



Mark Malazarte

Senior Product Designer

markmalazarte.com

Hello!

I am a Senior Product Designer, Art Director, and front-end developer skilled in designing and building interfaces and experiences, with an interest in civic tech, data visualizations, and creating design systems.

I live in New York City, in Manhattan, residing in the historical district of Hamilton Heights, Harlem.

During my time in New York I have worked for News Corp, Dow Jones, and the Wall Street Journal for a combined 4.5 years.

There, I created data products for the Data Science & Engineering Team, a design system for Dow Jones products and designed the company's first React Native app for both iOS and Android (Factiva).

I also worked with teams in helping design and build tools to improve the workflow of WSJ editors and journalists in the newsroom.

Afterwards I worked as UX Designer in residence at Cornell Tech, advising graduate students as well as creating an in-house design system for staff to use on marketing materials.



Case Studies

Case Studies

CommonPlace

Creative Director, Product Designer, Front-end Developer

2010–present

Factiva Mobile App

Product Designer

2017–2018

San Francisco Planning

Ethnographic Research, Design, Development

2019



Web App: Ruby on Rails, React



INTRODUCTION

In 2012 I moved from Tampa, FL to Cambridge, Mass. to join the Harvard-based startup CommonPlace. Founded by Peter Davis and Max Novendstern, who at the time were students, it was conceived with the intentions of being a more civic-minded community bulletin board. A place for neighbors to connect, share, and help one another based on their professor Robert Putnam's views on 'social capital'.

As of 2018, it is an open source web platform built on React and Ruby on Rails, running on the sweat of volunteer work and general love for improving community engagement :)



CommonPlace

Mark Malazarte

Creative Director, Product Designer

What is CommonPlace?

Non-profit online bulletin board for local civic engagement in your community

History

In January 2011, as students at Harvard College, Pete Davis (and team) built the first CommonPlace platform and launched in Falls Church, Virginia. By 2012, our top three towns averaged 27.34% household participation in CommonPlace, with 8 posts a day and 11,309 monthly visits.

Our beta test was: spotlighted in a [blog post](#) by the Harvard Kennedy School's Saguaro Seminar on Civic Engagement in America; featured in [various](#) local news [reports](#) throughout the country; and given a community-building award at the Falls Church City Council chambers.

What is CommonPlace?

With CommonPlace you can:

Organize groups

A common place in the real world does not always exist to organize disparate groups. That's why it's important to have a common place **online** to bring them together.

Turn strangers into neighbors

We measure our success not by having more information on the internet to distract us from the real world – we measure it by having more people take action and get to know each other in the real world.

Build community pride

Having a common place online can help change members' identities – it can make the community feel more real to them.

What is CommonPlace? History

Early Designs

The image shows three separate wireframe prototypes of the CommonPlace website. The top prototype features a large central headline 'A Common Place for your Community.' with a red and blue color scheme. Below it is a sub-headline 'IS THIS HOW YOU COMMUNICATE WITH YOUR NEIGHBORS?' and a brief description of the platform's purpose. The middle prototype has a similar layout but with a different color palette. The bottom prototype is a simplified version with a single large headline 'Headline Text' and a small descriptive text block.

This screenshot shows the 'Falls Church CommonPlace Weekly Digest' page from May 25, 2011. It includes sections for 'Upcoming Community Events', 'Recent Community Announcements', 'Individual Announcements', and 'Recent Community Feeds'. Each section lists posts by users like Laura Connors Hall, Mark Malazarte, and others, with details such as date, time, and a brief description. A 'REPLY' button is present for each post.

This screenshot shows the main Falls Church CommonPlace homepage. It features a navigation bar at the top with links for Home, Inbox, Feeds, Settings, FAQ, and Logout. The main content area includes a 'Post to Your Neighborhood' form for reporting a 'Pot Hole', a 'Post an Event' section, and a 'Discussion Groups' section. To the right, there is a sidebar for 'Neighborhood Posts', 'Community Events', 'Community Announcements', 'Local News', and 'Directory'. Below the main content, there are sections for 'Recent Neighbor Posts', 'Upcoming Events', and 'Recent Feed Announcements', each listing posts from users like Ashley Cooper, Jon Levine, and Barbara Walters.

What is CommonPlace? History

ParentsList



The best way to connect with parents
in your community.

Parentslist

Sign up now to:

- Receive updates from the Cambridge Public School, local police and many others
- Learn about family events, town services, discounted goods and much more
- Meet other parents and great families in your area!

Full Name

Email

Password

Connect with Facebook

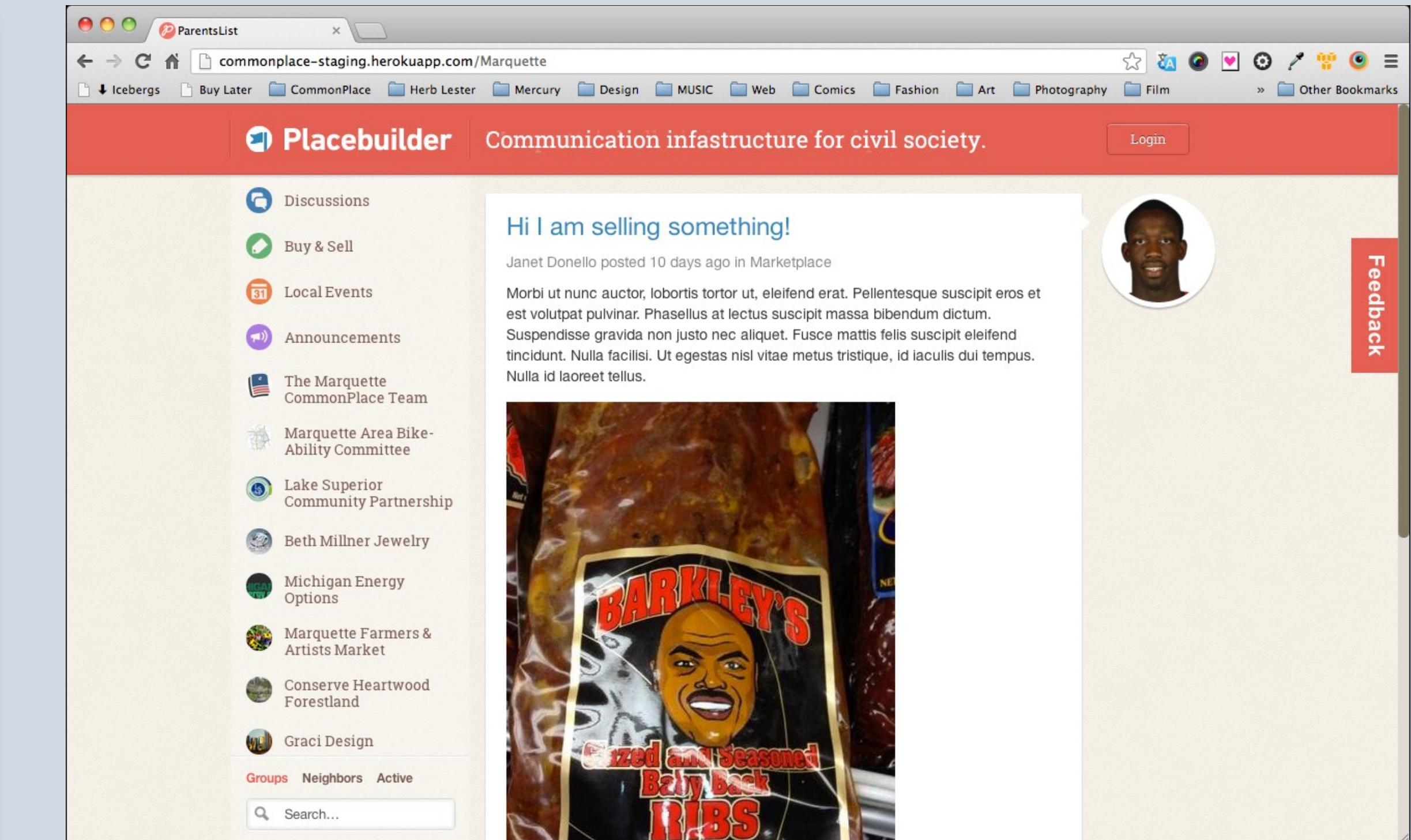
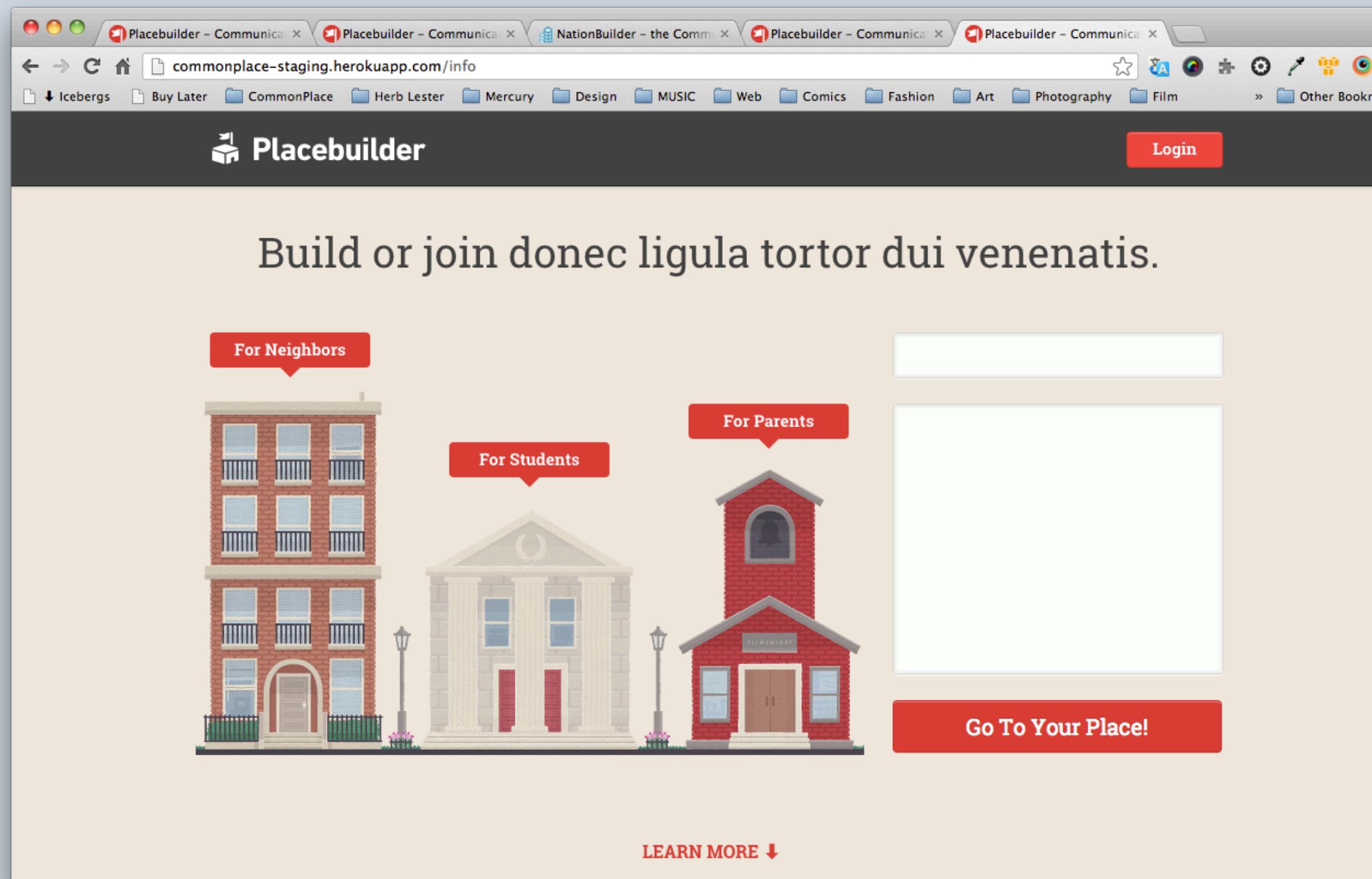
Sign Up!

Need convincing?

- Preview the site first!

What is CommonPlace? History

PlaceBuilder



What is CommonPlace?

DEMO

The screenshot shows a web-based application interface for "CommonPlace". At the top, there is a dark header bar with a "Post To Your Neighbors!" button, a search bar containing "Search Falls Church...", and a "My Page" dropdown menu. On the right side of the header, there is a vertical "Feedback" button.

The main content area displays a news feed with two visible posts:

- Huge Multi Family Yard Sale**
Lee Square Apartments is holding a huge multi family yard sale on Saturday 8/12/17 - furniture, clothing, electronics, household goods, books, toys, and much more!
Date: Aug 12 (in 2 days)
Time: 8:00am – 1:00pm
Venue: Lee Square Apartments
Address: 126 Chanel Terrace, Falls Church, VA 22046
Melissa Morse posted in Event
Reply Message Melissa Share Thank Flag
Write your reply here...
- Summer Cabaret Series presents- Katie McManus & Jamie Eacker Do It "The BROADway"**
Katie McManus & Jamie Eaker Do it "The Broad way"
July 14th and 15th at 8:00PM
If you've seen Katie at the cauldron before, then you know she has a "phenomenal belting voice" (DC Theatre Scene). So you don't want to miss her, AND Jamie Eaker, as they belt the big and brassy songs of the best broads of Broadway!Buy Tickets:
General Admission \$22 - Seniors/Military \$20 - Students \$18 Tables for Two with wine \$55 - Tables for Four with wine \$110 *please note: to order a table, you will enter the total person count as the quantity in the appropriate table type (i.e. 2 for a table for two and 4 for a table for four)
Date: Jul 14 (26 days ago)
Time: 8:00pm – 9:30pm

On the right side of the news feed, there is a vertical calendar view showing dates from July 14 to August 12. The date "AUG 12" is highlighted in red, indicating the current date or a selected event date.

What is CommonPlace?

DEMO

The screenshot displays the CommonPlace platform interface. At the top, there is a dark blue header bar with a "Post To Your Neighbors!" button (highlighted with a cursor), a search bar containing "Search West Roxbury...", and a "My Page" dropdown menu. On the right side of the header, there is a vertical red bar labeled "Feedback".

The main content area shows two posts:

- Post 1:** "Organizing a local community garden" by Mark Malazarte. The post text reads: "Hello I would like to recruit some volunteers for a community garden. I have all the tools (shovels, soil, some plants) but just need the extra help. Please reach out if interested and if you have a green thumb!". It was posted 3 minutes ago in the "City Problem Solving & Ideas" category. Below the post are reply, message, share, thank, flag, and edit options. A reply input field is present.
- Post 2:** "40th Annual Bazaar & Food Fair - October 21. 22 & 23, 2016" by St. George Antiochian Orthodox Church Of Boston. The post text reads: "40TH ANNUAL BAZAAR & FOOD FAIR PLANNED – St. George Antiochian Orthodox Church of Boston is proud to announce their 40th Annual Bazaar & Food Fair to be held at their community center located at 55 Emmondsdale Road, West Roxbury, MA, on Friday and Saturday, October 21st and 22nd from 10:00AM to 9:00PM and Sunday, October 23rd from 12PM – 3:00PM – FREE ADMISSION/WHEELCHAIR ACCESSIBLE. Full kitchen service and take-out available. Authentic Middle Eastern Cuisine and Pastry, American Foods and Pastry, Country Store, White Elephant Table and much more. Do your Christmas shopping here at St. George. Purchase Galaxy Raffle tickets to win fabulous prizes! There's something for everyone at the St. George Church Bazaar! For more information, please call the church at (617)327-6500. Proceeds to benefit church projects.". It was posted 10 months ago in the "Announcement" category. Below the post are reply, message, share, thank, flag, and edit options. A reply input field is present.

The left sidebar contains a navigation menu with icons and links: Town Questions, Marketplace, Events & Meetups, Town Discussions, Announcements, Town Pages (selected), and Neighbors. The Neighbors section lists several users with their profile pictures and names: Stefanie Schoenwolff, CommonPlace Team, Taylor McNamara, Maureen Weeks, Lana Levichev, Rick Swiman, Nick Grossman, CommonPlace Team, Mark Malazarte, Zack Huffman, and CommonPlace Team.

What is CommonPlace?

 Post To Your Neighbors!

Search Announcements...

 My Page ▾

 Town Questions

 Marketplace

 Events & Meetups

 Town Discussions

 Announcements

Town Pages Neighbors

 St. George Antiochian Orthodox Church Of Boston's New Page

Matt O'Malley is Your Next West Roxbury District Councilor

Matt O'Malley's smile could not be contained after he won the Boston City Council District 6 seat tonight.

O'Malley's campaign party was already rocking at Bella Luna in Jamaica Plain before the victor had arrived. Anticipation was in the air as polling numbers trickled in, with all of them pointing to an O'Malley victory.

Before entering his waiting crowd, O'Malley spoke, "I am just overwhelmed, appreciative and humbled... We had strong number in Jamaica Plain and West Roxbury."

"It's a tremendous feeling and I can't wait to get to work," said O'Malley, who hopes to be sworn in before December 1.

According to unofficial results, O'Malley won 5,283 to Jim Hennigan's 3,505. O'Malley won 30 out of 34 precincts throughout the District 6 seat that includes all of West Roxbury and Jamaica Plain, as well as parts of Roslindale and Mission Hill...

<http://westroxbury.patch.com/articles/matt-omalley-is-your-next-west-roxbury-district-councilor>

Patch posted over 6 years ago in Announcement

 Reply  Message  Share  Thank  Flag

 Write your reply here...

November is hire-a-vet month

Throughout the month of November 2010, One-Stop Career Centers across the state will be sponsoring job fairs and workshops focused on veteran employment and training. Every day and especially in November each year, veterans are celebrated and recognized for their service to the country. Hire-A-Vet Month serves to highlight attention and assistance to help veterans find employment and integrate back into civilian life.

Governor Deval Patrick posted over 6 years ago in Announcement



What is CommonPlace?

Post To Your Neighbors!

Search Announcements...

My Page

Town Questions

Marketplace

Events & Meetups

Town Discussions

Announcements

Town Pages Neighbors

St. George Antiochian Orthodox Church Of Boston's New Page

in West Roxbury Cit... <http://bit.ly/bgB8OQ>

Breaking News West Roxbury posted over 6 years ago in Announcement

Reply Message Share Thank Flag

Share Community Thoughts

Discuss a town topic with your neighbors

Volunteer Opportunities

Design Volunteer Needed for Picket Signs!

Hello we are in need of some volunteers to help create some creative signs for the upcoming Woman's March. Can be digital (printed out) but hand-made signs are a bit better. Please reach out if available next week from Thurs - Sat. Thanks so much!

Back POST NOW

Reply Message Share Thank Flag

Write your reply here...

What is CommonPlace?

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia. Pellentesque ultricies, sapien sed blandit porttitor, purus quam ante id tincidunt neque tortor at sed.

Daily Bulletin

[VIEW DEAL](#)[Sponsored Post. Want an ad?](#)**SEP****21**

Somerville Daily Bulletin

69°F
Cloudy442
People22
Posts

Recent Marketplace Listings

Gucci Mane - Hard To Kill album

I am selling the 2006 album "Hard To Kill" by Gucci Mane. It is in digital FLAC lossless format. You can choose to receive it in a .ZIP file or I can burn you a CD whichever you prefer. Or you can come over and I can transfer it via USB jumpdrive or external HD.

Price: \$10.00**Jennifer Esposito** posted this[Send a Private Message](#)[View Post](#)

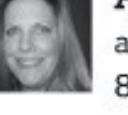
Vintage Philippines travel posters!

Selling prints of vintage travel posters for the Philippines. Northwest, Pan American, and American President Airlines. 18"x24" on matte cardstock. \$30/ea.

Price: \$90.00

What is CommonPlace?

