

Blog Worm is a redesign of feedly.com my goal was to create a more responsive web design and services that users did not need to pay for based on users insight.

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By Lynette Slape

# User Insight

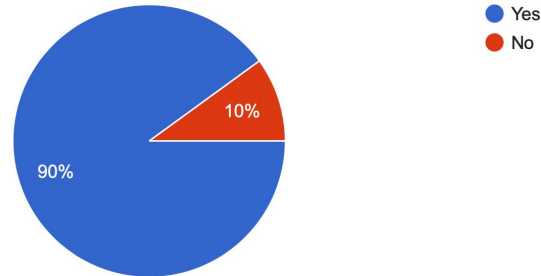


The user insight I gathered from those I interviewed through zoom, text, and email agreed that those visiting feedly.com are curious readers, busy professionals, and businesses who enjoy the automatic search filter function offered to the user who visit feedly.

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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

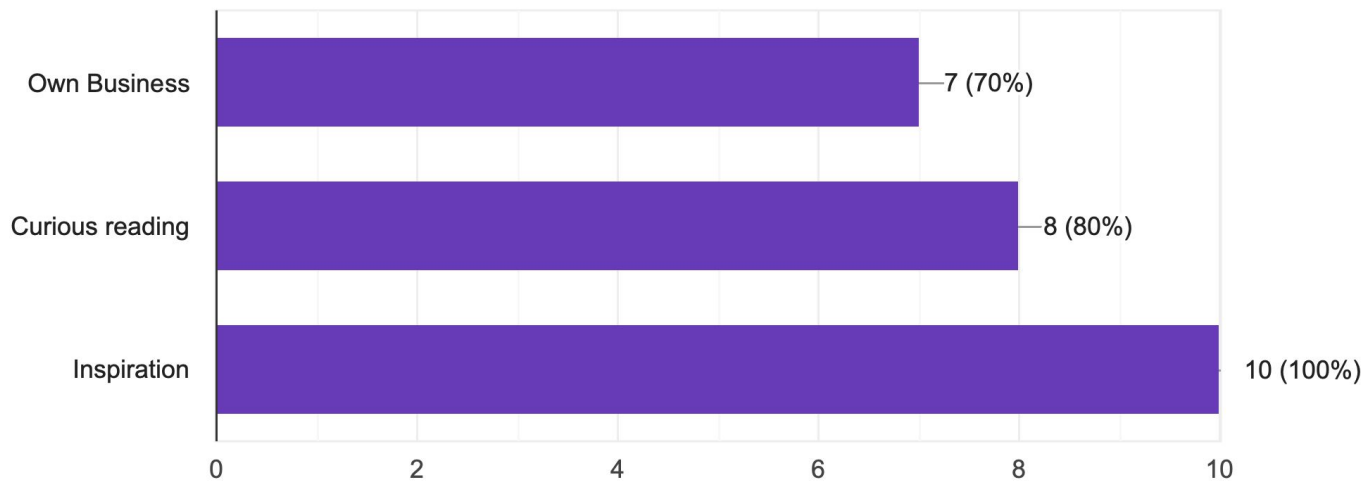


# Survey Response



What would you use your found inspiration for?

10 responses



# 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 on Facebook

## Needs/Goals/Obstacles

- She is an 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 rather 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

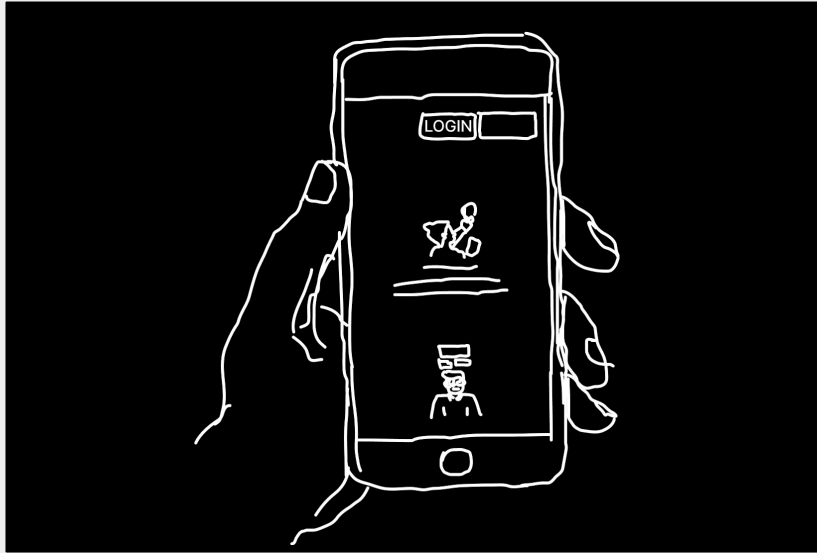


Christine catches the bus to work she likes to spend time reading articles on the bus.

# Storyboard

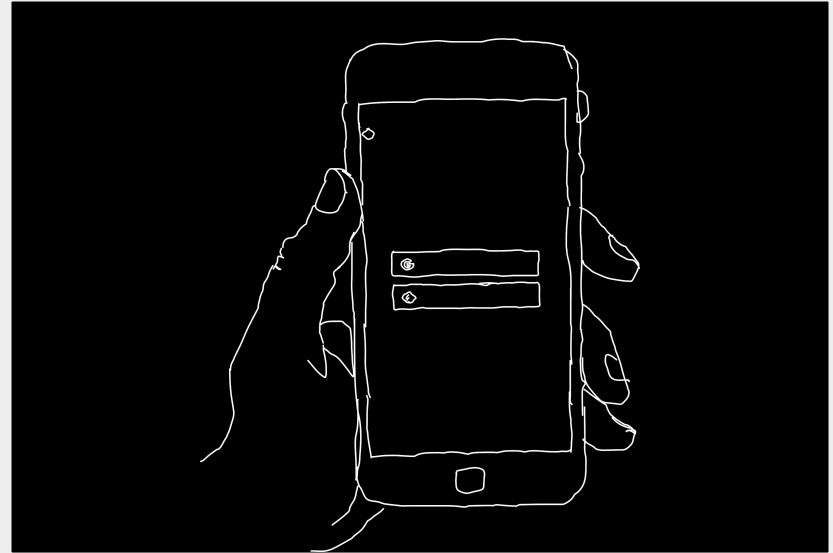


## Discovers feedly.com



Christine finds feedly.com and tries it out.

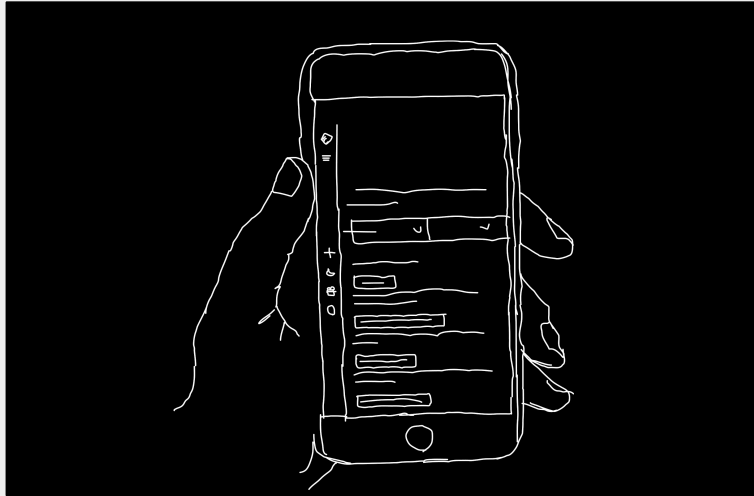
## Login with Google account



She login's with her Google account.



## 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.

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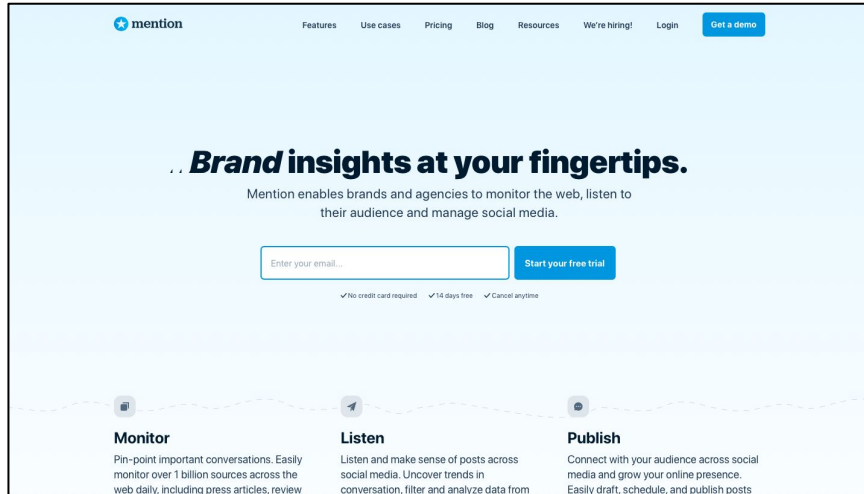
I observed that the primary users of Feedly.com are curious readers, busy professionals, and businesses who enjoy the search filters features that recommend articles based on previously read/viewed content. Despite these satisfied users, not every featured services are free, and the website is not 100%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

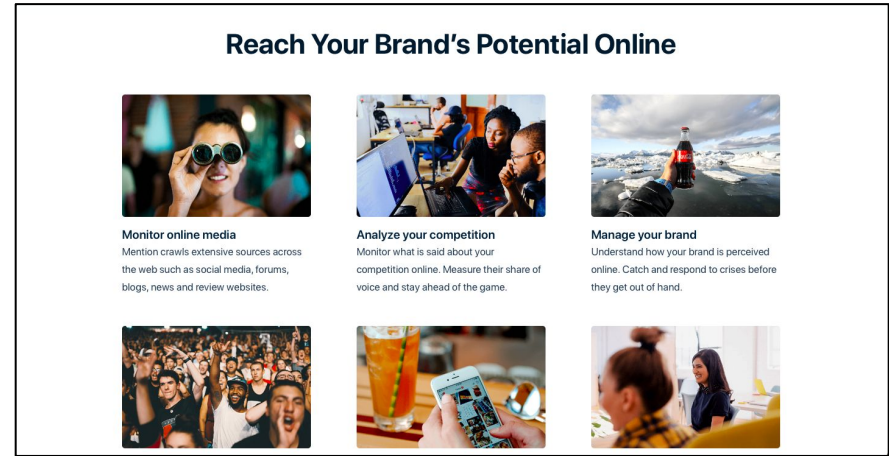


The screenshot shows the Mention website homepage. At the top is a navigation bar with links: Features, Use cases, Pricing, Blog, Resources, We're hiring!, Login, and a Get a demo button. The main headline reads "... Brand insights at your fingertips." Below this, a sub-headline states: "Mention enables brands and agencies to monitor the web, listen to their audience and manage social media." A central form asks "Enter your email..." with a Start your free trial button. Below the form, three small checkmarks indicate: "No credit card required", "14 days free", and "Cancel anytime". At the bottom, three columns describe the platform's capabilities: Monitor (Pin-point important conversations), Listen (Listen and make sense of posts), and Publish (Connect with your audience).

