BLOG WORM

A three week project that shows a responsive redesign of feedly.com that features a search filter function Liam a Blog Worm who filters all your feeds and sends them to you email.

By Lynette Slape

User Insight

This is the redesign of feedly.com and some insight I gathered from users agreed that those visiting feedly.com are curious readers, busy professionals, and businesses who enjoy the automatic search filter function that Leo brings to that website. Also, 90% of the 10 responses who responded to one of my survey question 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?
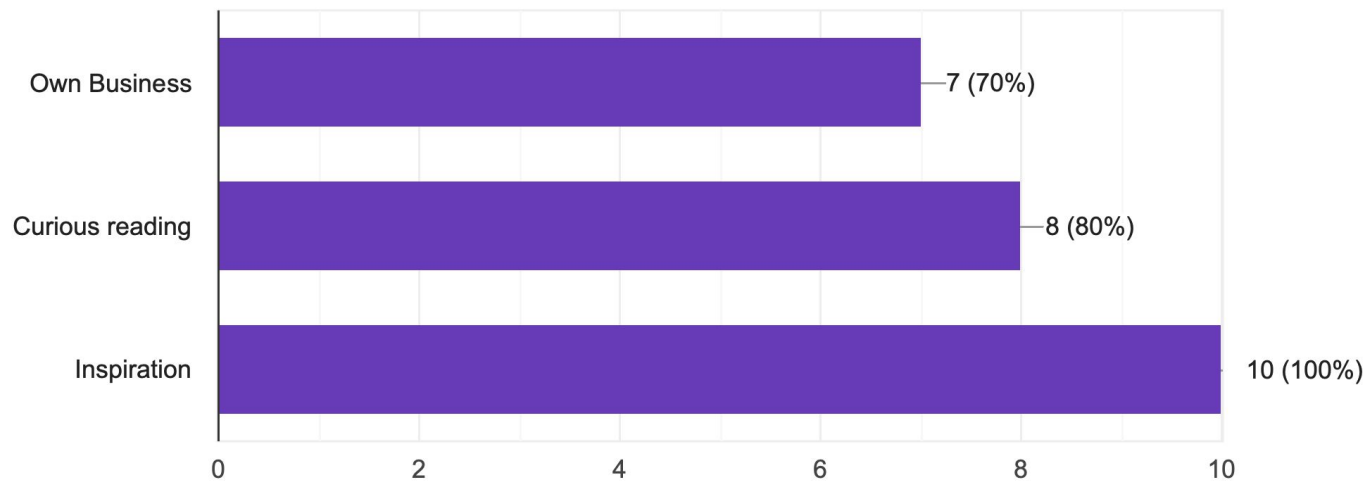
10 responses

- Yes
- No

10%

90%
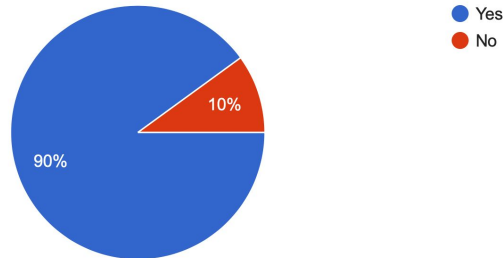
Survey Response

What would you use your found inspiration for?

10 responses

Own Business — 7 (70%)

Curious reading — 8 (80%)

Inspiration — 10 (100%)

0   2   4   6   8   10

Problem Statement

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 and creating a more responsive website?

