

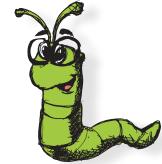


Blog Worm is a redesign of feedly.com my goal based on users insight was to create a more responsive web design and services that users do not need to pay for with the same perks as feedly's paid services.

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By Lynette Slape

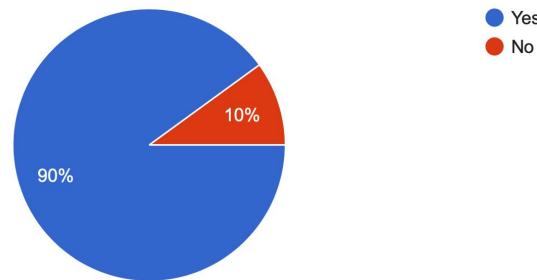
# User Insight



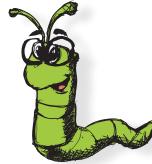
The user insight I gathered from those I interviewed through zoom, text, and email agreed that those visiting feedly.com are curious readers, busy professionals, and businesses who enjoy the automatic search filter function offered to the user who visit feedly.

90% of the 10 individuals who responded to my survey agreed that searching on the internet would be easier if a website filtered articles for you.

Would searching on the internet for inspiration be easier if a website filtered articles for you?  
10 responses



# Survey Response

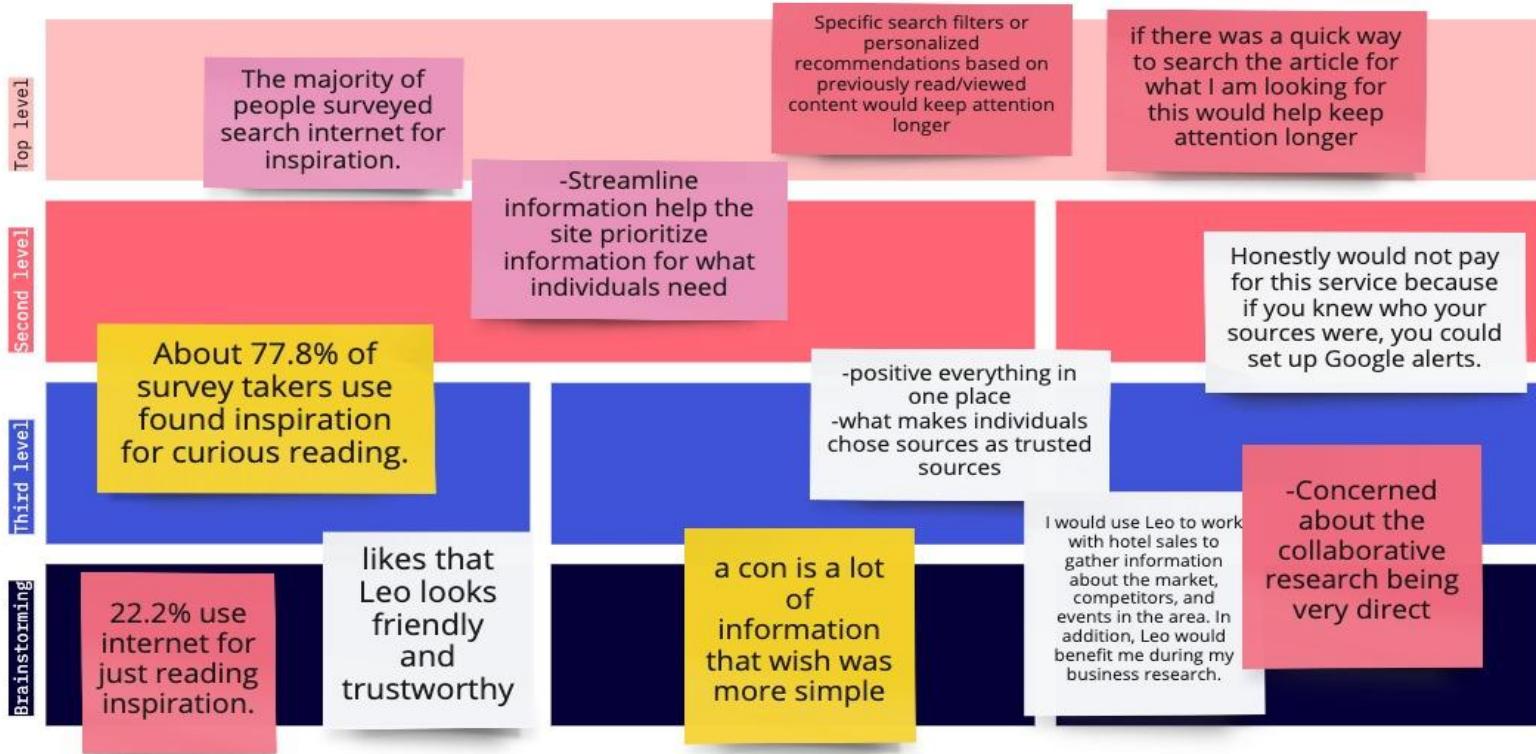
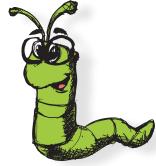


