
Better News

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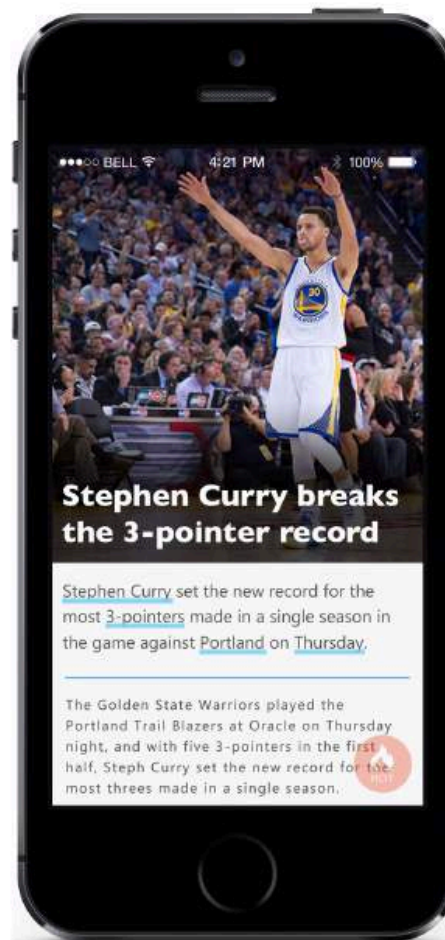
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**Abstract**

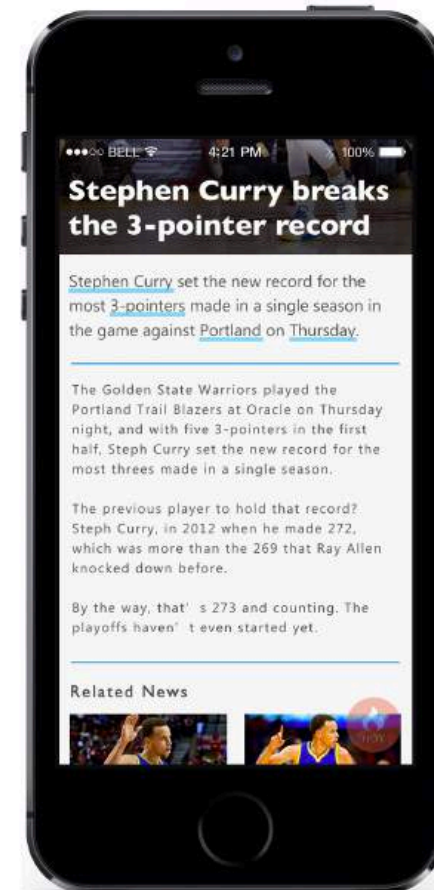
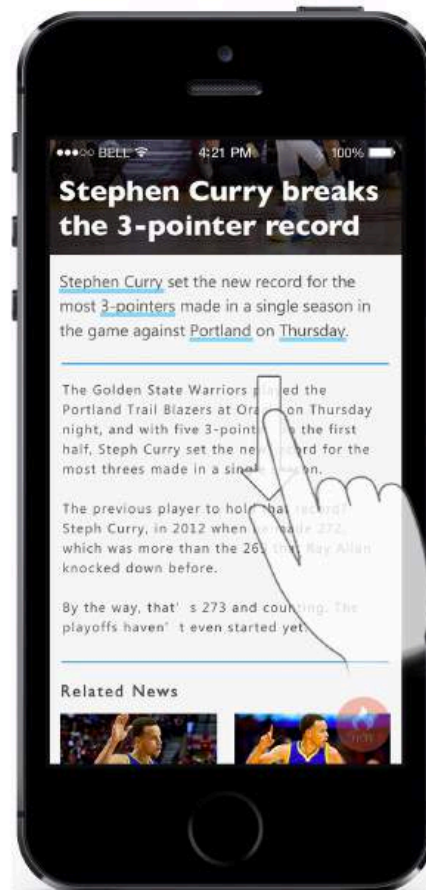
For this project we were tasked with creating a news aggregator that includes more visual imagery, particularly in the aspect of navigation. Our design simplifies the navigation of a mobile sports news app using gesture based interaction and a single circular button in the bottom-right corner of the interface. The button is transparent unless tapped so that the user can read the text behind it. By focusing on a specific target group, we designed the interaction for a browsing experience rather than for a rigid purpose.

Introduction

We began with exploring various news sites and our discussion led to reading the news on a mobile platform. After deciding to design for a mobile platform, specifically the iPhone, we evaluated numerous news apps. In order to design our news aggregator, we narrowed our focus by selecting a target user group and a smaller field of interest. The subject our app covers is sports, rather than many larger topics. Our target audience is the social sports fan, meaning a person who maintains knowledge about current sports information (e.g., events, players, teams, statistics, etc.) so that he or she can communicate that knowledge in his or her social groups. From this we determined that the sports news our target group would want is the popular articles and trending news. Further, we inferred that our target audience would like to see the popular sports news near their physical location. With that said, our wireframes demonstrate how we envision the sports news aggregator app will look and function. More explanation to follow.



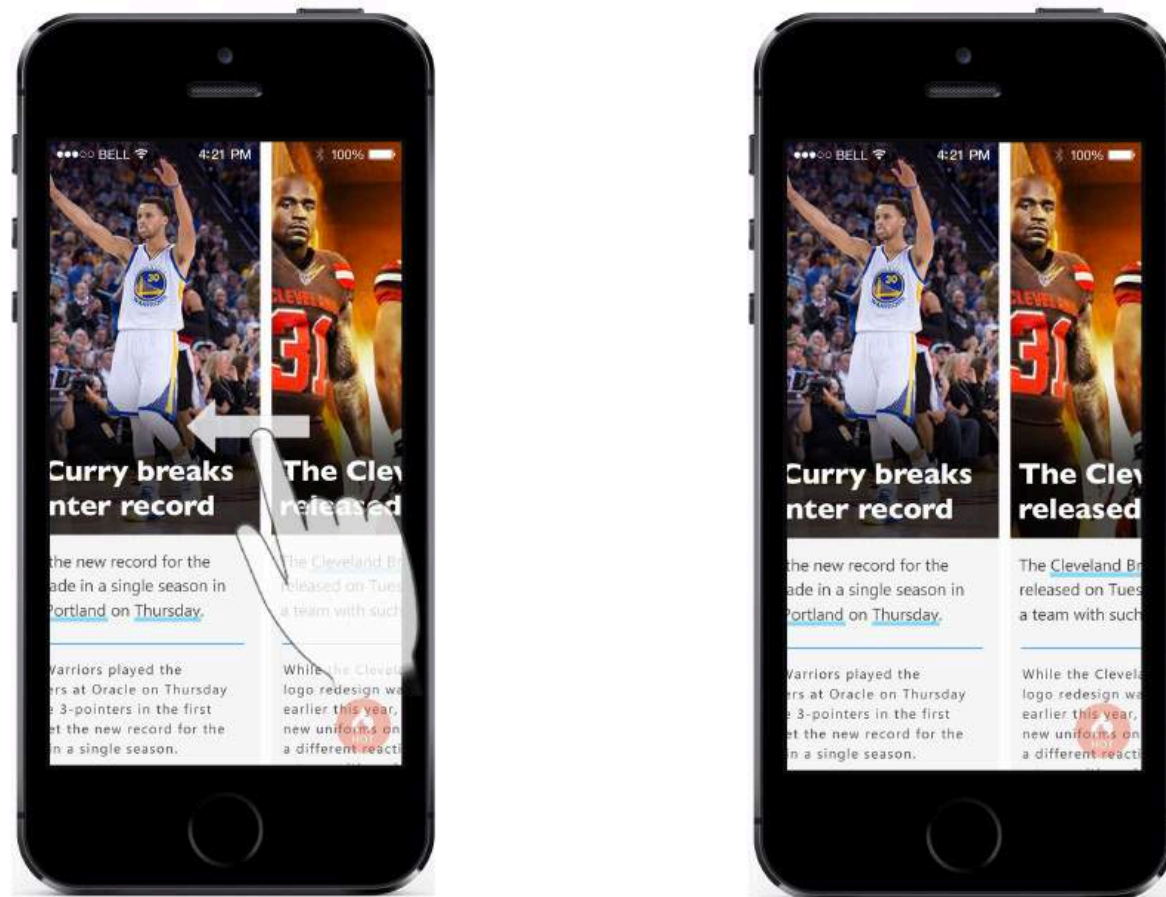
After opening the app, a popular article is displayed. Every article begins with a large image with text below. There are key words (e.g., locations, player names, team names, sport nomenclature, etc.), indicated by a blue underline, that a user can tap to learn more. In our wireframe, upon tapping "3-pointer" a pop up is overlaid that explains what a 3-pointer means in the sport of basketball.



These wireframes demonstrate how a user navigates an individual article. It is very simple. We used standard gesture based interactions typically associated with a mobile device. At the bottom of the article are images that lead to related articles so that the user can build upon their current browsing experience.



These images demonstrate one of the key features in our design of the sports news app. Located in the bottom-right corner of the interface is a circular button containing a symbol that designates the current mode. Upon tapping the button, a navigation "menu" displays the two modes of choice. The "HOT" mode shows the articles that are most popular on the world wide web. The "NEAR" mode shows articles that are popular near your current physical location (e.g., 10 mile radius). Switch between modes by simply tapping.

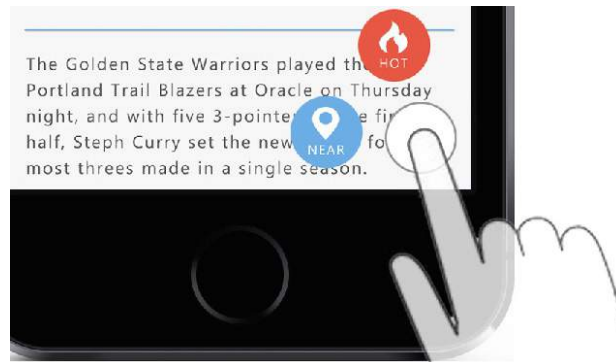


Switching between articles is a simple left-right gesture. Swiping from right to left brings up a new article. Swiping from left to right brings back the previous article. We are aware that users may not want to scroll through every article, nor do they necessarily want to read related articles. Users can just read the titles if they want, and the large images are meant to convey the essence of the title in a single still. We believe our target user group will find it helpful to associate images with the content.

This image is a close-up of the circular mode button in bottom-right corner of the interface. As you can see, the text behind it is still legible.



Here is an illustration of a user tapping on the mode button to bring up the mode selection "menu".



The mode choices are clearly differentiated from the background and they are proximally located so as to associate them with the tap that caused their appearance.



Rationale

As previously mentioned, our target user group is the social sports fan. In designing the sports news app we focused on browsing so that our target audience can keep up-to-date on the most popular articles. They can then apply the knowledge gained from our app towards their social interactions. We kept navigation simple and included the underline feature so that the users can understand the key words in the article if they do not already have knowledge about them. The mode button is also useful to designate to the user that they are seeing the popular and trending articles. Its placement in the bottom-right corner of the interface is based on the fact that most people are right-handed. Furthermore, a user will not have to reach to the top of the phone to switch modes. These straightforward elements improve navigation and make for a better experience.

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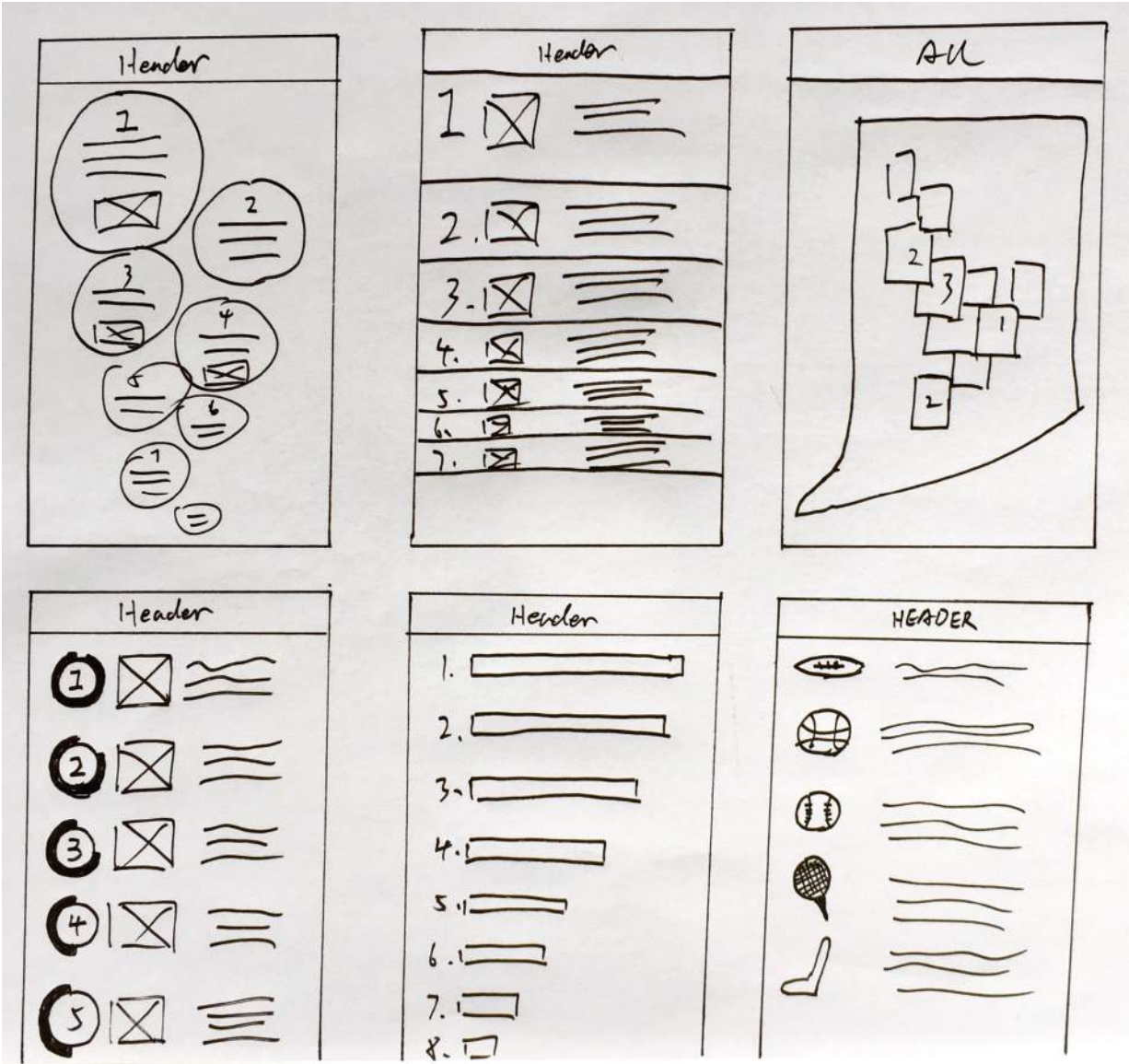
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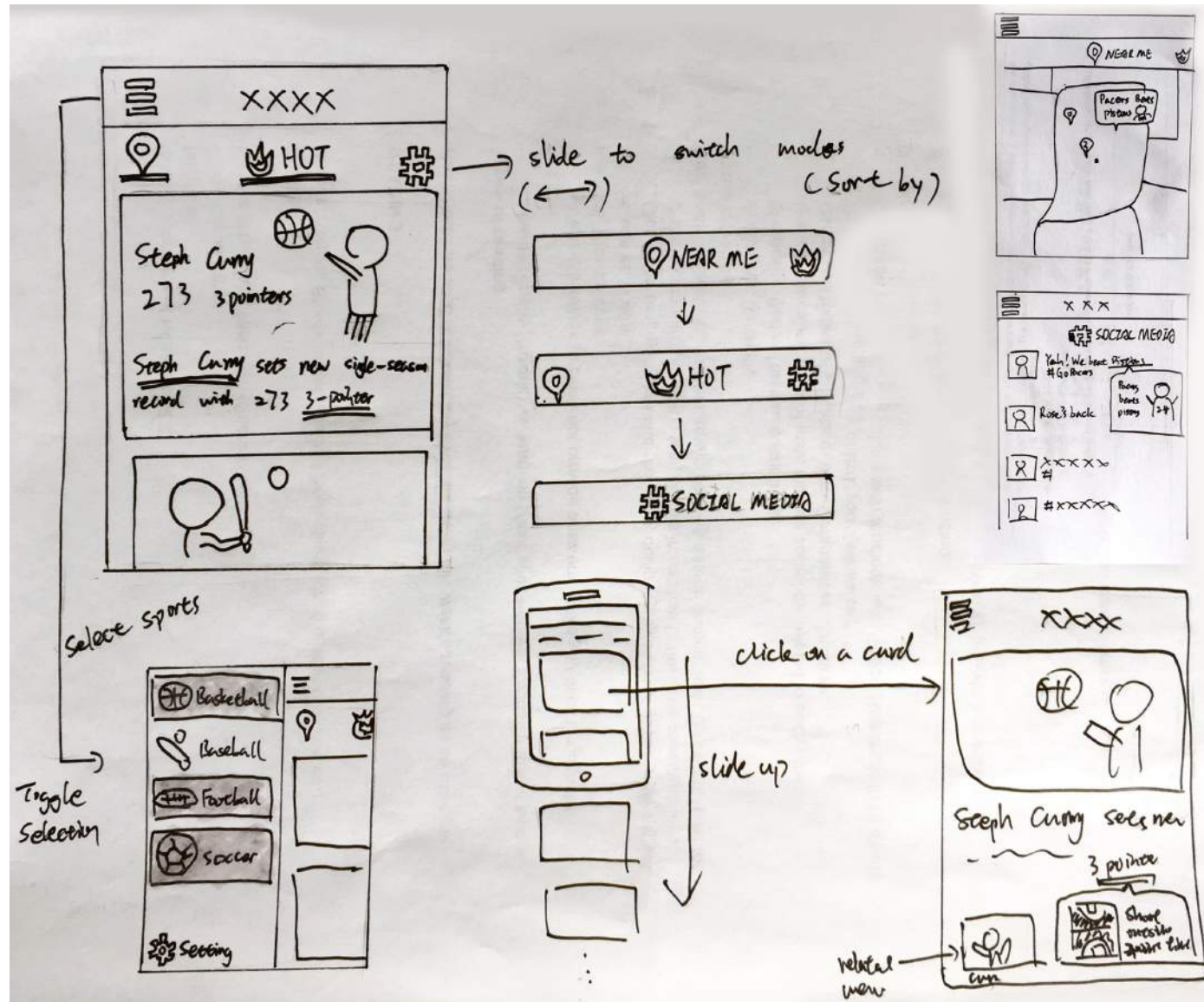
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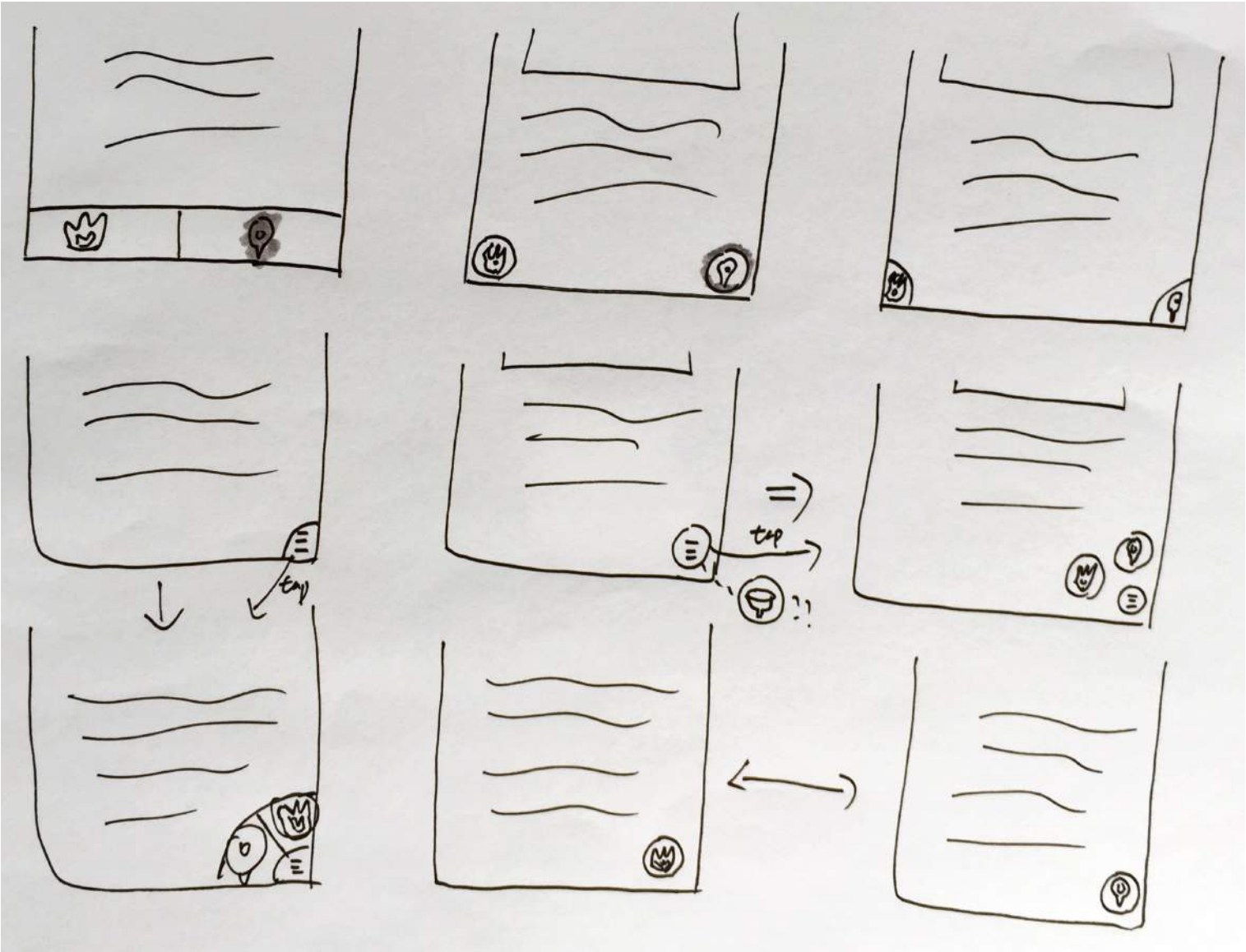
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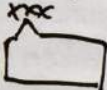

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Sketches







- Detail of News :
 - Δ Option to see ~~the~~ detail
 - Δ First thing is the brief
 - Δ : Text overlay on image
Brief
- How to show "explanation":
 - Title overlay.
 - Brief shown underneath the image.
 - Top ~~the~~ words → explanation pop up as a 
- How article is organized
 - Δ ~~the~~ swipe \longleftrightarrow for diffrent article.
 - swipe \updownarrow to read more.
- Mode as a ~~last~~ "filter", not take up "special mental model".
- "⓪ # " as primary filter. at the bottom
- "2" or "3" :  Any Friends & ⓪ Brand You