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.
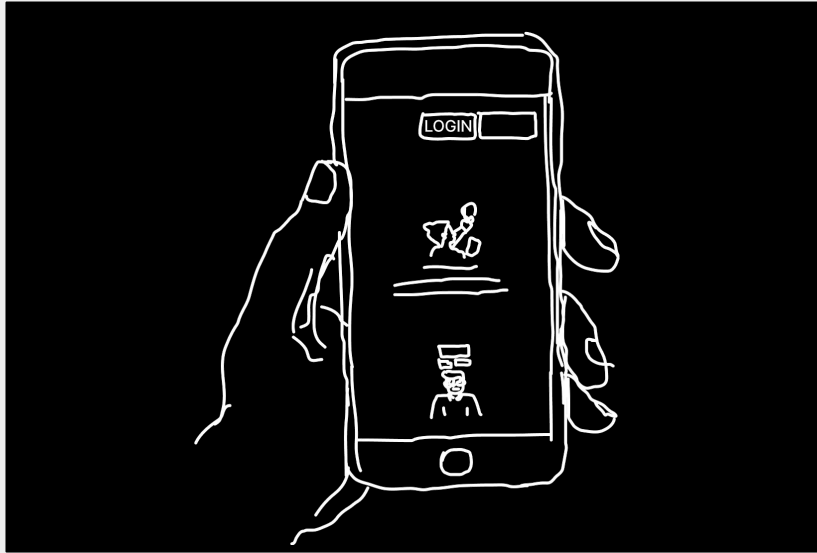
Rides to work on bus

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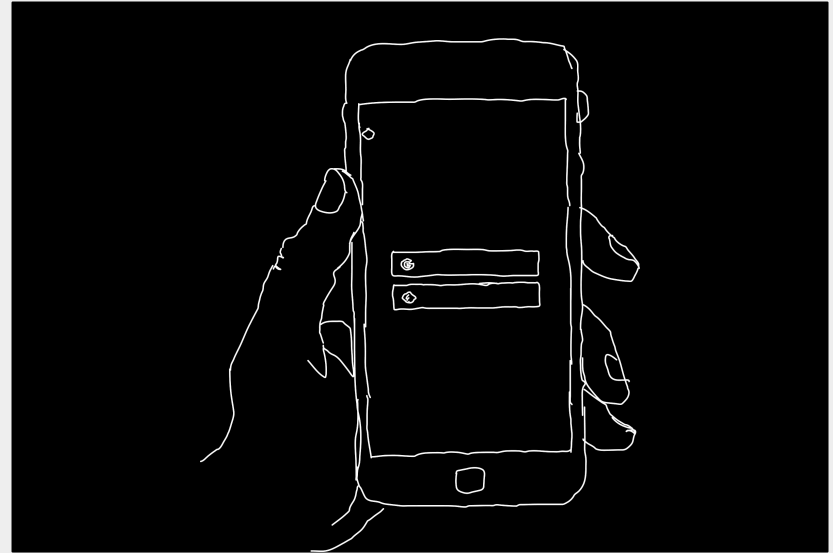
Storyboard

Discovers feedly.com

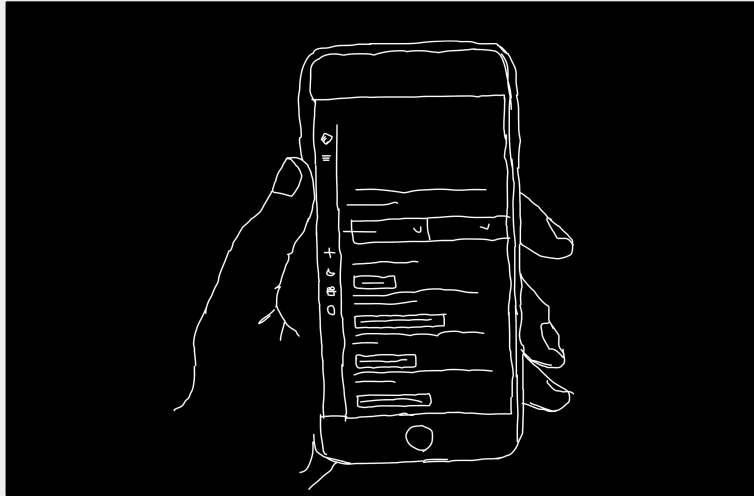Christine finds feedly.com and tries it out.