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

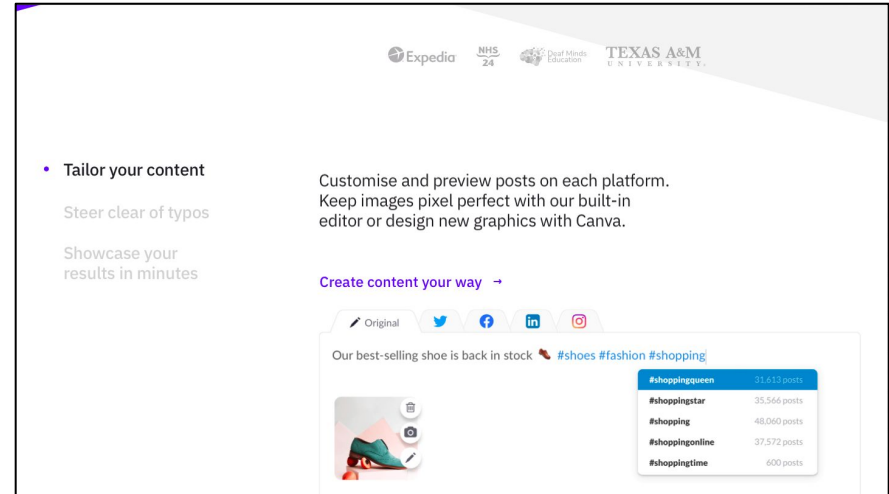
**Listen**  
Listen and make sense of posts across social media. Uncover trends in conversation, filter and analyze data from

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



A grid of six images illustrating various brand management features. Each image is accompanied by a title and a brief description of the feature.

- 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.



The screenshot shows a section of the Mention website focused on content creation. It features a list of logos for partner brands: Expedia, NHS 24, Deaf Minds Education, and TEXAS A&M UNIVERSITY. Below the logos, a bullet point states: "Tailor your content". A sub-headline reads: "Steer clear of typos" and "Showcase your results in minutes". A section titled "Create content your way" includes a "Original" button and a "Create content your way" link. Below this, a social media post is shown with the text: "Our best-selling shoe is back in stock" and hashtags: "#shoes #fashion #shopping". A table lists the top posts for the hashtag #shopping:

Post	Posts
#shoppingqueen	31,211 posts
#shoppingstar	35,566 posts
#shopping	48,060 posts
#shoppingonline	37,572 posts
#shoppingtime	600 posts

# Style Tile



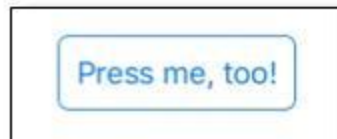
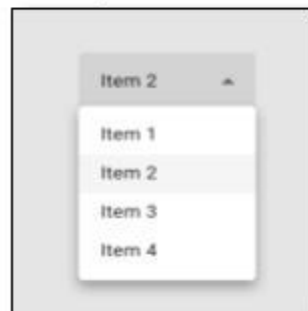
## Display Font - Anton



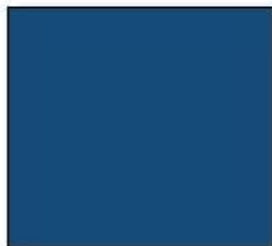
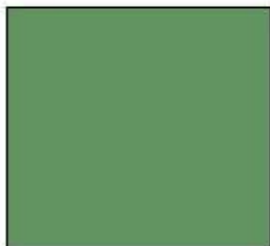
## Body Font - Open Sans



## Drop down



## Color Palette



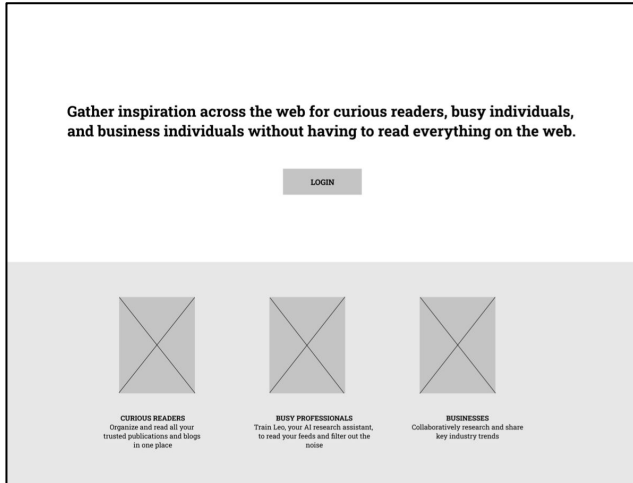
# Homepage Wireframe



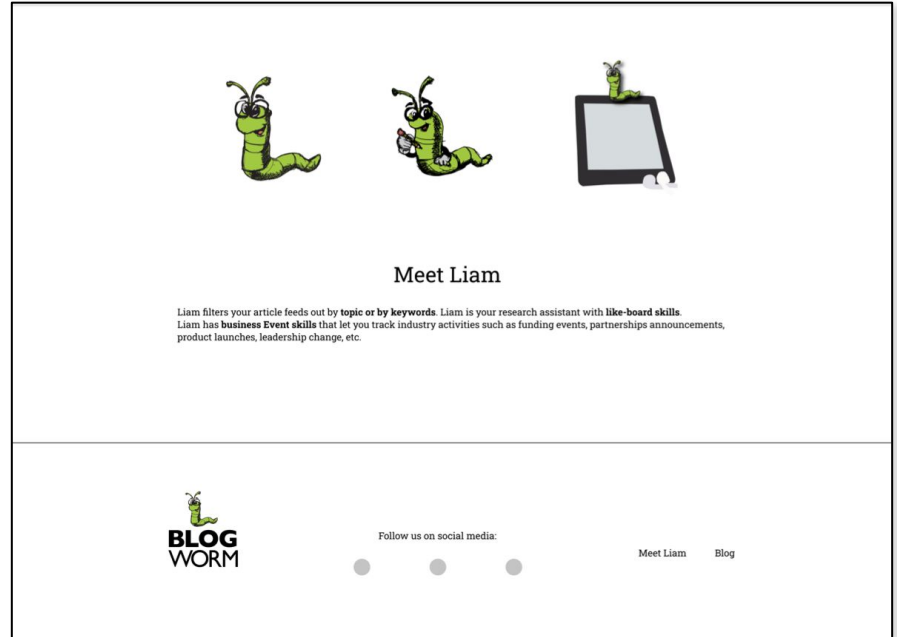
## Menu Bar



## Hero Message/About Section



## Meet Liam Section & Footer

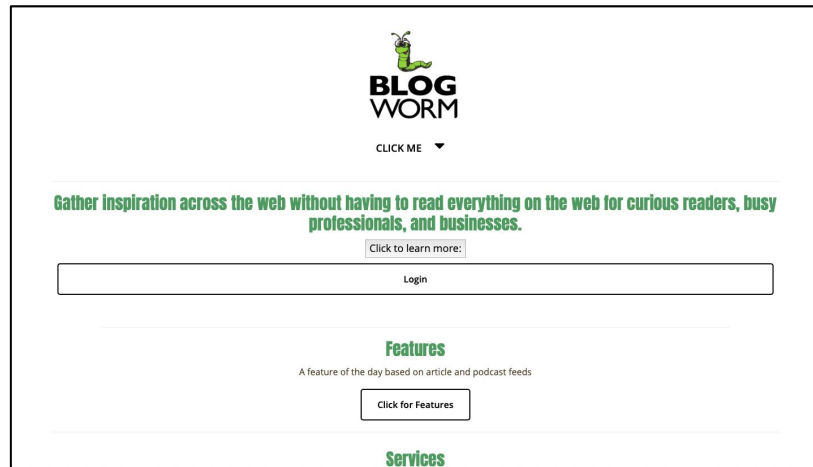


# Iterate - Javascript Animated Type



**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




**Curious Readers**

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



**Busy Professionals**

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



**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



**Curious Readers**

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


[Learn More](#)



