

A photograph of a group of people working at desks in an office environment. In the foreground, a person's hands are visible on a laptop keyboard. In the background, a woman with dark hair and a striped shirt looks towards the camera, while a man with a shaved head and a brown shirt is focused on his work. Several laptops, keyboards, and papers are scattered across the desks.

Authoreo.

Marketplace for authors and brands

Authoreo 2019/2020

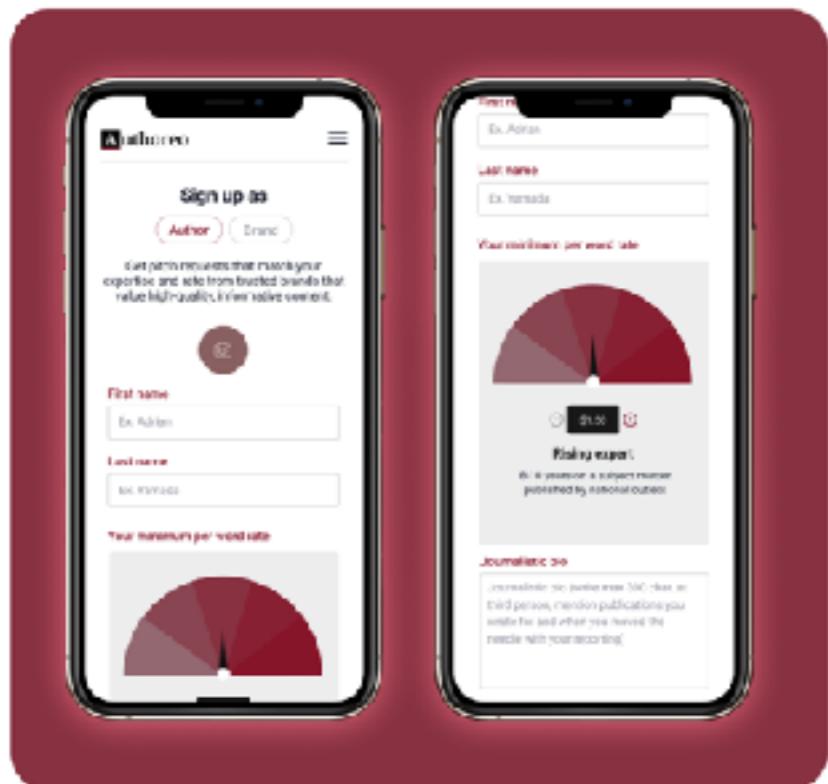
Progressive Web App

Authoreo is a **content creation platform** that delivers informative, audience-centric content to organizations who are looking for effective ways to educate their customers.

Authoreo was an internal project in Stanford University as part of the new initiatives proposed by Adriano Farano, a Silicon Valley serial entrepreneur and journalism fellow at Stanford University.

I had the opportunity to work end to end as the lead product designer end-to-end.

Stakeholders include: Brands, Businesses, Journalists, Local publications, VP of Product, CEO



Team:



Emma Penrod
Role: Editor
Renowned Utah Journalist



Adriano Farano
Role: VP of Product
Founded and sold Watchup



Derick David
Role: Founding Product Designer, UI/UX
Designer at Stanford startup

My responsibilities

1. Convert user insights and research findings into design experiences
2. Conduct usability testing and user interviews
3. Create design system by starting with a styleguide and branding
4. Design wireframes, mockups, and prototypes
5. Iterate fast on feedbacks that make sense
6. Update UI through front-end development
7. Ensure product features meet business requirements

Overview

Problem

1. According to the **Edelman Trust Barometer**, trust in news media went from a high of **57 percent to 43 percent** in 5 years.
2. In truth, trust in all organizations is in free fall. **Oxford University** researcher Rachel Botsman explains that in the digital world it's much easier to trust fellow humans than organizations.
3. What if we had a way to directly connect with and financially support the actual people who report the news, also known as journalists with brands?

Goal

Create a **modernized marketplace** between brands and journalists that aims to:

1. Minimize friction to finding a journalist
2. Increase speed of request of articles
3. Enhance quality of service
4. Rebuild trust in journalism by building a brand on topics like sustainability, climate change, and/or local businesses

Our Proposal

A marketplace for authors and brands where brands hire experienced authors and journalists to craft exclusive newsletters, articles, and white papers their customers will actually want to read.

Icons & Logos



Authoreo



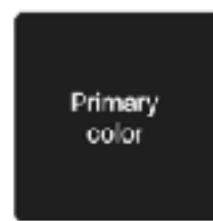
Part of my role as a founding designer, I had to wear many hats. One of these is as a graphic and logo designer.

Before we got into product design for the platform itself, we first spent the first couple of weeks on defining the right brand identity that best represents Authoreo's mission, values, and brand.

We decided to for an emphasized "A" in the logo to represent authority.

Color palette

Authoreo black



Essential grey



Stanvard light



Stanvard



Primary
color

Accent
color

Accent
color

Secondary
color

#1F1F1F

#CCCCCC

#FEB692

#9B2437

Stanvard red and authority black as for our primary colors to symbolize class, elegance, and boldness.

Typefaces

Serif

Volkhov Volkhov Volkhov Volkhov

Components

Authoreo

About us Contact

Authoreo

Authoreo is a marketplace for authors and brands that creates
high-quality content for a sustainable journalism

Build authority for your brand

Don't settle.
Become an
industry leader.