Login with Google account

She login's with her Google account.
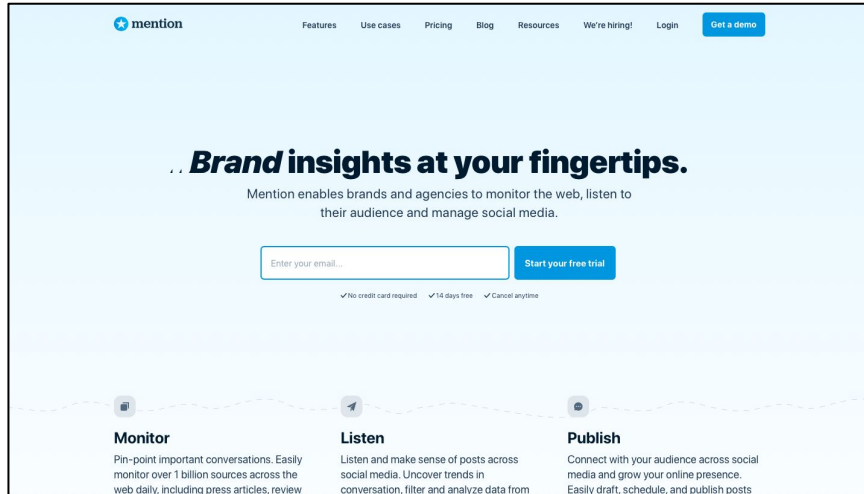
Storyboard

Feedly.com critique

She notices right a way 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.

"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

UI Inspiration

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

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.

★ 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

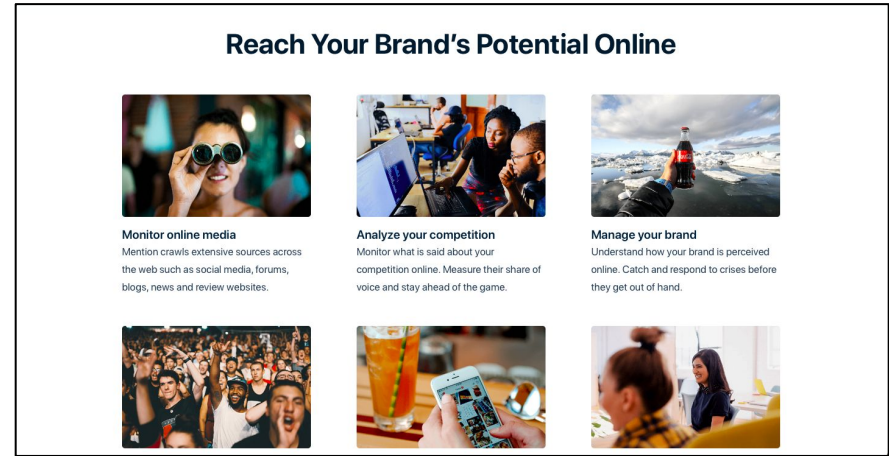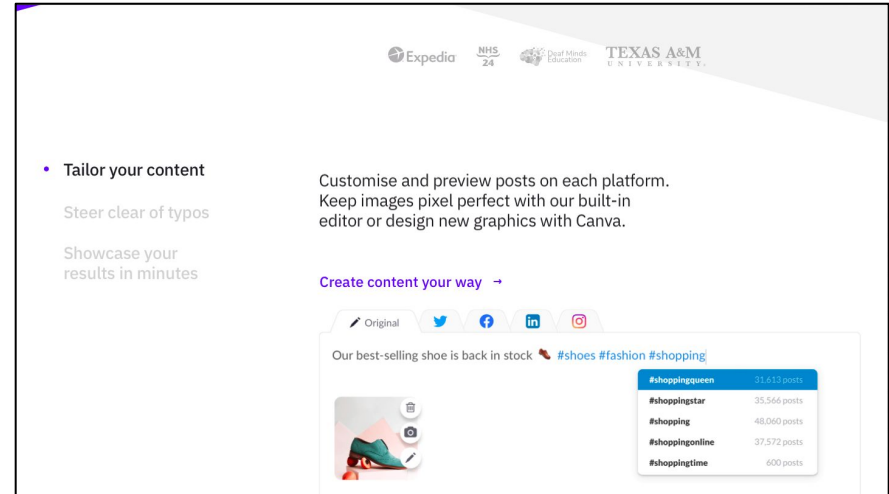✓No credit card required   ✓14 days free   ✓Cancel anytime

