INTEGRATED NEWS SERVICE

Content Consumption, Window-integrated Design, Summarized View

PROJECT INTRO

This project was finished recently when I was interning at Microsoft. I was on the Content Experiences team, under the supervision of Yash Misra and Michael Cattbagan.

DESIGN GOAL

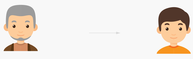
I am designing a news service which is deeply integrated in Windows Shell and providing a summarized, unbiased and contextualized view of the story for Windows users.

DELIVERABLE

At the end of August 2016, I create a number of interfaces demonstrating key features of the integrated news service, as well as an interactive prototype on Proto.io.

ENGAGING MILLENNIAL WITH NEWS

I talked to PMs and researchers to get a holistic view of Microsoft products vs. other news products.



Aged White Male Over 55
2-3 hours

Younger Millennials
Downtimes

NEWS READING BEHAVIORS OF YOUNG READERS

I did a research to understand how young readers consume news.

1. They read news during **downtimes**, everyday. They **quickly go over** the first couple of lines of the story and leave.
2. They loss the **context** of what they are doing when they switch between working and reading news.
3. They go to **multiple news websites** to get the full story.
4. Even though there is news aggregator, they still need to **find out what they need.** which is time-consuming.

Design Challenge

Create an informative news reading experience which requires less time and situational awareness.

Keeping the Context

Display news in a way which keeps the context of what they are doing.

Informative & efficient

Organize different aspects of news in an informative and efficient way.

NEWS PANEL EXPLORATIONS

I identified several places in Window to display news and finally decided on the side panel.

Start Menu/Cortana
Regarded as a jumping off point to somewhere else.

Taskbar Window
Not a place to consume content.

Lock Screen
Good place, but not accessible enough.

WHAT ARE THEY LOOKING FOR?

I sent out a survey trying to figure out what contents are important to millennials?

Headline

Abstract of what happened.

Multiple points of views from various sources including social media.

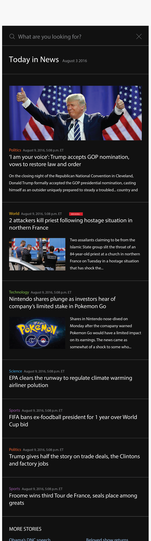
Information that contextualize the story, e.g. terminologies, images/videos, timeline, etc.

Recirculation

Final Design

A desktop view of the news panel.

High Fidelity Prototype



FUTURE WORKS

Due to time limits, I am not able to cover all the aspect of this project.

Mobile Version

Mobile is another platform where millennials spend most of the downtimes with.

Personalized News Feeds

Provide news based on different scenarios, e.g. location-based news, time-based news, event-based news.