Sans-serif

SF Pro Display SF Pro Display SF Pro Display SF Pro Display

Sign up as



Request pitches now

Articulate your content strategy.
Our best authors will get back to you with
prices, pricing and estimated delivery time.

✓ Author notified!



Billy Russo

6 hours ago

Great to hear! I always love to hear back
from brands when it come to the work I
can do to elevate your brand by
providing great information for your site!

Write your comment...

Components

The first marketplace for authors

User: People aging 20–40 years old are tech savvy, small business owners, and socialites on Twitter

Market: Young population in Silicon Valley (San Jose to San Francisco)

Brands asks



**Johnny
Kun**

- **Johnny** uses his bike to commute in SF and owns a sustainability brand
- **He requests a story** on Authoreo by creating a profile as a brand
- **He sees one story** usually costs \$400 so he shares this on social media and texts his best cyclist friends with a link to his story idea
- **Once a journalist accepts** he gets an manual email with profile and expected delivery
- **He's excited** to see the story which is private to him and after which it becomes public and it shows the released story about his sustainability brand

Journalist deliver



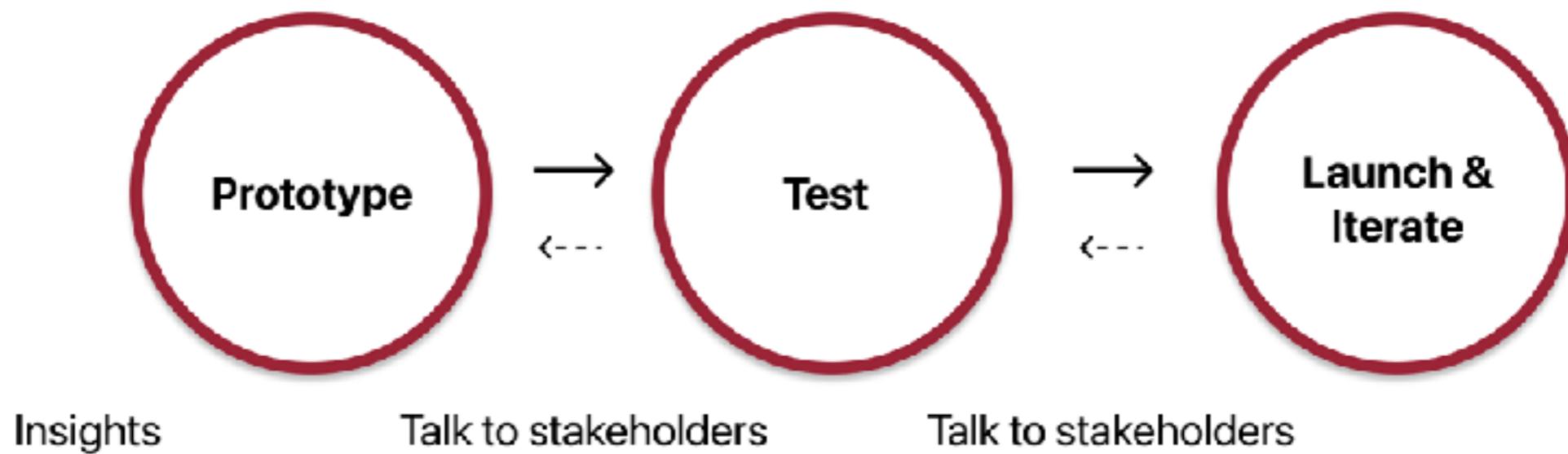
**Holly
Monte**

- **Holly** is a journalist who wants to do a story on sustainability brands in SF she feels can deliver on
 - **She creates a profile** as a journalist, accepts the story and starts working on it
 - **Authoreo helps edit the story:** if good she earns her verification sign, if bad, Authoreo finds someone else and Holly is removed as a journalist
 - Once she gets the verified sign, **she can propose** her own story ideas. The more she writes quality content, the higher her rate is.
 - **Holly approves** the final revision of Johnny's story about his brand and shares it to the world

Process

We use a design process very common among people at Apple, Airbnb, and Uber.

The process starts by asking a lot of essential questions around the big idea, the problem, and the concept, before going straight to prototyping.



Learning experience: In this approach, I learned the importance of starting fast and learning along the way. You have to build your way forward to learn and to eventually get it right. You have to sometimes forget the systematic approach to build something magical.

Design principles

After doing some research, information gathering, and user interviews, we have come up with a set of design principles to best represent our end user.

1. Familiarity!

Each user has a unique schedule and habits. The experience has seamlessly integrated into their daily program without any complicated steps.

2. Simplicity in interaction!

The users need not learn a new pattern.

3. Every click should feel like a conversation!

Every step of the way should be like talking to an another person in other end of the line.



