



## **Responsive Newsletter Design Overview**

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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.**

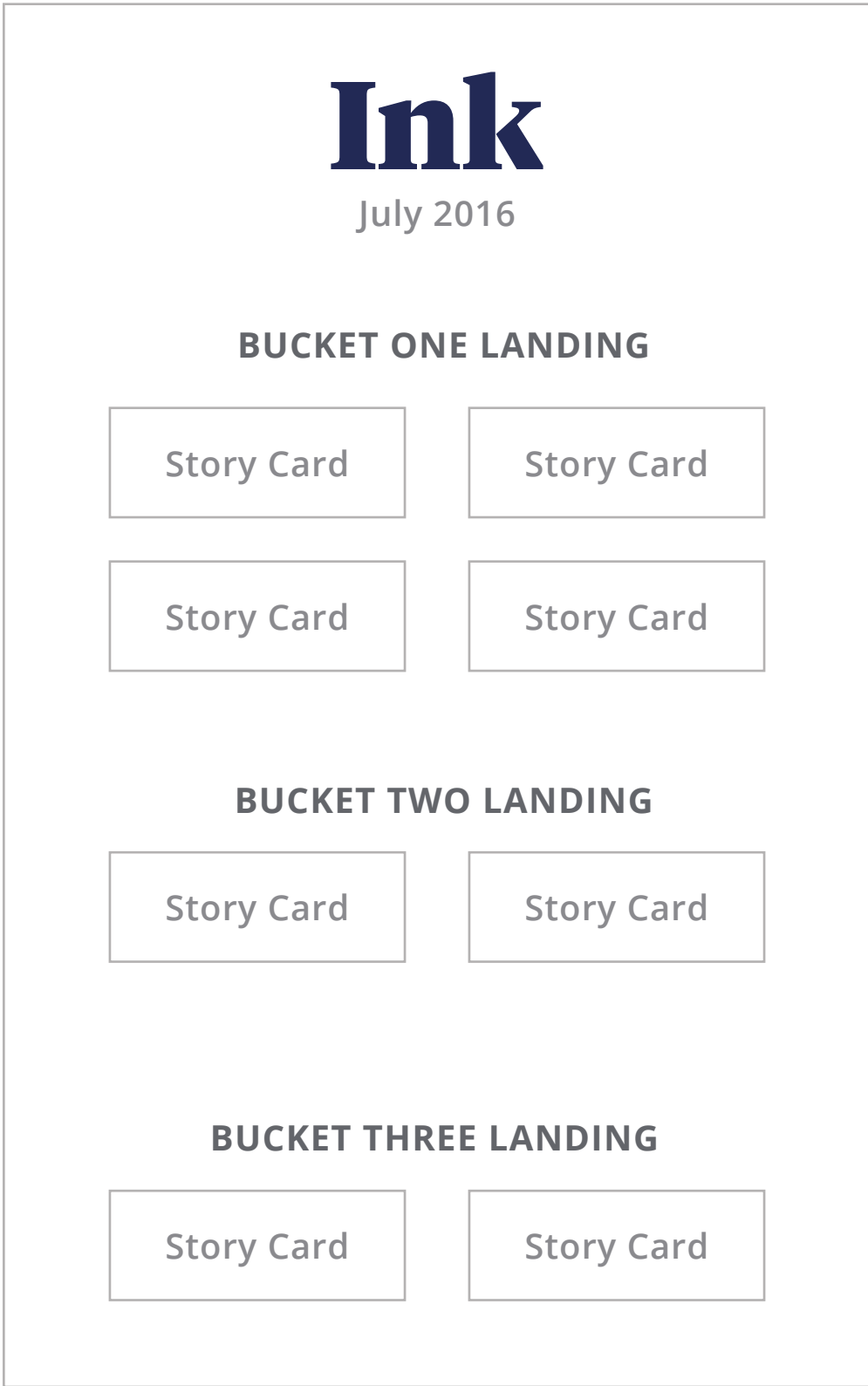
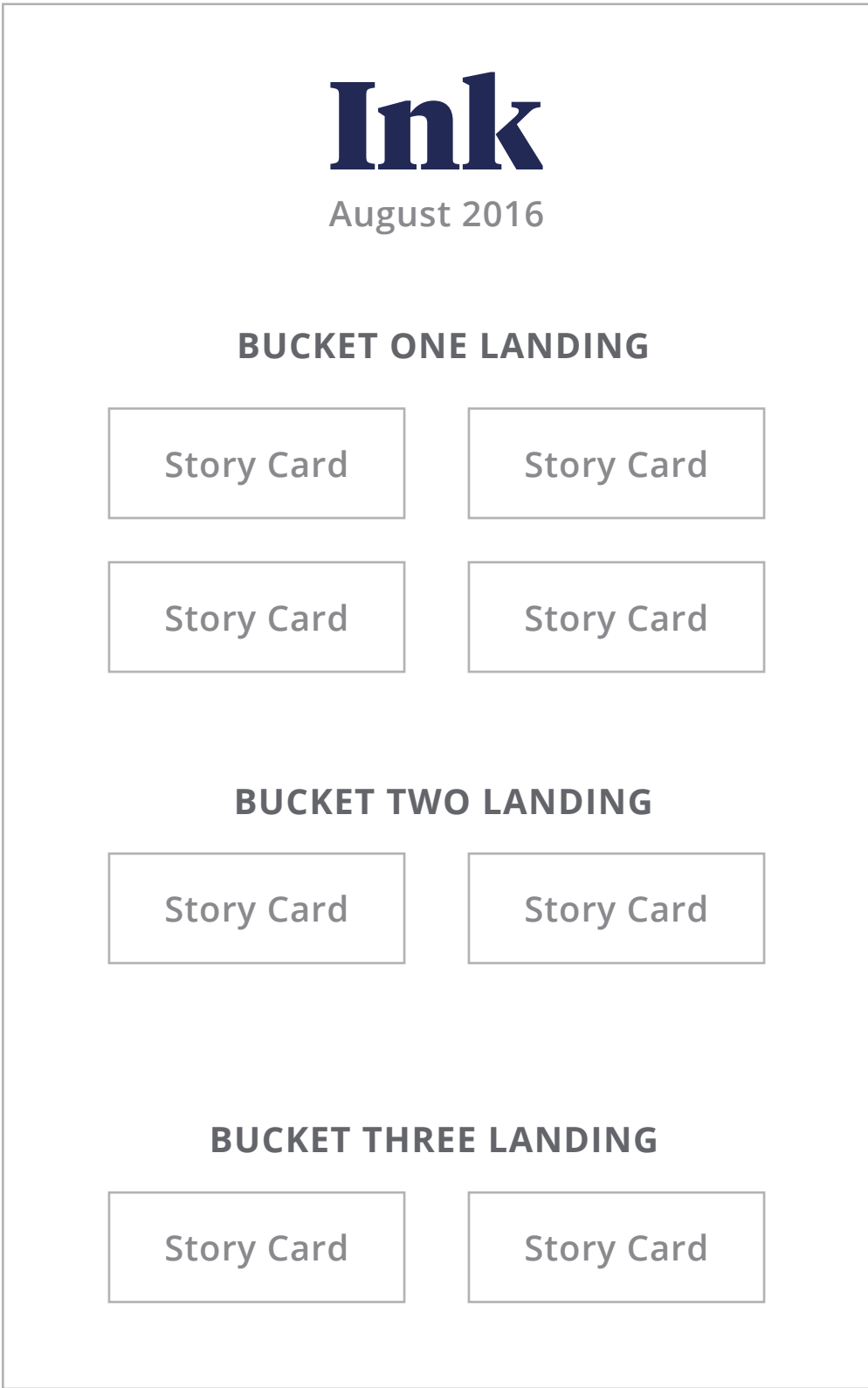
