



Case Study:

World-Newspapers.com

Website Redesign



By: Jake Handrick


☒ Web ☐ world-newspapers.com

 Search ...


Search news source by

 country


Magazines

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World Newspapers and Magazines

World newspapers, magazines, and news sites in English, sorted by country and region:

AFRICA

Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Congo Democratic Republic, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe

ASIA

Afghanistan, Bangladesh, Bhutan, Brunei, Cambodia, China, East Timor, Hong Kong, India, Indonesia, Iran, Iraq, Japan, Kazakhstan, Korea - North, Korea - South, Kyrgyzstan, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Tajikistan, Thailand, Tibet, Turkmenistan, Uzbekistan, Vietnam

AUSTRALIA AND OCEANIA

Australia, Cook Islands, Fiji, Kiribati, Marshall Islands, Micronesia, Nauru, New Zealand, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu

EUROPE

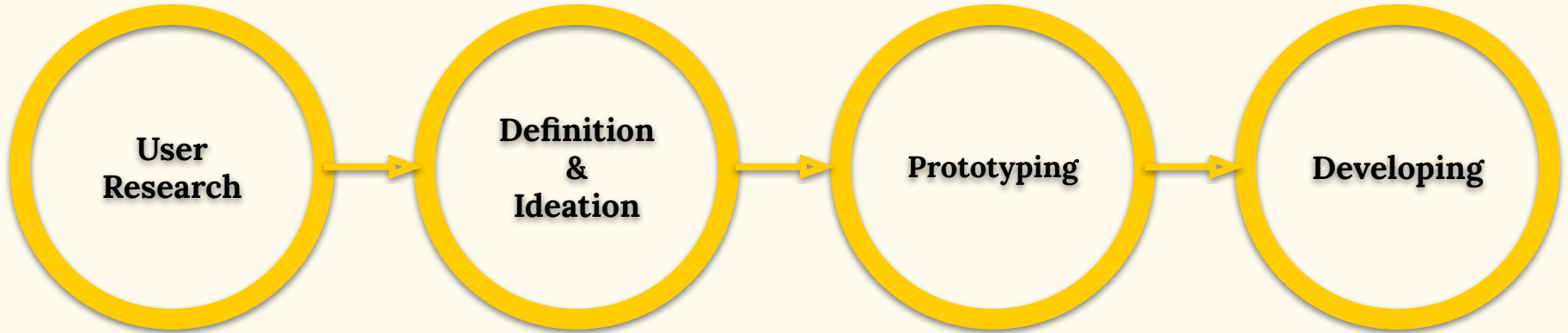
Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Chechnya, Croatia, Cyprus, Czech Republic, Denmark, England, Estonia, Finland, France, Georgia, Germany, Gibraltar,

News

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 - › [Alternative News](#)
-
- › [Media Criticism](#)
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 - › [Journalism Schools](#)
 - › [Obituaries](#)



The Process





1

User Research

The best place to start.

- Competitor Analysis
- Heuristic Evaluation
- Interview & Survey Data
- Affinity Diagram
- Empathy Map
- Proto/User Persona



Proto-Persona

Vince Weathers

- 27 years old
- Engaged
- Lives in Chicago
- Reads a lot, loves the morning newspaper.



Demographics

Vince Weathers, 27

- Grew up in the suburbs and took a trip abroad, and now lives in a city.
- He has colleagues at Software-X are from other countries and have different cultures.
- His fiancée is from Burkina Faso.

