



# Case Study:

## World-Newspapers.com

# Website Redesign



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

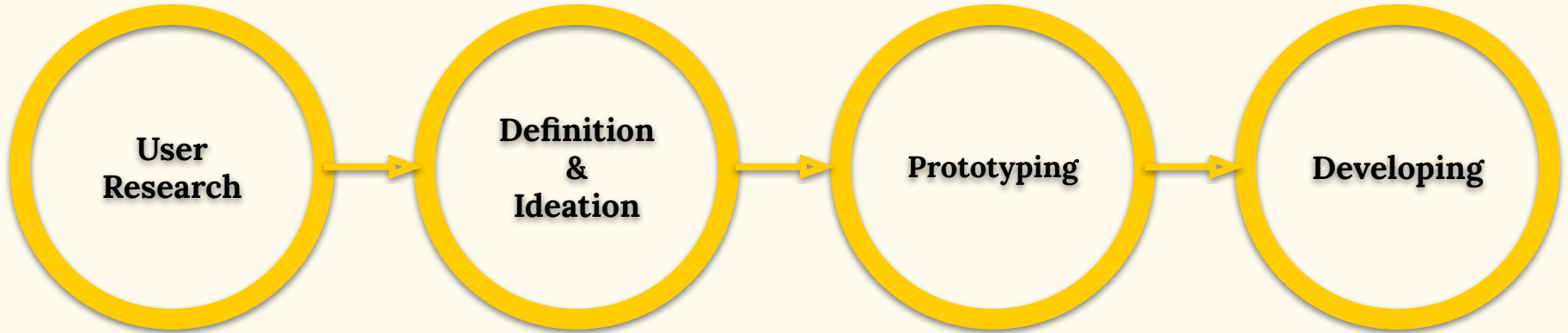
Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Chechnya, Croatia, Cyprus, Czech Republic, Denmark, England, Estonia, Finland, France, Georgia, Germany, Gibraltar,

## News

- › [World News](#)
- › [Business](#)
- › [IT](#)
- › [Sport](#)
- › [Weather](#)
- › [News Photos](#)
- › [Personalized News](#)
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- › [Media Criticism](#)
- › [College Newspapers](#)
- › [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

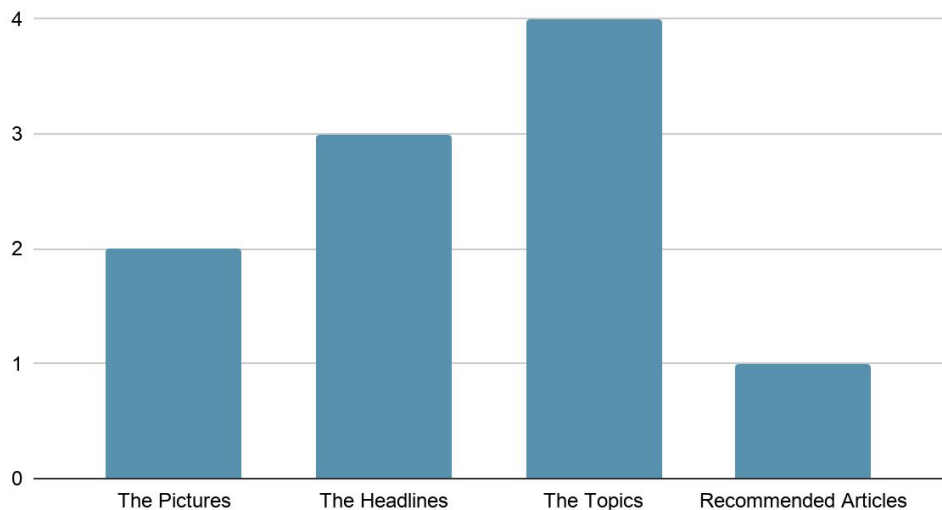
### Frustrations

- 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?