Johnny Kun
27 years old
Menlo Park, California
Business owner

Brand owner

Bikes a lot on the weekends, advocates sustainability, and occasional blogger

Needs & goals

- Give visibility to sustainability brands and businesses that help the environment
- Connect to quality journalists with particular expertise
- Help journalists get paid through their work

Tech stack

Facebook, Twitter, Reddit, Pinterest, and LinkedIn



Holly Monte
36 years old
San Francisco, California
Ex-Washington Post

Journalist

**Cares about local communities.
Buy local, write local is her motto.**

Needs & goals

- Find a way to earn extra income as journalist and writer
- Connect with local brands and businesses
- Grow network and subject matter expertise

Tech stack

Twitter, Pinterest, and LinkedIn

Feature Requirements

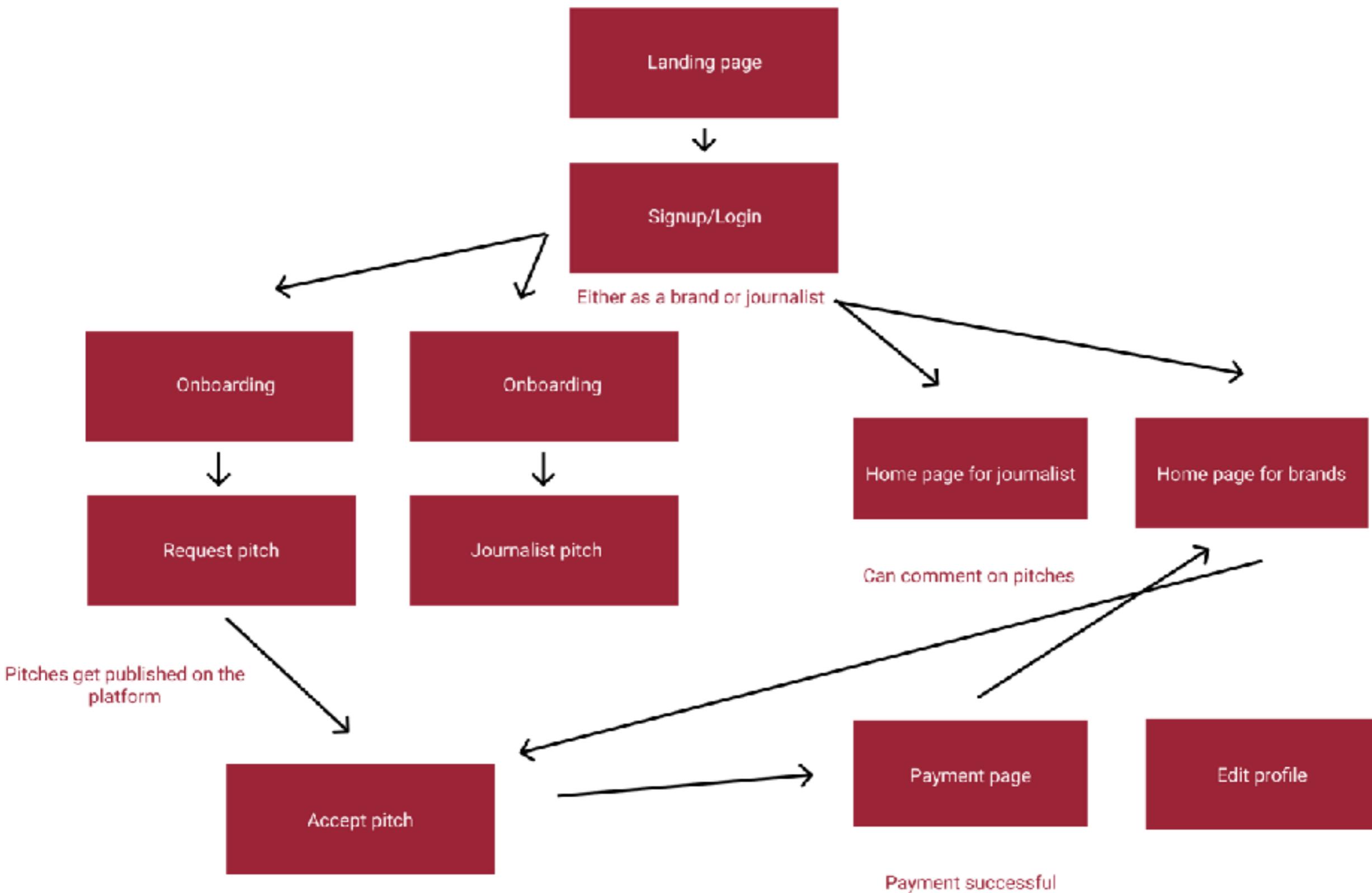
- 1. Onboarding that shows scale that helps determines the pricing of an article or content based on the journalists years of experience
 2. Request pitch page—brands
 3. Journalist pitch page—journalist
 4. Payment page
 5. Home page—showing content needs and pitches

Pactio-Crowdfunding journalism

The screenshot shows the Pactio homepage with a large banner at the top featuring a sunset over a city skyline and the text "Take back local news". Below the banner is a form with fields for "Email" and "NAME", and a "SUBMIT" button. A "LOG IN" link is in the top right corner. Below the form, there's a "Latest Posts" section with six orange thumbnail cards. At the bottom, there's a "Are you a professional journalist?" section with a "GET IN TOUCH" button, followed by the Pactio logo and links to "Privacy Policy", "Terms of Service", and "Cookie Policy". Social media icons for Facebook and Twitter are also present.