**Busy Professionals**

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[Learn More](#)



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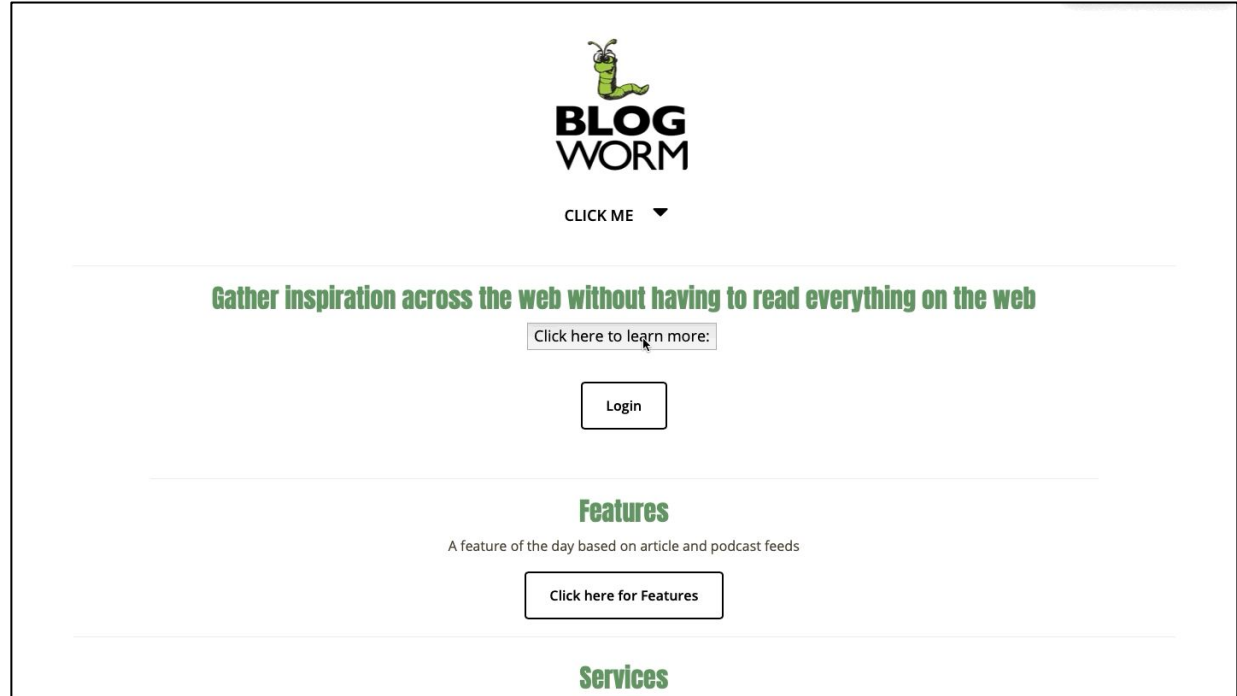
[Learn More](#)

“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”

# 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."



# 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.”**

## Mobile:



# Final Design

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

**Survey Response Link:** <https://drive.google.com/drive/folders/1QcZnZjEuGKr2qdPBkDgfi7avTw4i8Gor?usp=sharing>

**Analytics/Hot Jar Link:** <https://drive.google.com/drive/folders/1QcZnZjEuGKr2qdPBkDgfi7avTw4i8Gor?usp=sharing>

**Empathy Map/Affinity Diagram Link:** [https://drive.google.com/drive/folders/1IT6Eld50QOEoyyWcvc7RYcWc\\_y4H\\_I\\_C?usp=sharing](https://drive.google.com/drive/folders/1IT6Eld50QOEoyyWcvc7RYcWc_y4H_I_C?usp=sharing)

**Task Flow Link:** <https://drive.google.com/file/d/1g8TBqbe-k4lx8CrFuIJ7QhIUvzl1UTn1/view?usp=sharing>