

USA TODAY Redesign

By David Zhao and William Bellos

Main goals of redesign

- Modernization of the app
 - Personalized news
 - Readability

The Tagging System

Improving user experience through personalization

Assassin, dies at 67

By: Jayme Deerwester, USA TODAY
Published 5:18 a.m. ET March 22, 2017

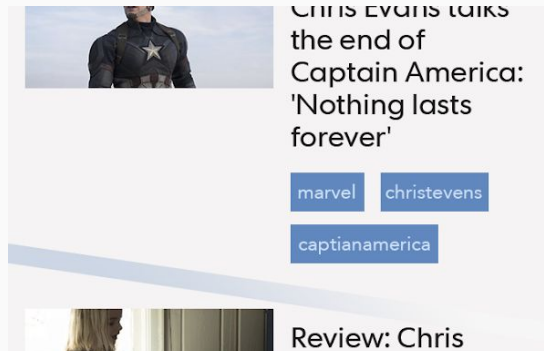
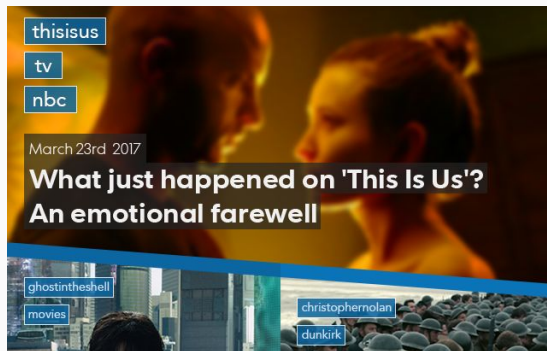
#life

#chuckbarris

#gongshow



1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100



Onboard Process

Welcome to **USA TODAY**

What type of news do you like?

☐ Local

☐ National

Skip

Welcome to **USA TODAY**

Which categories do you like?

News

Sports

Life

Money

Skip

Onboard Process (Local News)

Welcome to **USA TODAY**

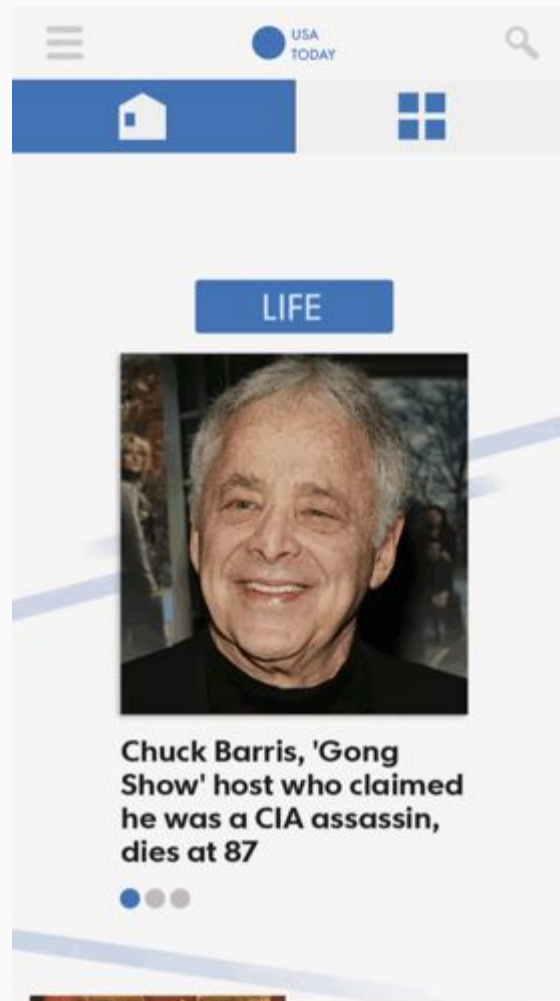
Where do you get your local news?

