

Responsive Newsletter Design Overview

JPMC Corporate Digital Group September 8, 2016

PROTOTYPE LINKS

Desktop: https://invis.io/2N8J0MDDG

Mobile: https://invis.io/JP86Y76SY



GOALS

The look and feel of a monthly newsletter.

The ability to browse past articles without getting lost in the archives.

An elegant story taxonomy that encourages serendipitous browsing.

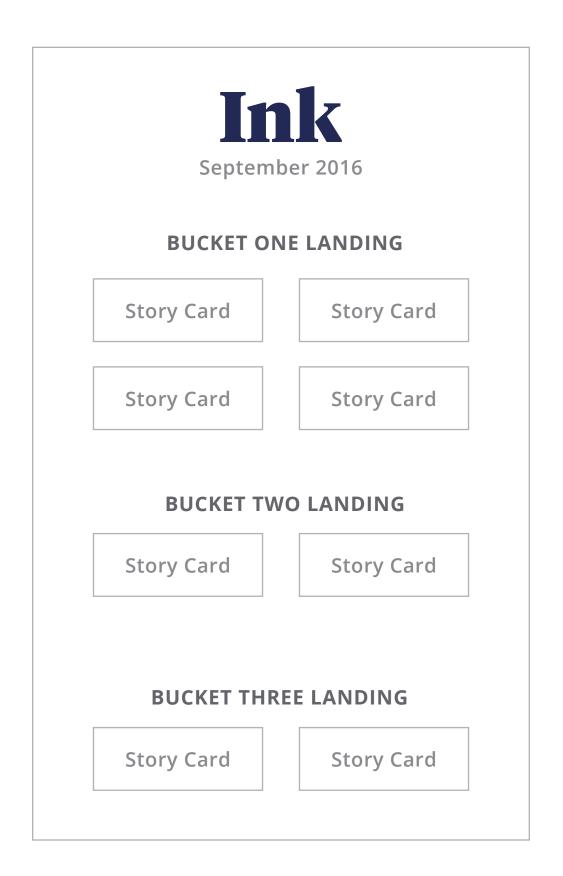
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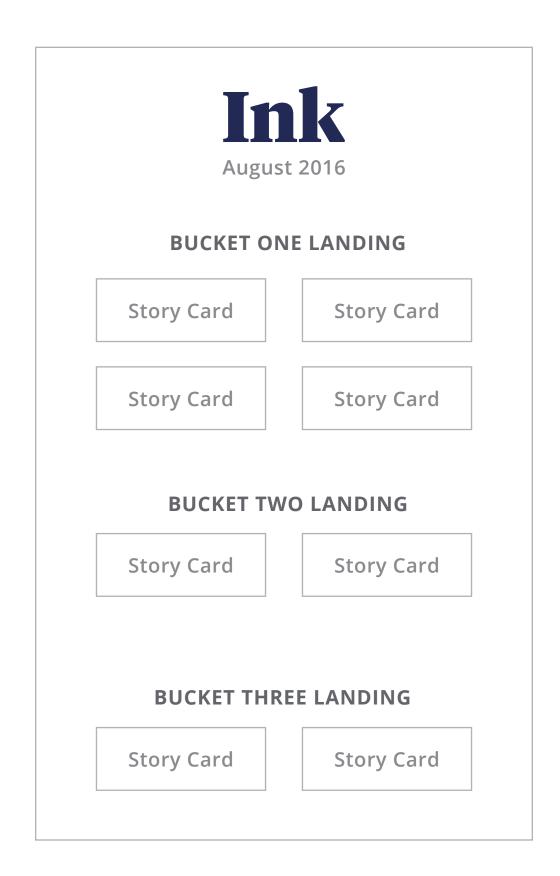


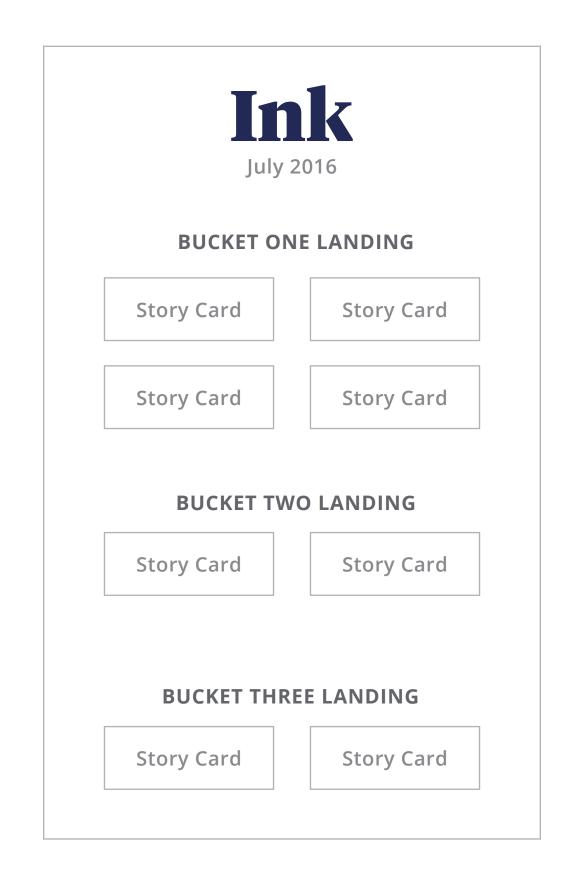
CONCEPTUAL MODEL

A monthly newsletter, organized around "story cards" which are grouped into buckets.

In order to facilitate browsing and navigation, every story will be assigned a bucket, each with it's own landing page.







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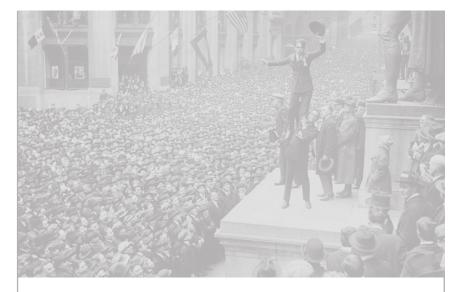


CONCEPTUAL MODEL

Cards as "story objects".

Every "story" on the site will be contained within a single card, each with the same general taxonomy of information that can be turned on or off and styled according to where the reader encounters it on the site, e.g., landing page, article page, search page, archive, bookmarks, etc.

This will allow for maximum flexibility in the grouping and presentation of the stories across both the current issue and the expanding archives.



NEWS DESK

Lead Story for this Issue

By Author Dent

July 2016

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"Lorem ipsum dolor sit amet, consectetur adipiscing elit."







RELATED TAGS
#onthejob #investigation

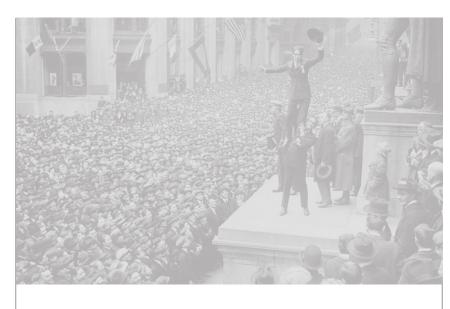
SIMILAR STORIES

A Water Park Grows in Utah

By Author Dent

September 2015

◆ BACK



NEWS DESK

Lead Story for this Issue

By Author Dent

Full story card on left, and what it might look like in list view, on the right.

Taxonomy:

Main Image

Category Eyebrow

Headline

Author

Publish Date

Intro/copy

Story Objects (pull quotes, images, info graphics, etc.)

Print & Email links

Hashtags

Similar Stories

Back Link



NAVIGATION & BUCKETING

Every story on the site will be organized into buckets that are recapitulated in the navigation...

News Desk

On Location

Ink Photos

On The Job

15 Minutes With

Culture Briefs

Ask?Ink

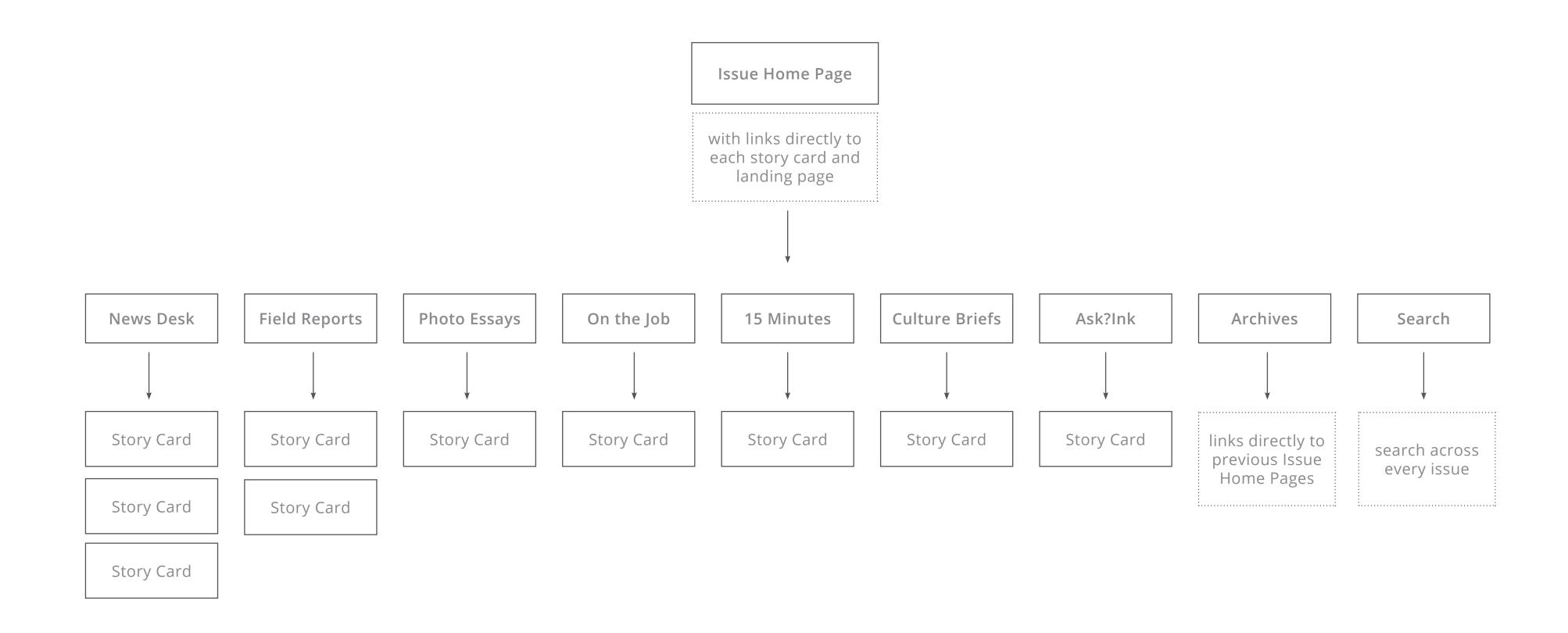
Archive

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ARCHITECTURE & FLOW

Every issue of Ink is self contained, but has the ability to link to older issues & story cards through tags, search, bookmarks, and the archive listing.

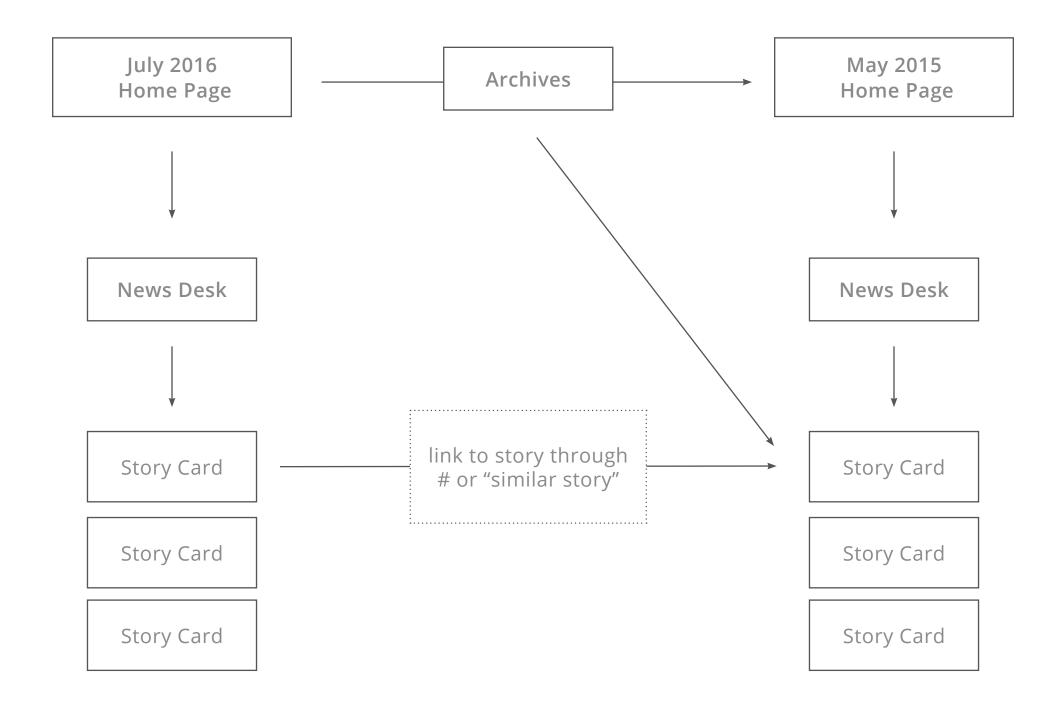


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