



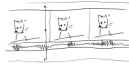
Sketching a face



A homepage



Writing a headline



Editing a movie

```
<doctype html>
<html>
<head>
<h1>8 Things you didn't know
about #paw Patrol - #paw Patrol
I will teach you </h1>
</head>
</html>
```

An `<h1>` tag



Twitter

Is it easy to create?

Is it easy to build?



Breaking news



Just this one



Every story ever



Smartphone



Old shoe



Hoverboard

Does it work across stories?

Is it distinctive and new?



Boris Johnson



Jeremy Vine



Your mum



Tax return



Bike ride



Chocolate

Is it the right tone and style?

Does it meet user needs?



Vi and Emacs



A door handle



Story pattern



Whole format



Interaction pattern

Is it usable and understandable?

What kind of pattern is it?