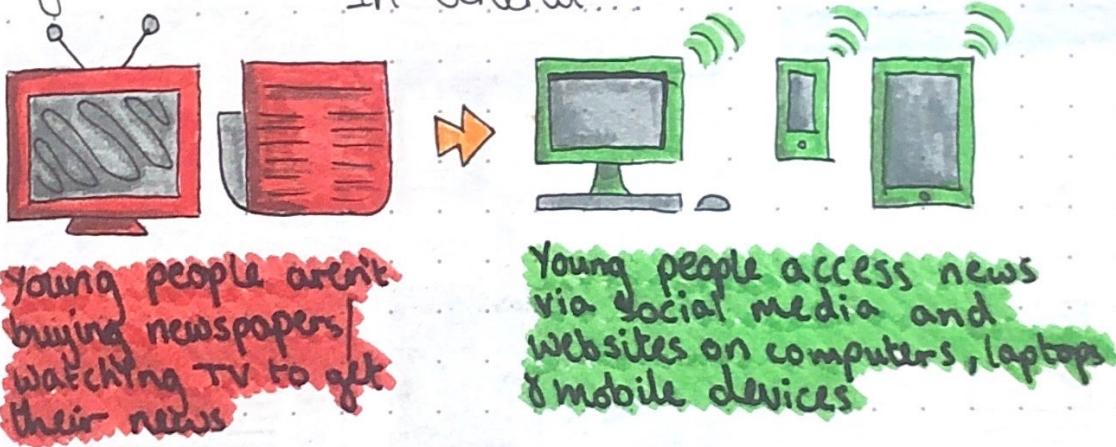


IXD 303 - Designing User Experience

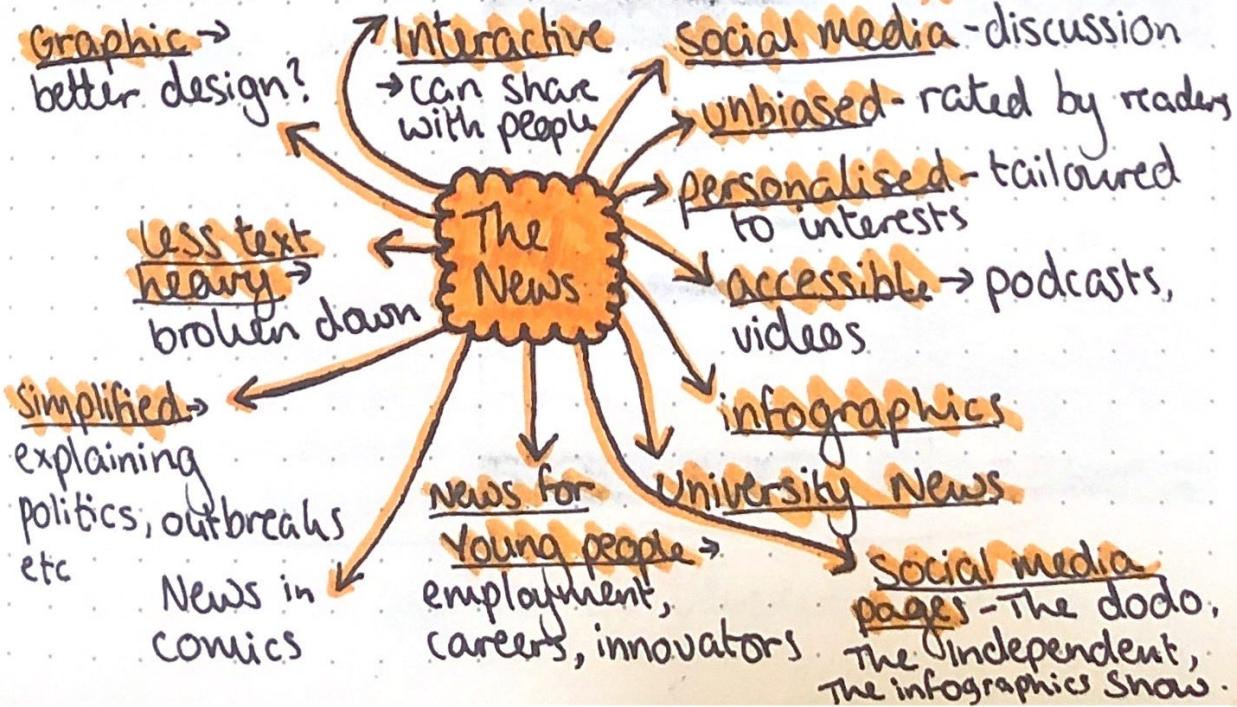
The News

- brief → to design a product which re-imagines the news for a younger audience
- can be a website, webapp, e-magazine, podcast etc
- Paid for service → how do you encourage others to buy it?

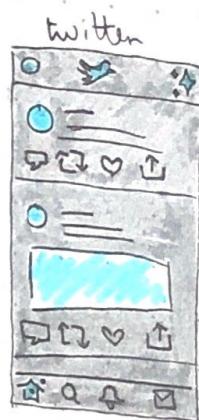
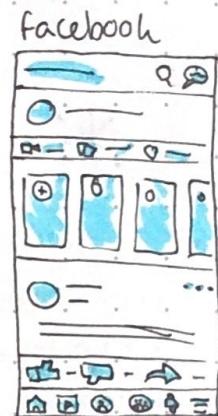
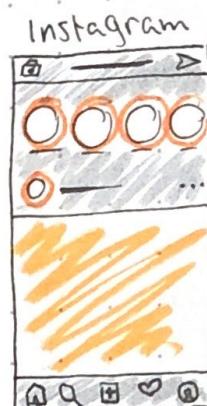
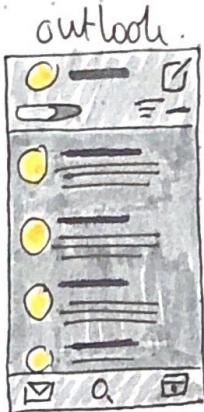
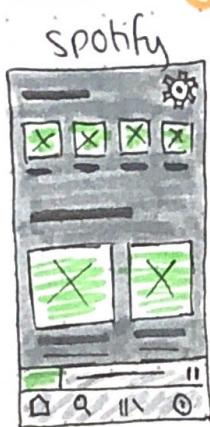
In General...



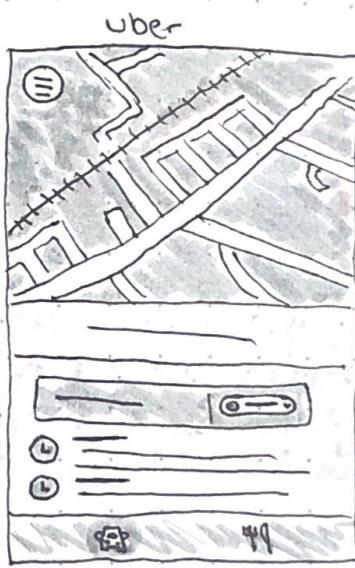
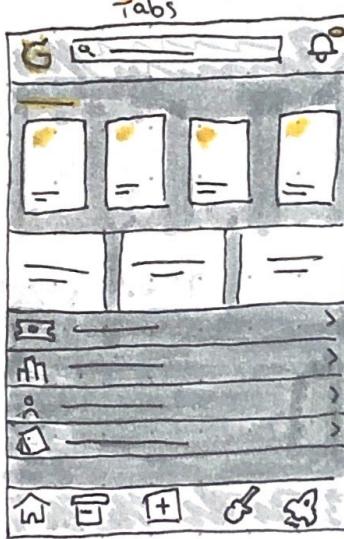
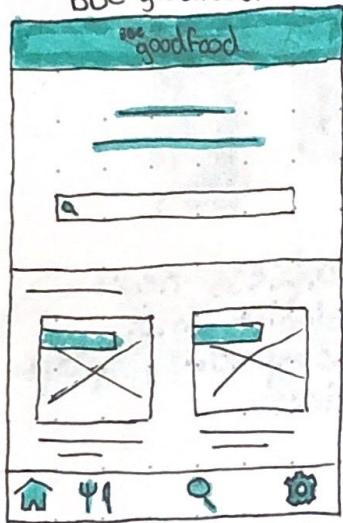
Brainstorming