What would you use your found inspiration for?

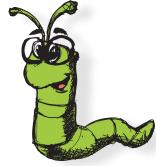
10 responses



# Affinity Diagram - User Insight



# Meet Christine - Proto Persona



## Behavior

- Christine catches the bus to work she is a columnist at the New York Times
- She makes a little over medium wage
- She spends time reading articles online on the bus
- Her favorite author is Kristin Hannah and follows her and Facebook

## Needs/Goals/Obstacles

- She is inspiring author
- Looking at feedly.com for inspiration for her own writing
- She likes how feedly filters out everything for you and sends blog articles to her
- She thinks feedly would be even more awesome if it was 100% responsive as she looks at the website. Also, she thought the services offered should be all free than paid.

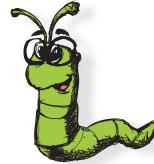


## Christine

*"No one is too busy to pick up the phone, to make a one-minute phone call. No matter how busy they say they are."*

**30, Divorced, female**

# Storyboard



**New York Times Columnist**



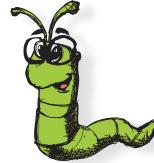
Christine is a columnist working at New York Times.

**Rides to work on bus**

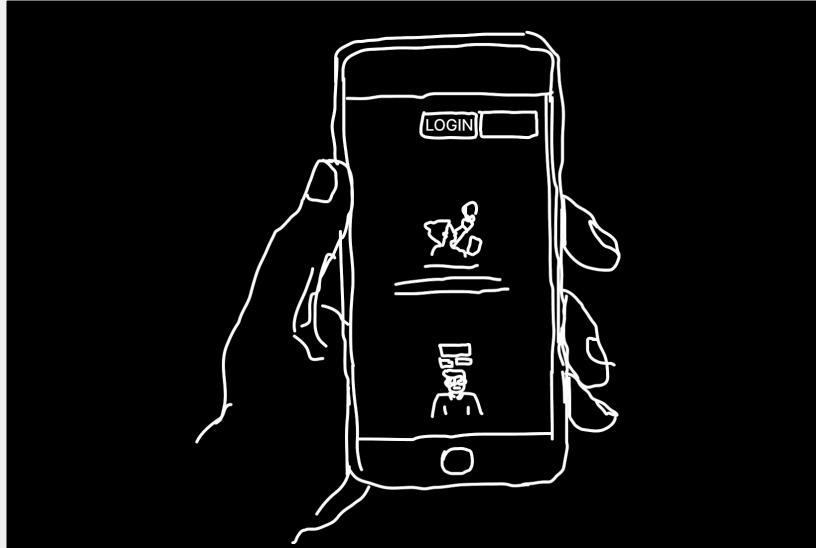


Christine catches the bus to work she likes to spend time reading articles on the bus.

# Storyboard

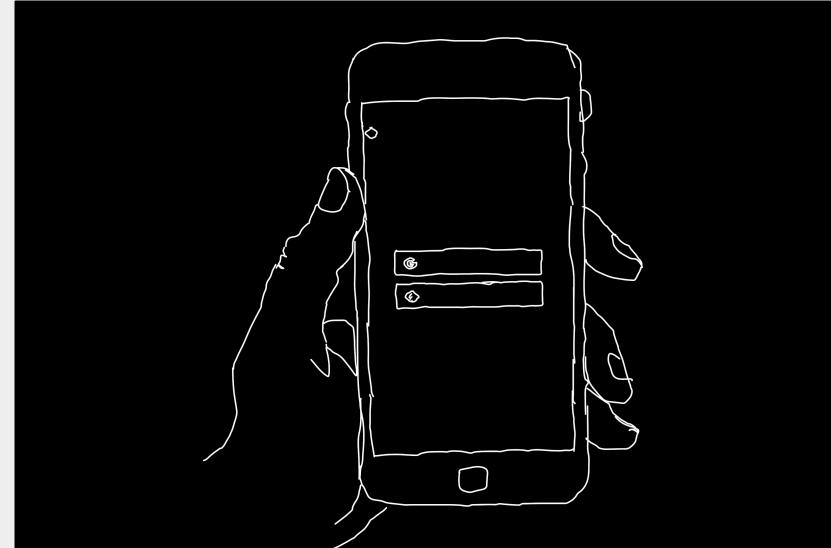


**Discovers feedly.com**



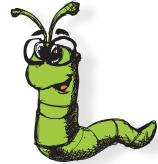
Christine finds feedly.com and tries it out.

**Login with Google account**

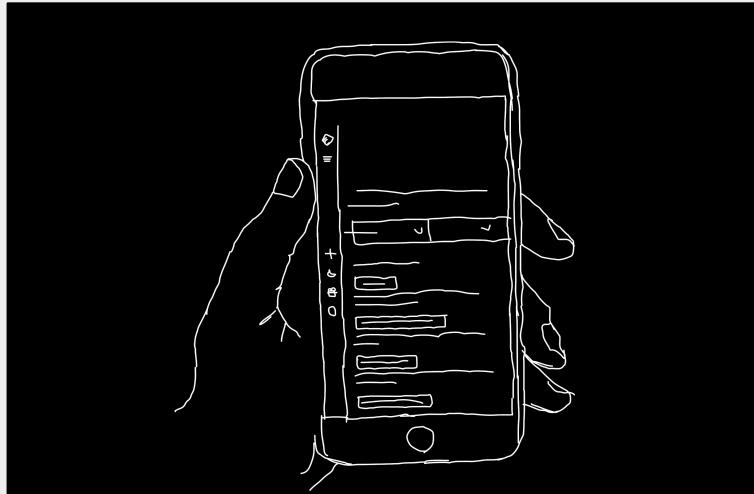


She login's with her Google account.

# Storyboard



## Feedly.com critique



She notices right away the mobile version is not 100% responsive. Also, she thought it would be nice if the websites services were not paid but likes the features it offers.

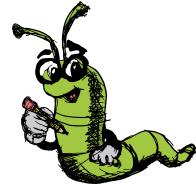
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"Honestly she would not pay for feedly.com service because if you knew who your sources were, you could set up free Google alerts."

**-Anonymous Individual**

# Problem Statement

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I observed that the primary users of Feedly.com are curious readers, busy professionals, and businesses who enjoy the search filters features that recommend articles based on previously read/viewed content. Despite these satisfied users, not every featured services are free, and the website is not 100% responsive.

How might I redesign a website that continues to gain users by improving these concerns including creating a more responsive website?

# UI Inspiration

The UI inspiration I gathered was from feedly's competitors that includes **features done with JavaScript, hovers, and animated messages.**

mention

Features Use cases Pricing Blog Resources We're hiring! Login Get a demo

**Brand insights at your fingertips.**

Mention enables brands and agencies to monitor the web, listen to their audience and manage social media.

Enter your email... Start your free trial

✓No credit card required ✓14 days free ✓Cancel anytime

**Monitor**  
Pin-point important conversations. Easily monitor over 1 billion sources across the web daily, including press articles, review

**Listen**  
Listen and make sense of posts across social media. Uncover trends in conversation, filter and analyze data from

**Publish**  
Connect with your audience across social media and grow your online presence. Easily draft, schedule, and publish posts

## Reach Your Brand's Potential Online

**Monitor online media**  
Mention crawls extensive sources across the web such as social media, forums, blogs, news and review websites.

**Analyze your competition**  
Monitor what is said about your competition online. Measure their share of voice and stay ahead of the game.

**Manage your brand**  
Understand how your brand is perceived online. Catch and respond to crises before they get out of hand.

Expedia NHS Deaf Minds Education TEXAS A&M UNIVERSITY

- Tailor your content
- Steer clear of typos
- Showcase your results in minutes

Create content your way →

Original Twitter Facebook LinkedIn Instagram

Our best-selling shoe is back in stock #shoes #fashion #shopping

#shoppingqueen	31,613 posts
#shoppingstar	35,566 posts
#shopping	48,060 posts
#shoppingonline	37,572 posts
#shoppingtime	600 posts

# Style Tile



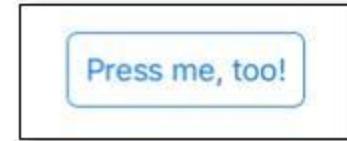
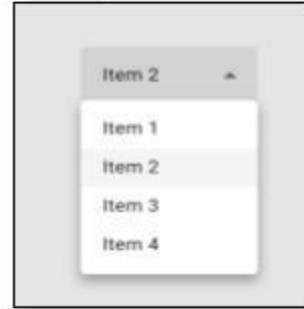
## Display Font - Anton



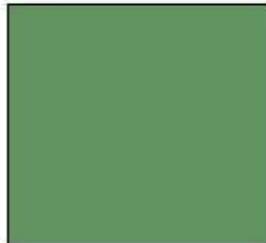
## Body Font - Open Sans



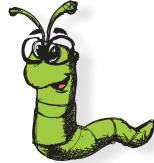
## Drop down



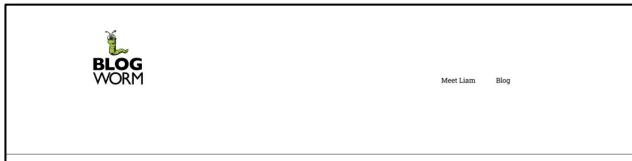
## Color Palette



# Homepage Wireframe

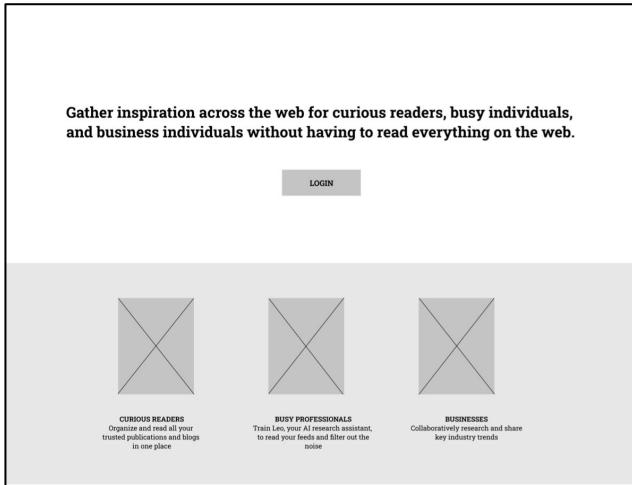


## Menu Bar



A wireframe showing the top navigation bar. It includes the 'BLOG WORM' logo, a search bar placeholder 'Search', and menu items 'Meet Liam' and 'Blog'.

## Hero Message/About Section



A wireframe for the hero section. It features a large heading 'Gather inspiration across the web for curious readers, busy individuals, and business individuals without having to read everything on the web.' Below it is a 'LOGIN' button. At the bottom, there are three placeholder cards with X marks: 'CURIOUS READERS', 'BUSY PROFESSIONALS', and 'BUSINESSES'.

Gather inspiration across the web for curious readers, busy individuals, and business individuals without having to read everything on the web.

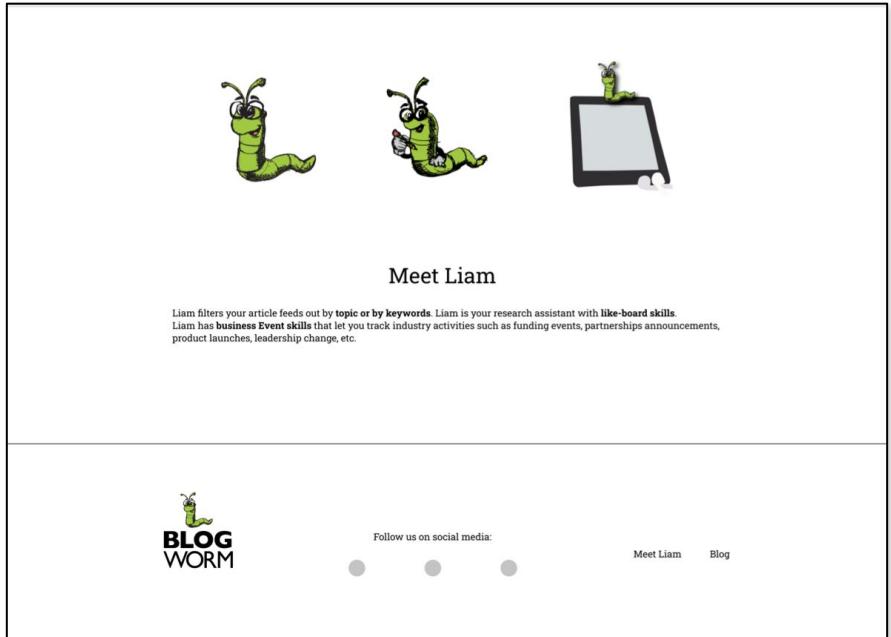
LOGIN

CURIOUS READERS  
Organize and read all your trusted publications and blogs in one place

BUSY PROFESSIONALS  
Train Leo, your AI research assistant, to read your feeds and filter out the noise

BUSINESSES  
Collaboratively research and share key industry trends

## Meet Liam Section & Footer



A wireframe for the 'Meet Liam' section and footer. It shows three cartoon worm illustrations interacting with a tablet. Below them is a 'Meet Liam' heading and a description of Liam's capabilities. The footer includes the 'BLOG WORM' logo, social media links, and 'Meet Liam' and 'Blog' buttons.

Meet Liam

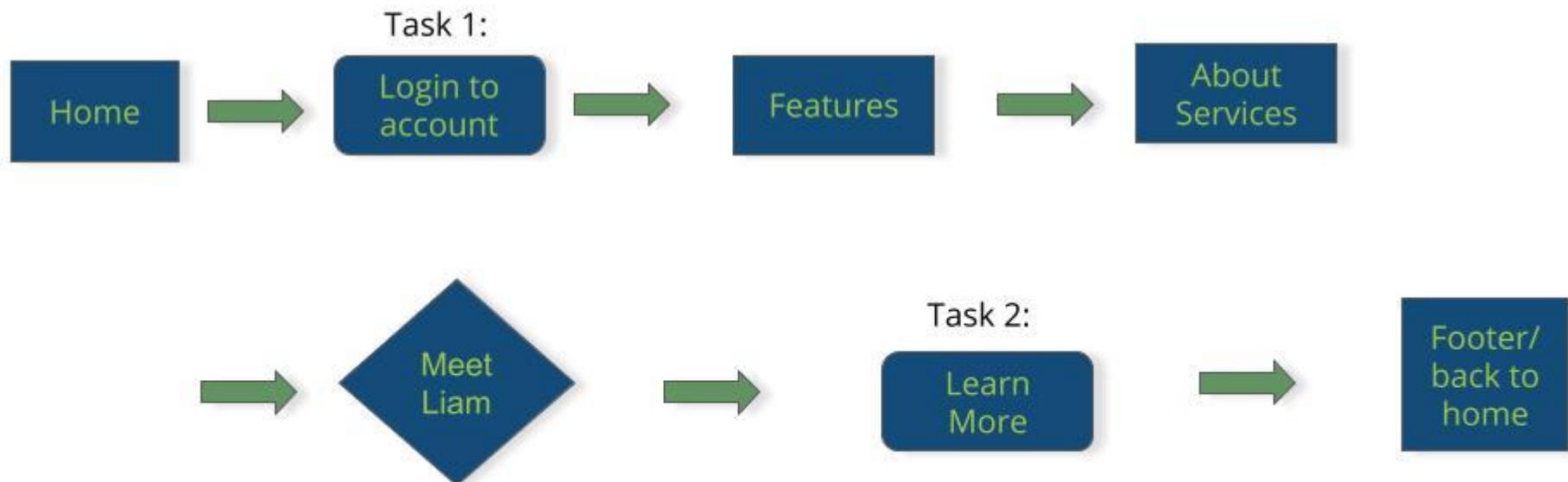
Liam filters your article feeds out by **topic** or **by keywords**. Liam is your research assistant with **like-board skills**.  
Liam has **business Event** skills that let you track industry activities such as funding events, partnerships announcements, product launches, leadership change, etc.