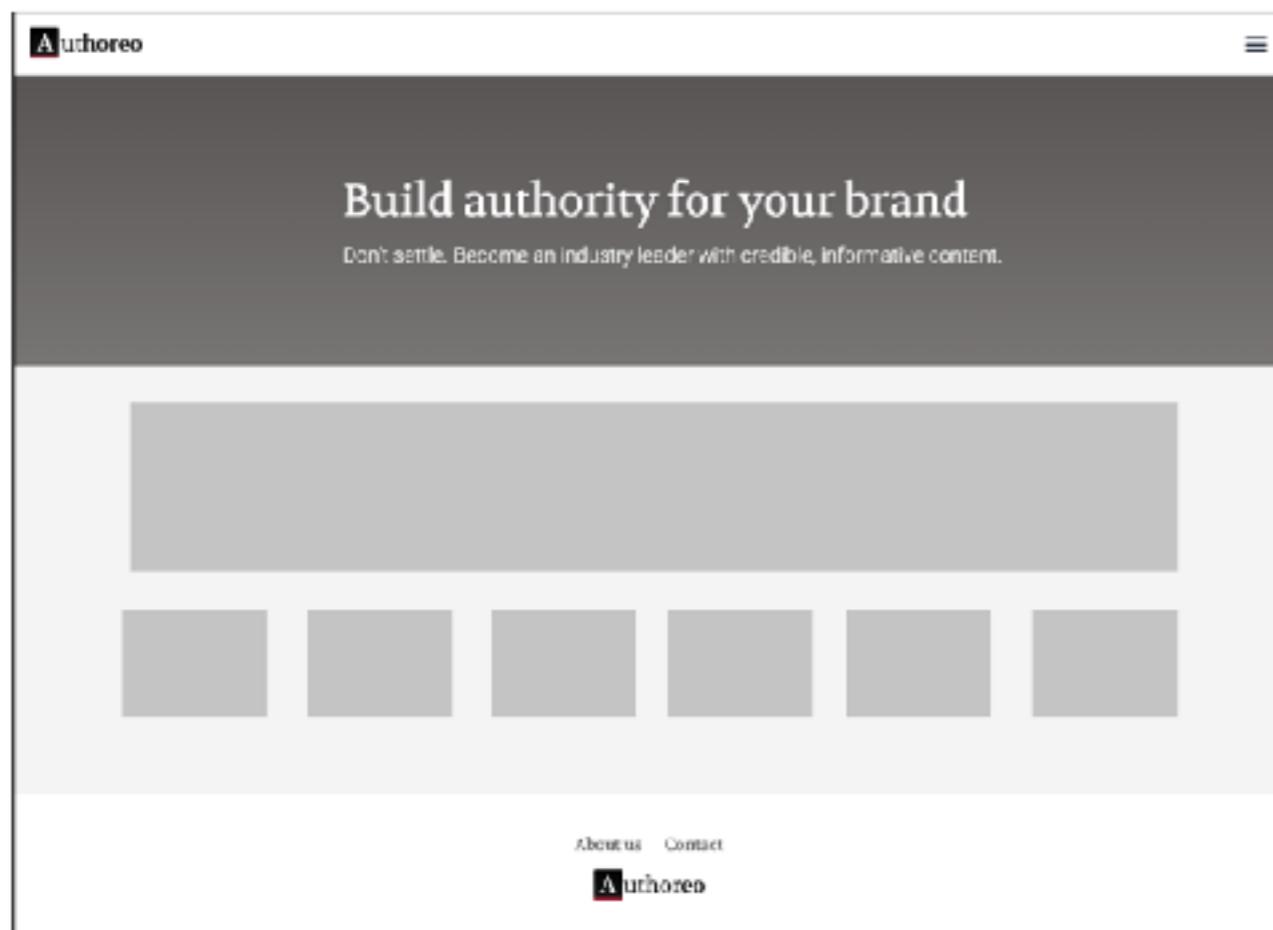
Watchup-Netflix of videojournalism

The screenshot shows the Watchup homepage with a large banner featuring a newspaper and the text "watchup. Your daily newscast Enjoy all the best news channels in one place". Below the banner is a "OUR STORY" section with a play button icon and a "GET WATCHUP" button. To the right, there's a "Video news. Reinvented." section with text about the personalized multi-channel experience and compatibility with various devices. At the bottom, there's a "What's hot" section with three video thumbnail cards labeled "New featured on Fire TV", "The Communicator Awards", and "Official Honoree". A "CONTACT US" button and social media links are at the very bottom.