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

Expedia   NHS 24   Deaf Minds Education   TEXAS A&M UNIVERSITY

• **Tailor your content**

Steer clear of typos

Showcase your results in minutes

Customise and preview posts on each platform. Keep images pixel perfect with our built-in editor or design new graphics with Canva.

Create content your way →

✎ Original   🐦   f   in   ⊙

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
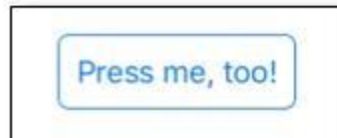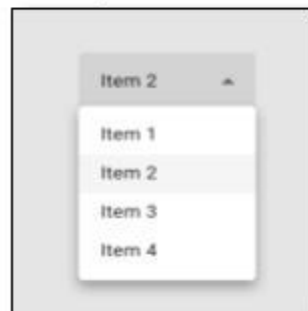#shoppingtime   600 posts

Style Tile

Display Font - Anton
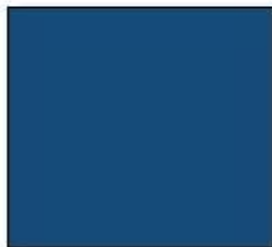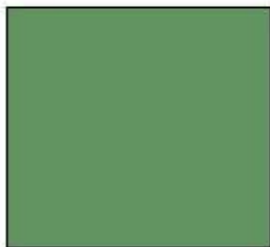
Body Font - Open Sans

Drop down

Item 2

Item 1
Item 2
Item 3
Item 4

Press me, too!

Color Palette

BLOG WORM

Homepage Wireframe

Menu Bar

BLOG WORM

Meet Liam   Blog

Hero Message/About Section

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

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.

BLOG WORM

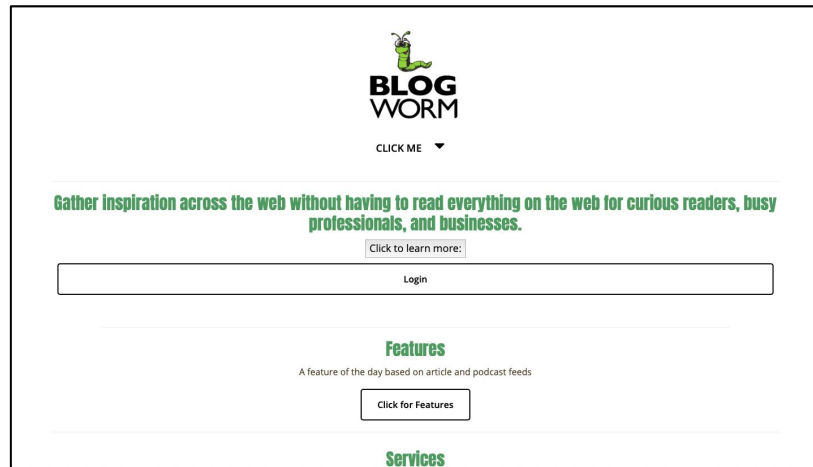Follow us on social media:

Meet Liam   Blog
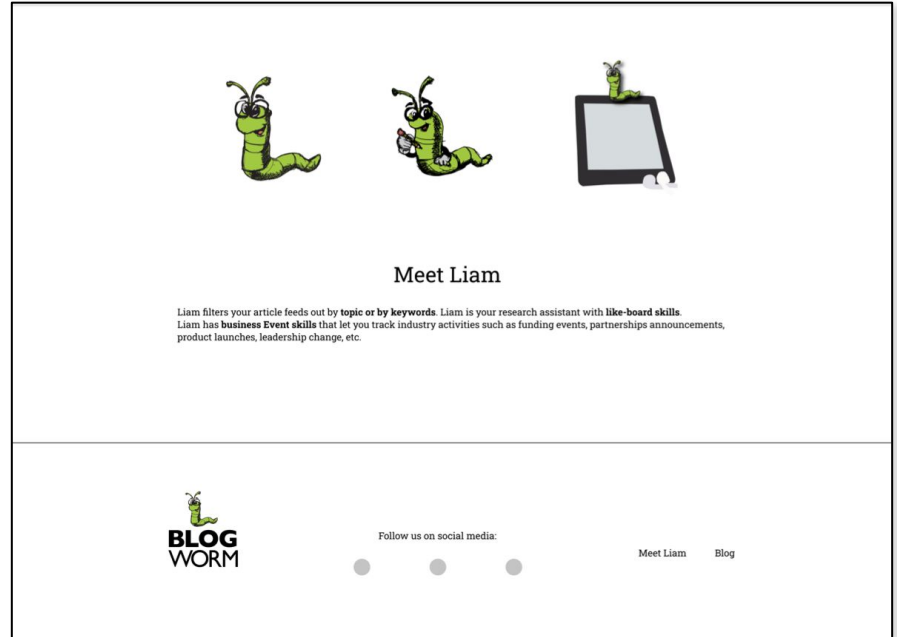
Iterate - Javascript Animated Type

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

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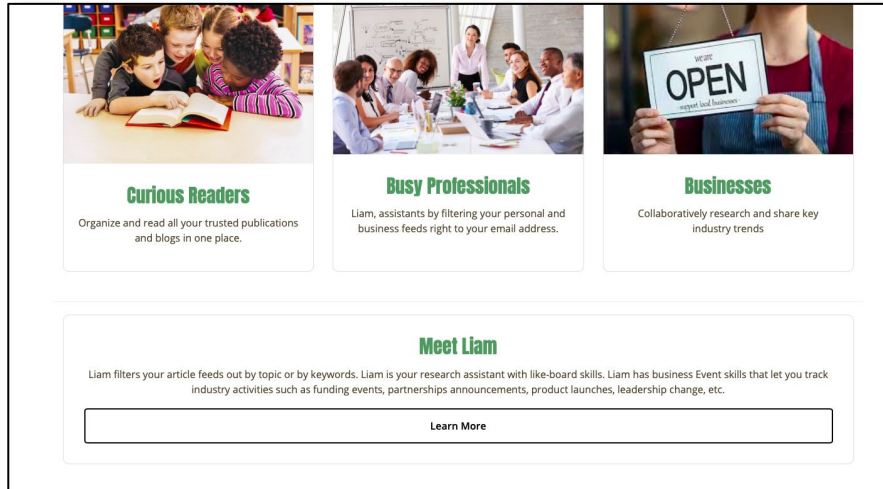

"I think I would be frustrated with that"
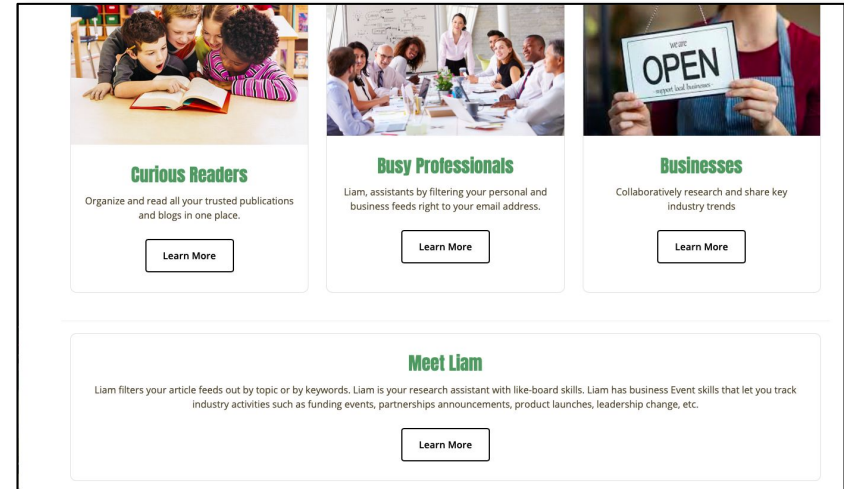
Iterate - Width of Buttons