Follow us on social media:

Meet Liam      Blog

# Task Flow

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# Iterate - Javascript Animated Message



**Before** the Javascript message moved all the content on the page up and down.

A screenshot of a website for "BLOG WORM". The header features a logo with a worm icon and the word "BLOG WORM". Below the header is a "CLICK ME" button with a dropdown arrow. A large, semi-transparent rectangular box covers the main content area. Inside this box, the text "Gather inspiration across the web without having to read everything on the web for busy" is displayed in green. Below it, in smaller green text, is "curious readers, busy professionals, and businesses.". At the bottom of the box is a "Login" button. In the bottom left corner of the main content area, there is a "Featured" section with a "Open Feature" button.

**"I think I would be frustrated with that"**

I iterated it to a less distracting animated message the resulted to a button that displays the rest of the message when clicked.

A screenshot of the same website for "BLOG WORM" after iteration. The header, "CLICK ME" button, and overall layout are identical to the first screenshot. However, the large semi-transparent message box has been removed. Instead, the original message text "Gather inspiration across the web without having to read everything on the web for busy" is now displayed in a smaller, standard font directly below the "Login" button. The "Featured" section at the bottom left remains the same.

# Iterate - Width of Buttons



**Before**

A group of children sitting around a table, looking at an open book together.

**Curious Readers**  
Organize and read all your trusted publications and blogs in one place.

A diverse group of professionals in business attire sitting around a conference table, engaged in a discussion.

**Busy Professionals**  
Liam, assistants by filtering your personal and business feeds right to your email address.

A person holding a white sign that says "OPEN support local businesses".

**Businesses**  
Collaboratively research and share key industry trends

**Meet Liam**  
Liam filters your article feeds out by topic or by keywords. Liam is your research assistant with like-board skills. Liam has business Event skills that let you track industry activities such as funding events, partnerships announcements, product launches, leadership change, etc.

[Learn More](#)

**Iterated**

A group of children sitting around a table, looking at an open book together.

**Curious Readers**  
Organize and read all your trusted publications and blogs in one place.

A diverse group of professionals in business attire sitting around a conference table, engaged in a discussion.

**Busy Professionals**  
Liam, assistants by filtering your personal and business feeds right to your email address.

A person holding a white sign that says "OPEN support local businesses".

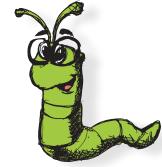
**Businesses**  
Collaboratively research and share key industry trends

**Meet Liam**  
Liam filters your article feeds out by topic or by keywords. Liam is your research assistant with like-board skills. Liam has business Event skills that let you track industry activities such as funding events, partnerships announcements, product launches, leadership change, etc.

[Learn More](#)

"Your services I would also expect to be clickable and learn more about those categories as well. Your login button is also too wide, I would define the width of it"

# Hotjar - Heatmaps



This heatmap shows user interaction on a blog landing page for 'Curious Readers'. The interface includes a header with a logo and a 'CLICK ME' button, a 'Login' button, and a 'Features' section with a 'Click for Features' button. Below this is a 'Services' section with three categories: 'Curious Readers', 'Busy Professionals', and 'Businesses', each with a brief description and a 'Learn More' button. At the bottom, there's a 'Meet Liam' section with a bio and a 'Learn More' button, followed by a footer with social media links and a 'Follow Us on Social Media' button.