Skip

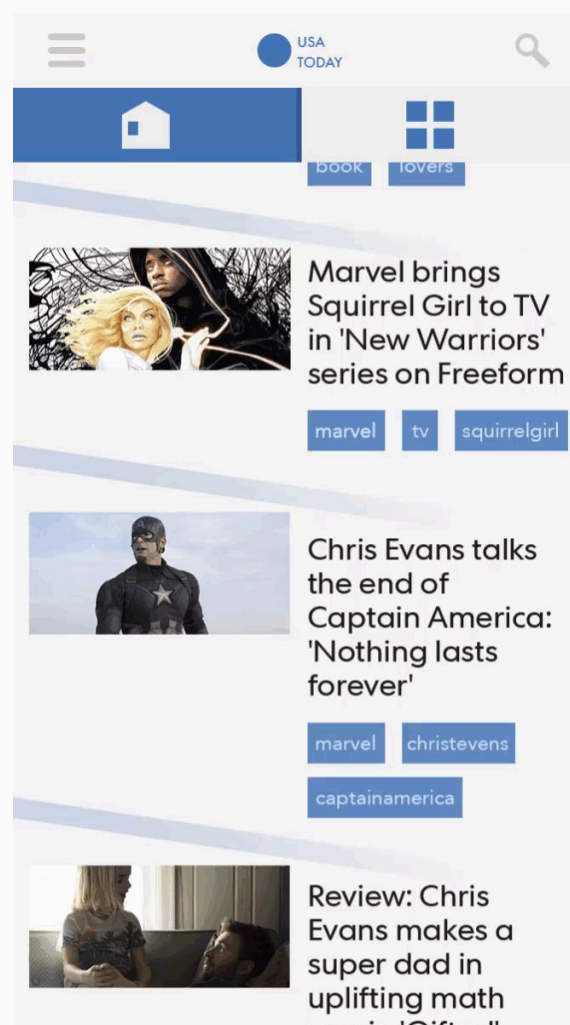
Homescreen Main Article



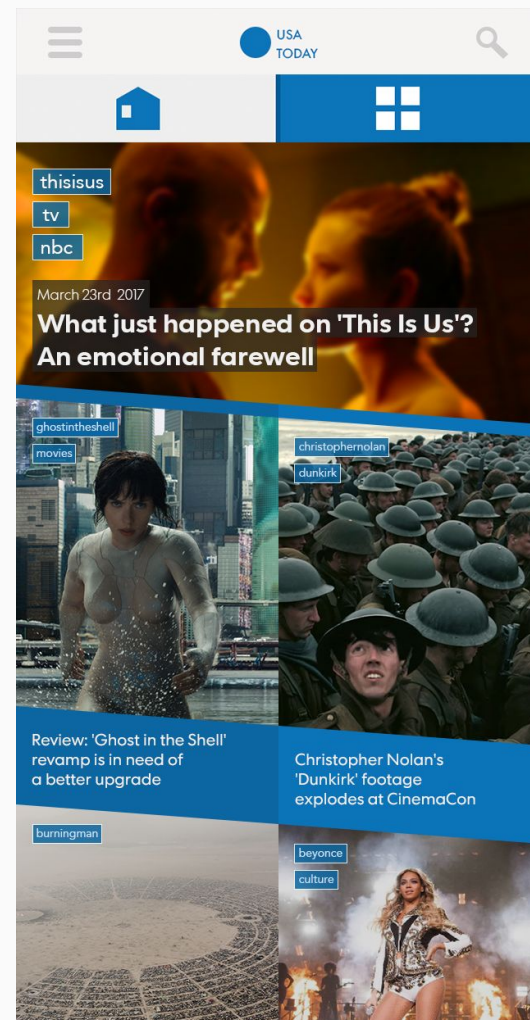
Homescreen Readability



Homepage Tagging System



Newsfeed Page



Newsfeed Search Navigation



Newsfeed Scrolling



Article Page



Chuck Barris, 'Gong Show' host who claimed he was a CIA assassin, dies at 87

By: Jayme Deerwester, USA TODAY
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In conclusion

- Modernization of the app
 - Personalized news
 - Readability

Thank you