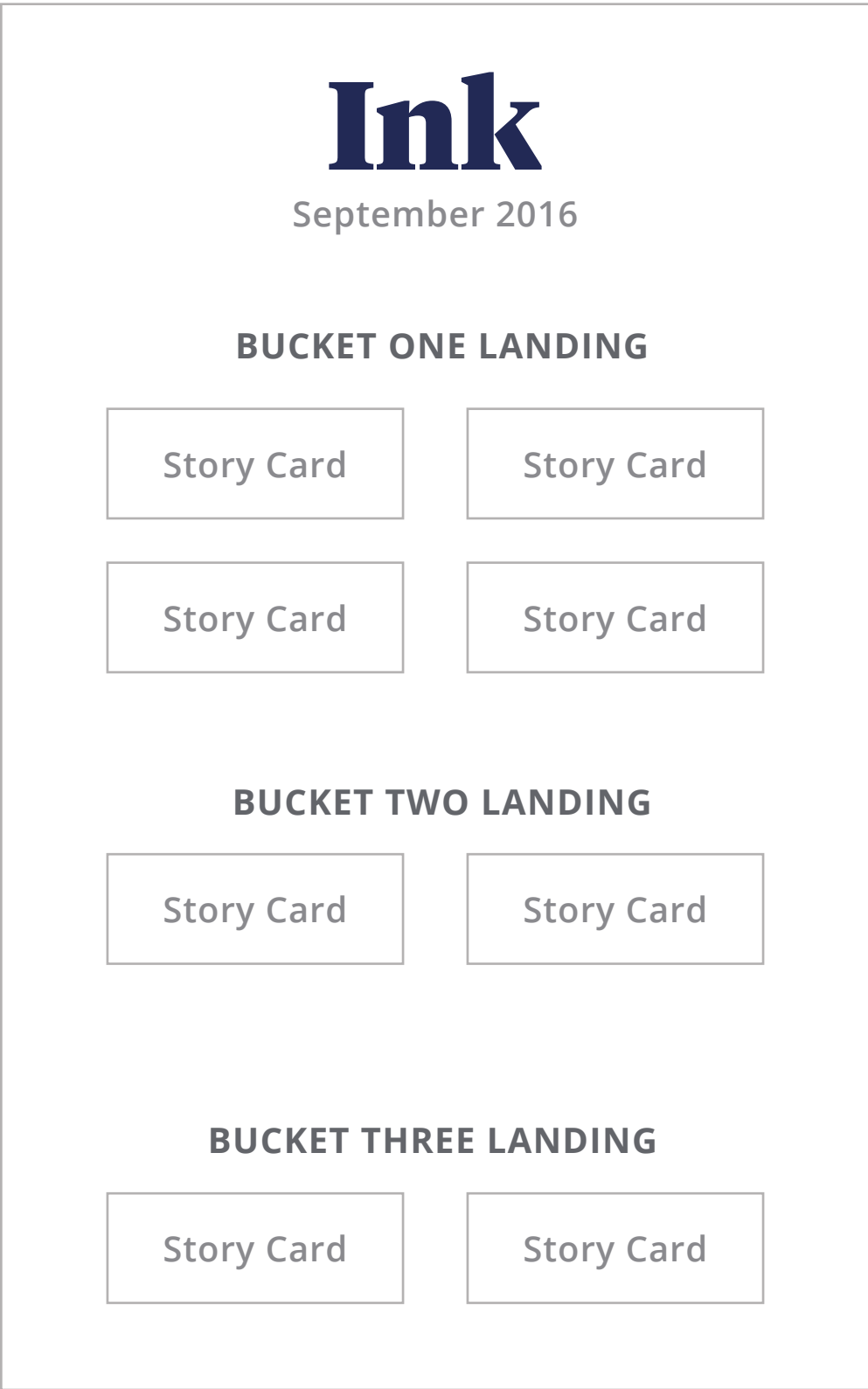
**An elegant story taxonomy that encourages serendipitous browsing.**



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.

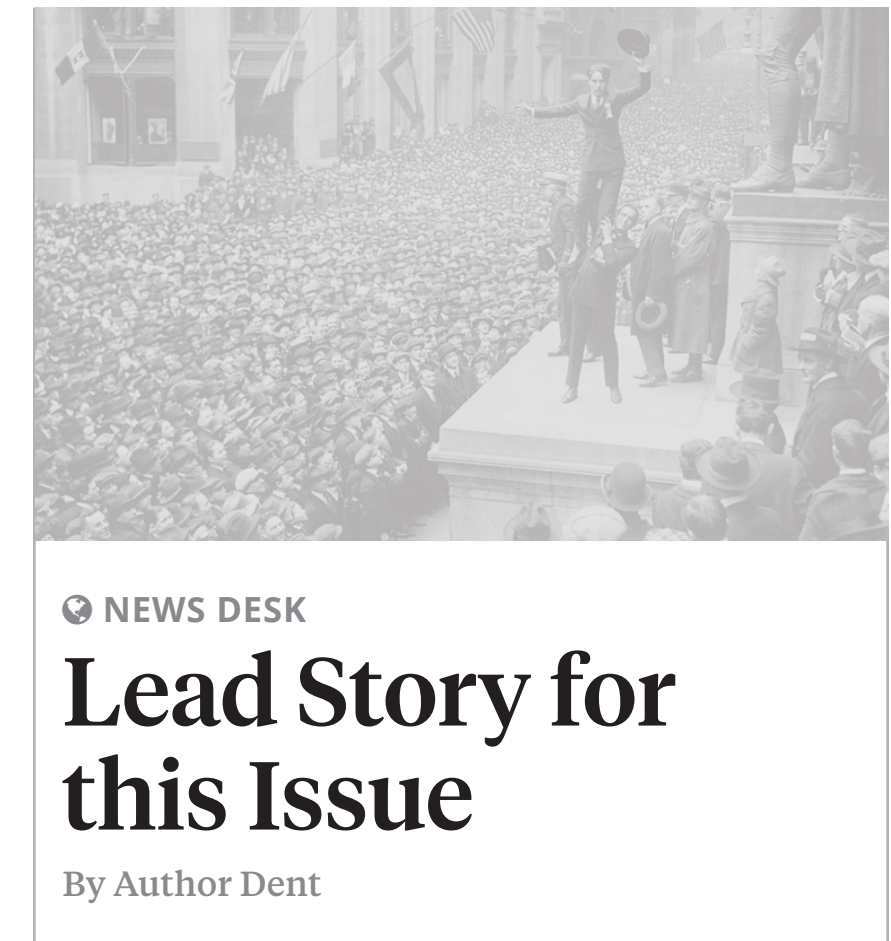


## CONCEPTUAL MODEL

### 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.*



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

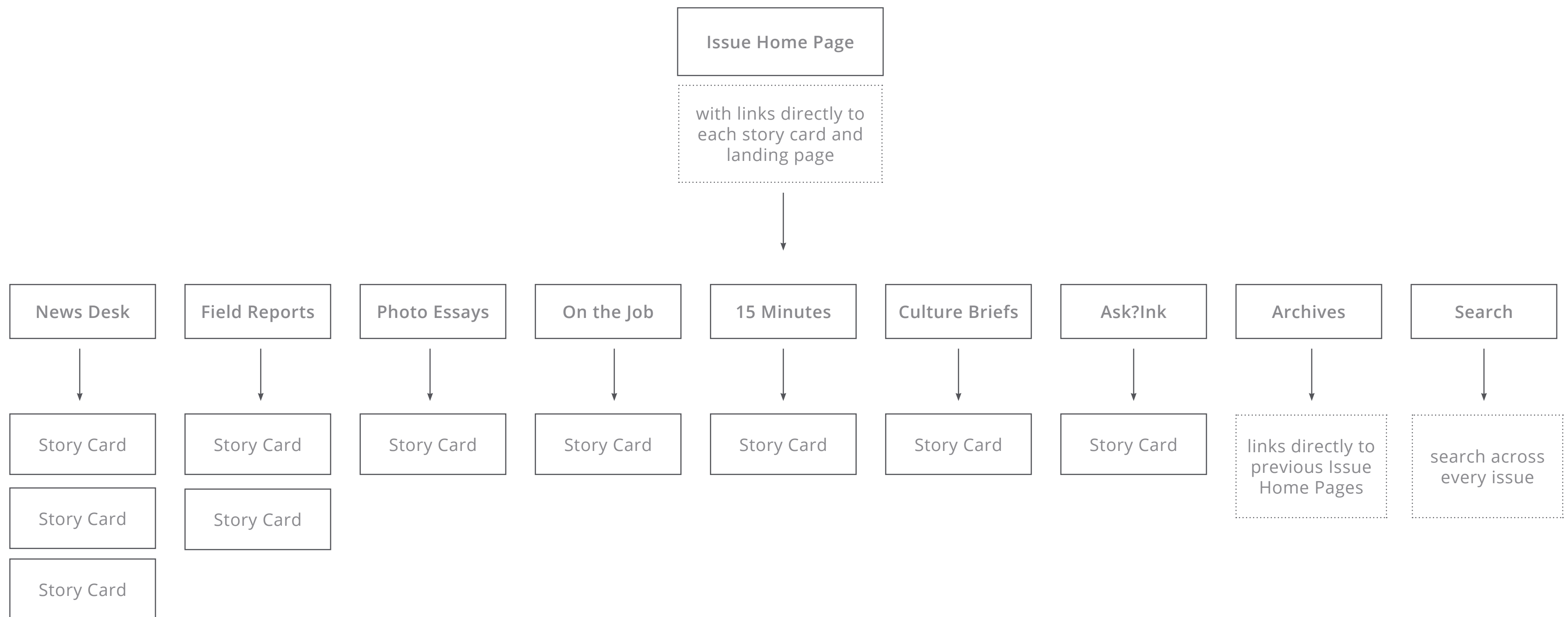
Ask?Ink

Archive



## 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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