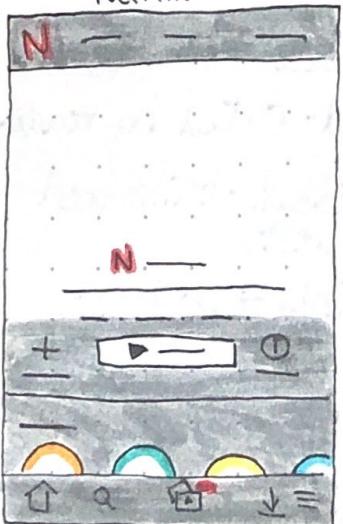
Drawing Interfaces



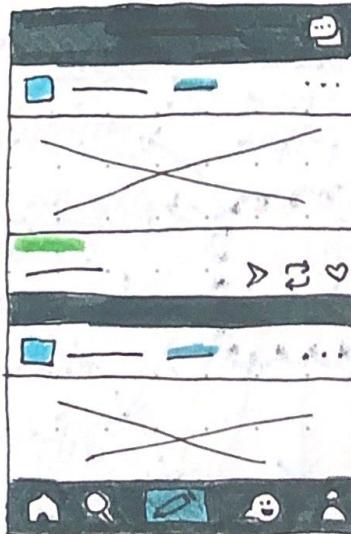
BBC goodfood



Netflix

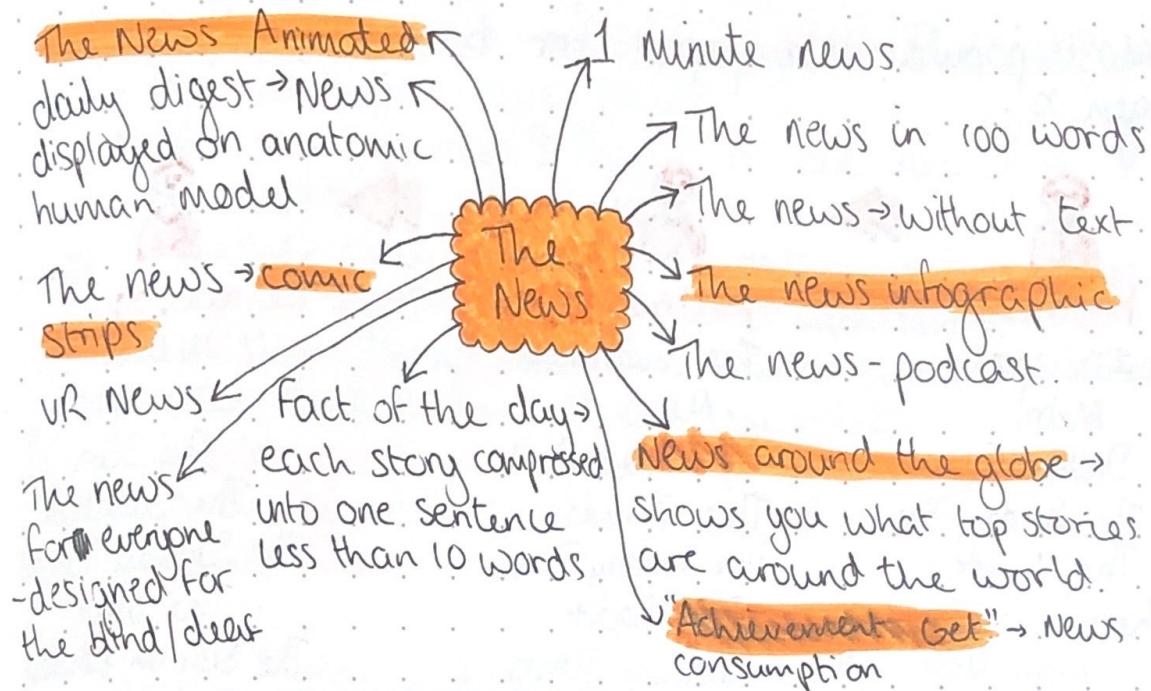


tumblr



Large Scale.

Brainstorming pt 2



Market Research

- Ofcom.

- TV use decreased 79% (2018) - 75% (2019)
- 44% adults get their news from social media
- 94% 65+ watch TV news
- Internet mostly used by those from a minority ethnic background and 16-24 year olds
- 2018 News channel rankings:
 1. BBC One (58%)
 2. ITV (40%)
 3. Facebook (35%)1. of the population that views it
- BBC one, BBC News channel & BBC two ↑↑
- Twitter, WhatsApp, Instagram & Snapchat ↑↑↑
- Adults consuming more news via Social Media
- Magazines - more trustworthy, accurate & impartial than other news platforms (according to rankings)
- TV - most popular for accessing international & local news
- 6/10 12-15 year olds are interested in the news

- YouGov

- Most popular newspapers for boomers, Millennials & gen x:



boomers

1. ITV Sport
2. Metro
3. Daily Mail
4. The Sunday Times
5. The Times
6. The Mail on Sunday
7. Sunday Mail
8. Sunday Telegraph
9. The daily Telegraph
10. The guardian

millennials

- The Guardian
- Metro
- The Independent
- The Times
- The Sunday Times
- ITV Sport
- Financial Times
- Daily Mail
- Evening Standard
- The daily Mirror

gen x

- Metro
- ITV Sport
- The Sun
- The Guardian
- The Sunday Times
- The Times
- The Sun on Sunday
- Daily Mail
- The Daily Mirror
- The Independent

- The Guardian

- 74% millennials turn to newsbrands to get a balanced point of view
- 78% agree newsbrands introduce them to stories that they wouldn't otherwise read
- millennials more likely than boomers to exhibit their news habits on digital devices
- 73% millennials visit newsbrand websites to get more info when they see an interesting story on Social Media
- 16-24 watch 2 mins news per day
- Print newspapers sales have halved from 22 mill in 2010 → 10.4 mill in 2018
- Mailonline & The Guardian have increased their overall audience via online articles.

User Testing

* Questionnaires - What do we want to find out?

- Our audience → age range
- What they currently think of the news - is it unbiased/trustworthy/reliable
- Whether they subscribe to ~~online~~ online news articles → WHY? WHAT MAKES IT WORTHWHILE?
- Whether they prefer news with multiple viewpoints/news that follows their viewpoints

[thinking on making a app/website product revolving around the idea of customised/personalised news]

* How to Make a good questionnaire?

- Make the questions short & easy to answer
- Make the questionnaire quick - 10 questions or less
- Make sure questions aren't targeted/biased
- Use scales/multiple answer questions to capture strength of feeling
- When asking for age → USE AGE RANGES (less targeted)

* My questions for my questionnaire

1 Select your age bracket

- below 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

2 Do you believe online news

is accurate?

- Not at all

- Not very

- I don't know

- Somewhat

- Very

3 How important is it to you

that the news you receive

is accurate/unbiased/trustworthy

- unimportant

- Not very important

- It doesn't bother me

- Somewhat important

- very important

4 Do you prefer to consume news that

aligns with your own personal/political beliefs?

- Yes - I prefer to see things from my point of view

- No - I prefer news that shows me a number of viewpoints/opinions

⑨ Do you pay to read any particular online articles/ Newspapers?

- Yes
- No

⑩ If you selected yes, could you say what online article/ newspaper you're subscribed to and what makes it worthwhile?

[Insert text here]

* My Ideas *

- Personalised News → What we want it to do

- Tailor News to your interests
- can provide multiple viewpoints → informed
- can rate helpfulness of articles → to influence your feed.
- From Social media → can see what people near you are looking at / interested in.
- weekly digest → digital summary of what you read.

- News around the world → What we want it to do

- view map of the world → see main stories
- can see what people in different countries / regions are talking about.
- News stories → less than 10 word summary /w illustration

↙/comics

- The news in infographics → What we want it to do

- personalise our news to our interests
- displays weekly news as a tailored infographic
- subscription service → ~~works through~~ works through mailing list / app.
- can share online - makes news more eyecatching / interesting

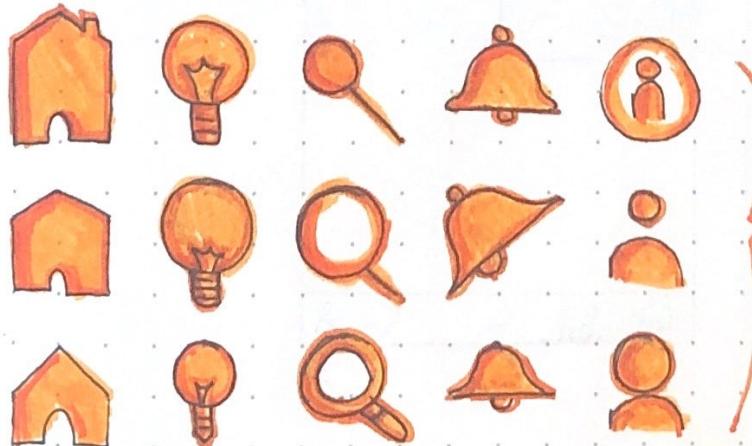
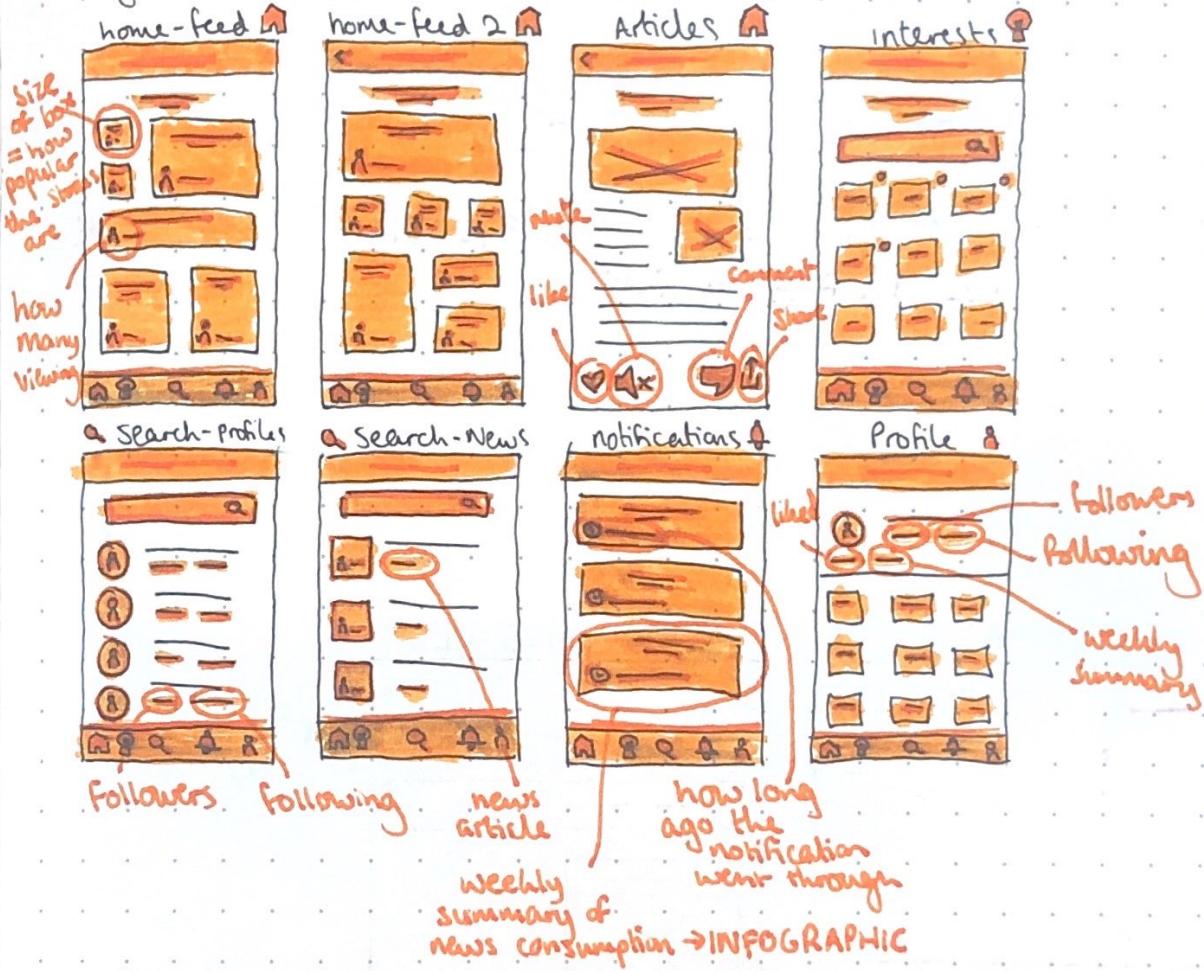
- Visualising Data → the news → What we want it to do

- tracks how many different news stories /articles you read on mobile → news articles & social media
- converted into a weekly breakdown of news consumption & types of news - infographic
- ~~can be~~ shared online with friends

My product idea.

- Can rate news articles to inform feed
- Select interests
- personalised news
- Social media - add friends & Share articles
- Weekly digest → data

Summary of what you read - like Facebook



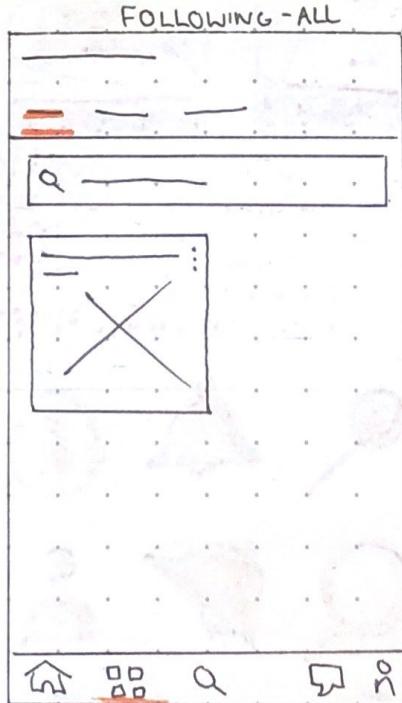
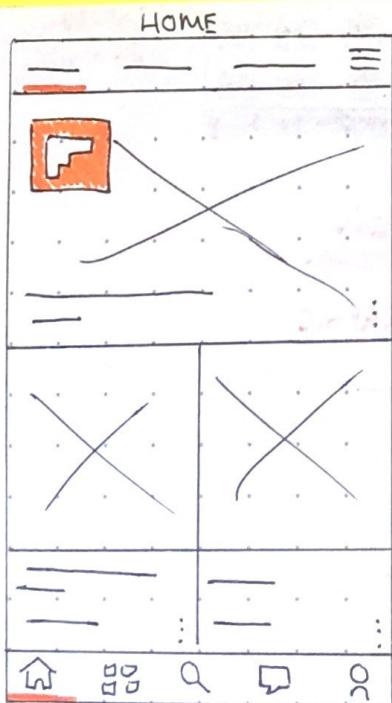
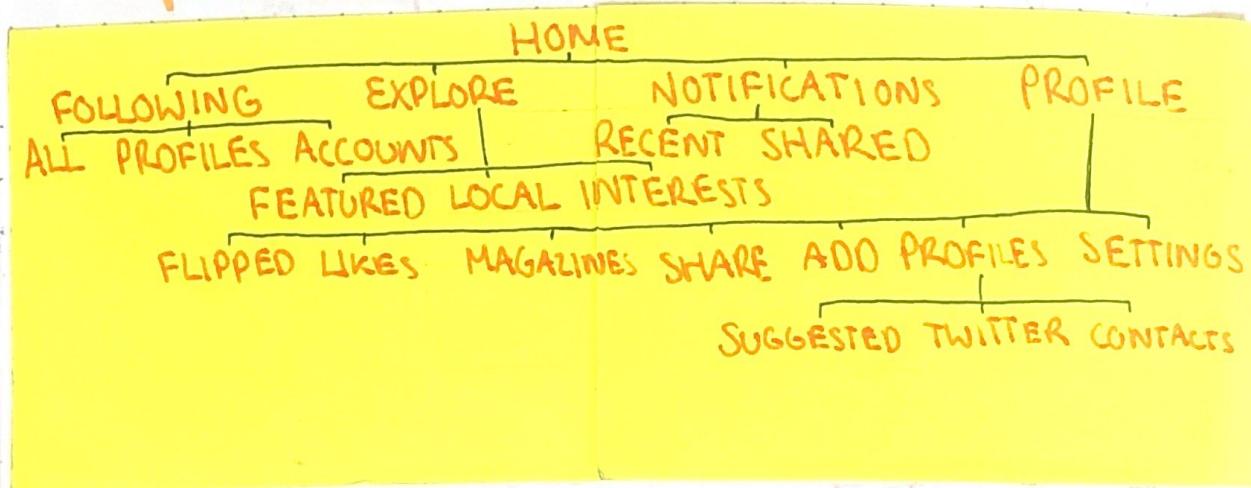
nav bar icon ideas...

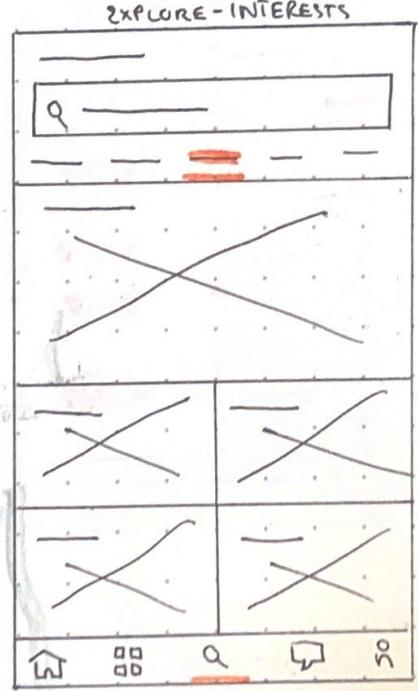
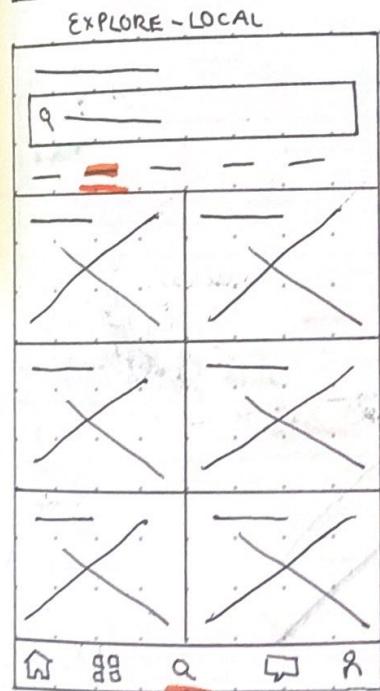
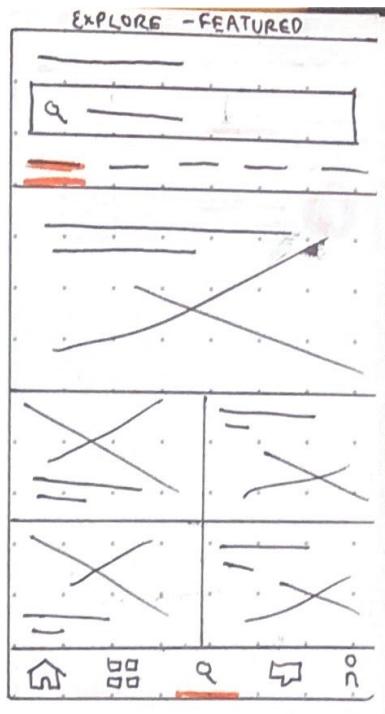
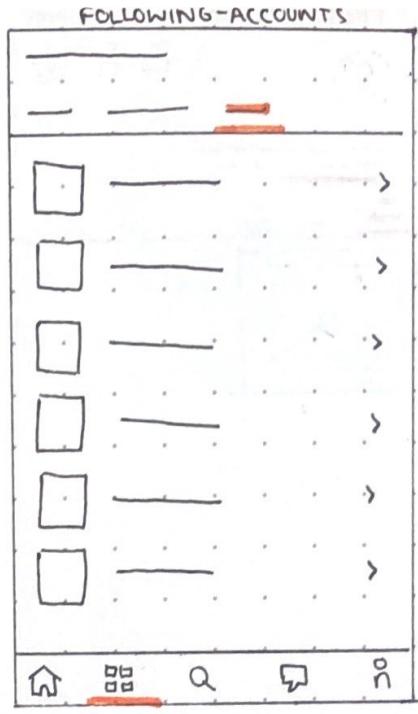
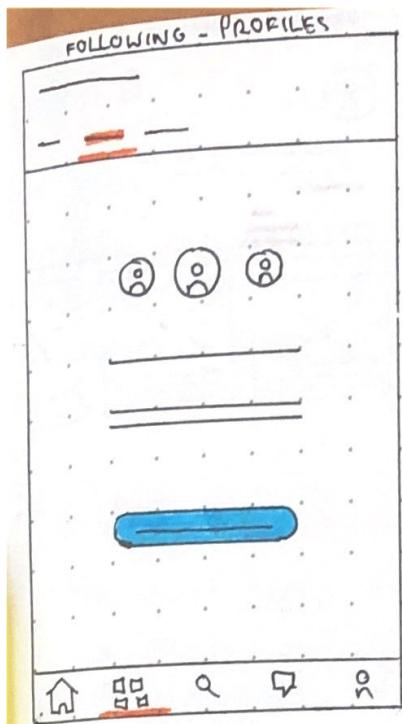
* Flipboard * Apple News * Google News * News3box

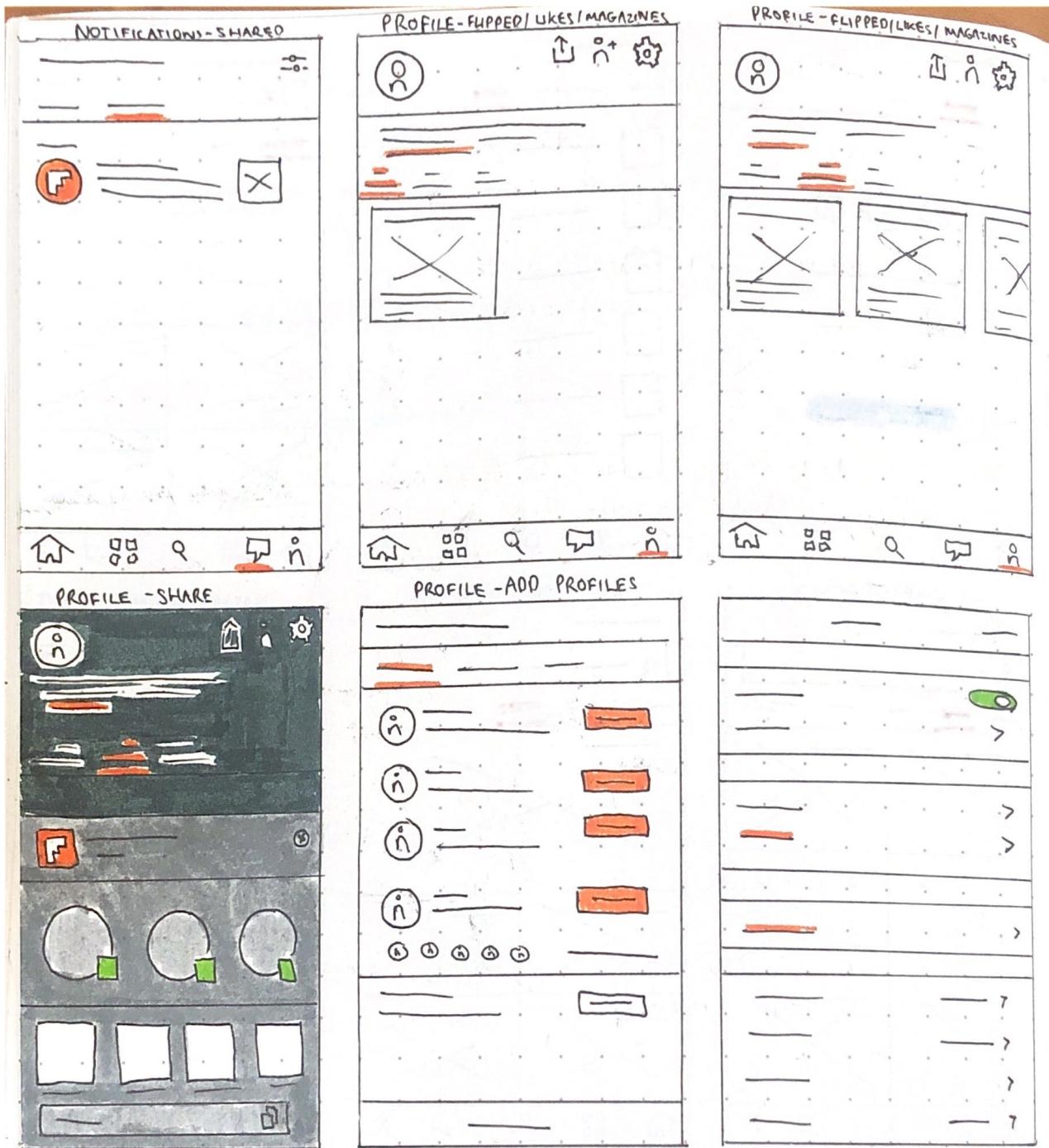
Feedback

- * Feltron report → Infographic
- Meta data: around the news → how many people are viewing it
- Can see what friends are viewing / reading
- * Spotify yearly breakdown

Flipboard - User flows







Things I like:

- subtle use of colour
- icons → really simple
- use of photo tiles for the news
- variety of news available
- not too text heavy.

Things I don't like:

- TOO MANY THINGS → very complex UX design. Does too much?
- Following icon → don't know what it's meant to symbolise.
- Flipped, liked, magazines section → is it necessary?
- So much going on → Home page. Hamburger menu hard to notice.

THE FELTRON REPORT

- yearly data summary of everyday life
- data visualisation → infographic style
- scattergraph, bubble chart, line/bar graph, stats
- colour schemes → 3 colours
- 3 types → title, main text & stats.

What do I want to quantify?

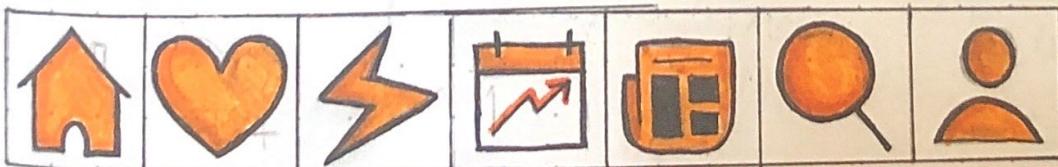
- how many news articles were read? Top news articles read?
 - how many categories of stories read?
 - average level of trustworthiness/reliability for top articles?
 - how many lines of text are consumed
- *Weekly / Monthly digest*

My finalised idea

- News data quantified → weekly / monthly breakdown of news consumption - can be
- App that allows you to browse multiple news platforms
- Can personalise news feed?
- Can put in age, gender, region → Shows how your breakdown compares to other users

User flow - Ideas

- Home → News feed
 - Personalise interests (maybe)
 - Trending news
 - Monthly digest / timer until next digest
 - Profile → interests, past digests, top articles read (?)
 - Search
- Connects through social media → given the option to share news digests w/ friends



Lecture

*07971984964 → chris Murphy.

- Fathoms

- Ask questions
- Think about audience → the right audience = important
- There are no stupid questions

- Deductive Ambiguity

- reading, watching, listening
- The news → ambiguous
- need to deduct → ask friends, see what works/doesn't work
- look at things OUTSIDE ux design → expand horizons

- Young's 5 Stage Model

- 1. gathering raw material → youtube, pinterest etc } HARD WORK
- 2. Mastication → digesting info
- 3. Drop everything & walk away → take a break
- 4. Out of nowhere an idea materializes → come back refreshed
- 5. The morning after → reflect on work - Start again or improve
- Kaleidoscope → The more we add the more potential things can be created

*Fastcodesign *Harvard Business Review *Medium

- The Squirrel & the Cow

- Squirrel - stores nuts (info) away → doesn't interact w them
- Cow - digests & chews grass (info) → turns into something

James Webb Young → draw inspo from EVERYWHERE

- A Good writer

A good writer is a good thinker.

- drives associations

1. Look what I found! Phase.

2. Making connections.

3. Original thought

} Stages of writing

- Medium Publications

- UX collective

- Google Design

- UX Planet

- Muzli

- Graven

- *Graven.co.uk*
- *Janice Kirkpatrick*
- Make sacrifices → take on new things.
- Say yes and sh*t yourself later

- Impero

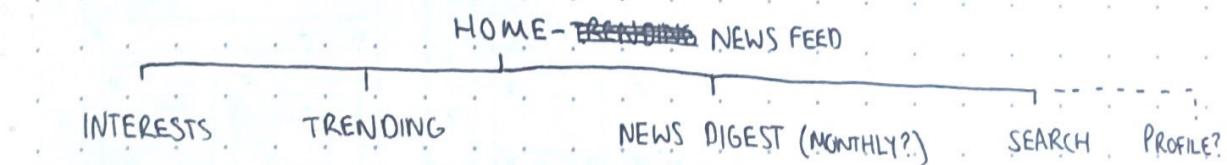
- Pre research - Ask Google
- Know what the issues are [OFF THE RECORD]
- Ask loads of questions

*technical debt

More deductive ambiguity

- Form connections
- talk about something → similar to something else → similar to something else → idea?

User flows - refined



- What should each section include?

- HOME → NEWS ARTICLES → option to put them in order of most popular/recent?
→ option to 'like' articles or to not recommend the article again...
or save share

- INTERESTS → Some suggestions → SEARCH → Local news / global news

- TRENDING → TRENDING IN UK / IRELAND → TRENDING IN EUROPE → TRENDING GLOBALLY

- NEWS DIGEST → Analysis of news consumption, news consumption over time

- SEARCH → Key words

- PROFILE → INTERESTS, LIKES, SAVED

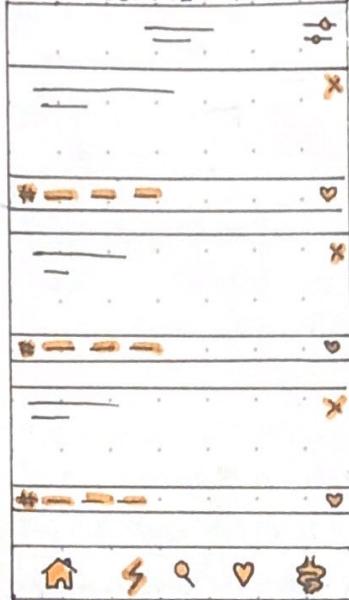
* NEWS ARTICLES - Should have hashtags beneath summarising main points e.g. # Brexit # coronavirus etc...

- Profile not really necessary if it works through social media

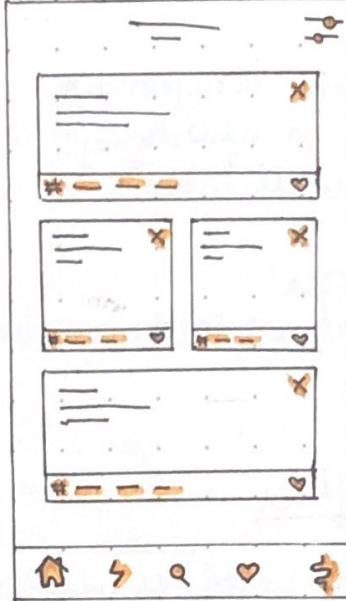
- TRENDING IDEA → like Twitter, INTERESTS like Tumblr

* LOOK UP DATA VISUALISATION TECHNIQUES

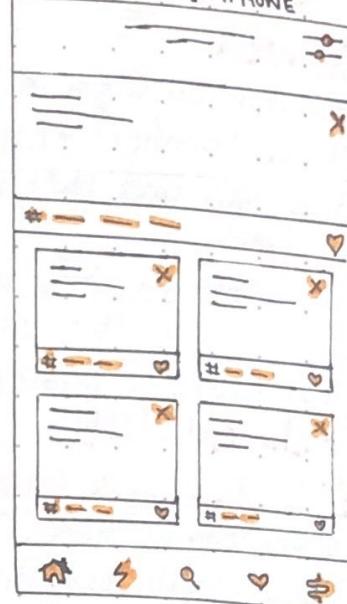
HOME DESIGN 1 - IPHONE



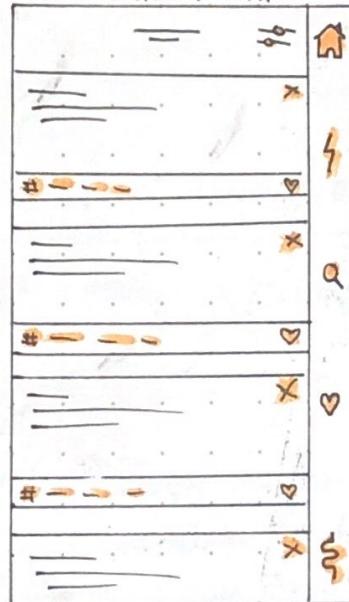
* HOME DESIGN 2 - IPHONE



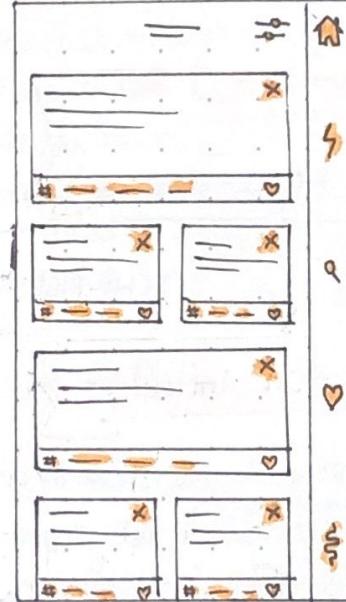
HOME DESIGN 3 - IPHONE



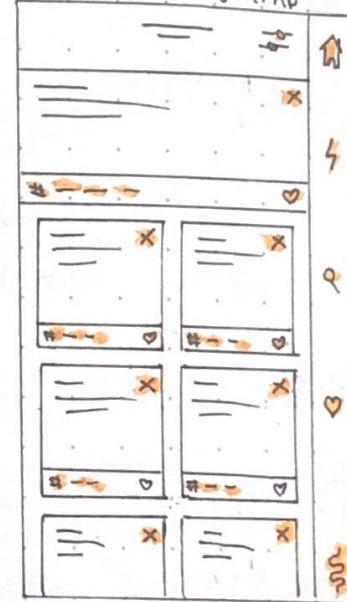
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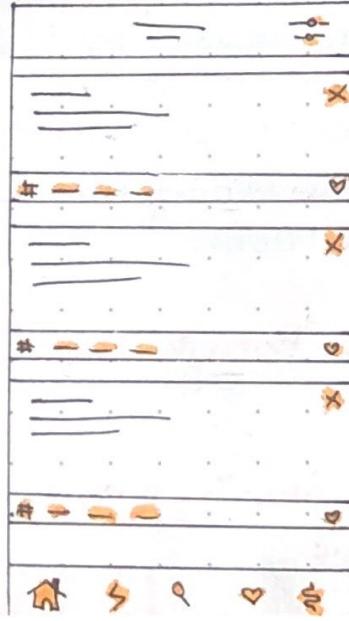
* HOME DESIGN 5 - IPAD



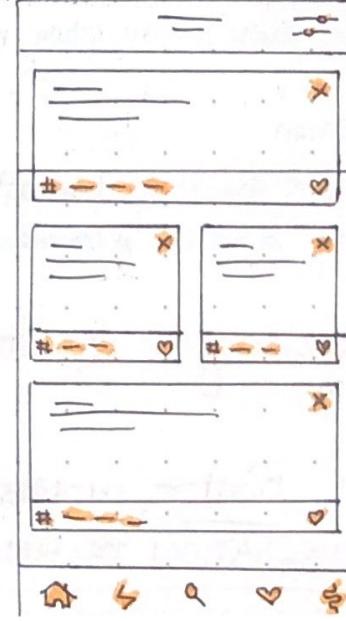
HOME DESIGN 6 - IPAD



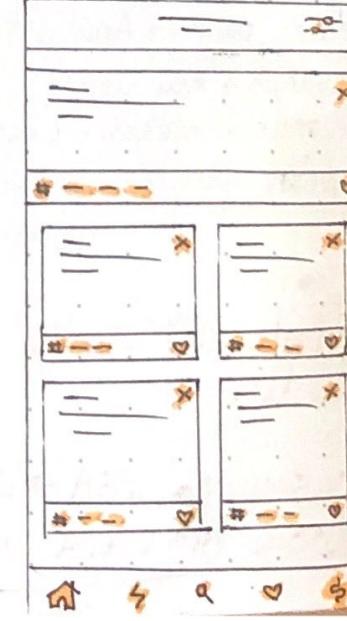
HOME DESIGN 7 - IPHONE



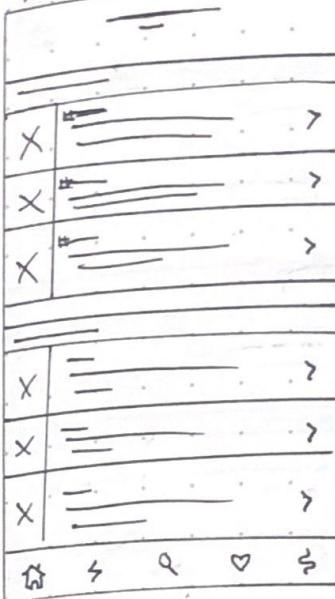
* HOME DESIGN 8 - IPHONE



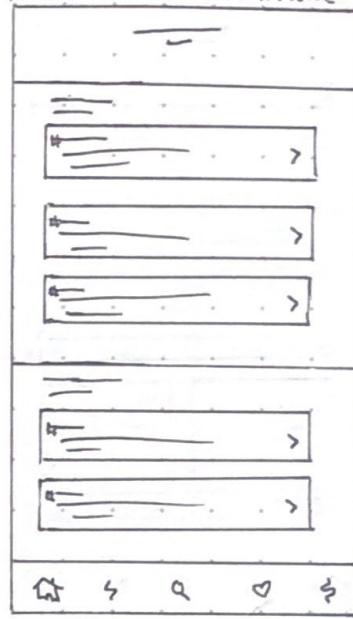
HOME DESIGN 9 - IPHONE



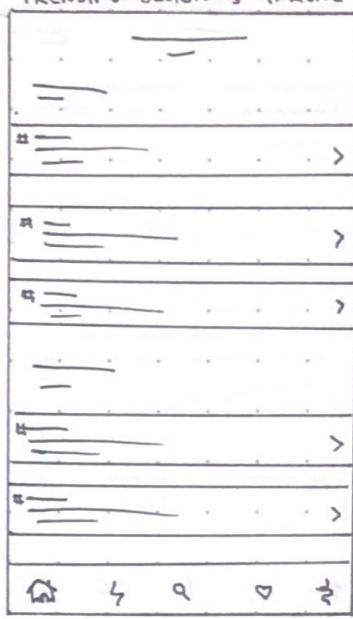
TRENDING DESIGN 1 - IPHONE



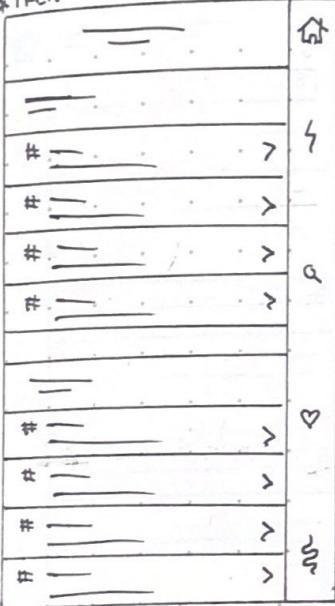
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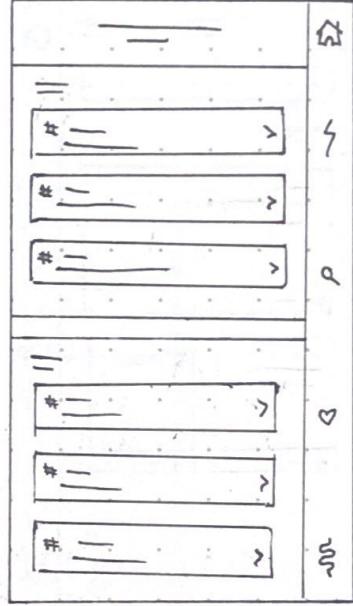
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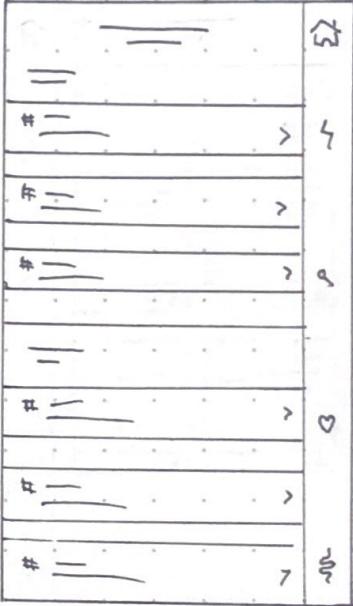
*TRENDING DESIGN 4 - IPAD



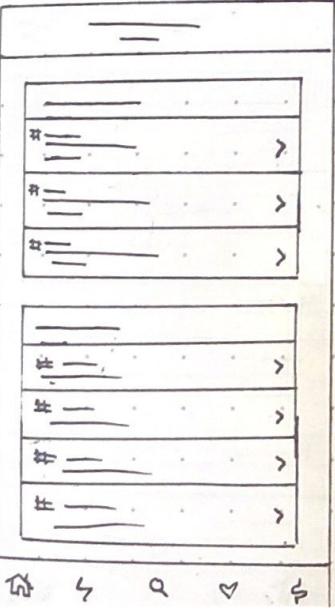
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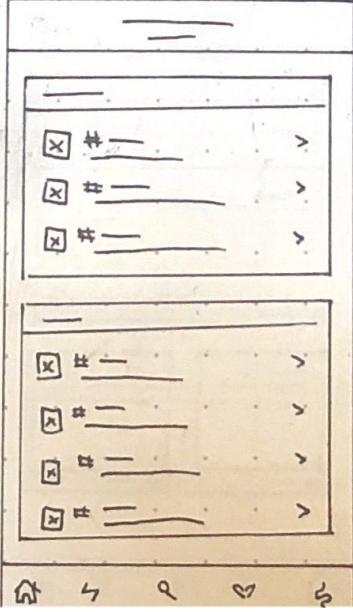
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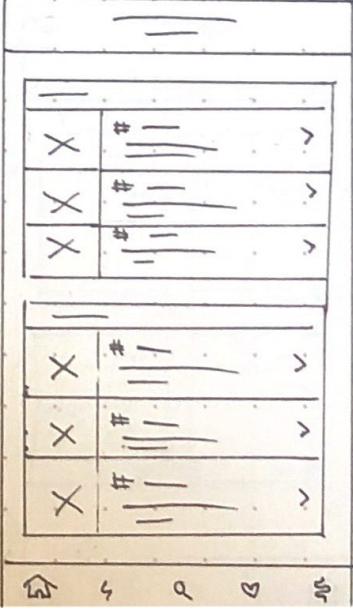
* TRENDING DESIGN 7 - IPHONE



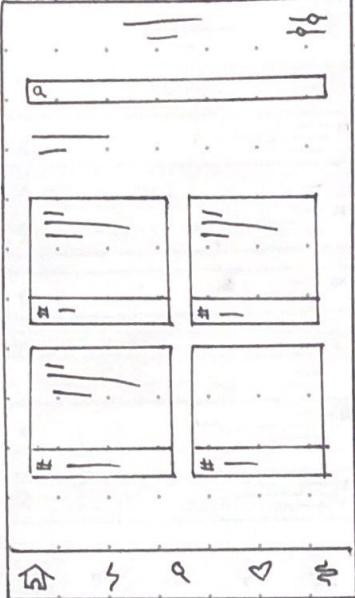
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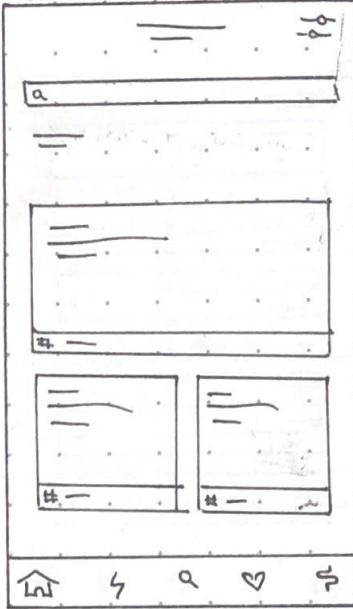
*TRENDING DESIGN 9 - IPHONE



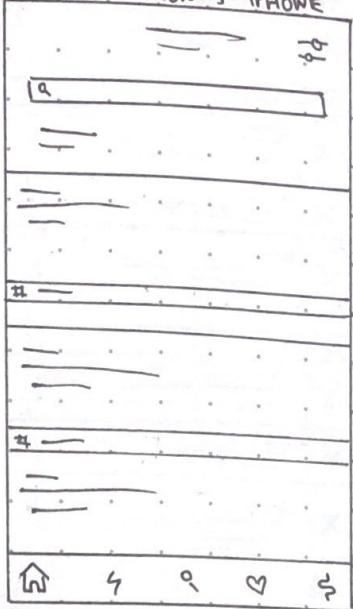
SEARCH DESIGN 1 - IPHONE



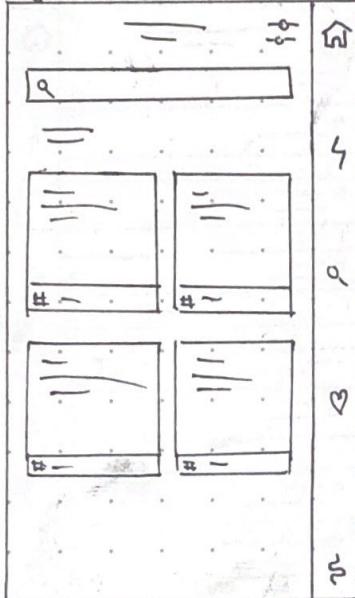
SEARCH DESIGN 2 - IPHONE



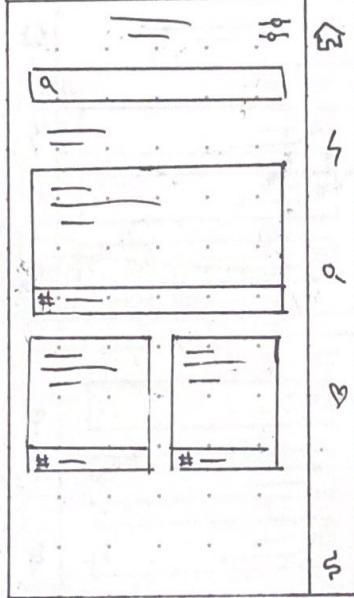
SEARCH DESIGN 3 - IPHONE



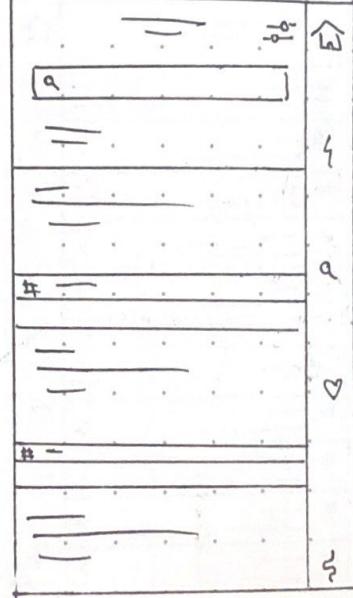
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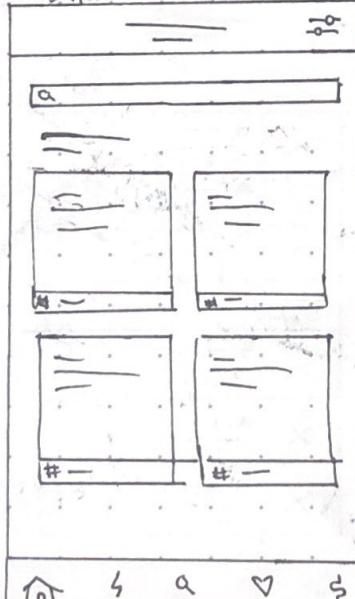
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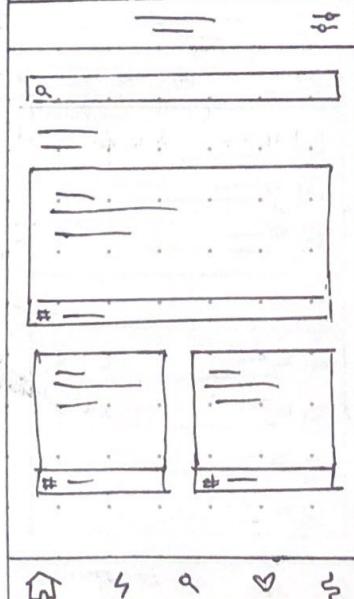
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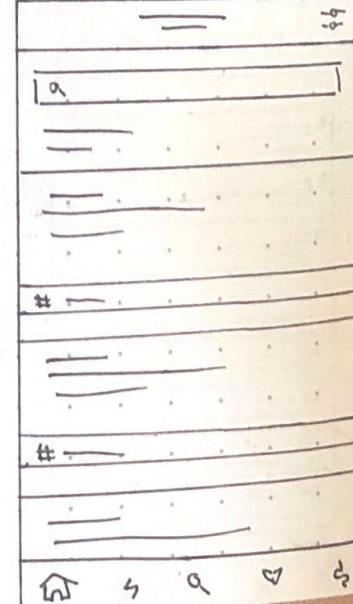
SEARCH DESIGN 7 - IPHONE



SEARCH DESIGN 8 - IPHONE



SEARCH DESIGN 9 - IPHONE



INTERESTS DESIGN 1 - IPHONE	
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<input type="checkbox"/> Y	
<input type="checkbox"/> Z	
<input type="checkbox"/> A	
<input type="checkbox"/> B	
<input type="checkbox"/> C	
<input type="checkbox"/> D	
<input type="checkbox"/> E	
<input type="checkbox"/> F	
<input type="checkbox"/> G	
<input type="checkbox"/> H	
<input type="checkbox"/> I	
<input type="checkbox"/> J	
<input type="checkbox"/> K	
<input type="checkbox"/> L	
<input type="checkbox"/> M	
<input type="checkbox"/> N	
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INTEREST DESIGN 2 - IPHONE				
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INTERESTS DESIGN 3 - IPHONE

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House icon

Lightning bolt icon

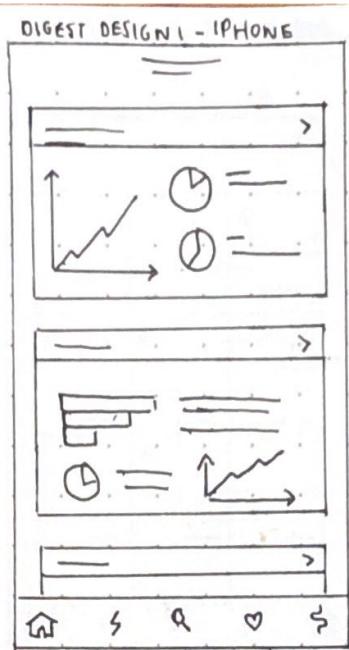
Magnifying glass icon

Heart icon

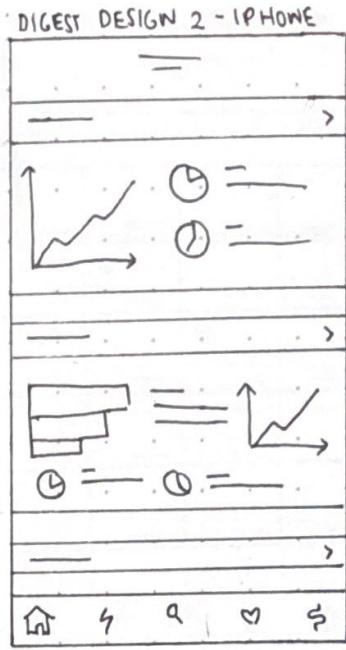
Person icon

INTERESTS DESIGN 5 - IPAD			
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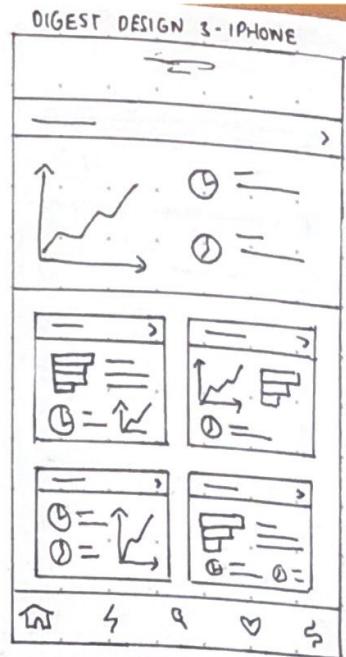
INTERESTS DESIGN 9 - IPHONE		
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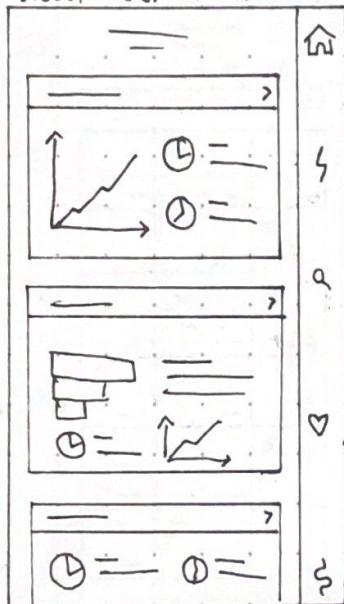
DIGEST DESIGN 4-1 PAD