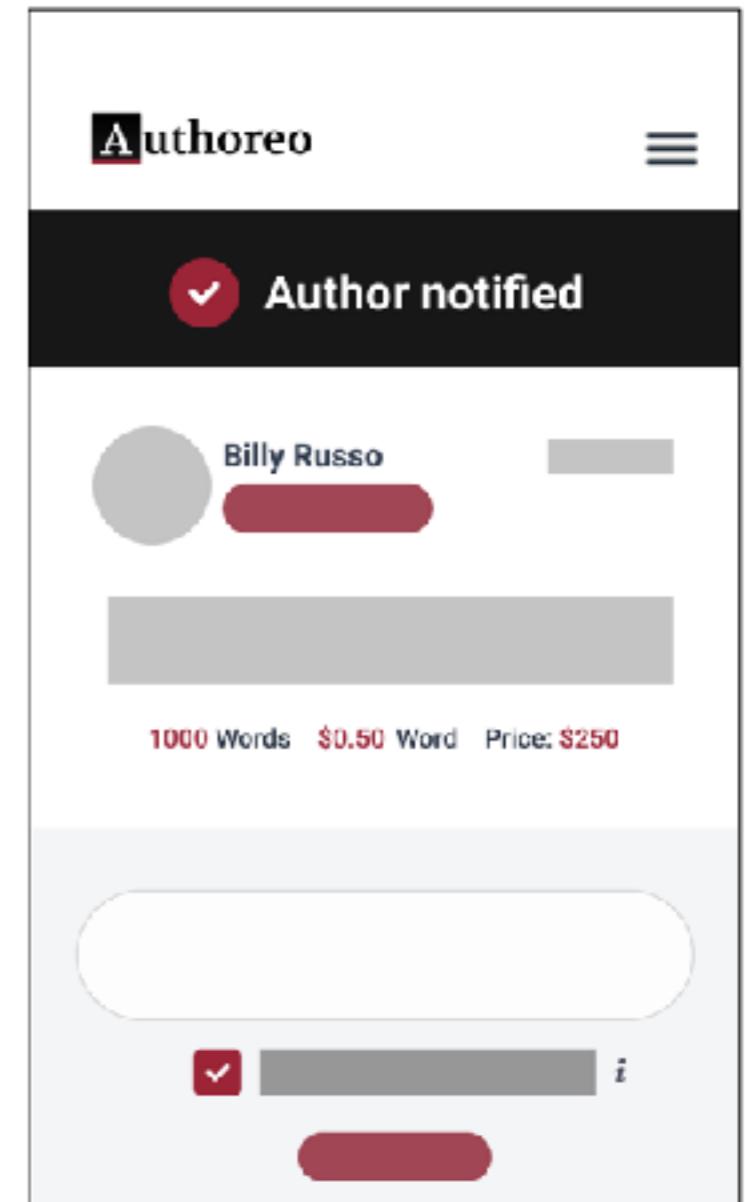


Wireframing

Landing page

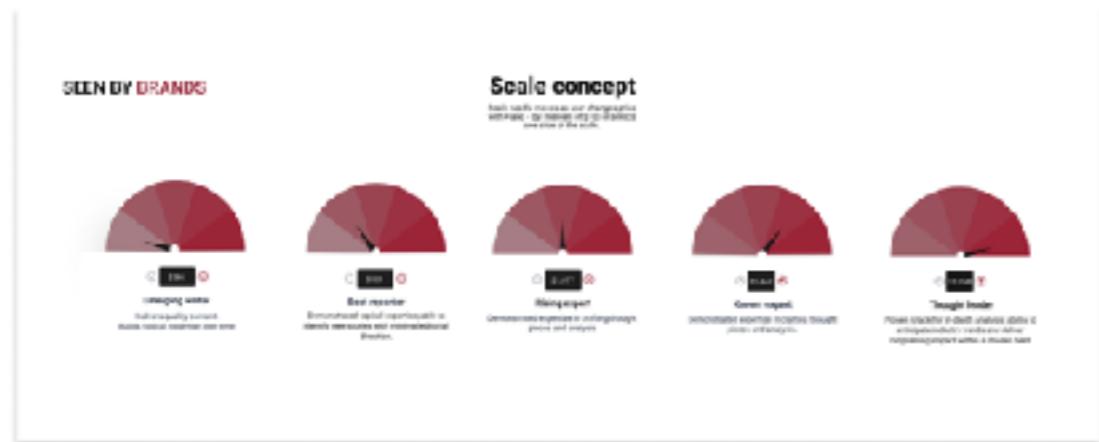


Mobile version



Authoreo features a scale where writers and journalists are rated and priced based on their professional experience.

Each category is represented by as follows:



- Brands see avg pricing for content based on level of expertise

- Authors see set their pricing per word according to their level of expertise

Prototyping—web

Background picture
1440 px

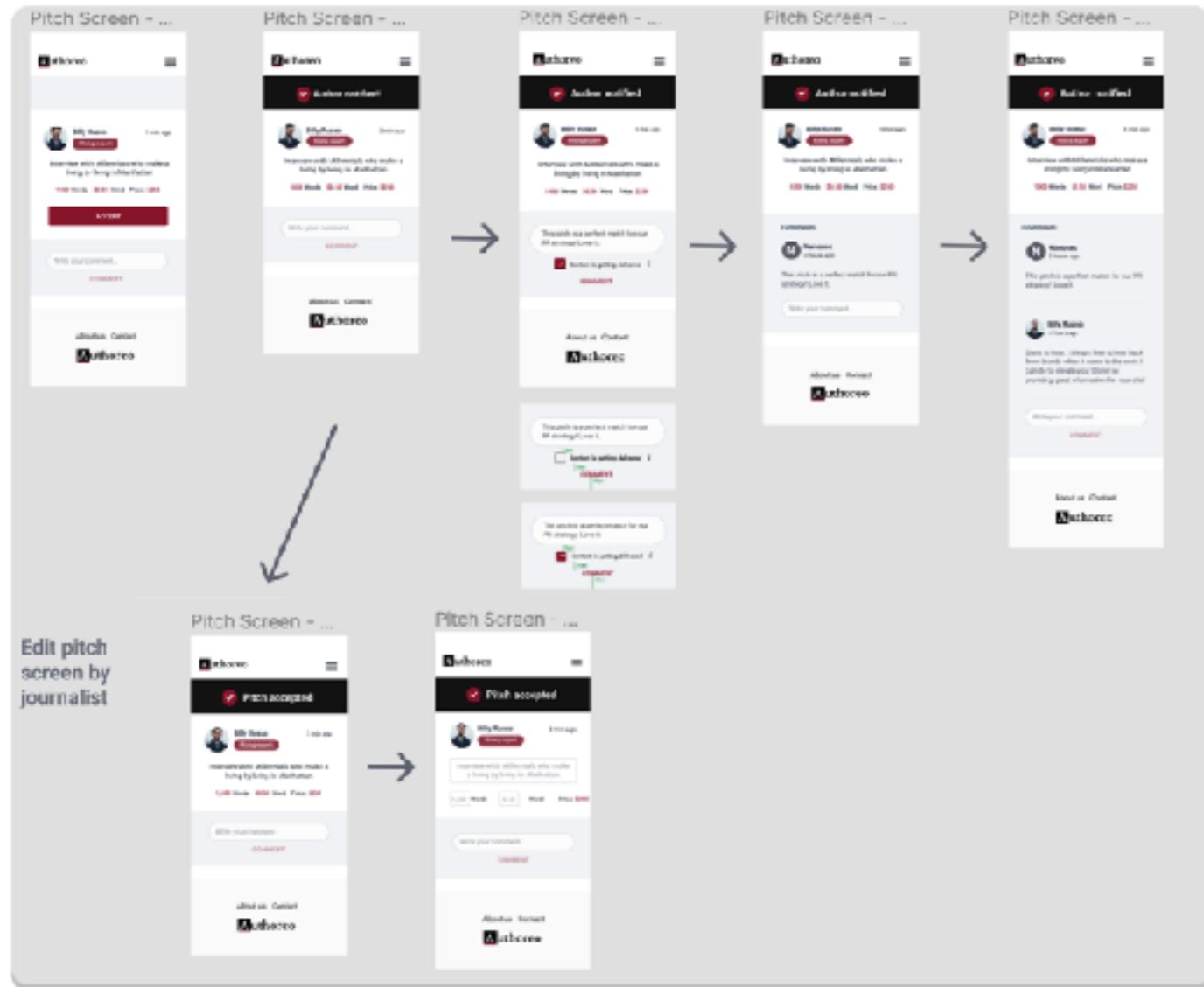
Pitch screen for Journalists
when user starts filling out the field and when a new pitch is added

Reques pitches ...

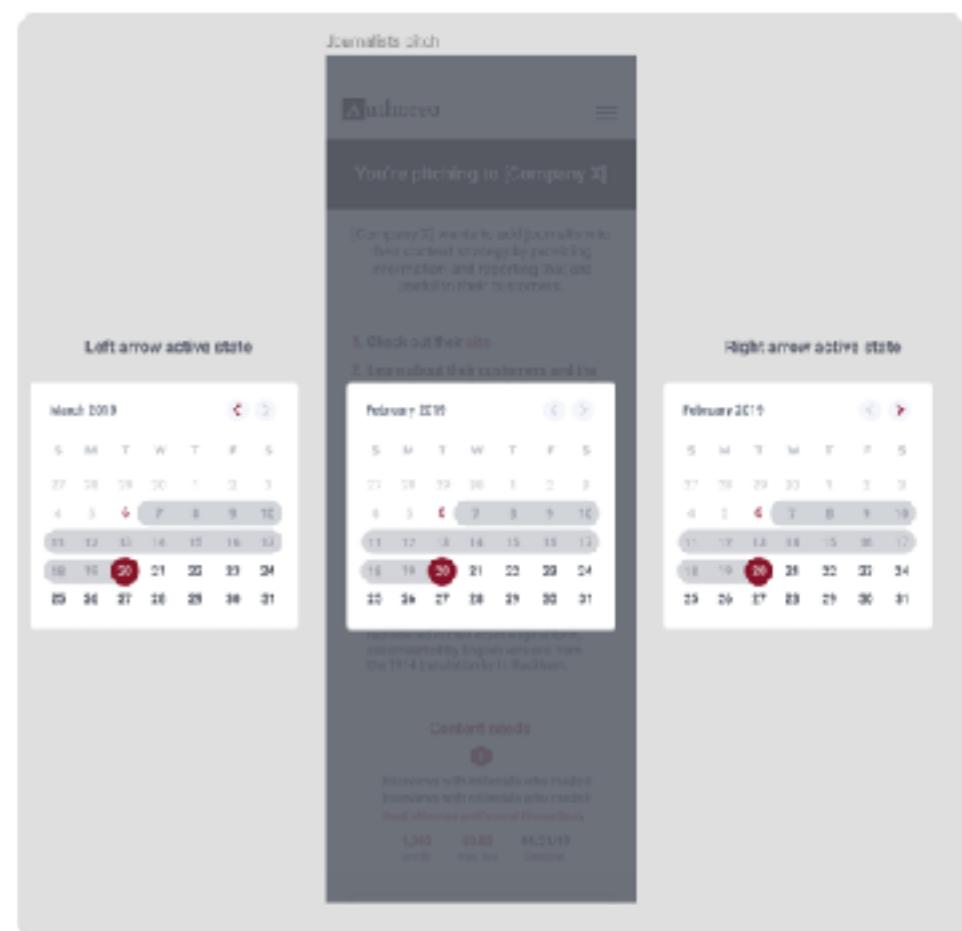
Calendar in Desktop version
Reques pitches ...

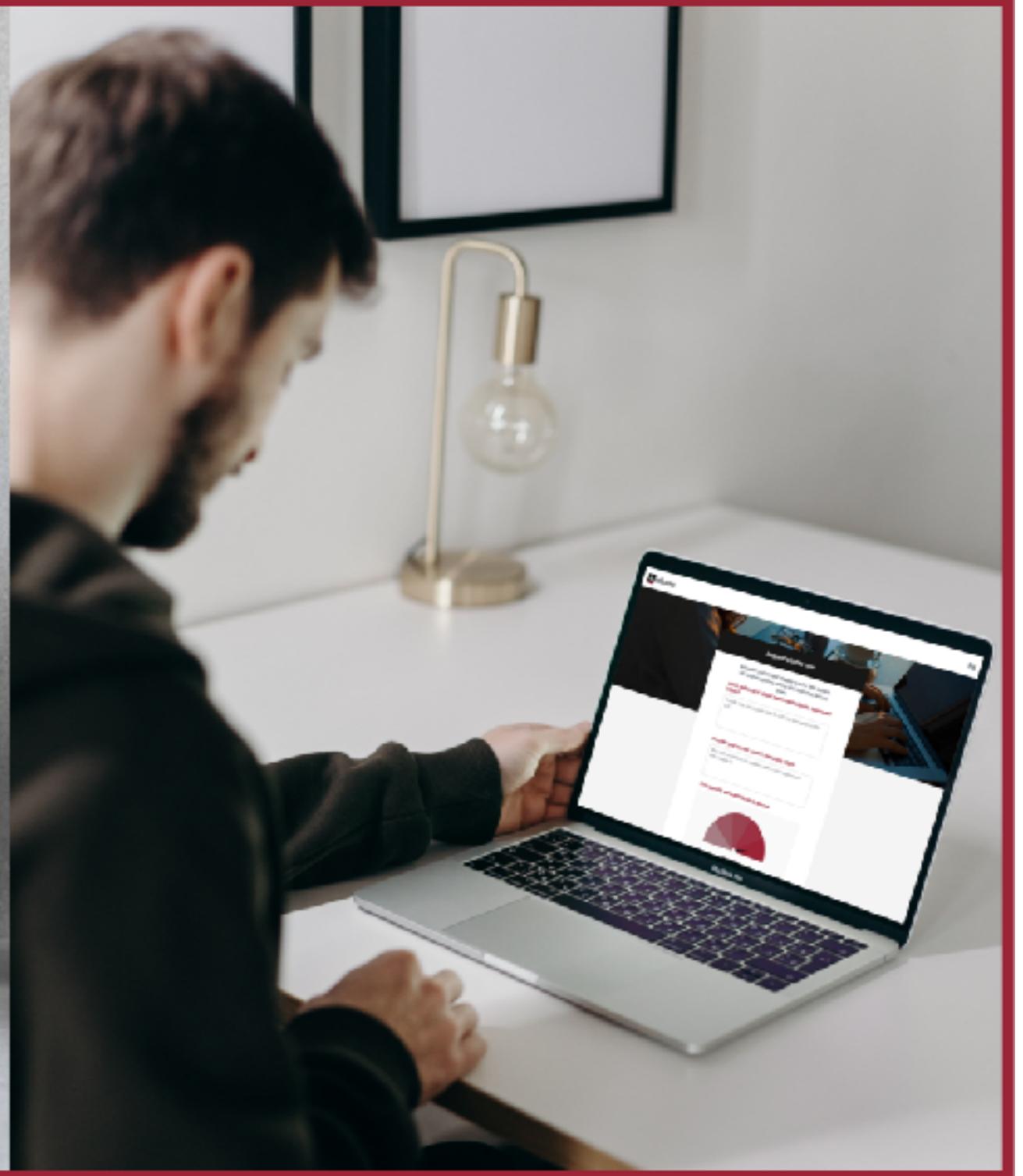
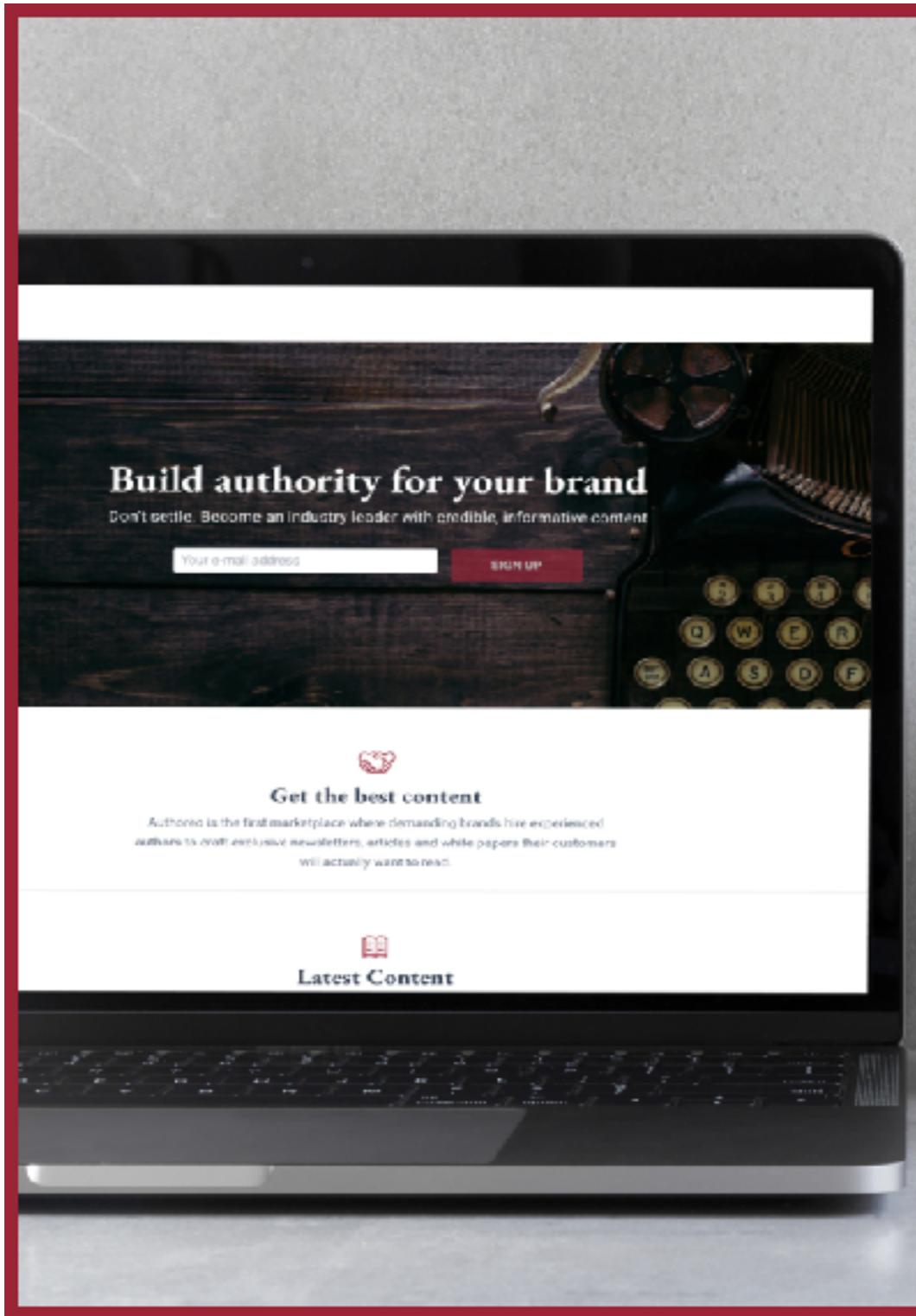
Prototyping

Defining the user journey from the brand perspective



Deadline for the delivery of the article decided by the author





Final Mockups

Brands pitching Authors

The image displays two side-by-side mobile phone mockups for the Authoreo app, set against a solid red background.

Left Mockup (Pitching Screen):

- Header:** "Authoreo" logo and a three-line menu icon.
- Section Title:** "You're pitching to The Boring Company"
- Text:** "The Boring Company wants to add journalism to their content strategy by providing information and reporting that are useful to their customers."
- List:** 1. Check out their site.
2. Audience(s) the content should educate, inspire or inform:
 - Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words in a 1914 translation by H. Rackham.
3. Learn about their current content marketing efforts:
 - The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

Bottom Navigation: "Pitch needs" button.

Right Mockup (Notification Screen):

- Header:** "Authoreo" logo and a three-line menu icon.
- Section Title:** "Author notified"
- User Profile:** "Billy Russo" (Rising expert) posted 3 min ago.
- Text:** "Interview with Millennials who make a living by living in Manhattan
1000 Words \$0.50 Word Price: \$250
- Comment:** "This pitch is a perfect match for our PR strategy! Love it."
- Status:** "Content is getting delivered" with a checkmark icon.
- Buttons:** "COMMENT" button.
- Bottom Navigation:** "About us" and "Contact" links, followed by the "Authoreo" logo.

Sign up as an Author

Authoreo

Sign up as

Author **Brand**

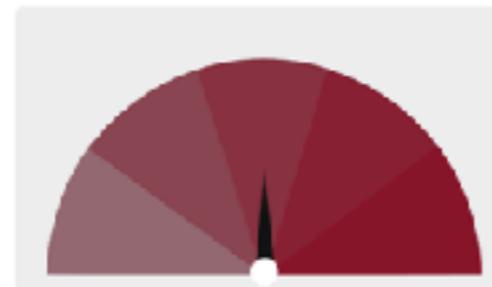
Get pitch requests that match your expertise and rate from trusted brands that value high-quality, informative content.



First name
Ex. Adrian

Last name
Ex. Yamada

Your minimum per word rate

 \$1.50

Rising expert
8-10 years on a subject matter published by national outlets

Journalistic bio
Journalistic bio (write max 300 char. at third person, mention publications you wrote for and when you moved the needle with your reporting)

Outcomes

\$25,000 revenue within the first 4 months of launch
50 brands & businesses registered and onboarded including:



PRIORITY MATRIX



plume labs



Stanford
University

This project challenged me in many ways that helped me become not only designer, but leader in the real world.

What I learned:

1. It's never bad to overcommunicate between stakeholders
2. You have treat your work like a baby (from when it was born until it grows up)
3. You have make hard decisions to create better outcomes
4. You have to iterate fast to get your product right, but make sure you show your product to your users whenever the prototype is ready
5. Creativity has no limits, taking a walk with stakeholders help better understand problems and perspectives

Email me at derick@hikre.com if you want to discuss this project.