Behaviors

- Takes everything with a grain of salt.
- He's interested in traveling internationally
- He's interested in world affairs

Needs/Goals

- To get wide variety of news from select places.
- He wants to feel informed.
- Wants lots of news sources in one place

Favorite Companies

- National Geographic
- BBC News
- Medium.com
- National Geographic

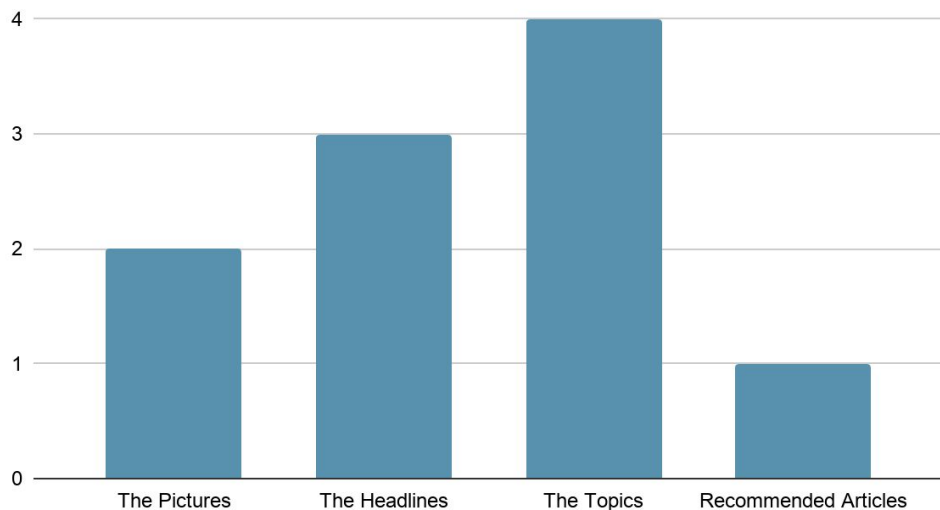
Frustrations

- Doesn't like fake news
- Main news outlets don't cover smaller countries.
- Bias is hard to avoid



Interview/Survey Results

What catches your attention in an article?



[See the Survey](#)

Topics

80%

Headlines

60%

Pictures

40%



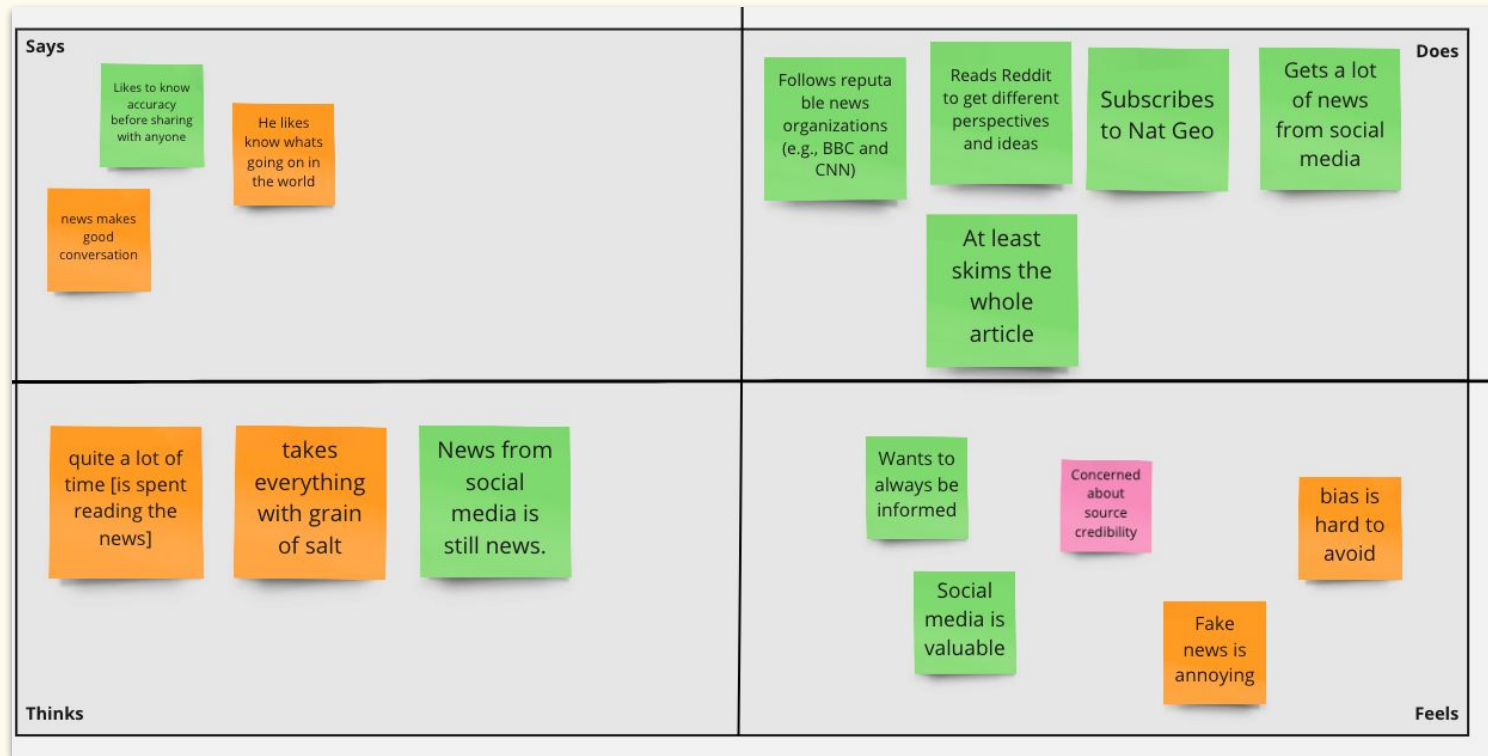
Affinity Diagram

- How much news?
- What kind of news?
- Where you get the news?
- Accuracy?





Empathy Map





Competitor Analysis

	Feature Analysis	Competitive Advantage	Strength	Weakness
BBC	Highly trusted news source	Bigger Following base gathers top stories around the world and publishes them been around much longer	cleaner looking website easier to navigate user friendly tabs good card system	main focus is US/Canada/Uk
Google News	Gathers general news and narrows articles down based on reinforcement and other algorithms	Has algorithms it uses to recommend new articles. Likely to offer specific articles more interesting on an individual level.	Uses Google's powerful data and algorithms to give exactly what users tend to like.	Inherently biased and will intentionally not show things users do not already know and accept, likely pushing towards the familiar.
Reddit	Social Media platform for people to share interests, make groups, and talk about anything they find interesting.	Feed is specific to you	Millions of users. Well organized for how much content.	You need to find things of your interest to have a feed.
Freely	Machine learning aggregator that uses natural language processing to provide curated RSS feeds	Very customizable to make sure you are getting the news that you want to hear	Machine learning is popular. They are using a platform that had thousands of users so they can create profiles that help improve the content. You also train it.	You have to pay!



2

Defining the Problem

A critical step to a useful design.

- Problem Statement
- Value Proposition



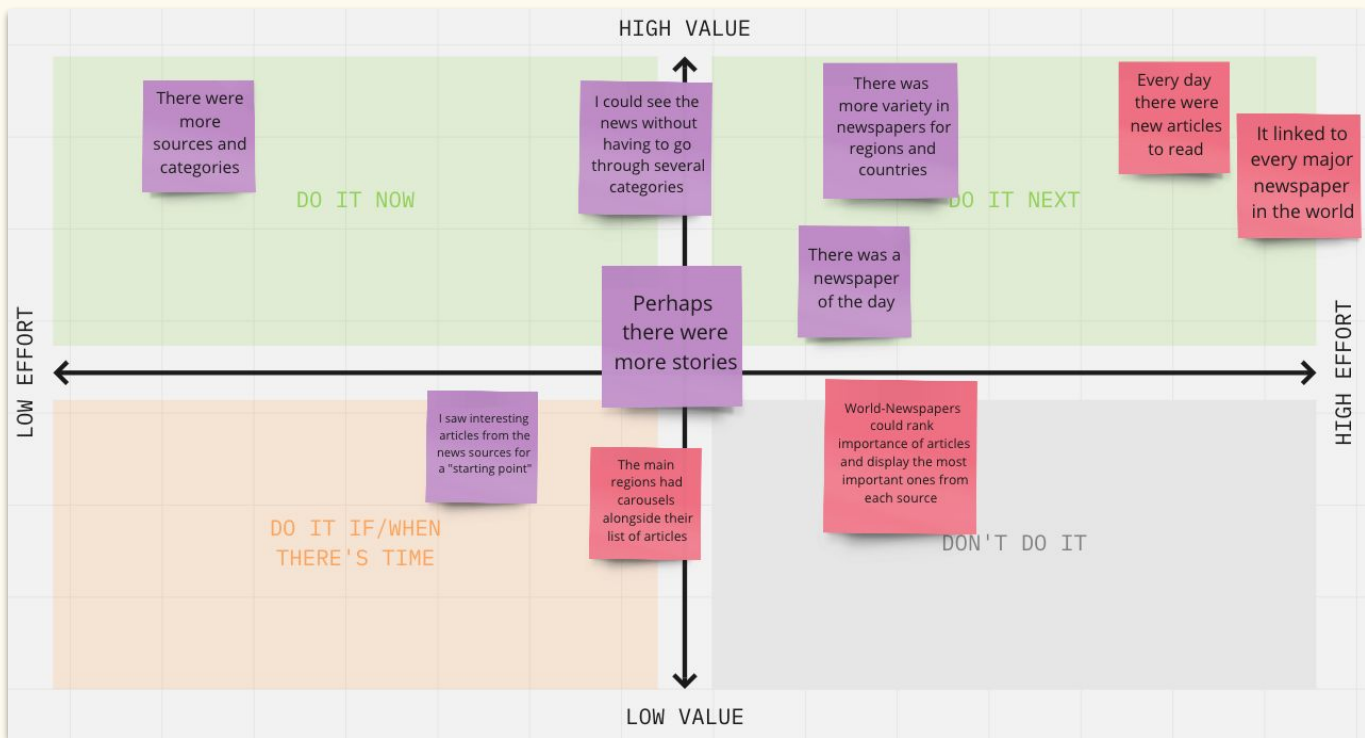
Problem Statement

“We believe that by providing a broader representation of news for people with worldly curiosity, we will achieve a greater sense of connectivity and a unique, entertaining news outlet.”

“



Value Proposition





3

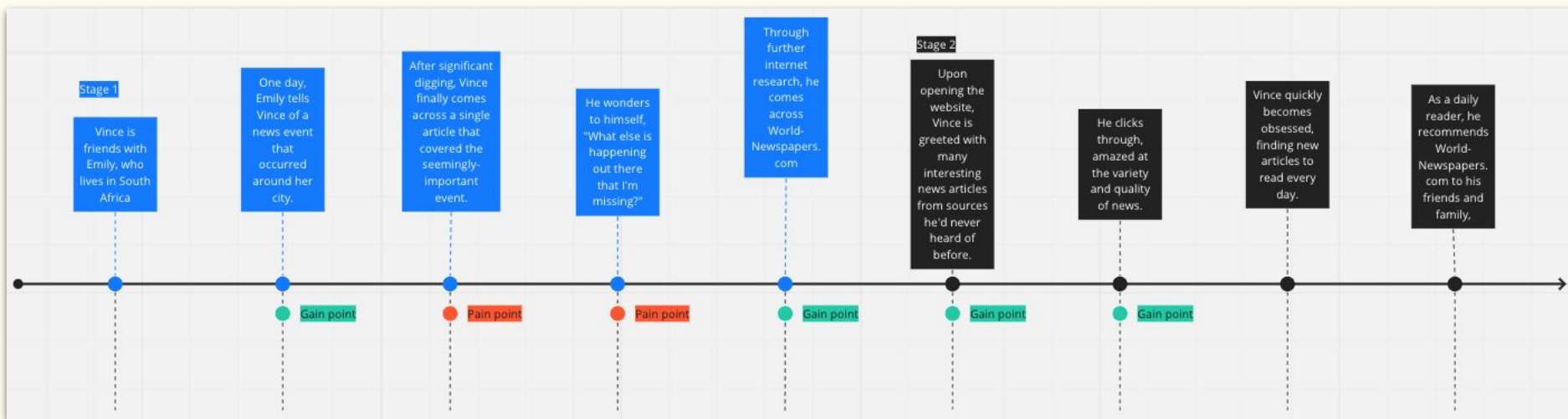
Ideation

Where the creative side comes out to play.

- Journey Map
- I like, I wish, what if
- Inspiration
- Style Guide



Journey Map





I Like, I Wish, What If?

I LIKE

the variety
of obscure
links

the seemingly-
endless search
experience

The links take
you directly
to the news
papers

There is
a lot of
content

Every country
in the world at
least getting
lip service

i like how it
separates the
magazines
section from the
news section

I WISH

I could see the
news without
having to go
through several
categories

I saw interesting
articles from the
news sources
for a "starting
point"

There was
more variety in
newspapers
for regions
and countries

There were
more
sources and
categories

Perhaps
there were
more
stories

There was
a
newspaper
of the day

WHAT IF..

World-Newspapers
could rank
importance of
articles and display
the most important
ones from each
source

The main
regions had
carousels
alongside their
list of articles

It linked to
every major
newspaper
in the world

Every day
there were
new articles
to read

[Shows](#) [Chefs](#) [Food Network Kitchen](#)

What are you looking for?

[Recipes](#) [Shows](#) [Chefs](#) [Food Network Kitchen](#)

What are you looking for?

RECIPE OF THE DAY

- Thanksgiving Family Dinners
- Healthy
- Our Best Recipes
- Easy Comfort Food

[SEE ALL RECIPES](#)

TRENDING RECIPES

- Mini Sweet Potato Muffins
- Thanksgiving Chicken Over Roasted Vegetables
- Mile High Pumpkin Pie
- Parmesan-Crusted Potatoes
- The Best Baked Salmon

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ON TONIGHT
Chopped
8pm | 8c

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Kamala Harris will be first woman vice president. Meet the VP contenders who paved the way

READ

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READ

SEE ALSO

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- SCIENCE
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Final UI Style Tile



UI STYLE TILE : World Newspaper

UI STYLE DIRECTION

Much like the oceans that connect our continents, the new World-Newspapers.com is designed to be fresh, organized, and ever-changing. In order to access the news from around the globe, our website needs to be informative, yet open, and full of information, yet accessible. While an organized data hierarchy is at the forefront of our minds, clean design is of the utmost importance.

UI Style Adjectives

Open Accessible Organized
Alive Fresh Helpful Informative
“Like the ocean”

Typography

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero

Headline (Playfair Display, Bold, 48 pt)

Sub-headline - (Roboto, regular 30 pt)

Headline (Playfair Display, Regular, 35)

Sub-headline - (Roboto, light 24 pt)

“This is a how you would stylize a meaningful quote”
- Author

(Playfair Display, Italic, 18 pt)

Typography Body Copy

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos

[This is a regular link](#)

(Roboto Reg 16 pt)

BRAND LOGO

— Logo on white



— Logo on dark



Iconography



Button States

Normal

Hover

Pressed

Focus

Disabled

COLOR PALETTE

— Base Colors



#FFFBF7 R/G/B



#545454 R/G/B



#4261E5 R/G/B

— Primary Colors



— Secondary Colors



COLOR GRADIENT



Images Samples



Button Styles



4

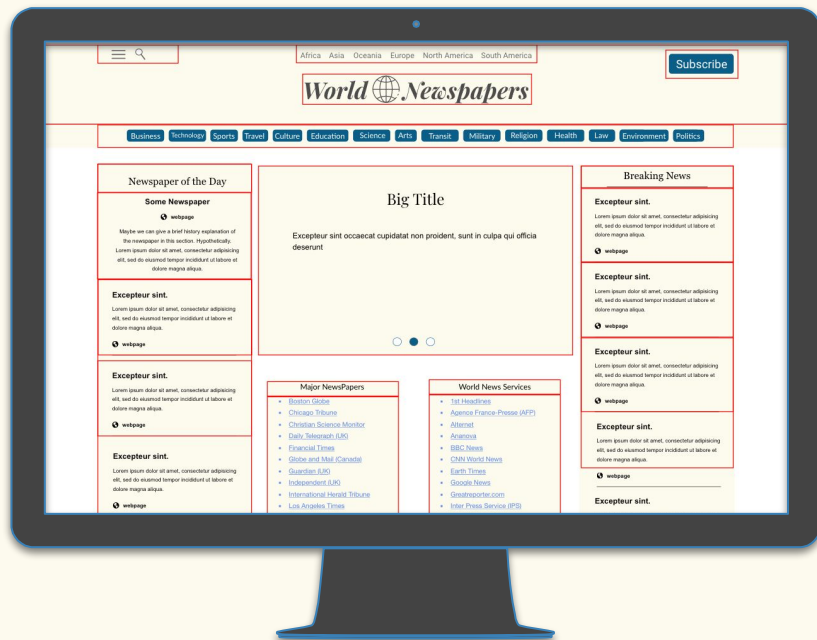
Prototyping

And so the building begins!

- Wireframes
- Clickable Prototype
- Style Guide



Prototype for Desktop

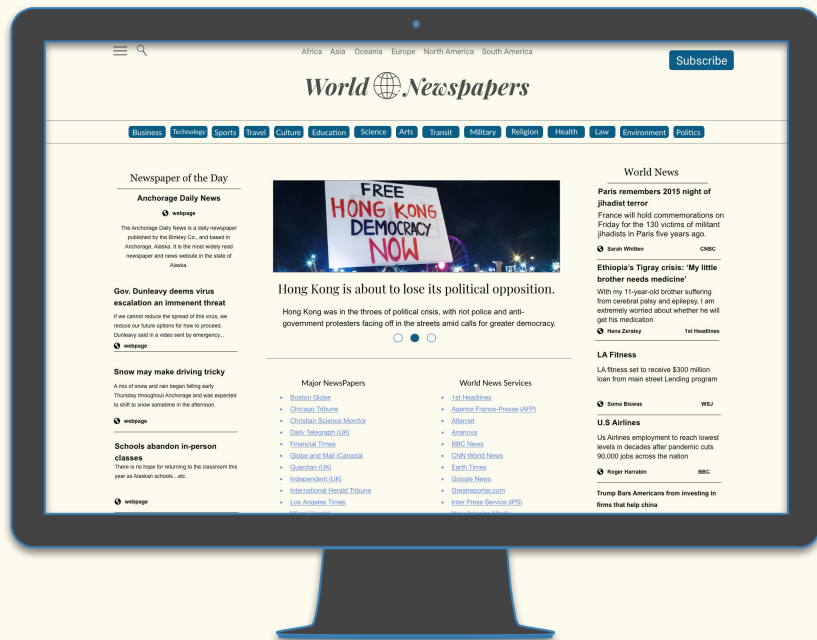


The page was developed to be responsive in Adobe XD.

This is the desktop view.



High-fidelity Prototype



Here it is!

Clickable.



5

Developing

The tangible deliverable.

- Just show us the website, please.



The Redesigned: **World-Newspapers.com**

<https://j-handrick.github.io/World-Newspapers/>



Tools

- Adobe XD
- Slack
- Atom
- Github
- Trello
- Miro
- Google Slides



Thanks!

Any *questions* ?

Again, you can find the project at:

- <https://j-handrick.github.io/World-Newspapers/>