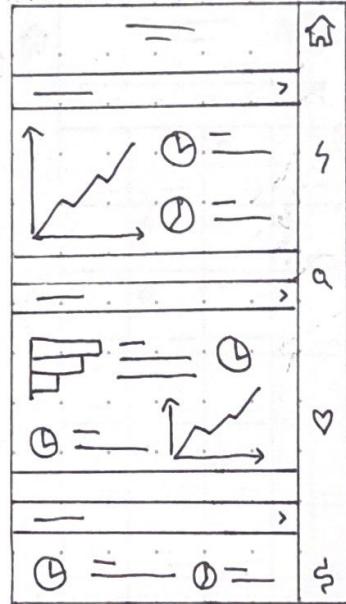
DIGEST DESIGN 5-1PAD



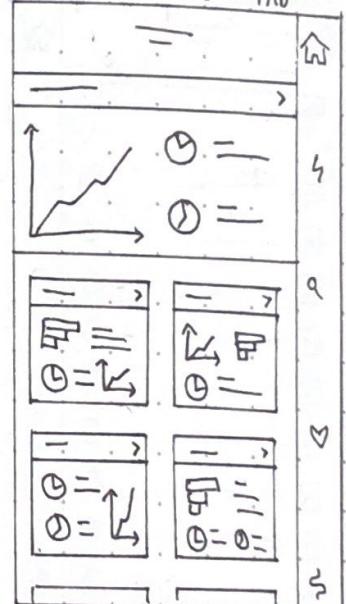
DIGEST DESIGN 6 - IPAD



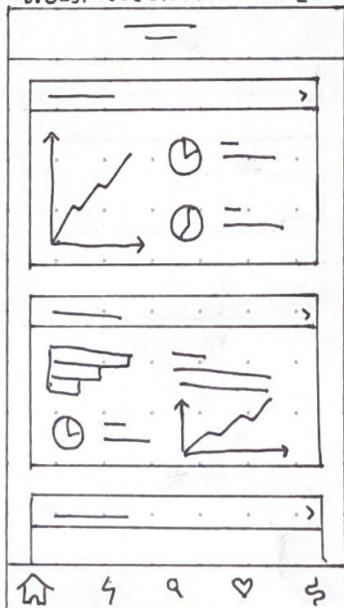
DIGEST DESIGN 7 - IPHONE



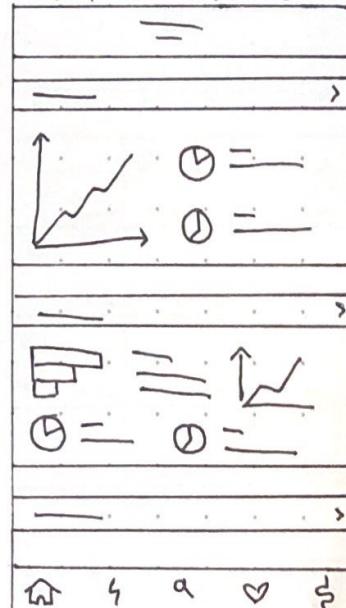
DIGEST DESIGN 8 - IPHONE



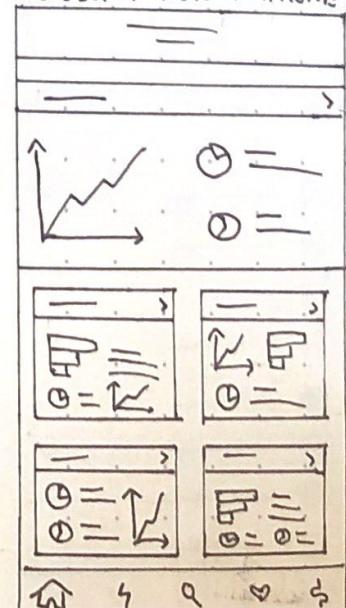
DIGEST DESIGN 9-IPHONE



DIGEST DESIGN 7 - IPHONE

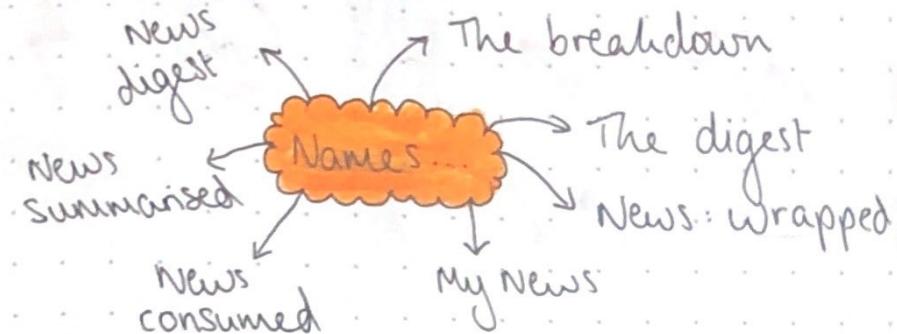


DIGEST DESIGN 8 - IPHONE



DIGEST DESIGN 9-IPHONE

The Name - Ideas...



* Icons : Refined *

- Home
- Interests
- Trending
- Search
- "digest"

- example icons aka "master-apprentice" work:

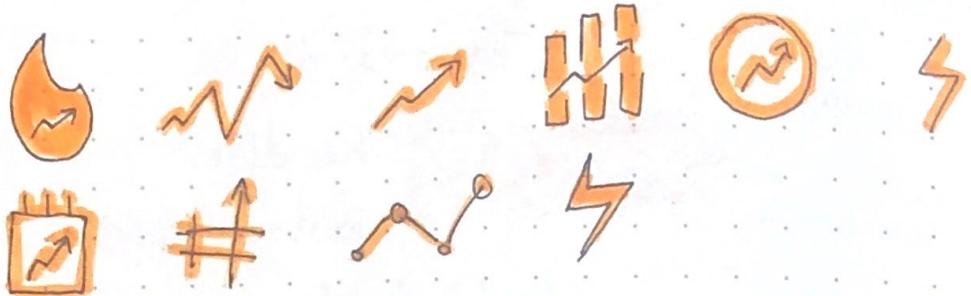
• HOME



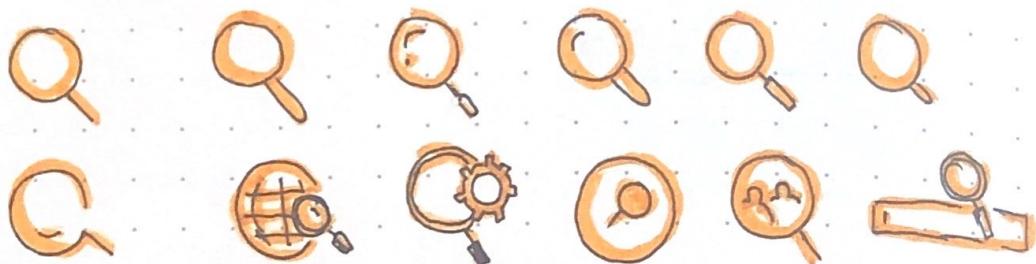
• INTERESTS



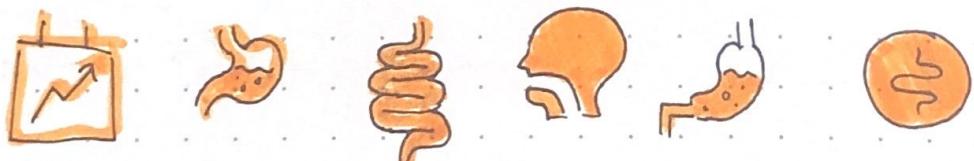
• TRENDING



• SEARCH



• DIGEST



- My final designs



HOME

INTERESTS

TRENDING

SEARCH DIGEST

* Potential additions

- Night Mode
- Share
- Not interested
- Settings
- profile