

Designer News - Product Spec

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Intro & Goal

The goal for the Designer News app is to build an iOS Client version of the website “Designer News”. Designers around the world have been looking for inspiration and a place to consume design news so this native mobile version will help. The secondary goal is learning to interface with third party libraries, develop in Swift, and build beautiful frontend code.

Who’s it for?

1. **Product people** - those building products that enjoy discovering, playing with, and learning from new, innovative products. Also serves as a pulse on potential competing products
2. **Designers** – always looking for inspiration or a place to catch up on the latest design trends.

Why build it?

1. It’s a growing field that requires attention in the mobile space
2. Develop beautiful frontend for a design app

What is it?

Glossary

1. **Replies View Controller** - replies to comments, only if signed in
2. **Like** - Likes for a post, only if signed in
3. **Login View Controller** – login screen to input credentials for Designer News
4. **Menu View Controller** – main menu for the app
5. **Web View Controller** – opens a web view for any link touched
6. **Learn View Controller** – opens an informational view
7. **Recent View Controller** – recent stories appear in the feed
8. **Top Stories** – top stories appear appear in the feed

User Types

1. **Non-Registered Users** - people that have not yet registered
2. **Registered Viewers** - people that have registered and can vote on posts but cannot post or comment.

Login View Controller

The screen allows the user to log into Designer News to comment and like posts. The user can log into the app through the Menu View Controller or in the Recent/Top Stories view controller.

Menu View Controller

The menu controller can be accessed on the upper left hand side in the Recent/Top Stories View Controller. It is a hamburger type icon. The menu has four options to select 1) Learn Design, 2) Login, 3) Top Stories, 4) Recents

Web View Controller

Any post that is selected will show the web link in a Web View Controller. You can dismiss the view or share the view on different social networks.

Learn View Controller

This view shows a web link to learn about designs with Sketch, and the ability to tweet Nicholas Ivanecky on Twitter.

Recent View Controller

Recents View Controller shows the most recent posts in Designer News. The posts are organized in the following format. A user will be able to see all the posts without logging in, however will not be able to like/comment.

Posts

Each post must contain:

1. **Post Title** – the article title
2. **Submitted By** - person that submitted the post with their profile picture and/or name
3. **Posted at** – when the post was published
4. **Likes** - number of likes for that post
5. **Comments** - number of comments for that post

Top Stories View Controller

Recents View Controller shows the most liked/commented posts in Designer News. A user will be able to see all the posts without logging in, however will not be able to like/comment.

Posts

Each post contains the same elements as Recent View Controller.

Replies

Every post has a reply button that can be accessed only if the user logged in with an existing Designer News account.

If the user has not logged in, they will be asked to login first before replying to a comment. If the user has logged in to the app, they will comment/reply to the post.

Email Notifications

Users receive no email notifications in this iOS Client.

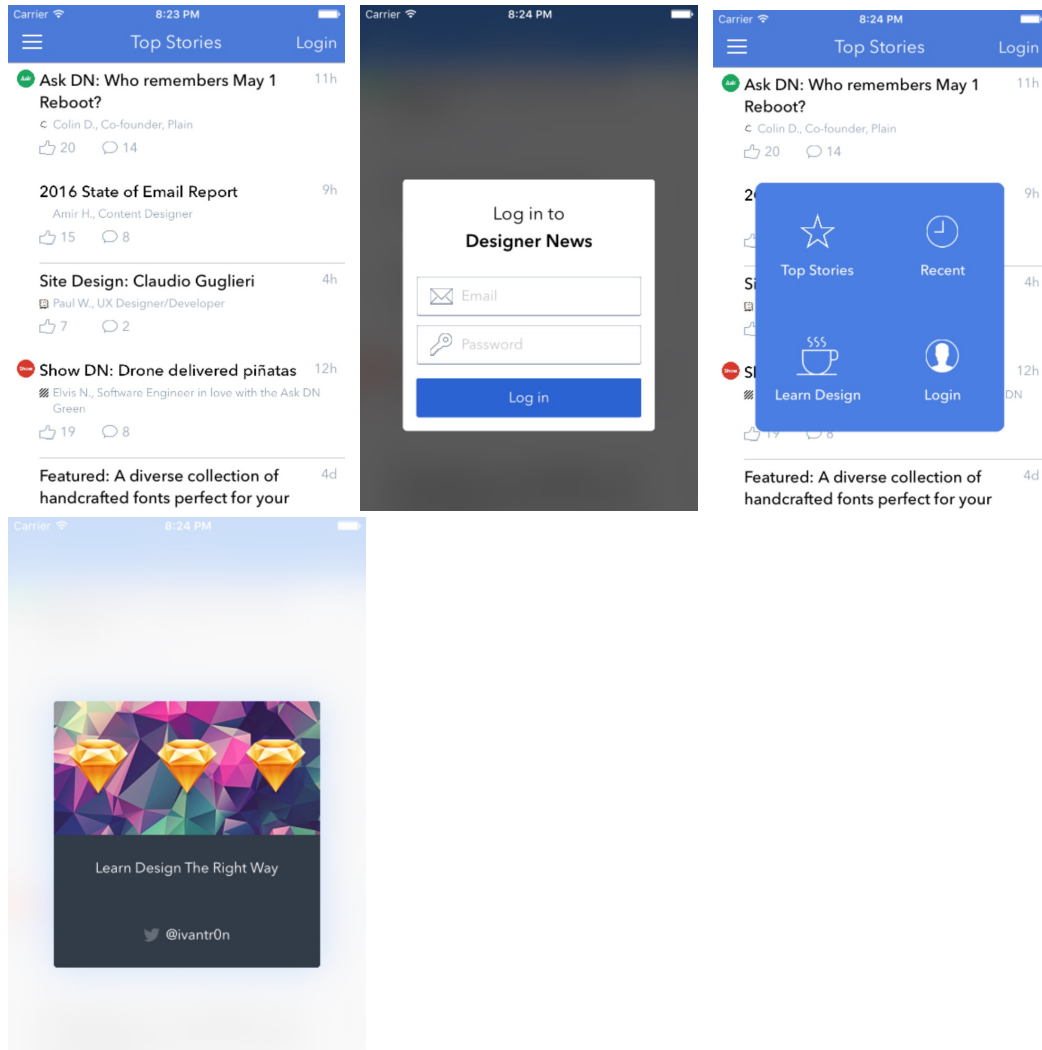
Registration

No registration required to use the app. However, to be able to like and reply to comments will require a login.

Competitors & Product Inspiration

1. Dribbble – simple online community for curated art, need invitation to post
2. Behance – showcase art work in graphic design, photography, more specialized work

Mockups



Go to Market

1. **Engage/Recruit Design Influencers** - make them feel part of the app's success and design
 - a. Ask for direct product feedback
2. **Ask Existing Designer News Users** – ensure they like the mobile experience
3. **Blog Post** – “Designer News for iPhone”
 - a. Post on Medium, Twitter, LinkedIn
 - b. Submit to GrowthHackers.com, Designer News, ProductHunt
4. **Press Release**
 - a. Reach out to press contacts in my LinkedIn/Twitter Network
5. **LinkedIn Personal Email List** - ~1k connections