Print Flyers

<p> OurCommonPlace Warwick.OurCommonPlace.com</p>	<p> OurCommonPlace Warwick.OurCommonPlace.com</p>																
<p></p> <h2>Philips Senseo Coffee Maker</h2>  <p>BLUE Senseo HD 7810 Coffee Maker. Excellent barely used condition. Makes One cup at a time. Delicious, Frothy Euro style coffee. Includes 3 sealed packs of 16-18 Coffee pods. \$40! Sells used on Amazon for \$100+. I will post on ebay next, but wanted to try saving the s/h. We just couldnt make the switch over from our tried and true Cuisinart, and 2 machines on the counter is just not working! Easy Village pick up!</p> <p>Price: \$40.00</p> <p>Posted April 3, 2013 by:</p> <p> Amy Fotino afotino77@gmail.com 813-986-7522</p>	<p></p> <h2>Saxophone Help</h2> <p>Need help with playing a saxophone. Are there any saxophone experts out there?</p> <p>Posted April 3, 2013 by:</p> <p> Michael P. Sweeton sweeton@verizon.net 813-986-7522</p>																
<p>★ ★ Printed using OurCommonPlace, the online bulletin board for your neighbors in Warwick. ★ ★</p> <table border="1"> <tr> <td data-bbox="1935 2016 2273 2496"> <p>Amy Fotino afotino77@gmail.com 813-986-7522</p> </td><td data-bbox="2273 2016 2606 2496"> <p>Amy Fotino afotino77@gmail.com 813-986-7522</p> </td><td data-bbox="2606 2016 2938 2496"> <p>Amy Fotino afotino77@gmail.com 813-986-7522</p> </td><td data-bbox="2938 2016 3276 2496"> <p>Amy Fotino afotino77@gmail.com 813-986-7522</p> </td><td data-bbox="3276 2016 3609 2496"> <p>Amy Fotino afotino77@gmail.com 813-986-7522</p> </td><td data-bbox="3609 2016 3942 2496"> <p>Amy Fotino afotino77@gmail.com 813-986-7522</p> </td><td data-bbox="3942 2016 4275 2496"> <p>Amy Fotino afotino77@gmail.com 813-986-7522</p> </td><td data-bbox="4275 2016 4613 2496"> <p>Amy Fotino afotino77@gmail.com 813-986-7522</p> </td></tr> </table>	<p>Amy Fotino afotino77@gmail.com 813-986-7522</p>	<p>Amy Fotino afotino77@gmail.com 813-986-7522</p>	<p>Amy Fotino afotino77@gmail.com 813-986-7522</p>	<p>Amy Fotino afotino77@gmail.com 813-986-7522</p>	<p>Amy Fotino afotino77@gmail.com 813-986-7522</p>	<p>Amy Fotino afotino77@gmail.com 813-986-7522</p>	<p>Amy Fotino afotino77@gmail.com 813-986-7522</p>	<p>Amy Fotino afotino77@gmail.com 813-986-7522</p>	<p>★ ★ Printed using OurCommonPlace, the online bulletin board for your neighbors in Warwick. ★ ★</p> <table border="1"> <tr> <td data-bbox="1935 2016 2273 2496"> <p>Michael P. Sweeton sweeton@verizon.net 813-986-7522</p> </td><td data-bbox="2273 2016 2606 2496"> <p>Michael P. Sweeton sweeton@verizon.net 813-986-7522</p> </td><td data-bbox="2606 2016 2938 2496"> <p>Michael P. Sweeton sweeton@verizon.net 813-986-7522</p> </td><td data-bbox="2938 2016 3276 2496"> <p>Michael P. Sweeton sweeton@verizon.net 813-986-7522</p> </td><td data-bbox="3276 2016 3609 2496"> <p>Michael P. Sweeton sweeton@verizon.net 813-986-7522</p> </td><td data-bbox="3609 2016 3942 2496"> <p>Michael P. Sweeton sweeton@verizon.net 813-986-7522</p> </td><td data-bbox="3942 2016 4275 2496"> <p>Michael P. Sweeton sweeton@verizon.net 813-986-7522</p> </td><td data-bbox="4275 2016 4613 2496"> <p>Michael P. Sweeton sweeton@verizon.net 813-986-7522</p> </td></tr> </table>	<p>Michael P. Sweeton sweeton@verizon.net 813-986-7522</p>							
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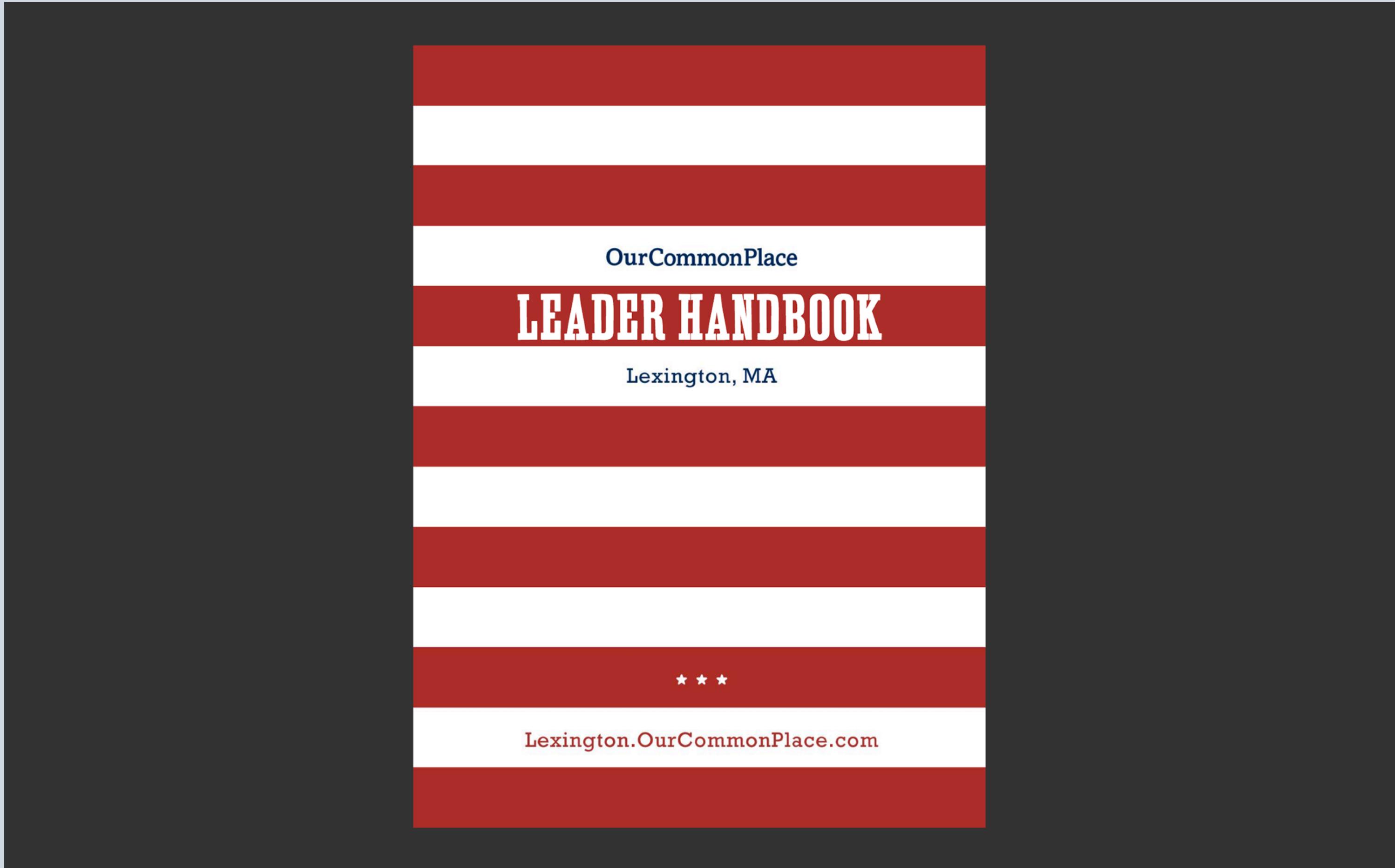
What is CommonPlace?

Print Flyers

The screenshot shows a web browser displaying the CommonPlace platform. The main content is a flyer for a "Baby Basics Class". The flyer includes the date (APR 02), time (6:30pm - 9:00am), venue (childbirthandparenting@gmail.com), address (Washingtonville Pediatrics, 10 Weathervane Drive, Washingtonville, NY), and a brief description: "All you want to know about taking care of your newborn. Feeding, bathing, soothing, what to do in an emergency and how everyone can get some sleep." Below the text is a QR code. At the bottom of the flyer, it says "Posted April 3, 2013 by:" followed by the user's profile picture and name, Paula And Jerome Spector, along with their contact information: childbirthandparenting@gmail.com and 813-986-7522. The left side of the screen shows a sidebar with various neighborhood pages like Warwick Bridal Trail, Town Of Warwick, Sustainable Warwick, etc. The top navigation bar has links for "Post To Your Neighbors!", "Search Events & Meetups...", "My Page", and "Feedback".

What is CommonPlace?

Print Book



What is CommonPlace?

Print Book



What is CommonPlace?

Print Book



CommonPlace - Redesign



Search Falls Church...

My Page Messages Settings

Create New Post

Questions

Yard Sale

Events

Discussions

Announcements

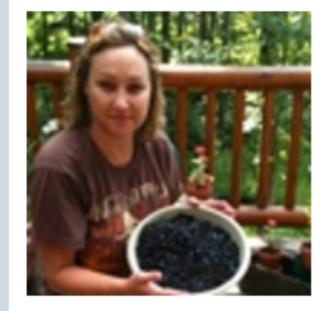
Proposals

Promotions

Neighbors

Pages

Topics

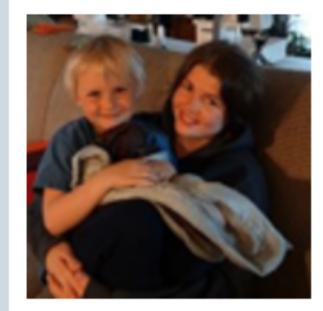


Parents need a little help!

The Care Clinic at 1213 N. 3rd has a request for size 18-24 month winter coat for a boy. Another boy of the same age is in need of snowpants. If you'd like to donate new or used, please drop them off or call me at 360-5279. Thank you, Mary Jane Lynch, Volunteer (Size 4 & 5 diapers are needed also)

Cara Brunk posted 6 hours ago in Questions

[Reply](#) [Message](#) [Share](#) [Thank](#) [Flag](#)



Lost Camera

I forgot my small silver Nikon camera on a beach off of Lakeshore Ave. this last Friday (May 31st).

The time frame where it would have been picked up would have been between 2-7:30 because I went back to look for it when I realized it was gone.

It has photos of my two children on there— the most recent one from Lower Harbor Park and the beach there. At this point, I really just want the pictures.

Susan Holtzmann posted 6 hours ago in Questions

[Reply](#) [Message](#) [Share](#) [Thank](#) [Flag](#)



Organic Garden Soil



Create New Post

Questions

Yard Sale

Events

Discussions

Announcements

Proposals

Promotions

Neighbors

Pages

Topics



Cara Brunk

Mother to a lovely 4-year old princess. Falls Church resident for 14 years. Love my town and its people. Love to garden and to participate in activities benefiting the neighborhood.

HAVE YOU MET?

MESSAGE

Posts

Replies

Mets

Pages

Topics

Sort By: Most Recent ▾



Starting a volunteer gardening group...who's interested?

Hi I have 7 years experience with general gardening and would like to start a group to help beautify our lovely neighborhood. I have most tools and equipment needed just need more helping hands :)

Cara Brunk posted 6 hours ago in Questions

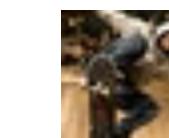
Reply

Message Cara

Share

Thank

Flag



Mary Masterson Hi Cara thi is such a great idea! I maintain a little garden myself and would love to help out in adding some more greenery to Melkin Street. What did you have in mind?

1 hour ago



Bruce Closser I second Mary's post about Melkin Street. I also have extra shovels and soil.

30 minutes ago



I am typing a reply

REPLY

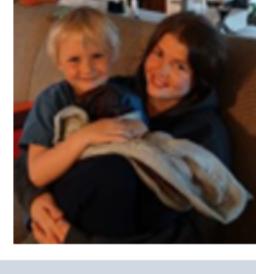
Responsive

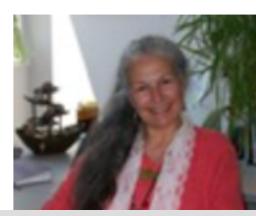
Search Falls Church...

My Page Messages Settings


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Susan Holtzmann posted 6 hours ago in Questions
[Reply](#) [Message](#) [Share](#) [Thank](#) [Flag](#)


Organic Garden Soil

Responsive

Q Search Falls Church...

Dog friendly parks

I am caring for an older black lab for a while. What are the local dog friendly parks in the area?

Alice posted 6 hours ago in Questions

[View all replies](#)

Judy Holmes The best dog park around is in Vernon. It is just past Smokey's and has a better layout than Warwick. I go there at least 3 times a week. I don't believe Hickory Hill or Cascade Lake have enclosed off leash areas.
a minute ago

Jennie Komsa If you are looking for local parks that allow dogs as opposed to a dog park, I second Cascade and Hickory Hill, they are wonderful to hike with a dog.
a minute ago

Mark Malazarte Hello, this is my comment.
a minute ago

Mark Malazarte Hello, this is my comment.
a minute ago

[Reply to Mary Jane Lynch...](#)

[REPLY](#)

Next Steps

Design

Prototyping, Responsive Mobile, Email Bulletin, Print styles

- ✳ Continue updating designs (Sketch)
- ✳ Design HTML email bulletin
- ✳ Mobile breakpoints
- ✳ Print styling

Development

React.js, Front-end markup, LESS

- ✳ Front-end markup
- ✳ Build React components
- ✳ LESS/CSS, styling, build UI library



mark@civictech.us

www.civictech.us

General Inquiries, Design, Development, Please say hello :)

Case Studies

Factiva Mobile App

iOS/Android App: React Native



INTRODUCTION

Factiva is a global news database of nearly 33,000 premium sources, including licensed publications, influential websites, blogs, images and videos. My role was to design the native app version of Factiva for both iOS and Android.

This also marks the first-ever React Native app released by Dow Jones.



Factiva Native App



- ✓ FACTIVA iPhone APP LAUNCHED APRIL 2016
 - Alerts, Newsstand, and Newsletters
- ✓ COMPANY LOOKUP AND PROFILES ADDED APRIL 2017
- ✓ CLIENT DEMAND FOR FACTIVA ANDROID
 - Accenture, Deloitte, EY, Oliver Wyman, NERA Economic Consulting
- ✓ GOALS FOR FACTIVA ANDROID INCLUDED:
 - Feature parity with Factiva iPhone app
 - New design standards
 - Potential for one codebase targeting multiple platforms [using React Native]

Factiva Native App: UX



The standardized UX process was used in redesigning the Android app:

DISTILLERY

- Understand the high-level strategy and product roadmap

DISCOVERY

- Understand/study the feedback and lessons learnt from the iOS App development and product
- Brainstorm with TPM and Product Strategy to define the product
- Understand user needs and research competitive landscape
- Study the nuances between an iOS platform and Android while defining patterns

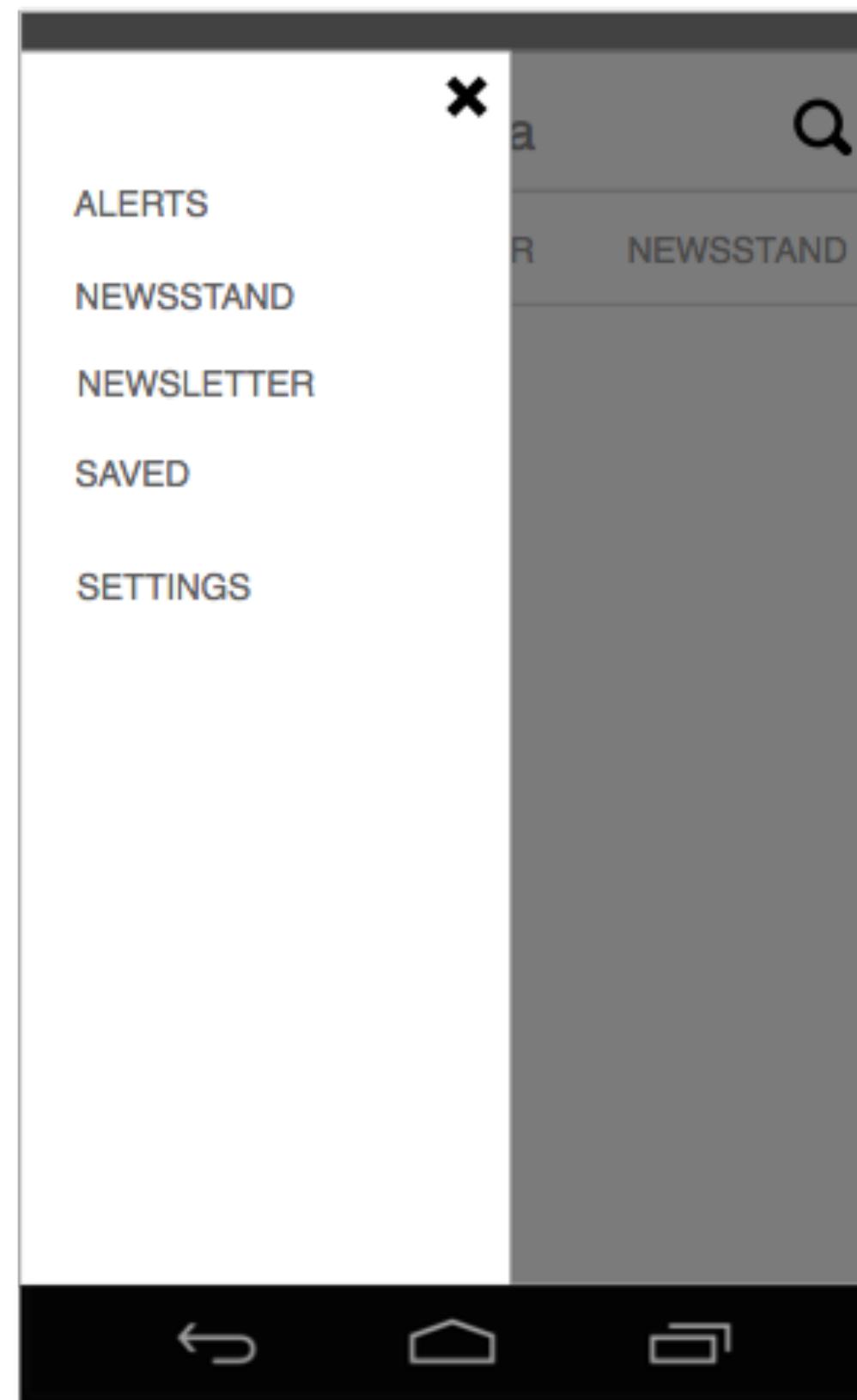
EXECUTE

- Translating the elements discovered and putting them together as a solution
- Define the solution
- Handover to design and engineering team
- Review and explain interactions to engineering as they build the solution

Factiva Native App: UX

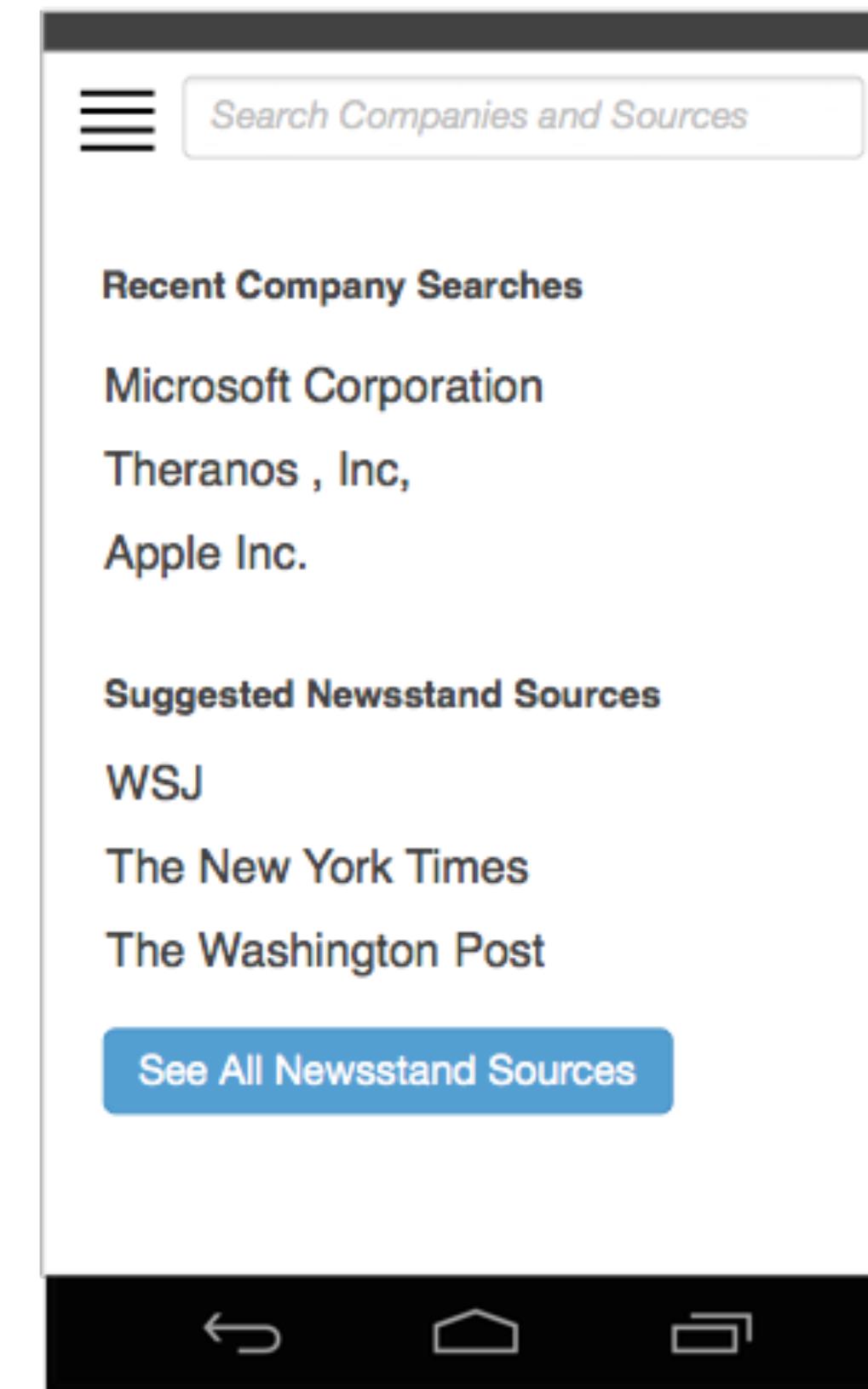
NAVIGATION

Hamburger Navigation

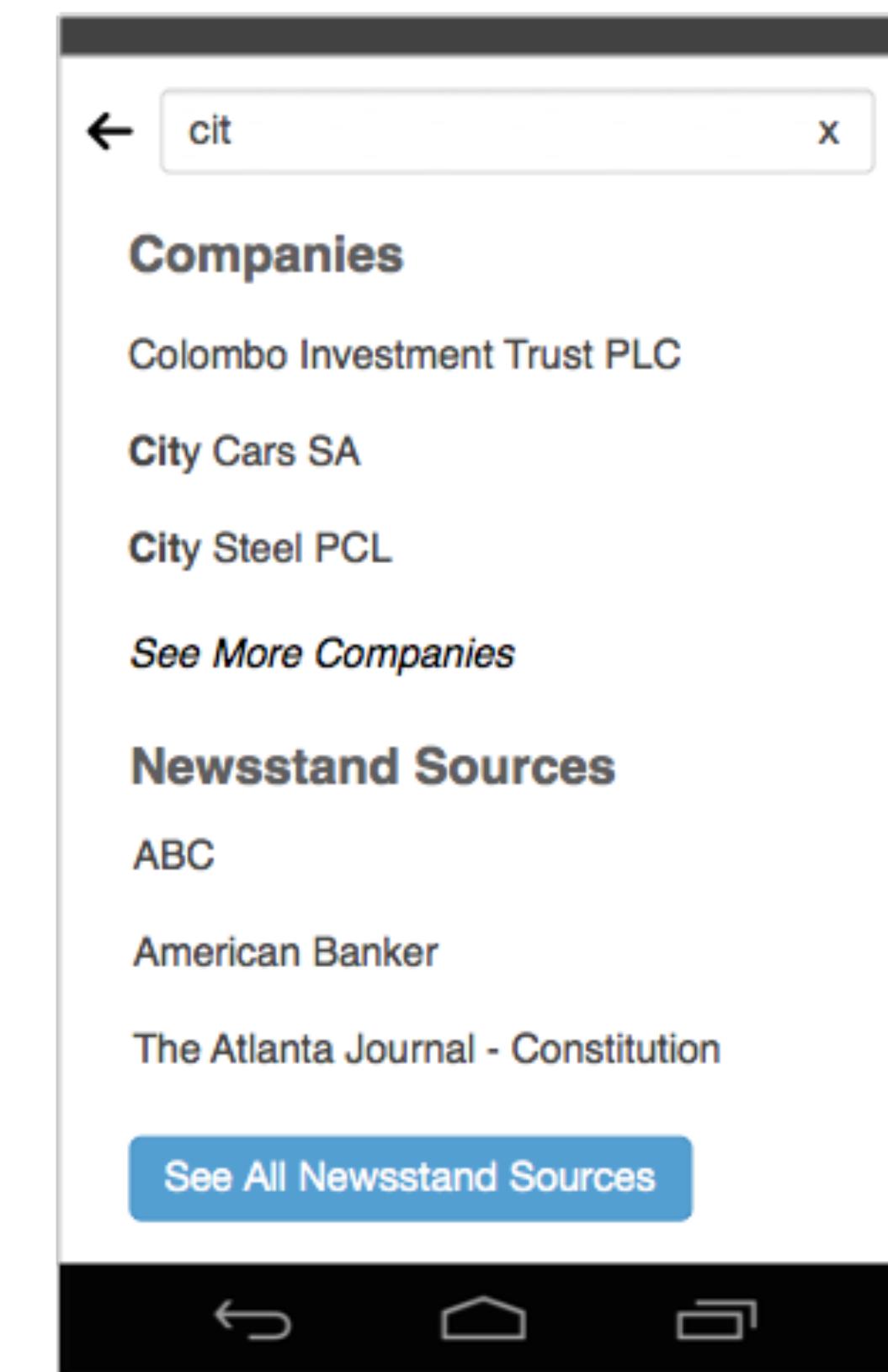


Search

Keep the hamburger menu next to the search box



Auto Suggest



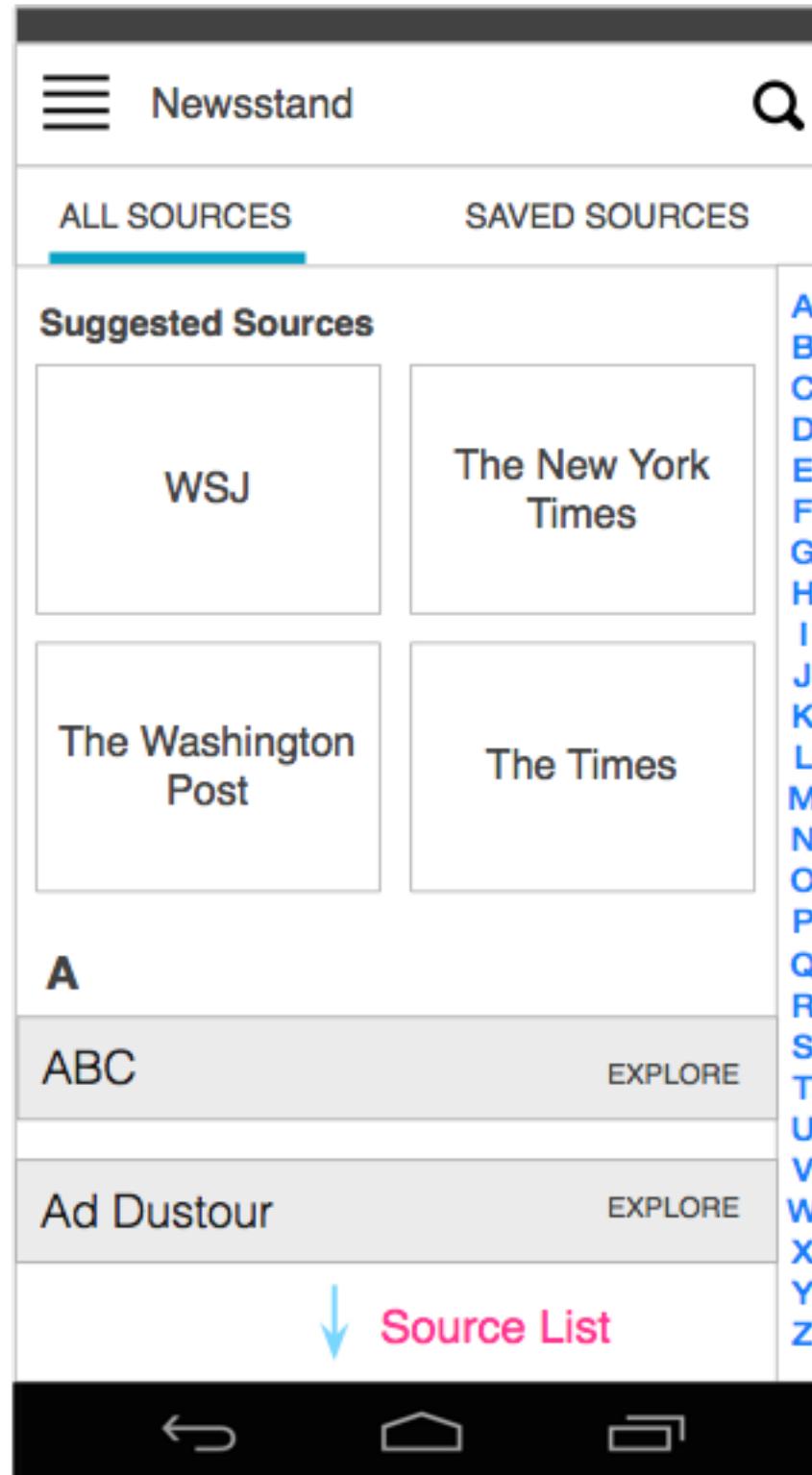
The back button on the default navigation takes the user one step back from where they came from, it could be within the app or it could take them outside of the app. The device just records the last action/page the user has been on.



Factiva Native App: UX

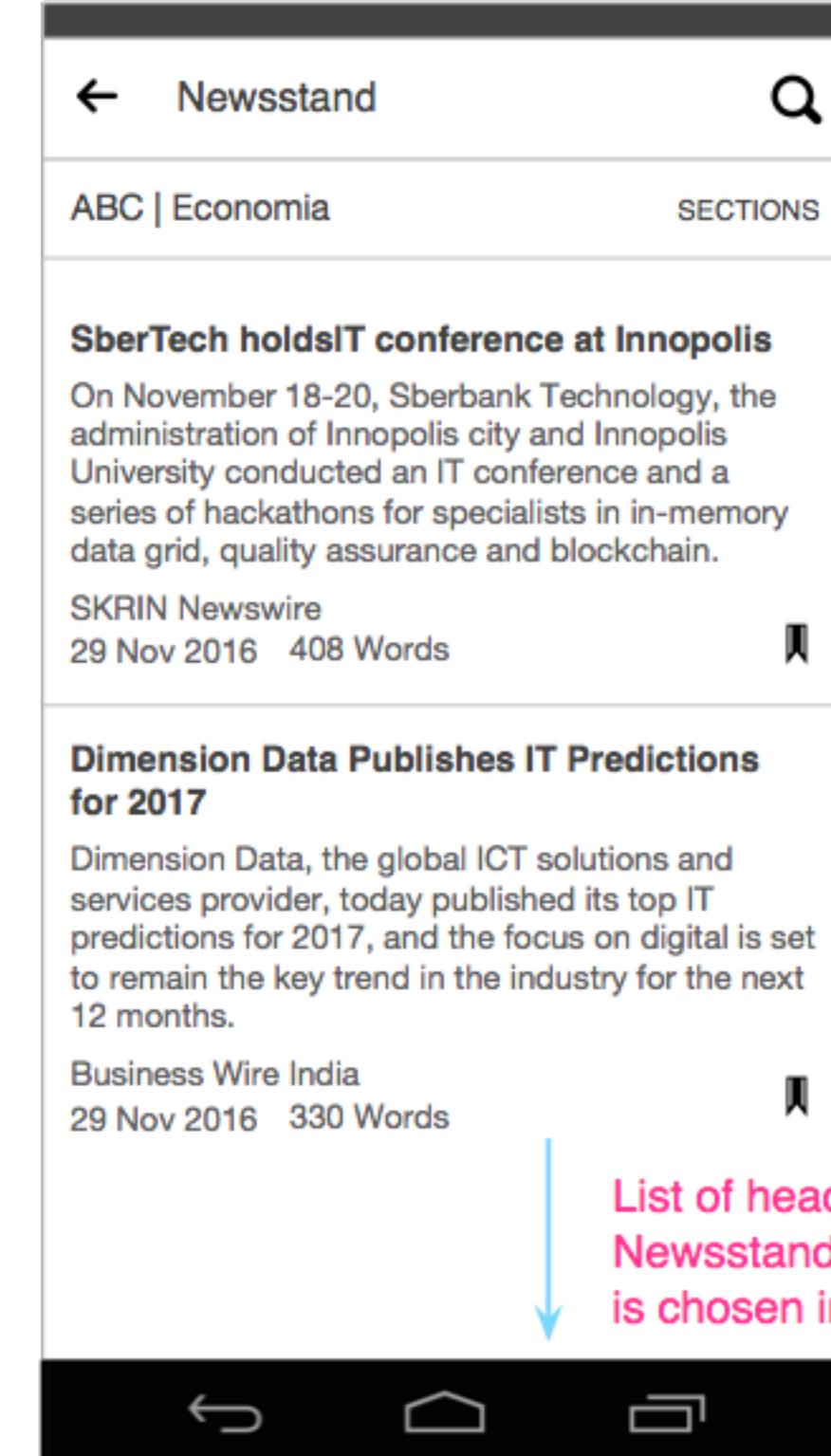
NEWSSTAND

Newsstand Sources Landing Page



Instead of Scrolling cards,
IA suggests stacking up
the sources (4 max) in
Suggested Sources.

Tapping on the name of the source from the main page will land the user on the first section in the list of that source. The user can tap on the section name to slide up the list of sections just like alerts list to either view or save the section.



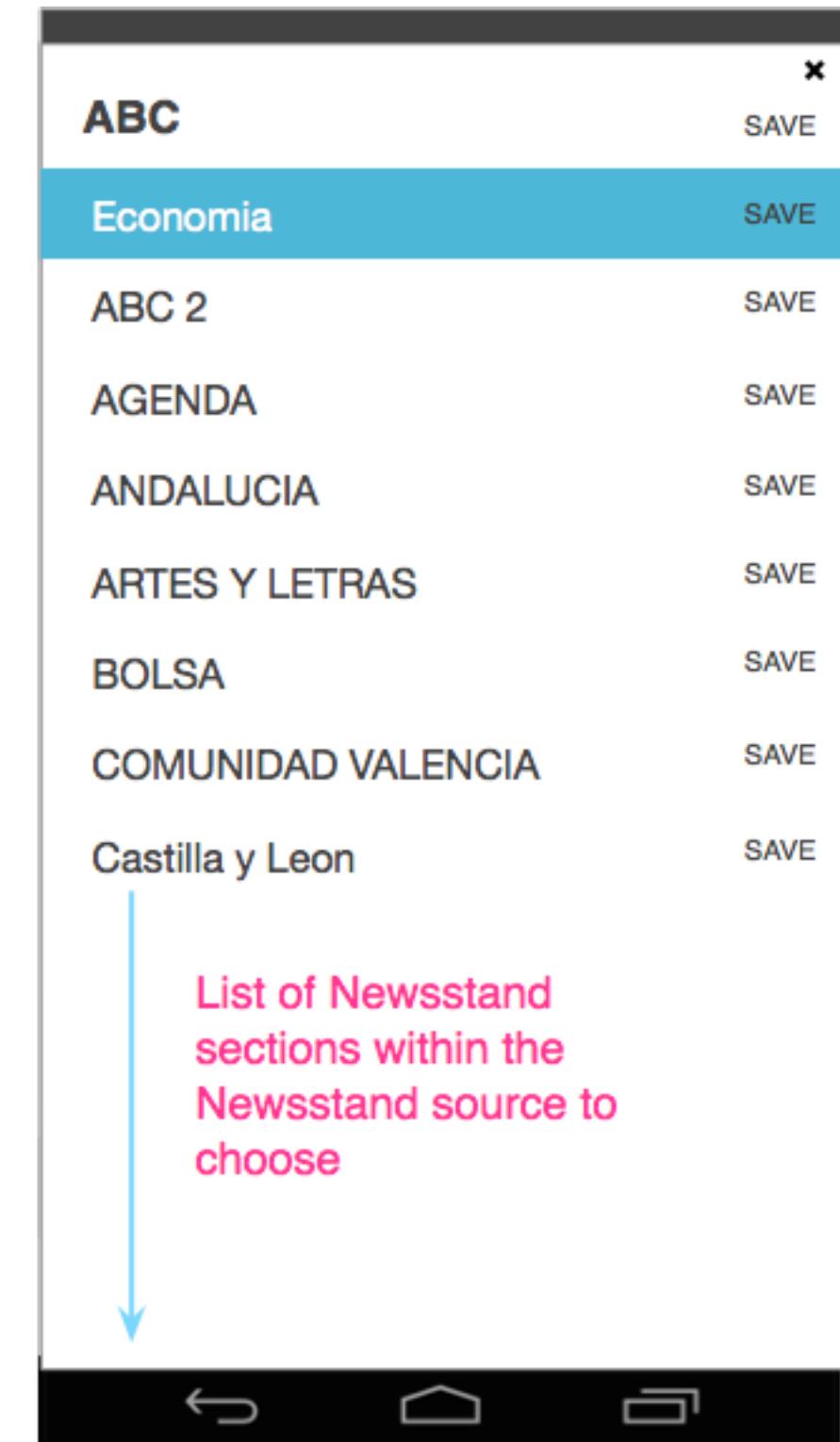
The <- button will take the user back to the main page of Newsstand

SAVE

Need to figure out visually how we can achieve tapping to get the list of sections to slide up and the ability to save that section

List of headlines in the Newsstand Section that is chosen in a scroll

The section list will slide up when the user taps on the section name. The user can either tap on the section name to view that section or tap on Save.



The list is the same swipe up window as in alerts.



Factiva Native App: Design

UI KIT

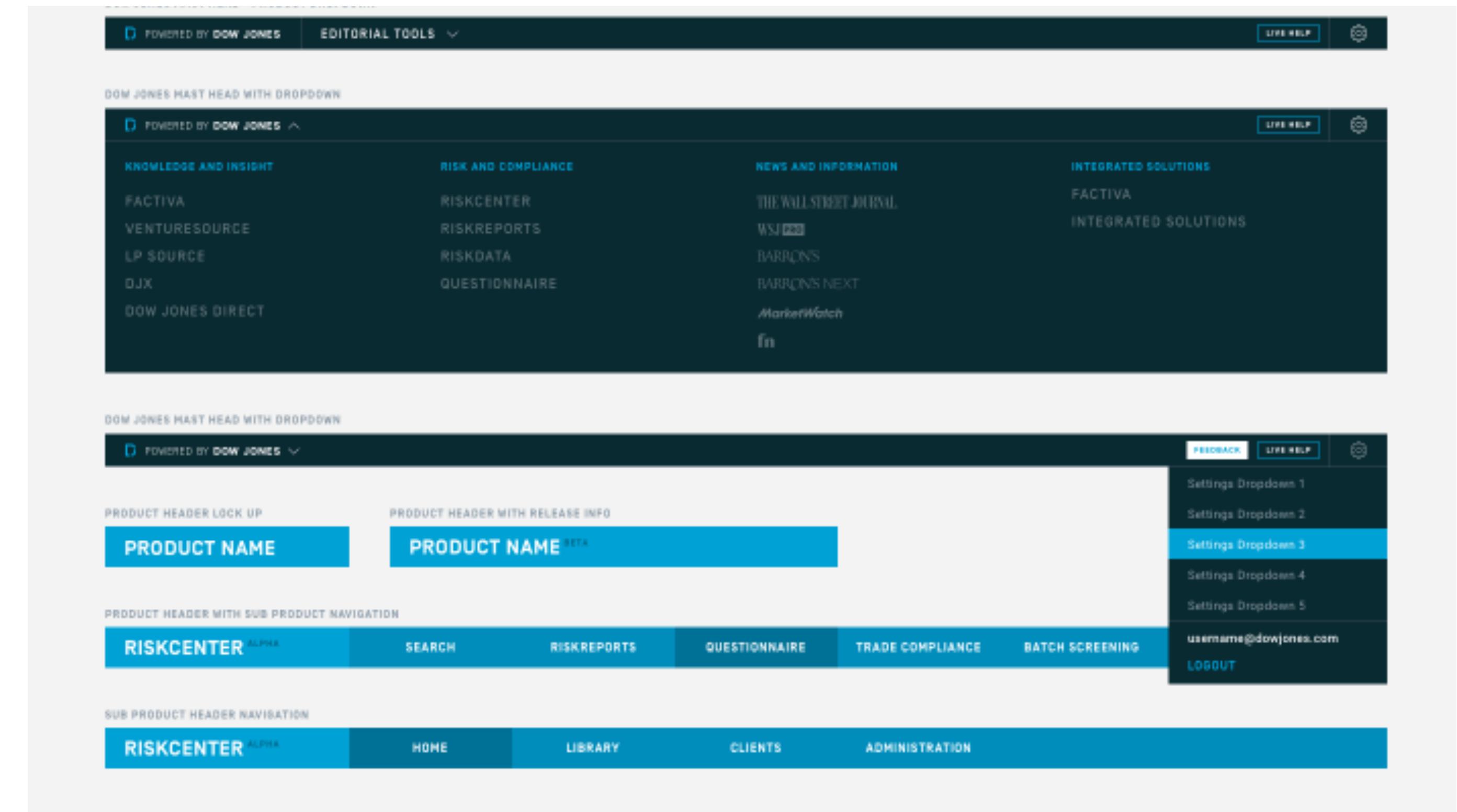
- Pattern library of common UI elements styled to fit Dow Jones branding
- Design System/Boilerplate template for desktop and mobile apps to use

PIB BRANDING

- Riskcenter
- DNA
- VentureSource

OTHER APPLICATIONS

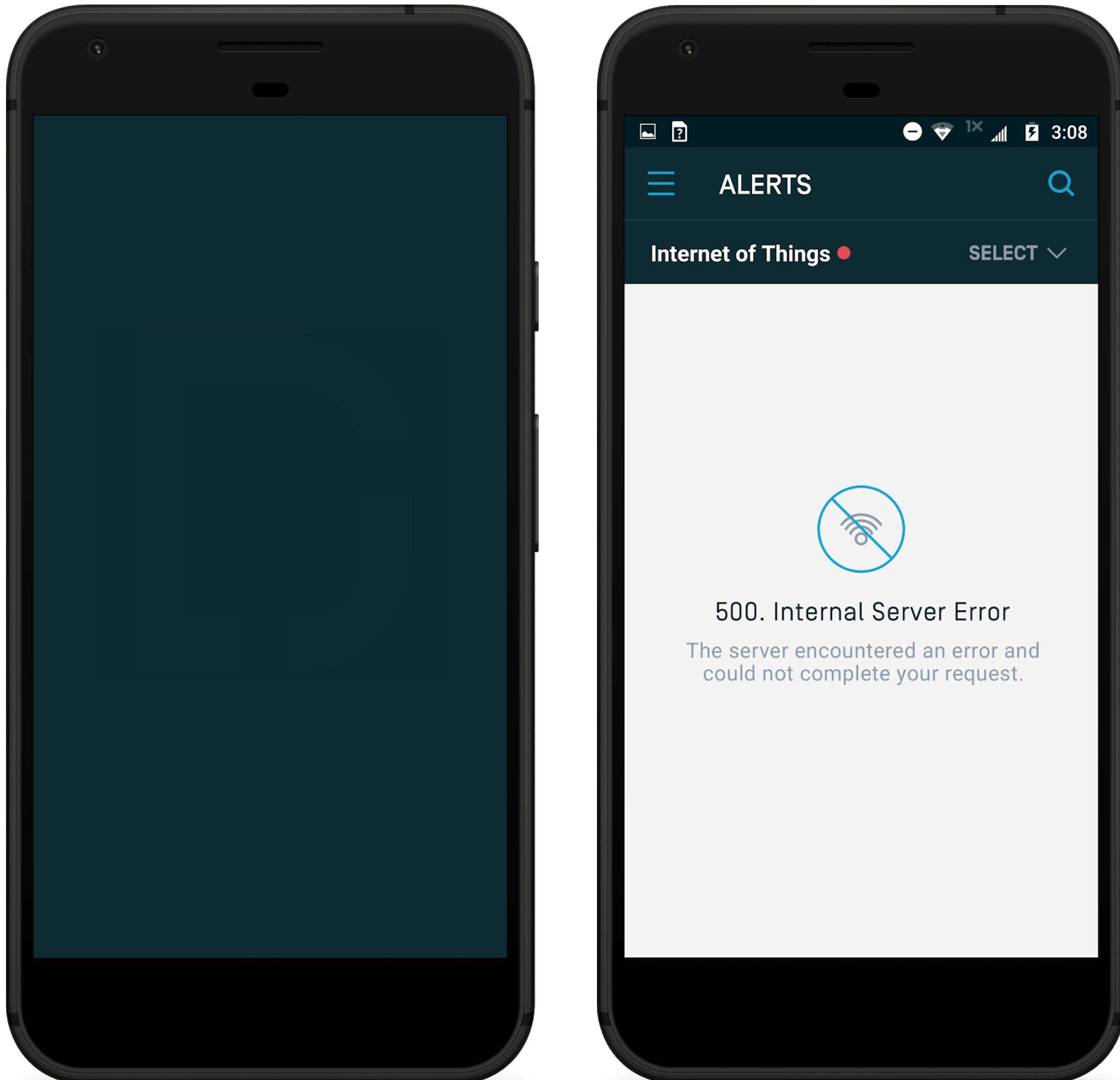
- Editorial Tools
- Dashboards



Factiva Native App: Design

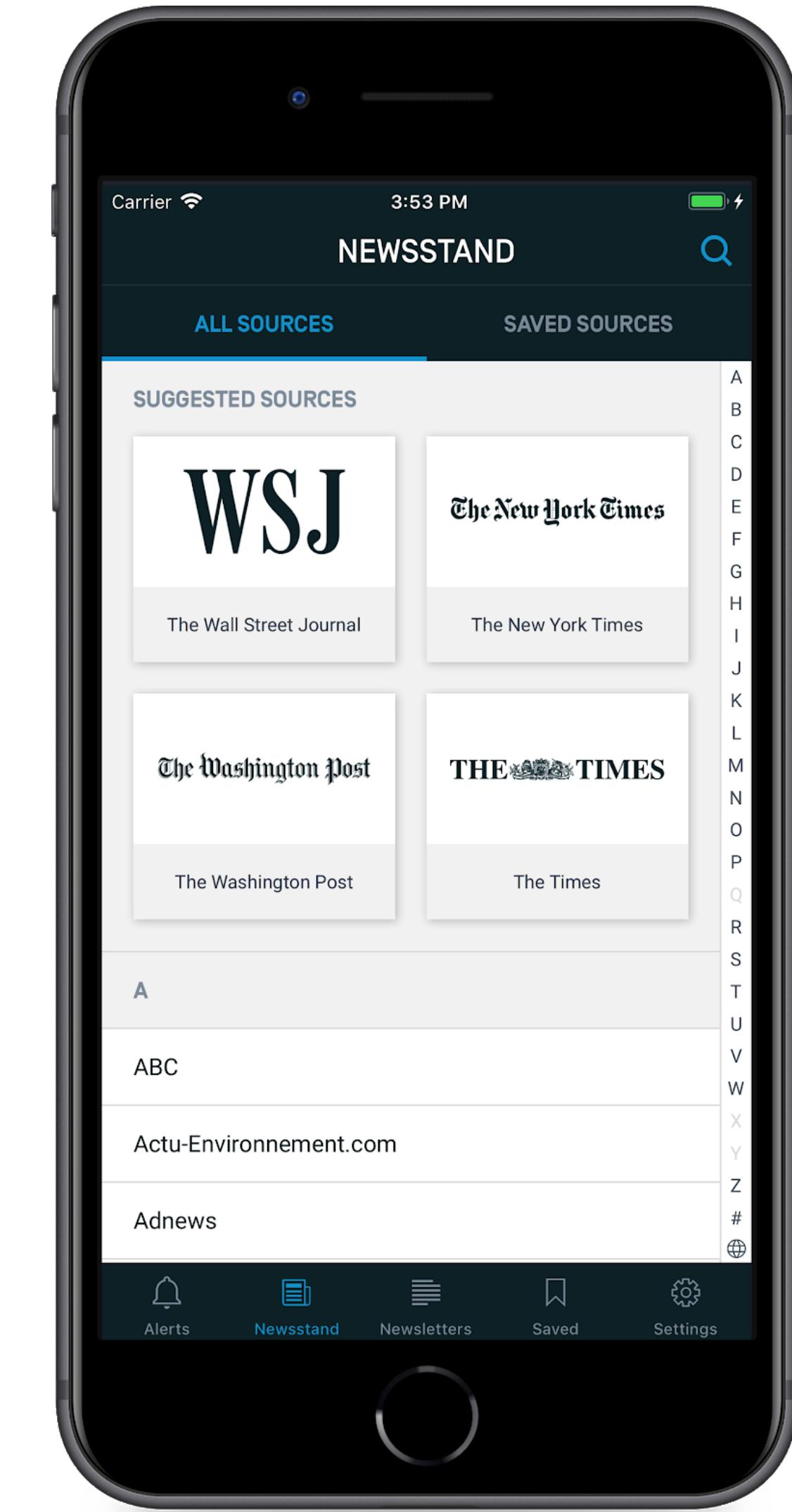
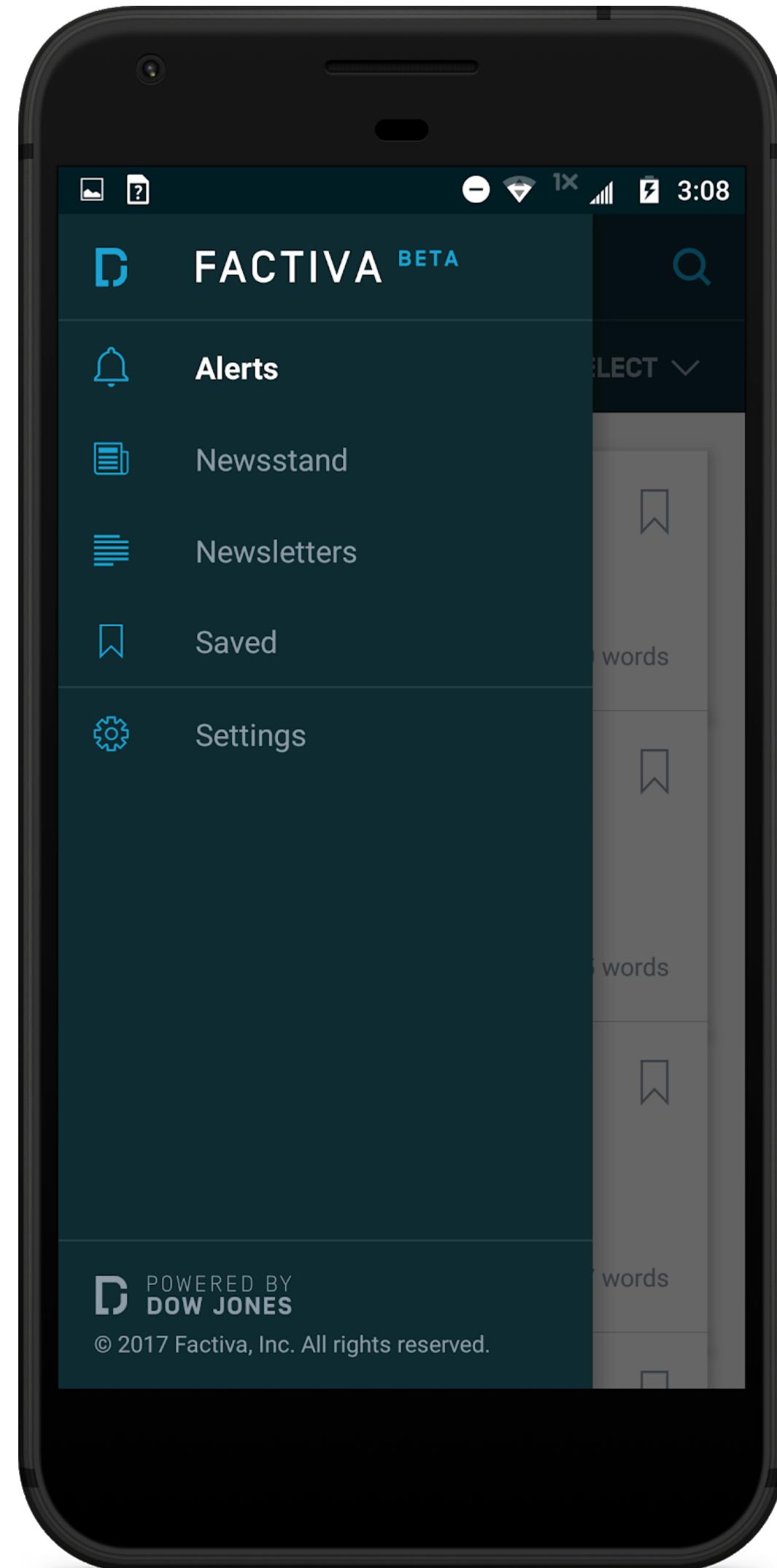
POWERED BY DOW JONES

- ✓ Updated branding
- ✓ Loading animation
- ✓ Icons
- ✓ Error Pages



Factiva Native App: Design

ANDROID
✓ Nav Drawer

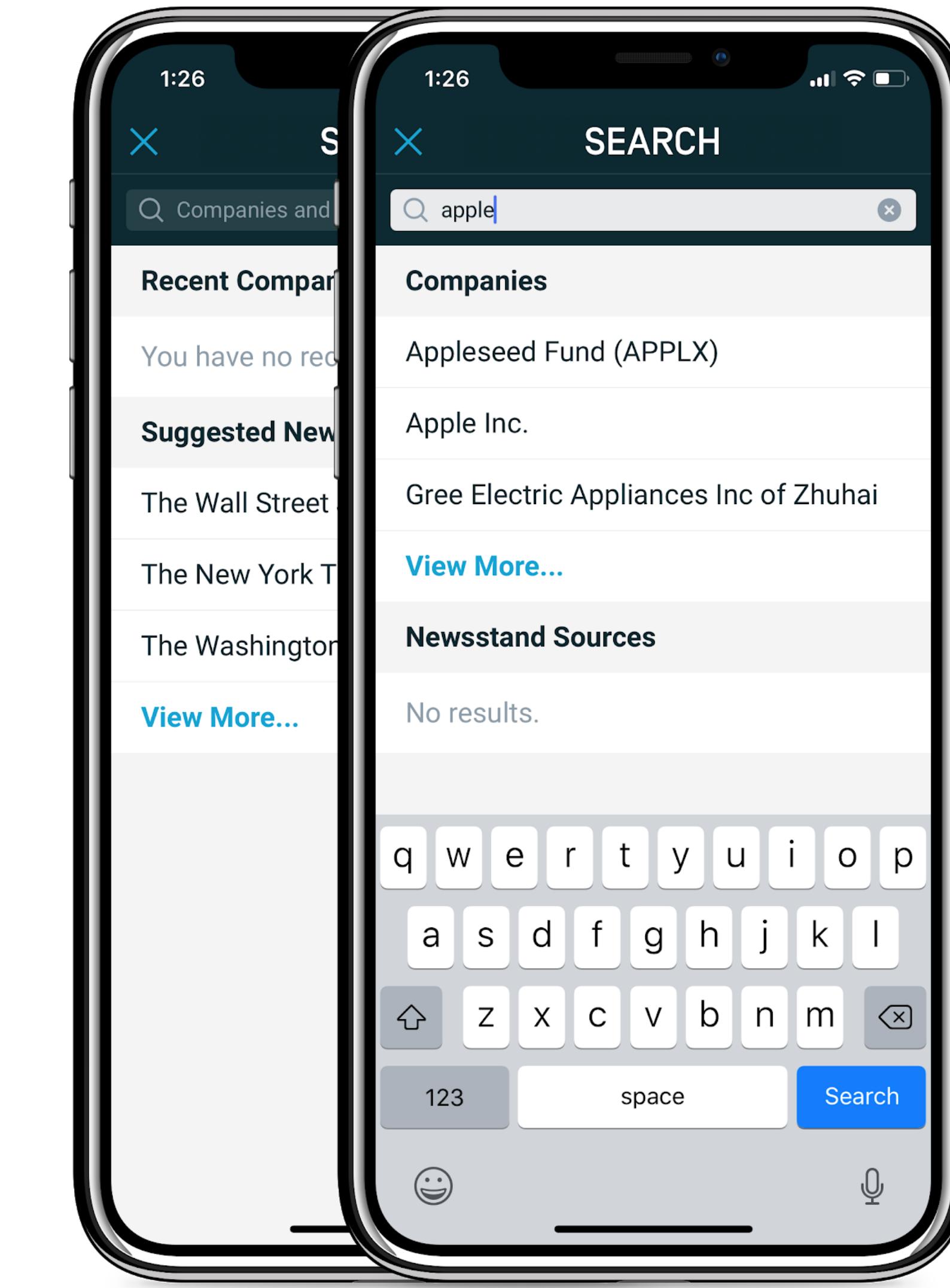
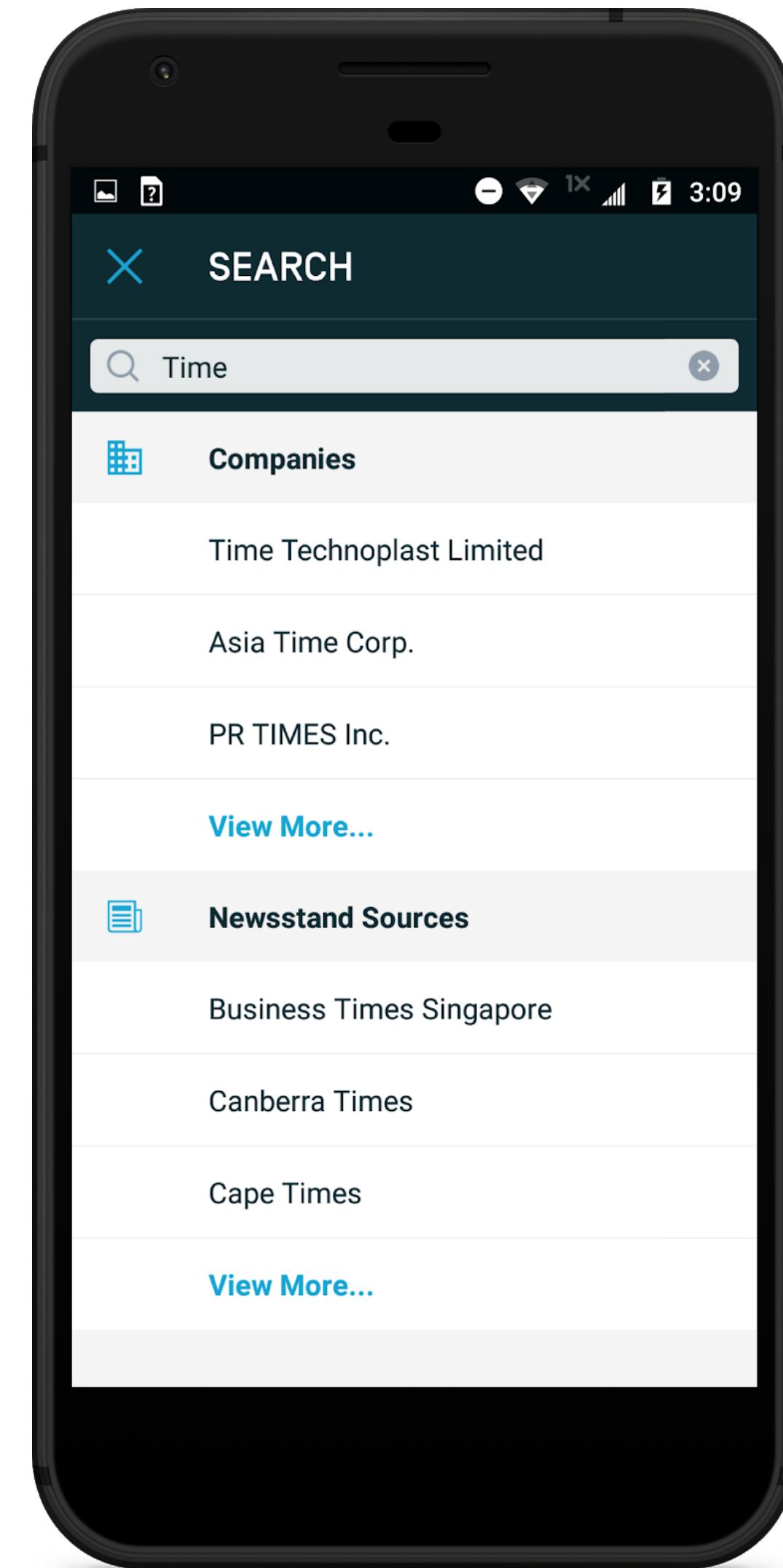


iOS
✓ Tab Bar



Factiva Native App: Design

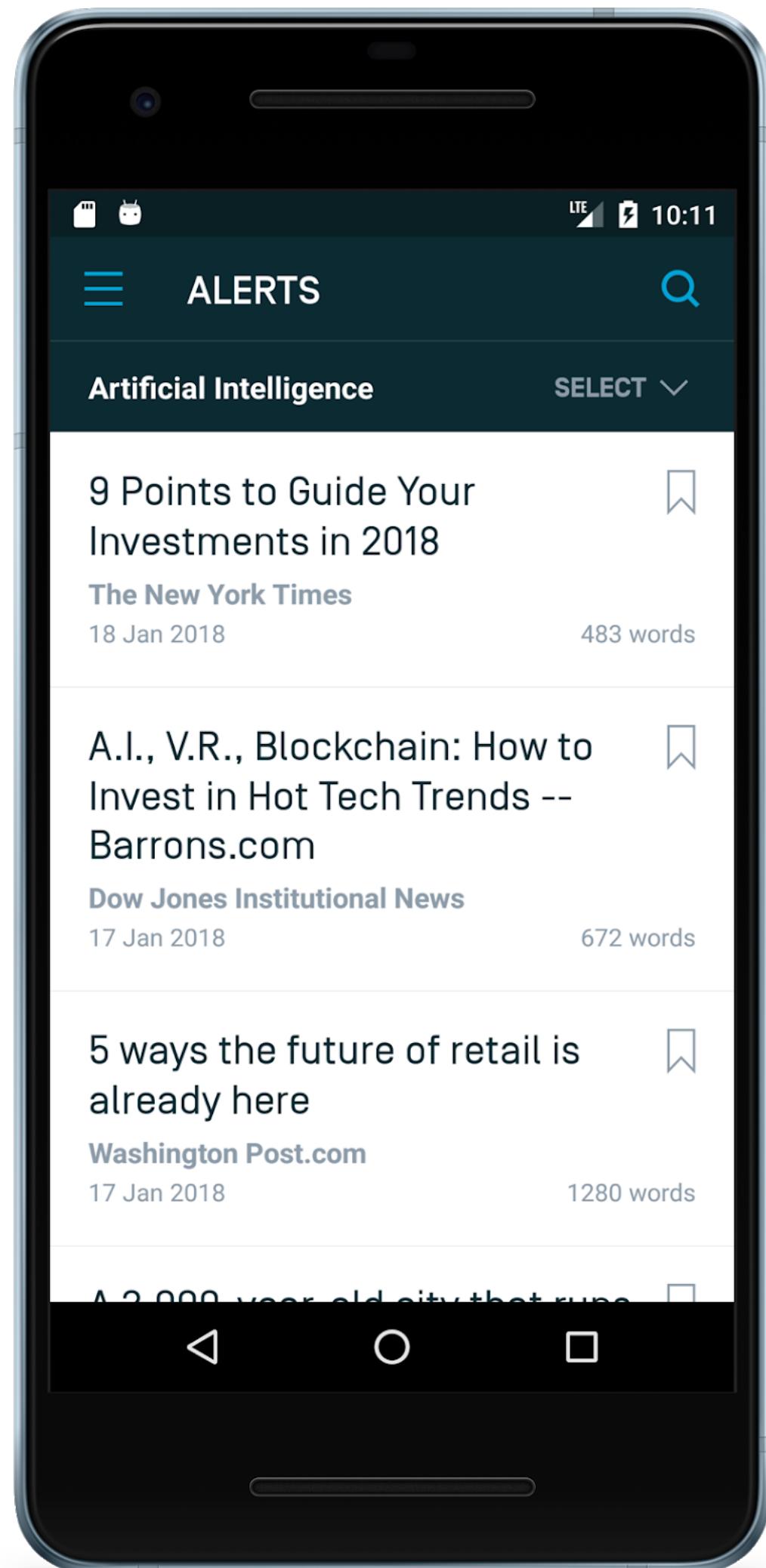
ANDROID
✓ Search



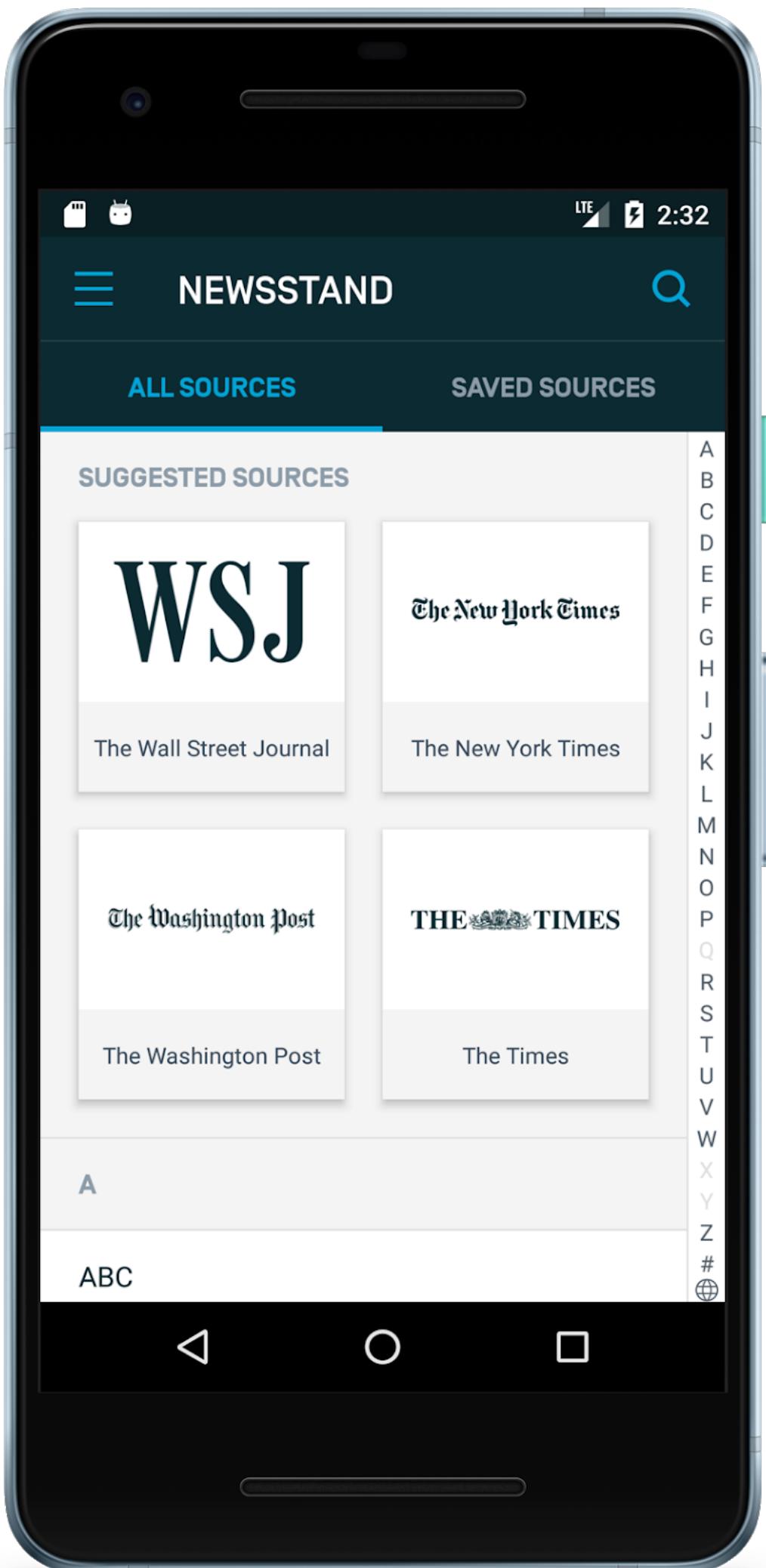
iOS
✓ Search

Factiva Native App: Android

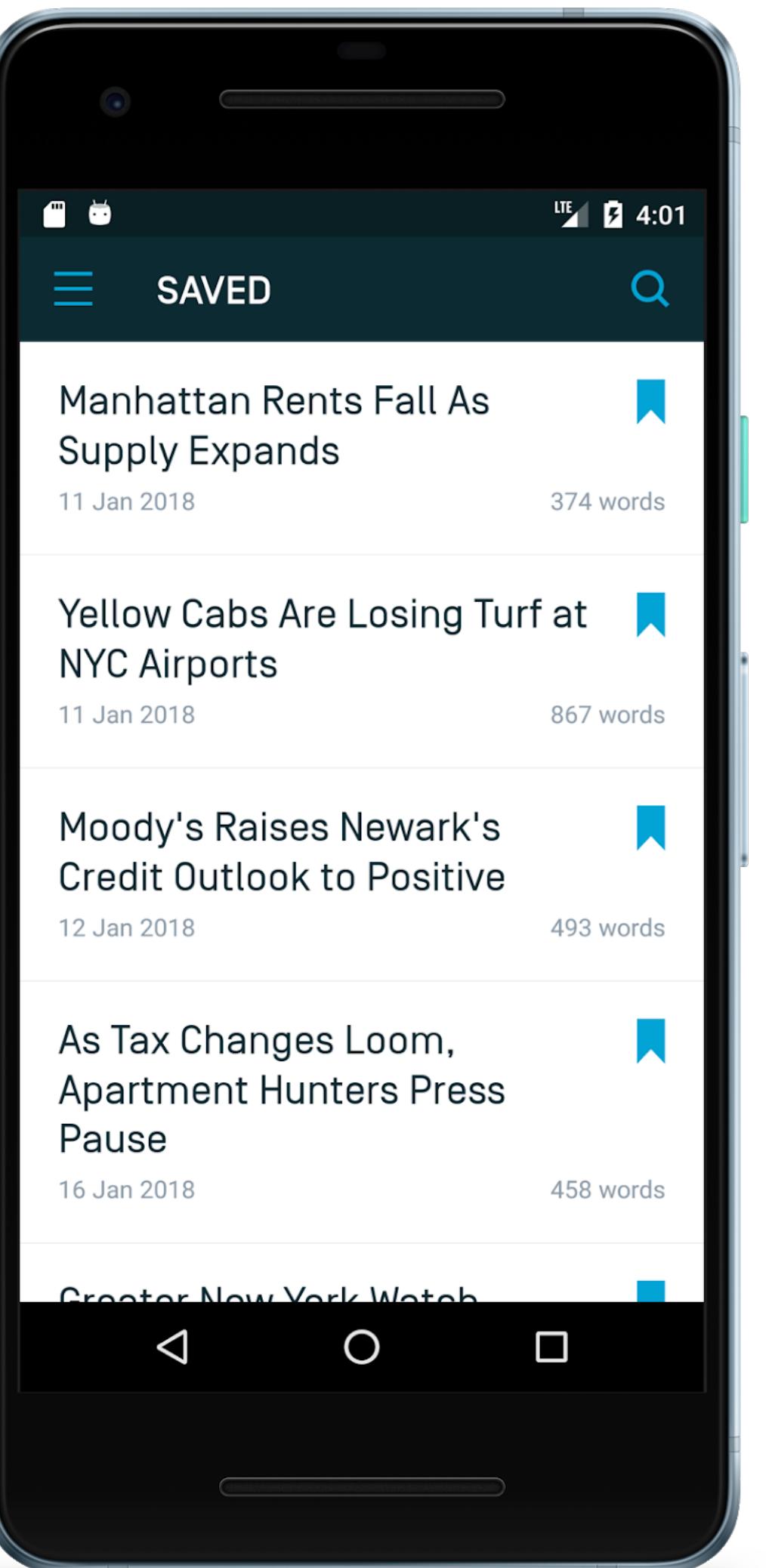
ALERTS



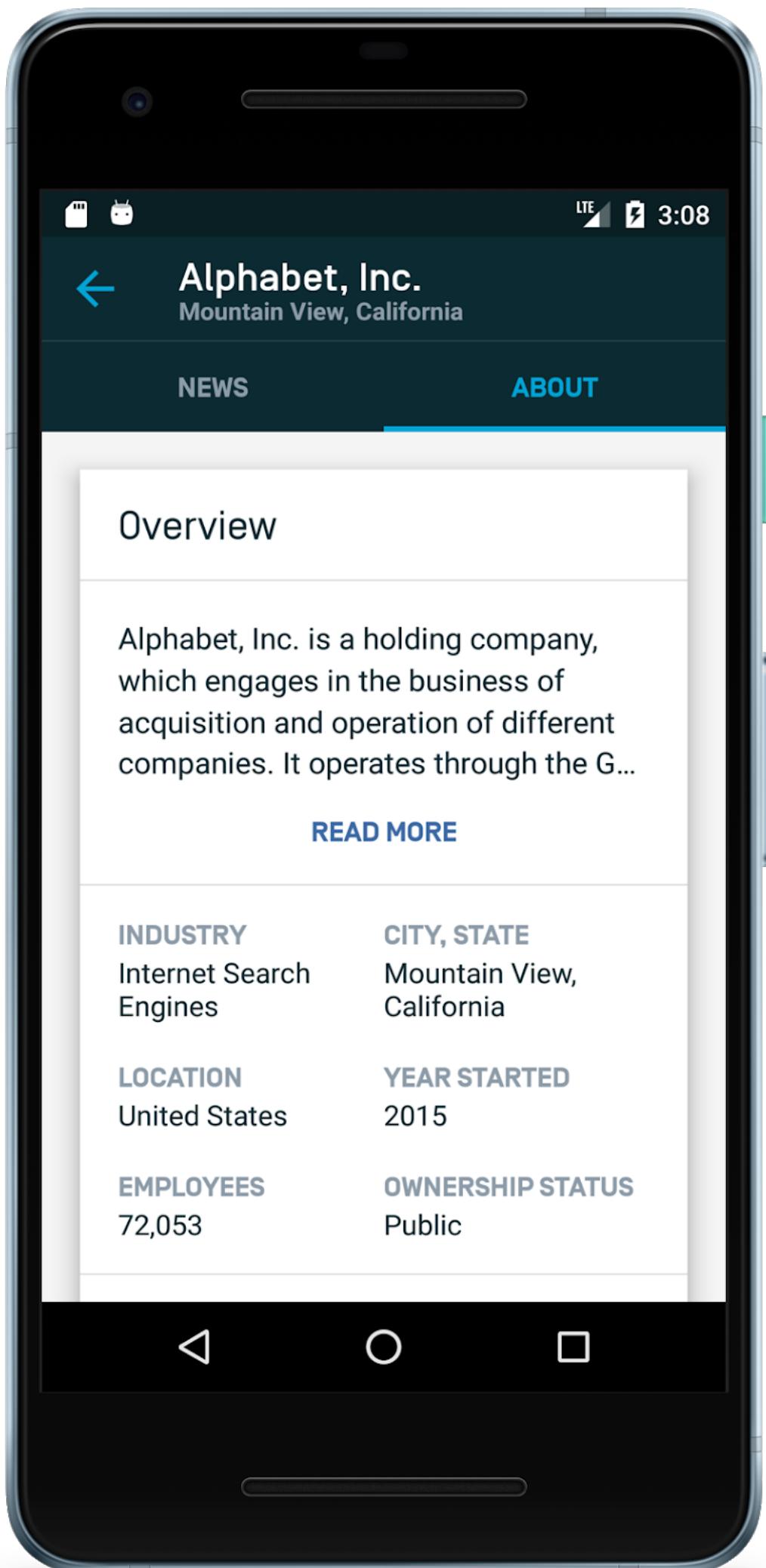
NEWSSTAND



SAVED

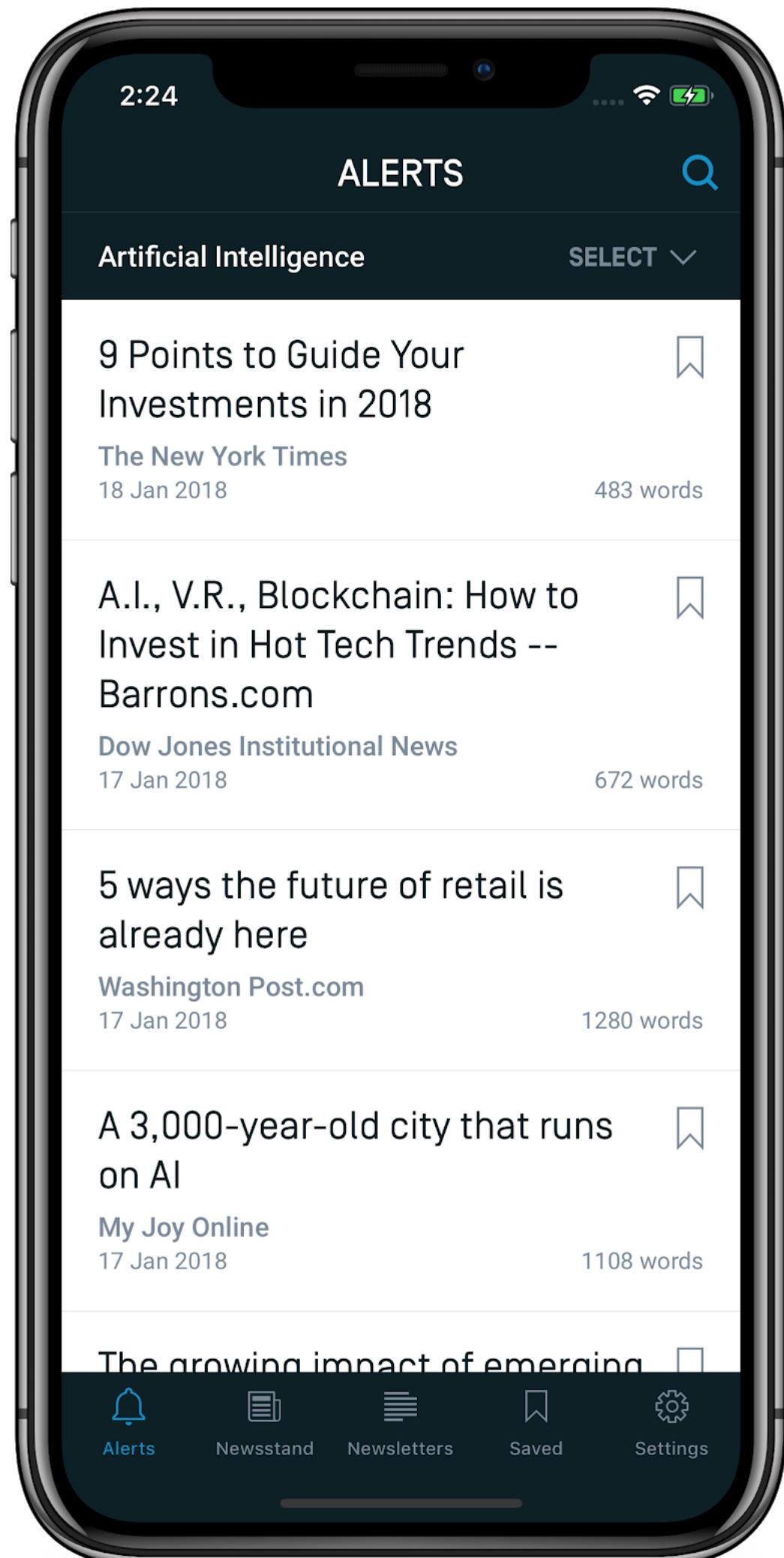


COMPANY PROFILE

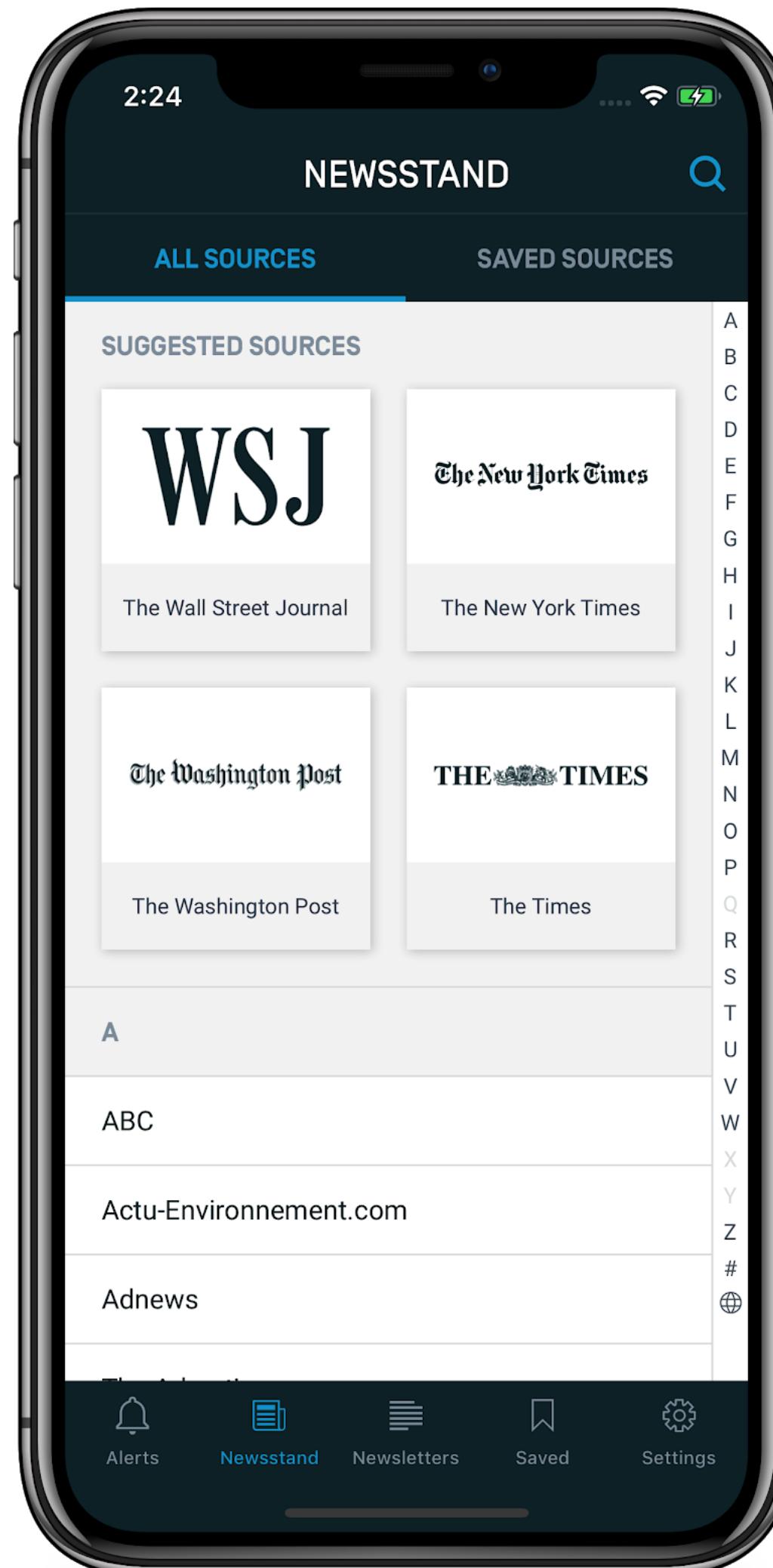


Factiva Native App: iOS

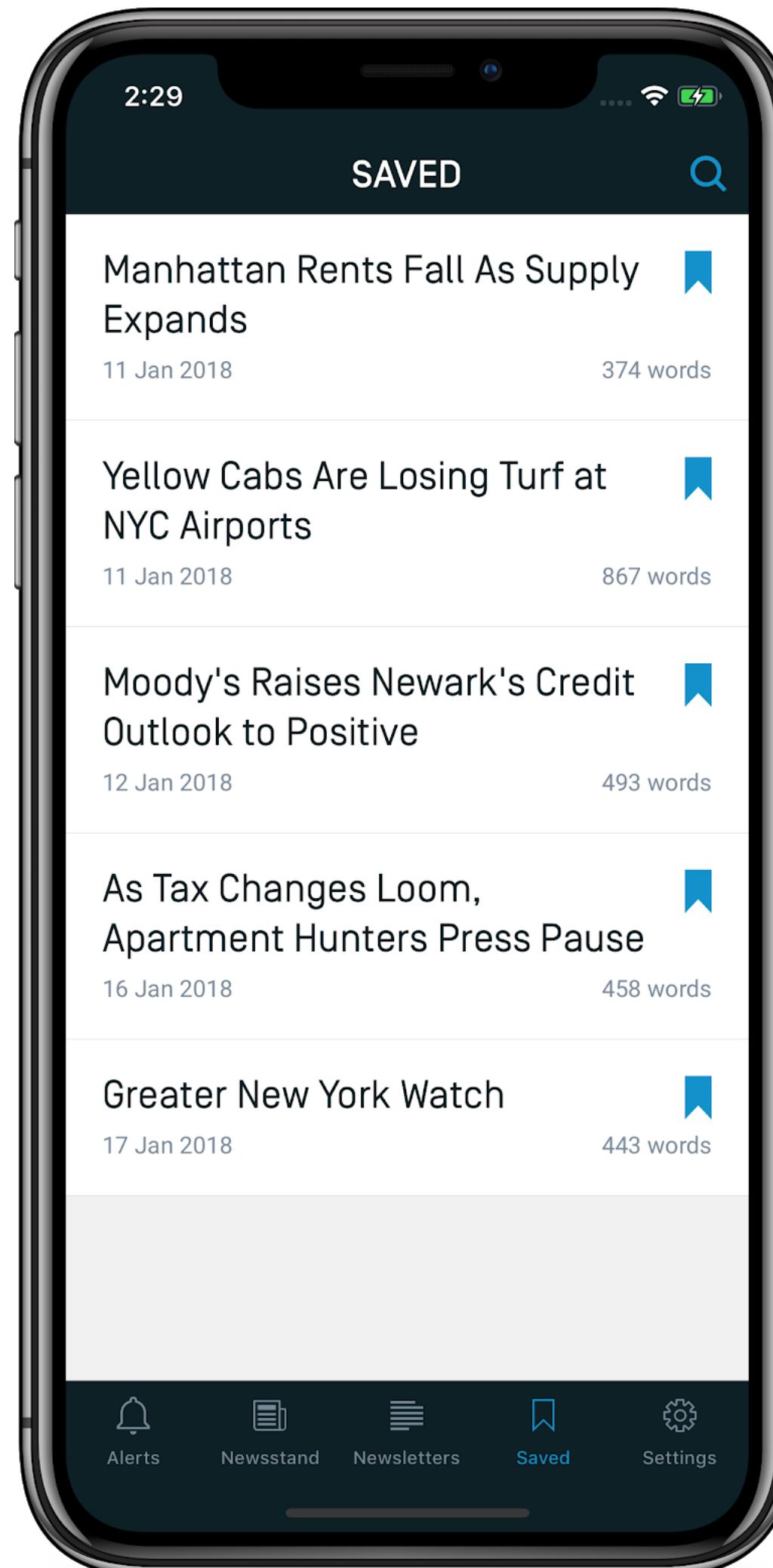
ALERTS



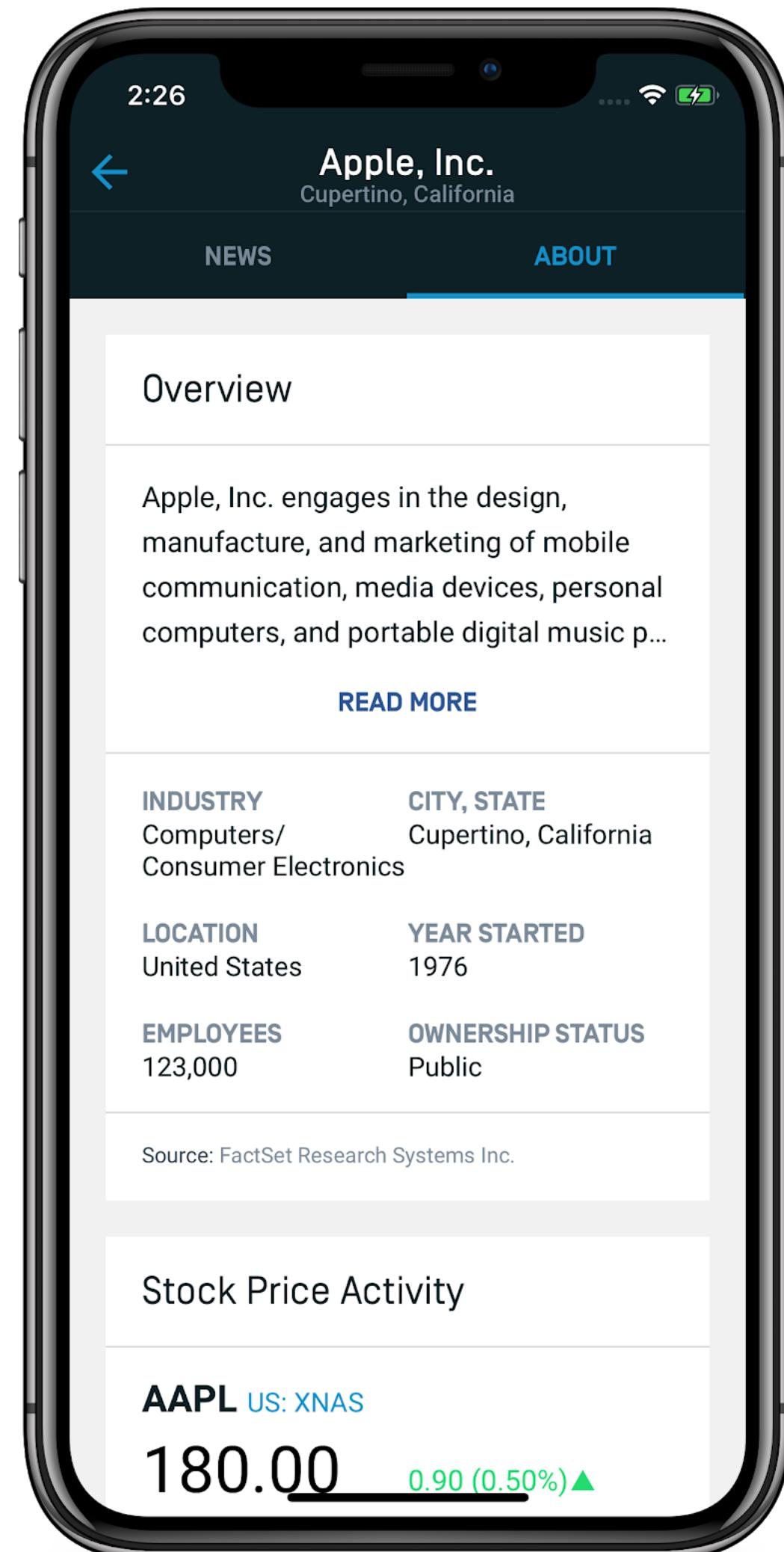
NEWSSTAND



SAVED



COMPANY PROFILE



Factiva Native App: Accomplishments



UX

- ✓ A unified pattern library for all platforms
- ✓ Consistent experience and workflows, not dependant on platforms and environments

DESIGN

- ✓ First Dow Jones Android and iOS app using UI Kit
- ✓ Follows Google Material UI guidelines and Apple Human Interface guidelines

TECH

- ✓ First single codebase native app
- ✓ Reusable React Native component library
- ✓ Reusable JavaScript SDK

ACCESIBILITY

- ✓ Follows Web Content Accessibility Guidelines (WCAG 2.0)

Factiva Native App: Accomplishments



GOOGLE PLAY STORE



~3,000

Android Apps downloaded

APPLE APP STORE



~45,000

iOS Apps (iPhone, iPad) downloaded



"Love this app. Finally, Factiva is available in [Android] mobile."

Thani Sokka

"The user experience is amazing. The accessibility is perfect! Beyond accessibility the interface is so clean and easy to use I think I have doubled my news consumption in the past two days."

Patricia Walsh



Case Studies

San Francisco Planning

Web: HTML, CSS, JS



INTRODUCTION

The goal of this project was to look at the impact and benefits of parklets using a people-centric and data-driven approach. The City of San Francisco has a specific interest in public space as it relates to equity, diversity, and inclusion. We wanted to understand how public spaces reflect and influence neighborhood diversity, so future decisions regarding mobility and land use can lead to more equitable and inclusive human outcomes. This data story was developed by mixing together quantitative and qualitative research methods to reveal patterns and insights and presented in a more engaging and interactive way versus the static PDFs the city normally produces.

In this collaboration I worked alongside OpenBox and the San Francisco Planning department in researching, designing, coding, and presenting this unique data story.





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A Look at the Human Impact of Parklets

and the People Who Make Them



STAE



openbox



Scroll down





82% of homes near a parklet are apartments

11% 100% [See data source](#)

For more information about each census tract or parklet, click on the map.

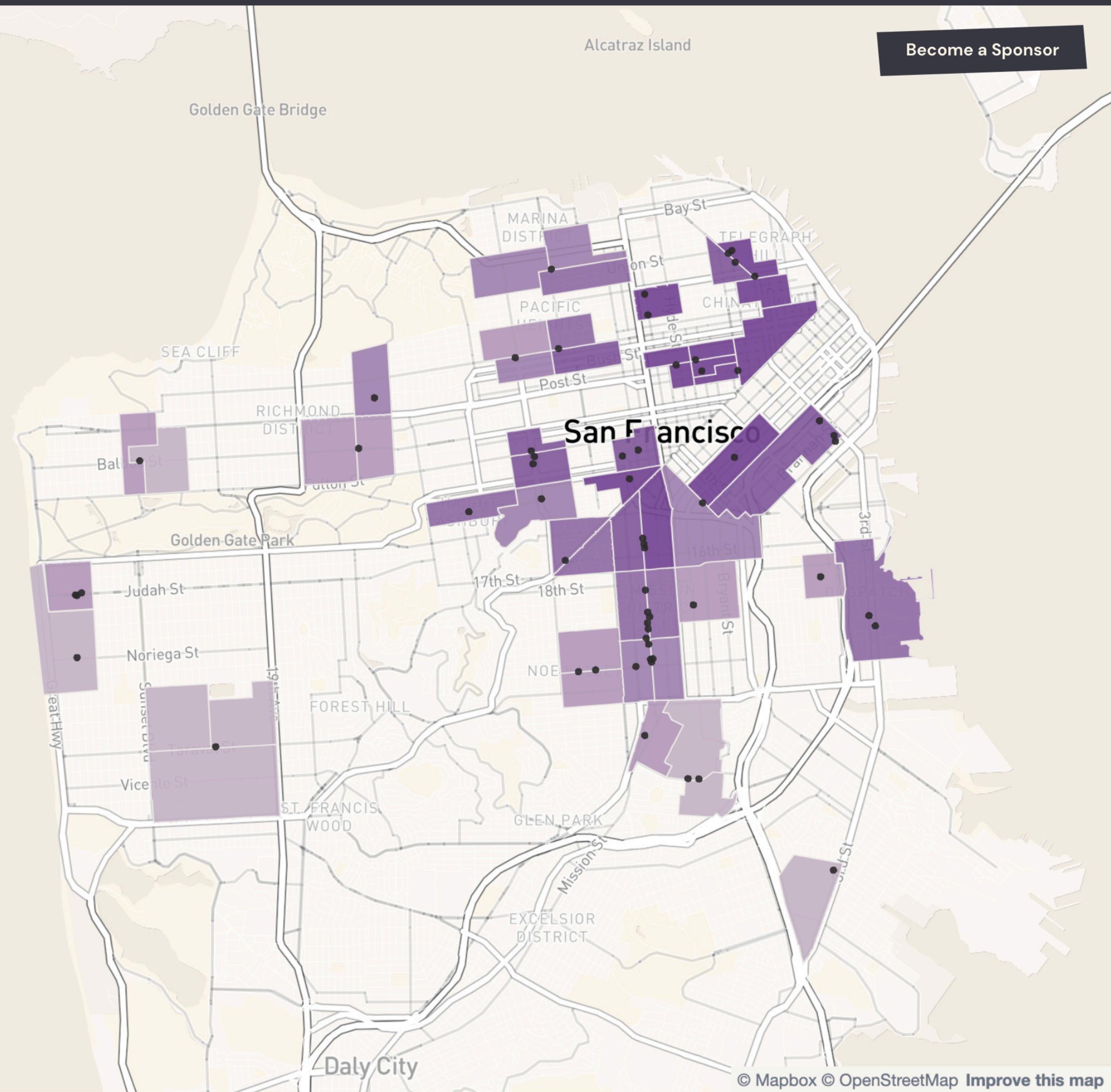


"The parklet gets me to come out. It's my Cheers."

Gwenn, weekly parklet user

Alcatraz Island

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© Mapbox © OpenStreetMap [Improve this map](#)

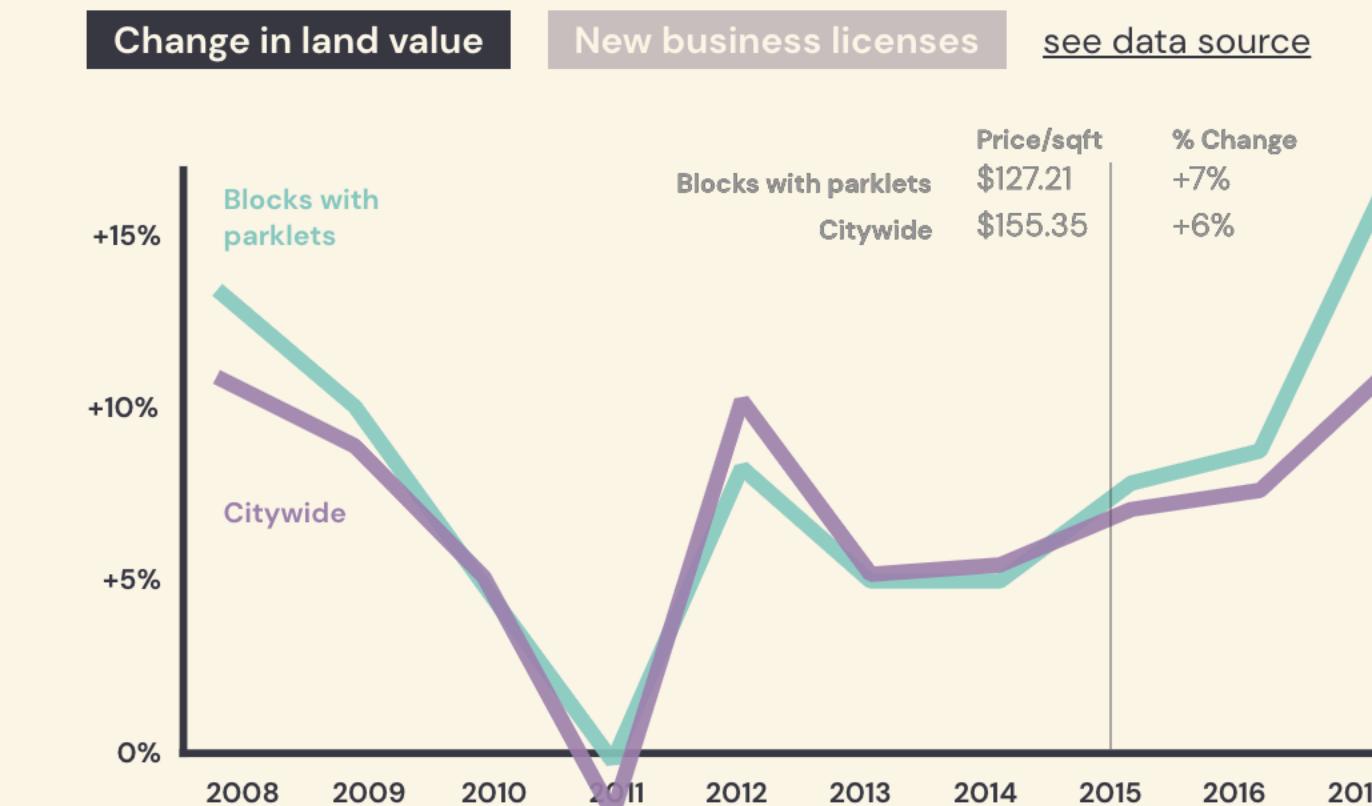
Economic trends in neighborhoods with parklets

Parklets often correspond with other public realm improvements that support the overall health and vitality of a neighborhood. Areas with growing commercial districts are often also investing in public spaces and amenities that improve resident's quality of life. In economic downturns, these areas can be more resilient.

Learn more about our approach [here](#).

DESIGN PROCESS

We created custom time series charts to display the data points, combining design and data visualization to fit the art direction of our data story.



Scroll down
▽



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Spotlight on Valencia St.

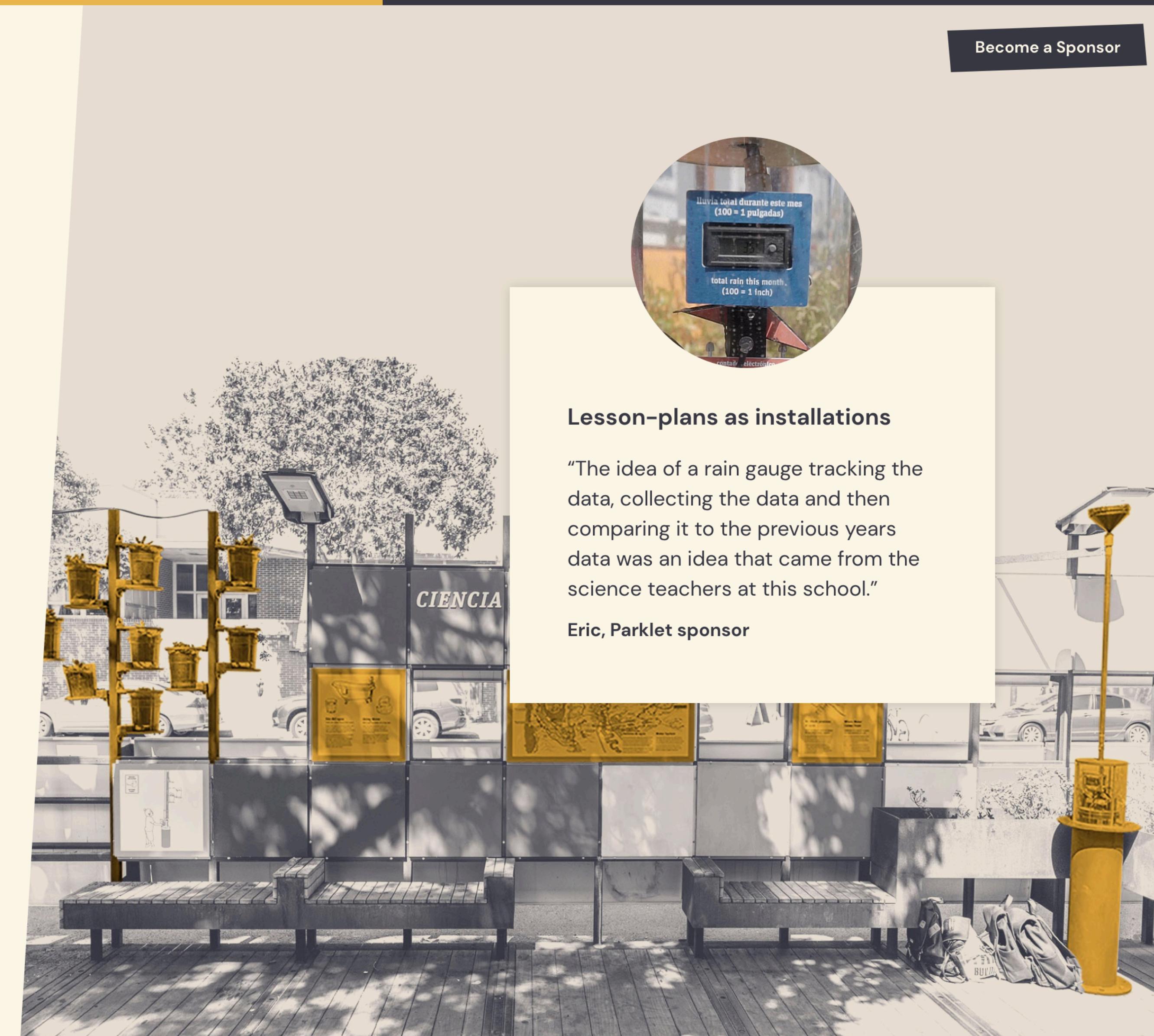
Bringing STEM to the community

This parklet was a collaboration between the [Exploratorium Museum](#) and [Buena Vista Horace Mann Middle School](#). It was co-designed by neighborhood youth, community advisors, and science experts. The goal of the parklet is to provide an informal Science, Technology, Engineering, and Math (STEM) education resource for the Spanish speaking communities of the Mission District.

Click each feature to learn more.

DESIGN PROCESS

We took photos and video and used our own original content throughout this interactive data story.



Lesson-plans as installations

"The idea of a rain gauge tracking the data, collecting the data and then comparing it to the previous years data was an idea that came from the science teachers at this school."

Eric, Parklet sponsor



Become a Sponsor

Over the past 9 years sponsors have built **76** parklets

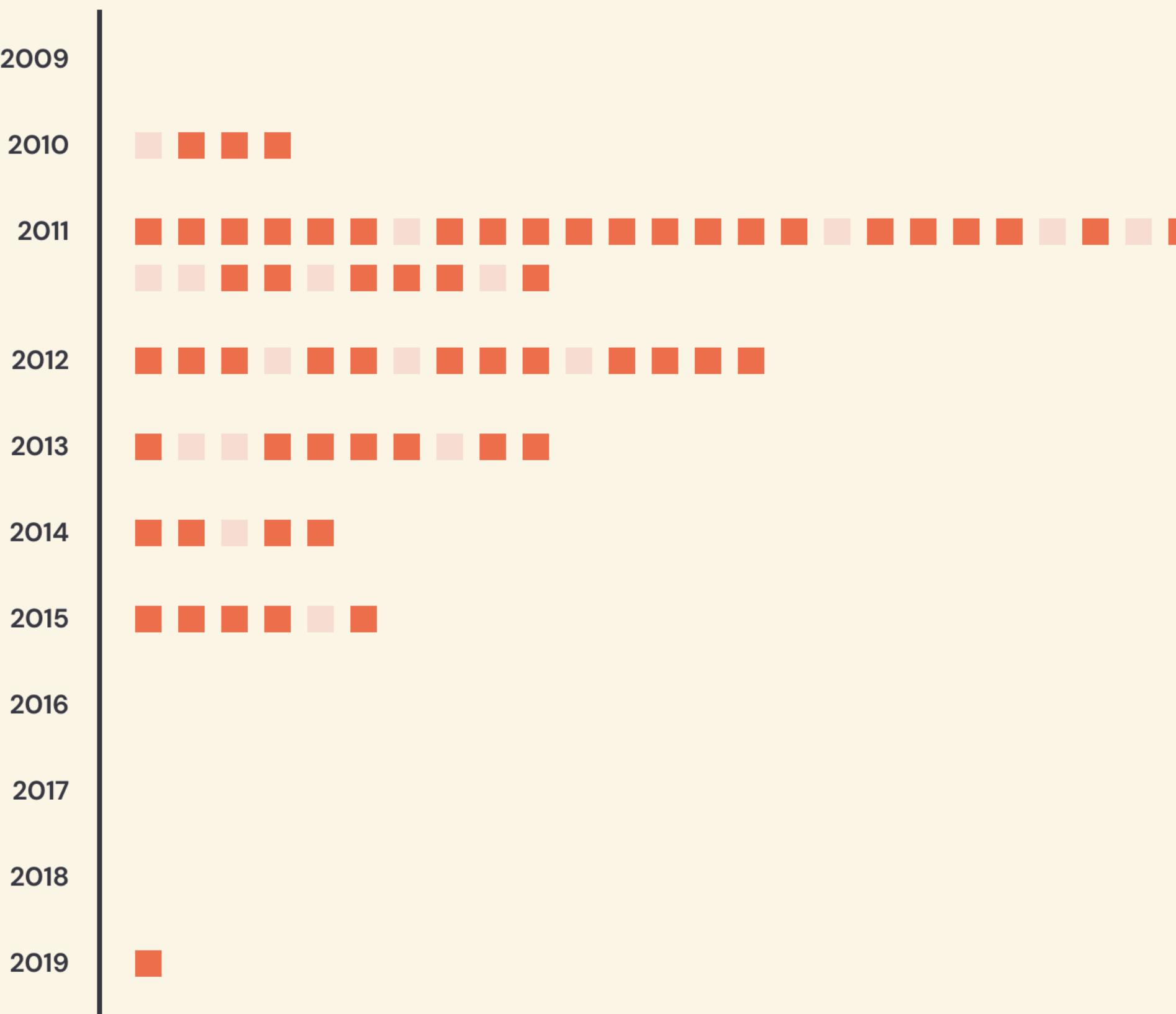
Parklets take 13 months to build on average and last for anywhere from 20 to 97 months.

All the parklets together have turned 109 parking spaces green, adding **19,620 square feet of open space** to the city.

[Learn more about the data.](#)

DESIGN PROCESS

We created a custom timeline to display the data points, combining design and data visualization to fit the art direction of our data story.



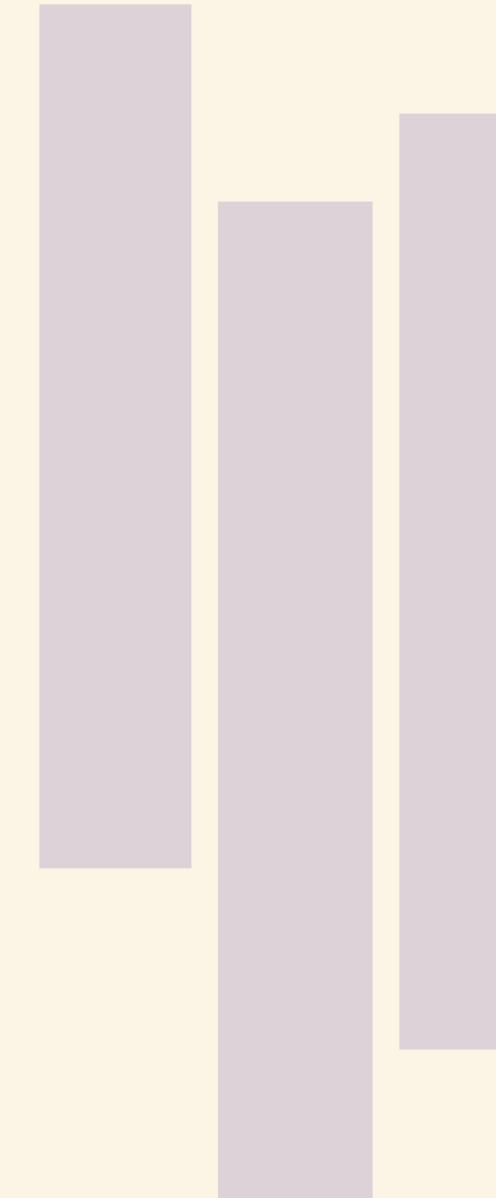


Become a Sponsor

City staff talks about what it means to add structure to a grassroots movement

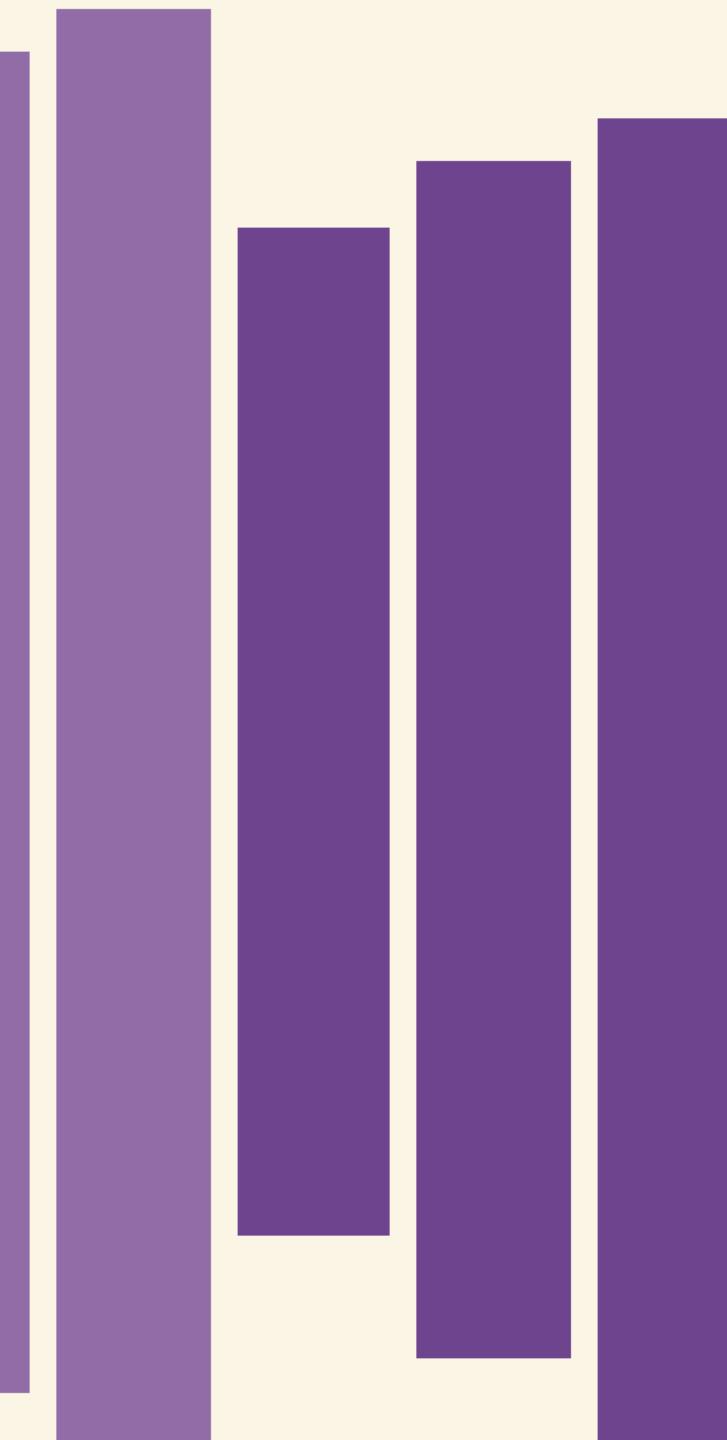
The Soul

Preserving the resident-led tactical urbanism origin of the Parklet Program



"These projects are about more than aesthetics or physical changes in the public realm. There are deeper, more important stories about the social capital that a community creates when developing a project. The new community bonds, the increased civic engagement, that's the real transformational impact."

Robin, SF Placemaking Policy Lead



A System

Uplift from the city government ensures the parklets are safe, accessible and inclusive.

Scroll down
↙



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What's Next?

Beyond just providing more open public space for San Francisco, the Parklet Program has developed into a global phenomenon inspiring cities around the world to give residents the power to transform underutilized places into open public spaces—a radically bottom-up approach to urban planning and civic engagement. As the concept goes global, City staff is working to ensure people in all neighborhoods across San Francisco have access to the open public space that parklets can provide.

For more information about each parklet, click anywhere on the map.

Scroll to zoom

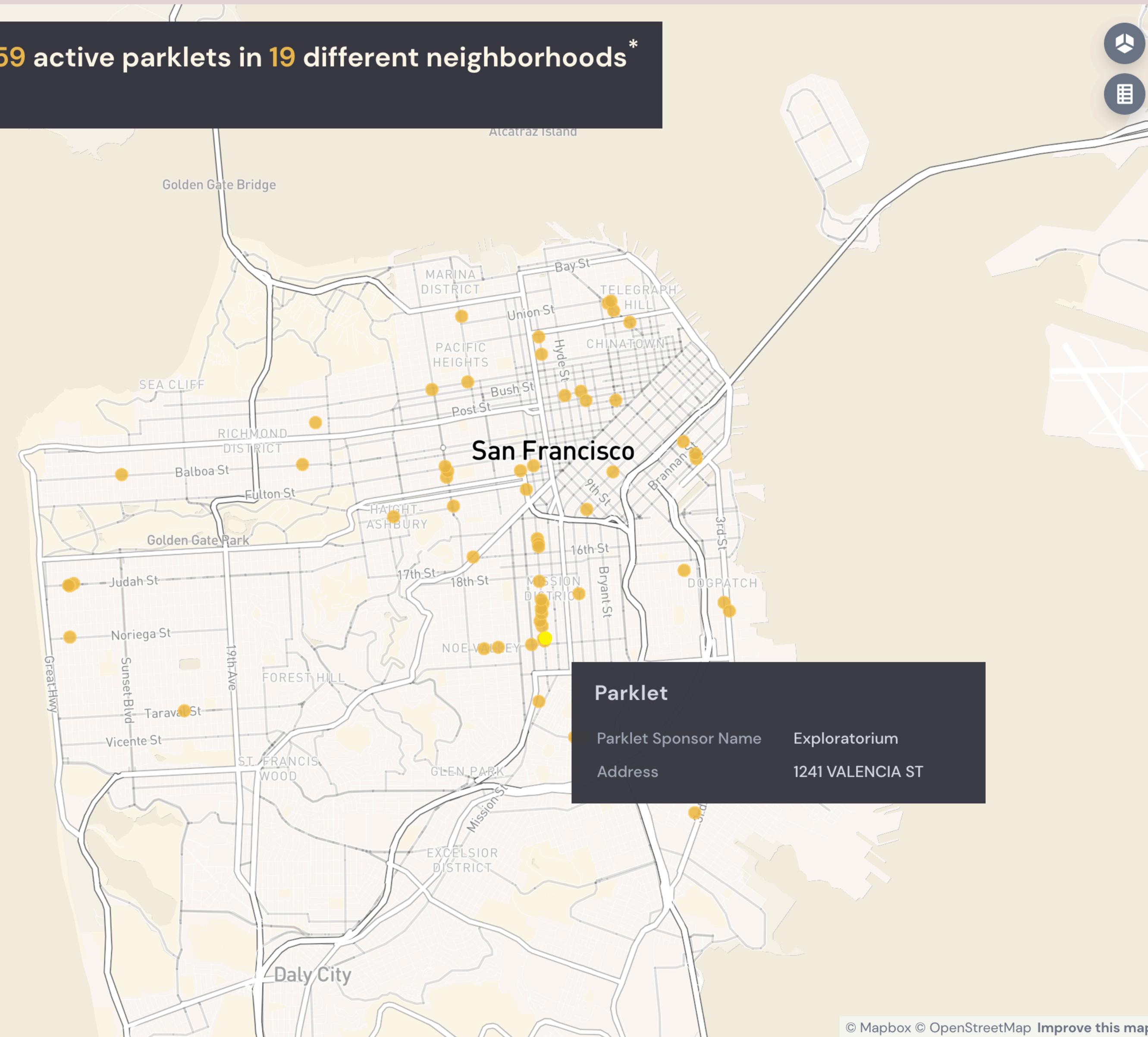


In San Francisco alone there are 59 active parklets in 19 different neighborhoods*

* as of August 2019

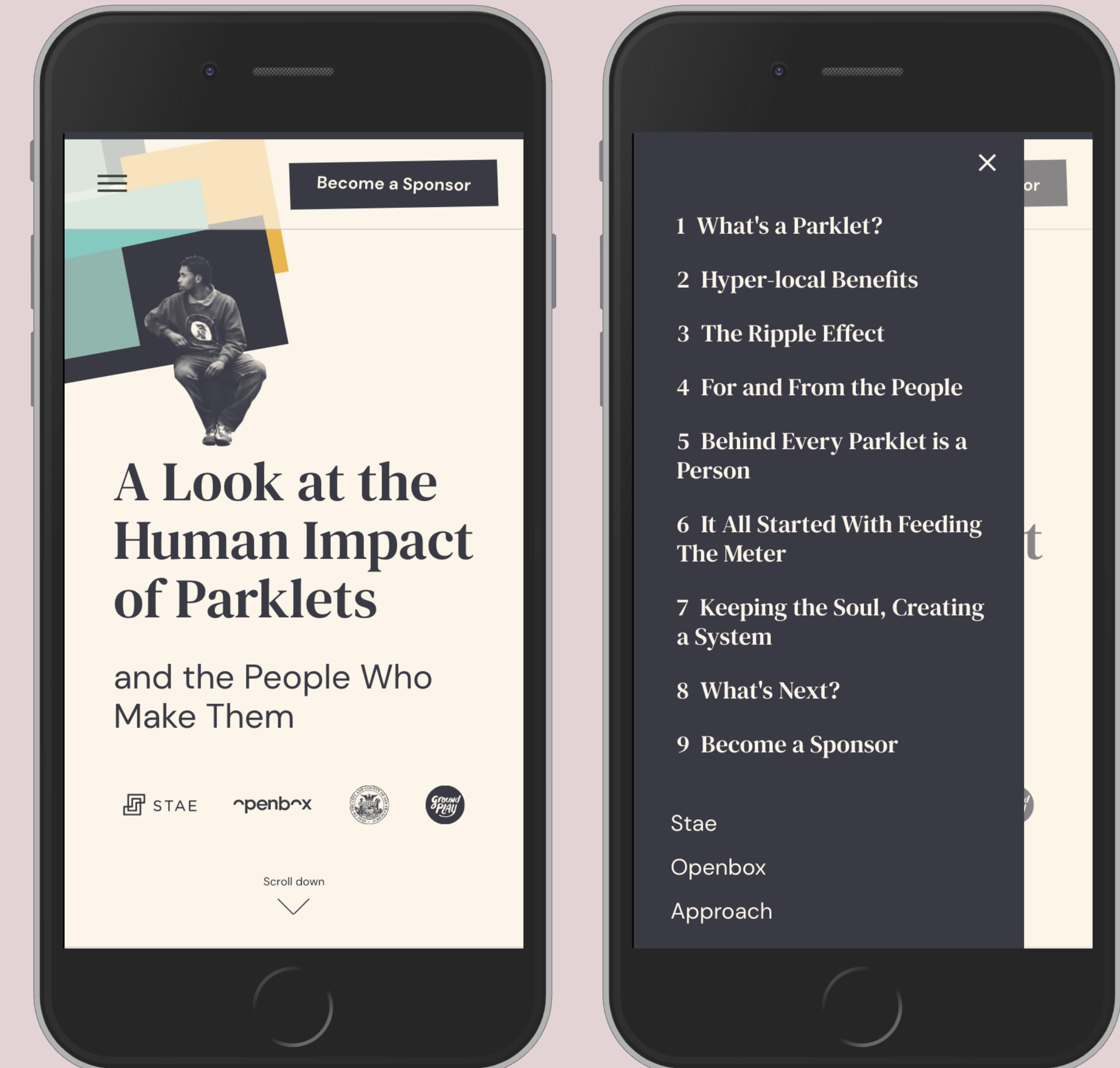
DESIGN PROCESS

We plotted the data points we obtained from the City of San Francisco on to a map along with tooltips which displayed more metadata so the user can engage with the information in a more interactive way.



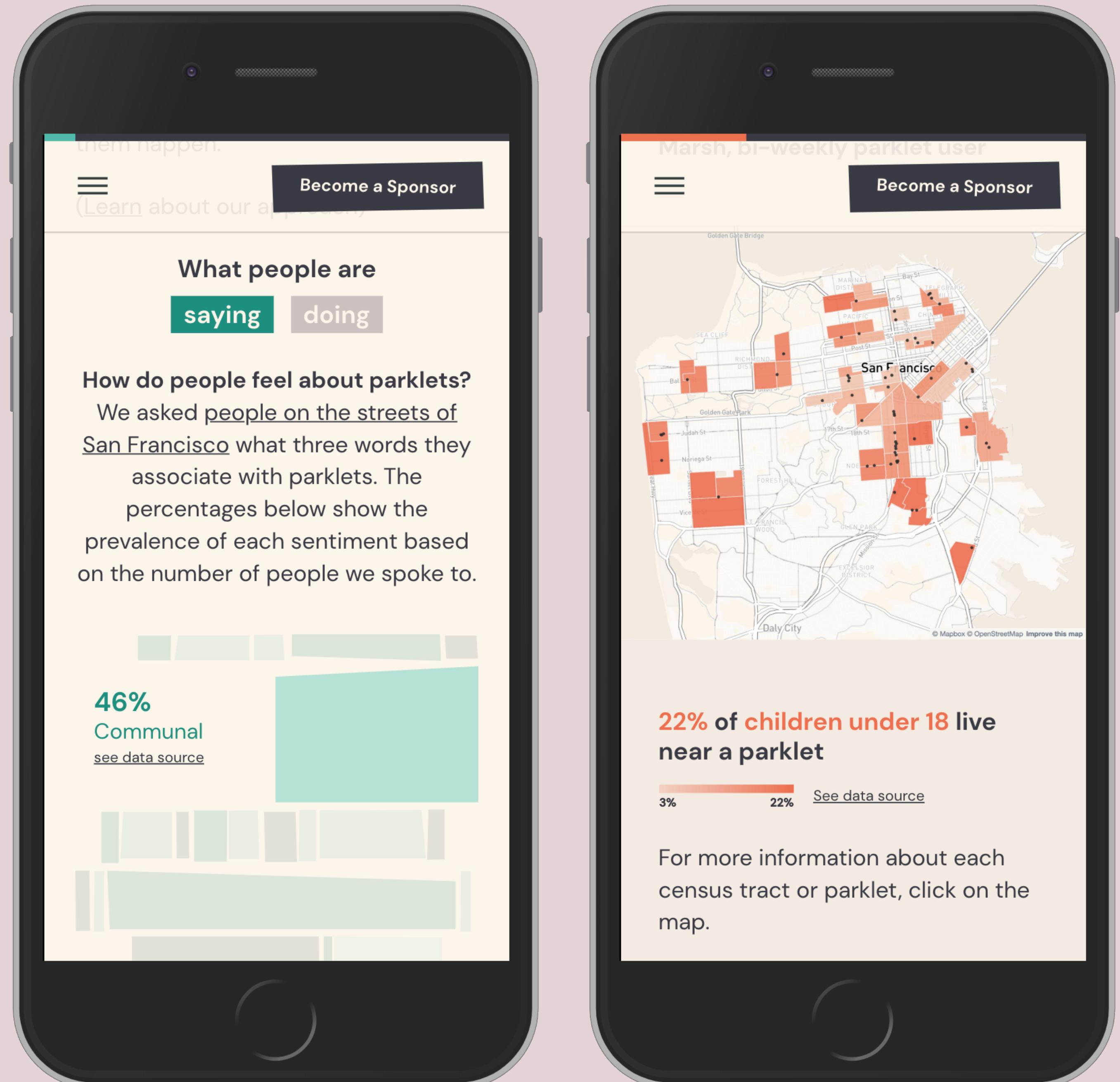
MOBILE RESPONSIVENESS

In order to make the data and the story as accessible as possible, the site had to be formatted for desktop, tablet, and mobile device screens.



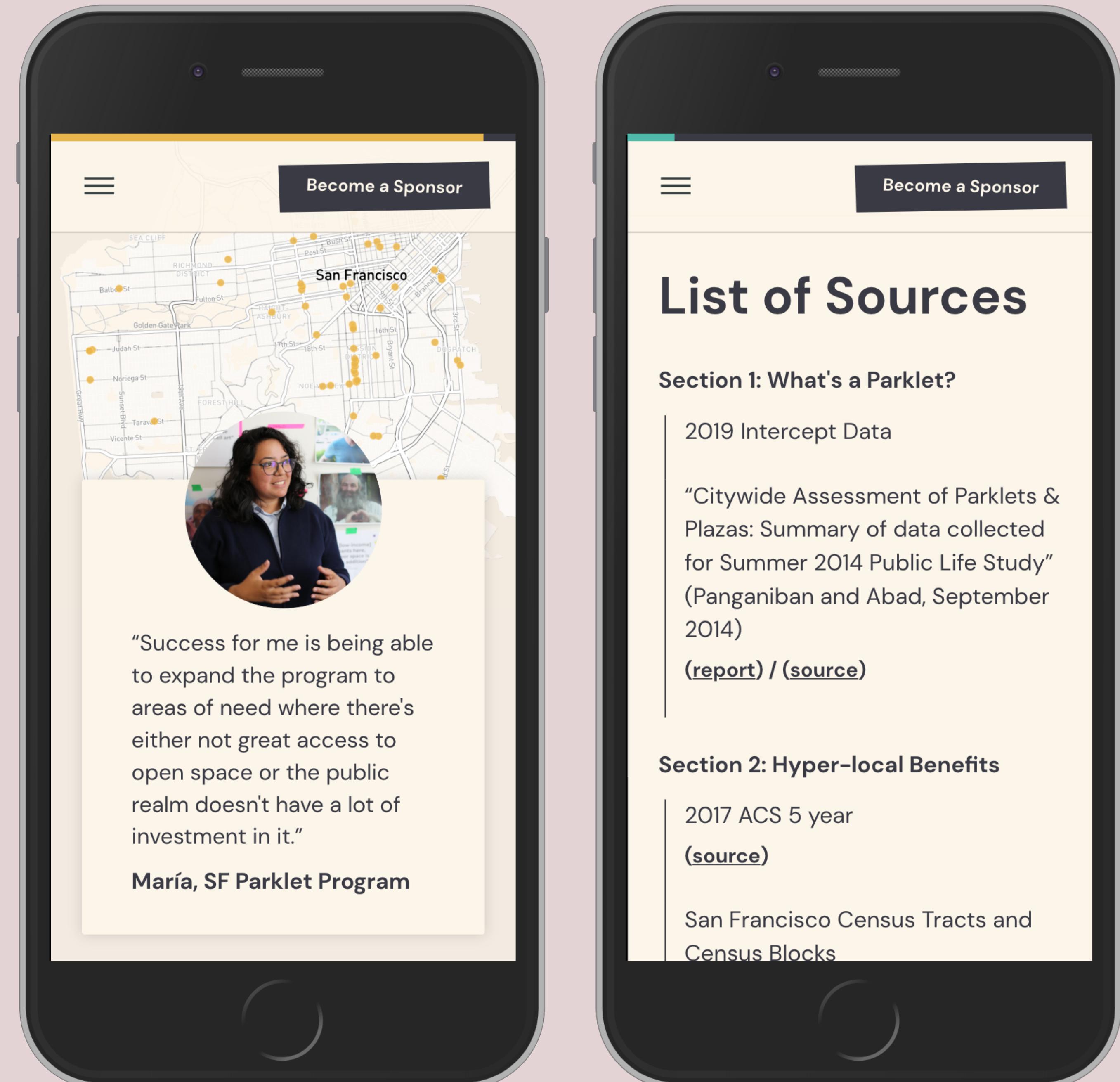
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Become a Sponsor

DESIGN PROCESS

We made sure to make the data as accessible as possible by publishing all the sources and files in the Approach Page as well as explaining our methodology.

For our qualitative method, we broke it down to these segments:

- ◆ **Sponsor Interviews**
- ◆ **Parklet Documentation**
- ◆ **Parklet Observations**
- ◆ **Intercept Surveys**
- ◆ **Prototypes**
- ◆ **City Staff Interviews**



Design Director, Jamie Munger, interviewing parklet sponsor JoAnn Edwards

Parklet Documentation

We visited different parklets to observe their design, activity level, and neighborhood context.

Time: 10 mins Sample size: 32 parklets ([See the shot list](#))



Documenting a parklet with a local artist



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DESIGN PROCESS

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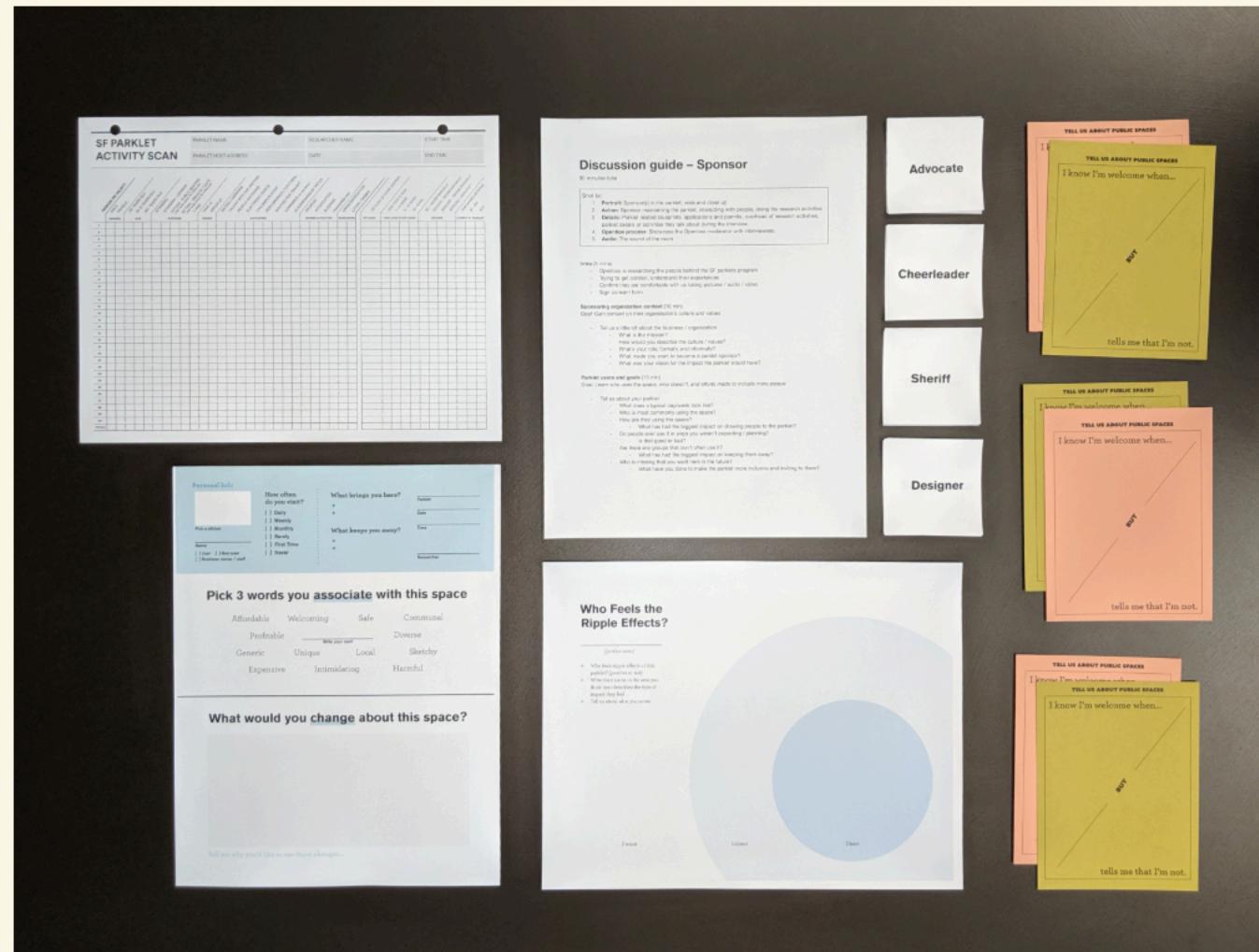
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- ❖ **Intercept Surveys**
- ❖ **Prototypes**
- ❖ **City Staff Interviews**

Parklet Observations

We observed group sizes, activities, and interactions that took place in select parklets.

Time: 20 mins Sample size: 6 parklets ([See the observation guide](#))



Qualitative Research Kit: Parklet Activity Scan, Discussion Guide, Intercept Sheet, Prototypes

Intercept Surveys

We talked with parklet users, passers-by, and local businesses to understand their impressions of parklets and the impacts parklets have on their lives or businesses.

Time: 10 mins Sample size: 63 people ([See the intercept guide](#))



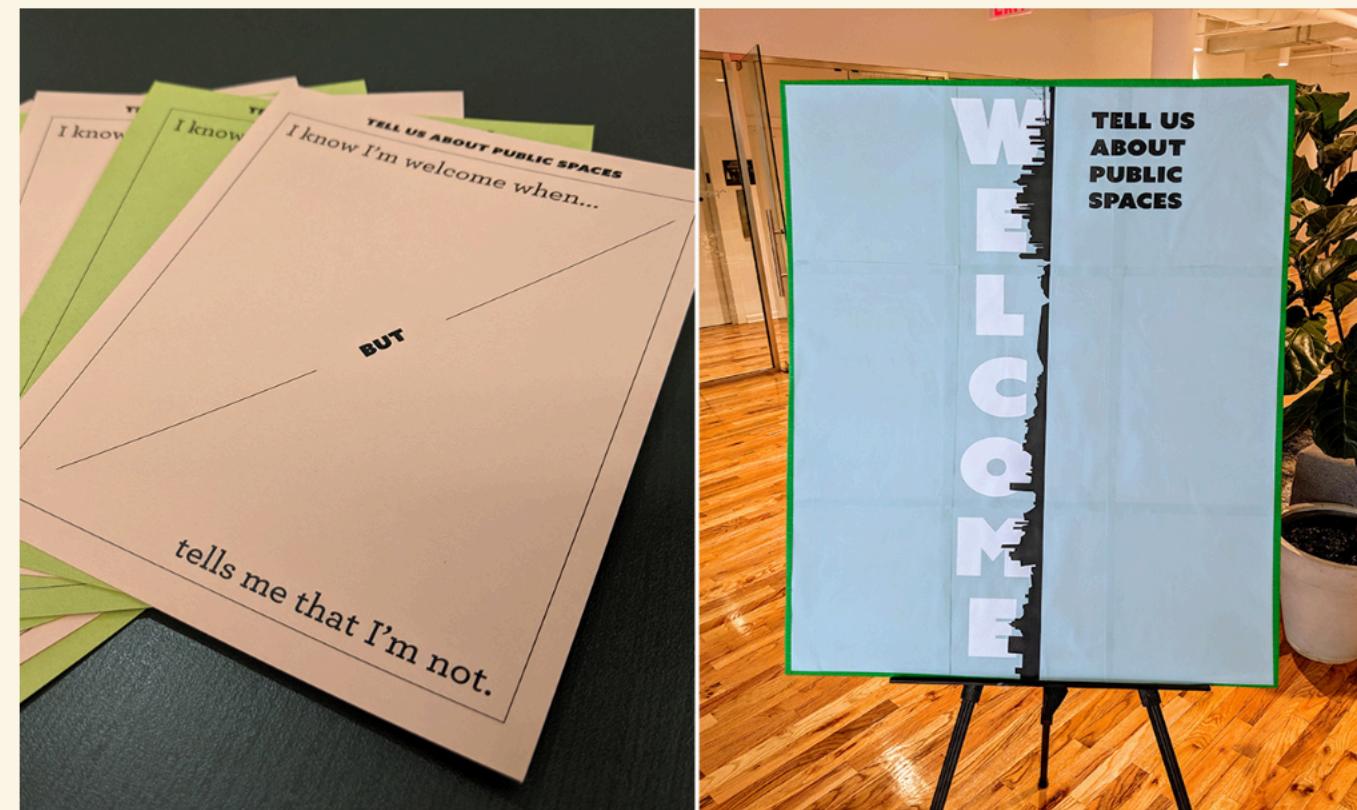


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- ◆ **Intercept Surveys**
- ◆ **Prototypes**
- ◆ **City Staff Interviews**



Prototype cards and stand

City Staff Interviews

We talked with members of the SF Parklets team about the program's backstory, goals, challenges, and next steps.

Time: 90 mins Sample size: 4 people



Stae, Openbox, and SF Planning Teams at Field Research Final Shareout

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Thank You!



Mark Malazarte

Senior Product Designer

markmalazarte.com