Full Survey Data

**Topics**

80%

**Headlines**

60%

**Pictures**

40%



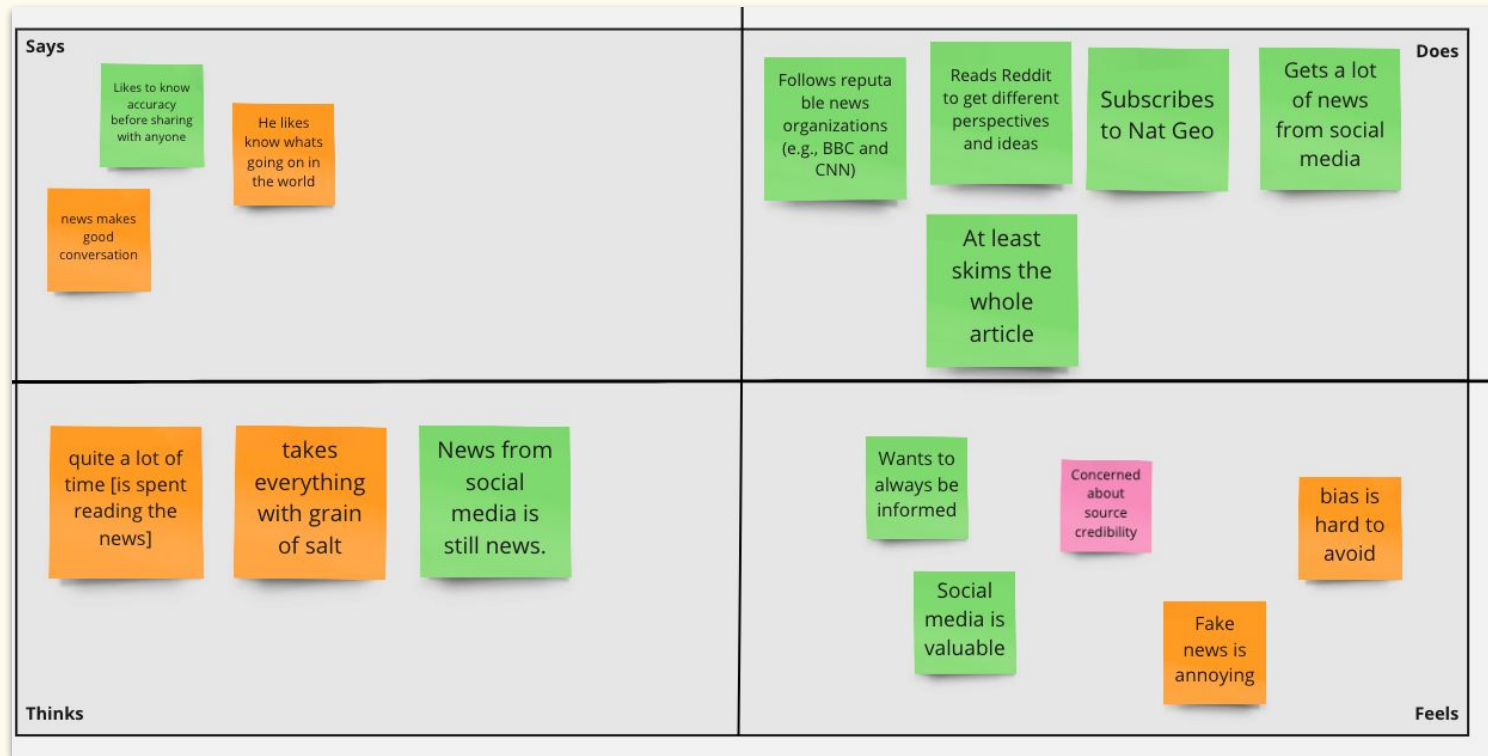
# Affinity Diagram

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





# Empathy Map







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



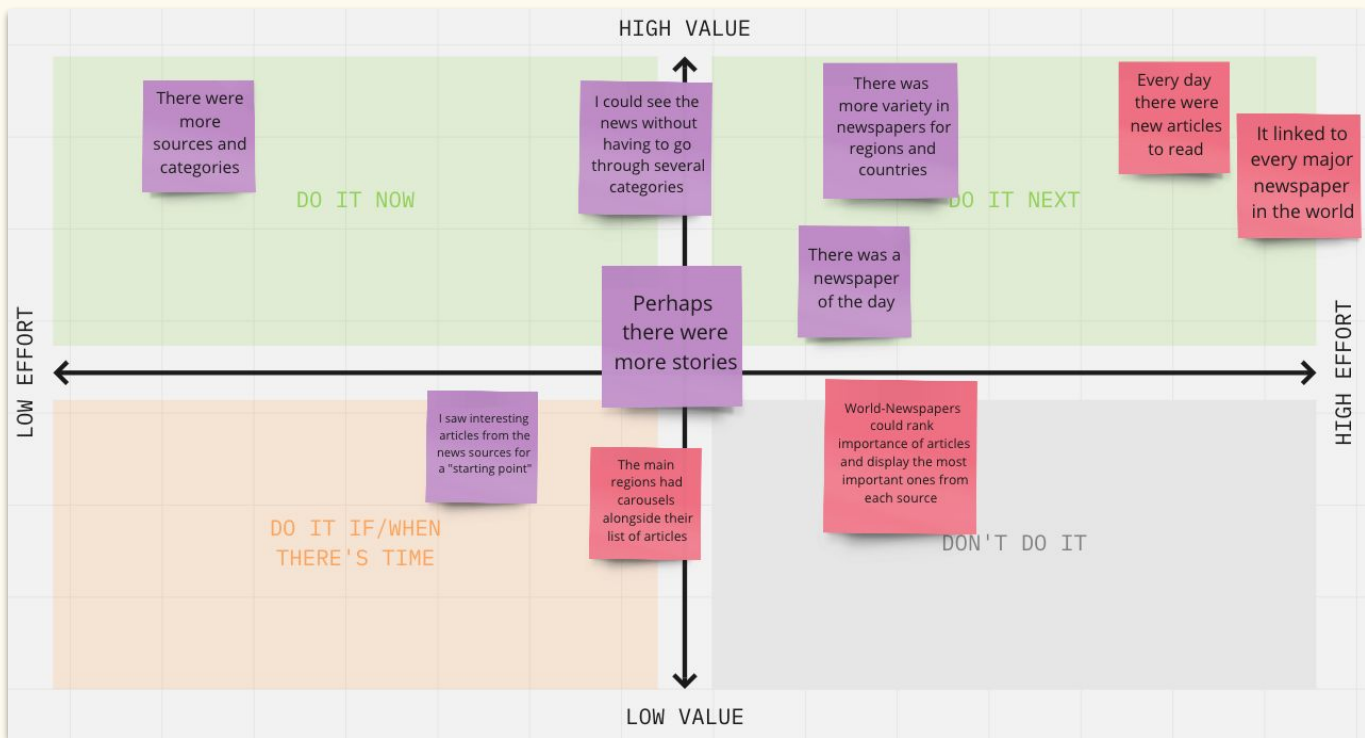
# Problem Statement

*“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

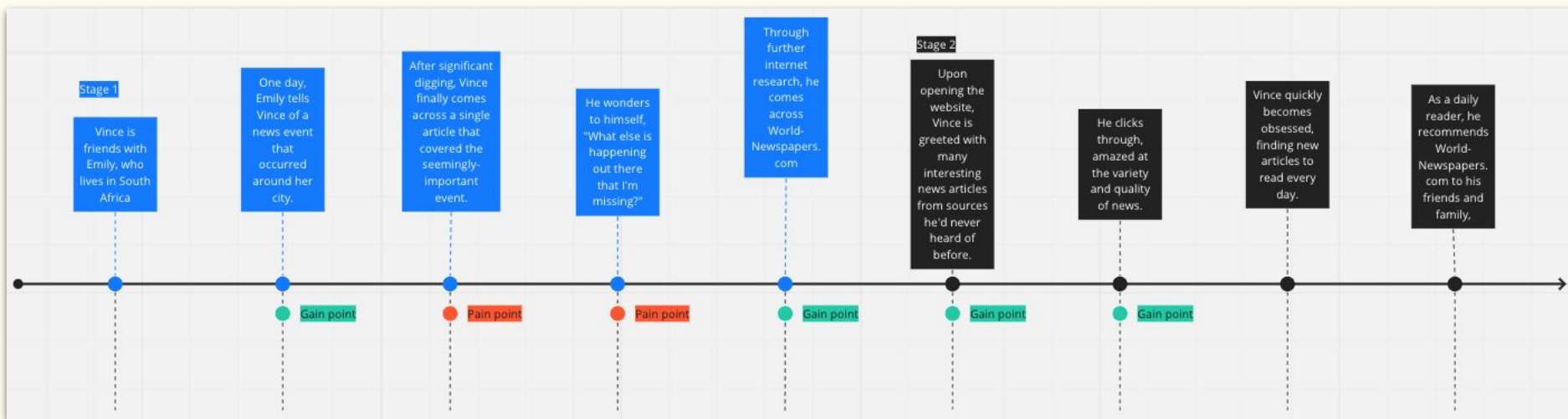
## Ideation

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

# Inspiration



Home Page

World  
U.S.  
Politics  
N.Y.  
Business  
Opinion  
Tech  
Science  
Health  
Sports  
Arts  
Books  
Style  
Food  
Travel  
Magazine  
T Magazine  
Real Estate  
Obituaries  
Video  
The Upshot

More

10, 2020 33°F 20° 21°  
Dew -10.36% 1

U.S. INTERNATIONAL CANADA ESPAÑOL 中文

**The New York Times**

SUBSCRIBE NOW LOG IN

Listen to "The Daily" About those polls ...

The Modern Love Podcast A story about a dog who helped a man through hard times.

**Trump Starts PAC for Future Political Endeavors**  
President Trump is making moves to keep a hold of the G.O.P. President-elect Biden is expected to speak on the Affordable Care Act. Here's the latest.

**LIVE UPDATES** 6 minutes ago

**Virus**  
• Research using spring cellphone data in 10 U.S. cities could help influence officials facing rising cases and possible restrictions.  
• The F.D.A. grants emergency authorization of Eli Lilly's antibody treatment.

**Markets**  
• Hopes for a return of the 737 Max and a vaccine have Boeing's shares rallying.  
• A European agreement helps clear the way to spend stimulus money.

Supporters of the Affordable Care Act outside the Supreme Court in Washington on Tuesday. *AP Photo/Mark Schifano*

FULL RESULTS President Pennsylvania Georgia Arizona Senate House State Results: Select a state

With Growing Discomfort at Law Biden Is Expected to Keep Georgia Senators Ask Election False claims that Joe Biden

Recipes Shows Chefs Food Network Kitchen

Watch Full Seasons  
TV Schedule  
Videos  
Shop  
Sweepstakes  
Magazine  
Blog  
Shows A-Z  
Chefs A-Z  
Newsletters  
Restaurants

f t i y o p

What are you looking for?

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

**RECIPE OF THE DAY**  
Mini Sweet Potato Muffins

**TRENDING RECIPES**  
Thanksgiving Chicken Over Roasted Vegetables  
Mile-High Pumpkin Pie  
Parmesan Crusted Potatoes  
The Best Baked Salmon

SEE ALL RECIPES

ON TONIGHT Chopped 8pm - 10pm Watch Live TV

**Horizon Zero Dawn aims to fill the Open World gap between GTA and Skyrim**  
Horizon Zero Dawn aims to fill the Open World gap between GTA and Skyrim. The game is set in a lush, open world with a rich story and a variety of enemies to fight.

**James Webb Space Telescope: A 'Potentially Blind' Video**  
James Webb Space Telescope: A 'Potentially Blind' Video. The video shows the telescope's view of the universe, which is currently blurry and out of focus.

**SCIENCE: COVID-19: How to Stay Safe**  
SCIENCE: COVID-19: How to Stay Safe. The video provides tips on how to stay safe during the COVID-19 pandemic, including wearing a mask and avoiding large gatherings.

**RESEARCH: COVID-19: How to Stay Safe**  
RESEARCH: COVID-19: How to Stay Safe. The video provides tips on how to stay safe during the COVID-19 pandemic, including wearing a mask and avoiding large gatherings.

**The New York Times**

**Today's Picks**  
The New York Times Today's Picks. A collection of featured articles and videos from the New York Times.

**Video**  
The New York Times Video. A collection of featured videos from the New York Times.

**Podcasts**  
The New York Times Podcasts. A collection of featured podcasts from the New York Times.

**Books**  
The New York Times Books. A collection of featured books from the New York Times.

**Art**  
The New York Times Art. A collection of featured art pieces from the New York Times.

**Music**  
The New York Times Music. A collection of featured music pieces from the New York Times.

**Science**  
The New York Times Science. A collection of featured science pieces from the New York Times.

**Health**  
The New York Times Health. A collection of featured health pieces from the New York Times.

**Environment**  
The New York Times Environment. A collection of featured environment pieces from the New York Times.

**History & Culture**  
The New York Times History & Culture. A collection of featured history and culture pieces from the New York Times.

**Travel**  
The New York Times Travel. A collection of featured travel pieces from the New York Times.

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**TODAY'S PICKS**  
COVID-19: Updates on the coronavirus pandemic  
RECIPE: The WHO is hunting for the coronavirus' origin. Here are the top stories.  
HISTORY & CULTURE: Kamala Harris will be first woman vice president. Meet the VP contenders who paved the way.  
HISTORY & CULTURE: Andrew Jackson's legacy: A man who was both a hero and a villain.  
HISTORY & CULTURE: The day of the Dead was mostly about...  
ANIMALS: Only animals to be introduced to Canada in unpopulated areas.

