

Giving users a seat at the table

We put the prototype to the test and gave users some unguided free time with the app. To our delight features were found without unnecessary onboarding.

Videos / Articles	Essential	Medium	Users spend the most time here, and typically arrive from links. Auto-play were not appreciated. As opposed to removing the feature completely finessing the player to allow for a muted auto play a la Facebook.
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Navigation	Important	Low	Refine the organization. Don't include navigation for things that aren't authorities on. If you do, string them together to make story a la NYT Now 'our picks.'
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