Gather inspiration across the web without having to read everything on the web  
[Click to learn more](#)

Login

Features  
[Click for Features](#)

Services

Curious Readers  
Organize and read all your trusted publications and blogs in one place.  
[Learn More](#)

Busy Professionals  
User assistance by filtering your personal and business feeds right to your email address.  
[Learn More](#)

Businesses  
Collaboratively review and share big industry trends.  
[Learn More](#)

Meet Liam  
Liam filters your article feeds out by topic or by keywords. Liam is your research assistant with the board lists. Liam has business Event skills that let you track industry activities such as funding events, partnerships announcements, product launches, leadership change, etc.  
[Learn More](#)

BLOG WORM

Follow Us on Social Media  
f t in

This heatmap shows user interaction on a blog landing page for 'Busy Professionals'. The layout is similar to the first version, with a header, 'CLICK ME' button, 'Login' button, and 'Features' section. The 'Services' section is updated to include 'Curious Readers', 'Busy Professionals', and 'Businesses' with their respective descriptions and 'Learn More' buttons. The 'Meet Liam' section at the bottom also includes a 'Learn More' button. The footer remains the same.

Gather inspiration across the web without having to read everything on the web  
[Click to learn more](#)

Login

Features  
[Click for Features](#)

Services

Curious Readers  
Organize and read all your trusted publications and blogs in one place.  
[Learn More](#)

Busy Professionals  
User assistance by filtering your personal and business feeds right to your email address.  
[Learn More](#)

Businesses  
Collaboratively review and share big industry trends.  
[Learn More](#)

Meet Liam  
Liam filters your article feeds out by topic or by keywords. Liam is your research assistant with the board lists. Liam has business Event skills that let you track industry activities such as funding events, partnerships announcements, product launches, leadership change, etc.  
[Learn More](#)

BLOG WORM

Follow Us on Social Media  
f t in

This heatmap shows user interaction on a blog landing page for 'Businesses'. The overall layout is consistent with the previous versions. The 'Services' section now features 'Curious Readers', 'Busy Professionals', and 'Businesses' with their descriptions and 'Learn More' buttons. The 'Meet Liam' section at the bottom includes a 'Learn More' button. The footer remains the same.

Gather inspiration across the web without having to read everything on the web  
[Click to learn more](#)

Login

Features  
[Click for Features](#)

Services

Curious Readers  
Organize and read all your trusted publications and blogs in one place.  
[Learn More](#)

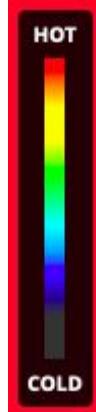
Busy Professionals  
User assistance by filtering your personal and business feeds right to your email address.  
[Learn More](#)

Businesses  
Collaboratively review and share big industry trends.  
[Learn More](#)

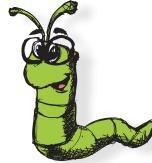
Meet Liam  
Liam filters your article feeds out by topic or by keywords. Liam is your research assistant with the board lists. Liam has business Event skills that let you track industry activities such as funding events, partnerships announcements, product launches, leadership change, etc.  
[Learn More](#)

BLOG WORM

Follow Us on Social Media  
f t in



# Homepage Final Design Feedback



"I like the large green headers that are easy to read. The font is nice and large. The drop down menu is easy to find and I like how you click on one of the items and it goes right to that section of the website."



CLICK ME ▾

Gather inspiration across the web without having to read everything on the web

[Click here to learn more:](#)

Login

---

**Features**

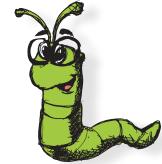
A feature of the day based on article and podcast feeds

[Click here for Features](#)

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**Services**

# User Persona



**Christine**

30, New York

Newspaper Columnist

## Bio:

Three weeks later Christine rides the bus to work and sees the new designed website. She is ecstatic to see that it is responsive with free features she needs to get from it.

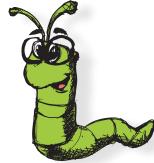
Now she can spend all that time it takes for her to get to work catching up on inspiration she needs gathered from blog articles used to write her first book.

**"Christine is working on her first novel."**

## Mobile:



# Final Design & Links



**Final Design Link:** <https://lynetteslape.github.io/Blog-Worm/>

**Survey Response Link:** <https://drive.google.com/drive/folders/1QcZnZjEuGKr2qdPBkDgfj7avTw4i8Gor?usp=sharing>

**Analytics/Hot Jar Link:** <https://drive.google.com/drive/folders/1QcZnZjEuGKr2qdPBkDgfj7avTw4i8Gor?usp=sharing>

**Empathy Map/Affinity Diagram Link:** <https://drive.google.com/drive/folders/1IT6ElD50QOEoyyWcvC7RYcWcy4H1C?usp=sharing>