**ANIMALS**  
**ENVIRONMENT**  
**HISTORY & CULTURE**  
**SCIENCE**  
**TRAVEL**

**WATCH TV**  
**READ THE MAGAZINE**  
**HAT GEO FAMILY**  
**BOOK A TRIP**  
**INSPIRE YOUR KIDS**  
**LISTEN TO PODCASTS**  
**SHOP THE STORE**  
**ATTEND A LIVE EVENT**  
**SUPPORT OUR MISSION**



# 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  
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



#FFBEEF R/G/B



#545454 R/G/B



#4261E5 R/G/B

— Primary Colors



— Secondary Colors



### COLOR GRADIENT



### Images Samples



### Button Styles



# 4

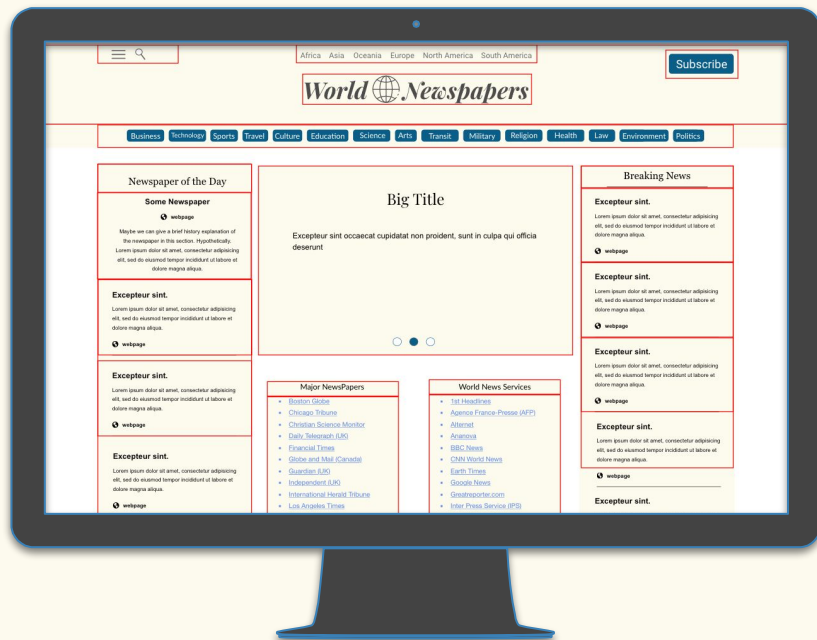
## Prototyping

And so the building begins!

- Wireframes
- Clickable Prototype
- Style Guide



# Prototype for Desktop

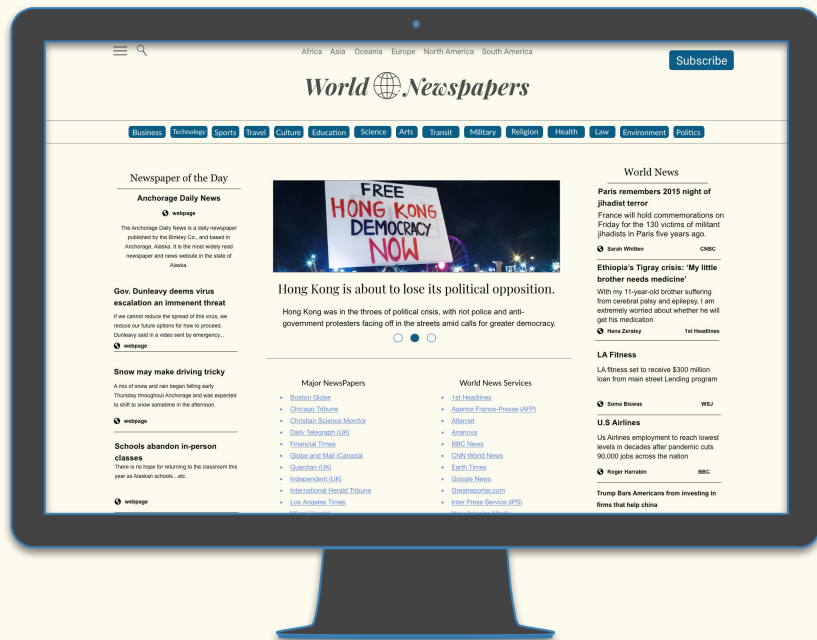


The page was developed to be responsive in Adobe XD.

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://hav659.github.io/world\\_newspaper\\_redesign/](https://hav659.github.io/world_newspaper_redesign/)



## Tools

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



# Thanks!

**Any *questions* ?**

You can find the project at:

- [https://hav659.github.io/world\\_newspaper\\_redesign/](https://hav659.github.io/world_newspaper_redesign/)