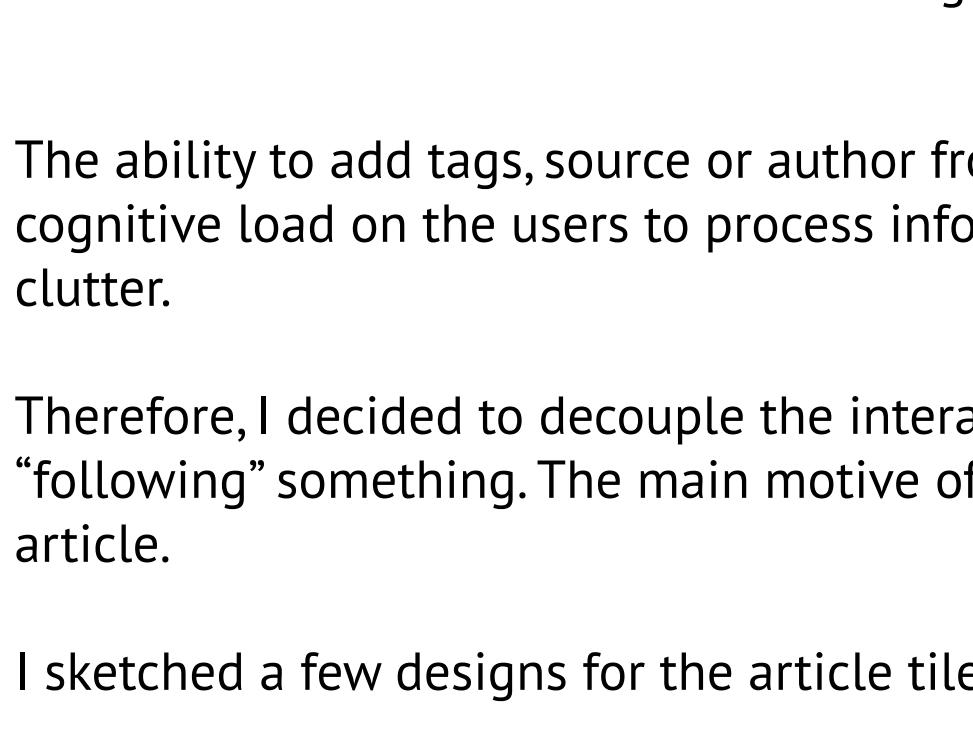
In the existing app, the user can click on the “author”, “source” or the “tag” to add them to their profile based on this I sketched the following tile

Article on feed - Defining interactions on the tile

An important point came forward while doing the user testing was - user clicked on the “tag”, they expected to see a new page related to

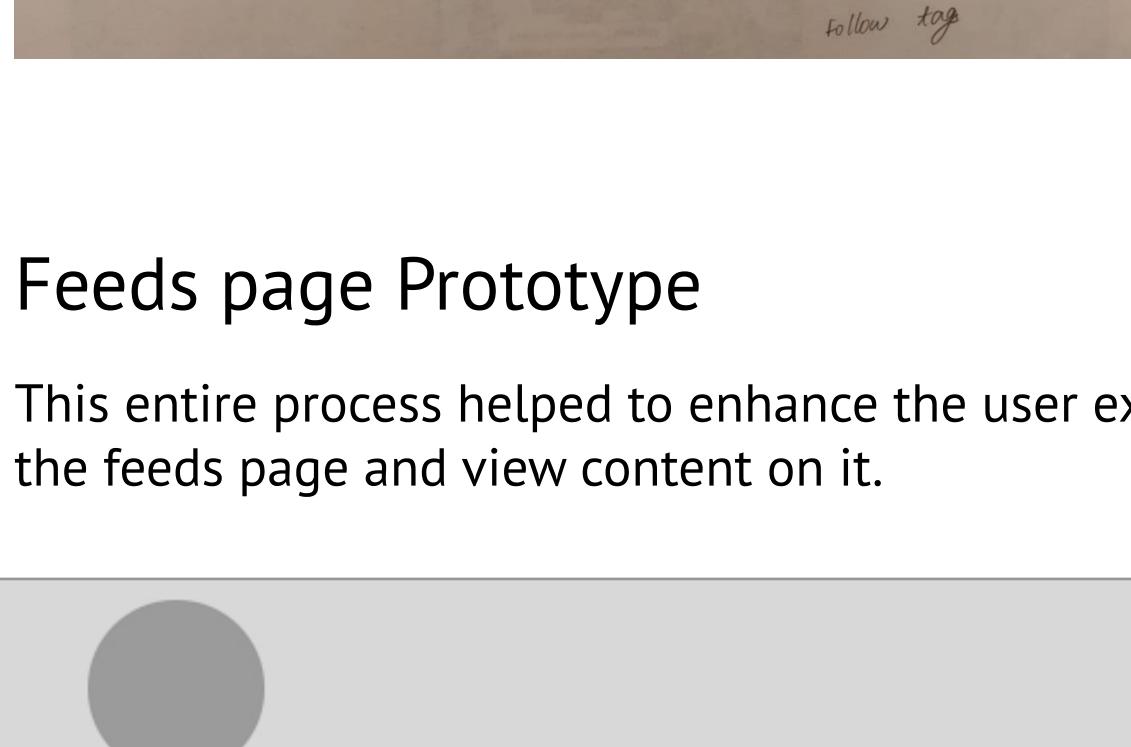
	yesterday
The Guardian + Jeremy Gutten +	

A hand-drawn diagram on a light brown background. At the top, there is a rectangular box divided into three sections by vertical lines. The first section contains a checkmark icon. The second section contains a heart icon. The third section contains the text "LIKE" above a thumbs-down icon and the text "dislike" below it. A single downward-pointing arrow originates from the bottom-left corner of the top box and points to a small rectangular box below it. This small box also contains a checkmark icon. To its right is another small rectangular box containing a heart icon.



This image shows a portion of a document page. It features several hand-drawn lines: two parallel horizontal lines near the top, a vertical line descending from the left side, and a diagonal line connecting the end of the vertical line to the upper end of the first horizontal line, creating a triangular shape. In the top right corner of this triangle, there is a circular red stamp containing the Chinese character '貳' (Er), which typically denotes the second part of a set.

A horizontal row of social media icons. From left to right: a 'Share' icon (a hand holding a speech bubble), a 'Like' icon (a heart), a 'Dislike' icon (a crossed-out heart), and a square icon containing a smaller square.



213 13

Voted to take back control of the Brexit process, so what happens now?

...and the driving processes, so
what?

A dark gray rectangular placeholder image, likely a thumbnail or a redacted section of a news article.

Work in progress..

Thank You !