Before

Iterated

"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"

User Persona

Christine
30, New York

Newspaper Columnist

Bio:

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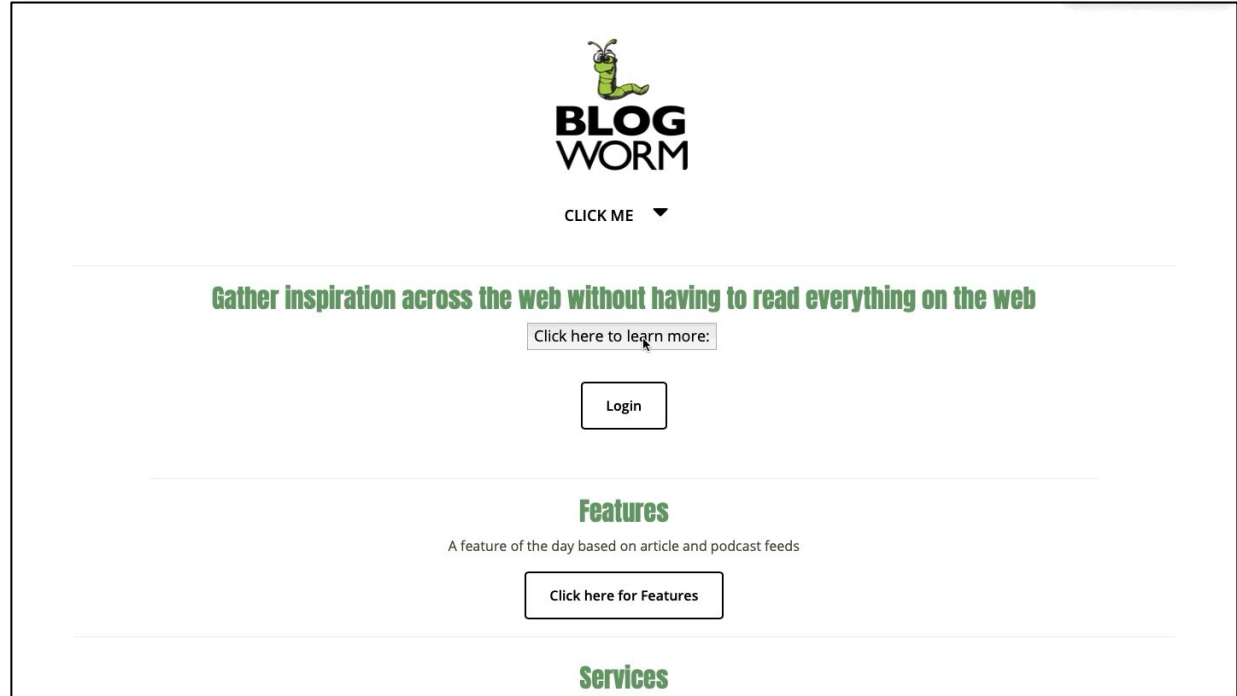
Now she can spend all that time it takes for her to get to work catching up on inspiration she needs gathered from blog articles used to write her first book.

"Christine is working on her first novel."

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."

BLOG WORM

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

Services

Final Solution Redesign

My final solution redesign shows a more responsive design with features that are free.

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/1lT6Eld50QOEoyyWcvc7RYcWc_y4H_l_C?usp=sharing

Task Flow Link: https://drive.google.com/file/d/1g8TBqbe-k4lx8CrFuJJ7QhlUvzl1UTn1/view?usp=sharing

Mobile: